

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
August 11, 2015
4:00 PM

A. CALL TO ORDER

B. ROLL CALL

C. BOARD DISCUSSIONS

1. Strategic Plan Update
2. Ordinance Update Discussion
3. Adjustments to Meeting Structure

D. CLOSED SESSION

E. ADJOURNMENT

1. Adjourn until the Regular Meeting

ITEM SUMMARY

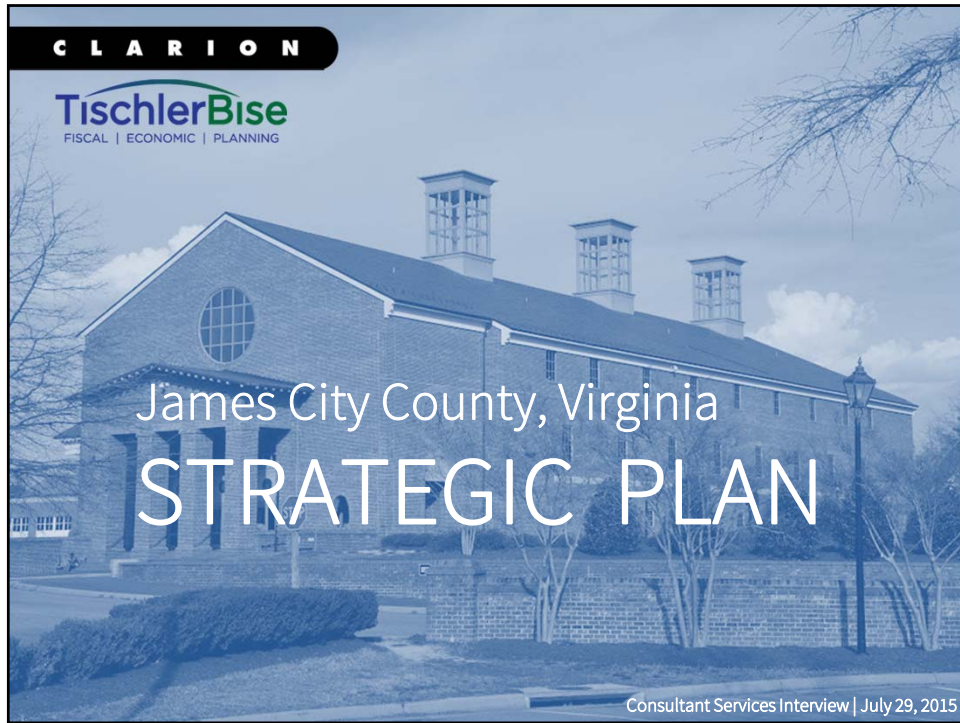
DATE: 8/11/2015
TO: The Board of Supervisors
FROM: Bryan J. Hill, County Administrator
SUBJECT: Strategic Plan Update

ATTACHMENTS:

	Description	Type
<input type="checkbox"/>	Presentation	Presentation

REVIEWERS:

Department	Reviewer	Action	Date
Board Secretary	Fellows, Teresa	Approved	8/4/2015 - 12:54 PM



Clarion Associates

- National firm that brings local and regional experience
- Senior level professionals
- Award winning experience
- Focus on tailored solutions and plan implementation

Clarion Offices

City	State
Fort Collins	CO
Denver	CO
Chicago	IL
Philadelphia	PA
Cincinnati	OH
Chapel Hill	NC
Sunree	FL

CLARION TischlerBise FISCAL | ECONOMIC | PLANNING 2

The Clarion Team

CLARION Project Management | Visioning | Facilitation | Action Agenda

			
Leigh Anne King, AICP, LEED® AP Project Principal & Project Manager	Greg Dale, FAICP Project Advisor & Facilitator	Emily Crow, AICP Senior Planner	Nate Baker, CNU Planner

