

City of Fredericksburg, Virginia

City Council

AGENDA

Council Chambers

715 Princess Anne Street

Fredericksburg, Virginia 22401

Hon. Mary Katherine Greenlaw, Mayor
Hon. William C. Withers, Jr., Vice-Mayor, Ward Two
Hon. Kerry P. Devine, At-Large
Hon. Matthew J. Kelly, At-Large
Hon. Jason N. Graham, Ward One
Hon. Timothy P. Duffy, Ph.D., Ward Three
Hon. Charlie L. Frye, Jr., Ward Four

Agenda

1. **Call To Order**

2. **Invocation**

Councilor Charlie L. Frye, Jr.

3. **Pledge Of Allegiance**

Cub Scouts Pack 46 & Boy Scouts Troop 46

4. **Presentations**

5. **Public Hearing**

6. **Comments From The Public**

City Council provides this opportunity each regular meeting for comments from citizens who have signed up to speak before the start of the meeting. To be fair to everyone, please observe the five-minute time limit and yield the floor when the Clerk of Council indicates that your time has expired. Decorum in the Council Chambers will be maintained. Comments that are not relevant to the City business and behavior that is disruptive, such as applause, are inappropriate and out of order.

7. **Council Agenda**

A. Population Estimates – Councilor Graham

8. **Consent Agenda**

A. Transmittal Of The FRED Transit Fourth Quarter Progress Report

Documents:

[8A FRED 4TH QTR REPORT.PDF](#)

B. Transmittal Of Board And Commission Minutes (Approved Minutes Can Be Found On The Board/Commission Webpages After They Are Approved At Subsequent Meeting Of Said Board/Commission).

B.i. City Council/School Board Working Group Minutes – October 30, 2019

Documents:

[8B1 CC-SB WORKING GROUP 10-30-19.PDF](#)

B.ii. City Council/School Board Working Group Minutes – December 14, 2019

Documents:

[8B2 CC-SB WORKING GROUP 12-14-19.PDF](#)

B.iii. Clean & Green Commission – January 9, 2020

Documents:

[8B3 CLEAN-GREEN 1-9-19.PDF](#)

B.iv. Fredericksburg Arts Commission – July 17, 2019

Documents:

[8B4 FAC 07-17-19.PDF](#)

B.v. Fredericksburg Arts Commission – August 21, 2019

Documents:

[8B5 FAC 08-21-19.PDF](#)

B.vi. Fredericksburg Arts Commission – September 18, 2019

Documents:

[8B6 FAC 09-18-19.PDF](#)

B.vii. Fredericksburg Arts Commission – October 16, 2019

Documents:

[8B7 FAC 10-16-19.PDF](#)

B.viii. Fredericksburg Arts Commission – November 20, 2019

Documents:

[8B8 FAC 11-20-19.PDF](#)

B.ix. Public Transit Advisory Board – December 11, 2019

Documents:

[8B9 PTAB 12-11-19.PDF](#)

9. Minutes

A. Work Session September 10, 2019

Documents:

[9A 9-10-19 WORK SESSION MINUTES.PDF](#)

B. Public Hearing – January 28, 2020

Documents:

[9B 01-28-20 PUBLIC HEARING MINUTES.PDF](#)

C. Regular Session – January 28, 2020

Documents:

[9C 01-28-20 REGULAR SESSION MINUTES.PDF](#)

10. City Manager Agenda

A. Resolution 20-___, Supporting Consolidation Of Wastewater Treatment Facilities With Spotsylvania County

Documents:

[10A WASTEWATER CONSOLIDATION.PDF](#)

B. Ordinance 20-01, Second Read, Amending The Unified Development Ordinance To Require The Preservation And Accommodation Of Archaeological Resources

Documents:

[10B ARCHEOLOGY ORD.PDF](#)

C. Ordinance 20-02, Second Read, Amending The Unified Development Ordinance To Regulate Infill Development In The R-2, R-4, R-8 And CT Zoning Districts

Documents:

[10C INFILL.PDF](#)

- D. Resolution 20-___, Initiating Amendments To The Unified Development Ordinance To Make Revisions In The Definitions Of “Dwelling, Duplex,” “Dwelling, Single-Family Attached,” And “Dwelling, Multi-Family” Use Types, And To Revise Development Standards For Townhouses

Documents:

[10D DWELLING DEFINITIONS.PDF](#)

- E. Resolution 20-___, Initiating Amendments To The Unified Development Ordinance To Amend Off-Street Parking Regulations

Documents:

[10E PARKING AMENDS.PDF](#)

- F. Resolution 20-___, Initiating Amendments To The Unified Development Ordinance To Add The Creative Maker District And Consolidating Form-Based Regulations In A New Appendix 72-A; Initiating Amendments To The Official Zoning Map To Rezone 78 Acres Of Land To The New Creative Maker District, And Applying Transect And Frontage Maps And Designations In The District

Documents:

[10F CREATIVE MAKER DISTRICT.PDF](#)

- G. General Assembly Legislative Updates

- H. City Manager's Update

Documents:

[10H CITY MANAGER UPDATE.PDF](#)

- I. Calendar

Documents:

[10I CALENDAR.PDF](#)

11. **Adjournment**



FREDERICKSBURG REGIONAL TRANSIT
History in Motion

MEMORANDUM

TO : Timothy J. Baroody, Fredericksburg City Manager
 FROM : Sharon L. Sullivan, Assistant to the Director *SLS*
 DATE : February 4, 2020
 RE : 4th Quarter 2019 Progress Report on FRED

Below for your consideration are the 4th Quarter 2019 ridership totals for the City of Fredericksburg. As highlighted in the chart below, the quarterly VRE ridership percentage shows an **increase** during this period. In addition, the annual regular ridership percentage shows an **increase** compared to last year. However, the quarterly regular ridership percentage shows a slight decrease during this period. This decrease could be linked to FRED operations being closed for Thanksgiving and Christmas holidays.

FRED Transit held its annual “Customer Appreciation Day” on Tuesday, October 1, 2019. The first 400 riders received an “I Take FRED Instead” t-shirt that had a special thank you on the back recognizing our Public and Private Partners (including the City of Fredericksburg). Every Friday during the month of October 2019, passengers who wore these special t-shirts were able to ride FRED for free.

Quarter	FRED Total	Fredericksburg		Spotsylvania		Stafford	
	Ridership	Ridership	VRE	Ridership	VRE	Ridership	VRE
4 th Quarter 2019	70,606	35,587	1,012	12,374	2,642	16,906	40
3 rd Quarter 2019	73,956	37,867	978	12,811	3,099	17,735	94
<i>Quarterly Percent Difference</i>	-4.5%	-6%	+3.5%	-3.4%	-14.7%	-4.7%	-57.4%
4 th Quarter 2018	71,817	34,928	1,203	12,031	3,127	16,814	N/A
<i>Annual Percent Difference</i>	-1.7%	+1.9%	-15.9%	+2.8%	-15.5%	+0.5%	N/A

Listed below are community outreach events completed this quarter and employee training events which benefit the City. If you have any questions concerning the routes or the ridership totals, please let me know.

Quarterly Community Outreach:

- October 15, 2019 – FRED’s Driver Trainer attended Fredericksburg Public Schools Head Start Open House
- October 19, 2019 – Healthy Generations Area Agency on Aging (HGAAA) Travel Trainer attended Hazel Hill Community Fair
- October 29, 2019 – HGAAA Training Trip to Central Park Target

- November 4, 2019 – HGAAA Travel Trainer attended Senior Resource Fair hosted by Rob Whittman at the Dorothy Hart Community Center

Quarterly Staff Training:

- November 19, 2019 – FRED staff attended Department of Rail and Public Transportation (DRPT) Grants Workshop
- December 4, 2019 – FRED staff attended Recipient Information Request (RIR) webinar
- December 11 – 12, 2019 – Sharon Sullivan, FRED's Assistant to the Director and R. Craig Reed, FRED's Manager Policy, Planning & Compliance attended Federal Transit Administration (FTA) Triennial Review Workshop in Richmond, VA

MONTHLY RIDERSHIP BY LOCATION OCTOBER 2019

DATE	FRED VRE	FREDERICKSBURG	SPOTSY VRE	SPOTSYLVANIA	STAFFORD	STAFFORD VRE	UMW	DAILY TOTAL
1-Oct	16	617	61	210	307	3		1,214
2-Oct	20	648	56	239	296	1		1,260
3-Oct	17	639	70	233	343	1		1,303
4-Oct	19	667	54	204	334	1	11	1,290
5-Oct							93	93
6-Oct							101	101
7-Oct	14	722	56	268	327	1		1,388
8-Oct	17	600	50	218	321	3		1,209
9-Oct	21	535	48	274	366	1		1,245
10-Oct	18	574	58	244	297	1	3	1,195
11-Oct	14	690	33	215	326	0	3	1,281
12-Oct							53	53
13-Oct							40	40
14-Oct		474		151	209			834
15-Oct	21	665	50	216	324	0		1,276
16-Oct	16	468	41	164	254	0		943
17-Oct	16	539	48	202	280	0	4	1,089
18-Oct	7	618	46	205	304	0	7	1,187
19-Oct							120	120
20-Oct							30	30
21-Oct	19	651	50	215	301	1		1,237
22-Oct	21	486	58	212	251	0		1,028
23-Oct	23	639	44	234	326	1		1,267
24-Oct	24	540	38	241	310	0	10	1,163
25-Oct	13	643	40	196	284	1	3	1,180
26-Oct							116	116
27-Oct							57	57
28-Oct	13	637	60	211	280	0		1,201
29-Oct	17	597	59	237	307	2		1,219
30-Oct	20	525	61	181	263	1		1,051
31-Oct	14	520	41	210	244	2	0	1,031
TOTAL	380	13,694	1,122	4,980	6,854	20	651	27,701

0 0 0 0 0 0 0

Grand Total

0

OCTOBER 2019 RIDERSHIP

Date:	City VRE	Spotsy VRE	Spotsy VRE	Stafford VRE	City	City	City	City	City	City	City	Spotsy	Spotsy	Spotsy	Spotsy	Spotsy	Stafford	EAGLE	EAGLE	DAILY											
	VF 1	VS 1	VS 2	VQ1	F1	F2	F3	F4A	F4B	F5	Extras	S1A	S1B	S4	S5	Extras	D1	D2	D3	D4	D5	D6	Extras	Express	Extras	TOTAL					
1-Oct	16	33	28	3	97	88	130	115	94	93	0	59	27	23	101	0	26	67	61	61	85	7	0			1,214					
2-Oct	20	28	28	1	137	74	130	114	72	121	0	72	36	50	81	0	38	86	71	22	77	2	0			1,260					
3-Oct	17	38	32	1	132	89	126	131	69	92	0	57	23	55	98	0	26	115	84	41	74	3	0			1,303					
4-Oct	19	37	17	1	143	79	134	115	87	109	0	62	33	46	63	0	49	91	70	36	87	1	0	11		1,290					
5-Oct																								93		93					
6-Oct																								101		101					
7-Oct	14	35	21	1	140	100	180	123	88	91	0	58	50	48	112	0	24	82	92	45	83	1	0			1,388					
8-Oct	17	33	17	3	89	91	138	117	83	82	0	45	30	52	91	0	31	124	66	20	76	4	0			1,209					
9-Oct	21	26	22	1	83	101	146	63	56	86	0	51	37	75	111	0	48	97	89	38	91	3	0			1,245					
10-Oct	18	30	28	1	96	89	135	84	62	108	0	56	29	46	113	0	26	93	78	42	58	0	0	3		1,195					
11-Oct	14	11	22	0	130	74	142	141	99	104	0	56	31	57	71	0	26	96	79	51	74	0	0	3		1,281					
12-Oct																								53		53					
13-Oct																								40		40					
14-Oct					111	78	75	72	62	76	0	33	25	31	62	0	24	74	40	20	51		0			834					
15-Oct	21	18	32	0	115	96	149	113	70	122	0	43	31	45	97	0	31	100	84	25	82	2	0			1,276					
16-Oct	16	28	13	0	75	88	99	72	70	64	0	39	21	36	68	0	16	72	64	17	80	5	0			943					
17-Oct	16	20	28	0	88	78	108	88	83	94	0	44	31	42	85	0	25	97	67	18	71	2	0	4		1,089					
18-Oct	7	30	16	0	125	77	123	110	83	100	0	52	31	54	68	0	27	76	66	56	78	1	0	7		1,187					
19-Oct																								120		120					
20-Oct																								30		30					
21-Oct	19	30	20	1	122	110	114	114	77	114	0	53	39	56	67	0	26	86	74	32	81	2	0			1,237					
22-Oct	21	30	28	0	80	68	123	75	67	73	0	43	30	42	97	0	9	59	58	25	97	3	0			1,028					
23-Oct	23	29	15	1	112	88	157	102	90	90	0	40	39	44	111	0	23	93	81	33	91	5	0			1,267					
24-Oct	24	18	20	0	61	103	123	95	68	90	0	84	20	47	90	0	32	102	69	26	74	7	0	10		1,163					
25-Oct	13	27	13	1	92	83	133	138	97	100	0	47	53	21	75	0	25	85	56	37	81	0	0	3		1,180					
26-Oct																								116		116					
27-Oct																								57		57					
28-Oct	13	43	17	0	118	88	145	119	82	85	0	53	42	40	76	0	34	82	57	25	80	2	0			1,201					
29-Oct	17	28	31	2	83	110	117	115	79	93	0	59	36	47	95	0	15	94	91	27	75	5	0			1,219					
30-Oct	20	36	25	1	90	77	120	102	58	78	0	35	39	35	72	0	24	71	61	26	81	0	0			1,051					
31-Oct	14	24	17	2	69	85	125	97	70	74	0	47	21	44	98	0	27	71	54	37	55	0	0	0		1,031					
		VS Total:	1,122		City Total:	WOVRE	WVRE									Spotsy Total:	WOVRE	WVRE							Stafford Total:	N	S	T	Total for Month		27,701
TOTAL # of Riders	380	632	490	20	2,388	2,014	2,972	2,415	1,766	2,139	0	1,188	754	1,036	2,002	0	632	2,013	1,612	760	1,782	55	0	651	0						
Average Ridership Per Day	17	29	22	1	104	88	129	105	77	93		52	33	45	87		27	88	70	33	77	3		41							
Average Ridership Per Hour	4	10	9	0	9	7	10	7	10	8		4	4	4	7		3	7	6	4	6	1		3							

OCTOBER 2019

Date:	Bikes	Child	GCC ID	MWHC ID	STHC ID	UMW ID	W/C	M. W. Hospital	SHC	Medical Stops	Information & Notes
1-Oct	17	22	89	31	0	33	8	6	2	15	
2-Oct	26	13	88	19	1	42	10	3	4	25	
3-Oct	22	9	91	29	0	38	15	10	5	22	
4-Oct	25	12	22	24	1	47	17	12	3	29	
5-Oct											
6-Oct											
7-Oct	15	30	99	32	7	44	6	4	1	39	
8-Oct	9	20	100	18	3	52	6	9	4	33	
9-Oct	15	20	105	24	3	35	8	3	3	35	
10-Oct	16	18	89	20	6	33	10	4	3	29	
11-Oct	14	21	40	22	1	42	26	9	2	30	
12-Oct											
13-Oct											
14-Oct	5	6	70	28	2	25	14	9	0	18	
15-Oct	11	21	93	20	9	39	13	7	2	33	
16-Oct	11	10	79	23	0	39	10	14	3	30	
17-Oct	10	23	66	18	3	33	12	9	1	12	
18-Oct	11	6	29	27	2	33	10	7	1	28	
19-Oct											
20-Oct											
21-Oct	12	22	89	31	3	40	11	13	2	23	
22-Oct	5	21	64	32	7	36	6	16	10	22	
23-Oct	11	24	76	26	3	44	9	11	2	33	
24-Oct	7	10	60	36	1	36	5	5	0	30	
25-Oct	18	19	47	18	0	45	7	13	4	32	
26-Oct											
27-Oct											
28-Oct	19	23	99	39	2	35	14	13	1	27	
29-Oct	5	17	69	31	3	54	3	7	3	26	
30-Oct	3	4	77	12	2	44	3	6	7	21	
31-Oct	6	6	64	34	4	34	4	10	0	29	
	Totals	Totals	Totals								
	293	377	1705	594	63	903	227	200	63	621	

MONTHLY RIDERSHIP BY LOCATION NOVEMBER 2019

DATE	FRED VRE	FREDERICKSBURG	SPOTSY VRE	SPOTSYLVANIA	STAFFORD VRE	STAFFORD	UMW	DAILY TOTAL
1-Nov	9	677	44	249	0	296	11	1,286
2-Nov							123	123
3-Nov							73	73
4-Nov	16	690	59	239	1	355		1,360
5-Nov	13	740	39	237	1	310		1,340
6-Nov	18	615	68	225	1	301		1,228
7-Nov	29	566	48	228	0	296	3	1,170
8-Nov	8	611	24	140	0	297	6	1,086
9-Nov							116	116
10-Nov							64	64
11-Nov	0	434	0	145	0	147		726
12-Nov	18	454	49	129	2	244		896
13-Nov	23	562	47	219	1	307		1,159
14-Nov	23	516	33	225	0	257	0	1,054
15-Nov	16	632	38	191	1	253	14	1,145
16-Nov							135	135
17-Nov							104	104
18-Nov	22	569	55	187	0	304		1,137
19-Nov	16	534	44	187	1	324		1,106
20-Nov	18	567	49	204	1	284		1,123
21-Nov	16	636	43	230	2	264	3	1,194
22-Nov	16	549	23	198	0	212	20	1,018
23-Nov							128	128
24-Nov							70	70
25-Nov	13	594	50	237	2	293		1,189
26-Nov	25	615	46	222	2	267		1,177
27-Nov	19	468	27	119	0	224		857
28-Nov								0
29-Nov								0
30-Nov							62	62
TOTAL	318	11,029	786	3,811	15	5,235	932	22,126

0 0 0 0 0 -15 0

Grand Total

0

NOVEMBER 2019

Date:	Bikes	Child	GCC ID	MWHC ID	STHC ID	UMW ID	W/C	M. W. Hospital	SHC	Medical Stops	Information & Notes
1-Nov	9	19	26	25	5	47	11	8	2	34	
2-Nov											
3-Nov											
4-Nov	10	25	110	20	3	50	6	7	5	28	
5-Nov	10	5	66	40	2	43	8	7	4	49	
6-Nov	8	10	97	23	3	40	12	7	2	26	
7-Nov	8	7	76	30	6	34	5	8	4	30	
8-Nov	20	10	28	17	2	48	3	7	0	32	
9-Nov											
10-Nov											
11-Nov	12	6	59	17	1	36	4	9	0	15	
12-Nov	5	0	58	20	1	48	0	6	0	23	
13-Nov	13	7	114	25	1	50	7	12	4	20	
14-Nov	3	1	60	21	5	34	5	5	1	32	
15-Nov	13	4	23	23	4	64	1	11	0	30	
16-Nov											
17-Nov											
18-Nov	11	8	83	19	2	47	5	11	1	26	
19-Nov	7	5	67	18	2	39	4	17	3	37	
20-Nov	11	2	67	23	2	42	12	8	1	27	
21-Nov	6	12	61	24	2	39	8	9	3	38	
22-Nov	14	12	16	12	8	33	6	12	0	27	
23-Nov											
24-Nov											
25-Nov	14	7	68	22	4	35	7	13	3	23	
26-Nov	14	10	78	31	0	43	6	9	1	26	
27-Nov	10	4	8	13	2	25	3	11	2	18	
28-Nov											
29-Nov											
30-Nov											
	Totals	Totals	Totals								
	198	154	1165	423	55	797	113	177	36	541	

NOVEMBER 2019 RIDERSHIP

Date:	City VRE	Spotsy VRE	Spotsy VRE	Stafford VRE	City	City	City	City	City	City	City	Spotsy	Spotsy	Spotsy	Spotsy	Spotsy	Stafford	Stafford	Stafford	Stafford	Stafford	Stafford	Stafford	Stafford	EAGLE	EAGLE	DAILY
	VF 1	VS 1	VS 2	VQ1	F1	F2	F3	F4A	F4B	F5	Extras	S1A	S1B	S4	S5	Extras	D1	D2	D3	D4	D5	D6	Extras	Express	Extras	TOTAL	
1-Nov	9	24	20	0	120	98	143	105	113	98	0	54	49	70	76	0	21	82	75	39	76	3	0	11		1,286	
2-Nov																									123		123
3-Nov																									73		73
4-Nov	16	34	25	1	103	108	160	101	108	110	0	53	41	45	100	0	31	116	63	37	103	5	0			1,360	
5-Nov	13	18	21	1	105	97	248	123	80	87	0	61	35	52	89	0	29	73	90	41	73	4	0			1,340	
6-Nov	18	37	31	1	80	111	121	127	83	93	0	62	33	46	84	0	42	69	85	30	68	7	0			1,228	
7-Nov	29	24	24	0	71	77	142	109	91	76	0	39	32	57	100	0	28	79	82	32	73	2	0	3		1,170	
8-Nov	8	14	10	0	125	83	132	116	69	86	0	42	26	32	40	0	22	66	90	37	80	2	0	6		1,086	
9-Nov																									116		116
10-Nov																									64		64
11-Nov					82	57	79	78	66	72	0	23	30	27	65	0	11	50	38	9	39		0			726	
12-Nov	18	32	17	2	84	57	104	84	60	65	0	35	26	30	38	0	33	57	57	26	68	3	0			896	
13-Nov	23	25	22	1	109	86	128	108	57	74	0	47	26	61	85	0	23	84	76	16	104	4	0			1,159	
14-Nov	23	16	17	0	119	75	97	84	66	75	0	44	30	72	79	0	25	79	82	21	50	0	0	0		1,054	
15-Nov	16	16	22	1	129	86	116	126	103	72	0	71	35	59	26	0	23	81	56	35	56	2	0	14		1,145	
16-Nov																									135		135
17-Nov																									104		104
18-Nov	22	31	24	0	97	75	129	109	82	77	0	51	22	40	74	0	22	92	82	26	79	3	0			1,137	
19-Nov	16	25	19	1	88	84	102	74	107	79	0	40	23	65	59	0	17	68	98	60	79	2	0			1,106	
20-Nov	18	30	19	1	110	76	124	111	72	74	0	55	36	49	64	0	30	93	71	32	57	1	0			1,123	
21-Nov	16	19	24	2	125	103	161	74	98	75	0	57	36	50	87	0	33	79	68	12	70	2	0	3		1,194	
22-Nov	16	10	13	0	106	65	137	109	62	70	0	49	31	53	65	0	19	64	49	28	48	4	0	20		1,018	
23-Nov																									128		128
24-Nov																									70		70
25-Nov	13	28	22	2	134	86	116	114	85	59	0	63	38	66	70	0	20	82	75	39	75	2	0			1,189	
26-Nov	25	25	21	2	114	88	140	100	79	94	0	57	31	50	84	0	39	66	66	21	75	0	0			1,177	
27-Nov	19	19	8	0	94	54	102	86	71	61	0	28	27	26	38	0	18	71	44	22	67	2	0			857	
28-Nov																											0
29-Nov																											0
30-Nov																									62		62
																											0
		VS Total:	786		City Total:	WOVRE	11,029	WVRE	11,347			Spotsy Total:	WOVRE	3,811	WVRE	4,597	Stafford Total:	N	1,973	S	3,277	T	5,250		Total for Month	22,126	
TOTAL # of Riders	318	427	359	15	1,995	1,566	2,481	1,938	1,552	1,497	0	931	607	950	1,323	0	486	1,451	1,347	563	1,340	48	0	932	0		
Average Ridership Per Day	18	24	20	1	105	82	131	102	82	79		49	32	50	70		26	76	71	30	71	3		58			
Average Ridership Per Hour	4	9	8	0	10	6	10	7	10	7		4	4	4	6		3	6	6	4	6	1		4			

MONTHLY RIDERSHIP BY LOCATION December 2019

DATE	FRED VRE	FREDERICKSBURG	SPOTSY VRE	SPOTSYLVANIA	STAFFORD VRE	STAFFORD	UMW	DAILY TOTAL
1-Dec							36	36
2-Dec	10	590	41	222	0	273		1,136
3-Dec	24	644	50	186	0	297		1,201
4-Dec	12	613	30	177	1	244		1,077
5-Dec	19	576	49	224	2	301	8	1,179
6-Dec	12	584	39	199	0	278	2	1,114
7-Dec							103	103
8-Dec							59	59
9-Dec	24	600	39	175	0	239		1,077
10-Dec	24	566	45	186	0	250		1,071
11-Dec	17	554	61	229	0	273		1,134
12-Dec	18	551	48	194	0	215	2	1,028
13-Dec	16	520	37	155	0	182	0	910
14-Dec							80	80
15-Dec							50	50
16-Dec	14	495	48	171	0	204		932
17-Dec	9	439	46	161	0	254		909
18-Dec	23	571	42	184	0	243		1,063
19-Dec	20	486	57	161	1	240	0	965
20-Dec	13	512	34	180	1	285	0	1,025
21-Dec							73	73
22-Dec							49	49
23-Dec	25	574	25	197	0	239		1,060
24-Dec								0
25-Dec								0
26-Dec	6	495	5	140	0	163		809
27-Dec	11	509	9	171	0	257		957
28-Dec								0
29-Dec								0
30-Dec	12	568	11	144	0	221		956
31-Dec	5	417	18	127	0	159		726
TOTAL	314	10,864	734	3,583	5	4,817	462	20,779
0 0 0 0 0 0 0								Grand Total

0

DECEMBER 2019 RIDERSHIP

Date:	City VRE	Spotsy VRE	Spotsy VRE	Stafford VRE	City	City	City	City	City	City	City	Spotsy	Spotsy	Spotsy	Spotsy	Spotsy	Stafford	Stafford	Stafford	Stafford	Stafford	Stafford	Stafford	Stafford	EAGLE	EAGLE	DAILY
	VF 1	VS 1	VS 2	VQ1	F1	F2	F3	F4A	F4B	F5	Extras	S1A	S1B	S4	S5	Extras	D1	D2	D3	D4	D5	D6	Extras	Express	Extras	TOTAL	
1-Dec																									19	17	36
2-Dec	10	28	13	0	104	124	114	87	84	77	0	50	30	52	90	0	28	75	60	14	95	1	0			1,136	
3-Dec	24	22	28	0	75	93	117	128	142	89	0	53	36	37	60	0	20	84	71	36	84	2	0			1,201	
4-Dec	12	11	19	1	95	100	123	133	82	80	0	36	25	40	76	0	32	80	56	11	64	1	0			1,077	
5-Dec	19	19	30	2	81	96	122	118	76	83	0	56	27	47	94	0	27	72	97	27	77	1	0	8		1,179	
6-Dec	12	25	14	0	127	80	103	123	77	74	0	45	25	68	61	0	24	88	66	19	79	2	0	2		1,114	
7-Dec																									103		103
8-Dec																									59		59
9-Dec	24	26	13	0	129	55	140	98	91	87	0	46	30	27	72	0	26	79	55	14	63	2	0			1,077	
10-Dec	24	31	14	0	88	69	161	103	85	60	0	40	20	44	82	0	29	72	65	21	61	2	0			1,071	
11-Dec	17	26	35	0	123	76	113	99	54	89	0	57	31	36	105	0	27	86	73	35	52	0	0			1,134	
12-Dec	18	26	22	0	86	99	108	87	73	98	0	47	29	49	69	0	14	67	62	21	50	1	0	2		1,028	
13-Dec	16	20	17	0	106	68	98	102	73	73	0	29	26	49	51	0	17	55	43	26	41	0	0	0		910	
14-Dec																									80		80
15-Dec																									50		50
16-Dec	14	25	23	0	99	75	105	81	72	63	0	39	20	35	77	0	18	66	48	15	56	1	0			932	
17-Dec	9	19	27	0	103	46	82	73	64	71	0	35	28	42	56	0	25	71	57	26	54	1	20			909	
18-Dec	23	23	19	0	129	76	111	89	77	89	0	46	39	30	69	0	19	78	59	34	51	2	0			1,063	
19-Dec	20	25	32	1	137	57	104	71	54	63	0	34	27	41	59	0	30	60	66	23	59	2	0			965	
20-Dec	13	13	21	1	90	80	99	113	66	64	0	39	23	48	70	0	21	65	82	43	70	4	0			1,025	
21-Dec																									73		73
22-Dec																									49		49
23-Dec	25	18	7	0	101	61	111	126	87	88	0	48	10	79	60	0	23	56	57	35	67	1	0			1,060	
24-Dec																											0
25-Dec																											0
26-Dec	6	4	1	0	112	59	83	107	60	74	0	33	11	43	53	0	16	56	43	17	31	0	0			809	
27-Dec	11	9	0	0	95	67	103	77	91	76	0	32	23	47	69	0	32	71	65	41	48	0	0			957	
28-Dec																											0
29-Dec																											0
30-Dec	12	9	2	0	102	65	135	102	82	82	0	34	23	27	60	0	43	68	51	33	26	0	0			956	
31-Dec	5	15	3	0	76	32	85	53	79	92	0	38	19	37	33	0	16	49	53	14	27	0	0			726	
		VS Total:	734		City Total:	WOVRE	WWRE					Spotsy Total:	WOVRE	WWRE					Stafford Total:	N	S	T			Total for Month	20,779	
TOTAL # of Riders	314	394	340	5	2,058	1,478	2,217	1,970	1,569	1,572	0	837	502	878	1,366	0	487	1,398	1,229	505	1,155	23	20	445	17		
Average Ridership Per Day	16	20	17	0	103	74	111	99	78	79		42	25	44	68		24	70	61	25	58	1		40			
Average Ridership Per Hour	4	7	7	0	9	6	9	7	10	7		3	3	4	6		2	6	6	3	5	0		3			

DECEMBER 2019

Date:	Bikes	Child	GCC ID	MWHC ID	STHC ID	UMW ID	W/C	M. W. Hospital	SHC	Medical Stops	Information & Notes
1-Dec											
2-Dec	16	7	86	22	1	36	4	8	1	28	
3-Dec	20	8	77	22	0	46	4	11	1	24	
4-Dec	10	0	76	18	4	32	6	7	1	18	
5-Dec	14	11	74	17	0	43	7	6	3	43	
6-Dec	17	11	21	29	1	32	9	13	2	25	
7-Dec											
8-Dec											
9-Dec	9	14	86	24	3	29	0	11	3	26	
10-Dec	12	1	63	21	9	40	11	7	1	30	
11-Dec	9	17	45	20	3	30	2	11	2	21	
12-Dec	11	8	39	20	1	27	7	7	0	20	
13-Dec	17	5	16	15	2	23	4	7	1	19	
14-Dec											
15-Dec											
16-Dec	10	11	52	22	2	25	13	15	4	31	
17-Dec	3	5	24	17	0	16	1	7	0	29	
18-Dec	10	4	32	13	0	32	10	3	2	20	
19-Dec	13	7	33	13	0	21	5	3	3	23	
20-Dec	18	14	9	19	0	25	5	6	1	24	
21-Dec											
22-Dec											
23-Dec	16	7	13	10	2	26	4	10	1	41	
24-Dec											
25-Dec											
26-Dec	5	2	7	6	0	11	4	9	0	15	
27-Dec	15	8	10	15	2	15	1	14	1	20	
28-Dec											
29-Dec											
30-Dec	12	9	10	19	6	15	3	8	0	39	
31-Dec	14	3	3	12	0	10	9	3	3	15	
	Totals	Totals	Totals								
	251	152	776	354	36	534	109	166	30	511	

SCHOOL / CITY WORKING GROUP FOR JOINT ISSUES

October 30, 2019

0830

Walker-Grant Center

Attendees:

Jannan Holmes, School Board

Jennifer Boyd, Chair, School Board

Matt Kelly, City Council

Mary Katherine Greenlaw, Mayor

Dr. Marci Catlett, Interim Superintendent

Dr. John Russ, FCPS

Tim Baroody, City Manager

Mark Whitley, City of Fredericksburg

The group discussed the formation of the agenda. Generally, the elected representatives would work through their respective administrations to put items on the agenda so that items can be coordinated more easily. These meetings also need to be noticed as public meetings.

Topics for today's meeting:

- 1) ECE Task Force (Enrollment, Capacity, and Expansion)
- 2) Budget
- 3) CTE and Economic Development
- 4) Communication Audit
- 5) Transportation Developments

ECE Task Force Discussion

There was a general discussion concerning the first meeting of the "Task Force" and which "Task Force" is for what.

There is an Internal School Group that is able to provide information to the major joint group that is being established between the Fredericksburg City Public Schools and the City Council. The Internal School Group can provide information and would be available to answer questions as they come up.

There was a general discussion among the group about the objectives of the group. There was draft language based on the Internal School Group but some of that was a little bit off. The group was going to re-draft the objectives of the groups.

There was a lot of discussion about the different groups – the City Schools' Internal Task Force is the first group, and that group is fairly well-defined. The second group is a larger group that will be more inclusive of community input as was discussed at the joint City Council and School Board worksession held a month or so ago. This would be the ECE Task Force.

The ECE Task Force had decided to hold two separate forums – tentatively scheduled for December 9 and December 12. One forum would be held at James Monroe High School and the other forum would be held at the Family Life Center in the Bragg Hill neighborhood.

Mayor Greenlaw asked how folks would be selected. There might be a member of the Planning Commission, for example. Each school also has a Parent Advisory Committee, with representatives of each of the four voting wards of the City. This provides those groups with geographic diversity.

Mr. Baroody then clarified that the group discussions of the Task Force landed in a slightly different place. There would only be a “Task Force” composed of four individuals – the two members of City Council and the two members of the School Board. This will help avoid any problems with picking out individuals and groups to be on the “Task Force” because that is wrought with complications and potential for folks to feel left out. Rather, there would be special invitations given to folks to come to the open forum meetings, which would also be open to the general public. This will provide an opportunity for everyone to have their voices be heard. There will also be a survey being developed for additional public input and comment.

Mr. Kelly stated that there is research that says when public bodies hold open forums and there isn’t enough information shared beforehand, the utility of public forums is very limited. There would need to be a lot of information and plans shared up front for folks to evaluate and be able to comment on. There was some discussion about the need to develop this information and communicate it prior to the meeting. There might need to be a joint article in the newspaper, for example. The survey could incorporate this component – Ms. Barbara Hunter, the school division consultant for communications, might be able to look at questions from other school divisions that have gone through a similar process.

Mr. Kelly emphasized that there needed to be a plan of how to pay for the various options included with the various proposals. Mr. Baroody emphasized as well that the original plan for the forum included presentations from Dr. Russ on school capacity and Mr. Whitley on the City’s CIP and overall financial situation and capacity.

Mayor Greenlaw emphasized that the invitations to the groups was critically important. There are certain groups that need to be invited to be part of the process.

Dr. Catlett mentioned the pace of the task force, and said that a lot of that was being driven by the City’s annual budget timelines. This could be slowed if necessary.

Mayor Greenlaw also agreed that it was important to define for the public what the options are and what the City and the Schools are talking about. Ms. Boyd mentioned that there might need to be specific outreach to the PTA’s – perhaps even going to those meetings to outline the discussions and the various options. Public education is definitely a component of this process. There may need to be a public meeting once we get to the short list of alternatives.

Mr. Kelly stated that although we have the current numbers for this year for enrollment, we need to discuss trends as well. We have a couple of different sets of numbers right now, and they seem to show a short-term spike and then the enrollment growth will settle down for a couple of years. If that trend holds then there may be some additional time. Ms. Boyd also wanted to emphasize the need to see where the numbers were based – which ones included future planned growth. Mr.

Baroody mentioned that the numbers do show an issue, and we shouldn't spend too much time on them because it would be easy to get into discussions about which sets of numbers might be right. There is no question that there is a capacity issue, but the group needs to look at the best alternatives to address that issue.

Ms. Boyd referenced that an e-mail from the college had come in and a group of students was going to study this issue as well as a school project.

Dr. Catlett wondered if an update to the enrollment studies would be wise. This would take additional time, and money.

Mr. Baroody then emphasized that the Schools and the City were going to collaborate on the survey, and that there was a real need to collaborate on the survey. He has drafted a few questions for initial review. There may need to be a neutral facilitator at the open forums to assist with that process as well.

There then followed some general discussion about the various task forces that were working on the issue. It looked originally like there would be three separate task forces: the FCPS Internal Task Force; the Joint ECE Task Force that would incorporate many different groups, community members, and the four elected officials; and an "External" Group composed of the four Joint ECE Task Force members that would ultimately make the recommendations to the respective governing bodies. (This would be Mr. Graham, Ms. Devine, Ms. Pomeroy, and Ms. Boyd.) But, after the discussion evolved, there would only be two groups. The FCPS Internal Task Force is one, and easy to understand. The Joint ECE Task Force would be the second one, but only composed of the four elected officials. The need for community input and participation in the decision would be addressed through the survey and the open forums. This will avoid the complications of having groups feel left out or having so many members of the Joint ECE that it is too large to make decisions.

Mr. Kelly wondered if the Joint ECE would provide just one recommendation, or if there would be options for each body to consider. Ms. Boyd emphasized that it would be important to socialize the recommendations and try to reach a consensus – having City Council and the School Board select different alternatives from a broad range of alternatives, and being different than the recommendations of the Task Force, might set back the process to get improvements done.

Additional group discussion centered on the development of alternatives. Hopefully there will be buy-in all along the way. We do need to have wide dissemination of information and alternatives – we certainly don't want the impression that a small group of folks just got together and decided on the best route. There was some discussion about regular updates of City Council and the School Board. Dr. Russ agreed that there was always the notion that the group members would discuss alternatives, but would also be updating the members of their respective boards or groups. There was some additional discussion on this topic, and the need to develop and post minutes was emphasized.

Mr. Baroody reminded the group that back in August, there was a tentative deadline of February 29th for the group, based on the budget. Mr. Kelly stated that this was a very important decision, and that we needed to be somewhat flexible if that was necessary. Ms. Holmes stressed that it was very

important to let everyone know that we do have a deadline, even though it is flexible, because we can't keep kicking the can down the road.

2) Budget

Dr. Russ offered a quick update on the budget process. Budget requests have been sent out internally at the schools. These include capital, personnel, equipment, and purchased services. There will be a long list of requests compiled. Once we go through the process with City Council we will update the supervisors as to what it might be looking like for next year. Dr. Catlett will also be on the lookout for guidance from the state in terms of funding and changes at that level.

Mr. Kelly emphasized, that strictly speaking for just himself, he felt that last year the City Council raised the property tax rate five cents in part to provide additional funding for the needs of the FCPS and provide the local funding needed for the 5% teacher raises. We are also looking at doing something with school capacity. City employees received a cost-of-living 2.5% adjustment last year. The City will have a lot of challenges next year, and City Council may need to look more internally at the costs and needs of the City.

The November 6 meeting of the Joint ECE Task Force was brought up as well – Mr. Whitley was asked by Mr. Baroody to make sure the Clerk of Council provided public notice.

3) Update on CTE

Dr. Catlett gave an update on the CTE programs. There are active carpentry placements, and certified nursing and media / TV production classes at JMHS. The FCPS is partnering with FredCat and Germanna Community College for these, and an electrician course as well. FredCat and Germanna also are developing a mobile classroom that can travel to K-8 locations.

There is also an effort to identify future teachers, and train them through a grant opportunity. The goal is to identify future teachers through Teach for Tomorrow – 12 had applied and this has been narrowed down to 3. The hope is to grow our own teachers – to pique the interest of students in the profession before they go off to college.

Mr. Kelly asked about the goal of these programs and classes. Dr. Russ affirmed that the goal is licensure – it is not just a class. Dr. Catlett elaborated that the number one class of interest identified through student surveys was culinary arts, but a facility is needed to provide this type of training. Labs are needed to associate with interests and you need both a diploma and licensure to get a head start. The current trend is to promote both.

Mayor Greenlaw stated that the needs of these types of classes needs to be incorporated into the discussion about capacity. As an example, the band at JMHS right now is much smaller than back in the day. Ms. Boyd confirmed that this was the case in many schools, and it is a trend right now. Bands have to compete with sports for time. Mr. Baroody stated that as an example of alternative thinking, the old hospital has a commercial kitchen that could be used for culinary training. There was additional discussion on this topic, and the need for partnerships in the community for some of these types of classes was also recognized.

Mr. Kelly indicated that, strictly speaking for himself, the funds that might be identified as being used to develop these types of programs needs to be segregated somehow and protected in the event of a downturn in the economy or a similar set of circumstances. We need a consensus as to how potential funding would not be pulled into other concerns – because you need several years of developing this type of a program to have success.

Mr. Baroody indicated that there had been some discussions about having a full-time coordinator working for City Schools. The draft of a job description was shared around, and will need some additional work and review. The draft would be able to be used to potentially achieve funding from an alternative source, such as the Economic Development Authority. There was some additional discussion concerning funding, and that the concern expressed is more for future elected groups, not so much the current Council and the current School Board.

Mayor Greenlaw pointed out that there are a lot of capital needs with the City, and the City will have much to consider this spring. Every year after an election in May the Council re-groups. We should plan a CIP workshop with the School Board after the next election this fall. At that point, we may have a new sense of direction and long-term plan.

Dr. Catlett agreed, and stated that as an example, the Original Walker-Grant cannot get funding for renovation like a similar facility in Spotsylvania County. Ms. Boyd wondered about a formalized funding plan. Mr. Kelly pointed out that something like that was tried before, but the 2007 / 2008 / 2009 recession completely collapsed a lot of revenue and that anything can happen.

4) Communications Audit

The City Schools recently conducted a communications audit, and they are happy to share the results with the City. There was a really good response. There were small groups, and focus groups as well. A presentation will be given on Monday.

Ms. Holmes stated that we will need to do some communications with the planning group as well – we will need to communicate all the options and recommendations. Ms. Baxter has been appointed the communications coordinator, and the schools have made other changes as well. This effort is now under Mike George. Ms. Holmes indicated that it was important that there be training of staff as well – this is not a position that will just send news releases to the newspaper.

Ms. Boyd indicated that we need to develop a strategy, then be able to communicate it.

Back to the topic of CTE, the Mayor indicated that the CTE Coordinator will happen and that the job description is well-written, but we need clarity on the next steps. Mr. Baroody stated that the specific next steps is that the City's Economic Development staff will review the draft job description as well. After review and changes back between the City and the FCPS, then a draft will come back to the Working Group. It could then go to the Economic Development Authority to see if they will support it. Mr. Kelly asked that when it comes back, to get a sense of where this is going. Ms. Boyd said that this would also set the stage for budget discussions on this particular topic.

Dr. Catlett also noted that the job description was a very quick draft, and that there would likely need to be changes made so everyone will need to thoroughly review it.

Dr. Catlett shared with the group that a long-time goal is underway to set up an Educational Foundation for the FCPS. There is an internal FCPS team that is going to a workshop to learn how to develop a Foundation – Mike George and several others. This will provide an outlet and a methodology for additional community partnerships, once the legal framework is set up and the foundation is formed. This is very exciting because substantial funds can be raised from the community for the support of schools. This might be helpful for coordinating with Alumni Groups as well.

5) Transportation

The Working Group was briefed on the potential addition of a school bus lot in the Fredericksburg Battlefield Industrial Park. There were options being explored with the landowner, both in terms of the long-term lease that is envisioned in the CIP currently and in terms of the outright purchase of the parcel and development of the lot by the City. All agreed that there was a need to move forward – the City’s new salt storage building was creating space constraints at the City Shop. The question will be whether land acquisition or the lease is more cost-effective over time.

The meeting adjourned at approximately 0930.

Respectfully Submitted,

Mark Whitley

SCHOOL – CITY WORKING GROUP
December 14, 2019

Walker-Grant Center

Mayor Mary Katherine Greenlaw
Council Member Matt Kelly
School Board Member Malvina Kay
School Board Member Jannan Holmes
Superintendent Marci Catlett
City Manager Tim Baroody

Mike George
John Russ
Lori Bridi
Mark Whitley

The group discussion started with a quick overview of the discussion from the Task Force meeting that was held the prior Wednesday. There was a proposal for assistance from a communications consultant that was accepted by the Task Force. That proposal was reviewed – the City and the FCPS will both pay half the cost.

Dr. Catlett mentioned that the documents had been turned around in a hurry, and there was a lot of good work that had been done. Mr. Baroody mentioned that a communications plan had also been developed. As next steps, there is a survey that is being worked on. A sub-committee was working on the latest version. The group meeting on Wednesday had been through a lot of discussion concerning the survey questions. The hope was to wrap up the survey draft by the end of the calendar year.

The Task Force hopes to sign off on the survey in the first week of January, then set up a web site. The City will host the information. There will be a community meeting or two in late January. The School Board meeting of February 3 would be the target to begin returning some of the results.

The current schedule for the task force special community meetings is for January 23 at JMHS and for January 27 at the Family Life Center. The meetings would be duplicate – you could go to one or the other, and the same program would be given at both.

The consultant would be the facilitator. The School would present information about the Capacity projections and the situation in the schools, and the City would provide some background about the City's financial situation. The facilitator might be able to break the audience up into groups and pose a series of questions to get some good public input.

Mr. Kelly pointed out that the need to educate the public is key to getting a successful meeting. Will people be able to see a series of articles leading up to this? Preliminary information will be very helpful – fact sheets and updates as well. The survey instrument would allow for this through the web site that will be set up. Documents could be attached to the Web Site. Dr. Catlett pointed out that hard copies would also need to be made, since not everyone has easy access to computer sites.

There was some more discussion. The notion that the projections should be included was discussed – the Moseley Study, the Weldon Cooper study, and more recent work from FCPS as well. The City's Capital Improvements Plan should also be included on the Website.

The map that was distributed at the Task Force meeting was discussed as well. Mr. Baroody pointed out that Mike George had done a lot of good work on the map, and there might be 84 more units to note with the Vakos and Janney-Marshall improvements. These would be more multi-family or condominium, and not single-family. The City's Planning Department had provided information, but that was only good through April of 2019. There are some units that might need to move from "Design" to "Construction" as well.

The group continued to discuss the map and projection for the additional school children that will be created by the construction of new units in town. The Silver Collection is age-restricted and that is taken into account. The heat map of current enrollment shows a lot of children coming from the Bragg Hill area. Generally speaking the children that come from apartment buildings are younger children. The Idlewild area skews higher than the rest of the City, so that this was left out of the analysis for the purpose of determining projections going forward. The FCPS number shows 0.35 to 0.48 per unit, depending upon the type of residential unit.

Ms. Holmes pointed out that this would represent 227 students just for the homes and units that are under construction. Mr. Kelly asked if this work had been translated to the Cooper Center Study or the Moseley study. Mike George responded that it was different, the birth rate / survival rate was not really part of this analysis the way it was in the other two. Additional discussion by the group continued concerning the projection work. The impact of the Virginia Railway Express and the Amazon location in northern Virginia were mentioned, as was the City's currently low residential vacancy rate.

Dr. Catlett called attention to Mr. Graham (of City Council) and his recent Facebook posting.

The group continued discussing future school enrollments. In the past, the elder kids would not always stay with the system, but that was changing somewhat. Mr. Baroody pointed out that on the broadest sense, Dr. Paino at UMW is stating that Commonwealth-wide college students are not growing as a cohort.

The group then discussed some of the aspects of the size of schools. There are certain ratios for teachers and students. The average size of an elementary school is around 400 to 500 for optimum achievement. There is also a question about additional staff support – the staff that are not teachers need to be considered as well.

Dr. Catlett also advocated for a 6-month to three year early start program in the City. Some families make too much to be eligible for Head Start and can't afford pre-school, so they end up with no pre-school at all.

Mr. Baroody stated that albeit with quick math, you could look at the enrollments at HMES and LUES and have two K-5 elementary schools and not have any capacity issues today. That might not last too long because of enrollment growth, but that was something to consider. It was brought up that maybe K-5 was not the best consideration, but as the discussion continued it was pointed out that there are a lot of K-5 schools in Virginia – it seems to be common. However, the average school size for K-5 is around 493.

The discussion then continued about the relationship of school size and student achievement. A lot depends on demographics and classroom sizes that are smaller. It is also noted that sometimes the older children can help mentor and provide examples for the younger children. They can help out.

Ms. Kay pointed out that back in the day there were Grade 1 through 6 schools. Dr. Catlett stated that Hugh Mercer accreditation is linked to Lafayette Upper accreditation – 880 students per school if they were linked together.

Mr. Baroody brought up the possibility of the old hospital being converted to a career tech center and some high school classes being taught over there. The alternative education could move out of the Annex over there. CTE for the middle school could be bused over there as well. The Economic Development Department is working on some options with various aspects of workforce development, and the costs of operating the building are also being looked at in rough estimate. The Mayor mentioned that it would need to be part of a package deal to move the hospital employees as well – there are some currently in the building. This building could become part of the capacity discussion, in concept at least.

The Mayor also mentioned the need to get the workforce development issue and the school capacity issue to be brought together. The School Board is interested in increasing CTE options. There was some thought about having workforce development discussions being brought in as part of the survey work. There are nine classes devoted to CTE at the high school currently.

Ms. Kay cautioned that 8th grade in the high school has been tried and did not work before. The 8th graders did not do as well because of the particular dynamics with 8th grade and the high schoolers. The kids loved it but the parents were not happy because the kids were more focused on the social dynamics and less on the academics. After some more discussion by the group, there was some agreement that the background materials should also be discussing staffing ratio, CTE, and pre-school as well.

Next, the group discussed an overview of the budget calendar presented by the FCPS staff. There will be a budget worksession of the School Board coming up. The City is still due to present the City Manager's Recommended Budget to City Council on the first Council meeting in March. The upcoming calendars were also discussed, and the possibility was raised of having a joint School Board and City Council worksession prior to the budget being under formal review to have a broader discussion. There was also a suggestion that the City Council could delay consideration of the CIP until later in the spring in order to give the Task Force, Working Group, and the public more of a chance to discuss the various options for the school capacity questions and options.

The Governor's Budget for the Commonwealth is due out soon – the 17th of December. Of course that has to go before the General Assembly. The Local Composite Index score for the City also fell significantly – to 0.5840 – which will mean a good deal more education funding from the state for the City of Fredericksburg.

The group then adjourned the discussion at approximately 10:30 a.m.



CLEAN & GREEN COMMISSION

MONTHLY MEETING MINUTES

Monday, January 7, 2020
City Hall, Conference Room
6:30 pm

Commissioners in Attendance: Robert Courtnage (Chair), Kerry Devine (City Council), Damian Cobey, George Solley, Christi Carver, Michelle Crow-Dolby, Carolyn Helfrich
Ex-officio Members: Nancy Segarra (Public Works), MC Morris (R-Board), Mike Ward (Parks and Rec)
Green Committee: Anne Little

- **Call to order at 6:30**
- **Approval of minutes** of November and December meetings. Motioned by Christi Carver and seconded by George Solley.
- **Public Comment**-none
- Introduction of Amanda Stebbins and Eric Bonds from Fossil-Fuel-Free Fredericksburg. Ms. Stebbins presented a summary of goals, current status and an invitation to support the groups' mission. Questions and answers followed.
- **Committee Updates**
 - Clean Committee: (15min)** M.C. Morris reported the school recycling program is progressing. No measurements yet. Education was offered and will be again. Keep Virginia Beautiful has given the city free "Butt Buckets."
Robert Courtnage reports that GWRC has a grant from Hefty to recycle some plastic not currently recyclable.

Green Committee: (15 minutes) Recognition was provided for Frank Widic's dedication and service. Anne Little is the interim chair of the Green Committee.

The Christmas tree plantings in downtown planters were a success. The trees will now be sold. Carolyn Helfrich is designing spring planters. A grant from the department of forestry will help with a campaign to better care for trees in the utility strip. Public education is part of the campaign.

Sustainability Committee (15 minutes)

The owners of the minor league stadium want to incorporate Commercial Property Assessed Clean Energy planning and environmentally efficient practices into the stadium. Robert Courtnage and team are planning to meet with them January 14th in Washington D.C. He is hoping the government shutdown will not slow progress. The next steps for composting are being considered. An editorial about composting sludge was discussed. More letters to the editor to support regional cooperation was suggested.

The solar project at Thurman Brisben is waiting for additional funding. Greenhouse gas emissions were evaluated by the city in 2014. The report is due for an update.

Additional Business:

Kerri Devine reminds us the General Assembly opens Wednesday. The Virginia Municipal League is considering a proposal about plastic bags. Input is encouraged. Virginia Green Lobby Day is January 30, 2019

The meeting was adjourned at 7:25 p.m.

The next Commission meeting is February 4th.

Fredericksburg Arts Commission Minutes

Wednesday, July 17, 2019

6:30 p.m.

Dorothy Hart Community Center

408 Canal Street

Fredericksburg VA 22401

In attendance: Jay Downey, Sophia Constantine, John Cunningham, Sue Henderson, Kim Herbert, Kenneth Lecky, Jon McMillan

Absent: Collette Caprara, Carole Garmon, Kerry Devine, Jason Graham

- Call to Order
 - Meeting was called to order at 6:38 pm
- Welcome/Intro Guests & Community Members in attendance
 - Community Members in Attendance
 - Tim Criswell, Amelia Street Sessions
 - James Noll, Amelia Street Sessions
- Public Comment
 - No comments at this time
- Approval of June Meeting Minutes
 - Jay Downey motioned to approve the June minutes; Jon McMillan seconded the motion
 - The motion to approve the June minutes passed unanimously
- Officer and Committee Reports
 - Treasurer's Report (Kim Herbert)
 - Jay Downey motioned to approve the treasurer's report; Sue Henderson seconded the motion
 - The motion to approve the treasurer's report passed unanimously
 - Administrative Committee (Kenneth Lecky)
 - Vote on FY20 operating budget
 - Sue Henderson motioned to approve the FY20 operating budget; Jay Downey seconded the motion
 - The motion to approve the FY20 operating budget passed unanimously
 - Funding (Jay Downey)
 - Vote on Q1 FY20 funding requests
 - Sue Henderson motioned to accept the Funding committee recommendation for funding requests, Jay Downey seconded the motion
 - The motion to accept the Funding committee recommendation for funding requests passed unanimously
 - Changes to the Arts support funding application
 - Jon McMillan motioned to approve the arts support funding application as amended, John Cunningham seconded the motion
 - The motion to approve the arts support funding application as amended passed five to one, Sue Henderson with the nay.

- Public Art (Sue Henderson)
 - Arts trail meeting at Katora Café on Thursday 7/18 4pm for artists
 - Future meeting targeting other users will be happening in the future
 - Vote on sculpture jury recommendations
 - Jay Downey motioned to accept the Sculpture Jury recommendations; Sue Henderson seconded the motion
 - The motion to accept the Sculpture Jury recommendation passed unanimously
- Venues (Jon McMillan)
 - no report
- Publicity (John Cunningham)
 - All social media for July shows increases in all metrics
 - Proposal for publicity funding will be forthcoming
- Trolley (Kenneth Lecky)
 - Large outreach due to two trolleys being active (one from FAC and from EDT)
- Outreach (Sophia Constantine)
 - Red Dragon Art Social, but capacity is small (90 people)
 - Available Wednesday or Thursday, September or October 2019 or Spring 2020
 - Advertising would be covered by Red Dragon
 - Rocky Horror Picture show update
 - Submission for sponsorships
- Old Business
 - none
- New Business
 - none
- Adjourn
 - Meeting adjourned at 830

Fredericksburg Arts Commission Minutes
Wednesday, August 21, 2019
6:30 p.m.
Dorothy Hart Community Center
408 Canal Street
Fredericksburg VA 22401

Attending: Kenneth Lecky, Kim Herbert, Kerry Devine, Jay Downey, Jon McMillan, Jason Graham, Collette Caprara, Sophia Constantine

Absent: Sue Henderson, Carole Garmon, John Cunningham

Call to order: 6:35 pm

Approval of July 2019 FAC minutes:

Jon McMillan moved to approve July 2019 minutes

Jason Graham 2nd

The July minutes were unanimously approved

Treasurer's Report: Kim Herbert

Funding support has been paid to Art Attack, Rappahannock Pops, Amelia St. Sessions, and Porchfest

Trolley was paid for April, May, and June 2019

Discussion regarding consolidating all Public Sculpture expenses to same line item.

Jay Downey moved to approve August Treasurer's Report

Jon McMillan 2nd

Treasurer's Report was approved unanimously.

COMMITTEE REPORTS

Administrative: Kenneth Lecky

- **Arts and Cultural District.** Discovered that participating businesses are limited to 10 years of participation and is working with Amy Peregoy at the EDT.

Discussion on possible expansion of the District's boundaries within 22401 zip code.

Funding: Jay Downey

September 1 is the deadline for 2nd Quarter applications.

Dance Matrix Arts Festival final report has been submitted.

Public Art: Kenneth Lecky

Sue Henderson is serving on the Public Art committee. Kenneth Lecky is the current chair.

Discussion regarding the destiny of the mural on the Roxbury Mills property.

Venues: Jon McMillan for Carole Garmon

No report.

Publicity: Kenneth Lecky for John Cunningham

John and Preston are planning to create some video content around the new sculpture installation this fall.

First Friday Trolley: Kenneth Lecky

There were 163 riders on July 5 on both trollies. In August there were 94 riders on one of the two trollies.

Outreach: Sophia Constantine

- **The Fredericksburg Arts Commission's 2019 Meet and Greet** event is scheduled for October 3 at the Red Dragon tavern and will include a "Steal this Glass" feature with FAC logo on the glass.

Total costs of \$230-\$250 are anticipated (expenses will include glasses, napkins, coasters and cookies.)

Jason Graham moved to approve up to \$300 in FAC funding for the event.

Jon McMillan 2nd.

Funding of up to \$300 for FAC 2019 Meet and Greet event was unanimously approved.

- **Rocky Horror Picture Show** UMW student event in market square is in the planning process and is scheduled for October 18, 2019.

Discussion included the possibility of enlisting a UMW business or marketing student to assist with the event in the future.

7:25 pm: FAC meeting adjourned.

Fredericksburg Arts Commission Minutes

Wednesday, September 18, 2019

6:30 p.m.

Dorothy Hart Community Center

408 Canal Street

Fredericksburg VA 22401

In attendance: Sophia Constantine, John Cunningham, Kerry Devine, Jay Downey, Carole Garmon, Jason Graham, Sue Henderson, Kenneth Lecky, Jon McMillan

Absent: Collette Caprara

- Call to Order
 - Meeting was called to order at 6:32
- Welcome/Intro Guests & Community Members in attendance
 - Ally Jones, UMW student; James Glover, UMW student
- Public Comment
- Approval of August Meeting Minutes
 - Kerry Devine motioned to approve the August minutes, Jason Graham seconded the motions
 - The motion to approve the August minutes passed unanimously
- Officer and Committee Reports
 - Treasurer's Report (Ken Lecky)
 - > Kim Herbert has been pulled from FAC, Jane Shelhorse will be city staffer
 - > Jason Graham motioned to approved the Treasurer's report, Sue Henderson seconded the motion
 - > The motion to approve the Treasurer's report passed unanimously
 - Administrative Committee (Kenneth Lecky)
 - > No Report
 - Funding (Jay Downey)
 - > The FAC received three funding requests for September which will be up for review for October meeting
 - > Two final reports are in as well, which will be presented at the October meeting
 - Public Art (Kenneth Lecky)
 - > Sculpture installs on schedule, no dates firm
 - > John Cunningham will be videoing the installs; Kerry suggested partnering with EDT and Freehling Finds
 - > Sue continues work on the Public Art Trail; she anticipates the draft to be discussed at November meeting
 - Venues (Carole Garmon)
 - > Sent out requests to community members to join Venues
 - > Requests that the meet and greet in October be used to attract volunteers

- Publicity (John Cunningham)
 - > Social media numbers continue to increase
 - > Planned event posting for meet and greet
 - > Sue Henderson motioned to approve up to \$200 to spend for a new banner with John Cunningham designing it, Kerry seconded the motion
 - > The motion to approve up to \$200 to spend for a new banner with John Cunningham approved unanimously

- Trolley (Kenneth Lecky)
 - > 131 riders in September (only one trolley after the summer)

- Outreach (Sophia Constantine)
 - > Meet and greet moved to October 10 from October 3, 6 to 8
 - > Rocky Horror Picture Show was nearly cancelled due to not finding a financial partner
 - > Jane Shelhorse and Parks and Rec offered their assistance and are willing to set up finances to allow FAC to run this event
 - > There is about \$1900 shortfall to run this event
 - > Jason Graham motioned to approve \$2000 for this event, Kerry Devine seconded the motion
 - > The motion to approve \$2000 for this event passed with only one opposed (Sue Henderson)

- Old Business
 - Committees need to write up functions and processes and define members and return them to Ken

- New Business
 - No new business

- Adjourn
 - Meeting adjourned at 7:14 pm

Fredericksburg Arts Commission Minutes
Wednesday, October 16, 2019
6:30 p.m.
Dorothy Hart Community Center
408 Canal Street
Fredericksburg VA 22401

Attending: Collette Caprara, Sophia Constantine, John Cunningham, Kerry Devine, Jay Downey, Carole Garmon, Jason Graham, Sue Henderson, Kenneth Lecky, Jon McMillan, Jane Shelhorse,

Call to order: 6:35 pm

Welcome to Community Guests:

Sara Poore—Fredericksburg Area Museum
Beverly Mendez—Dance Matrix Performing Arts
Denise McCollum--Rappahannock Pops

Approval of September 2019 FAC minutes:

Collette Caprara-- one correction—remove Sophia Constantine from Absent category
Sue Henderson: moved to accept minutes as amended
Jon McMillan 2nd
Minutes were unanimously approved.

Treasurer's Report:

Kenneth Lecky presented report for Jane Shelhorse
Jay Downey: moved to approve Treasurer's Report
Sue Henderson: 2nd
Treasurer's Report was unanimously approved.

COMMITTEE REPORTS

Funding Committee: Jay Downey

2nd Quarter 2019 Arts Events Support.

Dance Matrix Performing Arts: Event to Benefit Friends of the Rappahannock:
Committee recommends \$2,000

Fredericksburg Area Museum: FAMfaire-Kris Kringle Market: Committee recommends \$1,500

Rappahannock Pops 2019 Holiday Concert: Committee Recommends \$2,000

Sue Henderson: moved to approve Arts Event Support Committee's recommendations
Collette Caprara: 2nd
The Funding Committee's recommendations were unanimously approved.

Administrative Committee: Kenneth Lecky

Consideration is being given to expand the boundaries of Fredericksburg's Arts District – possibly to include entire city. Kenneth will talk to the City's Planning Department to find where the ordinance should originate.

Sue Henderson: Moved to expand the Arts District boundaries to include the entire city.
Sophia Constantine: 2nd
The motion was unanimously approved.

Public Art Committee: Kenneth Lecky

Public Sculptures have been installed.

Sue Henderson: Public Arts Trail plan is still developing

Venues Committee: Carole Garmon

Emails will be sent to all who have voiced an interest in serving on this committee, including members of the commission and community.

Publicity Committee: John Cunningham

Photo of Trolley has been updated.
Have posted regarding the Meet and Greet at Red Dragon and Rocky Horror Picture Show
Will create and post a video of the Public Sculpture installation.

Discussion included: creation of a quarterly or bi-annual newsletter or report and a presentation to City Council.

Kenneth Lecky will create email addresses for each committee that forward to the chairs of the committees and will incorporate these into the website.

Trolley Committee: Kenneth Lecky

Ridership for October First Friday was 141

Outreach Committee: Sophia Constantine

Meet and Greet at Red Dragon:

Attendance was 40

Expenses were \$266

Email list was created and will be used for subsequent events

New Business:

Sue Henderson created a presentation about regional art events and venues and it's available for anyone who can use it.

Reminder: Thriving Art Exchange will be held on November 7 from 12-5pm at Belmont

Adjourn:

Kenneth Lecky adjourned the meeting at 7:45 pm

Fredericksburg Arts Commission Minutes
Wednesday, November 20, 2019
6:30 p.m.
Dorothy Hart Community Center
408 Canal Street
Fredericksburg VA 22401

Attending: Kenneth Lecky, John Cunningham, Sophia Constantine, Kerry Devine, Jay Downey, Jason Graham, Sue Henderson, Jon McMillan, Jane Shelhorse, Collette Caprara

Absent: Carole Garmon.

Call to order: 6:35 pm

Approval of October 2019 FAC minutes:

Jay Downey moved to approve Oct FAC minutes
Sue Henderson 2nd
Approved unanimously.

Treasurer's Report: Kenneth Lecky

Jason Graham: moved to approve Treasurer's Report
Collette Caprara 2nd
Treasurer's Report was approved unanimously

Budget Request FY 2020

Discussion—Sue Henderson asked that some amount be allocated for Arts Trail that is in the planning stage.
Kenneth Lecky stated that the \$2,050 proposed for Art Publicity does not prescribe a specific use, so some of that could be allocated to the Arts Trail in the future if the Commission desires.
Jay Downey: motioned to accept 2020 Budget Request
Jon McMillan 2nd
Budget Request was approved unanimously.

COMMITTEE REPORTS

Arts Events Support: Jay Downey

Jay Downey: Next deadline for applications for funding support is December 1
One application has been received.
Deadline will be extended to December 6 to allow extra time after the Thanksgiving weekend.

Public Arts Committee: Kenneth Lecky

Public Sculptures: John Cunningham will use social media to publicize the installation of new sculptures.

Jane Shelhorse will look into moving the FAC signage from the empty Rt 1 and Princess Anne sculpture location to the Morning Glory bench on the Heritage Trail.

Venues Committee Jon McMillan

No report.

Kenneth Lecky reported that he attended the recent presentation on potential uses for the Renwick building, one use being a performing arts center. He is working to get any available details for this use from the consulting firm that performed the evaluation.

Trolley: Kenneth Lecky

Ridership for November First Friday was 62.

A Santa will be sought to ride the December 6 Trolley.

Sue Henderson moved that \$200 be allocated as compensation for Santa

Jason Graham 2nd

Allocation was approved unanimously.

Outreach: Sophia Constantine

FAC Open House 2019

Expenditures for the Red Dragon Meet and Greet were \$266.

Other venue options will be considered for futuer Open House events.

Rocky Horror Picture Show

Jay Downey. The event was a success. 300 tickets were sold more than 220 attended

Art Business Conference

Jane Shelhorse, Sue Henderson, and Kenneth Lecky attended.

Old Business:

Virginia Commission for the Arts

Kenneth Lecky reported that the Virginia Commission for the Arts is touring the Commonwealth to hear what communities are doing for the arts.

Role of UMW was discussed.

Sue Henderson said the Virginia Commission for the Arts's Art Works for Virginia Conference will be held on January 29th in Richmond.

New Business:

FAC Spring Retreat

Potential dates for a retreat were discussed, including Feb 29 and March 7

Jane Shelhorse noted that the Boards and Commissions appreciation reception would be held on December 9.

Adjourn:

Kenneth Lecky adjourned the meeting at 7:45 pm

MINUTES
PUBLIC TRANSIT ADVISORY BOARD
December 11, 2019
9:00 a.m.

Conference Room at FREDericksburg Regional Transit

Members in Attendance: Rev. Lawrence Davies, Chair
Dr. Roy Weinstock, Community Representative
Kim Lett, Disability Resource Center
Dr. Linda Millsaps, George Washington Regional Commission
Mark Haines, Germanna Community College
Paul Agnello, Spotsylvania County
Jean Elliott, University of Mary Washington

Staff Present: Wendy Kimball, Director of Public Transit/FRED
Rodney White, Assistant Director of Public Transit/FRED
Glenn Jenkins, Operations Manager/FRED
Sharon Sullivan, Administrative Assistant/FRED

Others Present: Don Engiles, Citizen
Leigh Anderson, George Washington Regional Commission
JoAnna Roberson, George Washington Regional Commission
Stacey Feindt, Public Involvement Coordinator/FAMPO

Members Absent: Adam Hager, FAMPO
Jan Erkert, Fredericksburg Regional Chamber of Commerce
Alexander Owsiak, Stafford County

Staff Absent: Craig Reed, Manager, Policy, Planning and Compliance/FRED

The meeting was called to order by Rev. Davies on December 11, 2019, at 9:04 a.m. in the conference room at the FREDericksburg Regional Transit facility (a/k/a The Lawrence A. Davies Transit Center), 1400 Jefferson Davis Highway, Fredericksburg, VA.

There were no public comments.

Adoption of Minutes – October 2, 2019:

Upon motion by Dr. Weinstock and a second by Dr. Millsaps, with all members concurring, the October 2, 2019, PTAB minutes were approved as submitted.

Report of Director of Public Transit:

Ms. Kimball provided updates about FRED staffing developments. She stated that FRED and the City are moving quickly to fill her position, with interviews starting as early as next week. Ms. Kimball

related that, with both herself and Mr. White leaving FRED within the next two months, that this will leave a large gap in FRED's senior management until replacements come on board.

Mr. White expressed his appreciation for his five-year tenure working with FRED. Mr. White stated an opportunity arose that allowed him to advance both personally and professionally. He added that he will miss working at FRED and will miss his contacts with members of the PTAB. Mr. White stated that PTAB is an example of a committee whose members work productively together with the result that it has been able to accomplish much.

Dr. Weinstock thanked both Ms. Kimball and Mr. White for their dedication and commitment to FRED. He stated that he knows that, in spite of the loss of the two key employees, FRED has loyal and accomplished staff who will carry on.

Dr. Millsaps stated that GWRC is pleased to be a FRED partner and will continue to support FRED in the accomplishment of its goals. Dr. Millsaps added that FRED has truly been an asset to the community.

a.) Update on TY2021 Budget Process

Ms. Kimball reported that FRED staff held an initial meeting with the City of Fredericksburg management regarding the proposed FY2021 budget. Ms. Kimball stated the initial meeting and presentation went very well. She said more information would be forthcoming on the status of the budget at the upcoming February 5, 2020, PTAB meeting.

b.) Update on Transfer Station Project – Stop #26

Mr. White reported that the Transfer Station Project was completed last week and that it was a success. Mr. White stated driver training will begin in the next two weeks and the anticipated start-up date for service will be in January 2020. Mr. White relayed that the project was well-received by Rappahannock Goodwill Industries (RGI) and has been a positive and cooperative project between FRED & RGI.

c.) City Final Audit

Ms. Kimball stated the City's Final Audit was completed in October 2019 and everything went well. To date, there have been no issues that have arisen that FRED needed to address.

d.) 2020 Triennial Review

Ms. Kimball reported that FRED is in the process of collecting all data and paperwork that FTA requires for FRED's scheduled 2020 Triennial Review. Due to Ms. Kimball's and Mr. White's pending departures, Ms. Kimball stated that she has requested that the site visit be scheduled as late in the review season as possible, preferably August, to permit the new director and assistant director time to prepare. Ms. Kimball relayed that FRED will have all required Triennial Review documentation ready for submission to the FTA by the December 20 deadline.

e.) Potential New Service

Mr. White reported that VDOT continues to desire additional FRED service in the area of the I-95/Route 17 construction projects that are on-going. He stated that FRED transmitted a draft agreement to VDOT, which currently has it under review. He noted that is a great opportunity because it will allow FRED to test more frequent service (every 20 minutes), Saturday service, and free fares, all of which are new items for FRED. The new service will also run from Monday through Saturday 7:00 a.m. to 7:00 p.m. It is hoped that the service could begin in February 2020.

Mr. White also noted additional new service opportunities for FRED include a project for the Stafford County Germanna site for shuttle service for students from Monday through Thursday from 10:00 a.m. to 2:00 p.m. At the request of Spotsylvania County, FRED has provided information for potential new routes along the Route 1 corridor from Thornburg to Massaponax to replace service that was discontinued when FRED stopped serving Caroline County. Mr. White relayed that FRED has provided data and cost estimates on both of these new service opportunities.

Committee Reports:

a.) Mission, Goals and Objectives

Dr. Weinstock stated work is underway for release of the mid-year report. This report will be available for review at the upcoming February 5, 2020, PTAB meeting.

b.) Partnership/Marketing

Ms. Kimball stated that FRED continues to work with Ms. Erkert on radio advertisements and a meeting will occur in early January for ads to be selected for the remainder of the FY2019-2020 fiscal year.

c.) Services to the Underserved

Ms. Kimball stated FRED continues to meet with Ms. Lett at the disAbility Resource Center to re-invigorate the relationship with this longstanding partner.

d.) Operations and Oversight

*** 1st – 3rd Quarter 2019 Progress Reports**

Mr. White reported that six new replacement buses have been ordered and are still being outfitted with FRED accessories with the hope they will be on the road by the end of December. Mr. White stated that FRED continues to hire drivers. He also stated the first through third quarter FY2019 Progress Reports show that the ridership for the 1st quarter had declined; however, both the 2nd and 3rd quarter data reflect a slight increase in ridership, so FRED is hopeful this trend will continue. The reports are attached hereto and to be made a part of the December minutes.

Healthy Generations Area Agency on Aging (HGAAA) Trainer Report:

Ms. Soper was not in attendance at today's meeting; however, highlights from the report include two travel training trips completed since October 2nd. The report is attached hereto and to be made a part of the December minutes.

Other Business:

List of PTAB Meetings for 2020

Ms. Sullivan distributed a copy of the calendar dates for the PTAB meetings for 2020 at today's meeting. Ms. Sullivan asked for members to contact her if there are meeting dates that need to be re-scheduled. A copy is attached hereto and to be made a part of the December minutes.

Announcements:

- **Resolution – Rev. Davies**

Rev. Davies provided a Resolution recognizing Rodney White's five-year tenure as FRED's Assistant Director. Rev. Davies thanked Mr. White for his dedication and service and wished him well on his new venture. Upon motion by Dr. Weinstock and seconded by Mr. Agnello, with all concurring, the Resolution was adopted by the PTAB committee at the December 11, 2019 meeting.

- **Annual Christmas Open House – December 17, 2019, from 11:00 a.m. to 2:00 p.m. at FRED Central**

Ms. Kimball announced that the annual Christmas Open House at FRED Central will be held on December 17th from 11:00 a.m. to 2:00 p.m. and that all members were invited to participate.

Dr. Millsaps relayed that the George Washington Regional Commission will also be hosting its first Christmas Open House, which will be held on Monday, December 16th from 5:00 p.m. to 7:00 p.m. and that all members were invited to attend this event as well.

Ms. Kimball reported that FRED's float placed first in the Fredericksburg Christmas parade and second in the Spotsylvania County Christmas parade. Ms. Kimball mentioned that the FRED's float also participated in the Culpeper parade and will also participating in the Stafford and Bowling Green parades. Once the parades are over, FRED's float will be on display in front of FRED Central for the public to view.

- **Next PTAB meeting:** The next PTAB meeting will be held on February 5, 2020, at 9:00 a.m.

Adjournment - The meeting was adjourned at 9:45 a.m.

Approved by the Public Transit Advisory Board


JoAnna M. Roberson


Date



FREDERICKSBURG REGIONAL TRANSIT
History in Motion

MEMORANDUM

TO : Timothy J. Baroody, Fredericksburg City Manager
 FROM : Wendy L. Kimball, Director of Public Transit
 DATE : December 10, 2019
 RE : 1st Quarter 2019 Progress Report on FRED

Below for your consideration are the 1st Quarter 2019 ridership totals for the City of Fredericksburg. As highlighted in the chart below, the quarterly and annual VRE ridership percentages show a decrease during this period. This decrease could be linked to FRED operations being closed for the New Year’s Day holiday. In addition, FRED VRE bus service did not operate three days due to inclement weather. However, the quarterly regular ridership shows an **increase** during this period.

	FRED Total	Fredericksburg		Spotsylvania		Stafford
Quarter	Ridership	Ridership	VRE	Ridership	VRE	Ridership
1 st Quarter 2019	71,274	35,150	1,005	11,764	2,988	17,114
4 th Quarter 2018	71,817	34,928	1,203	12,031	3,127	16,814
<i>Quarterly Percent Difference</i>	-0.8%	+0.6%	-16.5%	-2.2%	-4.5%	+1.8%
1 st Quarter 2018	79,032	37,087	1,458	12,739	3,747	19,913
<i>Annual Percent Difference</i>	-9.8%	-5.2%	-31.1%	-7.6%	-20.3%	-14.1%

Listed below are community outreach events completed this quarter and employee training events which benefit the City. If you have any questions concerning the routes or the ridership totals, please let me know.

Quarterly Community Outreach:

- February 16, 2019 – Healthy Generations Area Agency on Aging (HGAAA) Travel Trainer presentation at Volunteers for the Blind
- March 4, 2019 – HGAAA Travel Trainer presentation to The Madonna House

Quarterly Staff Training:

- February 12 – 14, 2019 – FRED Driver Trainer conducted Wheelchair Securement training for FRED staff.



FREDERICKSBURG REGIONAL TRANSIT
History in Motion

MEMORANDUM

TO : Ed Petrovitch, Spotsylvania County Administrator
 FROM : Wendy L. Kimball, Director of Public Transit
 DATE : December 10, 2019
 RE : 1st Quarter 2019 Progress Report on FRED

Below for your consideration are the 1st Quarter 2019 ridership totals for Spotsylvania County. As highlighted in the chart below, the quarterly and annual regular and VRE ridership percentages show a decrease during this period. This decrease could be linked to FRED operations being closed for the New Year's Day holiday. In addition, FRED VRE bus service did not operate three days due to inclement weather.

	FRED Total	Fredericksburg		Spotsylvania		Stafford
Quarter	Ridership	Ridership	VRE	Ridership	VRE	Ridership
1 st Quarter 2019	71,274	35,150	1,005	11,764	2,988	17,114
4 th Quarter 2018	71,817	34,928	1,203	12,031	3,127	16,814
<i>Quarterly Percent Difference</i>	-0.8%	+0.6%	-16.5%	-2.2%	-4.5%	+1.8%
1 st Quarter 2018	79,032	37,087	1,458	12,739	3,747	19,913
<i>Annual Percent Difference</i>	-9.8%	-5.2%	-31.1%	-7.6%	-20.3%	-14.1%

Listed below are community outreach events completed this quarter and employee training events which benefit Spotsylvania County. If you have any questions concerning the routes or the ridership totals, please let me know.

Quarterly Community Outreach:

- None to report

Quarterly Staff Training:

- February 12 – 14, 2019 – FRED Driver Trainer conducted Wheelchair Securement training for FRED staff.



