

Date Application Received: 6-7-18

Total Fees Due: \$ 405⁰⁰ / paid
Date Paid: 6-7-18 ✓

Application for Change of Zoning District (Rezoning) City of Harrisonburg, Virginia

www.harrisonburgva.gov/zoning-applications

Application Fee: \$375.00 plus \$30.00 per acre

Section 1: Property Owner's Information

Property Owner's Name: Steven Urglavitch
Street Address: 245 East Water Street Email: surglavitch@urgiescheesesteaks.c
City: Harrisonburg State: VA Zip: 22801
Telephone: Work: 540-615-5455 Fax: _____ Mobile/Home: 540-808-7449

Section 2: Owner's Representative Information

Owner's Representative: Steven Urglavitch
Street Address: 258 Divot Dr Email: surglavitch@urgiescheesesteaks.c
City: Harrisonburg State: VA Zip: 22802
Telephone: Work: 540-808-7449 Fax: _____ Mobile/Home: 540-808-7449

Section 3: Description of Property

Location (street address): 245 East Water Street Harrisonburg VA 22801
Tax Map Number: Sheet: 26E6A Block: _____ Lot: _____ Total Land Area: .021 0.05 +/- acres
Existing Zoning District: B1-C Proposed Zoning District * : B-1 2,376 sf
Existing Comprehensive Plan Designation: mixed use development area

**If applying for conditional rezoning, provide a letter stating proffers on separate sheet of paper*

Section 4: Certification

I certify that the information contained herein is true and accurate.

Signature: 
Property Owner

Section 5: Required Attachments

- Letter explaining Proposed Use & Reasons for Seeking Change in Zoning
- Statement of Proffers, if applicable
- Survey of Property or Site Map
- TIA Determination Form OR Accepted TIA, signed by Public Works Department*

* Applicant is responsible for coordinating with Public Works Department prior to submitting Rezoning application. If a Traffic Impact Analysis is required, this application shall not be considered accepted until the TIA has been reviewed and TIA fees paid. More information at www.harrisonburgva.gov/traffic-impact-analysis.



Urgie's Cheesesteaks LLC.
245 E. Water St
Harrisonburg VA 22802
July 18, 2018

City of Harrisonburg Zoning Commission:

RE: 245 East Water Street

Dear Mrs. Banks et al.,

Urgie's Cheesesteaks LLC. seeks change the existing zoning of 245 East Water Street Harrisonburg, VA 22801, currently zoned B-1C to B-1 by amending existing proffers.

The property at 245 East Water Street has been the new home of Urgie's Cheesesteaks LLC since January 2018, and co-owners, Steve and Tom Ugrlavitch, since moving into the property, have always envisioned Urgie's Cheesesteaks as being a one-of-a-kind, pedestrian-friendly downtown-Harrisonburg eatery – reminiscent of the famous, Philadelphia Cheesesteak take-out restaurants of the Italian neighborhoods of South Philadelphia.

The popularity of authentic Philly Cheesesteaks is unmistakable, and we feel very fortunate to have the opportunity to bring this unique urban restaurant concept to Harrisonburg and the Shenandoah Valley. Unfortunately, as thrilled as we are to bring our vision to Rocktown, we are very concerned about one significant element of the property at 245 East Water Street: the parking lot. After much consideration, we wish to remove the parking lot requirement at 245 East Water Street. Ultimately, the rezoning of the property would benefit downtown Harrisonburg patrons and commuters in two ways: it will provide a safer environment for Urgie's Cheesesteaks customers to enter and leave the premises as well as a safer commute for downtown patrons traveling on East Water Street, while at the same time, providing an economic growth opportunity for Harrisonburg City and our business by transforming the dangerous parking area into a safe and comfortable outdoor dining terrace.



Safety Concerns:

The existing parking lot on the property of 245 East Water Street poses a significant safety hazard to Urgie's Cheesesteaks customers as well as to automobile and bike commuters traveling on East Water Street. The reasons for this are numerous. First, the parking lot backs directly into a busy traffic lane. When one backs out of the existing Urgie's parking lot, one must be cautiously aware of four important factors:

1. Oncoming traffic in both directions – sometimes moving at high rates of speed
2. Downtown residents walking and riding bikes
3. Cars parked on the other side of the street in front of Urban Exchange
4. Pedestrians coming to our restaurant