TischlerBise
FISCAL | ECONOMIC | PLANNING

Economic Opportunities & Fiscal Conditions Analysis

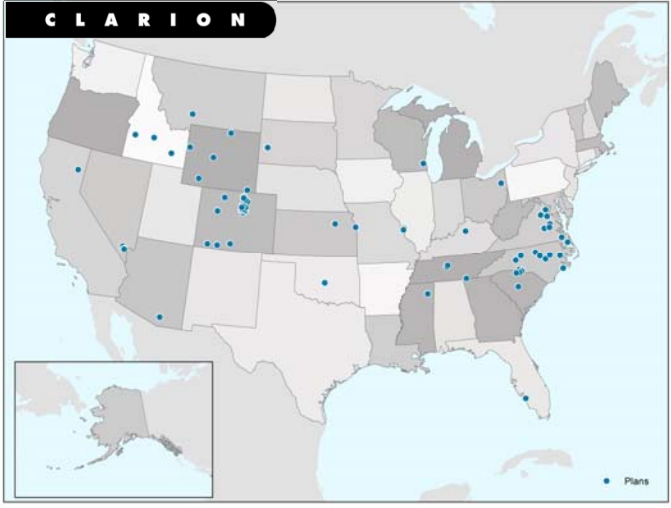
	
Carson Bise II, AICP President	Julie Herlands, AICP Principal

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3

Our National & Regional Experience

CLARION



Virginia Experience

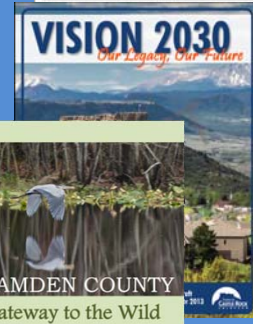
- Fredericksburg
- Hanover County
- Henrico County
- Herndon
- Loudoun County
- Louisa County
- Manassas
- Portsmouth
- Spotsylvania County
- Suffolk
- Vienna

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4

Our Approach to Creating Strategic Plans

- Vision balanced by economic and fiscal realities
- Action agenda driven by synthesis of technical analysis and community aspirations
- Understand trends in comparable communities and potential local implications
- Engage key stakeholders at critical check points
- Set priorities for implementation
- Develop action agendas with defined ownership of tasks



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 ECONOMIC PLANNING & ANALYSIS

5

Our Approach to Evaluating Economic Opportunities

- Understand existing conditions:
 - Demographic, economic, and fiscal trends
 - Assets and competitive advantages
 - Infrastructure: Built, economic, social
- Place James City County within context of larger regional economy and trends
- Identify real opportunities for economic activities
- Identify challenges or issues to achieve opportunities—due to physical, regulatory, fiscal, or market conditions
- Propose strategic positioning and implementation concepts
- Prioritize strategies and translate into actions

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Our Approach to Analyzing Fiscal Conditions

- Understand factors affecting fiscal sustainability in the County:
 - Revenue Structure
 - Levels of Service
 - Infrastructure Lifecycle
 - Characteristics of Development
- Realistic analysis using marginal approach versus average cost
- Public educational component. . . Communicating:
 - Differences between fiscal and economic impacts
 - Relationship between land uses and fiscal conditions
 - Need for and types of intervention strategies

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Our Approach for James City County

	WORK	PRODUCTS
PHASE 1 Setting Direction	Data Collection & Analysis Kickoff Meetings	Vision for Economic Future Report
PHASE 2 Focusing Efforts	Fiscal Analysis Set Plan Priorities Public Open House	Strategic Vision Plan Priorities
PHASE 3 Implementation	Develop List of Actions, Responsible Parties, Timeline for Action	Strategic Vision Plan Action Agenda
PHASE 4 Reporting	Develop Metrics for Evaluation and Ongoing Process for Updating	Strategic Action Plan Agenda Metrics and Reporting
PHASE 5 Final Strategic Action Plan	Present Final Plan at Open House, Working Meetings, Adoption Hearing	Final Strategic Vision Action Plan

Organizing Engagement

Board of Supervisors

- Set project objectives, present work products, adopt plan

Strategic Planning Advisory Group

- Advisory board, represent cross-section of stakeholders interested in economic future of county, oversee process and involved in development of work products

Technical Advisory Group

- County staff, provide input on priorities and mechanics of action plan

Key Public & Private Stakeholders

- Way to engage others, stakeholder interviews in Phase 1

General Public

- Educate about process and provide comment on draft products

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Public Participation: Educate, Test, Engage



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10

Responses to Selection Committee Questions

1. Why are you interested in the project?

- Proven track record in Virginia
- Like to work in high quality communities
- Opportunity to build on heritage and unique attributes
- We like a challenge



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11

Responses to Selection Committee Questions

2. Two work examples relevant to JCC Strategic Plan?



Cary, NC | 2040 Community Plan



Pottstown, PA | Strategic Economic Development Plan and Fiscal Impact Analysis

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12

Responses to Selection Committee Questions

3. Our estimation of the most significant challenge to address if this initiative is to be successful?

Primary challenge:

