



PUP2020-00017

Jocelyn Senn

Staff Report for Planning Commission Public Hearing
Prepared October 28, 2020

This report is prepared by the Henrico County Planning Staff to provide information to the Planning Commission and the Board of Supervisors to assist them in making a decision on this application. It may also be useful to others interested in this land use matter.

I. PUBLIC HEARINGS:

Planning Commission: November 12, 2020 Pending (*Deferral requested to December 10, 2020*)

II. IDENTIFICATION AND LOCATIONAL INFORMATION

Request: Provisional Use Permit to allow the operation of a bed and breakfast with special events

Existing Zoning: R-2A One-Family District

Acreage: 16.44 acres

Location: West line of Osborne Turnpike at its intersection with Battery Hill Drive

Magisterial District: Varina

2026 Comprehensive Plan Recommendations: Rural Residential and Environmental Protection Area

Parcel Nos.: 804-675-3435, 804-675-5989, 805-675-2498, and 805-676-8116

Zoning of Surrounding Properties:
North: R-2A One-Family Residence District
South: R-2A One-Family Residence District
East: R-2A One-Family Residence District
West: C-1 Conservation District

Staff Contact: Lisa Blankinship (501-5486)

III. SUMMARY OF STAFF REPORT:

The is a request to allow the operation of a bed and breakfast with special events on several parcels totaling 16.44 acres. The property is zoned R-2A One-Family District and approval of a provisional use permit is required to operate a bed and breakfast with accessory gatherings in One-Family Residential Districts.

The applicant has submitted an informational booklet and site plan indicating the location of existing buildings, site features, parking areas, and areas for proposed indoor and outdoor gatherings to include weddings, family reunions, anniversaries, and receptions. These events could utilize a variety of vendors. The applicant has indicated that she currently resides in a Cape Cod-style house on one of the parcels and has renovated a second home on an adjacent parcel. Both homes would be utilized for bed and breakfast space.

The proposed facility would be the first bed and breakfast in Varina and only the third in the county and could help promote tourism in the area. Varina is known for several historic and recreational features, including the historic Route 5 corridor, National battlefields, the Virginia Capital Trail, and access to the James River.

While the proposed use could be a unique opportunity for the property, the site is surrounded by large lot, residential uses; therefore, the proposed outdoor events aspect could have impacts on adjacent residents. To minimize these impacts, special consideration should be given to the frequency of events, number of guests, access, hours of operation, and noise. Staff recommends this request be deferred to allow the applicant time to address these concerns.

The applicant has created a web presence to inform the community about this request. In addition, a community meeting was scheduled for October 29th, but has been postponed due to a family emergency and health concerns. The applicant has requested a deferral of this request to the December 10, 2020 meeting to allow time to reschedule the community meeting and address the items outlined in Section IV.

IV. LAND USE ANALYSIS AND IMPLICATIONS:

The subject property and is located on the west line of Osborne Turnpike at its intersection with Battery Hill Drive. The site is zoned R-2A and is also within the Airport Safety Overlay District. The 2026 Comprehensive Plan recommends Rural Residential and Environmental Protection Area for the portion of the site adjacent to the James River. Adjacent property to the north, south, and east consists of residential uses on large lots, also zoned R-2A.

The applicant is requesting a provisional use permit to allow for the operation of a bed and breakfast with accompanying special events. The applicant has submitted an informational booklet describing the proposal. The subject property consists of 4 parcels totaling approximately 16.44 acres and includes the following:

- Renovated Farmhouse - (1520 Rustling Cedar Lane - GPIN 805-675-2498) This parcel contains 4.56 acres and consists of a 1 and 1/2 story farmhouse with a barn. The home was recently renovated by the applicant and consists of 3,423 square feet with a guest area of 2,669 square feet. There are 3 guest rooms with 3 and ½ baths.

- Cape Cod-Style Home – (2 San Ramon Way - GPIN 804-675-5989) This parcel contains 4.4 acres and is the primary residence of the applicant. The Cape Code style home is 1 and ½ stories with 1,452 square feet. The applicant has indicated this home would be renovated to accommodate guests of the bed and breakfast. Another barn is located on this parcel which extends to the James River. A pond is located to the north. Dock access is provided to both bodies of water.
- Natural Habitat – (9128 Osborne Turnpike GPIN 805-676-8116) This parcel contains 6.08 acres and fronts Osborne Turnpike. The parcel is a natural habitat and provides a maze of walking trails throughout for guests.
- River Frontage – (1401 Rustling Cedar Lane GPIN 804-675-3435) This parcel contains 1.4 acres and fronts the James River.

As proposed, the bed and breakfast would eventually include five guest bedrooms, three in the farmhouse and two in the Cape Cod. The owner and one assistant would run the day to day operations of the bed and breakfast. A continental style breakfast would be provided daily for guests and would include pastries, preserves, juices, and coffee with posted hours. Guests would park in the gravel lot to the east of the farmhouse. Bikes, fishing poles, picnic supplies, and canoes would be made available to guests.

In addition to the bed and breakfast, the applicant wishes to hold special events including weddings, family reunions, anniversaries, and receptions. The applicant has indicated the intent to allow up to 60 such events per year at one of six venues featured on the site. One of the venue sites would be indoors while the other five would be outdoors. There would be three separate parking areas throughout the property. The following is a list of the proposed venues for special events which are listed and shown on the overall site plan submitted by the applicant:

- Event Site #1 (ES1): 1520 Rustling Cedar Lane
 - Interior event space - Interior farmhouse
 - Parking provided in Parking Area #1
 - Max Occupancy – 74 guests
- Event Site #2 (ES2): 1520 Rustling Cedar Lane
 - Outdoor event space - exterior farmhouse – terrace
 - Parking provided in Parking Area #1
 - Max Occupancy – 150 guests
- Event Site #3 (ES3): 1520 Rustling Cedar Lane
 - Outdoor event space - Civil War earthworks
 - Parking provided in Parking Area #1
 - Temporary tents would be provided as needed for inclement weather
 - Max Occupancy - 50 guests
- Event Site #4 (ES4): 2 San Ramon Way
 - Outdoor event space - riverfront
 - Parking provided in Parking Area #2
 - Temporary tents would be provided as needed for inclement weather
 - Max Occupancy - 250 guests

- Event Site #5 (ES5): 1420 Rustling Cedar Lane
 - Outdoor event space – riverfront
 - Parking provided in Parking Area #3
 - Temporary tents would be provided as needed for inclement weather
 - Max Occupancy - 100 guests

- Event Site #6 (ES6): 9128 Osborne Turnpike
 - Natural habitat
 - Parking provided in Parking Area #1
 - Temporary tents would be provided as needed for inclement weather.
 - Maximum Occupancy – 100 guests

The applicant has also submitted an informational booklet which illustrates the 6 proposed event sites, including tent locations and event and employee parking. However, the applicant should provide more detail with respect to the following items for each of the 6 proposed event spaces:

- Location of sanitation facilities, garbage and sewage disposal;
- Location of catering facilities;
- Clarify the nature and use of the tents and other structures noted within the natural area;
- Plan for emergency medical services and fire protection;
- Detailed parking plan to include required parking spaces, lighting, and traffic control;
- Sound limitations to prevent any sounds from exceeding 65 decibels at the property lines;

The applicant recently installed a long, gravel road along the property's eastern property line. The applicant should clarify the use of the road, as the noise and frequency of use during proposed events would have a noise impact on the adjacent residences and potential traffic conflicts at the entrance of Battery Hill Drive.

