



# *1997 Comprehensive Plan Strategies* **2000 Status Report**

Report prepared by the Planning Division with assistance from the following departments:  
Economic Development, Environmental Division, James City Service Authority, James City County  
Transit, Housing & Community Development, Neighborhood Connections, and Parks & Recreation.

*September 28, 2000*

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## MEMORANDUM

**TO:** The Board of Supervisors  
**FROM:** Don Davis, Principal Planner  
**DATE:** September 28, 2000  
**RE:** 2000 Status Report on the 1997 Comprehensive Plan Strategies

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### Executive Summary

#### INTRODUCTION

Enclosed is the 2000 status report on the 1997 Comprehensive Plan Strategies. The report updates information presented in the first status report issued on May 21, 1999.

Due to the comprehensive nature of this report, staff has provided an Executive Summary below that lists what staff believes to be the “major” accomplishments within each topic area since 1999. For a complete list of accomplishments from 1997 through the present, please refer to the full report. Also provided at the end of the Executive Summary is a summary list of significant tasks that remain to be completed.

#### MAJOR ACCOMPLISHMENTS

##### **Economics**

- The business and industrial zoning districts, including the new Research & Technology (RT) district, have been reviewed and revised to provide a more business-friendly environment to promote business and industrial development.
- The County has been very successful in attracting new businesses and industries to locate and/or expand in James City County (JCC). Examples include: *Design Master* - 40,000-square foot building at Stonehouse Commerce Park; *ARI* – Leasing 6,000 square feet of Oak Tree Office Park; sale of the County’s Shell Building to Solarex; *Wal-Mart* – 1 million-square foot facility with 250 employees planned in Phase I; two million square foot facility with 450 employees planned in Phase II; *John Deere* – 290,000 square foot facility planned in phase 1 with 350± employees; *Greystone* – an additional \$6.8 million invested to expand product line; and *Print-Pak* – 12,000 square feet.
- The County has assisted with the development and promotion of the Skiffe’s Creek Industrial Park and all other industrial parks in the County.
- The Economic Development office was successful in securing state industrial access road funding for improvements associated with the Wal-Mart site development.

##### **Public Facilities**

- The following facilities have been completed: District Sports Complex (Phase I), Williamsburg/JCC Courthouse, Stonehouse Elementary School, and the fire station on Monticello Avenue.

##### **Parks & Recreation**

- Phase I of the District Park Sports Complex (DPSC) on Longhill Road, includes four soccer fields and three baseball fields, has been completed and is ready for play. Phase II is under construction. A recent addition to the park has been an indoor soccer complex. The design of Phase I of the District Park has been completed and will be submitted for review in fall 2000. Bidding is planned to occur in December 2000.
- Work has begun on the development of the Greenways Master Plan.

## **Housing**

- The R-1, R-2, and Residential Cluster sections of the Zoning Ordinance have been revised and approved by the Board of Supervisors (BOS). These new housing provisions provide incentives for the provision of affordable housing.
- The amount of Federal and State resources obtained for housing rehabilitation and financing for affordable housing has increased and surpassed the \$1 million annual goal over the last several years.
- The Office of Housing & Community Development has developed a multimillion dollar Ironbound Square Residential Revitalization project proposal and a \$1 million Community Development Block Grant application.

## **Environment**

- The Environmental Division has completed a stormwater management policy study. The study recommended changes to the stormwater control criteria and to the design of stormwater BMPs. These program enhancements were adopted by the BOS and became effective January 1, 2000.
- A public education program has been developed to assist BMP owners in understanding the purpose of the facilities and how to better maintain them. To date, the program has been presented to 15 homeowners associations.
- 974 acres have been added to AFDs since 1997.
- The County has acquired several sensitive properties such as lots on Jamestown Road, the Exxon site and the Sawin Property.
- Many of the revised Zoning Ordinance sections contain provisions to better protect the environment and character of the County. For example, the new landscaping ordinance and residential ordinance requires increased landscape buffers along Community Character Corridors (CCCs).

## **Transportation**

- The County has been allocated over \$4 million in Federal funds for bikeways since the adoption of the 1997 Comprehensive Plan. Bikeways have been constructed on Forge Road, Centerville Road, and Monticello Avenue.
- The County has successfully competed for additional State and Federal funding to accelerate the following road projects: the four-laning of the existing two-lane sections of Route 199; Monticello Avenue/Route 199 interchange, Alternate Route 5, Route 31/Route 199 intersection, and Route 60-Relocated.
- The Grove Interchange is under construction and is expected to be completed by Spring 2001. Significant progress has been made on Alternate Route 5/Monticello Avenue.

- The Visitors Shuttle has been very successful with the ridership doubling between its first and second seasons. During its second year of operation, 121,000 passengers (an average of 1,100/day) rode the Shuttle.
- James City County Transit (JCCT) received CMAQ funding for 2001-2003 to help fund additional transit routes to serve Monticello Marketplace and New Town.

### **Community Character**

- Four Zoning Ordinance Review Committees and staff have reviewed and revised nearly all of the sections of the Zoning Ordinance to bring it into consistency with the 1997 Comprehensive Plan. The revised ordinance, particularly the sections regarding landscaping, parking, and signs, all contain provisions to better protect and enhance the appearance of the County.
- Landscaping has been planted along the Route 199 corridor with particular emphasis on the Route 199/Route 5 intersection.
- The FY 2000 CIP provides funding to place existing aboveground utilities underground. The first priority will be Jamestown Road.
- The Community Appearance Guide has been revised and copies are available for distribution.

### **Land Use**

- JCC staff has participated in the Crossroads Study with the College of William & Mary and the City of Williamsburg.
- Mixed Use and PUD districts have been amended to permit additional design flexibility. The choice of permitted uses has increased with the addition of several new uses, setbacks have been made more flexible, applicants may use conceptual plans to determine consistency with master plans (which eliminates the need for fully engineered plans at that stage), and signage regulations have been made more flexible.
- Staff, in evaluating land use applications, has followed the Comprehensive Plan consistently. The Planning Commission and BOS have also supported staff and the Comprehensive Plan in the majority of land use applications.

### **STRATEGIES TO BE ACCOMPLISHED**

The following is a list of significant tasks that remain to be completed by various County departments.

- Completion of the Reservoir Protection Overlay District (RPOD).
- Further refine the Community Character Corridor and Areas policy in terms of evaluating and developing Corridor Overlay districts as part of the Zoning Ordinance.
- Investigate ways of preserving farmland and permanent open space in Rural Lands.
- Develop and adopt the Greenways Master Plan.
- Investigate opportunities for and, if appropriate, purchase land for a waterfront park on the James or

Chickahominy River.

- Continue assisting the Virginia Department of Historic Resources in completing the architectural inventory grant, and work toward implementing the results of the study.

CONCLUSION:

We hope that this report serves as a useful guide to the many accomplishments that have occurred since the adoption of the 1997 Comprehensive Plan. The County continues to grow at a rapid rate and therefore careful attention must be paid to the Comprehensive Plan to appropriately guide development and efficiently direct County resources in the future. We are very proud of the cooperative effort shown by all departments in implementing the strategies and vision set forth in the 1997 Comprehensive Plan. We also appreciate the BOS support, without which, many of these accomplishments would not have been possible.

# Economics

## Strategies

1. Maintain an active and effective Economic Development strategy which includes existing business retention and expansion, the formation and assistance of new business, and new business recruitment.

(a) Existing Business:

- Individual industry visitation by OED Director, County Administrator, & IDA Director (when possible).
- Special educational and networking events, including County/IDA-sponsored Annual Celebration of Industry
- Issue specific individual assistance or referral
- Directory of Business & Industry
- Small Business Assistance Strategy
- Coordination with VDBA
- Revised IDA Strategic Plan
- James River Enterprise Zone

◆ New Business Formation:

- Issue specific assistance or referral
- Close cooperation with resource agencies (i.e., SBDC, JRCDC, SCORE)
- Updated “How to Start a Business in JCC”

◆ New Business Recruitment:

- Marketing materials.
- Outreach through advertising and recruitment missions.
- Customized inquiry responses, proposals, and site and topical issue tours
- Direct IDA participation in prospect inducement packaging
- Prospect follow-up
- James River Enterprise Zone
- Coordination and ongoing dialog with PAED, VEDP
- The County has been very successful in attracting new business and industries to locate and/or expand in JCC. Examples include: *Design Master* – 40,000 square feet with ten new jobs; *John Deere* – \$12 million Paint Booth with 30 new jobs; sale of the County’s Shell Building to Solarex; *Wal-Mart* – one million-square foot facility with 250 employees planned in Phase I; two million square-foot facility with 450 employees planned in Phase II; *John Deere* – 290,000 square-foot facility planned in Phase 1 with 350± employees; *Avid Medical* – 40,000 square-foot facility completed with 100± employees; *Barre Corporation* – 40,000 square-foot facility with 35 employees; relocation and expansion of *Service Metal Fabricators* – 60,000 square-foot facility; expansion of *Ball Metal* – 180,000 square feet; *Greystone* – an additional \$6.8 million invested to expand product line; *Toano Business Park* with 80,000 square feet has been completed; *Print-Pak* – 12,000 square feet; and *Precision Manufacturing* – 12,000 square feet.