- Building consensus on priority goals and strategies

Secondary challenges:

- Shifts in leadership and administration
- Distinguishing this initiative from recent comprehensive plan initiative

Responses to Selection Committee Questions

4. Project experience with changes in leadership, staff, or other significant shifts?

Cary, NC | 2040 Community Plan

Town-wide Reorganization

- New management structure
- Reduction of staff

Project Oversight Changes

- Council as lead advisors
- Additional meetings and project management

Chapel Hill, NC | Fiscal and Economic Impact Analysis of Carolina North

Competing Interests

- Multiple jurisdictions
- UNC – Chapel Hill
- Highly engaged stakeholders

Responses to Selection Committee Questions

5. How can our team help build an adaptable plan?

- Acknowledge the unknown in plan implementation
- Make clear distinctions between long-term strategies that guide short-term actions
- Annual assessment of priority actions to incorporate new opportunities
- Long-term strategies to be addressed through future strategic plan updates

Responses to Selection Committee Questions

6. What results can be achieved through a strategic plan?

Wilson, NC

- Secure funding for priority capital improvements
- Private investment by identifying priority projects
- Establishment of new community programs/services

Lee's Summit, MO

- Excellent financial standing
- Fiscal based decision-making support tool for ongoing use

Responses to Selection Committee Questions

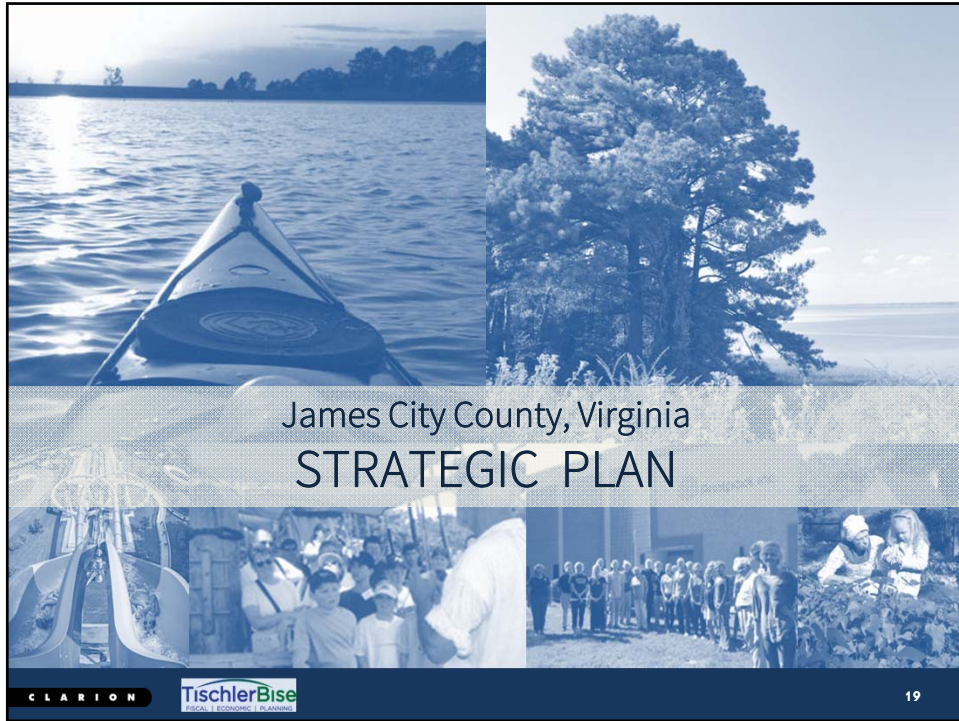
7. Two biggest reasons to select our team?

- Proven track record resulting in satisfied clients, particularly in Virginia
- We don't shy away from challenging projects

Responses to Selection Committee Questions

8. Questions for Selection Committee?

- What does the committee think will be the biggest project challenges?
- What do we need to know about the change in leadership and how we can be effective in this evolving environment?
- How would the selection committee like to address currently adopted policies in this process?
- What are the committee's goals for the working relationship between county staff and the consultant team?
- Who will be the county's project manager for this project?