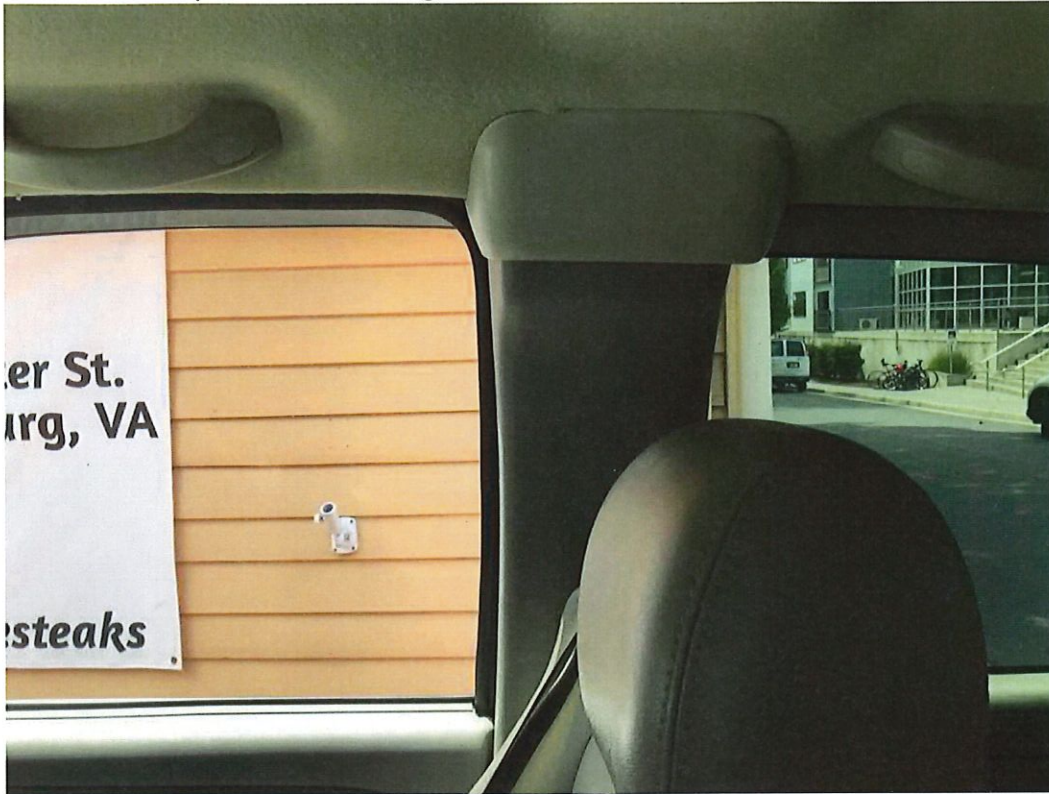


Urgie's customer backing out of the Parking Lot at 245 East Water Street.

It is well known that downtown traffic is growing each year, and traffic on East Water Street has grown in proportion to growing downtown Harrisonburg traffic counts. East Water Street offers commuters a quicker route out of the downtown business district with fewer traffic stops; therefore, using side streets to exit the busy downtown businesses has become commonplace. Combine these numbers with the increase in traffic entering and leaving Urban Exchange on a daily basis, and one can easily see how cars can easily become bottlenecked directly in front of the parking lot at 245 East Water Street.

Furthermore, because of the carriage house's close physical proximity to the traffic lane on East Water Street (48 inches), it creates both a blind spot to oncoming traffic for Urgie's

Cheesesteaks customers attempting to back out of the parking lot onto East Water Street. Customers have raised issue with the fact that they have to back into the street by at least 3 feet before they can see oncoming traffic.



Urgie's customer backing out of the Parking Lot at 245 East Water Street.



The distance Urgie's customers must back into East Water Street before having full visibility of traffic coming in both directions. (vehicle location in street in above picture)

Visibility is even worse for handicapped customer attempting to back out of Urgie's east-side handicapped parking space due to existing electrical box and trees on the neighboring property.



Limited visibility for Urgie's handicapped customers backing into East Water Street.

Lastly, the parking lot at 245 East Water Street is barely visible to eastbound traffic on East Water Street until commuters are practically right on top of it as the carriage house itself blocks all visibility of the east-facing side of the carriage house – namely the existing parking lot.



East Water Street commuters have very limited view of parking lot at 245 East Water Street

Economic Growth Opportunity:



The future of Urgie's Cheesesteaks with no parking lot requirement



Conceptual drawing of Urgie's with no parking lot requirement with additional outdoor seating

Although the parking lot at 245 East Water Street has safety issues, there is an opportunity to utilize the parking lot space in a much safer and economically beneficial manner. In removing the parking requirement for the building, Urgie's Cheesesteaks can add an additional 25 – 40 outdoor seats for patrons. Estimates put the number at an additional \$15,000 to \$20,000 in yearly tax revenue for the City of Harrisonburg based on projected gross receipts of the outdoor seating.

In the event that the City of Harrisonburg were to grant Urgie's Cheesesteaks the zoning change, Urgie's Cheesesteaks is willing to do the following:

- Create an outdoor terrace with outdoor seating and lighting that is aesthetically pleasing to downtown patrons and residents that will also entice customers from other localities to dine in downtown Harrisonburg
- Install new a sidewalk and curb in front of the parking areas

Urgie's is a much different business than what was in the building at the time of the zoning change request to B-1C in May of 2016, and the new zoning request is in alignment with our business model as well as current parking lot requirements that stress that parking spaces back into parking aisles, not traffic lanes – for safety reasons.

