



“Business Development Board”

Monday, May 6, 2024 @ 12:00pm

Town Hall – East Conference Room

View meeting online LIVE at <https://www.frontroyalva.com/673/Town-Hall-Live>

1. Roll Call – *Hillary Wilfong*
2. *Approval of Minutes - *I move that FREDa approve the Regular Meeting minutes of April 1, 2024, as presented.*
3. New Business
 - a. Development Projects- *Lauren Kopishke, Director of Planning and Zoning*
 - i. Review of Special Use Permit (CCC Enterprises LLC of VA) to convert a three (3) story motel into a 39-unit apartment building located at 10 S. Commerce Avenue
 - b. Attorney for FREDa – *Joe Waltz, Town Manager*
4. Old Business – *Lizi Lewis, Director of Community Development and Tourism*
 - a. Existing Business – Survey questions
 - b. Workforce Development
 - i. Laurel Ridge Community College (April 18th)
 - ii. Blue Ridge Technical Center (TBD)
5. Open Discussion – *Rick Novak, Chairman*
6. Next Meeting – Monday, June 3, @ 12:00pm
7. Adjourn

**Action Item – requires board vote*



FRONT ROYAL ECONOMIC DEVELOPMENT AUTHORITY (FREDA) MEETING MINUTES

Monday, April 1, 2024, at 12:00pm

Town Hall Upstairs Conference Room

The following minutes are a summary of items on the agenda.

This meeting may be viewed in its entirety by accessing the video of the same date online via the Town's website at www.frontroyalva.com.

ROLL CALL PRESENT: Chairman Richard M. Novak
Director Aiden Miller- absent
Director David Gedney
Director Frank Stankiewicz
Director Nicholas C. Bass
Director Robert Elliott
Director Thomas Eshelman

SUPPORT STAFF PRESENT: Town Manager Joseph Waltz
Director of Community Development and Tourism Elizabeth Lewis
Executive Administrative Assistant Hillary Wilfong
IT Director Charles Hutchings

Approval of Minutes

Director Stankiewicz motioned to approve the minutes from the regular meeting on March 4th and the work session meeting minutes on March 18th. Director Gedney second the motion.

Vote: Yes- Novak, Eshleman, Gedney, Stankiewicz, Bass, Elliott

No- N/A

Absent- Miller

Abstain- N/A

Existing Business Survey

Prior to the meeting, Ms. Lewis emailed a draft survey that was composed from the work session in March with the suggested questions that the Board would like to poll local business owners. Ms. Lewis and the Board reviewed each question, suggesting different phrasing or presentation of the survey. The Board agreed upon 40 questions that will roughly take 20 minutes for a business to complete.

The Board questioned the best approach for business owners that own more than one business in Town. The Board suggested having a less invasive survey attached to the main survey, without having to duplicate the initial profile questions.

The Board discussed the distribution of the survey, Ms. Lewis suggested that the survey would be in phases. First reaching out individually to business owners providing business cards with a QR code, then promoting the survey through social media and news releases. Ms. Lewis will make the final edits to the survey and allow the Board to review the survey before formal disbursement. Ms. Lewis asked the Board for two weeks to complete and obtain the business cards.

Old Business

Blue Ridge Technical Center Tour- Ms. Lewis advised that the date is still to be determined.

Laurel Ridge Community College Tour- The Tour will be April 18th at 9:00am. The Board will gather in the Corron Building prior to the tour.

Lastly, Chairman Novak confirmed that the Board will tour the Afton Inn the first week of April.

Open Discussion

Mr. Waltz shared that the Town Council recently had a Goal Setting Retreat, and one of the goals that came out of the retreat was to provide a revenue stream for the Front Royal Economic Development Authority. Mr. Waltz will provide more information on what the revenue will look like in the next 30-60 days.

Next Meeting

The next regular meeting for FREDa will be May 6, 2024, at Noon.

Adjourn

Chairman Novak asked for a motion to adjourn at 1:28pm, motion made by Director Stankiewicz and seconded by Director Bass.

Town of Front Royal, Virginia

Planning Commission Monthly Meeting Agenda

☐ Consent Action ☐ Administrative Action ☒ Public Hearing ☐ Discussion

Agenda Item: Special Use Permit – #2400207

MEETING DATE: April 17, 2024

SUMMARY: CCC Enterprises LLC of VA – A request for a Special Use Permit to convert a three (3) story motel into a 39-unit apartment building located at 10 S. Commerce Avenue, identified by Tax Map 20A8-22-6. The property is zoned C-1, Community Business District.