FREDERICKSBURG REGIONAL TRANSIT
History in Motion

MEMORANDUM

TO : Thomas C. Foley, Stafford County Administrator
 FROM : Wendy L. Kimball, Director of Public Transit
 DATE : December 10, 2019
 RE : 1st Quarter 2019 Progress Report on FRED

Below for your consideration are the 1st Quarter 2019 ridership totals for Stafford County. As highlighted in the chart below, the quarterly ridership percentage show an **increase** during this period. However, the annual ridership shows a decrease. This decrease could be linked to FRED operations being closed for the New Year's Day holiday. In addition, FRED opened late three days due to inclement weather.

Quarter	FRED Total	Fredericksburg		Spotsylvania		Stafford
	Ridership	Ridership	VRE	Ridership	VRE	Ridership
1 st Quarter 2019	71,274	35,150	1,005	11,764	2,988	17,114
4 th Quarter 2018	71,817	34,928	1,203	12,031	3,127	16,814
<i>Quarterly Percent Difference</i>	-0.8%	+0.6%	-16.5%	-2.2%	-4.5%	+1.8%
1 st Quarter 2018	79,032	37,087	1,458	12,739	3,747	19,913
<i>Annual Percent Difference</i>	-9.8%	-5.2%	-31.1%	-7.6%	-20.3%	-14.1%

Listed below are community outreach events completed this quarter and employee training events which benefit Stafford County. If you have any questions concerning the routes or the ridership totals, please let me know.

Quarterly Community Outreach:

- Healthy Generations Area Agency on Aging (HGAAA) Travel Trainer assisted an English Oaks resident with potential deviation request.
- HGAAA Travel Trainer assisted Stafford County resident (1106 Amherst Avenue) with a deviation request to disAbility Resource Center on Tuesdays and Wednesdays.

Quarterly Staff Training:

- February 12 – 14, 2019 – FRED Driver Trainer conducted Wheelchair Securement training for FRED staff.



FREDERICKSBURG REGIONAL TRANSIT
History in Motion

MEMORANDUM

TO : Timothy J. Baroody, Fredericksburg City Manager
 FROM : Wendy L. Kimball, Director of Public Transit
 DATE : December 10, 2019
 RE : 2nd Quarter 2019 Progress Report on FRED

Below for your consideration are the 2nd Quarter 2019 ridership totals for the City of Fredericksburg. As highlighted in the chart below, the quarterly and annual regular ridership percentages show an **increase** during this period. In addition, the quarterly VRE ridership percentage shows an **increase**.

Attached are the Mission, Goals, and Objectives for Transit Year '20. This document has been approved by FRED's Public Transit Advisory Board (PTAB). Also attached and approved by PTAB, is the Mission, Goals, and Objectives End-of-year Report for Transit Year '19.

	FRED Total	Fredericksburg		Spotsylvania		Stafford	
Quarter	Ridership	Ridership	VRE	Ridership	VRE	Ridership	VRE
2 nd Quarter 2019	74,810	37,521	1,172	12,799	3,333	17,739	62
1 st Quarter 2019	71,274	35,150	1,005	11,764	2,988	17,114	-
<i>Quarterly Percent Difference</i>	+5%	+6.8%	+16.6%	+8.8%	+11.5%	+3.6%	-
2 nd Quarter 2018	76,433	37,110	1,468	11,960	4,068	19,183	-
<i>Annual Percent Difference</i>	-2.1%	+1.1%	-20.2%	+7%	-18.1%	-7.5%	-

Listed below are community outreach events completed this quarter and employee training events which benefit the City. If you have any questions concerning the routes or the ridership totals, please let me know.

Quarterly Community Outreach:

- April 12, 2019 – Healthy Generations Area Agency on Aging (HGAAA) Training Trip to Fredericksburg Baptist Church
- April 18, 2019 – HGAAA Training Trip to Santa Fe Car Wash
- May 9, 2019 – HGAAA Training Trip to disAbility Resource Center
- May 10, 2019 – HGAAA Training Trip to disAbility Resource Center
- May 14, 2019 – HGAAA Training Trip to Central Park Walmart
- May 14, 2019 – HGAAA Training Trip to Fredericksburg Health Department
- May 22, 2019 – HGAAA Training Trip to Central Park Walmart

- May 30, 2019 – HGAAA Travel Trainer presentation at Mill Park Terrace Apartments
- June 6, 2019 – HGAAA Travel Trainer attended the Art of Aging Event at the Fredericksburg Expo Center
- June 11, 2019 – HGAAA Travel Trainer attended a special event at the Fredericksburg Chamber of Commerce
- June 26, 2019 – HGAAA Training Trip to Giant at Eagle Village
- June 26, 2019 – HGAAA Training Trip to PNC Bank on Fall Hill Avenue
- June 26, 2019 – HGAAA Training Trip to Cox Communications in the Westwood Village Shopping Center

Quarterly Staff Training:

- May 2, 2019 – National Transit Database (NTD) Reporting Updates webinar
- May 13, 2019 – Arnold Raynor, City of Fredericksburg Safety Manager, conducted Confined Space Training at FRED's Operations Facility in the Bowman Center
- June 18 – 20, 2019 – Mandatory Safety Meeting for all FRED Staff
- June 24, 2019 – DRPT Spring Grants Workshop webinar



FREDERICKSBURG REGIONAL TRANSIT
History in Motion

MEMORANDUM

TO : Ed Petrovitch, Spotsylvania County Administrator
 FROM : Wendy L. Kimball, Director of Public Transit
 DATE : December 10, 2019
 RE : 2nd Quarter 2019 Progress Report on FRED

Below for your consideration are the 2nd Quarter 2019 ridership totals for Spotsylvania County. As highlighted in the chart below, the quarterly and annual regular ridership percentages show an **increase** during this period. In addition, the quarterly VRE ridership percentage shows an **increase**.

Attached are the Mission, Goals, and Objectives for Transit Year '20. This document has been approved by FRED's Public Transit Advisory Board (PTAB). Also attached and approved by PTAB, is the Mission, Goals, and Objectives End-of-year Report for Transit Year '19.

	FRED Total	Fredericksburg		Spotsylvania		Stafford	
Quarter	Ridership	Ridership	VRE	Ridership	VRE	Ridership	VRE
2 nd Quarter 2019	74,810	37,521	1,172	12,799	3,333	17,739	62
1 st Quarter 2019	71,274	35,150	1,005	11,764	2,988	17,114	-
<i>Quarterly Percent Difference</i>	+5%	+6.8%	+16.6%	+8.8%	+11.5%	+3.6%	-
2 nd Quarter 2018	76,433	37,110	1,468	11,960	4,068	19,183	-
<i>Annual Percent Difference</i>	-2.1%	+1.1%	-20.2%	+7%	-18.1%	-7.5%	-

Listed below are community outreach events completed this quarter and employee training events which benefit Spotsylvania County. If you have any questions concerning the routes or the ridership totals, please let me know.

Quarterly Community Outreach:

- June 20, 2019 – Healthy Generations Area Agency on Aging (HGAAA) Training Trip to Spotsylvania Towne Center

Quarterly Staff Training:

- May 2, 2019 – National Transit Database (NTD) Reporting Updates webinar
- May 13, 2019 – Arnold Raynor, City of Fredericksburg Safety Manager, conducted Confined Space Training at FRED's Operations Facility in the Bowman Center

- June 18 – 20, 2019 – Mandatory Safety Meeting for all FRED Staff
 - June 24, 2019 – DRPT Spring Grants Workshop webinar
-



FREDERICKSBURG REGIONAL TRANSIT
History in Motion

MEMORANDUM

TO : Thomas C. Foley, Stafford County Administrator
 FROM : Wendy L. Kimball, Director of Public Transit
 DATE : December 10, 2019
 RE : 2nd Quarter 2019 Progress Report on FRED

Below for your consideration are the 2nd Quarter 2019 ridership totals for Stafford County. As highlighted in the chart below, the quarterly ridership percentage show an **increase** during this period. However, the quarterly ridership percentage show a decrease. This decrease could be linked to lower fuel cost which makes it more affordable for motorist to use other form of transportation.

Attached are the Mission, Goals, and Objectives for Transit Year '20. This document has been approved by FRED's Public Transit Advisory Board (PTAB). Also attached and approved by PTAB, is the Mission, Goals, and Objectives End-of-year Report for Transit Year '19.

*FRED, the County and Marine Base Quantico reached an agreement on the start-up of FRED service between Garrisonville Road VDOT commuter lots to the Quantico VRE station; service started in May 2019.

Quarter	FRED Total	Fredericksburg		Spotsylvania		Stafford	
	Ridership	Ridership	VRE	Ridership	VRE	Ridership	VRE*
2 nd Quarter 2019	74,810	37,521	1,172	12,799	3,333	17,739	62
1 st Quarter 2019	71,274	35,150	1,005	11,764	2,988	17,114	-
<i>Quarterly Percent Difference</i>	+5%	+6.8%	+16.6%	+8.8%	+11.5%	+3.6%	-
2 nd Quarter 2018	76,433	37,110	1,468	11,960	4,068	19,183	-
<i>Annual Percent Difference</i>	-2.1%	+1.1%	-20.2%	+7%	-18.1%	-7.5%	-

Listed below are community outreach events completed this quarter and employee training events which benefit Stafford County. If you have any questions concerning the routes or the ridership totals, please let me know.

Quarterly Community Outreach:

- None to report

Quarterly Staff Training:

- May 2, 2019 – National Transit Database (NTD) Reporting Updates webinar
- May 13, 2019 – Arnold Raynor, City of Fredericksburg Safety Manager, conducted Confined Space Training at FRED's Operations Facility in the Bowman Center
- June 18 – 20, 2019 – Mandatory Safety Meeting for all FRED Staff
- June 24, 2019 – DRPT Spring Grants Workshop webinar

FREDERICKSBURG REGIONAL TRANSIT
Mission, Goals, and Objectives*
for Transit Year 2020 (July 1, 2019 – June 30, 2020)

Mission

It is the purpose of FREDericksburg Regional Transit (FRED) to provide accessible, affordable, dependable, efficient, environmentally sound, and safe and secure transportation for people who reside or work or visit within the Fredericksburg, Virginia region (i.e., the City of Fredericksburg and the counties of Caroline, Spotsylvania and Stafford).

GOAL A

Provide a widely accessible public transit service to the region.

Transit Year Activities for Goal A

- A.1 Investigate ways to make public transit more competitive with private means of transportation in terms of trip times, convenience (in the context of specific time-of-day and day-of-week trips), safety, cost to the individual user, and comfort.
- A.2 Investigate the needs of those who are underserved by the existing transit system.
- A.3 Investigate the needs of those in the region who are transit-dependent.
- A.4 Work with local county governments to define needs and apply for funding for existing and additional service.
- A.5 Publicize service to attract “choice riders” (i.e. those who have other transportation options) to the FRED system.
- A.6 Continue to provide access to social service, recreational, employment and tourist areas.
- A.7 Educate employees of Partners on how to use the FRED system.
- A.8 Continue “Smart Benefits Program” (a program developed to cover the cost of mass transit for some government employees) to our VRE feeder service patrons.
- A.9 Review requests for the use of training space at the Bowman Center location.
- A.10 Monitor new growth and development within FRED service area that may have impact on FRED operations.

- A.11 Utilize social and digital media solutions to increase access to FRED Transit information.
- A.12 Respond to local government requests to review proffers, rezoning and site development plans.
- A.13 Implement new technologies and systems that permit FRED to take maximum advantage of its newly acquired GPS, GIS and related capabilities by the end of TY2020.

Transit Year Targets for Goal A

- A.14 Install FRED stops at all appropriate locations.
- A.15 Conduct at least 15 educational outreach sessions with partners, residents and business leaders on the benefits and value of FRED.
- A.16 Conduct a minimum of seven “Ride FRED” seminars to educate the public on how to use the system with the help of Healthy Generations Area Agency on Aging (HGAAA).
- A.17 HGAAA trainer to conduct 75 individual training sessions on how to ride FRED.
- A.18 Conduct at least three “Ride FRED” seminars to educate employees of Partners on how to use the system.
- A.19 Maintain FRED ridership at TY2019 levels as a benchmark in each jurisdiction.
- A.20 Continuing monitoring performance of Stafford County service to Quantico and maintain vigorous marketing efforts.

GOAL B

Provide an affordable public transit service to the region through funding by grants and contributions from local, state and federal funding entities and public/private partnerships.

Transit Year Activities for Goal B

- B.1 Continue to access all funding opportunities to assist jurisdictions in the Fredericksburg region.
- B.2 Actively seek new private Partners through the Public Transit Advisory Board’s (PTAB) Partnership/Marketing Committee and jurisdictional planners.

- B.3 Conduct annual review of fares and schedules.
- B.4 Collect internal information related to the half-fare program (i.e. number of users, money collected, and impact on revenues).
- B.5 Monitor staff time and number of staff ID and half-fare program badges created.
- B.6 Request federal and state funding in a timely manner.
- B.7 Increase private Partnership funding levels through revitalized outreach efforts.

Transit Year Targets for Goal B

- B.8 Increase, in collaboration with PTAB's Partnership/Marketing Committee and jurisdictional planners, total Partnership/Marketing funding for FRED by \$5,000 in cash or in kind by meeting with a minimum of one business entity.
- B.9 Market and track the number of "in-bus" advertising inquiries with a goal of raising \$1,500.

GOAL C

Provide dependable transit service within the region.

Transit Year Activities for Goal C

- C.1 Continue training drivers on the policies and procedures they are required to follow.
- C.2 Maintain on-time performance of FRED service within the Fredericksburg region.
- C.3 Continue the process of review and improvement of service.
- C.4 Collect information provided by the real-time information system to include on-time performance, ridership, route efficiency, and possible schedule adjustments.
- C.5 Plan for service adjustments by October 2019 for implementation in following fiscal year.
- C.6 Explore selective Saturday service opportunities.

Transit Year Targets for Goal C

- C.7 Implement plan to improve FRED's preventive maintenance program by better monitoring vendors and having most preventive maintenance performed internally by the end of TY2020.
- C.8 Replace six buses in existing fleet with a more efficient bus.
- C.9 Conduct at least 50 spot checks of drivers per quarter to ensure that drivers are fulfilling their responsibilities.
- C.10 Replace 12 on-board video recorders.
- C.11 Acquire third-party fleet maintenance software.
- C.12. Upgrade on-board modems from 3G to 4G communications network.

GOAL D

Increase the efficiency of the movement of people.

Transit Year Activities for Goal D

- D.1 Continue to provide FRED service to major employment, healthcare, tourism and social service centers within the Fredericksburg region.
- D.2 Promote FRED as a way to alleviate congestion within the Fredericksburg region.
- D.3 Continue analysis of performance measures using FRED's new real-time information system for existing routes in entire system in terms of:
 - a. Effectiveness, such as number of trips and trips per vehicle hour
 - b. Efficiency, such as cost per trip and cost per vehicle hour
 - c. Quality, such as transit times, safety, and reliability
- D.4 Prepare for acquisition of electronic fare boxes for the fleet in TY2020 when Vanpool Alliance 5307 funding may become available.
- D.5 Provide regional Partners with transit services to encourage and promote economic development opportunities within their respective jurisdictions.
- D.6 Prioritize list of future technology expansions.

Transit Year Targets for Goal D

- D.7 Conduct at least six outreach sessions for local businesses, civic groups, schools and other constituencies to inform them on how to use FRED for their benefit and the benefit of their employees, customers and clients.
- D.8 Conduct at least three outreach sessions to special needs high school students.
- D.9 Hire part-time data analyst to assist in collecting ridership data at the individual bus stop level.

GOAL E

Promote safety and security in maintaining and operating the FRED system to include personnel, ridership and facilities within the Fredericksburg region.

Transit Year Activities for Goal E

- E.1 Continue to meet Americans with Disabilities Act requirements ensuring that drivers are properly trained to meet requirements of transporting persons with disabilities.
- E.2 Continue the comprehensive safety and security training program for FRED employees.
- E.3 Continue the wheelchair securement training program for all FRED drivers.
- E.4 Continue the CPR, AED, First Aid, and Blood Borne Pathogen training program for all FRED employees.
- E.5 Monitor and review daily reports related to suspicious activity and incident reports, counterterrorism, security awareness, and cyber security.
- E.6 Explore the impact of redistributing staff among FRED facilities.
- E.7 Explore feasibility of installing shelters, benches and trash receptacles at appropriate locations in the region.
- E.8 Construct a 5-bus transfer center adjacent to the Rappahannock Goodwill Industry located in Spotsylvania during TY2020.

- E.9 Assess the need for and cost-effectiveness of additional equipment for FRED security officers.

Transit Year Targets for Goal E

- E.10 Create and utilize a leadership team(s) to assist Senior Management with strategic and operational needs.
- E.11 Reduce the number of preventable vehicle accidents per 100,000 miles by five percent.
- E.12 Hold a minimum of two safety awareness meetings to be attended by all drivers.
- E.13 Develop a FRED Roadeo Team.

GOAL F

Comply with city, state and federal policies and regulations.

Transit Year Activities for Goal F

- F.1 Continue attending state and federal training seminars to keep abreast of current regulations.
- F.2 Continue to foster positive working relationships with state and federal grant managers.
- F.3 Prepare for the City of Fredericksburg audit.
- F.4 Prepare for the FTA Triennial Review.
- F.5 Prepare cumulative records on applicants, hires, transfers and promotions.
- F.6 Prepare records of EEO trainings/meetings; job postings; advertisements placed; recruitment locations and dates.
- F.7 Implement Disadvantaged Business Enterprise (DBE) Program with objective of increasing participation by DBEs.
- F.8 Apply for grant funding for [10] replacement buses.

Transit Year Targets for Goal F

- F.9 Complete reports required by state and federal agencies to include:
- a. TrAMS milestones and financial status reports
 - b. FTA annual National Transit Data report
 - c. Virginia Department of Rail and Public Transportation (DRPT) annual performance data report
- F.10 Complete all grant applications by February 1, 2020, including, but not limited to, grants to cover a comprehensive system analysis, fleet maintenance software and acquisition of land adjacent to FRED for construction of a parking lot.

*

- (1) A review of the progress being made for each of the objectives listed in this *Mission, Goals and Objectives* statement is to be completed in the January/February period of the current transit year.
- (2) A report which summarizes the status of each of the objectives listed in this *Mission, Goals and Objectives* statement is to be completed by the end of June of the current transit year.
- (3) The *Mission, Goals and Objectives* statement summary report for the current transit year (ending June 30) is to be adopted by PTAB at the July meeting. A draft of the *Mission, Goals and Objectives* statement for the upcoming transit year will be provided to the PTAB members for their review.
- (4) The *Mission, Goals and Objectives* statement of FREDericksburg Regional Transit for the next transit year (commencing July 1) is also to be adopted by PTAB at the July meeting.

FREDERICKSBURG REGIONAL TRANSIT
Mission, Goals, and Objectives Year-End Report*
for Transit Year 2019 (July 1, 2018 – June 30, 2019)

Mission

It is the purpose of FREDericksburg Regional Transit (FRED) to provide accessible, affordable, dependable, efficient, environmentally sound, and safe and secure transportation for people who reside or work or visit within the Fredericksburg, Virginia region (i.e., the City of Fredericksburg and the counties of Caroline, Spotsylvania and Stafford).

GOAL A

Provide a widely accessible public transit service to the region.

Transit Year Activities for Goal A

- A.1 Investigate ways to make public transit more competitive with private means of transportation in terms of trip times, convenience (in the context of specific time-of-day and day-of-week trips), safety, cost to the individual user, and comfort.
FRED implemented route adjustments in Caroline County to better serve identified travel patterns including service to the Spotsylvania VRE station. Regrettably, these adjustments did not result in an increase in ridership in the County; consequently, the County has decided to discontinue all FRED service with the start of TY2020. FRED held the line on fares for TY2019.
- A.2 Investigate the needs of those who are underserved by the existing transit system.
Ongoing cooperation with PTAB committee on Serving the Traditionally Underserved.
- A.3 Investigate the needs of those in the region who are transit-dependent.
Ongoing cooperation with PTAB committee on Serving the Traditionally Underserved.
- A.4 Work with local county governments to define needs and apply for funding for existing and additional service.
Service in Caroline County was adjusted following discussions with the County and Fredericksburg Area Metropolitan Planning Organization (FAMPO). Due to continuing declines in ridership, Caroline County decided to discontinue all FRED service with the start of TY2020. Expanded service to Quantico in Stafford County began in May 2019. King George County continues to consider re-started limited FRED service. With the termination of Caroline County service, which included stops along U.S. Route 1 in Spotsylvania, Spotsylvania County is considering its options for funding

additional service along U.S. Route 1 between the County line, the VRE station, Cosner’s Corner and the transfer point at Spotsylvania Avenue. FRED is working with Stafford County to make adjustments to the D1 and D2 routes serving the southern portion of the County. FRED is working with VDOT to provide shuttle service between the Olde Forge area east of I-95 and the businesses on the west side of I-95 for the duration of the major roadway construction project there.

- A.5 Publicize service to attract “choice riders” (i.e. those who have other transportation options) to the FRED system.
The new Stafford County-Quantico service was heavily advertised in the run up to its launch; FRED continues a vigorous campaign.
- A.6 Continue to provide access to social service, recreational, employment and tourist areas.
Ongoing.
- A.7 Educate employees of Partners on how to use the FRED system.
Ongoing.
- A.8 Continue “Smart Benefits Program” (a program developed to cover the cost of mass transit for some government employees) to our VRE feeder service patrons.
Ongoing. As of June 30, 2019, there are 22 participants in FRED’s “Smart Benefits Program.”
- A.9 Install FRED stops at all appropriate locations.
Ongoing. A FRED shelter on outbound Fall Hill Avenue has been damaged and will be replaced using proceeds from insurance recovery. FRED stops on the Caroline routes have been removed. Stop installations are shown below:

Route:	Stop Number:	Location:
VQ1	502	Acadia St.
VQ1	496	Quantico Corp. Center
VQ1	497	Quantico Corp. Center
VQ1	498	VRE Station (Quantico)
VQ1	499	Marsh Building
VQ1	500	Marsh Building
D5	426	Germanna Comm. College
F2	340	Jefferson Davis Hwy. @ Wawa

- A.10 Review requests for the use of training space at the Bowman Center location.
Ongoing on an as needed basis. The following activities took place during TY2019: February 14, 2019: City of Fredericksburg Bi-Monthly Staff Meeting; May 13, 2019: City Public Works Confined Space Training.
- A.11 Monitor new growth and development within FRED service area that may have impact on FRED operations.
Ongoing in cooperation with FAMPO. FRED to evaluate feasibility of serving new apartment complexes in Celebrate Virginia South. FRED continues to meet periodically with county planning staffs to discuss development plans including: City projects: Valley Run preliminary subdivision plan and site plan; Planning Department Area Plan, transit section; Fredericksburg Park south of Alum Springs; Spotsylvania projects: Germanna Point/Spotsylvania Avenue connection; Jackson Village and other bus stops; Hazel Run Convenience plan; Stafford projects: Celebrate Virginia north; Germanna Community College's new campus; Village of Greenbank/Cannon Ridge; Embrey Mill Marketplace.
- A.12 Utilize social and digital media solutions to increase access to FRED Transit information.
Ongoing. FRED continues to monitor and respond to citizen input to its Facebook page.
- A.13 Respond to local government requests to review proffers, rezoning and site development plans.
Ongoing.
- A.14 Implement new technologies and systems that permit FRED to take maximum advantage of its newly acquired GPS, GIS and related capabilities by the end of TY2019.
Ongoing work with RouteMatch and RouteShout and Google Transit. Selected FRED laptop computers upgraded to 64-bit technology. Contract with RouteMatch executed. Staff contacted RouteMatch on three separate occasions to schedule the transition to the cloud services but have not received a response from RouteMatch. Implementation of RouteShout awaits transition to cloud-based system. Staff will continue to work with RouteMatch to achieve full transition to the cloud.
- A.15 Explore with King George County the resumption of service.
Ongoing. FRED has provided a variety of materials to the County to permit it to assess the cost effectiveness of re-instituting service, and awaits further feedback from the County.

- A.16 Monitor such organizations as Department of Transportation (DOT) and the Transit Research Cooperative Program (TRCP), in order to be aware of future transit options involving innovative technology and methods of providing service.
Ongoing. The Director and Assistant Director briefed City Councilman Graham and Assistant City Manager Fawcett on this topic.

Transit Year Targets for Goal A

- A.17 Conduct at least 15 educational outreach sessions with partners, residents and business leaders on the benefits and value of FRED.
A total of 20 events were held.
- A.18 Conduct, at minimum, seven “Ride FRED” seminars to educate the public on how to use the system with the help of Healthy Generations Area Agency on Aging (HGAAA).
Fourteen outreach events/seminars were conducted by Healthy Generations (HGAAA); 14 more are scheduled.
- A.19 HGAAA trainer to conduct 75 individual training sessions on how to ride FRED.
Sixty-nine training sessions were conducted; approximately 60 more are currently scheduled.
- A.20 Conduct at least three “Ride FRED” seminars to educate employees of Partners on how to use the system.
Nine information seminars were conducted.
- A.21 Maintain FRED ridership at TY2018 levels as a benchmark in each jurisdiction.
Ridership for the first 11 months of TY2019 is 274,275, averaging 24,934 trips per month. Assuming that June’s ridership when reported will equal the monthly average, ridership for the year will be approximately 300,000. This would be a decrease of 25,000 from the prior year. FRED’s results mirror similar challenges faced by transit operators all over the country.
- A.22 Implement revised Caroline County service with the objective of improving service and increasing ridership. Track and report ridership numbers for review by the County.
Revised Caroline County service was implemented in July 2018. Ridership declined from 3,727 trips in the first half of TY2018 to 3,131 trips in the first half of TY2019, a decrease of 16%. Ridership failed to reach the projected levels, which forecast an increase in ridership; as a result Caroline County decided to terminate all FRED service effective June 28, 2019.
- A.23 Plan for and launch new Stafford County service to Quantico.
FRED, the County and Marine Base Quantico reached an agreement on the start-up of FRED service between Garrisonville Road and the Quantico VRE

station; service started in May 2019. Ridership for May 2019 was 49. FRED will continue its marketing/outreach efforts to inform County residents about the new service.

GOAL B

Provide an affordable public transit service to the region through funding by grants and contributions from local, state and federal funding entities and public/private partnerships.

Transit Year Activities for Goal B

- B.1 Continue to access all funding opportunities to assist jurisdictions in the Fredericksburg region.
FRED grant applications for urban and rural TY2020 assistance programs were submitted at the end of January 2019. FRED is using CMAQ funding to support the planned Quantico service in Stafford County. FRED will be using section 5307 “van pool funds” to support various capital projects in TY2020, obviating the need for a “hard” local match. FRED is working with the Potomac and Rappahannock Transportation Commission (PRTC) on a sub-recipient agreement relating to these “van pool funds,” which are being routed to FRED through the PRTC.
- B.2 Actively seek new private Partners through the Public Transit Advisory Board’s (PTAB) Partnership/Marketing Committee and jurisdictional planners.
Ongoing. Rappahannock Goodwill Industries (RGI) is becoming a FRED partner as a result of its providing an easement for FRED to build a transfer facility on RGI property; additionally, RGI will clear trash from the transfer facility and keep the access route clear of debris, ice and snow, as necessary.
- B.3 Conduct annual review of fares and schedules.
FRED staff presented an analysis of fare options to the PTAB in February 2019. After considering the options, the PTAB voted to recommend to City Council that there be no increase in FRED fares for TY2020; FRED relayed that recommendation to the City Manager and City Council. No fare increase has been scheduled for TY2020.
- B.4 Collect internal information related to the half-fare program (i.e. number of users, money collected, and impact on revenues).
Ongoing. The half-fare program continues to grow and for TY2019 is the fourth largest fare type with over 17,000 trips. Only cash fares, monthly passes, and fare cards outsold half-fares. The program did not help to increase ridership as hoped, given the decrease in total ridership when compared to the prior year. It has also had the effect of depressing revenues by roughly \$8,000.

- B.5 Attend Transit Award Management System (TrAMS) training sessions when made available by the Federal Transit Administration (FTA).
No training currently available, FRED Transit Director trained the Assistant Director.
- B.6 Monitor staff time and number of staff ID and half-fare program badges created.
Ongoing. FRED issued 20 new employee ID cards and 100 new half-fare cards in TY2019.
- B.7 Request federal and state funding in a timely manner.
FRED applications for TY2020 federal and state funding were submitted on time. See F.11 for summary of funding apportioned to FRED by the Commonwealth Transportation Board for TY2020.
- B.8 Work with the City of Fredericksburg Office of Economic Development to evaluate the downtown shuttle test period and determine potential follow-up activity.
The City hired a private bus operator to provide limited downtown shuttle service. FRED will work with the City to evaluate its effectiveness.

Transit Year Targets for Goal B

- B.9 Maintain current private Partnership funding levels.
Current funding levels are being maintained.
- B.10 Increase, in collaboration with PTAB's Partnership/Marketing Committee and jurisdictional planners, total Partnership/Marketing funding for FRED by \$5,000 in cash or in kind by meeting with a minimum of one business entity.
Ongoing. Rappahannock Goodwill Industries (RGI) is becoming a FRED partner as a result of its providing an easement for FRED to build a transfer facility on RGI property; additionally, RGI will clear trash from the transfer facility and keep the access route clear of debris, ice and snow, as necessary.
- B.11 Market and track the number of "in-bus" advertising inquiries with a goal of raising \$1,500.
Ongoing. One new advertiser (Quarles Petroleum) has been secured for \$3,000 for a six month period. Three other entities (Virginia Credit Union, Cornerstone College, and Quench Advertising/Weis Markets) have inquired about advertising inside FRED buses, but have not signed contracts.

GOAL C

Provide dependable transit service within the region.

Transit Year Activities for Goal C

- C.1 Continue training drivers on the policies and procedures they are required to follow.
Ongoing. Ten training sessions covering multiple driver hires were conducted during the year.
- C.2 Maintain on-time performance of FRED service within the Fredericksburg region.
Ongoing. FRED continues to have challenges in on-time performance for select routes due to increased traffic, roadway construction, etc. Also, because of FRED's "pulse" system (a coordinated system with services radiating from a central point) and policy of holding buses for transferees, delays on one route can affect on-time performance on other routes. Below are RouteMatch statistics for full-year TY2018 and the first eleven months of TY2019:

Total Stops = 115,742	15 minutes	10 minutes
Late Arrivals (TY2018)	2.94%	5.74%
Eleven Months (TY2019)	4.98%	8.17%
Early Departures (TY2018)	0.84%	1.51%
Eleven Months (TY2019)	2.54%	3.20%
Percent On-Time (TY2018)	96.22%	92.75%
Eleven Months (TY2019)	92.56%	88.72%

- C.3 Continue the process of review and improvement of service.
Ongoing. FRED holds monthly management/planning meetings to review operations, emerging issues, route modifications, etc.
- C.4 Collect information provided by the real-time information system to include on-time performance, ridership, route efficiency, and possible schedule adjustments.
Ongoing. We did not experience any prolonged outages that prevented automated data collection. During the first eleven months of TY2019 we had six runs during which the software was unavailable AND the driver did not manually collect data. We have developed procedures for estimating the ridership during these events and entered the estimated ridership into the RouteMatch software. With the turnover of drivers, training and reminders to the drivers are conducted as needed and satisfactorily mitigate these random occurrences. The next step in improving data quality and value is to advance our data verification process.

- C.5 Plan for service adjustments by October 2019 for implementation in following fiscal year.
See entry for Item A.4 summarizing planning activities.
- C.6 Begin planning for the implementation of Saturday service as identified in the FRED Transit Development Plan (TDP).
Planning for Saturday service in TY2020 and beyond has not yet begun. VDOT has requested FRED assistance in planning for possible weekend service between Olde Forge and businesses on the other side of I-95 during various VDOT construction projects there.

Transit Year Targets for Goal C

- C.7 Implement plan to improve FRED’s preventive maintenance program by better monitoring vendors and having most preventive maintenance performed internally by the end of TY2019.
Ongoing. FRED has hired a full-time mechanic assistant, which will help FRED’s program of preventive maintenance.
- C.8 Replace two buses in existing fleet with a more efficient bus.
One replacement bus was received in late November 2018 and is now in service. Two additional replacement buses (one 15 passenger and one 19 passenger) have been ordered and are expected to be delivered in TY2020.
- C.9 Purchase one additional maintenance service vehicle.
The additional maintenance vehicle was ordered on November 30, 2018, was delivered in March, and is currently in use.
- C.10 Conduct at least 50 spot checks of drivers per quarter to ensure that drivers are fulfilling their responsibilities.
Ongoing, with 216 spot checks carried out during the year.

GOAL D

Increase the efficiency of the movement of people.

Transit Year Activities for Goal D

- D.1 Continue to provide FRED service to major employment, healthcare, tourism and social service centers within the Fredericksburg region.
Ongoing. Transit service continues at last year’s level through the end of TY2019; Caroline County service was terminated at the end of TY2019, resulting in a loss of approximately 7,000 trips and reduction of 7.3% in

revenue vehicle miles. New Stafford County-Quantico service started in May 2019.

- D.2 Promote FRED as a way to alleviate congestion within the Fredericksburg region.
Ongoing.
- D.3 Continue analysis of performance measures using FRED's new real-time information system for existing routes in entire system in terms of:
- a. Effectiveness, such as number of trips and trips per vehicle hour
 - b. Efficiency, such as cost per trip and cost per vehicle hour
 - c. Quality, such as transit times, safety, and reliability

Ongoing. FRED has added "trips per revenue mile" as a measure of effectiveness; this makes FRED's measures consistent with performance measures used by DRPT in determining how to distribute funding among transit agencies.

- D.4 Prepare for acquisition of electronic fare boxes for the fleet in TY2020 when Vanpool Alliance 5307 funding becomes available.
Ongoing. Deferred to TY2021.
- D.5 Provide regional Partners with transit services to encourage and promote economic development opportunities within their respective jurisdictions.
Ongoing. FRED routinely consults with Partners about ways to improve service. (See ongoing planning coordination activities under A.4 and A.11.)
- D.6 Prioritize list of future technology expansions.
Ongoing. Continued implementation of RouteShout and Google Transit are FRED technology priorities. RouteShout will be implemented upon successful transition to RouteMatch's cloud hosting service. Google transit files are in the final stages of review and approval. Implementation is anticipated in the first quarter of TY2020.

Transit Year Targets for Goal D

- D.7 Conduct at least six outreach sessions for local businesses, civic groups, schools and other constituencies to inform them on how to use FRED for their benefit and the benefit of their employees, customers and clients.
Twelve sessions were conducted.

- D.8 Conduct at least three outreach sessions to special needs high school students.
Two sessions were conducted; a session scheduled for May was postponed by the hosting school and will be rescheduled.
- D.9 Convert three part-time drivers to full-time status.
Two part-time driver positions were converted to full-time. To address continuing maintenance challenges, the third part-time driver position was converted to a full-time mechanic assistant position, which has been filled.

GOAL E

Promote safety and security in maintaining and operating the FRED system to include personnel, ridership and facilities within the Fredericksburg region.

Transit Year Activities for Goal E

- E.1 Continue to meet Americans with Disabilities Act requirements ensuring that drivers are properly trained to meet requirements of transporting persons with disabilities.
Ongoing.
- E.2 Continue the comprehensive safety and security training program for FRED employees.
Ongoing.
- E.3 Continue the wheelchair securement training program for all FRED drivers.
Ongoing.
- E.4 Continue the CPR, AED, First Aid, and Blood Borne Pathogen training program for all FRED employees.
Ongoing.
- E.5 Monitor and review daily reports related to suspicious activity and incident reports, counterterrorism, security awareness, and cyber security.
Ongoing. FRED has signed a contract for replacement security camera hardware and software, which is scheduled for replacement during Summer 2019.
- E.6 Explore the impact of redistributing staff among FRED facilities.
Completed. Operations Manager and Planner have been relocated to the Operations Center. Assistant Operations Manager is located at FRED Central. Further analyses to be conducted in TY2020.

- E.7 Explore feasibility of installing shelters, benches and trash receptacles at appropriate locations in the region.
Ongoing. FRED has discussed placing a bench at its stop in the Fredericksburg Shopping Center and a shelter at its stop at Germanna Community College.

Transit Year Targets for Goal E

- E.8 Construct a 5-bus transfer center adjacent to the new Rappahannock Goodwill Industry located in Spotsylvania during TY2019.
Two bids were received on June 19 from Sorenson-Gross and Trinity Engineering. FRED expects to award a contract in July, with construction expected to start in August 2019.
- E.9 Security officers will apply to become “Conservators of the Peace” and receive additional equipment during TY2019.
Ongoing. One person has been certified in the City; the need for additional certifications will be assessed on an as-needed basis.
- E.10 Create and utilize a leadership team(s) to assist Senior Management with strategic and operational needs.
The FRED management team meets informally periodically to identify and evaluate strategic initiatives. Further steps in this area will be assessed following City-wide Department Head executive leadership training.
- E.11 Reduce the number of preventable vehicle accidents by at least five percent, as measured by preventable accidents per 100,000 service miles.
Ongoing. During TY2019, FRED experienced a total of six preventable accidents. For TY2019, FRED began using a normalized measure of safety performance rather than a straight numeric measure; this will control for variations in the number of preventable accidents based on the number of miles the fleet is driven. For TY2019, FRED experienced a preventable accident rate of 0.65 per 100,000 service miles (revenue miles plus deadhead miles). Stated another way FRED drivers drove approximately 158,000 miles between each preventable accident. FRED will use this measure in future reports.
- E.12 Hold a minimum of two safety awareness meetings to be attended by all drivers.
Ongoing. One set of safety meetings was completed in the Fall; another set of meetings is underway; 55 employees attended the Spring meetings; the remainder of employees are to attend a meeting scheduled for June 29, 2019.
- E.13 Develop a FRED Roadeo Team.
Ongoing. The FRED team competed in the Roadeo in April 2019.

- E.14 Purchase and install gate for rear access at FRED Central.
The installation of such a gate has been approved by Public Works. As a first step to assist in traffic control, the City has restriped the portion of Rowe Street abutting FRED, which appears to have helped. FRED continues to monitor traffic issues affecting Rowe Street and will re-evaluate whether the need still exists for a gate system.

GOAL F

Comply with city, state and federal policies and regulations.

Transit Year Activities for Goal F

- F.1 Continue attending state and federal training seminars to keep abreast of current regulations.
Ongoing. Staff has participated in various webinars sponsored by the FTA and the annual grant/transit reforms workshop put on by DRPT (July 31, 2018). These include FTA safety plan final rule webinar (August 28, 2018), DRPT urban grants workshop (November 14, 2018), and DRPT capital applications webinar (November 19, 2018); National Transit Database reporting updates (May 2, 2019); DRPT Spring Grants Workshop (June 24, 2019).
- F.2 Continue to foster positive working relationships with state and federal grant managers.
Ongoing. FRED continues to work closely and productively with FTA and DRPT program managers.
- F.3 Prepare for the City of Fredericksburg audit.
FRED was audited by the team conducting the City-wide audit. No findings were made in the auditor's preliminary report with respect to FRED programs.
- F.4 Prepare for Drug and Alcohol Testing Program audit.
Audit completed. Follow-up actions taken and reported to U.S. Department of Transportation (USDOT). USDOT has cleared FRED actions and all audit findings.
- F.5 Prepare cumulative records on applicants, hires, transfers and promotions.
Ongoing.

- F.6 Prepare records of EEO trainings/meetings; job postings; advertisements placed; recruitment locations and dates.
Ongoing. All job postings note that FRED is an Equal Employment Opportunity employer.
- F.7 Prepare list of contractors, services provided and proof of contractors EEO programs.
Ongoing.
- F.8 Implement Disadvantaged Business Enterprise (DBE) Program with objective of increasing participation by DBEs.
DBE goal submitted to FTA. Outreach to DBE, SWaM (Small, Women-owned, and Minority-owned), and small businesses continue. To assist in meeting its TY2019/2020 goal, FRED included a 2 percent DBE goal in its solicitation for bids for the Spotsylvania transfer station.

Transit Year Targets for Goal F

- F.9 Submit updated Title VI Plan to the Federal Transit Administration (FTA).
FRED's Title VI Plan was submitted to the FTA in July 2018. FRED made revisions to the Plan in January 2019 in response to comments received from the FTA on the original Plan and has submitted the revised Plan.
- F.10 Complete reports required by state and federal agencies to include:
- a. TrAMS milestones and financial status reports
Completed in October 2018.
 - b. FTA annual National Transit Data report
Completed on time.
 - c. Virginia Department of Rail and Public Transportation (DRPT) annual performance data report
Completed on time.
- F.11 Complete all grant applications by February 1, 2019, including, but not limited to, grants to cover a comprehensive system analysis and acquisition of land adjacent to FRED for construction of a parking lot.
Completed. Acquisition of land for additional parking postponed while other property considered. The Commonwealth Transportation Board approved the following award amounts for FRED for TY2020: Section 5307 operating and capital assistance - \$2,424,452; State operating assistance - \$725,139; capital assistance Federal - \$664,400; State assistance - \$132,220. These awards provide ample assistance to support all current FRED operations and to replace four buses.

- F.12 Apply for grant funding for 10 replacement buses.
Based on useful life criteria, FRED applied for eight replacement buses. The CTB award for TY2020 contains funding for four replacement vehicles (of the six requested). The “van pool” funding allows for another two replacement vehicles. The total of six replacement buses is sufficient to permit FRED to keep its fleet up to date.
- F.13 Enter into a sub-recipient agreement with Potomac and Rappahannock Transportation Commission (PRTC) regarding the flow through of Vanpool Alliance 5307 funding.
GWRC has authorized the use of \$850,000 of these funds for TY2020 and they have been programmed into the budget. FRED met with PRTC and agreed on the outlines of a sub-recipient agreement. It is PRTC’s responsibility to draft the agreement.
-

*

- (1) A mid-year review of the progress being made for each of the objectives listed in this *Mission, Goals and Objectives* statement is to be completed in the January/February period of the current transit year.
- (2) A report which summarizes the status of each of the objectives listed in this *Mission, Goals and Objectives* statement is to be completed by the end of June of the current transit year.
- (3) The *Mission, Goals and Objectives* statement summary report for the current transit year (ending June 30) is to be adopted by PTAB at the July meeting. A draft of the *Mission, Goals and Objectives* statement for the upcoming transit year will be provided to the PTAB members for their review.
- (4) The *Mission, Goals and Objectives* statement of FREDericksburg Regional Transit for the next transit year (commencing July 1) is also to be adopted by PTAB at the July meeting.



FREDERICKSBURG REGIONAL TRANSIT
History in Motion

MEMORANDUM

TO : Timothy J. Barody, Fredericksburg City Manager
 FROM : Wendy L. Kimball, Director of Public Transit
 DATE : December 10, 2019
 RE : 3rd Quarter 2019 Progress Report on FRED

Below for your consideration are the 3rd Quarter 2019 ridership totals for the City of Fredericksburg. As highlighted in the chart below, the quarterly regular ridership percentage shows a slight **increase** during this period. The quarterly and annual VRE ridership percentages show a decrease. This decrease could be linked to FRED operations being closed for the Fourth of July and Labor Day holidays.

	FRED Total	Fredericksburg		Spotsylvania		Stafford	
Quarter	Ridership	Ridership	VRE	Ridership	VRE	Ridership	VRE
3 rd Quarter 2019	73,956	37,867	978	12,811	3,099	17,735	94
2 nd Quarter 2019	74,810	37,521	1,172	12,799	3,333	17,739	62
<i>Quarterly Percent Difference</i>	-1.1%	+0.9%	-16.5%	+0.1%	-7%	-0.02%	+51.6%
3 rd Quarter 2018	77,481	38,215	1,348	12,734	3,686	18,634	-
<i>Annual Percent Difference</i>	-4.5%	-0.9%	-27.4%	+0.6%	-15.9%	-4.8%	-

Listed below are community outreach events completed this quarter and employee training events which benefit the City. If you have any questions concerning the routes or the ridership totals, please let me know.

Quarterly Community Outreach:

- July 1, 2019 – Healthy Generations Area Agency on Aging (HGAAA) Training Trip to Rt.1 CVS
- July 1, 2019 – HGAAA Training Trip to RACSB

Quarterly Staff Training:

- September 11, 2019 – Sharon Sullivan, FRED’s Administrative Assistant attended Next Year Budget Entry Training for MUNIS
- September 27, 2019 – DRPT meeting held at FRED Operations Facility in the Bowman Center



FREDERICKSBURG REGIONAL TRANSIT
History in Motion

MEMORANDUM

TO : Ed Petrovitch, Spotsylvania County Administrator
 FROM : Wendy L. Kimball, Director of Public Transit
 DATE : December 10, 2019
 RE : 3rd Quarter 2019 Progress Report on FRED

Below for your consideration are the 3rd Quarter 2019 ridership totals for Spotsylvania County. As highlighted in the chart below, the quarterly and annual regular ridership percentages show an **increase** during this period. The quarterly and annual VRE ridership percentages show a decrease. This decrease could be linked to FRED operations being closed for the Fourth of July and Labor Day holidays.

	FRED Total	Fredericksburg		Spotsylvania		Stafford	
Quarter	Ridership	Ridership	VRE	Ridership	VRE	Ridership	VRE
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3 rd Quarter 2018	77,481	38,215	1,348	12,734	3,686	18,634	-
Annual Percent Difference	-4.5%	-0.9%	-27.4%	+0.6%	-15.9%	-4.8%	-

Listed below are community outreach events completed this quarter and employee training events which benefit Spotsylvania County. If you have any questions concerning the routes or the ridership totals, please let me know.

Quarterly Community Outreach:

- July 18, 2019 – Healthy Generations Area Agency on Aging (HGAAA) Training Trip to Spotsylvania Towne Center
- July 24, 2019 – HGAAA Training Trip to DMV Southpoint Parkway
- September 26, 2019 – HGAAA Training Trip to Salem Church Library

Quarterly Staff Training:

- September 11, 2019 – Sharon Sullivan, FRED’s Administrative Assistant attended Next Year Budget Entry Training for MUNIS
- September 27, 2019 – DRPT meeting held at FRED Operations Facility in the Bowman Center



FREDERICKSBURG REGIONAL TRANSIT
History in Motion

MEMORANDUM

TO : Thomas C. Foley, Stafford County Administrator
 FROM : Wendy L. Kimball, Director of Public Transit
 DATE : December 10, 2019
 RE : 3rd Quarter 2019 Progress Report on FRED

Below for your consideration are the 3rd Quarter 2019 ridership totals for Stafford County. As highlighted in the chart below, the quarterly and annual regular ridership percentages show a slight decrease during this period. This decrease could be linked to FRED operations being closed for the Fourth of July and Labor Day holidays. However, the quarterly VRE ridership percentage shows an **increase**.

*FRED, the County and Marine Base Quantico reached an agreement on the start-up of FRED service between Garrisonville Road VDOT commuter lots to the Quantico VRE station; service started in May 2019.

	FRED Total	Fredericksburg		Spotsylvania		Stafford	
Quarter	Ridership	Ridership	VRE	Ridership	VRE	Ridership	VRE*
3 rd Quarter 2019	73,956	37,867	978	12,811	3,099	17,735	94
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3 rd Quarter 2018	77,481	38,215	1,348	12,734	3,686	18,634	-
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Listed below are community outreach events completed this quarter and employee training events which benefit Stafford County. If you have any questions concerning the routes or the ridership totals, please let me know.

Quarterly Community Outreach:

- July, 2019 – Healthy Generations Area Agency on Aging (HGAAA) Training Trip to Ferry Farm Walmart
- July 3, 2019 – HGAAA Training Trip to McDonald’s at Ferry Road/Rt. 3
- July 24, 2019 – HGAAA Training Trip to Catholic Charities of the Diocese of Arlington
- August 29, 2019 – HGAAA Training Trip to Catholic Charities of the Diocese of Arlington
- September 25, 2019 – HGAAA Training Trip to Catholic Charities of the Diocese of Arlington

Quarterly Staff Training:

- September 11, 2019 – Sharon Sullivan, FRED's Administrative Assistant attended Next Year Budget Entry Training for MUNIS
- September 27, 2019 – DRPT meeting held at FRED Operations Facility in the Bowman Center



Travel Training Report

TO ENHANCE THE QUALITY OF LIFE FOR ALL OLDER CITIZENS.

To: Public Transportation Advisory Board (PTAB)
Date: 11 December 2019
Re: HGAAA Travel Training Activities since 29 Sept 2019

Two (2) Travel Training Trips since 29 Sept 2019

10/3/2019	Fred Central to 100 Riverside Pkwy	(1)
10/29/2019	Silver Collection Circle to Target, Central Park	(1)

Total of (2) persons received Travel Training

Research/ Deviations

- From Train Station to Gordon Road Commuter Lot (successful)
- From Spruce Ln. to Rt 17 Walmart, Village Pkwy. (successful)
- Advised residents from Spruce Ln. about making and canceling deviation requests
- Research routes and transfers to prepare for one-on-one training throughout the FRED system for a King George County resident from Walmart, Ferry Farm. Date of Travel Training, TBD

Special Events

10/19/2019	Hazel Hill Community Fair	(150 participants)
11/1/2019	MWHC/YMCA Community Health and Wellness Fair	(250 participants)
11/4/2019	Dorothy Heart Community Bldg. with Rob Wittman	(175 participants)

Current Projects

- Development of new Travel Training Curriculum based on "On-Our-Way" Travel Training Program.
- Review and research current Mobility Options Client Database to determine FRED Transit feasibility and gaps in FRED service to provide data and information for FY21 Section 5310 Grant Applications.

460 LENDALL LANE
FREDERICKSBURG, VA 22405
PHONE: (540) 371-3375
FAX: (540) 371-3384
MOBILITY OPTIONS: (540) 656-2985
WWW.HEALTHYGENERATIONS.ORG

PUBLIC TRANSIT ADVISORY BOARD

LIST OF MEETINGS 2020

- February 5
 - April 1
 - June 3
 - July 1 *(Mission, Goals, and Objectives End-of-year Report for Transit Year 2020 and Mission, Goals, and Objectives for Transit Year 2021)*
 - August 5
 - October 7
 - December 2 *(Holiday Breakfast for Board Members)*
-



CITY OF FREDERICKSBURG, VIRGINIA
CITY COUNCIL
MINUTES
Council Chambers, 715 Princess Anne Street
Fredericksburg, Virginia 22401

ITEM #9A

HON. MARY KATHERINE GREENLAW, MAYOR
HON. WILLIAM C. WITHERS, JR., VICE -MAYOR, WARD TWO
HON. KERRY P. DEVINE, AT-LARGE
HON. MATTHEW J. KELLY, AT-LARGE
HON. JASON N. GRAHAM, WARD ONE
HON. DR. TIMOTHY P. DUFFY, WARD THREE
HON. CHARLIE L. FRYE, JR., WARD FOUR

Joint Council-Planning Commission Work Session
September 10, 2019

Areas 1 and 2 Plan with Streetsense
DMO Proz Tourism Presentation

The Council of the City of Fredericksburg, Virginia held a work session on Tuesday, September 10, 2019, beginning at 5:30 p.m. in the City Hall, Large Conference Room.

Council Present. Mayor Mary Katherine Greenlaw Presiding. Vice-Mayor William C. Withers, Jr., Councilors Kerry P. Devine, Timothy P. Duffy, Charlie L. Frye, Jr., Jason N. Graham and Matthew J. Kelly.

Also Present. City Manager Timothy J. Baroody, Assistant City Manager Mark Whitley, Assistant City Manager Doug Fawcett, City Attorney Kathleen A. Dooley, Community Planning and Building Services Director Charles Johnston, Senior Planner Michael Craig, Community Development Planner Susanna Finn, Economic Development Director Bill Freehling, Business Development Manager Angela Freeman, Visitor Center Manager/Tourism Services Manager Danella Rose, Tourism Sales Manager Victoria Matthews, Economic Development Specialist Amy Perregoy, Budget Manager Deidre Jett and Clerk of Council Tonya B. Lacey.

Planning Commission Present. Chairman Kenneth Gantt, David Durham, Thomas O'Toole, Rene Rodriguez, Steve Slominski.

Planning Commission Absent. Christopher Hornung and James Pates.

Others Present. Streetsense Managing Principle Heather Arnold, Director of Planning Collin Greene, Project Manager Beth Hessler, Erik Davis from Surface 678, Transportation Consultant Ein Banks and Bill Geise, DMO Prose.

Areas 1 and 2 Plan with Streetsense. Mayor Greenlaw noted that the small area plans was one of the City's most important works as far as planning was concerned.

Mr. Craig said this was the fourth and fifth area plans to be done. The kick off of areas one and two gets the City to its halfway point in the area planning process. Area 1 was west of I-95

ITEM #9A

down to the mall and Area 2 was around Fall Hill Avenue. Mr. Craig reviewed that many changes to the Area 1 changes. He said the Streetsense team and the staff would take a close look at technical background and look at what the community envisions in the future for this area. They will hold charrettes for this area. There will be three themes re-habitation, redevelopment and re-greening.

Mr. Greene said Streetsense goal was to listen and understand what the Council wanted so they could work towards those goals.

Mayor Greenlaw said as a commercial area the City was losing advantage of the I-95 frontage. She said everything backs up to I-95. She said her vision was an office park.

Councilor Graham said the problem he saw was that the apartment complexes that were going up were generic, with no character. He said there was a lot of opportunity to build more mixed use to give a better quality of life. He said the areas need a sense of character and a sense of place to make people want to invest in the community and stay.

Councilor Duffy said a sense of place was critical but other opportunities that were needed was a diverse economy and revenue stream. He said he was horrified by the number of apartments going up in this area. Councilor Duffy said if the City was going to build multifamily units let it be a part of an integrated community with access to parks, shopping and other things that are generated in other parts of the City.

Councilor Devine agreed that the re-habitation, redevelopment and re-greening were all possibilities to this area. She also mentioned Parks and Recreation's survey and there were requests for indoor facilities that were year around, and other facilities like skate parks, indoor pools. She said there also needs to be some affordable housing included.

Councilor Kelly asked what communities the City should look at that have taken big box stores and redeveloped them. He said the City must maintain the vista of the river. He said the mixed use development had not been really focused on what it should be. He would like to know what the balance is between commercial and residential because this area was an area where the City could be imaginative in how it's developed.

Vice-Mayor Withers said the big box stores were not a big deal and they could be torn down and he said he would to see a real mixed use development. He said a neighborhood could be made by doing stacks and less traffic.

Commissioner Durham said he was shocked at what was happening at M Street in DC and he suggested that's what the City should look at. He said what was unique about this Small area plan was that it has the opportunity to be dramatically different for the City but the City must look at the cost of infrastructure, schools and transit.

ITEM #9A

Councilor Frye said he would like to see more ownership to the mixed use. He said without ownership the area could become rundown.

Councilor Graham said he would like to see the 15 minute neighborhood, which means you could walk where you want to go within 15 minutes.

Councilor Kelly said he would like to figure out how to keep the citizens here because many of them are commuters. Commissioner Durham added that once they realize the direction of the City they will come.

Commissioner Slominski said he liked the ideas and he agreed the City must do something different. If it is going to be bold it must have more constrictive rules to give the City what it wants as a community.

Councilor Frye said he would like to see the area developed like the Stonebridge area in Woodbridge.

Ms. Arnold summarized what they heard from Council and Planning Commission.

DMO Proz Tourism Presentation. Economic Development Director Freehling began with breaking news that tourism was responsible for \$196,000,000 in spending in Fredericksburg last year according to Virginia Tourism Corporation (VTC) data. This amount was up by five percent from the previous year and twenty-five percent in the past five years.

Mr. Freehling showed a video that VTC released.

Mr. Freehling introduced Mr. Geise with DMO Prozs whose firm was selected to do a study on Tourism. Mr. Geise presented a PowerPoint presentation and he discussed the following: timeline of tourism development, situational analysis, stakeholder views, destination marketing 2020, findings, recommendations/action plans. Council also received a copy of the draft Tourism 2020 Study which contained all the information discussed in the PowerPoint presentation. Mr. Geise recommended the following: Evaluate the importance of destination marketing in its community development strategy, encourage the FRTP to transition into an independent 401(c)6 non-profit organization, increase the City's investment into tourism development, relocate the visitor information center and he suggested the EDT budget should be closer to \$1 million and support staff of no less than 4 full-time employees to consist of Tourism Manager, Marketing & Communications Director/Content Manager, Group Business Development Manager and Group Business Services/Visitor experience Manager.

Councilor Kelly said the suggested regional approach with the 501(c)6 was a good idea. He also asked if it made sense to have a more structured relationship with stakeholders in designing marketing efforts. Mr. Geise said there needed to be a process but those that were being hired

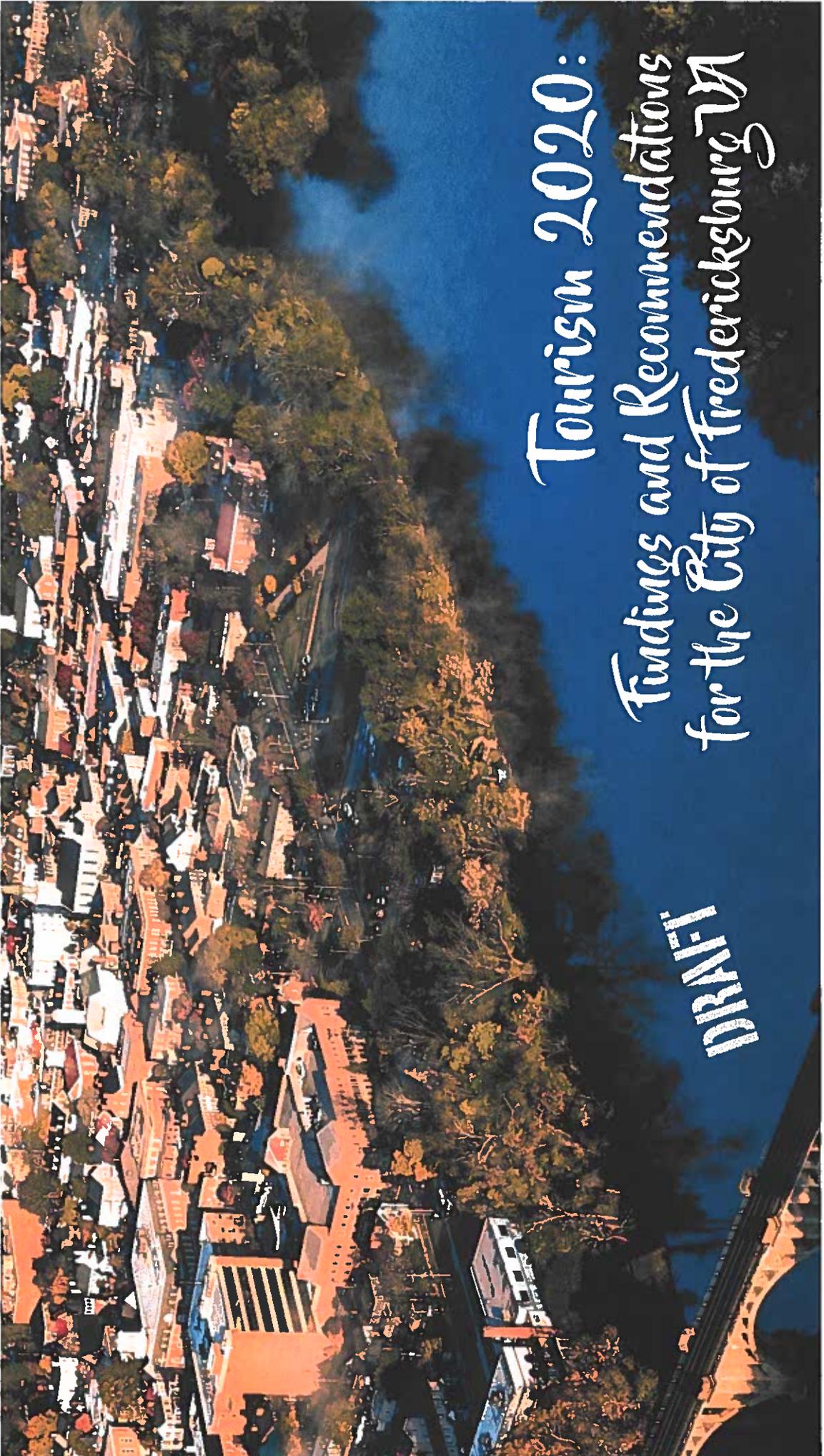
ITEM #9A

needed to make the calls. Mr. Kelly also asked what the salary should be considered for the Tourism Manager and Mr. Geise said for a million dollar budget the salary should be approximately \$100,000.

Mayor Greenlaw said the City was in a great place and the City must make the best of the opportunity.

Adjournment. There being no further business to come before the Council at this time. Mayor Greenlaw declared the session officially adjourned at 7:11 p.m.

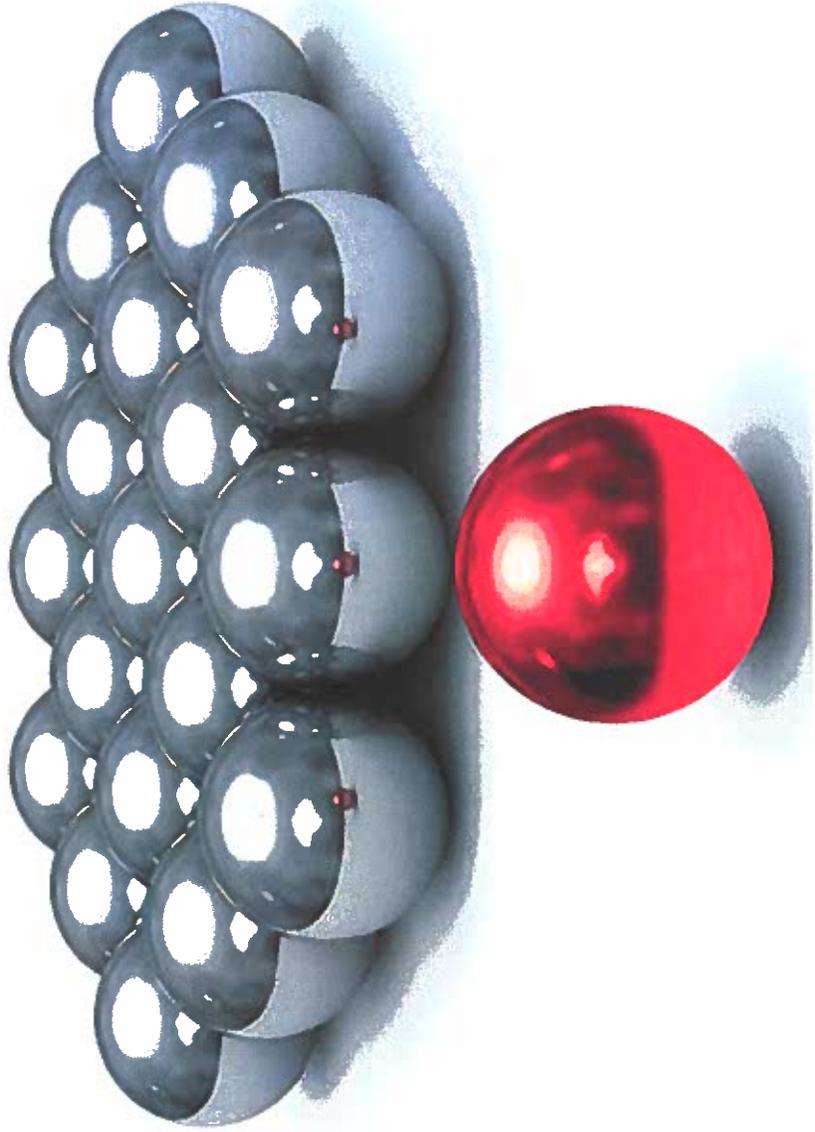
**Tonya B. Lacey
Clerk of Council
City of Fredericksburg**



*Tourism 2020:
Findings and Recommendations
for the City of Fredericksburg VA*

DRAFT

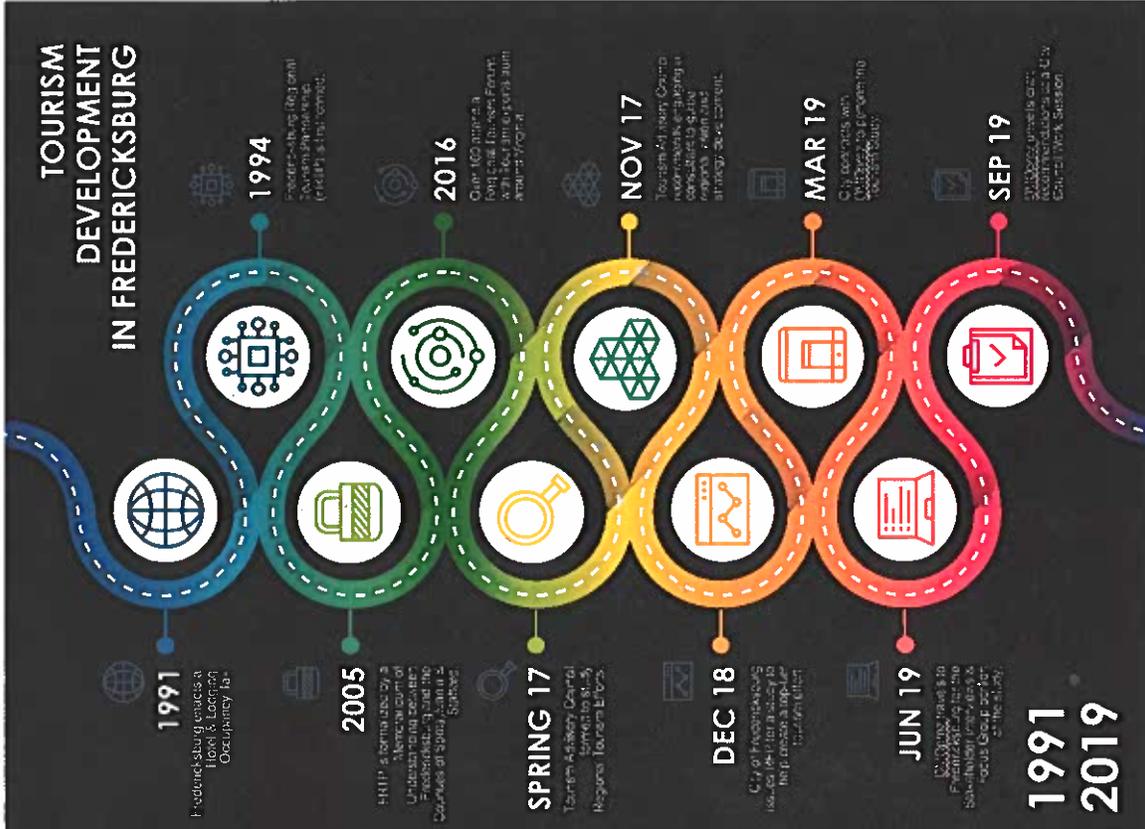
The Assignment



The Questions

- A. Factoring in the economic impact that tourism provides, is the City dedicating appropriate resources (staffing, budgetary, etc.) to its tourism operation? And, is it doing so in a way that gives due attention to heritage tourism, while maximizing sports/arts/eco/foodie-related/outdoor recreation to heritage tourism, while maximizing sports/arts/eco/foodie-related/outdoor recreation to heritage tourism? Are the existing tourism-related staff roles/workloads appropriate? If additional tourism-related personnel are added, what are the key professional qualifications and skills required to enhance the region's/City's tourism program?*
- B. Is the bifurcated approach to tourism working well, or should the City consider focusing all of its efforts/resources solely on the City?*
- C. Should the City's tourism and economic development operation be under one department, or should they be separated?*
- D. Should the City consider privatizing its tourism operation through a Convention and Visitors Bureau structure, or should this function remain under the governmental umbrella?*

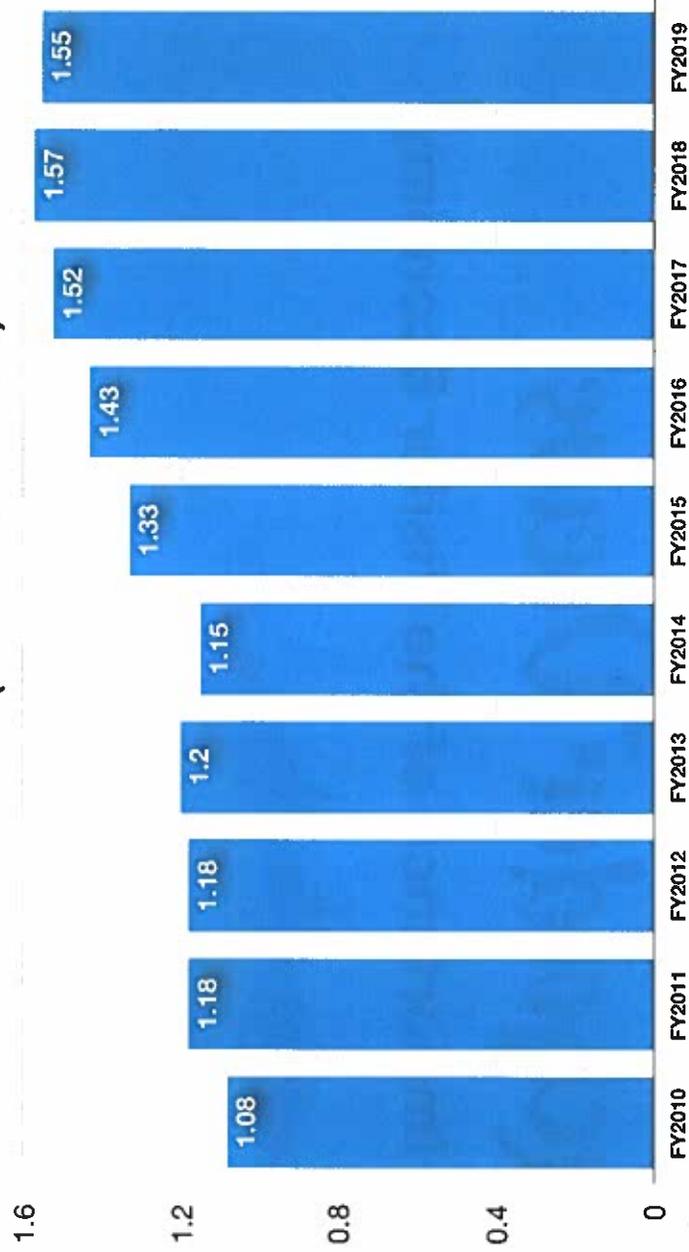
Timeline: Tourism Development in Frederickburg and the Region since 1991



Situational Analysis

1.5
Million
Visitors
Annually

Hotel Occupancy Taxes Generated
(in millions of dollars)



Stakeholder Views

High Belief in the Importance of the Visitor Economy



Stakeholder Views

High Community Optimism

**Fredericksburg's Marketing Message isn't as Compelling as it Could Be
Yet, High Level of Support for Continuing a Regional Effort
Community-wide Appreciation of EDT's work...but:**

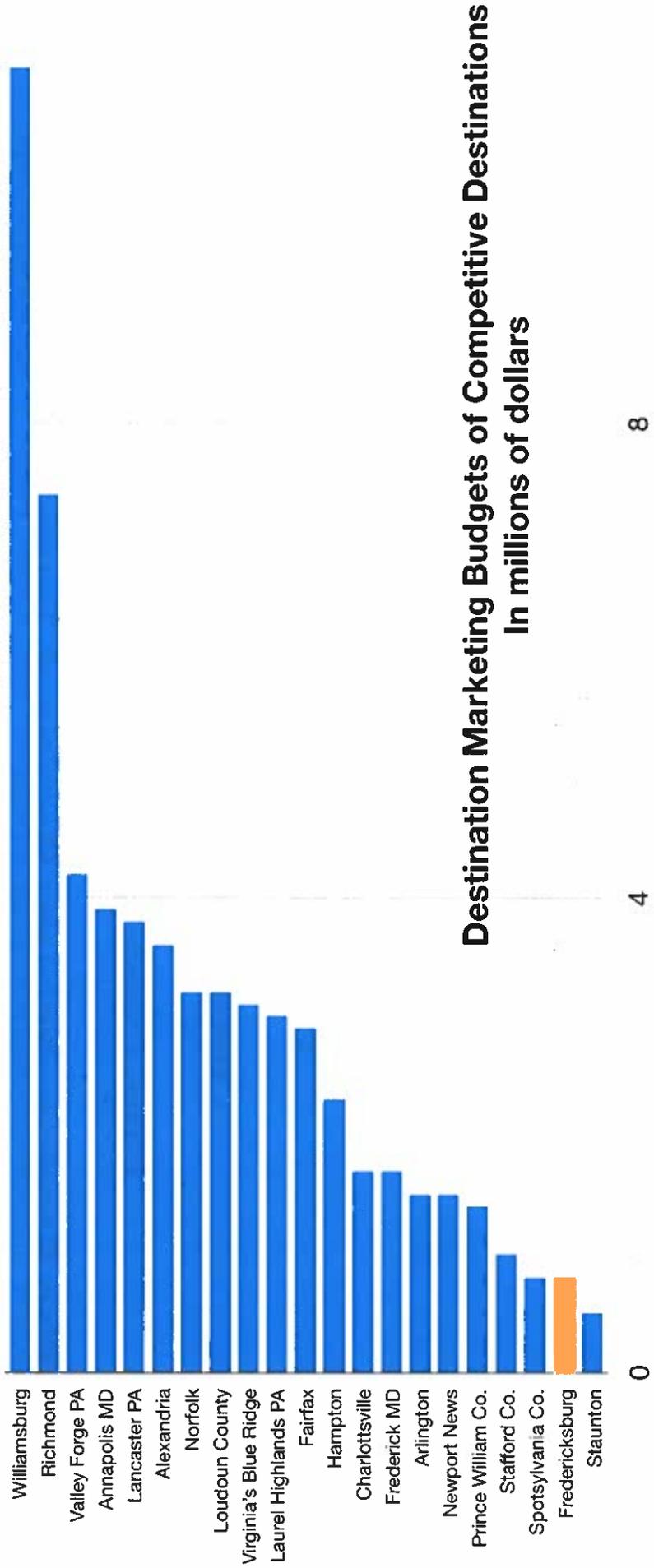
**Tourism should be its own Department or an independent DMO
More revenue should be invested in Destination Marketing**

The Visitors Center



Destination Marketing: 2020

Findings



Findings

Organizational Structure

Organizational Programming

City-Centric Marketing v. Regional

The Frederickburg Regional Tourism Partnership

Group Sales

Leisure Marketing

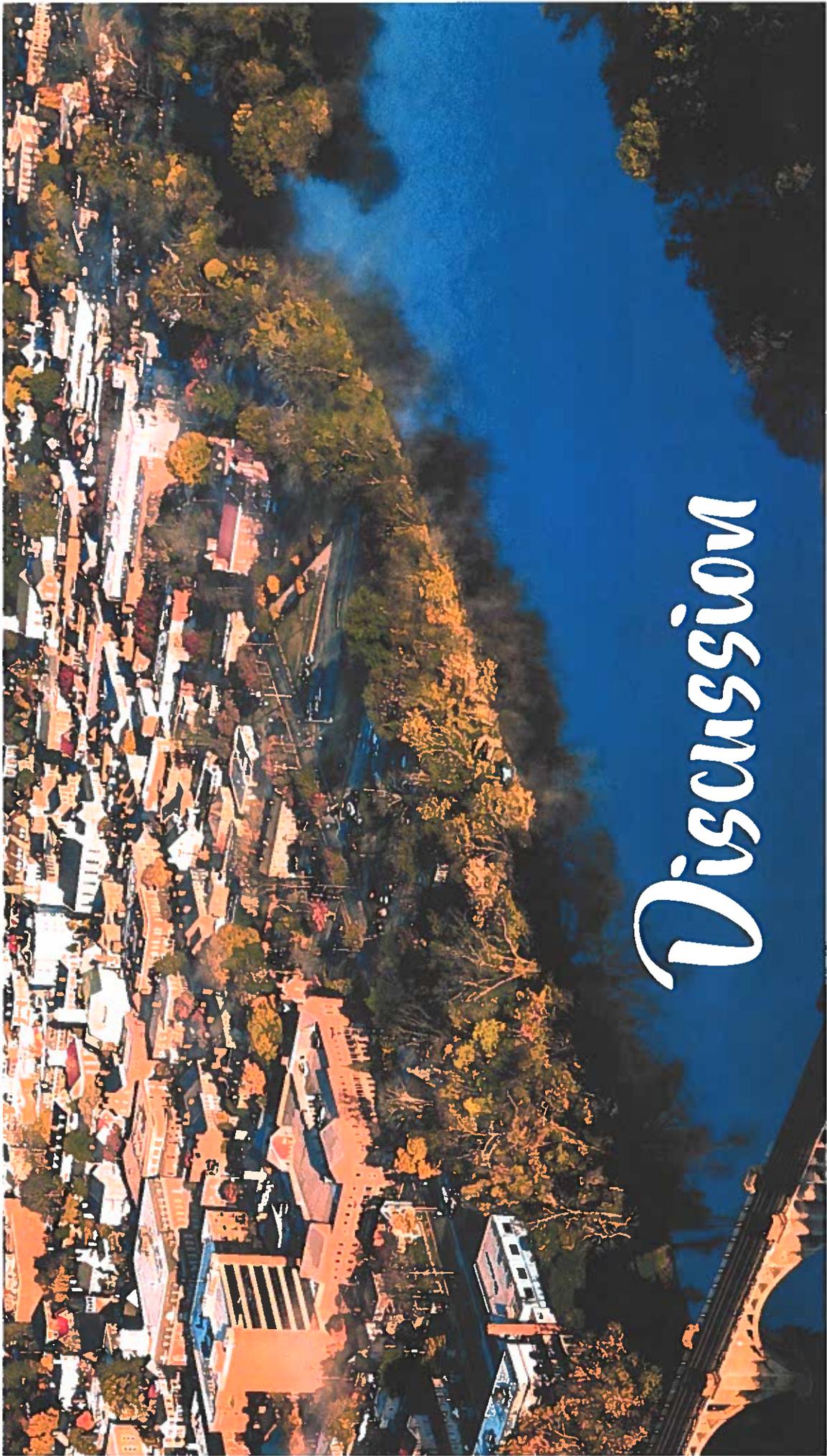
Recommendations / Action Plans

**Elevate the Importance of Destination Marketing
in your Community Development Strategy**

Encourage the FRTP to Formalize its Efforts

Increase the City's Investment in Tourism Development

Relocate the Visitor Information Center



Discussion

DRAFT
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*Tourism 2020:
Findings and Recommendations
for the City of Fredericksburg VA*

ZEITGEIST CONSULTING
**DMO
PROZ**
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The Assignment

In late 2016, City of Fredericksburg staff organized a public forum to discuss regional tourism. The following year, the Fredericksburg Regional Tourism Partnership (FRTP) convened a group of regional tourism stakeholders (called the Tourism Advisory Council) to review the region's tourism efforts. Among its recommendations was to "examine the regional structure and assets and make recommendations based on national-level industry knowledge."