2. Support improved air service between the regional airports and major East Coast and Midwest destinations.
  - ◆ Support letter campaigns by regional airports to solicit new air carrier service.
3. Continue to give high priority to highway matters involving planning and funding of improved highway access to industrial properties, particularly in the Skiffe's Creek area.
  - ◆ The Grove Interchange, which will provide improved access and reduce congestion along Pocahontas Trail, is scheduled to be complete by spring 2001.
  - ◆ Awarded industrial access road funding program for turn lanes and stoplight for Wal-Mart project. Applying for IARF for extension of Endeavor Drive.
  - ◆ Route 60 upgrade public hearings scheduled for this fall.
4. Be sensitive to the reasonable needs of existing local business and industry and work to meet those needs.
  - ◆ Expedited review process is used for major economic development prospects.
  - ◆ Support efforts to simplify and accelerate the standard development review process.
  - ◆ Small Business Assistance Strategy.
  - ◆ Visit existing industries on a periodic basis to assess their performance and needs.
5. Analyze County regulations, policies, and procedures to ensure that they do not unnecessarily inhibit commercial and industrial development.
  - ◆ All business and industrial zoning districts were updated following the last comprehensive plan. New research and technology district created
6. Participate in marketing and advisory programs offered by the Peninsula Alliance for Economic Development and in marketing, advisory and financial assistance programs offered through the Virginia Economic Development Partnership, the Virginia Department of Business Assistance, and other business assistance organizations.
  - ◆ Presentations/property tours/networking functions for Virginia Economic Development Partnership (VEDP) marketing managers and staff.
  - ◆ Participating in team recruitment missions and trade shows.
  - ◆ Have attended presentations at the VEDP multi-media center.
  - ◆ Regular attendance at VEDP and Virginia Department of Business Assistance training and information seminars.
7. Encourage a variety of educational opportunities, including vocational training, to train citizens for locally available jobs by encouraging the location of satellite campuses in the County. Promote the resources of the College of William and Mary, Thomas Nelson Community College, Christopher Newport University and the State in general, to local companies seeking technical and research assistance and job training.

- ◆ ED staff participated in Crossroads Study.
  - ◆ TNCC satellite campus established at Busch Corporate Center.
  - ◆ TNCC workforce development program/center to serve region.
  - ◆ Participation in regional New Horizons Vocational Training Center.
  - ◆ Studied combined TNCC Workforce Satellite/William and Mary business incubator concept.
8. Obtain control of selective properties with industrial potential. Encourage private/public partnerships to ensure the development of quality industrial parks to offer a unified presentation to potential industrial development prospects.
- ◆ Public/private partnership development of the James River Commerce Center.
  - ◆ Shell Building initiative at the Stonehouse Commerce Center. Sold to expanding company.
  - ◆ Bonded industrial access road fund projects at each of the above and at the new Wal-Mart and for extension of Endeavor Drive.
9. Encourage the development of interstate interchanges, primary road intersections, and rail corridors in a manner that maximizes their economic development potential and supports the policies of the Comprehensive Plan.
- ◆ See No. 3 Economics Strategy.
  - ◆ The County is working cooperatively with the City of Williamsburg and the Hampton Roads Planning District Commission (HRPDC) to study the Route 199 corridor from Brookwood Dive to Route 5 and has developed a list of potential alternatives for improving traffic flow along this corridor, particularly at the Route 199/Jamestown Road intersection. A Study Committee has been formed that will further evaluate the alternatives and make a recommendation to each of the governing bodies.
  - ◆ At staff's request, the I-64 MIS studied the feasibility and need for interchange improvements at Croaker Road and Route 30 and a new interchange to serve Stonehouse, but concluded that no improvements are warranted through 2015.
  - ◆ Maintenance agreement with CSX rail to retain BASF lead track switch, thus helping preserving the ability to use the track.
10. Encourage the continued vitality of the Williamsburg-Jamestown Regional Airport and utilize it in promotional efforts conducted by the County Office of Economic Development.
- ◆ A Williamsburg/Jamestown Airport Citizens' Committee has been formed and meets quarterly to enhance communications and cooperation between the Airport and the adjacent neighborhoods. Ben Thompson, Planner is the staff representative on the Committee.
  - ◆ ED office encourages and supports use of facility by a variety of area business groups.
11. Utilize the James City Service Authority (JCSA) and Newport News Waterworks to promote desirable economic growth through the provision of water and sewer infrastructure consistent with the Comprehensive Plan policies and the regulations governing utility service.

- ◆ Extensive work in upper region of the County to improve fire flow pressure and increase water quality.
  - ◆ There is a specific JCSA budget “set-aside” specifically for economic development purposes.
12. Fully promote the location of new business and industry within the County’s Enterprise Zone.
- ◆ Wal-Mart (one million square-feet)
  - ◆ Assisted with the development and promotion of Skiffe's Creek Industrial Park
  - ◆ Expansion of Ball Metal (180,000 square feet)
  - ◆ Relocation and expansion of Service Metal Fabricators (60,000 square feet)
  - ◆ Participation in development and marketing of the James River Commerce Center
  - ◆ Preservation of BASF lead track switch
  - ◆ Skiffe's Creek basin dredging study for deepwater access
13. Create and provide staff support for a local advisory committee on agricultural and forestal activities as industries. Resources should include County staff, the Virginia Cooperative Extension Service, the Virginia Department of Forestry, the U.S. Soil and Conservation Service and other Federal and State agencies. The committee will analyze marketing needs and develop recommended programs to support agricultural and forestry industries. Topics for committee consideration include, but are not limited to, marketing, general planning, education, a County Farmers Market, and the pursuit of industries that utilize local agricultural products.
- ◆ James City Growers Cooperative decided to close the Farmers’ Market on Strawberry Plains Road. The IDA sold this property in early 1999.
14. Where industrial, economic development, or other public benefit opportunities conflict with other provisions of this Plan, the County shall carefully consider accommodation of the significant industrial or economic development notwithstanding said conflicting provisions, provided the industrial or economic development shall promote the health, safety, morals, order, convenience, prosperity and general welfare of the inhabitants of the County.

# Public Facilities

## Strategies

1. Program the establishment of facilities through the County's annual Capital Improvement Program.
  - ◆ FY 2000-2004 CIP proposals examined by the Policy Committee. Recommendations of the Policy Committee and the Planning Commission were forwarded to the BOS and adopted.
2. Adopt an Adequate Public School Facilities Test policy. This policy would require that all proposed residential development pass the 'schools test' before receiving staff approval. In order to pass the test, all public schools serving the proposed development shall have sufficient capacity to accommodate the expected number of students generated by the proposed development.
  - ◆ The BOS passed an Adequate Public School Facilities Test policy on June 23, 1998.
3. Apply public facility standards to identify facility requirements associated with level of need, appropriate quantity, size, and relationship to population and growth areas.
  - ◆ New rezoning, SUP, and by-right development plan submittal requirements were developed during the Zoning Ordinance update.
  - ◆ The Planning Division assisted the WJCC Schools and the Fire Department in identifying potential sites for new facilities and helped to select sites that were consistent with the Comprehensive Plan.
  - ◆ The Master Parks & Recreation Plan has standards that are applied during SUP's and rezoning.
4. Encourage development of facilities within the Primary Service Area (*PSA*) as defined on the Comprehensive Plan Land Use Map.
  - ◆ Staff does this on a continual basis when meeting with potential applicants to discuss development proposals and with other County departments in the site selection process for new public facilities.
5. Construct new facilities consistent with projected anticipated needs and a financial plan that includes expected operating costs by:
  - ◆ Developing a long-term maintenance program to ensure adequate maintenance of existing facilities; and
  - ◆ Obtaining control of public facility sites that will be required by future growth and development.

- a. New high school site is being sought.
  - b. Warhill tract was procured and is being held for future public use.
  - c. Property was procured with the courthouse to allow for future expansion.
6. Evaluate the adequacy of facility space and needed services before increasing development intensities either through the rezoning, special use permit, comprehensive plan amendment or other development processes and encourage the equitable participation by the developer in the provision of needed services.
  - ◆ Staff does this on a continual basis when reviewing SUP and rezoning applications. The public facilities test, traffic impact studies, and fiscal impact studies are typically required with these applications to determine the likely impacts of development proposals.
7. Apply acceptable zoning, land use and other adopted County criteria when evaluating public facility sites.
  - ◆ The County assisted the U.S. Postal Service in locating a new postal facility in JCC. They have purchased and are developing a site near the courthouse.
  - ◆ The Planning Division assisted the WJCC School Board in finding and selecting the site for the Stonehouse Elementary School that is located near Anderson's Corner.
  - ◆ The Planning Division also assisted the Fire Department in finding and selecting the new fire station site located in the Greensprings planned community.
8. Evaluate all public facilities for potential impacts and provide buffering and mitigation equal to or greater than required under County ordinances.
  - ◆ The Stonehouse Elementary School and new fire station are examples of new public facilities that have or will be designed to meet or exceed County ordinance requirements.
9. Revise the County's utility policy to allow one public water and/or sewer connection for each parcel created as of January 28, 1997, that immediately fronts an existing water and/or sewer line outside the PSA.
  - ◆ The BOS adopted a new public water and public sewer connection policy as part of the revised 1997 Comprehensive Plan. In addition, the Special Use Permit applications for Governor's Land, Jolly Pond, Cranston's Mill, and Stonehouse were amended to accommodate the revised water and sewer provisions. A new Special Use Permit was created for Chickahominy Road to make it consistent with the policy. All of these Special Use Permits were adopted in May and June of 1997.
10. Encourage full utilization of all public facilities including joint use by different County agencies, to support local community objectives and activities.
  - ◆ The residential districts were amended to allow for a *Neighborhood Resource Center* use. A definition of *Neighborhood Resource Center* was also added.
  - ◆ The Stonehouse Elementary School will include two baseball diamonds and two soccer fields that will be utilized by JCC Parks and Recreation.

- ◆ The new fire station will include a public room and police sub office space.
11. Require efficiency studies such as value engineering and lifecycle costing for all projects where projected costs exceed one million dollars.
    - ◆ The new WJCC Courthouse was scrutinized carefully to ensure maximum efficiency for budgeted funding.
  12. Accept higher construction costs if the projected operating costs make the facility more cost effective over time.
  13. Design for expected future expansion capacity.
    - ◆ The new WJCC Courthouse, the Stonehouse Elementary School, and Jamestown High School were designed to accommodate future expansion.