Staff notes the proposed site plan shows access to the proposed outdoor Event Site #5 via Rustling Cedar Lane, which is a private drive. Staff recommends an access and maintenance agreement be formalized between the applicant and property owners who also use Rustling Cedar Lane. The applicant is also encouraged to clarify if access is intended on Battery Hill Drive, which is a public road abutting the north line of the subject site near Osborne Turnpike.

In addition, a pond is located along the northern portion of the subject property and abuts several adjacent parcels. To minimize future conflicts over the use of the pond, staff recommends there be a formal agreement between the applicant and the property owners who adjoin the pond regarding use and maintenance.

This request could provide additional services to the community and help promote tourism in Varina, which is known for several historic and recreational features. However, the subject property is surrounded primarily by large-lot, residential uses. The proposed bed and breakfast and outdoor events are new uses and could have impacts on adjacent neighbors who have expressed concerns regarding the introduction of non-residential uses in the area. To minimize impacts on the adjacent neighbors, special consideration should be given to the frequency of events, number of guests, access into and throughout the property, hours of operation, and noise.

As noted above, staff believes a number of details regarding the request should be addressed by the applicant prior to consideration by the Planning Commission. This additional information would allow staff the ability to fully evaluate potential impacts and draft applicable conditions. For these reasons staff recommends deferral of this request to allow the applicant time to address these concerns and reschedule the community meeting.

The applicant has requested a deferral of this request to the December 10, 2020 meeting.

V. COMPREHENSIVE PLAN ANALYSIS:

Land Use Plan Recommendation:

The 2026 Comprehensive Plan recommends Environmental Protection Area and Rural Residential with a recommended density not exceeding 1 unit per acre. This request is not entirely consistent; however, based on historical use of the property, the proposed use could be consistent with this designation if the applicant could address staff's concerns identified in Section IV of this report.

Vision, Goals, Objectives and Policies:

This request could be consistent with the following Vision, Goals, Objectives, and Policies of the 2026 Comprehensive Plan:

- Infrastructure/Service Provision & Growth Coordination Goal 8: The county will have maintained and preserved residential character throughout the county and its neighborhoods to promote the creation of an attractive community.
- Land Use & Community Character Goal 3: The county will have a diverse and balanced mix of land uses promoting fiscal health.
- Land Use & Community Character Goal 4: The county will have a strong sense of community identity that is protected and further developed.
- Natural, Cultural & Historic Resources Objective 22: The County will support property owners in efforts to maintain historic and cultural resources.

VI. PUBLIC SERVICE AND SITE CONSIDERATIONS:

Major Thoroughfare and Transportation:

Traffic Engineering has no objections to this request.

Drainage:

All proposed improvements must comply with all applicable Public Works plan of development requirements. Land disturbance greater than 2500 square feet would require a Comprehensive Grading Plan and an Agreement in Lieu of an Erosion and Sediment Control Plan. The site must comply with applicable stormwater quality and quantity requirements. Based on information in the County's GIS, there appears to be 100-year floodplain present on the site. It appears there may be an SPA Stream and/or an RPA stream on the property. Based on GIS, Waters of the U.S. and/or hydric soils are present (indicating possible wetlands). Corps of Engineers and DEQ permits may be required.

Public Utilities Services:

The property does not have water or sewer available. It is in the future Roundabout Creek West SPS basin. The closest water lines are 3 miles away. DPU has no objections to B&B or Special Events.

Schools:

This request does not involve the addition of any residential housing thus it does not have any educational impacts.

Division of Fire:

The Division of Fire recommends the events structure/activity go through a Plan of Development process. This would allow Building Inspections to review the structure to meet current life safety needs for an assembly use. This would also allow the Fire Department to review the emergency access to the event structures.

Division of Police:

Off-duty officers can be hired for traffic control for events. Also, placing a maximum number of event goers should be considered.

Library:

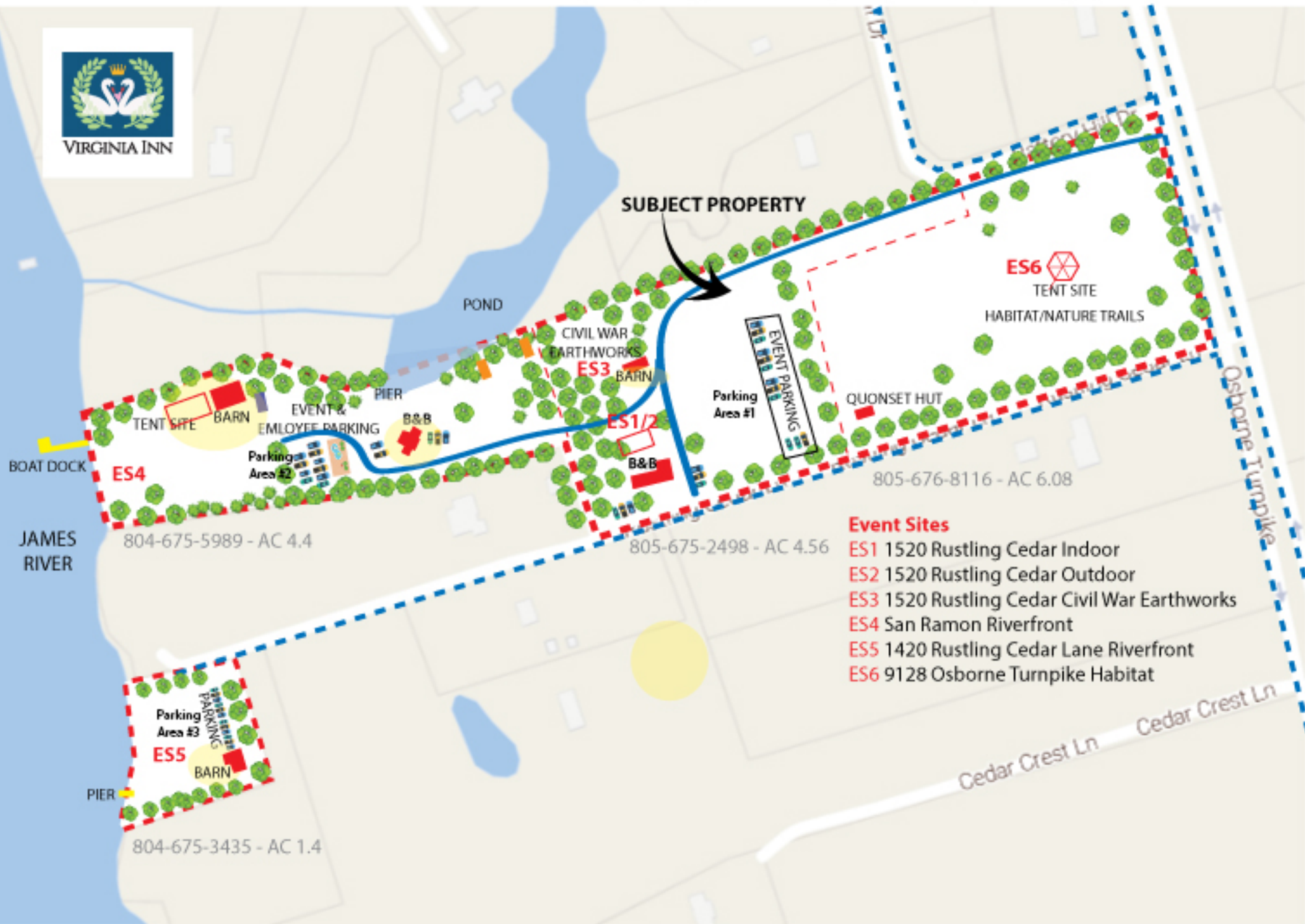
No comment on this request.

