

SITE PLAN-20-0015. Virginia Health Services, Colonial Heritage

Staff Report for the June 17, 2020, Development Review Committee Meeting

SUMMARY FACTS

Applicant: Mr. Ryan Kiss
Land Owner: Virginia Health Services, Inc.
Proposal: New construction of a +/-160,670-square-foot assisted living facility on one of the commercial parcels of the Colonial Heritage Master Plan.
Location: 6799 Richmond Road
Tax Map/Parcel No.: 2430100032
Project Acreage: ±23.35 acres
Current Zoning: MU, Mixed Use with Proffers
Comprehensive Plan: Mixed Use
Primary Service Area: Inside
Staff Contact: Tori Haynes, Senior Planner

REASON FOR DEVELOPMENT REVIEW COMMITTEE REVIEW

No. III-2 of the adopted Proffers states that “*conceptual elevations for development shall be approved prior to site plan approval for any Nonresidential building by the County Development Review Committee (DRC).*” In this case, the proposed building elevations (Attachment No. 2) shall be reviewed for consistency with the design guidelines approved under Case No. C-19-0030 (Attachment No. 4).

Additionally, per Section 24-147(a)(1)(c), DRC review of the site plan is required when total floor area exceeds 30,000 square feet and is not predominantly used as office, warehousing, or industrial. Upon review of the site plan, the DRC shall make a recommendation to the Planning Commission, who shall grant preliminary approval, defer, or disapprove the site plan. Should preliminary approval be granted by the Planning Commission, final approval of the site plan must be achieved within one year from the date of issuance.

FACTORS FAVORABLE

1. Staff finds the applicant’s intention to subdivide parcel A-1, allowing the proposed facility to be situated on an interior parcel not fronting on Richmond Road, to be consistent with the approved design guidelines.
2. Staff finds the architectural design incorporating single- and multistory components to be generally consistent with the approved design guidelines.
3. Staff finds the color choice and use of traditional materials including brick, board and batten siding, and trellis elements to be generally consistent with the approved design guidelines.
4. Staff finds the roof line and use of gables and towers to be generally consistent with the approved design guidelines on the multistory sections.
5. Staff finds that façades visible from Richmond Road or facing the New Entry Road are appropriately treated as primary façades as specified in the approved design guidelines.
6. Staff finds that the outstanding agency comments on the site plan can be addressed by the applicant to achieve final approval within one year.

SITE PLAN-20-0015. Virginia Health Services, Colonial Heritage

Staff Report for the June 17, 2020, Development Review Committee Meeting

FACTORS UNFAVORABLE

1. Staff finds that the 12/12 roof pitch on the single-story sections as shown in the proposed elevations is not consistent with the approved design guidelines, which show a less severe pitch that is more proportionate to the lower height of a single-story structure.

STAFF RECOMMENDATION

Staff recommends that the DRC approve the proposed building elevations, subject to a revised roof design on the single-story sections to achieve more visual balance and to be more consistent with the approved design guidelines, as determined by the Planning Director.

Additionally, staff recommends that the DRC recommend preliminary approval of the site plan, subject to addressing all outstanding agency comments and receiving final approval within one year from the date of issuance.

PROJECT HISTORY

- **Case Nos. Z-0004-2000/MP-0001-2001:** On November 27, 2001, the Board of Supervisors approved rezoning and Master Plan applications for a 2,000-unit gated and age-restricted community known as Colonial Heritage at Williamsburg. The applications rezoned ±777 acres from A-1, General Agricultural, and M-1, Limited Business/Industrial, to MU, Mixed Use with Proffers. The Master Plan included 425,000 square feet of commercial development fronting on Richmond Road in Land Bay VI.
- **Case Nos. Z-0003-2002/Z-0004-200/MP-0001-2002/SUP-0021-2004:** On December 14, 2004, the Board of Supervisors approved the rezoning, Special Use Permit, and Master Plan amendment applications to incorporate the neighboring ±731-acre Boy Scouts of America property into the Colonial Heritage development and amend the associated Proffers. The parcels designated commercial

along Richmond Road were included as part of the applications, but were not substantively affected by the amendments.

- **Case No. C-19-0030:** On April 17, 2019, the DRC reviewed the conceptual plan and draft design guidelines for a new assisted living facility on commercial parcel A-1 in Land Bay VI. The design guidelines were revised per the DRC and staff's comments, and were subsequently approved administratively in November 2019 (Attachment No. 4).

PROJECT DESCRIPTION

- The applicant is proposing a new +/- 160,670-square-foot assisted living facility on commercial parcel A-1 of Land Bay VI of the Colonial Heritage Master Plan. The facility will contain 120 beds, with sections ranging from one to three stories at a maximum height of 46 feet.
- Access to the facility, as well as the other future commercial parcels in Land Bay VI, will be provided via a realignment of the existing private road extending from Richmond Road to Colonial Heritage Boulevard (called "New Entry Road" in the design guidelines). The intersection of the New Entry Road at Richmond Road is currently signalized.
- The applicant has stated their intention to subdivide the parcel so that the facility will be situated on an interior parcel to the west, and will not front directly on Richmond Road.

