

MEMORANDUM

DATE: March 25, 2014

TO: The Board of Supervisors

FROM: Christy H. Parrish, Proffer Administrator

SUBJECT: Updated Federal Emergency Management Agency (FEMA) Flood Insurance Rate Maps

The Federal Emergency Management Agency (“FEMA”) has conducted a coastal analysis and mapping study for communities along the mid-Atlantic coast. This study included the entire Chesapeake Bay and its tributary rivers and streams to better estimate coastal flood hazards and more accurately define the limits of tidal flooding based on improved technology available. Detailed information regarding this study can be found at www.R3Coastal.com.

As a result of this study, FEMA will be providing James City County with an updated Flood Insurance Study and preliminary Flood Insurance Rate Maps (“FIRMs”). The changes are primarily due to the inclusion of storm surge information that takes into account wave action during a storm. As a result, the revisions to the FIRMs may impact not only the elevation of flooding on a property but also its Special Flood Hazard Area (“SFHA”) designation. For example, areas along the shoreline may be re-designated to Zone VE, which is a SFHA subject to inundation by the one percent-annual-chance flood event with additional hazards due to storm-induced waves greater than three feet. In addition, the new maps include a Limit of Moderate Wave Action (“LiMWA”) line within Zone AE. The LiMWA line marks the inland limit of the area inundated by the one-percent-annual-chance, 1.5- foot breaking wave. The LiMWA line is non-regulatory and was created to help community officials and property owners recognize this increased potential for damage due to wave action in Zone AE.

Staff will be meeting with FEMA representatives on April 9 to develop community coordination and outreach initiatives and a timeline for moving forward. At a later date, a joint public open house meeting with the City of Williamsburg will be coordinated to allow citizens to review the maps and submit any comments or appeals to FEMA before the maps become effective. County staff and FEMA representatives will be present at the meeting to discuss the changes and answer questions. Staff will provide updates to the Board regarding these initiatives and the open house meeting date once received.

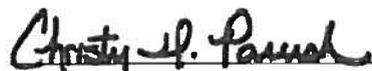
Once the Community Coordination and Outreach initiatives are complete, the James City County Zoning Ordinance will need to be reviewed and updated to ensure compliance with the National Flood Insurance Program (“NFIP”). The map update process, which involves the adoption of the new maps and revised zoning ordinance by the Board of Supervisors, will take more than a year and is currently projected to be complete mid-2015.

As you are aware, James City County participates in the FEMA Community Rating System (“CRS”) which recognizes and rewards communities that carry out floodplain management activities and rewards communities that carry out floodplain management activities beyond the minimum criteria of the NFIP by reducing flood insurance rates in the community. The County’s participation in the CRS has resulted in a 15 percent discount in flood insurance premiums by citizens. This discount is automatically applied to policy rates issued for properties in the County.

Updated Federal Emergency Management Agency (FEMA) Flood Insurance Rate Maps

March 25, 2014

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Christy H Parrish

CONCUR:


Allen J. Murphy, Jr.

CHP/nb
FEMAFloodRMps-mem

MEMORANDUM

DATE: March 25, 2014

TO: The Board of Supervisors

FROM: Leanne Pollock, Senior Planner II
Kate Sipes, Business Development and Retention Coordinator

SUBJECT: Rural Economic Development Study Status Update

James City County boasts many agricultural and timbering assets and recognizes there is a tremendous opportunity to support and grow agriculture- and forestry-based businesses, thereby increasing the agricultural sector of the local economy. The tourism sector could also be enhanced because of agri-tourism opportunities. There has consistently been interest from residents and businesses to evaluate the County's agricultural and timbering potential and encourage working landscapes in rural areas. There have been many independent local initiatives towards this end, but to date the County has been unable to identify a cohesive vision and gather the momentum necessary to identify and accomplish tangible results to that end.

In February 2013, the Planning Division and the Office of Economic Development partnered to apply for an Agriculture and Forestry Industries Development (AFID) Fund planning grant from the Virginia Department of Agriculture and Consumer Sciences. The purpose of the grant is to support projects that advance the interests of agriculture and/or forestry business in the locality and give greater voice to local farm and forestland owners. James City County was awarded a \$20,000 grant and in June 2013, the Board of Supervisors approved acceptance of the grant funds and provided a local match to support the project. The grant requires that any project receiving funding be completed within two years of the grant award.

This project is in support of several goals, strategies, and actions detailed in the County's 2009 Comprehensive Plan. Plans adopted in 1991, 1997, 2003, and 2009 have all recognized the importance of working lands as components of the County's economy and identity and have supported rural economic development. Specifically, Land Use Strategy 6.1 and Economic Development Strategy 8 in the 2009 Comprehensive Plan call for the County to promote the economic viability of farming and forestry as industries through various measures such as agri-business, eco-tourism, green energy uses, recreation, marketing efforts, and protecting prime farmland. Ensuring agriculture- and forestry-based businesses are viable is crucial to creating a viable economic alternative for rural landowners. The following information is intended to serve as a status update on the progress of the project only and no action regarding this project is requested at this time.

Project Summary

Staff, in conjunction with the Rural Economic Development Committee (REDC) of the Economic Development Authority, developed a project scope and contracted with ERM to provide third-party expertise and develop a comprehensive approach to strategic rural economic development. Goals for the project include: assisting existing agriculture- and forestry-based businesses to grow and succeed, identifying and creating opportunities for new business ventures, growing and diversifying the local tax base, and identifying and celebrating the uniqueness of James City County. The final product will include a basic inventory of existing rural assets, stakeholder meeting summary, a fiscal analysis of rural economic development in the County, identification and assessment of key rural economic development opportunities and techniques, development of a goal for rural economic development, and a listing of projects to support the goal including details about implementation (such as cost, funding sources, strategies, possible return on investment and progress metrics).

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It is important to note that this effort is one component of a much larger and complex discussion. This study is not intended to be a Rural Economic Development Strategic Plan in the traditional sense. Rather, the focus is to identify specific discrete projects that can be worked on in the short- and long-term to support existing enterprise. The hope is that the project can create awareness of existing market opportunities and encourage business growth in productive agriculture and timbering. This, hopefully, will also foster new business enterprises and provide opportunities for expansion of existing enterprises.

Project Update

After working with the REDC to select a consultant, staff, the REDC, and ERM began work in fall 2013 by completing extensive data collection to serve as background information for the project. ERM used this material to complete the fiscal analysis (see Attachment No. 1). In October staff mailed more than 600 invitations to rural land holders, Agricultural and Forestal District, and Purchase of Development Rights participants, participants in previous rural lands discussions, local chefs, existing rural businesses and farms and leaders in the health, institutional, and school industries to participate in a series of stakeholder meetings with ERM. Attendees covered a wide-range of interests and roles in the community and painted a broad picture of the current state of the County's rural economic development in addition to providing some ideas about where it could grow or adapt.

Based on the results of the stakeholder meetings, findings of the fiscal analysis and discussions with the REDC and staff, the consultant team drafted a preliminary list of possible actions and projects to promote rural economic development efforts. This list is not a comprehensive list of every potential project and implementation of several of these projects spanning different categories or implementation timeframes will likely be necessary in order to promote, support, and grow the County's rural economy. Rather, this list and the overall study in general, is a step in raising awareness about the economic possibilities in rural lands - both in traditional crop production and in niche farming or other related businesses. Some projects may be able to be logically combined into one overarching effort and some may be further expanded.

Preliminary projects include (in no particular order):

- Developing a community garden or incubator farm to train and educate the public about local foods;
- Developing a community kitchen that can be used by producers to create value-added products;
- Creating a food hub to aggregate, distribute and market source-identified food products from local and regional producers to meet institutional demand;
- Creating a local rural economic central information clearinghouse for products, contacts, technical assistance, and ideas;
- Developing a flash-freezing, individually quick frozen and/or cold storage facility to lengthen time to ship regional products;
- Exploring the possibility of a motorsports park to draw on rural recreation, tourism, and festivals;
- Creating an apprenticeship program for aspiring young farmers and matching them with existing farm owners;
- Establishing a local farm link program to identify land available for lease or purchase to match with potential farmers;
- Creating a capital/loan fund or grant program to provide assistance to new businesses in agricultural and rural enterprises;
- Developing a public relations and marketing campaign to promote local rural enterprises;
- Promoting agri-tourism as part of the Williamsburg visitor experience;
- Developing equine activities;
- Promoting the use of local timber and woodland by identifying possible timbering properties and reaching out to forest owners regarding options;
- Partnering with local colleges, universities, and entrepreneurship organizations to connect with and market the area to entrepreneurs;

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- Investing in the Toano Farmers Market to increase its viability and marketing;
- Creating an agricultural heritage trail system similar to Charlottesville's Brew Ridge Trail; and
- Promoting rural recreation opportunities and eco-tourism as part of the greater Williamsburg experience.

The REDC met in February to review these initial suggestions, discuss the projects with ERM in more detail and outline a course for next steps in the project. They are in the process of sorting, categorizing, and evaluating the projects.

Next Steps

In March and April, the REDC is conducting check-ins with various appointed and elected County groups which either have a support role in the study or which may be involved in implementing some of the final recommendations. This includes the Policy Committee, the EDA, and the Board of Supervisors. The REDC will continue meeting to discuss the projects and categorization.

The REDC also has plans to sponsor a workshop this spring, which will include invitations to the same group that received stakeholder meeting invitations. The workshop will focus on the broader issues of rural lands and launch a larger rural economic development discussion. At the end of the workshop, attendees will be invited to go online and review the draft rural economic development study documents during an open comment window. Once the feedback is received, ERM will refine the project list and flesh-out each project in more detail to become part of the final report. Staff also plans to provide a summary of the input as an appendix to the study.

No action regarding this project is requested at this time and this memorandum is meant to serve as a status update on the progress of the project only. Staff anticipates that the study will be completed in summer of 2014 with a presentation to the Board of Supervisors. Pertinent results will also be incorporated into the text and goals, strategies, and actions of the 2035 Comprehensive Plan.


Leanne Pollock


Kate Sipes

CONCUR:


Allen J. Murphy, Jr.


Russell C. Seymour

LP/KS/nb
RuralStdy-mem

Attachment:

1. Assessment of Rural Economic Activity in James City County (fiscal analysis)

Assessment of Rural Economic Activity in James City County

By David E. Versel, AICP
Senior Research Associate
George Mason University Center for Regional Analysis

FINAL DRAFT, JANUARY 2014

Profile of the Current Rural Economy

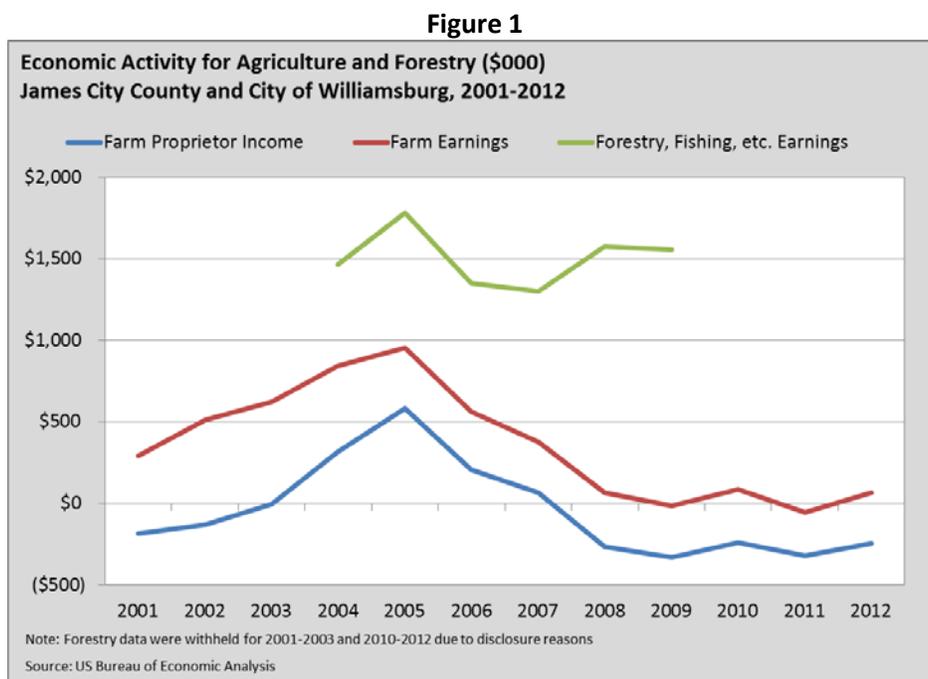
The rural economy of James City County includes all economic activity that is either directly or indirectly related to the use of the county's rural lands and open spaces. This includes: all agricultural activities, including crop production and animal production; all forestry and logging activities; food and beverage manufacturing that relies on local inputs; some tourism activities, including agritourism, automobile and bicycle touring, and historical/heritage tourism; and some food and dining activity.

Since there is no single source of information about the rural economy, data on the rural economy are drawn from a variety of federal, state, and local sources. While some data are reported at the county level, other information is only reported for the aggregated economy of James City County and the City of Williamsburg, or even at the regional level. With these caveats in mind, the following information represents the best available understanding of James City's rural economy.

Economic Activity

In terms of economic productivity, the rural economy represents a very small share of the combined economy of James City County and the City of Williamsburg (The U.S. Bureau of Economic Analysis [BEA] only reports combined data for the two jurisdictions). In 2012, businesses located in James City and Williamsburg generated a total of \$2.28 billion in at-place earnings¹. Of this amount, just \$66,000 was paid to workers on farms, and farm proprietors actually reported a net loss of \$245,000 for the year, so agriculture did not technically account for any of the county's economic activity in 2012. Earnings for forestry, fishing and related activities were last reported in 2009, due to disclosure standards by the U.S. Bureau of Economic Analysis (BEA). At that time, this industry sector generated \$1.6 million in at-place earnings, representing less than 0.1 percent of the overall local economy.

¹ Bureau of Economic Analysis (BEA), Table CA-05, Personal income by major source



The limited influence of rural economic activity in the area has been consistent over the past 10-plus years (Figure 1). Farming activity in the area resulted in negative income each year between 2008 and 2012. Even during its most positive of years (2005) farming activity only generated \$1.5 million in economic activity, accounting for less than 0.1 percent of local economy's total economic output.. While forestry, fishing and related activities have consistently produced between \$1.3 and \$1.8 million in annual economic activity, this sector has not accounted for more than 0.1 percent of the local economy in any year since 2001.

Employment and Earnings

The agriculture, forestry, fishing, and hunting industries are currently a very minor source of payroll employment in James City County. There are currently² six establishments in these industries in the county, employing just 38 people—this does not include sole and/or part-time proprietors. There is also limited employment in the county in the other primary rural sectors. The food manufacturing and furniture and related products sectors together represent eight establishments with 131 employees. Together, these industries account for 169 jobs, representing 0.6 percent of the 26,991 total jobs in James City County.

Earnings in rural sectors are somewhat lower than average earnings for all jobs in the county, but much lower for agriculture, forestry, fishing, and hunting, which have an average annual pay rate of \$18,969. The rural manufacturing industries have better average annual pay: \$30,397 for food manufacturing and \$34,317 for furniture and related products manufacturing.

² These figures are from 2009, the last year for which data were reported, due to disclosure standards by the Bureau of Labor Statistics (BLS).

Table 1: Employment by Selected Industry Groups, James City County, 2012

Industry	Establishments	Jobs	Avg Annual Pay
Agriculture, Forestry, Fishing and Hunting*	6	38	\$18,969
Food Manufacturing*	3	60	\$30,397
Furniture and Related Product Mfg.	5	71	\$34,317
<i>Subtotal: Rural industries</i>	<i>14</i>	<i>169</i>	<i>\$29,474</i>
Grocery Stores	12	676	\$21,463
Specialty Food Stores	8	70	\$11,665
Accommodation	23	578	\$25,724
Food Services and Drinking Places	107	2,420	\$17,719
<i>Subtotal: Food Service & Tourism industries</i>	<i>150</i>	<i>3,744</i>	<i>\$20,848</i>
All Other Industries	1,527	23,078	\$37,146
Total: All Industries	1,691	26,991	\$34,653

*Note: Jobs and pay data are from 2009 for these categories, as more recent data have been withheld.

Source: Bureau of Labor Statistics

The food service and tourism industries, which are somewhat related to the rural economy, employ a total of 3,744 people in 150 establishments. These sectors account for about 14 percent of all jobs in the county, but have very low wages relative to other sectors. The average annual pay for these jobs is \$20,848, with even lower wages for specialty food store (\$11,665) and food services & drinking places (\$17,719).

Real Estate Market

Most of the residential real estate market activity in James City County is for developed properties. Between January 2000 and November 2010, there were 11,888 sales of residential properties in the county, compared with just 1,723 sales of undeveloped residential land. The median price of undeveloped land increased by 125 percent during this period, double the 62 percent increase in the median sale price of residential properties (Table 2). As of 2010, the most recent year for which data were provided, the median sale price of undeveloped properties was \$135,000, compared with \$297,500 for developed properties.

Table 2: Median Sale Price for Residential Properties and Land in JCC, 2001-2010

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010*	Change	% Chg
Residential													
Sales	813	1,099	1,223	1,267	1,317	1,465	1,358	1,103	791	792	660	(153)	-19%
Median Price	\$184,000	\$186,330	\$196,010	\$229,900	\$275,000	\$331,665	\$345,724	\$331,500	\$320,000	\$291,365	\$297,500	\$113,500	62%
Land													
Sales	179	198	220	220	299	270	134	58	41	43	61	(118)	-66%
Median Price	\$60,000	\$58,000	\$71,750	\$71,000	\$90,000	\$125,000	\$155,000	\$175,000	\$155,000	\$110,000	\$135,000	\$75,000	125%

*Through November 2010

Source: Hampton Roads Multiple Listing Service

According to Simerlein Appraisals, there were 43 sales of undeveloped rural land in the local market area, which includes James City County and Upper York County³. Of these, 18 were of tracts that were 80 acres or larger and 25 were of smaller tracts, with a median size of 38.10 acres. The overall median

³ Upper York County includes all areas of York County north of Yorktown Road, as shown on Figure 4.

price of these sales was \$430,000, or \$9,999 per acre. Smaller tracts sold for a median price of \$13,166 per acre, compared with \$7,027 for the larger tracts. Among these sales the most valuable properties on a per-acre basis sold for about \$20,000-40,000 per acre. These sites had already been subdivided and/or rezoned for residential uses or had developed communications towers on-site. Sites in more remote areas with little subdivision potential typically sold for less than \$10,000 per acre.

Table 3: Rural Land Sales in James City County and Upper York County, 2004-2013

	Sales	Median Values		
		Price	Acreage	Price/Acre
Large Sales (80+ Acres)	18	\$1,027,500	104.18	\$7,027
Small Sales (<80 Acres)	25	\$290,000	25.71	\$13,166
All Sales	43	\$430,000	38.10	\$9,999

Source: Simerlein Appraisals, Ltd.

Farming Activity

The U.S. Department of Agriculture's Census of Agriculture documented a total of 74 farms in James City County as of 2007 (results from the 2012 Census are not expected until later in 2014). Most of these farms were very small: the median size was 23 acres, less than one-quarter were larger than 100 acres, and just one was in excess of 500 acres. The total inventory of farms was split roughly evenly between crops (47 percent) and animal production (53 percent). The largest individual categories of farming activity were for other animal production (including equine), beef cattle ranching, and fruit and tree nut production (including wine grapes).

Table 4: Profile of Farm Operations in James City County, 2007

	Count	% of Total
Total Operations	74	
Mean Acres per Farm	79	
Median Acres per Farm	23	
Operations by Acreage		
Less than 10	10	13.5%
10.0-49.9	40	54.1%
50.0-99.9	6	8.1%
100.0-499.9	17	23.0%
500 or More	1	1.4%
Operations by NAICS Code		
1111: Oilseed and Grain	2	2.7%
1112: Vegetable and Melon	9	12.2%
1113: Fruit and Tree Nut	11	14.9%
1114: Greenhouse, Nursery, Floriculture	4	5.4%
1119: Other Crops	9	12.2%
<i>Subtotal: Crop Production</i>	35	47.3%
112111: Beef Cattle Ranching & Farming	14	18.9%
11212: Dairy Cattle & Milk	6	8.1%
1123: Poultry & Egg	2	2.7%
1129: Other Animal Production*	17	23.0%
<i>Subtotal: Animal Production</i>	39	52.7%

*Includes Aquaculture, Apiculture, Horses/Equine, and All Other Animals

Source: Census of Agriculture, 2007

As a note, the Census of Agriculture data do not report equine and equestrian activities as a separate category; instead, these operations are counted as part of “other animal production.” Data on economic activity in horse-related industries were generated in a recent study by the University of Virginia.⁴ This report estimated that the total impacts of equine industries in James City and Williamsburg were 78 jobs and \$3.78 million in annual economic activity. These figures include all direct, indirect, and induced impacts, though, so the actual amounts of horse-related jobs and economic output in the county are somewhat lower.

Farmers in James City County tend to be part-timers: 54 percent of farm operators work elsewhere more than 200 days per year, compared with Virginia metro area, state and national averages of about 40 percent. Additionally, 69 percent of farms in the county generate less than \$10,000 in annual sales. James City farmers are also older than farmers in other locations: 49 percent of local farmers are age 65 or older, compared with the Virginia metro area, state and national averages of about 30 percent.

⁴ Rephann, Terance J., “The Economic Impact of the Horse Industry in Virginia,” Weldon Cooper Center for Public Service, University of Virginia, March 2011.

Table 5: Comparison of Agriculture in James City with Virginia and US Totals, 2007

Characteristic	James City	Virginia	US Total
Operator/Farm Characteristics			
Works Off-Farm 200+ Days per Year	54.1%	40.6%	39.7%
Farm sales less than \$10,000	68.9%	67.1%	59.8%
Operator 65 years or older	48.6%	32.2%	29.7%
Operations Data (% of all farms)			
Direct sales for human consumption	17.6%	6.0%	6.2%
Agritourism or recreational services	4.1%	1.0%	1.1%
Community Supported Agriculture	4.1%	0.7%	0.6%
Length of Tenure of Principal Operator			
2 years or less	14.9%	3.8%	3.8%
3-4 years	2.7%	6.9%	6.3%
5-9 years	9.5%	16.9%	16.3%
10+ years	73.0%	72.5%	73.5%

Source: USDA Atlas of Rural and Small Town America

Farming in James City is geared towards local sales and agritourism. About 18 percent of the county's farms engage in direct sales to consumers, compared with state and national averages of six percent. James City's farms are also several times more likely than other farms to have agritourism/recreational activities, or be part of community-support agriculture (CSA) programs.

There is a high concentration of new farm owners in the county relative to state or national totals. As of 2007, 15 percent of farm operators in the county had been at their present locations for less than two years, compared with 3.8 percent for both Virginia and the U.S. total.

**Table 6: James City Rankings in Farming Activity, 2007
Among 98 Reporting Jurisdictions in Virginia**

Item	Farm Count	Productivity	Productivity per Farm	% with Agritourism
James City Amount	74	\$2,866,390	\$38,735	4.1%
Average (98 Jurisdictions)	484	\$29,655,013	\$66,115	1.1%
James City Rankings	94	90	46	5

Source: USDA Atlas of Rural and Small Town America

Out of the 98 jurisdictions in Virginia that reported any agricultural activity, James City ranked 94th in the number of farms and 90th in total annual sales productivity, at \$2.87 million. James City ranked 46th in terms of annual sales productivity per farm; its figure of \$38,735 still trailed the average for all reporting jurisdictions of \$66,116.

One area in which James City stands out is agritourism. With 4.1 percent of its farms reporting agritourism-related sales, James City ranked 5th in Virginia, trailing only King George (5.6 percent), Rappahannock (5.3 percent), Northampton (4.6 percent), and Westmoreland (4.1 percent). Each of these top five agritourism counties is located in close proximity to one of Virginia's major metropolitan regions: Washington, DC, Richmond, and Hampton Roads.

Forestry Activity

The Virginia Department of Forestry reported that a total of 12,912 cords of timber were harvested in James City County in 2011, with a total value to the land owners of \$344,923⁵. Most of the harvest was of pine trees, which accounted for 62 percent of the total volume and 87 percent of the value. There was less forestry activity in James City than in several nearby counties, particularly King and Queen, which accounted for more than half of the harvest in the region. These figures do not include the value added to timber harvesting from wood processing or manufacturing, which were included in the economic activity and employment figures in the preceding section.

Table 7: Value of Hardwood Harvest in James City and Other Nearby Counties, 2011

Locality	Cords			Value		
	Pine	Hardwood	Total	Pine	Hardwood	Total
James City	7,986	4,926	12,912	\$299,595	\$45,328	\$344,923
York	87	132	219	\$1,862	\$1,125	\$2,987
New Kent	13,731	9,285	23,016	\$780,776	\$287,745	\$1,068,521
Charles City	22,494	7,247	29,741	\$634,003	\$375,030	\$1,009,033
King & Queen	61,420	17,187	78,607	\$3,482,398	\$1,165,742	\$4,648,140
Region Total	105,718	38,777	144,495	\$5,198,634	\$1,874,970	\$7,073,604

Source: Virginia Dept. of Forestry

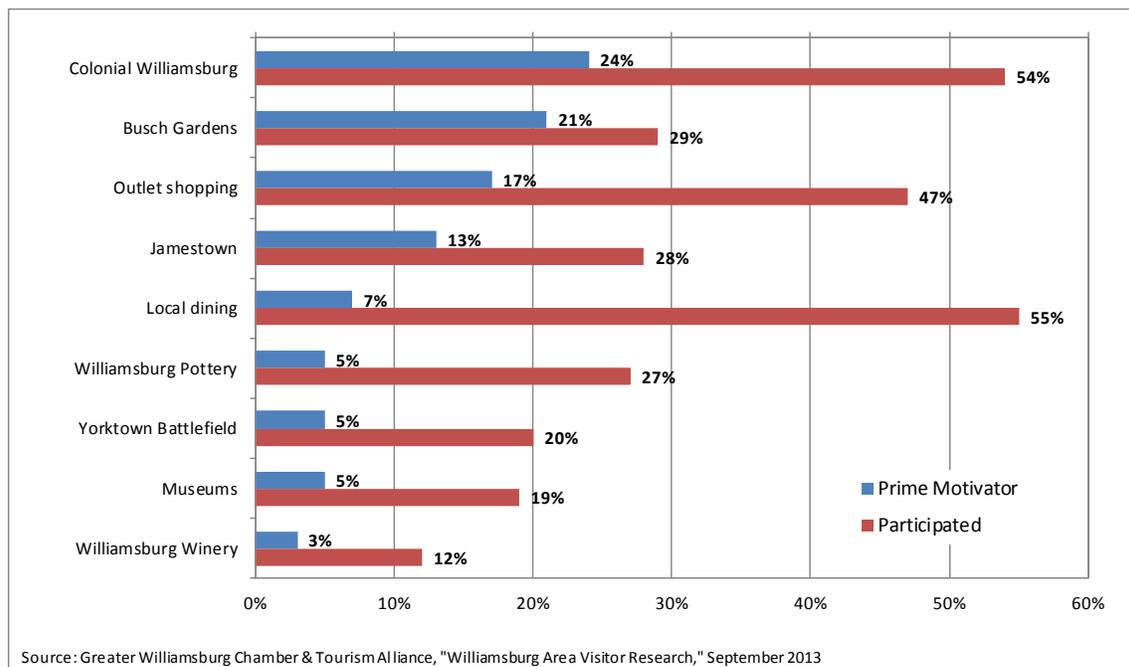
Tourism and Recreation

James City County is an integral part of the tourism economy of the Williamsburg Area, as it contains many of the area's visitor attractions, hotels, shopping, and dining destinations. As documented above (Table 1) the Accommodation and Food Services industry sector employs about 3,000 people in the county, and paid nearly \$58 million in wages in 2012.

While the top three attractors of visitors to the area—Colonial Williamsburg, Busch Gardens, and outlet shopping—are not geared towards rural activity and/or agritourism, rural activities do play an important role in the tourism economy. Jamestown ranks fourth in terms of primary motivators of visitor attraction, with 13 percent of all visitors to the area coming primarily to visit that site. Local dining is also very important: while not a major motivator, 55 percent of visitors to the area dine at a local (non-chain) restaurant, making local dining the top activity in the area, outranking even Colonial Williamsburg. The Williamsburg Winery is also an important secondary draw. While only three percent of visitors come specifically to the area to visit the winery, 12 percent of visitors to the area travel there during their stays (Figure 2).

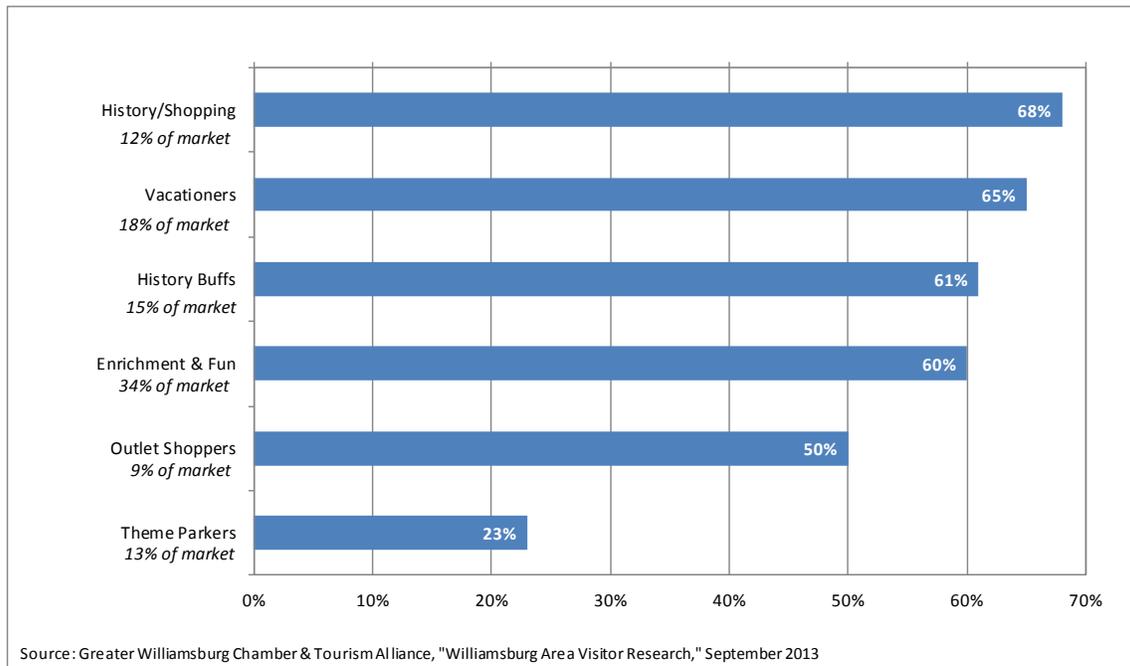
⁵ Will Shoup, a local representative for the Virginia Department of Forestry, estimates that average annual timber production in James City County is about \$722,000, which is about double the amount reported for 2011, but still well below the productivity in other nearby counties.

Figure 2: Motivating Factors and Activities for Visitors to Williamsburg Area



The likelihood that visitors to the Williamsburg area will dine in a local restaurant varies greatly by the type of visitor. At one end of the scale are History/Shopping visitors and Vacationers, who collectively represent 30 percent of overnight visitation to the area. More than 65 percent of each of these visitor groups dines in local restaurants during their stays, demonstrating their affinity for unique dining experiences. History Buffs and Enrichment/Fun visitors are also inclined to dine in local restaurants; about 60 percent of each group does so.

Theme Parkers, who represent about 13 percent of all overnight visitors to the area, are at the opposite end of the scale. These travelers come to the area specifically to visit Busch Gardens or other themed attractions, and spend most of their time and money at those locations; just 23 percent of Theme Parkers dine at a local restaurant. Outlet Shoppers fall in the middle, as 50 percent dine in local restaurants while in the area (Figure 3).

Figure 3: Percent of Overnight Visitors who Dine in Local Restaurants

Summary of Current Rural Economy

- Agriculture and forestry activities represent a very small share of the local economy, accounting for less than 0.1 percent of total economic activity in James City County and the City of Williamsburg.
- While there are few jobs in the county's agriculture and forestry industries, there is a significant employment base in the food service and tourism-related sectors; however, these jobs tend to have low wages.
- The median price of residential land in the county increased by 125 percent between 2000 and 2010, and rural properties that have already been subdivided and/or rezoned have sold for at least twice as much on a per-acre basis as other rural properties.
- Most active farms in James City County are small operations run by part-time proprietors who have full-time jobs in other locations. Farms in James City are far more likely to engage in CSAs, direct sales, or agritourism, than in most other parts of Virginia.
- While current farm operators in the county tend to be older, there is a transition under way, with a significant share of farm operators having taken over since 2005.
- Forestry has a minor presence in James City, relative both to the local economy and to other nearby counties. Most timber harvesting activity in James City is of pine trees.
- Much of the tourism activity in James City County is part of the rural economy, particularly as it relates to Jamestown, local dining, and the Williamsburg Winery.
- Tourists visiting the area seeking history or enrichment (i.e., heritage tourists) are far more likely to dine in local, non-chain restaurants, than are those who are drawn to theme parks or outlet shopping.