Recreation and Parks:

No park or recreation facilities, historical, or archeological impacts. The subject property falls within the Civil War battlefield area identified by the Virginia Department of Historic Resources as: 043-0307 New Market Heights Battlefield. A Civil War line of earthworks would not be impacted by the requested use.

Topography and Land Characteristics Adaptability:

Use of the site of the site will need to address potential wetlands impacts, as well as any special flood hazard areas located within the site.



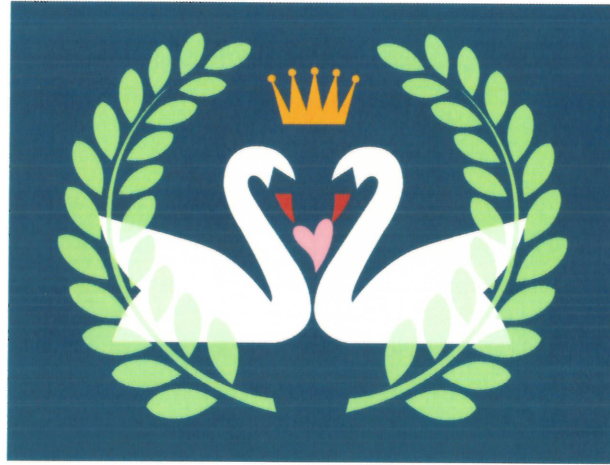
Event Sites

- ES1 1520 Rustling Cedar Indoor
- ES2 1520 Rustling Cedar Outdoor
- ES3 1520 Rustling Cedar Civil War Earthworks
- ES4 San Ramon Riverfront
- ES5 1420 Rustling Cedar Lane Riverfront
- ES6 9128 Osborne Turnpike Habitat

ZONING: BED & BREAKFAST WITH CATERED AND OUTDOOR EVENTS
VARINA DISTRICT - 16.44 ACRES

PUP2020-00017

	SUBJECT PROPERTY		PERMANENT BUILDING		PARKING
	GUEST PRIVATE GRAVEL ROAD		TENT SITE		CONDITIONED BATHROOM TRAILER
	ROAD FRONTAGE				



VIRGINIA INN

THE VIRGINIA INN

BED AND BREAKFAST & SPECIAL EVENTS FACILITY

1520 Rustling Cedar Lane

Henrico, VA 23231

Presented by:

Jocelyn Senn

Jsenn100@aol.com

August 18, 2020

PUP2020-00017

SUMMARY

Jocelyn Senn, the owner, has transformed a condemned and vacant house at 1520 Rustling Cedar Lane, and surrounding properties, into a beautiful homestead, The Virginia Inn. The estate consists of seventeen plus acres of historic property on the James River, and adjoins Osborne Turnpike across from the national battlefield parks. Our plan is to create an exceptional bed and breakfast experience with a combination of unique indoor and outdoor event venues.

The goals being threefold:

1. Benefit the neighborhood by enhancing property values and offering a local place to house guests and host special private and corporate events
2. Enhance the Route 5 Corridor tourism experience
3. Generate revenue for the proprietor, local businesses and county of Henrico, in the Varina District

To do this, we seek the permission of our neighbors, community and the county board to grant us the provisional use permits required to achieve these goals.

LOCATION AND RELATED INFORMATION

The Virginia Inn is located at 1520 Rustling Cedar Lane, Richmond, Virginia in the Varina District of Henrico County.

OWNERSHIP OF PROPERTY

Jocelyn Senn is the owner. The home was purchased in May of 2017, which included a house and barn, situated on 4.557 acres. It adjoins Ms. Senn's properties, located at 9128 Osborne Turnpike, 2 San Ramon Way and 1420 Rustling Cedar Lane.

STATE OF PROPERTY

Built in 1958, the property was is in need of major repairs. This is due to the age of the main home and barn, weather elements over the years, neglect of the home and lack of maintenance for nearly 20 years. 1520 Rustling Cedar Lane, when purchased, was overgrown and trash littered the property. There was extensive water and termite damage and rot, which needed to be repaired to make the home safe to even enter. The property needed complete rehabbing. Due to the expense of repairing the home, the best use is to turn it in to a Bed and Breakfast with events incorporating all seventeen plus acres owned by Ms. Senn.



