



**CITY OF FREDERICKSBURG  
PLANNING COMMISSION  
MINUTES  
February 12, 2020  
7:30 p.m.**

**715 Princess Anne Street  
Council Chambers**

**You may view and listen to the meeting in its entirety by going to the Planning Commission page on the City's website:**

<https://amsva.wistia.com/medias/corfrg5mlj>

**The Agenda, Staff Report, Applications and Supporting Documents are also available on the Planning Commission page.**

**MEMBERS**

Rene Rodriguez, Chairman  
Steve Slominski, Vice-Chairman (absent)  
David Durham  
Kenneth Gantt (absent)  
Chris Hornung  
Tom O'Toole  
Jim Pates

**CITY STAFF**

Chuck Johnston, Director,  
Planning and Building Dept.  
Mike Craig, Senior Planner  
James Newman, Zoning Administrator  
Cathy Eckles, Administrative Assistant

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**1. CALL TO ORDER**

Chairman Rodriguez called the meeting to order at 7:30 p.m. and explained meeting procedures for the public, as well as expected decorum during public comment.

**2. PLEDGE OF ALLEGIANCE**

**3. DETERMINATION OF A QUORUM**

Five members present.

**4. APPROVAL OF MINUTES**

September 11, 2019 Work Session;  
October 9, 2019 Work Session;  
October 23, 2019 Charrette Session; and  
January 15, 2020 Regular Meeting

Mr. Durham moved for approval of all the minutes as submitted. Mr. Hornung seconded.  
**Motion passed 5-0-2.**

## **5. DECLARATION OF CONFLICT OF INTEREST**

After consulting the City Attorney, Mr. Hornung recused himself from Item 7.C, UDOTA-01 amendments to the Planned Development-Commercial Zoning District, due to a possible conflict as he has provided real estate development services to various landowning entities in this district. There were no further conflicts of interest reported.

## **6. APPROVAL OF AGENDA**

## **7. PUBLIC HEARING**

Items 7.A. and 7.B were presented combined, but the items were voted on separately.

- A. PrimeCore Fall Hill Hospitality OZB LLC requests a rezoning from Commercial Highway (CH) to Planned Development – Commercial (PDC), at GPIN 7769-77-5997, located on the south side of Fall Hill Avenue between Briscoe Lane and Noyack Lane.
- B. PrimeCore Fall Hill Hospitality OZB LLC requests four Special Exceptions at GPIN 7769-77-5997. The property is zoned Commercial-Highway and proposed for Planned Development Commercial:
  - 1) An exception from Code Section 72-42.3.B for the installation of an accessory structure within a front yard.
  - 2) An exception from Code Section 72-42.6.C.1 to establish a drive-through within 100 feet of a residential zoning district.
  - 3) An exception from Code Section 72-42.2.B.5 to have an accessory structure exceed the bulk standards of the Planned Development - Commercial Zoning district
  - 4) An exception from Code Section 72-33.2.D.2.E to reduce the front setback of an accessory structure from 30 feet to 10 feet.

Mr. Newman reviewed the staff presentation along with a Power Point (Attachment A) and stated that the Commission should recommend approval to Council.

Mr. Durham asked if applicant provided any alternate sites for the swimming pool, which is requiring several exceptions. Mr. Newman said no, this was the only site that met Marriott's (the proposed hotel operator) stringent guidelines and requirements. Discussion ensued regarding the location of the pool.

Chairman Rodriguez questioned what could occur on this property under the current zoning of Commercial Highway. Mr. Newman stated the proffers established for this property, when it was rezoned in 2016, limited commercial uses to auto sales. The PD-C zoning was requested because the Comprehensive Plan calls for this and it allows a by-right maximum 90 feet for the hotel. Mr. Rodriguez asked if they could have just done a special exception for the height. Mr. Craig stated that due to proffer conditions the only permitted use on the property at this time is a car dealership since it is zoned Commercial Highway, with conditions. He further noted that the 2016 rezoning was a bifurcated zoning as Commercial Highway/Residential 12. Mr. Johnston clarified that the owner of this property is new but they are still bound by the proffers.

Chairman Rodriguez asked for clarification on the possible revenue of the car dealership in the original proffer agreement and the possible revenue of the hotel. Mr. Craig stated they do not have that information.

Mr. Pates asked if the proffers run with the land and are the cash proffers current. Mr. Newman said yes. Discussion ensued regarding the proffer synopsis status.

Mr. Pates then noted his displeasure with the public notice that was advertised for this public hearing regarding PrimeCore Fall Hill Hospitality rezoning and special exceptions as it only stated the Geographic Property Identification Number, without a street address or reference to nearby landmarks. Although this may be a legally adequate notice, Mr. Pates feels the City has a moral obligation to be sure the public knows where the specific location of the property in the public notice advertisement. Mr. Newman noted that the vacant property does not have an address, but agreed that future notices would better describe a proposed sites location.

Mr. Durham questioned if the current owners of Valor West have been notified and are aware they are responsible for the proffers. Mr. Craig stated there has been no written notification, but the current owners are very aware of the proffers as it is working with the City's Development Administrator and Building Official. Mr. Pates noted that the proffers get recorded with the Circuit Court.

Charlie Payne, Hirschler Fleischer, the Applicant's representative, noted that the Applicants and the owners of Valor West are aware of the proffers running with the land and proffers are being paid as occupancy permits are issued. The Applicants are requesting the rezoning and special exceptions specifically for the requirements necessary for the hotel. Mr. Payne reviewed a presentation to the Commission (Attachment B).

Mr. Pates questioned if the owners of Valor West should not pay the proffers, would the Applicant be responsible. Mr. Payne stated that some of the proffers may apply to the proposed rezoning property, but not the residential cash proffers, as they apply only the R12 component of the Valor West property. Mr. Craig noted that if the cash proffers are not paid at the time a certificate of occupancy is requested, no occupancy permit would be issued. Mr. Hornung further explained that the new proffers are superseding any proffers on the CH portion only. Once this rezoning is approved, the property would no longer be subject to the previous proffers.

Mr. Pates asked what it means for the Applicant that this is an Opportunity Zone project. Mr. Kervandoian, Applicant noted that there are benefits: tax incentives and deferments on interest on capital gains. The Applicant further discussed the capital gains, tax incentives, and deferments.

Mr. Pates asked if the sole reason for seeking PD-C is regarding the height requirement. Mr. Payne noted it was consistent with the Comprehensive Plan and also that PD-C is a more viable zoning. Mr. Pates asked if the special exceptions relevant to the fast food use could be sought later. Mr. Payne noted that the exceptions are needed to market this property for this project. There have been no comments or concerns from any neighboring property owners.

Mr. Durham asked if this is the only swimming pool site that fits the Marriott guidelines and requirements. Mr. Payne said yes. Discussion ensued regarding the impacts of this site and the rationale for having an outdoor pool. Applicant stated that Marriott has stringent guidelines and

requirements that is the science for the Marriott floor plans. Mr. Payne noted that there are not a lot of areas to build in; this is an area that will attract tourists.

Chairman Rodriguez asked if the fact that there are other Marriott hotels within a five mile radius determined the plans for this hotel. Applicant stated this hotel caters to a different clientele with the suites and this is the best result for the area.

Chairman Rodriguez opened the public hearing. No public comments were made. Chairman Rodriguez closed the public hearing.

Mr. Hornung motioned to approve RZ2019-09, rezoning from Commercial Highway to Planned Development – Commercial, as submitted. Mr. O’Toole seconded.

**Motion passed 5-0-2.**

Mr. Hornung questioned if there had been any comments received from any of the surrounding property owners regarding the special exception requests. Mr. Newman said no.

Mr. Hornung motioned to approve SE2019-02, four special exceptions at GPIN 7769-77-5997, as submitted. Mr. O’Toole seconded. Mr. Durham noted he was reluctantly supporting this due to the manner in which the Applicants have approached this with staff. He believes Applicants have hidden behind the recurring statement of “following Marriott guidelines and requirements.”

**Motion passed 4-1-2 (Pates no).**

Mr. Hornung was recused from the next item and left the meeting.

- C. The City of Fredericksburg proposes to amend § 72-33.2 “Planned Development – Commercial District” (PD-C) to permit additional residential development in the district by special use permit, for an additional 10% of the district acreage, but limiting the number of additional residential units to not more than 12 units times the additional acreage permitted and not more than 60% of the units shall be multifamily housing that is not age restricted.

Mike Craig reviewed the staff presentation and stated that the Commission should recommend approval to Council.

Mr. Durham asked whether staff has done an analysis and is sure that increasing to 20% will be enough. Mr. Craig discussed the development calculations in the Planned Development – Commercial Zoning District and how those were used to determine the 20% limit. Mr. Durham asked if any evaluation of other localities was done. Mr. Craig stated that the biggest concern is to make sure the land use in the PD-C district remains predominantly commercial.

