

**A G E N D A**  
**JAMES CITY COUNTY BOARD OF SUPERVISORS**  
**WORK SESSION**  
**County Government Center Board Room**  
**101 Mounts Bay Road, Williamsburg, VA 23185**  
**October 24, 2017**  
**4:00 PM**

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**A. CALL TO ORDER**

**B. ROLL CALL**

**C. BOARD DISCUSSIONS**

1. Public Hearing - Case No. ZA-0005-2017. The Promenade at John Tyler - Appeal of a Proffer Interpretation
2. Update from the Greater Williamsburg Chamber and Tourism Alliance
3. Go Virginia Project Update and Resolution of Support
4. Legislative Agenda Initial Discussion

**D. CLOSED SESSION**

1. Consideration of a personnel matter involving a performance review of the County Administrator pursuant to Section 2.2-3711 (A)(1) of the Code of Virginia

**E. ADJOURNMENT**

1. Adjourn until 5 p.m. on November 14, 2017 for the Regular Meeting

**ITEM SUMMARY**

DATE: 10/24/2017

TO: The Board of Supervisors

FROM: Christy H. Parrish, Zoning Administrator

SUBJECT: Public Hearing - Case No. ZA-0005-2017. The Promenade at John Tyler -  
Appeal of a Proffer Interpretation

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**ATTACHMENTS:**

	Description	Type
▣	Staff Report	Staff Report
▣	Resolution	Resolution
▣	Appeal Letter Dated September 6, 2017	Exhibit
▣	Proffers	Exhibit
▣	HOP Policy	Exhibit

**REVIEWERS:**

Department	Reviewer	Action	Date
Zoning Enforcement	Parrish, Christy	Approved	10/5/2017 - 4:20 PM
Development Management	Holt, Paul	Approved	10/6/2017 - 9:41 AM
Publication Management	Trautman, Gayle	Approved	10/6/2017 - 9:58 AM
Legal Review	Kinsman, Adam	Approved	10/11/2017 - 11:00 AM
Board Secretary	Fellows, Teresa	Approved	10/16/2017 - 2:21 PM
Board Secretary	Purse, Jason	Approved	10/17/2017 - 9:28 AM
Board Secretary	Fellows, Teresa	Approved	10/17/2017 - 1:02 PM

## MEMORANDUM

DATE: October 24, 2017

TO: The Board of Supervisors

FROM: Christy H. Parrish, Zoning Administrator

SUBJECT: Public Hearing - Case No. ZA-0005-2017. The Promenade at John Tyler - Appeal of a Proffer Interpretation

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Mr. Vernon Geddy, III on behalf of Fransiscus at Promenade, LLC is appealing the Zoning Administrator's determination that, for purposes of determining compliance with a proffered condition for adherence to the Board of Supervisors Housing Opportunities Policy, adopted November 27, 2012, the relevant price of a dwelling unit is the total sales price of a unit, inclusive of any options or upgrades, as shown on the closing disclosure or HUD-1 settlement statement. More specifically, the appeal is related to Proffer No. 2 of the proffers accepted with Rezoning Case Z-0001-2016, The Promenade at John Tyler, which are recorded as Instrument No. 170018981 in the Williamsburg-James City County Circuit Court.

The voluntary proffers associated with the Promenade at John Tyler development requires that all of the dwelling units shall be offered for sale or made available for rent prices as determined in accordance with the Housing Opportunity Policy ("HOP"). The proffer further states the affordable/workforce dwelling units shall be provided consistent with the criteria established by the HOP to provide affordable and workforce housing opportunities at different price ranges to achieve the greater housing diversity goal of the Comprehensive Plan adopted in 2015 "Toward 2035: Leading the Way."

In addition, the HOP requires a copy of the settlement statement identifying the net sales price be submitted to the County. The net sales price is the contract sales price minus any soft second mortgages naming James City County Office of Housing and Community Development as the beneficiary. This settlement statement is used to confirm compliance that the sales price of the unit falls within the targeted price range.

### **Background**

Mr. Gary Werner of Fransiscus at Promenade, LLC inquired, through a series of emails, if the sales price of a unit subject to the adopted HOP would be exclusive of any upgrades or optional cost increases offered to a potential buyer.

For example, a unit is offered for sale at a sales price of \$187,500, the unit qualifies for the 100% cash proffer reduction and in accordance with the HOP would qualify as a unit meeting the lowest tier of the HOP. Should the buyer of the unit purchase upgraded optional items such as granite counter tops and hardwood flooring, the sales price could increase by \$5,000 to a total of \$192,500, which would not quality as a unit meeting the lowest tier of the HOP.

Mr. Werner was informed that the interpretation of the HOP was that the cash proffer reductions were based on the sales price as shown on the settlement statement for each unit which would include all upgrades and option costs.

In a letter dated September 6, 2016, the applicant, Mr. Geddy, maintains that the language in the accepted proffers, "offered for sale" and in the HOP, "available at sales price, offered for sale, shall offer units at prices" does not reference to a final or total sale price to include purchased options and upgrades.

### **Interpretation**

Section 24-17 states that "the zoning administrator shall be vested with all necessary authority on behalf of the County to enforce conditions attached to a rezoning." Upon discussing this inquiry with various County staff, I confirm my interpretation that sales price as shown on the settlement statement minus any soft second

mortgages naming James City County Office of Housing and Community Development is the amount used to confirm compliance with the recorded proffer and determine proffer reduction set forth in the HOP.

Considerations used to make this interpretations are as follows:

- Interpretation and practice are consistent with the language of the “HOP” Policy and Comprehensive Plan;
- Interpretation is considered the best reflection of the Board’s desire for an incentive based policy;
- Interpretation is consistent with previous interpretations and existing practices with other developments subject to the “HOP” policy such as The Villages at Candle Station and Windsor Ridge Section 4. Copies of the disclosure statement is submitted after the closing of each unit.
- “HOP” policy language is similar to other existing proffers not associated with the HOP policy;
  - **Lightfoot Mixed Use** - *At least 5% (rounded down to the nearest whole unit) of the residential dwelling units on the Property shall be reserved and offered for sale at prices of \$110,000. The Director of Planning shall be provided with a copy of the settlement statement for each sale at a price at or below the maximum prices set forth above;*
  - **Michelle Point** - *A minimum of 11 of the lots with single-family detached dwelling units shall be reserved and offered for sale at a price at or below \$110,000 subject to adjustment as set forth herein. The Director of Planning shall be provided with a copy of the settlement statement for each sale at a price at or below the maximum prices set forth above;*
  - **Ironbound Village** - *A minimum of five lots with houses or townhomes shall be reserved and offered for sale at a price at or below \$95,000 subject to adjustment as set forth herein. The Director of Planning shall be provided with a copy of the settlement statement for each sale at a price at or below the maximum prices set forth above;*
- Interpretation is consistent with a James City County Attorney’s Office opinion in 2015 concerning a question whether a potential buyer may ask for various upgrades and pay for those upgrades in cash outside of closing; and
- Upgrades or options for potential buyers is not defined in the “HOP” policy nor specifically excluded from the sales price.

### **Recommendation**

Staff recommends that the Board uphold the Zoning Administrator’s proffer interpretation regarding this matter on the basis of fairness and consistency. Should the Board find that upgrades and options should be excluded from the sales price used for cash proffer reductions and compliance with the HOP policy, staff requests the Board direct staff to review and bring changes to the policy for the Board’s approval. As an alternative to amending the existing HOP, staff finds that the applicant may request a proffer amendment to resolve the matter.

CHP/nb

ZA05-17PromenadeJT-mem

### Attachments:

1. Appeal Letter Dated September 6, 2017
2. Proffers
3. HOP Policy

## RESOLUTION

CASE NO. ZA- 0005-2017. THE PROMENADE AT JOHN TYLER -

### APPEAL OF A PROFFER INTERPRETATION

WHEREAS, Mr. Vernon Geddy, on behalf of the property owners (the “Appellant”), has appealed the Zoning Administrator’s decision of the accepted proffers for The Promenade at John Tyler development to the Board of Supervisors; and

WHEREAS, the Board of Supervisors at its meetings on October 24, 2017, held a public hearing and considered the statements made by the public and also reviewed and considered the materials and testimony offered by the Zoning Administrator and the Appellant; and

WHEREAS, the Board of Supervisors is of the opinion that the decision of the Zoning Administrator is correct and that the Appellant’s appeal should be denied.

NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors of James City County, Virginia, does hereby uphold the Zoning Administrator’s interpretation that the relevant price of a dwelling unit for the purposes of the Housing Opportunities Policy is the total sales price of a unit, inclusive of any options or upgrades as shown on the closing disclosure or HUD-1 settlement statement and in consideration of such decision, the Board of Supervisors makes the following specific findings of fact:

1. Section 15.2-2299 of the *Code of Virginia*, 1950, as amended (the “Virginia Code”), authorizes the Zoning Administrator to administer and enforce proffers attached to a rezoning. Sections 15.2-2301 of the Virginia Code directs the Board of Supervisors to consider any appeal from a decision rendered pursuant to Section 15.2-2299 of the Virginia Code; accordingly, the Board of Supervisors has jurisdiction to hear this appeal.
2. The Board of Supervisors must give deference to the Zoning Administrator’s interpretation of this proffer, which has been long-standing and similarly-applied in several other cases.
3. The Board of Supervisors approved rezoning Case No. Z-0001-2016 by resolution on April 12, 2016, rezoning +/- 24.54 acres from MU, Mixed Use with proffers to MU, Mixed Use and accepted amended voluntary proffers.
4. Proffer No. 2 states: “Housing Opportunities. All of the dwelling units permitted on the Property shall be offered for sale or made available for rent at prices determined in accordance with the Housing Opportunities Policy and Housing Opportunities Policy Guide adopted by the Board of Supervisors on November 27, 2012, as provided below for units offered for sale:

Table 1 - 190 units on Parcels 4812200020 and 4812200029

Tier	Percent of Dwelling Units Required	Number of Units
30%-60%	16%	30
61%-80%	64%	120
81%-120%	20%	40

Table 2 - 14 units on Parcels 4812200025, 4812200026, 4812200027 and 4812200028

Tier	Percent of Dwelling Units Required	Number of Units
30%-60%	16%	2
61%-80%	64%	9
81%-120%	20%	3

The forgoing affordable/workforce dwelling units shall be provided consistent with the criteria established by the Housing Opportunities Policy adopted by the Board of Supervisors on November 27, 2012, and in effect as of the date of approval of the requested rezoning to provide affordable and workforce housing opportunities at different price ranges to achieve the greater housing diversity goal of the 2035 Comprehensive Plan; provided, however, that if the County amends the Housing Opportunities Policy as in effect as of the date of approval of the requested rezoning to increase the targeted income ranges or otherwise make the Policy otherwise less burdensome on the Owner, the Owner shall only be required to comply with the amended Policy.”