House



Barn

THE VIRGINIA INN RENOVATIONS FOR BUSINESS

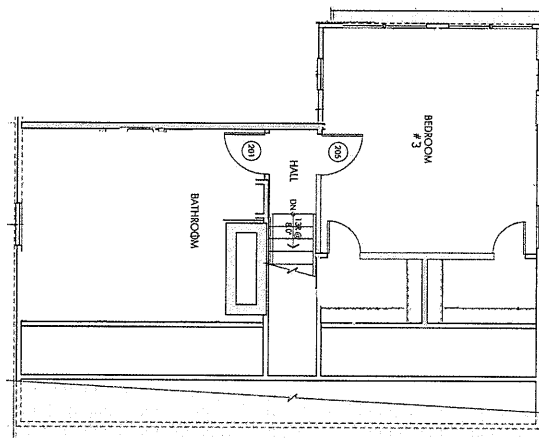
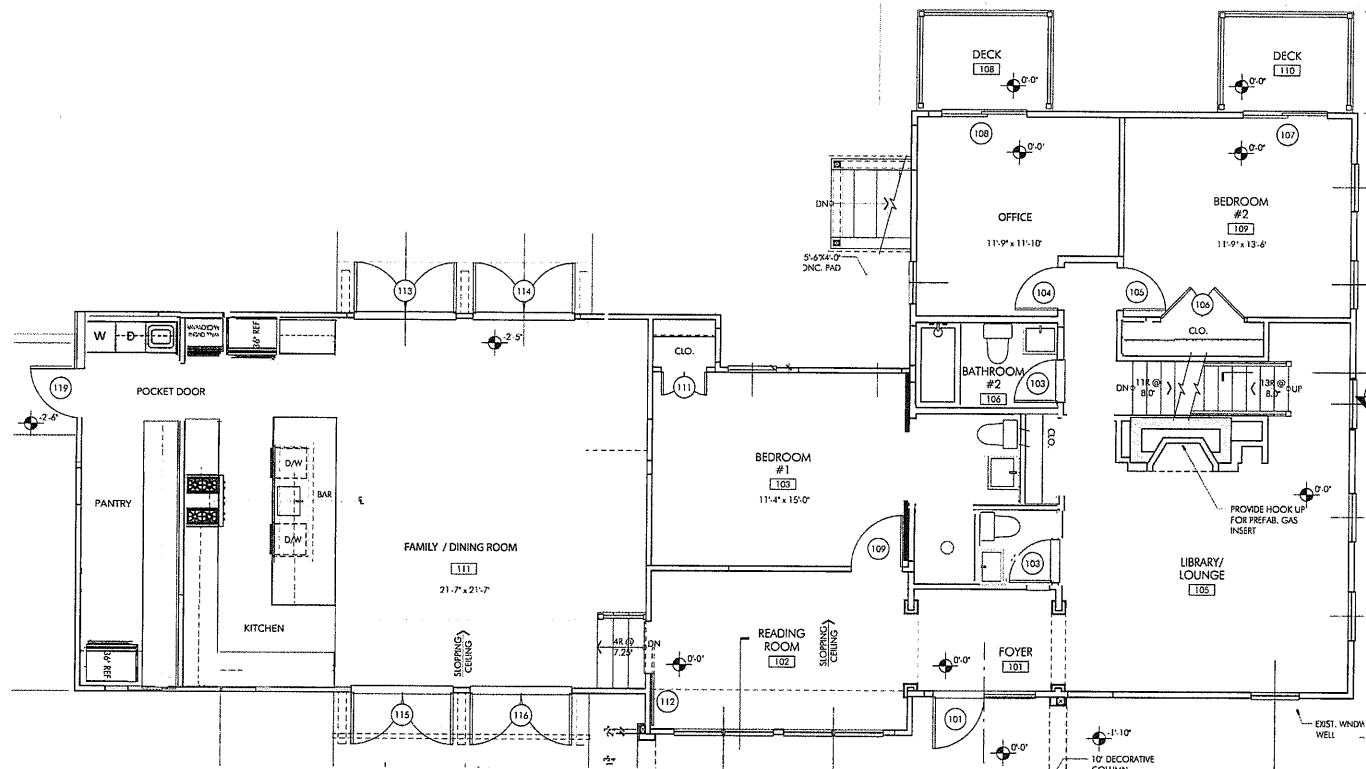


PHASE I

First and foremost, make the house safe to enter. Replace rotten joist, framing, remove broken glass and pull down ceilings that are falling in. Remove trash from the property and recycle when appropriate.

The plan - take a two bedroom, one and a half bath house and transform it into a modern farmhouse, Bed and Breakfast containing 3 guest rooms, with three and a half bathrooms.





Zoning Ordinance Requirements:

Definition per Sec 24-3: *Bed and breakfast home*. A private, owner-occupied dwelling with guestrooms where transient guests may stay for periods up to two weeks. Meals may be served to guests. The bed and breakfast function shall not detract from the primary residential use or appearance of the building.

As permitted in the R-2A District per Sec 24-12.1(b):

(b) A bed and breakfast home. Bed and breakfast homes shall comply with the following criteria and any other conditions imposed in accordance with section 24-122.1 of this Code:

(1) Each application for a bed and breakfast home shall include an operations and site plan showing the location and design of structures and features of the site, number of employees and other details, and how the bed and breakfast home will comply with the requirements of this section.

(2) The bed and breakfast home shall have no more than three guestrooms, unless the board finds that the additional rooms will not detrimentally impact the surrounding neighborhood. **The Virginia Inn has 5 guest rooms. With over seventeen acres of land and trees the neighborhood will not be detrimentally impacted. Additionally, due to the high renovation expenses of the house, three bedrooms would make it impossible to recoup the cost to repair and maintain.**

(3) The owner shall reside in and operate the bed and breakfast home. **My primary residence is adjoining. I request the option of staying in the adjoining property.**

(4) The exterior of the building shall not be altered from its single-family character. **To make the house handicap accessible, moving the front door was imperative. The garage area is being converted to living space to meet the size requirements and we are adding accessibility for all.**

(5) The home shall have at least 2,500 square feet of livable floor area for the first three guestrooms and 300 square feet of additional livable floor area for each guestroom thereafter. **Total floor area: 3,423**

Guest area: 2,669

(6) Parking areas shall be located and designed to complement the residential character of the lot and to minimize potential impacts on adjacent properties. Notwithstanding the regulations set out in section 24-98, the board may permit parking areas to remain unpaved. **See parking schematic**

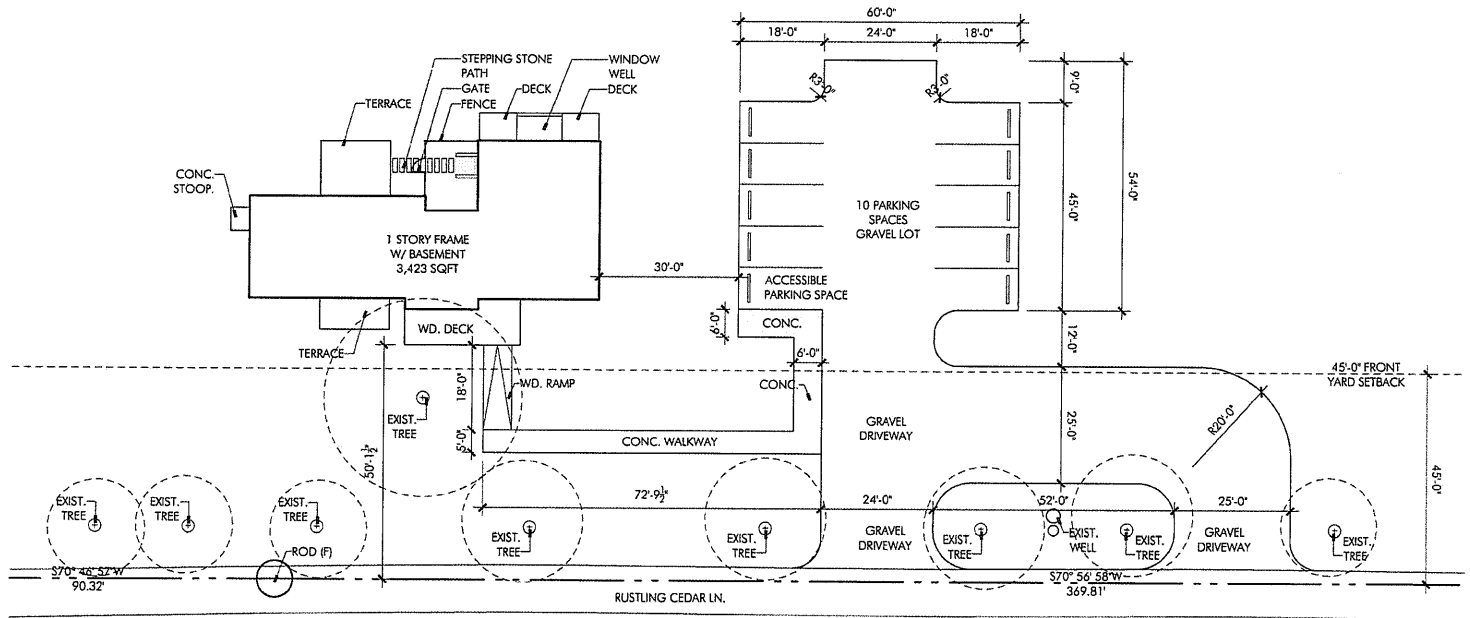
(7) There must be at least one bathroom available for the exclusive use of paying guests. **5 available**