Discussion ensued regarding the impact of the text amendment on the Celebrate Virginia South PD-C district. Mr. Craig stated that the other two PD-C zoning districts have General Development Plans that prohibit residential uses entirely and their owners would have to request a proffer amendment to have any percentage of residential uses. He said all land use within a zoning district is treated uniformly.

Mr. Durham clarified that because of current general development plans this text amendment only applies to Celebrate Virginia South. However, he questioned the Area 1 contemplation of changes to allow for residential in Central Park yet Central Park is no longer an entity. Mr. Craig noted that Central Park has a conditional zoning, which is a significant affirmative government action. To change zoning rules in Central Park would take a coordinated effort. Conditional zoning can only be changed by the property owner's request. Mr. Johnston clarified that each PD-C zoning action creates a separate PD-C district of which 10% could be devoted to residential. Mr. Durham noted that what is being considered is the adoption of a text amendment such that in a PD-C zoning district an applicant can request an additional 10% of the parcel be devoted to residential which sets the stage for the property owner to be able to make this request at a future date. Mr. Johnston said yes, this would allow the request but must meet the criteria.

Mr. Pates clarified that this won't be split but will apply to all PD-C zoning districts. Mr. Craig said yes.

Mr. O'Toole questioned if there was only one owner in Celebrate Virginia South. Mr. Craig said there were multiple owners and each owner could request an additional 10% of their parcel be devoted to residential use.

Mr. Rodriguez questioned what percentage of the non-age restricted housing might be designated as affordable. Mr. Craig noted the Commission can make whatever recommendations they deem appropriate, but that the affordable housing policies are currently being developed in the regional housing study which will define exactly what this should be in the City.

Mr. Craig reviewed and discussed the map from page 5 of the staff report showing the Planned Development – Commercial districts. Mr. O'Toole clarified that unless the other two PD-C districts apply for a rezoning/proffer amendment, this text amendment will not apply to them. Mr. Craig said yes.

Chairman Rodriguez opened the public hearing.

Caryn Prasse, 13601 McLane Place, opposed the text amendment due to overcrowding of the roads and schools. She also believes this will overburden sanitation, police, fire, and landfill, and as a Fred Transit bus driver, she said a better use of the City's resources would be to apply them to City transit.

Ann Little, 726 William Street, spoke against the text amendment, saying development can be managed better and believes there is no overall strategic plan for the City's growth. Allowing more residential will only overcrowd schools and increase infrastructure costs for water, sewer, fire, and police resulting in increased taxes. Ms. Little discussed the associated problems with adding more residential density to the City.

No further public comments, Chairman Rodriguez closed the public hearing.

Mr. Durham questioned the potential impacts on City infrastructure on the potential 372 additional multi-family units. Mr. Craig said the particulars would be developed at the time of the application and discussed the infrastructure in place in Celebrate Virginia South. He further clarified that this text amendment only allows an application for an additional 10% residential and the infrastructure issues would be addressed with each application. Mr. O'Toole asked if at

the time of the special use permit, proffers could be requested. Mr. Craig said yes, an analysis would be done on the impact to the schools and conditions could be applied. Mr. Durham clarified that any application would be separate and distinct and not necessarily burdensome. Mr. Craig said yes and that's why the City put in sufficient review criteria.

Mr. O'Toole questioned how much money per child is needed to increase school capacity. Mr. Craig said that for each application the City will ask how many children this development will produce, what is the capacity in our school system now, and then determine if this will exceed our capacity. Mr. Johnston said that the City is restrained by Virginia Code and Court decisions and precedents from larger localities who have greater development patterns.

Mr. Durham motioned to recommend to Council that it approve permitting additional residential use by special use permit in Planned Development – Commercial Zoning Districts, but request Council to consider a percentage of affordable housing units be allocated. Mr. O'Toole seconded.

Mr. Pates stated he is strongly opposed to this motion, as it is inconsistent with the Comprehensive Plan. He also believes that there needs to be more transparency with this text amendment as the public doesn't really know what is happening here. This text amendment changes the rules, but the public can't really see that, only the developers.

Mr. Rodriguez said he is concerned with the potential for over development and believes the City needs to have controls in place but the fact that a special use permit must be applied for before any residential growth can happen alleviated his concerns.

Mr. O'Toole also believed the special use permit being required will help the City control the residential development, but wanted to add a friendly amendment that the ordinance will employ a proffer standard. Mr. Durham accepted the amendment to his motion.

Mr. Johnston suggested a modification. In that a special use permit requires conditions, not proffers, the wording of the motion should be for 'conditions' setting established standards for infrastructure impacts. Mr. O'Toole and Mr. Durham agreed to this clarification.

**Motion passed 3-1-1-2 (Pates no, Hornung recused).**

## **8. GENERAL PUBLIC COMMENT**

Bob Straight, volunteer with the Fredericksburg Chapter of Virginia Organizing, Southpoint Lane, Stafford, spoke regarding affordable housing. He said that Virginia Organizing defines affordable housing as that which does not consume more than 25% of a working class family's total annual income between \$24,000 and \$61,000. Mr. Straight further discussed the percentage of working class families living in Fredericksburg and the epidemic of evictions in the City (Attachment C). This puts an extreme negative impact on Social Services, the police, and schools.

Caryn Prasse, 13601 McLane Place, spoke regarding the working class family's situation in the City and the Fred Transit system, from her experience as a Fred Transit bus driver. She said many ride the bus but then have to walk to the homeless shelters from the bus stops. The routes get behind schedule, there is not enough service, and the working class suffers. Ms. Prasse requested several changes to Fred Transit: a bus stop at the homeless shelter, longer hours in the evening, more weekend service, and more buses.

## **9. OTHER BUSINESS**

### **A. Calendar Events**

- Mr. Johnston said the proposed FY2021 Capital Improvement Plan would be presented at a second Commission meeting in March, on the 25<sup>th</sup>. Mr. Johnston suggested that the Commission form a subcommittee to work on draft Commission recommendations after March 25, so that at its April 8 meeting, the full Commission may be able to vote on recommendations to Council.
- Mr. Johnston noted that an RFP is in progress for a new consultant for the small area plans and would like a Commissioner to sit on the review committee. The RFPs closing date is March 3, 2020.
- Mr. Johnston said a joint work session with City Council to discuss changes to height standards for infill development will be scheduled once the Council adopts a budget.

### **B. Bylaws – discuss possible proposed amendments.**

Mr. Durham thinks the possible amendment may have been handled and the Commission will be allowed to make presentations at Council meetings without it being a public comment matter. Mr. Rodriguez said he will confirm this arrangement.

### **C. Planning Commissioner Comments**

There were no comments from Commissioners.

### **D. Planning Director Comments**

- Council actions at its February 11 meeting:

Mr. Johnston said the Council passed the Archaeological Ordinance on February 11, 2020, which will take effect July 1, 2020. He said the infill regulations ordinance was adopted. He said Council initiated several UDO text amendments regarding (a) the definition of different types of dwelling units, (b) parking regulations; and (c) establishing the Creative Maker Zoning District. He said all these items will come to the Planning Commission on March 11, 2020.

- Reminder of second February Planning Commission meeting:

Mr. Johnston said the February 26 Commission meeting would focus on the proposed Comprehensive Plan amendments for the Area 7 Downtown.

- March 11 work session for Small Area Plans for Areas 1 (Central Park/Celebrate) and 2 (Fall Hill)

Mr. Johnston noted that Mr. Craig will transmit several documents regarding the small area plans for Areas 1 and 2 to the Commissioners to review in the next few days.

Mr. Johnston further noted on March 11 there will be a public hearing for a special use permit for a new retail business at 915 Lafayette Boulevard. Mr. Pates said he would recuse himself as this was his daughter's floral business.

**8. ADJOURNMENT**

There being no further items to be discussed, the Planning Commission adjourned at 9:54 pm.

Next meeting is February 26, 2020.



*Rene Rodriguez*

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**Rene Rodriguez, Chairman**

**Springhill Suites**

Rezoning from CH to PDC, with Special Exceptions

RZ2019-09, SE2019-02

*Fredericksburg*

## Overview

Issue-- Rezoning of GPIN 7769-77-5997 from Commercial-Highway (CH) to Planned Development – Commercial (PDC). Request for four Special Exceptions. Applicant is PrimeCore Fall Hill Hospitality OZB LLC.

