



TOWN OF WARRENTON

Department of Community Development

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MEMORANDUM

TO: Brandie Schaeffer, Town Manager
FROM: Frank Cassidy, Community Development Director
DATE: July 24, 2020
SUBJECT: RolloutWarrenton! Update

Background:

On May 6, 2020, RollOutWarrenton! was presented as a town-wide economic development initiative to assist all businesses in recovering from COVID-19. The fundamental basis of this program is to promote businesses to move outside and create additional space for their customers, while also providing opportunities for additional temporary signage and an enhanced sense of community through a walking atmosphere.

Implemented:

Permitted in the CBD district and commercial-zoned districts along E. Shirley Ave., Broadview Ave., and Lee Highway by resolution suspending zoning regulations that interfere with this approach while preserving the public's safety.

- Provided spaces for businesses to expand:
 - Closed streets in downtown to provide seating and display areas;
 - Allowed businesses to use their parking areas for seating and display;
 - Allowed businesses to expand onto sidewalks, but preserve safe access.
- Provided resources to assist businesses:
 - On-site consultations to discuss the business plan and layout of space;
 - Cones or other devices to be used as parameters to define outside spaces;
 - Provided additional directional signage;
 - Provided promotions via social media;
 - Provided fliers and handouts defining requirements and expectations.
 - Assisted in coordination with state agencies.

There has been ongoing monitoring to adjust to any new orders or phased restrictions from the Governor.

The success of this program and the teamwork throughout the community have lead us to the discussion today of working to make this program a permanent part of the Town's economic development and future success.

Starting Point: Three levels of classification

1. Temporary;
2. Seasonal;
3. Annual.

Temporary- Businesses taking advantage of the program temporarily will have use and conversion of the space monthly, not to exceed three months.

Seasonal- Businesses are taking advantage of the program for the period that corresponds to the Farmers Market season- April to November.

Annual- Businesses will use yearly with the Town investing in permanent sidewalk expansion.

Process: Application and assignment of space should be easy, straight forward.

1. Designation of space to be used;
2. Duration of use- temporary, seasonal, or annual;
3. Specific use to be conducted in the space;
4. Verification of insurance and approvals of other regulating agencies.

This process will have to be aligned with the zoning and Town Code to ensure compliance and consistency.

Code: Sec. 14-1. - Obstructions generally; sidewalk cafes.

The Town Code covers the use of sidewalks, and our Zoning Administrator is working on amendments to provide the same opportunity for businesses located in the C-District. The resolution will need to extend until formal changes are in place.

The applications will start in Community Development/Economic Development with the same program layout. The approval is a contractual lease of the Town property for use by the business.

Fees:

The fees will cover the administrative costs to process the application, site consultations; initial designation of space to be used; monitoring of the site for safety; the need to adjust for trash and cleaning of the site by staff; and compliance. A reasonable fee, which can be waived by the Council, will be applied based upon a period of use as follows:

- Temporary- \$100.00 per month;
- Seasonal- \$500.00 per seasonal;
- Annual- \$750.00 per twelve-month period.

Business Expectations: Approval will require businesses to manage their assigned space.

- Maintain free of trash and debris;
- Use of umbrellas, tents or other temporary structures are adequately anchored and rated for the specific use;
- Inspections of the site pre-storm events (if time permits);
- Inspections of the site post-storm events.

This program will continue to be flexible as we move into the later phases of the COVID-19 response from the Commonwealth and beyond. This flexibility is built into the program through the fundamental objectives.

Commercial Zoned Properties: E. Shirley Ave., Broadview Ave., and Lee Highway:

Staff will work to get permanent amendments in place to allow for flexibility in the Commercial Zoning, for now, the resolution achieves the Council goals. Staff will note that some property owners have been reluctant to work with their businesses and resistant to being flexible with the use of parking despite Council waving restrictions. We will continue to encourage property owners, but absent their support, it is difficult for the lessees to take advantage of the program.

Central Business District Zoning: Main Street

Main Street changes, staff is recommending Council wait on the status of the grant application.

Transportation Network (flow of traffic):

- 1st Street:
 - Close the street entirely at the second entrance at 21 Main for open space use.
 - This space will become a “blended” space and provide a “Town Hall Courtyard.”
- 2nd Street:
 - Section of the street is closed to all traffic from Main Street to the Parking Lot
 - Area is open space with multi-use space;
 - Change one-way direction going North to Lee Street.
- 3rd Street South:
 - Change the direction of South 3rd Street to one-way going South lot to Lee.
- 3rd Street North: remain
- 4th Street (North and South): remain
- Culpeper Street: Change direction to run one-way south off Main Street to Hotel Street.
- Work on making the court area between the John Barton Payne Building and Fauquier Bank a Town courtyard.