PHASE II

Primary residence of the owner, the home at 2 San Ramon Way, will be renovated to accommodate quests.



BUSINESS OPERATIONS FOR BED AND BREAKFAST



The Virginia Inn will be open for business year round, with a few weeks blocked out as the owner see fit.

Meals: A continental style breakfast will be provided for the guests including pastries, preserves, juices and coffee with posted hours.

Parking: 4 parking spaces, to the right of the house, will accommodate the bed and breakfast guests. Please see attached layout above for further details. Employee parking will be to the left of the kitchen (see CONC STOOP.) above.

Staff: Jocelyn Senn (owner) and one assistant, as needed, to run the daily operations. The owner lives on the premises and would employ an innkeeper as needed to stay on site.

Tourism: In our foyer and on our website, we will provide guests with brochures and maps of local attractions and landmarks, shopping locations, restaurants, and historic sites.

Recreation: We will make available bikes, fishing poles, picnic supplies and canoes for our guests to explore the local trails and pond. For guests of 1520 Rustling Cedar Lane, they will have access to the James River at the 1401 Rustling Cedar Lane property

BUSINESS OPERATIONS FOR SPECIAL EVENTS

The Virginia Inn is an ideal place events such as weddings, family reunions, anniversaries and receptions. We are conveniently located minutes to downtown Richmond and the Richmond International Airport (RIC).

Special Events: 60 events per year. Featuring 6 different venues from a few people to the maximum occupancies listed below.

1. Indoor Event: 1520 Rustling Cedar Lane. Parking is to the right of guest parking. Max Occupancy 74
2. Outdoor Event: 1520 Rustling Cedar Lane, behind the house on the terrace and before the barn. Parking is to the right of guest parking. Temporary tents as needed for inclement weather. Max Occupancy 150
3. Outdoor Event: 1520 Rustling Cedar Lane, Civil War Earthworks. Parking is to the right of guest parking. Max Occupancy 50
4. Outdoor Event: 2 San Ramon Way, riverfront. Parking to the left of the barn near the fig orchard. Temporary tents as needed for inclement weather. Max Occupancy 250
5. Outdoor Event: 1420 Rustling Cedar Lane, riverfront. Parking to the left of the Rustling Cedar Lane. Temporary tents as needed for inclement weather. Max Occupancy 100
6. Outdoor Event: 9128 Osborne Turnpike, habitat. Parking to the left of the Rustling Cedar Lane. Temporary tents as needed for inclement weather. Max Occupancy 100

Vendors:

We will have pre-selected vendors/a preferred vendor list, for our guests wishing to use any of the venues. Our goal is to ensure vendors are licensed and insured to conduct business in Virginia. Categories will include, but not limited to:

Caterer (includes food, bar and waiting staff)

Photographer

Valet Service

Florist

Event coordinator

Clean up crew

Limo Service

Videographer

Live Entertainment

Disc Jockey

Guests who do not want to use our preferred vendors can use their own vendors but will need to supply appropriate licensing, insurance and permits.

Event Parking

Parking is available by paved or graveled road. Parking will be in the fields adjacent to each venue on compacted lawn surfaces. See above – Special Events

Daily Traffic on Osborne Turnpike

Events will take place primarily on weekends. This will not add to the regular business traffic flow through Osborne Turnpike, which takes place primarily during the week.

Restrooms

We will provide guests with the necessary amount of modern portable restroom facilities near the reception areas. They will not be visible from Osborne Turnpike.

Advertising

“Bed and breakfasts are shifting their attention to the business traveler, so have they have shifted the focus of their advertising to a more visible Web presence. Ray Coll, President of the Pittsburgh Bed & Breakfast Association states in an article published in the Pittsburgh Business Times that about 80 percent of business travelers find out about inns online. This is in keeping with a survey published in 2001 by CNNMoney online and conducted by B&B Getaways. The survey asked how guests find out about bed and breakfasts and reported the following results:

- 49% Internet
- 18% Word of mouth
- 6% Print advertising and travel guides”
- Marketing to millennials - Millennial vacationers don’t want the same things as their parents when it comes to vacations. “No packaged deals for this crowd!” Valluri says. In 2017, hospitality industry professionals need to recognize that millennial customers want a unique experience, from food to tourism to the place that they stay. Hoteliers will need to find ways to create “shareable and unique” experiences to satisfy this market.

Source: The SBDC National Information Clearinghouse serving the Small Business

City and County benefits

- Business is vital to growing tourism and economic development in the East End of Henrico County.
- Need. Surrounded by parks, marinas, trails and a multitude of attractions, there are no places for guests to stay in an intimate setting, right in the heart of Varina.
- Bed and breakfast accommodations provide an appealing alternative - allowing tourists to experience the ambiance of the Route 5 Corridor.
- Currently, Take5, the Route 5 Corridor Coalition, does not have any lodging options. This would be a first.
- Beautification. We are transforming a condemnable eye sore into a high end Inn and event venue.
- Means for the owner to afford to restore a dilapidated house that otherwise would continue to deteriorate and eventually have to be torn down.

REVENUE

1. Real Estate Tax
2. Business License Taxes
3. Income Tax
4. Tourism
5. Job creation within the Inn and it's vendors
6. Event guests coming from around the world to visit the Rt. 5 corridor
7. Hotels, restaurants, the airport, transportation and service providers will benefit financially

The Owner

25 year resident of Varina

Developed and restored many historic properties in Virginia over the last 25 years

Experienced business owner - owns multiple corporations and liability companies

Was awarded RTD's fast growing business award

Award winner Styles Top 40 Under 40

Has created hundreds of jobs over her career

THE VIRGINIA INN, THE IDEAL PLACE FOR THE IDEAL BUSINESS

The Virginia Inn is a perfect location for a Bed and Breakfast and event space for the following reasons.