Recommendation – **Approval.**

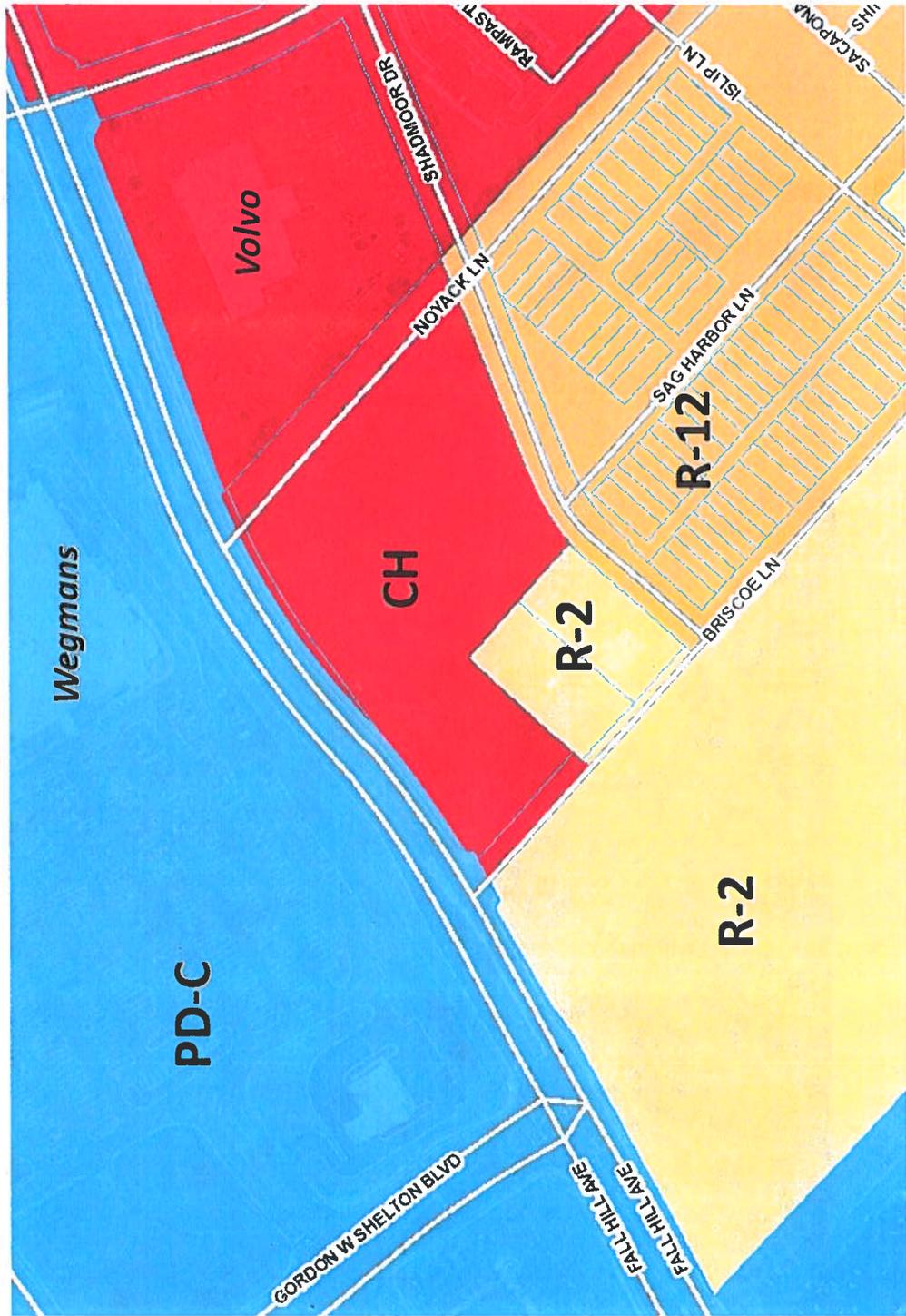
Technical Analysis –

- 2015 Comprehensive Plan designates area for PDC
- Proposed development is a hotel and also a commercial/restaurant space
- Special exceptions for location of pool and drive-through

# Site Location



# Current Zoning



## Background

- Dec. 12, 2016: Rezoned from R2 to Commercial-Highway, and Residential-12.
- General Development Plan (GDP) for rezoning showed car dealerships and townhomes.
- Subject to a series of proffers
- New proffers would repeal existing proffers only on the subject property

### **Existing proffer synopsis:**

1. Adhere to GDP (*automotive sales use was shown on this parcel*)
2. Make improvements to Briscoe Lane and Shadmoor Drive (*completed*)
3. Extend the Fall Hill Avenue sidewalk (*completed*)
4. Install a FRED Transit stop
5. Place a crosswalk at the intersection of Fall Hill Avenue and Gordon Shelton Blvd (*completed*)
6. Add a taper lane from Fall Hill Avenue to Noyack Lane (*completed*)
7. A series of cash proffers for residential units
8. A landscape buffer for the automotive sales use (*which will no longer be built*)

## Rezoning

- From Commercial-Highway to Planned Development-Commercial
- Comprehensive Plan designates area for PDC
- No minimum PDC district size
- Conforms to the goals of the Comprehensive Plan and the Unified Development Ordinance (UDO).
- Subject to a new set of voluntary proffers

## **UDO PDC Development Standards synopsis:**

1. Orderly and creative arrangement of land uses
2. Comprehensive & integrated transportation system that separates pedestrians from cars
3. Adequate public facilities are provided for
4. No travel routes are on a slope greater than 30%
5. Sidewalk connections provided
6. Architecture and layout design that are harmonious with size of lot and proposed use
7. Screening of storage and loading areas
8. Refuse facilities to be screened

# Proffers

1. **Land Use.** The Property is reclassified under the PD-C Zoning District for purposes of developing and constructing up to approximately 82,750 square feet of commercial space, including (i) a 105 room hotel and (ii) up to 4,625 square feet of retail, office, and/or restaurant space with potential drive-through for the restaurant, all as generally depicted on the attached Generalized Development Plan (collectively the "Project").  
  
*Generalized Development Plan: The Property shall be developed in general conformance with the GDP, which is attached hereto, incorporated herein by this reference and marked as Exhibit A. For purposes of the final site and subdivision plans, minor adjustments to the GDP may occur for purposes of addressing final site plans, engineering, design requirements and/or compliance with federal or state agency regulations including, but not limited to, Virginia Department of Transportation ("VDOT"), Virginia Department of Environmental Quality, Army Corps of Engineers, etc., and compliance with the requirements of the City's development regulations and design standards manual. Notwithstanding the foregoing, any modifications or adjustments to the final plans, as noted above, shall be approved by the City Zoning Administrator.*
2. **ARCHITECTURAL FEATURES.** The general architectural features of the Project will be as depicted on the attached renderings entitled "SPRINGHILL SUITES GEN 4.5 Proto-Model Design," dated November 2019 and "SCHEMATIC SITE PLAN, FLOOR PLANS BLDG, SECTION, ELEVATIONS," prepared by Robert W. Ponder Architect, dated November 12, 2019, which are marked as Exhibit B, and incorporated herein by this reference (the "Renderings").
3. **LANDSCAPING.** All landscaping features for the Project, including, without limitation, along Fall Hill Avenue, shall be as provided on the GDP.
4. **TRANSPORTATION.** Subject to applicable VDOT or City of Fredericksburg approval, the Applicant will construct a 100-foot taper along Fall Hill Avenue approaching Briscoe Lane as shown on the GDP only in the event the Applicant develops a fast food restaurant with drive through. The said taper shall be completed prior to the City of Fredericksburg issuing a certificate of occupancy for the fast food restaurant with drive through use.
5. **SIGNAGE.** Commercial signage for all uses will be in accordance with the Commercial Highway District sign standards provided for under Section 72.59.2, et al. of the City's Uniform Development Code.

## Special Exceptions

An exception from Code Section 72-42.6.C.1 to establish a drive-through within 100 feet of a residential zoning district.

An exception from Code Section 72-42.3.B for the installation of an accessory structure within a front yard.

An exception from Code Section 72-42.2.B.5 to have an accessory structure exceed the bulk standards of the Planned Development - Commercial Zoning district

An exception from Code Section 72-33.2.D.2.E. to reduce the front setback of an accessory structure from 30 feet to 10 feet.