## **Parks and Recreation**

### **Strategies**

1. Establish a greenway system consistent with the Chesapeake Bay Preservation Ordinance, complementary to existing and planned sidewalks and bikeways, and coordinated with the greenway plans of adjacent localities and interested organizations.
  - ◆ Conceptual greenway system developed internally and has been used to establish certain open space and trail initiatives. Examples include the establishment of Greensprings Trail behind Jamestown High School, Powhatan Creek Canoe Launch Area (Jamestown Road), Hiden Property proffers, Ford's Colony proffers, and Little Creek Reservoir.
  - ◆ Currently developing a Greenway Master Plan that includes coordination with sidewalks and bikeways
  - ◆ A special fund has been established for the purchase of buffers and green space. One cent of the real estate tax (approximately \$350,000 annually) is allocated for open space land acquisition.
2. Pursue the establishment of a regional greenway trust or foundation to accept donations of greenway land.
  - ◆ The Williamsburg Land Conservancy, a private, nonprofit organization, has been formed to accept easements, land donations, and to raise money to fund the purchase of environmentally sensitive land within the greater Williamsburg Area.
3. Encourage developers to dedicate greenways to the regional greenway trust or foundation for the preservation of open space.
  - ◆ Planning and Parks and Recreation Staff worked with the developer of Olde Towne Road timeshares to incorporate greenway and multiuse trails on their property, if approved by the board.

- ◆ The Planning Division actively encourages and negotiates with private landowners for the dedication and/or preservation of open space during the review of development proposals. The following are good examples of developments that have either donated land or set aside land for conservation/open space purposes: Hiden Property, Ford's Colony, and Williamsburg Assisted-Living on Jamestown Road.
4. Seek transportation funds and encourage developers to construct sidewalks and bikeways for transportation and recreation purposes, and construct such facilities concurrent with road improvements and other public projects in accordance with the Sidewalk Plan and the Regional Bikeways Plan.
- ◆ The County has been successful in securing CMAQ and RSTP funding for the construction of bikeway facilities. The County has been allocated over \$4 million in federal funds since the adoption of the 1997 Comprehensive Plan for bikeways.
  - ◆ Bikeways have been constructed on Forge Road, Centerville Road, and Monticello Avenue. Preliminary engineering is underway or complete for several other bikeways including: Strawberry Plains Road, Monticello Avenue, Capital to Capital bikeway, Jamestown Road, Route 60, and Croaker Road.
  - ◆ Received \$65,500 in grant funds to help construct bike/walking trail and sidewalks at MCP. The County must provide matching funds to receive the grant and complete the project.
  - ◆ FY2000-\$25,000 established for youth transportation.
5. Encourage developers to dedicate right-of-way and construct a bikeway within a greenway along Powhatan Creek between Jamestown Road and News Road and off Route 5 between Powhatan Creek, Greensprings Road, and Jamestown Road.
- ◆ The right-of-way has been provided for a greenway along Powhatan Creek between Route 5 and News Road per the Hiden rezoning.
  - ◆ Parks and Recreation received a \$250,000 grant to purchase land for greenways along the Powhatan Creek corridor.
6. Coordinate with the National Park Service to establish a bikeway along the Colonial Parkway with connections to adjoining County areas.
- ◆ The County was awarded CMAQ funding to construct bikeway connections to the Colonial Parkway at two locations: Neck O'Land Road and Treasure Island Road – these are under design.
  - ◆ The Williamsburg Historic Necklace incorporates a multi-use trail along the Colonial Parkway. It has been endorsed by NAS, APVA, COW, YC, JCC, and CW and has also been selected as an official Millennium Trail.
7. Coordinate bikeways system development with efforts in Williamsburg and York County through the Historic Triangle Bicycle Advisory Committee.

- ◆ The Historic Triangle Bicycle Advisory Committee, with two citizens and a Planning Division staff member as the JCC representatives, revised the Regional Bikeways Plan. The revised Plan provides a comprehensive and coordinated plan that outlines both existing and planned bicycle facilities in York County, City of Williamsburg, and JCC.
8. Develop bikeway design standards for inclusion in the County's Zoning Ordinance. These design standards should address not only cross sections and surface materials, but also signage, support facilities (*such as bike racks, benches, trash receptacles, etc.*), and road crossing safety measures.
    - ◆ Additional work needs to be done to incorporate specific bikeway design standards; however, the revised parking ordinance does require that bike racks be provided in larger commercial/retail developments.
  9. Develop a detailed set of design guidelines for all types of recreation facilities to ensure consistency in size, quality, and materials.
    - ◆ The Virginia Outdoors Plan, in conjunction with the standards established in the Parks and Recreation's Master Plan are currently being used to ensure consistency. In addition, a Joint School/Parks and Recreation Utilization Committee has been established to provide oversight of a Joint Facility Use Agreement that requires both parties to meet and confer on all new or proposed renovations. This will further enhance the County's ability to ensure standards and consistency.
  10. Pursue the development of a hiking trail along the James River greenway corridor from Carter's Grove Plantation to the Chickahominy River as delineated on the Recreation Master Plan map.
    - ◆ Regional Bikeways Plan has been amended to show this.
    - ◆ Capital to Capital Bikeway should incorporate this corridor. A greenway along the James through Governor's Land is prohibitive.
  11. Develop a comprehensive inventory of privately owned recreation facilities maintained within the County.
    - ◆ An inventory is included in the Parks and Recreation Master Plan. The Joint School/Parks and Recreation Utilization Committee updated athletic facilities this past year.
  12. Over the planning period, develop community park facilities in conjunction with new schools, provide additional lower County park facilities, and develop needed pools. Approximately one half of the needed courts at the community parks should be built according to standards.
    - ◆ Both the James River Elementary School and the Stonehouse Elementary Schools have recreation facilities available for community-wide use.

- ◆ The Joint Schools/Parks and Recreation Utilization Agreement will further ensure both parties meet on a regular basis to discuss the joint acquisition, development, and funding of community facilities and athletic fields that are mutually beneficial.
  - ◆ A pool feasibility study has been funded for FY 2001.
13. Develop a large district park with a focus on County, school, and regional needs, and with a potential for the development of revenue-generating facilities. Design the planned large district park according to the following criteria:
- ◆ The park should be large enough to accommodate the district park recreation needs of JCC residents, plus needs of the school system for a central school recreation facility to serve the existing and planned new high schools, plus additional land for revenue generating facilities.
    - a. Phase I of the District Park Sports Complex (DPSC), includes four soccer fields and three baseball fields, is completed and ready for play. Phase I of the District Park is scheduled to begin construction in early 2001.
    - b. A \$2.2 million Indoor Sports Complex was also completed this year at no expense to the County through a unique private/public partnership.
  - ◆ The park should include a soccer field complex, indoor Olympic-size pool for school and recreation use, other court and field needs to serve the school system, green spaces with hiking and biking trails and picnic areas, and an 18-hole golf course with club house and potential for expansion to 27 holes.
    - a. Four soccer fields and three baseball fields are ready for play at the (DPSC). Feasibility study has been completed on golf course. Hiking, biking, and pool scheduled for the District Park.
      - ◆ Staff has forwarded a position paper on a course to County Administration to issue an RFP for a golf learning center to be funded privately with a possible lease agreement for the District Park property by the end of 2000.
      - ◆ A pool feasibility study has been funded for FY 2001; however, development hinges on level of school participation.
  - ◆ The park should include at least one significant natural and/or cultural resource areas.
    - a. District Park is planned to have an interpretive program that features significant natural and cultural resources.
  - ◆ The park should offer recreational opportunities for Williamsburg and York County so that their participation in securing funds for land and facilities can be solicited.
14. Improve facilities at Little Creek Reservoir.
- ◆ Phase II completed in 1998 included rental/concession/office building, ADA fishing pier, boat dock, parking, and development of second peninsula.

- ◆ Grants totaling \$135,485 have been secured to help fund Phase III in FY 2001: Improvements will include a new boat ramp, pedestrian bridge, shelters, gazebos, playground and parking lot paving.
15. Acquire and develop a new waterfront park on the James or Chickahominy River.
- ◆ The Parks and Recreation Advisory Commission have endorsed several identified sites. The sites were forwarded to the Open Space Land Acquisition staff and adopted into the JCC acquisition strategy.
16. Expand the JC/W Community Center to include passive open space through the acquisition of the adjacent 13-acre water tower parcel owned by Eastern State Hospital.
- ◆ JCSA purchased the site with the intent of providing it to Parks & Recreation at a future date. JCC will be acquiring the site from JCSA. Parks and Recreation is currently working on a conceptual design for this site.
17. Encourage the provision of recreation facilities in developments consistent with the standards in the Parks and Recreation Master Plan.
- ◆ Completed. For developments with over one dwelling unit/acre, the new standard is for recreation facilities to be provided in accordance with the Parks and Recreation Master Plan, or contributions to be made on an exception basis that are consistent with the Master Plan.
  - ◆ Planning staff does this on an ongoing basis when reviewing development applications.
18. Support the development and improvement of neighborhood parks through:
- ◆ Recommended proffers for new residential development in order to obtain greenways, bikeways, neighborhood park land, and constructed facilities to meet the playground and practice field needs and approximately one half of the tennis and volleyball court needs indicated by standards.
    - a. Planning staff does this on an on-going basis when reviewing development applications. A procedure to include Parks and Recreation staff in the review process where they can make comments on all site plans and subdivisions is being developed.
    - b. Grant in Aid program was established in FY 2000 with an initial allocation \$25,000.
  - ◆ Creation of zoning ordinance regulations and standards for recreational facilities within residential developments.
    - a. This has been done for R-1, R-2, and residential cluster.
  - ◆ Improvement of County-owned neighborhood parks and play lots and development of neighborhood volunteer groups to assist with continued maintenance.