- The Board of Supervisors finds the Zoning Administrator’s proffer interpretation that the relevant price of a dwelling unit for the purposes of the Housing Opportunities Policy is the total sales price of a unit, inclusive of any options or upgrades as shown on the closing disclosure or HUD-1 settlement is consistent with the language of the Housing Opportunities Policy and Comprehensive Plan.

\_\_\_\_\_  
 Kevin D. Onizuk  
 Chairman, Board of Supervisors

ATTEST:

\_\_\_\_\_  
 Bryan J. Hill  
 Clerk to the Board

	VOTES		
	<u>AYE</u>	<u>NAY</u>	<u>ABSTAIN</u>
MCGLENNON	_____	_____	_____
SADLER	_____	_____	_____
HIPPLE	_____	_____	_____
LARSON	_____	_____	_____
ONIZUK	_____	_____	_____

Adopted by the Board of Supervisors of James City County, Virginia, this 24th day of October, 2017.

**GEDDY, HARRIS, FRANCK & HICKMAN, L.L.P.**

ATTORNEYS AT LAW

1177 JAMESTOWN ROAD

WILLIAMSBURG, VIRGINIA 23185

TELEPHONE: (757) 220-6500

FAX: (757) 229-5342

MAILING ADDRESS:

POST OFFICE BOX 379

WILLIAMSBURG, VIRGINIA 23187-0379

VERNON M. GEDDY, JR. (1926-2005)

STEPHEN D. HARRIS

SHELDON M. FRANCK

VERNON M. GEDDY, III

SUSANNA B. HICKMAN

ANDREW M. FRANCK

MICHAEL A. GATEN

SHERRI L. NELSON

September 6, 2017

PLANNING DIVISION

SEP 06 2017

RECEIVED

Ms. Christy Parrish  
Zoning Administrator  
101-A Mounts Bay Road  
Williamsburg, Virginia 23185

Re: Promenade at John Tyler – Notice of Appeal

Dear Christy:

I am writing on behalf of our client, Franciscus at Promenade, LLC (“Franciscus”), the owner and developer of the Promenade at John Tyler condominium project. Please consider this letter a notice of appeal pursuant to Section 24-19 of the County Zoning Ordinance appealing to the Board of Supervisors the decision set forth in your e-mail of August 8, 2017 to Gary Werner.

**Background.**

Pursuant to the First Amendment to Proffers dated February 24, 2016, University Square Associates, predecessor in title to Franciscus, offered and the County accepted the following proffer:

“2. Housing Opportunities. All of the dwelling units permitted on the Property shall be offered for sale or made available for rent at prices determined in accordance with the Housing Opportunities Policy and Housing Opportunities Policy Guide adopted by the Board of Supervisors on November 27, 2012 as provided below for units offered for sale:

Table 1 – 190 units on Parcels 4812200020 and 4812200029

Tier	Percent of dwelling units required	Number of units
30% - 60%	16%	30
61% - 80%	64%	120
81% - 120%	20%	40

Table 2 – 14 units on Parcels 4812200025, 4812200026, 4812200027 and 4812200028

Tier	Percent of dwelling units required	Number of units
30% - 60%	16%	2
61% - 80%	64%	9
81% - 120%	20%	3

The forgoing affordable/workforce dwelling units shall be provided consistent with the criteria established by the Housing Opportunities Policy adopted by the Board of Supervisors on November 27, 2012 and in effect as of the date of approval of the requested rezoning to provide affordable and workforce housing opportunities at different price ranges to achieve the greater housing diversity goal of the 2035 Comprehensive Plan; provided, however, that if the County amends the Housing Opportunities Policy as in effect as of the date of approval of the requested rezoning to increase the targeted income ranges or otherwise make the Policy otherwise less burdensome on the Owner, the Owner shall only be required to comply with the amended Policy.”

This is a project where 100% of the units are to be sold at prices complying with the Housing Opportunities Policy adopted by the Board of Supervisors on November 27, 2012 (“HOP Policy”). The units are being sold at market rates. This is not a project where a limited number of units are offered at below market rates and a “soft second” deed of trust is utilized. Units are listed for sale at a set base price. Franciscus is ready and willing to sell a unit at the base price. However, each buyer has the option of selecting certain limited options or upgrades, such as granite counter tops, a screened balcony or a refrigerator included in the unit. Franciscus at Promenade does not offer floor plan changes or any structural or significant options – they are limited to basically finish items. The purchase and sale contract for a unit will set forth the base price of the unit and separately list options, if any, and the price thereof.

**The Ruling.**

Our understanding of your ruling is that you have ruled that both for purposes of determining compliance with Proffer 2 above as to required numbers of units in each price tier and for purposes of determining reductions in cash proffers pursuant to Section 3 of the HOP policy, the relevant price is the total sale price of a unit, including any options or upgrades, as shown on the closing disclosure or HUD-1 settlement statement.

## The Appeal.

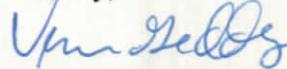
We respectfully appeal your ruling. It is our position that based on the plain language of both Proffer 2 and the HOP Policy, the base price at which units are offered is the correct price to use for determining compliance with Proffer 2 above as to required numbers of units in each price tier and for purposes of determining reductions in cash proffers pursuant to Section 3 of the HOP policy.

Proffer 2 states in pertinent part : “All of the dwelling units permitted on the Property shall be offered for sale ....” The HOP Policy uses similar language, e.g. “available at a sales price” (Section 1.a. and 1.b.), “offered for sale” (Section 2.a.), “shall offer units at prices” (Section 6.b.). The Housing Opportunity Policy Guidelines uses similar language, e.g. “should be offered for sale” (Step 1), “units to be offered at prices” (Step 2), “development that is offering” and “otherwise being offered” (Other Considerations). Nowhere in the Proffer or HOP Policy is there any reference to a final or total sale price including options.

Franciscus will be offering units for sale at the base price. If a buyer does not elect any options the unit will be sold at the base price. This practice complies with both the Proffer and the HOP Policy. Nothing in the HOP Policy prohibits a buyer from selecting options or requires the costs of those options be considered in determining compliance with the Proffer or the HOP Policy. Nor does it require delivery of a closing disclosure or settlement statement – documents the seller is not permitted to disclose with specific authorization from the buyer. Cash proffer payments are due after the final inspection of a unit and before issuance of a certificate of occupancy. A closing cannot occur until after the certificate of occupancy is issued. There may be no closing disclosure or settlement statement available for a unit at the time the proffer payment for that unit is due. We submit that a copy of the contract of purchase and sale showing the agreed upon base price is the appropriate evidence of the price at which the unit is offered and is available at the time proffer payments are due.

Please let me know the process from here.

Sincerely,



Vernon M. Geddy, III

Cc: Mr. Gary Werner

170018981

Tax Parcels: 4812200020, 4812200025, 4812200026, 4812200027, 4812200028 and 4812200029

Prepared By: Vernon M. Geddy, III, Esquire (VSB No: 21902)  
Geddy, Harris, Franck & Hickman  
1177 Jamestown Road  
Williamsburg, VA 2318

Return to: James City County Attorney's Office  
101-C Mounts Bay Road  
Williamsburg, Virginia 23185

FIRST AMENDMENT TO  
PROFFERS

This First Amendment to Proffers is made this 24<sup>th</sup> day of February, 2016 by UNIVERSITY SQUARE ASSOCIATES, a Virginia general partnership (together with its successors in title and assigns, the "Owner"), to be indexed as "Grantor." James City County, Virginia shall be indexed as "Grantee."

RECITALS

A. Owner is the owner of certain real property (the "Property") in James City County, Virginia now zoned MU – Mixed Use, and subject to Proffers dated October 15, 2014, which Proffers are recorded in the Clerk's Office of the Circuit Court for the City of Williamsburg and County of James City as Instrument No. 150010679 (the "Existing Proffers"). The Property is more particularly described in the Existing Proffers.

B. Owner desires to amend and restate Condition 2 of the Existing Proffers as set forth below. All capitalized terms used herein not otherwise defined shall have the definition set forth in the Existing Proffers.

AMENDMENTS TO CONDITIONS

1. Condition 2 of the Existing Proffers is hereby deleted and replaced in its entirety with the following;

2. Housing Opportunities. All of the dwelling units permitted on the Property shall be offered for sale or made available for rent at prices determined in accordance with the Housing Opportunities Policy and Housing Opportunities Policy Guide adopted by the Board of Supervisors on November 27, 2012 as provided below for units offered for sale:

Table 1 – 190 units on Parcels 4812200020 and 4812200029

Tier	Percent of dwelling units required	Number of units
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The forgoing affordable/workforce dwelling units shall be provided consistent with the criteria established by the Housing Opportunities Policy adopted by the Board of Supervisors on November 27, 2012 and in effect as of the date of approval of the requested rezoning to provide affordable and workforce housing opportunities at different price ranges to achieve the greater housing diversity goal of the 2035 Comprehensive Plan; provided, however, that if the County amends the Housing Opportunities Policy as in effect as of the date of approval of the requested rezoning to increase the targeted income ranges or otherwise make the Policy otherwise less

burdensome on the Owner, the Owner shall only be required to comply with the amended Policy.

2. Except as specifically amended herein, the Existing Proffers remain unchanged and in full force and effect.

[remainder of page intentionally left blank – signatures appear on following page]

WITNESS the following signature.

UNIVERSITY SQUARE ASSOCIATES

By: Gary L. Werner  
Title: Partner

STATE OF Virginia  
CITY/COUNTY OF Virginia Beach, to-wit:

The foregoing instrument was acknowledged before me this 24 day of February, 2016, by Gary L. Werner as Partner of UNIVERSITY SQUARE ASSOCIATES, a Virginia general partnership, on behalf of the partnership.

