

MEMORANDUM

DATE: April 6, 2009
TO: Comprehensive Plan Steering Committee
FROM: Leanne Reidenbach, Senior Planner
SUBJECT: Staff 8: Treyburn Drive adjacent to High Street

Summary of Proposed Revisions

Property address: 3910100133B and a portion of 3910100055

Current designation: Low Density Residential

Original proposal: Neighborhood Commercial

Alternative proposal:

Input was received from the City of Williamsburg (owner of one of the parcels) recommending re-designation to Mixed Use. The Steering Committee requested that 3910100133 (3901 Treyburn Drive) also be included in the area to be re-designated.

Staff Recommendation

Staff supports re-designation for all three of the above-mentioned parcels to Mixed Use. If approved, staff would suggest the following Mixed Use language:

Text Change:

This land is located west of Treyburn Drive and is bounded by the City of Williamsburg/James City County line to the west and Monticello Avenue to the south. Primary suggested uses for this area include neighborhood-scale commercial establishments and small offices that serve the needs of residents in surrounding neighborhoods. Residential is suggested as a secondary use and, where proposed, should be limited to integrated mixed use buildings. Safe and convenient pedestrian connections from the area to High Street, Chambrel, and the College of William and Mary School of Education should be provided where feasible due to environmental constraints. Overall, development should have a limited impact on adjacent residential areas especially in terms of visible parking area, lighting, signage, odor, noise, and hours of operation. While RPA and steep slopes limit the developable area, designs should avoid linear strip patterns and instead aim to develop smaller groupings of inter-connected buildings with shared parking and access to Treyburn Drive. As a result, the area should preferably be developed in accordance with a unified development plan.

Rationale:

1. Mixed Use would allow flexibility to incorporate some residential units, primarily in the form of integrated use buildings with small-scale commercial on the ground level and residential on the upper level.
2. These parcels are located adjacent to the High Street development in the City of Williamsburg and across Treyburn Drive from Chambrel. They are also across Treyburn Drive from parts of Ironbound Village and the College of William and Mary School of Education is relocating across from this area on Monticello Avenue. Staff would like to encourage small-scale commercial development to serve these markets and a smaller scale is appropriate given likely environmental constraints.
3. Due to the environmental constraints of the property, including unknown quantities of RPA and steep slopes, it may be more efficient to encourage slightly higher density on the developable areas of the site.
4. Incorporating residential uses would fit with surrounding development in the Mount Vernon Avenue area of the City of Williamsburg. Additionally, High Street's residential area is primarily located along Treyburn Drive adjacent to the parcels in question.
5. Including the medical offices at 3901 Treyburn Drive would be consistent with a Mixed Use designation and would offer flexibility if the offices ever relocate closer to the new hospital on Mooretown Road. Additionally, including this parcel would allow expansion of commercial uses closer to the College of William and Mary School of Education expansion for easier student access.

Attachments

1. City of Williamsburg letter
2. Revised location map