- a. The Neighborhood Connections office regularly sponsors neighborhood clean-ups. For example, the Ironbound Square neighborhood cleans up their park and neighborhood twice a year. In addition, Forest Glen Park and Colby Road Park have participated in neighborhood clean-up.
  - d. A grant-in-aid program for neighborhood associations and other nonprofit groups to make funds available for neighborhood park capital improvements.
    - ◆ A program has been established and funds were approved for FY 2000 and FY2001 budgets; several grants have been awarded.
19. Review the recreation program fee structure and devise methods to make programs more affordable to low- and moderate-income groups.
- ◆ Parks and Recreation financial assistance policy has been expanded to include households that qualify under USDA income eligibility guidelines.
  - ◆ Numerous Scholarships have been established with cosponsor groups.
20. In coordination with JCCT, work to improve the public transportation service to County parks and facilities.
- ◆ Relocated bus stop on Longhill connection on Ashbury Lane with shelter on JC/WCC property.
21. Pursue the establishment of a parks and recreation trust fund to solicit private sector business and citizen donations of time and money in support of parks and recreation.
- ◆ Significant research has been accomplished. Staff is working with County Administration on evaluating financial benefits related to this initiative as well as other alternatives that may be available to meet the same objective.
22. Pursue alternative resources to meet identified recreation needs, including arranging access to, and/or setting up cooperative agreements for the use of underutilized Federal, State, and private properties (*for example, properties of the Boy Scouts and 4-H Clubs*).
- ◆ Numerous alternatives have been researched including Eastern State pool, William and Mary facilities, Boy Scouts, etc., Cheatham Annex has been very helpful. In addition, we have contracted with private golf courses and Williamsburg Aquatics Club is working with Kingswood to meet their needs.
23. Periodically survey County citizens to determine recreation needs and satisfaction with County facilities and programs to make needed adjustments to the Recreation Master Plan and recreation programs.
- ◆ In June and July of 1998, the Parks and Recreation Advisory Commission and staff held three public meetings at different locations within the County.

- ◆ Patron comments and suggestions are monitored on a continuing basis; customer satisfaction is tracked as a County performance measure.

## Housing

### Strategies

1. Recognize that least cost housing serves a public benefit and ensure that the Zoning Ordinance allows for increased housing and neighborhood design flexibility in residential zones. These revisions should encourage clustering, zero-lot line development, accessory apartment, mixed housing types, and other innovative housing and neighborhood design options in appropriate locations.
  - ◆ Affordable housing provisions in the R-1, R-2, and cluster include reduced buffers and minimum site size for affordable housing, density bonuses, waiver of some requirements, and potential reductions in open space percentages.
  - ◆ The Office of Housing & Community Development (OHCD) has advocated increased housing and neighborhood design flexibility to promote affordable housing:
    - a. The Toano Trace Cluster subdivision developed under the 1992 cluster ordinance incorporated many of these concepts successfully.
    - b. OHCD encouraged a number of local developers and design professionals interested in affordable housing development to make suggestions for revision of ordinance requirements to the Planning Department and Planning Commission.
    - c. With assistance of a local design firm, we have developed innovative concept for redevelopment of 12 acres along Ironbound Road as well as a cluster concept for an 8.5-acre vacant parcel. Additionally OHCD has facilitated neighborhood review and input regarding a proposed mixed-use development on a vacant parcel within the Ironbound Square neighborhood.
2. Require the provision of adequate street lighting, safe and convenient pedestrian circulation, and appropriate interconnections between residential developments.
  - ◆ The revised residential districts require additional sidewalks.
  - ◆ Interconnections provided in the following locations: Berkeley's Green & First Colony; Deer Run & Fieldcrest; St. George's & Jamestown Hundred; and Peleg's Point & Page Landing.
  - ◆ Streetlights are required for all new subdivision streets.
3. Encourage infill residential development to minimize site development costs and unnecessary sprawl, and maximize the development potential of land convenient to public facilities and services.
  - ◆ Staff, when meeting with applicants, strongly discourages residential development in areas outside the Primary Service Area (PSA).
  - ◆ 42 of the 91 homes purchased with assistance of the AHIP program from 1/97-7/00 were new homes built on individual infill lots or small infill subdivisions.

- ◆ The Housing Development Fund has been used since 1997 for sewer extension, demolition, and clearance, and site preparation for several small infill redevelopment projects. Four vacant structures were demolished and eight affordable homes constructed.
  - ◆ Ironbound Square Residential Revitalization Project plans include 60+ infill lots in a redevelopment area along Ironbound Road.
  - ◆ Lowered minimum site size requirements for affordable housing to encourage infill, provided for waivers and buffer reductions for infill type developments.
4. Ensure that adequate land for moderate density housing is located in areas served by public utilities and is convenient to public transportation and major thoroughfares, employment centers, schools, recreation facilities, and shopping facilities.
- ◆ See No. 1 Housing Strategy.
  - ◆ This strategy will also be considered during the next Comprehensive Plan review.
5. Allow increased densities in development proposals that address the need for housing determined to be affordable to families with low and moderate incomes.
- ◆ See No. 1 Housing Strategy.
  - ◆ The Pocahontas Retirement facility was approved in Grove and included proffers restricting residency to elderly and/or handicapped with low or moderate incomes.
6. Provide information to the public about:
- ◆ Programs that provide emergency home repair, preventive maintenance, and counseling in home finance, budgeting, maintenance, and sanitary health conditions.
    - a. Information provided to the public in displays at County Fair, Neighborhood Conference, and Regional Housing Conference.
  - ◆ Energy conservation measures in rehabilitation projects and new residential developments.
    - a. Incorporated energy conservation audits performed by Comfort Home of Virginia or Community Action in all housing rehabilitation projects. Project specifications include improvements to increase energy efficiency and to reduce utility and maintenance cost for owner.
    - b. OHCD has encouraged builders participating in the Affordable Housing Improvement Program (AHIP) to construct homes in accordance with model energy efficiency programs of utility companies and affiliates such as Comfort Home of Virginia.
    - c. OHCD AHIP program encourages innovative energy efficient construction methods such as insulated concrete form construction used in building 3 homes in 1998.

- ◆ Private nonprofit groups such as Housing Partnerships, Inc., and the Community Action Agency, and the need for donations of money, supplies, and labor to keep these groups in operation.
    - a. OHCD works in partnership with Housing Partnerships, Community Action Agency, and Habitat for Humanity and publicizes the importance of these organizations.
  - ◆ County housing counseling programs concerning resources available for home improvements, financing, and rental assistance for low and moderate income citizens.
    - a. OHCD uses press releases and presentations to civic and neighborhood groups to publicize housing counseling programs.
  - ◆ The County's Neighborhood Connections program that can assist County citizens in improving the condition of their neighborhood.
    - a. OHCD and Neighborhood Connections work in close partnership on assisting neighborhoods with neighborhood improvement projects. Examples include OHCD purchase and rehabilitation of a home in the Forest Glen neighborhood to serve as a temporary neighborhood facility as well as Community Development Block Grant projects.
7. Continue efforts to attract funds from Federal and State sources for housing rehabilitation and development of affordable housing.
- ◆ The amount of Federal and State resources obtained for housing rehabilitation and financing of affordable housing has increased and has surpassed the \$1 million annual goal over the last several years.
8. Identify a priority list of rehabilitation focus areas and develop strategies and programs to rehabilitate or replace substandard housing and eliminate vacant dilapidated structures.
- ◆ Developed multimillion dollar Ironbound Square Residential Revitalization project proposal and obtained a commitment of nearly \$1 million Community Development Block Grant (CDBG) funding in 1999. First phase of CDBG Revitalization Project began in 2000.
  - ◆ Coordinated development of a public/private partnership to redevelopment the deteriorated Burton Woods multifamily rental development.
9. Continue to assist developers in obtaining funds to finance least cost housing developments from programs such as the Affordable Housing Incentive Program (AHIP). Continue to investigate the possibility of additional demonstration projects to illustrate the integration of financial incentive programs and modified land use policy to encourage least cost housing developments.

- ◆ Concept plans for Ironbound Square Residential Revitalization project as well as private developer AHIP project proposals have been referred to Planning Department.
10. Continue to promote the deferred payment policy of the JCC as a means to promote utility connections in areas with health, safety, and general welfare concerns. Utilize the deferred payment policy in conjunction with the development of new housing targeted for low and moderate-income families.
- ◆ Policy continues to be used in conjunction with other available resources to enable utility services to be made available as necessary for low and moderate-income homeowners and first time homebuyers.
11. Continue to ensure that housing units constructed or rehabilitated with public funds remain accessible to families with low to moderate incomes.
- ◆ Local policies are implemented to achieve this outcome to the extent practical with our greatest advantage achieved when local funding is involved. In addition, OHCD has negotiated proffers from developers seeking County support of Low Income Tax Credit projects to ensure increased long-term accessibility.
12. Participate in Williamsburg Area and Hampton Roads Area public/private partnerships to identify and address regional housing issues.
- ◆ OHCD is a founding member of the Hampton Roads Regional Housing Consortium and the Hampton Roads Regional Loan Fund.
  - ◆ The Hampton Roads Regional Loan Fund established in 1997 provided over \$5.4 million of low interest mortgage loans and down payment and closing cost assistance to 80 first time home buyers who participated in JCC's AHIP home ownership assistance program during its first three years of operation.
13. Use neighborhood improvement programs and code enforcement to discourage deterioration of housing.
- ◆ OHCD implemented the Blight Abatement Demolition Assistance Program utilizing Housing Development Fund resources. The program provides financial assistance to property owners to remove blighted structures from residential neighborhoods.
  - ◆ BOS adopted a Spot Blight Abatement Program in 1999.
  - ◆ Builders participating in the Affordable Housing Incentive Program (AHIP) have rehabilitated deteriorated properties for resale to first time homebuyers.
  - ◆ OHCD continues to develop proposals for CDBG comprehensive neighborhood improvement projects that address improvement of deteriorated housing.
  - ◆ OHCD has implemented a demonstration Home Maintenance and Improvement Savings Program funded by a CDBG Local Innovation Grant.