Potential Market Opportunities

Overview

The future potential for rural economic activity in James City County is directly dependent upon the potential to attract spending from available resident and visitor markets. Additional spending potential may be realized from four distinct types of rural activity:

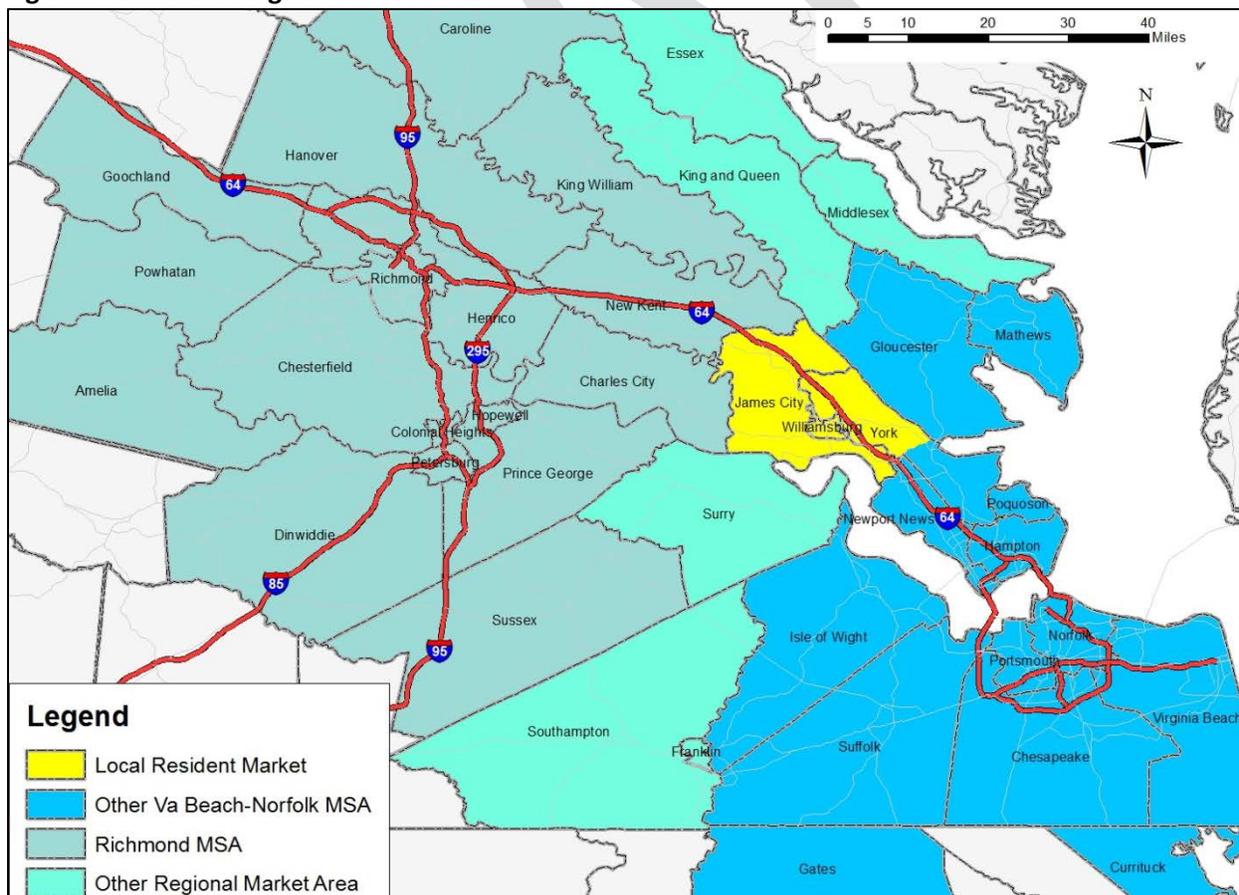
1. Agricultural activities: new or expanded operations related to the raising and harvesting of crops or animals.
2. Forestry activities: additional timber harvesting operations.
3. Value-added enterprises: sales, manufacturing, or distribution of agricultural or forest products.
4. Rural tourism: additional economic activity related to agritourism, heritage tourism, outdoor recreation, or touring of rural areas.

This section examines the characteristics of local and regional resident markets and visitors to the region, and then evaluates the potential to draw additional economic activity from these markets. A quantitative market capture analysis is presented for agricultural activity, and then market opportunities and constraints are evaluated for each type of activity.

Resident Market Profiles

There are two types of resident markets available for rural economic activity in James City County: local and regional. These are displayed in Figure 4.

Figure 4: Local and Regional Residential Markets



The **Local Resident Market** includes James City County, Williamsburg, and upper York County, which includes all areas of York County located north of Yorktown Road, and includes the entirety of Census tracts 509, 510, 511. This market area essentially represents all locations within a 15-minute drive time from the center of Williamsburg.

The local market contains about 91,500 residents residing in 35,000 households. The area's concentration of retirees and college students is reflected in its demographics in two key ways. First, the local market has a substantial share of new arrivals, as 12 percent of residents lived in a different county one year prior. Second, just 60.5 percent of adults age 16 or older are in the labor force. In spite of this relatively low share of working adults the local market is quite affluent: 33 percent of its households have incomes in excess of \$100,000 and the median household income level is about \$72,500 (Table 8).

Table 8: Profile of Local and Regional Resident Markets, 2007-2011 Averages

	Local Market	Regional Market
Population	91,497	2,878,049
Households	34,966	1,082,238
% Moved to Area in Past Year	12.4%	9.0%
Labor Force	45,754	1,549,462
% of Adult Pop in Labor Force	60.5%	68.1%
Unemployment Rate	2.9%	4.8%
Household Income		
Less than \$25,000	12.2%	18.2%
\$25,000 to \$49,999	19.8%	23.5%
\$50,000 to \$74,999	20.0%	19.8%
\$75,000 to \$99,999	14.9%	14.2%
\$100,000 or more	33.1%	23.3%
Median Household Income (Estimated)	\$72,500	\$60,400
Percent Working Outside Home County	59.0%	60.3%

Local Market = James City County, City of Williamsburg, Northern portion of York County

Regional Market = Balance of VA Beach-Norfolk-Newport News MSA, Richmond MSA, and Essex, King and Queen, Middlesex, Southampton, and Surry counties

Source: American Community Survey, 5-Year Estimates, 2007-2011

The **Regional Resident Market** includes the rest of the Virginia Beach-Norfolk-Newport News MSA, the entirety of the Richmond MSA, and the non-metro counties of Essex, King and Queen, Middlesex, Surry, and Southampton. This area takes in all areas within about an hour's drive from Williamsburg.

The regional market area has 2.88 million residents and 1.08 million households. The regional market is considerably less affluent than the local market. Though its labor force participation rate (68 percent) is eight percentage points higher than that of the local market, its median household income of \$60,400 is more than \$12,000 less than the local market's median. The regional market also has a far larger share of households earning less than \$50,000 (42 percent) than the local market (32 percent).

Visitor Market Profile

An estimated 2.36 million visitors came to Williamsburg in 2012 from outside the local or regional resident market areas (Table 9). Visitors to the area tend to be older and have high incomes. About 55 percent of the heads of travel parties to the Williamsburg area are 55 or older and 26 percent are at least 65. Nearly half (48 percent) of all visitors live in households with incomes in excess of \$100,000, and just 14 percent are from households with incomes below \$50,000.

Table 9: Williamsburg Area Visitor Market Profile

Total Visitor Count to Colonial Williamsburg, 2012	1,500,000
Percent of visitors to area who visited Colonial Williamsburg	54%
Total estimated area visitor count	2,777,800
Percent from local or regional resident markets	15%
Total non-local visitor count	2,361,100
Household Income	
Under \$50,000	14%
\$50,000-99,999	38%
\$100,000 or more	48%
Age of Head of Travel Party	
Under 35	13%
35-54	31%
55-64	29%
65+	26%
Average Length of Stay (Nights)	3.4

Source: Greater Williamsburg Chamber & Tourism Alliance; Colonial Williamsburg Foundation; GMU Center for Regional Analysis

Potential Agricultural Market Capture

With a few exceptions⁶, existing agricultural operations in James City County can be classified as small farms that generally do business with local customers or vendors, whether they be restaurants, food markets, area residents (via CSAs), or visitors (via agritourism). Given the existing conditions and the limited availability of additional land for agricultural production it is assumed that new or expanded agricultural operations would continue to be dependent on these markets.

The total size of the potential market for food and beverage sales from specialty stores and restaurants—but excluding grocery stores⁷—is \$5.7 billion. Of this amount approximately \$581 million (11 percent) is for store-based sales and \$4.9 billion (89 percent) is for sales at food service and drinking places. The bulk of the potential market (\$5.1 billion, or 90.7 percent) originates from the regional resident market (see Figure 4). The local resident market accounts for 2.9 percent of demand and the visitor market represents the remaining 6.4 percent of total potential sales (Table 10).

⁶ e.g., commodity crop farmers such as Mainland Farm

⁷ The total potential market from grocery stores would add another \$5.2 billion to the available market, but local agricultural products are unlikely to be sold directly to grocery stores, so this amount is excluded.

Table 10: Potential Food-Related Sales Available from Resident and Visitor Markets

	Local Market	Regional Market	Visitor Market	Total Market
Total Population	91,497	2,878,049	2,361,100	5,330,646
Potential Food & Beverage Store Sales				
Potential Per Capita Sales*	\$202	\$202	\$75	
Total Potential Sales (\$M)	\$18.5	\$581.0	\$177.1	\$776.6
Potential Food Service and Drinking Places Sales				
Potential Per Capita Sales*	\$1,588	\$1,588	\$125	\$1,588
Total Potential Sales (\$M)	\$145.3	\$4,570.3	\$188.9	\$4,904.5
Total Potential Food-Related Sales	\$163.8	\$5,151.4	\$366.0	\$5,681.1
Percent of Total Market	2.9%	90.7%	6.4%	100.0%

* Based on U.S. average per capita sales from 2011 Census of Retail Trade for local and regional markets. Visitor market figure based on estimated per-trip spending by each visitor to the area.

** Total sales data are from 2007 Economic Census; sales by market are estimates.

Source: Census Bureau Annual Retail Trade Survey; 2007 Economic Census; GMU Center for Regional Analysis

At present there is \$2.87 million in annual agricultural production in James City County (see Table 10), representing just 0.05 percent of the total potential market for food and beverage sales. Put another way, just one dollar of every \$2,000 available for food and beverage purchases from the local, regional, and visitor markets is spent on agricultural products raised in James City County. Even when applied to the total food and beverage sales potential from the local resident market of \$164.0 million, the current level of agricultural production in James City County represents less than two percent of the available local market.

Table 11 illustrates how much additional agricultural activity would occur in James City County by capturing even a very small additional increment of the potential market base. By increasing the market share by just one hundredth of a percent (to 0.06 percent), an additional \$500,000 in agricultural economic activity would be possible. Raising the capture rate⁸ up to 0.1 percent (one out of every \$1,000 available) would double the agricultural economic activity in the county to \$5.7 million (Table 11).

Table 11: Potential Additional Market Capture

	Total	Difference from Existing
Total Potential Food-Related Sales in Market Area (\$M)	\$5,681.1	
Current Agricultural Sales in James City County (\$M)	\$2.9	
Penetration Rate of Existing Food & Beverage Market	0.050%	
Potential Future Market Capture Rates		
Low	0.060%	
Moderate	0.080%	
High	0.100%	
Potential Additional Agricultural Activity		
Low	\$3.4	\$0.5
Moderate	\$4.5	\$1.7
High	\$5.7	\$2.8

Source: GMU Center for Regional Analysis

⁸ Defined as the share of the potential market captured by James City County.

Opportunities and Constraints

Agricultural Activities

There are substantial markets available to current and potential farm operations in James City County, primarily originating from the large resident bases living in the Hampton Roads and Richmond areas. These opportunities are primarily related to specialty food/beverage stores and locally owned restaurants. Given the size of these markets, it is reasonable to believe that total agricultural production in James City County could be doubled, adding another \$2.8 million to the county's economy.

The main limit to increasing agricultural activity is the limited availability of land and the dramatic difference in per-acre land value between residential and agricultural land. The best opportunity for growing the agricultural economy is to raise the productivity of existing small farms. Since most farms in the county are run by part-time operators, there appears to be potential for accomplishing such an increase. Another way to improve productivity would be to raise higher-value crops or livestock.

Forestry Activities

The existing market for timber production and harvesting in James City County is very small. Though there is ample forest land in the county, the economics are unfavorable for the expansion of timber harvesting. The rising value of land in an urbanizing jurisdiction like James City simply cannot compete with the lower values in King and Queen County and other more rural areas. As such there will be mounting pressure on the owners of existing woodlots to sell their land to develop residential lots.

Value-added Enterprises

James City's location in proximity to two major metropolitan areas and location along the Interstate 64 corridor makes it an attractive location for manufacturing and warehousing operations, though the county has experienced a net loss of nearly 1,000 manufacturing jobs since 2002⁹. Increased agricultural production would drive opportunities for food-related manufacturing and warehousing operations in the county. James City can also take advantage of its accessibility to attract similar operations related to farming in surrounding counties.

Tourism

James City's location grants local farmers a unique opportunity to market their goods and experiences to nearly three million residents of the region and another two million visitors from outside the area. On the goods side, many retail shops in Williamsburg and the surrounding area do sell local food and artisan products, but returning visitors are always seeking new products. Experiences present a strong opportunity as well. While James City already ranks as one of the leading agritourism destinations in Virginia, comparably few of its farms are involved in the tourist business. In addition to ongoing farm tours, farms have opportunities to reach different audiences with seasonal events, as Williamsburg attracts different types of visitors throughout the year.

⁹ As reported by the U.S. Bureau of Labor Statistics

M E M O R A N D U M

DATE: March 25, 2014

TO: The Board of Supervisors

FROM: Leanne Pollock, Senior Planner II
Tammy Mayer Rosario, Principal Planner

SUBJECT: Rural Lands Update

On June 26, 2012, the Board of Supervisors held a work session to discuss the update of the districts most associated with Rural Lands (A-1 and R-8). Feedback provided at this work session by the Board included:

- Define what “respect property rights” means and figure out how to balance this with the Comprehensive Plan goals, strategies, and actions. There was not strong agreement for keeping the three guiding principles from the previous Rural Lands Study.
- Get a better idea of what the current issues are, if any, facing rural property owners and ensure they have an opportunity to participate in future studies. Talk with landowners and determine major issues with maintaining their properties and with policy or funding areas that could be changed to help them.
- The Board requested that staff hold an open public forum with a possible educational or panel discussion component and present the Steering Committee recommendations from the 2006 study.
- Support for investigating rural economic development opportunities in conjunction with the Economic Development Authority (EDA).
- Update available data pertaining to Rural Lands.

Staff Actions

Based on the Board’s guidance and requests, staff has approached Rural Lands in the following ways:

(1) Public meeting. In response to the Board’s concerns about ensuring that the process is inclusive of both large rural landowners and other stakeholders, staff partnered with the Virginia Cooperative Extension (VCE) to host a large public engagement campaign in the summer of 2013. Details are in Attachment No. 1, but generally included direct mailings to rural property owners, flyer distribution at farmer’s markets, and through community supported agriculture (CSA) farm shares, email, poster distribution to County buildings and rural-oriented businesses, TV48, and newsletters. Staff also aimed to hold the meetings during the summer months so that they were in between the busier planting and harvesting seasons to encourage the greatest attendance from those active in agriculture.

First, staff launched a “What Rural Means to Me” photo drive to get a visual of what people were defining as “rural.” Staff received 130 photos from both inside and outside the County and used these photos later in the public input meetings to find out whether attendees agreed with these views for what is rural. Photographs that received the most votes are on the cover page of full public input report in Attachment No. 2.

Second, staff and the VCE sponsored “Understanding Rural,” which was an educational panel featuring speakers from Virginia Tech, JCC Planning staff, the Virginia Department of Agricultural and Consumer Sciences, a rural residential developer from Loudoun County, and the Rural Economic Development Manager from Isle of Wight. The goal of this session was to provide residents with background information about best practices in rural land development and the status of rural lands in James City County.

Finally, staff and the VCE held two “Thinking Rural” meetings focused on getting feedback from attendees about their definition for rural lands, community preferences and thoughts regarding policies, regulations, programs and procedures. In addition to the meetings, questionnaires were mailed and made available online, at both libraries and at the Planning Division building and input was accepted from July 11 through August 14.

The VCE served as the repository for the input and conducted a thorough analysis of the data to distill themes and common trends in the input. The full report from the VCE in addition to verbatim comments from all of the submitted surveys and both input meetings are in Attachment No. 2 for your reference.

(2) Rural Economic Development Strategic Plan. Planning staff has been working in conjunction with the Office of Economic Development (OED) and the Rural Economic Development Committee (REDC) of the EDA to look at the County’s rural economic development potential and ideas as part of the State’s Agriculture and Forestry Industries Development (AFID) grant. A more complete update on this item is presented in a separate reading file item.

(3) Data collection. This aspect includes the following tasks along with an update on the task status:

- 1) Updating Rural Lands developable area maps: Staff is in the process of reviewing a preliminary map in detail to confirm that all necessary areas have been consistently and appropriately removed or retained based on their developability. This has also involved efforts to review the developable areas map created in 2006. When completed, the map will feed into discussions and information presented as part of the 2035 Comprehensive Plan update.
- 2) Updating subdivision trends for properties outside the Primary Service Area: This analysis was completed in September and is provided for your reference in Attachment No. 3 – *Subdivisions in the A-1 and R-8 Zoning Districts and in Rural Lands Report on Trends Over Time*. Staff analyzed data from 2001 through August 2013 by calendar year. Generally, the data shows that most subdivision applications occur on parent parcels that are less than 20 acres in size, but these subdivisions typically create one to two lots with each application. The most new lots are created on parent parcels greater than 300 acres. There was an increasing trend in the total number of subdivisions submitted between 2001 and 2007; growing from 14 submitted in 2001 to 22 submitted in 2007. In 2008 and 2009, subdivision submittals dropped to approximately a dozen submitted in each year, which is more consistent with submittal numbers in the early 2000s (discounting for peaks caused by a handful of large major subdivisions). Since 2009, fewer lots have been created and slightly fewer subdivisions have been submitted. Partial 2013 data seems to indicate that submissions could reach back to 2008-2009 levels again if the year-to-date submission trend continues.
- 3) Gathering existing state and local data to develop a natural and cultural assets map to better identify land characteristics on a County-wide level, aid in review of land use applications, contribute to the evaluation of greenspace properties and help to improve developer predictability and project design by providing enhanced parcel data at the front end of the development process. Staff is nearing completion of the item and the data and maps will be used as part of the Comprehensive Plan.

Next Steps

Staff will continue to work towards completion of the outstanding work items Nos. 1 and 3 under Data Collection noted above. Efforts will be focused on collaborating with OED and the REDC regarding rural economic development plans. Completion of these items will be in line with proposed timelines for the review of the County’s comprehensive plan. Any subsequent policy direction can then be evaluated and analyzed as part of the development of the Goals, Strategies, and Actions of the upcoming comprehensive plan.


Leanne Pollock


Tammy Mayer Rosario

CONCUR:


Allen J. Murphy, Jr.

LP/TMR/nb
RuralLdsUpdte-mem

Attachments:

1. Summary of Rural Lands Outreach Efforts
2. 2013 Report on Rural Lands Public Engagement
3. Subdivisions in the A-1 and R-8 Zoning Districts and in Rural Lands Report on Trends Over Time

Summary of Rural Lands Outreach Efforts Summer 2013

Website

- Launched in early June
- Questionnaire available July 11th through August 14th

Press releases

- June 7th – Photo campaign
- June 17th – Understanding Rural info
- July 8th – Thinking Rural meeting info
- July 11th – Thinking Rural questionnaire
- July 29th – reminder about completing questionnaire

Paid advertisements in the Virginia Gazette

- Wednesday, June 19th (Understanding Rural)
- Saturday, July 13th (Thinking Rural)

Direct mailings

- June 18th – 686 letters to property owners (6 or more acres, zoned R-8 or A-1 and located both inside and outside the PSA) providing info about photo campaign, Understanding Rural, and Thinking Rural meetings
- June 18th – 5 letters to contacts from the Colonial Soil & Water Conservation District to farmers who live outside JCC but lease land in JCC providing info about photo campaign, Understanding Rural, and Thinking Rural meetings
- July 11th – 78 letters to property owners (100 or more acres, zoned R-8 or A-1 and located both inside and outside the PSA) and leasing farmers providing details for Thinking Rural and a copy of the questionnaire
- July 11th – 15 letters to attendees of Understanding Rural panel who left a mailing address providing details on Thinking Rural meeting and a copy of the questionnaire

Emails

- Mid-June – Virginia Cooperative Extension mailing list (Understanding Rural panel and links to website)
- June 7th – Development Management listserv (photo campaign)
- June 17th – Development Management listserv (Understanding Rural info)
- June 17th – Rural Economic Development Committee (REDC) (Understanding Rural info and flyer)
- July 8th – Development Management listserv (Thinking Rural info)
- July 11th – Development Management listserv (questionnaire)
- July 11th – emailed attendees of Understanding Rural panel (if left an email address) and members of the REDC with copy of questionnaire, meeting info and flyer

eFYI

- June 17th edition (photo campaign and hints of upcoming events)
- July 1st edition (availability of panel on video and Thinking Rural info)
- July 11th edition (Thinking Rural meeting and questionnaire info)

Public meetings

- June 26th – approximately 60 attendees
 - July 17th – 35 attendees/participants (not counting staff) 12 female, 23 male, all Caucasian
 - July 18th – 22 attendees/participants (not counting staff) 8 female, 14 male, 21 Caucasian, 1 African-American
- (note: there were 10 duplicate attendees between both meetings)*

Questionnaire responses

- 6 submitted at public meetings
- 17 mailed to Planning Division staff
- 52 submitted via online questionnaire
- TOTAL questionnaires received: 75

Other

- Scrolling ad/info during televised Planning Commission and BOS meetings
- Facebook postings (not counting posting photos for campaign)
 - o Monday, 6/24
 - o Wednesday, 6/26
 - o Monday, 7/8
 - o Wednesday, 7/10
 - o Monday, 7/15
 - o Tuesday, 7/16
 - o Wednesday, 7/17 (2 posts)
- Poster distribution (for both meetings)
 - o JCC and Williamsburg Regional Libraries
 - o Buildings A, D and F and Satellite Services
 - o Off the Vine Market
 - o Virginia Gourmet
 - o Tractor Supply
 - o Fleet Brothers
 - o Jamestown Feed and Seed
- Flyer distribution (for Understanding Rural panel)
 - o KelRae Farm CSA distribution on June 17th and June 20th (about 104 subscribers)
- Flyer distribution (for Thinking Rural sessions)
 - o Williamsburg Farmer's Market – about 75 flyers available at information booth on July 13th
- DVDs of the Understanding Rural session along with summary handouts and questionnaires were available for residents to check out from both the Williamsburg and James City County libraries.



James City County

2013 Report on Rural Lands Public Engagement

Summarized by
Martha A. Walker, Ph.D.
Community Viability Specialist
Virginia Cooperative Extension

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Virginia Tech • Virginia State University
www.ext.vt.edu

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2013 Report on Rural Lands Public Engagement

James City County launched an initiative in the spring of 2013 to capture public input on the definition of rural lands; to understand the vision of local residents for rural lands; and to gather feedback on James City County's rural land policy, programs, and procedures. Virginia Cooperative Extension was invited by the James City County Planning Division to assist in designing both an educational component and an opportunity for individuals to share comments on these topics through focus group discussions and survey responses.

Educational Component

Local residents explored best practices in rural land development as part of the educational component. After weeks of publicity, a two-hour workshop (Appendix A) was held on Wednesday, June 26, at the James City County Library. Approximately 60 people discovered information about rural lands in James City County, how other Virginia counties supported agricultural operations and forestry enterprises, marketing opportunities for agricultural products, and strategies for residential and economic development. Each participant received presentation materials and the 2013 issue of Virginia Agriculture.

Of the 21 participants who submitted a completed evaluation questionnaire (Appendix B), 52 percent indicated an increase in knowledge as a result of the workshop. Overall, respondents found the presentations somewhat helpful. When asked "what will you do with the information," comments ranged from "promote agritourism/business" to "tell my fellow farmers that they don't need to be fooled by your programs".

Each participant was encouraged to continue the dialogue by attending the July focus group discussions and to share their photos representing "what rural looks like" with the Planning Division. (The photos selected by the local voters as being the most representative of their vision of rural lands are included on the title page.)

Engagement of the Community

Seeking to engage James City County residents in a conversation on rural lands, two tools were used for gathering comments: focus group sessions and a written survey.

Focus group sessions (Appendix C) were held in two locations and a survey instrument (Appendix D) was distributed at both sessions and made available online for those who were unable to attend a focus group session. The use of two data collection tools provided the foundation for a better understanding of the participants' comments.

Focus Groups. An open invitation was offered to James City County residents to participate in the two focus group sessions and to complete the survey. The first focus group held on Wednesday evening, July 17, hosted 35 individuals for a lively discussion. The morning session

held on Thursday, July 18, welcomed 22 residents. Ten of those attending on Thursday had participated in the Wednesday evening discussion resulting in a net attendance of 47.

Survey. The survey questions guided the focus group discussions. The survey instrument contained 10 questions regarding rural lands with several questions having multiple parts and options for additional comments. Participants were encouraged to complete the survey and either submit the survey following the discussion, return the completed form to the Planning Division, or visit the County's website and complete the survey online. A summary of the survey responses is found in Appendix E and verbatim survey responses are found in Appendix F.

Summary

James City County has a population of 67,009 and total households of 26,860 (2010 U.S. Census). Although the overall representation (75 community survey responses and 47 focus group attendees) was less than 1 percent of James City County's total population, the focus group discussions were taken very seriously and the survey comments were thoughtful.

Focus group and survey comments varied, and on multiple occasions presented opposite perspectives. However, the discussion and survey comments did offer several key themes, attitudes, and beliefs that deserve further discussion and study. Using the 2013 initiative as a foundation for further dialogues, it would be timely for those in rural areas to come together and talk more about the comments made and the actions needed. Whether James City County launches a citizens' academy on planning and zoning issues or whether it continues to host community focus groups, James City County has an opportunity to involve its residents in the deliberative process to gain clarity on issues and establish an ongoing commitment to community dialogue on this topic.

Summary of Survey Responses (Appendix E and F)

A survey instrument was designed featuring 10 questions on rural lands with several questions having multiple parts and options for additional comments. The survey was distributed to each focus group attendee during the discussions, posted on the James City County website, mailed to 78 rural property owners, delivered electronically to all included in the Development Management listerv and delivered electronically or by mail to all who attended the educational session.

Community members were encouraged to complete the survey either electronically or in printed form and return the completed document to the Planning Division after the focus group discussions, by mail, or electronically. Six (6) surveys were submitted at the public meetings, 17 were mailed to the Planning Division office, and 52 were completed electronically. A total of 75 survey responses (Appendix E) were received. Of those responding to the survey, 40 percent (n=30) had participated in the focus groups discussions with 17 percent (n=13) finding the information helpful in identifying new ideas for their property.

Responses to each question are summarized in the following text with the verbatim comments presented in Appendix F.

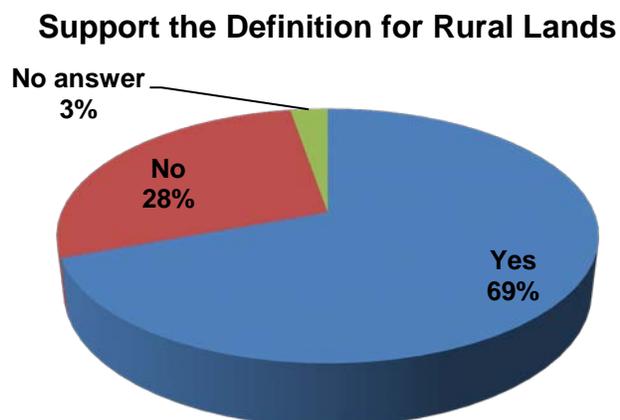
Question 1

Participants were asked if they supported the current definition of rural lands. The Comprehensive Plan defines “rural lands” as *areas containing farms, forests and scattered houses, exclusively outside of the Primary Service Area – PSA, where a lower level of public service delivery exists or where utilities and urban services do not exist and are not planned for in the future*. This question was only asked as part of the survey and not included as a discussion issue during the focus groups.

Support for the current definition was expressed by 69 percent (n=52) of the respondents. When asked “why,” those agreeing with the current rural lands definition indicated the definition addresses the efficient utilization of county resources; directs and manages residential and commercial growth into specified areas; and secures rural land for less dense development, agricultural, forestry, and open/green functions.

Respondents who did not agree with the definition cited issues related to inconsistency in the Primary Service Area (PSA) boundaries and excessive involvement of local government in controlling property owners’ rights to develop property.

For some, the wording, “lower level of services,” appeared to apply unintended limits to public education, health, safety, and emergency responses/services. Other respondents asked to expand the definition to include forest and natural lands and offer public water and septic systems in rural lands.



Question 2

When describing the features or characteristics of rural lands that are most valued, survey respondents mentioned:

- Open /undeveloped; low density – 43% (n=32)
- Agricultural/forestry productivity – 34% (n=25)
- Private/minimal governmental regulations with respect for landowner rights and the people who care for the land – 19% (n=14)
- People in the communities – 4% (n=3)

Question 3

The survey offered respondents an opportunity to describe their 20 year vision for rural lands. Respondents* expected certain conditions to occur within their vision including:

- Open land preserved through agricultural and forestry development – 38% (n=23)
- Little or no increase in commercial and residential development within the rural community – 32% (n=19)
- Landowners’ rights valued - 23% (n=14)
- The lifestyle of the rural community supported – 3% (n=2)
- No changes – 3% (n=2)

*Several responses contained more than one description and were therefore placed into more than one category.

Question 4

With the vision defined, respondents were asked what the County should do to help them achieve their vision. Almost all of the 66 respondents* offered a different perspective on what the County should do in rural lands creating a quandary for determining themes and categories. Instructions to the County included:

- Preserve and use the Primary Service Area (PSA) to manage residential and commercial growth by increasing allowed density inside PSA
- Limit suburban sprawl and development into rural areas
- Avoid allowing developers to influence change in County plans
- Create a Transfer of Development Rights program
- Fund the Purchase of Development Rights (PDR) program and publish a map of land in conservation easements
- Conserve natural spaces
- Repurpose and revitalize commercial facilities and lands
- Expand the Agriculture and Forestry District (AFD) program and support farming
- Stop buying property, raising taxes, and building cluster homes
- Take care of the customers here
- Adopt a “no interference” practice
- Respect landowner rights

*Several responses contained more than one description and were therefore placed into more than one category.

Questions 5 and 6

Question 5 asked survey respondents to indicate which activities should be part of rural lands. In Question 6, respondents identified the activities that should be increased/encouraged or decreased/discouraged in rural lands.

Agree/Increase

Respondents either “strongly agreed” or “agreed” that the following activities fit their vision of rural lands and “agreed” that all but “*large lot residential*” should be increased or encouraged.

Activity in Rural Lands	Strongly agree or Agree	Increased/ Encouraged
	% / Number Responding	% / Number Responding
Active working lands (farms, livestock, horses, etc.)	94%, n=71	89%, n=67
Forests (timbering)	88%, n=66	67%, n=50
Large lot residential (10 – 20 acre lots)	67%, n=50	43%, n=32
Agri-business / eco-tourism (farmer’s markets, feed and seed stores, country inns, kayak tourism companies, etc.)	84%, n=63	73%, n=55
Low intensity commercial (nurseries, home-based business, etc.)	74%, n=55	60%, n=45

Two activities were slightly supported for rural lands but were not selected as an activity that should be increased.

- *Light industry* (contractor’s warehouses, motorcycle repair shops, cabinet makers, etc.) was supported with 48% (n=36) agreeing or strongly agreeing but 43% (n=32) disagreed or strongly disagreed to include this activity within a vision for rural lands. Only 35%

(n=31) selected the activity to be increased or encouraged and 41% (n=31) recommended it be decreased/discouraged.

- *Agricultural industry* (food or meat processing plants, slaughterhouses, cold storage facilities, etc.) received 49% (n=37) of the responses for strongly agreeing or agreeing that the activity was within their vision for rural lands but only 23% selected the activity to be increased or encouraged and 53% (n=40) recommended it be decreased/discouraged.

Nineteen other respondents suggested increasing/encouraging whatever the landowner wants to do with their own land, rural resident 3-10 acre lots, conservation/recreational lands, houses of workshop, commercial and home-based vineyards and orchards, community gardens clustered residential development, land banking with farm uses, more farms and trees, hunting and fishing, replanted forests.

Disagree/Decrease

Respondents did not support *suburban residential* and *clustered residential* as activities within their vision of rural lands and suggested the activities be decreased/discouraged.

Activity in Rural Lands	Strongly Disagree or Disagree % / Number Responding	Decreased/Discouraged % / Number Responding
Suburban residential (1 to 3 acre lots)	52%, n=39	60%, n=45
Clustered residential (smaller lots surrounded by large open spaces and/or preserved farm land) received almost a balanced response with 35% either strongly agreeing or agreeing that it would be part of their rural lands vision.	51%, n=38	60%, n=45

Other respondents suggested decreasing/discouraging housing developments/shopping malls, golf courses, ATV activity and needless deforestation/soil, water and air pollution.

Question 7

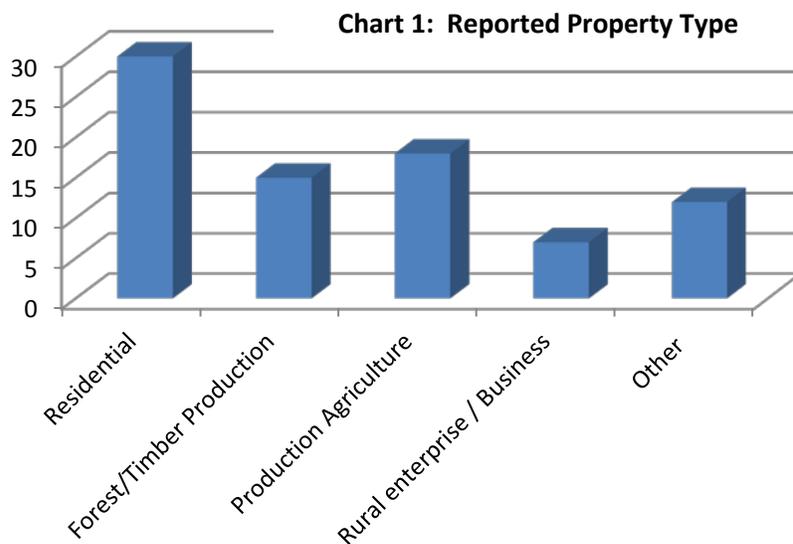
Question 7 requested respondents to specify the types of rural businesses, industries, or commercial uses that should be encouraged in their vision for rural lands. Responses ranged from “owners choice . . . whatever is legal and clean and does not infringe on personal property rights” to specific requests for nurseries, wineries, craft breweries, and aquaculture.

Respondents wanted to encourage

- Agriculture – 40% (n=21)
- Owner's choice – 19% (n=10)
- Other – 19% (n=10)
- Commercial and light industrial – 10% (n=5)
- Recreation – 4% (n=2)
- Residential development – 4% (n=2)
- Environmental development – 2% (n=1)
- Any business included in the PDR ordinance – 2% (n=1)

Question 8

Respondents were asked if they owned property in rural lands and to classify the property type. As represented in Chart 1, responses* indicated 40% (n=30) owned residential properties, 20% (n=15) owned forest/timber production land, 24% (n=18) had production agriculture property, and 9% (n=7) held rural enterprise/business land. Twelve (12) participants listed other as their property type and defined their property as agriculture, forestry, hunting, fishing, or a housing development.