1. PROXIMITY

- Richmond International Airport
- Historic Church Hill, Downtown, Fan District
- Route 5 Corridor
- The James River
- History
- Trails
- Attractions

2. THE ROUTE 5 CORRIDOR

“For over 12,000 years the Native Americans have called this region home. This is where John Smith first stepped foot in Virginia. John Rolfe established a tobacco farm and lived here. Benedict Arnold fought a Revolutionary War battle at Osborne Landing. Thomas Jefferson, George Washington, Benjamin Franklin, and Patrick Henry gazed across the farmland during their journeys from our old capital of Williamsburg and our new capital of Richmond.

Route 5 – also known as New Market Road – is America’s second oldest road and an official Virginia Scenic Byway.

The Route 5 Corridor Coalition is a group of local, regional, and state organizations seeking to maximize the economic potential of this resource, while ensuring the proper preservation and respectful development to sustain it. We work to unite residents, landowners, and experts in tourism, agriculture, and planning to achieve this goal.” <https://route5va.org/about/>

3. HISTORIC

- Located across Osborne Turnpike lies the National Battlefield Parks of Fort Gilmer, Battery Alexander, Fort Gregg, Fort Johnson, Fort Harrison, Fort Hoke and Fort Brady.
- On the property Rusting Cedar Lane property, there are Civil War earth works that are intact.
- Short, beautiful drive to the treasures of the James River Plantations – Sherwood Forest, Westover, Shirley, Evelyton and Berkely.
- Conveniently located to the Richmond Slave Trail, Fort Pocahontas, Freedom Park, Chickahominy Tribe and the Wolf Creek Cherokee Museum.

4. ATTRACTIONS

- Located less than a mile to Osborne Landing, which offers a boat launch, fishing piers, playgrounds, shelters and trails. The landing also brings in international fishermen competing in bass and catfish tournaments.
- Bicyclists will enjoy a quick ride through the Historic Battle Field Park to connect with the Virginia Capital Trail. Or hit Gillies Creek Parks BMX race track.
- Bird watchers will enjoy Bald Eagle Tours or walking through the six acre nature habitat on Ms. Senn's property.
- Hadad's Lake offers swimming, row boating, mini-golf and more.
- VCU Rice Rivers Center "Located on 494 acres along the historic James River, midway between Richmond and Williamsburg, Virginia, we are in the heart of diverse aquatic and terrestrial habitats. The grounds and research facilities provide an ideal gathering place for scientists, educators and resource managers."
<http://www.ricerivers.vcu.edu/about-us/> The Rice Center is open for tours the second Thursday of every month, from 1 to 4 p.m.
- Harrison Lake National Fish Hatchery (NFH) "is a 444-acre U.S. Fish and Wildlife Service facility located in the quiet rural setting of Virginia's historic tidewater plantation country." "Recreational opportunities at Harrison Lake NFH such as fishing, boating, hiking, wildlife watching, and picnicking attract most of our visitors. Our aquaculture often goes unnoticed by visitors since we conduct most of it inside our buildings, and the dark water in our outdoor ponds makes it difficult to see any fish we have in them. However, if you time your visit during April and May, you can witness the production of hundreds of thousands of young American shad in our fish house." <https://www.fws.gov/harrisonlake/>

5. TRAILS

- Virginia Capital Trail
- Chapel Island
- Chickahominy Wildlife Management Area
- East Coast Greenway
- Green Springs Interpretive Trail
- James River Park System
- John Smith Trail
- The Low Line
- The Battle Field Parks

6. WATER

- James River frontage
- Pond
- Close proximity to Osborne Landing and Deep Bottom boat ramps
- Minutes from the Rockets Landing marina and the Richmond Yacht Basin

Bed and Breakfast Statistics

The B&B Industry in the U.S. has an estimated worth of \$3.4 billion
The core of this starts with the estimated 17,000 inns in the U.S. and then branches out to all the product and services needed to enable these inns to be the desired destination for millions and millions of travelers, both domestic and international.