# Environment

## Strategies

1. Continue to identify environmentally sensitive areas. Develop specific recommendations for voluntary and regulatory means to protect resources identified in studies of environmentally sensitive areas and those identified in studies such as the Regional Natural Areas Inventory, the 1988 Draft Conservation Plan, and the Lower James River Corridor and Watershed Resource Management Studies.
  - ◆ See No. 2 Environment Strategy.
  - ◆ Staff worked with local groups, including Friends of Powhatan Creek, to create citizen advisory and management groups.
  
2. Continue to develop and enforce zoning regulations and other County ordinances that ensure the preservation to the maximum extent possible, of rare and threatened plant and animal species, wetlands, floodplains, fragile shorelines, critical wildlife habitats, natural areas, and other environmentally sensitive areas and resources.
  - ◆ Staff, on a continual basis, places great emphasis on resource protection when reviewing development proposals. Examples of accomplishments include:
    - Levey Mini-Storage Warehouses on Ironbound Road. Rare and threatened plant species were identified and replanted to another location. Special stormwater management facilities have been designed to protect the downstream watershed.
  
    - Hiden Rezoning. Staff consulted the Natural Areas Inventory to identify and protect sensitive land areas as part of this development review process. The protection included enhanced buffers along Powhatan Creek and its tributaries.
  
    - Ford's Colony. As part of a recent rezoning, Ford's Colony agreed to protect and preserve a greenway along Powhatan Creek tributaries.
  - ◆ The BOS adopted a *Natural Areas Policy* that is applied to all Special Use Permit and Rezoning applications.
  
3. Ensure that development projects, including those initiated by the County, are consistent with the protection of environmentally sensitive areas and the maintenance of the County's overall environmental quality.
  - ◆ A stormwater management policy study was undertaken by the Environmental Division to ensure the County's criteria were accomplishing the water protection goals in the County's ordinances. The study recommended changes to the stormwater control criteria and to the design of stormwater BMPs. These program enhancements were adopted by the BOS and became effective January 1, 2000.

4. Provide incentives and regulatory measures to improve air quality by promoting reduction of automobile dependency and trip distances, the construction of fuel-efficient homes and businesses, alternative modes of transportation, and the attraction and development of clean air industries.
  - ◆ The revised parking ordinance, contains a new provision that provides an opportunity for a reduction in required parking in shopping centers when the center is served by public transit and has provided bus stop facilities for the riders.
  - ◆ The residential cluster ordinance provides density bonuses for developments adhering to sustainable design principles, including energy efficient homes.
  - ◆ Bikeways under development with the City of Williamsburg to make it easier for commuters and students to bike rather than drive. Portions of bikeways completed in the City, undergoing preliminary engineering in the County.
  
5. Encourage the use of best management practices to mitigate adverse environmental impacts by:
  - ◆ Making technical assistance more readily available.
    - a. A BMP design manual has been developed for use by the engineering and development community to assist with and improve the design of BMP facilities.
  - ◆ Promoting public awareness on the benefits of, and necessity for, best management practices, erosion and sedimentation control, and other land disturbance regulations.
    - a. A public education program has been developed to assist BMP owners in understanding the purpose of the facilities and how to better maintain them. The goals of this effort are to improve the appearance and performance of the BMPs as well as reduce maintenance costs. To date, the program has been presented to representatives of 15 HOAs.
  - ◆ Assisting in the establishment of a conservation plan for all farms.
    - a. The Colonial Soil & Water Conservation District have developed conservation plans for all farms in the County.
  - ◆ Utilizing the assistance of the Virginia Cooperative Extension Service, the U.S. Soil Conservation Service, the Colonial Soil and Water Conservation District, and other County agencies to encourage the participation of all landowners engaged in agricultural and forestry activities.
  - ◆ Continuing to develop new and enforce existing regulations that require soils identification and the consideration of the limitations of these soils for development, and agricultural and forestal activities.
    - a. Soil testing and special foundation design requirements are mandatory in areas of shrink/swell soils.

6. Develop the financial resources and other means to acquire conservation easements or clear title to environmentally sensitive lands or lands critical to maintaining the rural character of the County when other protection measures are not effective.
  - ◆ The County contributes one cent of the real estate tax rate (0.87/\$100.00 assessment) to the acquisition of land for open space and land conservation purposes.
  - ◆ An additional \$2.7 million provided by the 1997 twice per year tax collection for open space protection.
  - ◆ During FY 2000, the County purchased Mainland Farm, three residential lots on Jamestown Road, a buffer easement on the Rees property, and the Exxon property. In addition, the JCSA purchased the Sawin property and will continue to own surplus Ware Creek properties.
  - ◆ The County has developed a priority list of sites to be considered for acquisition.
7. Educate the public about voluntary techniques to preserve and protect sensitive environmental lands; wildlife habitats; and agricultural, forestal, and other open space lands. Support environmental education programs in the school system and through Parks and Recreation Division.
8. Preserve open space, agricultural lands, forestlands, scenic vistas, and wildlife habitats by:
  - ◆ Continuing to promote use-value taxation assessments.
    - a. See next item.
  - ◆ Encouraging the use of voluntary techniques such as the creation of agricultural and forestal districts (*AFDs*), conservation easements, land trusts, and cluster development patterns.
    - a. Renewed and supported the addition of new lands to *AFD*'s. 974 acres have been added to *AFDs* since 1997.
  - ◆ Identifying and encouraging the conservation of significant agricultural lands.
    - b. The County has hired a consultant to assist the County in developing a strategy for preserving agricultural lands and the rural character of the County.
  - ◆ Coordinating and administering voluntary preservation efforts, investigating additional techniques and incentives, and promoting landowner participation.
9. Identify the specific existing and potential uses of County streams and rivers and identify standards necessary to support these uses. Protect the quality and quantity of these surface waters so they will continue to support these uses. Consideration should be given to existing and potential water resource uses when reviewing land development applications.

- ◆ One of the aspects of the stormwater policy study is to move toward applying stormwater management on a more regional, subwatershed basis. This approach involves assessing the existing stream conditions and a prediction of the future condition of the streams based on projected land uses. Development plans would then be designed to meet standards for protection of the water resources for the watersheds and streams.
  - ◆ The BOS approved funding for a comprehensive watershed management study for Powhatan and Yarmouth Creeks. The study was recommended by the stormwater policy study and is a continuation of the effort to protect the County's water resources. The primary purpose of the study is to identify the best locations in both watersheds to site stormwater facilities to prevent channel erosion and remove pollutants delivered to the streams so as protect wetlands and other sensitive areas from upstream development impacts.
  - ◆ The BOS passed a resolution of support on November 25, 1997, for the designation of the James River as an American Heritage River. The program was aimed at recognizing community-based efforts to revitalize local rivers and their related communities and waterfronts. While the application was unsuccessful in the initial round of designation, it is likely to be submitted again.
10. Identify existing or potential sources of surface and groundwater pollution and act to prevent or control the effect of the sources. Continue to enforce all existing regulations to ensure the protection of all water resources and adopt additional protective measures as necessary.
- ◆ As presented in Environment Strategy Nos. 5 and 9, new standards are being developed for adoption by the BOS.
  - ◆ The JCSA has an active backflow prevention program to safeguard against drinking water contamination.
11. Maintain and improve the water quality in all drinking water reservoirs within the County.
- ◆ Preliminary research and draft Reservoir Protection Overlay District (RPOD) ordinance prepared. Work on the ordinance has been put on hold pending BOS decision on the King William Reservoir Project.
12. Ensure that water-dependent activities such as marinas and docks are located and conducted in an environmentally sensitive manner and include adequate marine sanitation facilities.
- ◆ The Wetlands Board meets regularly to review permits for new docks and water-related facilities.
13. Utilize the Clean County Commission to coordinate citizen efforts in participating in the County recycling program, the Adopt-A-Highway program sponsored by the Virginia Department of Transportation, and shoreline clean-up days sponsored by a variety of organizations.
- ◆ The Clean County Commission coordinated its annual spring cleanup, beautification and recycling event with VDOT's State-wide roadside cleanup date to promote antilittering. The Commission promoted recycling through educational exhibits at special events.

14. Pursue a Tree City USA designation through the urban forestry program sponsored by the Virginia Department of Forestry. Appoint a tree advisory board to assist staff in acquiring the Tree City USA designation and assist landowners in developing urban forestry activities. Strengthen tree preservation efforts and investigate the feasibility of a tree preservation ordinance.
  - ◆ The Tree City USA designation was investigated and is not being pursued at this time. It might be beneficial for the County to pursue a grant for matching funds to do a tree inventory of the County and then investigate the creation of additional ordinances and a tree advisory board. This would give the board sufficient information to work within the creation of an annual community forestry work plan as required for designation as a Tree City USA locality.
  - ◆ The revised Landscaping Ordinance, as recommended by the Planning Commission and the Community Character Committee, requires increased landscape buffers along Community Character Corridors, and other measures to further protect existing trees.
15. Encourage the development of educational and passive recreational access to special environmental and historical areas.
  - ◆ The County continues to work cooperatively with the National Park Service in developing a Master Plan/Management Plan for Greenspring National Historic Park.
  - ◆ A trail and boardwalk has been constructed behind Jamestown High School. This trail provides access to the beaver pond and wetlands area for educational purposes.
  - ◆ A five-mile interpretative trail was designed for Greensprings Greenway; a similar trail is in the planning stages at the District Park for FY 2000.
16. Continue the support of the farmer's market.
  - ◆ Former Strawberry Plains Road facility closed by Growers Cooperative. County Administration has expressed support for a pole barn type of operation in western part of County.
17. Continue to encourage the purchase of local products by local businesses, schools, and institutions.
18. Support efforts to gain state approval for Transfer of Development Rights (*TDRs*).
  - ◆ The County supported the efforts of the High Growth Commission which unfortunately failed in persuading the state legislature to allow TDRs and other measures.

