

Staff #4  
Jamestown Marina and Yacht Basin

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This staff report is prepared by the James City County Planning Division to provide information to the Steering Committee, Planning Commission and Board of Supervisors to assist them in making a recommendation on this application. It may be useful to members of the general public interested in this application.

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**SUMMARY FACTS**

Location:	2054 Jamestown Road
Tax Map:	4640100012
Size:	37.08 acres
Current Land Use Designation:	Mixed Use and Neighborhood Commercial (see text change below)
Current Property Uses:	Jamestown Marina and Yacht Basin, including boat launch and storage.
Proposed Land Use Designation:	Mixed Use
Zoning:	B-1, General Business
Inside PSA:	Yes
Staff Contact:	Leanne Reidenbach, Senior Planner                      253-6685

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**STAFF RECOMMENDATION:** Staff recommends approval of the above Land Use Designation change to entirely Mixed Use to allow additional guidance for the property based on the studies and uses examined by the “Shaping Our Shores” master planning project.

Previously specific Mixed Use language was included for the Jamestown Campground portion of the property, but not for the Yacht Basin and Marina portion of the Mixed Use area. The proposed amendment to the text removes the Campground portion, as this is proposed to change to Park, Public, Semi-Public Open Space (see Staff #1 for additional detail).

**TEXT CHANGE:**

This land is located *southeast of Jamestown Road and is bounded by Powhatan Creek, Jamestown Road, Jamestown Settlement, and undeveloped residential property.* This area is designated as a Community Character Area (CCA) and therefore all development should conform to the CCA design principles. Due to the unique character and location of this area, it

should be developed in accordance with *the approved Shaping Our Shores* master plan and emphasis should be given to preserving the tree cover of the site, protecting on-site and nearby historic, archaeological, *and environmental* resources, and public access to the James River. Principal suggested uses include recreational and water-related establishments such as marinas *(including associated residential caretaker units) and boat launches*, but no water-dependent industries. *Commercial uses may also be considered appropriate when their scale, intensity, and impacts can be appropriately accommodated.* Future uses which would benefit from having a waterfront location (i.e. restaurant, *retail space*, ~~inn~~, and recreation) are encouraged. Designs should be encouraged to provide views of and public access to the James River and other points of interest *and provide environmental and historical education opportunities linked to the property's proximity to the Powhatan Creek, wetlands, and Historic Jamestowne and other cultural resources.* With Jamestown Road approaching or over-capacity by 2026, access management should be strongly encouraged. *The traffic generation of any proposal should be in line with the goal of retaining Jamestown Road as a two-lane facility, as widening would significantly impact the visual character of the road.*

## **RATIONALE**

1. The majority of the parcel is already designated as Mixed Use.
2. Property is a recent County purchase and is undergoing a master planning process called "Shaping Our Shores." A Mixed Use designation would most closely align with the potential uses proposed by the master plan. Two plan versions are currently under consideration and include different intensities of boat storage and launch areas, boardwalks, and mixed use centers including recreational and retail components. The master plan will ultimately be considered by the Board of Supervisors for adoption.
3. The revised language provides direction and prioritizes what future uses on the parcel should include.

## **Attachment**

1. Comprehensive Plan Map