# Design Details

ROBERT W. KENDLER ARCHITECT

100 W. MARKET ST. SUITE 200  
FALLS CHURCH, VA 22033  
TEL: 703.441.1111  
WWW.RWKARCHITECT.COM

Project: **SINIGHILL SUITES, 2nd FLOOR**

Location: **FALLS CHURCH, VA**

Client: **SINIGHILL SUITES, 2nd FLOOR**

Architect: **ROBERT W. KENDLER ARCHITECT**

Date: **10/22/18**

Scale: **1/8" = 1'-0"**

Owner: \_\_\_\_\_

Contractor: \_\_\_\_\_

Engineer: \_\_\_\_\_

Project: **SINIGHILL SUITES, 2nd FLOOR**

Location: **FALLS CHURCH, VA**

Client: **SINIGHILL SUITES, 2nd FLOOR**

Architect: **ROBERT W. KENDLER ARCHITECT**

Date: **10/22/18**

Scale: **1/8" = 1'-0"**

Site Plan

**PLANNING SHEET**

Project: **SINIGHILL SUITES, 2nd FLOOR**

Location: **FALLS CHURCH, VA**

Client: **SINIGHILL SUITES, 2nd FLOOR**

Architect: **ROBERT W. KENDLER ARCHITECT**

Date: **10/22/18**

Scale: **1/8" = 1'-0"**

**SITE ASSESSMENT**

NOTED: 1. 15' SETBACK FROM ADJACENT PROPERTY

NOTED: 2. 15' SETBACK FROM ADJACENT PROPERTY

NOTED: 3. 15' SETBACK FROM ADJACENT PROPERTY

**ZONING SITE ISSUES**

• 15' SETBACK FROM ADJACENT PROPERTY

• 15' SETBACK FROM ADJACENT PROPERTY

• 15' SETBACK FROM ADJACENT PROPERTY

Side Elevation (Front)

Main Entrance Elevation (Rear)

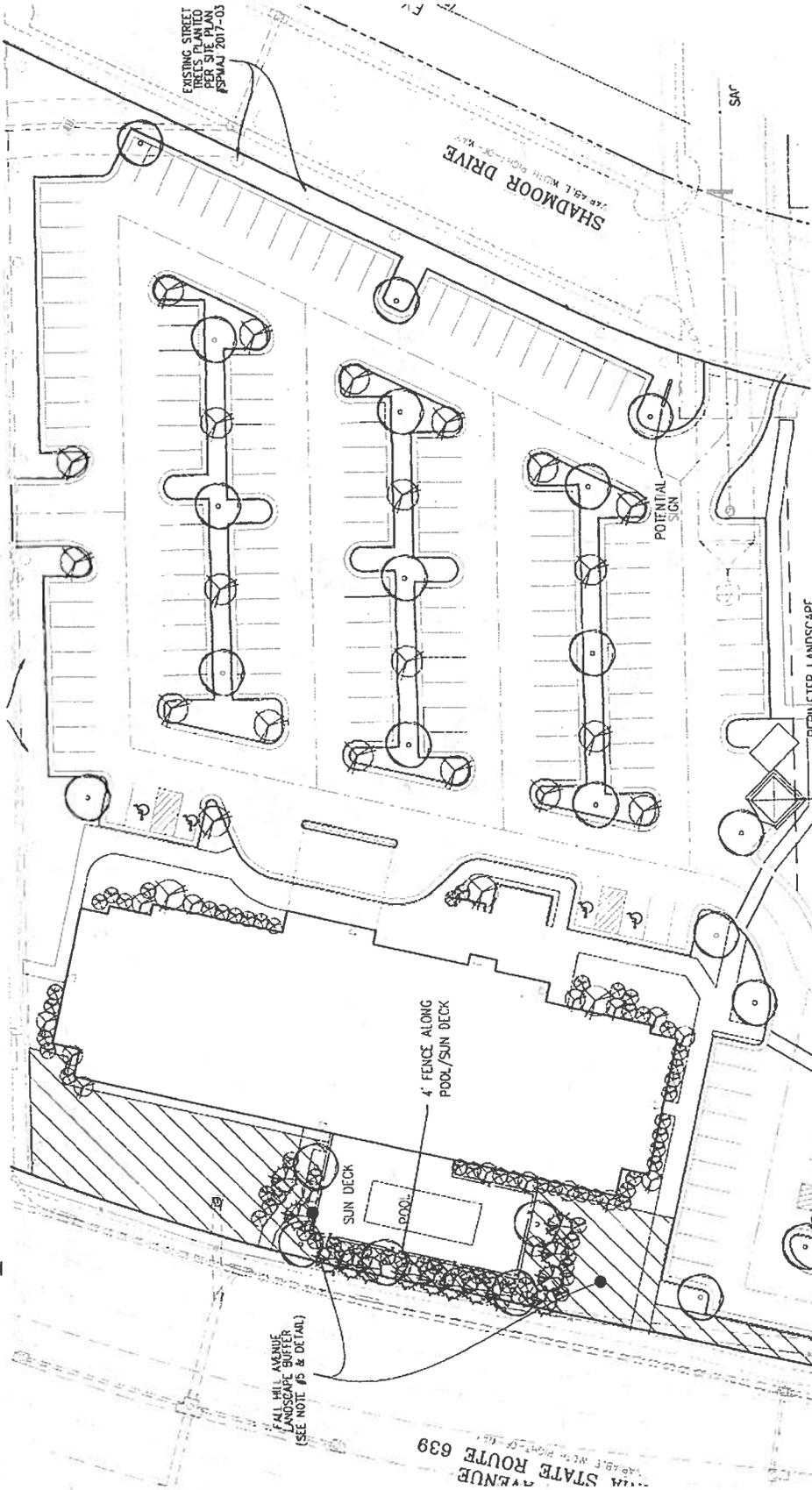
East Side Ave. Elevation (Rear)

**RESIZING PLAN SUMMARY**

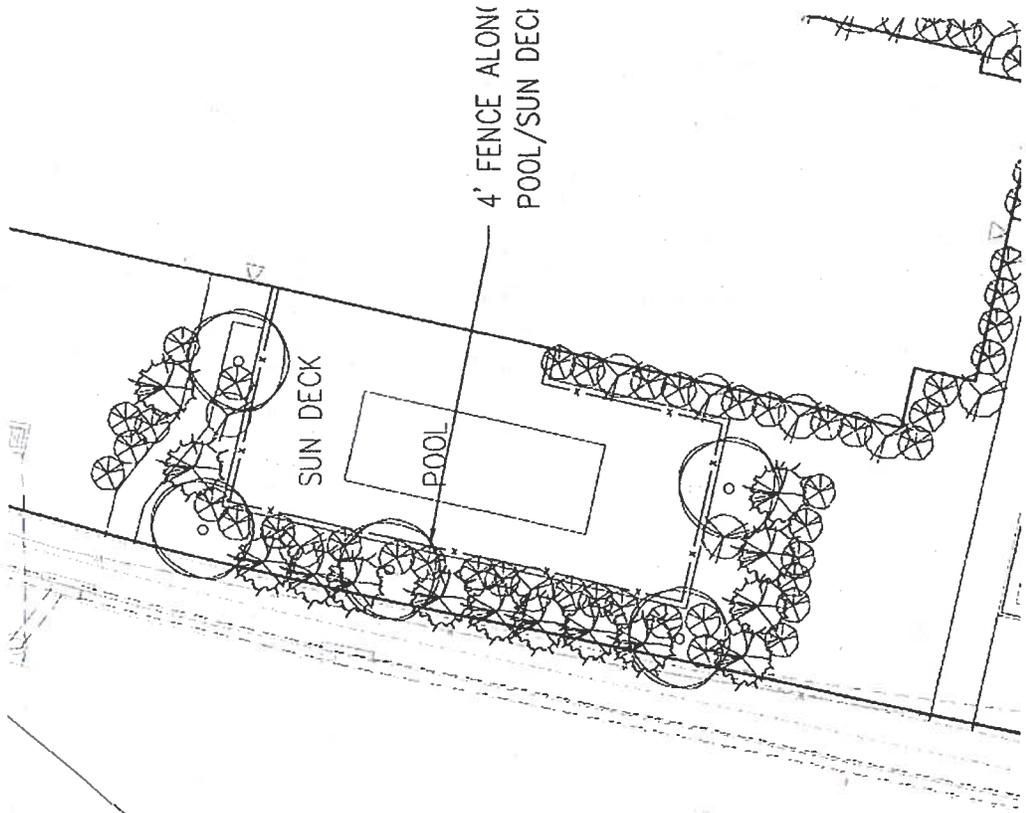
Room	Area (sq ft)	Volume (cu ft)	Notes
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11	10	10	10
12	10	10	10
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15	10	10	10
16	10	10	10
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 13 2019