# Transportation

## Strategies

1. Maintain a local ranking system for prioritizing road improvement projects for the Secondary Road System.
  - ◆ The BOS adopted the County's Six-Year Secondary Road Plan, a priority funding list for the County's secondary roads, on December 21, 1999.
2. Continue to encourage planning and design standards for road improvements which will allow innovation, promote an efficient transportation system, increase public safety, and improve visual quality; and require development proposals to incorporate these standards.
  - ◆ Upon developers' requests, the BOS have approved reduced street widths in several subdivisions: Jamestown Hundred, The Meadows, Greensprings West, Phases I, II, and III and Brandon Woods. These narrower street widths may enhance safety by reducing traffic speed and will increase the amount of open space available for landscaping.
  - ◆ Traffic Calming Study, prepared by Reid Ewing, presented to the BOS.
  - ◆ The County is working proactively with VDOT and the developers of New Town to encourage innovative road design and construction within this new development.
3. Continue to participate in the Hampton Roads Metropolitan Planning Organization as the transportation planning body for the region.
  - ◆ JCC Planning Director attends monthly HRPDC and MPO meetings to discuss regional issues, particularly transportation funding matters.
  - ◆ Transit Administrator is member and attends monthly Technical Transportation Committee and MPO meeting to discuss regional issues affecting JCC.
4. Actively pursue additional local, State, and Federal funding to accelerate the construction of needed transportation facilities.
  - ◆ JCCT has successfully competed for additional state and Federal Funding to improve regional public transportation efforts:
    - a. Secured three-year demonstration grants to provide Williamsburg Visitor Shuttle with objectives of decreasing Route 60 congestion, decreasing parking concerns and enhancing visitor's experience;
    - b. Secured three-year demonstration grant to begin additional service beginning April 2001 to high-growth commercial and transportation corridors: Monticello Avenue extended, Ironbound Road and Route 5. Destinations to be served include Monticello Market place, New Town developments, and new Courthouse;
    - c. Secured parts and vehicle rehabilitation revenues to help extend life of bus/van fleet;

- d. Secured vehicle replacement Federal/State revenues (100 percent) FY 01-03 to replace eight buses and three body on smaller vehicles.
  - e. Secured funding for bus stop shelters.
- ◆ The County has successfully competed for additional State and Federal funding to accelerate the following road projects: Route 199 (four lanes on existing two-lane sections), Monticello Avenue Interchange (widening two-lane section), Route 31 intersection improvements, Alternate Route 5, and Route 60 Relocated.
5. Assign land use densities and intensities to various areas of the County in recognition of the capacities of existing and proposed roads.
- ◆ The Hampton Roads Planning District Commission (HRPDC) did this as part of the review and development of the 2018 Regional Transportation Plan.
  - ◆ This is also done as part of the review of traffic impact studies submitted as part of development applications.
6. Assure that private land developments adequately provide transportation improvements which are necessary to serve such developments, or that such developments do not occur in advance of necessary road improvements.
- ◆ As part of the development review process, staff regularly negotiates transportation improvements. Examples include: turn lanes provided by the developer in the following subdivisions: Longhill Station, Greensprings West, Lake Powell Forest, Brandon Woods. Commercial development approved at Ewell Station will provide phasing improvements to the Olde Towne Road/Richmond Road traffic signal, and the Exxon proposed for Centerville and Longhill has limited access points.
7. Minimize the impact of development proposals on the roadway system by limiting access points and providing joint entrances, side street access, frontage roads, and, where practical, interconnecting adjoining developments.
- ◆ The Planning Division strives to meet this strategy on a continual basis when negotiating with developers on proposed development projects. Examples include: Lake Powell Forest subdivision will have an internal street connecting to Lake Powell Pointe; Commercial development at Ewell Station will utilize existing entrances – no additional entrances are permitted.
  - ◆ BOS adopted policy on new signal locations on Route 60.
8. Continue to provide public transit to areas of greatest demand and for populations with special needs.
- ◆ The Visitors Shuttle has been very successful – passenger trips for its second and third seasons was 121,000 passengers (1,100 trips daily) and 104,000 (1,016 trips daily).
  - ◆ The County has secured \$100,000 in Federal funding to conduct a long-range Public Transportation Study. The Study will assess the operation of the Visitors Shuttle, study

- alternatives for integrating transit services between local providers (CW, College of William & Mary, JCC, City of Williamsburg, and York County), and study ways of improving public transit to support Jamestown 2007 celebration and rapid growth. The study will be completed in the Fall of 2000
- ◆ The JCCT recently received CMAQ funding for 2001-2003 to help fund additional transit routes to serve Monticello Marketplace and New Town.
  - ◆ Included services to Yorktown and Jamestown in Hampton Roads 2020 Plan.
9. Encourage land use development patterns which promote public transit and inhibit transit-dependent uses from being located in outlying areas.
- ◆ Mixed Use areas on Comprehensive Plan are more conducive to transit – examples include the proposed New Town development.
10. Require facilities to support bus and transit services in tourist areas and at transit dependent uses and amend the Zoning Ordinance to accomplish this.
- ◆ The revised Parking ordinance, includes a new provision that allows for a reduction in required parking if the developer provides public transit stops and bus shelters to accommodate waiting passengers.
11. Include bikeways and/or pedestrian facilities within major developments and elsewhere in the County, especially connecting residential and nonresidential areas with adjoining residential neighborhoods; and amend the Zoning Ordinance to accomplish this.
- ◆ The BOS did not adopt the requirement for pedestrian connections between subdivisions.
  - ◆ Examples of pedestrian connections include: Monticello Marketplace (pedestrian connection to Jesters Lane, News Road, and Monticello Avenue), and Williamsburg Crossing (Riverside Medical will have a pedestrian connection to future Yancey property).
12. Encourage, where practical, the interconnection of subdivisions to allow for emergency vehicle and pedestrian access.
- ◆ The BOS did not adopt this requirement.
13. Implement the adopted JCC Sidewalk Plan and update the Bikeways Plan to include integration of bikeways and pedestrian facilities into Primary and Secondary Road Plans.
- ◆ The BOS adopted the revised JCC Sidewalk Plan on March 23, 1998, and the Regional Bikeways Plan in November 1998. Eight miles of bikeways have been constructed the plan's adoption.
14. Recognize the importance of rail service as a viable transportation mode for the movement of people and goods. Monitor rail activities in an effort to determine the impact of potential service or design changes that might affect the County and region.

- ◆ JCCT participated with a committee to redesign the Williamsburg Transportation Center.
  - ◆ JCC participated in a regional MIS for the CSX corridor to study potential transportation alternatives for this corridor. The locally preferred alternative consists of enhanced bus service in the short-term and light-rail as a long-term solution.
  - ◆ JCC participated in I-64 MIS which also recommended a rail alternative.
15. Encourage public and private efforts to reduce the peak demand for travel through means such as flexible work schedules, off-site work arrangements, and telecommuting.
16. Encourage mixed-use land strategies that encourage shorter automobile trips and promote walking and bicycling as means of transportation.
- ◆ The County has been working cooperatively with the Casey family in their development plans for New Town – a mixed-use community where pedestrian, public transportation, and bicycle activity is strongly encouraged by the proximity of residential, retail, and commercial uses.
  - ◆ Refer to No. 11 Transportation Strategy.
17. Facilitate the efficient flow of vehicles and minimize delay through means such as the use of advanced traffic management technology to minimize the need for more road rights-of-way.
- ◆ The Route 60 Traffic Signal policy has been adopted.
  - ◆ The I-64 MIS supported Traffic System Management (TSM) improvements to increase capacity.
  - ◆ The Route 199 Corridor Study, prepared by the HRPDC, recommended special signal progression timing be implemented for the Route 199 corridor between Brookwood Drive and Route 5.
18. Encourage pedestrian circulation by providing safe, well-lit, and clearly marked crosswalks.
- ◆ Pedestrian improvements were made in Toano to improve safety (additional lights were added).
  - ◆ Route 60-Croaker Road multiuse path now in the preliminary engineering stage. This path will provide improved access to the library and Norge commercial areas.
19. Encourage the design of roads that allow automobiles, pedestrians, and bicyclists to coexist safely on roads and streets in residential and commercial areas.
- ◆ The new Monticello Avenue in JCC has a sidewalk and bicycle lanes and plans for public transit service.
  - ◆ The recently improved Forge Road has paved shoulders that “double” as bike lanes.
20. Amend the Bikeways Plan to provide for facilities servicing a range of needs and users, including but not limited to, recreation, work and shopping trips, and users at all skill levels.
- ◆ The revised Regional Bikeways Plan approved by the BOS in November 1998, proposes many new separate multi-use paths.

21. Continue to identify and implement changes to the transportation system that improve air quality.
  - ◆ Six new turn lanes were recently installed on Pocahontas Trail. These turn lanes will improve traffic flow and serve to improve air quality.
  - ◆ The City, County, and HRPDC recently completed a study of the Route 199 Corridor between Brookwood Drive and Route 5. The Study identifies possible options for improving traffic flow along this corridor.
  - ◆ The Grove Interchange, to be completed in Spring 2001, will provide improved access to Busch Gardens and Pocahontas Trail (south/east) and reduce congestion on Route 199 and Pocahontas Trail.
  
22. Research the possibility of developing a light rail system, preferably utilizing the existing CSX route, which would link destinations useful and attractive to both residents and tourists. This system should connect Richmond with the lower Peninsula and the southside. Projected population growth as well as the probability of additional development warrants the examination of a light rail facility in this corridor.
  - ◆ Feasibility studies have been completed – I-64 MIS and CSX MIS. Environmental study has begun for light rail as part of approved Hampton Roads MPO activity.
  
23. Explore the availability of easements on property traversed by utility companies in order to accommodate bikeways and greenways with the Regional Bikeways Plan.
  - ◆ Capital to Capital Bikeway study studied this alternative along Route 5 and concluded that it is not practical.
  