[Signature]  
NOTARY PUBLIC

My commission expires: April 30, 2021  
Registration No.: 7562623

HEIDI MARIE MACEMORE  
NOTARY PUBLIC  
REGISTRATION # 7562623  
COMMONWEALTH OF VIRGINIA  
MY COMMISSION EXPIRES  
APRIL 30, 2021

INSTRUMENT 170018981  
RECORDED IN THE CLERK'S OFFICE OF  
WMSBG/JAMES CITY CIRCUIT ON  
September 29, 2017 AT 08:38 AM  
MONA A. FOLEY, CLERK  
RECORDED BY: EED

## RESOLUTION

### HOUSING OPPORTUNITIES POLICY

WHEREAS, the 2009 Comprehensive Plan recognizes the importance of providing housing opportunities which are affordable for homeowners and renters with particular emphasis on households earning 30 to 120 percent of James City County's Area Median Income (AMI); and

WHEREAS, consideration of measures to promote affordable and workforce housing was included as part of the Zoning Ordinance update methodology adopted by the Board of Supervisors in May 2010; and

WHEREAS, the Policy Committee recommended approval of the Housing Opportunities Policy to the Planning Commission on October 11, 2011; and

WHEREAS, the James City County Planning Commission, after a public hearing, recommended approval of the Housing Opportunities Policy on November 7, 2012, by a vote of 6-0.

NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors of James City County, Virginia, hereby establishes the following Housing Opportunities Policy in order to identify criteria whereby the provision of workforce housing in residential and multiple-use rezoning cases is done in a consistent manner:

The Housing Section of the 2009 Comprehensive Plan sets the following goal for housing opportunities in the County: *"Achieve high quality in design and construction of all residential development and neighborhood design, and provide a wide range of choices in housing type, density, price range, and accessibility."* In order to address the objectives of this goal, this policy is designed to increase the range of housing choices in the County through the provision of affordable and workforce housing in all rezoning applications that include a residential component.

This policy identifies criteria whereby the provision of affordable and workforce housing (rental and ownership) in residential rezoning cases is consistent yet flexible. Provision of housing at different price ranges is a strategy to achieve the greater housing diversity goal described in the 2009 Comprehensive Plan.

1. Definitions

- a. Affordable Housing. Housing available at a sales price or rental amount that does not exceed 30 percent of the total monthly income of households earning between 30 percent and 80 percent of the area median income as determined by the U.S. Department of Housing and Urban Development (HUD).
- b. Workforce Housing. Housing available at a sales price or rental amount that does not exceed 30 percent of the total monthly income of households earning between greater than 80 percent and 120 percent of the area median income as determined by the U.S. Department of Housing and Urban Development (HUD).

2. Provision and Integration of Housing Opportunity Dwelling Units

- a. At least 20 percent of a development's proposed dwelling units should be offered for sale or made available for rent at prices that are targeted at households earning 30 to 120 percent of Area Median Income (AMI). Of that 20 percent, the units should be targeted at the AMI ranges specified below:

Units targeted to (percent of AMI):	Percent of the development's proposed dwelling units expected
30 percent – 60 percent	8 percent
Over 60 percent – 80 percent	7 percent
Over 80 percent – 120 percent	5 percent

- b. These units should be fully integrated in the development with regard to location, architectural detailing, quality of exterior materials, and general appearance.

3. Applicability of Cash Proffers for Housing Opportunity Dwelling Units

- a. Units targeted at household meeting 30 to 120 percent of AMI will have reduced expectations for cash proffers in accordance with the amounts set forth in the Cash Proffer Policy for Schools adopted by the Board of Supervisors on July of 2007, as amended, other cash proffers related for water and sewer improvements (typically proffered to the James City Service Authority), and other public facility and infrastructure capital improvement program items. The reductions in the expected proffer amounts would be as follows:

Units targeted to (percent of AMI):	Percent cash proffer reduction:
30 percent – 60 percent	100 percent
Over 60 percent – 80 percent	60 percent
Over 80 percent – 120 percent	30 percent

4. Retention of Housing Opportunity Units Over Time

- a. Rental units must be made available at the targeted rents for a period of at least 30 years.
- b. Sales of all targeted for-sale units as specified in paragraph one shall include a soft second mortgage payable to the benefit of James City County or third party approved by the Office of Housing and Community Development and the County Attorney's Office. The term of the soft second mortgage shall be at least 50 years. In addition, a provision shall be included in the deed that establishes a County right of first refusal in the event that the owner desires to sell the unit.

5. In-lieu Contribution to the Housing Fund

Applicants may choose to offer cash contributions in-lieu of the provision of the percentages of affordable and workforce housing units specified above. Such cash contributions shall be payable to the James City County Housing Fund. The Housing Fund will be used to increase the supply and availability of units targeted at households earning 30 to 120 percent of AMI in the County. If applicants choose to offer a cash contribution in-lieu of construction of the units, the guideline minimum amount per unit shall be:

Units targeted to (percent of AMI):	Cash in-lieu amount
30 percent – 60 percent	The cost to construct a 1,200 square-foot dwelling as determined below
Over 60 percent – 80 percent	The cost to construct a 1,200 square-foot dwelling as determined below
Over 80 percent – 120 percent	The cost to construct a 1,400 square-foot dwelling as determined below

Beginning in February 2013, and continuing in every subsequent February, the Housing and Community Development Director shall establish the average square foot cost to construct an affordable/workforce dwelling unit, which will be added to the median cost of a lot in the proposed subject development. The dwelling unit construction cost shall be determined based on the cost information provided by at least three builders of affordable/workforce dwellings in James City County. If no costs are available from James City County builders, the Director may consult builders from nearby localities. The anticipated median cost of a lot in the proposed development shall be documented and submitted by the developer; in the case of a proposed all-apartment development, the developer shall work with the Housing and Community Development Director to reach an acceptable estimate based on land and infrastructure costs.

6. Procedures

- a. For rental units, the developer shall provide assurances in a form acceptable to the County Attorney that the development will provide a statement of rental prices, demonstrating that they are within the specified affordable and workforce housing income range, for the proffered units for each year of the 30-year term.
- b. For for-sale units, the developer shall offer units at prices that fit within the affordable and workforce housing price range as stated in the definitions<sup>1</sup>, which shall be calculated and made available on an annual basis by the County.
  - i. With regard to the soft-second mortgages, the James City County Office of Housing and Community Development (“OHCD”) shall be named beneficiary of a second deed of trust for an amount equal to the sales price of the market rate unit and the sales price of the proffered unit. The soft second shall be a forgivable loan, upon the terms specified in Section 5 above, in a form approved by OHCD and the County Attorney. The soft second deed of trust, the deed of trust note, and the settlement statement shall be subject to the approval of the County Attorney and Housing and Community Development Director prior to closing. The original note and deed of trust and a copy of the settlement statement identifying the net sales price shall be delivered by the closing agent of the OHCD after the deed of trust is recorded and no later than 45 days after closing. If down-payment assistance loans are authorized by OHCD, the lien on the deed of trust for the soft second may be recorded in third priority.
  - ii. Owner shall consult with and accept referrals of, and sell to qualified buyers from the OHCD on a noncommission basis.

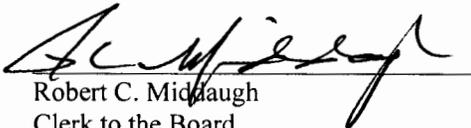
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<sup>1</sup> The prices shall be established based on payment of 30 percent of household income toward housing cost.

- iii. Prior to closing, OHCD shall be provided with copies of the HUD deed and the original deed of trust and note for the soft second.

  
John J. McGlennon  
Chairman, Board of Supervisors

ATTEST:

  
Robert C. Middaugh  
Clerk to the Board

	VOTES		
	<u>AYE</u>	<u>NAY</u>	<u>ABSTAIN</u>
MCGLENNON	<u>X</u>	---	---
JONES	<u>X</u>	---	---
KENNEDY	<u>X</u>	---	---
ICENHOUR	<u>X</u>	---	---
KALE	<u>X</u>	---	---

Adopted by the Board of Supervisors of James City County, Virginia, this 27th day of November, 2012.

ZO-07-09-10\_res2

**ITEM SUMMARY**

DATE: 10/24/2017  
TO: The Board of Supervisors  
FROM: Bryan J. Hill, County Administrator  
SUBJECT: Update from the Greater Williamsburg Chamber and Tourism Alliance

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**ATTACHMENTS:**

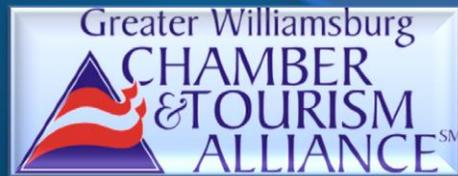
	Description	Type
▣	Chamber Presentation	Presentation

**REVIEWERS:**

Department	Reviewer	Action	Date
Board Secretary	Fellows, Teresa	Approved	10/17/2017 - 1:01 PM

# JAMES CITY COUNTY TOURISM UPDATE

*OCTOBER 24, 2017*



# MARKETING OUR DESTINATION

THE FREEDOM  
☆☆☆ *to have* ☆☆☆  
**FUN**

FREEDOM  
TO  
**RELAX**

THE FREEDOM  
» TO BE «  
**CURIOUS**



# Funding from James City County supports Key Marketing and Sales Pieces:

- Williamsburg Area Visitor Guide
- Williamsburg Area Rack Brochure
- Williamsburg Area Arts Brochure
- Williamsburg Area Outdoors Brochure
- Williamsburg Area Weddings Brochure



## Outdoor Adventures Williamsburg, Jamestown, Yorktown



Outside – it's the perfect way to experience Williamsburg, Jamestown and Yorktown. Ride your bike on the scenic Capital Trail, see York River State Park via horseback and hike miles of fabulous trails. Kayak around Historic Jamestowne; take a boat tour or sailing excursion at Yorktown or simply go fishing or swimming.



Visit  
**WILLIAMSBURG**  
JAMESTOWN YORKTOWN  
WilliamsburgOutdoors.com

Williamsburg area has always been a special place for weddings starting with the wedding of Pocahontas and John Rolfe on Jamestown Island on April 5, 1608. The tradition of being the perfect location for weddings continues today with a variety of locations to make your wedding day one to remember.