ITEM SUMMARY

DATE: 8/11/2015
 TO: Members of the Board of Supervisors
 FROM: Michelle M. Gowdy
 SUBJECT: Ordinance Update Discussion

ATTACHMENTS:

Description	Type
<input type="checkbox"/> memo - Work Session Ordinance Discussion	Cover Memo

REVIEWERS:

Department	Reviewer	Action	Date
Attorney	Gowdy, Michelle	Approved	8/3/2015 - 3:06 PM
Publication Management	Brockmann, Grace	Approved	8/3/2015 - 4:20 PM
Legal Review	Gowdy, Michelle	Approved	8/4/2015 - 1:38 PM
Board Secretary	Fellows, Teresa	Approved	8/4/2015 - 1:39 PM
Board Secretary	Kinsman, Adam	Approved	8/4/2015 - 2:14 PM
Board Secretary	Fellows, Teresa	Approved	8/4/2015 - 2:15 PM

MEMORANDUM

DATE: August 3, 2015
TO: Bryan Hill, County Administrator
FROM: Michelle M. Gowdy, County Attorney
SUBJECT: Work Session Ordinance Discussion

The following ordinances have been identified by staff and/or myself as ordinances that should be reviewed by the Board of Supervisors. Next to the ordinance title and the ordinance number, I have briefly explained the issue as well as whether or not any work has been completed on such.

REQUIRED PERSONAL LIABILITY INSURANCE ON PRIVATELY OWNED AUTOMOBILES USED ON COUNTY BUSINESS (2-12) – In speaking with the Department of Human Resources, this is a procedure that is not practiced (they do not require insurance policies or verify private automobile insurance) and has not been updated since 1952; it is recommended that this section be removed from the Code as Virginia requires drivers to have insurance or pay the uninsured motorist's fee.

FALSE ALARMS (2-16.4, 9-11, 15-17) – It is recommended that these code sections be combined into one that is consistent for both Fire and Police Departments. Also, the penalty (which is to not respond if the fine is not paid) is not realistic from a liability standpoint because the County should respond whether or not the fine is paid contrary to at least one of these ordinances.

DANCE HALLS (Ch. 6) – This chapter appears to have been last updated in 1986, due to virtually no demand for the provisions of this chapter, it may be appropriate to delete this chapter of the County Code.

ADOPTION OF THE STATEWIDE FIRE PREVENTION CODE (9-1) – The version that is referenced in this code section is the 2000 edition and the County is currently operating under the 2012. It is recommended that the ordinance be updated to reflect the 2012 edition and “any subsequent editions” or something similar so the Code remains up to date. The Fire Marshal has also asked for a meeting to discuss further changes to this chapter of the Code. This meeting in the in the process of being scheduled and a report will be generated.

REFUSE REMOVERS (Ch. 10 Article 2 & 3) – In conjunction with General Services, there are several sections of Article 2 that are not being utilized and are recommend to be removed from the code, specifically Sections 10-10, 10-11, 10-12, 10-14, and 10-15. All of Article 3 can also be removed.

LANDFILL (Ch. 11, Article 2) – Given that the County is no longer operating a landfill, it is recommended that this chapter be removed from the Code.

SMOKING (Ch. 11 Article 4) – It appears that this article was primarily updated in 1990. It is likely that smoking is wholly regulated by state code but a review needs to be completed prior to amending this article.

PAWNBROKER (12-72) – This ordinance does not require a bond to be posted for the pawnbroker, but the state code requires such; it is recommended that it be amended to comply with state code.

BUYERS OF GOLD, SILVER, DIAMONDS AND JEWELRY (Ch. 12, Article 6) – This chapter has not been updated since 1982 and is not totally compliant with state code; it is recommended that it be amended to comply with state code.

PARKING (Ch. 13, Article 3) – Virginia Code Section §46.2-1220 specifically lists James City County as only being allowed to assess a civil penalty for parking violations and the proceeds go into the general fund. There was a recent question regarding the ability to collect monies from out-of-state drivers; the Treasurer’s office is not privy to information the Police Department has because the Virginia State Police do not allow VCIN information (the ownership, address, etc.) to be disseminated for non-criminal purposes. During a meeting with the Police Department, it was agreed that the Department would keep track of the number of uncollected out-of-state parking tickets for a period of one year and then discuss whether or not it should be a criminal violation (which would result in a state code change).

NOISE (15-20) – It is my opinion that there is a chance a judge will not uphold this ordinance due to a recent Virginia Supreme Court case; Judge Killilea also mentioned that she prefers the City’s ordinance which uses a decibel meter to ascertain violations. A proposed new ordinance for excessive noise enforcement has been drafted and discussed with the Police Department, but there are some decision points that need to be made such as: Does the County support the use of decibel meters? What levels are tolerable? Do you as the Board want different acceptable levels at different times of the day and what are those hours?