24. Update the JCC Sidewalk Plan and ensure consistency with the Regional Bikeways Plan to avoid duplication of similar facilities.
  - ◆ See No. 13 Transportation Strategy.
  
25. Continue efforts of JCC, the City of Williamsburg, York County, and the Historic Triangle Bicycle Advisory Committee to coordinate and implement a regional bicycle network, including further joint planning and development of regional funding proposals.
  - ◆ HTBAC meets every other month.
  - ◆ The three localities have been working cooperatively on the preliminary engineering of bikeways with a single consultant and meet regularly to coordinate requests for CMAQ and RSTP money.

# Community Character

## Strategies

1. Amend the Zoning Ordinance to implement a Rural Preservation Development (RPD) policy that accomplishes the goal of preserving permanent open space.
  - ◆ The rural lands committee recommended the creation of a program for purchasing development rights.
  - ◆ A PDR program has been drafted by staff and is currently under internal review.
  - ◆ See Land Use No. 3 Strategy.
2. Investigate the feasibility and benefits of a program to purchase development rights of farmland in the County.
  - ◆ The rural lands committee recommended the creation of a program for purchasing development rights.
3. Designate roads that serve as entrance roads to the County or have historical or special significance as Community Character Corridors. Develop specific standards to guide development that occurs along these roads and in these areas. These standards will be designed to preserve the historic or rural character of the road and adjoining areas as well as preserve and beautify the appearance of these roads and adjoining areas. In particular, the standards will include limiting lighting and signage, means to encourage increased setbacks along commercial and residential properties in certain instances, tree preservation, enhanced landscaping, and the use of berms.
  - ◆ The revised Sign Ordinance has several new provision that better safeguard the character of CCCs.
    - All new residential subdivision entrance identification signs located along CCCs must be reviewed and approved by the DRC. This includes other entrance features like fencing, lighting, and landscaping.
    - Internally illuminated signs are only permitted to be used along CCCs if their design and materials are found to be acceptable by the Planning Director.
  - ◆ The revised Landscaping Ordinance, requires an increased landscape buffer width along Community Character Corridors.
  - ◆ The revised residential districts, including manufactured home parks have new buffer width requirements along CCCs.
  - ◆ Additional roads were designated CCCs during the last Comprehensive Plan update.
  - ◆ Staff has been working with the New Town Design Review Board to review proposals in visible locations along Monticello and Ironbound roads, including Tidewater Physical Therapy, Advanced Vision Institute, and a United States Post Office.

4. Determine planning boundaries for the Jamestown, Courthouse, Norge, and Toano areas to establish community identity, and designate as Community Character Areas. Within these boundaries, establish development management and preservation techniques to meet specific historic preservation techniques and community character needs. Encourage a development pattern that maintains and reinforces the visual separation of Norge and Toano.
  - ◆ Boundaries for these areas are shown on the 1997 Comprehensive Plan Land Use Map.
  - ◆ Specific techniques not yet adopted.
5. Create separate standards for each of the different situations that may occur along Community Character Corridors, including standards for wooded areas, agricultural areas, scenic vistas, commercial areas, and other areas as appropriate.
  - ◆ No specific action taken to date.
6. Encourage building, site, and road designs that enhance the natural landscape and preserve valued vistas. These designs should also minimize any potential negative impacts with regard to noise and light pollution and other quality of life concerns.
  - ◆ A revised Community Appearance Guide has been printed that will provide applicants a better understanding of preferred building and site design. The revised Community Appearance Guide is available for distribution.
7. Encourage beautification of existing development to improve the overall visual quality of the County.
  - ◆ The Neighborhood Connections Office has established a Neighborhood Improvements Initiative that provides a matching grant up to \$500 for neighborhood improvements. Examples of improvements include: Gatehouse Farms was awarded a grant to plant existing medians with landscaping; Chisel Run was awarded a grant to improve their playground equipment and picnic tables, and Ironbound Square was awarded a grant to improve their entrance sign and landscaping.
  - ◆ Staff works on an on-going basis with applicants to improve existing site conditions. For example, Penske Truck Rental SUP – required additional landscaping along Merrimac Trail to improve overall appearance of site.
  - ◆ The Office of Housing and Community Development continues to provide assistance to individual property owners and neighborhoods to rehabilitate and improve residential properties and to eliminate blight and derelict structures throughout the County.
8. Pursue the expenditure of public funds and the support of citizens to improve the appearance of highly visible focal points of the County including, but not limited to, County entrance corridors, median areas, and undeveloped parcels fronting on thoroughfares.
  - ◆ The redevelopment of the deteriorated Burton Woods multifamily rental development is being implemented to compliment major public and private development planned at the Centerville Road/Longhill Road intersection.

- ◆ The multi-million dollar Ironbound Square Residential Revitalization project is being coordinated with the development of the adjacent Casey New Town Project and the widening of Ironbound Road within a strategic Community Character Corridor.
- ◆ Planting has occurred at the following areas in the County:
  - Route 5 and Route 199 Intersection
  - Route 5 and Route 199 BMP
  - Monticello Avenue and Route 199 Interchange
  - Longhill Road and Route 199 Interchange
  - Route 60 (Lightfoot) and Route 199 Interchange
  - Mainland Farm Buffer
  - JCC Welcome Signs

Several more installations and maintenance projects are planned for installation in the next few planting seasons in preparation for the 2007 Jamestown Celebration. Many of these projects will continue to evolve each year as new plantings are added and the landscape established.

9. Amend the Zoning Ordinance to require that all site plans be consistent with the Comprehensive Plan Development Standards.
  - ◆ While this is not a formal requirement (for legal reasons), the Zoning Ordinance has been amended to require conceptual plans for site plans. It is during this conceptual plan review, that staff can encourage conformance with the standards contained in the Comprehensive Plan.
10. Amend the Zoning Ordinance to create overlay districts for Community Character Corridors and Areas. Included with these districts would be requirements for landscaping and other aspects of design that achieve the above standards. The districts may also include formal or informal mechanisms for architectural review.
  - ◆ See action taken under Community Character Strategy No. 3.
11. Design streets in commercial/retail centers to better encourage street-level activity and a safe pedestrian environment.
  - ◆ The recently approved Marketplace Shoppes, across from Monticello Marketplace, have provided a number of pedestrian walkways throughout the center to encourage and promote pedestrian travel.
  - ◆ The New Town design standards have been approved. These design standards specify streetscape design standards for lighting, landscaping, etc.
12. Limit new commercial/retail centers and existing commercial/retail centers to a size appropriate to the scale and character of the various communities throughout the County.
  - ◆ The recently approved Limited Business (LB) Ordinance contains Neighborhood Commercial standards, including a 2,750-square foot building footprint limitation to reduce the scale of commercial retail development in certain areas throughout the

- County. Development in these locations that is greater than 2,750 square feet requires a special use permit.
- ◆ Staff has been working with developers at the corner of Longhill and Centerville Roads to ensure commercial development is of a residential scale and is compatible with adjacent residential areas such as Burton Woods and Forest Glen.
13. Amend the Zoning Ordinance to include more provisions for tree preservation and enhanced planting of wooded buffers.
    - ◆ See Community Character Strategy No. 3.
  14. Ensure adequate code enforcement for preservation of specimen trees and landscaping.
    - ◆ The revised landscaping ordinance requires protective tree fencing be installed around existing landscape buffer areas. There is also a new provision that requires an additional “construction-zone” setback of 15-feet from the edge of the undisturbed landscape buffers.
  15. Minimize hurdles and investigate creative incentives to developing accessory units, infill development, and adaptive reuse, while maintaining compatibility with the goals of the Comprehensive Plan.
  16. Consider requiring or encouraging the planting of street/curbside trees during the Zoning Ordinance review, while ensuring flexibility for those subdivisions or developments which already provide adequate landscaping along streetscapes.
    - ◆ The R-1, R-2, and Residential Cluster ordinances, include a Streetscape Policy which requires street trees in all developments over one dwelling unit/acre.
  17. Investigate requiring curbs and gutters for certain subdivisions.
    - ◆ The revised residential districts require residential cluster developments proposing more than two dwelling units per acre to have curb and gutter.
  18. Consider amending County ordinances to ensure that residential streetscapes are a balanced mixture of open space, buildings, and parking areas.
    - ◆ The revised cluster ordinance provides a density bonus for shared or grouped parking. In addition, a street tree requirement has been added.
  19. Review subdivision and zoning requirements which may be revised to include more community-oriented standards such as the placement of parking.
    - ◆ See Community Character Strategy No. 18.

20. Amend the Zoning Ordinance to require conceptual plans for all subdivisions and developments required to have an approved site plan. The conceptual plan should illustrate how the proposed development relates to its surrounding properties in terms of vehicular and pedestrian connections; address other elements such as scale, design, building orientation, greenways connections, landscaping, and other similar features; and be consistent with the strategies and standards in the Comprehensive Plan.
  - ◆ The BOS approved the ordinance revisions that require conceptual plans for site plans and major subdivisions.
21. Amend the Zoning Ordinance to require illustrative drawings, including streetscapes and perspectives, as binding components of rezoning or SUP applications.
  - ◆ New rezoning, SUP, and by-right development plan submittal requirements developed and approved during the zoning ordinance update.
22. Require underground utilities in all new developments. Encourage screening and buffering of existing aboveground utilities and their placement below ground.
  - ◆ Underground utilities are required for all new developments.
  - ◆ The recently adopted FY 2000 Capital Improvements Program provides funding for the placement of utilities underground. The first priority for these improvements is Jamestown Road.
23. Establish, via the Capital Improvements Program, an underground utility escrow fund, with priority on Jamestown Road, John Tyler Highway, and portions of Richmond Road in Norge, Toano, and Lightfoot. Explore the possible use of existing monies to financially support this fund.
  - ◆ See Community Character Strategy No. 22 above.
24. Require archaeological studies for development proposals on lands identified by the JCC staff as warranting such study and require their recommendations to be implemented. In making the determination, staff will consult archaeological studies and seek the recommendation of representatives of the County Historical Commission or other qualified archeologists if necessary.
  - ◆ Archaeological policy updated as part of the Zoning Ordinance process. Many new proposals have had archaeological studies – these include: the Stonehouse Elementary School, Brandon Woods, Lake Powell Forest, Exxon (at the corner of Longhill and Centerville Roads).
  - ◆ A new standard requires all developments over one dwelling units/acre in R-1, R-2, and cluster to perform archaeological studies.
25. Develop an open space plan of significant natural, scenic, and historic resources to be incorporated into a greenway system, and utilize the greenway fund to acquire conservation easements or title to these properties where other means are not available.

