



June 10, 2026 Planning Commission Meeting

Title

Consider Rezoning and Special Use Permit for 2210 and 2230 East Market Street — Meg Rupkey, Community Development

Summary

Project name	N/A
Address/Location	2210 and 2230 East Market Street
Tax Map Parcels	74-A-1
Total Land Area	+/- 6.6-acres
Property Owner	WFS Hanson LLC
Owner's Representative	Providence Acquisition Partners, LLC
Present Zoning	R-1, Single-Family Residential District
Proposed Zoning	R-8C, Small Lot Residential District Conditional
Proposed Special Use Permit(s)	Section 10-3-59.4 (1) to allow attached townhouses of no more than eight units
Planning Commission	June 10, 2026 (Public Hearing)
City Council	Anticipated July 14, 2026 (First Reading/Public Hearing) Anticipated July 28, 2026 (Second Reading)

Recommendation

Option 1. Recommend denial of the rezoning and special use permit.

Context & Analysis

The following land uses are located on and adjacent to the property:

Site: Vacant single-family detached dwelling, zoned R-1

North: Vacant land and Spotswood Country Club, zoned R-1

East: Single-family detached dwellings, zoned R-1

South: Single-family detached dwelling and across Betts Road, single-family detached dwellings, zoned R-1 and R-6

West: Across East Market Street, commercial uses, zoned B-2

The applicant is requesting to rezone a 6.6-acre site from R-1, Single Family Residential District to R-8C, Small Lot Residential District Conditional. Along with the rezoning, the applicant is simultaneously requesting a special use permit (SUP) per Section 10-3-59.4 (1) to allow for 49 townhouses with no more than eight units in a row. The site is addressed as 2210 and 2230 East

Market Street and is identified as tax map parcel 74-A-1. The site has public street frontage along East Market Street and Betts Road, but the applicant is proposing to only provide access to Betts Road.

Proffers

The applicant has offered the following proffers (written verbatim):

1. Public Right-of-Way Dedication. Prior to the City's issuance of the first building permit, the Owner of the Property shall dedicate to the City of Harrisonburg a strip of land twenty (20) feet in width along the frontage of East Market Street (Route 33) for public right-of-way purposes in which dedication area the City may construct a shared use path. In addition to this dedication, Owner will provide a temporary construction easement of 20-ft adjacent to the newly dedicated right-of-way with an expiration of 10 years after site plan approval.
2. Maximum Residential Density. Development of the Property shall be limited to a maximum of forty-nine (49) dwelling units.
3. Buffer and Screening. Prior to issuance of the final certificate of occupancy, a landscape buffer that is twenty (20) feet in width and shall consist of a double-staggered row of evergreen trees, with a minimum height of four (4) feet at the time of planting will be installed adjacent to six (6) existing single-family residences on Fairway Drive identified by the following addresses and City of Harrisonburg tax map identification numbers:
 - 105 Fairway Drive 074 D 31
 - 109 Fairway Drive 074 D 30
 - 115 Fairway Drive 074 D 29
 - 121 Fairway Drive 074 D 28
 - 127 Fairway Drive 074 D 27
 - 133 Fairway Drive 074 D 26

The landscape buffer shall be as detailed on the associated illustrative plan. The buffer shall be maintained in good condition by the homeowners' association, including replacement of dead or damaged plant material.

4. Screening Fence. Prior to issuance of the final certificate of occupancy, a six-foot (6') high opaque, board-on-board fence shall be installed in the approximate location illustrated on the illustrative plan. For the sake of clarity, the screening fence will be installed along the Property boundary with vacant land identified as City of Harrisonburg tax map identification number 74-A-3, and along the Property boundary with the six (6) existing single-family residences located on Fairway Drive, identified by the following addresses and City of Harrisonburg tax map identification numbers:

105 Fairway Drive 074 D 31

109 Fairway Drive 074 D 30
115 Fairway Drive 074 D 29
121 Fairway Drive 074 D 28
127 Fairway Drive 074 D 27
133 Fairway Drive 074 D 26