*Several responses contained more than one description and were therefore placed into more than one category.

Question 9

Respondents owning agricultural/forest land or a rural enterprise on rural lands were asked to identify the major issues with the property. Twenty-two (22) of the 75 respondents reported

- Restrictions - 23% (n=5)
- Lack of Support – 18% (n=4)
- Financial – 14% (n=3)
- Encroaching homes, businesses, roads, and road construction – 14% (n=3)
- Security and trespassing – 4% (n=1)
- No Issues – 14% (n=3)
- Did not own property – 14% (n=3)

Question 10

When asked what the County should do to support the success of these enterprises, respondents proposed James City County

- No interference / Nothing - 31% (n=10)
- Reduce and/or apply regulations that support farm activities - 25% (n=8)
- Maintain the AFD / land use program; expand PSA - 9% (n=3)
- Other (less development, provide security, maintain rural lands, fund agriculture, provide tax credits) - 31% (n=10)

*Several responses contained more than one description and were therefore placed into more than one category.

Respondents were also asked to identify what rural land policies, regulations, programs, and procedures were helpful, should be eliminated, should be expanded/promoted, and what should be changed along with how it should be revised. The follow chart summarizes comments offered on each question and does not represent a prioritized list.

Helpful	Be Eliminated	Be Expanded and/or promoted	Be changed & suggestions for changes
<p>Participants found the following programs helpful:</p> <ul style="list-style-type: none"> • Agriculture and Forestry Districts (AFD) • Purchase of Development Rights (PDR) • preservation zoning • the current Comprehensive Plan • programs that support agriculture <p>Respondents mentioned that there appears to be a lack of flexibility, and the county is dependent on the landowner's willingness to join the effort to preserve the rural environment</p>	<p>County programs suggested for elimination included</p> <ul style="list-style-type: none"> • deciding types of businesses for rural areas • increasing the size of local government • buying land • offering conservation easements • the number of zoning regulations • supporting cluster development 	<p>The County should expand or promote programs that</p> <ul style="list-style-type: none"> • encourage tourism • support the local economy • require more land for each home built • specify more trees per acre • include PDR • focus on free market activity • include incentives to encourage agricultural and forestry uses • support preservation and conservation • encourage active farming <p>Others did not see a need for any program expansion.</p>	<p>The County was encouraged to</p> <ul style="list-style-type: none"> • increase the acreage per residential unit in rural lands • decrease "by right" residential density • decrease taxes, regulations, government, business development • increase flexibility in thinking on land usage • decrease taking and holding properties with public dollars • decrease option for cluster development; and change all policies that make it difficult for the landowner to manage his/her land

Participants offered other comments regarding the policies and programs of James City County. Some expressed fear that suburban sprawl will creep into rural lands and that open space will be bulldozed for development. Others asked that rural lands be used for farming and the beauty of the land be preserved. One comment asked that flexibility be the rule for rural land use matters. Respondents wanted landowners to be "left alone" and be free to use their property in any way that promotes its economic value. Appreciation for the County's efforts to preserve rural lands was expressed. A request was made for County officials to meet with owners of large tracts of land. Comments indicated a lack of trust between the local citizens and the County planners and governmental officials indicating that "things have been decided" with residents being pushed into more regulations and government.

Summary of Focus Group Responses (Appendix G)

Each of the residents who attended one of the two focus group sessions (Appendix C) was asked to enter into a conversation with other citizens who shared space at the table. The group was presented with three categories of questions:

- 1) define rural lands;
- 2) identify community preferences for rural lands; and
- 3) discuss the rural land policies, regulations, programs, and procedures of James City County.

Comments (Appendix G) were recorded and posted throughout the room for review by all participants. All responses were aggregated, and common themes were identified. Participants were also encouraged to record their personal responses to the questions on the distributed survey (Appendix D).

The following summary outlines the themes that emerged from these discussions with verbatim comments provided in Appendix G.

Discussion Topic 1: Define rural lands

Groups were asked to discuss the characteristics or features of rural lands that they most valued. Comments fell into the following categories:

- Private / minimal governmental regulations – 44% (n=17)
- Open / undeveloped; low density – 21% (n=8)
- Agricultural/forestry productivity – 15% (n=6)
- People – 5% (n=2)
- Diversity – 5% (n=2)
- Recreation – 2% (n=1)
- As they are today – 2% (n=1)
- Think outside the box – 2% (n=1)

When asked to describe their 20 year vision for rural lands, participants proposed:

- Landowner decides - 36% (n=18)
- Open land/agriculture – 34% (n=17)
- Other (economic development, compensation for landowner, tiered rural designation) - 14% (n=7)
- Little or no increase in commercial and residential development – 6% (n=3)
- Consistent regulations (PSA and zoning)/end spot zoning – 6% (n=3)
- Economic development – 4% (n=2)

Groups were asked what the County should do to achieve their vision and offered an array of suggestions:

- No interference – 57% (n=17)
- Continue PDR and improve AFD – 10% (n=3)
- Consistent PSA policy – 7% (n=2)
- Support property rights – 7% (n=2)
- Other (stop spending, weddings on rural lands, relocate "big schools," encourage market-based preservation, educate public on value of rural lands) – 17% (n=5)

Discussion Topic 2: Community Preferences for Rural Lands

Participants turned their focus to what type of activities should be part of rural lands and listed:

- agriculture/forestry – 40% (n=17)
- owner's choice – 24% (n=10)
- recreation - 10% (n=4)
- commercial - 5% (n=2)
- affordable housing - 5% (n=2)
- other (free market, cluster development, no cluster, low pollution) – 17% (n=7)

When asked which activities should be increased/encouraged, the participants identified the following:

- Agriculture, forestry, tourism – 24% (n=6)
- Owner's choice – 20% (n=5)
- Commercial development – 8% (n=2)
- Land use options, AFD, PDR, Ag zoning – 8% (n=2)
- Other (capitalism, nothing, development, maintain/reduce current acreage) – 40% (n=10)

Focus groups suggested activities that should be decreased/discouraged including:

- Government and community interference – 50% (n=9)
- Nothing – 17% (n=3)
- Other – 33% (n=6)

As a follow-up to the question on activities that should be encouraged, participants were asked to focus on what specific rural businesses, industries, or commercial uses should be encouraged in rural lands. Responses included:

- Agriculture, forestry – 32% (n=8)
- Owner's choice – 25% (n=6)
- Commercial, small businesses – 20% (n=5)
- Recreation – 8% (n=2)
- Free market – 8% (n=2)
- Other (none, health facilities) – 8% (n=2)

Focus groups also discussed the major issues for agricultural/forestry land or for a rural enterprise on rural land. Issues identified included:

- restrictions on property use – 33% (n=10)
- financial – 23% (n=7)
- influence of others – 13% (n=4)
- other (BMPs, lack of farmers, lack of entrepreneurs, neighbors, variables) – 30% (n=9)

When asked what the County should do to support the success of these enterprises, focus groups proposed:

- No interference / Nothing - 36% (n=9)
- Reduce and/or apply regulations that support farm activities - 4% (n=1)
- Programs: AFD, land value use taxation, conservation easements, reduce taxation on rural land - 20% (n=5)
- Other (access to resources for start-up businesses, use of natural resources, encourage good economic use, Second Amendment, ease AFD restrictions, de-emphasize residential development) - 40% (n=10)

Discussion Topic 3: Rural land policies, Regulations, Programs, and Procedures of James City County.

Participants at each focus group session were provided with an overview of the rural land policies, regulations, programs, and procedures. Each group was asked to identify what options were helpful, should be eliminated, should be expanded/promoted, and what should be changed along with how it should be revised. Without clear themes, the follow chart provides the exact comments offered on each question and does not represent a prioritized list.

Helpful	Be Eliminated	Be Expanded and/or Promoted	Be Changed	Suggestions
JCC Real estate database	Economic Development Division, JCC	Unlimited development for 1 house per 3 acre density standard	Eliminate most if not all	Allow chickens in JCC
AFD	Planning Commission	Expand more limited industrial type development including heavy agricultural, such as livestock slaughtering and meatpacking	Change staff attitude to use common sense	Allow property owners to control own property
Programs, services and policies that encourage agricultural production marketing (education, technical assistance)	AFDs, PDR, Greenspace programs	Personal property rights	Less government control of land in JCC	PSA
A zoning ordinance that encourages agricultural productions	Eliminate PDRs	Are you kidding me?	Find a way to restrict people from imposing their will on private landowners	Get government out of all business education, farming, development, etc., etc.
None	Eliminate cluster developments	"I'm from the government and I'm here to help"	PSA for all	Get government and non-stakeholder (land owner) out of property owners business
PDR	Government involvement	Cluster development	Free trash pick-up	Don't violate governments own policies
Land Use	Any and all let freedom ring	Novel (can't read) out of the box	PSA (and don't ask me the same question multiple times)	Question about Extension Agent in JCC (JCC does not have an Ag and Natural Resources agent)
AFD	Reduce SUP restrictions	Review process to determine economic viability in JCC	Don't know what they are so I cannot comment	Review of AFD
PSA	Less EPA regulations	PSA consistency	All	
Cluster development	Less control over my property	Promotion of agricultural and forestry production locally	More AFD-type tax benefits	
Zoning definition	Rules against chickens	Production, especially high value horticulture	1 acre versus 3 acre lots	

Helpful	Be Eliminated	Be Expanded and/or Promoted	Be Changed	Suggestions
Forestry District	PDR	Crops and livestock products	Enforce PSA	
I don't know of any	All regulations	NONE – Expand freedom	Don't get PDR in PSA	
When my comments matter	Go to 1 acre	None	Community wells - do not have government take them over (erodes/increases the PSA)	
Unlimited development for 1 house per 3 acre density standard	Restrictions development and repairs	Tax benefits	Don't violate your own policies	
None		AFD	Serious look into incorporated purposes of property	
AFD good		Limited housing development (2 every 4 years allowed – Gospel Spreading AFD)		
No more PDR (other taxpayers pay for PDR); Maybe offer PDR (voluntary)				
Nature conservancy				
Conservation Easement – PDR – County – can they be solo?? Google it! Can the grantee re-sell or redistribute development rights.				
AFD helpful – lower taxes				

Overview

Although the summary of the two focus group discussions and the survey cannot be generalized to the full James City County population, it does offer County leadership an opportunity to explore specific responses in more detail. Through continued dialogue, community members and County leadership will determine what, if any, revisions may be applicable to existing policies, regulations, programs, and procedures and what innovative strategies will guide the County's future.

Appendices



Appendix A

James City County: Understanding Rural - Expert Panel

Wednesday, June 26, 2013

6:30 – 8:30 p.m.

James City County Library – 7770 Croaker Road

Moderated by Martha A. Walker, Ph.D.
Community Viability Specialist, Virginia Cooperative Extension

Purpose of the Discussion: To explore best practices in rural land development.

6:30 p.m. Welcome John J. McGlennon, Chair
James City County Board of Supervisors

6:40 p.m. Reviewing the current status of James City County Rural Lands
Leanne Reidenbach, JCC Senior Planner

7:00 p.m. Exploring Virginia Rural Land

Keeping the Land Productive

Dr. Bobby Grisso, Virginia Tech/Virginia Cooperative Extension

Farming the Forest

Jennifer Gagnon

Virginia Tech Department of Forest Resources and Environmental Conservation

Marketing Virginia Agriculture

Leanne DuBois, Virginia Department of Agriculture & Consumer Services

8:00 p.m. Using Rural Land for Residential Development..... Grady O’Rear
..... President, Green Advantage, Inc.

8:15 p.m. Using Rural Land for Economic Development Rachel Chieppa
..... Isle of Wight Rural Economic Development Manager

8:30 p.m. Defining the Lessons Learned & Next Steps Martha
..... James City County Staff

Please join us on Wednesday, July 17, or Thursday, July 18, for the next rural lands program – *Thinking Rural Discussion Sessions*. Look for more information on jamescitycountyva.gov/jccplans/rural.

Appendix B

Innovative Communities
Understanding Rural: Evaluation Summary

Wednesday, June 26, 2013

Approximately 60 people attending the workshop.
 22 evaluations were submitted with 21 responding to the first set of questions.

<i>Statement</i>	# of Responses	Average Score (1=Strongly Disagree; 5=Strongly Agree)
The workshop topic was timely, relevant, and practical for this group.	21	3.4
The workshop met my expectations.	21	3.5
	<i>Low</i>	<i>Neutral</i> <i>High</i>
My understanding/knowledge on this topic <i>prior to</i> the program was...	52% reported increased 48% report no change	
My understanding/knowledge on this topic <i>after</i> this program was...		
	# of Responses	Average Score (1=No Value; 2=Somewhat helpful; 3=Helpful)
Overall assessment of the program	21	2.2
Value of the information	21	2.2
Format of the program	21	2.3
Selection of presenters/instructors	21	2.5

Within the next six (6) months, what will you do with the information you gathered from this workshop?

- Increase tourism opportunities.
- Not sure. Looking forward to the info session.
- Prepare for the sessions in July.
- Unsure.
- Ponder it and look up other resources and points of view. No (?) opportunity for clarification (I understand you didn't want discussion).
- Continue to promote agro-tourism/business in the Forge Road / Toano area. Continue to promote the importance of agro-business to BOS.
- Work with James City County Citizens Coalition on rural issue.
- Nothing, Leanne DuBois was best speaker and informative.

- Explore various aspects more in depth.
- Wait for next sessions.
- Contact Extension Agent about distribution of produce.
- NOT USEFUL.
- None.
- It is really easy for you all, unelected officials to look at ways of spending Our tax money and decide what you think is best for our land. Keep your Hands OFF our money and our LAND! (remember we still pay for grants) The decline of some farming is because of the EPA and so many over-regulatory policies!
- Tell my fellow farmers that they don't need to be fooled by your "programs" we do just fine on our own.

Questions not answered...

- N/A
- (specific) Best agro business for upper JCC; are wineries a possibility?
- What is happening to whom, when and how?
- More info re: forestry uses for small (10 acre) properties.
- WHAT ARE THEY FISHING FOR.
- No Questions Asked! No Discussion.
- Why are farmers like Martha Boneta in Fauquier County, penalized for having birthday parties and selling soup just because part of her farm is in conservation?

Comments/Suggestions (strengths & weaknesses of the program)...

- Too much information in forestry – much well known.
- It would be a challenge, but if target audience was James City County landowners/residents, more specifics about JCC by Grisso and Gagnon would have been great. The presentation by Grady O'Rear was excellent as was Rachel Chieppa. [Format of the program:] Internet component hampered by technology. [Selection of presenters/instructors:] very good.
- Speakers need to speak into the microphone and not to the screen.
- Information overload – 2 hours without a break is too long.
- Lengthen discussion of eco development for rural lands.
- More focus on "why" – reasons for program at beginning.
- Room had problems – especially the video/projector color used.
- Do not rezone James City County for more homes and/or people growth.
- One speaker on the teleprompter did not always speak distinctly/clearly. J. Gagnon.
- You will use this to PROVE you did a good and worthwhile thing. More like it was to prove you must control this "stuff." You talk nice but although I wish it could be true it ain't gonna happen, especially with the "Obama" regime's destructive agenda! The Fed., EPA and local governments, with their RULES, fees, LAWS, regulations and "personal AGENDAs" are making it nearly IMPOSSIBLE to develop anything and the ECONOMY is NOT improving. Why do you call people EXPERTS- there is no such thing, IF there were there wouldn't be any problems like you were predicting. Maybe call them idea people. FURTHERMORE charts from 2009 were used as EVIDENCE. A LOT has changed since then! ECO VILLAGE sounds like "shades of AGENDA 21" as does MUCH of the eco "green" stuff. JCC is FORCING US TO BUY UP swamps, etc. and calling it preservation with significant land for "various" reasons. AGRICULTURE is in trouble because AGRA's buy up the land and competition with local small farms is extremely difficult. Survival of anything NOT run or funded by government is impossible. OUR FUTURE is very problematic especially with

Obama's energy plan (using our food for fuel). POVERTY is very near for a vast majority of our country. The next generation is doomed if AMNESTY is approved. WE WILL BE A 3rd world nation, slaves, and trying to merely find any food to keep us and our families alive. This plan is a "fairy tale." The people giving this are paid salaries. If they accepted the truth (like global warming EXPERTS who LIE) they would not even have a job. What about Martha Boneta and laws that are against small farmers.

- How about listening to citizen input?
- No one and not you should have a say in what we do with our land! *It is not up to you whether or not my privately owned property is profitable or useful! You Do NOT DICTATE that – it violates OUR RIGHTS!!
- JCC doesn't need anymore "Greenspace". Get government out of the real estate business. *Heard "Community Gardens," Community well-being – what about individual property rights?
- We've already had these meetings. We don't need anyone telling us what to do with our farm.

Would you recommend this program to others?

- 65% (n=13) reported Yes
- 30% (n=6) reported No
- 5% (n=1) reported Maybe

Suggestions for future programs . . .

- More local presenters.
- Creating sustainable communities.
- Have the government functionaries shut up and listen to the citizens.
- I have visited MANY farmers in southwest Virginia and ALL of them have said how the government and EPA are running them out of Business! If the Board of Supervisors weren't so slow in approving large companies/manufacturing we wouldn't lose those economic opportunities! We could have had Lowes, Home Depot, etc... So instead of touching our private properties with your policies – how about you re-evaluate yourselves!
- People who own their properties don't need you meddling in their business.

Appendix C

Public Engagement

James City County: Rural Lands Public Engagement

Wednesday, July 17, 2013
6:00 p.m. Refreshments - 6:30 – 9:00 p.m.
Norge Elementary School Gym
7311 Richmond Road

Or

Thursday, July 18, 2013
8:00 – 10:30 a.m.
James City County Recreation Center Room C
5301 Longhill Road

Purpose of the Discussion

To define rural lands, identify community preferences for rural land use, and gather feedback on James City County rural land policy, programs, and procedures.

6:30 p.m. / 8 a.m. Welcome & Viewing Rural in Pictures

6:35 p.m. / 8:05 a.m. Outlining of the Discussion

6:40 p.m. / 8:10 a.m. Reviewing the current status of JCC Rural Lands: Policies, Regulations, Programs, and Procedures

7:00 p.m. / 8:30 a.m. Gathering Feedback (Survey)

7:10 p.m. / 8:40 a.m. Clarifying the James City County Perspective: A Facilitated Discussion

1) Define Rural Lands

- What features/characteristics of rural lands do you value most?
- What words would describe your vision for rural lands in James City County.
- What should the county do to achieve your vision for our rural lands?

2) Identify Community Preferences for Rural Lands

- Based on your vision, what type of activities should be part of rural lands in James City County?
- Which of the rural land activities should be
 - increased/encouraged or
 - decreased/discouraged?
- To achieve your vision, what rural businesses, industries, or commercial uses should be encouraged within James City County rural lands?
- What are the major issues for agricultural/forest land or a rural enterprise on rural land?
- What should the county do to support the success of rural enterprises?

3) Policies, Regulations Programs, and Procedures

- After reviewing the summary, which rural land residential or rural economic development policies, regulations, programs, and procedures do you:
 - Find helpful?
 - Believe should be eliminated?
 - Believe should be expanded and/or promoted?
 - Believe should be changed? What change do you suggest?

8:10 p.m. / 9:40 a.m. Reporting & Outlining the Next Steps

8:45 p.m. / 10:15 a.m. Defining the Lessons Learned

Appendix D



James City County: Thinking Rural Questionnaire

Dear James City County Resident

*Thank you for offering your thoughts on the James City County “Thinking Rural” Questionnaire. You are encouraged to be truthful in your comments. **To protect the confidentiality of your responses, please do not put your name on the survey.** All participant comments will be summarized in a final report that will be shared with the members of the James City County Board of Supervisors, Planning Department, and the public.*

Your participation in completing this questionnaire indicates your consent for your comments to be compiled with other responses.

Questionnaire

The purpose of the questionnaire is to define rural lands; identify community preferences for rural land use; and gather feedback on county policies, programs, and procedures.

This questionnaire is also available at www.jamescitycountyva.gov/planning/rural

Define Rural Lands

The county of James City defines rural lands as areas *containing farms, forests and scattered houses, exclusively outside of the Primary Service Area (PSA*)*, where a lower level of public service delivery exists or where utilities and urban services do not exist and are not planned for in the future.

James City County Comprehensive Plan (p139)
<http://www.jamescitycountyva.gov/pdf/comp-plan-2009/land-use-and-descriptions.pdf>

*The PSA is the County's primary tool for managing growth and encompasses the area of the County that receive or are planned to receive public water and sewer. Goals of the PSA include to encourage efficient utilization of public services, help ensure such facilities and services are available where and when needed, increase public benefit for dollar spent, promote public health and safety through improved emergency response time, minimize well and septic failures and protect rural enterprises.

1. Do you support this definition? ____ Yes ____ No

Why?

2. What features/characteristics of rural lands do you value most?
3. Think about what could happen in the next 20 years and describe your vision for rural lands in James City County.
4. What should the County do to achieve your vision for our rural lands?

Identify Community Preferences for Rural Lands

5. Based on your vision, which of the following activities should be part of rural lands in James City County?

<i>Activities on Rural Lands</i>	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
A. Active working lands (farms, livestock, horses, etc.)					
B. Forests (timbering)					
C. Suburban residential (1 to 3 acre lots)					
D. Large lot residential (10-20 acre lots)					
E. Clustered residential (smaller lots surrounded by large open spaces and/or preserved farm land)					
F. Agri-business/eco-tourism (farmer's markets, feed and seed stores, country inns, kayak touring companies, etc.)					
G. Light industry (contractor's warehouses, motorcycle repair shops, cabinet makers, etc.)					
H. Low-intensity commercial (nurseries, home-based businesses, etc.)					
I. Agricultural industry (food or meat processing plants, slaughterhouses, cold storage facilities, etc.)					
J. Other (please define)					
K. Other (please define)					

6. Which of the rural land activities should be increased/encouraged or decreased/discouraged?

<i>Activities on Rural Lands</i>	Increased / Encouraged	Decreased / Discouraged	No Opinion
A. Active working lands (farms, livestock, horses, etc.)			
B. Forests (timbering)			
C. Suburban residential (1 to 3 acre lots)			
D. Large lot residential (10-20 acre lots)			
E. Clustered residential (smaller lots surrounded by large open spaces and/or preserved farm land)			
F. Agri-business/eco-tourism (farmer's markets, feed and seed stores, country inns, kayak touring companies, etc.)			
G. Light industry (contractor's warehouses, motorcycle repair shops, cabinet makers, etc.)			
H. Low-intensity commercial (nurseries, home-based businesses, etc.)			
I. Agricultural industry (food or meat processing plants, slaughterhouses, cold storage facilities, etc.)			
J. Other (please define)			
K. Other (please define)			

7. To achieve your vision, what specific rural businesses, industries, or commercial uses should be encouraged within James City County rural lands?

8. If you own property in rural lands, do you consider your property to be (check all that apply)

Type of Property	Yes	No
Residential		
Forest/Timber production		
Production agriculture		
Rural enterprise / business		
Other (please define)		

9. If you have agricultural/forest land or a rural enterprise on rural lands, what are the major issues you have with the property (may include maintenance, access to services, financial or regulatory support, etc.)?

10. What should the County do to support the success of your enterprise?

Polices, Regulations, Programs, and Procedures

James City County has several policies, programs and practices related to rural lands. A summary of these items is located at <http://www.jamescitycountyva.gov/planning/rural/> and are provided as part of the workshop/discussion packet. After reviewing the summary, which rural land residential or rural economic development policies, regulations, programs, and procedures do you:

11. Find helpful?

12. Believe should be eliminated?

13. Believe should be expanded and/or promoted?

14. Believe should be changed? What change(s) do you suggest?

Please share any additional comments you have related to “rural lands”.

Follow up to Rural Lands Workshop

15. Did you attend or view the “Understanding Rural Lands” program either in person, on the Internet, or on the television? Yes No
16. Did you find the information helpful in identifying new ideas for your property?
 Yes No

Thank you for participating in the Thinking Rural questionnaire. Your input is valuable to guiding the future of James City County. If you have any further questions about this project, please contact the James City County Planning Division at 757-253-6685.

Your responses will be shared with the James City County Board of Supervisors along with a summary of the July 17 and 18 conversations.

Appendix E

James City County: Thinking Rural Questionnaire Survey Responses

1. Do you support this definition?

Yes **52** (69%) 

No **21** (28%) 

no answer **2** (3%) 

Why?

56 responses

2. What features/characteristics of rural lands do you value most?

67 responses

3. Think about what could happen in the next 20 years and describe your vision for rural lands in James City County.

69 responses

4. What should the County do to achieve your vision for our rural lands?

66 responses

5. Based on your vision, which of the following activities should be part of rural lands in James City County?

A. Active working lands (farms, livestock, horses, etc.)

Strongly agree **61** (81%) 

Agree **10** (13%) 

Disagree **1** (1%) 

Strongly Disagree **1** (1%) 

No Opinion **1** (1%) 

no answer **1** (1%) 

B. Forests (timbering)

Strongly agree **46** (61%) 

Agree **20** (27%) 

Disagree **1** (1%) 

Strongly Disagree **4** (5%) 

No Opinion **3** (4%) 

no answer **1** (1%) 

C. Suburban residential (1 to 3 acre lots)

Strongly agree	15 (20%)	
Agree	15 (20%)	
Disagree	13 (17%)	
Strongly Disagree	26 (35%)	
No Opinion	3 (4%)	
<i>no answer</i>	3 (4%)	

D. Large lot residential (10-20 acre lots)

Strongly agree	18 (24%)	
Agree	32 (43%)	
Disagree	7 (9%)	
Strongly Disagree	10 (13%)	
No Opinion	4 (5%)	
<i>no answer</i>	4 (5%)	

E. Clustered residential (smaller lots surrounded by large open spaces and/or preserved farm land)

Strongly agree	12 (16%)	
Agree	14 (19%)	
Disagree	15 (20%)	
Strongly Disagree	23 (31%)	
No Opinion	6 (8%)	
<i>no answer</i>	5 (7%)	

F. Agri-business/eco-tourism (farmer's markets, feed and seed stores, country inns, kayak touring companies, etc.)

Strongly agree	39 (52%)	
Agree	24 (32%)	
Disagree	3 (4%)	
Strongly Disagree	5 (7%)	
No Opinion	1 (1%)	
<i>no answer</i>	3 (4%)	

G. Light industry (contractor's warehouses, motorcycle repair shops, cabinet makers, etc.)

Strongly agree	13 (17%)	
Agree	23 (31%)	
Disagree	15 (20%)	
Strongly Disagree	17 (23%)	
No Opinion	4 (5%)	

no answer **3** (4%) |

H. Low-intensity commercial (for example, nurseries, home-based businesses)

Strongly Agree **20** (27%) |
 Agree **35** (47%) |
 Disagree **7** (9%) |
 Strongly Disagree **8** (11%) |
 No Opinion **2** (3%) |
no answer **3** (4%) |

I. Agricultural industry (food or meat processing plants, slaughterhouses, cold storage facilities, etc.)

Strongly Agree **10** (13%) |
 Agree **27** (36%) |
 Disagree **9** (12%) |
 Strongly Disagree **24** (32%) |
 No Opinion **1** (1%) |
no answer **4** (5%) |

J. Other activity (please define)

29 responses

This activity should be part of rural lands in James City County?

Strongly Agree **23** (31%) |
 Agree **3** (4%) |
 Disagree **0** (0%) |
 Strongly Disagree **2** (3%) |
 No Opinion **5** (7%) |
no answer **42** (56%) |

K. Other activity (please define)

12 responses

This activity should be part of rural lands in James City County?

Strongly Agree **5** (7%) |
 Agree **3** (4%) |
 Disagree **1** (1%) |
 Strongly Disagree **0** (0%) |
 No Opinion **7** (9%) |
no answer **59** (79%) |

6. Which of the rural land activities should be increased/encouraged or

decreased/discouraged?

A. Active working lands (farms, livestock, horses, etc.)

Increased / Encouraged	<u>67</u> (89%)	
Decreased / Discouraged	<u>0</u> (0%)	
No Opinion	<u>5</u> (7%)	
<i>no answer</i>	<u>3</u> (4%)	

B. Forests (timbering)

Increased / Encouraged	<u>50</u> (67%)	
Decreased / Discouraged	<u>12</u> (16%)	
No Opinion	<u>9</u> (12%)	
<i>no answer</i>	<u>4</u> (5%)	

C. Suburban residential (1 to 3 acre lots)

Increased / Encouraged	<u>18</u> (24%)	
Decreased / Discouraged	<u>45</u> (60%)	
No Opinion	<u>8</u> (11%)	
<i>no answer</i>	<u>4</u> (5%)	

D. Large lot residential (10-20 acre lots)

Increased / Encouraged	<u>32</u> (43%)	
Decreased / Discouraged	<u>19</u> (25%)	
No Opinion	<u>19</u> (25%)	
<i>no answer</i>	<u>5</u> (7%)	

E. Clustered residential (smaller lots surrounded by large open spaces and/or preserved farm land)

Increased / Encouraged	<u>15</u> (20%)	
Decreased / Discouraged	<u>45</u> (60%)	
No Opinion	<u>11</u> (15%)	
<i>no answer</i>	<u>4</u> (5%)	

F. Agri-business/eco-tourism (farmer's markets, feed and seed stores, country inns, kayak touring companies, etc.)

Increased / Encouraged	<u>55</u> (73%)	
Decreased / Discouraged	<u>8</u> (11%)	
No Opinion	<u>8</u> (11%)	
<i>no answer</i>	<u>4</u> (5%)	

G. Light industry (contractor's warehouses, motorcycle repair shops, cabinet

makers, etc.)

Increased / Encouraged	<u>26</u> (35%)	
Decreased / Discouraged	<u>31</u> (41%)	
No Opinion	<u>13</u> (17%)	
<i>no answer</i>	<u>5</u> (7%)	

H. Low-intensity commercial (nurseries, home-based businesses, etc.)

Increased / Encouraged	<u>45</u> (60%)	
Decreased / Discouraged	<u>15</u> (20%)	
No Opinion	<u>11</u> (15%)	
<i>no answer</i>	<u>4</u> (5%)	

I. Agricultural industry (food or meat processing plants, slaughterhouses, cold storage facilities, etc.)

Increased / Encouraged	<u>17</u> (23%)	
Decreased / Discouraged	<u>40</u> (53%)	
No Opinion	<u>14</u> (19%)	
<i>no answer</i>	<u>4</u> (5%)	

J. Other activities (please define)**18 responses****Should this activity be increased/encouraged or decreased/discouraged?**

Increased / Encouraged	<u>14</u> (19%)	
Decreased / Discouraged	<u>1</u> (1%)	
No Opinion	<u>6</u> (8%)	
<i>no answer</i>	<u>54</u> (72%)	

K. Other activity (please define)**7 responses****Should this activity be increased/encouraged or decreased/discouraged?**

Increased / Encouraged	<u>5</u> (7%)	
Decreased / Discouraged	<u>2</u> (3%)	
No Opinion	<u>7</u> (9%)	
<i>no answer</i>	<u>61</u> (81%)	

7. To achieve your vision, what specific rural businesses, industries, or commercial uses should be encouraged within James City County rural lands?**52 responses**

8. If you own property in rural lands, do you consider your property to be (check all that

apply)

Residential

Yes **30** (40%) 

No **4** (5%) 

no answer **41** (55%) 

Forest/Timber production

Yes **15** (20%) 

No **12** (16%) 

no answer **48** (64%) 

Production agriculture

Yes **18** (24%) 

No **10** (13%) 

no answer **47** (63%) 

Rural enterprise / business

Yes **7** (9%) 

No **17** (23%) 

no answer **51** (68%) 

Other (Please define)

12 responses

9. If you have agricultural/forest land or a rural enterprise on rural lands, what are the major issues you have with the property (may include maintenance, access to services, financial or regulatory support, etc.)?

22 responses

10. What should the County do to support the success of your enterprise?

30 responses

Policies, Regulations, Programs, and Procedures

James City County has several policies, programs and practices related to rural lands. A summary of these items is located at <http://www.jamescitycountyva.gov/planning/rural/> and are provided as part of the workshop/discussion packet. After reviewing the summary, which rural land residential or rural economic development policies, regulations, programs, and procedures do you:

Find helpful?

20 responses

Believe should be eliminated?

18 responses

Believe should be expanded and/or promoted?

17 responses

Believe should be changed? What change(s) do you suggest?

17 responses

Please share any additional comments you have related to "rural lands".

26 responses

Follow up to Rural Lands Workshop

Did you attend or view the "Understanding Rural Lands" program either in person, on the Internet, or on television?

Yes **30** (40%) 

No **34** (45%) 

no answer **11** (15%) 

Did you find the information helpful in identifying new ideas for your property?