Following the report (found as an appendix to this document on page 38), which also urged Fredericksburg and the Counties of Spotsylvania and Stafford to commit to a more aggressive regional approach to Tourism marketing, the City of Fredericksburg issued a Request for Proposal (RFP) to firms experienced in advising communities on appropriate organizational structures and funding mechanisms for Destination Marketing Organizations (DMOs), also known as Convention & Visitor Bureaus or Local Tourism Offices. DMOproz was selected to conduct an analysis of the efficacy of its investment into Destination Marketing.

The City communicated to DMOproz that it expected the consultancy to propose an approach to tourism management and marketing that best suits the City's desire to capture a larger share of the Commonwealth of Virginia's growing tourism-related spending. Specifically, they asked DMOproz to evaluate and offer recommendations on the following key questions:

A. Factoring in the economic impact that tourism provides, is the City dedicating appropriate resources (staffing, budgetary, etc.) to its tourism operation? And, is it doing so in a way that gives due attention to heritage tourism, while maximizing sports/arts/eco/foodie-related/ outdoor recreation tourism efforts? Are the existing tourism-related staff roles/workloads appropriate? If additional tourism-related personnel are added, what are the key professional qualifications and skills required to enhance the region's/City's tourism program?

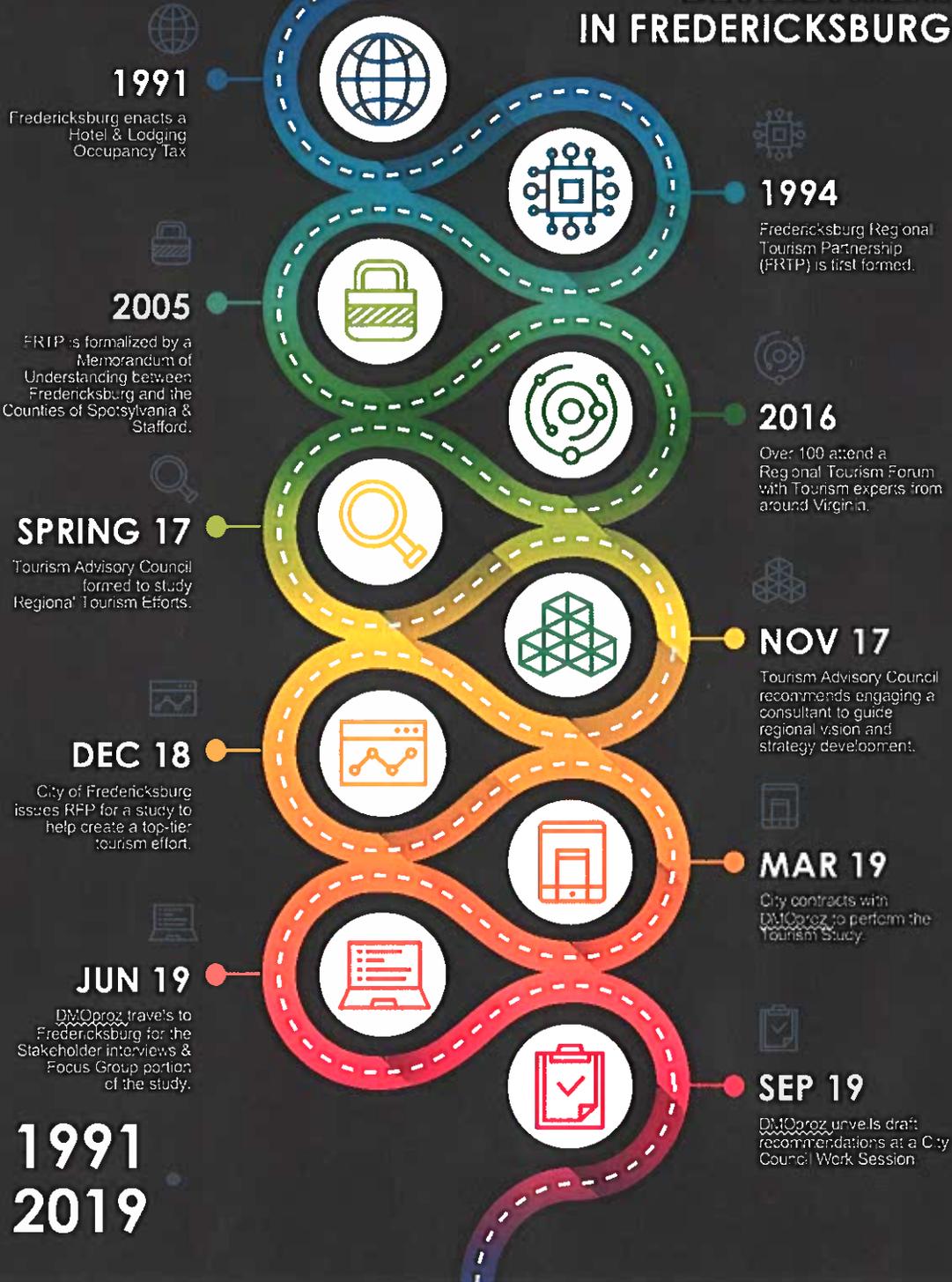
B. Is the bifurcated approach to tourism working well, or should the City consider focusing all of its efforts/resources solely on the City?

C. Should the City's tourism and economic development operation be under one department, or should they be separated?

D. Should the City consider privatizing its tourism operation through a Convention and Visitors Bureau structure, or should this function remain under the governmental umbrella?

Readers of this document should at all times keep in mind that these findings and recommendations are provided as a response to a request for guidance from the City of Fredericksburg. As such, the majority of our work and recommendations will be Fredericksburg-centric. This in no way is meant to be dismissive of the attractions and assets of Stafford and Spotsylvania Counties, of which there are many. However, this report focuses on how the City should address enhancing its Visitor Economy in the years ahead.

TOURISM DEVELOPMENT IN FREDERICKSBURG



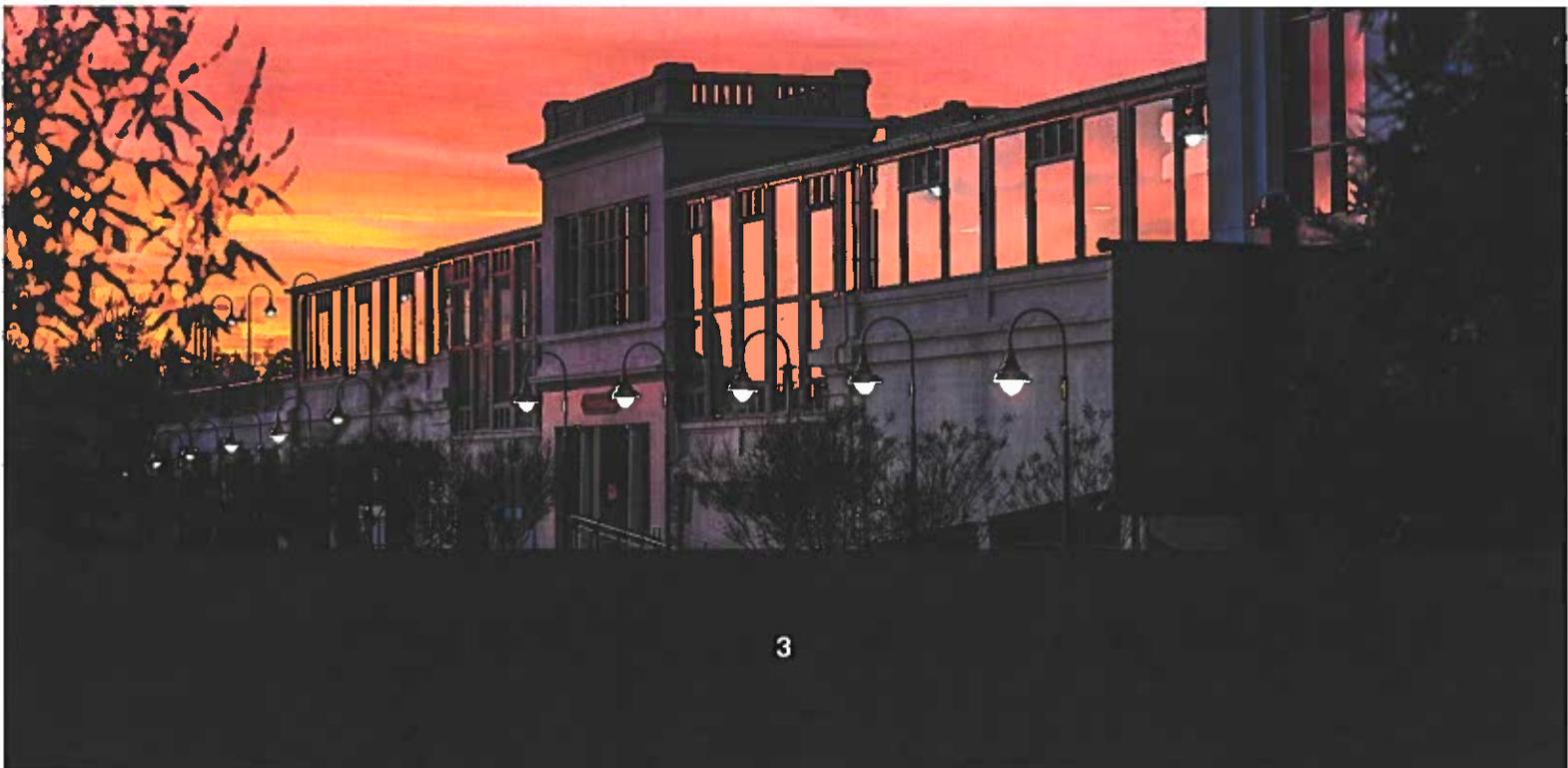
Executive Summary

During the Spring of 2017, a committee of area residents and stakeholders was formed to study how the region was marketing itself to potential visitors and event clients. The work of the committee culminated in a recommendation that a consultant be engaged to review its findings and do an even deeper dive, from an outside perspective, into how the region could be more successful in building its Visitor Economy.

DMOproz is a nationally recognized firm that, for over 20 years, has been advising Destination Marketing Organizations (and the communities they serve) on this question. Through a comprehensive RFP process, DMOproz was selected in 2019 to advise the City of Fredericksburg on the efficacy of its current program and ways to enhance its efforts in this arena.

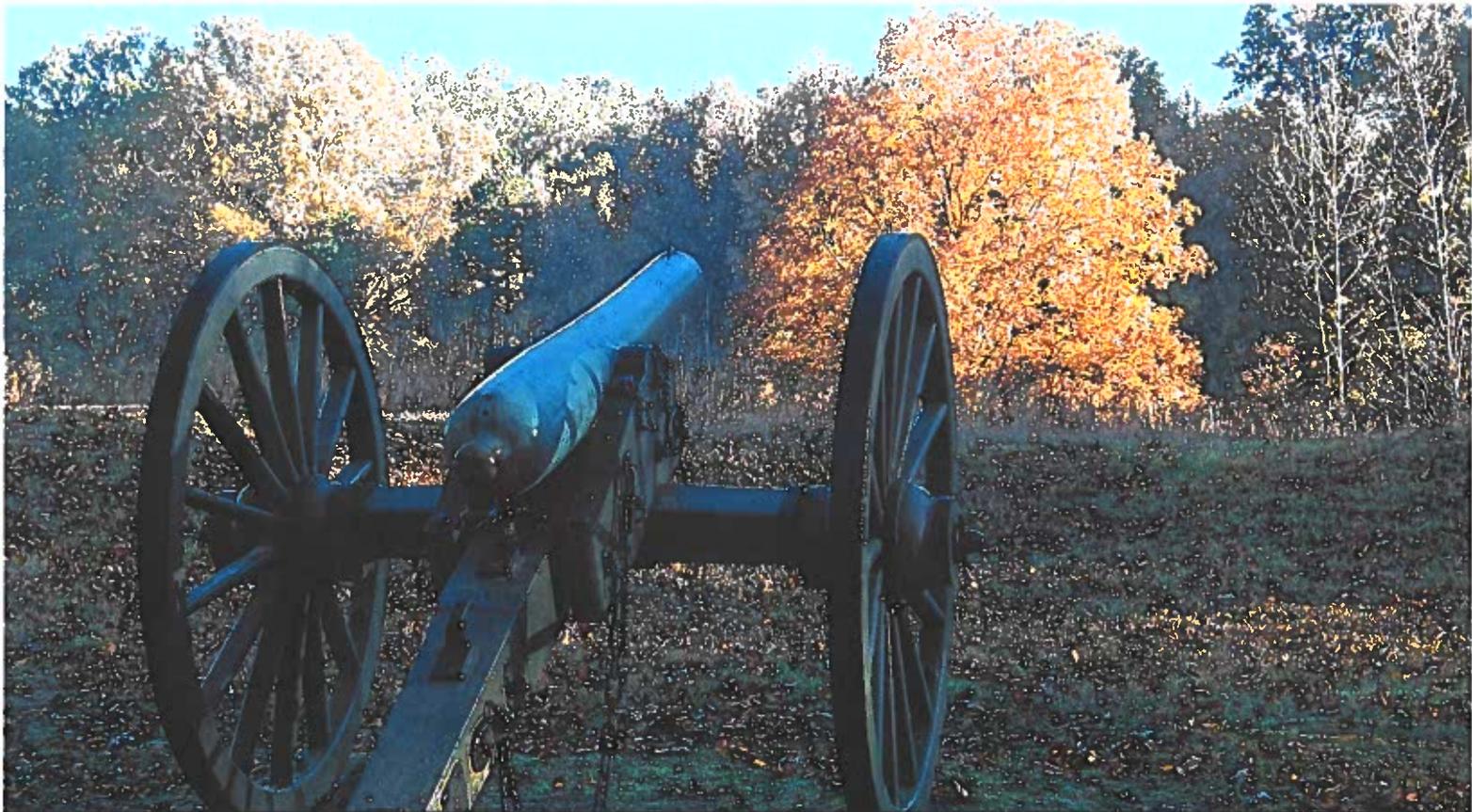
FINDINGS

- The City of Fredericksburg's philosophical approach to Tourism promotion is in alignment with best practices found around the country: It does not recognize geo-political boundaries and, thus, offers a more compelling invitation to potential visitors by including attractions outside its borders.
- At the same time, the City's financial investment in Destination Marketing is significantly less than that of destinations with which it competes: Williamsburg, for examples, invests eleven times what Fredericksburg does in its attempt to attract visitors and Valley Forge invests four times as much.
- The City's investment in the regional collaboration known as the Fredericksburg Regional Tourism Partnership has provided an effective platform for joint collaboration in marketing the region as a whole and the majority of stakeholders with who we talked appreciate its past accomplishments.



RECOMMENDATIONS

- Fredericksburg should elevate the importance of Destination Marketing in its Community Development Strategy: Combining Tourism with Economic Development offers certain synergies and cost-efficiencies, but Destination Marketing needs to be more than just a division of Economic Development if the community is to meaningfully benefit from the Visitor Economy.
- Fredericksburg should encourage its collaborators in the Fredericksburg Regional Tourism Partnership to take the effort to the next level: Solidifying the partnership into an independent, non-profit organization will enhance governance and program execution and provide a platform for significant private-sector investment. The Fredericksburg Regional Alliance could provide the umbrella organization needed for such an initiative.
- Fredericksburg should dramatically increase its investment into Destination Marketing: Today, it's much more than just "heads in beds," as Destination Marketing encourages investment, workforce development and student interest. And, Fredericksburg is being significantly out-gunned by those communities with which it competes.
- Fredericksburg has a compelling opportunity to seriously "up its game" by considering a new Visitors Center. As the role of Destination Marketing has changed, so has the role of today's Visitors Center...and the present location isn't well suited for that future.



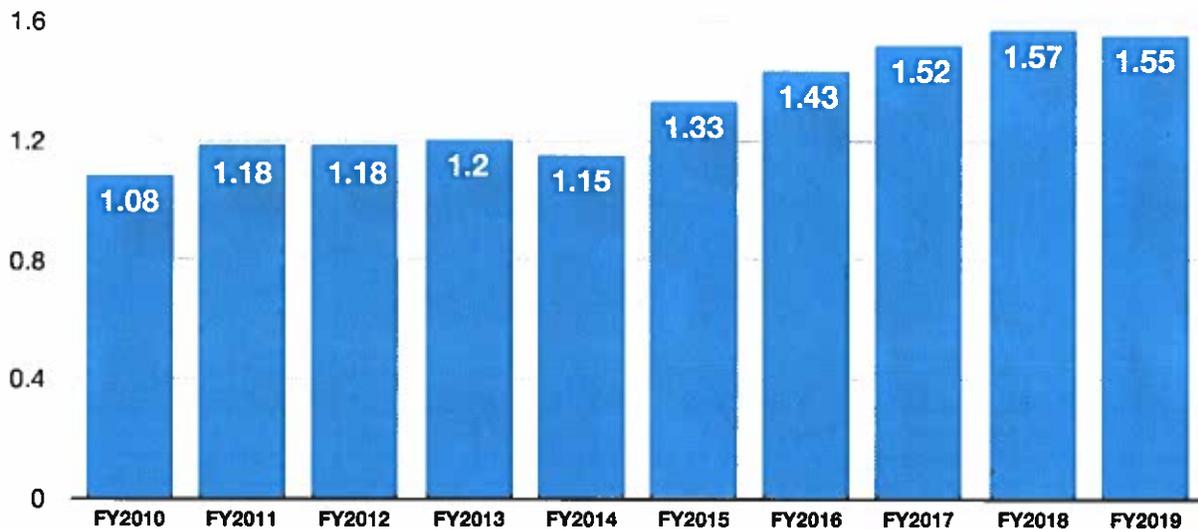
Situational Analysis

Fredericksburg is a city located in the Commonwealth of Virginia. Virtually equidistant from Washington DC and Richmond VA on Interstate 95, the city's population is estimated at roughly 30,000 residents.

Founded in 1728, Fredericksburg has played a key role in the development of the nation. The city and region were the sites of four bloody battles during the Civil War that are preserved and interpreted by the National Park Service, giving the region an invaluable asset that attracts visitors from all over the world. Much of that tradition has been preserved in a 40-block downtown Historic District (which contains more than 350 buildings dating to the 18th and 19th centuries) that provides a strong sense of place so important to visitors and the local economy. The City also benefits from its strategic location halfway between Richmond and Washington DC and along the Rappahannock River.

Thus, it is not surprising that Tourism is a major part of the economy. According to the City of Fredericksburg, approximately 1.5 million people visit the area annually to enjoy its eclectic vibe, exceptional urban walkability, specialty retail shops and independent culinary offerings, heritage sites, art galleries and museums, recreational and outdoor activities and robust festival and event calendar. Tourism-related spending and the resulting lodging, sales and meals tax revenue produce significant budgetary resources for the City.

HOTEL OCCUPANCY TAXES GENERATED (in millions of dollars) City of Fredericksburg (FY2010 - FY2019)



Source: City of Fredericksburg

Over the past ten years, Hotel Occupancy Tax revenues have increased by over 47%, according to records provided by the City of Fredericksburg. And, over the past 5 years of available Visitor Expenditure reports (CY2013 - CY 2017), Visitor Spending in the City of Fredericksburg has increased 19.5% as compared to the destination represented by the Fredericksburg Regional Tourism Partnership (15.2%), and the Commonwealth of Virginia (13.3%).¹

Nearby points of interest include the Ferry Farm historic site across the Rappahannock River in Stafford County where George Washington spent his boyhood. The historic community of Falmouth lies across the Rappahannock to the north and includes the historic house Belmont, home of American Impressionist artist Gari Melchers. The region is home to four Civil War battlefields that were significant in their strategic importance to both sides in the conflict. In 2017, visitors to the City of Fredericksburg spent an estimated \$186 million, and a total of \$612 million in Fredericksburg, Spotsylvania County and Stafford combined. This spending supported over 6,250 jobs in the region.²

New tourism assets on the horizon include the now under-construction Minor League Stadium next to the existing 120,000 sq. ft. Expo Center, which should open up a number of synergistic opportunities. In addition to the attendance generated from the 183 event-days (games, concerts, etc.) promised by the Stadium, video, scoreboard and program advertising for Fredericksburg by the Stadium could provide as much as \$400,000 of promotional value to the City.

A roller-hockey rink is currently being built, in partnership with Washington Capitals. The long-awaited Downtown Riverfront Park is coming online along with improvements to the city's trail system (VCR Trail, Rappahannock River Heritage Trail, Chatham Bridge rebuild with 10-foot separated multi-use trail). The community is also hosting more and more festivals and events; 274 special events (those requiring a permit) were staged in 2018.

¹ Virginia Tourism Corporation

² Virginia Tourism Corporation

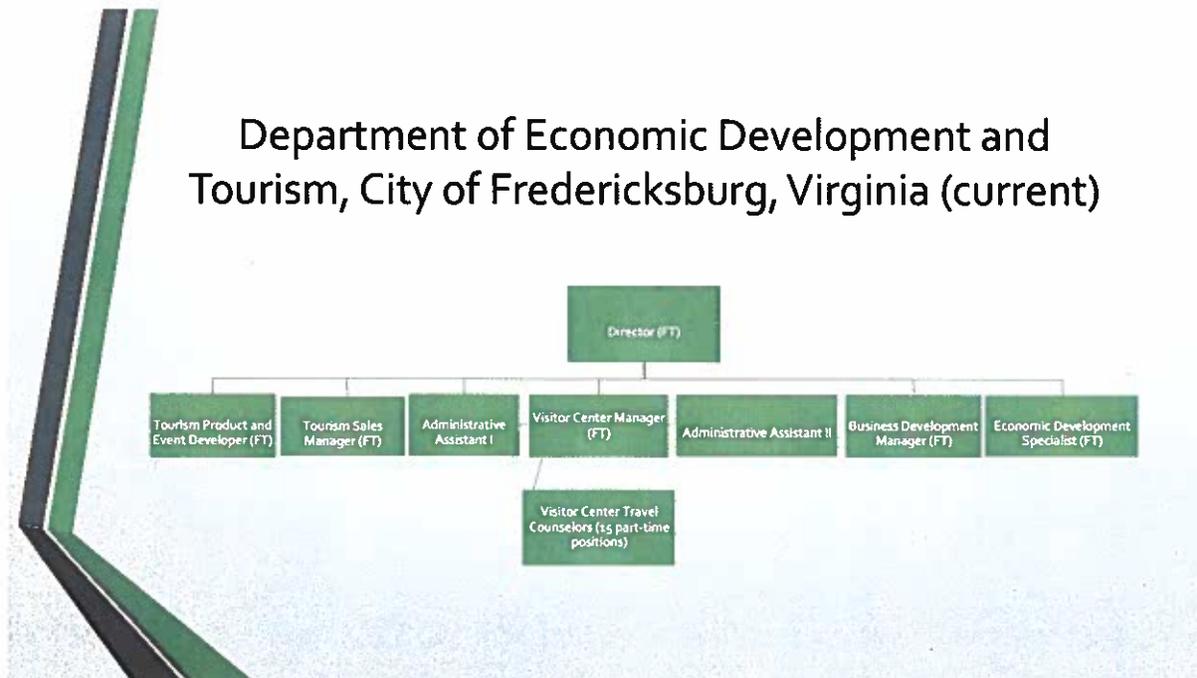


In its RFP, the City stated that it employed a bifurcated approach to marketing the destination – one focused on the region and the other focused solely on the City:

“The regional approach involves a cooperative program shared by the governments of the City of Fredericksburg and Counties of Spotsylvania and Stafford. The Fredericksburg Regional Tourism Partnership (FRTTP) oversees the production of a variety of marketing activities (including digital and print advertising, visitor publications and maps, public relations and tradeshow) that are designed to promote the region to travelers and the travel-trade. The FRTTP works with a tourism-marketing firm to conduct its advertising campaigns. The FRTTP does not have staff nor is it an actual organization; rather the three participating localities each contribute staff time and financial resources (\$171,000 each annually) to the partnership. The partnership has been in place in some form since 1994, and since 2005 has been governed by a Memorandum of Understanding.

“The City-only approach to tourism is conducted through the City organizational structure. The City’s tourism and economic development efforts are conducted under one single department. There are two full-time staff members who are dedicated solely to tourism and who run the day-to-day tourism operation. Two additional full-time staff members and two part-time personnel have responsibilities for both economic development and tourism. The City of Fredericksburg runs its own Visitor Center, which is located downtown and is staffed by another approximately 15 part-time Travel Counselors. The Economic Development and Tourism Office (EDT) has its own budget for advertising, professional services, promotional materials, printing and more; spending is split about in half between City-only economic development and tourism promotion.”

Current Fredericksburg EDT Organizational Chart



STAKEHOLDER VIEWS

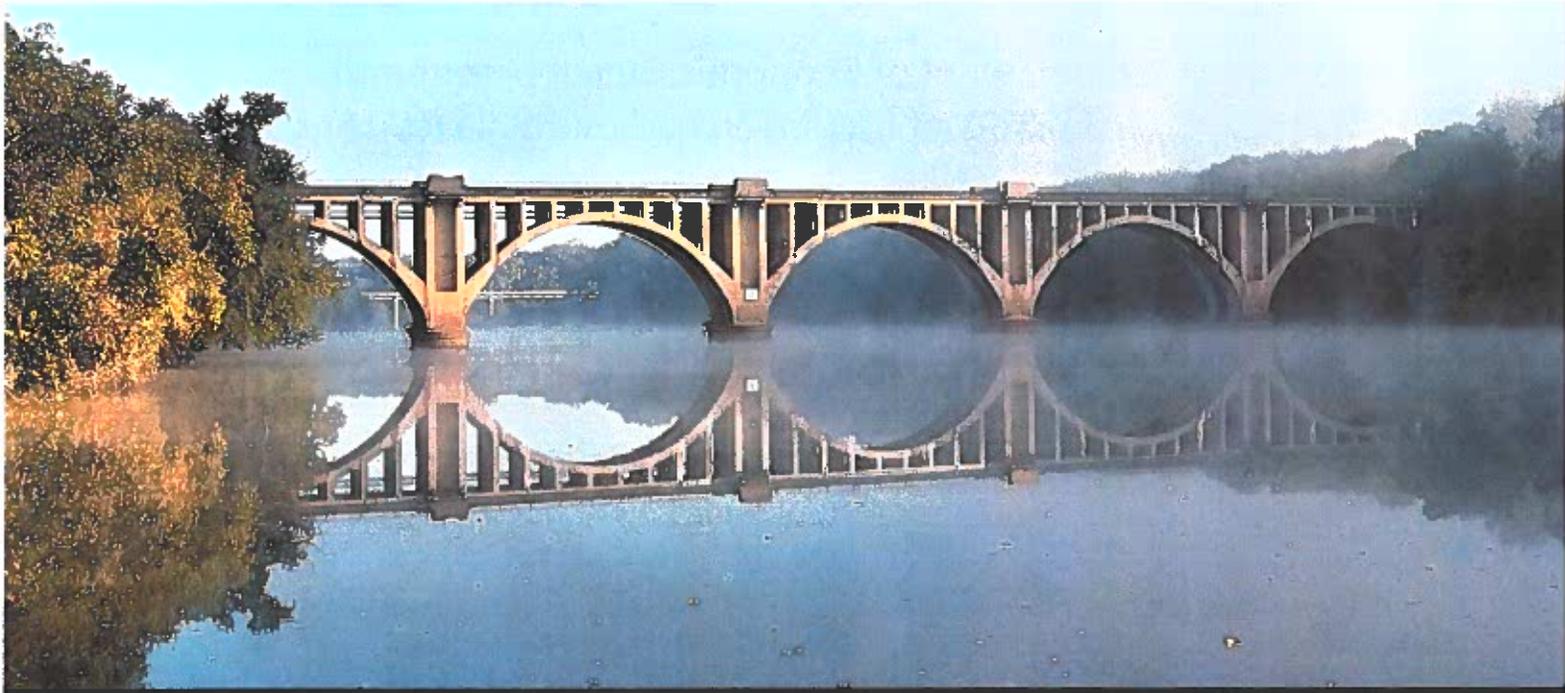
DMOproz spent time in Fredericksburg and the region in June 2019 to gain a better understanding of the destination and its stakeholders. Through face-to-face interviews and focus groups, our team sat down and spoke with over 60 community leaders and stakeholders to gather their thoughts on the past, present and future of marketing Fredericksburg to the world. In addition, we fielded an online survey to gather additional intel from those with whom we were unable to meet face-to-face.

If there was a pervasive theme in those conversations, it was that the staff of the Fredericksburg Tourism Office was given universally high marks in our discussions. At the same time, stakeholders lamented the lack of budgetary resources and staffing required to do the job at hand. All with whom we spoke seemed to understand that a competitive budget was all that stood between the city and increased visitation.

Those with some history in the community pointed to a time when Tourism wasn't a part of Economic Development. There was a longing for a return to those days where Tourism was a singular focus of professional staff and not a hodgepodge of shared duties that resulted in mission creep. And many, regardless of their tenure, opined that Destination Marketing would be more effective if it wasn't under Economic Development.

To be sure, this is not an uncommon opinion. Those in the Tourism industry often believe that economic development is seen as more valuable to a community's health and growth than is Tourism. Thus, when the two are combined, there is a general opinion that the majority of a joint agency's effort will lean towards traditional economic development. That said, EDT staff estimates that the division of effort and revenues are split roughly 50-50 within the EDT's budget.

Among the other opinions shared during our conversations, we believe these to be the most compelling in the formulation of our recommendations.



A Sense of Community Optimism. Among those in the community development field, there was strong sense of opportunity in the air. Comments such as “best City management team ever,” and “we are on the cusp of something great,” were common refrains from private sector leaders with the ability to invest in community-enhancing projects. Part of this community optimism also emanates from the excitement surrounding the initiation of construction on the new Minor League baseball stadium and plans to create a new downtown Riverfront Park.

The Fredericksburg Marketing Message. Visitors to Fredericksburg are often surprised at how much more exceptional the experience was beyond their initial expectations. A few of the people with whom we interacted believe that is because the Fredericksburg marketing message is incoherent. These individuals point to what they believe is an unrealistic approach that the FRTP (and, thus, Fredericksburg) has taken to promoting the destination by insuring that each partner is marketed equally, and not leading with the superlative experiences and assets, regardless of geo-political location.

The Importance of the Visitor Economy. Community Leaders acknowledge the importance of the Visitor Economy and are well aware that the fiscal impacts to the municipality reach beyond hotel room tax to food and beverage tax and property tax revenues. Even further, they have begun to embrace the concept that Tourism is the first date for Economic Development. That, as industry thought-leader Maura Gast is famous for saying, “It All Starts with a Visit.”



Image courtesy of Visit Virginia's Blue Ridge

Support for Continuing a Regional Marketing Initiative. Most of those with whom we spoke wanted to see the regional approach to marketing the region continue. Those with interests in the hospitality and tourism field were more adamant that the regional approach was the most strategic move available, given the diversity of product throughout the area. Other community stakeholders were less supportive, believing that the regional approach diluted the unique brand essence of Fredericksburg.

Lack of a Dedicated Effort. Virtually every stakeholder outside of City government believed the Tourism Office was underfunded and understaffed for the job at hand. Several believed that Tourism existed as a step-child to Economic Development and should be a separate office to ensure it received the respect and support it deserves. As one person said, "Tourism needs a champion and dedicated funding."

The Visitor Center Discussion. Those with whom we talked were fairly evenly split on whether the Visitor Center should be relocated from its present location. There is clearly a lot of affection for having a Visitor Center in a historic building in a historic downtown. While there was some reticence about moving to a new location for some, most agreed the present space wasn't large enough and didn't have the technological assets that many of this nation's visitor centers are now employing. The majority of respondents also believed the Travel Counsellors were highly dedicated and providing a valued service.



Artist Rendering of a Proposed Visitor Center at the Fredericksburg Executive Plaza

Destination Marketing in America in 2020⁵

The importance of an aggressive and strategically crafted effort to market communities is increasingly being recognized, not only in America but, around the world. As municipalities, counties, regions, states and nations find themselves in a competition for investment, workers, students and residents, it has become clear that none of those goals happen organically.

Just as community leaders are becoming more sophisticated in their view of the need for broad-based promotion, the art and science of Destination Marketing has evolved from “old-school push marketing” to an integrated approach utilizing traditional advertising, social media, digital content curation and public relations. For those communities that have sufficient meeting and event space and/or tournament-grade sports facilities, DMOs need to have a tech-savvy and service-heavy approach to package and market these assets with area hotel rooms to attract event planners. And, increasingly, DMOs have also been entering the Destination Management field, coordinating and collaborating with area businesses to create and communicate a compelling story to attract prospective visitors who no longer believe the ads they see or hear.

That this evolution is already underway across the nation, Fredericksburg finds itself in a perfect position to join the revolution, as it were, and affect appropriate changes to the way it markets itself to the world. Through our work with over 200 destinations, here’s what we believe the successful DMO of 2020 will look like:

ORGANIZATIONAL STRUCTURE.

The Commonwealth of Virginia is somewhat of an outlier when it comes to the organizational structure of the majority of its DMOs. 61% are structured as agencies within government.³ The vast majority of American DMOs exist as independent 501(c)(6) non-profit associations operating under a contract with one or more units of government.

According to a recent study from Destinations International (the Destination Marketing industry’s trade association), 67% of its member DMOs are organized as independent, non-profit agencies (over 90% in Fredericksburg’s current budget range).⁴ Just 11% operate as a unit of city or county government (3% in Fredericksburg’s current budget range) and less than 3% exist as Divisions of another agency, such as Chambers of Commerce or Economic Development agencies. The remainder are a mix of State, Authority and Public-Private partnership models that are unique to the State in which the destination is located.

³ Virginia DMO Budget Survey, Virginia Association of Destination Marketing Organizations (2017)

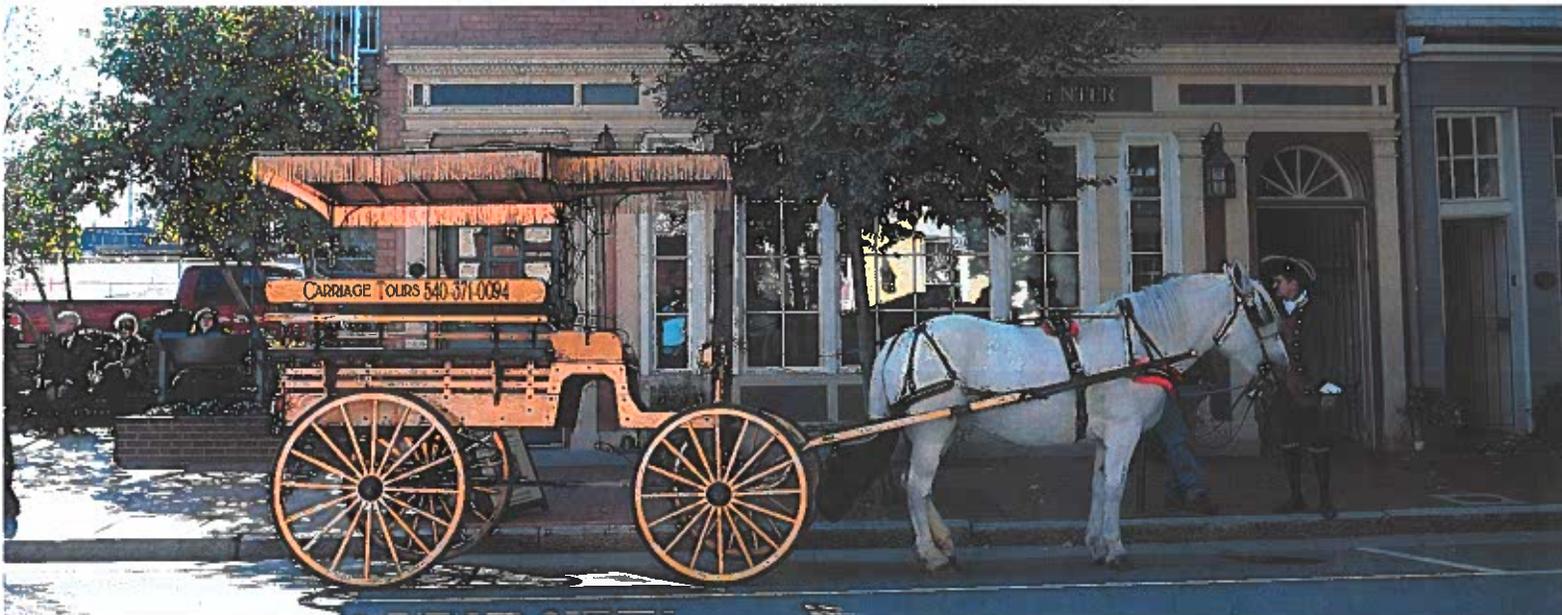
⁴ Organization & Financial Profile, Destinations International (2017)

The preference for the independent nonprofit Association model (we'll call them 501s for brevity, as that is the most common IRS designation) finds its rationale in three primary considerations. First, 501s are much more adept at securing private sector revenue streams than government agencies. From corporate sponsorship to member / partner programs and co-op ad sales to monetizing DMO assets such as websites and visitor centers, 501s are increasingly able to diversify their budgets in ways that government simply isn't prepared to do. And, as public investments in destination marketing can be tenuous at times, given an uncertain economy, private-sector revenues are critical for today's DMO.

The second consideration are the policies that, while appropriate for some governmental departments, are unnatural for a sales and marketing department. Restrictions on entertaining convention and event planners with dinner or a glass of wine (a common and client-expected practice among 501 DMOs) causes representatives from a government DMO to appear unsophisticated to some clients. Again, there are good reasons for these policies in most governmental departments...but not when a Department is expected to lure valuable group clients to town.

Finally, community engagement is almost always more apparent with a 501 DMO than its governmental counterpart. Part of this dichotomy stems from the 501s need to build strong relationships with area businesses and attractions in order to keep private sector revenue streams flowing. And, for 501 DMOs with Boards made up of engaged community leaders, local businesses and attractions know that they have access to individuals with whom they are able to share suggestions and concerns. While it certainly shouldn't be that way, private sector business people often do not believe they have the same access through a City Council that is often only peripherally aware of its DMO's programs and activities.

While we can point to a number of government DMOs around the country that do an excellent job, the reality is that 501s are more adept at raising private sector revenue to augment government's investment, operate more entrepreneurially and maintain generally better relations with their industry partners.



DIVERSIFIED REVENUE STREAMS.

Given the uncertainty of the availability of government funding for destination marketing, DMOs across the nation are turning to alternative revenue streams to both diversify and increase their operating budgets. Even if a government's investment of tax revenue is rock solid, private sector revenues provide the opportunity for a DMO to reinforce its message and make a bigger mark in an increasingly competitive marketplace.

The next generation DMO will have at its disposal a number of private sector revenue streams. Over 150 communities across the country have developed an assessment program, not unlike business improvement districts, called Tourism Improvement Districts. These districts are typically formed by hotel consortiums to raise additional revenue for destination marketing efforts by imposing a modest assessment on occupied rooms over and above the hotel occupancy tax. As an example, a one dollar assessment on occupied rooms in Fredericksburg could generate an additional \$300,000 towards destination marketing. And, these Improvement District assessments are not limited to hotels. Restaurant, Craft Brew and Wine Improvement Districts are beginning to pop up around the country.

Private sector employers struggling with workforce development and talent acquisition are increasingly looking to their DMO to help promote their regions for more than just visitation. For example, private sector interests in Northwest Indiana have pledged up to \$200,000 toward a DMO-led campaign to encourage people to *move* from Illinois. Over the past eight years, over 50 corporations in Tulsa have collectively invested \$2 million a year into their DMO with the request to "make us look cool." The DMO of the future will not be limited to only attracting visitors but residents and investment, as well.

And then, there are the opportunities to monetize DMO assets. Allowing local businesses and attractions to upgrade their visibility within the website, visitors guide and visitor center for an investment is increasingly enabling DMOs to increase their budget and, thus, their positive impact on the community.

There was a time when many DMOs were supported 100% by government investment. Recent research places that dependence today at roughly 80%.⁵ And, for some DMOs, the goal is to operate with a budget that is 50% public and 50% private revenue.

A NEW PHILOSOPHY OF DESTINATION MARKETING.

The majority of small to medium-size community DMOs in this country were formed in the 1980s and 90s. In those early days, likely because these fledgling organizations were operating with a newly imposed hotel room tax, hoteliers were awarded with the majority of board seats. For them, anyone who lived within 50 miles of the destination was of no real interest, as they would likely drive home at the end of their day in the community. Thus was initiated an unwritten rule that DMOs would do no marketing within an hour's drive of a destination.

⁵ Organization & Financial Profile, Destinations International (2017)

This philosophy set up an interesting dynamic. On one hand, if the local community never experienced the agency's marketing efforts, political will to continue to invest in the program became tenuous. But more importantly, the initial premise was patently wrong. Just because someone lives within driving distance of getting home after a day in the destination doesn't mean they will. Research we performed in Fort Worth in 2011 indicated that as many as 75% of the overnight weekend visitors to that city resided within the Dallas-Fort Worth Metroplex.

Taking this a step further, if the residents of the community aren't aware of all there is to see and do, they may be reticent to invite family and friends for a visit. And as 50% of leisure visitation involves visiting friends and relatives, to not give local residents a reason to invite these friends and relatives to town results in a forfeiture of a significant amount of visitor spending. Thus, DMOs are increasingly using social media and PR to build a greater level of community pride to transform residents into brand ambassadors.

Indeed, the next generation DMO will be about marketing the positive aspects of the destination to every possible person for every possible reason regardless of their zip code. This is not to say that DMOs should actively purchase traditional media advertising within their community (although the occasional buy *might* be warranted), but, rather, that it doesn't block local and regional residents from the content being created and the inspiration to visit parts of the destination and support the businesses that are so vital to the regional economy.

ENGAGEMENT AND CONNECTIVITY.

Finally, a next generation DMO will be an active and engaged partner in telling compelling stories about local businesses and entrepreneurs to inspire both visitation to see these treasures as well as attracting new entrepreneurs to join the community. DMOs will increasingly assist attractions and businesses as they manage and curate experiences that will define the culture of the community and, thus, serve to attract visitors to the destination.

Today's successful DMOs deploy individuals throughout the community to gather great stories and build lasting relationships with local businesses. Recently, Chattanooga went as far as deploying a staff person to chronicle and connect the players in the nighttime economy. In doing so, a once competitive nightclub scene is now collaborative, looking for ways to grow the pie rather than get their slice.

It is what separates DMOs from online plays like TripAdvisor, Yelp! and other travel review sites. They all do a masterful job of sharing the point-of-view from previous visitors. Those online sites create lists. But, what the online services cannot do is tell a compelling and inspiring story. That is the space in which the DMO of the future must excel. And, that is why destination marketing will increasingly be a people-powered initiative rather than one or two people placing ads, directing a marketing agency and attempting to sell to the group market.

Findings

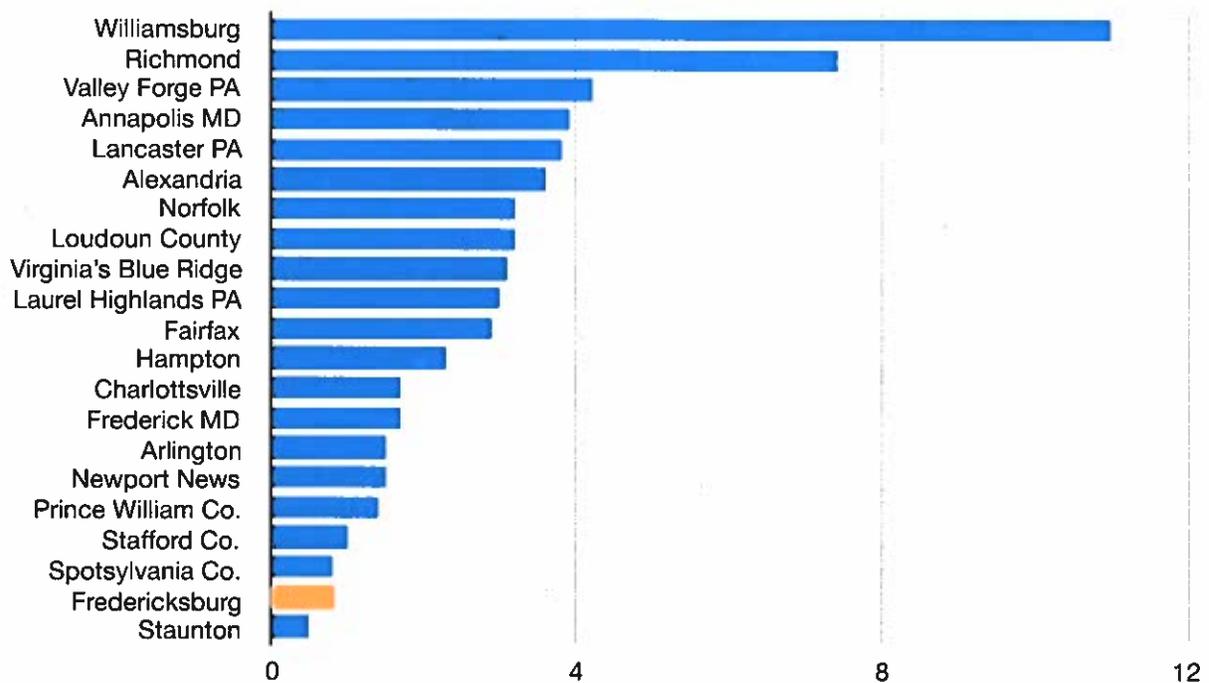
DMOproz principals Bill Geist and Terri White took lead on this project, poring over more than a hundred documents and leading face-to-face conversations with over 60 stakeholders and community leaders from around Fredericksburg, Spotsylvania County and Stafford County. Mixing the intel gathered through our work with our experience with over 200 destinations across the Americas, we offer the following findings:

The City's Investment into Tourism Promotion & Development

Virtually every weakness we found in the City's strategy for enhancing the Visitors Economy can be traced back to the absence of a competitive budget for its Tourism Office.

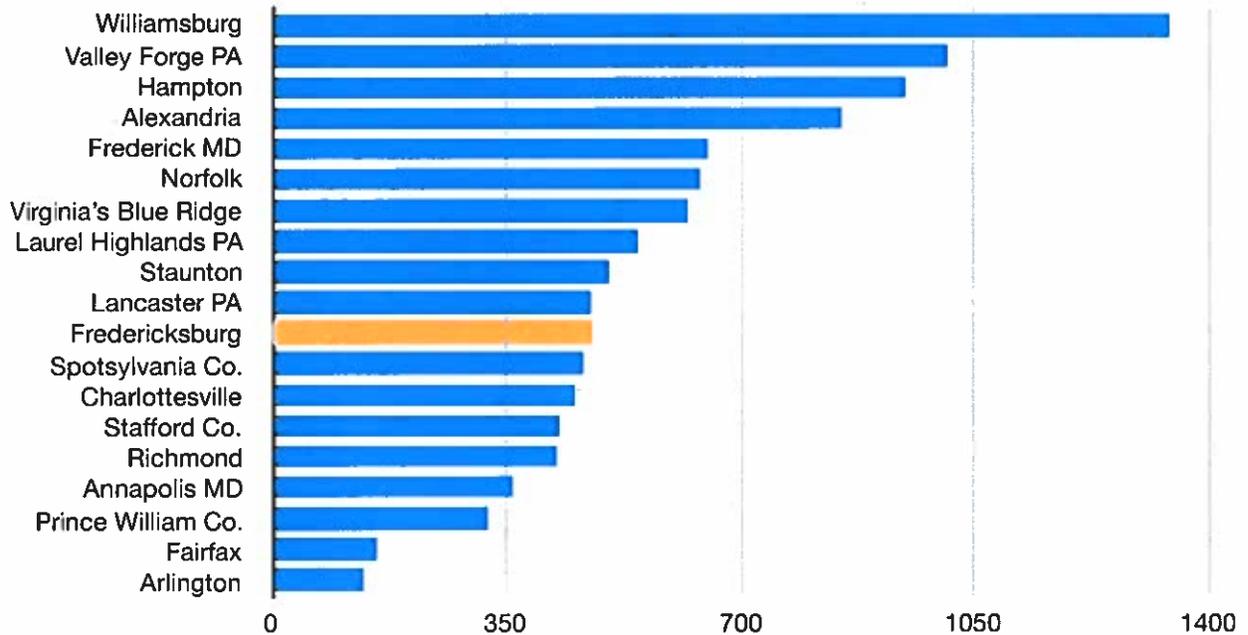
Indeed, among destinations with which Fredericksburg competes for visitors, groups and events, it invests a fraction into the effort that other communities do.

DMO Budgets of Destinations in Fredericksburg's Competitive Set (in Millions of Dollars)



Sources: Destinations International, Virginia Association of Destination Marketing Organizations & DMOproz

That said, when one compares the amount invested into Tourism Marketing based upon the number of hotel rooms that exist in the market, Fredericksburg compares more favorably with its peer competitors, investing roughly \$470 per room. The average for the competitive set is \$567, with a high of \$1,341 per room for Williamsburg and a low of \$133 per room for Arlington.



Sources: Destinations International, Virginia Association of Destination Marketing Organizations & DMOpvoz

Regardless of which lens one chooses to use in this analysis, the bottom line is clear. Virtually every community with which Fredericksburg competes invests more in attracting the Visitor Economy...and that means that many have a significantly larger opportunity to achieve greater reach and frequency of their message to the very same consumer and group markets Fredericksburg covets.

The City of Fredericksburg annually collects roughly \$1.6 million in hotel occupancy tax.⁶ Most communities around the country segregate this fund from general-purpose revenue to make it easier to track how the revenues are deployed. Fredericksburg chooses to deposit its hotel occupancy tax (and Food & Beverage Tax) into the General Fund with other tax revenue streams, which makes it more difficult to identify where these visitor generated taxes actually reside.

Such a format is common in most communities because it makes the investment into Destination Marketing more defensible for the Mayor and City Council. Indeed, Joe and Jill Public aren't paying for what some residents might believe is a frivolous waste of resources. By keeping the funds separate, City officials are able to assure citizens that they are using non-resident taxes for these investments to grow the economy.

Organizational Structure

Fredericksburg's Tourism Office is currently combined with the City's Economic Development Office and goes by the name "EDT" (Economic Development & Tourism). While it would appear to make sense for these two distinct but parallel offices to be co-managed, the reality is that this is not the norm throughout America (although it does seem to be fairly prevalent in Virginia). When these two offices are combined, there is rarely parity in resource allocation or attention. And, as Tourism is often seen as less important than Economic Development, Destination Marketing is often viewed as the younger cousin. While Fredericksburg EDT Management maintains that resource allocation is split 50/50, stakeholders with whom we spoke believe that it is Economic Development that gets the most attention by the City.

Organizational Programming

Due to recent staff reassignments, Tourism Staff is struggling to keep up with the group-sales work-product previously attained. Especially in convention and event sales, where the office has gone from three salespeople (one full-time and two part-time) to one full-time position, production has decreased. This is due, in part, to a shifting focus to tourism-oriented events. One of the two part-time sales directors recently became the full-time Tourism Product and Event Developer. This position is increasingly tasked with generating private-sector sponsorships to fund tourism-related events and amenities, in addition to recruiting events and other tourism-related products. The other part-time position became the full-time Supervisor of Special Events within the Department of Parks, Recreation and Events. Some support for the group sales market is being provided to the Tourism Sales Manager from other part-time EDT personnel. However, professional staff is having to cut back on the number of trade shows attended and services offered to inbound group clients because of a lack of time or staff to do them.

This reassignment in personnel has also resulted in the remaining staff not having the time to be strategic in its work. They are reacting rather than proactively pursuing the highest ROI business. Case in point: In the past, each sales person was given a specific market to sell and service. Now one person handles all sales markets and is the same individual that services the client. And, as the level of requested services continues to grow from existing customers, it creates a situation where sales efforts to attract new clients decrease.

There is a lack of a solid Mission Statement along with a Business (Sales and Marketing) Plan for Tourism. The Marketing Plan for the City has essentially been relegated to the Partnership and its Agency of Record, The Meridian Group. To the staff's defense, there simply has not been time to step back and take control of its situation. The Tourism Office is a little bit like a hamster on a treadmill due to lack of sufficient financial resources and recent staff reassignments. But, City management has been pushing this conversation since 2016, leading up to this study, which will recommend two new full-time Tourism positions to address these concerns.

⁶ City of Fredericksburg FY 2019 Adopted Budget



VISION

This is what you would like the Destination to become.



MISSION

This is what the Organization does to achieve that Vision.



STAFF MEMBERS

A Business (Sales & Marketing) Plan guides staff in its daily activities to execute the Mission.



BOARD OF DIRECTORS

A Strategic Plan is the Action Plan for the leaders of the Organization in its efforts to execute the Mission.



OTHER COMMUNITY ORGANIZATIONS

Collaborating with others allows us to work towards that Vision in a cohesive, united community.

City-centric vs. Regional Marketing

The City asserts that it has been employing a bifurcated approach to Destination Marketing, investing in the Regional Partnership while also focusing on Fredericksburg-centric activities. This is true to a point...as that is how the City budgets for both programs. There are also numerous Fredericksburg-centric events and activities with which the EDT is intimately involved, such as twice annual Restaurant Weeks, Slide FXBG, Window Wonderland, the Fred Focus newsletter, Holidays in the Burg promotions, the Marine Corps Historic Half and a multi-pronged social media strategy.

However, from a marketing perspective, virtually everything that the Fredericksburg EDT does in the leisure tourism market supports the regional approach. Everything that emanates from EDT under the “Timeless” banner (website, visitors guide, collateral, social media, etc.) is regional in scope. This is unlike the tourism websites of Spotsylvania and Stafford Counties, which do not feature hotels lying outside their borders, while the site that Fredericksburg relies on (the FRTP website) lists hotels in all three jurisdictions.

We believe this to be short sighted on the part of Stafford and Spotsylvania Counties, as their destinations are enhanced by assets in Fredericksburg (just as the reverse is true, as evidenced by Fredericksburg’s decision to use the FRTP website as its own). And, most destination marketing professionals would agree with this approach. Anything that makes a destination look more attractive to a prospective visitor is a good thing, regardless of its geo-political location. Fredericksburg is a more complete destination with Ferry Farm and Lake Anna, just as Stafford and Spotsylvania Counties are more appealing choices by having Fredericksburg serve as their downtown.

In our opinion, the Fredericksburg EDT’s regional approach is the correct path. The only thing that could enhance it would be the addition of even more content.

The Fredericksburg Regional Tourism Partnership

Presently in the midst of a one-year extension on a three-year memorandum of understanding, the FRTP is not unlike siblings growing up in a very competitive household. There is a degree of mistrust between the three agencies, there is the occasional duplication of effort at trade shows and on the website and, in one case, a partner agency failing to link back to the regional partnership’s website from their site. As one participant quipped, “it can be exhausting at times.”

However, when it’s in their best interest, we are impressed at how well the three offices work together toward a common goal. Each realizes that they become a more complete destination, with more assets to attract the potential visitor, by partnering with the other two. The division of duties (each agency taking point on a facet of the overall marketing plan), while somewhat inelegant in execution, has also produced solid results.

The division of duties among the partners has the City of Fredericksburg acting as the Fiscal Agent for the consortium. It also handles Group Sales and manages the VisitFred.com website. Spotsylvania County handles Public Relations and Visitors Guide Content & Distribution. Stafford County heads up Social Media, the Golf Co-op and Sports Sales. All three co-manage the marketing contract with The Meridian Group.

Meetings, Event and Sports Sales

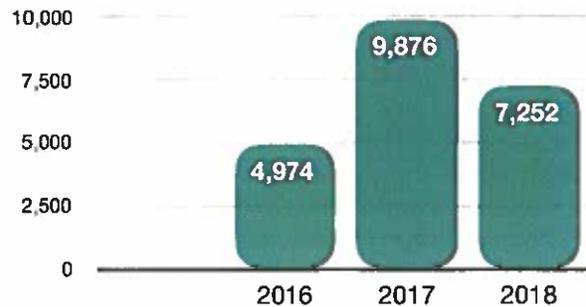
The pursuit of meetings, events and sports tournaments is a common strategy for DMOs around the world. Securing group business for a destination clearly helps hotels in booking groups of rooms months in advance, allowing them to more aggressively manage room rates and revenues. It is also beneficial to a community, as these kinds of events introduce people who may never have considered the destination to the community for the first time.

Fredericksburg's EDT currently addresses this market by deploying one of its full-time professional staff members to attend trade shows and other activities in order to develop leads and relationships with event planners. The costs of these trade shows are borne with the budget of the Fredericksburg Regional Tourism Partnership.

The results of this effort to secure group events has been mixed over the past three years. 2017 saw a significant uptick in the number of Room Nights and economic impact facilitated by the efforts of the Fredericksburg EDT, more than doubling results in both categories. Unfortunately, those numbers sagged in 2018, and staff reports that numbers from 2019 are further off pace from last year.

While roughly half of 2018's decline can be attributed to the loss of the Historicon Convention (one of Fredericksburg's largest biddable events), the reduction of the Group Sales-oriented staff from three salespeople (one full-time and two part-time) to one full-time position with some limited staff support has likely had an impact. While the remaining salesperson should be commended for maintaining the level of sales and service that was previously handled by three, such a scenario is not sustainable

Meetings, Events & Tournament Room Nights Facilitated by EDT



Source: Fredericksburg EDT

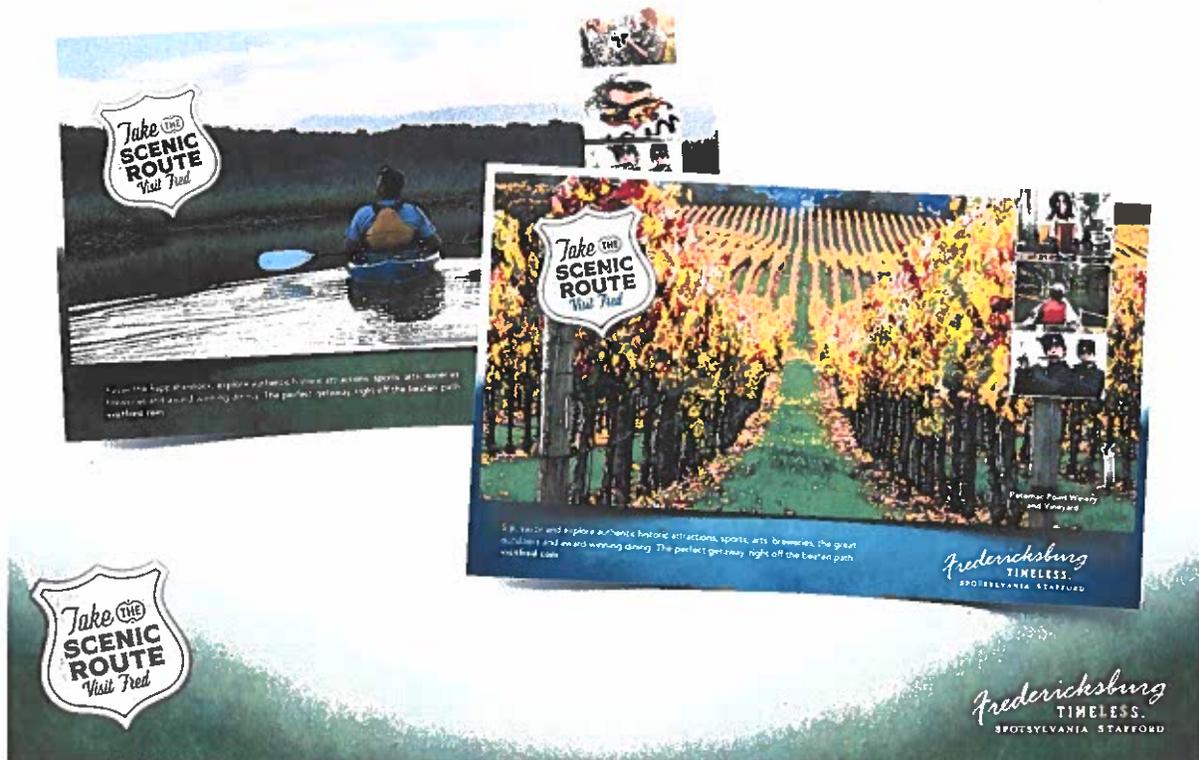


Leisure Marketing

Fredericksburg relies on the FRTP (and its \$400,000 contract with The Meridian Group) for the lion's share of its promotion to the Leisure Travel Market. From website to visitors guide and traditional media advertising to public relations, the Fredericksburg message mirrors that of the Partnership.

And, in that regard, we find that the creative marketing messages being directed to potential visitors are appropriately diverse for a destination that has evolved to being about much more than its rich heritage. Below is just a sample of the advertising that was produced in the past year by The Meridian Group, under contract with the Fredericksburg Regional Tourism Partnership:

CURRENT CAMPAIGN



Hotel Room Availability

Within the Fredericksburg Region, the City of Fredericksburg boasts the least amount of hotel rooms of the Partnership. While Fredericksburg may be “the region’s Downtown,” it only offers 1,300 hotel rooms with which to host visitors to the community. For large events (such as Historicon) or even welcoming thousands for purely leisure activities, Fredericksburg needs the hotel rooms in Spotsylvania County (1,700) and Stafford County (2,500) to satisfy its appetite for rooms in which visitors can spend the night.

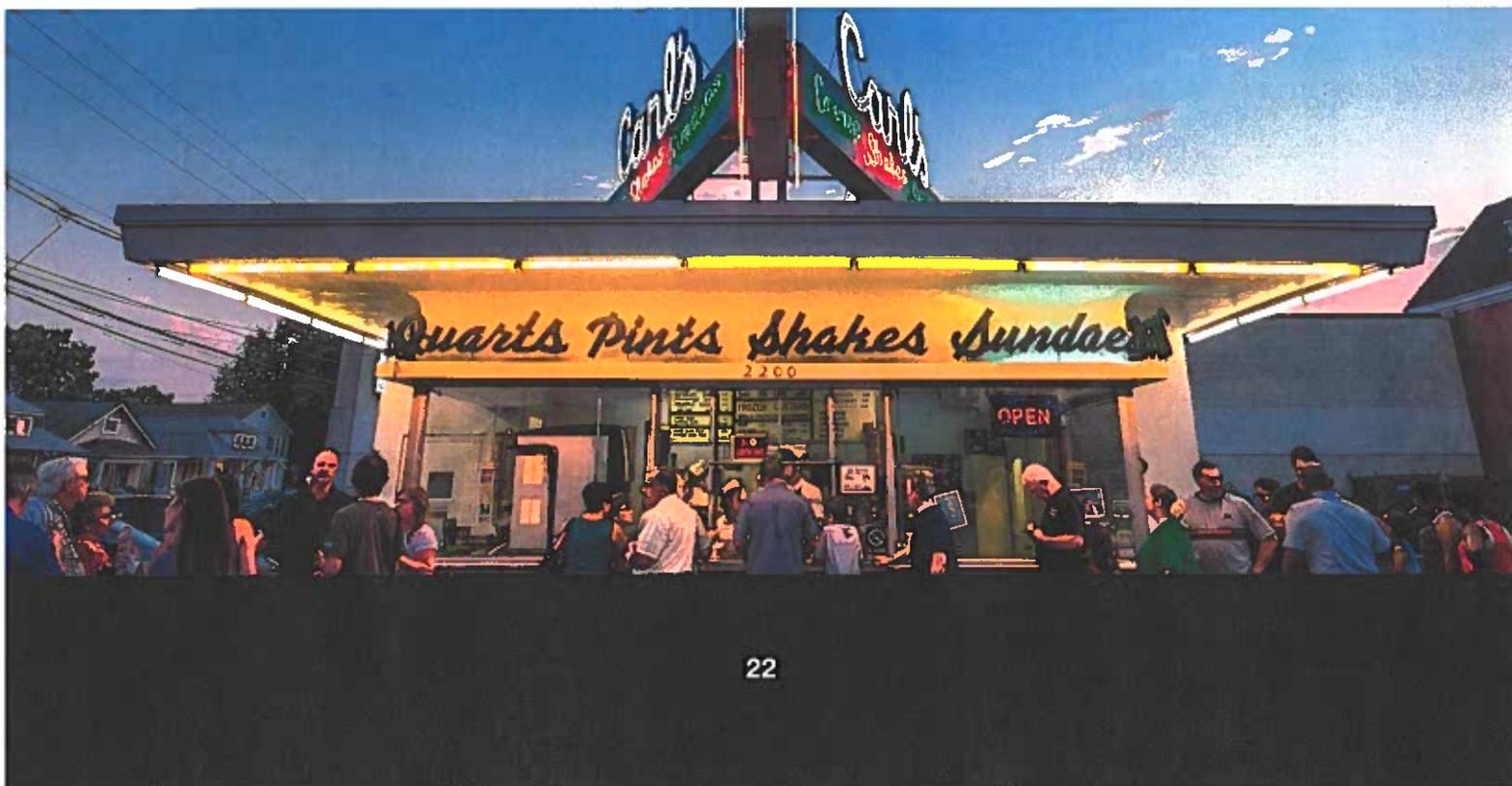
That said, according to EDT staff, there are at least 300 additional hotel rooms in the immediate pipeline for development within the City of Fredericksburg...and even more are in discussion.

Current Hotel Occupancy & Profitability

According to STR (the hotel industry’s barometer of health), Year-to-Date Hotel Occupancy for the Fredericksburg Region in 2019 is trending down, while the ADR (average daily rate charged for a hotel room in the region) is up. This counterbalance generally indicates that regional lodging properties are holding their own. However, the 3.3% decrease in occupancy is greater than the 0.1% uptick in room rate, resulting in a 3.2% decrease in hotel room revenue through the first two quarters of 2019 as compared to 2018.

To be sure, the Commonwealth is also down just under a percentage point in Occupancy during the first two quarters of 2019, while the nation is up 2.1%. But, Fredericksburg is experiencing one of the largest declines in the State while Richmond is up 5.7%, Staunton up 9.9% and Lynchburg up 2.9%.

To be sure, this is but a snapshot in time, easily impacted by federal governmental shut-downs, inclement weather and other factors. However, a robust destination marketing program is often the antidote for random acts to ensure that hotel business (and thus, Visitor spending) stays strong.



Recommendations / Action Plan

While we strongly believe there should be one Destination Marketing Organization for the region, we are not naive enough to believe that such a recommendation, coming from a study funded by only one of the three partnering governments, would find political support at this moment in time.

Local community pride is a wonderful thing...and we found it in ample supply in Fredericksburg, as well as Stafford and Spotsylvania Counties. Individuals within all three governmental entities believe they need their own separate DMO to ensure that their message is heard, their unique brand is supported and that their residents are the beneficiaries of a targeted marketing campaign that focuses solely on their businesses and attractions. As much as we can argue that a regional approach makes each community stronger, we completely understand that such a concept only exists when there is a higher level of trust between the partners than there is today.

So, if not a singular regional approach...what should the future of Fredericksburg Destination Marketing look like?

We believe, in the short term, it looks similar to the current arrangement...but with significantly more structure, measurements and provable ROI:

1) FREDERICKSBURG SHOULD ELEVATE THE IMPORTANCE OF DESTINATION MARKETING IN ITS COMMUNITY DEVELOPMENT STRATEGY. Like its neighboring counties, Fredericksburg has merged its Economic Development and Tourism offices into one department. While there are some operational synergies in such a format (especially as the relationship between the two are increasingly seen as complementary ⁷), the reality is that, in most cases around the country, the true work of each discipline is very different.

Fredericksburg deserves a singularly dedicated effort to focus on the sales and marketing of the city. It deserves dynamic leadership that is not forced to wear other hats. The oversight and management of a Destination Marketing Organization requires a full-time commitment of someone who is devoted to marketing the destination 24/7. And, presently, that is not the case.

This, in no way, should be construed as a criticism of the current director of the Fredericksburg EDT. Indeed, in our conversations with stakeholders throughout the community, he received high marks from virtually everyone with whom we talked. But, not unlike the concerns that the present Tourism staff is overburdened due to lack of staff resources, even if the EDT director spent half his time on tourism, it simply isn't enough to provide the leadership the City deserves.

⁷ "The Halo Effect," Longwoods International 2015 (Longwoods-intl.com).

We do not believe, as many in the community have suggested, that this means the Economic Development and Tourism office must be split into two separate entities. While such a move would certainly streamline the budget and programming, it would likely add duplicative administrative costs and other overhead that could be avoided by keeping the department whole. However, there would need to be the creation of a position that would be completely dedicated to the management of the visitor economy in Fredericksburg.

The Tourism Manager of the future needs to be interacting on a regular basis with business and industry partners as well as government officials. It is an individual that works with government officials on destination policy decisions such as wayfinding and welcome signage and future developments that could enhance the community's magnetism. It is an expert in sales and marketing that can interact with and inspire other community and business leaders (and other community development organizations) to collaborate on ways to enhance the region's economy and livability. And, it's a person that can relate to the interests of residents, as every community walks a fine line between a robust tourism economy and one that becomes onerous for its citizens.

The bottom line is that Fredericksburg needs and deserves a dynamic, passionate, dedicated and professionally influential individual to lead the visitor economy going forward on a full-time basis; someone who can inspire industry partners to create exceptional experiences. And, someone who can lead a staff of sales and marketing professionals to promote those experiences within the community's brand.

2) FREDERICKSBURG SHOULD ENCOURAGE THE F RTP TO TRANSITION INTO AN INDEPENDENT 501(c)(6) NON-PROFIT ASSOCIATION. Since 1994, what is now known as the Fredericksburg Regional Tourism Partnership has endeavored to collaboratively promote the region as a compelling visitor destination. Since 2005, this initiative has been codified by an intergovernmental agreement. That agreement, extended by one year, is set to sunset on June 30, 2020.

As noted earlier in this report, the work of the F RTP has been generally supported and appreciated by the majority of the stakeholders with whom we spoke. While ROI is somewhat difficult to ascertain by the three DMOs who are adding regional responsibilities onto their plates while trying to maintain their own destination marketing function, very few stakeholders believed that the regional initiative should be discontinued. And, that public support is at the crux of this recommendation.

The failure of the Partnership to absolutely prove its value is not dissimilar from the issues at play at the Fredericksburg Tourism Office. There is no one central individual that manages the operation on a full-time basis. Each of the F RTP's participant organizations have volunteered to manage a portion of the marketing plan. We believe that the current structure puts undue burden on the existing tourism staffs and results in a haphazard program of work.

To rectify the situation and produce the highest possible ROI, we recommend that the F RTP evolve beyond a voluntary structure, governed by a memorandum of understanding, to become an independent, non-profit organization under contract with each of the three tourism offices.

The advantages of such a move are several:

- 1) Unlike governmental DMOs, a non-profit DMO is better positioned to generate private sector investment in its program of work, increasing the organization's reach and frequency. A well designed non-profit play should be able to generate significantly more private sector revenue (Eau Claire WI's DMO generated over \$200,000 in partnership revenue from a significantly smaller population base than the footprint of the current Partnership).
- 2) This additional revenue will allow the organization to employ dedicated destination marketing professionals, rather than the present dependence on employees from other DMOs volunteering their time and talent on behalf of the initiative.
- 3) The City of Fredericksburg, Spotsylvania County and Stafford County can all be assured of even representation through the design of the new organization's Board of Directors. Assuming investment levels remaining equal between the three governmental partners, the allocation of Board seats should mirror that investment, thus ensuring an equal voice on marketing strategies and tactics.

Day-to-Day management of the new organization would be provided either by an employee hired by the association's Board of Directors or an individual under a third-party, independent contract with the organization. This individual would be expected to manage the contract with the advertising agency(ies) engaged by the organization, establish no less than weekly conversations with each local tourism office to gather content with which to manage and populate Social Media, the website and other in-house marketing activities and provide budgetary transparency and accountability. This will streamline regional marketing on behalf of its member agencies and provide the daily attention and leadership that is presently lacking.

We see this new, evolved DMO to be purely focused on regional brand awareness and the targeting of leisure travel consumers to the region. We believe group sales can and will be handled by the individual Tourism Offices as each believes to be appropriate. When it is in best interests to collaborate on bids or trade show appearances, those collaborations can certainly be handled outside the Regional Office.

In time, we would expect that the size of the staff would grow as its budgetary resources increased. And, we envision a day when this new organization will be so well resourced and successful that the governments of Spotsylvania County, Stafford County and the City of Fredericksburg recognize the advantages of investing in a single Destination Marketing Organization for the region.

How will this day come to pass? It comes back to the advantage of being a 501-style DMO, enabled to generate private-sector revenue. To launch the new organization, we would encourage Fredericksburg to continue to invest in this new regional Association with Stafford and Spotsylvania Counties. The \$171,000 investment level has been static for several years, despite growth in hospitality taxes and increasing costs to successfully market the region.

To launch the new organization we suggest that each government increase that investment by \$29,000. Such an increase could be used to hire the new organization's first director without decreasing existing current sales and marketing initiatives.

While the first director will be dedicating a sizable portion of his or her time to enhancing and expanding marketing activities on behalf of the region, this individual will also be responsible for developing partnership and sponsorship programs to augment the public sector investment with private-sector dollars. It is from these private sector revenues that the organization will, over time, be able to add additional staff to provide increased levels of community collaboration, content generation and destination marketing.

If Fredericksburg and its partners would each invest \$200,000 for the first three years, providing the revenue to hire a full-time director or manager, and that director was able to generate \$75,000 in private sector revenues through co-op marketing, the new agency would have a budget of \$675,000. Assuming the program goes as planned, we would anticipate an additional \$50,000 of private sector revenue could be developed in each of the next two years, bringing the 2022 budget to \$775,000.

PRO FORMA REVENUE MODEL FOR A NEW REGIONAL DMO

	2020	2021	2022	2023	2024
Revenues					
Fredericksburg	200,000	200,000	200,000	250,000	250,000
Spotsylvania Co.	200,000	200,000	200,000	250,000	250,000
Stafford County	200,000	200,000	200,000	250,000	250,000
Private Sector	75,000	125,000	175,000	200,000	250,000
TOTAL	675,000	725,000	775,000	950,000	1,000,000
Anticipated Personnel	1-2	2-3	3-4	4-5	5

Should the new regional DMO be successful in its goal of achieving \$175,000 in private sector revenue by 2022, we would encourage the three governmental partners to reward that growth by increasing their investment to \$250,000 in 2023. While there will come a time when private sector revenues will likely level off, we believe that the regional DMO's budget could hit \$1 million by 2024. And, remember that this is marketing above and beyond what each partner government will be able to achieve with their own Tourism Offices, which one could reasonably expect will also see budget increases by 2024. Thus, it will not be out of the realm of possibility that, collectively, over \$4 million in marketing resources would be available to promote the region, making it competitive with Loudoun County, Virginia's Blue Ridge (Roanoke), Valley Forge, Lancaster and Alexandria (refer back to the chart on page 10).

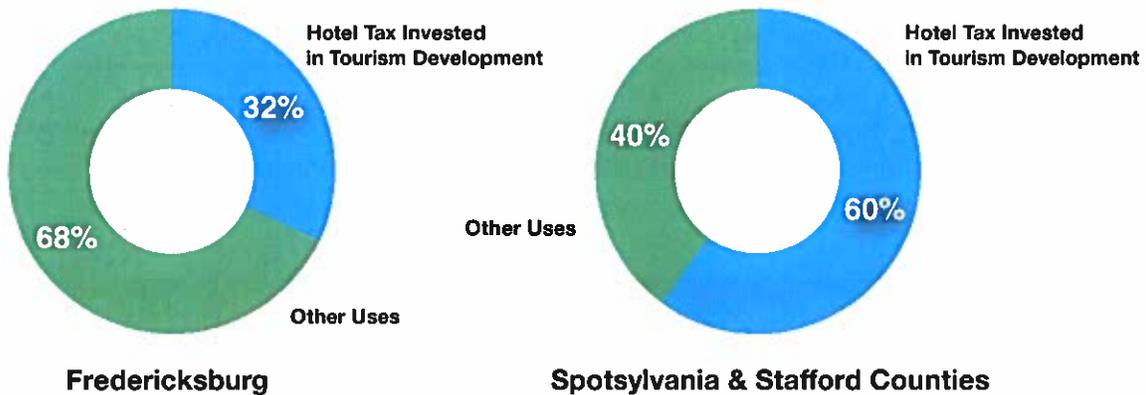
This regional association should also consider expanding its geographic footprint to include Caroline and King George counties (creating the same five-county partnership as the Fredericksburg Regional Alliance, which could serve as the host for the regional tourism program). Such a move would instantly increase the Association's budget, hotel and asset inventory and diversity and the number of businesses that could join into co-op marketing opportunities. It would also create opportunities for a more synergistic level of collaboration with the FRA.



3) INCREASE THE CITY'S INVESTMENT INTO TOURISM DEVELOPMENT

The City collects Visitor-related taxes from a number of sources. It should view the availability of these non-resident generated revenues as a way to continue to “prime the pump” in order to generate more visitor spending and job opportunities in the community.

The Hotel Room Tax generates \$1.6 million a year, as identified in the City's 2019 Budget, with roughly \$1 million being invested in its EDT Department (just under 65% of collections). EDT Management estimates that half of its budget is dedicated to Destination Marketing, or just over 32% of collections. By statute, both Spotsylvania and Stafford Counties invest 60% of these hotel collections in Tourism Development.



The Meals Tax is expected to add \$12.3 million to City coffers in FY 2020. Local Sales Tax revenue is also expected to come in at \$11.7 million.⁸ According to a 2016 study of credit card transactions in Alexandria, 71% of “consumption tax revenues” (hotel, culinary and sales) came from outside the city. Of that, 43% was from “regional” visitors (those from within an hour’s drive) and 28% was from “destination” visitors (those from outside an hour’s drive). Indeed, residents were only responsible for 29% of consumptive sales in Alexandria.⁹

If spending patterns in Fredericksburg are similar to those in Alexandria and one were to only consider the impact of “Destination Visitors” (a conservative approach, to be sure), that would mean that \$8.8 million of hotel, meals and sales tax revenues in Fredericksburg are the result of overnight visitors. Thus, no less than 9% of the City’s total annual revenue (not counting the percentage of property tax that is remitted from businesses that are profitable, thanks to the Visitor Economy) is generated directly from visitors. Put another way, this is \$8.8 million that residents do not have to pay to maintain the level of government services they have come to appreciate and expect.