# General Development Plan - Hotel



# General Development Plan – Hotel Pool

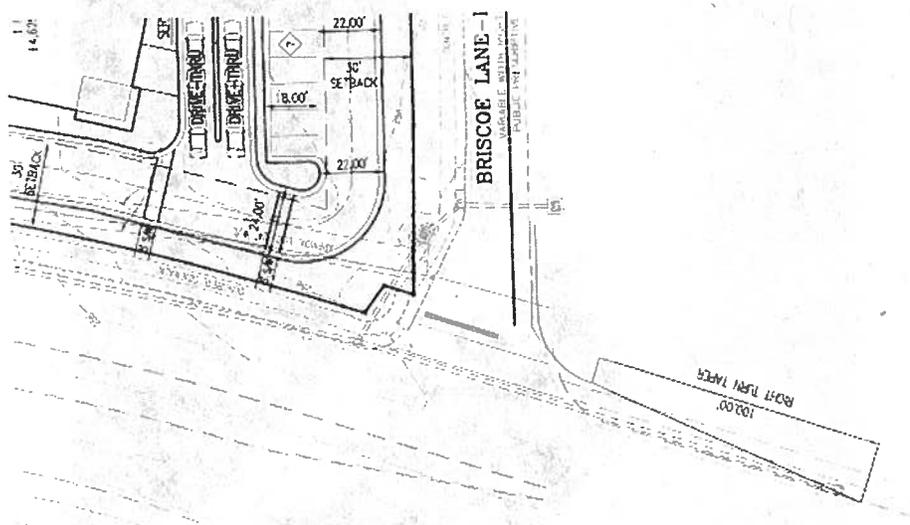
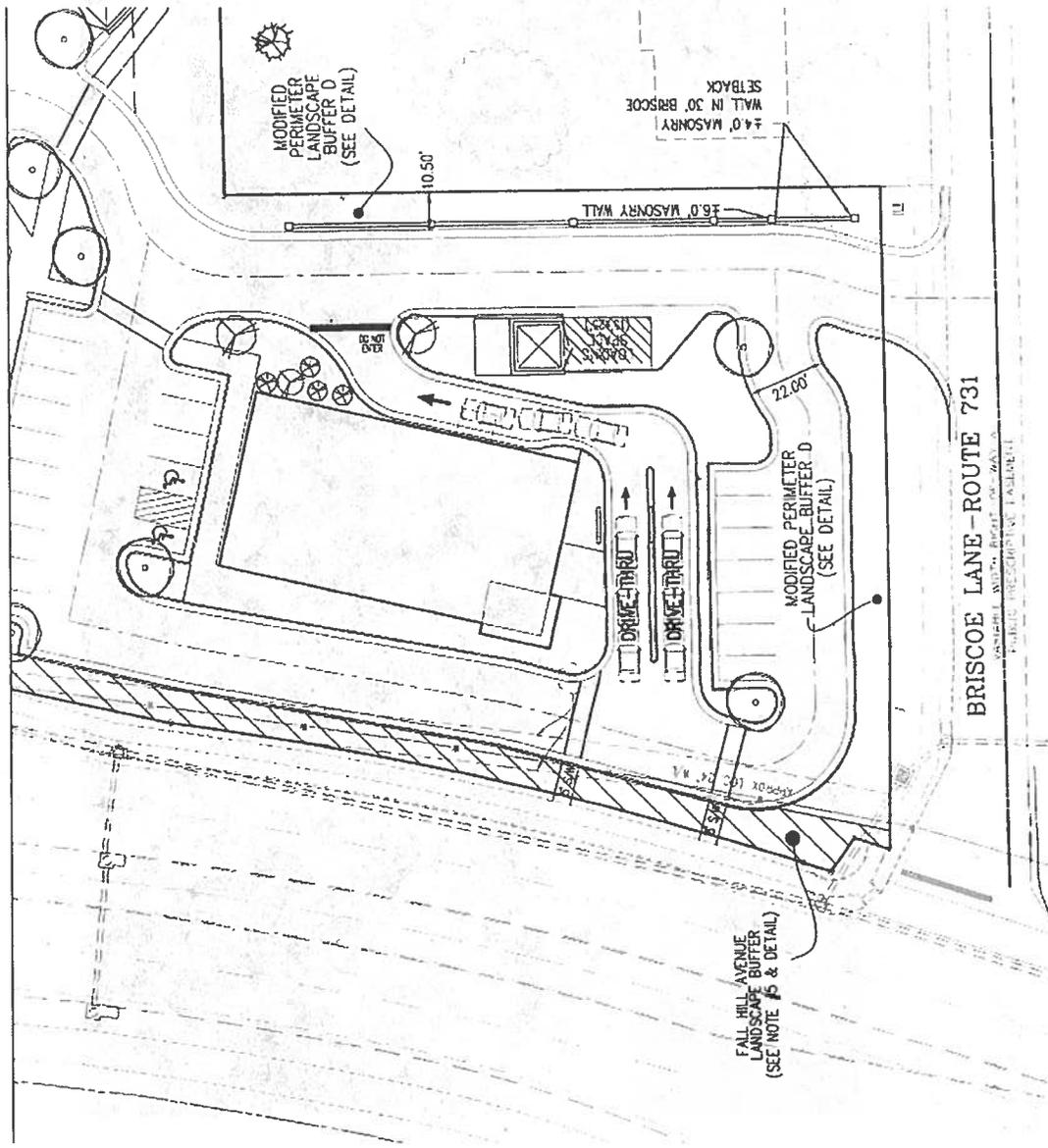