Yes **13** (17%) 

No **19** (25%) 

no answer **43** (57%) 

Appendix F

Responses* to Survey Questions

**All responses are included as written by the participant on the survey form.*

Question 1: Comments to the question "Why?" related to the definition of rural lands

Response	Y= Yes N= No
Rural lands to me mean lands that are less developed -- fewer homes, very limited business and agriculture. Keeping them outside the PSA keeps growth low in those areas. I think the definition describes what the county expects rural lands to look like, and names the tool that's useful in keeping it that way.	y
caveat - there are many rural areas currently inside the PSA - I believe that any land inside the PSA that is currently zoned A-1 should never be rezoned for residential density higher than 1 house per 3 acres of develop-able land.	y
It helps James City efficiently and effectively manage residential growth and associated taxpayer costs.	y
Without PSA services alternate measures may not always be at an acceptable maintenance levels that we enjoy within the PSA service area. Not saying wells and septic tanks can't function as well...and maybe even at higher levels than JCSA operates their systems.	y
I do think it's a good basic definition, but that it should be expanded to include the benefits that we receive from rural lands and why we value them (see below). Also, I'm not sure that "forests" encompasses all natural lands (e.g., wetlands) that I believe are also part of the definition of "rural."	y
Is vague on how much construction can occur in the designated area. There are many ways to define this.	n
Because it offers a sound baseline for maintaining the quality of life we currently enjoy in JCC. Unbridled development will destroy the look and feel of the county as we have come to enjoy it.	y
Defining "rural" demarcation lines in terms of providing (or planning to provide) public water and sewer makes sense. Defining "rural" as "lower level of public service delivery" - such as public health and safety and emergency response time it not appropriate. Public health and safety and emergency response time should be addressed in the broader context of the County and actual availability of specific services and on the implications on the health and safety of County residents. Disease and germs, for example, would not stay inside nor outside the PSA "rural" lines.	n
We do not need or want government or county to tell us what we can and can not do with our property. Less government control and less taxes is what we want and need.	n
Concentrating development inside the PSA is smart. The PSA line should not be seen as inviolate, however, and I support expansion of the PSA where logical and justified by the needs of landowners, or when justified by a public benefit.	y

Lower level of "public service" delivery implies all services including education and health.	n
I support it as far as it goes. I would add language immediately after the word "Farm" to include "Farm Operations" as defined by the Code of Virginia, Section 25.1-400.	y
I think one of the main draws to this area is the rural aspect of the county. These aspects are critical to our way of life and preservation of the environment.	y
Many years residence in JCC lead me to conclude the definition is reasonably accurate for the considering land use issues. I support the PSA but not as a forever unchanging line. Times & needs may change. Just as the JCC has put schools in rural lands, there may come a time to allow other uses in rural lands not currently acceptable.	y
It has worked to concentrate growth within a defined area while allowing "by right" construction of homes outside the PSA. Now, we should encourage cluster zoning within the rural area.	y
The rural lands definition is good if you remove PSA from it. The definition of the PSA really "doublespeak" that can mean anything the County wants and is applied inconsistently to private, semi-public and public facilities located outside the PSA.	y
With the possible exception of the PSA. I would like to see water and sewer extended to "rural lands" when and if it is cost effective.	y
Not sure how PSA helps EMS services. Doesn't the PSA control growth already?	y
If this is the definition then why are you purchasing development rights in both the PSA(Drummonds Field farm)and the rural lands.	n
It concentrates development where there is infrastructure to support it and preserves the rural nature of the remaining land.	y
Disagree with "exclusively outside PSA." Why? It already crosses rural lands. I wonder if that means that rural land will be changed... :(n
PSA should have nothing to do with the definition of rural lands. PSA is a service term, not related to the rural nature of any land.	n
Because of stated goals.	y
planned to receive Who decides? So who's responsibility is it to minimize well and septic failures. Is it on the land owner? They can be fined if it becomes a public health problem.	n
No better one has been brought forth.	y
It is not possible to urbanize everywhere. Limiting services and infrastructure to a manageable scope is a rational approach. It also indicates that a policy for non-urban use must be made in order to ensure that expectations are not driven by a haphazard "freedom" of owners of "rural" or undeveloped property that would limit their use of their own property, including selling to a high bidder who wants to also make money from this not-unlimited "resource."	y
Rural lands are critical to our quality of life. They keep in check our public spending by concentrating development inside the PSA.	y

Rural to me is less densely populated and encompasses farm areas. It is where you see crops growing for consumption. These areas should be entitled to some public service delivery such as water and power which are basic in this age.	y
We need as much green space as possible.	y
Because it is broad enough to cover lands not currently planned for development	y
There needs to be some land exclusively for those who prefer living a country life style. Most importantly to preserve forests and land which gives everyone in James City County cleaner air and water and a better quality of life.	y
too complicated	n
Definition is basic. I might question, "urban services do not exist and are not planned for in the future" by modifying "future" to "present."	y
Yes because it sets clear boundaries and preserves a large part of the county.	y
I don't agree the definition should state " to manage ie control growth.	n
It is clear and practical, the PSA boundary is well-defined.	y
The PSA really doesn't exist when you can have rural subdivisions served by community wells owned by the JCSEA.	n
to manage growth	y
Because it makes sense for all citizens to have services and all benefit when rural land is protected	y
Because we do not know what the future holds	n
It is a reasonable definition of areas identified as "rural" and considered as such by JCC residents in the more-populated and developed areas.	y
More efficient use of resources	y
Helps ensure resources we used efficiently	y
To utilize county resources efficiently	y
the government in this county is too involved in what is done	n
Check the meaning of "Rural." Check your college dictionary (up to date) meaning is: Characteristic of the country, country life or agriculture - having to do with farming, living in country, agriculture and country life!! Planning should be up to the land owner! It's not the correct definition. James City is up to something.	n
This does not fit in my mind----"exclusively outside of the Primary Service Area (PSA*), " Does it also mean being in the PSA means a property is not rural and therefore suburban?	n
The focus on efficient use of public services is appropriate but is limited in that it does not address expansion. of course, we should always promote public health and safety as well as minimize environmental hazards. The definition of rural lands seems adequate and hopefully we will maintain an abundance of such lands.	y
I would add "containing...Open Land"	n

If this defines the primary service area then why is the phrase "protect rural enterprises" contained therein? "Rural Enterprises" should be outside the PSA.	n
Water and sewer are needed for growth, thus they control it.	y
While I appreciate what needs to be done for the vision of the county, the fact that you are too restrictive - I have heard people actually say that schools are a "drain"... Children are our future and NOT a drain.	n
Rural land consists of farms, forests, scattered houses and/or large tracts of undeveloped land OWNED BY AN AMERICAN OR AMERICANS.	
Your PSA divides property owned by individuals.	n
Loss of open space and rural lands will destroy the character and reason I have chosen to live in JCC,	y
The PSA is divided on people's land making it difficult/impossible to do with it what they want or to develop it. This line should be consistent among a property.	n

Question 2: Features/characteristics of rural lands most valued

I like the idea of more green (whether it be fields, trees or crops) and fewer man-made structures.

low density residential, forest/farm land - greenspace

Wooded and open spaces free of houses, stores, strip malls, etc. Wooded overhangs at public rights of way.

Open space, availability of ponds, lakes and water features that don't have the touch or controls that often Cities, Counties or State impose on inner city projects....OR the lack of...for example take a pool that is having difficult times paying for operational expenses but are now weighed down doing record keeping on record keeping that just seems to keep consuming available dollars that would have been spent on upkeep or even profit.

local food production; habitat for wildlife; ecosystems services (e.g., flood protection, wildlife habitat, nutrient cycling) that intact natural lands provide; beautiful natural places for recreation

NO buildings except those related to active and current farm usage, maximum natural greenery and wildlife growth consistent with farming usage, visually attractive.

Green spaces, natural areas, low traffic congestion, quality of life, reduced light pollution, good air quality, friendly people.

Visual space. Freedom to have animals - chickens, dogs, horses, etc. - or not. Freedom to grow lots of produce or not. Freedom to have unpaved driveways or not. Freedom to use your owned land as you choose.

Being able to do with my property what and when I want to do it without having to be told what and where I can or cannot do something with my property.

Unspoiled vistas and green spaces.

Low density. Unobstructed vistas (or at least "mostly" unobstructed). Fresh air, forest and farmland.

Food production.

Green Space Aesthetic Value Farming

Freedom from HOAs, less traffic, less city lights, less suburban sprawl, and the ability to do with my property as I please.

The quiet, slower nature of country life and the expanded ability to grow and raise crops, vegetables and other products for home use. The churches and open fields and woodlands, habitats where you can find deer, turkey and other wild game. Small communities where you know your neighbors name, and where your neighbor is ready to lend a helping hand when needed. Where your kids can roam in the woods and walk along the road without fear. Where you can teach your them to hunt and fish, to respect the land and other people's property. Where your kids can find a rural job during the summer so they can learn what hard work is, as well as what it means to be a good neighbor and a good citizen. I grew up like that and my children have grown up the same way. These are things I value most about living in the county.

The natural woodlands are key. Not everything needs to or should be mowed, landscaped or developed. By preserving large expanses of woodlands, the diversity of flora and fauna are maintained.

Rural lands are part of the total character of JCC, and I value all potential land uses including those relating to rural lands. Due consideration neither means allowing or disallowing new uses, but being willing to think out new possibilities and make reasoned judgments about them. Flexibility in policy making is key.

open space, low population density, a vibrant agricultural economy, a healthy ecology.

Openness - I can see blue sky and trees against the horizon rather than 2 or 3 story homes and cultured concerns.

Open space, whether fields, farming or timber.

Openness, serenity, quietness.

The ability to use it in the manner most economically valuable to the owner.

Private property.

I value the property owners right not to let busybodies and Beansies interfering with those God given rights.

Open vistas and productive agricultural and forest areas.

Open area, vistas, farms, low density.

Freedom to do what you want - build, farm, have livestock, raise kids in open spaces and forests... To hang out clothes. Be away from people. Place for wildlife.

Freedom.

small farms and forests

Forests, farm land, open space, benefits to water quality & environment

GREEN, no industry, no development of any kind, support our food source--our farmers, support wildlife/nature, etc.

The cleaner air that we breathed. Natural areas for wildlife. Local food for residents. Natural filtration for water. More permeable surfaces for rain water that eventually flows to The Bay.

Open space, be it farm land or forest.

Many European models distinguish clearly between village and countryside that has been developed over many more centuries than our nation has been established. Living WITH nature and defining uses is the only rational way of keeping parts of our existence that might not show an immediate cost-benefit analysis but which, if lost, will destroy our ability to function, not even to have an esthetically valuable existence. Wildlife is a benefit that we do not understand. Wilder places also enrich the soul. Farmland is needed and must not be destroyed indiscriminately, especially with an ever-growing population that might not "need" so much of it at present. Gentrifying everything, making it all in OUR image and likeness and convenience is not a healthy trend. I remember the value of wandering in the woods as a youngster, exploring on my own the unexpected and natural elements of the environment. Watching food and animals grow on open but managed spaces was a second very valued experience. Even "repairing" my urban dwelling to accommodate and encourage wilder elements of nature have been treasured processes. Raising my child with an appreciation of these elements has proven just as beneficial as has been her liberal arts education as opposed to a purely professional focus which she received later on to be competent in her profession. The liberal arts and liberal nature upbringing have provided her an invaluable broad perspective to make decisions about values and interactions with her own experiences.

Green space, clean land to filter run-off, habitat for wildlife.

I value seeing crops growing and which return nutrients to the land for the future. I value not seeing houses pushed as close together as possible.

To grow food, raise livestock, grow crops.

Local food production and preservation of natural landscapes

forests and land and the people who are willing to care for them and The County.

NOT BEING DEVELOPED --OPEN--GREEN SPACES--NOT BEING FORCED TO IMPROVE

Rural pursuits, continuation of farming, livestock, Timberland, and possibly aquaculture. Promotion of practices that generate jobs, income, and tax base.

Natural and undeveloped landscapes--farms, forests, etc.

Low density

environmental ones: habitat for native plants and animals and water filtration, including opportunities for human use: farming and recreation

the ability of property owners to manage their land as they wish

open fields , streams and wildlife

Smaller family owned farms.

Farm Land.....Dairy Farm Especially

The green spaces that enhance the environment, the farms that grow fresh fruits/vegetables for local use and provide grazing spaces for animals to thrive. Isolated homesteads that offer space for people who desire it and animals (deer and other wild animals and birds) who need it to sustain their species.

large lots, smaller lots if people want, chickens, if neighborhoods allow them

The peaceful, beautiful vistas, the potential for production of fresh fruits and vegetables, the provision of homes/sanctuary, including food in the forests and in the vegetation provided along the edges of agricultural lands for wild animals.

Being able to do what the owner wants and needs since we do pay taxes.

Reduced involvement from others who do not own the land such as HOAs and fewer zoning restrictions.

Trees, no crowding like in cities, more freedom without interference from neighbors, and protection of wild life.

The beauty of forest and farm lands create a more relaxed atmosphere. I also like to see the animals out in their habitat. It's good for children to learn the importance of farm land and forests.

Wide open spaces which are diversely used: farms, forested areas, but are able to be appreciated by the public via simple viewing or through public access such as the Virginia Capitol Trail. To me it provides for a psychological, physical and spiritual retreat!

Open fields, grazing livestock, historic farmhouses, connection to the history and activities of past generations, respite from crowds and noise -Economic benefits such as attracting tourism while providing aesthetic value, also opportunities for hunting and fishing, horseback riding, walking/hiking, cycling, and other recreational activities. - Environmental benefits provided by the rural land such as regulating water flows and flooding prevention, sequestration of carbon dioxide, aquifer recharge, and biodiversity conservation

Rural lands should consist of large parcels used exclusively by landowners for agricultural purposes, forestry, habitat maintenance, conservation of natural resources with safe use and extraction of natural resources, recreation, etc. Property rights of landowners should be honored and respected. It should be the right of the property owner to utilize the land as the property owner sees fit. The role of government in rural lands should only be to encourage the maintenance of rural lands as rural lands.

Open land, low density, forests, streams, farming, livestock, country feel, productive farmland.

Actually, it's the people...

PRIVATE PROPERTY RIGHTS!

Independence and solitude. Freedom from the interference of government and others.

The residents, their kids, families, churches and freedom.

Open space, farms, unconstructed upon land.

Forests, Lakes, and the wildlife they attract.

Privacy, seclusion, no traffic, no noise except for animals.

I value the people who live on that land and their desire to live in a rural setting (limited traffic, crowds, buildings, etc.)

Question 3: Describe your vision.

I'd like to see more agricultural endeavors (to include wineries and other eco-tourism businesses) and some recreational or public-use land in the rural areas. I'd like the county to use its funds to preserve this space and help find ways to attract and educate landowners to help them find a benefit in keeping and using their rural properties. I'd like Supervisors to use money available to purchase rural lands.

I think that the county should hold firm and not expand the PSA into any existing rural areas and land that is A-1 inside the PSA should not be developed to a residential density higher than 1 house per 3 acres of develop-able land.

That we'd continue to provide AFD benefits to encourage open space preservation through workable agriculture.

Well in a perfect world....I would say they mature from their present state and development takes the inner city or run down rural lands only to keep them in their present PSA delineations and slow down growth. Lets come up with ways to make the already developed abandoned or run down areas a face lift... NO Growth outside the PSA....or they have to be on wells and septic facilities.

Rural lands MUST be preserved. I wish to see JCC keep rural areas safe from any additional development. Natural areas should be conserved, and agricultural areas should be maintained to the extent possible as small family farms and businesses (as opposed to large agro-business lands).

Untouched, no commercial or group or grouped housing, housing to be allowed only for those earning a living off that same piece of land. Accept the fact that there will be little revenue generated for the County.

The county will look essentially the same. Population will be static. Traffic will not increase. Commercial development will be given priority over residential but only in commercial zones that are clustered so as to avoid random areas of development. PLEASE, DO NOT allow JCC to become like York County or Newport News.

What could happen in the next 20 years is way too open-ended a question and opens up way too much hypothetical thinking which does not serve our community. Federal and state laws and regulations will govern us no matter what we like. Weather, war, and disease may change our landscape no matter what we want. So it is better to think about what actions would best serve the residents of James City County over the next 20 years in order to preserve this local and regional treasure of a calming, respectful lifestyle in the shadows of our American history.

You guys are taking away the rural lands and putting way to many homes and people on farm land.

A slanted question which begs the survey participant to answer: "I want no change." That said, protection of rural lands is important, but the rights of rural landowners must be balanced against the public's desire to slow growth and protect rural lands.

What "could" happen is the county looks more and more like it does at Courthouse Commons and we simply turn into the greater Newport News metro area.....

Once developed, cannot be undone.

Forge Rd Area should be preserved as farmland, pastureland, open space

I would like the county to stop buying rural land and let people do what they wish with their own property.

I would like to envision a county that respects the present rural footprint, avoiding the pressure to develop rural lands and constructing new roads whose only intent is to develop the adjacent land for commercial purposes. I would like to see the county promote farm operations, hunting and fishing. Limits the number of large box stores and chain stores but instead promotes the family owned business.

I came here from Jackson Hole, Wyoming where only 3% of the land is privately held, the other 97% is either BLM or national parks or forest service. They have worked successfully over the past 40 years to maintain the rural feel. Strong environmental stewardship will provide for James City County in the future. I would like to see a return to more natural landscaping (berms around subdivisions, and shopping centers could have more native landscapes/grasses/flowers. Backyard gardens, poultry, beekeeping, maybe community gardens on County parks (Kidsburg area may have potential of a community garden area). Preservation of trees, ponds, wetlands (it doesn't work to sell those rights).

I believe JCC will continue to grow but at lesser rates than those seen in the 1980s & 1990s. While I generally support rural land designations, I do NOT support a forever unchanging county. I expect the supervisors & principle county officials to reasonably utilize available land use tools to direct growth in not only an orderly managed manner, but also in a way that takes due cognizance & consideration for the property rights of rural land owners. Therefore, I consider rural land down-zonings without just compensation to current land owners to be an unacceptable taking of property.

Population will increase 60%, from 70,000 to 109,000. That will be bad enough if it's contained within the PSA, but if it bleeds across the entire expanse of JCC it will be an environmental, economic, and fiscal disaster for JCC.

Development and pressure to expand the PSA will continue - and should be resisted. The rural nature of our county will continue to evolve as land is used in permitted ways - rural activities.

Define areas that should be preserved and set up ZONING to be consistent with Plan. That probably means we only preserve 30 - 50% of what is outside the PDSA today.

That they do not change except for greater security.

Landowners should be free to use and sell their land without interference from the county.

The free market American economy should prevail.

Any vision is for my property only.

We should reduce the by-right residential density allowed in the rural lands to prevent the growth of urban sprawl.

I've watched urban sprawl already in JCC.

Productive and value to individual owners.

enable small farmers to keep their land (make it affordable for them to do so), set aside park land, if possible.

I would hope that what remains of JCC's rural properties could achieve economic productivity so that the ecological and aesthetic benefits of this open space can be retained for all county residents.

NO change from present status if change for the 'green' impossible!!

Rural lands should remain RURAL. We have plenty for residential areas and more than enough retail spaces (many are vacant as we continue to remove trees to build more).

Cluster communities last. Please read a report put out by W&M interns for the J4C last year regarding numerous uses for JCC's rural land.

I am fearful that unbridled desires for gentrification and amenities and urban services to unmanaged growth will ruin the common good and our futures as a people. It will certainly break the common bank for private good and enrichment, which is not evenly shared. What happens when locally sourced agricultural products are no longer available, and the cost of transporting them becomes inordinately excessive? What happens when we have outgrown our ability to provide potable water sources because industry or over-growth have exceeded the supply? (This does not justify the Newport News scheme of off-site reservoirs north of Richmond, either.)

They should be protected or we will lose them, piece by piece, in an ugly sprawl.

It is certainly going to change in the next 20 years regardless of what we want or think. The key is to play the growth in a way that is pleasing for all, that protects the land and water resources appropriately. Work needs to be done to control the density of growth so resources are not destroyed by concrete, buildings and highways.

No more subdivisions.

Leave them the same

If something is not done to ensure some forests and land are kept in tact the quality of life will deteriorate and James City County will become just another unplanned group of roads and empty buildings.

HAVING A GENEROUS AMOUNT OF GREENSPACE AND RURAL FEELING--CAN'T FOOL MOTHER NATURE--THERE IS A GOD'S PLAN/ REASON FOR OPEN SPACE. JuST LOOK AT WHAT HAPPENS WHEN NOT OBEYED!!!!

Keep them pretty much like they are. Quit attempts to change land use from individual control to Government control. Stop buying it up and taking it out of production. We don't need to continue to put more restrictions on those trying to make a living in traditional manor, nor do we need to provide more public space for those that bought into overdeveloped communities. If you want more open space to play in, or want to save trees that have grown on what was once fertile farm land, do it through private funds--not county taxes.

JCC needs to have part of the county set aside for rural lands. Part of what is unique about the county is that there is a mix of rural and suburban/urban. This distinguishes the county from places like Newport News (virtually all urban) and Charles City (all rural).

Leave the vision to the landowners.

growth keeps up at a slightly reduced pace, the county averts considerable costs by NOT developing, rural values (environmental habitat, recreational opportunities, small-scale agricultural) become more important, esp. relative to areas with considerable un-managed sprawl, and hopefully the rural county lands look much the same as today. We'll look back and be grateful for this conservation.

my vision or yours is really besides the point--it is what large owners decide to do with their property that will end up determining reality

I think that James City County has done a pretty good job so far

I would like to see more local family farms of all kinds so that we all could benefit from the fresh produce and meat. More untouched timber land.

promoting the growing of food, for this country no doubt will suffer another depression, that will be ten times worst than that of 1929. There will be plenty of money, but no food. Milk and bread is the key to surviving this one!!!

My worst fear is the continued deforestation of the green spaces for commercial and real estate developments. JCC already has enough malls, many of which cannot sustain themselves and become blights on the over-developed landscape. The same is true of housing developments which pave over fertile farms and cram shoddily-built houses on cement slabs to attract owners who know little or nothing about the need to conserve water and who over-fertilize their grass plots/trees/bushes to the detriment of the local rivers, streams that feed into the Chesapeake Bay estuaries.

Slow expansion of the PSA to meet the county's growth Needs in the main travel area (I-64 and existing farmland roads) Preservation of rural lands near the James and York rivers

Slower expansion of the PSA around areas where the county expects to grow, i.e., I-64 and existing four-lane roads. More preservation of lands along scenic James and York rivers.

Less PSA expansion around the economic hubs of the of the county (I-64 and existing 4-lane highways)

If population increases, people will need places to live, so don't limit what people can do and don't try to control the land, rural people know what to do.

My hope is that current rural lands, especially farmland and forests, will remain intact. My vision is for fewer, maybe more dense (possibly by building up instead of out), shopping areas and more stretches of green.

I'll be dead! It will be up to the family.

The property owners will maintain and increase their ability to manage their land however they deem best for their personal use. I would be very nervous if this survey were about the type of area I lived in. What non rural land owners think is going to be considered and factored into ways to restrict what current landowners can do in the future. That is flat out wrong.

No more condos and crowded housing and less shopping centers.

It seems there is not enough rural lands in James City County anymore. I have lived here my entire life and I am always sad when I see trees cut down and more unneeded buildings put in. I have seen what has happened in the last 20 years to our community and I can only see it getting worse until we look like Newport News. I would like to see the growth stop and the rural lands that are left to be left alone.

If we plan appropriately and through a collective input process, we should be able to preserve especially areas of historical importance but at the same time respect property rights by providing easements, tax benefits and outright purchases of properties to prevent further development.

We must value the rural land as our legacy to future generations. Colonial Williamsburg has provided many generations a compelling narrative of 18th century historic life, and that effort has provided a significant economic asset to our surrounding communities. Likewise, James City County needs to value the importance of retaining its rural land (especially in the Toano and Forge Road environs) for its historic value and for fiscal, economic and environmental reasons. By doing this, we hope that visitors would be interested in experiences the beauty of the upper county and learning about its significance in our country's 19th and 20th century history (Revolutionary War shipyard, battle grounds during the Revolutionary and Civil Wars, former fishing industry on the Chickahominy River).

Hopefully, rural lands should be maintained as rural lands and preserved as rural lands. Government should only adopt policies to retain agricultural lands for development and use of natural resources. Rural lands should not become housing developments or carved up to build transportation systems.

A balanced approach. Some protected(strategic choices), not all can or should be. Some development is good. Example: Hunt farm for economic "future" development is a great idea.

I think that we are able to care for our rural land without the County's interference. We already take care of our "country" atmosphere and character.

PLANS FOR 20 YEARS INTO THE FUTURE ARE NOT FEASIBLE.

It is not my place or anyone else's to have a vision for rural lands. The land owners would determine that and what they would do with their land.

Farmers to have freedom on their property, work land as we see fit, our farmland is not governmental "green-open space" – it's our farm!

It should be no more dense than it is today. Growth must be managed and areas for commercial enterprise should be controlled so as not to place undue burdens on taxpayers with providing extended or additional services more than today.

Stay as they are.

Greater County support for rural landowners to continue agricultural and forestry endeavors.

My vision for rural James City County is for the people living on their land to make their own choices on their land with minimal County interference.

Question 4: What should the County do to achieve your vision?

I think density inside the PSA should be increased significantly in some areas. I like the idea of a TDR program or something similar, if it's not too late to create one. I also think finding programs to help reuse/repurpose empty retail centers in the county will help limit sprawl and revitalize commercial lands inside the PSA.

Deny any application that would extend the PSA to rural lands, deny any application that would bring suburban development in to rural lands.

Strongly defend the Primary Service Area and continue and grow the AFD program.

Continue with your master plans but you need to at some point and time say enough is enough. Get over it and take care of the customers here and been here for quite sometime ...

JCC should focus on smart growth principles, concentrating growth in areas where it already exists, redeveloping urban/suburban areas into walkable mixed-used communities and avoiding any additional growth and sprawl into rural areas. Policies should be made to permanently conserve natural spaces and limit (or outright prohibit) any new high density development. Policies should encourage/favor small-scale agriculture (e.g., family farms).

Immediately define as much of current area as possible as "rural land." Oppose conversion of rural land to industrial or residential usage. We have more than enough people already.

Protect rural lands by buying up the development rights from the owners. DO NOT expand the PSA. Do not allow development for any reason outside the PSA. Do not allow dense housing. Ensure that developers pay for the realistic costs of increasing the strain on our infrastructure, including roads, police, fire services, etc. County taxes should not be raised to subsidize any new developments whether they be housing or commercial.

Minimize actions. Don't raise taxes. Don't impose the ideas of a few on the majority. Let the residents exercise their rights as much as possible, without harming other residents. Because someone does not like something or thinks it is offensive is not sufficient reason to make changes. Keep things in perspective.

Stop building cluster housing areas. Which demand more water and other resources. Which we do not have now and the more that is needed the more the hardship will be for everyone.

PDR, conservation easements, careful consideration of residential development (by right or not) outside the PSA, regulation of offensive uses in rural lands (junk yards, metal carports, large lot development, septic systems.)

Careful planning. REUSE the commercial properties so blighting this tiny town (the old Polo Club/Fresh Market venue, the mess at route 5 and 199, the Big Lots squalor).

Continue Funding PDR

Stop buying up property. The county should not be a "landowner". It is not proper for the county to continue this practice.

Promote farming and agricultural activities. For the rural areas that encompass small plots of lands with scattered houses, promote something known as Hobby Farms, encompassing family gardens, orchards and small vineyards. Also guard against sprawl including the establishment of too many large box stores. This can best be done by preserving the PSA as presently defined, and avoiding the establishment of new roads where they are not needed.

Provide benefits for small farmers or CSA (Community Sponsored Agriculture), small farm stands, allow poultry (not roosters) in the county (each subdivision can make their own rulings), find alternative methods of controlling mosquitos that do not include spraying which is harmful to pollinators, set up community gardens, change landscaping criteria to be more native, keep the numbers of shopping areas down (perhaps some sort of credit for using existing space) charge stiff penalties to those who don't follow the above.

JCC officials should be willing to consider re-zonings for new purposes in rural lands. Flexibility of thought must be present, but the onus should be on landowners to bring only compelling new rural land projects that take due consideration of JCC's character, existing neighbors/neighborhoods, & the environment. "Pulling up the drawbridge" attitudes are NOT reasonable in making intelligent rural land use decisions.

Rezone A-1 to include clustering and large-lot (10-20 acres) density in exchange for extending county water and sewer and preferential real estate tax treatment.

Encourage economic development of rural activities: ecotourism, small farm agriculture, value added enterprise (such as pottery), sustainable forestry, etc.

Number 3 above along with significant tax breaks that allow the land to be kept in use as defined by number 2 above without the property owners being penalized. That is the property owners should not be the ones paying for the cost of the public open space.

Limit development and improve security.

Loosen regulations restricting the uses for rural property.

Leave rural lands alone.

Nothing - I cannot see how it's any of the County's or anyone else's business.

Decrease by right residential density.

Allow landowners to exercise their own knowledge and experience to improve their rural lands - support, not regulate.

purchase land that could be leased to farmers to protect it from development

Stop approving large residential projects, like Colonial Heritage on the Massie property & BSA lands, and dense business uses like the EOZ on what once were sweeping rural tracts.

Stop growth of industry & population. Pass laws prohibiting such on rural lands, develop more Parks for family outings, trails, etc.

Limit any New retail or development. Remember that all residents are affected by the loss of rural lands.

See answer above.

Make hard decisions based on a long-range cost of "doing business" so that uncaptured costs are not omitted from the equation, albeit not easily captured in economic terms. Aesthetics are difficult to quantify. Future food and water and infrastructure demands are not readily apparent in the short term, but will come to bite us in the long run if not considered in the plan for today and tomorrow. Will those existing in 50 or 100 years regret what WE did to them in the name of progress? Do we care?

Maintain the PSA, concentrate housing and services in the currently developed areas.

Develop a plan for growth and be committed to the plan. Don't let developers sweet talk the county into something that does not fit into the developed and agreed to plan. I watched an area go from a beautiful area to a concrete jungle because the plan everyone accepted was disregarded because of developers twisting the arms of those in the county. The area became impossible to live in, to navigate around and was totally destroyed for everyone especially those to come behind.

Continue to protect as rural lands

Smart growth tactics like using the PSA for managing growth and sticking to the designated areas for developments - period. Greed has as much to do with growth as other things.

LEAVE IT TO THE WISDOM OF THE OWNERS WHO SEEM TO BE SOOOOO INTERESTED IN KEEPING IT NATURAL-NON MANDATORY IMPROVMENT.

Leave it alone and quit trying to social engineer our lives!

Encourage preservation through voluntary easements and other incentives to keep rural lands rural.

County owned land should be sold to private owners if not used for public benefit. Private rural land is not the counties business unless the private owner chooses to explore developing or zoning changes.

Do not allow up-zoning, consider down-zoning key environmental areas, encourage small-scale agriculture and community garden projects, tie in the conservation of rural lands with the conservation of historical areas, continue to encourage conservation easements, but negotiate fiscally-responsible contracts

leave large land owners alone

Rent out parcels of land to organizations for farming County and state could use the land to put people to work for the upkeep of gardens and sell fresh produce at a reduced price

Give tax breaks to farmers and restrict industrial and residential development.

Promote more land that will produce food, clean food, organic foods

Limit the developers who want to take over rural and farmed areas that, in turn, destroy our green spaces, deforest our tree stands, and haul away fertile soil and lumber for profit. It takes years to grow trees, enrich soils, and provide humans and wildlife with clean air and unpolluted waterways. It only takes weeks for developers to destroy the valuable JCC resources. JCC educates and trains a large population of naturalists, gardeners, and youth groups. We need more vocal environmentalists to convince the approving officials of the damage over-development causes and less monied interests to influence their votes.

Establish future growth areas now rather than wait for pressure to build and force changes in an unplanned fashion.

Establish growth areas now to funnel needed growth into specific areas rather than respond to haphazard growth.

The county needs to establish future growth areas to help nudge growth in those areas rather than responding to growth all over the county. Put growth in specific places to preserve rural lands elsewhere.

Stay out of land decisions, I want none of those cluster developments or easements.

Make and enforce laws/regulations to limit destruction of natural and/or rural areas.

Help the farmers and landowners without taxing them. We need more farmers so help them to do their thing.

You should reduce the tax burden on rural land owners in the way Richmond City provided a tax abatement to encourage people to move to certain areas of the city and rehab old historic homes. Terms of the abatement could include restrictions on subdivision, etc. The abatement could be partial and renewable and therefore debated in an ongoing fashion. I am against restricting the rights of any current land owners.

Not allow the above in question 3.

They should say no to the builders and planners. We have way more urban areas then we need. now.

Have forums such as the ones currently under way. Identify properties of interest and work with current landowners to find reasonable ways to provide compensation so that properties are encouraged to stay in their natural form.

Prepare a map of land already conserved through conservation easements either through Purchase of Development Rights (PDR) or through other groups (Williamsburg Land Conservancy, Nature Conservancy Virginia Outdoors Foundation), green space, and agriculture

Encourage low taxes as incentives for property owners to maintain property as rural properties. The County SHOULD NOT implement regulations over the use of rural lands and how property owners may utilize their properties. In other words, the county should stay out of the rural lands. The County should also adopt a policy to limit restrictions placed on land owners within both rural lands and the PSA and should limit policies directed at encouraging development, especially of strip malls and shopping areas.

AFO, PDR, greenspace, don't remove unless it is clearly a compelling reason, flexible use of A-1.

Pretty much, it's the issue of staying away from restrictions and regulations. You are sending the message that you know better how to take care of my land than I do.

THE COUNTY SHOULD STAY OUT OF IT. DECISIONS SHOULD BE MADE BY LANDOWNER.

The County should stay out of it as they should not have any say in private property issues. By its very nature rural land breeds independent people who want to be left alone.

Trust the residents! Please leave us alone, less regulations by local government - we have enough federal regulations as it is!!

Designate areas for rural, non development.

Protect and defend rural lands.

Lower taxes to make agriculture/forestry endeavors possible (and/or continue) -Increase involvement of rural landowners in strategic planning for future decisions Re: right to develop property should include rural landowners when those rights are up for

The County should allow the people who own their land to have control and say over their land.

Question 5: Rural land activities

Participants were offered the opportunity to list two activities. Each row represents one respondent's entry (two thoughts entered by one person).

Rural land activities that should be *increased/encouraged*.

Activity One	Activity Two
Forests (conservation) (NOT timbering!)	
rural residential 3-10 acre lots	
Conservation/recreational lands	
	public parks
less building of business and homes	stop growth now before it is to late
Houses of worship	
Private farms and sole proprietorships	
Vineyards and orchards	Promote fishing and hunting for county residents
Poultry	
Any non-polluting industrial activity	
restaurants	
Any other use that increases economic value of property.	
Whatever anyone wants to do.	It is their land.
whatever the owner wants included but not limited to the above.	whatever the owner wants included but not limited to the above.
Include horse processing	
	Farming, feed & seed only
	LEAVE IT ALONE (<i>no preference selected</i>)
community gardens	
The county should strongly encourage clustered residential use (question E) in rural lands	
Farms stands where I want.	
C, D, and E: Up to the property owners what they want	
Quit cutting down all the trees.	
opportunities for school activities	

Commercial Riding Stables	Rural lands with proximity to a "restored country village" like Toano
As defined by property owners - not the County!	
Allow rezoning if it makes sense. Compelling (Jobs) benefit to county taxbase, environmentally okay.	
WHATEVER LANDOWNER DECIDES WITHIN THE LAW.	PRIVATE PROPERTY RIGHTS FIRST
Whatever the land owner want to do with his/her land.	
Tree farms & sod farms	grazing lands

Rural land activities that should be *decreased/discouraged*.

ATV activity	
Golf courses	

Rural activities where either *no opinion* or *no preference* was indicated

None (<i>no opinion</i>)	None (<i>no opinion</i>)
Note: Agricultural Industry (question I) should exist only to a limited degree and only in connection with existing farming (<i>no preference selected</i>)	

Question 6: Rural land activities

Participants were offered the opportunity to list two activities. Each row represents one respondent's entry (two thoughts entered by one person).

Rural land activities that should be *increased/encouraged*.