Williamsburg.com  
6511 | 800.368.6511



## Funding from James City County supports Consumer Sales and Marketing Programs

- 6 major consumer trade shows
- 20 special days at statewide welcome centers
- East Coast Gateway Visitor Center displays and digital panel displays
- William & Mary student orientation events & Family Weekend value card promotions



## Funding from James City County supports :

- Group Tour FAM Tours
- VA, PA, MD, NC, SC and national motorcoach trade shows
- Student-Youth trade shows





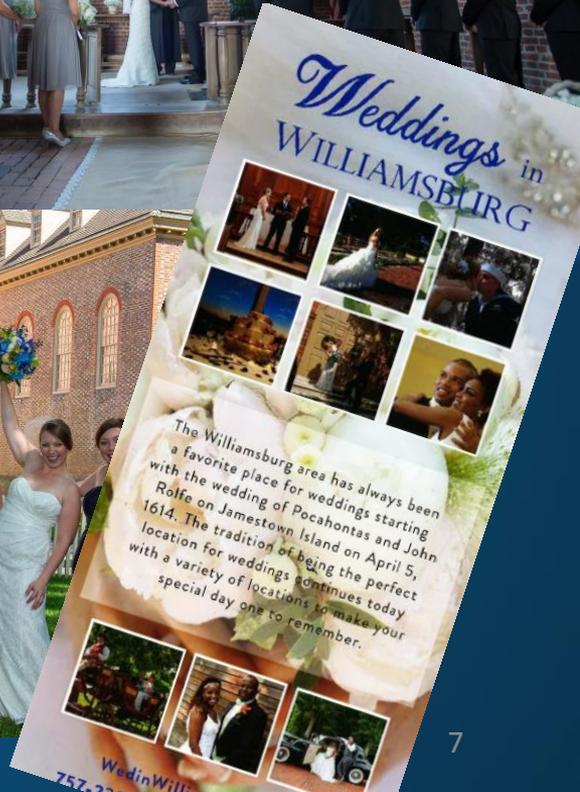
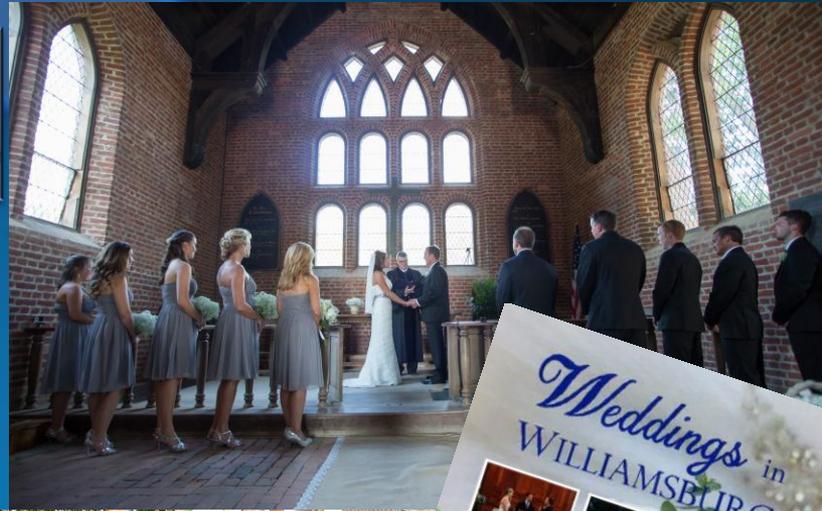
## Funding from James City County supports Conference Sales:

- 7 major conference trade shows
- 2 client events in Washington, DC and Raleigh, NC
- Sales missions and sales calls to key target markets on East Coast





## Funding from James City County supports Reunion and Wedding Marketing





## Funding from James City County supports Sports Williamsburg:

- National Sports events trade shows
- Focused sports event conferences to generate leads
- Some 2017 Sports Groups:
  - National Softball Association
  - Triple Crown Baseball
  - Lacrosse Tournaments
  - Legacy Soccer Tournaments
  - Rev3 Triathlon
  - College Prep Golf
  - LGPA at Kingsmill
  - Patriot's Half Triathlon
  - FLW Fishing

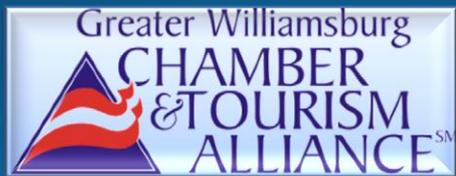




## Funding from James City County supports International Marketing efforts:

- IPW Tradeshow in Washington, DC
- Multiple pre and post IPW familiarization tours
- New [VisitWilliamsburgUSA.com](http://VisitWilliamsburgUSA.com) landing pages for international visitors
- New international brochure



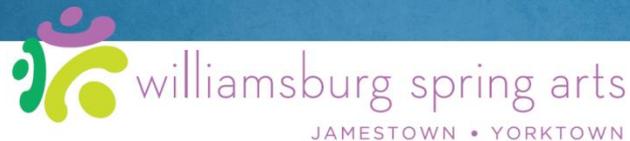


Funding from James City County supports major seasonal advertising campaigns

- Williamsburg Spring Arts
- Williamsburg Fall Arts
- Christmas in Williamsburg

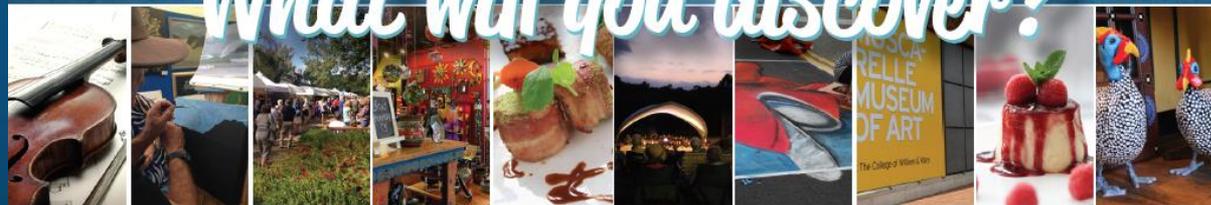
With over 50 events from March through May

*What will you discover?*



[ArtsInWilliamsburg.com](http://ArtsInWilliamsburg.com)

*What will you discover?*



williamsburg spring arts  
JAMESTOWN • YORKTOWN

[ArtsInWilliamsburg.com](http://ArtsInWilliamsburg.com)

# 15 Best Summer Weekend Getaways You'll Want to Book This Second

Why hello, Summer Fridays! Here's how to make the most of all 1

BY ERIN GIFFORD



Niagara Falls, New York



## Williamsburg, Virginia



STEPHEN B. GOODWIN/SHUTTERSTOCK

Head to Williamsburg in Virginia's Historic Triangle where you can rent period costumes in Colonial Williamsburg and spend time learning a trade, like wooden barrel making. You can even sit on a jury as part of a mock witch trial or go on an evening ghost walk. Beyond historical attractions, plan to walk in the treetops at [Go Ape](#), hunt for fossils at [York River State Park](#), and ride all the rides at [Busch Gardens](#), including the new wooden roller coaster, [InvadR](#). Book a stay at [Kingsmill Resort](#) where kids will love the pool with its water slide and lazy river.

## 4 Family-Friendly Mini Vacations

Extend the fun! These four day-trip destinations are perfect for turning into a long weekend.

By Karen Cicero from [Parents Magazine](#)



4  
of 4

1  
of 4



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iStockphoto

### Yorktown Battlefield

*Yorktown, Virginia*

Show your *Hamilton* fan where “the world turned upside down.” Families can take a 45-minute tour to see fortifications, tents, and canyons in the fields where the British surrendered. Nearby, the American Revolution Museum at Yorktown has a bust of the Marquis de Lafayette, aka “America’s favorite fighting Frenchman!”

**Add A Few More Days:** Continue your trip with stops at the Jamestown Settlement (kids can climb aboard recreations of three ships that sailed from England to Virginia) and Colonial Williamsburg (tour the Governor’s Palace and nearby gardens). Buy an America’s Historic Triangle ticket, which covers admission to all of these attractions. Balance the history-focused stops with a trip to Busch Gardens (there’s a new wooden coaster for kids 46 inches and up), guided horseback riding tour at Lakewood Trails (age 7 and up), and round of mini golf at Pirates Cove Adventure Golf. Stay in one of the condos at Kingsmill Resort, which offers a playground, spa with treatments for the whole family, and pool complex with a lazy



HOLIDAYS & OCCASIONS  
This Is Our Most Popular Christmas Cake Ever



HOLIDAYS & OCCASIONS  
Our Favorite Thanksgiving Serving Platters



SOUTHERN CULTURE  
Here's How To Get a Great Photo of Your Dog This Christmas...



HOLIDAYS & OCCASIONS  
11 Last of July

HOME • HOLIDAYS & OCCASIONS • CHRISTMAS

# The Best Small Towns for Christmas in the South



*Holiday magic for all.*

Caroline Rogers

Skip the crowded cities, and spend your Christmas in one of the South's charming small towns. You won't regret it. Take a drive to these sweet small towns, and you'll be in for a holiday filled with some of the season's best—as well as the most festive the South has to offer. Also, these Southern small towns have some of the mildest weather in the country during the Christmas season, which is such a bonus. When you're in small towns, you're in for the holiday season, the best...

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19 of 20 BDphoto/Getty Images

## Williamsburg, Virginia

Experience Colonial flavor in Williamsburg at Christmastime. The yearly [A Colonial Christmas](#) celebration lets visitors explore the Jamestown Settlement and meander the American Revolution Museum at Yorktown—so you can celebrate Christmas and learn about American history at the same time.

FAMILY

# Explore Alexander Hamilton's America

5/23/2017 — By Liza Weisstuch



**Williamsburg, Virginia**, is arguably the most well-known Revolutionary War locale (what with its veritable theme park and all!), and you better believe Hamilton had some skin in the game there. In 1781, he had just been granted command of a small regiment and his was among the forces stationed in Dobbs Ferry, New York. With the plan to attack British defenses in Yorktown, Virginia, Hamilton's troops joined the rest to trek 300 miles south for that battle. After they encamped close to the water for four days, Hamilton headed to the heart of Williamsburg on September 24 for final battle prep, including a thorough inventory of the swords, muskets, bayonets and plenty of other artillery. On September 28 his battalion was one of the combined American and French forces to march to Yorktown. He successfully led the storming of a major British brigade, which we look back on now as the Battle of Yorktown's critical turning point, a victory that ultimately resulted in French and American peace talks with Britain.