Thus, it is possible to logically suggest that at least a portion of this non-resident revenue could / should be available to invest back into programs that aim to increase these non-resident generated taxes.

⁸ City of Fredericksburg.

⁹ Visit Alexandria’s 2018 Annual Report.

We understand that earmarking certain revenue streams for dedicated purposes runs counter to the historic culture of Fredericksburg government. However, this custom is fairly rare across the nation, especially when it comes to hospitality taxes. These taxes, layered on top of sales tax, were generally adopted with a specific intent in mind, often to fund something to which residents would object using their taxes. As Destination Marketing is woefully misunderstood by residents, lawmakers across the nation have turned to special hospitality taxes to fund the critically important job of marketing their communities.

We recommend that the City establish funding guidelines for its Destination Marketing function, pledging to match the Commonwealth’s mandate to Counties that 60% of Hotel Room Tax be invested in Destination Marketing.

**Room Tax portion of future Fredericksburg Tourism Budgets
Should 60% of Revenues be Invested***

	FY 2021	FY 2022	FY 2023	FY 2024
60% of Room Tax	960,000	1,008,000	1,018,464	1,049,018

* Assumes an annual 3% growth in revenues and does not factor in fluctuations in ADR (Average Daily Rate) paid on hotel rooms within the city or the anticipated growth in hotel room inventory.

Some units of government around the country also dedicate a portion of the annual growth in their Meals Tax. Just half of the annual growth in that tourism-related revenue stream would likely add roughly \$175,000 to its annual Tourism budget, should the City of Fredericksburg wish to pursue that strategy at a later date.

Such a budget would place Fredericksburg in a much more competitive situation with its regional partners (if, indeed, the City believes itself to be in such a position) as well as destinations such as Prince William County, Arlington and Frederick MD. It would also permit an increase in professional sales and marketing staff to more effectively promote the community.

Which brings us to an important crossroads at which the City is about to arrive...the new Fredericksburg “Brand.” That the City’s destination marketing website is the region’s website, there is a dilemma. Regardless of whether or not one believes that the “Timeless” brand works or does not, the new brand needs to be unveiled, given air and allowed to bloom. The regional partners will reject, out of hand, using the new Fredericksburg brand as the masthead of the FRTTP website, social media efforts and PR. They already bristle that the name “Fredericksburg” is bigger than theirs.

Thus, an increase in the investment in the Tourism effort in Fredericksburg is critical if the launch of the brand is to succeed. And, that will mean the creation of a Fredericksburg-centric website, Social Media strategy, etc., that prominently features the new brand identity. Indeed, this is the moment in time where the Tourism Office must develop its own Marketing Plan for the City that includes how it will extend the brand through print, electronic, digital, PR and other promotional platforms.

Make no mistake, this is not a repudiation of our stance on the regional approach being the correct strategy for Fredericksburg. The City cannot miss this chance to give the new brand life. But, it doesn't need to be as short-sighted as its regional partners in limiting the information it offers to consumers. The beauty of the Tourism Office developing its own website (and associated marketing vehicles) is that it can pick and choose what destination assets it elects to include on its site. Unlike the FRTP site, it won't be limited to an equal number of images or features. A Fredericksburg Tourism Office website and Social Media vehicles can be all about Fredericksburg...and then choose which assets (Lake Anna, Ferry Farm, other Battlefields, Craft Breweries, etc.) that it believes makes the City a more compelling destination. Visitors couldn't care less about geo-political boundaries and rarely recognize them. The Fredericksburg Tourism Office should think like a visitor and include what makes sense...and disregard the rest.

4) RELOCATE THE VISITOR INFORMATION CENTER

While not part of the scope of this study, the potential relocation of the Visitor Information Center was a hot topic while we were in market. We offer here our thoughts on the dilemma:

The present Visitor Information Center at 706 Caroline Street does not match-up competitively with successful visitor centers we have toured around the country. While there are those we met who believe its location in a historic structure is a critical component to telling the region's story, the unfortunate truth is that the Center is too small to be effective on busy days. It is not technologically up-to-date, is not ADA-compliant and it does not offer the amenities and space that other communities are devoting to their welcome centers.

This is in no way an indictment of Fredericksburg's travel counselors, who do a sensational job of inspiring visitors to the Center to do more while they are in town. Indeed, we believe they would be even more successful in their role as community ambassadors if they had the space and technology that other visitor centers around the nation currently employ.

Part of the impetus behind this discussion is the present availability of the ground floor of the Executive Plaza office building two blocks away (we particularly enjoyed the new nickname given the building by the guys in the Planning Department, calling it the "Tower of Power" rather than the building's current nickname). We had an opportunity to tour the space and believe it could be wonderful setting for a new visitor center. The high ceilings and plentiful natural light would be a significant improvement over the current space (however historic) of the existing Visitor Center. Its abundant square footage (5,500 sq. ft. versus the current Center's 1,750 sq. ft.) would also allow the creation of amenities that we are beginning to see employed in visitor centers around the country, such as performance space, tasting areas and ticketing booths along with tables with

installed iPads for those consumers that prefer to secure their information digitally. Typically absent in these new visitor centers is the help counter, which separates counselor from consumer. Instead, today's visitor centers are increasingly being designed to resemble Apple stores, where counsellors are free to roam from visitor to visitor, offering assistance when desired...but not requiring interaction if a person just wants to browse. The opportunity to create a viewing platform for visitors on the roof is an added bonus.

Across the nation, destinations are re-imagining their Visitor Centers as more than serving only visitors. The Eau Claire WI "Experience Center" also targets parents of prospective and first-time students to the area's Universities and Colleges as well as potential investors and site selectors. The Economic Development agency there routinely brings prospects to the Experience Center, as do HR professionals hoping to create a stellar first impression for potential executives and their families.



The Eau Claire WI Experience Center

Several Visitor Centers have added extensive Gift Shops to sell locally produced goods. Some, like Knoxville and Nashville (images next page), have developed performance stages for local and regional artists to gain recognition. Some (like Baltimore) have created reception space for small group clients. And others, (like Macon) share their heritage in an engaging format.



The Baltimore Visitors Center
Image courtesy of Wohlsen Construction



The Knoxville Visitors Center Stage

The next generation visitor center will be designed for more than just visitors. It will be a place in which economic development professionals will welcome potential investors, where parents considering the University of Mary Washington for their children will learn about the community and where new area residents can come to learn about their new home. As noted previously, Destination Marketing is significantly more than heads and beds. Thus, our visitor centers need to be more than just about visitors.

Of course, there are other options besides the Tower of Power. A number of stakeholders with whom we met suggested that a more appropriate location for a visitor center would be near the new ballpark. Regardless of where the Visitor Center may be, we only support such a move if the City of Fredericksburg is willing to invest in ensuring that the new center has the best tech, the highest finishes and is a space in which the community can be proud. If it is only willing to relocate the counselors, their brochure racks and outdated technology, it should keep the Visitor Center where it is.



Conclusion

When the City of Fredericksburg engaged DMOproz to study the present execution of its Destination Marketing program, it asked a series of questions:

Is the City dedicating appropriate resources (staffing, budgetary, etc.) to its tourism operation? No. Given the amount of hospitality taxes (the primary vehicle for funding Destination Marketing in America) being generated by the City of Fredericksburg, we believe it should *at least* double its investment in Destination Marketing.

Is the City doing so in a way that gives due attention to heritage tourism, while maximizing sports/arts/eco/foodie/outdoor recreation-related tourism efforts? In our review of marketing materials, the VisitFred website and placed advertising, we believe that the EDT, through the FRTP's contract with The Meridian Group, is providing an extremely balanced and diverse message to the travel consumer that balances the City's heritage assets with experiences that those without an interest in this nation's past can enjoy.

Are the existing tourism-related staff roles/workloads appropriate and, if not, what are the key professional qualifications and skills required to enhance the region's/City's tourism program? The current deployment of professional staff barely scratches the surface of what the EDT could achieve, if it had additional resources. Expecting a single salesperson to generate the business once facilitated by one full-time person and two part-time people is not a sustainable solution. To compete more effectively for the Visitor Economy, the Tourism portion of the EDT budget should be closer to \$1 million and support a staff of no less than 4 full-time employees (and optimally six):

Tourism Manager

An experienced professional in Directing a Destination Marketing Organization will be necessary to jump start the new effort. The Manager should have a firm grasp on today's destination marketing philosophies and strategies and be adept at community relations and partnership building.

Marketing & Communications Director / Content Manager

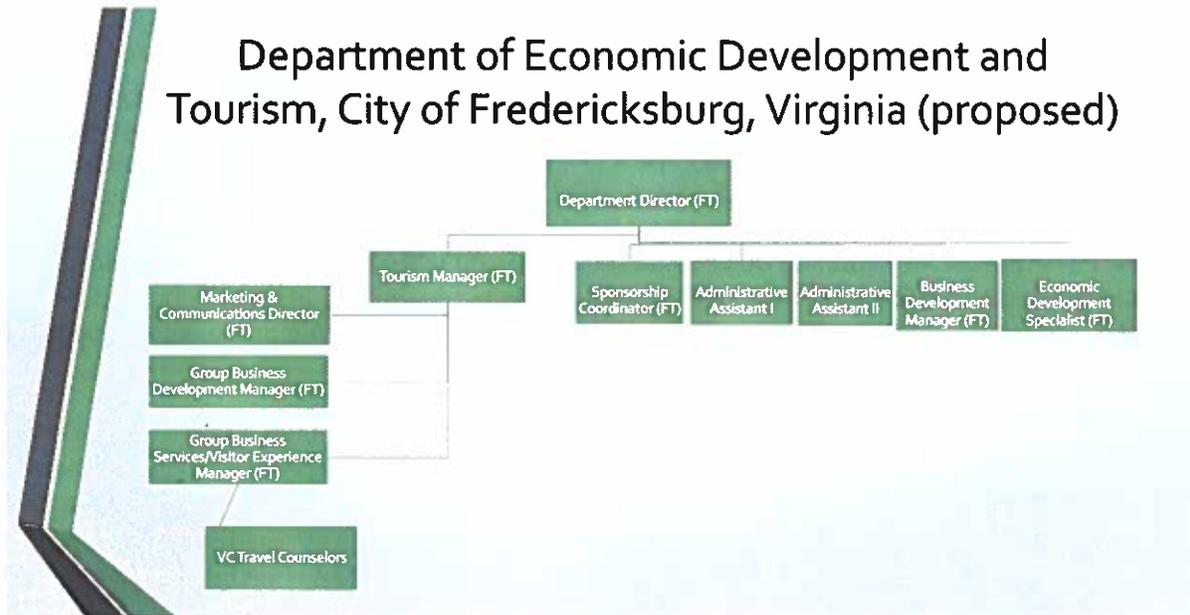
Someone with a background in consumer marketing and PR, preferably with DMO experience. This position (which easily could be split into two full-time positions given the anticipated workload) would also require someone with a deep knowledge of Social Media and an inquisitive mind. This will be the person that is out and about the city, searching for the stories and images that will inspire consumers to consider Fredericksburg for a visit.

Group Business Development Manager

Someone with a background in hotel or DMO sales that has a successful track record of facilitating group business in a competitive environment.

Group Business Services / Visitor Experience Manager

A Group Services Manager will be necessary if an additional salesperson is not added to the team. In an ideal world, salespeople sell and services people service. In this way, those that are charged with identifying and facilitating new group business can focus on this critical aspect of Destination Marketing. A Services Manager will allow the Sales Manager to devote all their time to identifying new group business for the community. This individual could also oversee the Visitor Center, until such time as either duty becomes large enough for a second individual.



Proposed EDT Organizational Chart (showing two additional full-time positions. The first priority is to fill the Tourism Manager position to be in place for the start of FY 2021 (July 1, 2020).

Is the bifurcated approach to tourism working well, or should the City consider focusing all of its efforts/resources solely on the City? The regional approach to marketing has been adopted by Fredericksburg as its own; the City really doesn't have its own separate marketing strategy. So, the answer is, "yes," to the extent that the budget allows. While we believe Fredericksburg needs to become more intentional about marketing itself (and, therefore, requires a full-time Tourism Manager within the EDT), we believe a regional approach is critical to the success of Fredericksburg's Visitor Economy.

Should the City's tourism and economic development operation be under one department, or should they be separated? There are advantages to having the two operations under one department...but only if the Tourism operation is headed by its own senior level executive. If the Tourism operation cannot have a dedicated professional to provide full-time leadership to the operation, the two should split.

Should the City consider privatizing its tourism operation through an independent, non-profit structure or should this function remain under the governmental umbrella? As noted on pages 11-14, there are advantages to both governance structures. However, the private, non-profit agency (under a performance contract to a governmental entity) is the preferred model throughout much of the country. From possessing a greater ability to secure private sector revenues to augment the City's investment to gaining an enhanced level of market agility to the ability to more successfully engage industry partners, the "501" model has more advantages than the government model. A change in governance is not a critical step at this moment in time for Fredericksburg; the current structure is not the fatal flaw (the lack of a competitive budget is). But, should it consider the 501 model for the future? The City should always consider opportunities to improve its services to its community.

The question regarding privatization, however, is really at the crux of the City's question regarding the FRTP. We strongly believe that the regional consortium should move beyond a memorandum of understanding and become a private, independent, non-profit organization under contracts with Fredericksburg, Spotsylvania County and Stafford County. We encourage all three to commit to a three year experiment in which the efficacy of a 501's ability to generate private-sector matching dollars can be tested and vetted. With the right Director or contractor, we are confident that the new regional entity could double its present budget on behalf of the region within three or four years. The FRA could provide the umbrella organization for this experiment as a first step.

Assuming the model works, *that* would be the time for the City of Fredericksburg to revisit the question of how it handles growing the Visitor Economy. For, if the regional entity can expand to a million dollar budget and its three investing partners have also increased their budgets to a million dollars each, combining under a single masthead would produce an operating budget in excess of \$4 million. And, that's the kind of budget that can make big things happen.

To be sure, we would expect each of the three partners to maintain visitor centers and a presence within their own communities. But a singular brand message backed by \$4 million will attain greater reach and frequency than three separate messages backed by \$1 million each.

Optimism is in the air in Fredericksburg and throughout the region. We felt it in our conversations with community leaders and industry partners. Now is the time for Fredericksburg to reassess its strategy for building the visitor economy...and we hope that our work on your behalf helps set a course forward.

Bill Geist & Terri White
DMOproz
9 September 2019

Plan of Action

These are the actions recommended by DMOproz, designed to enhance the City of Fredericksburg's Destination Marketing strategies in order to increase Visitor spending in the region:

- 1) Hire a dedicated Tourism Manager to lead the City's Destination Marketing Program.
- 2) Allocate an amount equal to 60% of annual Lodging Tax revenues to Destination Marketing (the Tourism side of EDT).
- 3) Develop a more Fredericksburg-centric website, advertising and collateral materials and social media platforms to help drive the new Fredericksburg brand.
- 4) Work with neighboring Counties to establish an independent regional Destination Marketing Organization to enhance upon the past work of the FRTP, encouraging all participating units of government to invest \$200,000 each per year (an increase of \$29,000 in FY 2021 for existing partners).
- 5) Hire a Marketing & Communications Director.
- 6) Relocate the Visitors Center, so long as there is a solid commitment to upgrade the visitor experience with higher end technology and other amenities.



Appendix

TOURISM ADVISORY COUNCIL REPORT TO the CITY OF FREDERICKSBURG & the COUNTIES of STAFFORD and SPOTSYLVANIA November 28, 2017

Executive Summary

In spring 2017, the City of Fredericksburg invited the Counties of Stafford and Spotsylvania to nominate tourism stakeholders to join a Tourism Advisory Council with a purpose to spend six months examining current regional tourism efforts and make recommendations to the localities.

A cross-section of geographic and vocational experts representing all regional tourism activities was supported by tourism staff and management for six months of discovery and discussion. A complete list of members is provided at the bottom of this report.

This cross-jurisdictional group examined current organizational and marketing efforts, met with state-level tourism experts regarding other regional joint organizations, consulted their larger community memberships and created a consensus list of recommendations in this report. Staff from all three jurisdictions provided details and answered questions of the Advisory Council and are aware of the recommendations made by the stakeholders.

The primary concern of these stakeholders is the need for expertise in regional vision and strategy development. The current partnership marketing agreement will require a new RFP be issued in January 2018 with this group strongly recommending some urgency to create a vision and strategy prior to awarding this significant contractual funding.

Members of this advisory council recommend the Fredericksburg Regional Tourism Partnership (FRTP consisting of Stafford County, Spotsylvania County, and the City of Fredericksburg) hire a nationally-recognized tourism strategic consultant as soon as possible to examine and analyze the regional ability to double impact growth in the region to \$1 billion by 2028.

This advisory group of tourism stakeholders appreciates the 10-year success of the current regional partnership and strongly applauds the regional approach to tourism. It is building on this locally grown success and the knowledge that even more is possible that helped drive this effort. We recommend more joint emphasis on regional tourism. Tourists don't see borders and the region is stronger working together than it is as individual members.

Locality staff have created a regional working arrangement which is supporting and provides benefits to tourists and stakeholders but a consolidation of resources and efforts will strengthen and lift all entities higher. Group tourism efforts have been consistent and regional for more than a decade culminating most recently with a large soccer tournament resulting in 5100 room nights across geographic districts. There is a consensus that these regional efforts are an example of the strength to be gained by addressing Tourism similarly to the Fredericksburg Regional Alliance.

The Tourism Advisory Council has agreed and committed to ten basic recommendations moving toward a more collaborative effort on a regional level as presented here. All members are committed to supporting these goals. Additionally, some specific area experts have provided supporting papers from larger organizations and interests they represent which are attachments to this document.

The members of the Tourism Advisory Council stand available to support and discuss these recommendations at your convenience.

Recommendations from the 2017 Tourism Advisory Council

Generally, recommendations fall into one of two areas: a) Definition/Vision – While rich in organically grown talent within each jurisdiction, the region would benefit from true expertise in the planning, organization, and implementation of a cross-jurisdictional tourism entity; and b) Strengthening communications on all levels to include consumers, constituents, and stakeholders.

Recommendation 1

Accept the recommendation of state level officials and hire a consultant to guide regional vision and strategy development.

Without a doubt, the entire council recommends the need for expertise in regional vision and strategy development as warranted and necessary for any future growth of the program in individual localities and regionally. Specifically requested is to examine the regional structure and assets and make recommendations based on national-level industry knowledge.

Current strategy is little more than marketing efforts led from the marketing consultants and not from the regional tourism industry. This council recommends regional vision, strategy and measurable goals be developed to proceed with any activities. To be clear, the current measured indicators (hotel tax revenues, etc.) show growth. The council believes these indicators don't accurately measure the depth of current tourism conditions nor the ability to grow into a larger tourism effort. Further, regardless of using expert consultants for tourism strategy development or not, a regional vision and strategy should be developed in house and communicated to stakeholders and the public at large.

Recommendation 2

Broaden marketing efforts to include a greater cross-section of regional assets.

Historic resources are universally agreed to be the bedrock of regional tourism and should be reinforced with newer, and sometimes more transient, assets to include outdoor recreation, cultural/arts related opportunities, sports, culinary and beverage industries. More is more with all having a place in the larger pie.

A complete resource list of all tourism-related activities and interests has been created and is maintained on the VisitFred.com website. However, current marketing program goals lean toward trends and do not always address all available assets. The expectation is consultants would address the balance of these assets as part of their strategy development. The FY18 Media Marketing Approach presentation is attached to this report.

Recommendation 3

Confirm regional locality commitment to a more aggressive regional approach.

The interest of this council to increase regional tourism revenues and activities needs to be coordinated more broadly by all three localities to succeed similarly to transportation coordination or waste management programs with appointed jurisdictional representatives.

This is not to say a major change to existing FRTP agreements is either inevitable or preferred rather to recommend undertaking a proper analysis and study with concurrence and approval of the governing bodies for whom it benefits.

Council members are convinced with commitment from regional jurisdictions to enhance and approve a more aggressive regional approach, the City Council and Boards of Supervisors will benefit both in visitation and economic development by greater regional strength.

Recommendation 4

Develop measurable goals for all levels of the tourism industry to track and contribute. Currently, tourism activities are measured by the Virginia Tourism Council on a quarterly basis using revenue generation as a primary tool. The most recent assessment is attached to this report. Additionally, the FRTP maintains a listing of zip codes of visitors and statistics of number of group tours, event participation estimates and visitation to Visitors Centers. Some of these statistics are used for regional marketing efforts but none are regularly communicated to stakeholders.

The region lacks measurable goals at all levels. The current statistics should be available as a baseline for which to develop goals which are then disseminated to stakeholders, and the community at large, to allow individual tourism assets, i.e. hotels, museums, commercial recreation activities, restaurants, etc. to understand their portion of the regional efforts and adjust internal goals accordingly. Currently, while many are succeeding, there is no coordinated effort to which all stakeholders can clearly strive.

Recommendation 5

Target a strong financial impact goal for the region.

Consensus indicates a goal of reaching \$1 billion in regional tourism impact in currently measurable revenues by 2028 would be worth forward motion to strengthen the regional efforts. The goal should be to increase revenues to the localities to better support the regional effort. This represents a 6% annual growth over ten years from the current \$571 million impact as determined by the Virginia Tourism Corporation annual statewide assessments.

This council is committed to regional growth and believes with strong vision and leadership these goals are reasonable and attainable.

Recommendation 6

Increase regular communications with stakeholders.

Regular/recurring communications with stakeholders to encourage participation and goals is strongly recommended. Engaging regional stakeholders with information, possible skill enhancement training and network opportunities would strengthen the entire tourism community.

Members of this council have indicated an appreciation for the increased knowledge they have from participating. Example: One member said at a meeting, "If I had known there was no marketing outreach to North Stafford for example, I would have put some of my efforts that direction to balance."

Recommendation 7

Improve signage coordination for regional tourists to follow. It is presumed with a cohesive strategy for regional tourism there would be better ways to direct travel for all travelers throughout the region. Current efforts are jurisdictional and not always complimentary. Tourists don't see borders and are not cognizant of the differences. This council recognizes the challenge but recommends a regional signage strategy with some standardization would greatly enhance the tourist experience.

Recommendation 8

Increase marketing efforts to local and state-level tourists. While individual localities are marketing locally, particularly for event-based activities, we strongly need to inspire more locals to visit – due to traffic and growing population base. There is recognition this isn't a currently measurable track, i.e. TOT revenues. There is no regional marketing effort currently in place for these potential tourists.

Statewide tourism numbers indicate the largest percentage of visitors come from Virginia (29%) – more than any other location. While not directly contributing to current measurable tracks, local tourism creates a robust level of attendance at all venues and attractions as well as creating ambassadors for visitors. This concentration will have a side benefit of informing constituents in all three localities of the value and importance of tourism to the local economy.

Additionally, with significant concerns regarding transportation challenges, specifically the I95 corridor, we cannot recommend marketing concentration within the corridor. As one member suggested, "They fight traffic to get here, have a wonderful time experiencing our hospitality and are left with a sour taste trying to get back home with the result being 'It's a great place but we're not doing that again'."

Recommendation 9

Regionally lead the transformation to digital and virtual tourism.

By becoming a center for education, training, and experimentation, and utilizing our assets and resources as models for comparing virtual and real experiences the region can become a leader in the future.

The council is keenly aware of societal pressures on tourism and looks forward to leading the charge. "The next generation is enthralled with electronic gadgets, electronic check-ins at hotels and electronic keys so they don't have to go to the desk. How are we going to market to them? How are we going to connect with them? What will attract them?"

In the greater scheme of time marching on, the council recognizes the need to include virtual and digital tourism in the vision and strategy. These changes will happen with or without our action and we prefer to be ahead of the curve. It is noted that within our region are major technology experts who may be of assistance if we determine the goals to succeed in this arena.

Recommendation 10

Appoint a Regional Tourism Council. This temporary council recommends a more permanent council be created with equal representation from all three localities. It is recommended at least three members per locality to include a County Administrator/City Manager-level management member, a tourism professional and a stakeholder from each jurisdiction be appointed.

It is recognized the first level of business for such a body would be to advise and coordinate with any consultant agency addressing regional tourism strategy and vision development.

Conclusion

Statewide heritage and cultural assets remain a strong base to tourism according to recent VTC studies. We have attached two of these studies to this document. More than 100,000 jobs are directly supported by heritage tourism spending generating a statewide \$6 billion+ economic impact. The regional economic impact is also clear as evidenced by the quarterly VTC impact studies as attached for our localities.

The Heritage Tourism report suggests expansion of marketing efforts should include Virginia tourists (29% of current visitors), North Carolina (10%) as well as the current efforts to Pennsylvania (7%) and Maryland (7%). Rounding out the top six current visitors to the state are Florida and New York with 5% each. We note our current efforts concentrate only on two of those markets (PA/MD).

The Tourism Advisory Council thanks the City of Fredericksburg and Counties of Spotsylvania and Stafford for encouraging this effort to better understand current conditions and practices. All members have found the process informative learning more than they knew about various aspects of current FRTP efforts.

Current staff are commended for their efforts to bring as many details and answers to the table during this six-month process. The efforts and recommendations of this Council are not meant in any way to demean the contributions of this hard-working staff or current operations.

The goal of this council was to examine current tourism operations and make recommendations from an informed perspective as to how to greatly increase and strengthen tourism in the region to benefit all. During completion of this, constructive criticism is inevitable.

We believe tourism will become even more important to the region as technology diminishes the value of retail and even business-related activities. Building on an extremely healthy and strong foundation of heritage tourism ably increased by cultural, recreational and culinary assets, the Rappahannock Region stands to continue to grow with tourism becoming a significantly larger economic engine. These recommendations have been created with an intention to grab the reins and lead the charge rather than become reactionary to changing conditions. There is no doubt the region can rightfully take its place in the top of Virginia destinations with proper vision and management.

Respectfully submitted by

Anne Darron – Washington Heritage Museums adarron@washingtonheritagemuseums.org
Terry English – Hampton Inn/Hospitality Council terry_english@hilton.com
Scott Harris – UMW/James Monroe Museum/Museums Council sharris4@umw.edu
Ann Heidig - Oak Hill Winery ann@oakhillgrapes.com
John Hennessey – National Park Service john_hennessey@nps.gov
Kenneth Lecky – LibertyTown Arts/Fredericksburg Arts Commission k@libertytownarts.com
April Peterson – River Rock Outfitter/Mainstreet april.peterson@riverrockoutfitter.com
Sara Poore – Fredericksburg Area Museum spoore@famcc.org
Brian Prewitt – A Smith Bowman bprewitt@asmithbowman.com
Dan Quesenberry – Lake Anna State Park Dan.Quesenberry@dcr.virginia.gov
Kirsten Talken-Spauling – National Park Service frsp_superintendent@nps.gov
Bill Vakos III- W.J. Vakos Company bill@wjvco.com

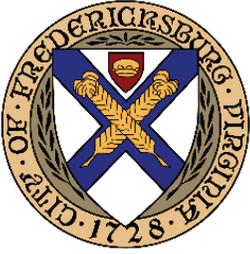
Staff Advisors and Attendees

City of Fredericksburg - Tim Baroody, Bill Freehling, Victoria Matthews, Danelle Rose, Clint Manning

County of Spotsylvania - Mark Taylor, Tom Rumora, Debbie Aylor, Chrissy Marshall

County of Stafford - Lisa Logan, Bruce Register, Mike Smith

Facilitator – Sue Henderson, Henderson Productions, LLC



CITY OF FREDERICKSBURG, VIRGINIA
CITY COUNCIL

MINUTES

Council Chambers, 715 Princess Anne Street
Fredericksburg, Virginia 22401

HON. MARY KATHERINE GREENLAW, MAYOR
HON. WILLIAM C. WITHERS, JR., VICE -MAYOR, WARD TWO
HON. KERRY P. DEVINE, AT-LARGE
HON. MATTHEW J. KELLY, AT-LARGE
HON. JASON N. GRAHAM, WARD ONE
HON. DR. TIMOTHY P. DUFFY, WARD THREE
HON. CHARLIE L. FRYE, JR., WARD FOUR

January 28, 2020

The Council of the City of Fredericksburg, Virginia, held a public hearing on Tuesday, January 28, 2020, beginning at 7:45 p.m. in the Council Chambers of City Hall.

City Council Present. Mayor Mary Katherine Greenlaw, Vice-Mayor William C. Withers, Jr., Council members Kerry P. Devine, Dr. Timothy P. Duffy, Charlie L. Frye, Jr., Jason N. Graham and Matthew J. Kelly.

Also Present. City Manager Timothy J. Baroody, Assistant City Manager Mark Whitley, Assistant City Manager Doug Fawcett, City Attorney Kathleen Dooley, Director of Transit Wendy Kimball, Community Planning and Building Services Director Charles Johnston, Senior Planner Michael Craig, Community Development Planner Susanna Finn, Zoning Administrator James Newman and Clerk of Council Tonya B. Lacey.

Notice of Public Hearings (D20-__ thru D20-__). The Clerk read the notice of the public hearings as they appeared in the local newspaper, the purpose being to solicit citizen input.

Development of the 2020-2025 Consolidated Plan which will Guide the Use of Approximately \$190,000 in Annual Community Development Block Grant (CDBG) Funding (D20-__). 3 speakers. Staff presented a PowerPoint and in the presentation Ms. Finn explained what the Community Development

Block Grant, its objectives, what is the Consolidate Plan, current population-income, current population – housing characteristics, 2015-2020 Consolidated Plan Programs emergency home repair, removal of architectural barriers, direct homeownership assistance, distribution, public services, impact, fiscal impact and the Consolidated Plan calendar.

Council noted how great the program was and what a wonderful job Ms. Finn was doing with the program. Councilor Kelly requested more discussion on the program to see what additional funds the program may be able to receive and Councilor Devine said it this discussion took place she would like to know more about the families that were not able to be helped.

Anne Klockner, Legal Aid Works, said they were recipients of CDBG funds. She spoke of how important that money was to Legal Aid Works and its clients. She said it allows them to pay attention to the 22401 residents. She is able to host “know your rights” events and this allows them to have attorneys available to answer questions. Ms. Klockner said they also send letters to people who are on the docket for eviction. She said she had ideas to help with homelessness.

Rev. Carl Butler, Pastor of Mount Zion Baptist Church, Wolfe Street, stated that the church would be putting together a plan to have an elevator installed so his elderly parishioners could get in the church. He explained that the steps make it difficult for them to get inside the church. He asked if the CDBG funds could assist them with the expenses of the elevator.

Trish Vaughan (D20___), 1204 Washington Avenue, stated the need for affordable housing . She spoke of the 742 out of the 2200 they serve at the Fredericksburg United

Methodist Food Pntyr that make \$2000 or less monthly and she said the CDBG fund was only useful to isolated homes and families. See **D20-__** for more information.

Resolution 20-02, Approved, Amending the 2015 Comprehensive Plan to Amend Chapter 7, “Residential Neighborhood and Housing.” To Discuss the Importance and Role of the Built Environment or Form in Creating Neighborhood Character (D19-__).

Ordinance 20-02, First Read Approved, Amending the Unified Development Ordinance to Regulate Infill Development in the R-2, R-4, R-8 and CT Zoning Districts. 2 speakers. Staff presented a PowerPoint presentation and he discussed that amendments, existing Comprehensive Plan Goals, Policies and Initiatives, UDO Amendments to Infill Calculations – Setbacks, Infill Calculations – Height of Additions, Maps of substandard lots- City wide (less than 3, 750 sq. ft.), downtown (less than 3, 750 sq. ft.), substandard lots- City wide (less than 7, 500 sq. ft.), downtown (less than 7, 500 sq. ft.), Approximate building heights by story, UDO Amendment Infill Calculations – Accessory Structures, UDO Amendments Infill Calculation – Minimum Lot Width, Revised Lot Area Measurements, changes in action – “The vintage Subdivision”, changes in action – “Stonewall Heights” Subdivision and UDO Amendments Infill Calculation – Corner Lot Setbacks & Increased Rear Yard Setbacks.

Rene Rodriquez, Chair of the Planning Commission, said the Planning Commission was in full support of the setbacks but they were struggling with the height restrictions and they were not ready to move forward with a vote. He said they recommend removing the height restriction from the proposal and they would like to continue working

on the height restrictions and they would like to look at the fabric of the neighborhood before voting.

The Council was in agreement with spending a little more time on the height restrictions and Mayor Greenlaw suggested having a joint work session with the Planning Commission to discuss the height restrictions.

Julie Ricketts, 324 Riverside Drive, she was trying to figure out how to move forward with getting a small pool put in place.

Mayor Greenlaw asked for clarification from Mr. Johnston and he explained that Ms. Ricketts would like the City to move forward with the ordinance which removes pools from counting towards lot coverage.

Adam Lynch, Friends of the Rappahannock, came to introduce himself to the Council but mistakenly spoke during the public hearing period.

Jon Gerlach, 809 Charlotte Street, spoke in favor of the proposed ordinance. He said there were no two neighborhoods alike in Fredericksburg. He said people move here to buy a home and have an expectation that the character will be there. Mr. Gerlach said this ordinance would have real world implications. He agreed that waiting on the height restrictions would be best. He said infill development could have a bad effect on the watershed and this ordinance accomplishes a lot.

Rupert Farley, 1305 Caroline Street, spoke in opposition of this ordinance he said this ordinance was environmentally unfriendly because it enhances sprawl. He said these restrictions stop the city from evolving. He said the more dense communities were more affordable.

Councilor Duffy made a motion to approve Resolution 20-02, amending the 2015 Comprehensive Plan to amend Chapter 7, “Residential Neighborhood and Housing.” to discuss the importance and role of the built environment or form in creating neighborhood character; motion was seconded by Councilor Devine.

Councilor Kelly noted that many of the neighborhood and lots would not qualify as lots anywhere else in the Commonwealth and the City was trying to make communities walkable and he said it was already transit friendly.

The motion passed by the following recorded votes. Ayes (7). Councilors Greenlaw, Withers, Devine, Duffy, Frye, Graham and Kelly. Nays (0).

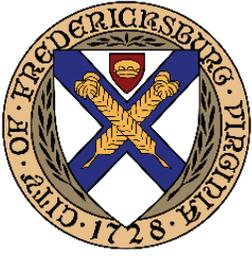
Councilor Duffy made a motion to approve Ordinance 20-02, on first read, amending the Unified Development Ordinance to regulate infill development in the R-2, R-4, R-8 and CT zoning districts, as presented by staff. Due to the lack of a second the motion failed.

Councilor Devine made a motion to approve Ordinance 20-02, on first read, amending the Unified Development Ordinance to regulate infill development in the R-2, R-4, R-8 and CT zoning districts, excluding the height restrictions; motion was seconded by Vice-Mayor Withers and passed by the following recorded votes. Ayes (7). Councilors Greenlaw, Withers, Devine, Duffy, Frye, Graham and Kelly. Nays (0).

Adjourned. There being no more speakers to come before the Council at this time, Mayor Greenlaw declared the hearing officially adjourned at 8:37 p.m.

Mary Katherine Greenlaw, Mayor

Tonya B. Lacey, Clerk of Council, CMC



CITY OF FREDERICKSBURG, VIRGINIA
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HON. CHARLIE L. FRYE, JR., WARD FOUR

January 28, 2020

The Council of the City of Fredericksburg, Virginia, held a regular session on Tuesday, January 28, 2020, beginning at 7:30 p.m. in the Council Chambers of City Hall.

City Council Present. Mayor Mary Katherine Greenlaw. Vice-Mayor William C. Withers, Jr., Council members Kerry P. Devine, Dr. Timothy P. Duffy, Charlie L. Frye, Jr. (8:03), Jason N. Graham and Matthew J. Kelly.

Also Present. City Manager Timothy J. Baroody, Assistant City Manager Mark Whitley, Assistant City Manager Doug Fawcett, City Attorney Kathleen Dooley, Director of Transit Wendy Kimball, Community Planning and Building Services Director Charles Johnston, Senior Planner Michael Craig, Community Development Planner Susanna Finn, Zoning Administrator James Newman and Clerk of Council Tonya B. Lacey.

Opening Prayer and Pledge of Allegiance. Council was led in prayer by Councilor Matthew J. Kelly followed by the Pledge of Allegiance led by Mayor Mary Katherine Greenlaw.

Officer Recognized. Mayor Greenlaw recognized the presence of Lieutenant Rashawn Cowles, at this evening’s meeting.

Recognizing Wendy Kimball on Her Retirement After 25 years of Service (D20-__). Mayor Greenlaw presented Ms. Kimball with a proclamation

commending and expressing her gratitude to Ms. Kimball for the excellent and professional service she provided to the citizens of Fredericksburg and the entire region.

City Manager Baroody stated that Ms. Kimball was a team player, she assisted with creating the core values and performance management. He said he was grateful for her contributions to the organization. He congratulated her on her retirement.

Assistant City Manager Fawcett said FRED transit was a small town success story and Wendy had been with FRED for half of the life time of the system. He congratulated her on her retirement.

Ms. Kimball spoke of how proud she was with many aspects of the City and she spoke of how wonderful it has been to work for the City and with City staff.

Public Hearings (D19-__ thru D19-__). The regular session was recessed in order to conduct scheduled public hearings and immediately reconvened upon their conclusion.

Citizen Comment. The following speakers participated in the citizen comment portion of this evening's meeting.

Rupert Farley, 1305 Caroline Street, made a recommendation to the legislative committee to support ranked-choice voting. He said it had been on the docket for the last two years. He said the voting system was unfair when you have more than one person on the ballot. He said HB1103 would give localities like the City the freedom to go with ranked-choice voting if it chooses. The proposed bill HB360 would reform primaries to allow only one ballot with both Democrats and Republicans on one ballot. Mr. Farley said he would like the Council to give attention to those bills.

Council Agenda Presented. The following items were presented to Council for discussion.

7A. African American History – Councilor Frye

African American History. Councilor Frye stated that many localities have been doing a lot to tell their stories and he suggested that maybe the City could use a facility it already had to tell its story. He said he would like to take a look at the City’s inventory.

Councilor Frye also received an email from Dr. Erin Devlin, Dr. Christine Henry and Mr. Christopher Williams from the University of Mary Washington and they would like to see a State Highway Marker on the site of the first stop of the Freedom Rides which was located at the corner of Princess Anne and Wolfe Streets.

City Manager’s Consent Agenda Accepted for Transmittal as Recommended (D20-__ thru D20-__). Councilor Kelly moved approval of the City Manager’s consent agenda; motion was seconded by Vice-Mayor Withers and passed by the following recorded votes. Ayes (7). Councilors Greenlaw, Withers, Devine, Duffy, Frye, Graham and Kelly. Nays (0).

- Resolution 20-03, Awarding the Contract to AT&T for Next Generation 9-1-1 (D20-__).
- Transmittal of Board and Commission Minutes (approved minutes can be found on the board/commission webpages after they are approved at subsequent meeting of said board/commission).
 - Board of Social Services – August 1, 2019 (D20-__).
 - Board of Social Services – October 3, 2019 (D20-__).

- Clean and Green Commission – December 2, 2019 (D20-__).
- Green Committee – December 10, 2019 (D20-__).
- Planning Commission – April 10, 2019 (D20-__).
- Planning Commission – September 11, 2019 (D20-__).
- Planning Commission – November 13, 2019 (D20-__).
- Planning Commission – December 11, 2019 (D20-__).

Adoption of Minutes. Councilor Kelly moved approval of the January 14, 2020, regular session minutes; motion was seconded by Councilor Duffy and passed by the following recorded votes. Ayes (7). Councilors Greenlaw, Withers, Devine, Duffy, Frye, Graham and Kelly. Nays (0).

Appointment Fredericksburg Clean & Green Commission – Robert Courtnage, Michele Crow-Dolby, Carolyn Helfrich (D20-__). Councilor Devine made a motion to reappoint Mr. Robert Courtnage and Ms. Michele Crow-Dobly; motion was seconded by Councilor Kelly and passed by the following recorded votes. Ayes (7). Councilors Greenlaw, Withers, Devine, Duffy, Frye, Graham and Kelly. Nays (0).

Suspension of the Rules. Clerk Lacey explained that the Commission By-Laws requires there to be an arborist on the board and Ms. Carolyn Helfrich serves as the arborist and in order to allow Ms. Carolyn Helfrich to serve a fourth term Council needed to suspend their rules.

Councilor Devine moved to suspend the rules; the motion was seconded by Councilor Kelly and passed by the following recorded votes. Ayes (7). Councilors Greenlaw, Withers, Devine, Duffy, Frye, Graham and Kelly. Nays (0).

Councilor Devine made a motion to reappoint Ms. Carolyn Helfrichto the Clean & Green Commission; motion was seconded by Councilor Kelly and passed by the following recorded votes. Ayes (7). Councilors Greenlaw, Withers, Devine, Duffy, Frye, Graham and Kelly. Nays (0).

Appointment to the Rappahannock Regional Jail Authority – Interim Police Chief Brian Layton (D19-__). Councilor Kelly made a motion to appoint Interim Police Chief Brian Layton to the Rappahannock Regional Jail Authority; motion was seconded by Vice-Mayor Withers and passed by the following recorded votes. Ayes (7). Councilors Greenlaw, Withers, Devine, Duffy, Frye, Graham and Kelly. Nays (0).

Resolution 20-04, Initiating an Amendment to the Unified Development Ordinance to Permit Additional Residential Development in the Planned Development-Commercial Zoning District by Special Use Permit (D19-__). Senior Planner Craig explained that the UDO text amendment would allow additional residential use in the Planned Development-Commercial (PD-C) zoning district. Currently the PD-C zoning district permits ten percent of the total acreage to be residential. Celebrate Virginia South is 541 acres and 54 acres of that development is already dedicated to residential use. Under the current ordinance no more residential units are allowed and the City has recently been approached about a mixed use project in Celebrate Virginia that contains a substantial employment center along with an additional residential use proposal to include senior housing. Mr. Craig stated that the Area 1 plan and market study says the characteristics of the area would have residential growth. The PD-C within Area 1 includes Celebrate Virginia South and Central Park. The proposed ordinance would allow

applicants to apply for an additional ten percent of the land area to be residential but it would limit the total number of units requested by capping it by multiplying twelve times the total additional acreage available for residential by special use percent in addition to several criteria's that must be met.

Councilor Graham was in full support of this proposed change he said this was the perfect opportunity to create the density. This area could be an entertaining area with the baseball stadium at the heart. Councilor Graham asked the Council to consider removing the restriction on the limit of units per acre.

Councilor Graham made a motion to approve Resolution 20-04, initiating an amendment to the Unified Development Ordinance to permit additional residential development in the Planned Development-Commercial Zoning District by Special Use Permit with the amendment to remove the restriction of the limit on the units per acre; motion failed due to the lack of a second.

Councilor Kelly said he would like to leave that restriction in the proposed ordinance until the public has an opportunity to weigh in on it.

Councilor Kelly made a motion to approve Resolution 20-04, initiating an amendment to the Unified Development Ordinance to permit additional residential development in the Planned Development-Commercial Zoning District by Special Use Permit; motion was seconded by Vice-Mayor Withers.

Councilor Devine agreed with Councilor Kelly because she was concerned with changing the commercial into more residential because the City was already struggling to absorb some of it residential development hat was coming on board. The impact on the schools need to be taken into consideration.

Mayor Greenlaw agreed we were struggling with the balance of commercial and residential. The City was in need of commercial to have income to build the schools.

The motion passed by the following recorded votes. Ayes (7). Councilors Greenlaw, Withers, Devine, Duffy, Frye, Graham and Kelly. Nays (0).

Resolution 20-05, Approved, Initiating an Amendment to the 2015 Comprehensive Plan to Amend Chapter 10 “Land Use,” and Chapter 11, “Planning Area,” to Adopt a New Small Area Plan for Planning Area 7

(D20-__). Ms. Finn presented a PowerPoint presentation and she discussed the land use and zoning; access and mobility – pedestrian, bicycle and trail, vehicle, mass transit; Walkable Urban Places; open space – uplands and riverfront.

Councilor Kelly said FAMPO had recently given a presentation on multi-modal transportation and he encouraged people from the county to get on a bus to come to the train station instead of driving. He said he would like to have discussions on this before moving forward.

Councilor Graham said this was amazing work and he was interested in hearing about a bus route down Lafayette Boulevard. He said the bicycle corridors were a huge component but he asked staff to drop the idea of sharrows because they were not safe.

Vice-Mayor Withers expressed concern that the second block of the William Street corridor extension was all residential and he said he would like to see a walking trail through the Riverfront park.

Mayor Greenlaw added that the area plans were amazing and that they were some of the finer works done in the City.

Councilor Devine said this was wonderful work and it was the road map the City needed. This was an intricate look at the areas with a lot of community input and staff time. This would allow people to choose neighborhoods for what they have in them, it increases amenities to the parks and it was a wonderful look at what the community could be.

Councilor Kelly made a motion to approve Resolution 20-05, initiating an amendment to the 2015 Comprehensive Plan to amend chapter 10 “Land Use,” and Chapter 11, “Planning Area,” to adopt a new Small Area Plan for Planning Area 7; motion was seconded by Councilor Devine and passed by the following recorded votes. Ayes (7). Councilors Greenlaw, Withers, Devine, Duffy, Frye, Graham and Kelly. Nays (0).

City Manager’s Report and Council Calendar (D19-__ thru D19-__).

City Manager Baroody directed the Council’s attention to the Manager’s report and Council Calendar. Activities highlighted on the report were as follows: Library Ribbon Cutting and Grand Opening for Renovated Theater, Community Dialogues: Public Input Meetings, Braehead Community Meeting, FRED Transit to Relocate Spotsylvania Avenue Transfer Point, Winter Restaurant Week Continues Through January 26, Extended Parking in Downtown Ends January 31, Hockey Rink Use Ramping Up, Chatham Bridge Rehabilitation Project, Spencer Devon Remains Open During the George Street Closure, Closure of Upper Caroline Street – Replacement of Sanitary Sewer System, Detour of Heritage Trail, Father-Daughter Dance, and Fred Focus.

Adjournment. There being no further business to come before the Council at this time, Mayor Greenlaw declared the meeting officially adjourned at 9:30 p.m.

Mary Katherine Greenlaw, Mayor

Tonya B. Lacey, Clerk of Council, CMC

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MEMORANDUM

D. Fawcett

TO: Timothy J. Baroody, City Manager
FROM: Doug Fawcett, Assistant City Manager
DATE: February 6, 2020 (for the February 11 Council Meeting)
SUBJECT: Wastewater Consolidation

ISSUE

Shall the City Council adopt the attached resolution supporting the consolidation of wastewater treatment facilities with Spotsylvania County?

RECOMMENDATION

Yes. Staff recommends adoption of the attached resolution supporting the consolidation.

DISCUSSION

At City Council's January 26 work session, staff and outside legal counsel briefed Council on the status of the ongoing effort to consolidate all wastewater treatment currently being performed at the City's plant, Spotsylvania County's FMC plant and the County's Massaponax plant at an expanded Massaponax plant with the other two facilities being decommissioned.

City and County staff, as well as consulting engineers working for each entity, have been working to develop the consolidation plan. Both entities also have outside legal counsel working to draft a utility agreement in which the terms of the consolidation will be spelled out. We anticipate receiving a draft of this plan in late February/early March.

By adopting the attached Resolution, City Council will be supporting the continuation of the consolidation planning process. Adoption will also direct staff to pursue Virginia Water Quality Improvement Fund (WQIF) funding to reduce the City's share of the cost of the extensive capital improvements to the wastewater system that will be needed to make the consolidation possible.

The Spotsylvania County Board of Supervisors will consider adoption of a resolution of similar wording and purpose at its February 25, 2020 meeting.

FISCAL IMPACT

There is no direct, immediate fiscal impact of the adoption of the Resolution, since that action will only direct that the process of planning for the consolidation continue and that WQIF funding be sought. The City Council will formally commit its share of the cost of consolidation through future actions after the costs have been refined and the potential amount of WQIF funding determined.



February 11, 2020
Regular Meeting
Resolution 20-__

MOTION:

SECOND:

RE: Supporting Consolidation of Wastewater Treatment Facilities with Spotsylvania County

ACTION: APPROVED: Ayes: 0; Nays: 0

The Fredericksburg City Council is committed to honoring and protecting our environment and has formally expressed this commitment in its policies, goals and priorities. The Council's 2036 Vision Statement lists a Clean and Green Environment as one of the Council's eight desired future states, and pertinent language in the document reads, "Our location on the Rappahannock River compels us to consider the environmental impact of every decision that we make. Our air and water quality is ensured through careful management."

The City of Fredericksburg ("City") owns and operates a wastewater treatment plant ("WWTP") with a rated capacity of 4.5 million gallons per day ("MGD") located off of Beulah Salisbury Road. This plant was constructed in the mid-1950's and has been upgraded twice. It needs to be upgraded again within the next 5-10 years or decommissioned.

The County of Spotsylvania ("County") owns and operates the FMC WWTP with a rated capacity of 4 MGD located just downriver from the City's plant. It treats one MGD of wastewater from the City as well as wastewater from County customers. This facility was constructed in the 1930's and needs to be upgraded or decommissioned.. The County also owns and operates the Massaponax WWTP with a rated capacity of 9.4 MGD. This plant was constructed in the late 1970's and upgraded in 2001. The Massaponax WWTP can be expanded to treat wastewater flows that would substantially equal the total existing rated capacities of all three plants. Further expansion at Massaponax would be possible if needed in the future. The City's plant and both of the County's wastewater treatment plants all require substantial expansion or upgrade if they are to remain in service.

County and City staff and consultants have determined that the most economical and environmentally sensitive way for both to meet their current and future wastewater treatment needs would be to decommission the City plant and the FMC plant and expand the Massaponax plant to a rated capacity of 17.9 MGD to treat all of the combined wastewater flows of the City and the County. This project would require the construction of new pump stations, force mains and gravity sewer lines. Nonetheless, the capital costs and the long term operation and maintenance costs of a joint project would be less for City and County customers than rebuilding both of the outdated plants and related facilities.

The County and the City have a long history of cooperating to provide water and waste water services to their residents in an efficient and effective manner. The voluntary settlement agreements pertaining to annexation rights in the early 1980's contained provisions for the joint sharing of water and sewer utility services. In 1997, the parties agreed to combine their water treatment operations in

the Motts Run Water Treatment Plant owned and operated by the County. The successful Motts Run agreement can serve as a template for the consolidation of wastewater treatment facilities.

The consolidation of the County and the City's wastewater treatment facilities into an expanded and upgraded Massaponax WWTP would substantially reduce the nutrients currently being discharged into the Rappahannock River from the two older plants. Among the wastewater treatment alternatives evaluated by the consultants, the consolidation of the three wastewater treatment plants has been shown to be the only economical alternative in which the City's and County's nutrient discharge targets can be realized. Staff and consultants for the City and the County have concluded that the expansion and upgrade of Massaponax, as well as the associated conveyance facilities, will be eligible for Virginia Water Quality Improvement Fund grants that would reduce the required contribution of the County and the City to the capital costs of these projects. It has been further determined that an award of these potential grant funds is imperative for the City to execute on this most expensive capital project in its history.

NOW, THEREFORE, BE IT RESOLVED that the Fredericksburg City Council expresses its support for the concept of combining wastewater treatment services at an expanded and upgraded Massaponax WWTP, to be owned and operated by the County with a specified portion of its treatment capacity guaranteed to the City.

BE IT FURTHER RESOLVED that the Council directs its staff to develop a comprehensive agreement to accomplish this project and pursue diligently the state grant funding necessary to mitigate the cost of this project on City and County ratepayers.

Ayes:

Nays:

Absent from Vote:

Absent from Meeting:

Clerk's Certificate

I certify that I am Clerk of Council of the City of Fredericksburg, Virginia, and that the foregoing is a true copy of Resolution No. 20-, adopted at a meeting of the City Council held February 11, 2020, at which a quorum was present and voted.

Tonya B. Lacey, MMC
Clerk of Council



MEMORANDUM

Colutor

TO: Timothy J. Barody, City Manager
FROM: Kate Schwartz, Historic Resources Planner
RE: The City of Fredericksburg proposes to amend the Unified Development Ordinance to preserve and accommodate archaeological resources
DATE: February 4, 2020 (for the February 11, 2020 meeting)

ISSUE

Should the City Council approve a Unified Development Ordinance (UDO) Text Amendment for the purpose of identifying, evaluating, preserving, excavating, and interpreting archaeological resources located within the City of Fredericksburg during the land development process?

RECOMMENDATION

Approve the text amendment establishing procedures for the protection and investigation of archaeological resources on second read.

CITY COUNCIL REVIEW AND UPDATED INFORMATION

On January 14, 2020, the City Council held a public hearing on the text amendment at which there was one speaker. Jon Gerlach, a member of the Architectural Review Board and the archaeology working group, spoke in support of the ordinance and the process by which it was created. Following the close of the public hearing, the City Council took action to approve the ordinance on first read on a 7-0 vote.

While not a component of the ordinance, Planning staff did note that the proposed fee structure for the archaeology program would be reviewed in the ensuing weeks and updated information provided when the second read is considered. It is proposed that a portion of the archaeology program budget would be provided through an Archaeological Review Fee on three application types impacted by the ordinance. A \$60 fee would be added to the \$350 Residential Lot Grading Plan and the \$575 Minor Site Plan costs. A \$120 fee would be added to the \$1,000 Major Site Plan cost. Based on the projects reviewed in FY 19, this fee structure would have generated \$5,400 for archaeological review.

Two minor text edits are included in the attached draft ordinance. These include the elimination of a misplaced reference to another section of the UDO, and a rephrasing of the exemption for previously graded land in §72-50.5(C)(2). The revised text clarifies that evidence must show that prior grading or development has most likely destroyed any archaeological research value of the site, as previous development does not always have this result. There is no change to the intent of this exemption, but rather a clarification of the language.

PLANNING COMMISSION REVIEW AND RECOMMENDATION

The Planning Commission held a public hearing on the proposed ordinance at the November 13, 2019 meeting, which was then continued to the December 11 meeting. One public comment was received at the November 13 meeting. The speaker voiced concerns about the cost of the archaeology program and the potential impact of those costs on the general affordability of the City. The same citizen spoke at the December 11 meeting, elaborating on the potential costs to individual homeowners as well as the impact to the City budget. Planning staff clarified that the program would not be funded through a tax increase and would not impact the tax rate. One additional citizen spoke in support of the ordinance at the December meeting, stating that it is structured to conserve time and money in archaeology projects. After discussion, the Planning Commission voted 5-2 to recommend approval of the text amendment to the City Council. One Planning Commission member asked that the City Council thoroughly evaluate the fiscal impacts of the program.

BACKGROUND

The 2017 City Council Priorities include “Priority #20: Complete the Archaeology Ordinance.” For a number of years, the City Council has supported the creation of an archaeology ordinance as the most comprehensive methodology for investigating and protecting archaeological resources throughout the city. Several working groups have advanced this initiative over the years, and the most recent archaeology working group began meeting in January 2017. The draft ordinance was developed by this group after extensive study of best practices and sample ordinances, as well as consultation with cultural resource professionals. Through a grant-funded project, the group worked with cultural resource firm Marstel-Day to evaluate the City’s archaeological potential and create a predictive model. This proposal creates the structure for a citywide archaeology program and creates a process for archaeological investigation in coordination with land development activities.

Chapter 8 of the 2015 Comprehensive Plan, “Historic Preservation,” states that, “Fredericksburg’s archaeological resources are an integral part of the City’s history,” and that, “Archaeological sites, when properly excavated, can provide information that contributes to the general history of the community and to the particular histories of its inhabitants.” Chapter 8 identifies the creation of a program “that will identify and protect Fredericksburg’s archaeological resources” as a key step in implementing the City’s long-term goals for historic preservation and an active downtown community. The ordinance is further supported by Issue 1, Goal 2 of the 2010 Historic Preservation Plan which seeks to “establish controls to assure archaeological sites and subsurface materials are properly identified, evaluated, and mitigated prior to excavation projects throughout the city.” The adoption of archaeological preservation regulations is supported by Virginia Constitution Article 11, and authorized by Virginia Code §15.2-2306.

If the ordinance is adopted, Comprehensive Plan amendments will be proposed to reflect the next phase of goals for the program. Updates to the Historic Preservation Plan are in progress as well, and will be completed in the first quarter of 2020. These documents will include the research priorities for archaeological investigation and expand on the educational initiatives.

FISCAL IMPACT

The primary expense for the archaeology program’s budget will be on-call archaeological services for evaluation and monitoring. In addition, public education through annual publication, workshops, exhibits, or other means is vital to the program and central to its purpose. The annual program budget is estimated at \$100,000, but this number will be variable based on the number of projects submitted and reviewed annually. Once the program is functioning for a period of time, analysis of the actual

costs and number of projects completed annually will determine if there is a need for a permanent staff archaeologist.

Approximately five percent of the budget will be funded through a fee on the application types that require review and the rest will be funded through the City's general fund. For large-scale projects, described in detail later in this memorandum, property owners or developers bear much of the cost of archaeological investigation. For small-scale projects, investigation and monitoring is largely funded through the City's general fund. For most individual homeowners, the only associated costs will be the cost added to application fees.

ARCHAEOLOGICAL PROGRAM GOALS

Fredericksburg is a city that recognizes the value of its heritage both as an economic driver and a public benefit that gives the community unique character. Fredericksburg's many historic buildings are readily visible and the City has a clear structure in place for ensuring their protection. Alternatively, archaeological resources, by their very nature, are not visible and can easily be overlooked. Through this archaeological program, the City seeks to identify and protect these places in order to enhance Fredericksburg's historical record and disseminate these discoveries to the public.

The study of archaeology allows for an understanding of history not available from any other source. The majority of recorded history and many places designated as historically significant focus on the lives and achievements of elite citizens or well-known events. There are significant gaps in the understanding of the lives of ordinary people, especially groups that have been traditionally marginalized, and certain periods of history. Archaeology, in the investigation of daily life in a great variety of contexts, provides access to history beyond the scope of written record-keeping.

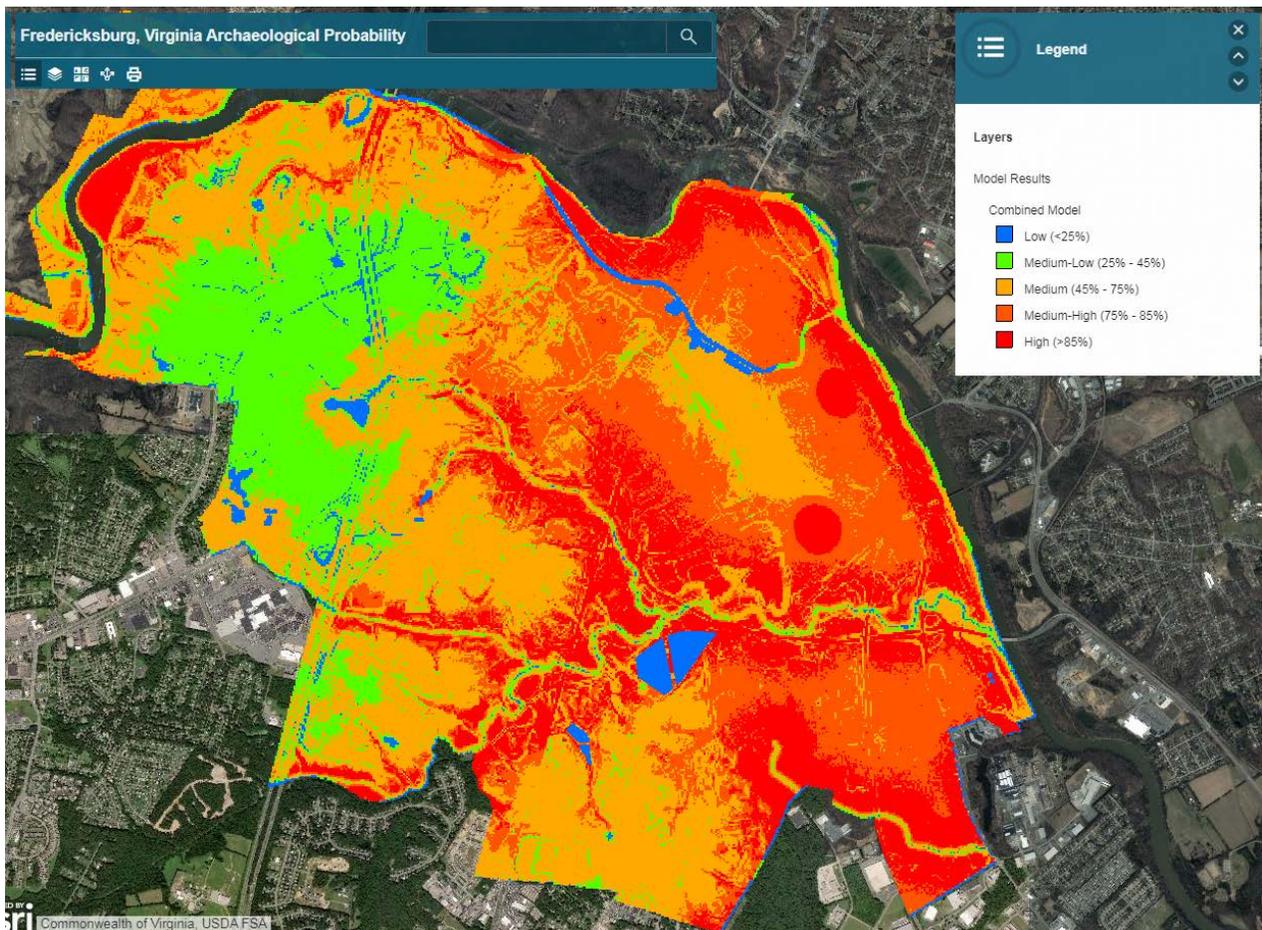
Through the archaeological program, the City will encourage the identification and recording of archaeological resources, the avoidance of sites where possible and, if unavoidable, the excavation and recovery of information. Avoidance is prioritized because this action preserves sites for future generations when technology and the ability to learn from these places has presumably advanced. When avoidance is not feasible, the goal is to extract information from the site through excavation and accompanying research. Once a site is disturbed, its information potential is permanently destroyed, so capturing this information through formal investigation is vital. The ordinance requires preliminary investigation of sites when planning for development, and this early investigation can allow developers to reduce costs by avoiding highly sensitive areas where possible.

Communicating the information learned from archaeological sites to the public is integral to this program and dovetails with a number of other initiatives. The City is currently engaged in a process to tell a more comprehensive story of Fredericksburg's African American history. Details of the lives of Fredericksburg's black residents have often been excluded from the city's historical narratives or have been filtered through white historians. Archaeological sites can provide a direct reference point to the stories of black community members and become primary source material where traditional research resources are lacking. Archaeological research is similarly valuable in understanding the history of Native Americans, women, immigrant groups, and other underrepresented facets of the city's past. Interpretation will be incorporated as sites are investigated and developed, and will advance the City's heritage tourism efforts and contribute to Fredericksburg's unique sense of place. The investigations conducted will shape the public education initiatives, and the program will refine over time as more places are studied.

The extent of archaeological study for all projects will be determined based on established research priorities. The goal of the program is not simply to dig every site, but rather to enhance the understanding of specific periods of history. At times, the most valuable course of action is simply to preserve a site in place for future study. The current priorities for research include underrepresented populations, such as African Americans, women, Native Americans, and immigrant groups; as well as underrepresented periods of history. Some of these topics and periods include the Reconstruction period, the history of urban slavery, stone quarrying and gold mining in the region, the city's free black community, the canal systems, river-based commerce and shipping, and antebellum domestic life.

PROGRAM DESIGN

The program is structured with the purpose of identifying and investigating archaeological resources in those areas of the City with the highest potential for their existence. The ordinance references the predictive model created for the city and requires evaluation and potential investigation of sites located in areas where archaeological resources are most likely present. The model was developed through the grant-funded project with Marstel-Day. This included a citywide assessment of known archaeological sites and the evaluation of data sources including typical site features, historic maps, and extensive archival research. Accounting for both the prehistoric and historic periods, the model essentially functions as a heat map, and is divided into a range of five probability levels: low, medium-low, medium, medium-high, and high. The ordinance includes regulations for identifying, investigating, and protecting areas in the medium-high and high probability zones in the course of land disturbance.



The predictive model was created through a citywide archaeological assessment and is available to view [online](#).

Two tiers of regulation are included in the proposed ordinance, and these are established based on existing land development review processes. For large-scale projects that require a major site plan, which involve the disturbance of more than 2500 square feet of land, preliminary archaeological survey of areas where the land will be disturbed is required. This Phase IA survey will be submitted with the major site plan application for review by staff and the City's on-call archaeological consultants. Further investigation, excavation, or avoidance will be required if a site is determined to be present. Excavation or avoidance will be carefully targeted based on the specific circumstances of the project through a memorandum of agreement, with the goal of coordinating any land disturbance to avoid excessive expense or delay. While avoidance is prioritized where feasible, this condition would not be used to prevent or substantially alter a design otherwise permitted by the City Code.

The requirement to conduct archaeological investigation applies citywide; however, three exemptions are provided for projects requiring a major site plan. If the site is shown as low, medium-low, or medium probability on the City's predictive model; if evidence shows that the site has been previously graded or disturbed; or if the development has been approved through the compliance process for Section 106 of the National Historic Preservation Act, then the archaeological requirements are waived.

For smaller projects that require a minor site plan (land disturbance less than 2500 square feet), residential lot grading plan, or certificate of appropriateness, the application will be evaluated administratively to determine archaeological impacts. If an archaeological site is likely to exist and be impacted by the project, the City will coordinate with the property owner to have professional archaeologists monitor the site during land disturbance. If archaeological resources are found, the City can take up to one week to further study the area before work in that area proceeds. For all evaluation processes, the City will establish an on-call contract with professional archaeologists to ensure qualified reviews.

PROCESS AND PUBLIC ENGAGEMENT

The amendments were initiated by the City Council at its August 13, 2019 meeting. Since that time, City staff has sought to engage with the public and impacted stakeholders. A GIS Story Map is available online to help share information about the program, and includes the predictive model. Meetings have been conducted with the public; the Architectural Review Board; Main Street; and members of the development community in individual meetings, in a larger group, and through the Fredericksburg Area Builders Association. Feedback received has largely been positive, though members of the development community have expressed concerns over the additional costs and time that must be committed to archaeology.

CONCLUSION

The goal of this program is to ensure that Fredericksburg's rich and unique archaeological record is not lost. The knowledge gained will contribute to Fredericksburg's sense of place and continue to define the city as an historical and cultural destination. The policies proposed are intended to balance this value with the needs of those seeking to develop land in the city. The City Council should approve the text amendment.

Attachments:

1. Draft Ordinance



MOTION:

February 11, 2020
Regular Meeting
Ordinance No. 20-01

SECOND:

RE: Amending the Unified Development Ordinance to Require the Preservation and Accommodation of Archaeological Resources

ACTION: APPROVED; Ayes: 0; Nays: 0

FIRST READ: January 14, 2020 SECOND READ: _____

It is hereby ordained by the Fredericksburg City Council that City Code Chapter 72, "Unified Development Ordinance," is amended as follows.

I. Introduction.

The purpose of this amendment is to advance the policy of the Commonwealth of Virginia as set forth in Virginia Constitution Article 11, §§1 and 2, to conserve, develop, and utilize the historical sites of the Commonwealth through the preservation and accommodation of archaeological resources, as authorized under Code of Virginia §15.2-2306. In addition, this ordinance advances the City's goal of establishing an archaeological program, as stated in the 2015 Comprehensive Plan, Chapter 8, "Historic Preservation," the City's Historic Preservation Plan, and the City Council's Goals and Initiatives for 2016-2018. This ordinance is the result of work accomplished through the City's archaeological working group which was created by City Council in spring 2018.

The City Council adopted a resolution to initiate a text amendment at its meeting on August 13, 2019. The Planning Commission held its public hearings on the amendment on November 13, 2019 and December 11, 2019, after which it voted to recommend this text amendment to the City Council. The City Council held its public hearing on this amendment on January 14, 2020.

In adopting this ordinance, City Council has considered the applicable factors in Virginia Code § 15.2-2284. The City Council has determined that public necessity, convenience, general welfare and good zoning practice favor the requested amendment.

II. City Code Amendment.

City Code Chapter 72, "Unified Development Ordinance," is amended as follows:

1. Section 72-50 shall be amended by adding a new section 72-50.5, "Archaeological Resources," as follows:

Sec. 72-50.5 Archaeological Resources.

- A. Purpose and Intent. The purpose of this section is to identify, evaluate, preserve, excavate, and interpret archaeological resources located within the City of Fredericksburg during the process of land development in order to promote the general welfare, education, and economic well-being of the City and to disseminate archaeological and historical data.
- B. A reconnaissance (Phase IA) archaeological report shall be required for any development that requires major site plan approval. The developer shall submit the report for review with the major site plan application. In the alternative, the developer may begin the application process with a Phase IB, II, or III study.
1. The reconnaissance report process shall be completed by an archaeologist.
 2. Tasks included in the reconnaissance study shall include a background literature and records review at the City of Fredericksburg and the Virginia Department of Historic Resources (DHR), archival research as appropriate, field study, and preparation of a report.
 3. Associated field studies shall include a visual inspection of the property including documentation through photography, written notes, and mapping.
 4. The archaeologist shall perform limited subsurface investigation as part of the reconnaissance when he or she deems necessary. In those instances, the following standards apply: (a) excavation shall include a minimum of two judgmentally placed shovel test pits to assess soil integrity and the potential for intact archaeological deposits; (b) shovel test pits shall be no smaller than 15 inches in diameter, excavated at intervals no greater than 50 feet, and will continue to sterile subsoil, if possible; (c) all soils from shovel test pits must be screened through one-fourth inch hardware cloth and all materials retained for analysis. Recovered artifacts are the property of the landowner.
 5. Data gathered during the background review, archival research, and field study shall be incorporated in a report that meets the DHR's guidelines for technical documents. The report shall be reviewed by an individual meeting the Secretary of the Interior's Professional Qualification Standards as part of the major site plan application through the process set forth in §72-26.1(C).
 6. If the Zoning Administrator finds, after review of the reconnaissance report, that an archaeological site does not exist or that no significant archaeological resources will be adversely affected by the development, the major site plan application may proceed through the remainder of the review process.

7. When the Zoning Administrator finds, after review of the reconnaissance report, that an archaeological site may exist and that significant archaeological resources may be adversely affected by the development, the Zoning Administrator shall request an identification-level survey (Phase IB) accompanied by archival research, as needed, ~~as provided in §72-26.1(D)(4).~~ The identification-level survey shall meet DHR guidelines for archaeological studies and include one of the following subsurface studies as approved by the Zoning Administrator: a) the excavation of systematic shovel test pits at a maximum of 50-foot intervals; b) the excavation of systematic shovel test pits using a close-interval grid (10- or 25-foot intervals); c) the excavation of backhoe trenches in areas with the potential to contain features; or d) the excavation of sample test units. Soils removed during the fieldwork shall be screened through one-fourth inch mesh as meets state guidelines, and all artifacts shall be analyzed. The results of the archival research and fieldwork shall be included in an identification-level report and submitted to the Zoning Administrator for review.

8. If the Zoning Administrator finds, after review of the identification-level (Phase IB) archaeological field survey, that an archaeological site exists and is likely to be significant, and that the project will adversely impact the site, then he or she may require the applicant to submit Phase II evaluation testing or Phase III data recovery, as appropriate.
 - a. The major site plan shall incorporate mitigation measures to preserve or accommodate archaeological resources, such as avoidance or recovery, reduction in the size or scope of land-disturbing activities, or the implementation of other mitigation measures as recommended by the archaeologist, to the degree possible.
 - b. Should avoidance not be achievable, a memorandum of agreement shall be executed between the Zoning Administrator and the developer to outline the steps required to meet this ordinance. The memorandum of agreement shall be prepared in accordance with DHR procedures, and shall include an archaeological scope of work developed in consultation with an Archaeologist.
 - c. Failure to implement mitigation measures in accordance with the memorandum of agreement shall constitute a violation of this chapter subject to Section 72-72.
 - d. The Zoning Administrator may approve the major site plan application before the completion of the required Phase II or Phase III investigations, only if feasible and consistent with the purposes of this section and upon ratification of a memorandum of agreement.

9. If unexpected archaeological resources are discovered on the development site after approval of the major site plan without the imposition of appropriate mitigation measures, then the Zoning Administrator shall issue an order to cease and desist all development activity in the affected area for up to seven days in order to develop and implement mitigation measures that meet the criteria in section 8 (b).
- C. The administrator shall waive the requirement for a Phase IA archaeological report after determining that a site is unlikely to contain archaeological resources based on a finding that:
1. The site is assessed or predicted to have a low, medium-low, or medium probability of yielding archaeological resources as determined by application of the City's archaeological assessment and predictive model;
 2. The site has been previously graded or disturbed ~~beyond normal agricultural use~~ *to the extent and in a manner that would significantly diminish the research or public value of archaeological resources on the site*, as evidenced by existing site features, historic aerial photography, or other documentation;
 3. The development has been approved through the compliance process for Section 106 of the National Historic Preservation Act.
- D. Upon receipt of an application for a development that requires a minor site plan, residential lot grading plan, or certificate of appropriateness, within an area designated as medium-high or high priority, the Zoning Administrator shall evaluate the development to determine if an archaeological site is likely to exist and if significant archaeological resources may be adversely affected by the development. The Zoning Administrator is authorized to monitor the site during approved land-disturbing activities. If the Zoning Administrator identifies archaeological resources, then he or she shall issue an order to cease and desist all development activity in the affected area for up to seven days in order to evaluate the deposits and develop and implement mitigation measures that meet the criteria in subsection A.
- E. The reports and field surveys required under this section shall conform to the criteria established in the Guidelines for Conducting Historic Resources Survey in Virginia published by DHR.
- F. Determinations of the significance of archaeological resources shall be made on the following criteria:

1. Research value. The extent to which the archaeological data that might be located in the development area would contribute to the expansion of knowledge of that type of resource.
2. Rarity. The degree of uniqueness of the resources in the development area and their potential for providing archaeological information about a person, building, structure, event, or historical process, for which there are few examples in the Fredericksburg area.
3. Public value. The level of importance that archaeological resources in the development area possess due to association with a significant person, building, structure, event or historical process.
4. Site integrity. The extent to which soil stratigraphy and original placement and condition of archaeological resources in the development area have not been disturbed or altered in a manner which appreciably reduces their research or public value.
5. Presence of materials. The extent to which archaeological resources or evidence of historic buildings or structures are present in the development area.
6. Impact upon resources. The extent to which any proposed land-disturbing activities will alter or destroy archaeological resources which have archaeological data potential.

2. Section 72-84, "Definitions," is amended by adding the following definitions:

ARCHAEOLOGICAL RESOURCE shall include human remains and objects, such as tools, bottles, dishes, flora and fauna, artifacts, features or ecofacts of prehistoric American Indian and historic American periods, that can reveal information on past lifeways, and areas which contain these objects such as graves, wells, privies, trash pits, cellars, kilns, basements, foundations, postholes, ditches, trenches, historic roadways or archaeological sites.

ARCHAEOLOGICAL SITE means the physical remains of any area of human activity greater than fifty years of age for which a boundary can be established. Examples of such sites include domestic/habitation sites, campsites, industrial sites, earthworks, mounds, quarries, canals, and roads.

ARCHAEOLOGIST means one who meets the United States Secretary of the Interior's Professional Qualification Standards for archaeology. For the purpose of Section 72-50.5, an Archaeologist must be a Registered Professional Archaeologist or be associated with a member firm of the American Cultural Resources Association.

SEC. III. Effective Date.

This ordinance is effective on July 1, 2020.

Votes:

Ayes:

Nays:

Absent from Vote:

Absent from Meeting:

Approved as to form:

Kathleen Dooley, City Attorney

Clerk's Certificate

I, the undersigned, certify that I am Clerk of Council of the City of Fredericksburg, Virginia, and that the foregoing is a true copy of Ordinance No. 20-01 duly adopted at a meeting of the City Council meeting held Date, 2020 at which a quorum was present and voted.

Tonya B. Lacey, MMC
Clerk of Council



Johnston

MEMORANDUM

TO: Tim Baroody, City Manager
FROM: Chuck Johnston, Community Planning and Building Director;
RE: Unified Development Ordinance amendments addressing residential infill construction
DATE: 2020 February 5 for February 11 meeting

ISSUE

At its 2019 November 12 meeting, the City Council initiated amendments to the 2015 Comprehensive Plan and the Unified Development Ordinance to improve city policies and regulations to ensure that new construction and additions in single family residential neighborhoods are compatible and consistent with existing pattern of development. At its January 28 meeting, Council voted to approve the resolution amending the Comprehensive Plan and, on first read, the proposed UDO text amendments (as recommended by the Planning Commission). The issue at today's meeting is should these amendments be approved on second read?

RECOMMENDATION

Approval, on second read, of the attached ordinance amending the Unified Development Ordinance to regulate infill development in the R-2, R-4, R-8, R-12, and CT Zoning Districts, specifically UDO Article 72-2 "Administration", Article 72-3 "Zoning Districts", Article 72-4 "Use Standards", Article 72-5 "Development Standards", Article 72-8 "Definitions and Interpretations", affecting residential development in the R2, R4, R8, R12, and/or CT Zoning Districts regarding setbacks, height, and lot frontage.

CITY COUNCIL MEETING – 2020 January 28

On January 28 a public hearing was held on this matter. The Planning Commission Chairman spoke in favor of the amendments (except for the proposed infill height changes), two citizens spoke in favor of the specific amendments, one spoke in general support, and one spoke in opposition. Council voted unanimously to approve, on first read, the attached ordinance, which does not include height regulations on infill development (as recommended by the Planning Commission).

Upon further review of the text, an error was found on page 3 the ordinance. The first read ordinance increased the rear setback for cluster development in the R4 zoning district, when the change should have been in the column to the left, increasing the rear setback for conventional development. The attached ordinance shows this correction. The public hearing notices included notice of an increase in rear yard setbacks in the R-4

zoning district. The previous staff report correctly stated that “it is proposed that the required rear yard setback is increased from 18 to 24 feet for cluster development in the R-2 **as well as for conventional detached single family home development in the R-4 and R-8.**” (emphasis added). The draft ordinance initiated by City Council (November 12) and considered by the Planning Commission (December 11) correctly increased the rear yard setback in conventional (not cluster) development in the R-4 zoning district.