**FALL HILL POOL BUFFER**

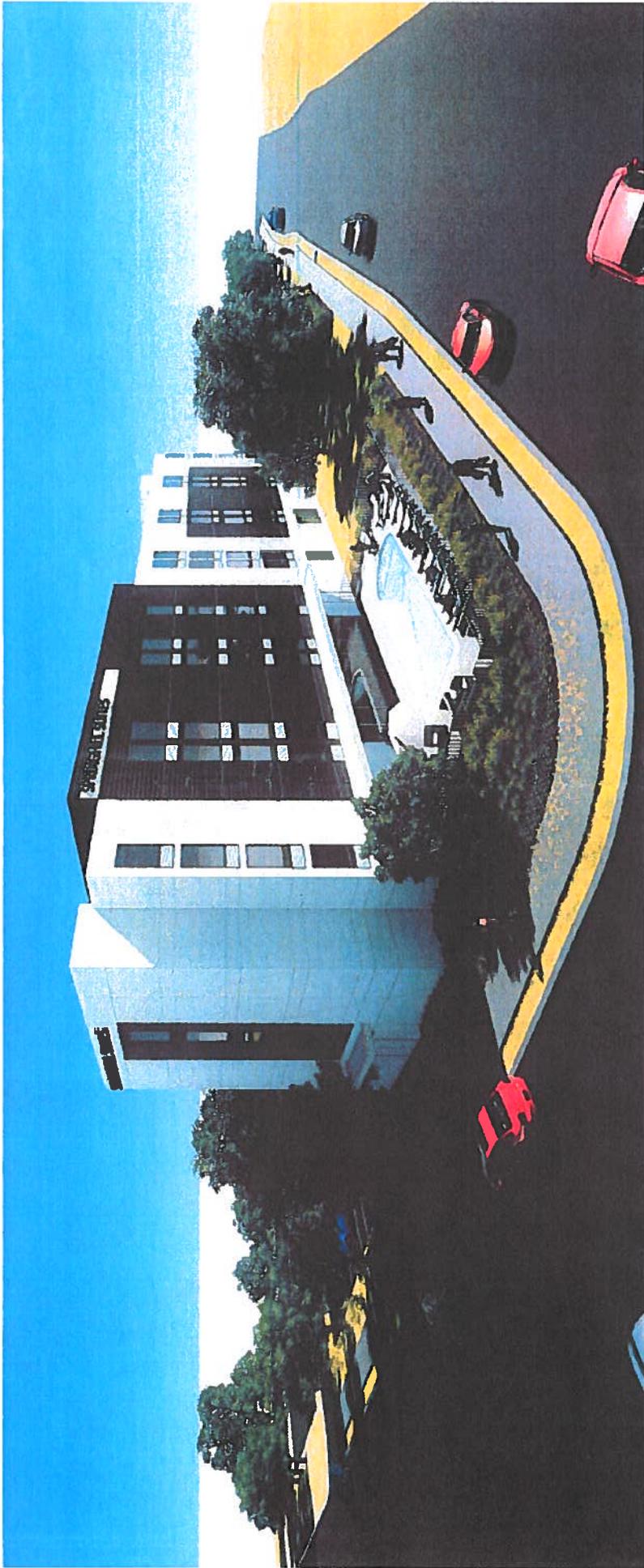


# General Development Plan – Commercial Space

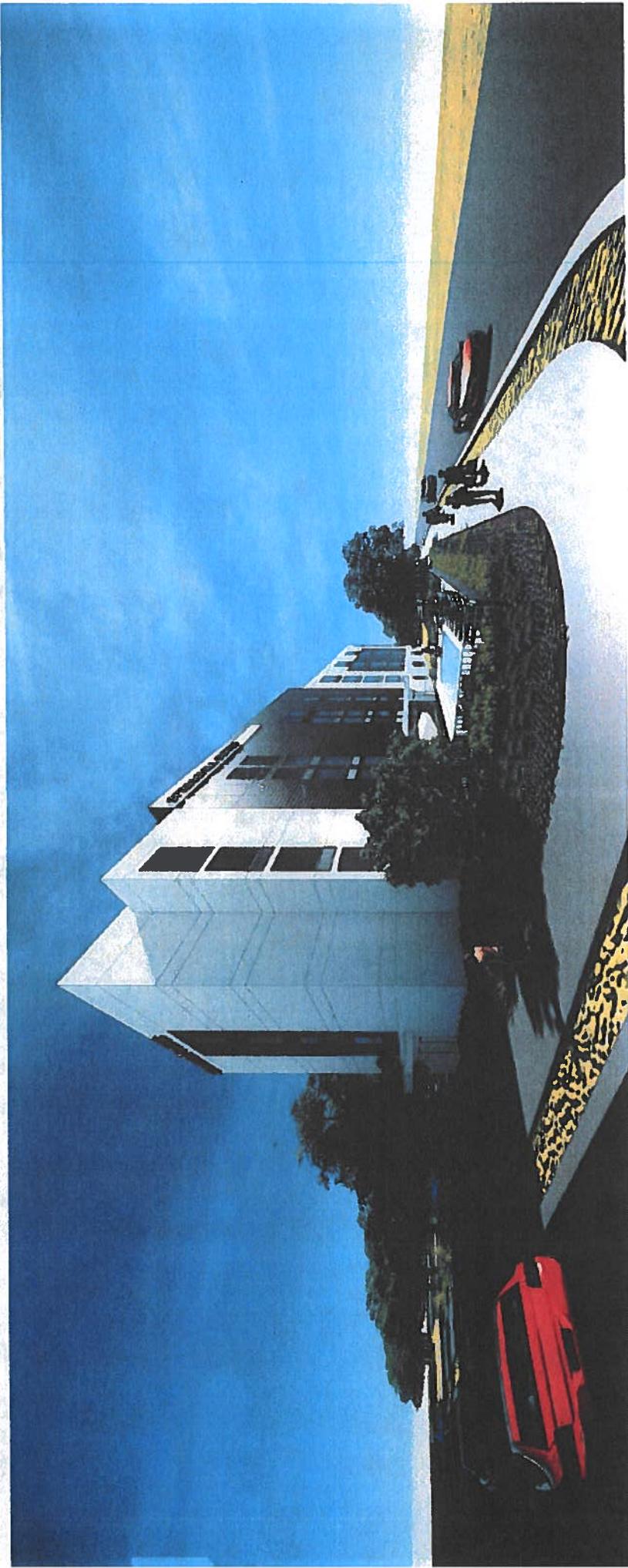
# Detail - Taper



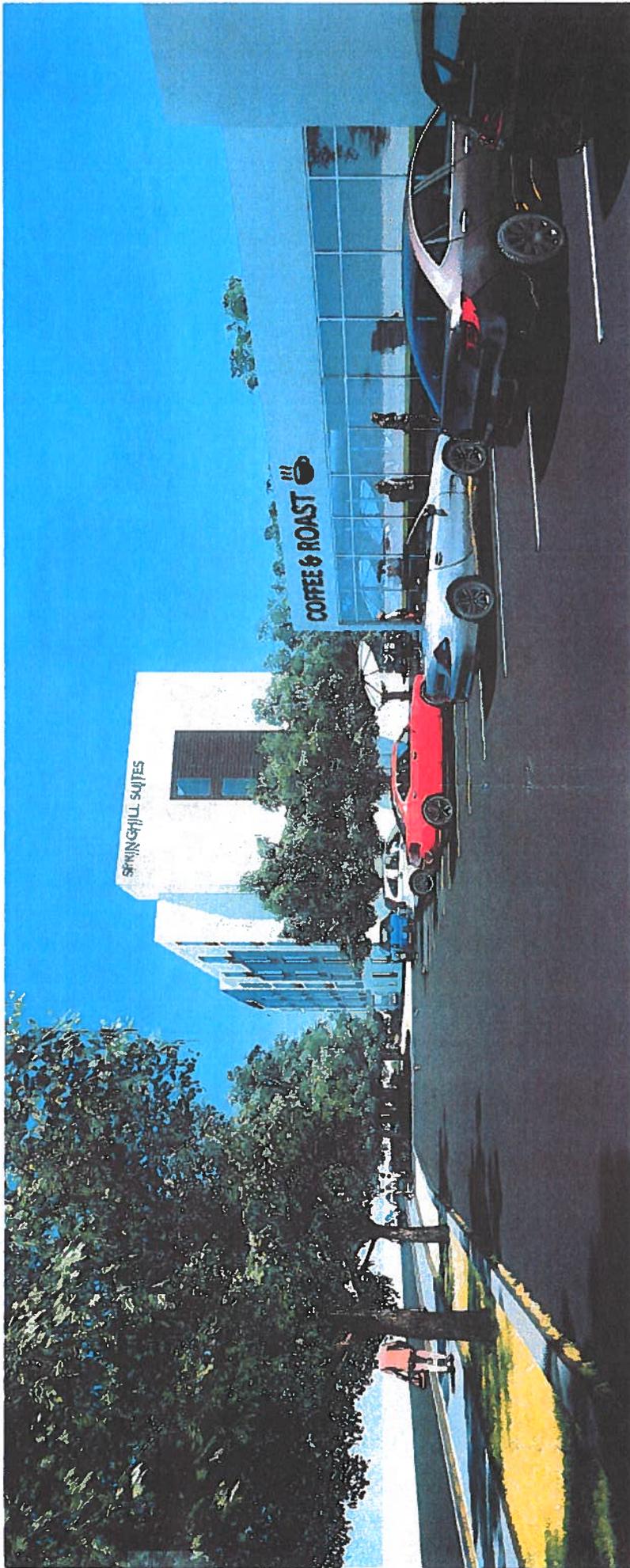
# Design



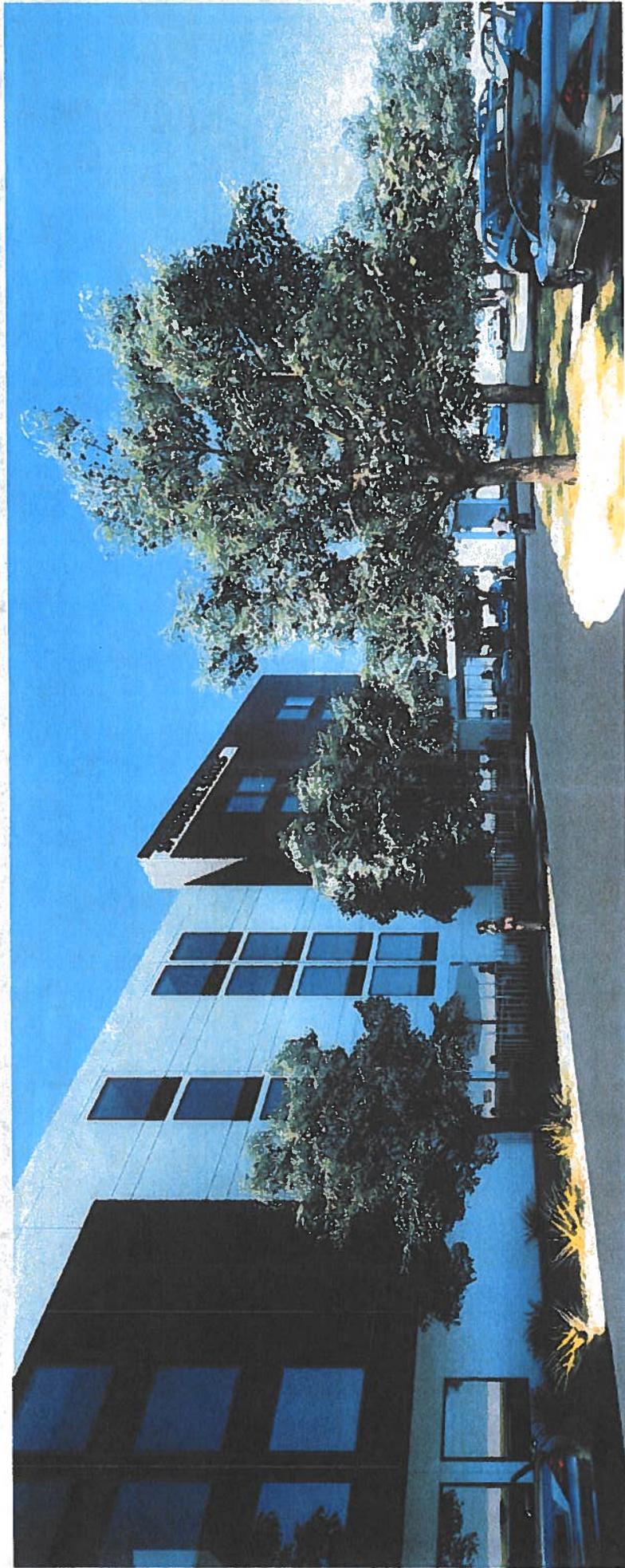
# Design



# Design



# Design



# Design



## Conclusion

- Rezoning meets all requirements of Comprehensive Plan and Unified Development Ordinance
- Applicant has voluntary proffers
- Drive-through requires special exception
- Adjacent house is screened from drive-through with a masonry wall and landscaping
- Shape of lot restricts drive-through from being placed in accordance with Code requirements
- Pool requires three special exceptions
- A recreation feature located in a landscape buffer
- Marriott has specific requirements for location of pool, hence special exception request
- No recommended conditions for special exceptions
- Any conditions must relate to the pool and drive-through