SURROUNDING ZONING AND DEVELOPMENT

- West: The adjacent parcels to the west are zoned MU, Mixed Use with Proffers, and are part of the Colonial Heritage Master Plan. These parcels are part of Land Bays I and II and are designated residential on the Master Plan.

SITE PLAN-20-0015. Virginia Health Services, Colonial Heritage

Staff Report for the June 17, 2020, Development Review Committee Meeting

- North: The adjacent parcel to the north is zoned MU, Mixed Use with Proffers, and is part of the Colonial Heritage Master Plan. This parcel is part of Land Bay VI and is designated commercial on the Master Plan.
- East: The adjacent parcels across Richmond Road to the east are zoned M-1, Limited Business/Industrial, and are part of the Williamsburg Pottery development.
- South: The adjacent parcel to the south is zoned A-1, General Agricultural, and is undeveloped. It is not part of the Colonial Heritage Master Plan.

STAFF ANALYSIS

The applicant has indicated that parcel A-1 will be subdivided, creating new parcels fronting on Richmond Road and allowing the assisted living facility to be situated on an interior parcel further from Richmond Road. Staff finds this to be consistent with the approved design guidelines, which specify that the assisted living facility will be located on an interior parcel. Per the guidelines, the increased distance from Richmond Road allows for a greater height than buildings directly fronting on Richmond Road, provided that the following elements are incorporated into any multistory sections:

- Steps in the plan that break the facade into a series of independent elements to reduce the horizontal nature of the building.
- Alignment of windows between floors.
- Board and batten siding on the upper floors.
- Brick used on the first floor to anchor the building, with the transition from brick to board and batten materials alternating between façades to avoid defining a horizontal split.

- Gabled roof elements to cap the vertical gesture and further vary the facade.
- Sloped roof sections to create mechanical wells to appropriately screen equipment from every vantage point.

Staff finds that these elements have been incorporated appropriately in the multistory sections, providing the vertical and horizontal visual interest specified in the design guidelines.

The design guidelines for the one-story sections specify:

- A residential character that complements the multistory portions of the building.
- Brick and horizontal siding to split the façade and provide a residential-scale fenestration.
- Gabled roofs with exposed rafters and roof slopes that contribute to the residential aesthetic, break up the horizontality of the façades, and provide screening for mechanical equipment.
- Tower elements to serve as vertical breaks in the facades, which project above other rooflines and are capped with a strong, horizontal cantilevered roof.

Staff finds that the elevation design of the one-story sections are generally consistent with these guidelines, with the exception of the roof, which appears to be at a steeper pitch than what is presented in the approved design guidelines (see Attachment No. 4, Page 8, Figure 1.21). While the pitch is not specifically called out in the design guidelines, when comparing the proposed single-story elevations to Figure 1.21, staff determined that the proposed 12/12 roof pitch creates a more severe visual impact relative to the lower height of the single-story sections. Staff did not have this concern on the multistory sections.

SITE PLAN-20-0015. Virginia Health Services, Colonial Heritage

Staff Report for the June 17, 2020, Development Review Committee Meeting

In all sections, façades visible from Richmond Road or directly facing the New Entry Road are considered primary facades which should incorporate traditional materials of brick, board and batten siding, and trellis elements to create a uniform image of appropriate materials and architectural forms. Staff finds that façades visible from Richmond Road or facing the New Entry Road have incorporated the specified materials accordingly and are in keeping with the approved design guidelines.

Regarding parking, the design guidelines stipulate that parking should be located behind a primary façade and should not be visible from Richmond Road wherever possible. Where parking is visible from Richmond Road, it should be screened using a combination of landscaping, berms, and low walls. As shown on the site plan, the proposed parking areas are located in a fashion consistent with the design guidelines, although at this stage parking lots visible from Richmond Road are not yet sufficiently screened. Staff finds that revising the site plan to reflect the appropriate screening is achievable and not a hindrance to preliminary site plan approval.

Further, staff finds that the outstanding comments from various agencies (Attachment No. 6) will not substantively impact the layout or size of the facility. Although there are several items to complete for an approvable final site plan, staff finds that these are achievable through typical site plan revisions. Should there be a substantive change to the layout or size of the facility, staff would bring this proposal back to the DRC for another review.

STAFF RECOMMENDATION

Staff recommends that the DRC recommend approval of the proposed building elevations, subject to a revised roof design on the single-story sections to achieve more visual balance and to be more consistent with the approved design guidelines, as determined by the Planning Director.

Additionally, staff recommends that the DRC recommend preliminary approval of the site plan, subject to addressing all outstanding agency comments and receiving final approval within one year from the date of issuance.

TH/nb
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Attachments:

1. Location Map
2. Proposed Elevations
3. Elevations Key
4. Approved Design Guidelines (ref: C-19-0030)
5. Site Plan Cover Sheet and Layout Sheets
6. Agency Comments