THE FOLLOWING TEXT IS UNCHANGED FROM THE PREVIOUS REPORT

PLANNING COMMISSION MEETING – 2020 January 15

At its January 15 meeting, the Commission opened a public hearing on the Comprehensive Plan amendment and continued the public hearing on the UDO text amendments. Two city residents and a representative of the Friends of the Rappahannock expressed support for the Comprehensive Plan and UDO text amendments as submitted to the Commission.

The Commission voted unanimously to recommend approval of the Comprehensive Plan amendments with an addition in the first sentence of the proposed text: *Patterns of existing structures including building scale and massing, front setbacks, side setbacks, ~~and~~ height, **and tree cover** are major contributors to community character.*

The Commission voted (4-3; No: Gantt, Hornung, Rodriguez) to recommend approval of the UDO text amendments deleting proposed amendments addressing height, as the amendments did not sufficiently address the issue of infill development height.

As proposed in writing by Mr. Pates, the Commission voted (5-2; No: Gantt, Hornung): To direct the City staff to prepare a new draft ordinance that addresses height restrictions contained in the deleted provisions and that includes alternatives to the deleted proposed text, including, at a minimum, the following:

- a. **Residential Districts** - Amend the dimensional standards for R-2, R-4, and R-8 zoning districts to eliminate the residential height limit of 35 feet and replace it with a standard establishing the maximum height by using the median height of other houses on the same block face, calculated using rules equivalent to those in § 72-82.4(B)(2) for establishing setbacks. The resulting height limit may be varied by plus or minus 10%. There shall be no minimum height;
- b. **CT and CHD Districts** – The same methodology for calculating height limits shall be used for the CT and Downtown ~~Historic~~ Districts, except that building heights may be higher by special use permit (or special exception). For example, a building in the ~~Historic~~ Downtown District located on a block where the median height is 32 feet may go 10% higher, or 35.2 feet, or, by special permit or special exception, up to 50 feet. This will help ensure that new development in these districts is more compatible with existing development patterns; [Subsequent to the Planning Commission meeting, Mr. Pates clarified that the references in this paragraph to ‘Historic’ were supposed to be to ‘Downtown’.]
- c. **Residential Additions** – The maximum height of a horizontal addition to a single-family dwelling on an existing lot smaller than the minimum lot area shall not exceed 27 feet or the height of the existing dwelling whichever is less; and

- d. **Accessory Structures on Residential Lots** – No accessory structure on an existing residential lot shall exceed the height of the principal dwelling structure on the lot or 25 feet, whichever is less, or 12 feet if located in a side or rear yard.

PLANNING COMMISSION MEETING – 2019 December 11

At its December 11 meeting, the Commission opened a public hearing on the proposed text amendments, at which no one spoke, however five messages of support were noted for the record. Commission members asked staff to further research regarding residential structure height in the City. Commissioners expressed an interest in limiting redevelopment or additions to one-story residences, so that a second story could not be added to a one-story structure or that an addition to a one-story structure would also have to be one story.

BACKGROUND

One of the purposes of zoning ordinances in the Code of Virginia is in Section 15.2-2283 (iii): *to facilitate the creation of a convenient, attractive and harmonious community.* Chapter 7 of the 2015 Comprehensive Plan includes the following statements concerning infill:

Goals for Residential Neighborhoods and Housing

Goal 3. *Distinct and Attractive Neighborhoods:*

Ensure the residential areas of the City continue to comprise a collection of distinct and attractive neighborhoods, each possessing a sense of place, history, and shared identity.

Goal 6. *Compatible Design and Functionality:*

Ensure the development and redevelopment is visually compatible with the overall character of the City....

Policies for Residential Neighborhoods and Housing:

Policy 1. Respect the integrity and the character of the City's neighborhoods.

Policy 15. Encourage infill development that is compatible with established neighborhoods, in terms of scale and massing

Initiatives for Residential Neighborhoods and Housing:

Initiative 1. Continue to evaluate infill regulations to ensure that additional and new construction does not adversely impact the character of existing neighborhoods.

In addition, an amendment to the City's Comprehensive Plan text is proposed to more directly address the importance of the built environment of a neighborhood. The amendment addresses the need to maintain the balance in established neighborhood character through appropriate frontages, setbacks, and structure scale, while allowing households and neighborhoods to evolve. The Planning Commission recommendation added 'tree cover' as another element of neighborhood character. This addition helps to support current UDO regulations preserving specimen trees and would help support future amendments to further protect tree cover.

These amendments to City regulations are proposed to achieve the state code intent for a harmonious community, Comprehensive Plan goals, policies, and initiatives, as well as new Comprehensive Plan text highlighting the importance of protecting neighborhood integrity, character, and scale.

- The calculations for front and side yard setbacks for infill development are adjusted to more directly reflect the pattern of existing development and applied more broadly.
- Limits on structure height for additions are provided. The Planning Commission recommendation to delete these items is discussed below.
- Standards for accessory structures are adjusted.
- Rules for measuring lot dimensions are clarified.

Infill Setbacks

- *Application*

Currently, the UDO provides in the R-4, R-8, and C-T zoning districts that the front and side setbacks for single-family dwellings on lots created before April 25, 1984 shall be calculated based on the pattern of the dwellings on the street where the new construction is to occur. This date was the effective date of the zoning ordinance in place before the UDO. The current UDO text makes dwellings on lots created after April 25, 1984 not subject to infill calculations. The standard setbacks in the property's zoning district apply.

The City's first comprehensive Zoning Ordinance was adopted in 1965 and second version in 1975. They contained a provision stating that front yard setbacks were to be calculated: *where setback depths have been established*. The third 1984 version and subsequent amendments in 1991 and 2010 used this phrase and added a reference to sites or lots created before the 1984 ordinance. The fourth version adopted October 8, 2013 (the UDO) only made reference to lots before April 25, 1984.

The proposed amendments address infill calculations in three ways so that they better reflect development patterns for a greater number of neighborhoods:

1. When determining the appropriate front and side yard setbacks, the reference to lots being created before 1984 is dropped and in its place the text reads that infill calculations are to be applied: *in developed areas where front and side yard geometry has already been established by existing residential dwellings* returning, basically, to the text used when the concept of requiring compatible development patterns was first applied in the 1960s and 70s.
 - Result: A calculation will be made as to the appropriate front and side yard setbacks for any lot created before this proposed ordinance is adopted and to any lots in an administrative subdivision (with nine or fewer lots) created after this ordinance is adopted. Lots in a minor or major subdivision (10 or more lots) would be subject to the standard setbacks in the residential zoning districts. Subdivisions of this size would create their own pattern of development.
2. It is proposed that the method of front yard setback calculations for corner residential lots be modified. The current ordinance states that corner lots have two front setbacks

and two side setbacks so as to ensure new construction respects both streets it faces. However, it was historically a common practice in Fredericksburg to have minimal setbacks for the secondary street frontage (not the side of the house with the front door). The new text states that corner lot setbacks, for both the primary and secondary street frontage, is based on the four corner lots at an intersection.

- Result: New construction or additions will follow the most visible pattern at each intersection. Infill development would be more consistent with traditional patterns.
3. Setback infill calculation provisions will be added to the R-2 zoning district.
- Result: Infill calculations would be done in the Altoona, Great Oaks, Keeneland, Preserves, Snowden Hills, and Westmont neighborhoods. While there is less potential for infill in this limited zoning district, protecting all neighborhoods is appropriate.

- *Calculation*

The current method of calculation for a front yard setback is to take the median front yard dimension of existing primary buildings along the same block face of the parcel being developed/redeveloped. If there is no a clear pattern of development on same side of the block as the vacant parcel, the median front yard of the structures on the opposite block face may be used.

It is proposed that the setback calculation would be this median calculation, *plus or minus 10%*.

- Result: A property owner would have some flexibility in the house site location. Such a provision would lessen the potential for calculations unduly precluding new construction.

Infill Height

In addition to using the pattern of setbacks to ensure compatibility, limits on dwelling height were established to create proportionality in new development on small lots in neighborhoods. The current standard is that the maximum height of new dwellings, 35 feet, is proportionally reduced for lots smaller than the minimum lot size. The reduction is based on the percent a lot falls below the minimum. In R-4, the minimum lot size is 7,500 sq ft. A substandard 6,000 sq ft lot would be 80% of the minimum, so the maximum height is reduced to 80% of 35 feet or 28 feet. However, the reduced height is not required to be less than 27 feet, so that a two-story house is still allowed.

It is common for residential parcels in the City to be smaller than the zoning district minimum lot size, particularly in the R8 and R4 zoning districts (see lot size maps):

Percent of parcels smaller than minimum lot size

<i>Zoning District</i>	<i>City-wide</i>	<i>Downtown-area lots</i>
R8	23%	39%
R4	54%	72%
R2	8%	NA

Another way of describing structure height is used by the Commissioner of the Revenue in assessing the value of properties. This data identifies the number of stories for each residential structure; it does not address height in feet. The attached 'Height by Story' map shows patterns in the City. The decimal height reflects the square foot percentage of the highest floor relative to the first floor. For example, the square footage of the second story of a 1.4 story structure is 40% of the square footage of its first floor. The Commissioner's data was collapsed to the categories shown. The pattern for the neighborhood north of Amelia Street and between Washington Avenue and the River is predominately two story. The Fall Hill neighborhood, north of the canal, is mixed one and two story, as is College Heights and Mayfield. The Normandy Village neighborhood west of Route 1 is mostly one story.

The proposed height amendment states that on lots smaller than the minimum lot size, a horizontal addition to a dwelling would be no taller than the main dwelling or 27 feet, whichever is taller.

- Result: A two-story house could have a two-story addition, no taller than the main house. A one-story house could have two-story addition, but it could not be taller than 27 feet.

The Planning Commission recommended to delete this provision and directed staff (as stated on page two of this report) to prepare an amendment that would limit the horizontal addition to a dwelling to be no taller than the main dwelling or 27 feet, whichever is *less*.

- Result: A two story house could have a two-story addition, no taller than 27 feet. A one-story house could have only a one-story addition.

The Commission also directed staff to prepare an amendment to eliminate the single family and townhouse (in R-8) residential height limit of 35 feet and instead use the median height of other houses on the same block face as the maximum allowable height, The resulting height limit may be varied by plus or minus 10% and there would be no minimum height provision.

- Result: A one-story house in a block of one-story houses could not have a second story.

The final element of the Commission's direction to staff was to calculate maximum height in CT and CD zoning districts by block face as well, allowing a building to exceed this calculation by a special use permit (or special exception), up to 50 feet in the CD district, and while his written statement does not say this, it is understood that his intents is that a building could exceed a calculation to 40 feet in the CT district (the current maximum height) by special use.

- Result: This provision would limit development/redevelopment in downtown. For example it would have required or will require an additional review process for several projects: Liberty Place (48 foot height approved at roof level), Winchester Parking Deck (50 feet approved at highest deck level), William Square (50 feet

proposed at roof level), and One Hanover (45 feet proposed in last plan at mid—point of eave and ridge).

Such text changes would limit the use of a property. For residential development, they would preclude growing families from remaining in place. They would add an additional challenge for projects in the flood plain that have to elevate floors for human occupation above the flood level. They would limit potential redevelopment that would increase property values and the City's tax base. If such limits are to be established in residential neighborhoods, they should be initiated by property owners in a neighborhood through a conservation overlay district.

Increased Rear Yard Setbacks

The changes for corner lots, designating primary and secondary front yards, discussed above, also changes corner lots from having two front and side yards to having a primary front (greater setback), secondary front (lesser setback), side yard (opposite the secondary front) and what now will be considered a rear yard (opposite the primary front). This change would result in a larger setback now required. In addition, it is proposed that the required rear yard setback is increased from 18 to 24 feet for cluster development in R-2 as well as for conventional detached single family home development in R-4 and R-8.

Accessory Structures in Rear Yards

A minimum distance of five feet is proposed between accessory structures and principal structures in the R-2, R-2 4, and R-8 residential zoning districts. Accessory structures are currently required to have a five foot distance from property lines.

- Result: The combined impact of requiring a rear yard for corner lots, an increased rear yard setback, and ensuring a minimum distance between a principal structure and an accessory structure will limit the footprint of dwellings or additions to dwellings. For example, in the R-4 district the required distance from a back property line for a dwelling on a corner lot would increase from six feet to 24 feet with additional provision for a five foot distance from any accessory structure.

Amendments are also proposed to increase the height of accessory structure, located within required yards from 10 feet to 12 feet and to not consider in-ground pools as accessory uses.

- Result: The proposed accessory structure height better conforms to standard construction practice and the Building Code standards. The Planning Commission deleted the provision changing 10 feet to 12 feet in its recommendation, but it is included in item d. of its direction to staff. Subsequent to the Planning Commission meeting, Mr. Pates (maker of the motion) clarified that he did not intend to delete the change from 10 feet to 12 feet. Lastly, in-ground pools do not block light and air and provide active/passive recreational benefits, appropriate activities in a rear or side yard.

Lot Dimension Standards in the R-2, R-4, R-8, R-12 Zoning Districts

Currently the UDO is deficient in addressing lot width, lot frontage, and irregularly shaped lots. It is proposed that residential lot width be measured at the front setback line where a dwelling is to be located, instead of the front lot line (along the street), which is the current standard. It is also proposed that lot street frontage would not be less than 80% of the required lot width. The current text for lot width is also poorly worded for irregular/curvilinear/pipe-stem lots. Finally, to provide for regular shaped lots, it is proposed that lot depth could not exceed five times lot width.

- Result: Appropriate lot width will be focused on the most likely location of a proposed dwelling, with more flexibility regarding street frontage. This will allow more options when designing a subdivision, while ensuring the necessary width where it will have the most impact. Establishing a minimum lot/width ratio would better provide for more regular lot dimensions and arrangement.

CONCLUSION

The proposed changes would result in new construction and additions that will be more 'harmonious' to neighborhoods. The regulations are inherently city-wide.

The Commission recommended the Comprehensive Plan amendments, with addition text, to better support for appropriate infill development regulations.

The Commission recommended all the proposed changes except for height (see attached ordinance in pink). While perhaps not perfect, the proposed height limits, in the Council initiated text (see attached ordinance in yellow) are a good step to better infill development and should be adopted while discussions on further limitations are occur.

The small area planning process calls for Neighborhood Conservation Districts. Such districts would tailor design and form standards for each individual neighborhood with initiation coming from a neighborhood. It is planned that a format and process for such Conservations Districts will be proposed for City Council and Planning Commission review in calendar 2020 to foster such districts.



MOTION:

February 11, 2020
Regular Meeting
Ordinance No. 20-02

SECOND:

RE: Amending the Unified Development Ordinance to Regulate Infill Development in the R-2, R-4, R-8 and CT Zoning Districts

ACTION: APPROVED: Ayes: 0; Nays: 0

FIRST READ: January 28, 2020 SECOND READ: _____

It is hereby ordained by the Fredericksburg City Council that City Code Chapter 72, “Unified Development Ordinance,” is amended as follows.

I. Introduction.

The purpose of this amendment is to respect the integrity and character of the City’s neighborhoods and to encourage infill development that is compatible with established neighborhoods, in furtherance of the adopted Policies for Residential Neighborhoods and Housing in Chapter 7 of the 2015 Comprehensive Plan. This amendment also advances the Initiative for Residential Neighborhoods and Housing in that Chapter, namely, “continue to evaluate infill regulations to ensure that additional and new construction does not adversely impact the character of existing neighborhoods.

The City Council adopted a resolution to initiate this text amendment at its meeting on November 12, 2019. The Planning Commission held its public hearing on the amendment on January 15, 2020, after which it voted to recommend the amendment to the City Council without the height amendments (shown in blue). The City Council held its public hearing on this amendment on January 28, 2020.

In adopting this ordinance, City Council has considered the applicable factors in Virginia Code § 15.2-2284. The City Council has determined that public necessity, convenience, general welfare and good zoning practice favor the requested rezoning.

II. City Code Amendment.

City Code Chapter 72, “Unified Development Ordinance,” is amended as follows:

1. **Section 72-24.2, “Administrative modifications,”** shall be amended as follows:
 - A. Purpose and applicability. Pursuant to the authority granted within Code of Virginia § 15.2-2286A(4), the Zoning Administrator is hereby authorized to grant a modification of any zoning regulation relating to physical requirements on a lot or parcel of land, including, but not limited to: size, height, location or features of, or related to, any building, structure, or improvements. *However, this authority shall not extend to enlarging or reducing any average setback calculated under §72-82.4(B)(2).*

2. **Section 72-31.2, “R-2 Residential District,”** shall be amended as follows:

[Subsection A is not amended.]

B. Dimensional standards.

Standard	Development	Cluster Development
Residential Density, Maximum	2 dwelling units/acre	
Nonresidential FAR, Maximum		0.20
District Size, Minimum (acres)	None	2
Lot Area, Minimum (square feet)	15,000	9,000
Lot Width, Minimum (feet)		
Interior Lot	100	60
Corner Lot	125	75
Front Setback, Minimum (feet)	35	21
Side Setback, Minimum (feet)	12	7
Rear Setback, Minimum (feet)	30	18 24
Open Space set-Aside, Minimum (%)		25
Height, Maximum (feet)	Single-family: 35; all others: 40	

C. Additional regulations for lots of record in developed areas where front and side yard setback geometry has already been established by existing residential dwellings and lots created by the administrative subdivision process on or after [effective date of ordinance.]

1. *Front setbacks shall be established using the average front setback calculated using the rules in §72-82.4(B)(2). The average front setback shall be the maximum and minimum front setback for the lot. For corner lots and through lots, the primary front yard shall be established using the average front setback, and the secondary front yard may be reduced using the average calculation.*
2. *The side yard setbacks on lots that are less than 15,000 square feet may be reduced using the rules in §72-82.4(B)(2); but each side yard shall be no less than six feet, or no less than four feet for lots 50 feet or less in width. Side yard setbacks for lots within the Old and Historic Fredericksburg Overlay District shall be determined through the certificate of appropriateness process.*

3. **Section 72-31.3, “R-4 Residential District,”** is amended as follows:

[Subsection A is not amended.]

B. Dimensional standards.

Standard	Development	Cluster Development
Residential Density, Maximum	4 dwelling units/acre	
Nonresidential FAR, Maximum		0.30
District Size, Minimum (acres)	None	2
Lot Area, Minimum (square feet)	7,500	4,500
Lot Width, Minimum (feet)		
Interior Lot	60	35
Corner Lot	75	45
Front Setback, Minimum (feet)	18	12
Side Setback, Minimum (feet)	6	5
Rear Setback, Minimum (feet)	18 24	18
Open Space set-Aside, Minimum (%)		25%
Height, Maximum (feet)	Single-family: 35; all others: 30	

C. Additional regulations.

- (1) The front of the principal building shall face the front yard. On a corner lot, the front of the principal building may face either front yard.

D. Additional regulations for lots of record ~~before April 25, 1984~~ *in developed areas where front and side yard setback geometry has already been established by existing residential dwellings and lots created by the administrative subdivision process on or after [effective date of ordinance.]*

1. Front setbacks shall be established using the average front setback calculated using the rules in § 72-82.4B(2). The average front setback shall be the maximum and minimum front setback for the lot. *For corner lots and through lots, the primary front yard shall be established using the average front setback, and the secondary front yard may be reduced using the average calculation.*
2. The side yard setbacks on lots that are less than 7,500 square feet may be reduced using the rules in § 72-82.4B(2); but each side yard shall be no less than three feet, or no less than two feet for lots 30 feet or less in width. Side yard setbacks for lots within the Old and Historic Fredericksburg Overlay District shall be determined through the certificate of appropriateness process.
3. Maximum height for single-family dwellings on lots of record in areas where established building heights are less than 35 feet shall be reduced by a percentage corresponding to the ratio of actual lot area to 7,500 square feet. In no case shall the new maximum height be set lower than 27 feet.
4. **City Code section 72-31.4, “R-8 Residential District,”** is amended as follows:

[Subsection A is not amended.]

B. Dimensional standards.

Standard	SF Detached	SF Attached	Nonresidential
Residential Density, Maximum	8	8	N/A
Nonresidential FAR, Maximum	N/A	N/A	0.35
District Size, Minimum (acres)	5 (may reduce with special exception)		
Lot Area, Minimum (square feet)	3,750	2,250	15,000
Lot Width, Minimum (feet)			
Interior Lot	35	20	80
Corner Lot	45	20	100
Front Setback, Minimum (feet)	12	12	25
Side Setback, Minimum (feet)	5	12	10
Rear Setback, Minimum (feet)	18 24	18	25
Setback From Other Districts, Minimum (feet)	40	40	40
Open Space set-Aside, Minimum (%)	25%	25%	25%
Height, Maximum (feet)	Residential: 35; all others: 30		

C. Additional regulations.

- (1) Each unit shall have an on-site privacy yard of at least 200 square feet.
- (2) The front of the principal building shall face the front yard. On a corner lot, the front of the principal building may face either front yard.
- (3) For attached units, side lot lines shall coincide with party wall center lines.

D. Additional regulations for ~~smaller~~ *lots of record in developed areas where front and side yard setback geometry has already been established by existing residential dwellings and lots created by the administrative subdivision process on or after [effective date of ordinance.]*

- (1) Front setbacks shall be established on lots of record ~~before April 25, 1984~~ as the average front setback calculated using the rules in § 72-82.4B(2). The average front setback shall be the maximum and minimum front setback for the lot. *For corner lots*

and through lots, the primary front yard shall be established using the average front setback, and the secondary front yard may be reduced using the average calculation.

- (2) The side yard setbacks on lots that are less than 3,750 square feet may be reduced using the rules in § 72-82.4B(2); but each side yard shall be no less than two feet. Side yard setbacks for lots within the Old and Historic Fredericksburg Overlay District shall be determined through the certificate of appropriateness process.
- (3) Maximum height for single-family dwellings on lots of record where established building heights are less than 35 feet shall be reduced by a percentage corresponding to the ratio of the actual lot area to 3,750 square feet. In no case shall the new maximum height be set lower than 27 feet.
5. **City Code §72-32.1, “Commercial/Office-Transitional District,”** shall be amended as follows:

[Subsections A and B are not amended.]

C. Additional regulations.

- (1) The front of the principal building shall face the front yard. On a corner lot, the front of the principal building may face either front yard.
- (2) Residential development shall conform to the dimensional standards of the R-8 Zoning District.
- (3) Residential development in a mixed-use project shall conform to the dimensional standards of the R-12 Zoning District.
- (4) At least 30% of the ground floor of a mixed-use development shall be used for retail, eating or personal services establishments.
- (5) The gross floor area of the ground floors of all buildings on a mixed-use general development plan that are used for retail sales, eating, or personal services establishments shall not be included in the determination of maximum FAR.
- (6) For lots of record ~~established before April 25, 1984~~ *in developed areas where front and side yard setback geometry has already been established by existing residential dwellings and lots created by the administrative subdivision process on or after [effective date of ordinance]* front yard setbacks shall be established using the infill calculations in § 72-84.4B(2). *For corner lots and through lots, the primary front yard shall be established using the average front setback, and the secondary front yard may be reduced using the average calculation.*

- (7) For lots of record ~~established before April 25, 1984~~ *in developed areas where yard geometry has already been established by existing residential dwellings and lots created by the administrative subdivision process on or after [effective date of ordinance]*, side yard setbacks may be reduced using the rules in § 72-82.4B(2); but each side yard shall be no less than two feet. Side yard setbacks for lots within the Old and Historic Fredericksburg Overlay District shall be determined through the certificate of appropriateness process.

6. **Section 72-42, “Accessory Use Standards,” 72-42.2, “General standards and limitations,”** shall be amended as follows:

[Subsection A is not amended.]

B. General standards. All accessory uses and accessory structures shall meet the following standards:

- (1) Directly serve the principal use or structure;
 - (2) Be customarily accessory and clearly incidental and subordinate to the principal use and structure;
 - A. (3) No exceed *the greater of 25%* of the heated floor or buildable area of the principal use, except where otherwise allowed by this chapter; ~~An in-ground pool is exempt from this requirement and is not counted in the total area of accessory uses or structures.~~
 - C. No accessory use or structure shall be closer than five feet to a side or rear yard lot line, except that if the principal structure has a setback of less than five feet, then the setback of an accessory structure may be the as exists for the principal structures. *No accessory use or structure requiring a Building Permit within the R-2, R-4, or R-8 zoning districts shall be closer than five feet to the principal structure.*
- (4) Be owned or operated by the same person as the principal use or structure;
 - (5) Together with the principal use or structure, not violate the bulk, density, parking, landscaping, or open space standards of this chapter; and
 - (6) Not constitute a combination use, which is the combination of two principal uses (combination uses will not meet the above standards in terms of being subordinate or providing service to the principal use.)
 - (7) No accessory use shall be located on a lot prior to development of an associated principal use.

(8) An accessory use or structure may be approved in conjunction with or subsequent to approval of the principal use or structure.

7. **Section 72-42, “Accessory Use Standards,” 72-42.3, “Location of accessory uses or structures,”** shall be amended as follows:

A. No accessory use or structure shall occupy more than 30% of the rear yard. *The area occupied by an in-ground pool is not counted in calculating the area of occupation.*

[Subsections B through E are not amended.]

8. **Section 72-42, “Accessory Use Standards,” 72-42.4, “Maximum Height,”** shall be amended as follows:

No accessory structure shall exceed 25 feet in height, or ~~40~~ 12 feet in height if located in a side or rear yard.

9. **Section 72-51, “Density and Layout,” §72-51.3, “Lots,”** shall be amended as follows:

[Subsection A is not amended.]

B. *Lot frontage. Lot frontages within the R-2, R-4, R-8, and R-12 zoning districts shall not be less than 80 percent of the required lot width. On corner lots, the minimum lot frontage shall be met on both street fronts. Pipestem lots shall be exempt from the minimum frontage requirement.*

[The remaining paragraphs former B through F are re-lettered.]

G. *Lot depth. The depth of a lot shall not exceed five times its width.*

10. **Section 72-82, “Rules of Measurement,” 72-82.3, “Lots,”** shall be amended as follows:

A. Definitions/measurement.

(1) Lot area, minimum. The minimum amount of land area required for a lot shall be measured on a horizontal plan in units of square feet or acres, as specified within the zoning regulations for the district in which the lot is situated. Land encumbered by easements and resource protection and management areas shall be considered according to § 72-51.3.

Figure 72-82.3A(1). “Lot Area Measurement,” is replaced with the following:

[Updated Figure]

- (2) Lot width, minimum. The distance between side lot lines shall be measured in one of the following manners, whichever is applicable:
 - a. In the case of a rectangular lot, the width shall be measured ~~along~~ *parallel to the front lot line at the minimum front setback line. On corner lots, the minimum lot width shall be met on both street fronts.*
 - b. In the case of an irregularly shaped lot or a curvilinear front lot line, the width shall be measured between the lot's narrowest dimensions at that location on the lot where the center of the building is proposed or located.
 - c. In the case of a pipestem lot, the width shall be measured between the lot's narrowest dimensions at that location on the lot where the center of the building is proposed or is located.

(3) Lot line. [is not amended]

(4) Lot types. [is not amended]

(5) *Lot frontage and shape. The dimension of a lot measured along the front lot line thereof.*

(6) *Lot depth. The depth of the lot is calculated by adding the length of all of the side lot lines and dividing the total by two.*

11. **Section 72-82, "Rules of Measurement," 72-82.4, "Required yards,"** shall be amended as follows:

[Subsection A is not amended. Subsection B(1) is not amended.]

- B. (2) Averaging setbacks. When zoning district standards permit or require determination of any front or side setback through averaging, the average yard shall be calculated by using the methods set forth here. The dimensions of existing yards shall be determined through the best information reasonably available, including, in order, surveys of record, on-site measurements, or the 2010 tax maps. The median is the type of average that shall be applied. *The average setback calculated by applying the median may be varied by plus or minus 10%. The median front yard (including the primary front yard of a corner lot and the primary and secondary front yards of a through lot) shall be calculated by using existing principal buildings along the same block face. For a corner lot, the median secondary front yard shall be calculated by using the lots on the same corner.* The median side yard shall be determined by using lots or parcels of similar width located on the same block face. Each side yard median (left and right) shall be calculated and applied separately. If the foregoing measurements do not establish a clear

pattern of development, then the administrator may use the opposite block face to establish the average front or side yard.

SEC. III. Effective Date.

This ordinance is effective immediately.

- Votes:**
- Ayes:**
- Nays:**
- Absent from Vote:**
- Absent from Meeting:**

Approved as to form:

Kathleen Dooley, City Attorney

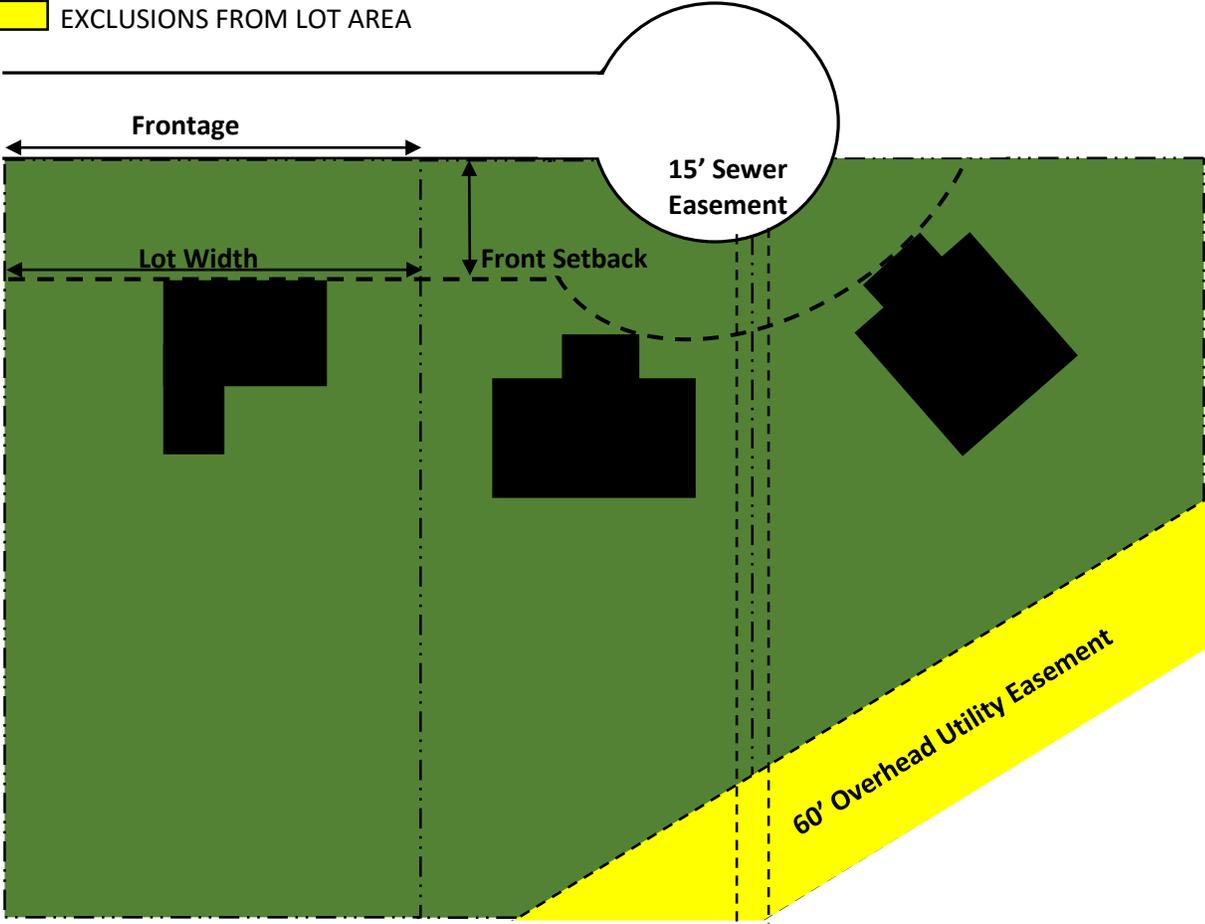
Clerk’s Certificate

I, the undersigned, certify that I am Clerk of Council of the City of Fredericksburg, Virginia, and that the foregoing is a true copy of Ordinance No. 20- duly adopted at a meeting of the City Council meeting held Date, 2020 at which a quorum was present and voted.

Tonya B. Lacey, MMC
Clerk of Council

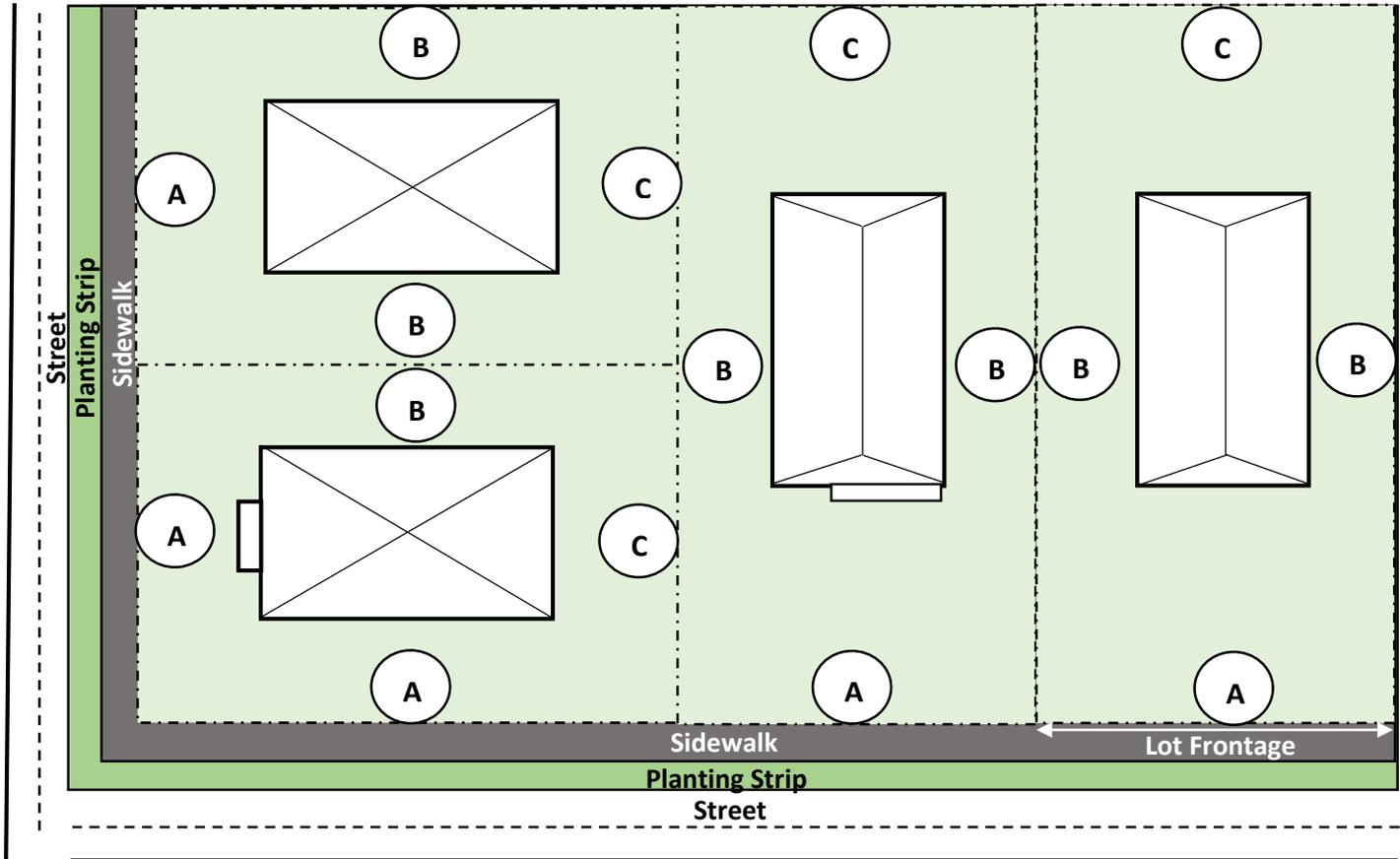
Revised: Figure 72-82.3A(1). Lot Area Measurement

- LOT AREA
- EXCLUSIONS FROM LOT AREA

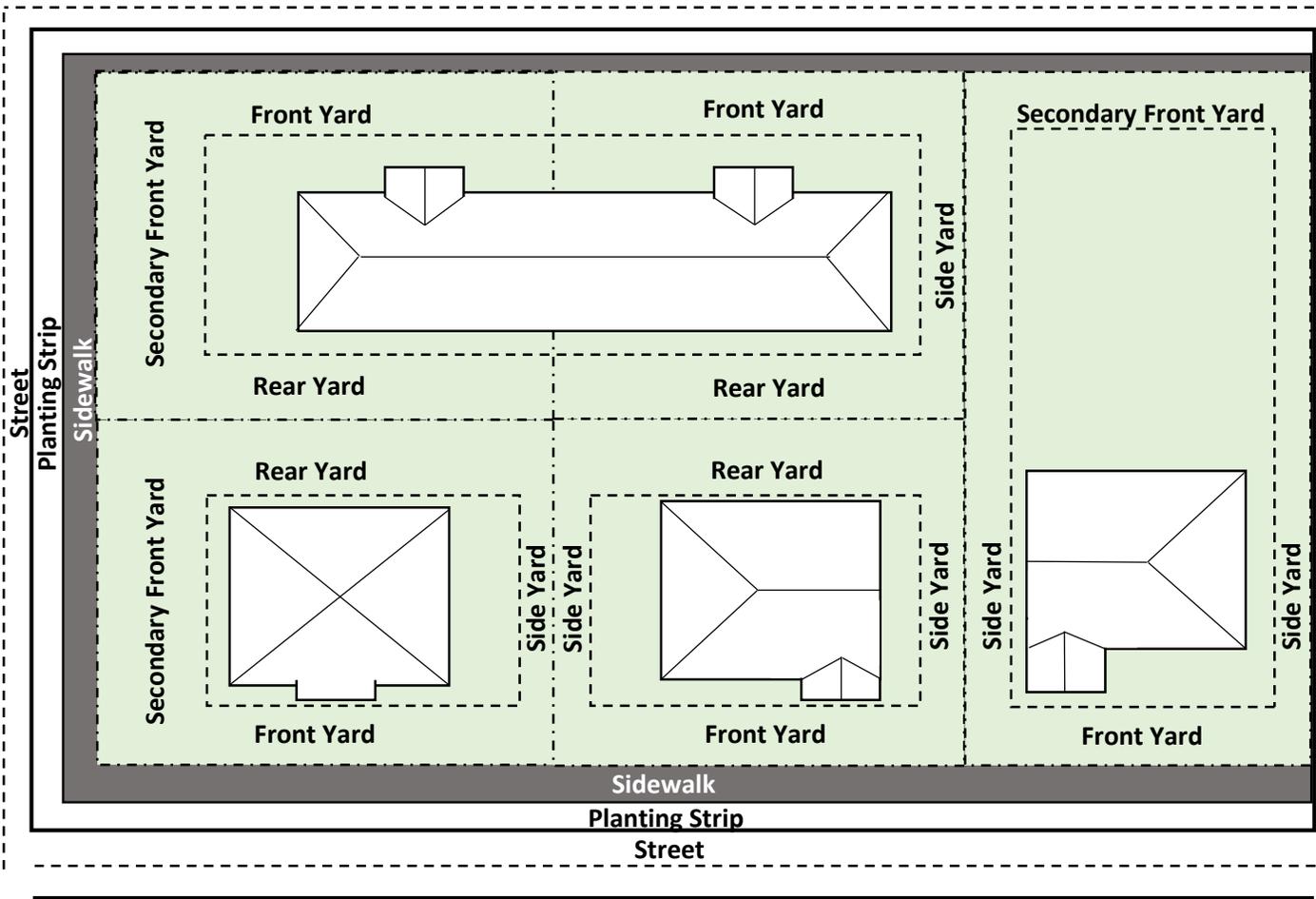


Revised: Figure 72-82.3A(3). Lot Line Measurement

- A = Front Lot Line**
- B = Side Lot Line**
- C = Rear Lot Line**



Revised: Figure 72-82.4A Yard Types



Revised: Figure 72-82.4B. Median Setback Measurement

Median front setback of existing development. 10% variation from calculated setback permitted by-right





MEMORANDUM

TO: Timothy Baroody, City Manager
FROM: Mike Craig, Senior Planner
DATE: February 3, 2020 (for the February 11 meeting)
RE: Initiating a Unified Development Ordinance Text Amendment to the residential type definitions

ISSUE

Should the City Council initiate a Unified Development Ordinance Text Amendment clarifying the City's residential use definitions and standards?

MISSING MIDDLE HOUSING REGULATIONS IN THE CITY OF FREDERICKSBURG

The Area 6 Small Area Plan identified that the City's neighborhoods contain a variety of housing types including single family detached homes, duplexes, triplexes, quadplexes, townhomes, and multi-family units. The variety of housing is a strength that makes City neighborhoods accessible to the entire socio-economic range of its citizens and also permits innovative living arrangements that accommodate the changing ways in which people choose to live. The purpose of these updates is twofold: they better define the City's residential definitions to protect existing valuable missing middle housing and they sharpen existing regulations to ensure newer infill can mimic historical sustainable patterns of growth.

The existing residential housing definitions in the Unified Development Ordinance (UDO) should better reflect the existing conditions in City neighborhoods. The current definitions contain overlaps and contradictory language. For example, both a Duplex and Single-Family Attached are listed as an arrangement of two units. The single-family attached definition includes some missing middle use like "garden court dwellings, patio houses, zero-lot-line dwellings, and townhouses." However, it does not include triplexes and quadplexes, which are common attached housing arrangements in the City.

Finally, the use standards associated with single-family attached uses are problematic and difficult to enforce. For example, the use standards prohibit an attached building from being within 15 feet from private driveways, parking areas, or walkways. A basis for this regulation is not readily apparent; it appears to prohibit an attached building from having a sidewalk connect to the building's front door or a residential driveway from connecting to an attached garage.

THE PROPOSED UNIFIED DEVELOPMENT ORDINANCE TEXT AMENDMENT

The proposed text amendment will create a clearer gradation within the residential use definitions:

- Two units, however connected, are a Duplex.
- Three to four attached units on a single parcel, or three to eight attached units arranged as townhomes are Single-Family Attached.
- Five or more units on a single parcel is a multifamily use.

Five out of the City's 15 mixed-use zoning districts differentiate between whether or not Duplexes, Single-Family Attached, and Multi-Family are permitted by-right:

	R-8	C-T	C-SC	PD-C	PD-MC
Duplex	P	P	•	S	•
Single-Family Attached	P	P	P	S	P
Multifamily	S	•	P	P	P

P = Permitted S = Special Use Permit • = Not Permitted

The proposed changes would not impact the level of residential use in the City. For example, single-family attached uses are currently permitted within the R-8 and C-T zones. The ordinance would specifically identify that triplexes and quadplexes are part of that use and would ensure that those uses were considered conforming under today's zoning. This clarity in the R-8 zoning district would ensure these uses are permitted to be maintained and adapted to modern living standards.

The change would clarify that triplexes and quadplexes would be permitted within the C-T zoning district. No change is proposed to the density rules in these areas. Under the existing and proposed regulations infill housing would still require half an acre to construct four residential units. This clarification addresses the arrangement of the structure. It makes it clear that triplexes or quadplexes that are arranged similar to a single family detached home are a permitted form in addition to semi-detached garden court dwellings, townhomes, patio houses, and zero-lot line homes.

Finally, the changes would sharpen the rules for infill development. The City's zoning ordinance should be set up so that infill development along corridors and in new form based code districts can replicate the City's successful variety of housing. These clarifications help achieve that goal.

CONCLUSION

The proposed amendments to the City's residential use definitions and use standards will help preserve the City's valuable stock of existing middle missing housing. It will also clarify the rules about different types of housing so that they can be used as a template for infill development in existing corridors. The City Council should initiate public hearings on this ordinance and zoning map amendment and refer these items to the Planning Commission for review.

ATTACHMENTS

1. Resolution initiating public hearings and review
2. Draft Ordinance Amending the City's Residential Use Definitions and Use Standards



February 11, 2020
Regular Meeting
Resolution 20 - __

MOTION:

SECOND:

RE: Initiating Amendments to the Unified Development Ordinance to Make Revisions in the Definitions of “Dwelling, Duplex,” “Dwelling, Single-Family Attached,” and “Dwelling, Multi-Family” Use Types, and to Revise Development Standards for Townhouses

ACTION: APPROVED: Ayes:0; Nays: 0

The City’s small area planning process has identified that there is a diversity of residential use in older neighborhoods City-wide. This diversity is a strength that makes City neighborhoods accessible to the entire socio-economic range of its citizens and also permits innovative living arrangements that accommodate the changing ways in which people choose to live. The purpose of these proposed revisions is to calibrate the City’s residential definitions to re-legalize these valuable pieces of the City’s neighborhoods while also permitting newer infill to mimic historical sustainable patterns of growth.

This proposed amendment will revise and differentiate the “dwelling, duplex,” “dwelling, single-family attached,” and “dwelling, multi-family” use types. This ordinance expands the definition of single-family attached dwelling from traditional townhouse-style and semidetached arrangements to include triplexes, quadplexes, and other missing-middle housing. To accompany this change, the requirements for single-family attached dwellings in Article 4 are also updated to provide regulatory flexibility necessary to preserve these different types of residential structures while clarifying those requirements that are appropriate for townhouse arrangements.

Therefore, the City Council hereby resolves that:

- The City Council hereby initiates amendments to City Code Chapter 72, the Unified Development Ordinance, to revise and differentiate the definitions of “dwelling, duplex,” “dwelling, single-family attached,” and “dwelling, multi-family” use types, and to make revisions in development standards for townhouses.
- The City Council refers this proposal to the Planning Commission for review, public hearing, and recommendation under the procedures set forth in City Code §72-22.1.

Votes:

Ayes:

Nays:

Absent from Vote:

Absent from Meeting:

Clerk's Certificate

I certify that I am Clerk of Council of the City of Fredericksburg, Virginia, and that the foregoing is a true copy of Resolution No. 20-__, adopted at a meeting of the City Council held _____, 2020, at which a quorum was present and voted.

Tonya B. Lacey, CMC
Clerk of Council



MOTION:

draft 2020 01 17

SECOND:

Regular Meeting

Ordinance No. 20-__

RE: Amending Section 72-41.1 (Residential Uses) and Section 72-84 (Definitions) of the Unified Development Ordinance to make revisions of general application to the definitions of .

ACTION: APPROVED; Ayes:0; Nays: 0

FIRST READ:_____ SECOND READ:_____

It is hereby ordained by the Fredericksburg City Council that City Code Chapter 72, “Unified Development Ordinance,” is amended as follows.

Sec. I Introduction.

The purpose of this amendment is to update certain definitions and regulations regarding residential uses. Specifically, revises and differentiates the “dwelling, duplex,” “dwelling, single-family attached,” and “dwelling, multi-family” use types. This ordinance expands the definition of single-family attached dwelling from traditional townhouse-style and semidetached arrangements to include triplexes, quadplexes, and other missing-middle housing. To accompany this change, the requirements for single-family attached dwellings in Article 4 are also updated to provide regulatory flexibility necessary to preserve these different types of residential structures while clarifying those requirements that are appropriate for townhouse arrangements.

The City’s small area planning process has identified that there is a diversity of residential use in older neighborhoods City-wide. This diversity is a strength that makes City neighborhoods accessible to the entire socio-economic range of its citizens and also permits innovative living arrangements that accommodate the changing ways in which people choose to live. The purpose of these updates is to calibrate the City’s residential definitions to re-legalize these valuable pieces of the City’s neighborhoods while also permitting newer infill to mimic historical sustainable patterns of growth.

The City Council adopted a resolution to initiate this text amendment at its meeting on _____. The Planning Commission held its public hearing on the amendment on _____, after which it voted to recommend the amendment to the City Council. The City Council held its public hearing on this amendment on _____.

In adopting this ordinance, City Council has considered the applicable factors in Virginia Code § 15.2-2284. The City Council has determined that public necessity, convenience, general welfare and good zoning practice favor the text amendment.

Sec. II City Code Amendment.

City Code Chapter 72, “Unified Development Ordinance,” is amended as follows.

1. City Code section 72-41.1, “Residential Uses,” subsection F, “Dwelling, single-family attached” shall be amended as follows:

§ 72-41.1 Residential Uses

F. Dwelling, single-family attached. Single-family attached uses shall comply with the following requirements *when arranged as townhouses*:

- (1) A single-family attached building shall contain at least three but no more than eight side-by-side dwelling units.
- (2) Individual buildings containing single-family attached units shall be separated from one another by at least 20 feet.
- ~~(3) Single-family attached buildings shall maintain at least 15 feet of separation from private driveways, parking areas, or walkways.~~
- (3) *No more than two abutting units in a row shall have the same front and rear setbacks, with a minimum setback offset being 2 ½ feet.*
- (4) Nothing in these standards shall prevent a deck from encroaching into a required rear yard setback.
- (5) *No more than one townhouse may be located on a single lot.*

2. City Code section 72-84, “Definitions,” is amended as follows:

DWELLING, DUPLEX

~~A single-family dwelling unit attached to one other~~ Two single-family dwelling units *connected* by a common vertical wall, *common party wall*, a common floor or ceiling, or permanent connecting structure such as a breezeway, carport, or garage. Each dwelling unit may be located on its own lot, or both may be located on a single lot.

DWELLING, SINGLE-FAMILY ATTACHED

A group of ~~two~~ three or more single-family dwelling units which are generally joined to one another by a common party wall, a common floor or ceiling, or permanent connecting structures such as breezeways, carports, garages or screening fences, or wells; ~~whether or not~~ *up to four* such units ~~are~~ *if* located on a single parcel of ground, or *more* on adjacent individual lots. Each unit ~~shall~~ *may* have its own outside entrance *or may share a common hall*. Architectural facades or treatment of materials may be varied from one group of units to another. ~~No more than two abutting units in a row shall have the same front and rear setbacks, with a minimum setback offset being 2 1/2 feet.~~ The term includes structures such as semidetached garden court dwellings, patio houses, zero-lot-line dwellings, *triplexes, quadplexes*, and townhouses.

DWELLING, MULTI-FAMILY

A residential building containing ~~three~~ *five* or more separate dwelling units located on a single lot. A multiple-family dwelling, commonly known as an apartment house, generally has a common outside entrance for all the dwelling units and the units are generally designed to occupy a single floor, one above another. The term shall not include a single-family attached dwelling.

SEC. III. Effective Date.

This ordinance is effective immediately.

Votes:

Ayes:

Nays:

Absent from Vote:

Absent from Meeting:

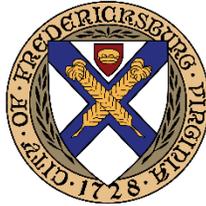
Approved as to form:

Kathleen Dooley, City Attorney

Clerk's Certificate

I, the undersigned, certify that I am Clerk of Council of the City of Fredericksburg, Virginia, and that the foregoing is a true copy of Ordinance No. 20- duly adopted at a meeting of the City Council meeting held Date, 2020 at which a quorum was present and voted.

Tonya B. Lacey, CMC
Clerk of Council



Johnston

MEMORANDUM

TO: Timothy Baroody, City Manager
FROM: Chuck Johnston, Community Planning & Building Director;
Mike Craig, Senior Planner
DATE: 2020 February 3 for the February 11 Council meeting
SUBJECT: Text Amendments to the parking regulations in the Unified Development Ordinance

Issue

Should Text Amendments to the parking regulations in the Unified Development Ordinance be initiated?

Background

Several changes are proposed to the City's parking regulations. The changes are recommended because of policies in the City's Comprehensive Plan that encourage quality development/redevelopment Downtown and in Planned Development areas. The 2017 Walker Parking Action Plan encourages efficient parking supply. The changes are necessary for the proposed new Creative Maker Zoning District. The changes are appropriate application of good planning practices to enable communities to achieve walkable urban places with an appropriate mixture of land uses and open space. Finally, the changes will help the City achieve more sustainable development with less impervious area and reduced need for stormwater facilities. It is appropriate to apply the "SmartCode" (with some calibration) parking requirements to the City, particularly Downtown, the proposed additional walkable urban places in the Downtown area, the new Creative Maker District, and in Planned Development projects. An analysis of the history of the City's parking regulations and the legal and regulatory pressure they apply to the City's urban fabric was presented to the Parking Committee at their May 6, 2019 meeting and is included as an appendix.

Comprehensive Plan Policies

- Downtown Parking Strategy 3
 - *Reduce or remove parking regulations* and allow market forces to provide for adequate parking.
- Transportation Policy 9
 - *Develop parking policies that are appropriate to an active downtown.*
- Business Opportunity Policy 5
 - *Implement development/redevelopment standards that promote a human-scale, pedestrian-oriented, transit friendly community*, through site layout, building configuration, landscaping, signage, parking lot design, vehicle and pedestrian circulation, stormwater management, and environmental protection.

- Business Opportunity Initiative 35
 - *Encourage development/redevelopment activity* by creating redevelopment plans, especially for older shopping centers, that will diversify uses and provide for improved multi-modal access, landscaped parking areas, and improved lighting and signage.
- Land Use Revitalization Objective

Most of the City's small areas are designated as revitalization areas per Virginia Code 15.2-2303.4, as having:

 - Large surface parking areas on commercial land, which have revitalization opportunities for the evolution of a suburban pattern of development into a more urban, mixed-use pattern. *Broad expanses of surface parking* result in fragmented and inefficient development patterns that *should be redeveloped so as to create complete communities that are walkable and robust.*

Walker Parking Action Plan

The 2017 Walker Parking Action Plan cites as one of several 'New Parking Paradigms' that "Too much supply is as harmful as too little. Public resources should be maximized and sized appropriately." [Pages v and 53]

Urban Development Standards

The thrust of good planning practice since the late 20th century has been to reassert pre-automobile age development standards to gear communities to being great places for people, not just great places for cars. One of the main tools of this 'New Urbanism' is the "SmartCode", the model ordinance created to enable New Urbanism. The proposed recalibration of the City's parking standards is directly derived from the parking standards in the SmartCode. The SmartCode uses the concept of 'Transects' to describe different elements of a community, as illustrated in the diagram below, and establishes land development standards that vary depending on the Transect.



In the small area plans that are being created for the City, T-5 is applied to Fredericksburg's Downtown and the cores of other planning areas. T-4 is the transitional area between these cores and adjoining lower density residential areas. T-3 is applied to the lower density city residential areas. T-1 is used for open space areas.

The parking standards in the SmartCode vary by Transect. Making comparison somewhat challenging, the SmartCode parking standards are expressed in a ratio of X number of spaces per 1000 square feet, while the City's Unified Development Ordinance standards are typically stated as 1 space per X hundreds of square feet. Further, the SmartCode consolidates parking

requirements into four broad categories: residential, lodging, office, and retail. While the UDO expresses a parking standard for each of the approximate 120 specific land uses allowed.

Commercial Downtown, Planned Development, and new Creative Maker Districts

The development standards for Downtown, Planning Development, and the proposed Creative Maker Zoning Districts are intended to foster the development and redevelopment of these areas for a mixture of uses that, while designed to accommodate private vehicles access, also encourage alternative access by foot, bicycle, and transit. Minimum parking requirements are still appropriate in these areas in Fredericksburg, as the level of alternative access has not reached a level of sophistication and comprehensiveness that have allowed larger cities to eliminate parking requirements. Downtowns without parking requirements typically are in high functioning large cities with a critical mass of a mix residential, service, and employment uses. These downtowns are served by mature transit systems with a comprehensive network of routes, fixed rail services (usually), and short intervals between transit vehicles. FRED Transit does not have the network of service nor the frequency of service to provide a comparable transit alternative. Downtown Fredericksburg will remain private vehicle dependent for the foreseeable future for customers, employees, residents, and visitors.

Retaining parking requirements Downtown would allow the City to continue to receive revenue from projects where there is payment in-lieu of spaces. Current regulations allow for purchase of 50% of required spaces. Expansion of the opportunity for purchase would increase the potential for revenue. Parking requirements also allow the City to incentivize uses that it wishes to encourage (such as: reuse of historic buildings or, potentially, affordable housing). Finally, the nature of vehicle use is changing and the City should not be requiring more parking than is really necessary or appropriate in its most urbanized areas.

Application of SmartCode parking standards would substantially reduce parking standards for office uses, modestly reduce parking for retail, and recalibrate residential parking expectations in urban areas. In addition, the use of a 'Shared Parking Factor' is proposed as a set formula for determining when there can be a shared parking in mixed use or multiple use projects. A specific rate of reduction is provided based on the degree uses are complimentary, such as spaces for offices during the day that can be used for residential or lodging in the evening. This would replace the need for an alternative parking plan where the degree of sharing is determined by traffic consultants without public criteria.

While not as dramatic as the elimination of parking requirements, the changes would move the City to a more appropriate balance of parking and desired character as a walkable community with:

- an approximate 12% reduction for office and use of a sliding standard for larger retail uses outside mixed-use areas,
- a 33% reduction for office uses and 12% reduction for retail in mixed-use areas,
- elimination of parking for small uses (the first 1,500 buildable square feet of a use within a walkable urban place would be parking exempt),
- an increase in requirements for dwellings in mixed use areas combined with an automatic shared use calculation, and
- a specific method for calculation shared use space requirements as a standard practice. Application of a standard formula would remove the vagaries of the current process, which may result in inconsistencies between projects, and additional consultant costs for developers.

The combination of these parking adjustments will allow for more efficient use of land, provide more opportunity for open space, and reduce impervious area thereby reducing the need for stormwater facilities.

Downtown Parking District

The payment-in lieu of spaces should be allowed for all spaces, with a higher rate for the second 50% in the Downtown Parking District. The Winchester Parking Garage, under construction next to the new Liberty Place project on William Street, has an approximate cost per space of \$28,000. It is recommended that the current rate of \$7,150 as payment for the first 50% of spaces be maintained, with 2x (\$14,300) this rate for 51 to 70% of spaces, 3x (\$21,450) the base rate for 71 to 85% of spaces and 4x (\$28,600) the rate for 86 to 100% of spaces. The base rate was adjusted in last year's budget in process. The rate amount should be reviewed regularly to keep abreast of inflation and construction costs. These funds would support an eventual third parking deck Downtown. In addition, the use of the funds should be expanded to include support of transit/shuttle services as well as bicycle facilities, with the district restyled as the Downtown Parking/*Transit/Bicycle* District. Further, the Downtown Parking/*Transit/Bicycle* District should be expanded to include the proposed additional walkable urban places in the Downtown area, as shown in the Downtown Small Area Plan.

Conclusion

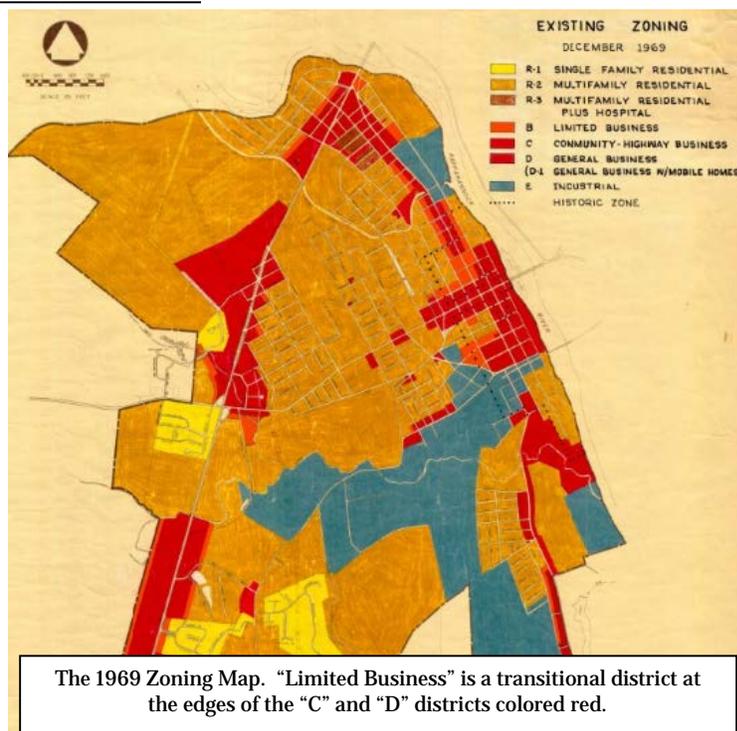
In applying SmartCode parking standards, the City would reinforce its efforts to maintain and enhance its traditional neighborhoods and districts, such as downtown, while requiring a reasonable level of parking in a more environmentally appropriate way. These standards will help encourage the evolution of auto/retail-oriented corridors into communities with multiple uses and that are served by multiple means of access.

APPENDIX – PARKING IN THE CITY OF FREDERICKSBURG

THE EVOLUTION OF THE CITY'S PARKING REGULATIONS

As early as 1963, City zoning ordinances required minimum off-street parking based on the quantity of a land use. In 1963 parking ratios were divided up by each zoning district. The ratios were based on different variables including number of units and square foot of use. Commercial uses in the “Community-Highway” (C) and “General Business” (D) Districts were required to provide off-street parking area on the same lot with the building equal to the square feet of the first floor of the building.

Some focus was given to balancing urban form with required parking. An exemption was included in the “Limited Business District” which stated that the regulations should not require the reuse of buildings existing prior to 1952 “to furnish more off-street parking spaces than can be provided within the confines of the property and no structural alteration of the building or buildings thereon shall be required” (§ 18, 1963 Zoning Ordinance). Otherwise, the requirement for off-street parking applied legal and regulatory pressure to consolidate lots and tear down buildings for car storage.



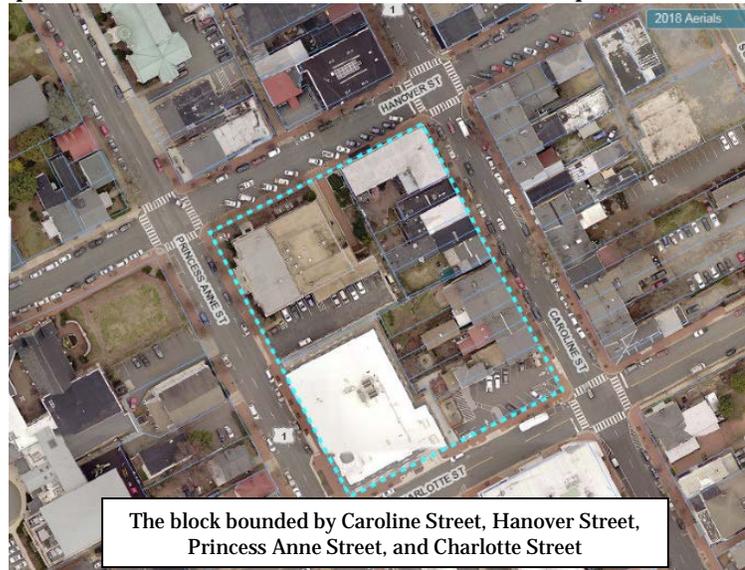
The zoning ordinance was rewritten on April 25, 1972 and included a new standalone chapter dedicated to parking. The chapter introduced dimensional and locational standards to accompany minimum parking ratios (Ord. 72-92). Parking spaces had to be a minimum of 200 square feet in size, were required to have curbed entrances, and access aisles for on-site circulation. Residential parking ratios increased (see chart below for some examples). Non-residential parking ratios became more complex as more uses were granted their own ratios. The only permitted waiver for parking was a provision limiting the amount of parking required to be built for a change of use in an existing buildings. In that case only additional parking deficit was required to be built for the new use.

The zoning ordinance was rewritten again in 1984 and the amount of land area required for car circulation and storage reached its zenith along with the corresponding legal and regulatory pressure to demolish existing fabric. The structure of the ordinance remained the same with no additional exceptions despite the parking ratios increasing again.

Use Type	Minimum Off-Street Parking Ratios (Parking Required / Use Amount)			
	1963 Req.	1972 Req.	1984 Req.	2013 Req.
Single Family Home	1 / DU	2 / DU	2 / DU	1.5 / DU
Office	1 / 400 SF	1 / 250 SF	1 / 200 SF	1 / 300 SF
Commercial / Retail	Off-street parking equal in area to ground floor of building	1 / 250 SF	1 / 200 SF	1 / 300 SF
Restaurant	Included in "commercial"	1 / 5 seats	1 / 4 seats + 1 / 2 employees	1 / 180 SF

Minimum parking ratio and minimum dimensional standards adopted in the 70's and 80's are based on suburban behavioral assumptions. They assume a single use environment where home, store, office, playground, etc. are all individual destinations, connected only by a system of primary highways. The trip from place to place (home to work to shop to restaurant back home) occurs within the vehicle. Sufficient parking infrastructure for each individual use is the paramount design concern in this suburban form. Sufficient off-street area must be provided for vehicles to circulate safely out of the flow of automobiles on-street and be stored on the same site as the use. The amount of space required for car circulation and storage is required to be greater than the amount of space where the person is permitted to be (ie. within the building or meaningful open spaces) in part because the car is four + times the size of a person.

The suburban parking premise conflicts with the existing urban form of the older areas of the City and the desirable urban form of new areas of the City. To illustrate the conflict, a chart containing the total land use in the block bounded by Caroline Street, Hanover Street, Princess Anne Street, and Charlotte Street is on the next page. The data is derived from the City's GIS system. The table includes the name of the building, the type and amount of uses in the building, the modern (2019) requirement for off-street parking per amount of use, the total required parking, and the total existing parking:



NAME	USE TYPE	USE AMOUNT	REQ. PK / USE (2019)	REQ. PK	EX. PK
City Hall	Government Office	29,139	1 / 300 SF	98	19
Courthouse	Courthouse	4 Courtrooms	65 per Courtroom	260	0
Visitors Center	Government Office	5,271	1 / 300 SF	18	14
Mixed-Use (Beck's)	Retail / US DU	1,000 SF / 1 DU	1 / 300 SF; 0.5 / DU	4	0
Mixed Use (O.T.C.)	Pers. Service / Apt / US DU	1,000 SF / 1 Apt / 2 DU	1 / 240 SF ; 1.5 / Apt ; 0.5 / DU	7	0
Mixed Use (Pon Shop)	Retail / Upper Story DU	1,000 SF / 3 DU	1/ 300 SF ; 0.5 / DU	5	0
Skin and Touch Therapy	Pers. Service	2,505 SF	1/ 240 SF	11	0
718 Venue	Theater	82 Occupants	1 / 4 Seats	21	0
Mixed Use (Peecabo)	Retail / US DU	1,000 SF / 2 DU	1 / 300 SF ; 0.5 / DU	5	0
Benny Vitalis	Fast Food	1,280 SF	1 / 100 SF	13	0
Mixed Use (J. B's / S & S)	Rest. / Retail / US DU	5,204 ¹ SF / 1,500 SF / 10 DU	1 / 180 SF ; 1 / 300 SF ; 0.5 DU	39	0
TOTAL				481	43

¹ J. Brian's square footage includes outdoor seating on the front and rear patios.

Using a typical parking lot arrangement, two perpendicular parking spaces and the aisle between them require a minimum of 480 square feet of asphalt². The 481 parking spaces required off-street within the block would require 260,880 square feet (or 5.3 acres!). The block is a total of 2 acres in size. Without modification, the amount of use in one Downtown block would require the demolition of almost 3 additional blocks for surface parking.

Over thirty years, the parking ordinances applied legal and regulatory pressure to suburbanize the City's urban form. By 1993, it was apparent that what this pressure produced was problematic. In 1993, a provision was added to the parking regulations that states "for lots in development areas where yard geometry has already been established by existing residential dwellings and development patterns (ie., infill lots), the zoning administrator... may waive or reduce this requirement if necessary to preserve the urban streetscape or to maintain the consistency of building setbacks within the same block." This provision remains in place today, though rewritten as an exception for residentially zoned lots, vacant or otherwise, existing prior to April 25, 1984.

The City Council took broader action in 2007 and again in 2009 to address the impacts of modern parking standards on the Downtown core. The 2009 ordinance created the Downtown Parking District and the fee-in-lieu parking program, reduced required parking for certain new or expanded uses, permitted adjacent on-street parking to be counted towards meeting the parking requirement, amongst other parking exemptions and waivers. The 2009 ordinance approving these changes states,

"the City values its downtown and does not wish to encourage the demolition of structures to provide new surface parking spaces. However, its current parking regulations require suburban-style parking to be provided for expanding businesses or for the change of use of structures. These regulations, combined with the prohibition against demolition of structures, have combined to discourage the expansion of businesses and the change in the use of downtown structures.

The parking regulations contained herein are more appropriate for Fredericksburg's downtown. The new regulations will encourage investment in the downtown, preserve the historic built environment, provide parking where feasible, and aggregate funding for public development or leasing of parking spaces." (Ord. 09-22)

The adoption of the Unified Development Ordinance (UDO) in 2013 included more changes to parking standards (see the chart of the current parking standards attached to this memo). § 72-53.1B(2) included some of the rules adopted in 1993 and 2009 related to infill housing and permitting on-street parking to be counted towards the off-street parking requirement. The rehabilitation or re-use of a historic building was exempted from the parking requirements and changes in building use were exempted from providing any additional parking off-street parking than already existed. § 72-53.1C kept the basic structure of minimum off-street parking ratios and dimensional standards, but the ratios were reduced. A provision was added limiting the maximum amount of parking that a person may build on-site. § 72-53.3 add an alternative parking plans section permitting surplus off-site parking (meeting certain locational parameters) to be allocated to non-residential uses, permitting uses with staggered peak parking demands to share parking, and providing for a general 30% reduction in the parking standard with appropriate justification. The Downtown Parking District and Fund were retained.

The City's parking standards have evolved over the last fifty-six years. The evolution reflects the complex balance between protection and nurturing of the character of the City's neighborhoods and historic Downtown and adequate quantity of car storage. The purpose of this ordinance is to ensure that the proper balance between urban form and asphalt is maintained.

² UDO § 72-53.1D Configuration requires parking spaces to be 8 feet wide and 18 feet long. Two way access aisles serving perpendicular parking must be a minimum of 24 feet wide. These standards vary depending on the angle of the parking.

PARKING AND THE DOWNTOWN CORE

The 2017 Walker Parking Action Plan (PAP) analyzed the Downtown core public parking supply. The Plan studied the public parking supply. The Plan found that supply was sufficient, but recommended several management techniques to make the supply more efficient (PAP iv). The focus in the Downtown core was to “push” or “pull” long term parkers out of on-street spaces and into public parking lots.

The Action Plan also contained recommendations for zoning regulations. The Plan “supports the City’s fee-in-lieu program and alternative parking plan requirements... as they are rather forward thinking strategies” (Parking Action Plan vii). The Plan also encouraged innovation and experimentation in parking requirements and policies (PAP 53). In 2009, the City Council adopted a \$5,500 fee per parking space. In 2014 the fee was increased to \$6,500 and the Plan stated that was sufficient, but that it should be adjusted based on increase in cost of living every two years (PAP 64). The fee was adjusted as prescribed in 2019 so that an applicant may now pay \$7,150 per space for up to 50% of their parking.

Downtown Parking Fund - Revenue and Capital Projects				
	Year	Project	Total Pk Sp	Payment
Revenue	2015	Sedona Tap House	13	\$ 84,500
	2016	Amelia Square - Phase 5	5	\$ 32,500
	2018	Castiglia's Roof Top	7	\$ 45,504
	2019*	<i>Hanover One (* Proposed*)</i>	46	\$ 299,000
Total			71	\$ 461,504
Projects	2016	Charles Street Parking Lot	46	\$ 538,129
Total			46	\$ 538,129³

EMERGING WALKABLE URBAN PLACES: PARKING AND URBAN FABRIC

The William Street Node, Canal Quarter Maker District, Jackson + Wolfe Warehouse District, and to a lesser extent Lafayette Boulevard City are walkable urban places within Area 7 in addition to the Downtown core. A design analysis was completed for these areas as part of the Area 7 Small Area process. The design analysis included 5 focus areas comprised of 46 individual lots. The analysis compared existing conditions with zoning ordinance requirements. The purpose was to determine how these places functioned and whether or not the valuable fabric in these areas was legally permitted to grow. On the one hand, these places have the potential to be echoes of the type of urban fabric found on Caroline and William Street. They contain historically unique building envelopes, are walkable and bikeable, and are incorporated into the Downtown fabric.

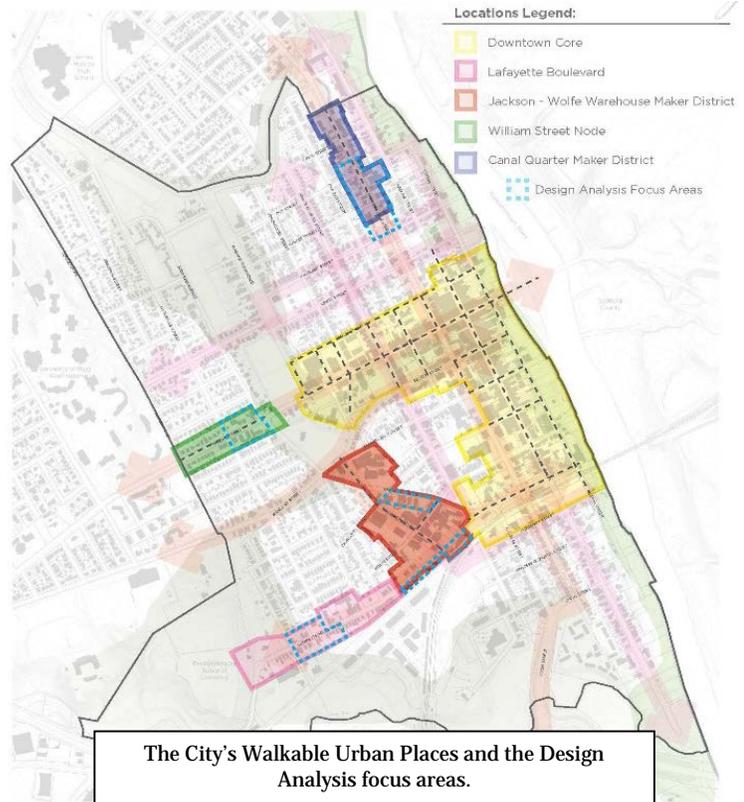
On the other, they face similar regulatory challenges to the Downtown core. Out of the 46 individual lots, only 15 (33%) contain the required amount of off-street parking. Even fewer contained parking areas that met current parking dimensional standards for on-site vehicle circulation. Under current standards roughly 575 off-street parking spaces would be required but only 404 are currently provided (a difference of 171 off-street parking spaces, which based on the formula on page 4 equates to 82,820 square feet of asphalt). With the provision permitting adjacent on-street parking to be counted toward a use that number drops to 113 parking spaces.

³ The Charles Street Parking Lot provided 46 parking spaces at a cost of \$538,129 or \$11,700 per parking space.

Despite the deficit in required parking these focus areas are all high in asphalt saturation. Combined 44% of the total lot area in these places is devoted to surface parking and circulation. Outside of the building footprint that number jumps to 64%. Take out the West Lafayette focus area around the Allstate building and that number jumps again to 75%. Open space is anemic and poor quality, consisting mostly of landscape strips at the sides and rear of lots. In total, the square footage of asphalt exceeds the amount of total building square footage by 58,000 square feet.

Current parking regulations cannot foster the unique urban fabric in the City's emerging walkable urban places. These areas have unique assets: a solid block network, historic building envelopes and frontages that are capable of becoming vibrant streetscapes. However, parking requirements still require more area for on-site car circulation and storage than they permit for building area or meaningful open space in these areas.

Empty lots and derelict buildings are legally required to be consolidated for and converted into asphalt. The purpose of this ordinance is to establish the primary design consideration for these potential commercial cores.



Walkable urban fabric in the 1600 block of Princess Anne Street built in (from left to right) 1959, 2010, 1900, and 1900. The gap in the fabric was created when a building built in 1800's was torn down in the 1980's.



February 11, 2020
Regular Meeting
Resolution 20 -__

MOTION:

SECOND:

RE: Initiating Amendments to the Unified Development Ordinance to Amend Off-Street Parking Regulations

ACTION: APPROVED: Ayes:0; Nays: 0

City Planning staff recommend amendments to the parking regulations Unified Development Ordinance because of policies in the City’s Comprehensive Plan that encourage quality development/redevelopment Downtown and in Planned Development areas. The changes are recommended as necessary for the proposed new Creative Maker Zoning District. Staff further recommends the changes as an appropriate application of good planning practices to enable communities achieve walkable urban places with an appropriate mixture of land uses and open space. Finally, the changes are intended help the City achieve more sustainable development with less impervious area and reduced need for stormwater facilities.

In adopting this resolution, City Council has considered the applicable factors in Virginia Code § 15.2-2284. The City Council has determined that public necessity, convenience, general welfare and good zoning practice favor the proposed amendment.

Therefore, the City Council hereby resolves that:

- The City Council hereby initiates amendments to City Code Chapter 72, the Unified Development Ordinance, to amend off-street parking regulations, as set for the in the draft ordinance dated February 3, 2020.
- The City Council refers this proposal to the Planning Commission for review, public hearing, and recommendation under the procedures set forth in City Code §72-22.1.

Votes:

Ayes:

Nays:

Absent from Vote:

Absent from Meeting:

Clerk’s Certificate

I certify that I am Clerk of Council of the City of Fredericksburg, Virginia, and that the foregoing is a true copy of Resolution No. 20-__, adopted at a meeting of the City Council held _____, 2020, at which a quorum was present and voted.

***Tonya B. Lacey, CMC
Clerk of Council***



MOTION:

SECOND:

draft 2020 02 03
Regular Meeting
Ordinance No. 20-__

RE: Amending the Unified Development Ordinance to amend off-street parking regulations.

ACTION: APPROVED; Ayes:0; Nays: 0

First read: _____ **Second read:** _____

It is hereby ordained by the Fredericksburg City Council that City Code Chapter 72, "Unified Development Ordinance," is amended as follows.

I. Introduction.

The purpose of this ordinance is to _____

The City Council adopted a resolution to initiate this text amendment at its meeting on _____. The Planning Commission held its public hearing on the amendment on _____, after which it voted to recommend the amendment to the City Council. The City Council held its public hearing on this amendment on _____.

In adopting this ordinance, City Council has considered the applicable factors in Virginia Code § 15.2-2284. The City Council has determined that public necessity, convenience, general welfare and good zoning practice favor the requested rezoning.

II. City Code Amendment.

City Code Chapter 72, "Unified Development Ordinance," Article V, Development Standards, Section 72-53, "Parking," is amended as follows:

1. **Section 72-53.1, "Off-street parking and loading,"** shall be amended as follows:

Sec. 72-53.1. Off-street parking and loading.