STAFF RECOMMENDATION: Staff recommends approval of Special Use Permit #2400207 with one (1) condition.

DRAFT MOTION: “I move that the Planning Commission forward a recommendation of approval to the Front Royal Town Council for Special Use Permit #2400207 for a 39-unit apartment building located at 10 S. Commerce Avenue with the following condition:

1. The applicant must provide adequate off-street parking per 148-870 Parking and Loading Areas.”

NOTE: This is only a draft motion. Alternative motions are also welcome.

PLANNING COMMISSION ACTION:

Moved _____ Seconded _____

Williams _____ Matthiae _____ Marshner _____ Wood _____

☐ Approved ☐ Approved w/ Conditions ☐ Denied ☐ Other



**TOWN OF FRONT ROYAL
DEPARTMENT OF PLANNING & ZONING**

**Planning Commission Regular Meeting
April 17, 2024**

APPLICATION #:

2400207

APPLICANT:

CCC Enterprises LLC of VA

APPLICATION SUMMARY:

A Special Use Permit Application has been submitted to convert a three (3) story motel into a 39-unit apartment building located at 10 S. Commerce Avenue. The property is zoned C-1, Community Business District.

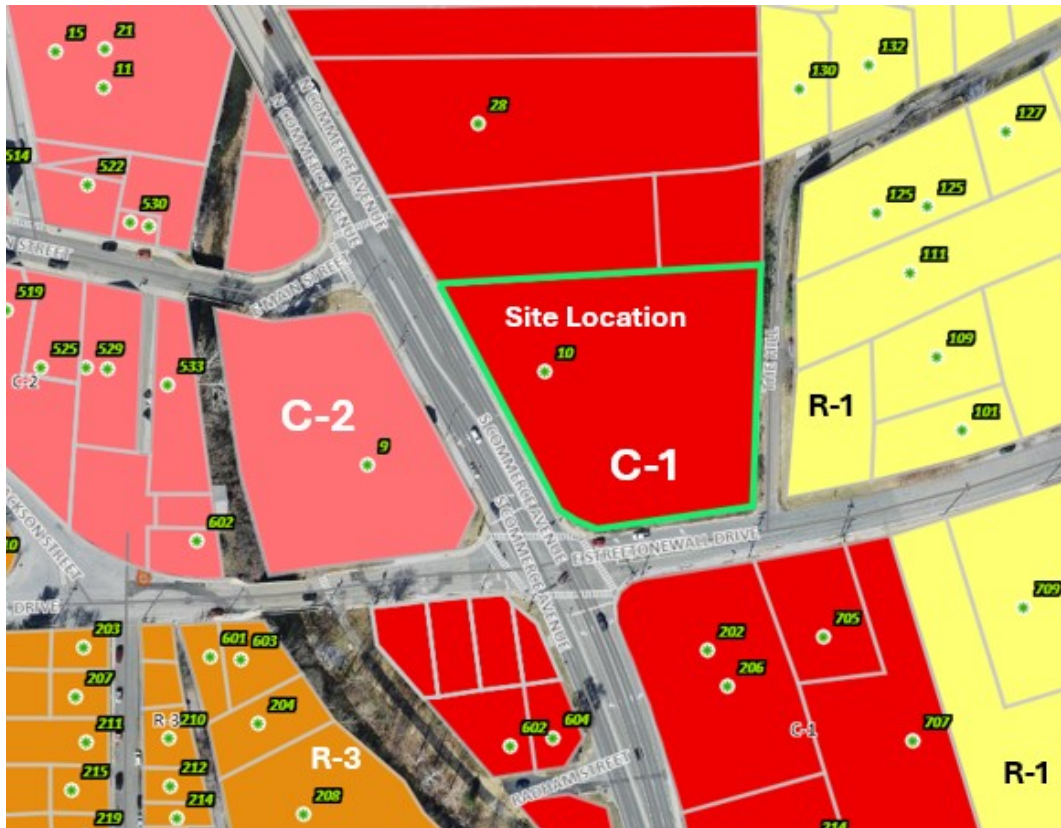
GENERAL INFORMATION:

Site Addresses	10 S. Commerce Avenue
Property Owner(s)	CCC Enterprises Inc. of VA
Zoning District	C-1, Community Business District
Historic District	No
Tax Identification	Tax Map #20A8-22-6

Aerial Map (Warren County GIS) – 10 S. Commerce Avenue



Town Zoning Map (Warren County GIS) – 10 S. Commerce Avenue



10 S. Commerce Avenue



Rear Elevation – 10 S. Commerce Avenue



Right-Rear Elevation – 10 S. Commerce Avenue



**INFORMATION ON
THE APPLICATION:**

The applicant is requesting to convert a 3-story motel into a 3-story apartment building with 13 units per floor.

