

AT A SCHEDULED MEETING OF THE DEVELOPMENT REVIEW COMMITTEE OF THE COUNTY OF JAMES CITY, VIRGINIA, HELD IN BUILDING A AT 4 P.M. ON THE 29th DAY OF SEPTEMBER TWO THOUSAND TEN.

ROLL CALL

Mr. Rick Krapf, Chair
Mr. Mike Maddocks
Mr. Jack Fraley
Mr. Joe Poole

STAFF

Mr. Steven Hicks
Mr. Chris Johnson
Ms. Sarah Propst
Mr. Bill Cain
Mr. Scott Whyte
Ms. Leanne Reidenbach
Ms. Carla Brittle

MINUTES

Mr. Jack Fraley stated that chair signature line at the bottom of page 4 should reflect Mr. Rich Krapf as chair, and not Mr. Joe Poole.

Following a motion made by Mr. Fraley, the DRC approved the minutes from the August 25, 2010 meeting as amended (3-0; Absent: Mike Maddocks)

Mr. Maddocks arrived after approval of the minutes.

C-0032-2010, New Town Shared Parking

Ms. Leanne Reidenbach stated that staff was recommending deferral of the semi-annual New Town shared parking update to the October 27, 2010 meeting. The reason for the deferral was to include parking supply and demand calculations for a recently submitted site plan expanding Building 900 at the end of Main Street. The DRC agreed to defer the shared parking update by a vote of 3-0 (Absent: Mike Maddocks).

SP-0077-2010, Williamsburg Pottery

Mr. Chris Johnson presented the staff report for the enhanced preliminary site plan for the redevelopment of the Williamsburg Pottery Factory.

The site plan requires DRC review because the proposed floor area exceeds 30,000 square feet and Section 8(b) of the adopted proffers allow the applicant to appeal the Planning Director's determination that the conceptual building elevations and architectural perspectives are inconsistent with the adopted design guidelines for the project.

Mr. Johnson provided a brief legislative history and explained that the project had evolved from what was first envisioned during the rezoning process in 2007. The project was anticipated to be a mixture of retail uses including a traditional shopping center anchored by a grocery store, outlet type stores and some of the traditional Williamsburg Pottery shops.

The current plan envisions that all retail operations for the Pottery will be located in three new buildings and executive offices for the Pottery. The entire project will be constructed in a single phase rather than multiple phases as planned in 2007.

As currently proposed, the retail space in the three new buildings will be occupied exclusively by traditional Williamsburg Pottery goods and products currently located in numerous buildings on the east side of the CSX railroad tracks. The applicant described the project as both a consolidation and a redevelopment of the Pottery.

To the issue of building elevation consistency, Mr. Johnson explained the reasons and rationale leading to the Planning Director's determination that the conceptual building elevations and architectural perspectives proposed by Guernsey-Tingle were inconsistent with the adopted design guidelines. He added that in the event that the DRC also had issues with the elevations as currently proposed, staff was optimistic that the DRC could suggest improvements which would bring the project into greater conformance with the adopted design guidelines. He stated that staff defers the final decision on building elevation consistency to the DRC.

Mr. Johnson concluded his remarks by stating that the preliminary plans presented for staff review are generally in accordance with the adopted master plan and proffers and staff recommends that preliminary approval be granted subject to the agency comments. He added that the project engineers from AES and the project architects from Guernsey-Tingle were present and available to answer any questions.

Mr. Richard Costello of AES outlined a series of changes that had been made to the plans, including an increase in the number of parking spaces and the provision for bus parking, the incorporation of the Pottery's corporate offices and the consistency of the traffic improvements to the master plan. He added that the traffic studies required by the adopted proffers were being finalized and would be submitted to VDOT and staff in the coming days.

Mr. Fraley asked Mr. Costello to highlight the proposed landscaping modification requests, specifically for the areas adjacent to the Rt. 60 right-of-way and the proffered trees within the parking lot. He asked the applicant to discuss the linear siting of the three buildings and what opportunities existed to break up the linear appearance.

Mr. Krapf asked for an explanation regarding the increase in the number of parking spaces and the need for bus parking. He also asked the applicant to discuss opportunities to incorporate LEED elements into the design.

Mr. Poole asked if staff was comfortable with the applicants ability to comply with the required landscaping treatments separating pedestrians from vehicular traffic adjacent to the buildings. Mr. Scott Whyte stated that he was comfortable stating that staff would be able to work out any issues requiring modifications with the applicant in the later stages of the plan review.

Mr. Tom Tingle and Mr. Brad Sipes of Guernsey-Tingle Architects made a detailed presentation regarding the proposed building elevations. The presentation presented revised renderings to the DRC from those included as attachments to the staff report.

Mr. Sipes stated that a handful of minor changes had been made in response to comments received from Mr. Fraley in advance of the meeting. Mr. Fraley felt that the buildings were too repetitive in appearance. Guernsey Tingle reduced the number of stepped gables across the front of Building A and Building B and modified the vertical height of the gables above the grade level to create a more undulating layout.

Additional curved top gables and sloped gables were added to create a more varied layout and some gables were replaced with flat top parapets. Mr. Sipes stated that the changes shown in the presentation had been made only to Buildings A and B.

Mr. Fraley requested that the same modifications be made to Building C and submitted to Planning staff for review for consistency with the other two buildings.

Mr. Krapf asked Mr. Johnson if staff had the opportunity to review the changes in advance of the meeting.