- A. Purpose and intent. The purpose of this section is to ensure provision of off-street parking and loading facilities in proportion to the generalized parking, loading, and transportation demand of the different uses allowed by this chapter. The standards in this section are intended to provide for adequate off-street parking while allowing the flexibility needed to accommodate alternative solutions. The standards encourage pedestrian-oriented development in downtown and commercial centers, while avoiding excessive paved surface areas, promoting low impact development, where appropriate, and safeguarding historic resources.

B. Applicability.

1. General. These off-street parking and loading standards shall apply with respect to the use of land, buildings and structures within the City.
2. Exemptions. The following activities are exempt from the requirements of this § 72-53.1:
 - (a) Re-striping an existing parking lot, which does not create a deficit in the number of required parking spaces, or other nonconformity with the requirements of this § 72-53.1;
 - (b) Rehabilitation or re-use of an historic building;
 - (c) A lot of record, vacant or otherwise, that existed on or before April 25, 1984, and has a residential zoning designation on the Zoning Map;
 - (d) On-street parking that directly abuts a lot may be credited once to the off-street parking requirements for the abutting lot. The Zoning Administrator shall maintain a record of all on-street parking spaces that have been credited towards any particular lot; ~~and~~
 - (e) Changes in use *in the CD and CM zoning districts* shall be exempted from the requirement to provide additional on-site parking spaces beyond those that existed prior to the change in use;
 - (f) *The first 1500 square feet of Commercial or Institutional uses that are in the CD, CM, CT, or Planned Development zoning districts, or where Form Based Code standards are applied and that have required parking based on square footage. This exemption shall not apply where a Shared Parking Factor calculation is used; and*
 - (g) *Outdoor seating for Eating Establishments.*

C. Off-street parking requirements.

1. Parking plan required. A parking plan shall be required in connection with every proposed development, for every proposed change in use of land, buildings or structures, and for every proposed alteration of a building or structure. The parking plan shall accurately designate the required parking spaces, access aisles, and driveways, and the relation of the off-street parking facilities to the development the facilities are designed to serve.
2. Minimum number of spaces required. Unless otherwise expressly stated in this section or approved through an alternative parking plan, the minimum number of off-street parking spaces shall be provided in accordance with Table 72-53.1C(2), Minimum Off-Street Parking Standards.

- (a) Spaces meeting only the dimensional requirements for compact cars or motorcycles ~~are not~~ *may be* credited for compliance with *up to 15%* of the minimum number of parking space standards in this table.
- (b) *The Shared Parking Factor Table shall be applied to the number of parking spaces required by Table 72-53.1C(2) when at least two or more function uses are present in a development in the C-D, C-M, or Planned Development zoning districts or where Form Based Code standards are applied.*

SHARED PARKING FACTOR

Function	with		Function
RESIDENTIAL			RESIDENTIAL
LODGING			LODGING
OFFICE	1	1	OFFICE
RETAIL	1.4	1.4	RETAIL
	1.2	1.7	1.2
	1.3	1.3	1.3
	1.2	1.2	1.2
	1	1	1

[1] *A Shared Parking Factor for two functions in a development is divided into the sum of the parking required for the two uses to produce the effective parking required.*

[2] *The lowest factor shall be used when there are three or more functions.*

[3] *Uses in the Institutional and Commercial Use Classifications in Table 72-53.1.C (2), but not shown as functions in the Shared Parking Factor Table, shall be considered as a Retail function.*

[4] *A Shared Parking Factor shall not be applied when any one of the four functions constitute more than 75% of square footage of a development.*

[5] *A Shared Parking Factor shall not be applied when parking spaces are assigned to specific dwelling units or non-residential uses.*

Table 72-53.1C(2): Minimum Off-Street Parking Standards

Use category	Use type	Minimum number of parking spaces (sf = gross square feet of floor or use area)
Residential use classification		
Household living	Dwelling, duplex	1.5 per DU
	Dwelling, live/work	1 per DU
	Dwelling, mobile home	2 per DU
	Dwelling, multi-family	4.5 1.75 per DU + 1 per every 5 units <i>or 1 per DU in C-D, C-M, or Planned Development zoning districts or where Form Based Code standards are applied</i>
	Dwelling, single-family attached	4.5 1.75 per DU + 1 per every 5 units <i>or 1.5 per DU in C-D, C-M, or Planned Development zoning districts or where Form Based Code standards are applied</i>
	Dwelling, single-family detached	2 per DU; 1 per DU on infill lots
	Dwelling, upper story	0.5 per DU <i>see Dwelling, multi-family</i>
Group living	Convent or monastery	1 per every 500 sf
	Dormitory	1 per every 2 resident beds
	Fraternity or sorority	1 per resident bed
	Group homes	1 per every 2 resident beds
	Institutional housing	1 per every 3 beds
Institutional use classification		
Community services	Art center and related facilities	1 per every 300 335 sf
	Community center	1 per every 300 335 sf
	Cultural facility	1 per every 300 335 sf
	Library	1 per every 300 335 sf
	Museum	1 per every 500 sf
	Social service delivery	1 per every 300 335 sf
Day care	Adult day-care center	1 per every 300 sf
	Child-care center	1 per every 325 sf
Educational facilities	College or university	1 per every 900 sf

Use category	Use type	Minimum number of parking spaces (sf = gross square feet of floor or use area)
	School, elementary	1 per classroom + 10
	School, middle	1 per classroom + 10
	School, high school	1 per every 300 sf
	Vocational or trade school	1 per every 300 sf
Government facilities	Courthouse	65 per courtroom
	Government facility	1 per every 600 sf
	Government office	1 per every 300 335 sf or 1 per every 500 sf in the C-D, C-M, or Planned Development zoning districts
	Post office	1 per every 200 250 sf
Health care facilities	Hospital	1 per every 3 inpatient beds
	Medical laboratory	1 per every 400 sf
	Medical treatment facility	1 per every 300 335 sf
Institutions	Assisted living facility	1 per every 3 patient beds
	Auditorium, conference, and convention center	1 per every 400 sf
	Club or lodge	1 per every 300 sf
	Continuing care retirement community	1 per every 3 beds
	Nursing home	1 per every 3 patient beds
	Religious institution	1 per every 6 seats in worship area
Parks and open areas	Arboretum or botanical garden	See §72-53.1C(3)
	Community garden/gardening, non-commercial	See §72-53.1C(3)
	Community garden/gardening, commercial	See §72-53.1C(3)
	Cemetery, columbaria, mausoleum	See §72-53.1C(3)
	Park, playground, or plaza	See §72-53.1C(3)

Use category	Use type	Minimum number of parking spaces (sf = gross square feet of floor or use area)
Public safety	Swimming pool, public or private	See §72-53.1C(3)
	Fire/EMS facility	See §72-53.1C(3)
	Police station	See §72-53.1C(3)
Transportation	Airport	See §72-53.1C(3)
	Heliport	See §72-53.1C(3)
	Passenger terminal (surface transportation)	See §72-53.1C(3)
Utilities	Data center	4 parking spaces for the first 4,000 sf and a maximum of 1 parking space for every additional 6,000 sf
	Small data center	1 parking space per 1,000 sf
	Solar array	None
	Telecommunications facility, structure	None
	Telecommunications facility, co-location	None
	Telecommunications tower, freestanding	None
	Utility, major	1 per every 1500 sf
	Utility, minor	None
	Commercial use classification	
Adult entertainment		1 per every 300 sf
	Animal care	<i>1 per every 335 sf or 1 per every 335 sf in the C-D, C-M, or Planned Development zoning districts</i>
	Animal grooming	<i>1 per every 300 335 sf or 1 per every 335 sf in the C-D, C-M, or Planned Development zoning districts</i>

Use category	Use type	Minimum number of parking spaces (sf = gross square feet of floor or use area)
	Animal shelter/kennel	1 per every 300 sf or 1 per every 335 sf in the C-D, C-M, or Planned Development zoning districts
	Veterinary clinic	1 per every 300 sf or 1 per every 335 sf in the C-D, C-M, or Planned Development zoning districts
	Bakery	1 per every 240 sf
Eating establishments	Restaurant, fast-food	1 per every 100 sf
	Restaurant, with indoor or outdoor seating	1 per every 180 sf
	Specialty eating establishment	1 per every 240 sf
	Microbrewery/taproom	1 per every 240 sf for food/beverage preparation and consumption area
		1 per every 1000 sf for brewery operations area
Offices	Business and professional services	1 per every 300 335 sf or 1 per every 500 sf in the C-D, C-M, or Planned Development Zoning Districts
	Medical and dental	1 per every 300 335 sf
Parking, commercial	Parking lot	None
Recreation, Indoor	Fitness center	1 per every 300 sf or 1 per every 335 sf in the C-D, C-M, or Planned Development Zoning Districts
	Theater	1 per every 4 seats
	Arena or stadium	1 per every 4 seats
Recreation, Outdoor	Golf course	3 per hold
	Marinas	1 per slip or mooring
	Recreation, outdoor	See 72-53.1C(3)

Use category	Use type	Minimum number of parking spaces (sf = gross square feet of floor or use area)
	Artist studio	1 per every 300 sf or 1 per every 335 sf in the C-D, C-M, or Planned Development Zoning Districts
Retail sales and services	Auction house	1 per every 300 sf or 1 per every 335 sf in the C-D, C-M, or Planned Development Zoning Districts
	Convenience store (with gasoline sales)	1 per every 250 sf
	Convenience store (without gasoline sales)	1 per every 250 sf
	Crematorium	1 per 4 seats in main assembly room
	Financial institution	1 per every 300 sf or 1 per every 500 sf in the C-D, C-M, or Planned Development Zoning Districts
	Funeral home	1 per 4 seats in main assembly room
	Gasoline sales	1 per every 300 sf
	Grocery store	1 per every 300 sf
	Historic dependency limited office retail	1 per every 300 sf or 1 per every 500 sf in the C-D, C-M, or Planned Development Zoning Districts
	Laundromat	1 per every 300 sf or 1 per every 335 sf in the C-D, C-M, or Planned Development Zoning Districts
	Lumber/building materials	1 per every 300 sf
	Open-air market	See 72-53.1C(3)
	Personal services establishment	1 per every 300 sf or 1 per every 335 sf in the C-D, C-M, or Planned Development Zoning Districts

Use category	Use type	Minimum number of parking spaces (sf = gross square feet of floor or use area)
	Pharmacy	1 per every 200 250 sf
	Plant nursery	1 per every 500 sf
	Repair establishment	1 per every 300 sf or 1 per every 335 sf in the C-D, C-M, or Planned Development Zoning Districts
	Retail sales establishments, including groups of two or more commercial uses	<60,000 sf: 1 per every 300 sf 1 per every 335 sf in the C-D, C-M, or Planned Development Zoning Districts 60,000 sf to 100,000 sf: 1 per every 400 sf >100,000 sf: 1 per every 450 sf
	Shopping center	<60,000 sf: 1 per every 300 sf 60,000 sf to 100,000 sf: 1 per every 400 sf >100,000 sf: 1 per every 450 sf
	Tattoo parlor/body piercing establishment	1 per every 300 sf or 1 per every 335 sf in the C-D, C-M, or Planned Development Zoning Districts
Seasonal events	All	See 72-53.1C(3)
Vehicle Sales and Service	Automobile sales or rentals	1 per every 300 500 sf of building area + 1 per every 5,000 sf of outdoor display area
	Automobile towing and impoundment	1 per every 500 sf + storage area
	Car wash	1 per every 500 sf
Visitor accommodations	Bed-and-breakfast inn	2 spaces + 1 per guest bedroom
	Historic dependency lodging	1 per every guest room
	Hotel or motel (including extended stay)	1 per every guest room + 75% of spaces required for on-site accessory uses
Industrial use classification		
Industrial services	Contractor office	See 72-53.1C(3)

Use category	Use type	Minimum number of parking spaces (sf = gross square feet of floor or use area)
	Equipment rental and sales	1 per every 400 sf
	General industrial service/repair	1 per 1,500 sf
	Research and development	1 per every 800 sf
	Abattoir	See 72-53.1C(3)
Manufacturing and production	Manufacturing, heavy	1 per every 1,000 sf
	Manufacturing, light	1 per every 1000 sf
	Bulk storage	1 per every 2,500 sf
Warehousing and Storage	Outdoor storage (as a principal use)	See 72-53.1C(3)
	Self-service storage	1 per every 100 units
	Freight terminal	1 per every 2,000 sf
	Warehouse (distribution)	1 per every 2,500 sf
Waste-Related Services	Incinerator	See 72-53.1C(3)
	Recycling center	1 per every 500 sf
Wholesale Sales	All uses	1 per every 1,000 sf

- (3) Uses with variable parking demand characteristics. Wherever Table 72-53.1C(2) includes a reference to this § 72-53.1C(3), the specified uses have widely varying parking and loading demand characteristics, making it difficult to establish a single off-street parking or loading standard. Upon receiving a development application for a use subject to this subsection, the Zoning Administrator is authorized to apply the off-street parking standard in the table that is deemed most similar to the use, or establish the off-street parking requirements by reference to standard parking resources published by the National Parking Association or the American Planning Association. Alternatively, the Zoning Administrator may require the applicant to submit a parking demand study that justifies estimates of parking demand based on the recommendations of the Institute of Traffic Engineers (ITE), and includes relevant data collected from uses or combinations of uses that are the same or comparable to the proposed use in terms of density, scale, bulk, area, type of activity, and location.

- (4) Maximum number of spaces permitted. Commercial and ~~institutional~~ *industrial* uses identified in Table 72-53.1C(2), Minimum Off-street Parking Standards, shall be limited in the maximum number of parking spaces that can be provided, in accordance with the following standards:
- (a) Except as allowed in this subsection, commercial and industrial uses of 1,000 square feet in area or larger listed in Table 72-53.1C(2), Minimum Off-Street Parking Standards, shall not exceed 125% of the minimum number of parking spaces required in the table.
 - (b) Through approval of an alternative parking plan in accordance with § 72-53.3A, Provision over the maximum allowed, commercial and industrial uses over 1,000 square feet in area or larger may provide up to a maximum of 175% of the minimum number of parking spaces required in the table.
 - (c) Provision of more than ~~47~~ 175% of the minimum number of parking spaces for commercial and industrial uses over 1,000 square feet in area shall require approval of a special exception in accordance with § 72-22.7, Special exception.
- (5) Stacking spaces. In addition to meeting the off-street parking standards in Table 72-53.1C(2), Minimum Off-Street Parking Standards, uses with drive-through facilities and other auto-oriented uses where vehicles queue up to access a service shall provide the minimum number of stacking/standing spaces established in Table 72-53.1C(5), Required Stacking Spaces.

[Figure 72-53.1C(5), “Stacking Spaces,” is not amended.]

Table 72-53.1C(5): Required Stacking Spaces is amended, to clarify that the “Minimum Number of Stacking Spaces” for a “Restaurant, with drive-through service,” is 3 per *order* window and 3 per *order* board.

D. Configuration

- (1) General standards for off-street parking, stacking, and loading areas.
 - a. Use of parking area, stacking area, or loading space. All vehicular parking spaces, stacking spaces, internal aisles and other circulation areas, and loading areas required by this section shall be referred to as "vehicular use area" and shall be used only for their intended purposes. Any other use, including, but not limited to, vehicular storage, vehicle sales, vehicular repair work, vehicle service, or display of any kind, is prohibited.

- b. Identified as to purpose and location. Except for single-family detached and duplex dwellings, off-street parking areas consisting of three or more parking spaces and off-street loading areas shall include painted lines, wheel stops, or other methods of identifying individual parking spaces and loading areas and distinguishing such spaces and areas from aisles or other vehicular use areas.
- c. Surfacing.
 - 1. Except for single-family detached and single-family attached dwellings, and duplexes, and as provided for in § 72-53.3G, "Alternative materials," all off-street parking, loading, and circulation areas shall be surfaced with asphalt, concrete, brick, crushed stone (within floodplain areas), pavers, aligned concrete strips, or an equivalent material. These materials shall be maintained in a smooth, well-graded condition.
 - 2. Overflow parking, and parking for temporary, special and seasonal events may take place on grass surfaces.
- d. Arrangement.
 - 1. Convenient access.
 - a. All off-street parking, loading, and circulation areas shall be arranged to facilitate access by and safety of both pedestrians and vehicles.
 - b. Except for single-family detached and duplex dwellings, off-street parking areas shall be arranged so that no parking or maneuvering incidental to parking shall occur on a public street or sidewalk, and so that an automobile may be parked and un-parked without moving another automobile (except as provided in § 72-53.3.F, Valet and tandem parking).
 - 2. Backing onto streets prohibited. Except for parking areas serving single-family detached dwellings, all off-street parking, loading, and circulation areas shall be arranged so that no vehicle is required to back from such areas directly onto a public street. Vehicular access ways and vehicular use areas on private lands are not considered public streets.

3. Easements. No off-street parking, ~~or loading, or circulation~~ area shall be located within an easement without the written consent of the person or agency that holds the easement, unless already provided for by an existing easement agreement.

[Subsections 72-53.1(D)(1)(e) “Drainage,” (f) “Exterior lighting,” (g) “Landscaping,” (h) “Curbs and motor vehicle stops,” (i) Maintained in good repair, and (j) “Construction of off-street parking and loading areas,” and 72-53.1(D)(2) “Dimensional standards,” are not amended.]

- (3) Accessible parking spaces for physically disabled persons *shall be provided in accord with the most recent version of the Virginia Construction Code, section 116.* [The remainder of this subsection – (a) through (h) -- is repealed.]

[Subsection 72-53.1(D)(4), “Location,” is not amended.]

E. Loading spaces. [Subsection 1 and Table 72-53.1E(1) are not amended.]

(2) Standards.

[Subsection (a) is not amended.]

(b) Location. Where reasonably practical, loading areas:

1. Shall be located to the rear of the use they serve;
2. Shall be located adjacent to the buildings’ loading doors, in an area that promotes their practical use;
3. Shall not be located within a front yard area;
4. Shall not be located within 40 feet of the nearest point of a public street intersection serving the loading approach; ~~and~~
5. Shall not be located within 60 feet of a residential zoning district; *and*
6. *In the C-D and C-M zoning districts, loading berths may be located in the public right of way as a curb parking space between 5:00 a.m. and 11:00 a.m., if approved by the Public Works Director. The minimum width is reduced to eight feet. Such loading berths shall also serve as pick-up/delivery areas.*

[The remainder of 72-53.1 is not amended.]

2. **Section 72-53.2, “Parking standards for single-family development,” is amended as follows:**

Sec. 72-53.2. Parking standards for single-family development.

Off-street parking serving single-family detached, duplex, and single-family attached dwellings and located within front yard and/or corner side yard areas shall comply with the following standards:

- A. Authorized vehicles. Only the following vehicles may be parked in single-family residential districts: passenger vehicles designed to transport 15 or fewer passengers, including the driver; pickup trucks and sport utility vehicles with a gross vehicle weight of less than 10,000 pounds; or any vehicle used by an individual solely for his own personal purposes, such as personal recreational activities.
- B. Parking in vehicular use area required. All licensed and operable vehicles, whether parked or stored, shall be located in a vehicular use area, unless the required off-street parking has been waived by the Zoning Administrator.
- C. Maximum area available for vehicular use.
 1. Except for lots of record smaller than 6,000 square feet in the R-4 District, vehicular use areas located within the first 40 feet of the *primary* front or ~~corner side~~ *secondary front* yard (as measured from the edge of the street right-of-way) shall be limited to the greater of 33% of the entire *primary* front and/or ~~corner side~~ *secondary front* yard area, or 750 square feet. Nothing in this subsection shall be construed to limit the size of the vehicular use area located beyond the first 40 feet of a *primary* front or ~~corner side~~ *secondary front* yard area.
 2. Vehicular use areas on lots of record smaller than 6,000 square feet in the R-4 District shall be limited to 33% of the entire front and/or corner side area.

[Subsections D “Surfacing,” and E “Dimensions,” are not amended.]

**3. Section 72-53.3, “Alternative parking plans,” is amended as follows:
Sec. 72-53.3. Alternative parking plans.**

The Zoning Administrator is authorized to approve an alternative parking plan as an element of a site plan, as set forth within this section. The alternative parking plan may include a combination of one or more of the following parking alternatives for a single use. Reductions in the minimum number of required parking spaces in order to preserve the root zones of existing, healthy specimen trees in accordance with § 72-55.6, Trees, shall not require approval of an alternative parking plan.

- A. Provision over the maximum allowed. The Zoning Administrator may approve an alternative parking plan that authorizes a number of off-street parking spaces in excess of the required by § 72-53.1C(4), Maximum number of spaces permitted, in accordance with the following:
1. Parking demand study. Requests to exceed the maximum number of required off-street parking spaces shall be accompanied by a proposed parking plan, including a parking demand study performed by a professional who is licensed or demonstrated technical expertise to prepare such a study. The purpose of the parking demand study is to provide data and supporting analysis in support of the applicant's contention that the parking spaces required by § 72-53.1C(4), Maximum number of spaces permitted, will be insufficient for the proposed development. In addition to the parking demand study, the requesting party may provide other relevant and appropriate data supporting his request.
 2. Minimum additional spaces allowed. The maximum number of off-street spaces allowed shall be limited to the minimum number of additional spaces deemed necessary, according to the parking demand study referenced above, or other relevant and appropriate data.
- ~~B. Shared parking. The Zoning Administrator may approve an alternative parking plan that reduces the individual parking requirements for two or more uses, through use of shared parking facilities. Requests for shared parking shall comply with the following standards:~~
- Off-site parking. The Zoning Administrator may approve an alternative parking plan that authorizes off-site parking. Generally, all off-street parking areas shall be provided on the same parcel of land as the use to be served. Off-street parking may be located on another parcel of land ("off-site" parking), if there are practical difficulties in locating the parking area on the same parcel or the public welfare, safety, or convenience is better served by off-site parking. Off-site parking shall comply with the following standards:*
1. Location.
 - a. Except for shared parking located within a parking structure or served by a parking shuttle, shared parking spaces shall be located within 1,000 feet of the primary entrance of all uses served.
 - b. Shared parking located within a parking structure or served by a shuttle shall be located within 2,000 feet of the primary entrance of all uses served.

- c. Shared parking spaces shall not be separated from the use they serve by an arterial or collector street, unless the shared parking area or parking structure is served by an improved pedestrian crossing.
2. Pedestrian access. Adequate and safe pedestrian access, *which complies with all applicable ADA requirements*, shall be provided from and to the ~~shared off-site~~ parking areas.
3. ~~Timing. Two or more uses sharing parking spaces shall have staggered peak usage times.~~
4. ~~Maximum shared spaces. The maximum reduction in the total number of parking spaces required for all uses, in the aggregate, sharing the parking area shall be 50%. The percentage may be increased to 60% if the uses share parking spaces located within a parking structure.~~
3. Directional signage. When determined necessary by the Zoning Administrator, due to distance, indirect locations, or visual barriers, directional signage that complies with the standards of this chapter shall be provided to direct the public to the ~~shared off-site~~ parking spaces.
6. ~~Shared parking plan.~~
 - a. ~~Justification. Those requesting to use shared parking as a means of satisfying the off-street parking standards must submit a proposed parking plan, including a parking demand study prepared by a professional who is licensed to prepare such a study. The purpose of the study shall be to provide data and supporting analysis demonstrating the feasibility of the proposed shared parking facilities. The parking demand study shall include information on the size and type of the proposed development, the composition of tenants, the anticipated rate of parking turnover, and the anticipated peak parking and traffic loads for all uses that will be sharing off-street parking spaces. Additionally the requesting party may submit other relevant and appropriate data supporting the request.~~
4. Recorded agreement. If approved, ~~an shared parking arrangement~~ *off-site parking facility* shall be described and made binding upon the all owners of record of the subject properties, within a written agreement prepared in a form suitable for recording among the City's land records. A signed and attested copy of the ~~shared off-site~~ parking agreement between the owners of record must be recorded with the Clerk of the Circuit Court. Recordation of the agreement shall occur prior to the issuance of any occupancy permit for any premises to be served by the ~~shared off-site~~ parking area. ~~An shared off-site~~ parking agreement may be revoked only if all

required off-street parking spaces are provided in accordance with the requirements of Table 72-53.1C(2), Minimum Off-Street Parking Standards.

5. Duration. ~~An shared off-site parking agreement shall run with the land, and shall be and remain in effect until revoked or revised by the parties thereto. In the event the parking requirements for the subject properties change (increase) following recordation of the agreement, due to any change in use(s) or structural alterations of buildings or structures containing such uses, then the City may require the parking plan for the properties to be updated, which may include, but is not limited to, a revision of the shared off-site parking agreement.~~
- ~~C. Off-site parking for nonresidential uses. The Zoning Administrator may approve an alternative parking plan that authorizes off-site parking for nonresidential uses. Generally, all off-street parking areas for any nonresidential use shall be provided on the same parcel of land as the use to be served. Off-street parking for nonresidential uses may be located on another parcel of land ("off-site" parking), if there are practical difficulties in locating the parking area on the same parcel or the public welfare, safety or convenience is better served by off-site parking. Off-site parking for nonresidential uses shall comply with the following standards:~~
- ~~1. Maximum distance. Off-site parking shall be located no more than 1,500 feet from the use it is intended to serve.~~
 - ~~2. Pedestrian way required. A pedestrian way that complies with all applicable ADA requirements, and is not more than 1,500 feet in length, shall be provided from the off-site parking area to the use it serves.~~
 - ~~3. No undue hazard. The off-site parking area shall be convenient to the use it serves without causing unreasonable:~~
 - ~~a. Hazard to pedestrians;~~
 - ~~b. Hazard to vehicular traffic;~~
 - ~~c. Traffic congestion;~~
 - ~~d. Interference with commercial activity or convenient access to other parking areas in the vicinity;~~
 - ~~e. Detriment to the appropriate use of business lands in the vicinity; or~~
 - ~~f. Detriment to any abutting residential neighborhood.~~
 - ~~4. Recorded agreement. If approved, off-site parking facilities shall be described and be made binding upon both the owner of land where parking is located and the applicant seeking off-site parking, within a written agreement signed by the property owners. The agreement shall be set forth within a document suitable for recording among the City's land records. A signed and attested copy of the off-site parking agreement must be recorded with the Clerk of the Circuit Court. Recordation of the agreement shall take place prior to issuance of any certificate of occupancy for any premises to be served by the off-site~~

~~parking area. An off-site parking agreement may be revoked only if all required off-street parking spaces are provided in accordance with the requirements of Table 72-53.1C(2), Minimum Off-Street Parking Standards.~~

- C. Parking reductions. The Zoning Administrator may approve an alternative parking plan ~~that includes waiver of parking, in accordance with this subsection. An applicant may submit a request to waive the construction of up to 30% of~~ *to reduce* the number of parking spaces required in Table 72-53.1C(2), Minimum Off-Street Parking Standards *and the Shared Parking Factor Table*. The applicant shall demonstrate ~~through submission of relevant and appropriate data and information that, because of the location, nature, or mix of uses,~~ there is a reasonable probability the number of parking spaces actually needed to serve the development is less than the minimum required by Table 72-53.1C(2), Minimum Off-Street Parking Standards *and the Shared Parking Factor Table*. *The application shall include relevant and appropriate data and information, including location, nature, or mix of uses, The application shall be accompanied by a plan that shows the location and number of parking spaces that will be provided, and a parking demand study prepared by a professional who is licensed to prepare such a study. The study shall provide data and supporting analysis demonstrating the feasibility of the proposed shared parking facilities. The parking demand study shall include information on the size and type of the proposed development, the composition of tenants, the anticipated rate of parking turnover, and the anticipated peak parking and traffic loads for all uses that will be sharing off-street parking spaces. The applicant may submit other relevant and appropriate data supporting the request.*

D. Downtown Parking, *Transit, and Bicycle* Fund.

1. An applicant may meet up to 50% of the parking requirement for a use in the ~~dDowntown pParking, Transit, and Bicycle dDistrict~~ through the payment of a standard amount per *surface* parking space established by City Council. *An applicant may meet 51% to 70% of the parking requirement through the payment of an amount equal to twice the standard amount per surface parking space, 71% to 85% of the requirement through payment of three times the standard amount, 86% to 100% of the requirement through payment of four times the standard amount.* The Zoning Administrator is authorized to grant this reduction. The applicant may combine this reduction with one or more of the foregoing parking alternatives to reduce the number of required on-site parking spaces to zero. The credit for an off-street parking requirement met in this manner shall run with the land. No refund of any payment shall be made when there is a subsequent change of use that requires less parking.
2. The fee shall be collected by the Zoning Administrator as a condition to site plan approval. Payment of this fee does not guarantee that parking spaces will be constructed for the sole use of or in the immediate proximity of a particular

development. It will not guarantee the availability of parking specifically for the development. Funds collected from such payment shall be deposited by the City in a special ~~parking~~ fund and shall be used *in the Downtown Parking, Transit, and Bicycle District* to:

- a. Provide additional off-street public parking ~~to serve the Downtown Parking District;~~
 - b. Acquire land for such parking through purchase, lease, or license;
 - c. Develop land to make it suitable for public parking;
 - d. Replace existing municipal parking lots with public parking structures; ~~or~~
 - e. Engage in projects that increase the amount of available public parking spaces or reduce dependence upon the automobile and thereby reduce parking demand;:
 - f. *Improve transit/ shuttle facilities or services; or*
 - g. *Improve bicycle facilities and services.*
3. The collection of the fee shall not obligate the City to provide off-street parking for any particular location. In order to provide a logical and cost effective construction of parking improvement, projects funded through this fee may be phased and may be constructed such that the public parking spaces do not directly serve the parcels from which the fee was collected.

[Figure 72-53.3E. Downtown Parking District, is repealed and replaced with new Figure 72-53.3E, “Downtown Parking/Transit/Bicycle District,” attached.]

- F. Valet and tandem parking. The Zoning Administrator may approve an alternative parking plan that includes valet and tandem parking, in accordance with this subsection. An off-street parking program utilizing limited valet and tandem parking may be allowed for uses listed under the commercial use classification in Table 72-53.1C(2), Minimum Off-Street Parking Standards, in accordance with the following standards:
1. The development served shall provide 75 or more parking spaces;

2. No more than 30% of the total number of spaces shall be designated as tandem; and
3. A valet parking attendant must be on duty during hours of operation.

[Subsection G, “Alternative materials,” is not amended.]

4. Section 72-53.4, “Bicycle parking,” is amended as follows:

Sec. 72-53.4. Bicycle parking.

Lots used for *multifamily* residential development with 30 or more dwelling units, and *Institutional or Commercial nonresidential* development with 5,000 or more square feet of gross floor area, shall provide individual or shared bicycle parking facilities in accordance with the following standards. ~~Nonresidential~~ *Institutional or commercial* uses of up to 30,000 square feet in size may share bicycle parking facilities in accordance with this section.

A. General standards.

1. Bicycle parking facilities shall be conveniently located, but in no case shall such facilities be located more than 150 feet from the primary building entrance. *Facilities for Institutional or Commercial uses may be located in the public right of way with the approval of the Public Works Director.*
2. Bicycle parking spaces shall be provided at the rate of one bicycle parking space for every 30 *multifamily* residential dwelling units and/or every 5,000 square feet of ~~nonresidential~~ *Institutional or Commercial* floor area.

B. Bicycle rack required. Bicycle parking facilities shall incorporate a rack or other similar device intended for the storage of bicycles *located on a solid surface.*

C. Shared bicycle parking. ~~Nonresidential~~ *Institutional or Commercial* uses of 30,000 square feet in size or less may share bicycle parking spaces provided:

1. Each use provides or is served by improved pedestrian access from the bicycle parking facility to the primary building entrance; and
2. The shared bicycle parking facility and improved pedestrian access is depicted on a site plan.

SEC. III. Effective Date.

This ordinance is effective immediately.

Votes:

Ayes:

Nays:

Absent from Vote:

Absent from Meeting:

Approved as to form:

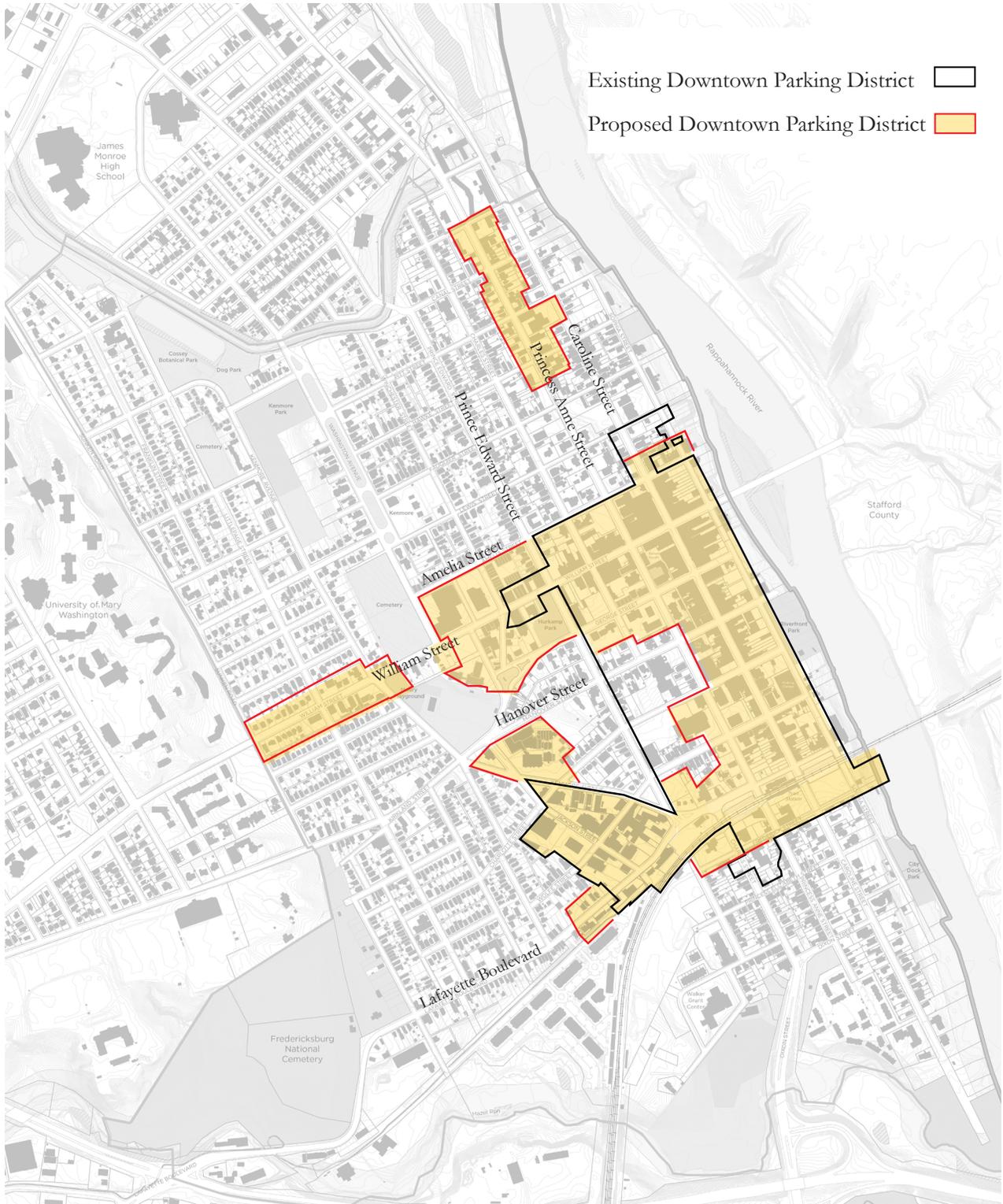
Kathleen Dooley, City Attorney

Clerk's Certificate

I, the undersigned, certify that I am Clerk of Council of the City of Fredericksburg, Virginia, and that the foregoing is a true copy of Ordinance No. 20- duly adopted at a meeting of the City Council meeting held Date, 2020 at which a quorum was present and voted.

Tonya B. Lacey, CMC
Clerk of Council

PART III





Colutor

MEMORANDUM

TO: Tim Baroody, City Manager
FROM: Mike Craig, Senior Planner
DATE: February 3, 2020 (for the February 11 meeting)
RE: Initiating the Creation of the Creative Maker zoning district

ISSUE

Should the City Council create a Creative Maker Zoning District and amend the zoning map to apply the zoning district to 182 properties?

THE PROPOSED CREATIVE MAKER ZONING DISTRICT

On February 12, 2019 the City Council approved the Area 6 Princess Anne Street / Route 1 North Small Area Plan. Area 6 is the area of the City between the Rappahannock Canal and the Rappahannock River.

The existing commercial portions of Area 6 were identified as a potential strength in its Small Area Plan. Specifically, the existing fabric along Princess Anne Street and U.S. Route 1 contains a collection of architecturally interesting buildings dating to the early twentieth century. The buildings were designed to accommodate machinery and production uses and many have retained their architectural significance. The Plan designated 34 of these structures as character structures in order to identify the need to incentivize their preservation. This potential strength, however, is currently offset by some challenges.

Fredericksburg's economy is changing. Emerging trends indicate that a modern mix of businesses now includes entrepreneurs and larger companies that produce the products they sell. These uses include coffee roasters, brewers, woodworkers, and electronic companies. These uses are ideal for the type of fabric found in Area 6, however, are not currently permitted under Fredericksburg's zoning ordinance. As a result, the Area Plan identified the need to develop a Creative Maker District that permitted this level of industrial use as a component in a mixed-use zoning district alongside traditional commercial uses and moderate residential uses. See attached Proposed Creative Maker District Map to see where the new district is proposed.

The commercial fabric within Area 6 contains an arrangement of uses that do not currently provide a cohesive district. To address this, the Creative Maker zoning district is a form based code. The form based code will use transect, frontage, and building type tools. These tools ensure that as infill and redevelopment occurs new construction have a compatible orientation, height, and width to existing structures. Streetscapes and the facades of the buildings will be designed to facilitate a safe, attractive, and harmonious public realm that permits a balance between automobile access (prioritized along US Route 1 and the central areas of Princess Anne Street) and pedestrianism (prioritized where pedestrian activity will be the highest). Architectural compatibility standards require that building elevations correspond to surrounding buildings, compatible materials are used in construction, and equipment is screened from adjacent properties.

The commercial fabric in Area 6 has some of the most varied and interesting sets of historic signage in the City. For example, the signage at Carl's (2200 Princess Anne Street) and the 2400 Diner (2400 Princess Anne Street) define the character of the commercial area. However, these signs are substantially out of conformance with today's zoning ordinances. The proposed ordinance applies a mixture of conventional zoning regulations (ie. sign height, square footage, and locational criteria) with policies that validate the existing signage in the area (ie. permitting limited roof signs, setting a minimum of signage that can be painted on a building by-right, and creating a special exception process with the Board of Zoning Appeals to encourage creative approaches to signage). This combination will ensure that signage remains in character with its environment while also permitting innovation.

The Creative Maker zoning district was developed in partnership with the community. Since 2017, a collection of property owners, stakeholders, neighborhood residents, and technical experts have come together to help shape the vision for the Creative Maker District. The result of that process are the proposed amendments to be initiated for public hearing by the City Council on February 11.

THE PROPOSED ZONING MAP AMENDMENT

The Creative Maker zoning district is proposed to replace portions of the Commercial Highway, Commercial Transitional, Residential 30, and Residential 2 zoning districts within Area 6. The proposed rezoning includes 182 parcels. The parcels along the Princess Anne Corridor also contain the Princess Anne Corridor Overlay zoning district. The Princess Anne Corridor Overlay was adopted in 2007. It applied additional zoning controls and design guidelines to the corridor. The vision for these tools was that:

“Princess Anne Street will be transformed into an attractive entrance corridor to the Historic Fredericksburg District, a corridor that enhances the visitor experience as well as provides City residents a revitalized street of thriving businesses and well maintained homes.”

A group of citizens, stakeholders, entrepreneurs, and property owners have been meeting as the Canal Quarter association for over a year and a half. Their vision for Area 6's commercial areas has changed, from a corridor through which people travel to get to the Historic District to:

“A place where residents, creatives, and entrepreneurs can build a diverse and vibrant neighborhood.”

The zoning must be changed to achieve this vision. The existing zoning pattern in the commercial portions of Area 6 is complicated. Attached is an Existing Zoning Map showing the current zoning. Permitted uses especially within the Commercial Highway portions of the area favor highly intensive uses (such as automotive dealerships and service stations). Zoning barriers exist at the edges of each district, which create artificial boundaries that prevent a cohesive harmonious community. The complexity of the rules and limitations of the permitted uses establish intensive procedural barriers to small scale entrepreneurs.

The application of the Creative Maker zoning district to this commercial area will create a cohesive uniform zoning district. The ordinances establishing this ordinance include a Transect Map, which will encode a grade in intensity. This transect definitions along with the other standards in the form based code will ensure compatibility between the scale and vibrancy of commercial uses and the quality of life in adjacent residential neighborhoods.

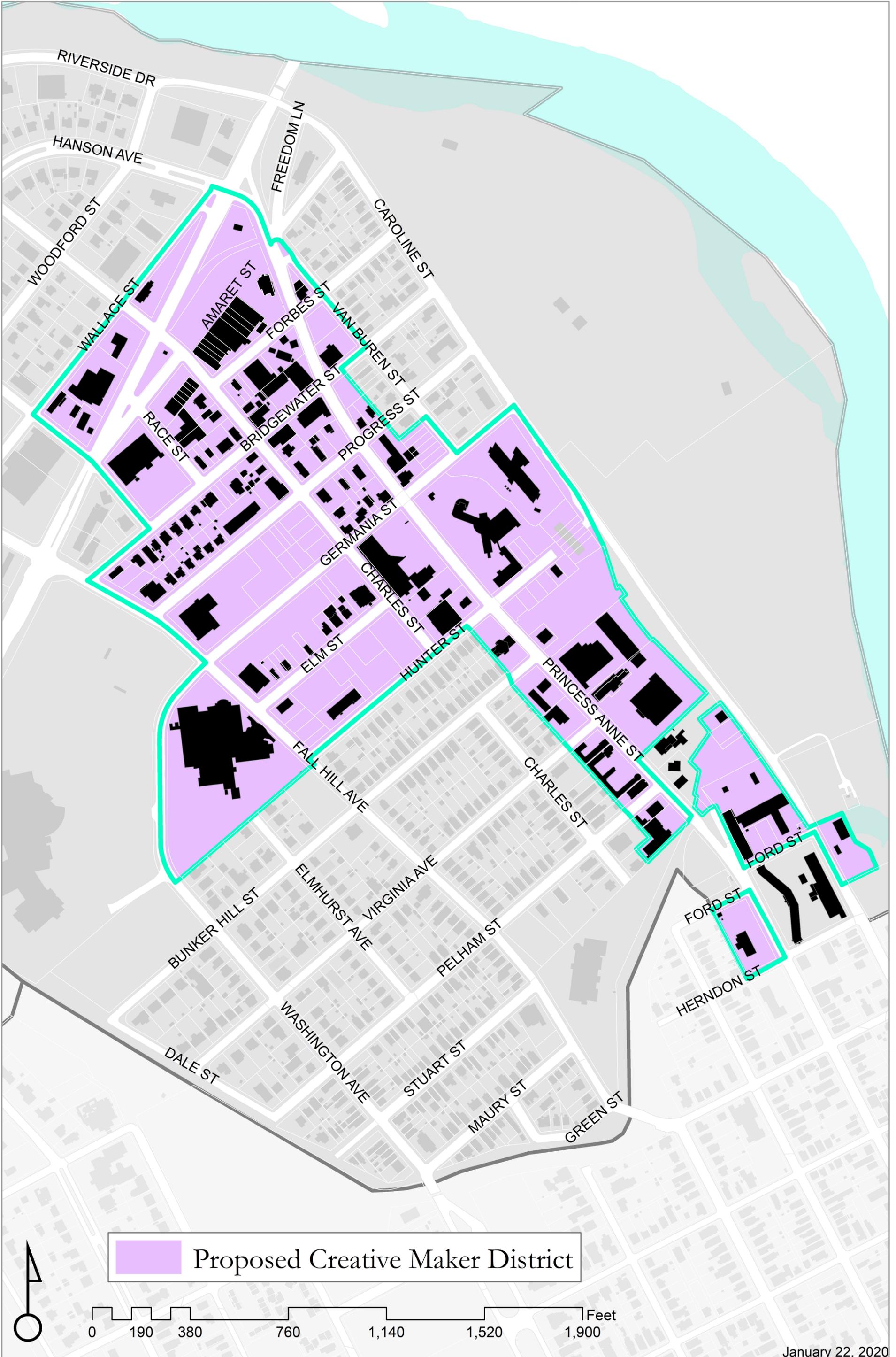
CONCLUSION

The Creative Maker District is the product of three years of community interaction. Its implementation will set the legal foundation for the next evolution of Area 6's commercial core and the City's overall economy. The City Council should initiate public hearings on this ordinance and zoning map amendment and refer these items to the Planning Commission for review.

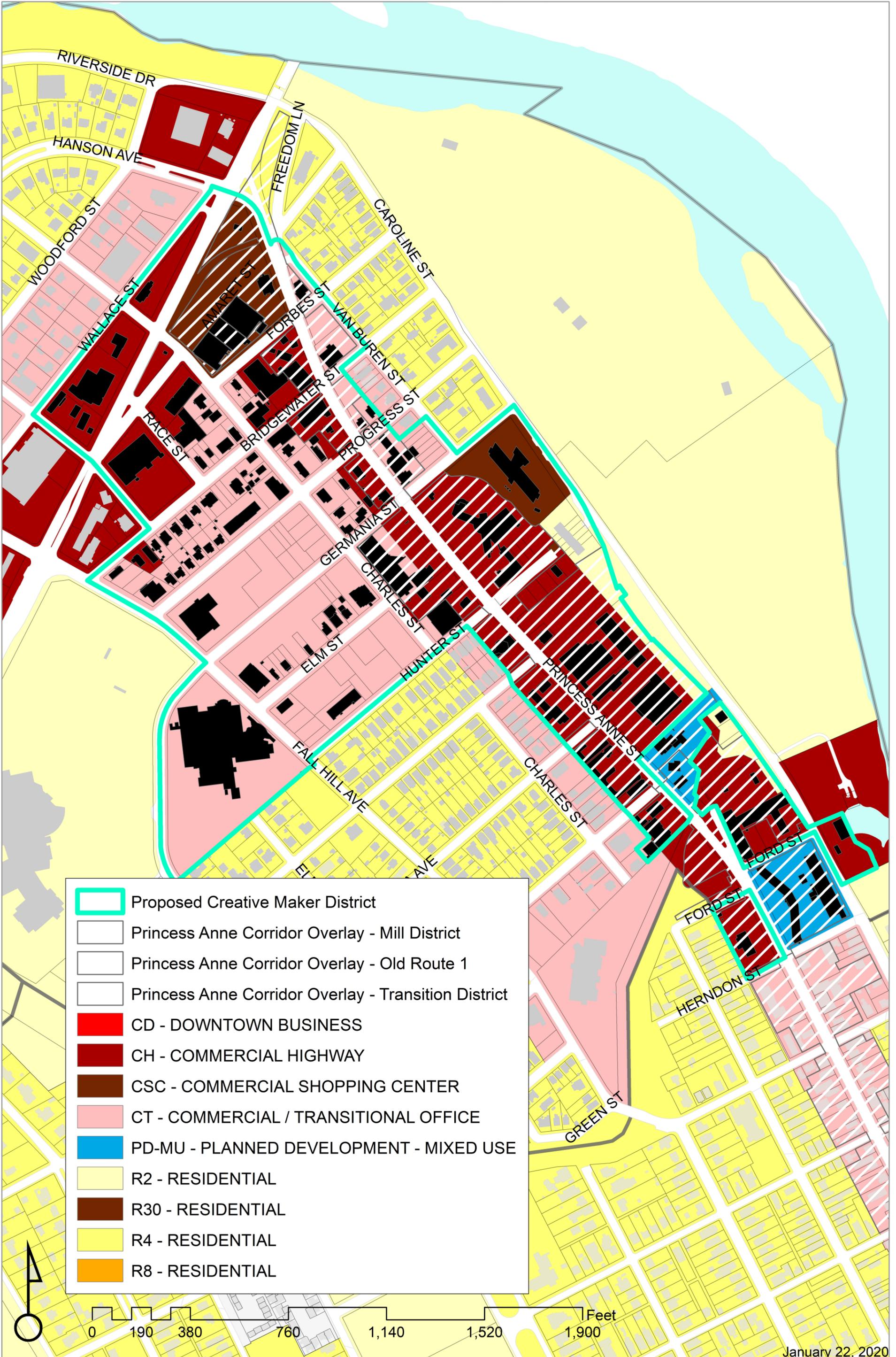
ATTACHMENTS

1. Proposed Creative Maker and Existing Zoning Maps
2. Resolution initiating public hearing and review of the Creative Maker zoning district
3. Draft Ordinance Establishing the Creative Maker Zoning District
4. Form Based Code Appendix
5. Draft Ordinance Rezoning 181 parcels to the Creative Maker Zoning District

Proposed Creative Maker Zoning District



Existing Zoning Map





February 11, 2020
Regular Meeting
Resolution 20-__

MOTION:

SECOND:

RE: Initiating Amendments to the Unified Development Ordinance to Add the Creative Maker District and Consolidating Form-Based Regulations in a New Appendix 72-A; Initiating Amendments to the Official Zoning Map to Rezone 78 Acres of Land to the New Creative Maker District, and Applying Transect and Frontage Maps and Designations in the District

ACTION: APPROVED: Ayes: 0; Nays: 0

City Council amended Chapter 11, “Future Land Use,” of the 2015 Comprehensive Plan to adopt a new small area plan for Planning Area 6 by adoption of Resolution 19-11 at its meeting on February 12, 2019. The new small area plan designates approximately 78 acres of Planning Area 6 as either T-4M (General Urban Maker) or T-5M (Area Core Maker). The small area plan then recommends that the City establish a new “Creative Maker District” to apply to these two transects. City Council now proposes to establish the new Creative Maker District, and to rezone the 78 acres of land in Planning Area 6 designated as either T-4M (General Urban Maker) or T-5M (Area Core Maker), to Creative Maker District, as recommended.

In addition, for purposes of convenience and ease of administration, City Council proposes to consolidate all form-based code regulations in a single appendix to City Code Chapter 72.

The public purpose of this amendment is to promote the public health, safety, convenience, and welfare; and to plan for the future development of the Creative Maker zoning district as envisioned in the Comprehensive Plan.

Therefore, the City Council hereby resolves that:

- The City Council hereby initiates amendments to City Code Chapter 72, the Unified Development Ordinance, to add the Creative Maker District, and to consolidate form-based regulations in a new Appendix 72-A.
- The City Council hereby initiates amendments to the Official Zoning Map to rezone approximately 72 acres of land located in Planning Area 6, designated as transect T-4M or T-5M, to the Creative Maker District, and to adopt transect maps and frontage maps for the district.
- The City Council refers this proposal to the Planning Commission for review, public hearing, and recommendation under the procedures set forth in City Code §72-22.1.

Votes:

Ayes:

Nays:

Absent from Vote:

Absent from Meeting:

Clerk's Certificate

I certify that I am Clerk of Council of the City of Fredericksburg, Virginia, and that the foregoing is a true copy of Resolution No. 20-__, adopted at a meeting of the City Council held _____, at which a quorum was present and voted.

Tonya B. Lacey, CMC
Clerk of Council



MOTION:

draft 2020 01 22

SECOND:

Regular Meeting

Ordinance No. 20-__

RE: Amending the Unified Development Ordinance to add the Creative Maker District, and consolidating form-based regulations in a new Appendix 72-A.

ACTION: APPROVED; Ayes:0; Nays: 0

First read: _____ **Second read:** _____

It is hereby ordained by the Fredericksburg City Council that City Code Chapter 72, “Unified Development Ordinance,” is amended as follows.

I. Introduction.

The purpose of this ordinance is to establish a new zoning district, entitled the “Creative Maker District,” through an amendment of Article 3 of the Unified Development Ordinance and an amendment of the Official Zoning Map. The establishment of the Creative Maker District is a recommendation of the Small Area Plan for Area 6, adopted as an amendment to the Comprehensive Plan by Resolution 19-11 on February 12, 2019. As envisioned by the Comprehensive Plan, the new Creative Maker District will be a “unified” district in at least two respects – it will replace the disparate zoning designations that currently apply to the affected land area, and it will combine the preservation protections of the existing Princess Anne Corridor Overlay District with traditional zoning regulations. Finally, the new Creative Maker District implements the Transect-based approach to zoning as recommended in the Area 6 Small Area Plan.

In adopting this ordinance, City Council finds that the Creative Maker District constitutes an area of unique architectural value located within a “redevelopment” district. The landmarks, buildings, and structures having an important historic, architectural, or cultural interest are set forth in this ordinance, and the new Creative Maker District encompasses these landmarks, buildings, and structures.

The City Council adopted a resolution to initiate this text amendment at its meeting on [date]. The Planning Commission held its public hearing on the amendment on [date], after which it voted to recommend the amendment to the City Council. The City Council held its public hearing on this amendment on [date].

In adopting this ordinance, City Council has considered the applicable factors in Virginia Code § 15.2-2284. The City Council has determined that public necessity, convenience, general welfare and good zoning practice favor the zoning regulation amendment.

II. City Code Amendment.

1. City Code Chapter 1, “General Provisions,” section 1-1, “Designation and citation of this Code,” is amended as follows:

Sec. 1-1. Designation and citation of Code.

The ordinances embraced in this and the following chapters, ~~and~~ sections, *and appendices* shall constitute and be designated the "Code of Ordinances, City of Fredericksburg, Virginia," and may be so cited. Such ordinances may also be cited as the "Fredericksburg City Code."

2. Appendix 72-A, “Form-based Zoning Regulations,” is hereby adopted as an appendix to City Code Chapter 72, the Unified Development Ordinance.
3. City Code Chapter 72, “Unified Development Ordinance,” Section 72-22.8, “Variances, administrative appeals, special exceptions and Zoning Map interpretations,” is amended by adding a new subsection (F) and re-lettering existing (F) and (G), as follows:

Sec. 72-22.8 Variances, administrative appeals, special exceptions and Zoning Map interpretations.

[Subsections A through E are not amended.]

F. Review authority and criteria, special exceptions; signs in the Creative Maker District. The Board of Zoning Appeals may bear and decide applications for a special exception from the regulations governing signs

in the Creative Maker District. [KD: We are going to need to discuss this proposal. What criteria is the BZA applying?]

[Subsections F and G are re-lettered.]

4. **City Code section 72-30.6, “Zoning districts established,”** is amended as follows:
 - Under the heading, “Nonresidential and Mixed-Use Districts,” add “CM” Creative Maker District;

5. Section 72-32.4, “Commercial-Highway District,” is amended by repealing subsection D, “Form-based regulations.”

6. A new section 72-32.7, “Creative Maker District,” is added, as follows:

Sec. 72-32.7. Creative Maker District. *The Creative Maker District is governed by Appendix 72-A which is incorporated into this Chapter.*

7. **Section 72-35, “Form-Based Regulations,”** is hereby repealed.

8. **Table 72-40.2: Use Table,** is amended to add a column for the Creative Maker District as follows:

		Nonresidential and Mixed-Use Districts
		<i>Creative Maker</i>
Residential Use		
Household Living	Dwelling, Duplex	<i>P</i>
	Dwelling, Live/Work	<i>P</i>
	Dwelling, Mobile Home	•
	Dwelling, Multifamily	<i>P</i>
	Dwelling, Single-Family Attached	<i>P</i>

	Dwelling, Single-Family Detached	<i>P</i>
	Dwelling, Upper Story (over nonresidential)	<i>P</i>
Group Living	Convent or Monastery	•
	Dormitory	•
	Fraternity or Sorority	•
	Group Home	•
	Institutional Housing	•
Institutional Uses		
Community Services	Art Center and Related Facilities	<i>P</i>
	Community Center	<i>P</i>
	Cultural Facility	<i>P</i>
	Library	<i>P</i>
	Museum	<i>P</i>
	Social Service Delivery	<i>S</i>
Day Care	Adult Day-Care Center	<i>P</i>
	Child-Care Center	<i>P</i>
	Family Day Home (1-5 Children)	•
	Family Day Home (6-12 Children)	•
Educational Facilities	College or University	<i>P</i>
	School, Elementary	<i>S</i>
	School, Middle	<i>S</i>
	School, High	<i>S</i>
	Vocational or Trade School	<i>P</i>
Governmental Facilities	Courthouse	•
	Governmental Facility	<i>P</i>
	Governmental Office	<i>P</i>
	Post Office	<i>P</i>
Health Care Facilities	Hospital	<i>S</i>
	Medical Laboratory	<i>P</i>
	Medical Treatment Facility	<i>P</i>

Institutions	Assisted Living Facility	<i>S</i>
	Auditorium, Conference, and Convention Center	<i>P</i>
	Club or Lodge	<i>P</i>
	Continuing Care Retirement Community	•
	Nursing Home	•
	Religious Institution	<i>P</i>
Parks and Open Areas	Cemetery, Columbarium, Mausoleum	•
	Arboretum or Garden	<i>P</i>
	Community Garden / Gardening, Noncommercial	<i>P</i>
	Community Garden / Gardening, Commercial	<i>P</i>
	Park, Playground, or Plaza	<i>P</i>
	Swimming Pool (public or private)	<i>P</i>
Public Safety	Fire/EMS Station	<i>S</i>
	Police Station	<i>S</i>
Transportation	Airport	•
	Heliport	•
	Passenger Terminal (surface transportation)	<i>P</i>
Utilities	Data Center	<i>S</i>
	Small Data Center	<i>P</i>
	Small Cell facility, Co-Location	<i>P</i>
	Solar Array	<i>P</i>
	Telecommunication Facility, Structure	<i>P</i>
	Telecommunication Facility, Collocation	<i>P</i>
	Telecommunication Facility, Tower	•
	Utility, Major	•
Utility, Minor	<i>P</i>	
Commercial Uses		
Adult Establishments	All	•
Agriculture	Agritourism	•
Alcoholic Beverage	Microbrewery	<i>P</i>

Production	Local - Brewery, Winery or Distillery	<i>P</i>
	Regional - Brewery, Winery, or Distillery	<i>S</i>
Animal Care	Animal Grooming	<i>P</i>
	Animal Shelter/Kennel	<i>P</i>
	Veterinary Clinic	<i>P</i>
Eating Establishments	Bakery	<i>P</i>
	Restaurant, Fast-food	<i>P</i>
	Restaurant, Indoor and Outdoor Seating	<i>P</i>
	Specialty Eating Establishment	<i>P</i>
Offices	Business and Professional Services	<i>P</i>
	Medical and Dental	<i>P</i>
Parking	Parking Garage	<i>P</i>
	Parking Lot (commercial)	<i>P</i>
Recreation, Indoor	Fitness Center	<i>P</i>
	Recreation, Indoor	<i>P</i>
	Theater	<i>P</i>
Recreation, Outdoor	Arena or Stadium	•
	Fairgrounds	•
	Golf Course	•
	Marina	•
	Recreation, Outdoor	<i>P</i>
Retail Sales and Services	Artist Studio	<i>P</i>
	Auction House	<i>P</i>
	Convenience Store (with gasoline sales)	<i>S</i>
	Convenience Store (without gasoline sales)	<i>P</i>
	Crematorium	•
	Financial Institution	<i>P</i>
	Funeral Home	<i>P</i>
	Gasoline Sales	<i>S</i>
	Grocery Store	<i>P</i>
	Historic Dependency Limited Office/Retail	•
	Laundromat	<i>P</i>
	Lumber/Building Materials	<i>P</i>

	Open-Air Market	<i>P</i>
	Personal Services Establishment	<i>P</i>
	Pharmacy	<i>P</i>
	Plant Nursery	<i>P</i>
	Repair Service Establishment	<i>P</i>
	Shopping Center	<i>P</i>
	Retail Sales Establishment	<i>P</i>
	Tattoo/Piercing Establishment	<i>S</i>
Seasonal Event	All	<i>S</i>
Vehicle Sales and Service	Automotive Sales and Rental, Large	<i>S</i>
	Automotive Sales and Rental, Small	<i>S</i>
	Automotive Service	<i>S</i>
	Automobile Towing and Impoundment	•
	Car Wash	<i>P</i>
Visitor Accommodations	Bed-and-Breakfast Inn	<i>P</i>
	Historic Dependency Lodging	<i>P</i>
	Hotel or Motel	<i>P</i>
Industrial Uses		
Industrial Services	Commercial Laundry	<i>S</i>
	Contractor Office	<i>P</i>
	Equipment Rental and Sales	<i>S</i>
	General Industrial Service/Repair	<i>P</i>
	Research and Development	<i>P</i>
Manufacturing	Abatoir	•
	Manufacturing, Heavy	•
	Manufacturing, Light	<i>P</i>
Warehousing and Storage	Bulk Storage	•
	Outdoor Storage	<i>S</i>
	Self-Service Storage	•
	Freight Terminal	<i>S</i>
	Warehouse	<i>P</i>
Waste Related	Incinerator	•
	Recycling Center	•

Wholesale	Wholesale Sales	P
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9. Table 72-42.5: “Table of Common Accessory Uses,” is amended to add columns for the Creative Maker District, as follows:

Table 72-42.5: Table of Common Accessory Uses		
P = Allowed by right S = Special use permit required blank cell = prohibited		
Accessory Use	Zoning District	
	<i>Creative Maker T-4M Trancsect</i>	<i>Creative Maker T-5M Trancsect</i>
Amateur Radio Antennas	P	P
Cemetery	.	.
Drive-Through	S	P
Home Occupation	P	P
Homestay	P	P
Outdoor display and sales	P	P
Outdoor storage (as an accessory use)	S	P
Parking of heavy trucks, trailers, major recreational equipment, etc.	.	.
Satellite dishes	P	P
Solar energy equipment	P	P
Temporary family health care structure	P	P

10. Section 72-52.2, “Vehicular ingress/egress (driveways),” is amended as follows:

[Subsections A and B are not amended.]

- C. Nonresidential driveways.

(1) Driveways for nonresidential uses shall not exceed 50 feet in width at the curblineline or more than 35 feet at the front lot line.

(2) One-way driveways shall have a minimum width of 15 feet, and two-way driveways shall be at least 24 feet wide, unless the Virginia Statewide Fire Prevention Code requires wider access. *In the Creative Maker District, two-way nonresidential driveways on lots less than 75 feet wide shall be at least 12 feet wide, and shall have a maximum width of 24 feet.*

(3) Commercial driveway pavement shall conform to Figure 72-52.1B.

(4) Curb cuts shall conform to §72-52.1B(4).

(5) Commercial driveway lighting shall conform to §72-52.1B(7).

11. **Table §72-55.4D, “Buffer Type Application,”** is amended as follows:

Table § 72-55.4D: Buffer Type Application							
A = Type A Buffer B = Type B Buffer C = Type C Buffer D = Type D Buffer							
N/A = Not Applicable (No Buffer Required)							
Zoning Classification of Proposed Development Site	Zoning Classification of Adjacent Property						
	R-2; R-4	R-8; R-12; PD-R	R-16; R-30; PD-MU	C-T; C-D CM T-4M Transect	C-SC; PD-C; PD-MC	C-H; I-1; CM T-5M Transect	I-2
R-1; R-2; R-4	N/A	N/A	B	C	D	D	D
R-8; R-12; PD-R	N/A	N/A	A	B	C	D	D
R-16; R-30; PD-MU	B	A	N/A	A	B	C	D
C-T; C-D; CM T-4M Transect	C	B	A	N/A	A	B	D
C-SC; PD-C; PD-MC	D	C	B	A	N/A	A	D
C-H; I-1; CM T-5M	D	D	C	B	A	N/A	C

Table § 72-55.4D: Buffer Type Application

A = Type A Buffer B = Type B Buffer C = Type C Buffer D = Type D Buffer

N/A = Not Applicable (No Buffer Required)

Zoning Classification of Proposed Development Site	Zoning Classification of Adjacent Property							
	R-2; R-4	R-8; 12; PD-R	R-	R-16; R-30; PD-MU	C-T; C-D <i>CM T-4M</i> <i>Transect</i>	C-SC; PD-C; PD-MC	C-H; I-1; <i>CM T-5M</i> <i>Transect</i>	I-2
<i>Transect</i>								
I-2	D	D		D	D	D	C	N/A

NOTES:

- [1] Letters in cells correspond to the buffer types depicted in Table 72-55.4C, Buffer Types.
- [2] The General Development Plan in a planned development district may propose an alternative buffer, including an exception to buffer requirements between uses within the boundaries of the PD District.

12. Section 72-56.2: “Height standards,” is amended as follows:

Sec. 72-56.2. Height standards.

- A. All fences and walls shall conform to the standards in Table 72-56.2 Fence and Wall Height. In all cases, heights are measured from established grade on the highest side of the fence or wall (see Figure 72-56.2, Fence and Wall Location.)

Table 72-56.2: Fence and Wall Height (effective [date])		
Zoning district	Location	Maximum height
Residential	Any location on a vacant lot	48”
Residential Commercial	Between a front lot line and the front of the principal building	48”

Planned Development <i>Creative Maker</i>	Within a secondary front yard	48"
	Any other location on the lot	72"
Industrial	Between the front lot line and the front of the principal building	72"
	Within a secondary front yard	72"
	Any other location on the lot	96"
Any zoning district	Within a sight triangle	40"

B. The following exceptions to the general height regulations apply to corner and through lots:

Zoning district	Location	Special Circumstance	Maximum Height
Residential Commercial Planned Development <i>Creative Maker</i>	Secondary front yard	The secondary front yard abuts a primary front yard of another lot.	72" if the fence is no closer to the secondary front property line than the front of the abutting principal structure.
		The secondary front yard abuts the secondary front yard of another lot.	72"
		An accessory structure is located within the secondary front yard.	72" if the fence is no closer to the secondary front lot line than any side of the accessory structure

C. The Zoning Administrator may approve fences or walls exceeding six feet in height in any side or rear yard in a residential, commercial, *Creative Maker*, or planned zoning district, if the adjacent property is in a nonresidential district, or if there are unique topographic or other physical circumstances on the property that were not created by the property owner. The Zoning Administrator may condition approval on a prescribed setback from the property line.

13. Section 72-56.4, "Fence materials," is amended as follows:

Sec. 72-56.4. Fence materials.

No barbed wire, razor wire, or similar fence material is permitted in a residential, planned development, or commercial zoning district or on a lot containing or adjacent to a residential use. *No chain link, wire, unpainted cinder block, non-paintable plastic, or barbed wire are permitted in the Creative Maker District.*

14. Section 72-59.4, “Prohibited signs,” is amended as follows:

Sec. 72-59.4. Prohibited signs.

All signs and sign structures that are not specifically exempted or permitted by §72-59 are prohibited, specifically including:

[A through M are not amended.]

N. Roof signs, *except as permitted in the Creative Maker District under §72-59.7.*

[O through S are not amended.]

15. Section 72-59.6, “Sign regulations by type of sign: building-mounted and freestanding,” is amended as follows:

Sec. 72-59.6. Sign regulations by type of sign: building-mounted and freestanding.

[Subsections A and B are not amended. A new subsection C, “Form Based Districts,” is added.]

	<i>Maker Frontage B-C</i>	<i>Maker Frontage D-E</i>
Maximum Number		
Per parcel per street frontage	<i>1</i>	<i>1</i>
Per gasoline sales use	<i>1</i>	<i>1</i>
Per major entrance to an office park or retail center	<i>1</i>	<i>1</i>

	<i>Maker Frontage B-C</i>	<i>Maker Frontage D-E</i>
Per major entrance to a shopping center	1	1
Per major entrance to a neighborhood	1	1
Flagpole per parcel	1	1
Maximum Sign Area (square feet)*		
For each sign adjacent to a public street right-of-way > 70 feet	100	40
For each sign adjacent to a public street right-of-way ≤ 70 feet	75**	30**
For gasoline sales uses	25	25
For major entrances listed above, adjacent to a public street right-of-way > 70 feet	100	60
For major entrances listed above, adjacent to a public street right-of-way ≤ 70 feet	75	40
*flag area counts toward maximum sign area.		
** signs painted on the building façade in the Maker District may exceed this sign area in conjunction with § 72-59.6.C.3.		
Maximum Height (feet)**		
General	20	10
For major entrances listed above, adjacent to a public street right-of-way > 70 feet	20	10
For major entrances listed above, adjacent to a public street right-of-way ≤ 70 feet	20	8
*** permitted flagpole height is equal to maximum permitted building height as defined by Article III.		
Illumination		
For each sign adjacent to a public street right-of-way > 70 feet	Yes	Yes
For each sign adjacent to a public street right-of-way ≤ 70 feet	Yes	Yes
Other		

	<i>Maker Frontage B-C</i>	<i>Maker Frontage D-E</i>
Two signs are permitted for each stacking lane of an accessory drive-through use. The signs shall not be included in calculating the number of freestanding signs or in calculating the total aggregate sign area. One sign is limited to six feet in height and 30 square feet in area. One sign is limited to six feet in height and 15 square feet in area. Signs shall be installed within 10 feet of the drive-through lane.		

(3) *Additional rules for Creative Maker Districts:*

(a) *Roof signs are permitted in the Creative Maker District in accordance with the following:*

- (i) *Roof signs are only permitted along Frontages B, C, and E*
- (ii) *The roof sign shall be no taller than 25% of the height of the existing building or twenty feet, whichever is greater.*
- (iii) *The roof sign shall count as “building signage” and, together with other building signs, shall not exceed the established square foot limits.*

(b) *Building signage painted onto the façade of the building may exceed the building-mounted signage square foot limits ascribed in § 72-59.6.A.1 in accordance with the following:*

- (i) *The painted sign may sign may be 150 total square feet or the maximum amount of building-mounted signage permitted under § 72-59.6.A.1, whichever is greater.*
- (ii) *Painted signage shall count towards the total permitted building-mounted signage. If additional building-mounted signage is proposed, then together, the signs shall not exceed the total amount of building-mounted square feet permitted under § 72-59.6.A.1.*

(c) *Electronic variable message signs are prohibited in the Creative Maker Districts.*

(d) *The Board of Zoning Appeals may hear and decide applications for a special exception from the regulations governing sign height and total permitted square feet within the Creative Maker District. The special exception shall be reviewed in accordance with the criteria set forth in § 72-22.8.*

16. City Code section 72-84, “Definitions,” is amended to add the italicized language and delete the language shown in strikethrough, as follows:

BUILDING FRONT

That one face or wall of a building architecturally designed as the front of the building, which normally contains the main entrance for use by the general public. *Within Form Based Codes, the building front is the elevation parallel to the most prominent frontage.*

TRANSPARENCY

The percentage of ~~windows and doors that cover~~ the façade of a building adjacent to a street or formal open space *that consists of windows and doors*. In order to be considered transparent, windows ~~and doors~~ must be clear and allow views inside the ground-story space to a depth of three feet *and doors must be operable.*”

SEC. III. Effective Date.

This ordinance is effective _____.

Votes:

Ayes:

Nays:

Absent from Vote:

Absent from Meeting:

Approved as to form:

Kathleen Dooley, City Attorney

Clerk’s Certificate

I, the undersigned, certify that I am Clerk of Council of the City of Fredericksburg, Virginia, and that the foregoing is a true copy of Ordinance No. 20 - duly adopted at a meeting of the City Council meeting held Date, 2020 at which a quorum was present and voted.

Tonya B. Lacey, CMC
Clerk of Council

UNIFIED DEVELOPMENT ORDINANCE
APPENDIX 1

FORM BASED CODES:
T-5C Commercial Highway and
T-4M and T-5M Creative Maker District

January 30, 2020

WHAT IS A FORM-BASED CODE?

1. Form-based regulations foster predictable results and a high-quality public and semi-public realm by prescribing the physical form of buildings and other elements, addressing the relationships between buildings to one another, and the scale and types of streets and open spaces. While form-based regulations primarily control physical form, they can also include provisions to allow only certain uses carefully chosen to maintain compatibility between uses and the intended physical form of the zone.

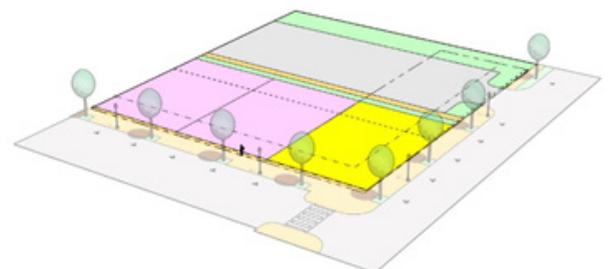
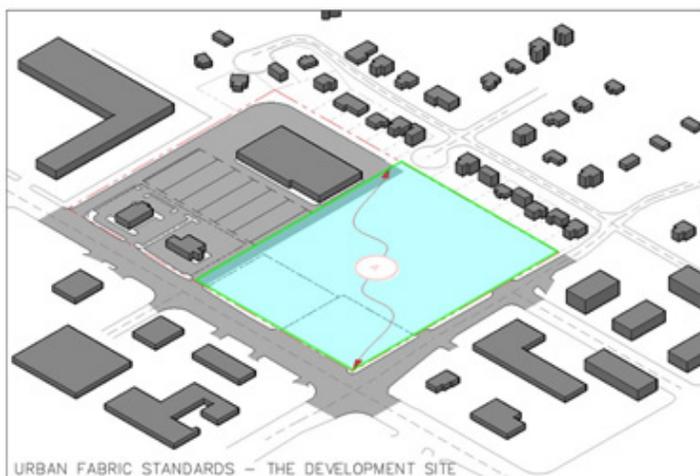
Transect designations are the organizing principle for the City's form-based regulations. The "transect" is a graphic representation of the prescribed character, intensity and physical forms allowed in a specific area. Transects represent the spectrum of intensity and complexity of form and use. Form-based regulations contained in this appendix are calibrated to fit their prescribed transect designations, and are keyed to frontage, building type and other form-based tools that designate the appropriate form and scale (and therefore character) of development, rather than simply limit the uses allowed in a given area.

2. For any development subject to form-based zoning regulations, the landowner or applicant will find the following sequence of steps useful:

- a. Define the development site and the character of the project;
- b. Identify the zoning district of the development site;
- c. Identify the transect designation of the development site;
- d. Check the zoning district regulations to see if form-based code provisions apply for the proposed type of development, in the transect designation, and in that zoning district.
- e. Identify the Urban Fabric Standards associated with the Transect Designation to properly identify how the site fits into the surrounding community;
- f. Identify the Frontage Designation on the Frontage Map to define the proposed development's relationship to the street;
- g. Identify the permitted Building Type listed in the Frontage Designation to define the position and activation of the building's architecture.
- h. Check the Architectural Compatibility section to identify whether any additional architectural design guidelines apply.

3. Form-based regulations utilize diagrams and charts which together regulate the development of a property. Features of each diagram may be annotated by numbered symbols, dimensions, or arrows. The numbering within the symbol corresponds to either the section of the code or the portion of an adjacent chart that is being illustrated.

Examples of form-based diagrams:



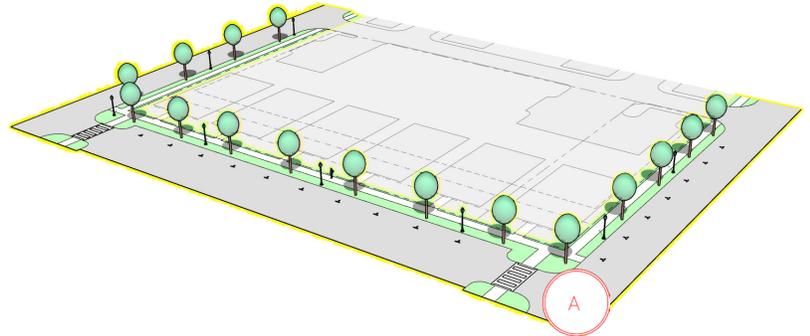
FRONTAGE STANDARDS AND FRONTAGE MAP

1. Frontages shall create the form and fabric of the development and the public realm. Frontages create an active, attractive, and safe public and semi-public edge where the development site abuts a street. In addition, frontages interior to the site shall produce a connected environment through the site, enlivening the development's internal connections and spaces. The Frontage Maps in this section are adopted by the City Council through the Zoning Map Amendment process. The Frontage Map specifies the appropriate streetscape, disposition of the front yard, and general building placement for different areas within the zoning district.

2. Frontages are composed of three basic elements: the Public Component, Private Component, and a Building Type Permitted column:

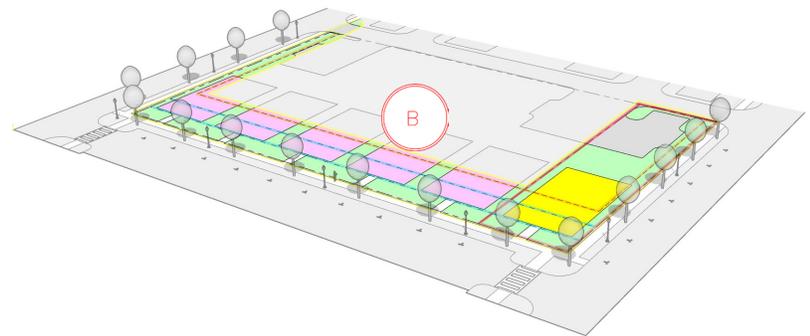
A

The Public Component (generally indicated by the A symbol) consists of the land and elements between the center line of the street and the public right-of-way or street easement line (also referred to as the “streetscape”).



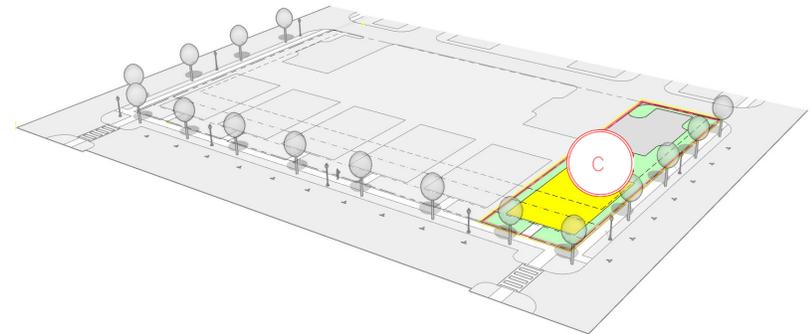
B

The Private Component (generally indicated by the B symbol) consists of the yards, building placement tools, and parking lot placement tools on private property.



C

The Building Type Permitted column (generally indicated by the C symbol) identifies which Building Types are permitted along the frontage. Building Type standards, defined in the next section, control lot standards and setbacks, building orientation, mass and scale, and activation of the building facade.