Staff Recommendation

Recommend approval to the City Council

# SpringHill Suites

Rezoning Proposal RC2019-09

Special Exception Request SE2019-02

# Company Background

PRIMECORE FALL HILL HOSPITALITY OZB, LLC

- ▶ Headquartered in State College, PA, with offices in Arlington, VA.
- ▶ Over 30 years award-winning expertise in virtually every aspect of real estate development
- ▶ Management team has over \$1 billion in development and operating experience

# Property

- ▶ Property consists of one parcel totaling approximately 4.0467 acres (GPIN #7769-77-5997)
- ▶ Located along Fall Hill Avenue between intersections with Briscoe and Noyack Lanes
- ▶ Adjacent to two of City's largest shopping areas and along significant economic development thoroughfare
- ▶ Currently undeveloped and zoned commercial highway (CH)
- ▶ Property previously proffered to be developed as automotive sales dealership (RZ2016-03/Ordinance 16-26)
- ▶ Request is to rezone from CH to Planned Development – Commercial (PD-C) to allow commercial space to include:
  - ▶ 105-room hotel (82,000 + SF)
  - ▶ Over 4,600 SF of commercial uses for retail, office, and restaurants

# SPEX Purposes

- ▶ Reduce setback of restaurant drive through aisles from residential uses
- ▶ Allow accessory structure (pool) to be located in Property's front yard
- ▶ Allow an exception to the UDO's bulk standards for the PD-C district
- ▶ Reduce the pool's setback requirements

# Recommended Land Use

- ▶ Future recommended use of Property is PD-C
- ▶ Proposed hotel, retail, office, and restaurant uses will support new economic development opportunities, including tourism
- ▶ Project will provide further services to residential properties in immediate area
- ▶ Project will generate positive net tax revenues



# Economic Development

- ▶ FIA estimates that the Project will generate annual gross revenues of \$451,500 for a total of \$21,132,527 to City over next 30 years
- ▶ Project will also create one-time construction impacts, including 128 jobs, with a total of \$6,763,383 in wages paid
- ▶ Project will also create approximately 75 new permanent jobs with a total of \$2.2 million in annual wages
- ▶ Project is City's first Opportunity Zone initiative [Investment incentive]

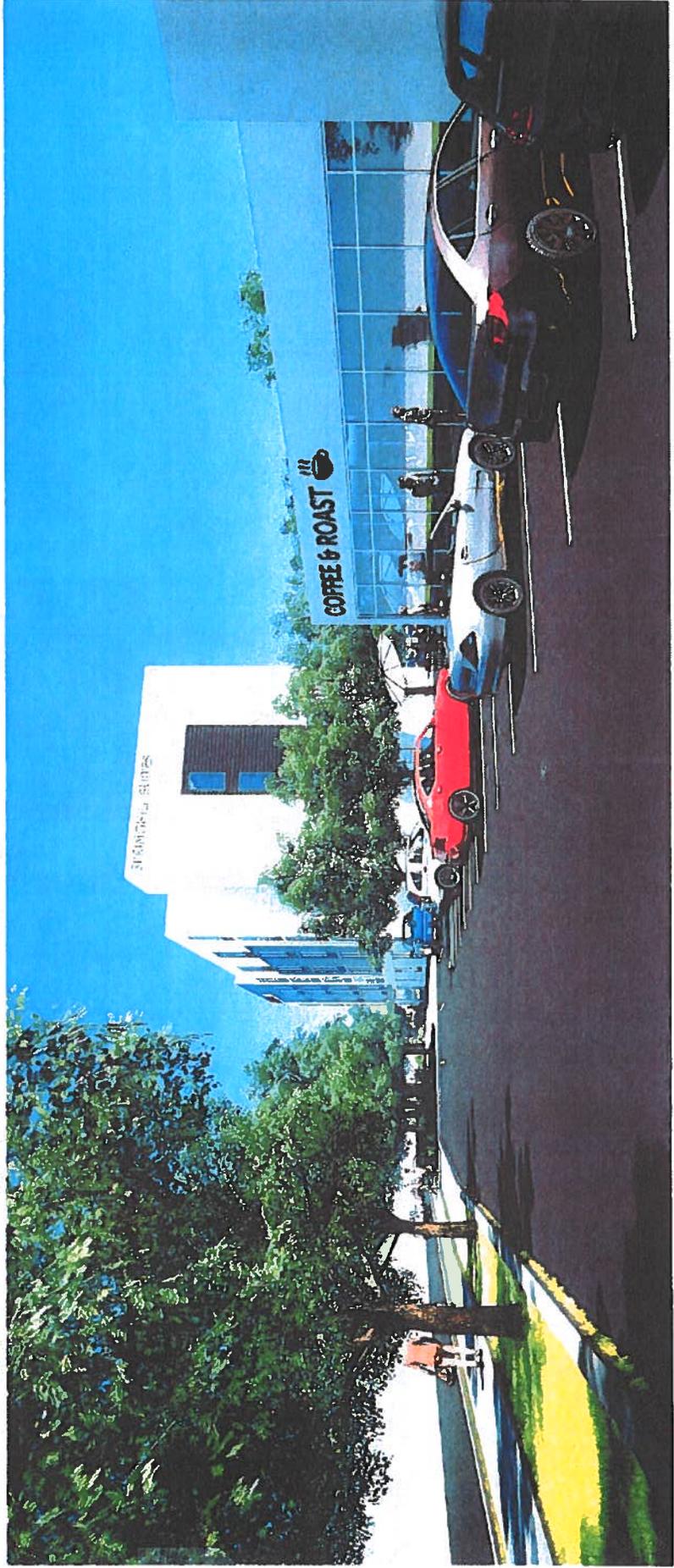
# Phasing Plan

- ▶ Project anticipated to commence late 2020 or early 2021
- ▶ Project will be completed within 14–16 months of commencement
- ▶ Hotel is anticipated to be constructed first
- ▶ Commercial and retail components of development will be constructed incrementally after hotel