The proposal would include the following unit breakdown:

24 - One bedroom

3 - One bedroom with den

12 - Two bedroom

39 Units (minimum unit size 600 SF)

Typical interior elevation:



Open Space and Laundry Facility – open glass for safety/visibility purposes.



Proposed Exterior Rendering



COMPREHENSIVE PLAN CONFORMANCE

This application conforms to and supports the goals and objectives of the Towns Comprehensive Plan. The implementation matrix specifically encourages the following:

Focus on where to place new housing and local/unique retail.	Year one	P&Z staff, PC, and TC (ordinance change)
Continue to concentrate big box retail in existing locations. Big Box retailers and national chains can have a place in the Town, but the focus should be on locally owned businesses. The Town will not encourage the expansion of national retailers/big box entities.	Year one, ongoing	P&Z staff, PC, and TC (ordinance change), P&Z staff, ongoing enforcement
Increase density in areas that are an easy walk or bike to downtown, creating a population that will demand services downtown. The Town and County can help implement this action through zoning ordinance.	Year one, ongoing	P&Z staff, PC, and TC (ordinance change), P&Z staff, ongoing enforcement
Support development on vacant properties or redevelopment of properties that have fallen into disrepair, especially along the Main Street corridor.	Year one, ongoing	TC, PC, P&Z staff
Support development on vacant properties or redevelopment of properties that have fallen into disrepair, especially along the Main Street corridor.	Year one, ongoing	TC, PC, P&Z staff

RECOMMENDATION:

Staff recommends approval of the Special use permit with the following condition:

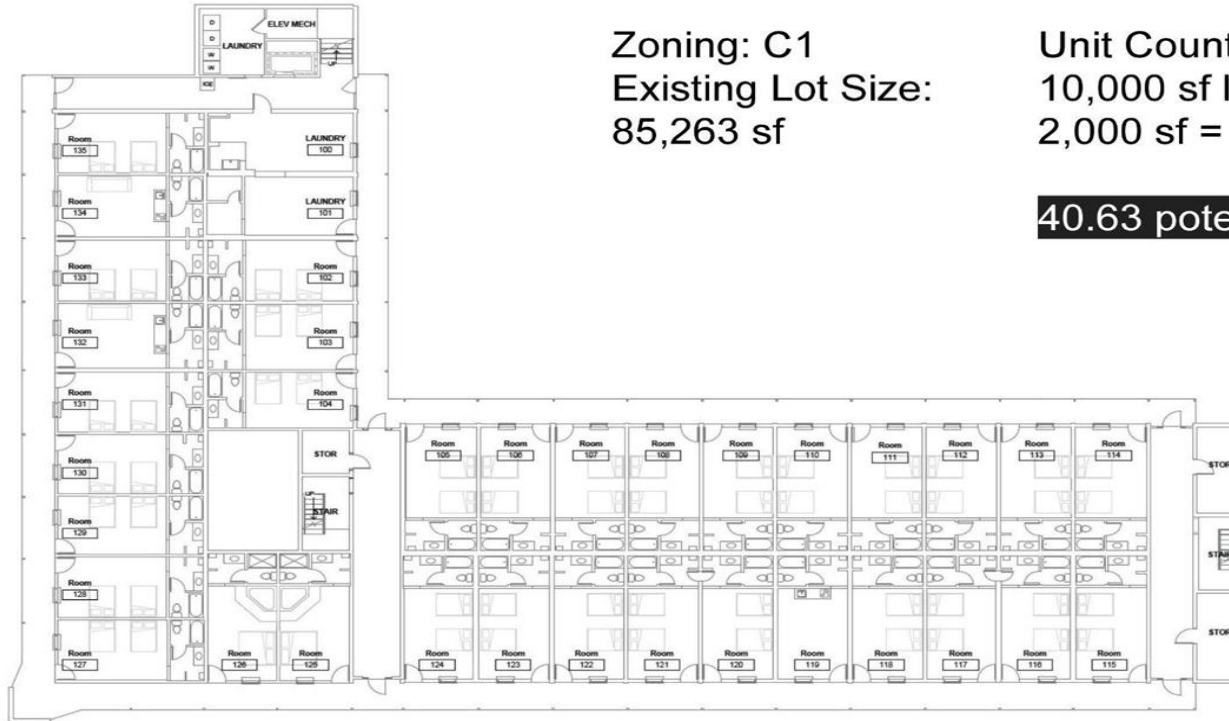
1. The applicant must provide adequate off-street parking per 148-870 Parking and Loading Areas.