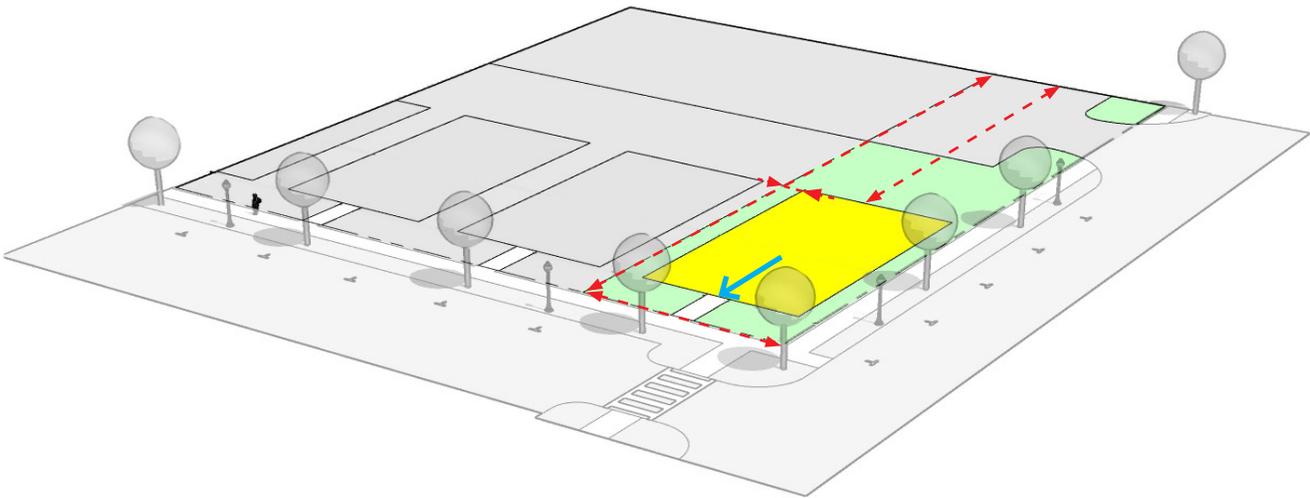


BUILDING PLACEMENT AND TYPE STANDARDS

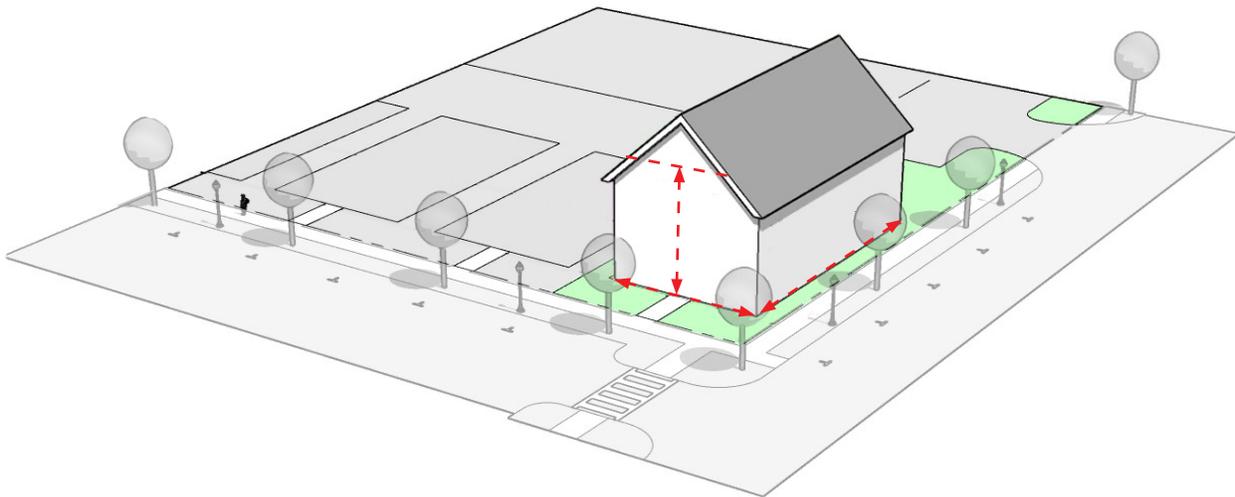
1. Building Types are assigned by Frontage Type. The only Building Type permitted within a lot is that permitted within its assigned Frontage. Additionally, Building Type 4 is the only Building Type permitted within any Transitional Zone required by the Urban Fabric Standards

2. Building Type and Placement Standards focus on the architectural planning of the building to complete the built form. The standards activate street frontages and other public open spaces. The standards also ensure that the form of the development transitions appropriately in mass, scale, and intensity towards adjacent land uses and transects:

- a. Building Placement and Orientation standards govern the required lot parameters and required setbacks associated with each building type. Front setbacks are set as part of the frontage type Build-to Zone. Building Orientation governs the direction the building faces and whether or not it may front onto a Formal Open Space to ensure the building remains an active and functional part of the streetscape.

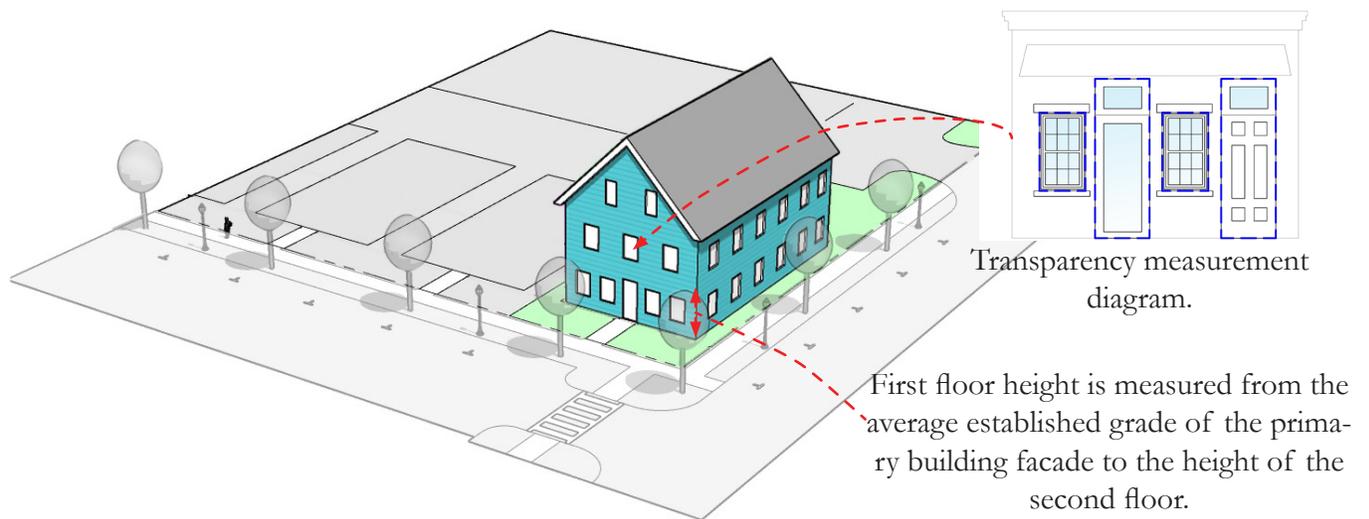


- b. Building Mass and Scale standards regulate the shape of the building. Mass and Scale Standards set the maximum height, floorplate, and width of the building. Any building width criteria shall measure each single-family attached building individually.



c. Façade Activation standards govern the characteristics of the building's street-facing elevations. Entrance location and frequency standards facilitate access into a building from the street. Transparency standards require a minimum amount of openings within the façade. Standards for the first floor of buildings ensure that commercial use may be accommodated within a building in areas with high pedestrian activity. wAppropriate transparency provides eyes on the street to ensure a community is safe and conducive to walking. An active walkable community has health benefits and reduces a land use's impacts on automobile infrastructure.

- i. On corner buildings, each street facing elevation shall meet minimum total facade transparency. First floor transparency minimums shall only be required along the building front.



CHARACTER STRUCTURES: FRONTAGE AND BUILDING TYPE APPLICABILITY

1. Character Structures are those structures identified in an adopted Small Area Plan as contributing to the character of designated historic corridors or centers within the City. Character Structures are also shown on the official frontage maps. In order to prioritize the preservation of these structures, they shall not be subject to the Private Component requirements along a frontage. Instead, the Building Type rules established in the Character Structures and Architectural Compatibility section of this appendix may govern alterations or additions to those structures on a site.

CHAPTER 1: GENERAL PROVISIONS

1-1. General provisions.

- A. This Code is an appendix to Chapter 72 of the Fredericksburg City Code, the Unified Development Ordinance and forms a part of that Chapter. This Code is adopted under the authority granted in Code of Virginia 15.2-2280 et seq. as an exercise of the City's zoning authority. This Code was adopted by City Council as Ordinance 20-__ on [date].
- B. Form-based regulations; transects.
 - i. Form-based regulations foster predictable results and a high-quality public and semi-public realm by prescribing the physical form of buildings and other elements, addressing the relationships between buildings to one another, and the scale and types of streets and open spaces. While form-based regulations primarily control physical form, they can also include provisions to allow only certain uses carefully chosen to maintain compatibility between uses and the intended physical form of the zone.
 - ii. Transect designations are the organizing principle for the City's form-based regulations. The "transect" is a graphic representation of the prescribed character, intensity and physical forms allowed in a specific area. Transects represent the spectrum of intensity and complexity of form and use. Form-based regulations contained in this appendix are calibrated to fit their prescribed transect designations, and are keyed to frontage, building type and other form-based tools that designate the appropriate form and scale (and therefore character) of development, rather than simply limit the uses allowed in a given area.
- C. For any development subject to form-based zoning regulations, the landowner or applicant will find the following sequence of steps useful:
 - i. Define the development site and the character of the project;
 - ii. Identify the transect designation of the development site;
 - iii. Identify the zoning district of the development site;
 - iv. Check the zoning district regulations to see if form-based code provisions apply for the proposed type of development, in the transect designation, and in that zoning district.
- E. Form-based regulations utilize diagrams and charts which together regulate the development of a property. Features of each diagram may be annotated by numbered symbols, dimensions, or arrows. The numbering within the symbol corresponds to either the section of the code or the portion of an adjacent chart that is being illustrated.
- F. This Code applies to the use and development of land:
 - i. Included in the Transect Regulating Plan, dated May 30, 2018, adopted by City Council on January 22, 2019 by Ordinance 19-01, or included in the "Transect Regulating Plan – Area 6," dated April 9, 2019, adopted by City Council on July 9, 2019 by Ordinance 19-28 as amendments to the Official Zoning Map; or
 - i. Designated as the "Creative Maker District," on the Official Zoning Map.
- G. No land, building, or structure shall be used, developed, constructed, improved, or altered unless such actions or activities are in compliance with the provisions of this Code, except as may be allowed under Chapter 8, Optional Forms of Development, and with all other applicable City, state, and federal laws and regulations.
- H. Unless expressly provided otherwise, any provision of this Code that conflicts with another provision of the Unified Development Ordinance or other applicable ordinance or regulation shall be deemed to control to the extent of such conflict. Except as provided herein, City Code Chapter 72 shall govern the use and development of land in the districts set out in this Code.
- I. The provisions of this Code shall be severable, and in the event one or more of the provisions of this Code shall be adjudged to be invalid or unenforceable, the validity and enforceability of the remaining provisions shall not in any way be affected or impaired by such adjudication.

CHAPTER 2 FORM-BASED ZONING DISTRICTS.

2-1 Form-based zoning districts.

A. Creative Maker District (CM).

i. Purpose.

- a. The purpose of the Creative Maker District is to foster the redevelopment of commercial corridors where existing development is characterized by the T-4M and T-5M transects, and where future development will be characterized primarily by redevelopment and infill opportunities. This district reduces barriers for both small scale entrepreneurs and larger companies looking to start and expand businesses along commercial corridors.
- b. The Creative Maker District balances the preservation of areas of unique architectural value, the stabilization of existing walkable urban nodes, and the need for meaningful open spaces, with the need for automobile circulation, storage, and access along important economic corridors. The district uses form-based regulations to govern the built environment in support of this purpose.
- c. The Creative Maker District permits a mix of residential and commercial uses, including light manufacturing, in order to create an environment where people can live, work, and create all within a pedestrian-scaled environment that transitions appropriately to surrounding residential neighborhoods.
- d. This district implements the City's authority to provide for the preservation of areas of unique architectural value located within a redevelopment district, under Virginia Code §15.2-2306. The primary period of significance for the Creative Maker District is linked to the City's boom at the expansion of the highway system in the mid-20th century; but the district also includes buildings from the late 19th and early 20th centuries, that contribute to the character of the district.

ii. Residential and commercial density.

Standard	T4-M	T5-M
Residential Density, Maximum	8 du/acr. by right	12 du/acr. by right
	The City Council may approve an increase in residential density levels by special use permit upon finding such increase achieves the purpose and intent of this district.	The City Council may approve an increase in residential density levels by special use permit upon finding such increase achieves the purpose and intent of this district.
Nonresidential FAR, Maximum	0.7 by right	0.7 by right
	1.5 by special use permit	3.0 by special use permit

iii. Special considerations for special use permits. In reviewing an application for a special use permit in the Creative Maker District, City Council may consider the following, in addition to the criteria set out in section 72-22.6:

- a. Application proposes the restoration of a character structure;
- b. Application proposes a mixed use development, with at least 20% of the total gross floor area in residential use and at least 20% of the total gross floor area in nonresidential use.
- c. Application proposes double the amount of general or formal open space required.
- iv. Dimensional standards. The Creative Maker District uses form-based regulations to govern lot area, lot width, setbacks (yards), open space, and building heights. The form-based regulations set forth in this Code shall apply to all development in this district.
- iv. Design review required. The provisions of Chapter [7] of this Code shall apply to new construction and exterior alterations to a principal or accessory building or structure visible from the public right-of-way, not including alleys, or from public land, in the Creative Maker District.
- v. Within the T-4M Transect, service of alcoholic beverages under an ABC retail on-premises license is

permitted only as a special use.

B. T-5C Form Based Regulations.

- i. The purpose of the T-5C Form Based Regulations is to foster the retrofit and redevelopment of automobile-oriented large-scale suburban and strip-mall shopping centers into mixed use nodes with a walkable urban fabric through good planning principles. The form-based regulations are intended to implement the “T-5C Corridor” designations within the Commercial-Highway Zoning District.
- ii. The T-5C Form Based regulations shall apply to any application for residential use, either alone or as part of a mixed use on land included in the Transect Regulating Plan, dated May 30, 2018, adopted by City Council on January 22, 2019 by Ordinance 19-01, or included in the “Transect Regulating Plan – Area 6,” dated April 9, 2019, adopted by City Council on July 9, 2019 by Ordinance 19-28 as amendments to the Official Zoning Map. Such developments shall be subject to the standards of this Code as well as all other applicable base and overlay zoning district standards in Chapter 72 of the City Code.
- iii. Urban fabric standards transform the organization of land from expanses of asphalt parking lots, commercial driveways, and separated single-use developments into a network of streets and blocks that include formal open spaces, mixed uses, and transitional zones. The retrofit of aging, inefficient surface parking lots into vibrant mixed-use nodes will minimize infrastructure costs and environmental impacts by promoting compact, mixed-use, infill development that links with existing traditional neighborhood areas and districts.
- iv. Frontage standards promote the evolution of the City’s existing shopping-center-oriented corridors into a more safe, harmonious, and attractive environment through the definition and activation of the public realm between the street and the building face, the definition and activation of yards and open spaces, and the transition between the development and adjoining uses.
- v. Building type and lot standards complete the built form. Standards, including building orientation, entrance location, overall transparency, first floor height minimums, and maximum building widths, require that the buildings shape the public realm and activate street frontages and other public open spaces. Standards including maximum building heights and widths also ensure that the form of the development transitions appropriately in mass, scale, and intensity towards adjacent land uses and transects.
- vi. Together, the T-5C form-based regulations are intended to ensure that, when residential uses are introduced, aging shopping centers evolve into mixed use nodes comprised of human-scale streets, a clearly-defined building envelope, and public spaces, all of which contribute to creating a safe, comfortable environment with a high standard of living.
- vii. The residential component of a mixed-use development with a residential density exceeding 12 units per acre shall constitute at least 20%, and no more than 80%, of the gross floor area of the development.
- viii. Retail use is only permitted within the Development Site when located within a Building Type 3 and along Frontage Type D.

CHAPTER 3: TRANSECTS AND TRANSECT MAPS

The transect maps set the official boundaries of each transect and are an extension of the official zoning map. Each map is adopted by the City Council through the Zoning Map Amendment process.

3-1. T-5C Transect Maps. The Transect Regulating Plan showing Area 6 (Figure 1) and the Transect Regulating Plan dated May 30, 2018 showing Area 3 (Figure 2) identify the location of the adopted T-5C transect in the City of Fredericksburg.

Figure 1:

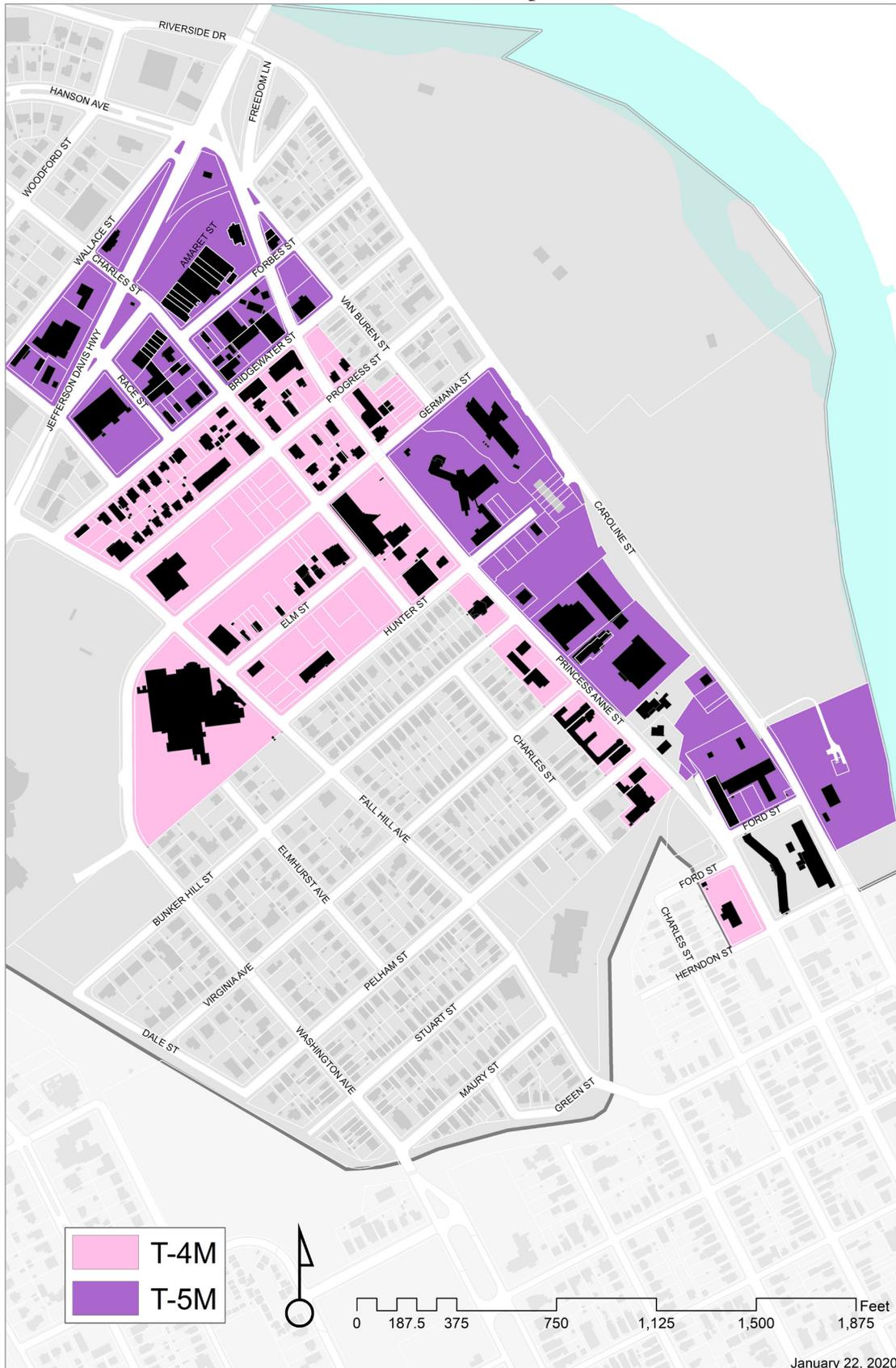
T-5C Transect Map Small Area 6



3-2. T-4M and T-5M Transect Maps. The Transect Regulating Plan – T4M / T5M dated August 20, 2019 showing Area 6 (Figure 3) identifies the location of the adopted T-4M and T-5M transects in the City of Fredericksburg.

Figure 3:

T-4M and T-5M Transect Map Small Area 6



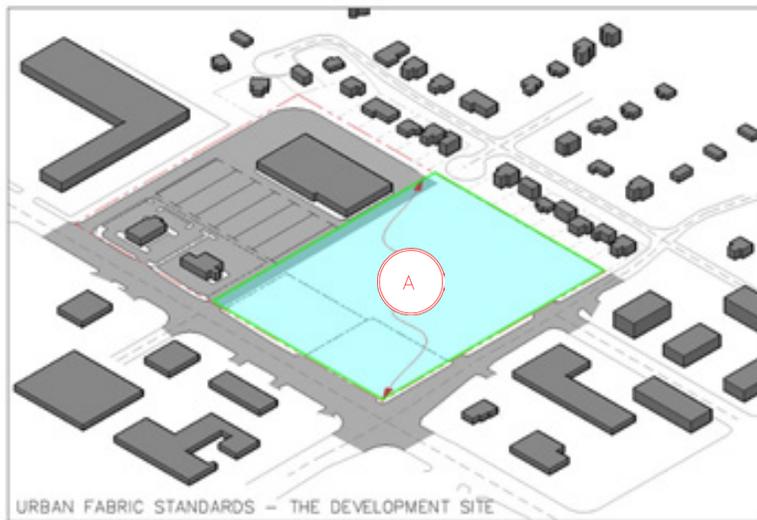
CHAPTER 4: URBAN FABRIC STANDARDS

Urban Fabric standards approach bigger picture site considerations. They balance the preservation of character buildings, the stabilization of existing walkable urban nodes, and the need for meaningful open spaces with the need for automobile circulation, car storage, and access along important economic corridors.

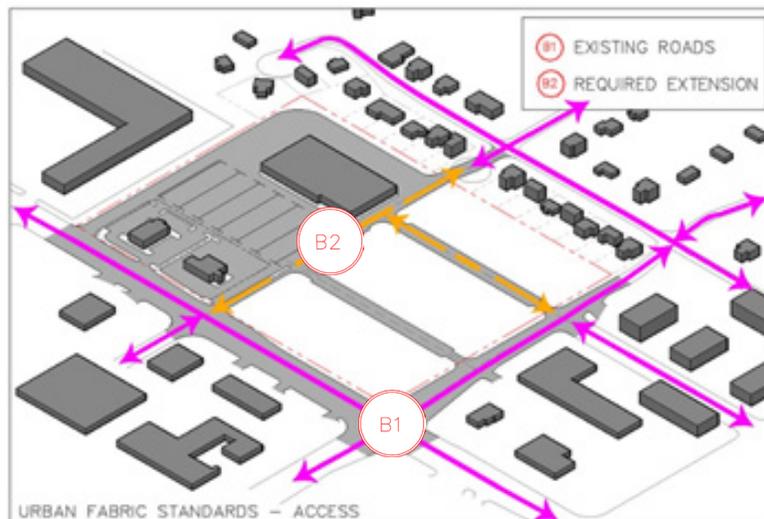
4-1. Development site. The development site shall include all the land, buildings, and structures both existing and proposed, used to calculate the total residential density, use mix, or floor area ratio calculations for a development.

A. Site Plan required; Applicable law.

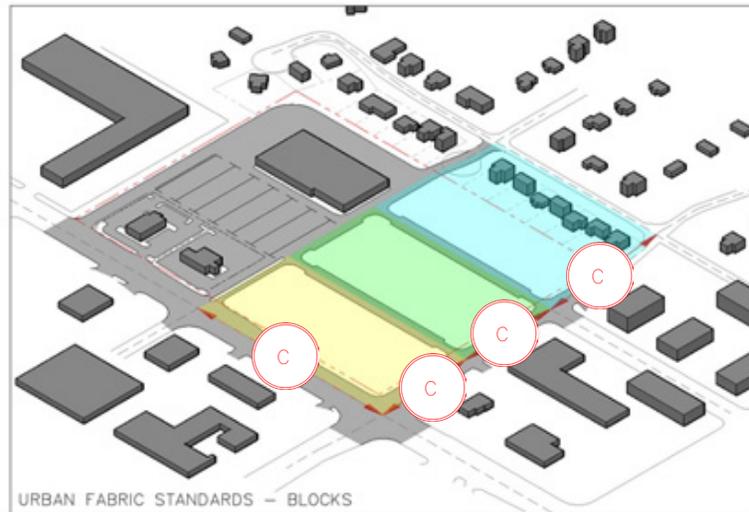
- i. The entire development site shall be shown on an approved site plan in accordance with § 72-26.1 (Commercial and Residential Site Development Plans).
- ii. All land, buildings, site elements, and other features of the development site (i.e., land or buildings used for density or use-mix calculations) shall be brought into conformance with the standards in this code as well as all other applicable standards in the Unified Development Ordinance.



B. Access. Existing streets shall be continued through the Development Site. A network of interconnected streets is required in order to provide adequate pedestrian and motor vehicle access to the development. The character of the streets and adjacent yards is established by the standards in § 72-5 Development Standards as well as the frontage designations as described in this code.

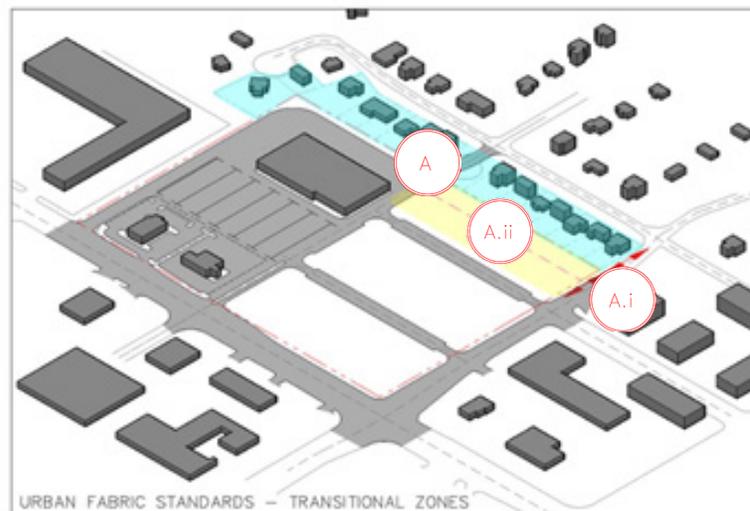


C. Establishment of blocks. In the T-5C and T-5M transects, the entire development site, including all non-residential uses shall be organized into blocks meeting the standards in § 72-51.2.



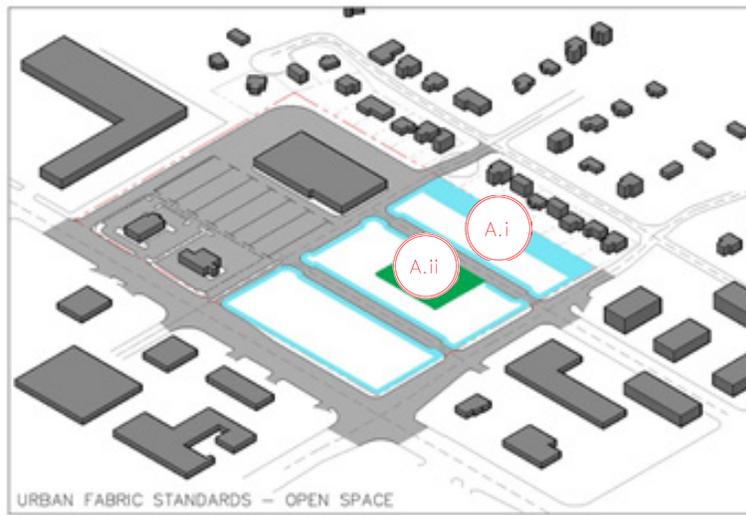
4-2 Transitional Zones –

- A. Abutting Transitional Zone. A transitional zone shall be designated along any property line that abuts a single-family residential use. This provision does not apply on lots containing a single-family detached use.
- i. Depth. The transitional zone shall extend into the property a depth equal to the median depth of all abutting single-family residential lots.
 - ii. Buffer required. Within the transitional zone the following setbacks are required:
 - a. A 40-foot setback in the T-5C or T-5M Transect; or
 - b. A 20-foot setback in the T-4M Transect is required along any property line abutting a single-family residential use.
 - c. Accessory structures may encroach into this setback.
 - iii. Within the buffer area there shall be either:
 - a. A dedication of a public or private alley meeting the standards in § 72-52.3; or
 - b. A Type D landscape buffer in accordance with § 72-55.4C.
 - iv. The Zoning Administrator may also require a 4 to 8 foot tall opaque fence or wall upon a determination that the development will have an adverse impact on adjacent land.
- B. Adjacent Transitional Zone. A transitional zone shall be established where a development site is across the street from a block face where 75% of the primary structures are single family homes. Within this transitional zone, front setbacks shall be established by § 72-84.B(2) Averaging Setbacks.
- C. Transitional Buildings. Building Type 4 is the only Building Type permitted in the transitional zone and shall be designed in accordance with the Transitional Building Type.



4-3. Open Space. The objective of general open space is to provide for transition between the development and adjoining uses, and for stormwater management and utility placement. Formal Open Spaces shall facilitate social interaction. Formal Open Spaces allow human activity throughout the development and avoid “dead” or unsafe zones. Formal Open Spaces shall meet human needs for being outdoors and for recreation.

A. Both General and Formal Open Space shall be designed into a project in the T-5C Transect.



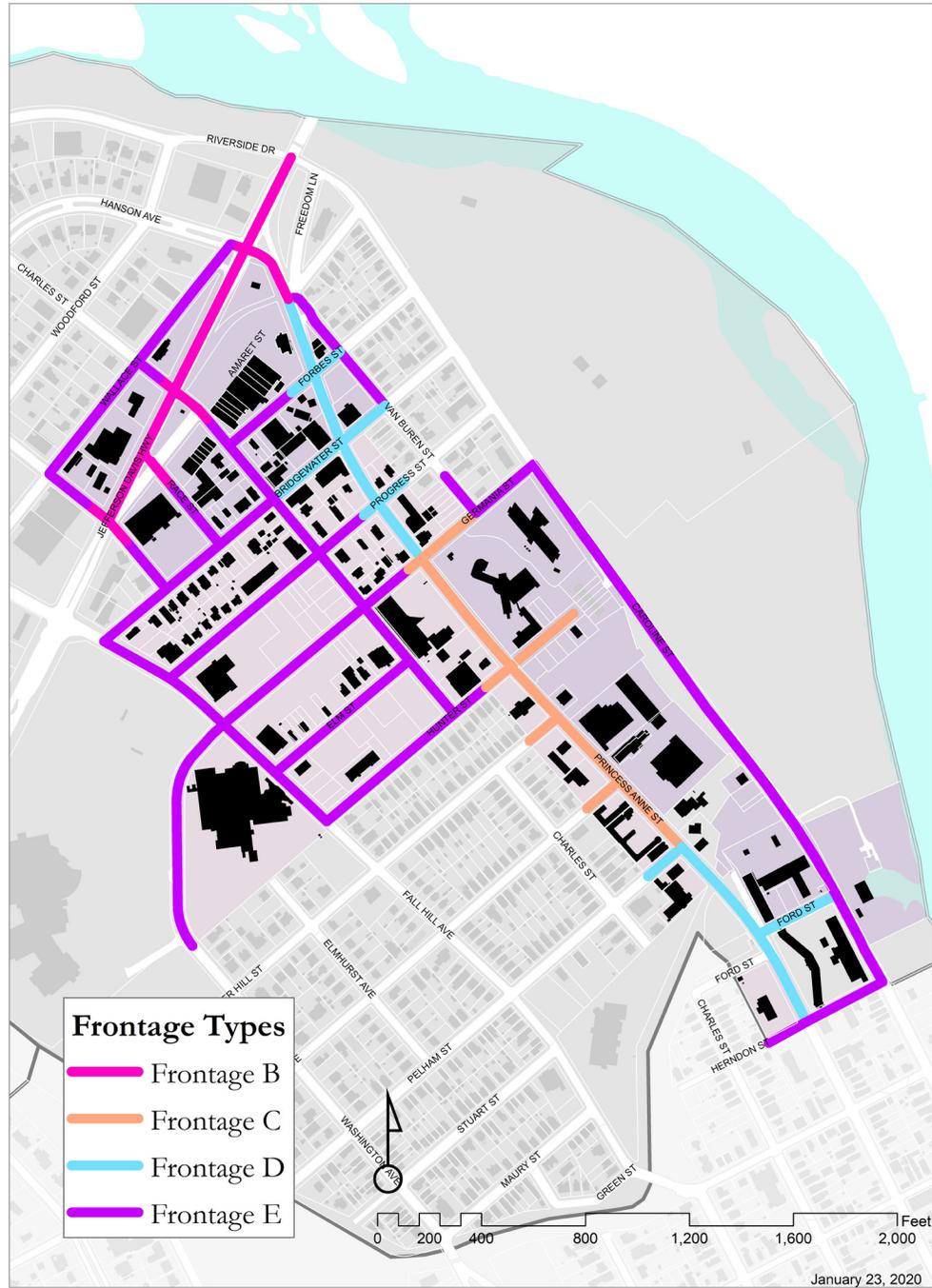
i. General Open Space: 25% of the site shall be general open space meeting the standards of § 72-51.5.	
ii. Formal Open Space: 50% of the General Open Space shall be developed as formal open space meeting the following standards:	
a. Type	The Formal Open Space shall be a Plaza, Playground, Square, or Courtyard as defined in § 72-84.
b. Min. Adjacency	25% of the perimeter of formal open space shall adjoin a Frontage.
c. Min. width / length	The minimum length and width is 50 feet.
d. Max. width / length ratio	The maximum width to length ratio is 1:4.
e. Min. landscaping	The number of plants equivalent to what would be required for a Type B Landscaping Buffer measured along the longest side of the Formal Open Space shall be planted and may be distributed within the Formal Open Space.

B. In the T-4M or T-5M Transect, Formal Open Space may be provided in place of General Open Space at a reduced requirement.

i. General Open Space: 25% of the site shall be general open space meeting the standards of § 72-51.5.	
ii. Formal Open Space Option: the general open space requirement may be met by providing 12.5% of the lot as Formal Open Space. Formal Open Space shall meet the following standards:	
a. Type	The Formal Open Space shall be a Plaza, Playground, Square, or Courtyard as defined in § 72-84.
b. Min. Adjacency	25% of the perimeter of formal open space shall adjoin a Frontage.
c. Min. width / length	The minimum length and width is 15 feet.
d. Max. width / length ratio	The maximum width to length ratio is 1:2.
e. Min. landscaping	In the T-5M and T-4M Transect, the Formal Open Space shall be landscaped to the maximum extent possible given its proposed function.

B. T-5M and T-4M Frontage Maps. The “Frontage Regulating Plan – T-4M and T-5M” dated December 17, 2019 (Figure 6) assigns the frontages within the T-5M and T-4M Transects.

Figure 6:
T-4M and T-5M Frontage Map Small Area 6



- C. New Frontages. The Zoning Administrator may designate Frontages where new or extended streets not designated on the preceding maps are created in accordance with the following:
- i. Frontage Type D - The Zoning Administrator shall designate the new street Frontage Type D where the proposed uses along the street include retail use and the street is a natural extension of an existing Frontage D.
 - ii. Frontage Type E - The Zoning Administrator shall designate all other new streets Frontage Type E.

5-2. FRONTAGE A

Frontage A provides primarily motor vehicle access and visibility to the properties fronting on State Route 3. This frontage carries the highest volume of motor vehicle traffic to, from, and past the property. The engineering focus is to provide for motor vehicle movements along with sufficient landscaping and buffering to create a harmonious and attractive automotive gateway corridor. The design focus is to provide a safe and attractive streetscape. Where Type D frontage designations intersect a Type A frontage, the Type D frontage may extend along the Type A frontage a maximum distance of 250 feet.

Frontage A Public Component:

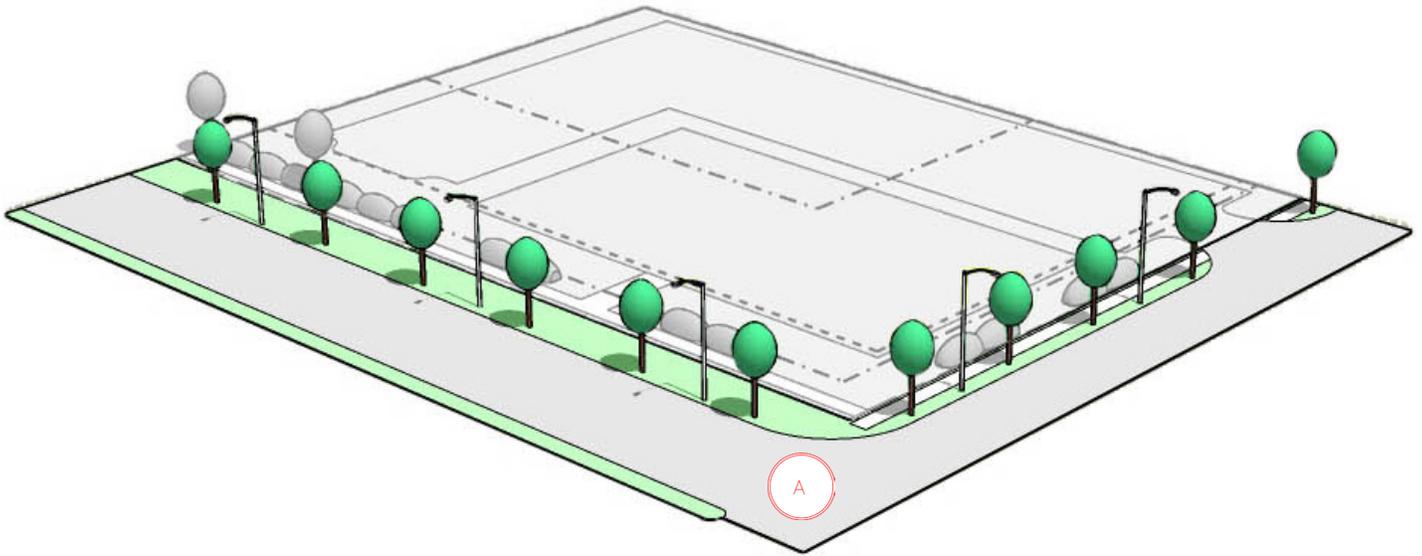
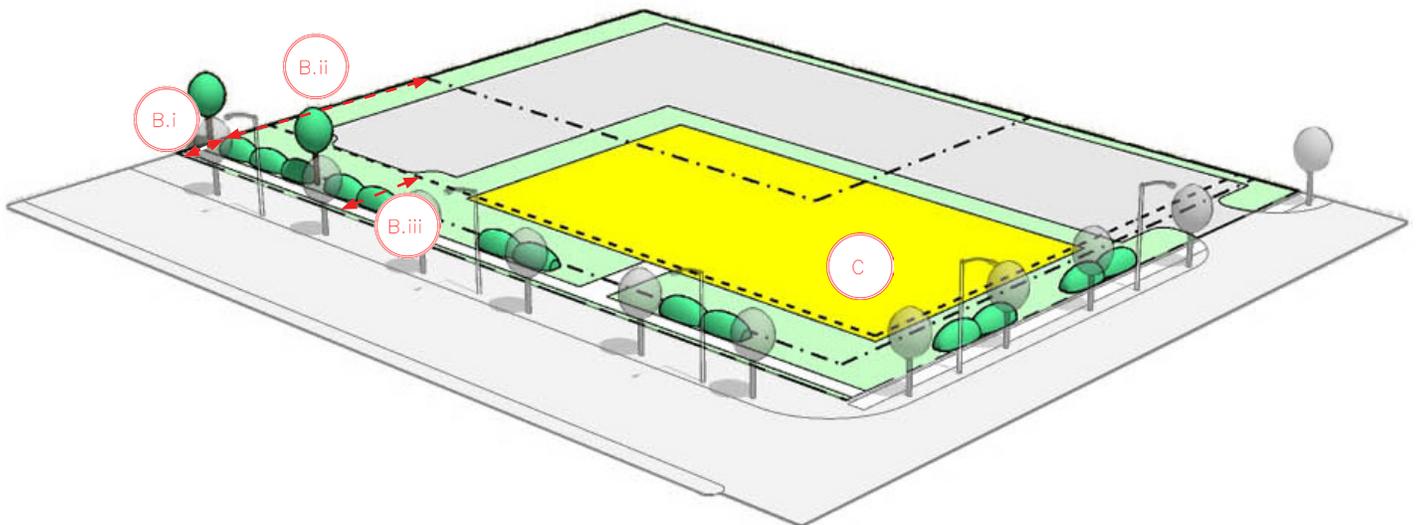


Figure A Private Component and Building Type Permitted:



A. Public Component:

A	i. Streetscape Elements:	a. No on-street parking required.
		b. Minimum 10 foot utility strip adjacent to the roadway.
		c. Automobile scaled street lights required (20 feet to 40 feet in height).
		d. Street trees required in conformance with § 72-55.6.

B. Private Component:

B.i	i. Landscape area:	a. The Frontage shall contain a minimum 15-foot wide landscape area adjacent to the right-of-way line containing the following landscaping and a minimum 5-foot wide sidewalk along the entire frontage.
		b. Canopy street trees required (in addition to public frontage street trees).
		c. Locate required Foundation Plantings required by § 72-55.3 within Landscape Area.
		d. Locate any required Perimeter Landscaping Strips by § 72-55.2 within Landscape Area.
B.ii	ii. Building Placement / Build-to Zone:	a. The Build-to Zone is a minimum of 15 and a maximum of 80 feet from adjacent right-of-way or street easement line.
		b. The primary facade of the building shall be either completely within or to the rear of the Build-to Zone. A minimum of 75% of the primary facade shall be within the Build-To Zone.
		c. Along the most prominent frontage, a minimum of 66% of the length of the Build-to Zone shall contain building facades or Open Space.
B.iii	iii. Parking Lot Placement / Encroachments:	a. Parking lots shall be no closer to the street than adjacent primary building facades.
		b. One single or double loaded parking aisle, no more than 60 feet in width from parking space curb to parking space curb, may encroach in front of a fast-food or convenience store with gasoline sales use adjacent to a primary frontage.

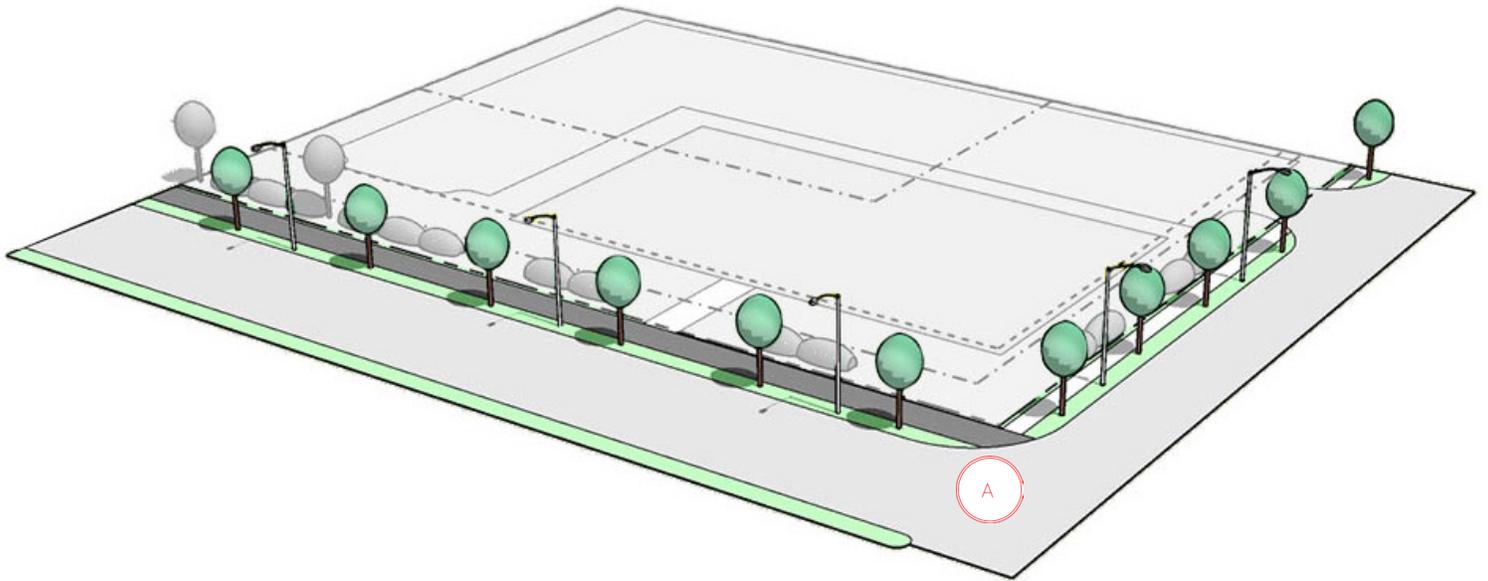
C. Building Type Permitted:

C	i. Building Type Permitted:	a. Building Type 1 permitted.
		b. Building Type 4 required within Transitional Zones.
		c. Character Building Type permitted where designated on the Frontage Map.

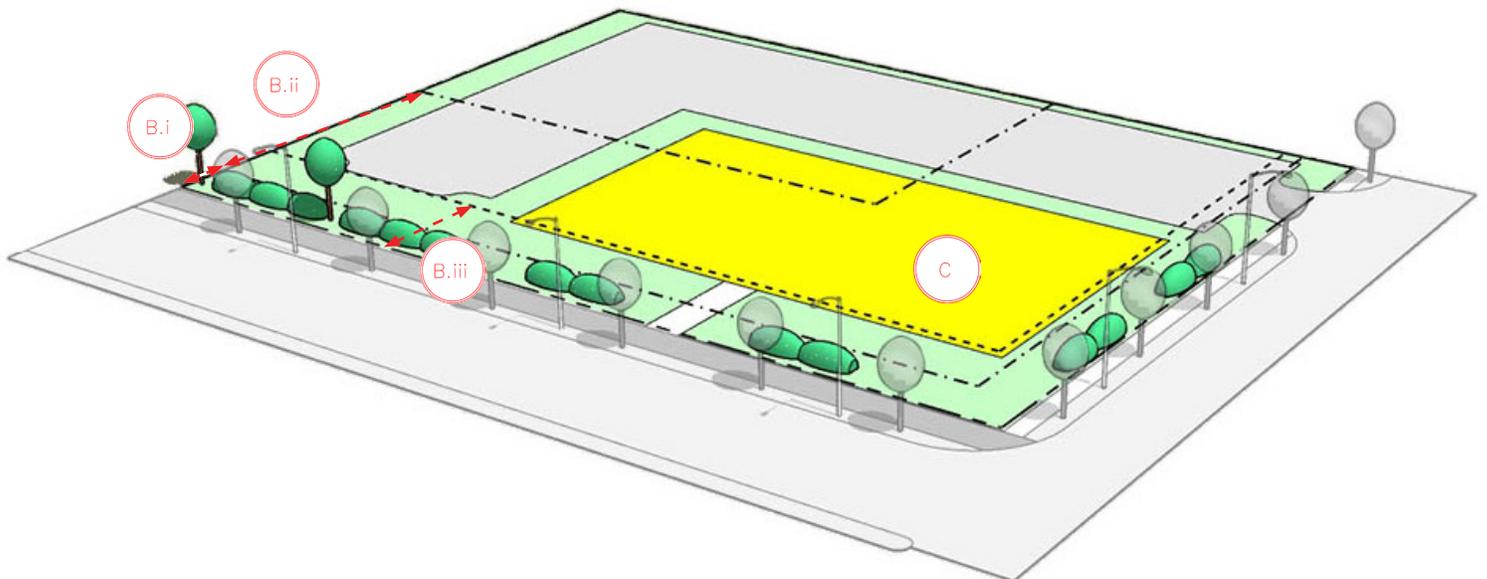
5.3. FRONTAGE B

Frontage B provides motor vehicle and pedestrian access and visibility to the property. This frontage carries predominantly motor vehicle traffic to, from, and past the property and is generally designated along the City's primary arterial highways other than State Route 3. The engineering focus is to provide for motor vehicle movements along with walkability and pedestrian safety. The design focus is to provide a safe and attractive streetscape. Where Type D frontage designations intersect a Type B frontage, the Type D frontage may extend along the Type B frontage a maximum distance of 250 feet.

Frontage B Public Component:



Frontage B Private Component and Building Type Permitted:



A. Public Component:

A	i. Streetscape Elements:	a. No on-street parking required.
		b. Minimum 5-foot utility strip adjacent to roadway.
		c. Sidewalks and pathways shall be provided in accordance with § 72-52.6 Pedestrian Access and Bicycle Trails.
		d. Automobile scaled street lights required (20 feet to 40 feet in height).
		e. Street trees required in conformance with § 72-55.6.

B. Private Component: The following table describes the placement of the building, the required elements between the building and the front property line, and the location of parking lots.

B.i	i. Landscape area:	a. A minimum 15-foot wide landscape area is required adjacent to the front property line.
		b. Locate foundation landscaping required by § 72-55.3 within Landscape Area.
		c. Locate perimeter landscaping strips required by § 72-55.2 within Landscape Area.
B.ii	ii. Building Placement / Build-to Zone:	a. The Build-to Zone is a minimum of 15 and a maximum of 80 feet from adjacent right-of-way or street easement line.
		b. A minimum of 75% of the primary façade of any building along a Primary frontage shall be within the Build-To Zone. The building may not project closer to the front lot line than the established minimum.
		c. Along the most prominent frontage, a minimum of 66% of the length of the total Build-To Zone within the Development shall contain building façades.
B.iii	iii. Parking Lot Placement / Encroachments:	a. Parking lots shall be no closer to the street than adjacent primary building facades.
		b. One single or double loaded parking aisle, no more than 60 feet in width from parking space curb to parking space curb, may encroach in front of a fast-food or convenience store with gasoline sales use adjacent to a primary frontage.

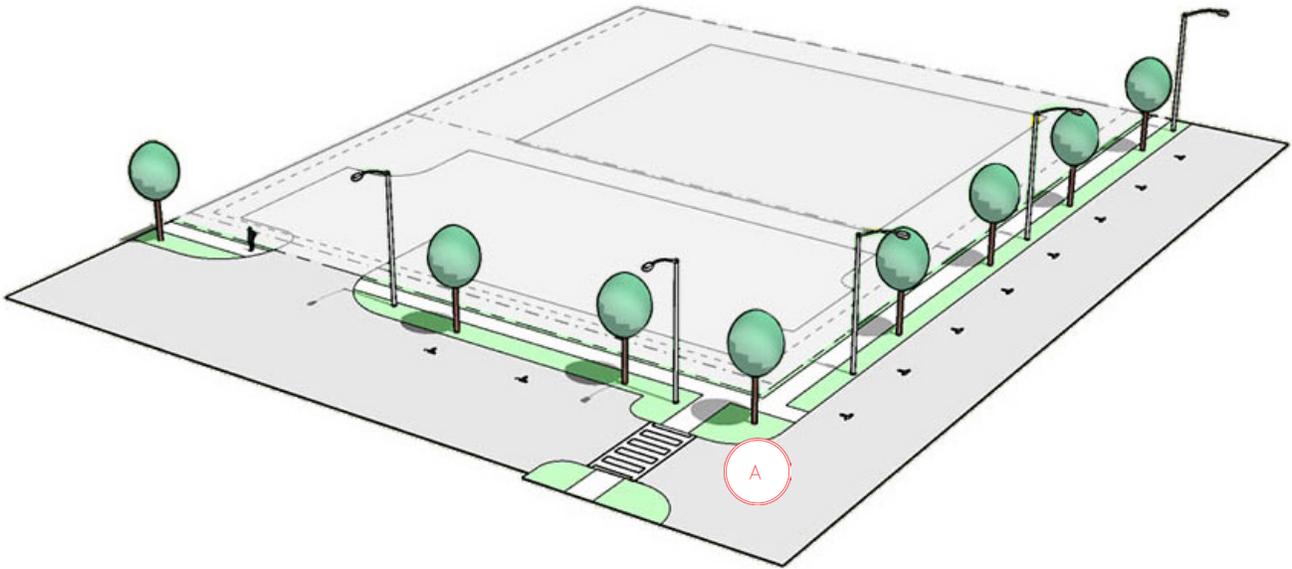
C. Building Type Permitted: The following table describes the Building Types that are permitted within any property facing the Primary Frontage.

C	i. Building Type Permitted:	a. Building Type 1 permitted.
		b. Building Type 4 required within Transitional Zones.
		c. Character Building Type permitted where designated on the Frontage Map.

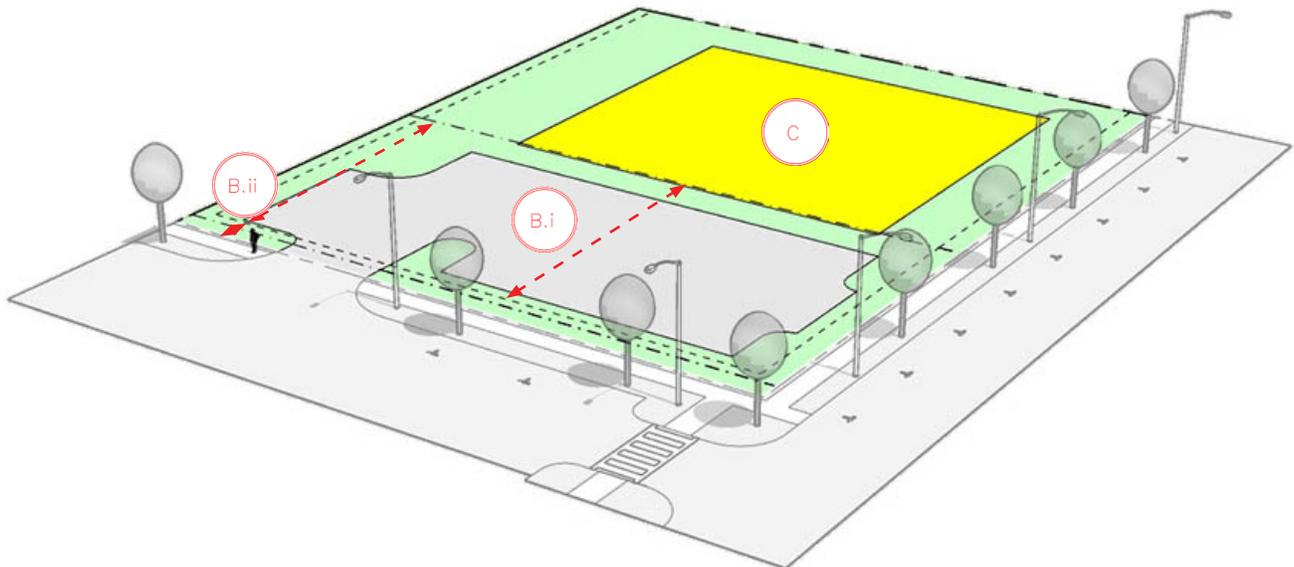
5.4 FRONTAGE C

Frontage C is intended to provide a continuous public and semi-public realm appropriate for conducting maker, production, and commercial activity along a major road. This frontage's main engineering focus is balancing truck and automobile traffic with high pedestrian activity. The design focus is to provide a complete multi-functional street.

Frontage C Public Component:



Frontage C Private Component and Building Type Permitted:



A. Public Component:

A	i. Streetscape Elements:	a. Parallel on-street parking required.
		b. Minimum 5-foot utility strip required adjacent to roadway.
		c. Minimum 5-foot sidewalk required.
		d. Automobile scaled street lights required (20 feet to 40 feet in height).
		e. Street trees required in conformance with § 72-55.6.

B. Private Component:

B.i	i. Building Placement / Build-to Zone:	a. The Build-to Zone is a minimum of 8 and a maximum of 80 feet from adjacent right-of-way or street easement line.
		b. A minimum of 75% of the primary façade of any building along a Primary frontage shall be within the Build-To zone. The building may not project closer to the front lot line than the established minimum.
		c. Along the most prominent frontage, a minimum of 50% of the length of the total Build-to Zone within the Development shall contain building façades. This shall not apply where a parking lot encroaches in front of a non-residential use as stated in 5-4.B.ii.b.
B.ii	ii. Parking Lot Placement / Encroachments:	a. Parking lots shall be no closer to the street than adjacent primary building facades.
		b. Parking lots serving solely non-residential uses may encroach in front of the building to a minimum of 8 feet from the right-of-way.

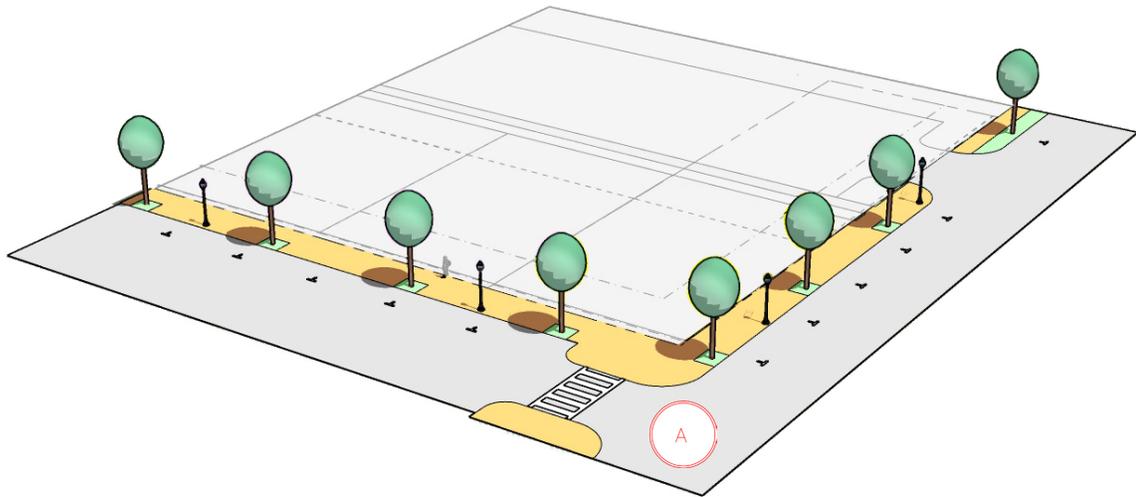
C. Building Type Permitted:

C	i. Building Type Permitted:	a. Building Type 2 permitted.
		b. Building Type 4 required within Transitional Zones.
		c. Character Building Type permitted where designated on the Frontage Map.

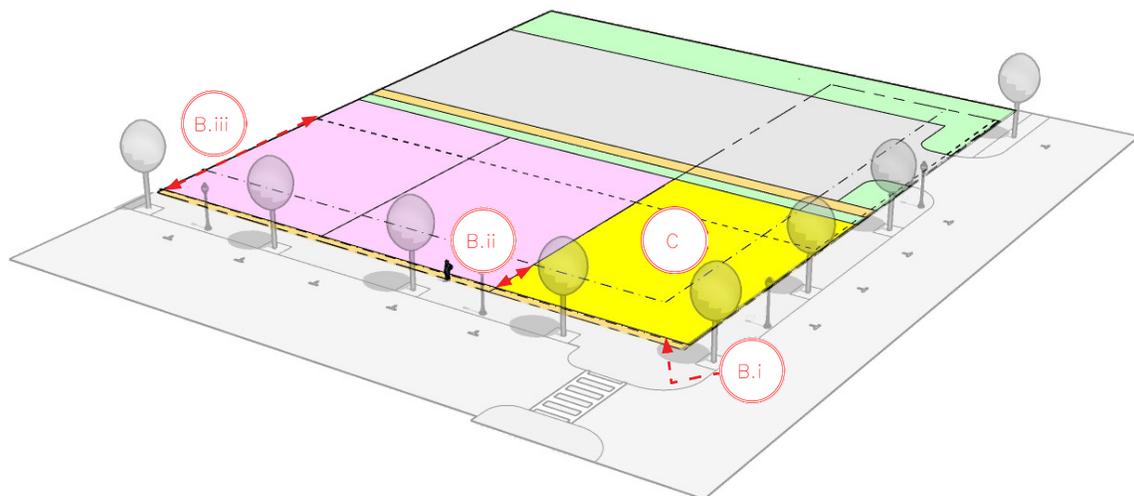
5-5. FRONTAGE D

Frontage D is intended to provide a continuous public and semi-public realm appropriate for conducting commercial activity at the pedestrian scale. This frontage's main engineering focus is providing wide sidewalks, canopy street trees, pedestrian scaled street furniture and minimal building setbacks so that the frontage serves as a gathering place for pedestrians and shoppers at the human scale. The frontage also carries a volume of motor vehicle traffic sufficient to support commercial activity to the property. The design focus is to provide a complete active street focused on pedestrian traffic.

Frontage D Public Component:



Frontage D Private Component and Building Type Permitted:



A. Public Component:

A	i. Streetscape Elements:	a. Parallel on-street parking required. Angled on-street parking is permitted in the T-5C Transect.
		b. No utility strip required.
		c. Street trees conforming to the standards in § 72-55.6 to be planted in tree wells.
		d. Minimum 10 foot sidewalk required.
		e. Pedestrian scaled street lights required (10 feet to 16 feet in height).
		f. The maximum width of any crosswalk or other improved pedestrian street crossing shall be 24 feet.

B. Private Component:

B.i	i. Extended Sidewalk Area:	a. Continuous sidewalk shall extend through private frontage to building facade or building adjacent to planting beds.
		b. Regular street furniture may be incorporated into the streetscape design in place of Foundation Plantings required by § 72-55.3.
B.ii	ii. Building Placement / Build-to-Zone:	a. The Build-to Zone is a minimum of 2 and a maximum of 15 feet from adjacent right-of-way or street easement line.
		b. A minimum of 75% of the primary façade of any building along a retail frontage shall be within the Build-To Zone. The building may not project closer to the front lot line than the established minimum.
		c. Along the most prominent frontage, a minimum of 75% of the length of the total Build-To Zone within the Development shall contain building façades or Formal Open Spaces.
B.iii	iii. Parking Lot Placement / Encroachments:	a. Minimum parking lot setback shall be 60 foot from the right-of-way or street easement line.
		b. No parking lot encroachment may occur along the most prominent frontage.
		c. On corner lots, parking lots may align with the side of the building along secondary frontages.

C. Building Type Permitted:

C	i. Building Type Permitted:	a. Building Type 3 Permitted.
		b. Building Type 4 required within Transitional Zones.
		c. Character Building Type permitted where designated on the Frontage Map.

5-6. FRONTAGE E

Frontage E is intended to provide secondary motor vehicle pedestrian access and visibility to the property. This frontage carries a lower volume of motor vehicle traffic past the property. The engineering focus is to provide a transitional streetscape where heavy automobile infrastructure cedes primacy to pedestrian travel. The design focus is to provide a safe and attractive streetscape that includes canopy street trees and pedestrian-scaled street amenities.

Frontage E Public Component:

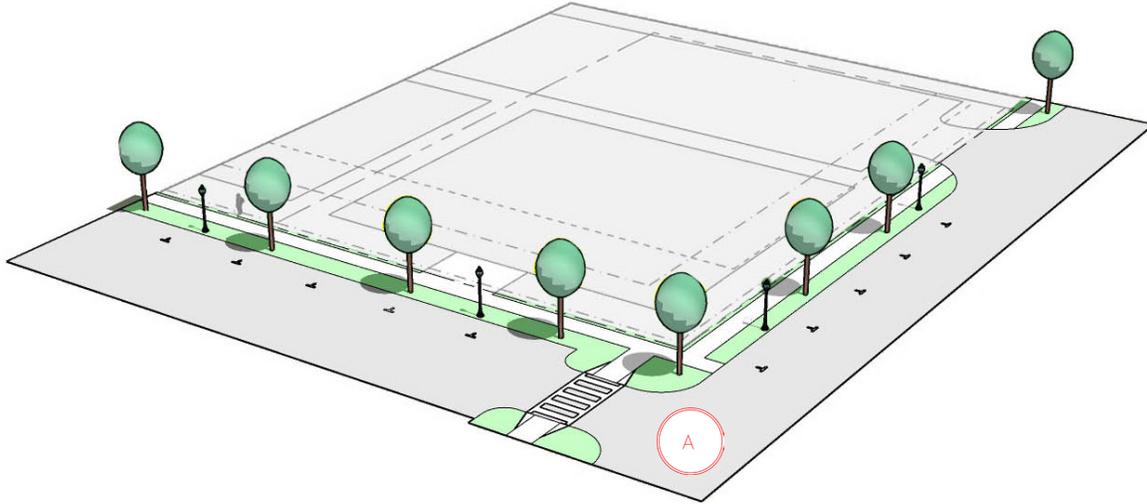
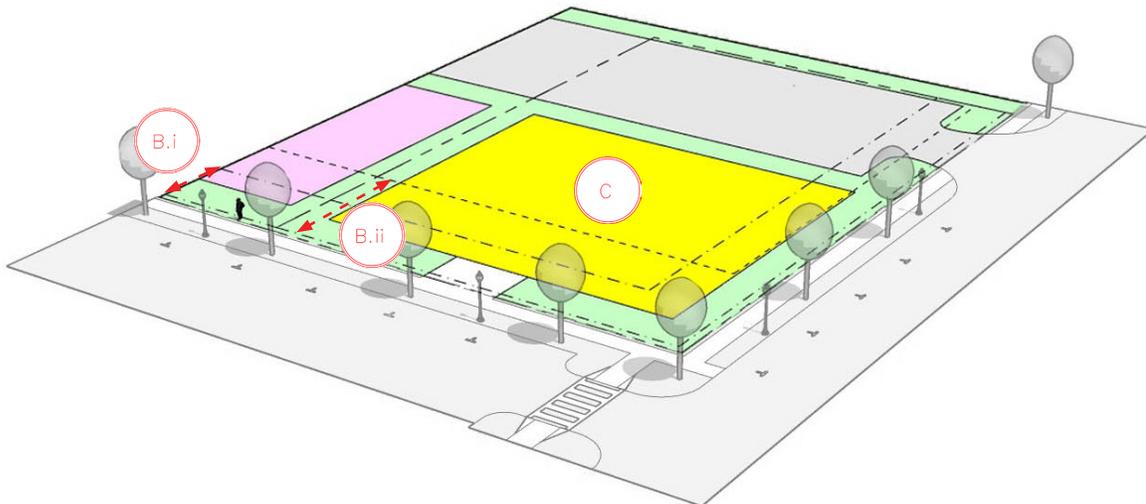


Figure E Private Component and Building Type Permitted:



A. Public Component: The following table describes the required elements that make up the “streetscape” between the front property line of the property and the centerline of the street.

A	i. Streetscape Elements:	a. Parallel on-street parking required.
		b. Minimum 5-foot utility strip required adjacent to roadway.
		c. Minimum 5-foot sidewalk required.
		d. Pedestrian scaled street lights required (10 feet to 16 feet in height).
		e. Street trees required in conformance with § 72-55.6.
		f. The maximum width of any crosswalk or other improved pedestrian street crossing shall be 24 feet.

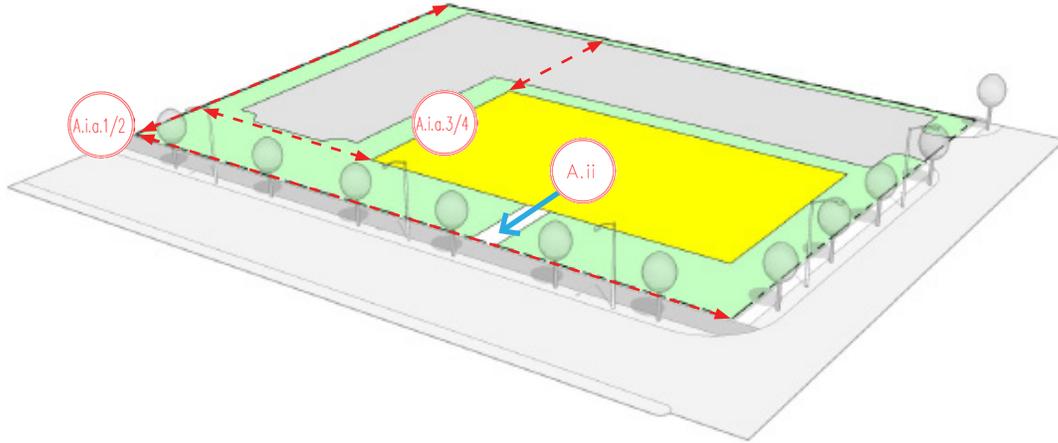
B. Private Component:

B.i	i. Building Placement / Build-to Zone:	a. The Build-to Zone is a minimum of 2 and a maximum of 25 feet from adjacent right-of-way or street easement line.
		b. 75% of the primary façade of any building along a secondary frontage shall be within the Build-to Zone. The building may not project closer to the front lot line than the established minimum.
		c. Along the most prominent frontage, 75 % of the total Build-to Zone along the designated secondary frontage shall consist either of building facades, General Open Spaces, or Formal Open Spaces.
B.ii	ii. Parking Lot Placement / Encroachments:	a. Parking lots shall be setback a minimum of 40 feet from the front property line.
		b. On corner lots, parking lots may align with the side of the building.

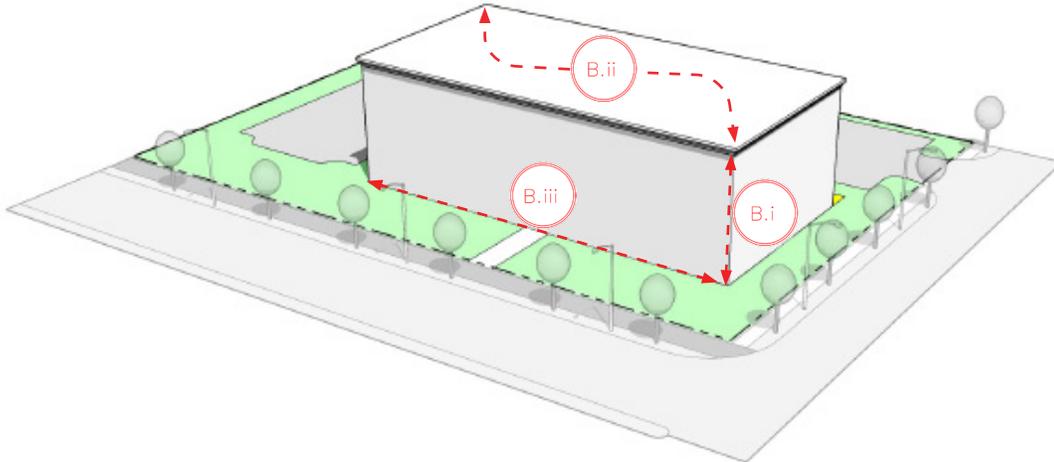
C. Building Type Permitted:

C	i. Building Type Permitted:	a. Building Type 1 permitted in the T-5C Transect.
		b. Building Type 2 permitted in the T-4M and T-5M Transect.
		c. Building Type 4 required within Transitional Zones.
		d. Character Building Type permitted where designated on the Frontage Map.

Building Type 1 Building Placement and Orientation:



Building Type 1 Mass and Scale:



Building Type 1 Facade Activation:



A. Building Placement and Orientation:

i. Building Placement:	a. Multifamily, non-residential, and mixed-use buildings:	
	A.i.o.1/2	1. Min. Lot Size: None
		2. Min. Lot Width: None
	A.i.o.3/4	3. Side Setbacks: To internal property lines – None To external property lines - 15 foot minimum
		4. Rear Setbacks: To internal property lines – None To external property lines – 15 foot minimum
	b. Single Family Attached and Detached:	
	1. Min. Lot Regulations: In accordance with the R-12 bulk regulations	
	2. Side and Rear Setbacks: In accordance with the R-12 bulk regulations	
A.ii	ii. Building Front Orientation:	<p>a. The building front shall generally be parallel to the most prominent frontage type; and</p> <p>b. The building front may face a Formal Open Space.</p>

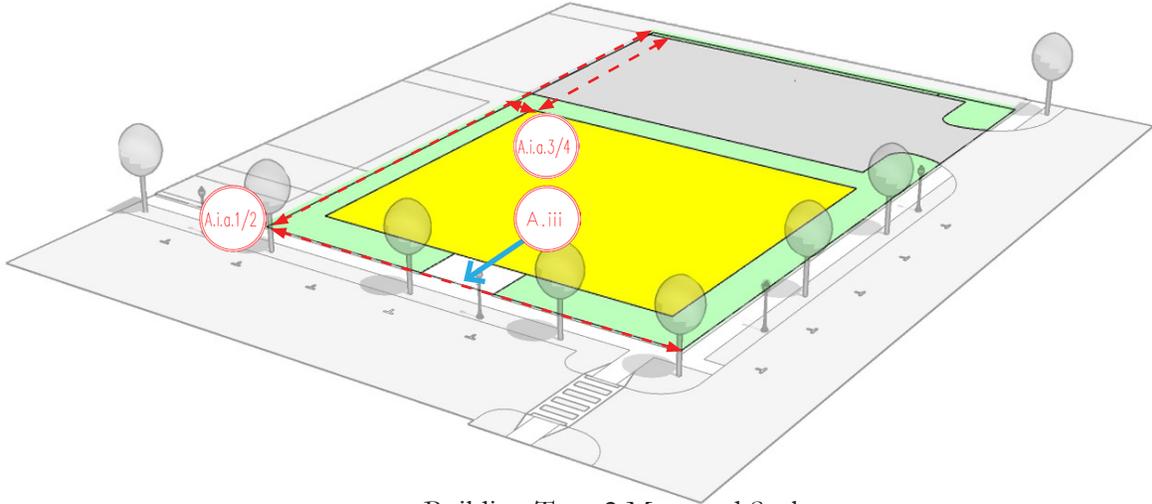
B. Mass and Scale:

B.i	i. Maximum Building Height:	By-right up to 50 feet and 4 stories; by Special Use Permit up to 65 feet and 5 stories.
B.ii	ii. Maximum Building Floorplate:	N/A
B.iii	iii. Maximum Building Width:	Maximum building width 150 feet.

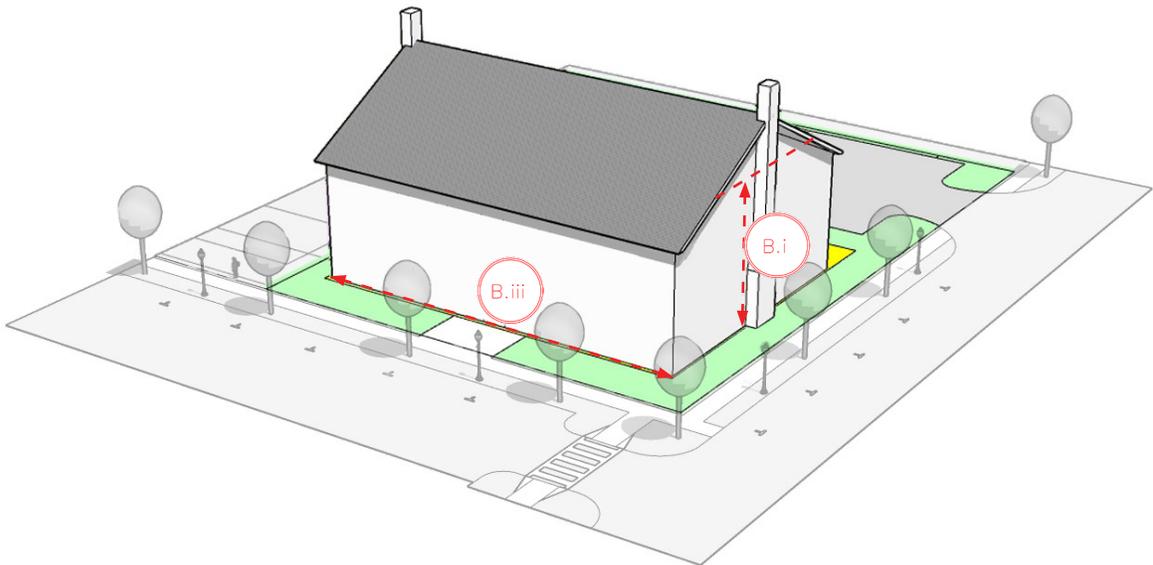
C. Facade Activation:

C.i	i. Entrance location / frequency:	a. At least one functional, pedestrian-accessible entrance shall be located on the building front and any adjacent Formal Open Space.
		b. A functional, pedestrian accessible entrance shall be located, at a minimum, every 70 linear feet along the building front.
		c. At least one functional, pedestrian-accessible entrance shall be provided for every 70 linear feet of building front.
C.ii	ii. Minimum Total Facade Transparency:	15%
	iii. Minimum First Floor Transparency:	N/A
	iv. Minimum First Floor Height:	N/A

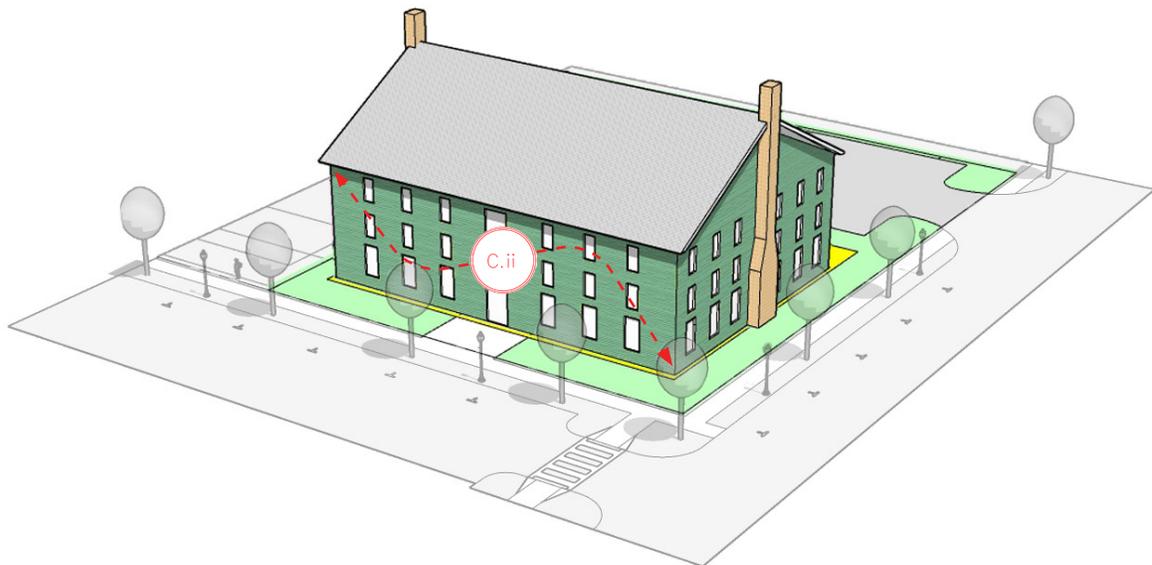
Building Type 2 Building Placement and Orientation:



Building Type 2 Mass and Scale:



Building Type 2 Facade Activation:



A. Building Placement and Orientation:

i. Building Placement:	a. Multifamily, non-residential, and mixed-use buildings:	
	A.i.o.1/2	1. Min. Lot Size: None
		2. Min. Lot Width: None
		3. Side Setbacks: 10' minimum; Side setbacks on lots less than 7,500 square feet may be reduced in accordance with § 72-82.4B(2).
	A.i.o.3/4	4. Rear Setbacks: 20 foot minimum
	b. Single family attached or detached:	
		1. Min. Lot Size:
		2. Min. Lot Width:
	3. Side Setbacks:	In accordance with the R-8 bulk regulations
	4. Rear Setbacks:	
A.iii	ii. Building Front Orientation:	
		a. The building front shall generally be parallel to the most prominent frontage type; or b. The building front may face a Formal Open Space.

