

**Policy Committee  
Government Center Complex  
Large Conference Room, Building A**

**November 14, 2013 - 3 p.m.**

**1. Roll Call**

**2. Minutes**

A. October 10, 2013

**3. New Business**

A. Methodology and Timeline for the Upcoming Review of the  
2009 Comprehensive Plan

**4. Adjournment**

## MEMORANDUM

DATE: November 14, 2013

TO: Policy Committee

FROM: Tammy Mayer Rosario, Principal Planner

SUBJECT: 2009 Comprehensive Plan Review Process – Methodology and Timeline

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Section 15.2-2230 of the Code of Virginia states, "at least once every five years the comprehensive plan shall be reviewed by the local planning commission to determine whether it is advisable to amend the plan." At the May 28, 2013 joint work session, the Planning Commission and Board of Supervisors discussed this upcoming task for the 2009 Comprehensive Plan and provided staff with direction regarding its associated work effort. The main conclusions were as follows:

- The summary document and transportation study, as products of the Historic Triangle coordinated Comprehensive Plan review, would be endorsed as part of the methodology and used as foundational documents for James City County's comprehensive plan review.
- As the general direction and major policies of the 2009 Comprehensive Plan are expected to remain intact, the focus of the 2009 Comprehensive Plan review should be limited in scope, with a focus on land use, transportation, and economic development.
- In keeping with past comprehensive plan review efforts, public outreach efforts should aim to involve all stakeholders and allow for a variety of input.

With this in mind, staff has prepared a streamlined review process which allows the County to complete the review in approximately 18 months with minimal consultant resources. At the same time, it retains key components of past comprehensive plan reviews which have garnered broad support from the community as well as a number of awards, including the following for the 2009 Comprehensive Plan: American Planning Association Virginia Chapter (APA VA) Public Outreach and Engagement Award, National Association of Counties (NACo) Achievement Award for Civic Education and Public Information, APA VA Citizen Leadership Award (Rich Krapf), CPEAV/PlanVirginia award (Jack Fraley), NACo Best Rural Program Award, NACo Achievement Award for Planning category, APA VA Planning Innovation Award, and the Virginia Association of Counties (VACo) Achievement Award for Information Technology.

As reflected on the attached timeline, the review process can be broken down into two main components that span the review phases from kickoff to consideration and adoption.

### Community Participation

Continuing with the tradition of the past four plan reviews, staff and a citizen-led Community Participation Team (CPT) will work together to reach out to the community and engage them in the comprehensive plan review process. Starting with the Policy Committee as the core of the CPT, the Planning Commission will identify seven community leaders representing a cross-section of the County to serve on this team. The team's main responsibilities will be implementing a communications plan and offering a wide range of public input opportunities to mobilize citizens and business leaders. Staff anticipates using television, print, social media, and speaking engagements to publicize the process. Public comment will be solicited throughout the entirety of the plan review through a scientifically-valid survey, the County's website, email, comment cards, group forums, a round of public meetings focused on topics and possible actions, and public hearings. Land use applications will be accepted during the kickoff phase and presented to the public for comment at the public meetings.

### Plan Development

Working hand in hand with the community participation component of the process is the development of policies and the creation of the actual plan. As the CPT concludes its major initiatives to educate the community about the various topics in the comprehensive plan and to receive feedback about possible actions, the work will shift to the full Planning Commission to review each section of the comprehensive plan and its related goals, strategies, and actions (GSAs), as well as any changes to the Land Use Map. A member of the CPT will serve as a liaison to the Planning Commission, providing a connection to the public during the work session discussions. As the scope of the plan is limited, staff's focus will be on summarizing public comment, updating the text of the plan, revising associated GSAs, and evaluating land use applications rather than preparing extensive technical reports for each section. Key stakeholders will be invited to actively participate in the discussions for the economic development, transportation, and land use sections of the plan. Joint work sessions with the Board of Supervisors at milestone points in the plan's development will allow for valuable discussion between the groups prior to its final consideration and adoption.

At this time, staff seeks Policy Committee feedback and endorsement before presenting this framework to Planning Commission in December and the Board of Supervisors in January.

#### Attachment:

1. Timeline for Review of the 2009 Comprehensive Plan

## TIMELINE FOR REVIEW OF THE 2009 COMPREHENSIVE PLAN

Policy Committee - November 14, 2013

	2013	2014												2015						
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
	PREP		KICKOFF				EXISTING CONDITIONS			ALTERNATIVES AND RECOMMENDATIONS			CONSIDERATION AND ADOPTION							
<b>METHODOLOGY</b>																				
• PC	S																			
• BOS		S																		
<b>COMMUNITY PARTICIPATION</b>																				
Communications Plan																				
• Develop plan	S	S																		
• Review plan			P/CPT																	
• Implement plan				P/CPT	P/CPT	P/CPT														
• Validate input							P/CPT													
Pre-Kickoff Effort - Survey																				
• Finalize survey and communications plan	S/C	C																		
• Publicize and field survey		S/C																		
• Survey results			P/CPT																	
Post-Kickoff Efforts																				
• Publicize process and open input channels				P/CPT	P/CPT															
• Hold public meetings						P/CPT														
• Publicize progress of plan and continue input channels							S		S			S		S					S	S
<b>PLAN DEVELOPMENT</b>																				
Plan Text and GSAs																				
• Evaluate text/coordinate with agency partners	S	S	S																	
• Prepare text and citizen summaries				S	S	S	S													
• Review draft text							PC	PC	PC	Joint										
• Review draft goals, strategies, and recommendations											PC	PC	Joint							
LU Applications																				
• Solicit				S																
• Receive and evaluate					S	S	S	S	S											
• Review											PC	PC	PC	PC	Joint					
<b>PLAN ADOPTION</b>																				
• PC															S	S	PC	PC		
• BOS																		Joint	BOS	BOS*

S = Staff

P/CPT = Policy Committee/Community Participation Team

PC = Planning Commission with CPT liaison

BOS = Board of Supervisors

Joint = Joint PC/BOS work session

\* if needed