# Architectural Features



# Architectural Features



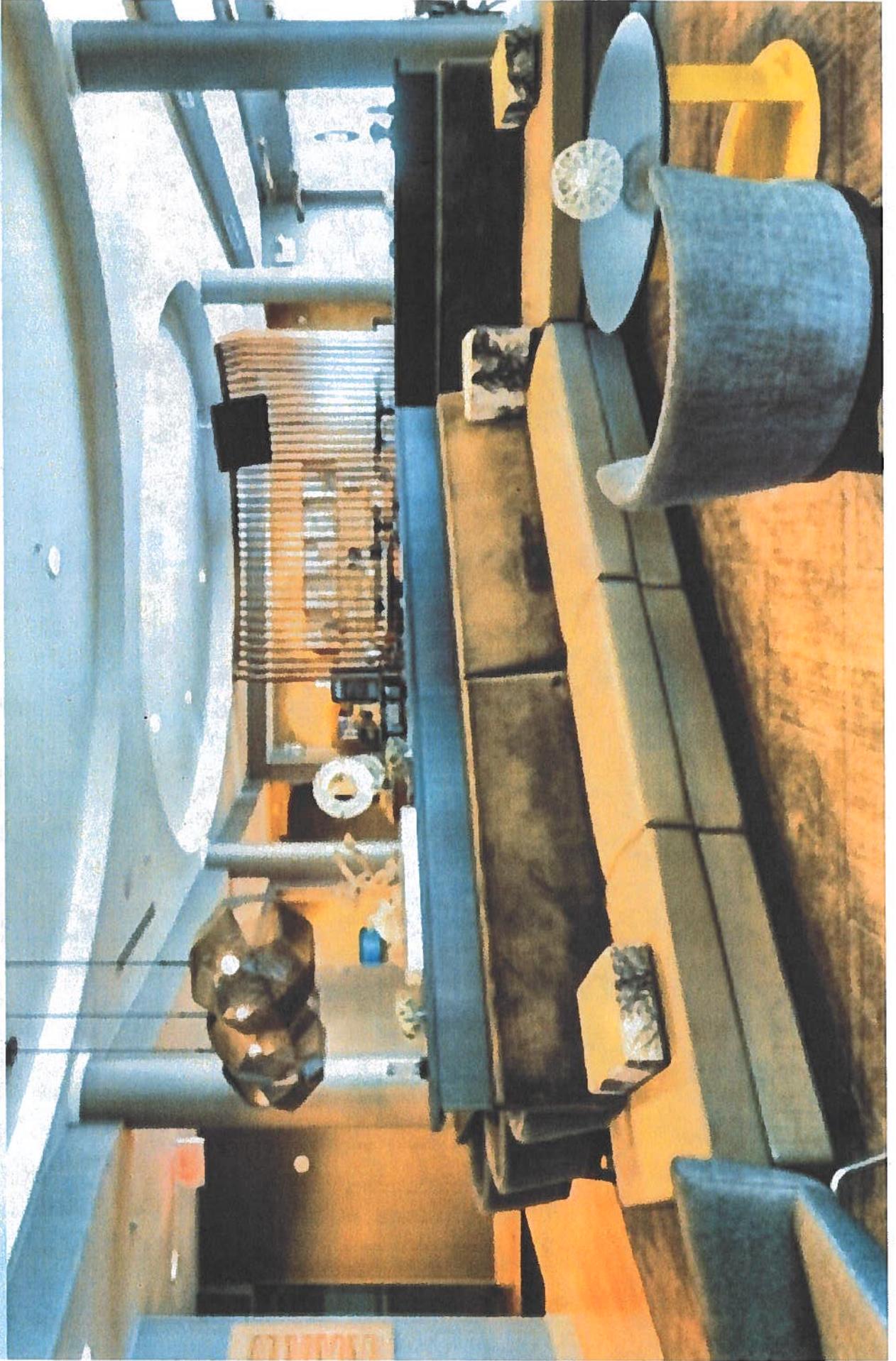
# Architectural Features



# Architectural Features

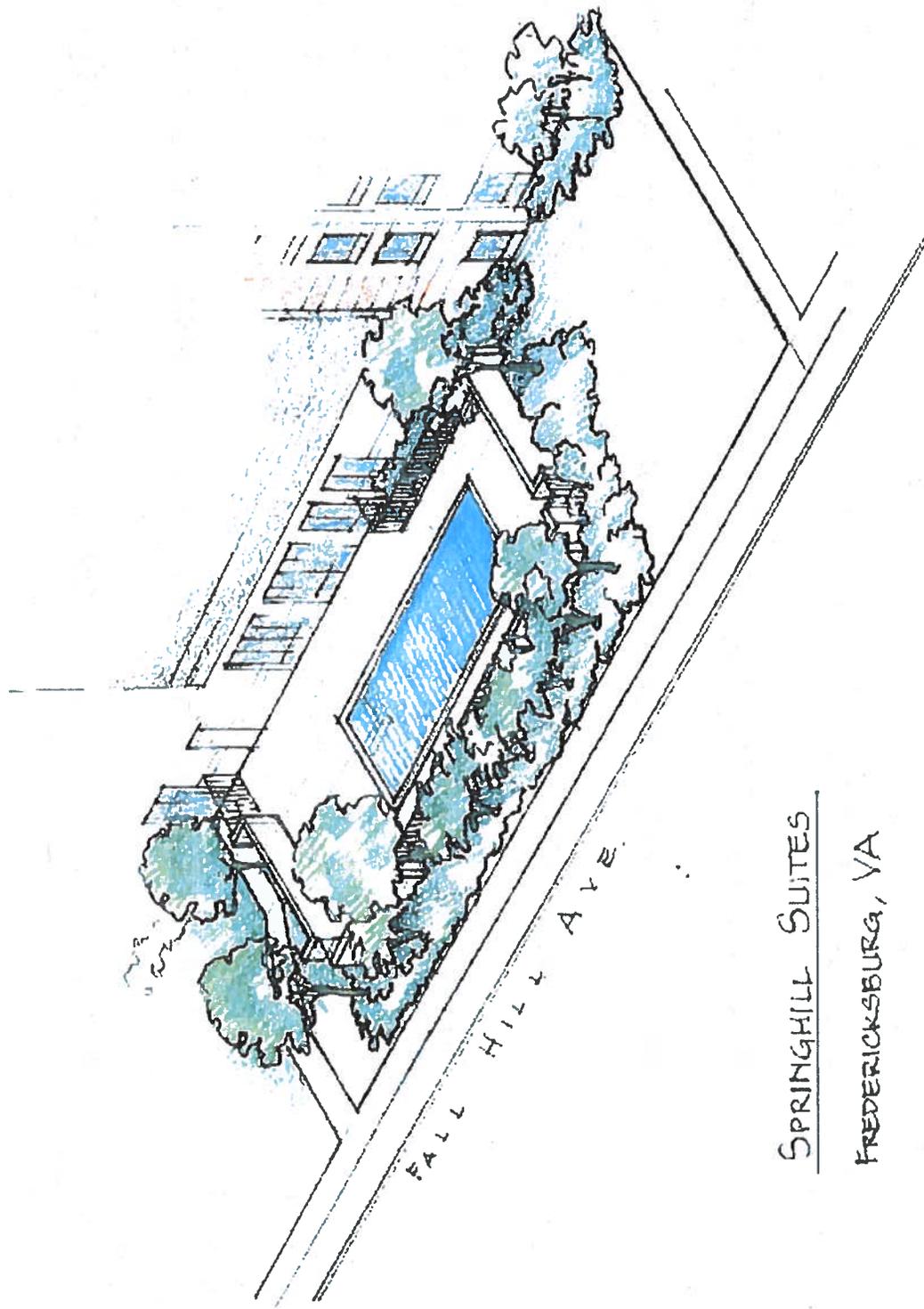


# Hotel Interior



# Hotel Interior





SPRINGHILL SUITES

FREDERICKSBURG, VA

# Transportation

- ▶ Access to Project will be provided as follows:
  - ▶ One full-access driveway connecting to Briscoe Lane
  - ▶ One full-access driveway connecting to Noyack Lane
  - ▶ One full-access driveway connecting to Shadmoor Drive
- ▶ The following intersections were evaluated, as consistent with approved TIA:
  - ▶ Fall Hill Avenue and Noble Way (existing, signalized upon full build-out)
  - ▶ Fall Hill Avenue and Briscoe Lane (existing, unsignalized)
  - ▶ Fall Hill Avenue and Noyack Lane (proposed, unsignalized)

# Transportation Continued

- ▶ Results of auxiliary turn lane analysis at the study intersections indicate the following:
  - ▶ Installation of an eastbound right turn lane and taper is required at the intersection of Fall Hill Avenue and Noyack Lane (completed with Hamptons Phase II development)
  - ▶ Installation of an eastbound right turn lane or taper is not required at the intersection of Fall Hill Avenue and Briscoe Lane if site is developed without fast-food with a drive-through restaurant
  - ▶ If site is developed with a fast-food with a drive-through restaurant, a 100-foot right-turn taper is required at the intersection of Fall Hill Avenue and Briscoe Lane (Completed prior to CO)
  - ▶ At full build-out of the hotel, there are no projected capacity constraints and/or long queues at site entrance

# Comprehensive Plan Analysis

- Comp Plan identifies Property as within “Land Use Planning Area 1: Celebrate Virginia/Central Park.”
  - This area is predominantly commercial and retail and encompasses most of Celebrate Virginia South and Central Park.
- Property is also located in sub planning area 1E, which is immediately south of Celebrate Virginia South.
  - Area includes a mix of major retail, hotels, convention center, multifamily and townhouse uses, high-end vehicle car sales establishments, and various service centers.

# Comprehensive Plan Analysis Continued

- ▶ Project supports several of the City's Business Opportunity Goals:
  - ▶ Goal 3 (Be a Business-Friendly City)
  - ▶ Goal 4 (Enhance and Support the City as a Tourism Destination)
  - ▶ Goal 10 (Enhancing Gateways into the City)
  - ▶ Goal 13 (Business Development)
  - ▶ Goal 15 (Mixed-Uses in Corridors)
  - ▶ Goal 17 (Live Here/Work Here Community)

QUESTIONS?

# EVICTIIONS

The following data reflects the number of evictions, by locality, in PD-16 during July 2018 – July 2019, inclusive.

- Fredericksburg: **757**
  - 58/month; 15/week
- Stafford: **741**
  - 57/month; 14/week
- Spotsylvania: **289**
  - 22/month; 6/week
- Caroline: **85**
  - 7/month; 2/week
- King George: **41**
  - 3/month; 1/week

Total: **1913**