26. Pursue the preservation of historic and archaeological sites of the County by:
- ◆ Enlisting the assistance of the County Historical Commission in updating the County inventory of historic places.
    - a. Staff, in consultation with VDHR selected a consultant in October 1999. Consultant will conduct a windshield survey of historic properties in September 2000.
    - b. Committee to assist consultant in selecting 20 properties for “intensive survey” will be formed in September 2000.
    - c. Public hearings to start beginning of the architectural assessment process were completed in January 2000.
  - ◆ Registering all eligible sites in the Virginia Landmarks Register and the National Historic Register of Historic Places.
    - a. See Community Character Strategy No. 26a-c above.
  - ◆ Developing a priority list for nominating eligible properties for the state and federal registers.
    - a. Committee to assist consultant in selecting 20 properties for “intensive survey” will be formed in September 2000.
  - ◆ Promoting voluntary techniques for preservation of these properties.
    - a. During the recent zoning ordinance update, the archaeological policy was amended to include provisions for the public recognition of developers undertaking archaeological studies. The policy was also amended to include provisions for promoting archaeological studies through additional site signage and the public display of found objects.
  - ◆ Investigating the feasibility of designating areas of the County as historic districts or historic corridors.
  - ◆ Discouraging the demolition or inappropriate use of cultural and historic resources through regulatory and voluntary techniques.

# Land Use

## Strategies

1. Provide for low density residential (*1-4 units per acre*) and moderate density (*4-12 units per acre*) residential development in appropriate locations inside the PSA and prohibit such development on rural lands outside the PSA.
  - ◆ When meeting with potential applicants, staff always encourages development in appropriate locations within the PSA.
2. Require residential densities and development outside the PSA be truly rural rather than urban, while ensuring compatibility with the surrounding rural character of the area. Primary rural land uses are agricultural and forestal activities, family subdivisions of land for family occupation, and homes associated with legitimate agricultural and forestal uses. In rural areas of the County, residential development, which preserves farm and forestal lands, is the preferred type of development.
  - ◆ Staff's recommendation on several recent development applications illustrates staff's commitment to preserving the rural character and agricultural lands of the County. Staff recommended denial of the following cases: Nance Auto Repair (A-1, Rural Lands), and Poulston Motorcycle SUP.
3. Amend the Zoning Ordinance to implement a Rural Preservation Development (*RPD*) policy that accomplishes the goal of preserving permanent open space.
  - ◆ The County has hired Herd Planning & Design to assist in evaluating rural lands preservation policy.
4. Amend the Zoning Ordinance to ensure that allowed densities within residential zoning districts are consistent with densities recommended by the Comprehensive Plan.
  - ◆ See Land Use Strategy No. 5.
5. Review and revise the Residential Cluster provisions of the Zoning Ordinance.
  - ◆ The BOS approved the revised Cluster Ordinance, R-1, and R-2 in July 1999.
6. Ensure that allowable densities and intensities do not exceed the capacities of public roads, schools, and other facilities and services. Permit higher densities and more intensive development in accordance with the Land Use Plan Map where such facilities and services are adequately provided.

7. Time the development of residential and nonresidential sites and their density and intensity upon the availability of utilities and the maintenance of an acceptable level of service for roads, schools, and other public services.
  - ◆ Planning staff does this on a continual basis when reviewing rezoning and special use permit applications. Based on the traffic studies, application of adequate public schools facilities test, and review of fiscal impact analysis, staff can negotiate proffers that address the timing/phasing of a development. Stonehouse and Ford's Colony are excellent examples.
8. Restrict the extension of water and sewer utilities and the formation of new, central sewer systems in areas outside the PSA. Extend water and sewer service in the Primary Service Area according to a predetermined phased plan.
  - ◆ The adopted JCSA Master Water & Sewer Plan provides a plan for providing the necessary water and sewer infrastructure to support the underlying Comprehensive Plan land use designations inside the PSA.
  - ◆ Major subdivisions outside of the PSA are strongly discouraged.
9. Amend the utility policy and subdivision and zoning ordinances requirements, including those dealing with utility connection requirements outside the PSA and the provision of central water systems outside the PSA, to ensure compliance with the Comprehensive Plan.
  - ◆ See Public Facilities Strategy No. 9.
10. Require sufficient documentation to determine the impacts of a proposed development including but not limited to studies of traffic impact, capacity of public schools, historic and archaeological resources, water quality and quantity, other environmental considerations, and fiscal impact. Require that the recommendations of such studies be adequately addressed prior to preparation of development plans, or in instances where a rezoning or special use permit is required as part of those applications. Methods of addressing such impacts include building and site design, facility construction, dedication, conservation easements, and other measures.
  - ◆ New rezoning, SUP, and by-right development plan submittal requirements were developed during the zoning ordinance update.
  - ◆ Traffic impact, fiscal impact, environmental, and cultural resource studies are now required for R-4 and PUD.
11. Accomplish rezoning for commercial and light industrial uses with sites of five acres or more under a binding master plan.
  - ◆ This is accomplished for mixed use or PUD developments, or commercial/industrial developments needing a rezoning or special use permit.

12. Investigate requiring open space in all residential subdivisions and planned communities which serves both a recreation and environmental preservation function. Amend the Zoning Ordinance as necessary.
  - ◆ Open space provisions maintained in R-2 and cluster based on non-developable plus percentage of developable. Added 10 percent open space requirement in R-1.
13. Encourage developments that allow true mixed-use development options. Support design flexibility to promote mixing of various types of residential and nonresidential uses and structures.
  - ◆ The County continues to work cooperatively with the Casey family in their planning for the New Town development. The rezoning of Phase I was approved and the Courthouse is open. The County also supports the Casey CDA.
  - ◆ Mixed Use and PUD districts have been amended to permit additional design flexibility. The choice of permitted uses has increased with the addition of several new uses, setbacks have been made more flexible, applicants may use conceptual plans to determine consistency with master plans (which eliminates the need for fully engineered plans at that stage), and signage regulations have been made more flexible.
14. Emphasize the economic potential of interstate interchanges, especially industrial potential, by encouraging mixed use development and promoting industry and offices as the primary uses for interstate interchange land. Maintain land use policies and other measures to achieve this strategy.
  - ◆ In reviewing a conceptual plan for a proposed development at the Croaker/I-64 interchange, we emphasized and supported this strategy in our discussion with the applicant.
  - ◆ OED and the IDA support citizen, Planning staff, and BOS efforts to designate and preserve interstate interchange areas that have high economic development potential.
15. Require that any development of public or private utility sites, easements, and facilities, inside or outside the Primary Service Area, be subject to individualized review under Section 15.2-2232 of the Code of Virginia.
  - ◆ The District Sports Complex and the Stonehouse Elementary School were both reviewed under Section 15.2-2232 of the Code of Virginia.
  - ◆ We have also taken the position that Section 15.2-2232 of the Code of Virginia review is required for the Treyburn Drive Extension proposed in the City of Williamsburg and the private telecommunication facilities located within the VDOT right-of-way.
16. Amend the Zoning Ordinance to establish the necessary Reservoir Protection Overlay districts to protect the watersheds of Diascund Creek, Little Creek, and Skiffe's Creek.
  - ◆ A preliminary analysis has been completed and draft ordinances prepared. Work on this strategy was delayed due to higher priority work items.

17. Utilize policy and ordinance tools to ensure the provision of open space and to increase residential densities in exchange for additional open space that provides significant benefits to the residents of the community.
18. Encourage conservation easements and the use of land trusts to facilitate open space preservation, particularly in areas with natural, scenic, and historic values.
  - ◆ The Planning Division was successful in negotiating conservation easements in the following cases: Jamestown Road Nursing facility (150-foot buffer along Jamestown Road preserved as open space); easements along Powhatan Creek obtained from Ford's Colony and Hiden properties; and on the Rees property, located at the end of Neck-O-Land Road, where a 200 to 300-foot buffer was purchased to protect the viewshed of the Colonial Parkway from future development.
19. Continue to communicate with neighboring jurisdictions regarding development plans that have potential impacts on neighboring localities and public facilities.
  - ◆ The Planning Division has been working cooperatively with the City of Williamsburg and VDOT on the proposed Treyburn Drive Extension and the Route 199/Route 31 intersection improvements.
  - ◆ JCC staff has participated in the Crossroads Study with the College of William & Mary and the City of Williamsburg.
  - ◆ JCC and adjoining localities notify each other of developers' plans.
20. Continually monitor land use development trends to ensure continued diversification of the local economy and to ensure an adequate balance between residential and nonresidential development.
21. Encourage multiple uses within office parks to assure employees convenient access to shopping, services, and open space.
  - ◆ The MU, PUD, and RT districts contain provisions permitting secondary uses for shopping, services, and also require a percentage of open space.
22. Plan for and encourage the provision of greenways, sidewalks, and bikeways to connect neighborhoods with retail and employment centers, parks, schools, and other public facilities.
23. Amend the Zoning Ordinance to include a Neighborhood Commercial District.
  - ◆ The LB District has been amended to contain provisions for areas designated Neighborhood Commercial. This entails design standards, building footprint limitation, limited uses, increased yard regulations in certain instances, and conformance to a newly adopted Neighborhood Commercial Development Standards policy.