Activity One	Activity Two
rural residential 3-10 acre lots	
Conservation/recreational lands	
less business we will manage just like we use to do in the 50's	more farms and trees to add in oxygen growth
Houses of worship	
Commercial and home based Vineyards and Orchards	Hunting and Fishing for county residents
Any other activities that increase property value.	
Whatever anyone wants to do with their own land.	
community gardens	
Note: Clustered residential (question E) should be strongly encouraged in the county	
Clustered residential (question E) should be strongly encouraged in the county's rural lands	
Clustered residential should be strongly encouraged	
B, C, D, and E: Up to the buyer what they want	
As defined by property owners	
LANDOWNER'S DECISION	LANDOWNER'S DECISION
land banking with farm uses	replanting of forests

Rural land activities that should be *decreased/discouraged*.

Housing developments/shopping malls	Needless deforestation/soil, water, and air pollution
Golf courses	

Rural activities where either *no opinion* or *no preference* was indicated

Light Industry should be discouraged only in the rural village setting (<i>no preference selected</i>)	
None (no opinion)	None (no opinion)

Question 7: Specific rural businesses, industries, or commercial uses in rural lands

All agricultural, educational, eco-tourism or agri-tourism business should be encouraged.

Set key performance indicators on their vision and check/score those KPIs annually to ensure they are on track - if not re-evaluate. Not skip from 1-3 acre to 10-20 acre lots.. focus / promote rural residential 3-10 acre lots

Recreational opportunities for jobs and enjoyment, while maintaining the open space concept. Could see rural clusters spinning off and WOW we are right back to really a hard decision to please everyone. Good luck and just keep up the good work.

Small-scale farming. Eco-tourism/recreational businesses.

None except farming

None - Keep JCC green. It's the reason so many visit and relocate to the area.

James City County government should not be in the business of "encouraging" certain types of business in rural areas. Leave it to the residents to decide what they want to do and simply confirm or deny based on what should be allowed - most things - to exist in rural areas.

less homes of any kind more open land just for farming either animals or plant. Less control of the county in our doing so with our land. For hundreds of years famers of all kinds did well before government got involved.

Nurseries Wineries Craft Breweries Aquaculture

The county should stay out of peoples business. Rural life is what you make of it. People should be free to do with their property as these please. Unelected planning commissions and other unelected government and non-government groups don't have the right to tell people how to live.

I recommend encouraging Hobby Farms and home based agricultural business including establishing small vineyards, orchards, gardens etc.. I recommend attracting a large vineyard operation to locate in the county. Also encourage meat production and dairy operations. These activities will bring a certain amount of ancillary business activity. I would also recommend promoting country crafters and home craft activities.

Home based businesses, small farms.

Fundamentally, all the usages listed in question 6 above should be in the realm of potential possibility. Rural land use policies that at least allow flexible thinking of currently unforeseen or latent usages would be most wise for the future in my opinion.

Small farms producing food for local consumption value added activites - specialty foods, pottery sustainable forestry (rather than clean cutting) small boat building horse stables

Those listed above in A and B.

Single family dwellings, apartments, and commercial rural uses should be encouraged.

Let the free market decide.

All businesses, industries, and commercial uses.

See 6 A, B, F, and H above.

American-owned manufacture of farm products.

NONE AT ALL. Make our rural lands like a National Forests or Park. Let's be able to get away from commercialism and into the beauty of God's creation, like the beauty of our Western National Parks-- Sequoia, Yellowstone, etc. State Highway 5 would have been like Colonial Parkway if our gov't valued such land, protected it. Just like scenic highways of VA, scenic Rural lands of VA a must. Yes, I'm anti-growth in high-growth Eastern seaboard....and my County.

Farming, local markets, a reduction of non-permeable areas. Our water quality is a priority. Regulating pesticide use, closely.

Rural means rural. Some of the above uses are OK but not at the expense of rural. The European model generally differentiates clearly between urban and not-urban. It makes sense over the centuries, and their loss of wilder and forested property has been a major loss for them that is hard to recuperate. Habitat is also important for other than human beings.

Riding stables, nurseries, pet boarding, recreation (camping, kayaking, hiking, etc.)

Farming, livestock, Timber

Agriculture, eco-and agri-tourism.

Whatever The property owner chooses.

community gardens

Could someone please tell me why suburban lot owners should be deciding what should be encouraged or discouraged? either way, county decisions will increase/decrease property values thus propelling large land owners to do that which they otherwise would not do.

I like the idea of agri-business

Small farms, farmer's markets, plant nurseries, forest land. Small home business like bee keeping, eggs, etc.

Dairy Farming, crop farming

Those that support environmentally-friendly development: green building, native-plant landscaping, low gas/coal/chemical emissions, etc.

Light industry and commercial activity should serve the local James City County market

Light industry and commercial uses serving the James City and Williamsburg market

Light industry and commercial uses serving the local James City Co market and same to help Williamsburg market

The county needs to be less restrictive on permits and ordinances. You don't allow enough individual control of property. We don't need the county doing easements.

farms, parks, eco-tourist

Keep it as is!

Not clear on this question.

farming, and stores that support farming. petting zoo's for children. feed stores and greenhouses.

already identified in number 7

Refer to uses permitted under recent PDR Ordinance. These include: -Farmer's Market (less than 2500sf) -Greenhouses -Horse and Pony farms -House Museums -Nurseries -Preserves/Conservation areas -Retreat facilities -Silviculture -Slaughter of Animals for personal use -Wayside stands -Wineries
 Uses Needing Special Use Permit: -Community Recreation facilities -Farmer's Market over 2500sf Fish farming and aquaculture -Qtrs for agricultural workers -Horse Show areas -Hunting Preserve - Restaurants, taverns, B&Bs not mentioned but similar? -Retail Sales (plant and garden operations) - Waterfront Business Activities - boat docks, piers, rec activities primarily conducted around waterfront - Wayside stands for sale of ag products over 500sf -Wineries with commercial facilities (does this mean retail?)

Why don't you allow property owners to decide what they choose to do with their own property? Spend your time addressing issues such as less government interference in the lives of the county's citizens, living within the Constitution, providing for education of the children, and public safety issues. I can think of little else the county should be involved in.

Rezone for commercial use.

It all depends on individual ideas - Rural residents are very creative and have the ability to decide how to increase their personal income through business.

WHATEVER IS LEGAL AND CLEAN AND DOES NOT INFRINGE ON PERSONAL PROPERTY RIGHTS.

Whatever will come here and bring jobs to the area. Bring back John Deere.

Whatever creative ideas residents come up with!

farming, open space businesses such as horse farms, cattle farms.

Question 8: If you own property in rural lands, do you consider your property to be?

Not in JCC, not even in Virginia

Mine to grow crops or keep farm animals as and when I wish and I want to keep it that way as long as I live and not be told any differently.

Hunting/Fishing property

I do not own rural lands.

Forest preservation

Houses for sale and family.

Farm

N/a

Support farming!

n/a

I CONSIDER IT TO BE MINE AND NOT THE GOVERNMENT'S.

Farm use and home to the farm owners

Yes

Question 9: Major issues

Value and price of agricultural products fluctuates wildly, a real problem.

in crouching homes and business.

No major issues. I have a very small Hobby Farm including a small vineyard of about 50 vines and a small orchard, all for personal use, and I think the county has been very supportive.

I do not own any such usages.

Threat of road construction and necessary land taking.

Potential security and trespassing.

n/a

Inability to improve land - restrictions against use of some property or all requirements for public access.

I own 23 acres outside of Norge and encounter no problems or issues.

Poor roads

money

Lack of support for right to farm and forest

Not enough support for right to farms or forest lands

There is a lack of support for the right to farm and forest the land.

None.

n/a

JCC needs to continue to support programs such as PDR, conservation easements through other groups (Williamsburg Land conservancy, Nature Conservancy, Virginia Outdoors Foundation), greenspace, and agricultural and forestal districts, financial incentives/grants for agri-businesses.

Lot of work to maintain, income, taxes, etc.

Too much restrictive handling of my property.

GOVERNMENT INTERFERENCE WITH SUCH BUREAUCRATS AS EPA ETC. ETC. ETC.

Government interference on what I can do with my land.

Too much activity by local government to control properties! Be consistent with PSA!

Question 10: What should the County do to support the success of your enterprise?

Nothing they can do.

less business and less homes of any kind.

Leave rural property owners alone.

Keep the regulations friendly to farm activities and wish me moderate weather.

I do not own any enterprise in JCC.

We are not in business now Continue AFD program

Provide good security and continue land use program (we could not break even financially without it!! (i.e. tax breaks)).

Loosen regulation.

Nothing.

N/A

Stop other people trying to add regulation beyond state and federal regulation, which is enough.

Keep rural lands rural.

Stay out of private property rights.

provide funds to aid in the increase of production

N/A

Use common sense in applying regulations

Most important just to use common sense in applying and enforcing regulations

County needs to just use common sense in applying its regulations.

my friends want less restrictions on their land

Leave me alone!

n/a

(See above)

Keep your hands off

Be flexible and work with land owner. Why do you need a Land Disturbance Permit for a horse pasture?

I think the county should let me take care of my land.

STAY OUT OF IT

Leave me alone and allow capitalism to thrive.

Increase PSA, then stay out of my business.

tax credits

Question 10: What policies, regulations, programs, and procedures do you find helpful, believe should be eliminated, believe should be expanded and/or promoted, and should be changed?

Question 10 - Helpful?	Question 10 - Eliminated	Question 10 - be Expanded and/or promoted	Question 10 - Be changed & suggestions for changes
<p>I support the AFD, PDR and greenspace programs. I also like the idea of community character corridors and maintaining a more rigorous standard in these areas. I support the most recent Comp Plan, and feel that supervisors should be better about using it when making decisions.</p>	<p>I believe the county government should promote, not own many services - if JCC is competing with any private industry in any way for any service beyond public utility, those items should be considered un-necessary.</p>	<p>I'd like programs that encourage tourism and promote the local economy to be strengthened -- I'm glad to see some more of my taxpayer dollars go towards incentives in these areas.</p>	<p>I think 1 residential unit per 3 acres allowed in rural areas by-right should be changed to 1 unit per 10+ acres. Maybe even 15 or 20 acres. I think limiting by-right residential development is really important in rural areas. I think this ration should be smaller within the PSA, maybe a 1:2 or 1:1 ratio.</p>
<p>none I have done just well without your guidelines and requirements.</p>	<p>James City County government should not be in the business of deciding what businesses should be encouraged for "rural" areas and how they should be conducted. People should go to school, or the library, or apprentice with others to learn how to do what they want to do. James City County government should not be an "answer" location.</p>	<p>Don't expand. Don't promote.</p>	<p>Step back from such activities and direct residents to community college, technical schools, library, etc. for knowledge and information.</p>

Question 10 - Helpful?	Question 10 - Eliminated	Question 10 - be Expanded and/or promoted	Question 10 - Be changed & suggestions for changes
PDR	government wanting to know who does what and when. The county has already 24 chapters, 17 divisions in these chapters and 19 different zoning laws in the county. Stop adding and start working better with less growth and less government in put.	more land for each home built and more trees per land for oxygen that we all need. Animals and people developing of the land gives less for crops and animals which in turn will be bad for our food supply.	less laws, less government, less taxes, less business and less restaurants and hotels which we have to many now and the rates are killing everyone for it is keeping people away more and more because of the cost of living.
Of course, but I note a lack of flexibility of intent for the future.	Conservation easements and other land buys ups.	PDR	Be wise enough to provide for flexibility of thinking in land usages.
Each tool has its purpose but in the end it is up to landowner's willingness to join the effort to preserve rural aspect.	No.	Definately - especially PDF	This will require study.
AFD (essential!) PDR (potentially helpful)	Half the zoning regulations.	Free market.	McGlennon, Icenhour, Bradshaw
We don't have a computer. We cannot respond to this part of the survey.	None.	More incentives to encourage agricultural and forestal uses.	Decrease by right residential density.

Question 10 - Helpful?	Question 10 - Eliminated	Question 10 - be Expanded and/or promoted	Question 10 - Be changed & suggestions for changes
Yes.	None	Reasons and incentives for people to preserve rural lands.	
Use of PSA to direct growth.	County buying development rights.	None	County taking and holding properties with public tax dollars.
PSA, PDR-Greenspace, AFD, zoning, Comp Plan	I believe "clustering" should not be supported. It sounds good in principle, but I think it will simply lead to huge turf areas which are environmental deserts, which do not provide good stormwater infiltration and which require lots of maintenance like mowing.	Conservation easements - we should put our money on the line.	
Encouraging preservation	N/A	n/a	Like people said just leave us alone
N/A		None.	I think the James Cit Board is up to something!!
n/a	n/a	LANDOWNER'S DECISION	n/a
Yes.	As many as possible to make it easier to live on my rural property.	None.	Be flexible.
None.	ELIMINATE GOVERNMENT BUREAUCRATS FROM OBSTRUCTING LANDOWNER FROM MAKING DECISIONS	Not any.	As I have stated, I pretty much would like to live without government interference. And I do not like the "cluster" idea that you have talked about.
	taxing inconsistencies.	CREDITS FOR ACTIVE FARMS	LANDOWNER'S DECISION
Not any.	HOW THEY ARE TAXED SEEMS INCONSISTENT	Do not have computer access, however believe in fewer	No cluster developments. Too many environmental regulations.

Question 10 - Helpful?	Question 10 - Eliminated	Question 10 - be Expanded and/or promoted	Question 10 - Be changed & suggestions for changes
		regulations and controls. Like Mr. Jefferson, less government is better government.	
only the part about protecting the character OF FARMS.		None.	All policies that make it difficult to do what I want on my land.
Stop considering cluster development.			

Question 10: Additional Comments

My fear is that suburban sprawl will creep into our rural lands very slowly - I think that each sprawl in itself would meet specifications or some bargain, but having 75 of these slide under the wire would be the death of our rural space.

It would be nice to continue with our current open space and rural lands because everyone does enjoy their beauty. Or find donors or purchasers who desire large tracts of land with minimum required formulas to ensure we just don't bull dozer the entire country side for the sake that I have a right to develop my property.....well OK but services won't be out that way and the Health services should ensure they are inspected and maintained in a good condition.

rural lands should only be used for farms, weather it be crops, animals or left open to rest as the bible says the land should be every 7 years. This should be 20 or more acres and never divided or subdivide for any reason.

Regarding question 6, I believe such responses should only be case specific and therefore checked "no opinion" on all. In each case, such usages should be decided on a project by project basis. I encourage ways for JCC to flexibly consider future rural land use matters. Trying to inflexibly or very narrowly tie up all potential land usages defeats "out of the box" thinking that will eliminate currently unforeseen projects of great potential valuable to the community at various points in the future.

Thank you for doing this. The people who arranged the two meetings did a terrific job.

We are blessed with a varied and beautiful land combining forests, fields, and water. Let us do our best to preserve it.

Landowners should be free to use their property in any way that promotes its economic value to the landowners. Provide an envelope with postage next time.

We did this 6-7 years ago. Why are we doing it again? Leave our Land alone. Allow chickens. The rural lands workshop is an exercise in progressive socialism.

None.

Why do I feel all this is predetermined? Who decided the PSA? Why do we have to have required planning? What about sovereignty? What is the goal??? Why are you putting up (the County) in debt? (Is that the way you run your household?) Why don't we trust you? Is it because you don't listen? Because you spend OUR MONEY frivolously?

I lived in Southern California and have witnessed the loss of rich farmlands and undeveloped property including mountainsides that have and will cause serious losses to humanity - Orange County is my example. Truly devastating.

I am not a rural land owner at present, but if I were to buy rural land it would not be in JCC with the current regulations and aggressive planning staff. I would go to another area of the state and have strongly considered doing that in recent months. JCC has spent too much time and money 'meddling' in the name of planning. Government's role to serve its constituency, not engineer its economy.

The whole idea that big bad government needs to stay off our rural lands was over-represented at recent rural lands meetings. There is a large contingent of citizens--landowners of large rural tracts like me--who are appreciative and supportive of county initiatives to preserve rural lands.

I am deeply saddened, if not horrified, that the JCCW Master Gardeners were not invited to the table to discuss this. We are 240 strong and one of the three largest Master Gardener units in the commonwealth. If we had an ANR agent, we could become a major player in this area.

Our land is our most important resource - once it is environmentally "down-zoned" from forest/wetland to cultivated field to large lot to paved areas etc., it is very hard to get it back.

I don't see any need to direct any particular activities or prohibit particular activities in rural land areas in JCC. I travel all over VA particularly in rural areas--I find true rural areas to be eclectic--many different uses mixed into together. I think people in suburban JCC want to create a Norman Rockwell rural ambience in JCC.

After hearing about the meetings you held, I'm glad I did not waste my time going. We told you last time to back off and we don't need your fancy plans.

Keep it rural as to the meaning of rural in the dictionary!!

n/a

See attached "Why Save Farmland?" This article was prepared several years ago but still has relevant reasons.

Rural lands should be protected when it makes sense. Not all can or should be. "Targeted" developments are helpful and healthy for the county. The big question is what lands to protect and what to let be developed. A balanced approach is necessary. Difficult choices will be made. The land owners (large tracts) 50+ acres should be consulted and heard in a separate meeting.

Having attended the meeting at the library, I am of the opinion that this county is trying, once again, to push us further into more regs, more government... I think this whole "Thinking Rural" process was a waste of time and money. Although the visitors who spoke were nice people, they don't know our communication and it almost seemed like they were trying to encourage people in the direction of more government involvement. **and I have made a copy of my answers for my records**

RESPECT INDIVIDUAL AND PROPERTY RIGHTS OF LANDOWNER.

I disagree with the County getting involved with this at all. Please allow rural land owners the freedom and independence we desire. Stop the conservation easements, RPA's, etc that invade my property rights. The Rural Lands Workshop seemed too "Big Brother."

I attended the meeting at Croaker Library and watched it again on TV. The man from Northern Virginia and his "green" building was ridiculous and I found his suggestiveness to be offensive. My fear is that James City County doesn't really care about our ideas, you have your own plans you want to achieve. We simply want to live our lives without government interference.

None.

Appendix G
Summary of Focus Group Comments

Focus Group Topic: Define Rural Lands

Features/characteristics of rural lands most valued

private
agriculture
open
people
diversity
recreation
as they are
unknown
Low density
productive
Think outside the box
Private property
Things are good the way they are
If it ain't broke, don't fix it
Can't tell other land owners what to do with their property
Very little government regulation!!
Independence
Family
Openness
Agiculture: farms, stands, chickens
Self-sufficiency
Recreation
Domestic farm animals
Family business
Resilient communities
Individual ownership
Freedom of property uses
Variety
Freedom to do what you want
Government stay out
Cluck! Chickens!!
Property rights
Whatever citizens what it to be
Leave us alone

Ex. Farms

Ex rural uses

Property rights

Resource utilization

Marshes/wetlands/ponds

Habitat

Rural homes/lifestyle

Beauty

Sustainability

Mine

Capitalism, rights, control (privacy)

Low density

Diversity – eclectic, all different kinds of housing

Do not like others to just enjoy the views and try to decide what property owners do with their land!!!

Words to describe your vision for rural lands in James City County

Farming

Productive

Forest land

Open space

Vistas

Rustic

Private property

Chickens

That the free market will make the determination

Land owner should be able to determine all facets of their land

Landowners using their land as they wish

Leave as is

Support economic development and free enterprise

No burdensome rules

Chickens

Farm animals

Sustainable forestry

End spot zoning

PSA consistency

Apply zoning predictably

Apply historical and institutional knowledge – long-term family residents

Private land owners decide!

Legacy of our own choosing

Property rights

NO cluster developments

Chickens

Best management practices are a violation of property rights

Leave us alone

Self reliant with hunting, fishing, gardening

Whatever the land/property owner desires

Less density

Development will occur in the PSA

Used, not fallow

Tiered rural designations

Solution for failed septics

More profitable

If land is restricted, then land owner should be compensated (land just bought)

Encourage economic options

Real

Do as pleases

Heirs to decide (!)

Niche farms

Big farms

Low density (!)

3 acre or 1 acre house may be better

Key parcels preserved even if done thru green belts, other tools to preserve rural view

Feed population, body and soul

Whatever property owners want

Son will inherit – he decides

5 grandchildren – they should decide

What should the County do to achieve your vision for our rural lands?

-
- Stay into partisan politics and out of the landowners business
-
- Retain policies and programs that enable owners of rural land especially farms and forest lands, to continue to own and manage the lands for ag and forest uses.
-
- Remove and/or repeal most regulations relating to rural lands – use common sense!!!
-
- Safety should be considered, otherwise, leave land owners alone
-
- Less activities and actions
-
- Leave us alone
-
- Cut zoning regulations in half
-
- The government or other people should not tell others how to deal with their private properties
-
- No more government regulations
-
- Leave us alone
-
- No central planning – let free market decide
-
- No conservation easements, PDRs, Greenspace
-
- Stop spending tax payer \$ on these programs!
-
- Property rights
-
- Stop allowing so many unnecessary environmental decisions to affect our property rights
-
- Government take care of the property it already has (erosion and kudzu)
-
- No tax increases so we can keep our kid's inheritance
-
- PDR and other programs to continue
-
- Stop interfering with land owners
-
- Consistent PSA policy
-
- Nothing – butt out
-
- No restrictions
-
- Improve tax deferral for farming/timbering (AFD program)
-
- ? about large scale livestock operations (pollution load concern for 'dense' animal activity)
-
- Buy more land/more easements
-
- No more restrictions
-
- Encourage market-based preservation vs. 'regulatory takings'
-
- Educate public about resources and values of rural lands – benefits
-
- Keep big schools out of rural areas
-
- Allow property owners to host wedding events, etc.
-

Focus Group Topic: Community Preferences for Rural Lands

Types of activities in rural lands

Should not be community, should be individual landowners
Whatever free market will bear
Up to individual landowner
Whatever a landowner wants as long as safety is considered (e.g. no poisoning water, etc.)
What landowners want to do
Anything owner wants
Who cares what the "community preferences"
Community = derivative of the word communism
Whatever the property/landowner wants
Working farms and managed forest land
High value/smaller acreage ag production operations
Opportunities for agribusiness, agritourism and agritainment
What an individual citizen rural owner believes he/she should do legally!
Protect
Farming
Timber
Cluster development
Agritourism
Farming/gardening
Livestock
Forestry
Orchards
Fishing
Hunting
Chickens
Whatever property owner wants
Affordable housing (small/minor restrictions)
Current definition
Not cluster (like Uncle's Neck)
Some commercial
Trailer park (low income/high density housing)
Low pollution activities (livestock)(water)
Organic farming/niche
Large scale farming

Whatever property owner wants
Recreation
Farming
Opportunities to see products
Preserve waterfront
Rural businesses
Farm stands
Farm retail

Which rural land activities should be increased/encouraged or decreased/discouraged?

Increased / Encouraged

None	Increased / Encouraged
Development	Increased / Encouraged
Maintain or reduce current acreage	Increased / Encouraged
Not county's business	Increased / Encouraged
Free market economy	Increased / Encouraged
Landowners, individual choices	Increased / Encouraged
Private property	Increased / Encouraged
Nothing	Increased / Encouraged
AMERICANISM	Increased / Encouraged
Ag and forest production	Increased / Encouraged
Higher value ag cropping	Increased / Encouraged
Agritourism and agritainment	Increased / Encouraged
Choices of chemical uses (County has no restrictions)	Increased / Encouraged
Expand land use as a matter of right	Increased / Encouraged
Farm brewery tourism agricultural	Increased / Encouraged
Whatever property owner wants	Increased / Encouraged
Commercial as market allows (small/large whatever)	Increased / Encouraged
Love Walmart (any commercial)	Increased / Encouraged
Preserve natural resources	Increased / Encouraged
All 3 current tools (AFD, PDR, Ag zoning)	Increased / Encouraged
Capitalism	Increased / Encouraged
High value crops – to keep farm	Increased / Encouraged

Agribusiness	Increased / Encouraged
Not “the way they free market were”	Increased / Encouraged
Inherit land	Increased / Encouraged
<i>Decreased / Discouraged</i>	
Restrictions	Decreased / Discouraged
Cutting down trees on waterfront for houses	Decreased / Discouraged
Livestock (large/intensive)	Decreased / Discouraged
Nothing	Decreased / Discouraged
Cluster housing	Decreased / Discouraged
Pollution natural resources	Decreased / Discouraged
Industrial scale operations, especially chemical operations	Decreased / Discouraged
None	Decreased / Discouraged
Government involvement	Decreased / Discouraged
Not county’s business	Decreased / Discouraged
Government	Decreased / Discouraged
Government	Decreased / Discouraged
Government	Decreased / Discouraged
Other people telling landowners what to do with their property	Decreased / Discouraged
Nothing	Decreased / Discouraged
Government interference	Decreased / Discouraged
Non-owner interference	Decreased / Discouraged
Community interference	Decreased / Discouraged

What rural businesses, industries, or commercial uses should be encouraged?

Farming
Timbering
Tourism
Health/Rehab facilities (equine therapy)
Farm stands
Occupations on rural property w/out government interference
Commercial recreation
Whatever property wants
Commercial at intersections (neighborhood scale)
Vegetable stands
CSA niche farms
Support operations for farming (garage) tractor repair

Major issues for agricultural/forest lands or rural enterprises

No longer farmable due to government regulations
Lack of farmers
Banking and loans
Cost of land
Economic viable
Not to conservation easements, PDRs, Greenspace – Cost county too much
BMPs are dangerous
Leave us alone
No grant money
No agritourism via the government
PDRs are a major hindrance
Government involvement
Other people trying to control someone else's land
Safety of enterprise
Government
Non-owners (bums)
Community "wishes"/"wants"
Production marketing and transportation of ag and forest products
The issue is that there are so few citizens at this PUBLIC meeting that nothing decided will reflect the true opinion of the majority who will PAY THE PRICE!
Development outside of JCC affects our open land by increasing road building by HRPD

Government and bums (no money in property, but "like" rural lands) (bums = non stakeholders and non property owners)

Taxes

Regulation

Neighbors

Variable weather/Mideast

Labor costs

Government last resort – not first

Government regulation

Costs (land, permitting, taxes)

Need more entrepreneurs

What should the County do to support the success of your enterprise?

Nothing – leave us alone

Nothing

Leave our rural lands alone

Whatever the landowner wants

Just leave us alone

Leave them alone

Whaaaaaat!

Use value taxation program

AFD program

Voluntary programs that enable rural landowners to preserve their qualifying acreage via conservation easements

Education programs that assist those engaged in ag and forestry production

To say yes (Board of Supervisors/Planning/Zoning) to citizens request

More taxes- ok for rural, for non-rural land owner (land use taxation and reduced taxation for ag can drive up taxes for non-rural land owners and some non-rural land owners are willing to pay that extra)

Reduce taxes or rural activities

Nothing!!! Butt out

Voluntary programs for large

Not the role of government

Marketing (JCC website, More access to resources, library, materials, tax abatement for start-up for business)

Second amendment

Bonita Bill PDR Conservation?

Encourage good economic use

Use of natural resources

Less regulation/restrictions

De-emphasize residential development, not through top down regulation

Ease AFD restrictions on re-use of houses (?)

Additional Comments received during second Focus Group

A small group of residents had participated in the first focus group but wanted to share additional thoughts during the Thursday morning session. Their comments included:

- Where are the "PEOPLE" in this discussion?
- What is JCC's goal for control of rural lands?
- How many acres does JCC want to control?
- There is too much spending on land (with our tax \$\$)
- Is this part of the wild lands project?
- There is too much regulation by EPA (DCR)
- Be respectful of other people's property rights
- Free market determination of rural land use
- Leave us alone
- We value traditional family land use (ag) where government is last on list – not first)
- Farm stands placed at land owner's decision

Focus Group Topic: Policies, Regulations, Programs, and Procedures
Helpful, Eliminated, Expanded/Promoted, and/or Changed

Helpful	Eliminated	Expanded/Promoted	Changed	Other Comments
JCC Real estate database	Economic Development Division, JCC	Unlimited development for 1 house per 3 acre density standard	Eliminate most if not all	Allow chickens in JCC
AFD	Planning Commission	Expand more limited industrial type development including heavy agricultural, such as livestock slaughtering and meatpacking	Change staff attitude to use common sense	Allow property owners to control own property
Programs, services and policies that encourage agricultural production marketing (education, technical assistance)	AFDs, PDR, Greenspace programs	Personal property rights	Less government control of land in JCC	PSA
A zoning ordinance that encourages agricultural productions	Eliminate PDRs	Are you kidding me?	Find a way to restrict people from imposing their will on private landowners	Get government out of all business education, farming, development, etc., etc.
None	Eliminate Cluster developments	"I'm from the government and I'm here to help"	PSA for all	Get government and non-stakeholder (land owner) out of property owners business
PDR	Government involvement	Cluster development	Free trash pick-up	Don't violate governments own policies
Land Use	Any and all let freedom ring	Novel (can't read) out of the box	PSA (and don't ask me the same question multiple times)	Question about Extension Agent in JCC (JCC does not have an Ag and Natural Resources agent)
AFD	Reduce SUP restrictions	Review process to determine economic viability in JCC	Don't know what they are so I cannot comment	Review of AFD
PSA	Less EPA regulations	PSA consistency	All	
Cluster development	Less control over my property	Promotion of agricultural and forestall production locally	More AFD-type tax benefits	

Zoning definition	Rules against chickens	Produced, especially high value horticulture	1 acre versus 3 acre lots	
Forestry District	PDR	Crops and livestock products	Enforce PSA	
I don't know of any	All regulations	NONE – Expand freedom	Don't get PDR in PSA	
When my comments matter	Go to 1 acre	None	Community wells - do not have government take them over (erodes/increases the PSA)	
Unlimited development for 1 house per 3 acre density standard	Restrictions development and repairs	Tax benefits	Don't violate your own policies	
None		AFD	Serious look into incorporated purposes of property	
AFD good		Limited housing development (2 every 4 years allowed – Gospel Spreading AFD)		
No on PDR (other taxpayers pay for PDR)				
Maybe on PDR (voluntary)				
Nature conservancy				
Conservation Easement – PDR – County – can they be solo?? Google it! Can the grantee re-sell or redistribute development rights.				
AFD helpful – lower taxes				

SUBDIVISIONS IN THE A-1 and R-8 ZONING DISTRICTS and in RURAL LANDS REPORT ON TRENDS OVER TIME

James City County

September 2013

Introduction

As a result of the 2009 James City County Comprehensive Plan Update, the Board of Supervisors directed staff to complete several actions related to updating and furthering research about Rural Lands. Included in the request was an update to the subdivision trends analysis that was completed by the Planning Division in 2007.

This report looks at property subdivided in both the A-1, General Agricultural, and R-8, Rural Residential, zoning districts and designated Rural Lands between 2001 and 2013. The analysis for the years 2001-2006 was completed in 2007 and this report will serve to update those figures to reflect subdivision applications that were withdrawn or denied since that time and to update zoning and Comprehensive Plan Land Use designations. This subdivision trends update will help staff and the Board to more fully understand the development patterns in the A-1 and R-8 zoning districts and land designated as Rural Lands on the County's 2009 Comprehensive Plan and how those patterns may have been impacted by recent changes in residential construction and the economy.

Methodology

The subdivision data used in this analysis was found in the Planning Division CaseTrak application. CaseTrak is used by the County to record valuable development information including the title of each project, the dates Preliminary Approval and Final Approval are granted, zoning, the Comprehensive Plan designation, the total number of lots and/or acres involved in a project and the planner working on the case. The most important categories for this analysis were the total number of acres and the total number of lots. The total number of acres reflects the acreage of the property being subdivided (parent parcel) and the total number of lots equals the number of total lots being created, including the parent parcel. It is important to note that staff adhered as closely as possible to the same methodology that was used for the 2007 analysis so that results are more easily comparable.

First staff reviewed the information compiled for the original trend analysis between 2001 and 2006 and updated approval dates and whether the case had been withdrawn, denied or expired. Staff also updated the Land Use designation and zoning to reflect any changes since 2007 and removed any parcels that no longer met the criteria for the analysis. After exporting the data for new subdivision cases submitted from 2007 to 2013 to Microsoft Excel, it was filtered to find subdivisions for properties that were zoned A-1 or R-8. All subdivisions that included only boundary line extinguishments and adjustments (BLEs and BLAs) were excluded from the analysis. As a result, this analysis only captures new lots that were created and does not account for any lots that may have been eliminated as the result of a BLE or BLA as these eliminations were seen as a negligible portion of total subdivisions. It is also important to recognize that the data captures cases submitted and that in the circumstances of major subdivisions, the lots and subdivision are counted in the year in which the construction plans (usually the first step of the development process) were submitted rather than when

plats are submitted (so lots are only counted once at the outset of the project). As a result, some of the larger phased subdivisions appear primarily in one year while the lots may actually be platted across a longer time frame. Additionally, the data from applications submitted in 2013 represents only the first eight months of the year and subdivisions submitted after August 30, 2013 are not included in this report. The Excel program was used to graph the number of subdivisions in each acreage category in a single year and over time, the number of lots created in each acreage category over time and the number of subdivisions within voting districts over time. Staff only analyzed voting district information from 2007-2013 given incomparability with earlier years as a result of re-districting. The program was used to look at subdivisions in the A-1 and R-8 zoning districts and the lands designated as Rural Lands within these zoning districts.

Data

Total Number of Parcels within the A-1 and R-8 Zoning Districts and Rural Lands between 2001 and 2013

Table I shows the total number of parcels within the A-1 and R-8 zoning districts that were subdivided between 2001 and 2013 for each acreage category, and Table II shows the total number of parcels subdivided in the Rural Lands over the same time period. About 80% of parcels subdivided in the A-1 and R-8 zoning districts are also designated as Rural Lands. Figure I through Figure IV reflect two critical aspects of these two tables. Figures I and II shows the acreage breakdown by percentage for subdivisions in the zoning districts and the Rural Lands. Parcels of less than 20 acres comprise more than 50% of those properties being subdivided, and almost a quarter of properties being subdivided are 20-49 acres. It makes sense that most subdivisions occur from smaller parcels (mostly under 20 acres) as they are more prevalent in the County than very large parcels. Figures III and IV show that the number of subdivisions in each acreage category has fluctuated over time in the A-1 and R-8 zoning districts and those designated as Rural Lands within those districts. There was a spike in the number of parcels subdivided between 2005 and 2007, especially for parcels that are less than 49 acres. Subdivisions for parcels less than 49 acres decreased after 2007. Subdivisions in the Rural Lands share a similar trend with peaks in the under 49 acres categories peaking in the early- to mid-2000s before experiencing some decline. There was, however, a second peak for parcels less than 20 acres in 2009. The other acreage categories (greater than 50 acre parent parcels) have remained fairly level with two or fewer subdivisions each year.