Real Estate



Insurance



Hospitality



Furniture



Food & Beverage



Cleaning



Safety

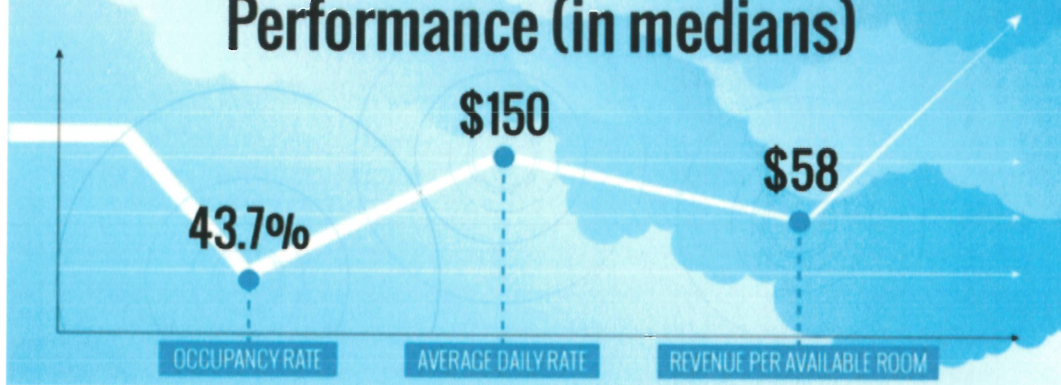


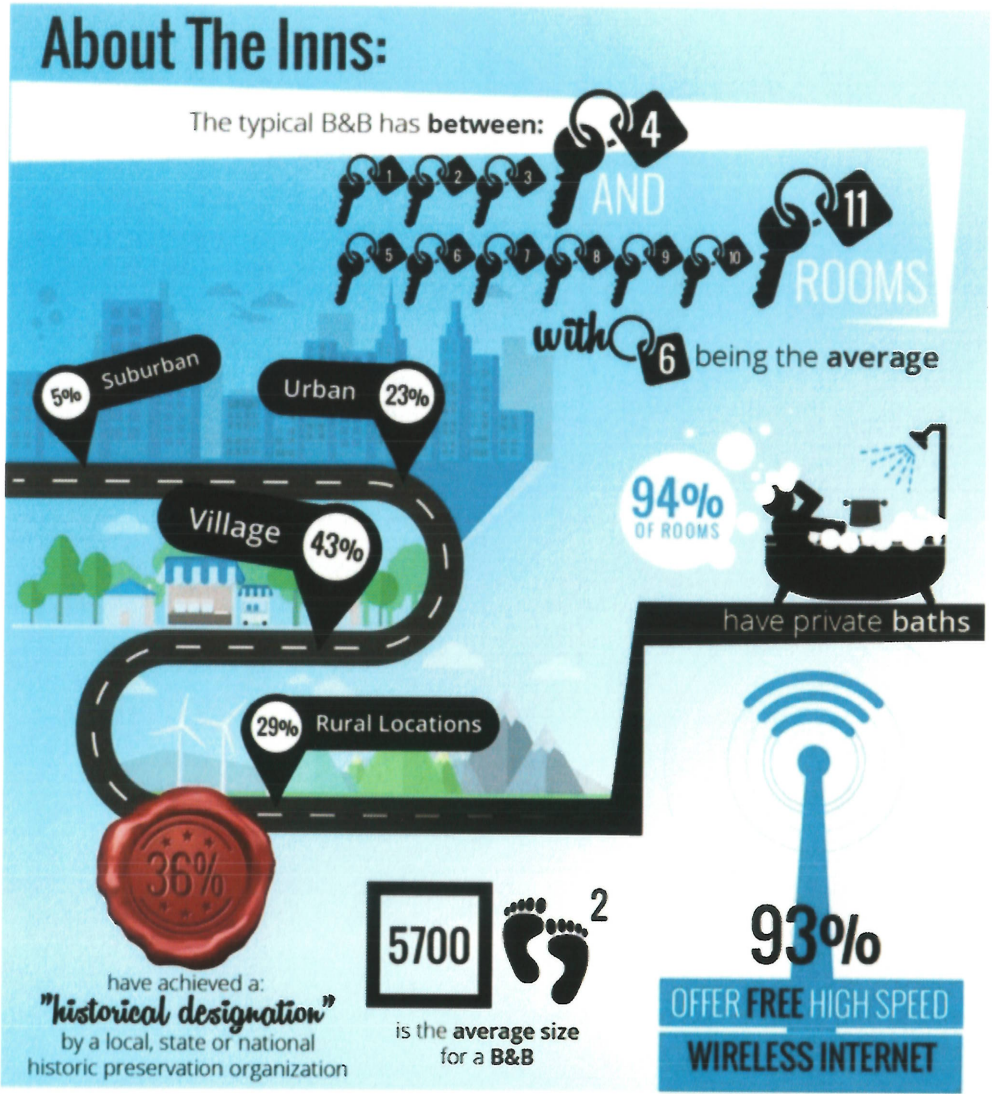
Heating



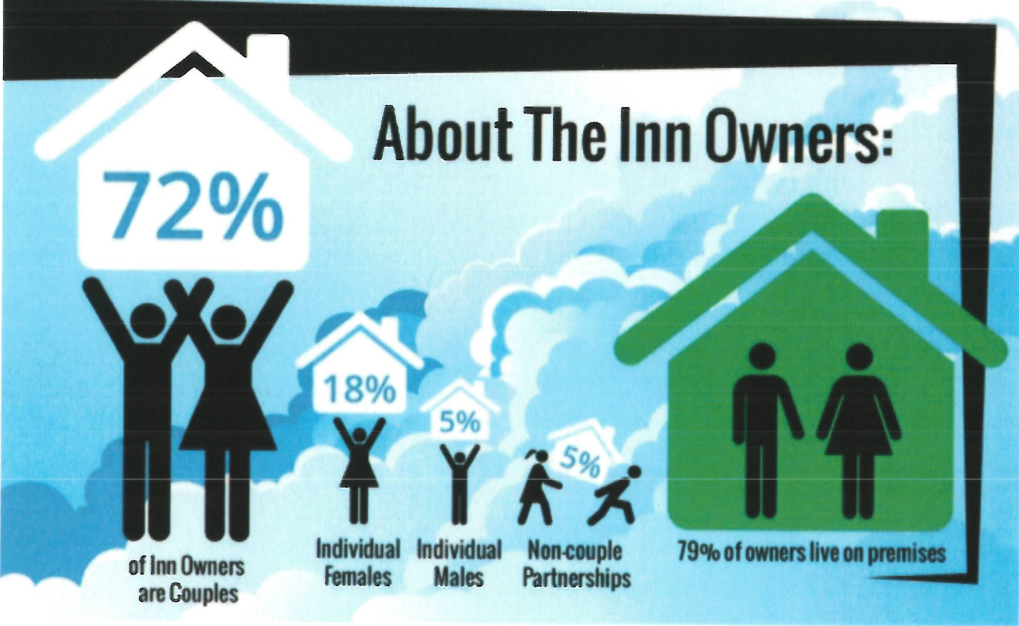
Cooling

Performance (in medians)





Unlike major hotel and motel chains, bed and breakfasts are typically not owned by corporations. B&B ownership in the United States breaks down as follows:



Source: Little Hotelier

The average American bed and breakfast has an occupancy rate of 43.7 percent and an average daily rate of \$150

Industry Opportunities & Threats

- Customers are expected to travel more frequently as the economy continues to improve
- Inbound trips by non-US residents have outpaced domestic trips by US residents
- The continued popularity of Airbnb is expected to increase industry competition

Industry Analysis & Industry Trends

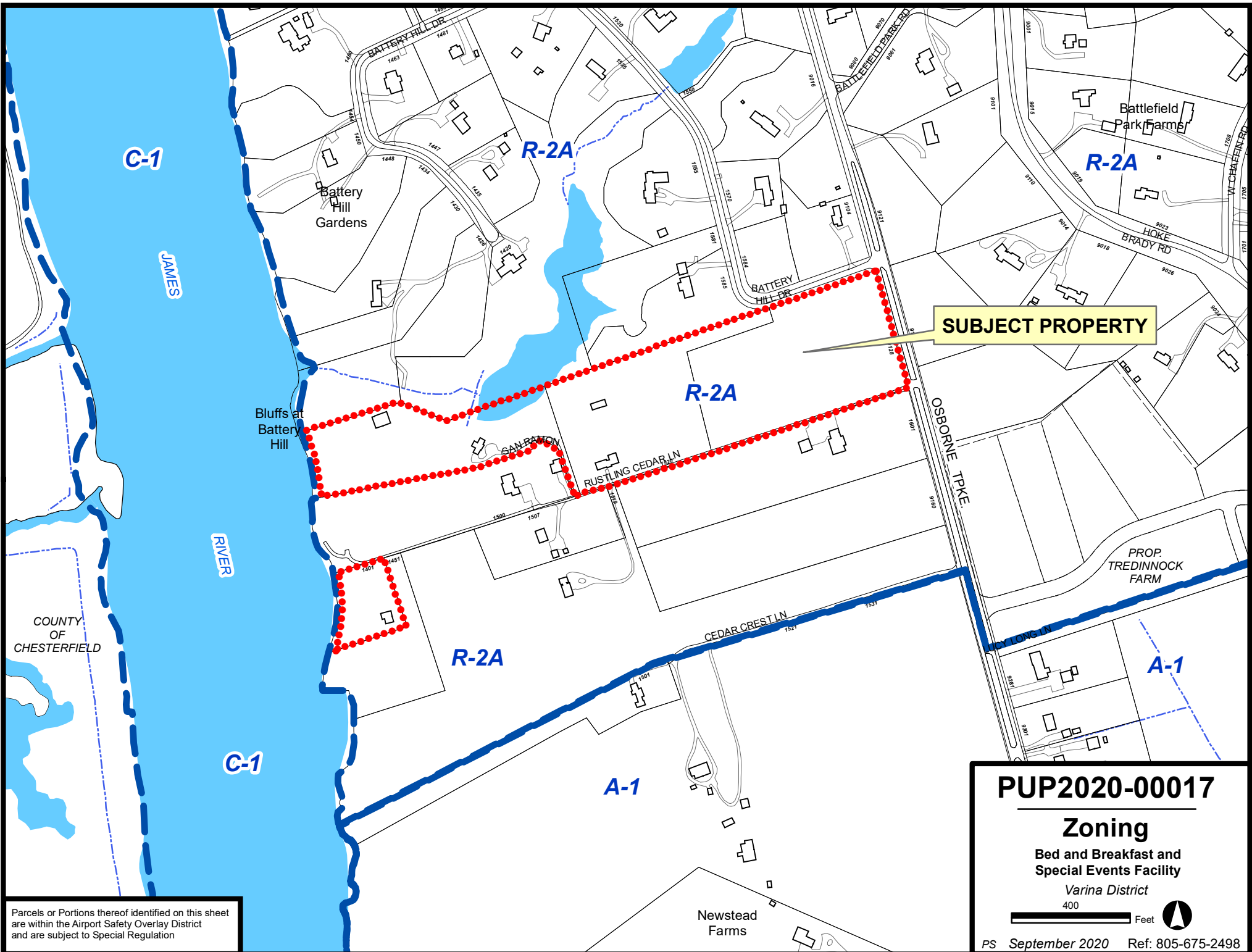
The Bed and Breakfast and Hostel Accommodations industry has benefited over the five years to 2017 from the rebounding economy. Driven by an increase in travel rates and spending, which has positively impacted all travel industries, demand for bed and breakfast and hostel accommodation has risen steadily since 2012. Over the five years to 2022, industry revenue is forecast to increase albeit at a slightly slower rate than during the previous period. The internet has become the main platform for small accommodation providers to advertise, and those with a superior online presence are more likely to succeed over the next five years. The industry is likely to benefit from increased internet penetration rates over the next five years.