## Greater Williamsburg, VA

You've probably visited the area on a grade school trip, but there's more to Greater Williamsburg than the Busch Gardens or the Jamestown Settlement. In recent years, the region has undergone a remarkable transformation into a hub for fine dining, shopping, and the arts. Don't miss a tour of the [Williamsburg Winery and Alewerks Brewing Company](#) to sample some of the best wines and microbrews the country has to offer.

### **Splurge:** [Williamsburg Inn](#)

This majestic hotel is fit for a royalty — literally. Queen Elizabeth II has stayed twice at this charming Colonial Revival-style property, acclaimed for its fine dining and impeccable service.

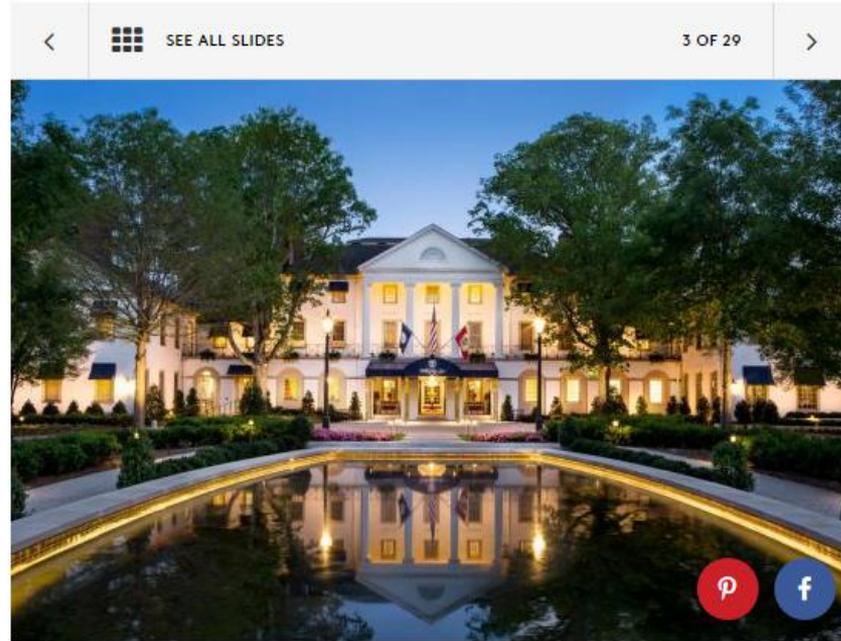


PHOTO: COURTESY OF WILLIAMSBURG INN



From award-winning wine and micro-brewed beer to distilled spirits and mead made from historic recipes with a modern twist, experience the best of handcrafted alcoholic beverages in Greater Williamsburg.

[WilliamsburgTastingTrail.com](http://WilliamsburgTastingTrail.com)

## PALATE TRIP

## A TASTE OF WILLIAMSBURG



Le Yaca

**Y**ou probably know what sights to see in the Williamsburg area. About an hour from Richmond, you can explore history in Colonial Williamsburg, Jamestown or Yorktown; shop at the outlets or along Merchants Square; and play at Busch Gardens or Water Country.

The top refueling spots may not be as apparent. Besides the legendary Plaza's far pit-cooked barbecue, the town boasts many newer dining destinations, including a name familiar to Richmonders, Peter Chang Cafe; casual seafood at Oceans & Ale (don't miss the seafood mac and cheese); upscale atmosphere at Fat Canyon; and many others.

## DOG STREET PUB

Think gastropub surrounded by Colonial history. Ponder a menu sprinkled with British influences in fish and chips, multi-gateway and Welsh rabbit, plus burgers, hearty entrees and delightful desserts. Feature a beer list with carefully chosen beers from near and far. Eat, drink, be merry; then visit Hair of the Dog bottle shop for beer to go. 401 W. Duke of Gloucester St., DogStreetPub.com.

## LE YACA

The Le Yaca concept began during the 1960s in the French Alps. Through the location and ownership have morphed, the

idea remains: fine French cuisine served in a dignified setting and masterful dining that confirms why Thomas Jefferson took James Hemings with him to Paris — to enable Hemings to impart French culinary skills to the new United States. 1430 High St., LeYacaWilliamsburg.com.

## CRAFT 31

Steve Lewis of Richmond's Bottoms Up Pizzeria has partnered with other restaurateurs to offer casual dining to gourmet palates in Williamsburg. Besides gourmet burgers and similar fare, Craft 31 features the thin-crust version of Bottoms Up's signature pizza, 31 well-curated craft beers on tap and "boozie shaketails" cocktails. 3701 Strawberry Plains Road, Craft-31.com.

## FOOD FOR THOUGHT

"Eat, drink, think." Feast on the words of Robert Frost, Mahatma Gandhi, Joan of Arc, Martin Luther King Jr. and other great minds. Then satisfy your palate and belly with diverse food reflecting American favorites, cosmopolitan tastes and vegetarian preferences. 1647 Richmond Road, FoodForThoughtRestaurant.com.

## COLONIAL WILLIAMSBURG HISTORIC TAVERNS

Flash back into Colonial times in the four re-created taverns, each distinctly different, yet all with 18th-century touches: custom-made servers, strolling balladists and period fiddlers. Dine at Christiansa Campbell's for seafood selections; The King's Arms for general service and multiple menus; Chowning's Tavern for alcoholic fare and historic brews; or Shields Tavern for approachable American lunch classics. ColonialWilliamsburg.com/don/restaurants.

## THE CHEESE SHOP

Who doesn't love cheese? Hand-crafted fresh, semi-soft, soft-ripened, surface-ripened, semi-hard and hard cheeses, blue



Williamsburg Winery

and wash-rind cheeses — plus meats and specialty food products, more than 120 craft beers and quality wine. Grab togo or as made-to-order deli sandwiches for a picnic or to enjoy in the shop. 410 W. Duke of Gloucester St., CheeseShopWilliamsburg.com.

## WILLIAMSBURG TASTING TRAIL

For warm spirited fun, hop along the trail of fermented and distilled beverages. All steps offer tastings (for a fee) and packaged products for purchase. The winery and breweries can still fall pours, while the meadery and distillery by law can pour only a limited amount (that enough to enjoy and help you decide which product to purchase). VisitWilliamsburg/williamsburg-tasting-trail.

Founded in 1985, Williamsburg Winery has been on the forefront of Virginia grape-growing and winemaking, producing reds, whites and specialty wines. Take a tour and/or enjoy a tasting at the winery or pair the wine with a culinary adventure at Gali Persempal, the on-site restaurant. A new satellite tasting room and wine bar is in the works near Colonial Williamsburg. 5800 Winesap Handed, WilliamsburgWinery.com.

AleWorks has been brewing award-winning beers since 2006, including seasonal releases such as Little Valentine double IPA,

Urato Effect chocolate stout and Twenty Knots Belgian-style tripel. AleWorks also brews the historic also served in Colonial Williamsburg, including Dear Old Mum spiced ale and Old Stitch brown ale. 100 Ewell Road, AleWorks.com.

## TWO WILLIAM &amp; MARY GUINNESS RETURNED TO THE AREA TO OPEN VIRGINIA BEER CO.

Two William & Mary grads returned to the area to open Virginia Beer Co. Several year-round beers ring of university ties — Elbow Patch Irish stout, Wrenish Rye and Fave Verse IPA. Other beers include rotating Saison (farmhouse) ale and other small-batch releases. 401 Second St., VirginiaBeerCo.com.

Braun Cannon Brewing has returned for a second round after a move and a new 20-barrel brewing system. Look for a year-round brown, amber, IPA, stout and Scottish-style wee honey as well as seasonal and special releases. 2476 Mountbarn Road, BraunCannonBrewing.com.

An ancient beverage has made a comeback. The fermented-honey drink has a wine-like alcohol content and ranges from dry to sweet. A honey-flavor base is complemented by the addition of

## NEWS TO CHEW ON



## THE BEBEDERO IN CHARLOTTEVILLE

Creative, hybrid Mexican cuisine, bursting with fresh flavors, served in a colorful, artistic atmosphere. The Bebedero grow from Veracruz roots, reflecting indigenous, Spanish and Afro-Cuban influences and a coastal location (can you say "seaboard"?). The cocktail menu is equally creative, including Tequila aged with scorpions, a mind-blowing Tequila y Maizal and a wonderfully fitting beer list. Lunch, dinner and weekend brunch.

313 Second St. SE, Charlottesville  
TheBebedero.com ■

added herbs, spices and fruits. Try and buy mead at Silver Hand Meadery, 224C Monticello Ave., SilverHandMeadery.com.

Born in 2005 in Sperryville, Virginia, Copper Fox Distillery opened its Williamsburg location in 2016. The business not only distills spirits, it also malts locally grown barley using cherrywood and applewood, for richer spirit flavors. At the tasting room, you can tour the distillery and sample Wamond's single malt and rye whiskeys and Copper Fox V&Gin, made using Virginia botanicals and the exquisite juniper (also in its cocktail). 901 Capital Landing Road, CopperFox.biz/williamsburg/.

Williamsburg Distillery offers distillery tours plus tastings of its liquor or tastings of cocktails made with the liquors. Currently offering Jameson Gin in the ginnyer style or Yorktown Silver Rum, with bourbon aging for future releases. 7214 Merrimac Trail, WilliamsburgDistillery.com. ■

## We take the Tasting Trail to get ready for National Drink Wine Day on Coast Live

POSTED 1:24 PM, FEBRUARY 17, 2017, BY COAST LIVE. UPDATED AT 03:40PM, FEBRUARY 17, 2017



WILLIAMSBURG, Va. - Williamsburg is where America learned to drink and make drink. Our country's first settlers planted vines for wine and brewed beer almost as fast as they built forts, houses and churches.

So who better to get us ready for National Drink Wine Day (February 18th) than our guests from [Williamsburg Winery](#) and [Silver Hand Meadery](#).

To find out more, check out [WilliamsburgTastingTrail.com](#).