5. Effective Date. These Proffers shall become effective only upon approval of the rezoning of the Property by the Harrisonburg City Council.
6. Tot Lot. Prior to issuance of the final certificate of occupancy, the Property shall contain a playground for use by residents. The playground shall be a minimum of 1,000 square feet and shall include typical age-appropriate playground equipment and play features customarily found at childcare, preschool, daycare, and early childhood education facilities.
7. Guest Parking. Prior to issuance of the final certificate of occupancy, the Property shall contain overflow/Guest Parking of at least ten (10) parking spaces in the area generally shown on the illustrative plan.
8. Sidewalk on Betts. Prior to issuance of the final certificate of occupancy, the developer will build and dedicate a public sidewalk to the City of Harrisonburg along the frontage of Betts Road as generally shown on the illustrative plan.

The illustrative layout is not proffered.

In preparation for the public hearings for their rezoning and SUP requests, the applicant has met with surrounding community members. The applicant describes in their letter that they have received feedback from community members regarding “site access, neighborhood connectivity, guest parking, buffering, and overall project design.” The applicant has proffered a maximum of 49 dwelling units (Proffer #2), a 20-foot-wide landscaping buffer adjacent to single-family properties on Fairway Drive (Proffer #3), and a six-foot-tall opaque fence adjacent to single-family properties on Fairway Drive, as well as, the vacant property between the subject property and Spotswood Country Club (Proffer #4). The applicant has also proffered a tot lot of at least 1,000 square feet (Proffer #6) and a minimum of 10 additional off-street parking spaces for guests in addition to the one space per dwelling unit that is required per the ZO section 10-3-25 (7) (Proffer #7).

Land Use

The Comprehensive Plan designates this site as Limited Commercial and states:

These areas are suitable for commercial and professional office development but in a less intensive approach than the Commercial designation. These areas need careful controls to ensure compatibility with adjacent land uses. The maintenance of functional and aesthetic integrity should be emphasized in review of applications for development and redevelopment and should address such matters as: control of

access; landscaping and buffering; parking; setback; signage; and building mass, height, and orientation. It is important that development within Limited Commercial areas does not incrementally increase in intensity to become similar to the Commercial designation. Efforts should be made to maintain the intent as described above.

The subject property is located across Betts Road from an existing single-family detached home neighborhood (Chatham Square) and between an existing single-family detached home neighborhood (Fairway Hills) and East Market Street, which is a four-lane, divided arterial street. While a townhome community can, at times, serve as an appropriate use between these areas, at this time, staff is not convinced the proposed rezoning and SUP are necessary to deviate from developing something similar to the adjacent uses or for what is planned by the Comprehensive Plan's Land Use Guide.

Transportation and Traffic

The Determination of Need for a Traffic Impact Analysis (TIA) form ("TIA determination form") for the proposed rezoning is attached. The TIA determination form indicated that the project would not generate 100 or more new peak hour trips, which is the threshold for staff to require a TIA. Therefore, a TIA was not required for the rezoning request.

Proffer #1 provides for the dedication of a 20-foot strip of right-of-way along East Market Street for a future shared use path, as well as a 20-foot temporary construction easement, the latter would expire 10 years after engineered comprehensive site plan approval. While staff is appreciative of the dedication of right-of-way and temporary construction easement, staff would have preferred that the applicant construct the path, or design and grade the space for future construction by the City.

Proffer #8 provides for the construction of a sidewalk along the Betts Road frontage of the property. Sidewalk improvements are not required as part of development of the site due to the absence of sidewalk on an adjacent property, however, this proffer would require the property owner to construct sidewalks along Betts Road as generally shown on the illustrative plan.

In December 2025, the Department of Public Works installed delineators at the intersection of East Market Street and Betts Road to create a Restricted Crossing U-Turn (RCUT). This was done in response to safety concerns and an evaluation of the number of crashes that have occurred at this intersection. An RCUT prohibits direct left turns and straight-through movements from side streets, which means drivers coming from Betts Road or Betts Court can no longer cross directly through East Market Street. Instead, vehicles on Betts Road approaching East Market Street must turn right onto East Market Street and then make a U-turn at a different median opening, such as at Evelyn Byrd Avenue, in order to travel eastbound on East Market Street. The delineators at the intersection are intended to be temporary, and the Department of Public Works has been evaluating the intersection since the RCUT was installed. At the Transportation Safety and Advisory Commission (TSAC) meeting in June 2026, the Department of Public Works will recommend

making the RCUT permanent. If TSAC endorses staff's recommendation to make the RCUT permanent, construction of a permanent concrete island (similar to what is at the Valley Mall entrance on E. Market Street) would be planned for summer 2026.