WEAPONS (15-34-15-36) – Upon a review of this ordinance, concerns were expressed about the way the “heavily populated areas” are handled; under the state code those areas have to be marked with appropriate signage stating such. If the Board decides to amend the ordinance and remove references to specific areas (which is what is in the current proposed draft) the penalties for enforcing the ordinance in the subdivisions could not occur, rather the violations become civil action by the HOA (HOA rules violation) and the police department can only regulate the shooting near streets or dwellings. If the Board doesn’t want to amend the ordinance then signage needs to be placed in the appropriate areas. In addition, the concealed weapons permit section no longer complies with state code and a code section is recommended which just states that a person cannot violate state code for carrying a concealed weapon.

ILLICIT DISCHARGE (18A-20 – 18A-25) – With all the changes to the state code related to stormwater management, this section of the county code needs to be amended to comply. A draft ordinance is completed, but it has not been reviewed by the Stormwater Department. The draft is based on the model ordinance promulgated by the EPA and that of the County of Roanoke, which are similar.

PLAT VACATION (19-12) - There is a Board of Supervisors resolution dealing with the amount of money that a person pays when they are buying back right-of-way. The resolution states that the purchase price is 25% of the assessed value as determined by the County’s Real Estate Assessments Office. This resolution was adopted in 1987 and should be readopted if that is the policy that the Board desires to continue. In addition, the ordinance could be updated as it only allows for one type of vacation of a plat and the Virginia Code currently allows for two processes.

LOCAL TELECOMMUNICATIONS TAX (Ch. 20, Article 10) – The Virginia Code section upon which this is based was repealed in 2007; it is recommended that the same action be taken to remove this article.

TAXICABS AND OTHER FOR HIRE VEHICLES (Ch. 21) – This code section has not been updated since the 1980’s and doesn’t account for UBER or other similar companies. The County Attorneys’ office is currently researching how other localities handle these issues.

CHESAPEAKE BAY PRESERVATION ACT (Ch. 23) – The Department of Engineering and Resource Protection asked for a review of the proposed ordinance prior to sending it to DEQ for approval. A review was conducted and it will be submitted to DEQ shortly prior to Board consideration. These provisions should be updated in the County Code prior to the next audit.

SIGN ORDINANCE (24-65 - 24-79) – On June 18, 2015, the United States Supreme Court decided a case regarding the regulation of signs. Given the importance of this issue, the Local Government Attorneys of Virginia have created a committee to create a model ordinance that will be in compliance with the current case law. It is recommended that that report be evaluated once the model ordinance is complete (October is the goal) and discuss this ordinance at that time.

BLIGHT – There have been questions recently about creating a blight ordinance. A proposed spot blight ordinance has been drafted, but there are some measures to address this in the existing ordinances. Section 10-4 entitled “Maintenance of premises – Duty of owners, occupants and person in charge” discusses the need to maintain property “free from garbage, etc. that might endanger the health or safety of residents.....or constitute a nuisance.” Section 10-5 provides a timeline and method to bring the property into compliance as well as Section 10-7 which addresses a civil fine. There is also Section 24-37 which addresses inoperable vehicles.

There are other issues that have been discussed, but not to the point that specific issues can be articulated. There are things in the zoning ordinance as well as in the criminal offenses that could be streamlined by just referring to the Code of Virginia; but they have not been reviewed in detail as of this date.

I look forward to your input on these provisions as well as any provisions that you request to be reviewed.

MMG/gb

WS-OrdDiscuss-mem

ITEM SUMMARY

DATE: 8/11/2015
TO: The Board of Supervisors
FROM: Bryan J. Hill, County Administrator
SUBJECT: Adjustments to Meeting Structure

REVIEWERS:

Department	Reviewer	Action	Date
Board Secretary	Fellows, Teresa	Approved	8/4/2015 - 12:54 PM

ITEM SUMMARY

DATE: 8/11/2015
TO: The Board of Supervisors
FROM: Teresa J. Fellows, Administrative Coordinator
SUBJECT: Adjourn until the Regular Meeting

REVIEWERS:

Department	Reviewer	Action	Date
Board Secretary	Fellows, Teresa	Approved	7/29/2015 - 10:00 AM