Professional craft brews at Williamsburg Virginia Beer Co.

## TASTING TIME

**THERE'S MORE TO WILLIAMSBURG,** Virginia, than history and theme parks. The city's Tasting Trail ([www.visitwilliamsburg.com/trip-idea/williamsburg-tasting-trail](http://www.visitwilliamsburg.com/trip-idea/williamsburg-tasting-trail)) of award-winning wine, microbrewed beer, ancient mead and distilled spirits, has three new stops worth a sip, all opened in 2016. Copper Fox Distillery Williamsburg ([www.copperfox.biz](http://www.copperfox.biz)) is home to craft whiskies and gin made from locally grown barley. The Virginia Beer Co. ([www.virginiabeerco.com](http://www.virginiabeerco.com)) offers a seasonal rotation of craft beers served in a family-friendly taproom and pet-friendly beer garden. Or, explore the ancient beverage of mead, which is created by fermenting the sugars found in honey, at Silver Hand Meadery ([silverhandmeadery.com](http://silverhandmeadery.com)).

After a day of tasting, stay at the Williamsburg Inn ([www.colonialwilliamsburg.com/stay/williamsburg-inn](http://www.colonialwilliamsburg.com/stay/williamsburg-inn)), which reopens in late April after renovations. Since 1937, the inn in Colonial Williamsburg has been a place of respite for royalty, politicians and celebrities. In 2016, the inn completed the opening round of its most extensive renovation in 15 years, maintaining Colonial Williamsburg founding benefactor John D. Rockefeller Jr.'s standards of classic elegance (a doorman in top hat and tails greets you) while adding 21st century amenities to guest rooms: Bose radios, flat-screen TVs and custom-designed armoires with LED lighting. Additional renovations include a new terraced pool area.

Williamsburg Inn rates begin at \$399 per night, and rooms offer views of the historic area, gardens and the Golden Horseshoe Golf Club, named one of *Golf Digest's* "2016 Best Golf Resorts in the Mid-Atlantic." A \$2.5 million renovation of the club's Gold Course is scheduled to be completed this spring.



The new Harriet Tubman Underground Railroad Visitor Center (above) is part of the 125-mile scenic drive in Maryland and Delaware.

## TRAVEL THE UNDERGROUND RAILROAD

**FOLLOW IN THE FOOTSTEPS** of American heroine Harriet Tubman and learn how she led people from slavery to freedom at the new Harriet Tubman Underground Railroad Visitor Center, opening March 11 in Maryland's Dorchester County. A joint venture of the Maryland Park Service and the National Park Service, the visitor center will serve as a key stop on the 36-site Harriet Tubman Underground Railroad Byway, a 125-mile scenic drive that runs through Dorchester and Caroline counties and extends into Delaware.

The new visitor center is filled with interactive and multimedia exhibits that reveal how the Choptank River region shaped Tubman's early years, her missions as an Underground Railroad conductor, and her later years as a suffragist and civil rights worker.

Admission to the visitor center is free. Visit [dnr2.maryland.gov/publiclands/Pages/eastern/tubman\\_visitorcenter.aspx](http://dnr2.maryland.gov/publiclands/Pages/eastern/tubman_visitorcenter.aspx) for more information and scheduled events on opening weekend. A free byway audio guide, with commentary from Tubman's relatives, is available for download at [harriettubmanbyway.org](http://harriettubmanbyway.org) or as a CD set at the visitor center. Nearby Blackwater Paddle & Pedal ([www.blackwaterpaddleandpedal.com](http://www.blackwaterpaddleandpedal.com)) offers kayak and bike tours of the Underground Railroad landscape. ■

# FIT FOR FUN

Got a passion for action? These five family spots deliver fresh-air thrills!

Sticks crunching under your boots as a

**explore** AMAZING PLACES

## BIKING Williamsburg, VA

Williamsburg is known for history, but it also has a rep for stellar biking. The Virginia Capital Trail is a designated scenic 52-mile-long byway that connects the past and present capitals of Jamestown and Richmond. It meanders along Civil War battlefields, farms, wetlands, and wildlife sanctuaries, all of it paved and much of it shaded. You can get on and off as you like, so you ride only the distance your gang wants to tackle. The trail begins at the historic Jamestown settlement—the first English settlement in America and the original capital of Virginia—in Williamsburg. The trail ends in Great Shiplock Park in the state's current capital of Richmond. Volunteers, known as trail ambassadors, carry phones and first-aid kits. They can point you to the bathrooms, bike fix-it stations, bike rental stands, and convenience stores.

**Book It** The recently remodeled Kingsmill Resort ([kingsmill.com](http://kingsmill.com)) is about 20 minutes away from the Williamsburg end and can serve as your home base. The rate for a room with two double beds ranges from about \$139 in winter to \$225 in summer. Bring your own bikes, or rent them along the trail for \$25 for a half day or \$35 for a full day for any bike (except tandem), including a helmet and a lock.





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# Visit Williamsburg

Ad

WRIC Newsroom

Published: May 31, 2017, 12:26 pm



TEST: VISITWILLIAMSBURG

NEWS WHERE YOU LIVE

abc 3 WRIC.COM 9:25 70°

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Home » Entertainment » Going Places Near & Far... Greater Williamsburg Bursts With Fall Colors and...

Entertainment

# Going Places Near & Far... Greater Williamsburg Bursts With Fall Colors and a Host of Exciting Events

By Karen Rubin - September 14, 2017

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Merchants Square , Colonial Williamsburg, in fall.

**WILLIAMSBURG, Va.** Fall is the perfect season to explore all that Colonial Williamsburg area has to offer: outdoor adventures such as hiking, ziplining and thrill rides; an explosion of arts, crafts, music, theater and culinary events; numerous opportunities to become immersed in living [history](#); and an ever-growing [culinary](#) and [beverage](#) scene. Not to mention the spectacular changing of the leaves, which usually reaches its peak in late

## Sample the Bounty of the Season

- The [Williamsburg Tasting Trail](#) welcomes a new craft brewery and tasting room, with the Billsburg Brewery opening this fall at the James City County Marina, 2054 Jamestown Rd, Williamsburg, VA 23185.
- A favorite event, [Yorktown Market Days](#) at Riverwalk Landing features more than 35 local farmers, producers, vendors, and artists. Enjoy delicious food, exciting live music and entertainment, beautiful and inspiring artwork, and a view beyond compare, with the added bonus of watching local chefs demonstrate the preparation of various dishes on select Saturdays. *Saturdays from 8:00 a.m. until noon, with extended hours until 3:00 p.m. on Oct. 14, Nov. 11 and 18, and Dec. 9 (no market on Oct 7.*

## An Autumn Art "Sea"n

- Great concerts, a wine festival, a book festival, and captivating art everywhere from downtown Williamsburg to Jamestown and Yorktown are the centerpieces of the [Williamsburg Fall Arts](#), seven weeks of non-stop events, concerts, gallery tours and offerings by the region's most dedicated artists. *September – October.*
- Enjoy an adaptation of Shakespeare's historical drama "[The Tempest](#)," which will be performed aboard Jamestown Settlement's re-creations of the Susan Constant and in the colonial fort. *Sept. 14-16, 21-23, 7:00 p.m.*
- Participate in hands-on educational activities and a variety of outdoor fun for the whole family at the [James RiverFest](#), including a scavenger hunt, dozens of vendors offering handmade arts and crafts and food, boat rides, kayaking, bike tours, live music and more. *Sept. 30.*
- Listen to music from the turn of the century – the 21<sup>st</sup> century! – at [Jamestown Jams](#) featuring The Lone Rangers, with the Williamsburg Winery on hand pouring fine wines and vendors selling food and snacks. *Oct. 6.*
- *The* juried art show of the year, [An Occasion for the Arts](#), brings together artists from around the country with performers on two stages and a variety of food vendors for a full weekend. Duke of Gloucester Street with dozens of vendors is the focus, but the celebration extends throughout downtown. *Oct. 6-8.*
- Celebrate the 236th anniversary of Gen. George Washington's victory over the British at the [Yorktown Battlefield](#), the last major conflict of the Revolutionary War, during the [Yorktown Victory Celebration](#). Enjoy ceremonies, demonstrations, and parades in [Historic Yorktown](#) and the Yorktown Battlefield. *Oct. 14-15.*

## Thrills and Chills

- On Sundays, join cycling enthusiasts from [The Williamsburg Winery Cycling Club](#) on a 25- or 40-mile group ride through the Historic Triangle along with wine and brunch specials at the Gabriel Archer Tavern (participants receive a 15% discount at the Tavern following the ride). Ride registration begins at 8:30 a.m., no fee to participate. Running enthusiasts can join [The Williamsburg Winery Run Club](#) on Thursdays on a 5k run, jog or walk through the vineyards at Wessex Hundred, followed by food and drink specials at the winery. Registration begins at 5:30 pm, no fee to participate.
- Fill fall nights with fright at Busch Gardens [Busch Gardens Howl-O-Scream](#), when the theme park becomes home to a host of creepy creatures that lie in wait for unsuspecting

Williamsburg area of Williamsburg, Va. Colonial Williamsburg, facing a decline in visitors and hundreds of ... [more >](#)

[Print](#)

By Eric Althoff - *The Washington Times* - Tuesday, October 3, 2017

As the temperatures cool, the Greater Williamsburg area is warming up seasonal deals for travelers to come see both the historic Colonial town and its environs. Hiking, arts, crafts, beer and wine and an exquisite food scene will all be on offer for those who wish to come to one of America's most historic areas.

Some things to see and do in Williamsburg this autumn include:

The new Billsburg Brewery at the James City County Marina will open a tasting room to the public.

Yorktown Market Days at Riverwalk Landing takes place select Sundays into December, where revelers can enjoy food from local farmers, live music as well as works by local artists. Chefs will also be on hand to demonstrate how to prep various dishes.

Williamsburg Fall Arts goes on over seven weeks, offering concerts, gallery tours and other artistic offerings through October.

Williamsburg KOA Campground will offer half-price sites on Thursdays through Halloween weekend. Three-night minimum stay is required, and reservations must include a Thursday night.

## HR Show



### Williamsburg Fall Arts

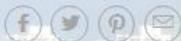
8:58 am

Fall into the arts this season in historic Williamsburg.

T+L | WORLDS BEST | U.S.