Staff and the applicant discussed the possibility of providing access to the site from East Market Street through a connection at the signalized intersection of East Market Street and Evelyn Byrd Avenue. Staff advised the applicant that adding a new connection (leg) to the existing signalized intersection would require further evaluation including, but not limited to, feasibility for left-turn lanes for eastbound traffic on East Market Street to the proposed development, where signal infrastructure would be installed, and if crosswalks and pedestrian signals would be required. The relocation of an existing power pole along East Market Street could also be necessary to construct an access point at this intersection. For this project, the applicant expressed concerns about the significant grade difference from East Market Street and the challenges that such a situation creates.

Public Water and Sanitary Sewer

While staff does not anticipate issues regarding water or sanitary sewer service availability for the proposed development, the applicant has been advised that they will be responsible to complete a study of the water and sanitary sewer capacity as part of the engineered comprehensive site plan process. Any public system improvements required to meet the increased demands resulting from the project will be the responsibility of the developer.

Housing

The City's Comprehensive Housing Assessment and Market Study (Housing Study) places the subject property within Market Type D, which notes that "[m]arket type D has lower market activity as well as lower access to amenities. This could be because the areas are stable residential neighborhoods or because the area is less developed and therefore has fewer sales and fewer amenities. Strategies that would be appropriate in the latter case include concurrent development of the housing and economic opportunities through mixed-use developments to build commerce and housing centers across the City."

The Housing Study identifies a need for a variety of housing options throughout Harrisonburg and notes that increasing housing can help address housing demand. Additionally, townhomes, which are typically priced less than detached homes, can be a more attainable homeownership option, creating opportunities for first-time homebuyers.

Know that since January 2021, when the Housing Study was completed, through April 16, 2026, City Council has created the opportunity, through approving rezonings, SUPs, and other actions, for the development of 3,988 dwelling units. Of those, 1,276 (about 32%) are for townhomes, while only 289 (just over 7%) are for single-family detached homes.

Public Schools

The City contracted with the University of Virginia's Weldon Cooper Center for Public Service to complete a report titled "Population and School Enrollment Projects for the City of Harrisonburg"

(April 2025). The report can be found at the following link: https://harrisonburgva.gov/sites/default/files/city-manager/HarrisonburgSchoolEnrollment_2025-04-30_Final.pdf. This report provides overall student enrollment projections through 2034 as well as estimated student generation by housing type for each elementary school attendance zone.

Based on the Weldon Cooper Center report's calculation, this development's proposed 49 residential units are estimated to generate 37 K-12 students at full build-out. According to the School Board's current attendance boundaries, Smithland Elementary School, Skyline Middle School, and Rocktown High School would serve the students residing in this development.

Conclusion

Staff acknowledges that the applicant's proffered conditions address some of the needs and concerns raised by City staff and neighboring property owners. However, staff finds that the proposed townhomes are not consistent with adjacent existing land uses nor the Comprehensive Plan's Land Use Guide.

Staff recommends denial of the rezoning and special use permit.

If the Planning Commission wishes to recommend approval of the rezoning and special use permit, staff recommends the following condition for the special use permit to allow townhouses:

- The townhouse development shall include either a public street or a private street where each townhouse is served by a driveway.

Options

1. Recommend denial of the rezoning and special use permit.
2. Recommend approval of the rezoning and special use permit with the recommended condition.
3. Recommend approval of the rezoning and special use permit with other conditions.
4. Recommend approval of the rezoning and special use permit as submitted by the applicant.
5. Recommend approval of the rezoning and denial of the special use permit.

Attachments

- Site maps
- Application and supporting documents
- Public comments