Figure I

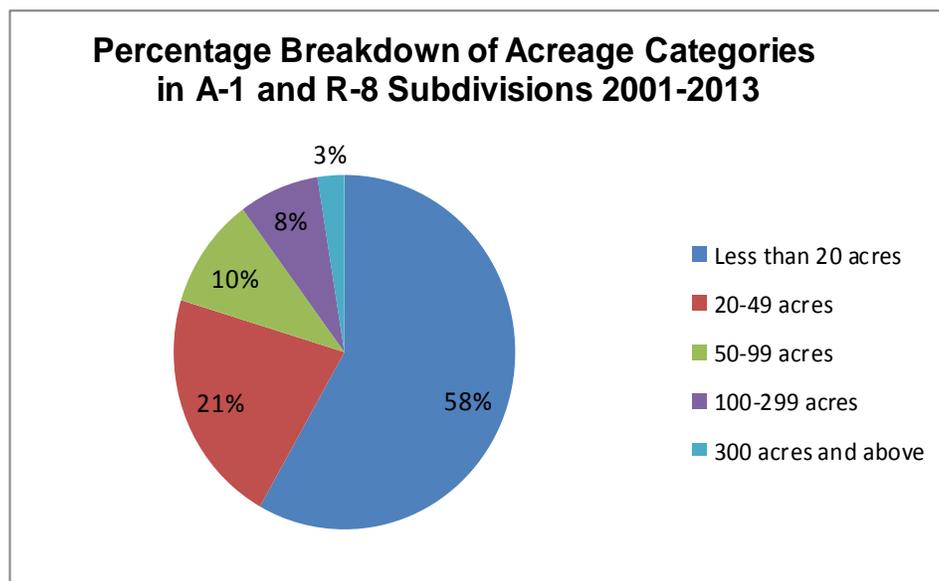


Table I: Total Number of A-1 and R-8 Parcels Subdivided Over Time

Acres	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	Total
Less than 20 acres	6	8	10	6	9	11	12	6	9	4	2	5	4	92
20-49 acres	4	0	4	3	8	5	5	0	0	1	2	1	1	34
50-99 acres	1	3	1	2	2	2	1	2	1	0	0	1	0	16
100-299 acres	3	0	1	2	0	0	2	2	0	0	2	0	0	12
300 acres and above	0	0	0	0	1	0	2	0	1	0	0	0	0	4
Total	14	11	16	13	20	18	22	10	11	5	6	7	5	158

Table II: Total Number of Rural Lands Parcels Subdivided Over Time

Acres	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	Total
Less than 20 acres	4	7	10	4	8	8	9	4	8	4	2	3	3	74
20-49 acres	2	0	3	3	8	2	4	0	0	1	2	1	0	26
50-99 acres	1	2	1	1	2	2	1	2	1	0	0	1	0	14
100-299 acres	2	0	1	2	0	0	2	2	0	0	2	0	0	11
300 acres and above	0	0	0	0	1	0	2	0	1	0	0	0	0	4
Total	9	9	15	10	19	12	18	8	10	5	6	5	3	129

Figure II:

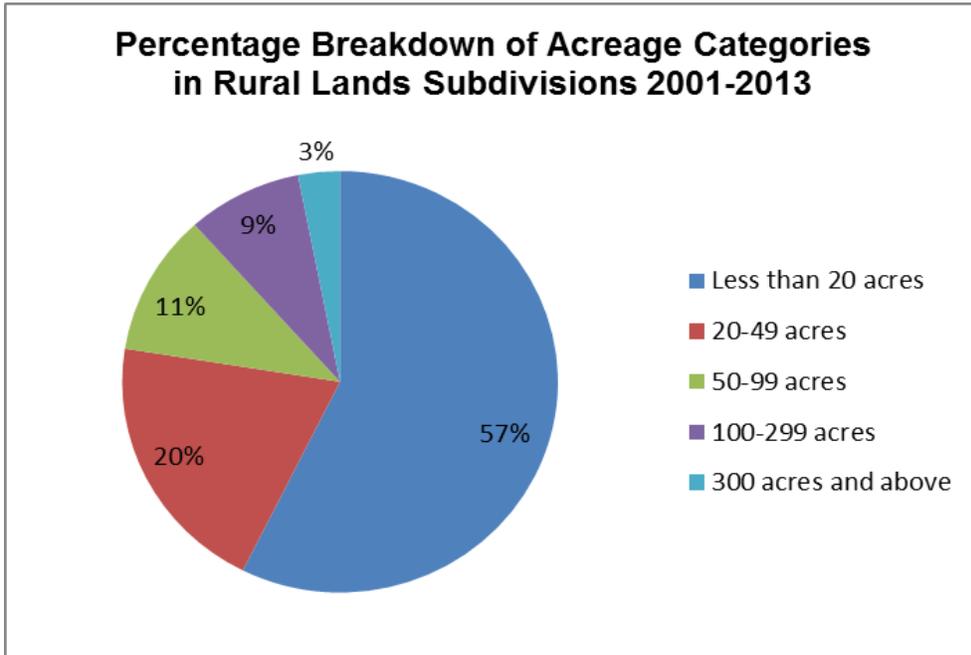


Figure III:

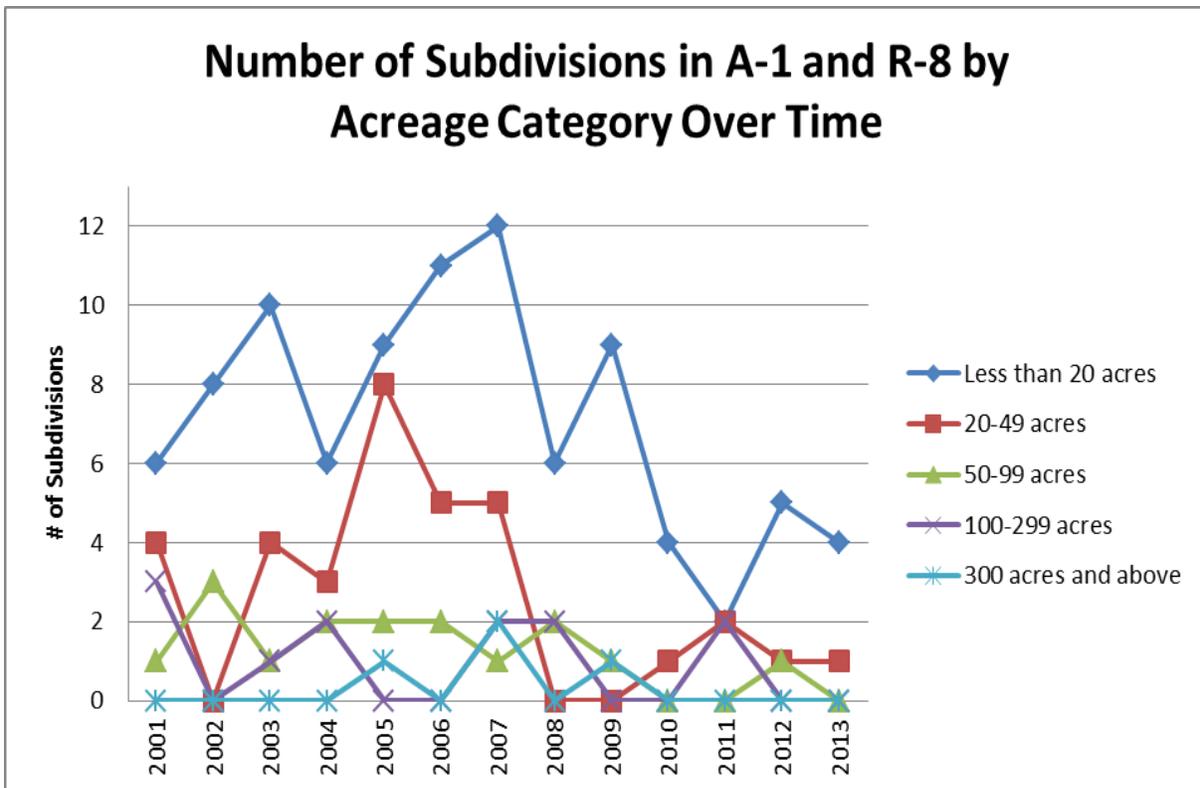
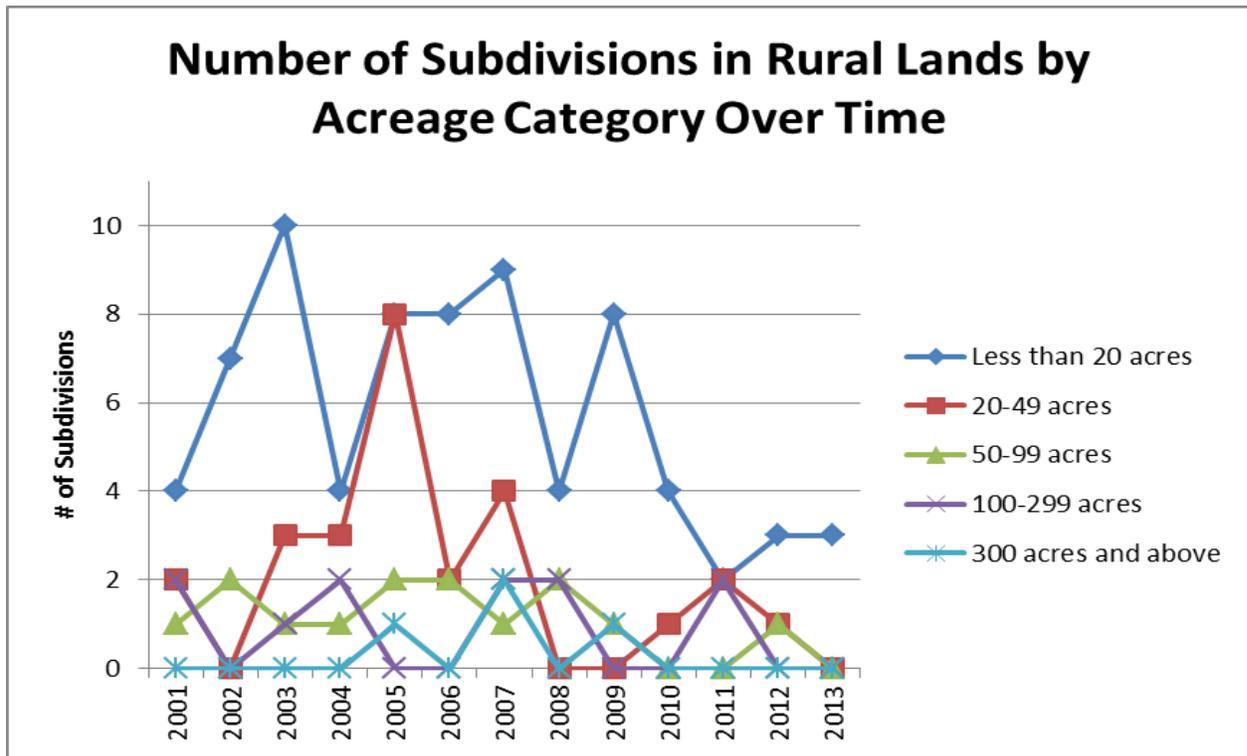


Figure IV



Total Number of Lots Created by Subdividing between 2001 and 2013

Table III shows the total number of lots in the A-1 and R-8 zoning districts that resulted from subdivisions within each acreage category between 2001 and 2013, and Table IV show the number of lots created in the Rural Lands over time. Figures V and VI illustrate the percentage breakdown of lots in each acreage category. The pie chart in Figure V shows that 47% of the lots created in the A-1 and R-8 zoning districts are in 300-acres-or-above category. Intuitively, this makes sense because larger parcels can be theoretically subdivided into more lots based on the tenets of the Zoning Ordinance. However, almost a quarter of the lots created over this twelve year span occurred in parcels with less than 20 acres, and almost 15% occurred in parcels with 20-49 acres. This also makes sense as there are more existing parcels in the County that are less than 49 acres. The breakdown of lots in the Rural Lands found in Figure VI shows that there have been almost an equal percentage of subdivisions occurring in all of the acreage categories for Rural Lands as was the case for the zoning districts, with just a slightly higher percentage of new lots being generated from parcels larger than 300 acres.

Figures VII-A and B show the number of lots created by parent parcel acreage category over time in A-1 or R-8 and Figures VII-C and D show the number of lots created by parent parcel acreage category over time in Rural Lands. In Figure VII-A and C, it seems that subdivisions and the number of lots created from parcels below 300 acres have changed little over time. However, the 300-acres-and-above category distorts the scale of the graph. When the 300-acres-and-above category is excluded for the A-1 and R-8 zoning districts, the graph (Figure

VII-B) shows that since about 2007 there has generally been a decrease in the number of lots created in all of the remaining acreage categories. That said, in 2012 and 2013 there has been a small rising trend in the number of lots created from parcels in the less-than-20-acres category, especially considering that there are still four months of data that are not reflected for the rest of 2013. Figures VII-C and D reflect a similar decreasing trend in the number of lots created in Rural Lands parcels.

Figure V

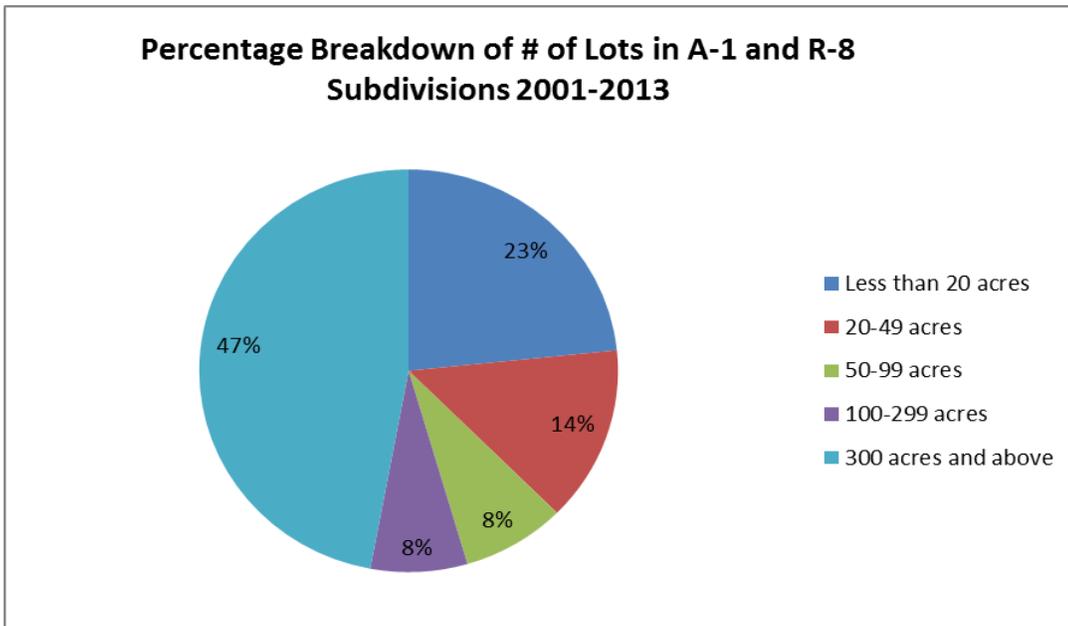


Figure VII

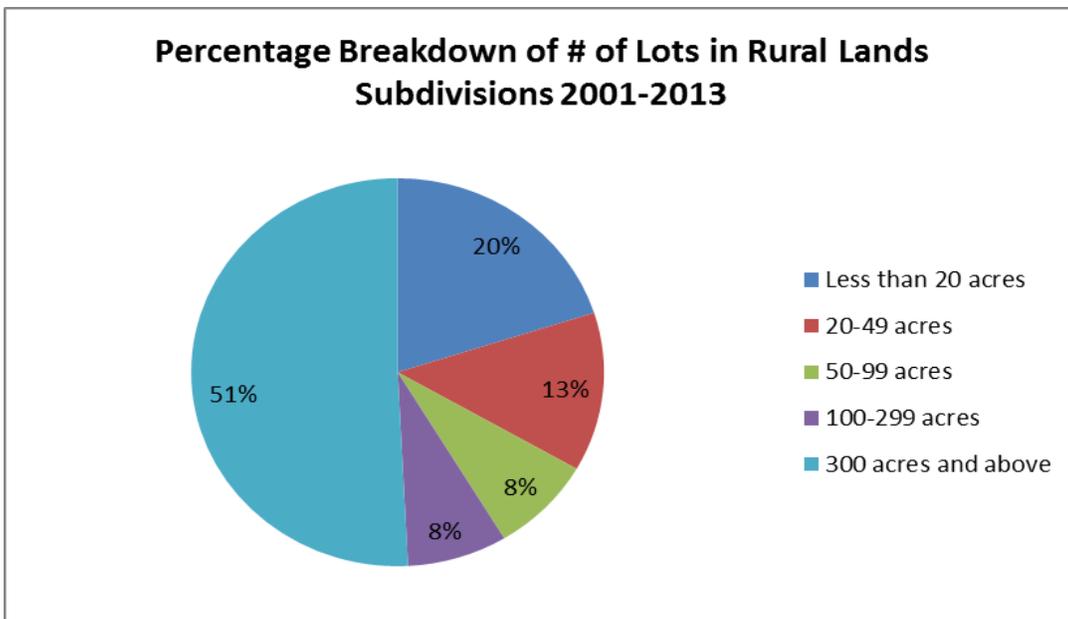


Table III: Number of Lots Created within A-1 and R-8 Subdivisions Over Time

Acres	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	Total
Less than 20 acres	15	23	24	19	21	26	27	13	17	8	4	12	10	219
20-49 acres	8	0	19	28	30	17	19	0	0	2	5	2	2	132
50-99 acres	5	10	4	23	10	10	2	7	2	0	0	2	0	75
100-299 acres	43	0	3	4	0	0	4	10	0	0	6	0	0	70
300 acres and above	0	0	0	0	139	0	138	0	164	0	0	0	0	441
Total	71	33	50	74	200	53	190	30	183	10	15	16	12	937

Table IV: Number of Lots Created in Rural Lands Subdivisions Over Time

Acres	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	Total
Less than 20 acres	11	18	24	12	19	20	21	9	15	8	4	7	6	174
20-49 acres	4	0	17	28	30	10	17	0	0	2	5	2	0	115
50-99 acres	5	7	4	22	10	10	2	7	1	0	0	2	0	70
100-299 acres	41	0	3	4	0	0	4	10	0	0	6	0	0	68
300 acres and above	0	0	0	0	139	0	138	0	164	0	0	0	0	441
Total	61	25	48	66	198	40	182	26	180	10	15	11	6	868

Figure VII-A

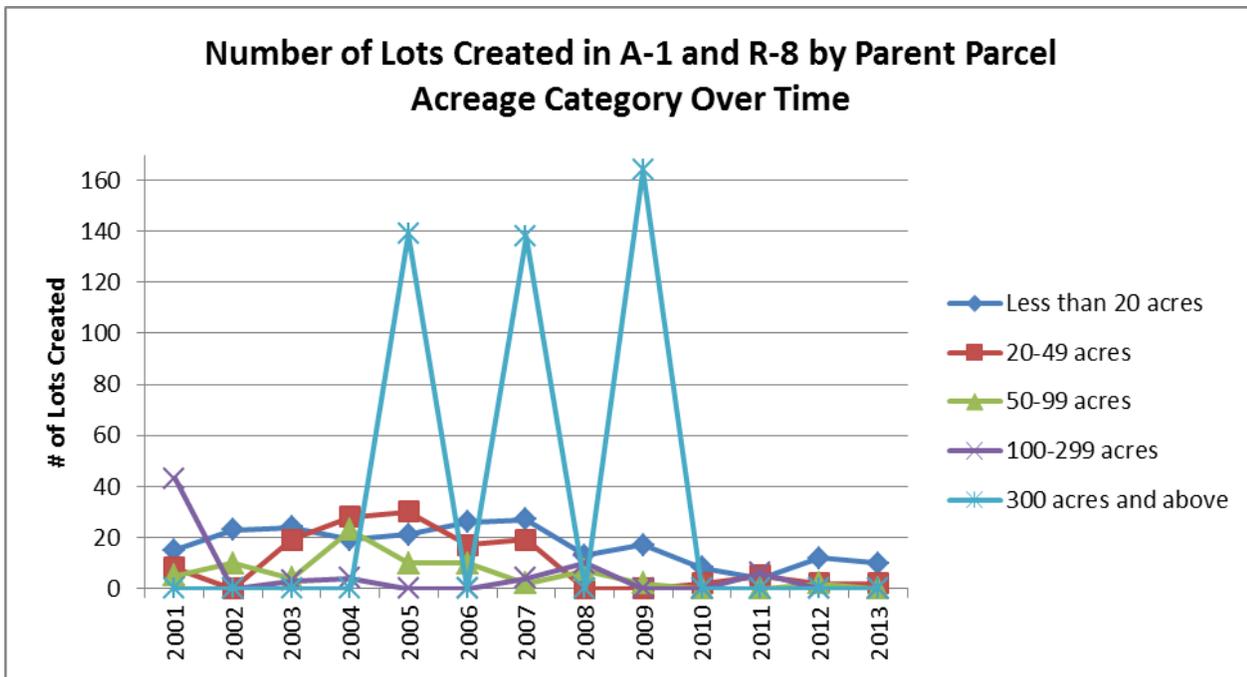


Figure VII-B

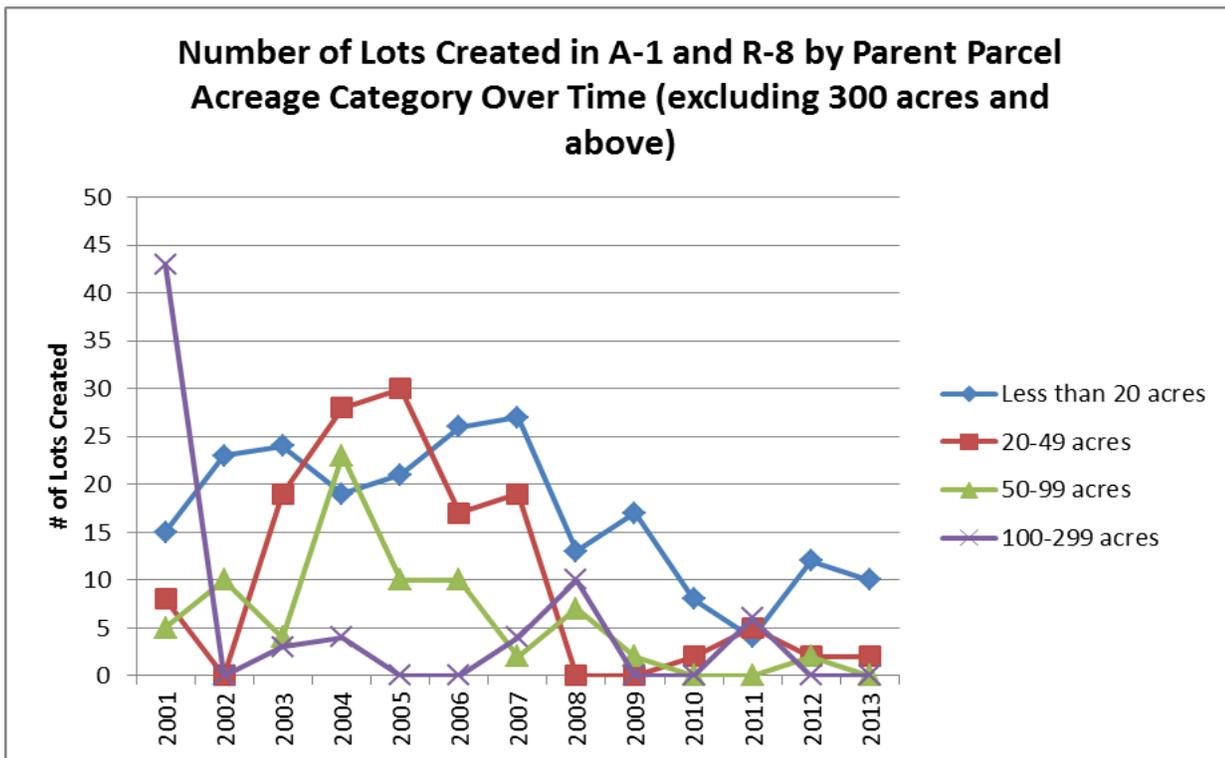


Figure VII-C

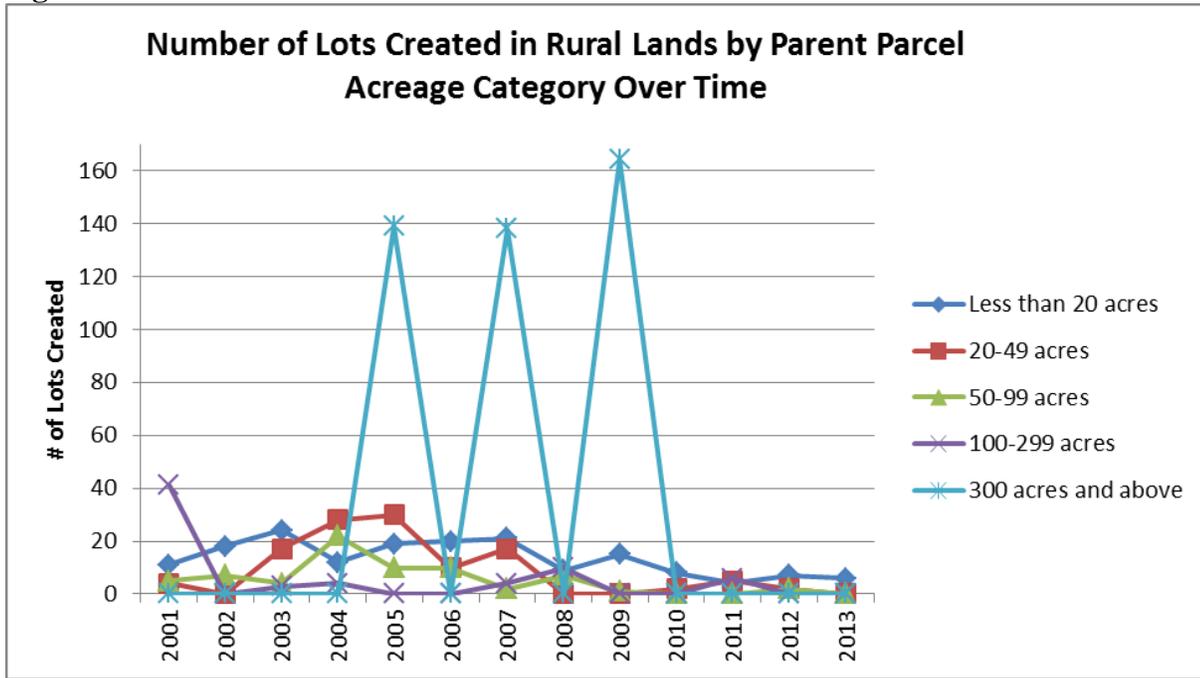


Figure VII-D

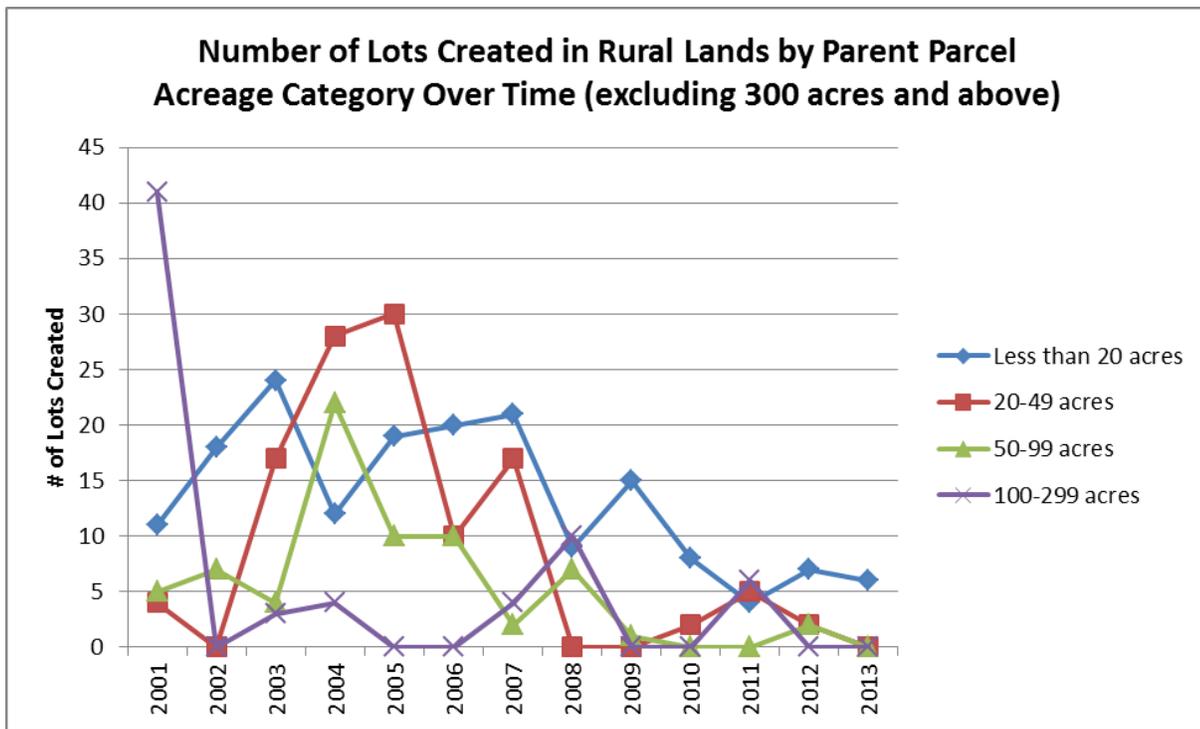


Figure VIII illustrates the total number of lots created in the A-1 and R-8 zoning district since 2001, and Figure IX illustrates the total number of lots created in the Rural Lands over that period of time. Since 2001, 937 lots have been created within the associated zoning districts. Significant deviations from the average occurred in 2005, 2007 and 2009 as a result of the submission of Liberty Ridge, The Preserve at Uncle's Neck, Ford's Colony Sec 35 (Westport) and Summerplace respectively. Each of these are major subdivisions created from parcels that were larger than 300 acres. More than 90% of the lots created in the A-1 and R-8 zoning districts were from parcels that are designated Rural Lands (a total of 868 Rural Land parcels were created). Again, there has been some decrease in the total number of lots being created in both the zoning districts and in Rural Lands since 2009.

Figure VIII

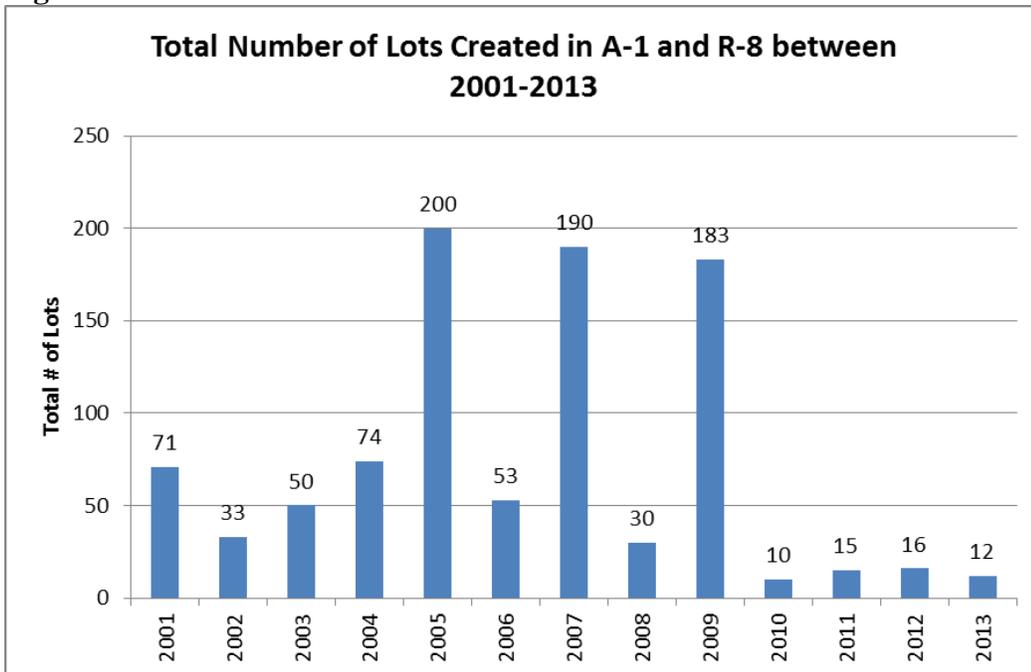
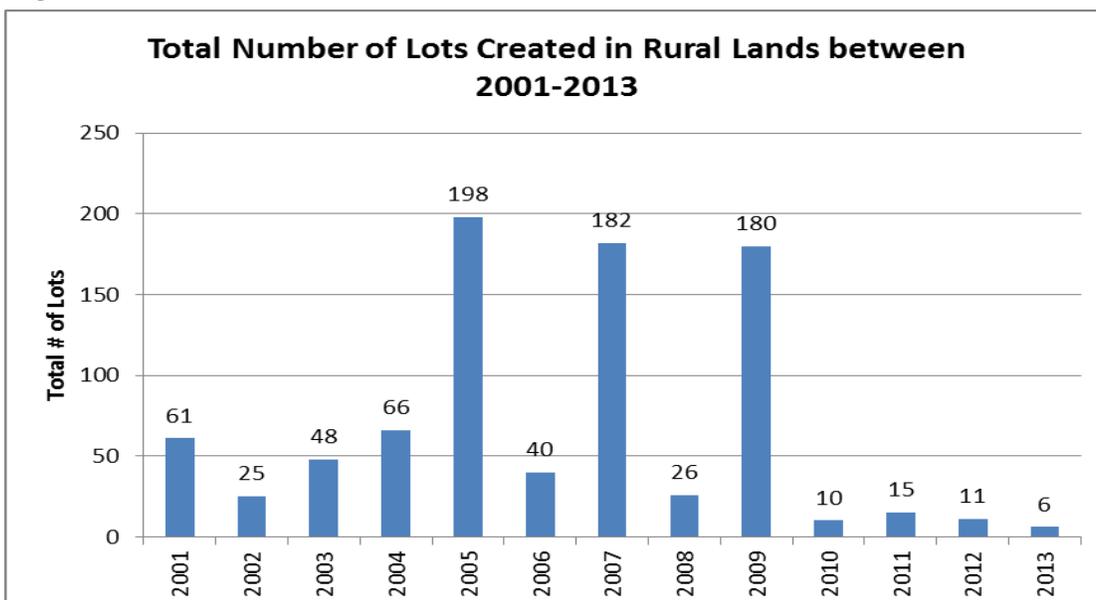


Figure IX



Figures X and XI illustrate the total number of lots created within each acreage category since 2001. Of the 937 lots created during this time span, only 15% of the lots within the zoning districts were created in subdivisions with 50 to 299 acres. Figure X reinforces Figure V which shows that most lots (47%) were created from parcels with 300 acres or more followed by those parcels with less than 20 acres. Figure XI also reinforces Figure VI. The number of Rural Lands lots created between 2001 and 2013 saw the least number of lots in the 50-99 acre and 100-299 acre categories. The number of lots created for the less than 20 acres, 20-49 acres, and over 300 acres categories are almost the same when looking at subdivisions in A-1 and R-8 compared to subdivisions in Rural Lands.