## The Top 15 Cities in the United States

Staying close to home has its rewards — as you'll discover in these top



Posted July 11, 2017

by Jacqueline Gifford

From New York to Santa Fe, Honolulu to Nashville, American cities represent some of the world's most thriving hubs for art, culture, music, and incredible regional cuisine.

When we asked T+L readers what urban centers stood out from the pack, they had one clear answer: Southern crowd-pleasers. Eight out of the top 15 cities this year hailed from that region, and the list included iconic weekend getaway destinations like Nashville, San Antonio, and Asheville, North Carolina. "Asheville is a booming city with much to see and do," said reader Sandra Billings. Other readers noted that the food and drink scene was booming. "The expanding craft beer scene is amazing," noted Chloe Todd. "The breweries are fun to experience, and the downtown strip has cool, local shops."

Every year for our World's Best Awards survey, T+L asks readers to weigh in on travel experiences around the globe — to share their opinions on the top cities, islands, cruise ships, spas, airlines, and more.



Getty Images

## 13. Williamsburg, Virginia

Score: 83.75

# MARKETING METRICS

- VisitWilliamsburg.com
  - Website Traffic up 12%
    - VA +18%
    - NY +12%
    - PA +19%
    - DC +25%
    - NC +24%
  - 4.8 million page views this year
  - Organic Search traffic up 25%

# Funding from James City County supports the Williamsburg Taste Festival:

- New Culinary Village
- Dine-out Events in James City County
- April 19-22, 2018

*The Williamsburg Taste Festival is a celebration of centuries-old food traditions reimaged in a thoroughly modern and sophisticated way. Join local and national culinary trendsetters, brew masters and vintners for an epicurean adventure set in one of the most historic and picturesque cities in America. You'll get a mouthwatering taste of what's making one of America's oldest foodie destinations one of the newest.*



# James City County

## Calendar Year thru July 2017 Report

<u>Business Metric</u>	<u>Results</u>	<u>Change YOY</u>	<u>Source</u>
# of Hotel rooms	2,262	100	Destination Research
# of timeshare rooms	3,654	0	Destination Research
# of B&Bs	7	0	Destination Research
Total Lodging Rooms	5,923	100	Destination Research
# of occupied hotels/B&Bs	267,576	4.1%	Municipal Tax Data thru July 2017
# of occupied timeshare rentals	194,554	8.6%	Not Categorized
Room night demand growth	73,022	2.5%	Municipal Tax Data thru July 2017
Rooms Sales	\$33,934,967	8.0%	Municipal Tax Data thru July 2017
Room Sales Tax	\$1,696,748	8.0%	Municipal Tax Data thru July 2017
Average Daily Rate	126.82	4.0%	Municipal Tax Data thru July 2017
Meals Tax	\$4,092,523	4.3%	Municipal Tax Data thru July 2017
Retail sales tax	\$5,281,111	0.6%	Municipal Tax Data thru June 2017
\$2 Lodging Tax Collections	\$466,233	4.3%	Municipal Tax Data thru July 2017

# Greater Williamsburg Region

## Calendar Year thru July 2017 Report

<u>Business Metric</u>	<u>City of Wmbg</u>	<u>James City County</u>	<u>York County</u>	<u>Wmbg Region</u>	<u>Change</u>
# of Hotel rooms	3,189	2,262	2,819	8,270	-512
# of timeshare rooms	370	3,654	2,724	6,748	72
# of B&Bs	79	7	16	102	-4
Total Lodging Rooms	3,638	5,923	5,559	15,120	-444
# of occupied hotels/B&Bs/(includes Timeshares in City)	314,724	267,576	316,113	898,413	0.4%
# of occupied timeshare rentals in JCC and YC	N/A	194,554	29,979	224,533	5.2%
Room night demand growth	-6,632	73,022	4,494	70,884	1.0%
Rooms Sales	\$36,303,840	\$33,934,967	\$48,677,051	118,915,858	3.7%
Room sales tax	\$1,815,192	\$1,696,748	\$2,433,853	5,945,793	3.7%
Average Daily Rate	\$115.35	\$126.82	\$140.50	\$128.04	2.9%
Meals tax	\$3,839,999	\$4,092,523	\$3,757,086	11,689,608	2.5%
Retail sales tax	\$1,823,448	\$5,281,111	\$4,718,593	\$11,823,152	0.2%
\$2 Lodging Tax Collections	\$629,448	\$466,233	\$692,188	\$928,752	1.0%

THANK YOU



# James City County

## Room Night Growth by Month by Type of Lodging 2007 to 2016



**ITEM SUMMARY**

DATE: 10/24/2017  
TO: The Board of Supervisors  
FROM: Bryan J. Hill, County Administrator  
SUBJECT: Go Virginia Project Update and Resolution of Support

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**ATTACHMENTS:**

	Description	Type
▣	Project Proposal	Cover Memo
▣	Resolution of Support	Resolution
▣	Attachment 1 - Aerial	Exhibit
▣	Attachment 2 - Memo to Peninsula EDDs	Exhibit

**REVIEWERS:**

Department	Reviewer	Action	Date
Board Secretary	Fellows, Teresa	Approved	10/16/2017 - 2:21 PM
Board Secretary	Purse, Jason	Approved	10/17/2017 - 9:30 AM
Board Secretary	Fellows, Teresa	Approved	10/17/2017 - 1:02 PM
Publication Management	Burcham, Nan	Approved	10/17/2017 - 1:05 PM
Legal Review	Kinsman, Adam	Approved	10/17/2017 - 4:04 PM
Board Secretary	Fellows, Teresa	Approved	10/17/2017 - 4:08 PM
Board Secretary	Purse, Jason	Approved	10/17/2017 - 4:10 PM
Board Secretary	Fellows, Teresa	Approved	10/17/2017 - 4:12 PM

**GO Virginia Proposal**  
**Hampton Roads Unmanned Systems**  
**Testing, Demonstration, & Recreational Facility**

**GO Virginia Region 5 Project Justification**

Unmanned Systems has been identified as a priority emerging cluster in the recently released Go Virginia Region 5 Growth and Diversification Plan. This cluster is supported by significant Hampton Roads assets including NASA Langley Research Center, National Institute of Aerospace, ReAKTOR (Peninsula Technology Incubator) and the Virginia Institute of Marine Science at the College of William & Mary. Average annual wages in the unmanned systems sector (\$86,480) were the highest of all the regional clusters. Existing unmanned system companies in the region have identified the lack of a testing and demonstration area, in proximity to their locations, as one of the most significant impediments to growing their businesses. A convenient demonstration area is particularly important to businesses in this sector that are selling, or transitioning to selling to the commercial market. A memo from the GO Virginia Region 5, Unmanned Systems/Aerospace Cluster Group Chairman, supporting this need is attached.

**Proposed Site**

The former Virginia Emergency Fuel Storage Facility (Fuel Farm) property is approximately 462 acres, and it is located between Penniman Road, Colonial Parkway and the Yorktown Naval Weapons Station. The site is centrally located on the Peninsula and is less than two miles from the I-64 Exit 242 (Water Country Exit). The widening of I-64 will extend well beyond this property, thereby making it extremely accessible to the concentration of unmanned systems companies clustered on the lower Peninsula and companies located on the Southside of Hampton Roads. The land is currently owned by the Commonwealth of Virginia (state) and is designated as surplus property. The state purchased the property from the United States Navy in the 1970s, and, in the late 1990s the state declared the property surplus. Of the 462 acres, approximately 270 acres are outside of the area formerly used as a fuel depot and roughly 370 acres were partially developed as a golf course. Within the 270 acres, the only developed area is a 30 acre parcel owned by the Jamestown Yorktown Foundation. The Foundation constructed their Central Support Facility of 50,991 sq. ft. on the site in 2005. This development provided a commercial entrance, and sewer and water service to the property. Perhaps the most important attribute of this location is its designation as a Federal Aviation Administration approved “fly zone.” This project has been vetted with the Yorktown Naval Weapons Station (YNWS), and they have no objections. The YNWS also may be able to offset some of the land acquisition costs through the DOD REPI program ([www.repi.mil](http://www.repi.mil)), which provides funds for the acquisition of restrictive development rights desired by military installations for property in proximity to them. The YNWS’s primary objective is to prevent residential development on the property.

**Project Concept**

The overarching concept is establishing a facility that is open for any company to develop, test or demonstrate unmanned systems. There is adequate space for land and air vehicles and access to King’s Creek for water vehicles. The testing and demonstration area would be located on approximately 192 acres of the property. The remaining undeveloped 241 acres could be established as a light industrial park, with flex space, for unmanned systems companies and related businesses.

This area could accommodate roughly 500,000 square feet of light industrial flex space. The low development ratio of acreage to square feet is primarily attributable to steep slopes and required buffer areas for streams. The first phase of development would consist of three land bays totaling 65 acres. A land study of this area resulted in a concept plan for flex space development totaling 160,200 sq. ft. in Phase 1. The estimated market value of this 65 acre tract is \$2.5M. In order to supplement income generated by the unmanned system business cluster, and bring attention to our new infrastructure supporting this industry, this proposal includes developing a recreational “Drone Park.” The “Drone Park” area (approximately 25 acres) would feature a drone racing venue and areas for amateur drone owners to operate ground and aerial vehicles.

### **Agreements/Partnerships**

The first step in implementing this project would be forming a regional industrial facility authority (RIFA) open to all interested Hampton Roads localities, which requires participation from a minimum of three localities (Code of Virginia 15.2-6402). The RIFA would be the legal entity to facilitate the acquisition and/or lease of the former Fuel Farm property for a Hampton Roads Unmanned Systems Testing/Demonstration/Recreational area, and flex space development. The RIFA agreement would include a provision for revenue sharing for land sales/leases, taxes generated by the private sector investment and test/demonstration/recreational area rental fees. As a regional project, taxes would also include a percentage of state income tax for any jobs generated (Virginia Collaborative Economic Development Act). Revenue would be shared on a pro rata basis tied to each locality’s contribution to the project. Local funds contributed to the RIFA would be utilized to acquire and/or lease all of the property. The second step would be soliciting proposals from developers to participate in a public-private partnership to acquire and develop the 270 acre tract for lease or purchase by unmanned systems companies, or businesses focused on this market. The public-private partnership agreement would include dedicating space in the first building for the facility manager and co-working space for federal agency and higher education representatives. The Fuel Farm property is managed by the Virginia Department of General Services (DGS), and they previously executed a long-term ground lease for 370 acres of this property for a golf course. Therefore, there is a precedent and framework for a ground lease for the “fly zone” portion of the property. DGS has had roughly 38 acres of the 270 acre tract listed with commercial realtors for several years, and all of the property is for sale.