ATTACHMENTS: Application and associated documents from the Applicant.

The Baymont

Concepts

1.17.2024 - updated 1.24.2024

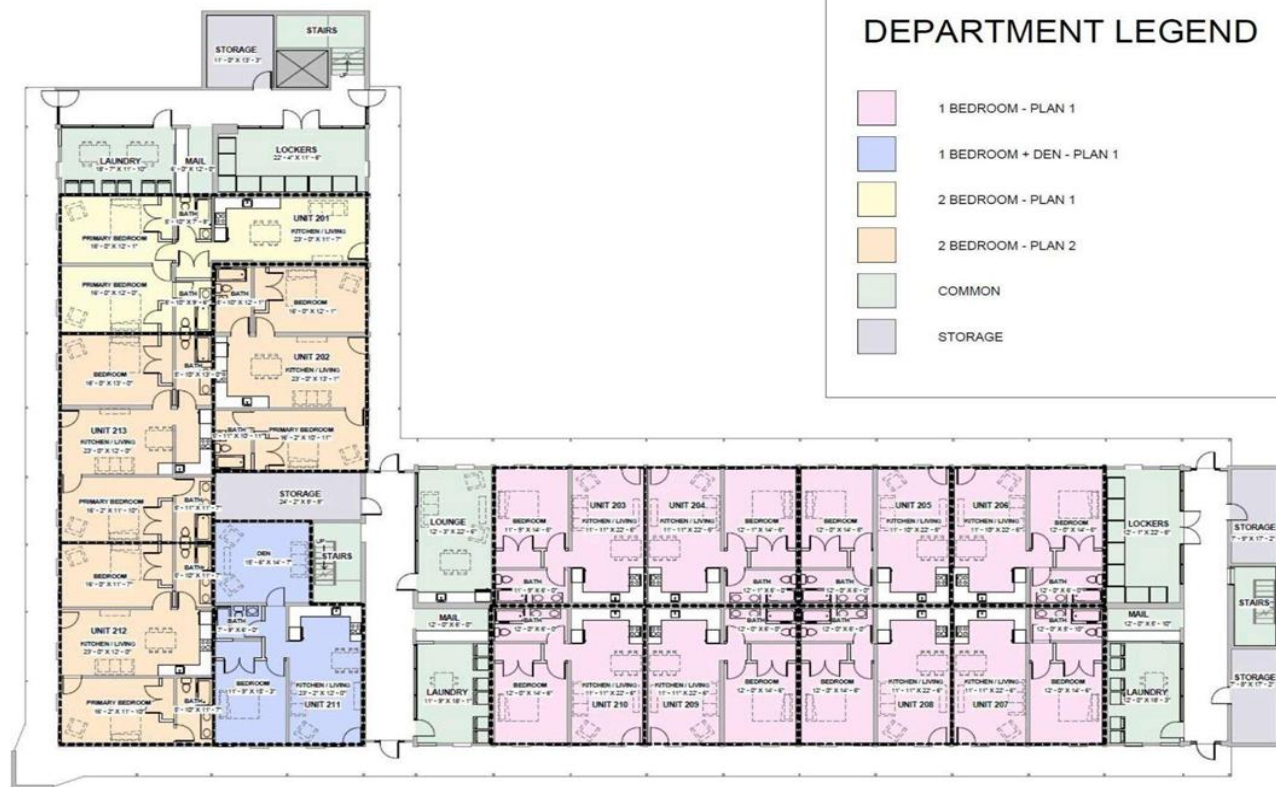


Zoning: C1
Existing Lot Size:
85,263 sf

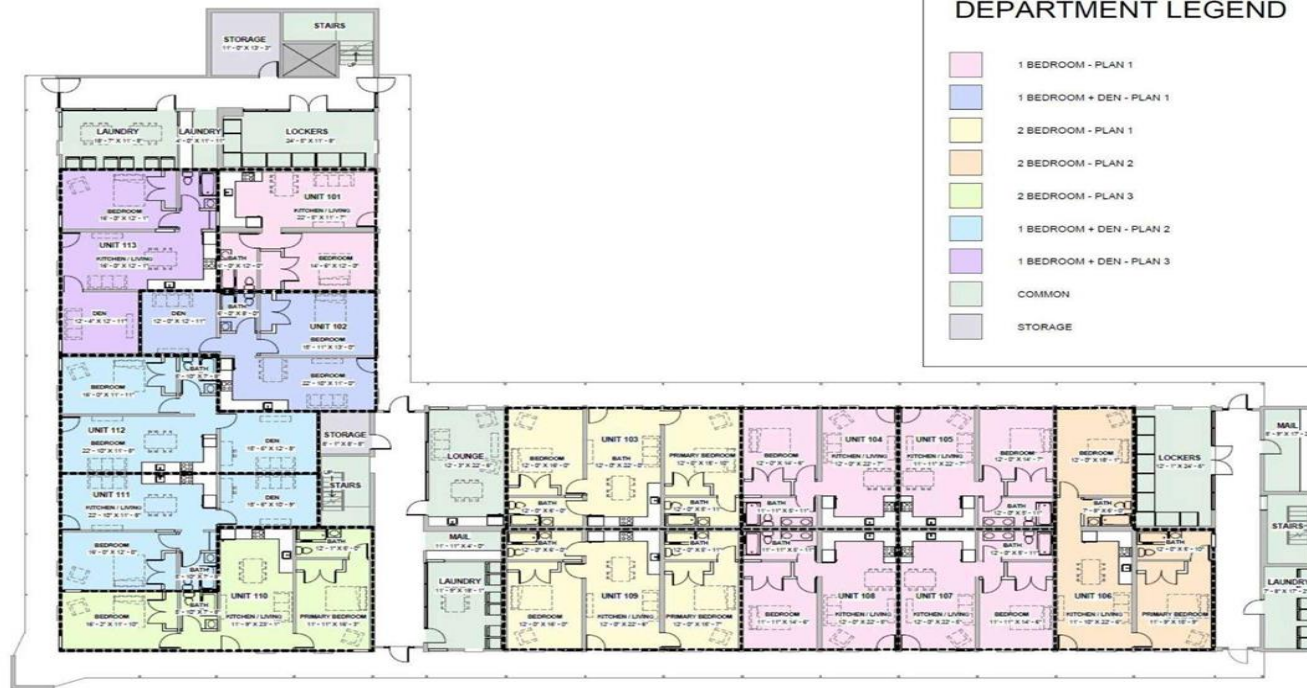
Unit Counts:
10,000 sf lot = first 3 units
2,000 sf = 1 additional unit

40.63 potential units

Existing Plan



New Option 1



New Option 2



Existing



Green Space
Proposed Example



Common Area
Proposed Example



The site plan illustrates a commercial property layout. Key features include:

- Buildings:** A two-story brick building, a one-story frame building, and a three-story concrete building.
- Swimming Pool:** An irregularly shaped pool located between the one-story and three-story buildings.
- Parking Lot:** An asphalt parking lot situated to the west of the buildings, adjacent to S. Commerce Avenue.
- Streets:** S. Commerce Avenue to the west and E. Stonewall Drive to the south.
- Survey Data:** Numerous bearings and distances are provided for property lines and easements, such as N 86°32'13" E 380.63' and S 01°59'13" W 278.02'.
- Other Features:** An existing building (EX. BLDG.) to the northeast, a concrete walkway (CONC. WALK) along the three-story building, and various utility markers like W.P. (Water Pipe) and RIM (Right of Way).

Proposed Parking 2-spots per apartment

Key Offerings

- We will operate the apartment complex very diligently for each tenant (application submission, permitted background check, security deposit, references etc.).
- It is already a very safe hotel that is well lit, and has monitored security cameras on each floor. The same practice will continue.
- We will have an on-site / on-call maintenance person and manager at all times.
- We will preemptively have an exterminator company treat all apartments at regular intervals. We do not have any such issues.
- We are confident that we can offer these apartments to local workforce (law enforcement, teachers, medical staff, nurses, staff at Main St. businesses, and local working citizens). **So, they can work and live locally**. It will solve housing issues.
- By seeking local workforce tenants, we will not be adding stress to the local amenities like the school system or traffic on the roads.

Key Offerings

- Tenants will be offered amenities - seasonal swimming pool, banquet hall (small usage fees), 2 parking spots, keyed entrance doors, multiple onsite coin operated laundry machines on each floor, gym, lockers, lounge, snacks vending machines, garden for outdoor sitting, and easy walking access to the Main St. shops).
- The banquet hall will be exclusively used by tenants and their visitors for social events, anniversaries, birthday parties, meetings, etc. So, no parking spots stress will be incurred.
- With these tenants, we will be helping the local economy by adding more customer base to the already thriving Main St. businesses with no need to drive and take up parking spots there.
- The existing Thunwa Thai restaurant will continue to operate as is.
- **Finally, we also do not want stress of eviction after all the money we will spend on renovations. So, our selection process will be thorough to keep it peaceful for all the tenants.**