Figure X

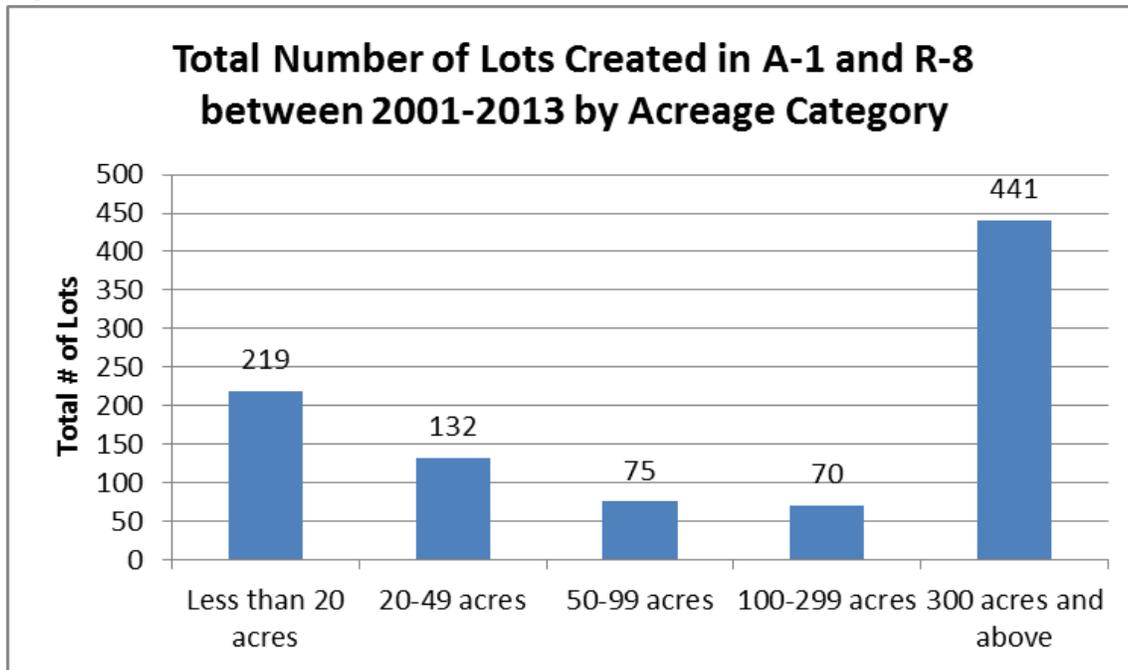
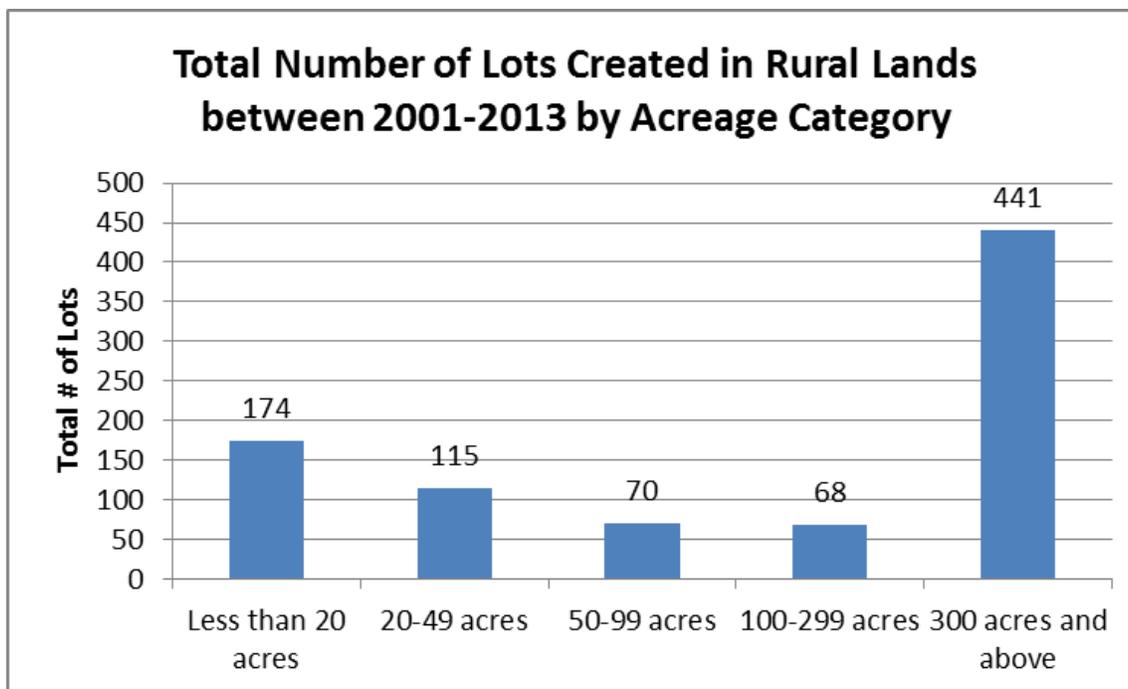


Figure XI



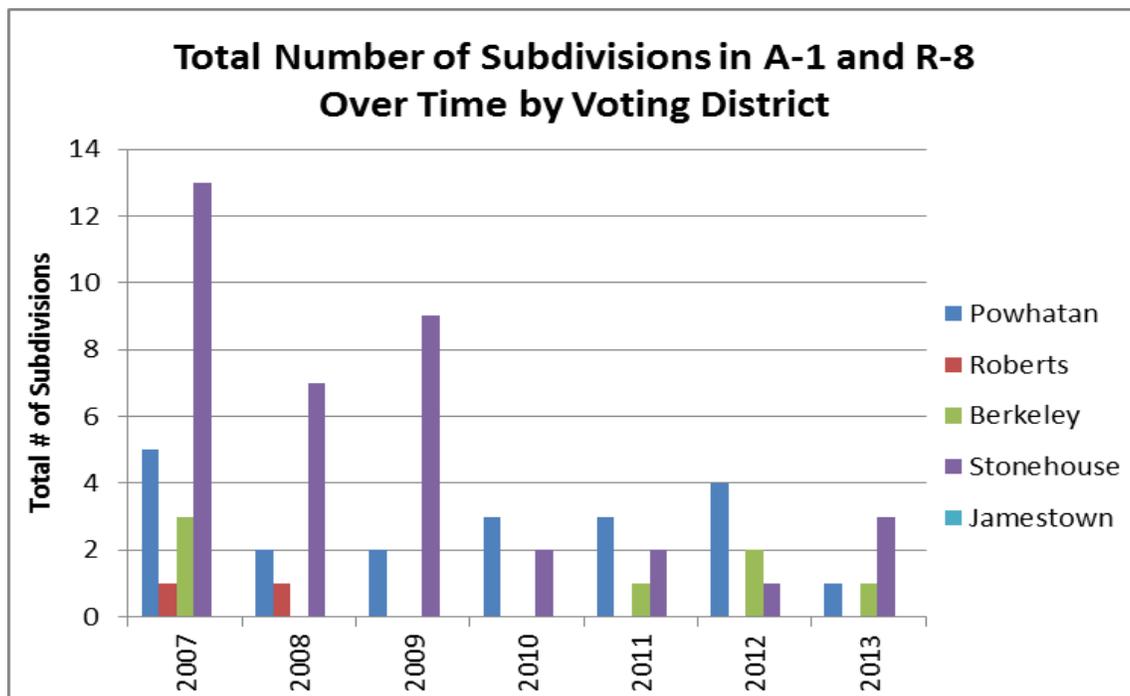
Change in the Number of Subdivisions in Each Voting District within the A-1 and R-8 Zoning Districts between 2007 and 2013

Table V depicts the number of subdivisions found in different James City County voting districts within the A-1 and R-8 zoning districts between 2007 and 2013. This series of data was not extended back to include the original analysis completed for the years 2001 to 2006 because as a result of changes to district boundaries, the data sets are not directly comparable. Table V shows that slightly more than half of the subdivisions have occurred in the Stonehouse District followed by about 30% of subdivision occurring in the Powhatan District. The Stonehouse District and the Powhatan District comprise most of the Rural Lands and A-1 and R-8 zoned property, and thus it stands to reason that they would have the greatest number of subdivisions. Figure XII graphically illustrates the change in the number of subdivisions in each voting district over time.

Table V: Number of Subdivisions in A-1 and R-8 Zoning Districts by JCC Voting District

District	2007	2008	2009	2010	2011	2012	2013	Total
Powhatan	5	2	2	3	3	4	1	20
Roberts	1	1	0	0	0	0	0	2
Berkeley	3	0	0	0	1	2	1	7
Stonehouse	13	7	9	2	2	1	3	37
Jamestown	0	0	0	0	0	0	0	0
Total	22	10	11	5	6	7	5	66

Figure XII



Analysis

Between 2001 and 2007, the total number of subdivisions submitted per year in the A-1 and R-8 zoning districts, and Rural Lands subdivision within those districts, increased at an increasing rate over time. The number of subdivisions in 2008 and 2009 (10 and 11 respectively) decreased slightly from the higher peaks in subdivision activity from 2005-2007 but were generally consistent with the numbers of subdivisions submitted annually in the early 2000s. Since 2009, the number of subdivisions submitted has been a little more than half of the number submitted in 2008 and 2009. It is important to note that only partial data is captured for 2013 submissions, and staff estimates that 2013 submissions could reach 2008-2009 levels again if the trend for this year's applications continues. It is possible that the decrease in the number of subdivisions submitted is a result of economic conditions given when a decrease was observed. However, this decline may be better reflected in the number of lots created rather than the number of subdivisions submitted since the number of lots created per subdivision can vary widely due to factors such as lot sizes, parent parcel sizes and the purpose for subdividing. On average, more lots were created per subdivision in 2001-2007 than were created per subdivision in 2008-2013 (see Table VI below). This could indicate that more land was subdivided for sale as part of more organized neighborhoods as opposed to for the purpose of giving property to family members.

With population numbers increasing in the County and the economy beginning to turn around, the County will likely face pressures for new subdivisions within the A-1 and R-8 districts. This will particularly be the case as the existing approved rural major subdivisions (Liberty Ridge, Uncle's Neck, Westport and Summerplace) continue to build out.

Data shows that almost 60% of subdivision development within the A-1 and R-8 zoning districts in the last 12 years has occurred in properties of less than 20 acres, and almost a quarter has occurred on properties of 20-49 acres. After cross-referencing the number of subdivisions with the number of lots, data reveals that there is an average of about 2.4 lots created per subdivision in the less-than-20-acres category and approximately 3.9 lots created per subdivision in the 20-49 acre category. Several subdivisions within these categories have been family subdivisions. In contrast, an average of 110 lots is created per subdivision for parcels that are 300 acres and above. Summary Table VI details the average number of lots created for each of the acreage categories across various time periods.

Table VI: Average Number of Lots Created per Subdivision in A-1 and R-8 Subdivisions

Acres in Parent Parcel	# of Lots per Subdivision 2001-2007	# of Lots per Subdivision 2008-2013	# of Lots per Subdivision 2001-2013
Less than 20 acres	2.5	1.5	2.4
20-49 acres	4.2	1.1	3.9
50-99 acres	5.3	2.2	4.7
100-299 acres	6.8	2.7	5.8
300 acres and above	92.3	54.7	110.3
Total	5.9	4.0	5.9

Figures I and III reinforce these findings, showing that the less-than-20-acre category is significantly higher than most other acreage categories. Although all have fluctuated over time, there has been a general decline in the number of subdivisions in the less-than-20-acre and the 20-49-acre category since 2007. All other acreage categories have remained relatively consistent.

Comparing Table I to Table II shows that a dominant amount of parcels subdivided in the A-1 and R-8 zoning districts are designated as Rural Lands (about 80%). This is particularly true of subdivisions in 2009 through 2013 (more than 85% of subdivisions overlapped between zoning districts and Rural

Lands). Although the Rural Land subdivisions have exhibited similar trends of development within certain acreage categories, the number of parcels submitted per year has fluctuated less than the aggregate found within the zoning districts.

The total number of lots within the A-1 and R-8 zoning districts has also fluctuated over time. Figure V shows that 47% of the lots created from subdividing between 2001 and 2013 occurred in the largest acreage category, 300 or more acres. Upon closer examination, data shows that change within this category has been very inconsistent over time (See Figure VII-A). Lots created by subdividing parcels with 300 acres or more occurred only during three points in time, 2005, 2007 and 2009. Comparatively, Figure VII-B reveals a few similar pockets of peaks and valleys in multiple acreage categories. Overall, lots created through subdividing have changed dramatically over time and can be difficult to forecast due to phasing of larger developments and uncertainty in predicting smaller family subdivisions. There was a peak in the number of lots created in the 100-299-acre category in 2001 as a result of The Retreat and Warren Farms subdivisions. This was the only year that more lots were created in this acreage category. In 2004 and 2005 and with the 300-acre-and-above category removed, the most lots were created in the 20-49-acre category. For all other years, more lots were created in the less-than-20-acre category. Figure VIII illustrates this further. The total number of lots created within the A-1 and R-8 zoning districts has fluctuated over time, revealing a bimodal pattern. This pattern, where the number of lots created spiked in 2005, 2007 and 2009 reflects the change seen in the 300 acreage category during those years.

The total number of lots created from parcels subdivided within the Rural Lands also has fluctuated each year. Figure VII-D supports this finding; the number of lots created in each acreage category inconsistently increased and decreased over time with a general increasing trend in most acreage categories from 2001 to the mid-2000s and a reversing trend of slight decrease from the mid-2000s to 2013.

However, Figure XI shows that most of the lots created over time occurred in three specific acreage categories. Most were from the 300-acres-and-above category, followed by the less-than-20-acres category and then by the 20-49-acres category. Although fluctuations within these acreage categories make it difficult to estimate the number of lots that may be subdivided each year, data reveals that the County should pay close attention to these specific categories. While the County could expect the number of lots created in the Rural Lands to increase due to rising development pressures from an improving economy, trends show that the number of lots created in all acreage categories (excluding the 300-acres-and-above category) in the Rural Lands has decreased gradually since 2004 (See Figure IX).

The County can expect that most of the subdivision activity will continue to occur at an increasing rate in both the Stonehouse and Powhatan voting districts given that they contain the majority of Rural Lands properties. However, it is difficult to determine from past data at what rate these subdivisions will occur and the number of lots that will result. There has been little to no subdivision activity in the Jamestown and Roberts districts. Figure XII also reflects the general decreasing trend in the number of subdivisions occurring in A-1 and R-8 districts.

Conclusion

The following points reflect basic findings on subdivision trends in the A-1 and R-8 zoning districts and parcels designated as Rural Lands within those districts:

- Most of the parcels subdivided within the A-1 and R-8 zoning districts are designated Rural Lands.

- The total number of subdivisions occurring within the A-1 and R-8 zoning districts and the Rural Lands has fluctuated and has shown a general decline in the last five years.
- The number of subdivisions in Rural Lands for parcels less than 20 acres has seen a small increase between 2011 and 2012 and staff anticipates there will be a further increase for 2013 due to data only being complete through August 2013.
- The number of lots created has also fluctuated over time within all acreage categories, most noticeably in the 300-acres-and-above category.
- On average, more lots were created per subdivision in 2001-2007 than were created per subdivision in 2008-2013.
- Large parcels of 300 acres and above are not often subdivided, but when they are, they tend to be subdivided into an average of 110 lots.
- Most subdivisions occur from parcels that are less than 20 acres.
- With the exception of the 300-acres-or-more category, the most number of lots are created from parcels that are less than 20 acres.

M E M O R A N D U M

DATE: March 25, 2014

TO: The Board of Supervisors

FROM: Ellen Cook, Senior Planner II

SUBJECT: Longhill Road Corridor Study - Update

As part of the process for the Longhill Road Corridor Study, staff has been providing periodic updates to the Planning Commission's Policy Committee and the Board of Supervisors. The information below includes a description of the process to date and describes next steps as the study progresses into its next phase of development.

Process To-Date

Substantial work on the corridor study has been completed by Kimley Horn and Associates since the last Board of Supervisors update (held on October 22, 2013). Data collection and analysis of existing conditions have been completed, as have forecasting of future traffic volumes and anticipated arterial levels of service. Using this analysis, Kimley Horn has developed proposed typical sections for the corridor, an access management plan, and an intersection design plan. Together, these have been used to produce draft concept renderings for the whole length of the corridor. These materials are available on the project website at <http://www.longhillroadcorridorstudy.com/documents.php>.

In conjunction with this technical analysis, staff and the consultant have been working to solicit public input. As part of this effort, the study's Project Advisory Committee ("PAC") and Technical Advisory Team ("TAT") have continued to meet, and the website has continued to be updated. Two additional public meetings have taken place since the last check-in, including a meeting on November 21, 2013, and a public workshop held at Lafayette High School that spanned the evenings of February 19 - 20, 2014.

Next Steps

Over the next few months, the typical sections, side street access and intersection design plans as well as the draft corridor concept renderings will be refined. As these elements reach finalization, Kimley Horn will also be producing information on possible project phasing, costs, and an action plan for implementation.

Stakeholder and public input efforts will also continue, with additional meetings of the PAC and TAT expected in late March or early April. One additional public meeting will be held to present the final renderings of the corridor and to discuss possible phasing and implementation. Staff will provide information and updates to the Policy Committee and Board of Supervisors again at this time, before moving on to formal presentation of the study to the Planning Commission and Board in summer 2014.

Conclusion

Staff welcomes comments or questions from Board members at any point in the process.

Longhill Road Corridor Study – Update
March 25, 2014
Page 2


Ellen Cook

CONCUR:


Allen J. Murphy, Jr.

EC/nb
LonghillRUpdte-mem

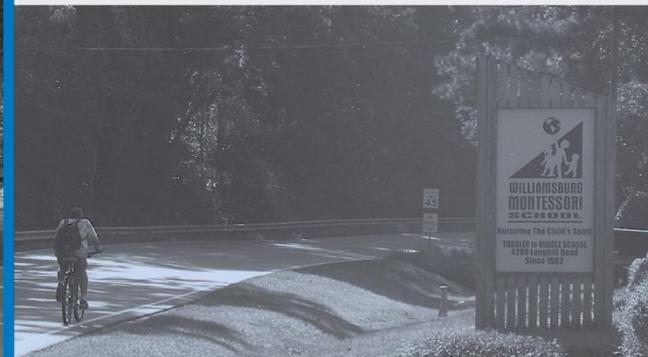


Longhill Road Corridor Study

James City County



#13-5389
UPC: 98811



PREPARED FOR



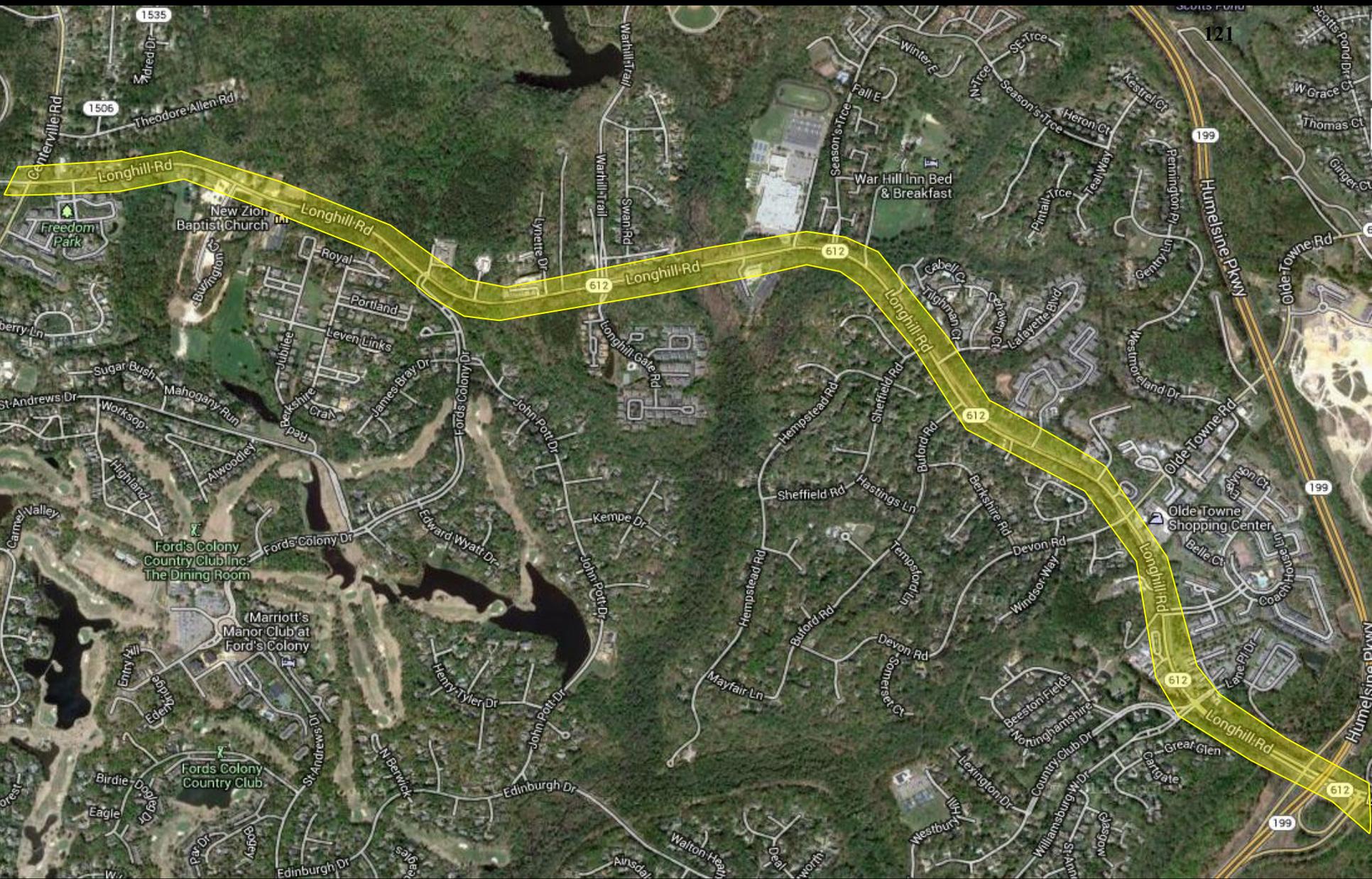
PREPARED BY



Kimley-Horn and Associates, Inc.

Study Area

- Longhill Road Corridor
- Approximately 3.0 miles
 - Route 199 interchange in the east to the intersection of Centerville Road in the west
- 14 Study Area Intersections
 - 5 Signalized
 - 9 Unsignalized
- Powhatan Creek Natural Area
- Powhatan Creek Watershed Plan

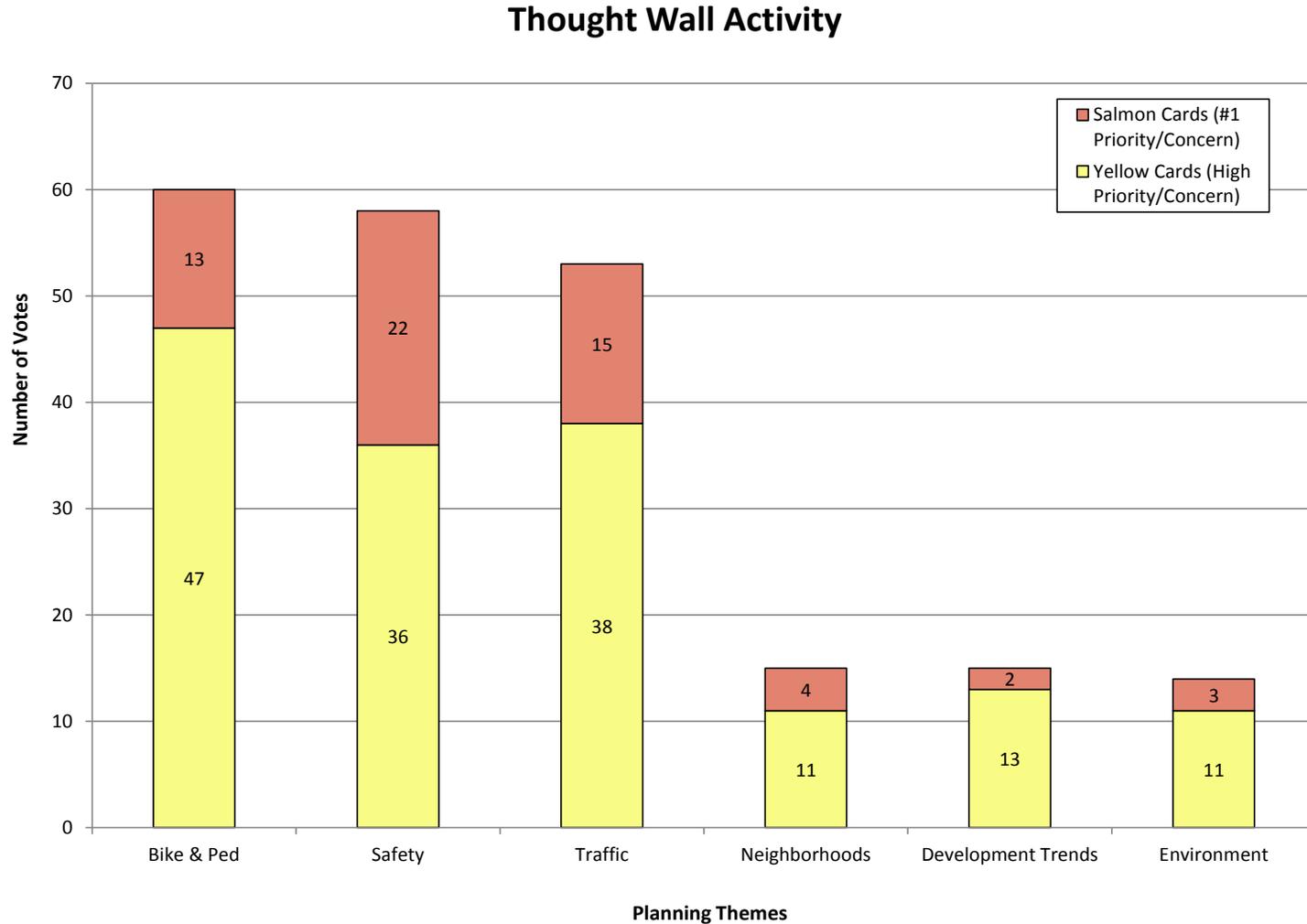


Project Symposium

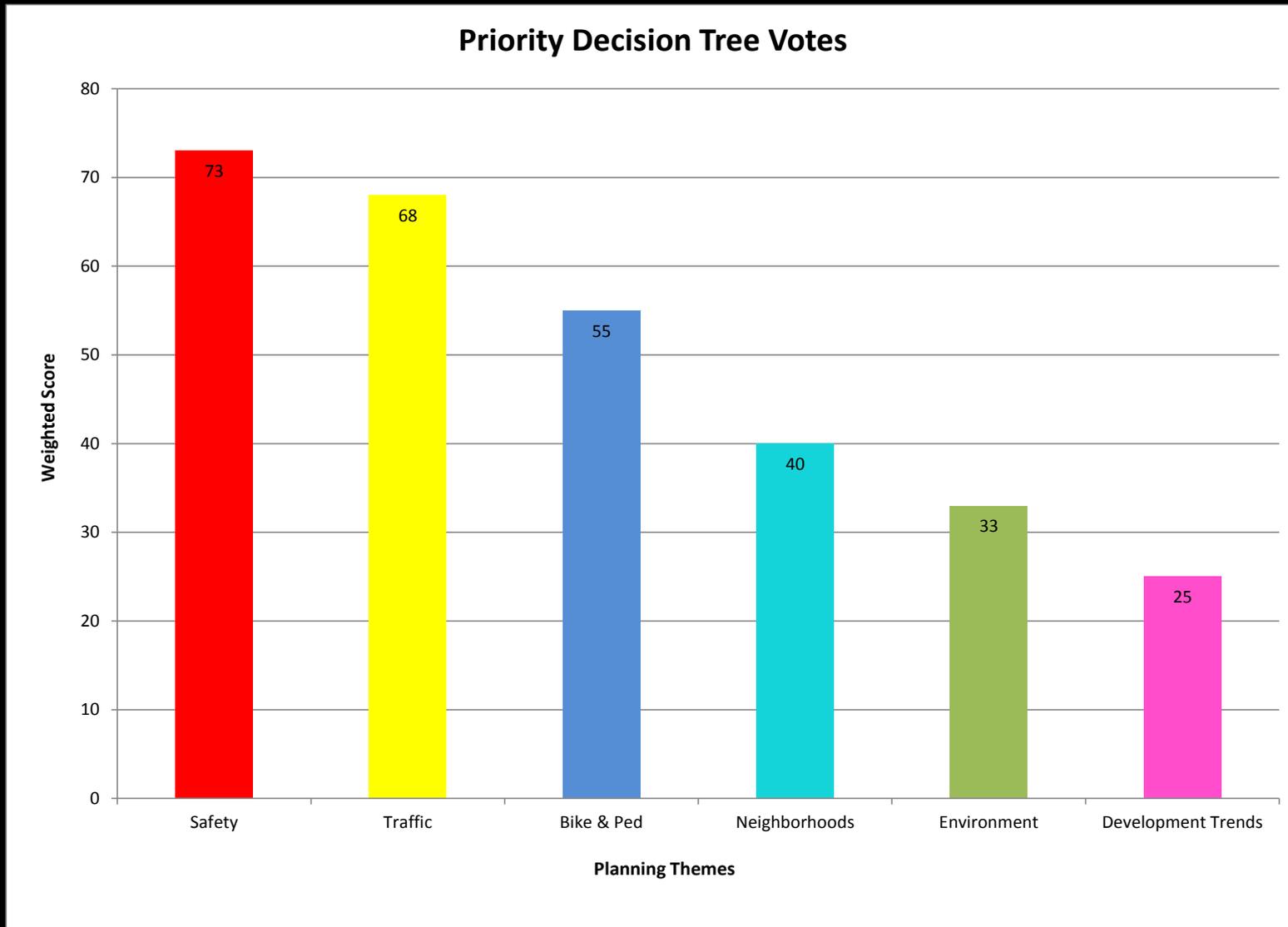
- October 3, 2013
- 70+ Attendees
- Thought Wall Exercise and Comments
- Priority Decision Tree Exercise
- Build-A-Street Exercise



Thought Wall Results



Priority Decision Tree Votes



Priority Decision Tree - Thought Wall Themes

- Safety
- Traffic Operations/Mobility
- Bike and Pedestrian Accommodations
- Environment/Neighborhoods



Build-A-Street Highlights

- Laneage - Split (2 lanes and 4 lanes)
 - 2 tables made the distinction:
 - 199 to Olde Towne Road - 4 lanes
 - Olde Towne Road to Centerville Road - 2 lanes
- Left-turn Lanes: Two-Way Left-Turn Lanes
- Multi-Use Path: 12 out of 14
- Wildcard: bus stop pull-offs



Visual Preference Survey



A



D



C



D



D



D



B



Existing Conditions - Traffic ¹³⁰

Average daily traffic (ADT) volumes along the corridor today range from:

- 21,000 vehicles per day (vpd) - Route 199 to Lane Pl
- 16,500 vpd - Williamsburg Plantation to Olde Towne Rd
- 18,000 vpd - Glenburnie Rd to Buford Rd
- 13,000 vpd - Lafayette High School to Warhill Trail
- 8,700 vpd - west of Ford's Colony entrance
- 9,600 vpd - Olde Towne Rd northeast of Longhill Rd

Existing Arterial LOS

LOS A



Eastbound Longhill Road				
Cross Street	AM		PM	
	ATS (mph)	LOS	ATS (mph)	LOS
Old Towne Road	37.6	A	31.9	B
Williamsburg W. Drive/Lane Place Drive	8.8	F	9.6	F
Humelsine Parkway (Route 199) EB Off/On-Ramp	23.2	C	22.8	C
Humelsine Parkway (Route 199) WB Off/On-Ramp	14.8	E	11.6	F
Overall	22.1	C	20.9	D



Westbound Longhill Road				
Cross Street	AM		PM	
	ATS (mph)	LOS	ATS (mph)	LOS
Humelsine Parkway (Route 199) WB Off/On-Ramp	29.0	B	25.7	C
Humelsine Parkway (Route 199) EB Off/On-Ramp	22.1	C	20.3	D
Williamsburg W. Drive/Lane Place Drive	19.5	D	2.5	F
Olde Towne Road	13.4	E	6.0	F
Centerville Road	33.0	B	32.7	B
Overall	25.7	C	12.4	F



LOS F

Future Conditions - Traffic

132

Average daily traffic (ADT) volumes anticipated along the corridor in the future range from:

- 28,500 vehicles per day (vpd) - Route 199 to Lane Pl
- 20,600 vpd - Williamsburg Plantation to Olde Towne Rd
- 22,500 vpd - Glenburnie Rd to Buford Rd
- 16,500 vpd - Lafayette High School to Warhill Trail
- 13,500 vpd - west of Ford's Colony entrance
- 12,000 vpd - Olde Towne Rd northeast of Longhill Rd