Two-hour on-street parking exists within walking distance of Urgie's Cheesesteaks at the following locations: East Water Street, Neuman Avenue and Mason Street; there is also additional free and metered parking available on S. Federal Street. and S. Main Street. The Harrisonburg City Parking garage is a short three block / five-minute walk to Urgie's Cheesesteaks. As Harrisonburg has become a more pedestrian and bike-friendly city, we believe Urgie's fits right into this dynamic of the future of downtown Harrisonburg.

Owners of Wharton Aldhizer and Weaver, our neighbors and former landlord and owner, have been supportive of Urgie's Cheesesteaks from day one and have informally permitted Urgie's customers to use their parking lot during non-business hours as well as throughout the day on weekends. This gives customers access to 34 additional downtown parking spaces during peak business hours at Urgie's Cheesesteaks. We patrol the WAW parking lot for cleanliness on a daily basis.

We believe strongly that this zoning request is in the best interest of all names and implied entities: downtown patrons, visitors, residents, commuters, college students, Harrisonburg City staff as well Urgie's Cheesesteak's customers and that you will recommend the change to necessary entities. In the meantime, please reach out to us if you have questions regarding this zoning change request or have other ideas that we could implement to make this zoning change happen.


Thank you very much for your time and consideration in this matter.

Steven J. Urglavitch, MBA

Owner, Urgie's Cheesesteaks LLC

245 East Water Street Rezoning
Proffer Statement
August 1, 2018

I (We) hereby proffer to install new curb, gutter, and sidewalk across the frontage of the existing parking lot at 245 East Water Street, to match and tie-in with the existing curb, gutter and sidewalk along the remaining frontage of the property. Such improvements shall be completed within twelve months of rezoning approval.

Signed: , Owner
Date: 8/1/18



City of Harrisonburg, VA
Department of Public Works

Determination of Need for a
Traffic Impact Analysis (TIA)

www.harrisonburgva.gov/traffic-impact-analysis

Contact Information				
Consultant Name:	N/A			
Telephone:				
E-mail:				
Owner Name:	Steve Urglavitch			
Telephone:	540-808-7449			
E-mail:	surglavitch@urgiescheesesteaks.com			
Project Information				
Project Name:	Urgie's Cheesesteaks			
Project Address: TM #:	26 E 6A			
Existing Land Use(s):	Fast food without drive-through (933)			
Proposed Land Use(s): (if applicable)	High-turnover restaurant (932)			
Submission Type:	Comprehensive Site Plan <input type="radio"/>	Special Use Permit <input type="radio"/>	Rezoning <input checked="" type="radio"/>	Preliminary Plat <input type="radio"/>
Project Description: (Include site plan or preliminary sketch and additional details on land use, acreage, access to site, etc)	Rezoning to remove the parking condition of the existing zoning designation.			
Peak Hour Trip Generation (from row 15 on the second page)				
AM Peak Hour Trips:	0			
PM Peak Hour Trips:	10			

(reserved for City staff)

TIA required? Yes _____ No

Comments:

Accepted by: Erin Juncay

Date: 6/19/18

Revised Date: May 2017

Peak Hour Trip Generation by Land Use

Row	Land Use	ITE Land Use Code	Unit	Quantity	AM Peak Hour of Adjacent Street Traffic	PM Peak Hour of Adjacent Street Traffic
1	Proposed #1	932	sq ft	1470	0	30
2	Proposed #2					
3	Proposed #3					
4	Proposed #4					
5	Proposed #5					
6	Proposed #6					
7	Total New Trips					
8	Existing #1	933	sq ft	870	0	20
9	Existing #2					
10	Existing #3					
11	Existing #4					
12	Existing #5					
13	Existing #6					
14	Total Existing Trips					
15	Final Total (Total New – Total Existing)				0	10

Instructions

Determination of trip generation rates shall be in conformance with ITE guidelines.

1. Based on the intended use(s), calculate the AM Peak and PM Peak trip generation using the AM and PM Peak Hour of Adjacent Street Traffic rates from the most current version of the ITE Trip Generation Manual (rows 1-6). Attach additional sheets as necessary for more uses.
2. Sum up all of the trips generated for the new uses in the Total New Trips row (row 7).
3. If the development has any existing uses, calculate the AM Peak and PM Peak trip generations using the AM and PM Peak Hour of Adjacent Street Traffic rates from the most current version of the ITE Trip Generation Manual (rows 8-13). Attach additional sheets as necessary for more uses.
4. Sum up all of the trips generated for the existing uses in the Total Existing Trips row (row 14).
5. Subtract the total existing trips from the total new trips to get the final total number of trips generated by the development (row 15). Enter these numbers on the first page.

Revised Date: May 2017