Mr. Johnson stated that staff had not had the opportunity to review the changes in advance of the meeting but felt that the changes identified during the presentation address the principal concerns that the Planning Director had when he made his determination of inconsistency. He added that staff was comfortable with the proposed changes and requested that staff be provided with copies of any revisions approved by the DRC.

On a motion by Mr. Fraley, the DRC voted 4-0 to grant preliminary approval of the enhanced preliminary site plan subject to agency comments and incorporation of items 1-5 and 8-9 from the letter from Mr. Costello dated September 23, 2010 highlighting minor changes proposed to the plans.

A general discussion ensued by members of the DRC on the revised building elevations.

Mr. Krapf felt that the elevations provided as attachments to the staff report included an excessive number of stepped gables but the revisions that were presented represented a substantial improvement and greater adherence to the adopted design guidelines. He added that he was supportive of the use of varied setbacks for the storefronts that helped break up the appearance and size of each of the buildings.

Mr. Fraley said that he agreed with Mr. Krapf's statements and asked the applicant to incorporate similar changes to Building C such as Dutch Colonial rooftops that had been made to Buildings A and B to lessen the monotony of the parapets. Mr. Fraley complimented the applicant the architects on their desire to convey a village marketplace feel and appearance.

Mr. Poole stated that the applicant should not have to strictly adhere to the adopted design guidelines but he felt that the proposed elevations were out of step with a Community Character Corridor. He was hoping to see a more contemporary design that would better compliment the open landscape of the development.

Mr. Maddocks stated that he felt the proposed revisions represented an improvement over the originally submitted elevations and a significant improvement over the current appearance of the site.

Mr. Krapf noted that the elevations would also be softened over time by extensive buffering along Rt. 60 and in the parking lot and in front of the buildings.

On a motion by Mr. Fraley, the DRC voted 3-1 to determine that the revised elevations were consistent with the adopted design guidelines subject to the incorporation of changes to Building C.

C-0037-2010, Keith Corporation -- Norge Center

Ms. Propst explained what was being proposed at this time in the Norge Retail Center and asked that the DRC offer the applicant feedback in advance of the submittal of an SUP.

Mr. Fraley asked if traffic would trigger an SUP.

Ms. Propst responded that the Tractor Supply Company store was not anticipated to generate high traffic and directed him towards one of the items in the DRC packet which presented traffic generation for a similarly sized Tractor Supply store in another locality.

Mr. Krapf voiced his concern that it could become congested in that area.

Mr. Bennett of AES Consulting explained why he thought this would not be an issue.

Mr. Fraley stated that his concern was incremental traffic increases.

Mr. Johnson from the Planning Division said that VDOT will review the case and that they have mentioned the entrances on Croaker.

Mr. Bennett introduced the staff from the developer, the Keith Corporation. He then pointed out that traffic generation would be low because the Tractor Supply Store was not a destination, that most people would be in the area and stop at the store.

Mr. Fraley asked about the parking situation.

Mr. Bennett told him that they are requesting a decrease in parking.

Mr. Fraley asked if there were opportunities for LID on this site.

Mr. Bennett said that soil identification had been done and that they believe there is a good opportunity for infiltration and that two infiltration basins will be used.

Mr. Fraley was pleased to hear that LID may be used.

Mr. Bennett introduced the design elevations.

Ms. Livingston of the Keith Corporation, showed actual pictures of stores.

Mr. Krapf mentioned that people care very much about architecture and orientation in the area and suggested several desirable architecture examples.

Mr. Fraley suggested that the Keith Corporation should come back to the DRC before the SUP submittal.

Mr. Poole pointed out that the CVS was very prominent and that this is less prominent and that architecture may not be as important.

Mr. Krapf noted he was surprised that Tractor Supply Company was interested in locating so near other businesses which offer similar products.

Mr. Bennett said that they believe this is a good location.

Mr. Johnson stated that it would be beneficial to the applicant if the DRC would offer comments and suggestions regarding the proposed architectural elevations in advance of an anticipated SUP application in October.

Ms. Fulton with the Keith Corporation, noted that the design that they were being shown is the standard design but that the colors can change.

Mr. Fraley suggested they look at the product called Enviroscreen to better screen the outdoor storage area.

Mr. Krapf noted that the awnings appear to be oversized for very small windows and suggested faux windows to break up the monotony. He also suggested that the colors could be improved.

Ms. Livingston noted that there are no windows.

Mr. Poole asked why there were awnings if there were no windows.

Ms. Livingston said that they could be removed.

Mr. Bennett said that there are plans for outdoor storage and that this is part of the identity of the franchise.

Mr. Poole explained that he wants to ensure that the elements are functional and or attractive.

Mr. Bennett said that they want to connect with the Farm Fresh parking lot. He also explained that they may ask for greenspace located off site. They have spoken with the watershed planner and they were told that could work as a credit for stormwater.

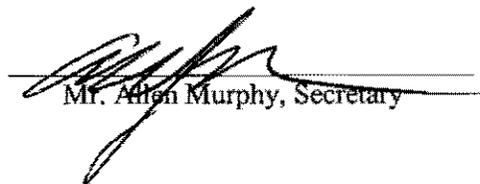
Ms. Livingston asked if the DRC would be interested in seeing another design.

All agreed that the DRC should discuss the elevations again.

ADJOURNMENT

The meeting was adjourned at 5:30 p.m.


Mr. Rich Krapf, Chairman


Mr. Allen Murphy, Secretary