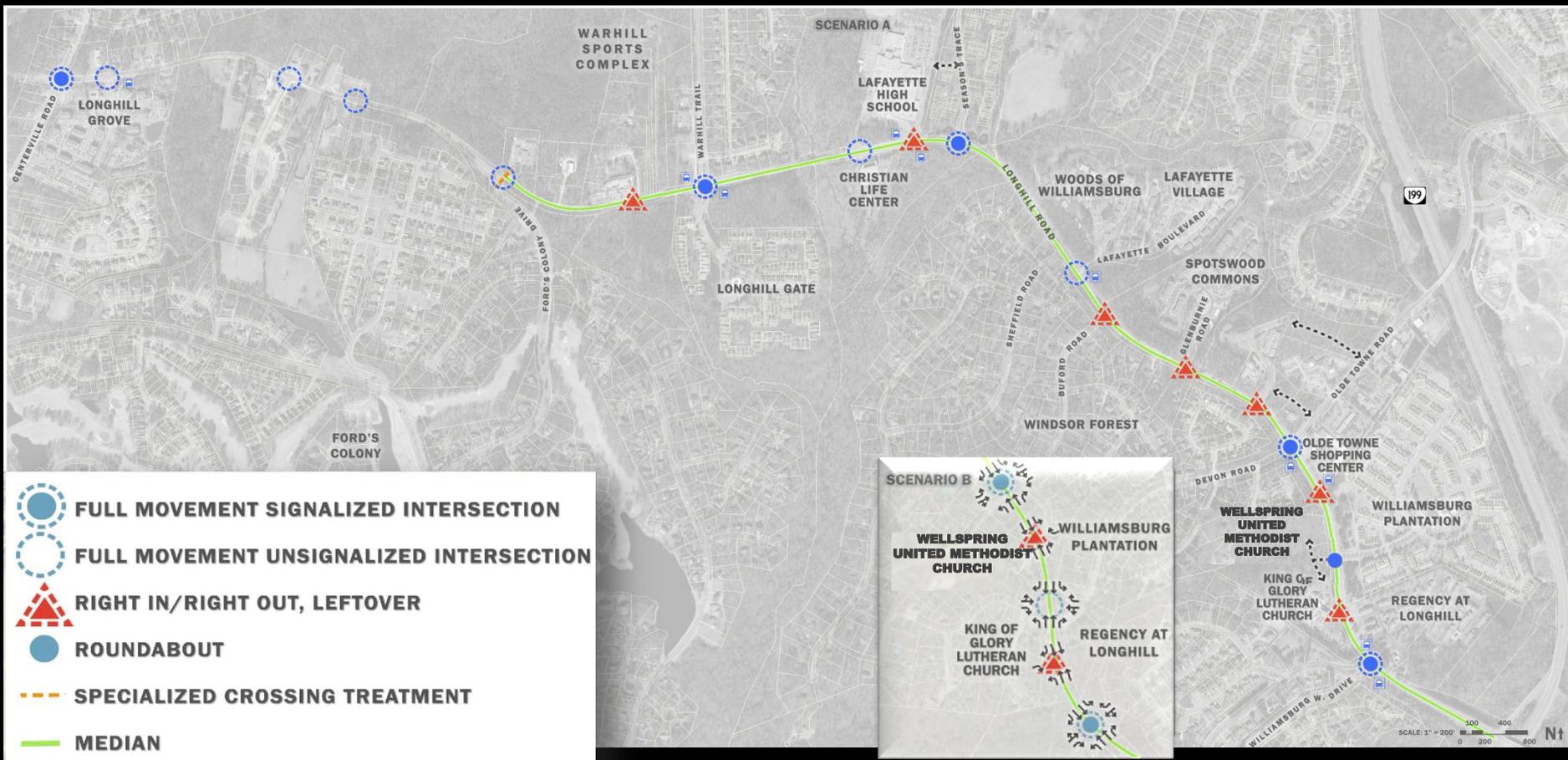
Guiding Principles

Longhill Road is an important corridor that connects people with significant places in our community; therefore, design improvements to the corridor should:

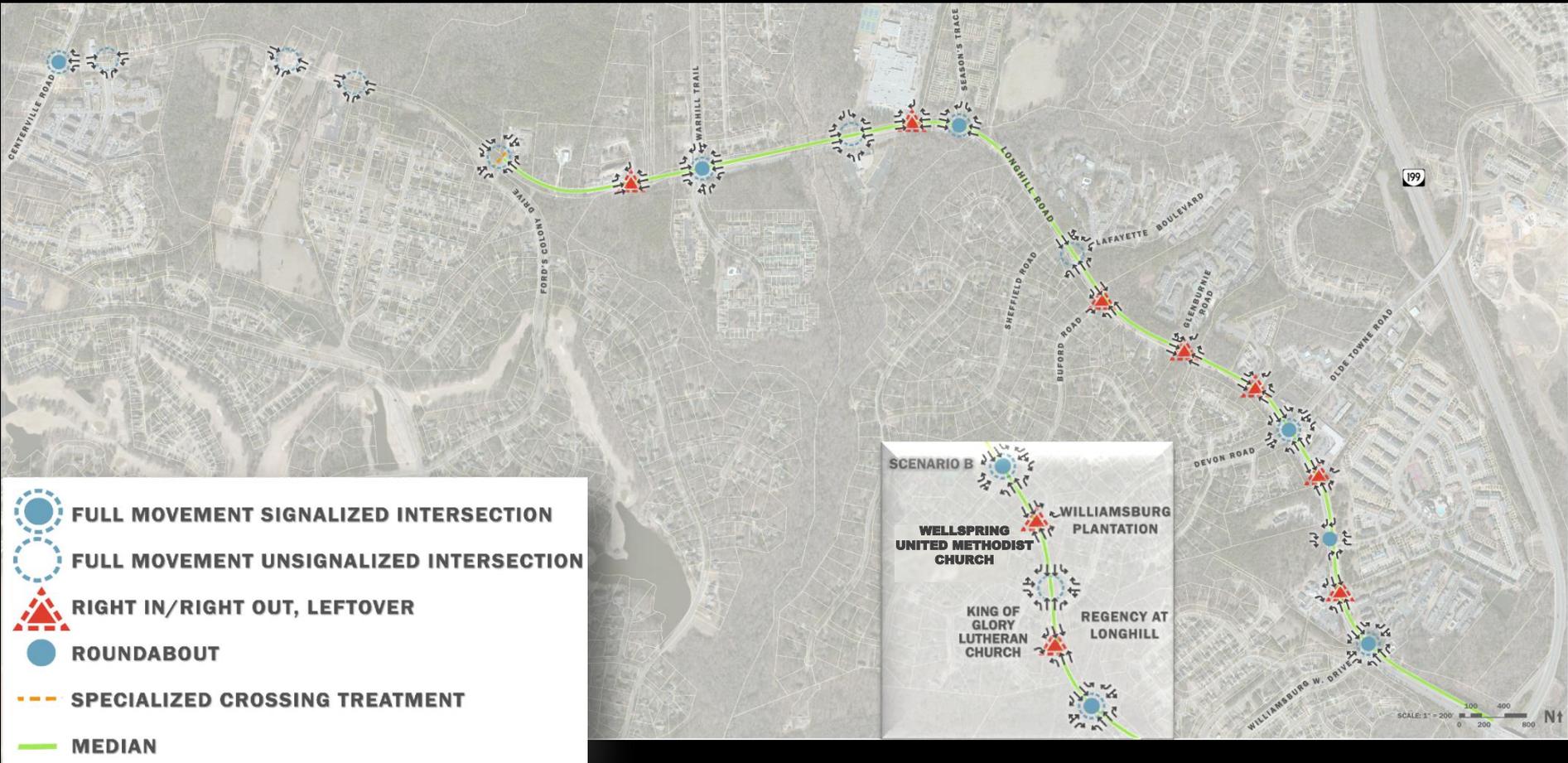
- Respect the context of the area,
- Safely accommodate all users,
- Respond to existing and projected traffic volumes,
- Be visually appealing, and
- Minimize impact to the natural and built environments.

The resulting improvements will integrate with existing neighborhoods, offer consistence with the comprehensive plan, and promote quality growth and economic vitality.

Access Strategy



Proposed Intersection Laneage



-  FULL MOVEMENT SIGNALIZED INTERSECTION
-  FULL MOVEMENT UNSIGNALIZED INTERSECTION
-  RIGHT IN/RIGHT OUT, LEFTOVER
-  ROUNDABOUT
-  SPECIALIZED CROSSING TREATMENT
-  MEDIAN



Example Access Configurations



Wednesday evening's workshop



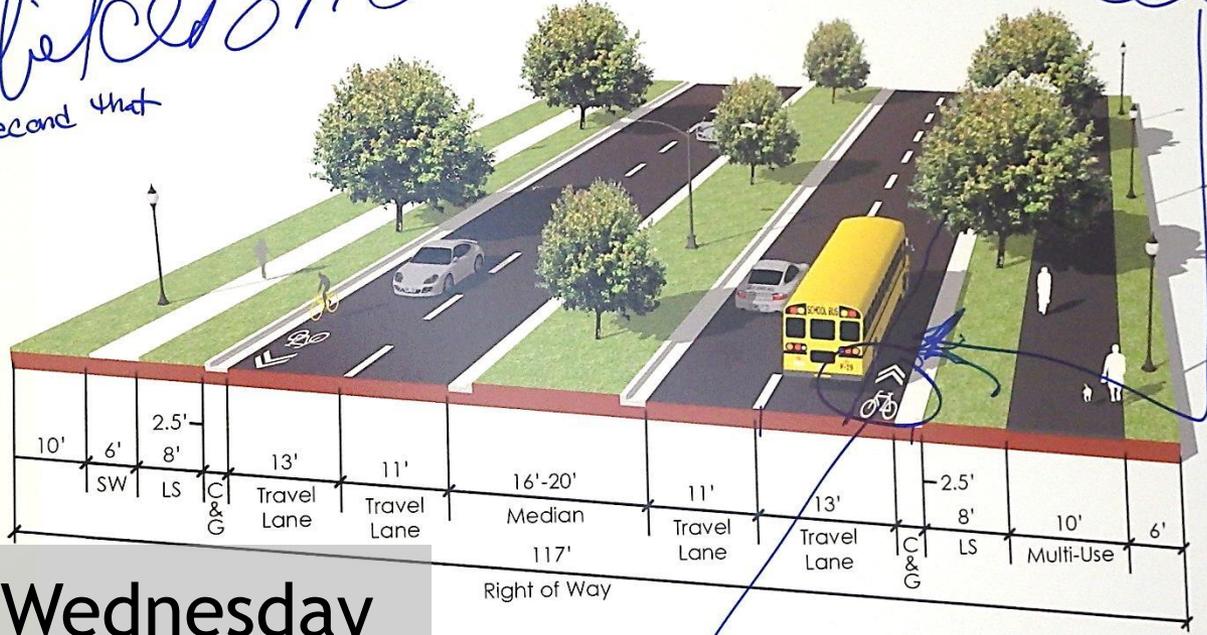
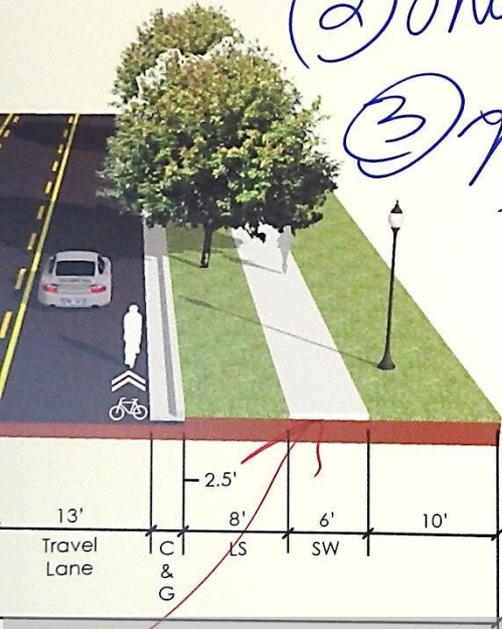
Wednesday evening's workshop





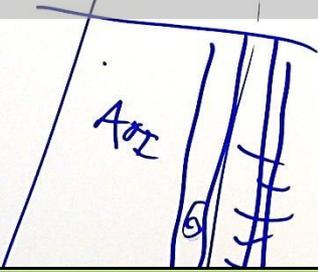
Wednesday evening's workshop

① ditch the sidewalks
 ② only use MV's - for all!
 ③ no bikes on the road @ all
 - I second that



Comments from Wednesday evening's workshop

TYPICAL 4 LANE CROSS SECTION



PREFER DEDICATED LANE / CONCERNS @

Comments from Wednesday evening's workshop



DON'T WANT TO DO U-TURN
 NEEDS FULL-MOVEMENT
 OR CONSIDER REVERSE LEFT-OVER

BE SURE TO INCLUDE CROSS-WAYS WITH LIGHTS

The roundabout ideal for this where there relatively

SCENARIO B

LEFT OVER

DN ROAD

BURG
TION

HOMES FRONT
LONGHILL BUT
COULD THEY HAVE
A 5-LANE
OR REVERSE
THEIR DRIVEWAYS

CONCERN @
ENGAGEMENT w/
City of Pittsburgh

NCY AT
GHILL

AMSBURG W. DRIVE

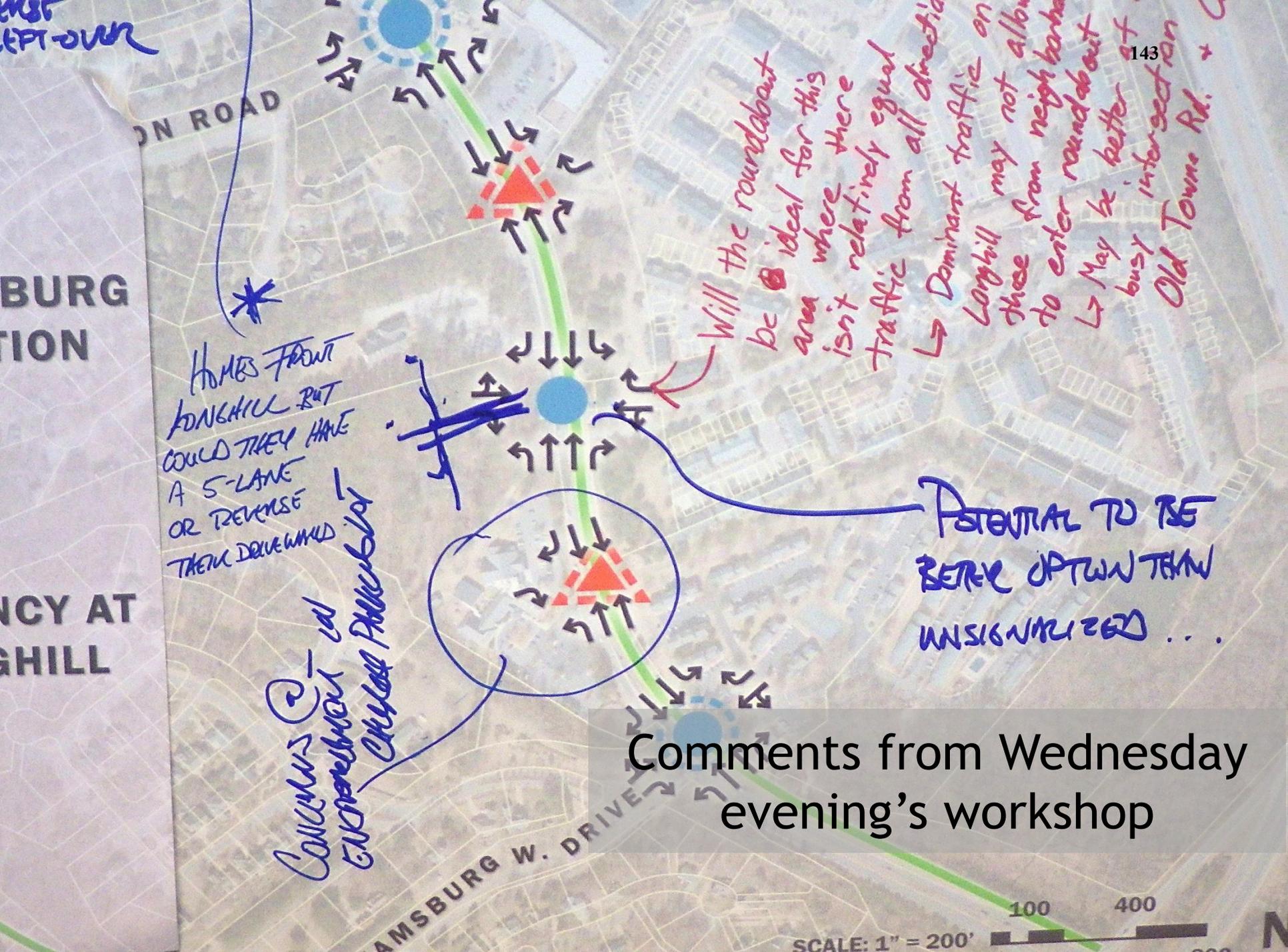
SCALE: 1" = 200'

100 400

Will the roundabout
be ideal for this
area where there
isn't relatively equal
traffic from all directions
↳ Dominant traffic on
Longhill may not allow
those from neighborhood
to enter roundabout
↳ May be better at
busy intersection
Old Towne Rd. + C

POTENTIAL TO BE
BETTER OPTION THAN
UNSIGNALIZED ...

Comments from Wednesday
evening's workshop

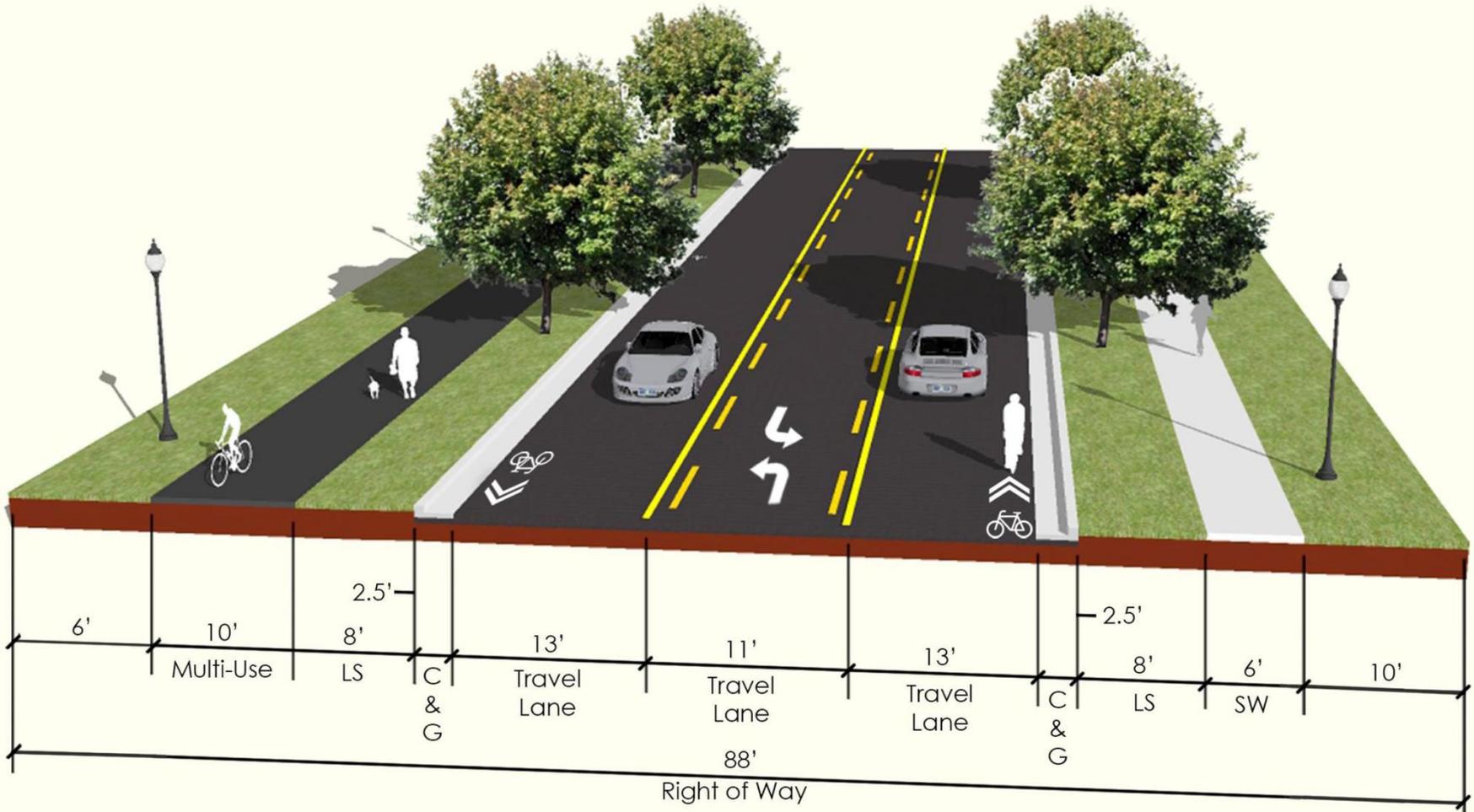


Some Things We Heard...

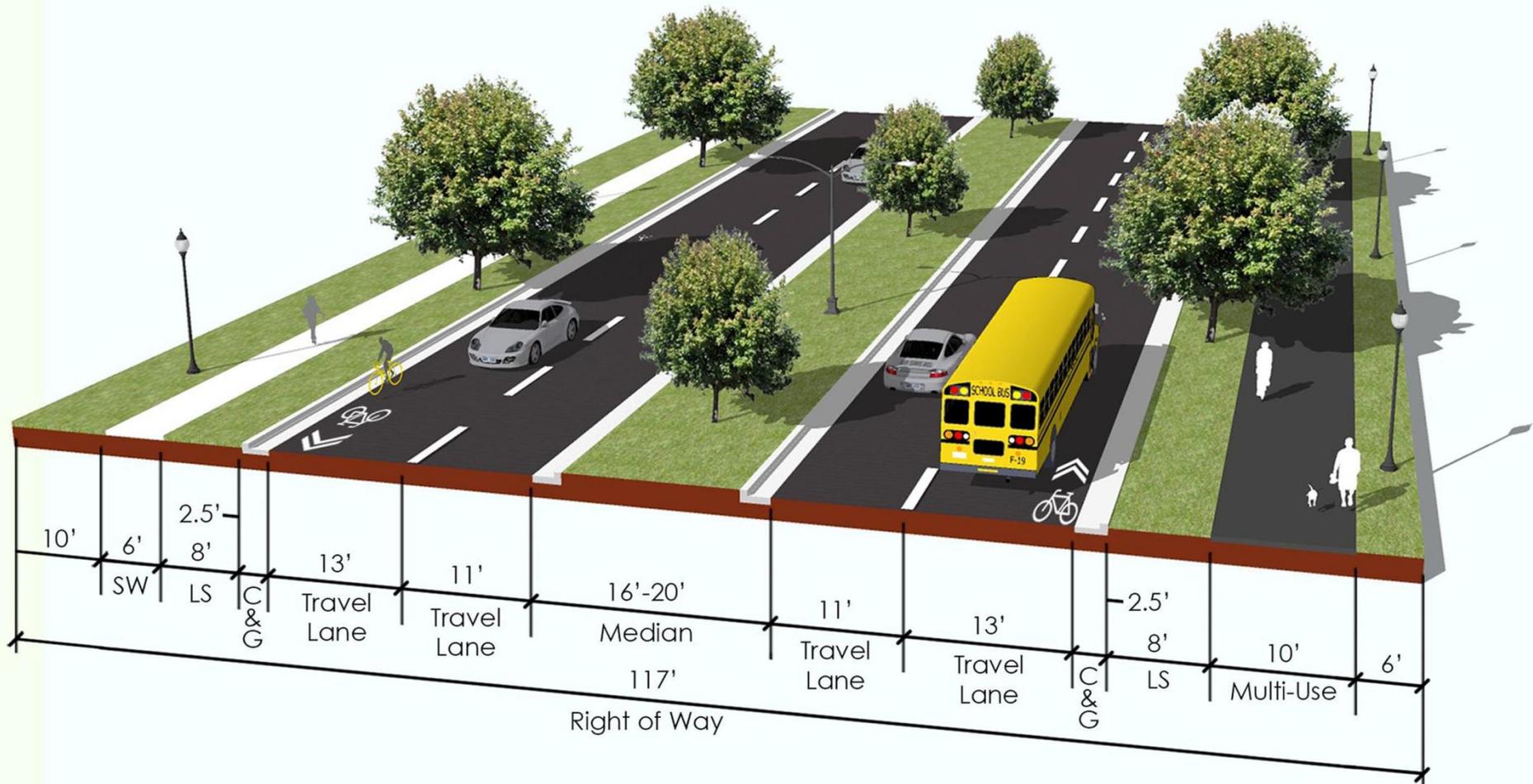
Comment	Action Plan		
	Agree	Consider	Disagree
1. Provide roundabout at Centerville Rd / Longhill Rd			
2. Connection from Warhill Sports Complex to Longhill Road.			
3. Install traffic signalization at Warhill Trail and Season's Trace before roadway widening.			
4. Provide a roundabout at Season's Trace.			
5. Provide a full movement unsignalized intersection at Glenburnie Road.			
6. Provide a roundabout at Williamsburg West Drive.			
7. Provide street lights along corridor.			
8. Provide high visibility crosswalks.			
9. Remove the sidewalk since a multi-use path is provided			
10. Modify shared bike lane (either remove or offer dedicated)			

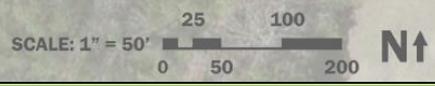
A Glance at What You Helped to Create

Three-lane Complete Street



Median Divided Boulevard

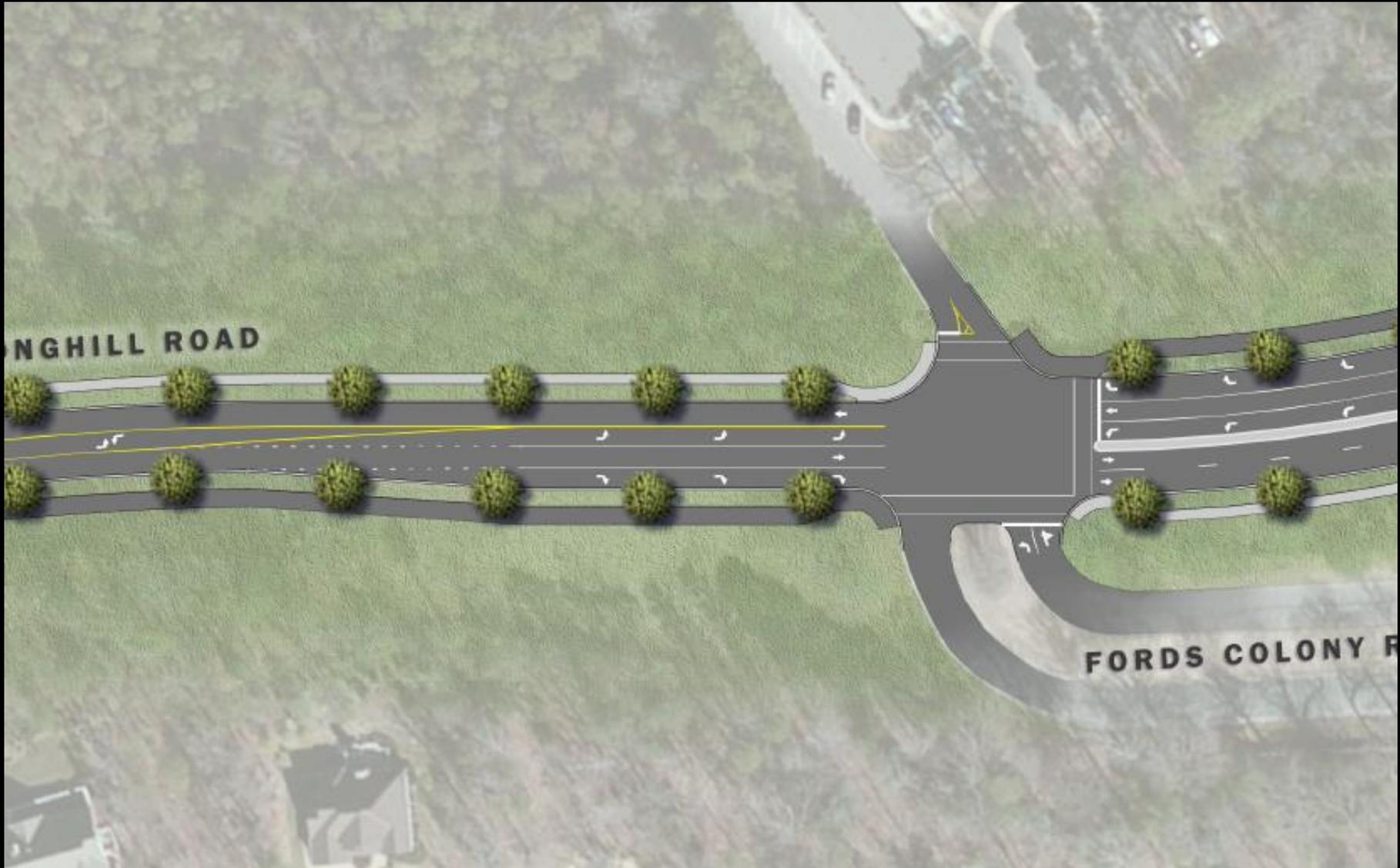


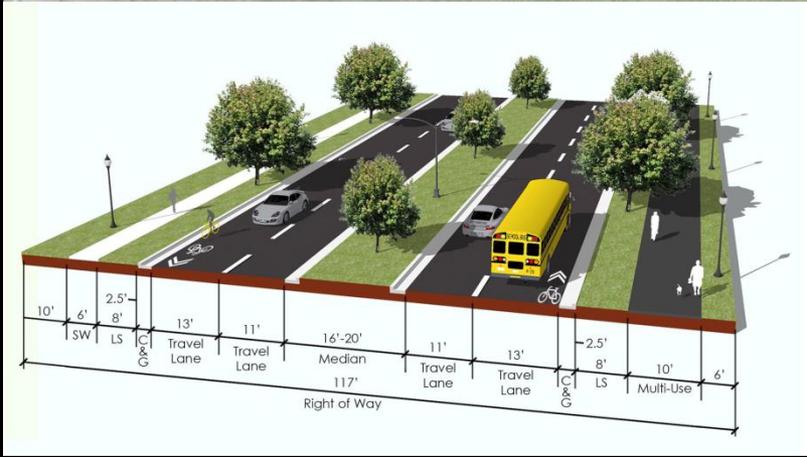






Inset of the transition area

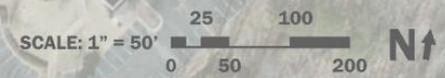






LAFAYETTE
HIGH SCHOOL

LONGHILL ROAD



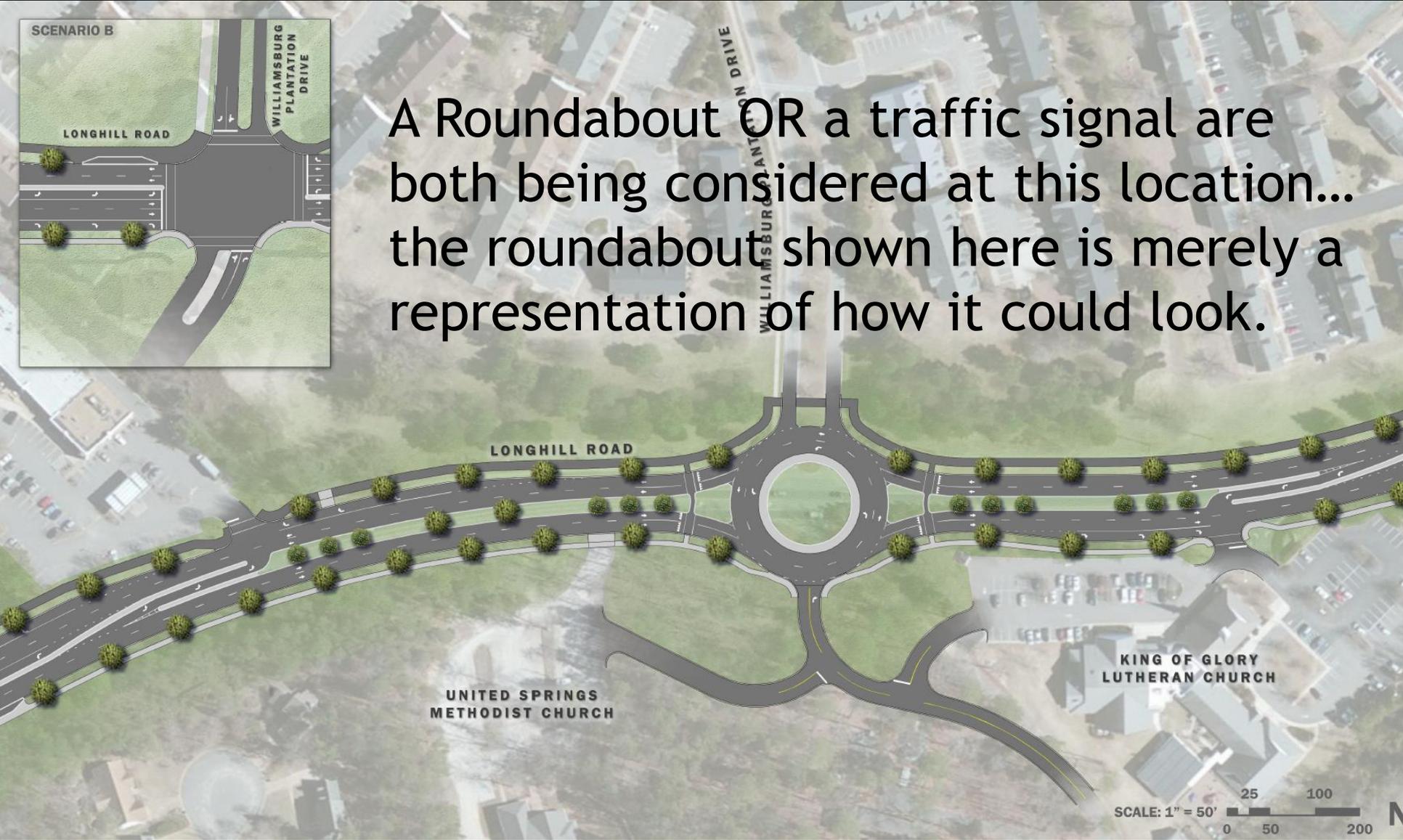








A Roundabout OR a traffic signal are both being considered at this location... the roundabout shown here is merely a representation of how it could look.





Next Steps

- Present the Concept Design Options to the Technical Committee
- Provide project status update presentation to James City County Policy Committee
- Provide project status update presentation to James City County Board of Supervisors
- Make any necessary modification(s) to the Concept Design
- Prepare DRAFT FINAL Report
- VDOT Phase 1: Hwy 199 to Olde Towne Road will continue forward in the process

For more information

WWW.LONGHILLROADCORRIDORSTUDY.COM