### **GO Virginia Grant Request**

Go Virginia funds totaling \$2.5M would be requested for land planning/engineering and infrastructure development. The initial estimate for the planning and engineering costs is \$500,000. Infrastructure construction costs to prepare the property for the “Fly Zone” and flex space development are estimated at \$2M. This request would be divided between the two GO Virginia funding sources. \$1M would be requested from the Hampton Roads pool and \$1.5M from the state pool. The acquisition of the land (65 acres) for Phase 1 is estimated at \$2.5 million. The participating localities would fund the land acquisition as their 50% match of the GO Virginia grant. Once the first phase has developed, there are a total of 175 acres left for the second phase of the project and future GO Virginia grant applications.

### **Attachments**

- Fuel Farm Property Aerial
- Memo from GO Virginia Region 5, Chairman, Unmanned Systems/Aerospace Cluster

**RESOLUTION**

**RESOLUTION OF SUPPORT AND WILLINGNESS TO**

**PARTICIPATE IN A GO VIRGINIA GRANT PROPOSAL**

WHEREAS, the Hampton Roads Planning District Commission has unanimously endorsed the proposed Unmanned Systems Testing and Demonstration Center proposal as a regional economic development initiative worthy of support through the Go Virginia project evaluation process; and

WHEREAS, the proposed project is envisioned to be incrementally developed on approximately 432 acres of surplus Commonwealth of Virginia property located in York County accessible to all Hampton Roads businesses involved in the design and development of unmanned systems technology; and

WHEREAS, unmanned systems and aerospace development is identified as a high growth, high wage economic cluster within Southeast Virginia; and

WHEREAS, the proposal envisions a shared investment by multiple regional localities and a proportional share of project revenues; and

WHEREAS, a regional management and governance structure is anticipated that transparently allows the participation of all willing Hampton Roads local government partners based on parameters to be mutually established.

NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors of James City County does hereby pledge to participate in the proposed venture to include a proportional financial contribution for the development and operational cost of the project either directly or through its Economic Development Authority.

BE IT FURTHER RESOLVED that such financial participation is understood to be contingent on the project receiving a substantial Go Virginia project grant, the completion of satisfactory cost sharing and governing arrangements as determined by the County Administrator and customary and orderly budget approval procedures by the Board of Supervisors.

\_\_\_\_\_  
Kevin D. Onizuk  
Chairman, Board of Supervisors

ATTEST:

\_\_\_\_\_  
Bryan J. Hill  
Clerk to the Board

	VOTES		
	<u>AYE</u>	<u>NAY</u>	<u>ABSTAIN</u>
MCGLENNON	_____	_____	_____
SADLER	_____	_____	_____
HIPPLE	_____	_____	_____
LARSON	_____	_____	_____
ONIZUK	_____	_____	_____

Adopted by the Board of Supervisors of James City County, Virginia, this 24th day of October, 2017.

Colonial Parkway

Fly Zone

Phase 2  
Development  
(175 acres)

Hawk's Nest Drive

Penniman Road

Land Bay I

JYF  
Property  
(30 acres)

Land Bay II

Land Bay III

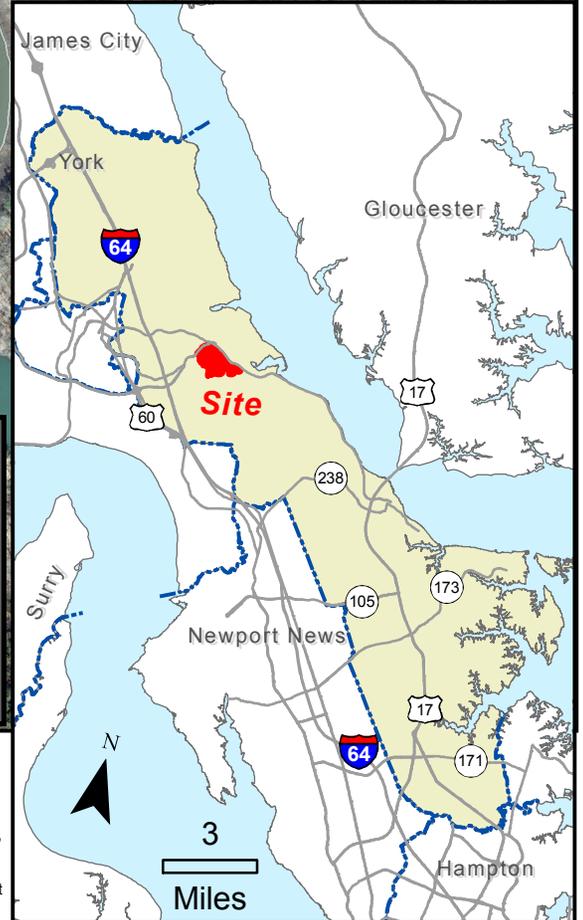
Phase 1		
Land Bay I	Land Bay II	Land Bay III:
62,400 S.F.*	51,000 S.F.*	46,800 S.F.*
12 Acres	27 Acres	26 Acres
<b>Land Bay Totals:</b>		
160,200 S.F. Total Structure Space		
65 Total Acres		
*Structure S.F. based on previous concept plan		

Image Copyright 2013  
Commonwealth of Virginia

THIS IS NOT A LEGAL PLAT.  
This map should be used for  
information purposes. It is not  
suitable for detailed site planning.

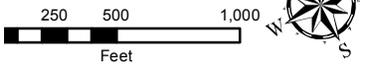
- Fly Zone - 192 Acres
- Development Area - 270 Acres

- Sanitary Force Mains
- Water Mains
- Prospective Development
- Building
- Parking Lot
- Paved Area



# Unmanned Systems Testing and Demonstration Site

## Go Virginia, Region 5 Proposal



Newport News Waterworks Disclaimer:  
This drawing is neither a legally recorded map, nor a survey,  
and it is not intended to be used as such. The information  
displayed is a compilation of records, information, and data  
obtained from various sources, including the City of Newport  
News which is not responsible for its accuracy or timeliness.

September 5, 2017

Memorandum for Economic Development Directors of:

- City of Hampton
- City of Poquoson
- James City County
- City of Williamsburg
- City of Newport News
- York County

Enclosure: Letter from Peninsula Economic Developers to Jim Spore dtd 8/24/17

Subject: Support for Unmanned Systems Test Sites in Hampton Roads

On behalf of Reinvent Hampton Roads' Unmanned Systems (UMS) Cluster Steering Committee (CSC) I encourage the Hampton Roads localities to work together in pursuit of testing facilities to develop unmanned systems in the region.

The unmanned aerial system (UAS) facility, such as the one being considered in York County presents an ideal candidate for site development. Infrastructure development is consistent with recommendations provided by the UMS CSC to Reinvent Hampton Roads.

Your initiative is complementary to a two-phase effort the UMS CSC is leading on behalf of private industry. Phase I is a demonstration of air, land, and sea unmanned systems use at Wallops Island. The intent is to prove the concept of coordinated capabilities that exist in Hampton Roads today. Outside of DoD, no other location across the Nation has demonstrated multi-domain (air, land, and sea systems) conducting missions best suited to unmanned systems (e.g., search & rescue, infrastructure inspections, and security). Phase I will prove our capabilities, and market our competitive advantage.

Phase II of the UMS CSC proposal would establish a 1.5 full time equivalent effort to continue building the UMS industry in Hampton Roads. If funded, these personnel will work closely with the HR-USA effort championed by Daniel Morris. This Phase is important to our future success in this industry, and should be coordinated through a regional approach.

The realization of both phases, including your prospective endorsements to our GO Virginia proposal will include coordinating with local, state, and national government offices; universities; and trade organizations. Aside from the business marketing and demonstration, we rely on your assistance to promote Joint-use agreements with local installations and bases, identify and permit testing sites for unmanned systems, and establish tax incentives to make it easier for our industry to grow. As business leaders, we can demonstrate capabilities, but we rely heavily on you to promote the necessary Legislative agenda items. The combined effort would serve as a central resource for anyone developing UMS-related business in Hampton Roads.

Please let me know if there is anything I can do to help you in your efforts and if you would like to discuss how our efforts could be tied together.



Michael G. Archuleta  
Chairman, UMS CSC

cc:

1. Reinvent Hampton Roads, Matt Andrews
2. Economic Development Directors of:

- Accomack County
- Isle of Wight County
- City of Portsmouth
- Suffolk County
- City of Chesapeake
- City of Norfolk
- Southampton County
- City of Virginia Beach
- City of Franklin
- Northampton County
- Town of Smithfield

**ITEM SUMMARY**

DATE: 10/24/2017  
TO: The Board of Supervisors  
FROM: Adam R. Kinsman, County Attorney  
SUBJECT: Legislative Agenda Initial Discussion

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Beginning discussion on the Board's legislative priorities.

**REVIEWERS:**

Department	Reviewer	Action	Date
Board Secretary	Fellows, Teresa	Approved	10/17/2017 - 9:04 AM

**ITEM SUMMARY**

DATE: 10/24/2017

TO: The Board of Supervisors

FROM: Kevin D. Onizuk, Chairman of the Board

SUBJECT: Consideration of a personnel matter involving a performance review of the County Administrator pursuant to Section 2.2-3711 (A)(1) of the Code of Virginia

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**REVIEWERS:**

Department	Reviewer	Action	Date
Board Secretary	Fellows, Teresa	Approved	10/19/2017 - 11:14 AM

**AGENDA ITEM NO. E.1.**

**ITEM SUMMARY**

DATE: 10/24/2017  
TO: The Board of Supervisors  
FROM: Teresa Fellows, Administrative Coordinator  
SUBJECT: Adjourn until 5 p.m. on November 14, 2017 for the Regular Meeting

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**REVIEWERS:**

Department	Reviewer	Action	Date
Board Secretary	Fellows, Teresa	Approved	10/13/2017 - 1:29 PM