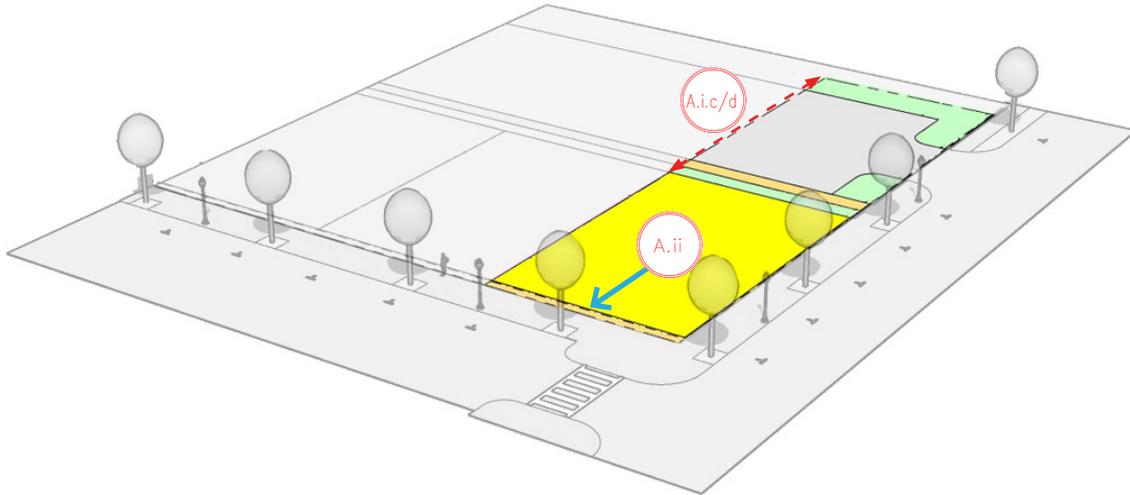
B. Mass and Scale:

B.i	i. Maximum Building Height:	By-right up to 40 feet and 3 stories; by Special Use Permit up to 50 feet and 4 stories.
B.iii	ii. Maximum Building Floorplate:	N/A
	iii. Maximum Building Width:	Maximum building width 100 feet.

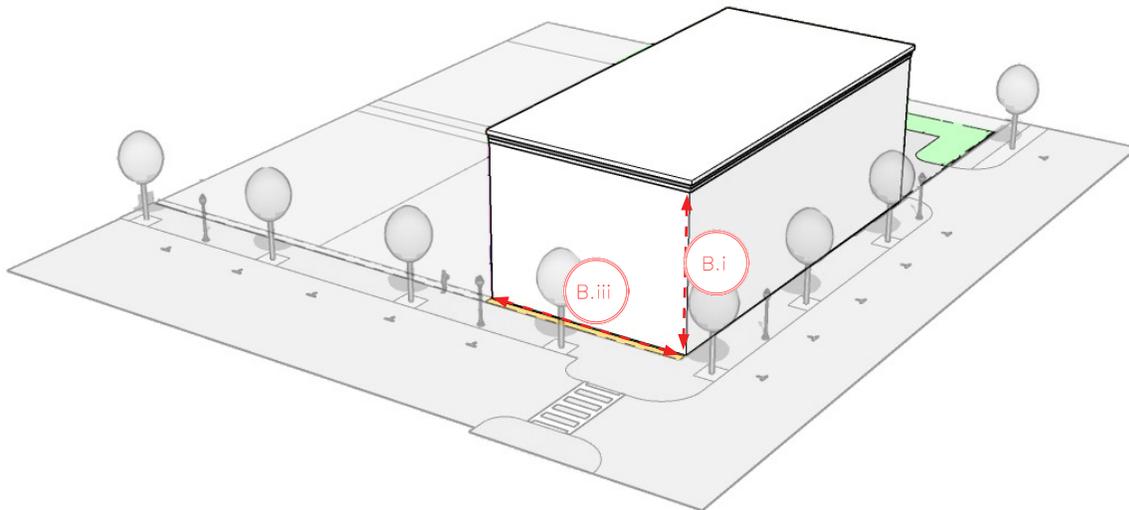
C. Facade Activation:

C.i	i. Entrance location / frequency:	a. At least one functional, pedestrian-accessible entrance shall be located, at a minimum, on the building front and any adjacent Formal Open Space.
		b. A functional, pedestrian accessible entrance shall be located, at a minimum, every 50 linear feet along the building front.
		c. A functional, pedestrian-accessible entrance shall be provided for every 50 linear feet of the building front.
C.ii	ii. Minimum Total Facade Transparency:	18%
	iii. Minimum First Floor Transparency:	N/A
	iv. Minimum First Floor Height:	N/A

Building Type 3 Building Placement and Orientation:



Building Type 3 Mass and Scale:



Building Type 3 Facade Activation:



A. Building Placement and Orientation:

i. Building Placement:	a. Min. Lot Size:	None.
	b. Min. Lot Width:	None.
	A.i.c/d c. Side Setbacks:	None.
	d. Rear Setbacks:	20 foot minimum.
A.ii ii. Building Front Orientation:	a.	The building front shall generally be parallel to the most prominent frontage type; or
	b.	The building front may face a Formal Open Space.

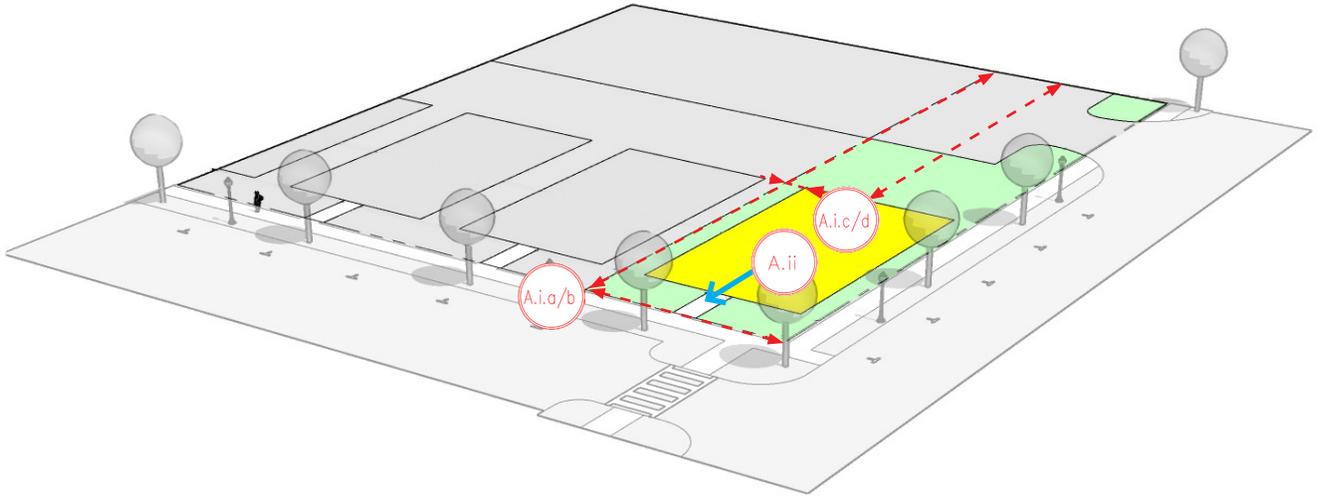
B. Mass and Scale:

B.i i. Maximum Building Height:	a.	Within the T-5C Transect, by-right up to 50 feet and 4 stories; by Special Use Permit up to 65 feet and 5 stories.
	b.	Within the T-5M and T-4M Transect, by-right up to 40 feet and 3 stories; by Special Use Permit up to 50 feet and 4 stories.
ii. Maximum Building Floorplate:		N/A
B.iii iii. Maximum Building Width:		Maximum building width 100 feet.

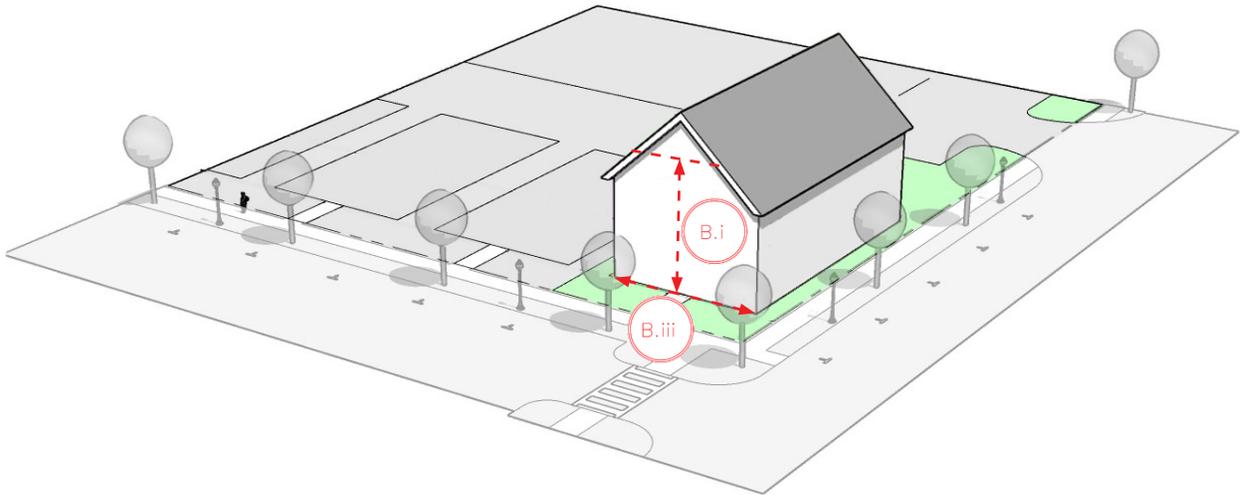
C. Facade Activation:

i. Entrance location / frequency:	a.	At least one functional, pedestrian-accessible entrance shall be located, at a minimum, on the building front and any adjacent Formal Open Space.
	b.	A functional, pedestrian accessible entrance shall be located, at a minimum, every 50 linear feet along the building front.
	c.	A functional, pedestrian-accessible entrance shall be provided for every 50 linear feet of the building front.
C.ii ii. Minimum Total Facade Transparency:		20%
iii. Minimum First Floor Transparency:		25%
C.iv iv. Minimum First Floor Height:		14'

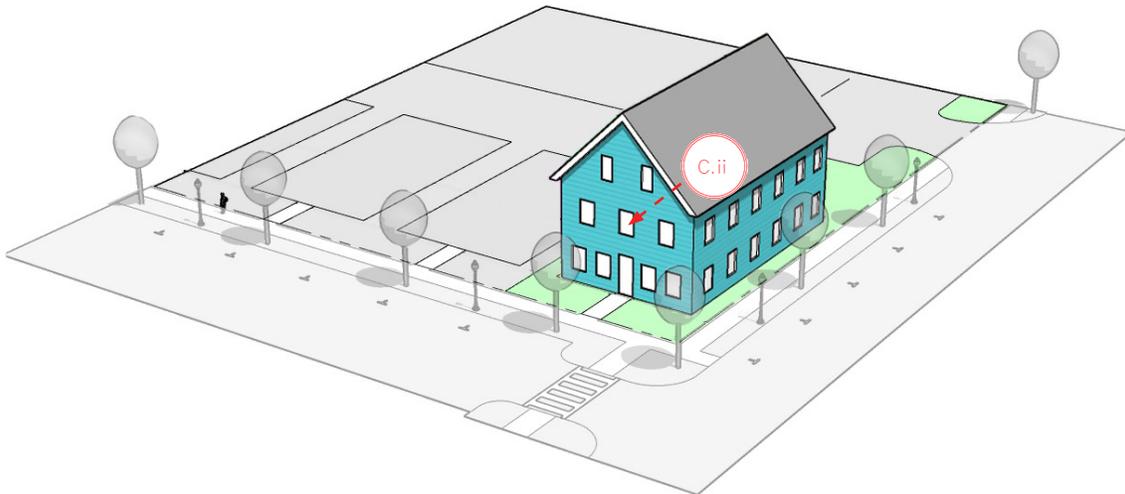
Building Type 4 Building Placement and Orientation:



Building Type 4 Mass and Scale:



Building Type 4 Facade Activation:



A. Building Placement and Orientation:

i. Building Placement:	A.i.a/b	a. Min. Lot Size:	1,875 square feet.
		b. Min. Lot Width:	18 feet.
	A.i.c/d	c. Side Setbacks:	5' minimum; Side setbacks on lots less than 7,500 square feet may be reduced in accordance with § 72-82.4B(2).
		d. Rear Setbacks:	20 foot minimum.
A.ii	ii. Building Front Orientation:	The building front shall generally be parallel to the most prominent frontage type; or The building front may face a Formal Open Space.	

B. Mass and Scale:

B.i	i. Maximum Building Height:	By-right up to 35 feet and 3 stories for a residential building or 25 feet or two stories for a non-residential or mixed-use building.
	ii. Maximum Building Floorplate:	6,000 square feet.
B.iii	iii. Maximum Building Width:	50 feet.

C. Facade Activation:

	i. Entrance location / frequency:	At least one functional, pedestrian-accessible entrance shall be located, at a minimum, on the building front and any adjacent Formal Open Space.
C.ii	ii. Minimum Total Facade Transparency:	18%
	iii. Minimum First Floor Transparency:	N/A
	iv. Minimum First Floor Height:	N/A
	v. Retail Permitted:	In the T-5C Transect, except for an Artist Studio, the uses identified as "Retail Sales and Services" in Table 72-40.2 shall not be permitted within a Transitional Building Type.
	vi. Equipment screening:	Utility and service functions shall be designed so that they are screened from adjacent streets.

CHAPTER 7: AREAS OF UNIQUE ARCHITECTURAL VALUE – CREATIVE MAKER DISTRICT

7-1. The Creative Maker District constitutes an area of unique architectural value located within a redevelopment district, and is therefore designated as an architectural preservation district, encompassing such area.

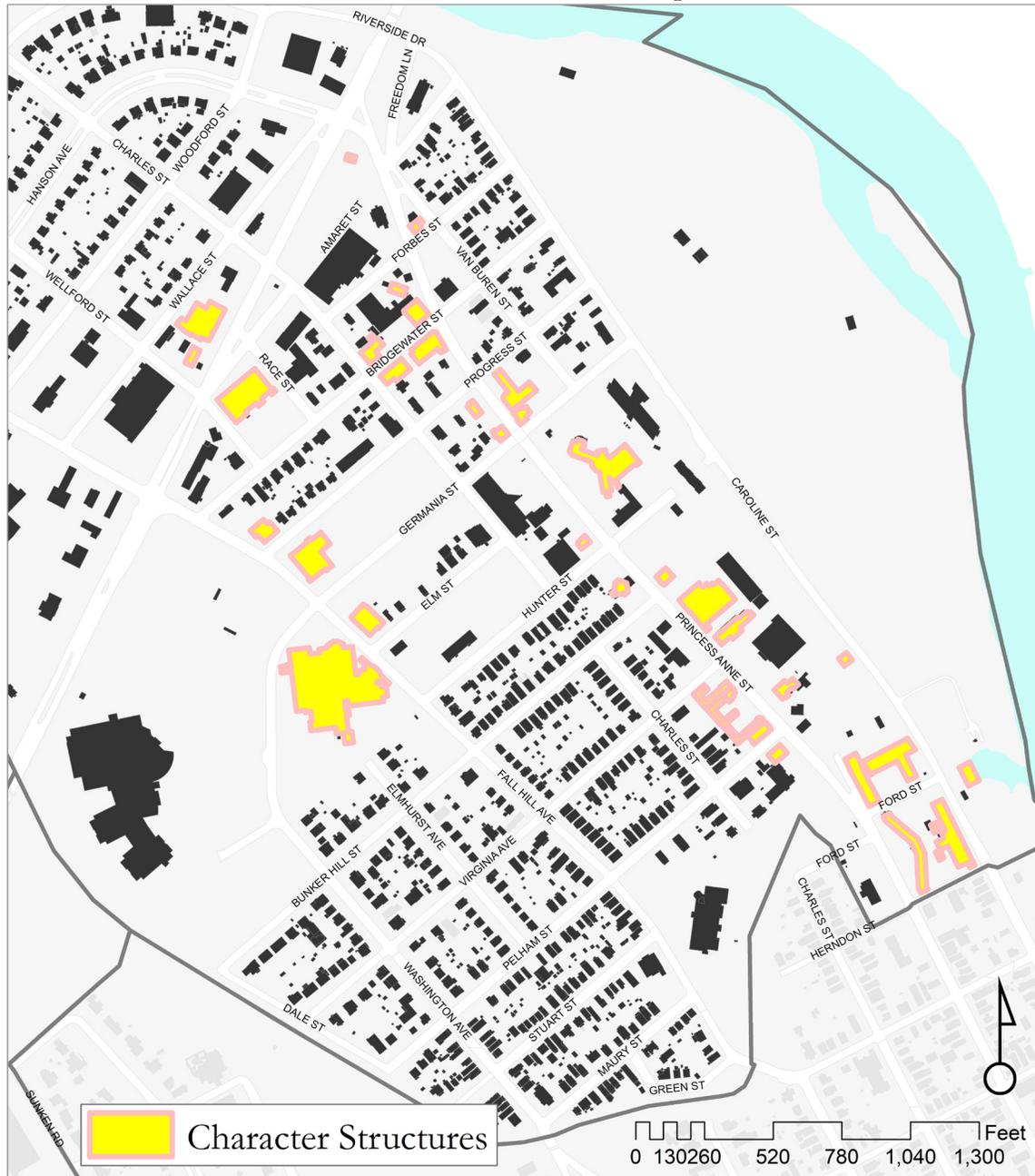
A. The following buildings from the late 19th and early 20th century possess unique architectural character and are set forth as “character structures” for the Creative Maker District:

- i. C.W. Wilder and Co. Silk Mill (1889) - 1700 Caroline Street
- ii. Washington Woolen Mills Pants Factory (1909) - 203 Ford Street
- iii. Billiards Hall (1909) - 2619 Princess Anne Street
- iv. Embrey Power Plant (1910) - 1709 Caroline Street
- v. Germania Mills (1917) - 1900 Caroline Street
- vi. Former National Bank Kitchen (1839) - 2800 Princess Anne Street

B. The following buildings relate to the primary period of significance for the Creative Maker District, the mid-20th century expansion of the highway system, and are set forth as “character structures” for the Creative Maker District:

- i. Kenmore Hosiery (1947) - 400 Amaret Street
- ii. Building (1954) - 316 Bridgewater Street
- iii. Auto Parts (1956) - 317 Bridgewater Street
- iv. Mary Washington Hospital (1949) - 2300 Fall Hill Avenue
- v. Medical Arts Building (1964) - 2301 Fall Hill Avenue
- vi. PNC Bank Headquarters (1975) - 2401 Fall Hill Avenue
- vii. Office Building (1964) - 2501 Fall Hill Avenue
- viii. Blanton Motor Court (1952) - 417 Jefferson Davis Highway
- ix. Auto Service (1955) - 429 Jefferson Davis Highway
- x. Motel (1957) - 1912 Princess Anne Street
- xi. Filling Station (1919) - 2404 Princess Anne Street
- xii. Burgess Service Station (1922) - 1810 Princess Anne Street
- xiii. Hotel Wakefield (1928) - 1701 Princess Anne Street
- xiv. Dowling Mills (1936) - 1801 Princess Anne Street
- xv. Retail and Apartment Building (1948) - 1900 Princess Anne Street
- xvi. Inter-State Ice Co. (1939) - 1901 Princess Anne Street
- xvii. Payne Motor Court (1950) - 1904 Princess Anne Street
- xviii. Show Room and Garage (1948) - 1919 Princess Anne Street
- xix. Filling Station (1939) - 2105 Princess Anne Street
- xx. Coca Cola Bottling Co. (1939) - 2011 Princess Anne Street
- xxi. (Original) Hardee’s (1965) - 2100 Princess Anne Street
- xxii. Carl’s Ice Cream (1954) - 2200 Princess Anne Street
- xxiii. Hotel Stratford (1926) - 2217 Princess Anne Street
- xxiv. 2400 Diner (1955) - 2400 Princess Anne Street
- xxv. Modern Beauty Shop (1929) - 2401 Princess Anne Street
- xxvi. Auto Sales and Repair (1930) - 2415 Princess Anne Street
- xxvii. Monroe Motors (1954) - 2506 Princess Anne Street
- xxviii. Auto Service (1948) - 2600 Princess Anne Street
- xxix. Itemarco Corp. Station (1956) - 2610 Princess Anne Street

T-4M and T-5M Character Structure Map Small Area 6



- C. Design review required. The following forms of development, located on lands within the Creative Maker District, shall be required to obtain approval by the Zoning Administrator or, on appeal, by the City Council, as being architecturally compatible with the character structures of the district:
- New construction, and
 - Exterior alterations to a principal or accessory building or structure.
- D. The Zoning Administrator is authorized to approve, approve subject to conditions, or disapprove an application for a certificate of appropriateness for the foregoing forms of development. The Zoning Administrator shall consider only those design features subject to view from the public right-of-way (not to include alleys) or City-owned property and shall not make any requirements except for the purpose of encouraging development that is architecturally compatible with the character structures of the Creative Maker District.

E. Review criteria. New construction and exterior alterations to a principal or accessory building or structure in the Creative Maker District shall be architecturally compatible with the character structures of the district. The Zoning Administrator shall apply the following criteria to that end:

i. Building Elevation:	The building elevation shall be either vertically oriented or horizontally oriented based on the patterns of surrounding buildings.
ii. Permitted Materials:	a. Permitted primary building materials are brick, stone, stucco, wood / wood composite / cementitious siding, and non-corrugated metal.
	b. Accent and trim materials may be any of the primary building materials or vinyl.
iii. Equipment screening:	Utility and service functions shall be designed so that they are screened from adjacent streets.

F. Optional forms of development – character structures. Character structures may use the following Building Type Standards in place of both the general building type standards and the Private Frontage Standards:

i. Building Placement and Orientation:

a. Building Placement:	1. Min. Lot Size:	1,875 square feet.
	2. Min. Lot Width:	18 feet.
	3. Side Setbacks:	5’ minimum; Side setbacks on lots less than 7,500 square feet may be reduced in accordance with unless reduced based on § 72-82.4B(2).
	4. Rear Setbacks:	20 foot minimum.
b. Building Front Orientation:	The building may retain its existing orientation to the street.	
c. Building Sight Line:	No building or accessory structure in the same Development as a character structure shall encroach upon the sight line to the character structure. The sight line is the hypotenuse of a triangle where one leg extends from the front corner of a Character Building to a perpendicular point on the centerline of the adjacent street parallel to the Building Front and another leg extends along the centerline of that street a distance of 250 feet.	

ii. Mass and Scale:

a. Maximum Building Height:	1. 35 feet and 3 stories; or
	2. Additions to character buildings taller than 35 feet may adhere to the existing maximum height of the building.
c. Maximum Building Floorplate:	N/A
d. Maximum Building Width:	1. 50 feet; or
	2. Additions to character buildings wider than 50 feet may adhere to the existing building width.

iii. Facade Activation:

a. Entrance location / frequency:	Any new entrances or opening shall be complimentary to the existing building pattern.
b. Minimum Total Facade Transparency:	18%
c. Minimum First Floor Transparency:	N/A
d. Minimum First Floor Height:	N/A

e. Retail Permitted:	Retail is permitted within a Character Building.
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- C. Review timing. The Zoning Administrator shall act to approve, approve with modification, or deny any request or application within 60 days of the official submission of the application. The Zoning Administrator shall memorialize his/her decision in writing and the Planning Office shall notify the applicant of the decision within 14 days. A notice of City action does not constitute general zoning approval for any structure, but is contingent upon the owner obtaining any other zoning approval required. A notice of City action issued under the provisions of this section shall expire one year after the date of such approval unless:
 - i. A building or sign permit has been obtained and work begun; or
 - ii. An extension has been granted by the Zoning Administrator, as appropriate, which shall not exceed six months.
- D. Appeals.
 - i. The applicant may appeal the Zoning Administrator’s decision to the City Council, provided such appeal is filed in writing within 30 days from the date of the Zoning Administrator’s decision. The appeal shall clearly set forth the grounds of the appeal, including the procedure or standard alleged to have been violated or misapplied by the Zoning Administrator. The City Council shall consult with the Zoning Administrator in relation to any appeal and may require documentation of any decision prior to hearing the appeal. The City Council may affirm, reverse, or modify the Zoning Administrator’s decision. The City Council shall decide such appeal within 45 days of the date of the appeal.
 - ii. The applicant may appeal the City Council’s decision to the Circuit Court of the City by filing a petition at law setting forth the alleged illegality of the action of the City Council, provided such petition is filed within 30 days after the final decision is rendered by the City Council. The filing of the petition shall stay the decision of the City Council pending the outcome of the appeal to the Circuit Court. The court may reverse or modify the decision of the City Council, in whole or in part, if it finds upon review that the decision of the City Council is contrary to law or that its decision is arbitrary and constitutes an abuse of discretion, or it may affirm the decision of the City Council.

CHAPTER 8: OPTIONAL FORMS OF DEVELOPMENT

8-1. Purpose:

- A. While one of the main purposes of form-based regulations is to provide predictability, it is recognized that high-quality development can also be accomplished other than by strict adherence to the prescribed forms of development allowed by this ordinance. Therefore, a certain degree of flexibility is allowed in certain cases in order to encourage creative designs that may generate different, but equally desirable, means of accomplishing the purposes of a prescribed form of development. These optional forms of development allow deviations from applicable regulations so long as the proposed development achieves the goals and objectives of a prescribed form and conforms to the provisions of Section 72-30:1.4.
- B. The Zoning Administrator may review and approve optional forms of development as by-right options, within the criteria described herein, as part of the general site plan approval process. The City Council may approve optional forms of development as part of a special use permit process.
- C. Design elements that are governed by Article 5 of the UDO may be modified in accordance with the provisions of that Article.
- D. Where a development proposal requires even greater flexibility, the developer may seek a special exception from City Council. Special exceptions shall be evaluated for consistency with the following criteria, and the City Council, in deciding whether to permit the Special Exception, shall consider the extent to which the proposed development, taken as a whole:
 - i. Advances the stated goals and objectives of the Small Area Plan, transect designation, and the purpose of the form based code regulation.
 - ii. Advances the stated purpose of each form based regulation or standard as applicable to the development as established in the Unified Development Ordinance.

- iii. Is consistent with any applicable urban fabric standards.
- iv. Is consistent with the intent of the regulations applicable to the street frontage in which it is located.
- v. Is physically and functionally integrated with the built environment in which it is located.
- vi. Promotes modes of transportation other than the automobile, including walking, biking, and transit.
- vii. Creates a built environment that is in scale with pedestrian-oriented activities and provides visual interest and orientation for pedestrians; and
- viii. Contributes to a mix of uses in the area that are compatible with each other and work together to create a memorable and successful place.

E. Applying for an optional form of development requires written and website notice under § 72-21.9. After proper notice, the Zoning Administrator shall make a determination on the permissibility of the proposed optional form of development. These decisions may be appealed to the Board of Zoning Appeals in accordance with § 72-22.8.

F. Nothing in this section shall be construed to limit or otherwise impair the right of any proper party to apply to the Board of Zoning Appeals for a variance from any of the regulations set forth in this Code, to the extent permitted by law, or to apply to the Zoning Administrator for an administrative modification or minor expansion of a nonconforming use pursuant to Section 72-24.2 or 72-24.3, respectively, in a proper case.

8-2. Optional forms of development – Urban Fabric Standards.

A. Purpose: To transform the organization of the land from ageing automobile-oriented infrastructure (dominant asphalt parking lots, commercial driveways, and separated single use developments) into a walkable urban fabric consisting of a network of streets and blocks that include formal open spaces, mixed uses, and transitional zones. The new urban fabric should effectively transition in scale and intensity towards adjacent development.

B. Optional form of development:

i. Access:

Option --- Provide for interconnectivity through limited road or trail connections linking existing and proposed development where a complete street would add through traffic onto neighborhood streets.

Design Guidelines --- The connection shall be a minimum of 50 feet wide and shall be safe, open, landscaped, and lit as appropriate. The connection shall contain a minimum 10 foot wide shared use trail.

ii. Transitional zones:

Option --- Permit the reuse of an existing building within a required Transitional Zone that does not meet the maximum building width requirement. For example, permitting the adaptive reuse of an existing shopping center building as a transitional use of the property would recognize that the full redevelopment of a site is an on-going evolution that may occur in several phases.

Design Guidelines --- The site around the building shall be modified so that the building fronts on a street and fits into a block network in conformance with the required standards. The façade shall be broken up to create the appearance of multiple buildings that would meet the maximum width requirement. Each portion of the façade shall be differentiated by changes in materials, rooflines and offsets in the façade plane as shall also contain an operable, active pedestrian entrance that breaks the mass of the façade.

8-3. Optional forms of development – Frontage Standards.

A. Purpose: To ensure the creation of safe, harmonious, and attractive public and semi-public corridors through the definition and activation of the public realm between the street and the building face, the definition and activation of yards and open spaces, and the transition between the development and adjoining uses.

B. Optional form of development:

i. Public frontage:

Option --- Provide for a safe and harmonious public realm with a cohesive streetscape where unusual situations, physiographic features, or existing roadway geometry create engineering challenges that require a deviation from the standards as written location, height, or width of the streetscape elements.

Design Guidelines --- Overall, the general character of the streetscape, including the provision of sidewalk

or trails, the location of landscaping and trees, and the provision of lighting shall remain consistent with the intent of the frontage.

ii. Private frontage:

Option --- Permit modified building placement and build-to-zone components for a semi-public edge where the development site abuts a street that fosters a connected environment through the site, enlivens the development's internal connections and spaces.

Design Guidelines --- The street frontage shall be enlivened through the creative use of landscaping, public art, water features, or other pedestrian amenities that provide visual interest. Options may also include consolidating portions of a required build-to-zone into a compact, high quality outdoor amenity space that is visible from the street. Examples include an outdoor café, swimming pool, fountain, plaza, garden, formal open space or similar area, or a combination thereof. The optional form shall be in reasonable proportion to the degree of difference between the prescribed private frontage requirements and the actual form provided.

8-4. Optional forms of development –Building Type Standards.

A. Purpose: To create inviting, walkable, and healthy environment by shaping and activating that public realm and other public open spaces.

B. Optional Form of Development

i. Façade Activation and Building Materials:

Option --- Permit modified façade activation and building materials standards where an alternative building design creates an appropriate active and interesting facade that results in a safe and vibrant pedestrian scaled building envelope.

Design Guidelines --- The building elevation shall contain unique or exceptionally detailed architectural treatments or the reduction in transparency must be the result of a building's unique architectural character and style. Materials used shall retain their honesty. The building elevation shall contain a minimum of 5% transparency and shall contain at least one functional, pedestrian entrance on the building front. The amount of these elements required shall be in proportion to the degree of difference between the prescribed transparency and the actual transparency provided. Additional detailing and fenestration shall be prioritized toward the first floor elevation.

ii. Maximum building width and building floorplate:

Option --- Permit modified maximum building widths and floorplates where the building is designed with high architectural quality and style that minimizes the impact of the mass and scale of the building on the frontage.

Design Guidelines --- The building facades shall contain changes in materials and rooflines as well as strategic pattern of entrances and openings that break the mass of the façade into smaller components. The overall design of the building shall conform to the purpose of each frontage and building type.



MOTION:

draft 2020 01 21

SECOND:

Regular Meeting

Ordinance No. 20 -

—

RE: Rezoning approximately 78 acres of land located in Planning Area 6, designated as transect T-4M or T-5M, to the Creative Maker District (CM) as recommended in the Small Area Plan for Area 6; and adopting transect maps and frontage maps for the district.

ACTION: APPROVED; Ayes:0; Nays: 0

First read: _____ **Second read:** _____

IT IS HEREBY ORDAINED by the Fredericksburg City Council that the official zoning map of the City, established pursuant to City Code §72-30, is amended as follows:

I. Background Information

City Council amended Chapter 11, “Future Land Use,” of the 2015 Comprehensive Plan to adopt a new small area plan for Planning Area 6 by adoption of Resolution 19-11 at its meeting on February 12, 2019. The new small area plan designates approximately 78 acres of Planning Area 6 as either T-4M (General Urban Maker) or T-5M (Area Core Maker). The small area plan then recommends that the City establish a new “Creative Maker District” to apply to these two transects. By adoption of Ordinance 20-__, City Council established the new Creative Maker District, and the Council now proposes to designate the 78 acres of land in Planning Area 6 designated as either T-4M (General Urban Maker) or T-5M (Area Core Maker), as recommended.

This zoning map amendment was initiated by City Council by adoption of Resolution 20-__ on [date]. The Planning Commission held its public hearing on this amendment on [date], after which it voted to recommend the amendment. City Council held its public hearing on [date].

In adopting this ordinance, City Council has considered the applicable factors in Virginia Code §15.2-2284. The City Council has determined that public necessity, convenience, general welfare and good zoning practice favor this rezoning.

II. Official Zoning Map Amendment

- A. The official zoning map, prepared in accordance with City Code §72-30, is hereby amended by rezoning the following described land from Commercial Highway to Creative Maker District (CM) zoning:

GPIN	Existing Zoning	Acreage
7779-98-4180	CH	0.45
7779-98-4125	CH	0.16
7779-98-3252	CH	0.12
7779-98-2371	CH	0.57
7779-98-1480	CH	0.23
7779-98-0581	CH	0.38
7779-88-9692	CH	0.45
7779-88-8830	CH	0.51
7779-89-7284	CH	2.80
7779-89-9137	CH	0.07
7779-89-9115	CH	0.07
7779-88-6986	CH	0.20
7779-89-5070	CH	0.456
7779-89-4164	CH	1.44
7779-89-2453	CH	0.07
7779-89-2497	CH	0.17
7779-89-3359	CH	0.17
7779-89-3325	CH	0.07
7779-89-1617	CH	0.39
7779-89-2600	CH	0.17
7779-89-1567	CH	0.10
7779-79-4184	CH	0.09
7779-79-4142	CH	0.11
7779-79-4476	CH	1.46
7779-89-0855	CH	0.21
7779-79-9993	CH	0.35
7779-79-9787	CH	0.27
7779-79-9619	CH	0.13
7779-79-8894	CH	0.28
7779-79-6640	CH	0.12
7779-79-6605	CH	0.20

7779-79-6841	CH	0.03
7779-79-6739	CH	0.02
7779-79-6728	CH	0.03
7779-79-6716	CH	0.02
7779-79-5795	CH	0.02
7779-79-5745	CH	0.52
7779-79-5900	CH	0.11
7870-70-5210	CH	0.57
7779-79-3978	CH	0.47
7779-79-2871	CH	0.84
7779-79-1731	CH	0.27
7779-79-2625	CH	0.27
7789-08-2108	CH	3.93
7779-98-7056	CH	0.21
7789-08-0009	CH	0.02
7779-98-8076	CH	0.13
7779-98-8024	CH	0.13
7779-98-2663	CH	0.14
7779-99-0190	CH	0.10
7779-98-0802	CH	0.14
7779-88-8994	CH	0.12
7779-99-0057	CH	0.09
7779-99-0014	CH	0.09
7779-89-9070	CH	0.09
7779-88-9947	CH	0.09
7779-89-9014	CH	0.44
7779-98-7433	CH	0.05
7779-98-6571	CH	0.17
7779-98-6117	CH	0.04
7779-97-7696	CH	0.79

- B. The official zoning map, prepared in accordance with City Code §72-30, is hereby amended by rezoning the following described land from Commercial Highway and Residential 2 to Creative Maker District (CM) zoning:

GPIN	Existing Zoning	Acreage
7779-98-6352	CH/R2	0.77
7779-98-8220	CH/R2	1.47
7779-98-4519	CH/R2	2.36
7779-98-2737	CH/R2	1.59
7779-98-1946	CH/R2	1.77
7779-98-7406	CH/R2	0.14

- C. The official zoning map, prepared in accordance with City Code §72-30, is hereby amended by rezoning the following described land from Commercial Shopping Center to Creative Maker District (CM) zoning:

GPIN	Existing Zoning	Acreage
7870-70-9013	CSC	0.03
7870-70-9129	CSC	0.08
7870-70-8059	CSC	0.16
7870-70-8026	CSC	0.08
7870-70-8014	CSC	0.09
7870-70-7100	CSC	2.32
7779-79-7946	CSC	0.08
7779-79-7925	CSC	0.05
7779-79-7913	CSC	0.05
7779-79-6991	CSC	0.09
7870-70-8400	CSC	0.48

- D. The official zoning map, prepared in accordance with City Code §72-30, is hereby amended by rezoning the following described land from Commercial Transitional Office to Creative Maker District (CM) zoning:

GPIN	Existing Zoning	Acreage
7779-78-7426	CT	6.00
7779-89-2062	CT	0.51
7779-78-9885	CT	1.73
7779-89-1072	CT	0.06
7779-89-1051	CT	0.06
7779-88-2933	CT	0.12
7779-88-1990	CT	0.12
7779-88-1857	CT	0.12
7779-88-0870	CT	0.06
7779-88-0715	CT	0.06
7779-78-9793	CT	0.06
7779-78-9772	CT	0.06
7779-78-9750	CT	0.08
7779-88-4832	CT	0.51
7779-88-1424	CT	0.07
7779-88-1407	CT	0.12
7779-88-0550	CT	0.12
7779-88-0514	CT	0.19
7779-88-3729	CT	0.97
7779-88-3669	CT	0.24

7779-88-2693	CT	0.09
7779-88-2629	CT	0.18
7779-88-1631	CT	0.59
7779-88-2525	CT	0.35
7779-88-6809	CT	0.33
7779-89-2390	CT	0.09
7779-89-1387	CT	0.25
7779-89-2246	CT	0.08
7779-89-4514	CT	0.37
7779-89-4692	CT	0.06
7779-89-5600	CT	0.06
7779-89-5528	CT	0.06
7779-89-5554	CT	0.06
7779-89-5572	CT	0.06
7779-89-4496	CT	0.16
7779-89-2331	CT	0.124
7779-89-2359	CT	0.10
7779-89-2748	CT	0.19
7779-89-3710	CT	0.13
7779-89-0489	CT	0.24
7779-89-2687	CT	0.09
7779-89-1535	CT	0.12
7779-89-0526	CT	0.14
7779-79-9690	CT	0.13
7779-79-9349	CT	0.25
7779-79-4090	CT	0.23
7779-79-4033	CT	0.12
7779-79-8495	CT	0.12
7779-79-3096	CT	0.14
7779-79-8469	CT	0.13
7779-79-3058	CT	0.08
7779-79-8412	CT	0.18
7779-79-8330	CT	0.48
7779-79-7379	CT	0.06
7779-79-7357	CT	0.06
7779-79-7325	CT	0.12
7779-79-7302	CT	0.06
7779-79-6279	CT	0.12
7779-79-7232	CT	0.12
7779-79-6236	CT	0.12
7779-79-6199	CT	0.12
7779-79-5293	CT	0.12
7779-79-6156	CT	0.12
7779-79-5250	CT	0.12
7779-79-6112	CT	0.12
7779-79-5127	CT	0.12

7779-79-5089	CT	0.12
7779-79-5036	CT	0.11
7779-89-1137	CT	0.13
7779-89-1201	CT	0.12
7779-89-0265	CT	0.12
7779-89-0248	CT	0.13
7779-89-0203	CT	0.06
7779-79-9281	CT	0.06
7779-89-0164	CT	0.13
7779-79-9158	CT	0.12
7779-89-0121	CT	0.12
7779-79-9066	CT	0.60
7779-78-7954	CT	1.59
7779-89-1995	CT	0.35
7779-79-8783	CT	0.12
7870-80-1035	CT	0.24
7779-89-5546	CT	0.06
7779-79-8716	CT	0.07
7779-79-8738	CT	0.06
7779-79-8840	CT	0.05
7870-80-0176	CT	0.05
7870-80-0159	CT	0.03
7870-80-0232	CT	0.03
7779-79-7626	CT	0.12
7779-79-7609	CT	0.06
7779-79-6772	CT	0.13
7779-79-7504	CT	0.06
7779-79-6583	CT	0.06
7779-79-6561	CT	0.07
7779-79-8602	CT	0.09
7779-79-7548	CT	0.22

- E. The official zoning map, prepared in accordance with City Code §72-30, is hereby amended by rezoning the following described land from Residential 2 to Creative Maker District (CM) zoning:

GPIN	Existing Zoning	Acreage
7779-99-0268	R2	0.25
7779-99-1205	R2	0.07
7779-99-1213	R2	0.07
7779-99-1231	R2	0.07
7779-99-1250	R2	0.07
7779-99-1167	R2	0.14

F. The official zoning map, prepared in accordance with City Code §72-30, is hereby amended by rezoning the following described land from Residential 30 to Creative Maker District (CM) zoning:

GPIN	Existing Zoning	Acreage
7779-89-9415	R30	2.01

G. The official zoning map is hereby amended to remove the land zoned Creative Maker District (CM) from the Princess Anne Street Corridor Overlay Subdistrict.

H. The official zoning map, prepared in accordance with City Code §72-30, is hereby amended by the adoption of the “T-4M and T-5M Transect Map,” dated August 20, 2019; and the “T-4M and T-5M Frontage Map,” dated December 17, 2019, which shall be used in the administration of the Creative Maker District.

III. Effective Date

This ordinance is effective immediately.

Votes:

Ayes:

Nays:

Absent from Vote:

Absent from Meeting:

Approved as to form:

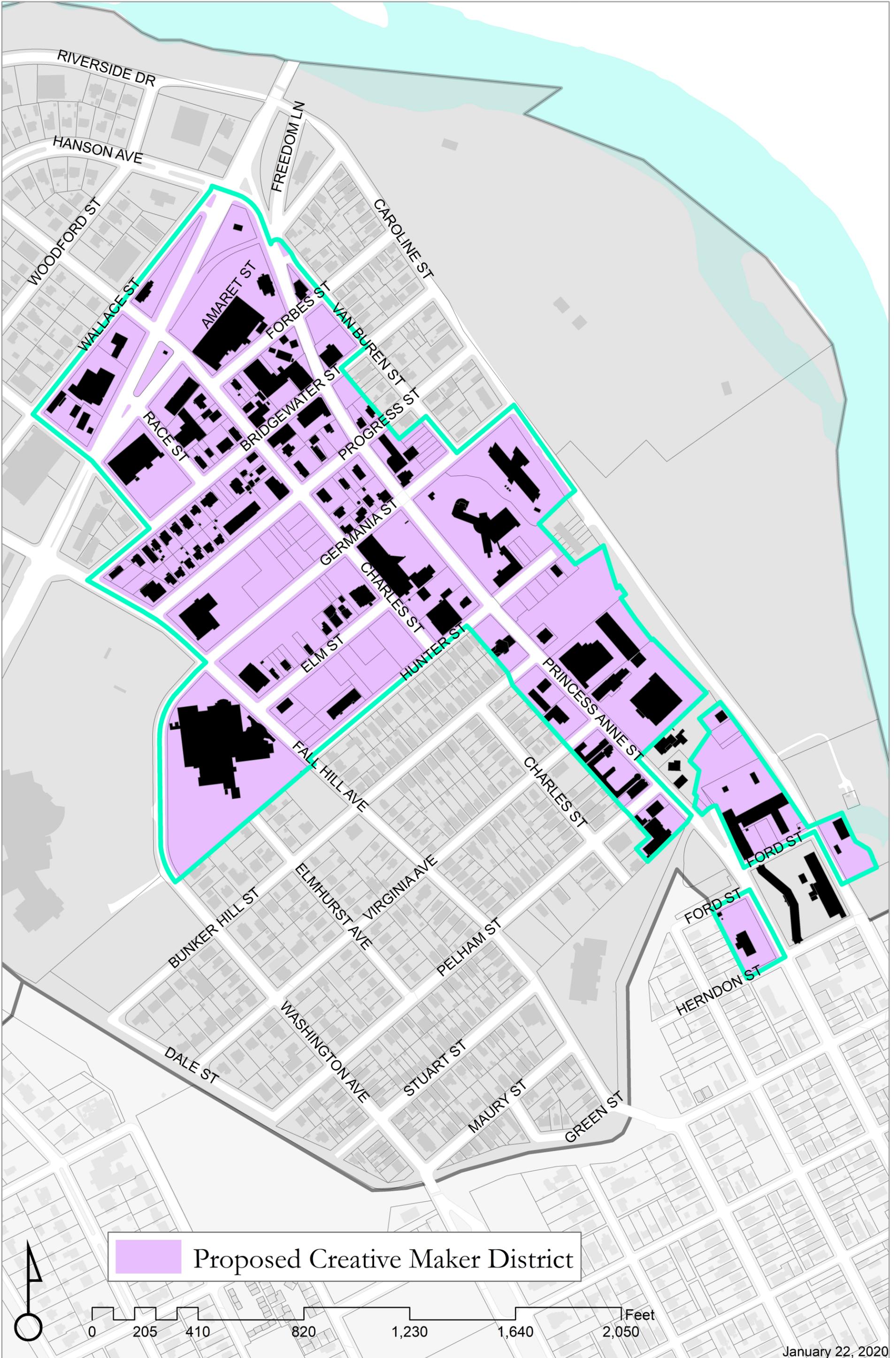
Kathleen Dooley, City Attorney

Clerk’s Certificate

I, the undersigned, certify that I am Clerk of Council of the City of Fredericksburg, Virginia, and that the foregoing is a true copy of Ordinance No. 20- duly adopted at a meeting of the City Council meeting held Date, 2020 at which a quorum was present and voted.

Tonya B. Lacey, CMC
Clerk of Council

Proposed Creative Maker Zoning District

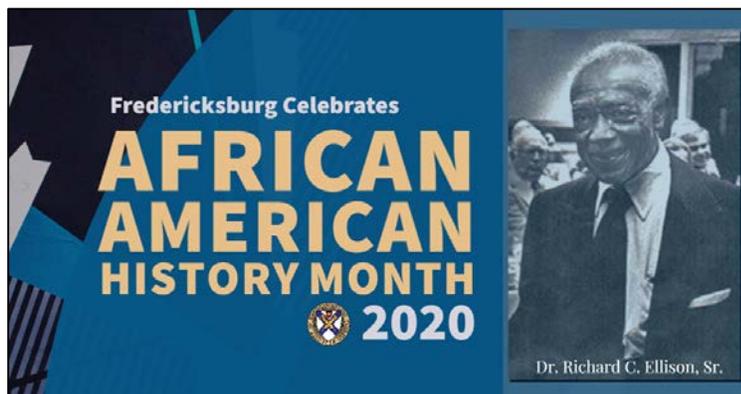




MEMORANDUM

TO: Mayor Greenlaw and Members of City Council
FROM: Timothy J. Baroody, City Manager
DATE: February 5, 2019 (for February 11 Council meeting)
SUBJECT: City Manager's Update

Highlights of major activities and other notable developments:



City Celebrates African American History Month – Dr. Richard C. Ellison, Sr. graduated from Howard University Medical School and practiced medicine here in Fredericksburg from the 1930s to the 1980s. He participated in the civil rights movement and helped break the barrier for doctors, serving the Fredericksburg community for 51

years. He is one of many notable African Americans who have called Fredericksburg home.

Construction of Riverfront Park to Begin and Parking Changes – The construction of the Riverfront Park will begin in late February or early March. Last November, City Council awarded a contract for construction of the park to Athena Construction of Triangle, Virginia. The start of construction will require the entire park property to be fenced, thus closing the public parking lot in the 700 block of Sophia Street as well as the parking area accessed across Sophia Street from Charlotte Street. Last fall, the City announced actions it intended to take to mitigate the closure of these parking areas. These actions include:

- Increasing the period of time that vehicles may be parked on the east (river) side of the 600 through 800 blocks of Sophia Street (from Wolfe Street to just south of George Street) from two hours to four hours during the periods that time restrictions apply to downtown streets (Monday - Saturday; 8:00 a.m.- 7:00 p.m.)
- Converting the surface parking lot in the 600 block of Sophia Street (between Sophia Street and the river, directly across the street from the Sophia Street Parking Garage) to public parking. The only restriction on the use of this lot will be that only vehicles displaying a City of Fredericksburg resident decal may be parked in the lot Monday through Friday 5:00 a.m. – 8:00 a.m. The resident decals may be obtained at the Treasurer's Office at City Hall by providing proof of City residency.

- Increasing the period that vehicles may be parked in the Sophia Street Parking Garage to four hours (currently, three hours) for no cost. The rate for additional hours will remain the same (\$1/hour to a maximum of \$8/day.)

All of these actions will be taken prior to the closure of the parking areas on the Riverfront Park property. The specific date on which the closures will occur will be announced by mid-February. Questions about this matter may be directed to Assistant City Manager Doug Fawcett at dfawcett@fredericksburgva.gov or by phone at 540-372-1010.



E-Checks Now Being Accepted –

Citizens may now pay their utility bills online for free using E-Check, which is an electronic transfer of funds from your checking account.



City Acquires 30 New Sidewalk Buttlers – Several new downtown [Sidewalk Buttlers](#) are standing ready to help prevent cigarette butt litter. The City of Fredericksburg’s Clean and Green Commission and the Rappahannock Regional Solid Waste Management Board (R-Board) partnered to acquire the 30 free cigarette buttlers from Keep Virginia Beautiful (KVB) to provide the public a means to dispose of their cigarette butts. These new buttlers are in addition to the initial 30 units donated in 2019 by KVB to the City’s Parks, Recreation and Events Department now in place in City parks.

The City’s Public Works Department installed the buttlers and they are emptied by Commission interns. The containers are mounted on sidewalk trash receptacles and are primarily located along Caroline and William Streets. All cigarette butts collected will be weighed and then recycled via [TerraCycle](#).

These new units replace the downtown “butt buckets” the Commission sourced and maintained as part of their ongoing “Butts Are Litter Too” campaign. “The downtown butt buckets served their purpose to help reduce cigarette litter, but they were labor intensive and needed to be replaced regularly,” said Robert Courtnage, Commission chairman. “Our new Sidewalk Buttlers are a more attractive and more permanent solution to help curb cigarette litter.”

Cigarette butts are the most frequently littered item. Because the filters are made mostly of plastic, they do not biodegrade. When dropped on the street or sidewalk, they may be washed into storm drains and end up in the Rappahannock River and beyond, where they harm aquatic life.

Littering is also a criminal offense in the City. The Fredericksburg Police Department strictly enforces the littering code. According to the City’s Watershed Manager, “A cigarette butt that is tossed on the sidewalk could cost you up to \$2,500, a conviction of a Class 1 misdemeanor, lost wages, and court costs. That’s a pretty expensive cigarette.” Watch the R-Board’s video, “Please Butt In - Cigarette Butts are Litter too” <https://youtu.be/1HGZ0veKT5k>. For more information about the Fredericksburg Clean & Green Commission, please visit their [Facebook page](#) or [webpage](#).

**Public Works
Director Dave King**

Retires – The City recently celebrated Dave King’s over 21 years of service to the Public Works Department, retiring as Director. Through these years his upbeat and cheerful attitude quickly established him as one who liked to help others and would find ways to do so, whether he was working with a



concerned resident, a business person, or fellow employees. Some of the many projects he championed included: management of the watershed land upriver from the City, advancing the tree program by making Fredericksburg truly a “Tree City” and working with various utility and telecommunications providers as they upgraded their infrastructure, to protect ours. His humor gave him the title of “Dave (comma) King of Puns.” Thank you Dave for your unwavering stewardship to the City and best wishes for a wonderful retirement!

Congratulations to the Central Rappahannock Regional Library - Fredericksburg Branch on the grand re-opening of their theater at a ribbon-cutting on January 30. City Council has made

performing arts space a priority for Fredericksburg in their 2016 adopted Vision. Over the past several years, the City and Library system have invested more than \$500,000 to upgrade this theater space, expand the parking area at the library, and made improvements to the building and grounds.



Chatham Bridge Rehabilitation Project – Utility work will continue at the intersection of George and Sophia Street in preparation for the Chatham Bridge rehabilitation project into mid-February due to the large amount of rock that has been encountered. Utility crews have been working in the 100 block of George Street to install the new conduit beneath the Rappahannock River to serve Verizon and Cox Communications since mid-November. The 100 block of George Street has been restricted to one-way westbound traffic from Sophia to Caroline Street. Although parking on both sides of George Street is prohibited during the course of the project, the sidewalks will remain open and the nearby public parking lot on Sophia Street at George Street will not be impacted by this work.

Utility lines connected to the Chatham Bridge are being moved in advance of the start of bridge construction, which is planned for May 2020. The project must advance now so as to keep the Chatham Bridge Rehabilitation project moving on its planned timeline. Telecommunications engineers have determined that they must bore under the river from the location on George Street to ensure viability of telecommunication infrastructure.

Click [here](#) to see the November 12, 2019 VDOT Traffic Alert for more information on the George Street utility work. And for more information on the upcoming Chatham Bridge rehabilitation project, and updates as construction and the detour approaches, please visit the [project page](#) on www.VirginiaDOT.org. For more information about parking or how to sign up for City Traffic alerts please call 540-372-1023 or visit www.fredericksburgva.gov.

Spencer Devon Remains Open During the George Street Closure – The popular brewpub remains open during the street closure and Chatham Bridge utility work. Sidewalks remain open during the street closure as well. Spencer Devon offers special trivia and karaoke nights, and live music. www.spencerdevonbrewing.com

Closure of Upper Caroline Street – Replacement of Sanitary Sewer System – The sewer repair project has suffered several construction delays and weather delays. Work continues on this very important sanitary sewer system project which is currently detouring Caroline Street from Herndon to Germanna Streets. This is a major project that involves the replacement of two existing sewer mains that are well past their useful lifespan and are in poor condition. Both of the existing mains will be replaced with a single 21” sanitary sewer main that is upsized to meet future sewer demands. The \$1.7M project is part of a PPEA water/sewer infrastructure improvement contract with W.C. Spratt, Inc. and is anticipated to be completed by May of 2020. For questions about the project please contact the Department of Public Works at 540-372-1023. Please subscribe to City alerts at www.FredericksburgAlert.com.

Detour on the Heritage Trail – The detour continues until early March, between the Ford and Germania Street area as work continues on the Upper Caroline Street Sanitary Sewer Replacement Project. Pedestrians and bicyclists will be detoured along Princess Anne Street for a section of the trail where the sewer line work crosses the path. The trail will be able to be opened to foot traffic once the work zone passes Germania Street. Alerts and postings on social media will continue to alert trail users to be cautious near work zones and to watch for posted signs.

The College Heights/Sunken Road Storm Sewer Rehabilitation will move to the 1000 block of Sunken Road on Monday, February 10, weather permitting. For approximately a month, access to Sunken Road between William Street and Sylvania Avenue will have to be restricted 24/7 as the storm sewer runs under the middle of the street. Detours will be in place directing traffic to alternate access to homes and the University of Mary Washington campus.



Fred Focus

Fred Focus – The [Fredericksburg Department of Economic Development and Tourism](http://www.FredericksburgDepartmentofEconomicDevelopmentandTourism.com) is pleased to bring you Fred Focus, a weekly e-newsletter that goes out every Thursday and keeps you up-to-date on Fredericksburg business and tourism information and events. This week's [edition](#).

Building and Property Maintenance Quarterly Reports – The first and second quarter reports for FY20 are attached for an update on the year so far. **See attached.**



CITY OF FREDERICKSBURG, VIRGINIA
Community Planning and Building Department

BUILDING CONSTRUCTION ACTIVITY - 1st Qtr FY 20 - (JULY-SEPT) 2019

RESIDENTIAL	Jul-Sept2019		Jul-Sept 2018		FYTD 2020		FYTD 2019	
New-Residential	14		12		14		12	
New-Plumbing/Electrical/Mechanical/Other	2		7		2		7	
Alterations/Additions	56		64		56		64	
Alt/Add - Plumbing/Electrical/Mechanical	117		132		117		132	
Certificates of Occupancy	9		12		9		12	
Fees Collected	\$38,225.57		\$45,851.55		\$38,225.57		\$45,851.55	
Construction Value	\$4,966,429.20		\$3,629,178.18		\$4,966,429.20		\$3,629,178.18	
Fees Waived	\$0.00		\$0.00		\$0.00		\$0.00	
COMMERCIAL/MULTI-FAMILY		SQFT/#UNITS		SQFT/#UNITS		SQFT/#UNITS		SQFT/#UNITS
New-Commercial	1	*44,259	1	15,190	1	*44,259	1	15,190
New-Multi-Family	3	207	0		3	207	0	
New-Plumbing/Electrical/Mechanical/Other	33		35		33		35	
Alterations	87		92		87		92	
Alt-Plumbing/Electrical/Mechanical	125		116		125		116	
Certificates of Occupancy	7		3		7		3	
Fees Collected	\$178,457.36		\$90,737.39		\$178,457.36		\$90,737.39	
Construction Value	\$37,087,613.29		\$7,892,201.72		\$37,087,613.29		\$7,892,201.72	
Fees Waived	\$0.00		\$0.00		\$0.00		\$0.00	
CERTIFICATES OF OCCUPANCY-EXISTING								
	40		35		40		35	
BUILDING INSPECTIONS PERFORMED								
	1947		1303		1947		1303	
UTILITY FEES COLLECTED								
Water Tap	\$2,600.00		\$8,087.74		\$2,600.00		\$8,087.74	
Water Availability	\$57,000.00		\$347,380.00		\$57,000.00		\$347,380.00	
Sewer Tap	\$5,100.00		\$5,100.00		\$5,100.00		\$5,100.00	
Sewer Availability	\$95,000.00		\$579,700.00		\$95,000.00		\$579,700.00	

COMMENTS

* 605 William Street - Liberty Place - *Footing & Foundation Only* permit was issued.
 1301, 1401 & 1501 Ashford Circle - Silver Collection Active Adult - 207 units.
 Inspections performed are up 50% due to the amount projects under construction.



CITY OF FREDERICKSBURG, VIRGINIA
Community Planning and Building Department

BUILDING CONSTRUCTION ACTIVITY - 2nd Qtr FY 20- (OCT - DEC) 2019

RESIDENTIAL	OCT-DEC 2019		OCT-DEC 2018		FY 2020		FY 2019	
New-Residential								
New-Plumbing/Electrical/Mechanical/Other								
Alterations/Additions								
Alt/Add - Plumbing/Electrical/Mechanical								
Certificates of Occupancy								
Fees Collected								
Construction Value								
Fees Waived								
COMMERCIAL/MULTI-FAMILY	SQFT/#UNITS		SQFT/#UNITS		SQFT/#UNITS		SQFT/#UNITS	
New-Commercial								
New-Multi-Family								
New-Plumbing/Electrical/Mechanical/Other								
Alterations								
Alt-Plumbing/Electrical/Mechanical								
Certificates of Occupancy								
Fees Collected								
Construction Value								
Fees Waived								
CERTIFICATES OF OCCUPANCY-EXISTING								
BUILDING INSPECTIONS PERFORMED								
UTILITY FEES COLLECTED								
Water Tap								
Water Availability								
Sewer Tap								
Sewer Availability								
COMMENTS								



CITY OF FREDERICKSBURG, VIRGINIA
Community Planning and Building Department

BUILDING CONSTRUCTION ACTIVITY - 3rd Qtr FY 20- (JAN - MARCH) 2020

RESIDENTIAL	JAN-MAR 2019		JAN-MAR 2018		FY 2020		FY 2019	
New-Residential								
New-Plumbing/Electrical/Mechanical/Other								
Alterations/Additions								
Alt/Add - Plumbing/Electrical/Mechanical								
Certificates of Occupancy								
Fees Collected								
Construction Value								
Fees Waived								
COMMERCIAL/MULTI-FAMILY	SQFT/#UNITS		SQFT/#UNITS		SQFT/#UNITS		SQFT/#UNITS	
New-Commercial								
New-Multi-Family								
New-Plumbing/Electrical/Mechanical/Other								
Alterations								
Alt-Plumbing/Electrical/Mechanical								
Certificates of Occupancy								
Fees Collected								
Construction Value								
Fees Waived								
CERTIFICATES OF OCCUPANCY-EXISTING								
BUILDING INSPECTIONS PERFORMED								
UTILITY FEES COLLECTED								
Water Tap								
Water Availability								
Sewer Tap								
Sewer Availability								
COMMENTS								



CITY OF FREDERICKSBURG, VIRGINIA
Community Planning and Building Department

BUILDING CONSTRUCTION ACTIVITY - 4th Qtr FY 20 - (APRIL - JUNE) 2020

RESIDENTIAL	APR-JUN 2019		APR-JUN 2018		FY 2020		FY 2019	
New-Residential								
New-Plumbing/Electrical/Mechanical/Other Alterations/Additions								
Alt/Add - Plumbing/Electrical/Mechanical Certificates of Occupancy								
Fees Collected								
Construction Value								
Fees Waived								
COMMERCIAL/MULTI-FAMILY	SQFT/#UNITS		SQFT/#UNITS		SQFT/#UNITS		SQFT/#UNITS	
New-Commercial	2	36,452	0		4	60,848	6	27,686
New-Multi-Family								489
New-Plumbing/Electrical/Mechanical/Other Alterations								
Alt-Plumbing/Electrical/Mechanical Certificates of Occupancy								
Fees Collected								
Construction Value								
Fees Waived								
CERTIFICATES OF OCCUPANCY-EXISTING								
BUILDING INSPECTIONS PERFORMED								
UTILITY FEES COLLECTED								
Water Tap								
Water Availability								
Sewer Tap								
Sewer Availability								
COMMENTS								



CITY OF FREDERICKSBURG
Community Planning and Building Department

PROPERTY MAINTENANCE COMPLIANTS - 1ST Qtr FY 20 (July - Sept 2019)

PROPERTY MAINTENANCE COMPLIANTS	July-Sept 2019		July-Sept 2018		FYTD 20		FYTD 19	
By Type								
Exterior Maintenance	20		15		20		15	
Interior Maintenance	24		2		24		2	
Total Number of Property Maintenance Complaints	44		17		44		17	
PROPERTY MAINTENANCE COMPLIANTS	July-Sept 2019		July-Sept 2018					
By Outcome								
Violation	37		9		37		9	
Educational Out reach	3		4		3		4	
Unsafe/Unfit	0		0		0		0	
Unfounded	4		4		4		4	
Total Maintenance Complaints By Outcome	44		17		44		17	
NUISANCE ORDINANCE COMPLAINTS	July-Sept 2019							
By Type								
Trash & Debris	25		17		25		17	
Grass	47		102		47		102	
<i>Grass Cut by City Contractor</i>		30		24		30		24
<i>Repeat Offenders</i>		28		21		28		21
Graffiti	0		0		0		0	
Trees	1		0		1		0	
Inoperable Vehicles	40		11		40		11	
Total Number of Nuisance Complaints	113		130		113		130	
NUISANCE ORDINANCE COMPLAINTS	July-Sept 2019							
By Outcome								
Violation	105		110		105		110	
Educational Out reach (An on-site meeting)	2		2		2		2	
Unfounded	6		13		6		13	
Total Nuisance Complaints By Outcome	113		125		113		125	

During this quarter a neighborhood sweep was performed in the Mayfield community. The sweep was coordinated effort with Public Works to coincide with the City's annual curb side pick-up. Neighborhood sweeps begin when a high volume of complaints about property maintenance and nuisance issues are received regarding a neighborhood. The sweeps are a pro-active approach to the enforcement of the Virginia Property Maintenance Code and the Citys nuisance ordinances.



CITY OF FREDERICKSBURG, VIRGINIA
Community Planning and Building Department

BUILDING CONSTRUCTION ACTIVITY - 1st Qtr FY 20 - (JULY-SEPT) 2019

RESIDENTIAL	Jul-Sept 2019		Jul-Sept 2018		FYTD 2020		FYTD 2019	
New-Residential	14		12		14		12	
New-Plumbing/Electrical/Mechanical/Other	2		7		2		7	
Alterations/Additions	56		64		56		64	
Alt/Add - Plumbing/Electrical/Mechanical	117		132		117		132	
Certificates of Occupancy	9		12		9		12	
Fees Collected	\$38,225.57		\$45,851.55		\$38,225.57		\$45,851.55	
Construction Value	\$4,966,429.20		\$3,629,178.18		\$4,966,429.20		\$3,629,178.18	
Fees Waived	\$0.00		\$0.00		\$0.00		\$0.00	
COMMERCIAL/MULTI-FAMILY		SQFT/#UNITS		SQFT/#UNITS		SQFT/#UNITS		SQFT/#UNITS
New-Commercial	1	*44,259	1	15,190	1	*44,259	1	15,190
New-Multi-Family	3	207	0		3	207	0	
New-Plumbing/Electrical/Mechanical/Other	33		35		33		35	
Alterations	87		92		87		92	
Alt-Plumbing/Electrical/Mechanical	125		116		125		116	
Certificates of Occupancy	7		3		7		3	
Fees Collected	\$178,457.36		\$90,737.39		\$178,457.36		\$90,737.39	
Construction Value	\$37,087,613.29		\$7,892,201.72		\$37,087,613.29		\$7,892,201.72	
Fees Waived	\$0.00		\$0.00		\$0.00		\$0.00	
CERTIFICATES OF OCCUPANCY-EXISTING								
	40		35		40		35	
BUILDING INSPECTIONS PERFORMED								
	1947		1303		1947		1303	
UTILITY FEES COLLECTED								
Water Tap	\$2,600.00		\$8,087.74		\$2,600.00		\$8,087.74	
Water Availability	\$57,000.00		\$347,380.00		\$57,000.00		\$347,380.00	
Sewer Tap	\$5,100.00		\$5,100.00		\$5,100.00		\$5,100.00	
Sewer Availability	\$95,000.00		\$579,700.00		\$95,000.00		\$579,700.00	

COMMENTS

* 605 William Street - Liberty Place - *Footing & Foundation Only* permit was issued.
 1301, 1401 & 1501 Ashford Circle - Silver Collection Active Adult - 207 units.
 Inspections performed are up 50% due to the amount projects under construction.



CITY OF FREDERICKSBURG, VIRGINIA
Community Planning and Building Department

BUILDING CONSTRUCTION ACTIVITY - 2nd Qtr FY 20 - (OCT-DEC) 2019

RESIDENTIAL	Oct - Dec 2019		Oct - Dec 2018		FYTD 2020		FYTD 2019	
New-Residential	14		6		28		18	
New-Plumbing/Electrical/Mechanical/Other	9		3		11		10	
Alterations/Additions	42		38		98		102	
Alt/Add - Plumbing/Electrical/Mechanical	91		89		208		221	
Certificates of Occupancy	26		2		35		14	
Fees Collected	\$27,847.50		\$23,137.15		\$66,073.07		\$68,988.70	
Construction Value	\$3,675,059.71		\$1,678,300.00		\$8,641,488.91		\$6,529,282.30	
Fees Waived	\$0.00		\$0.00		\$0.00		\$0.00	
COMMERCIAL/MULTI-FAMILY	SQFT/#UNITS		SQFT/#UNITS		SQFT/#UNITS		SQFT/#UNITS	
New-Commercial	1	*38,400	0		2	*38,400	1	
New-Multi-Family	0		0		3	207	0	
New-Plumbing/Electrical/Mechanical/Other	45		16		78		51	
Alterations	83		63		170		155	
Alt-Plumbing/Electrical/Mechanical	100		94		225		210	
Certificates of Occupancy	1		5		8		8	
Fees Collected	\$83,963.02		\$98,912.10		\$262,420.38		\$189,649.19	
Construction Value	\$8,997,749.49		\$3,323,425.44		\$46,085,362.78		\$11,215,627.16	
Fees Waived	\$0.00		\$0.00		\$0.00		\$0.00	
CERTIFICATES OF OCCUPANCY-EXISTING								
	42		33		80		71	
BUILDING INSPECTIONS PERFORMED								
	1698		1615		3645		2908	
UTILITY FEES COLLECTED								
Water Tap	\$0.00		\$12,315.20		\$2,600.00		\$20,402.94	
Water Availability	\$9,000.00		\$28,000.00		\$66,000.00		\$375,380.00	
Sewer Tap	\$0.00		\$15,300.00		\$5,100.00		\$20,400.00	
Sewer Availability	\$15,000.00		\$40,000.00		\$110,000.00		\$619,700.00	

COMMENTS

1800, 1802, 1804, 1806, 1808, 1810, 1812 Ashford Circle - Silver Collection Garages & Maintenance Building

1000 Tyler Street - City Shop Salt Dome

* 1076 Winchester Street footing & foundation permit was issued



CITY OF FREDERICKSBURG
Community Planning and Building Department

PROPERTY MAINTENANCE COMPLIANTS - 1ST Qtr FY 20 (July - Sept 2019)

PROPERTY MAINTENANCE COMPLIANTS	July-Sept 2019		July-Sept 2018		FYTD 20		FYTD 19	
By Type								
Exterior Maintenance	20		15		20		15	
Interior Maintenance	24		2		24		2	
Elevator Maintenance	15		0		15		0	
Total Number of Property Maintenance Complaints	59		17		59		17	
PROPERTY MAINTENANCE COMPLIANTS	July-Sept 2019		July-Sept 2018					
By Outcome								
Violation	52		9		52		9	
Educational Out reach	3		4		3		4	
Unsafe/Unfit	0		0		0		0	
Unfounded	4		4		4		4	
Total Maintenance Complaints By Outcome	59		17		59		17	
NUISANCE ORDINANCE COMPLAINTS	July-Sept 2019		July-Sept 2018					
By Type								
Trash & Debris	25		17		25		17	
Grass	47		102		47		102	
<i>Grass Cut by City Contractor</i>		30		24		30		24
<i>Repeat Offenders</i>		28		21		28		21
Graffiti	0		0		0		0	
Trees	1		0		1		0	
Inoperable Vehicles	40		11		40		11	
Total Number of Nuisance Complaints	113		130		113		130	
NUISANCE ORDINANCE COMPLAINTS	July-Sept 2019		July-Sept 2018					
By Outcome								
Violation	105		110		105		110	
Educational Out reach (An on-site meeting)	2		2		2		2	
Unfounded	6		13		6		13	
Total Nuisance Complaints By Outcome	113		125		113		125	

During this quarter a neighborhood sweep was performed in the Mayfield community. The sweep was coordinated effort with Public Works to coincide with the City's annual curb side pick-up. Neighborhood sweeps begin when a high volume of complaints are received from a neighborhood about property maintenance and nuisance issues. The sweeps are a pro-active approach to property maintenance/nuisance enforcement.



CITY OF FREDERICKSBURG
Community Planning and Building Department

PROPERTY MAINTENANCE COMPLAINTS - 2nd Qtr FY 20 (Oct - Dec 2019)

PROPERTY MAINTENANCE COMPLAINTS	Oct.-Dec. 2019		Oct.-Dec. 2018		FYTD 20		FYTD 19	
By Type								
Exterior Maintenance	13		12		33		27	
Interior Maintenance	14		12		38		14	
Elevator Maintenance	9		0		24		0	
Total Number of Property Maintenance Complaints	36		24		95		41	
PROPERTY MAINTENANCE COMPLAINTS	Oct.-Dec. 2019		Oct.-Dec. 2018					
By Outcome								
Violation	20		15		72		24	
Educational Out reach	2		7		5		11	
Unsafe/Unfit	6		1		6		1	
Unfounded	8		1		12		5	
Total Maintenance Complaints By Outcome	36		24		95		41	
NUISANCE ORDINANCE COMPLAINTS	Oct.-Dec. 2019		Oct.-Dec. 2018					
By Type								
Trash & Debris	24		17		49		34	
Grass	24		9		71		111	
<i>Grass Cut by City Contractor</i>		0		0		30		24
<i>Repeat Offenders</i>		0		3		28		24
Graffiti	0		0		0		0	
Trees	0		0		1		0	
Inoperable Vehicles	5		10		45		21	
Total Number of Nuisance Complaints	53		36		166		166	
NUISANCE ORDINANCE COMPLAINTS	Oct.-Dec. 2019		Oct.-Dec. 2018					
By Outcome								
Violation	44		32		149		133	
Educational Out reach (An on-site meeting)	0		3		2		5	
Unfounded	9		1		15		14	
Total Nuisance Complaints By Outcome	53		36		166		152	

Property Maintenance and Nuisance complaints are slightly up from the 2nd quarter FY 19. Property maintenance and nuisance issues are investigated when complaints have been received or if staff see's a violation while in the field. Grass cutting complaints are lower due the fall and winter months.



CITY COUNCIL MEETINGS & EVENTS CALENDAR

City Hall Council Chambers, 715 Princess Anne Street, Fredericksburg, VA 22401

2/11/20	5:30 p.m.	Work Session <ul style="list-style-type: none"> • Regional MOU Update • Stadium Advisory Committee • Suite Policy at Stadium 	Suite, Room 218
	7:30 p.m.	Regular Session	Chambers
2/25/20	5:30 p.m.	Work Session <ul style="list-style-type: none"> • Signage • Environmental Discussion • Council and Planning Commission Joint Meeting (tentative) 	Suite, Room 218
	7:30 p.m.	Regular Session	Chambers
3/10/20	5:30 p.m.	Work Session	Suite, Room 218
	7:30 p.m.	Regular Session	Chambers
3/24/20	5:30 p.m.	Work Session	Suite, Room 218
	7:30 p.m.	Regular Session	Chambers
4/14/20	5:30 p.m.	Work Session	Suite, Room 218
	7:30 p.m.	Regular Session	Chambers
4/28/20	5:30 p.m.	Work Session	Suite, Room 218
	7:30 p.m.	Regular Session	Chambers
5/12/20	5:30 p.m.	Work Session	Suite, Room 218
	7:30 p.m.	Regular Session	Chambers

Future Work Session Topics: Economic Development Incentives, and Action on UDO Text Amendment from 2018: Paying Taxes at Approval Instead of Application.

Boards & Commission	Meeting Dates/Time	Actual Date of Meeting	Members Appointed	Contact Person
Board of Social Services	Bi-monthly 1st Thursday/4 p.m.	February 6 at 4 p.m.	Duffy	Christen Gallik
Central Rappahannock Regional Library	Quarterly 2nd Monday/4:00 p.m.	March 9 at 4 p.m.	Devine	Martha Hutzel
Community Policy Management Team	Thursday after 3rd Tuesday/2:00 p.m.	February 20 at 2 p.m.	Greenlaw	Jamie Divelbiss
Fredericksburg Arts Commission	3rd Wednesday/6:30 p.m.	February 19 at 6:30 p.m.	Devine, Graham	Kim Herbert
Fredericksburg Area Museum	4th Monday/8:30 a.m.	February 24 at 8:30 a.m.	Kelly	Sara Poore
Fredericksburg Clean & Green Comm.	1st Monday/6:30 p.m.	February 3 at 6:30 p.m.	Devine	Robert Courtnage
Fredericksburg Regional Alliance	Quarterly/5:00 p.m.	February 17 at 5 p.m.	Greenlaw, Duffy	Curry Roberts
GWRC/FAMPO	3rd Monday/6:00 p.m.	February 24 at 6 p.m. **	Kelly, Withers, vacancy - Alt.	Linda Struyk Millsaps
Healthy Generations Area on Aging (RAAA)	1st Wednesday/4:00 p.m.	TBD	Greenlaw	Patricia Wade
Main Street Board	3rd Thursday/8:30 a.m.	February 20 at 8:30 a.m.	Withers	Ann Glave
Housing Advisory Committee	As needed	TBD	Frye, Graham	Susanna Finn
PRTC	1st Thursday/7:00 p.m.	February 6 at 7 p.m.	Kelly, Graham - Alt.	Kasaundra Coleman
Rappahannock Juvenile Detention	Bi-monthly last Monday/12 noon	March 30 at noon	Whitley, Frye - Alt.	Carla White
Rappahannock Regional Solid Waste	Quarterly 3rd Wednesday/8:30 a.m.	February 19 at 8:30 a.m.	Kelly, Withers	Joe Buchanan
Rappahannock River Basin	Quarterly/1:00 p.m.	March 25 in Fredericksburg at 1 p.m.	Withers	Eldon James
Recreation Commission	3rd Thursday/6:30 p.m.	February 20 at 6:30 p.m.	Duffy	Jane Shelhorse
Regional Group Home Commission	2nd Thursday/2:30 p.m.	February 13 at 2:30 p.m.	Duffy, Whitley	Ben Nagle
Town & Gown	Quarterly/3:30 p.m.	April 9 at 3:30 p.m. at UMW Executive Center	Withers, Duffy	Paula Zero
Virginia Railway Express Operations Board	3rd Friday/9:00 a.m.	February 21 at 9 a.m.	Kelly, Graham -Alt.	Richard Dalton
City/School Working Group		TBD	Greenlaw, Kelly	Baroody/Catlett
City/School Task Force		TBD	Devine, Graham	Baroody/Catlett