The current size of the Bed-and-Breakfast Inns market is \$1.3 billion. The industry has grown on average 7% per year since 2011. Compared to 2015, 2016 revenues have grown 7%. Long term forecasts for the industry project positive growth. The average company in this industry has revenues of \$0.4 million, and 6 employees.

Source: IBIS World

Conclusion

We respectfully request approval of this business venture that has so many benefits to the community of Varina, Henrico County, and to the city of Richmond.



SUBJECT PROPERTY

Parcels or Portions thereof identified on this sheet are within the Airport Safety Overlay District and are subject to Special Regulation

PUP2020-00017

Zoning

Bed and Breakfast and Special Events Facility

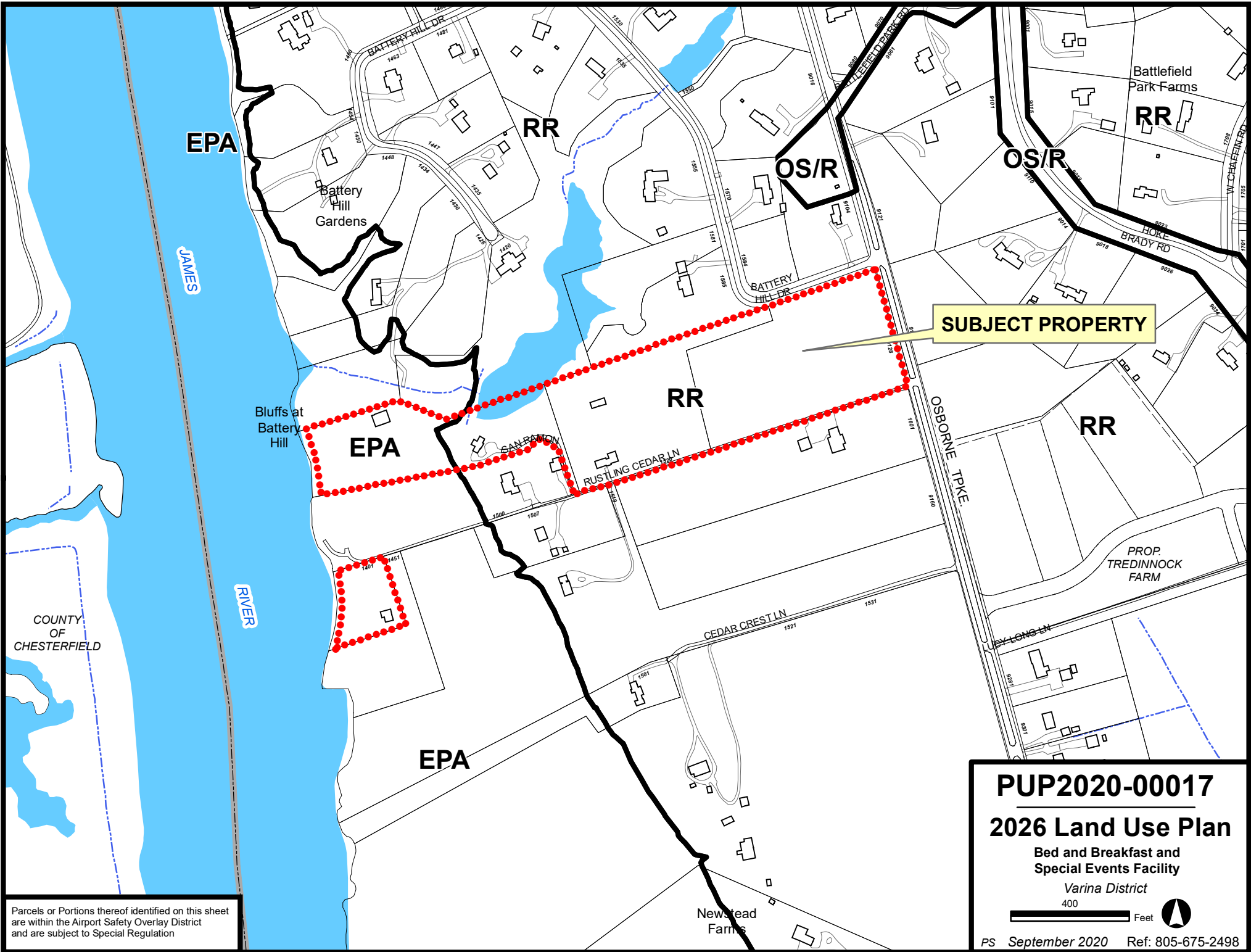
Varina District

400

Feet



PS September 2020 Ref: 805-675-2498



SUBJECT PROPERTY

Parcels or Portions thereof identified on this sheet are within the Airport Safety Overlay District and are subject to Special Regulation

PUP2020-00017
2026 Land Use Plan
 Bed and Breakfast and
 Special Events Facility
 Varina District
 400 Feet
 PS September 2020 Ref: 805-675-2498