



Economic Development

GOAL, STRATEGIES & ACTIONS

Goal:

1. Build a diverse, balanced local economy that supports basic needs of all segments of the community and contributes positively to the quality of life.

Strategies & Actions

- 1.1 Encourage a balanced mixture of commercial, industrial, and residential land uses in a pattern and at a pace of growth supportive of the County's overall quality-of-life, fiscal health, and environmental quality. This includes ensuring the adequate availability of a variety of marketable "ready-to-go" industrial and office properties and encouraging the growth and development of new and existing small businesses and actively promoting redevelopment where needed.**
 - 1.1.1 Maintain an active and effective Economic Development strategy, which includes existing business retention and expansion, the formation of and assistance to new business, and attracting new core business recruitment.
 - 1.1.2 Encourage the creation of new and retention of existing small businesses, including women-owned and minority-owned businesses by:
 - 1.1.2.1 Creating new and supporting programs to assist small businesses with initial business plans and construction issues.
 - 1.1.2.2 Reviewing the Zoning Ordinance to ensure it allows appropriate home occupations and other small businesses.
 - 1.1.2.3 Developing strategies that strive to retain those companies who successfully graduate from the technology business incubator.

- 1.1.3 Continue to emphasize the benefits of locating new business and industry within the County's Enterprise Zone.
 - 1.1.3.1 Continue to provide incentives to business that hire target populations living in neighborhoods within the Enterprise Zone.
 - 1.1.3.2 Maximize the land area available to James City County for inclusion in the Enterprise Zone as allowed by the Code of Virginia.
 - 1.1.4 Encourage private/public partnerships or similar initiatives to ensure the development of quality industrial and office parks for potential economic development prospects.
 - 1.1.5 Continue to analyze County regulations, policies, and procedures to ensure that they do not unnecessarily inhibit commercial and industrial development.
 - 1.1.6 Support the recommendations of the Business Climate Task Force Report as determined by the Board of Supervisors.
- 1.2 Continue to diversify James City County's economy and workforce.
- 1.2.1 Support the development of diverse types of retail and non-retail core business.
 - 1.2.2 Establish Technology zone(s) with incentives as allowed by state legislation.
 - 1.2.3 Support the provision of mixed cost and affordable/workforce housing near employment centers and transportation hubs. (See also Housing.)
 - 1.2.4 Promote tourism and associated industries as a year-round industry.
 - 1.2.5 Attract "clean and green" development and redevelopment projects that also offer enhanced job opportunities.

- 1.3 Foster the development, training/retraining, and retention of the James City County workforce.
 - 1.3.1 Support public and private entities, like the Peninsula Council for Workforce Development.
 - 1.3.2 Facilitate technical and professional opportunities for high school and college students through internship, training, and mentorship programs. (See also Population Needs.)
 - 1.3.3 Promote the retention and creation of full time job opportunities with wages and benefits sufficient to make housing and health insurance attainable.
 - 1.3.4 Leverage the resources of local colleges and universities to companies seeking technical and research assistance and job training.
 - 1.3.5 Identify job opportunities for retirees still wanting or needing to work. (See also Population Needs.)
 - 1.3.6 Attract and retain the community's graduates and young professionals.
- 1.4 **Maintain a partnership with the College of William and Mary by supporting the college's Office of Economic Development and Technology and Research Institute activities.**
 - 1.4.1 Work with the College of William and Mary Office of Economic Development in support of business attraction and expansion.
 - 1.4.2 Collaborate with the College of William and Mary Technology and Research Institute in support of the James City County technology business incubator to attract and mentor companies.
 - 1.4.3 Partner with the College of William and Mary Technology and Research Institute to attract and expand technology companies in designated research and technology zones, particularly in the areas of sensor, robotics, modeling and simulation, and bioscience.
 - 1.4.4 Support collaborations between the College of William and Mary Office of Economic Development and Thomas Nelson Community College to enhance training for knowledge-based companies.
- 1.5 **Encourage infill development, the redevelopment of existing parcels, and the adaptive reuse of existing buildings to efficiently use infrastructure and natural resources.**

- 1.5.1 Encourage the rehabilitation of abandoned and/or underutilized facilities by promoting them to new business. (See also Environment and Land Use.)
- 1.5.2 Encourage new development and redevelopment of non-residential uses to occur mainly in areas where public utilities are either available or accessible within the Primary Service Area (PSA) and infrastructure is supportive.
- 1.5.3 Facilitate the development of sub-area master plans for strategic redevelopment areas such as Williamsburg Crossing, Croaker Interchange, and the Lightfoot Corridor. (See also Land Use.)
- 1.5.4 Provide incentives for LEED (Leadership in Energy and Environmental Design) or other similar certification for the construction and/or retrofitting of non-residential buildings. (See also Environment.)
- 1.5.5 Promote resource conservation techniques among new and existing business. Emphasize the attraction, retention, retention and expansion of business that are less water dependent. For those businesses with higher water use, encourage and facilitate the use of grey or reclaimed water usage to meet water needs. Explore the feasibility of preserving corridors for the transmission of reclaimed water from the HRSD Grove Treatment Plant, and planning locations of future wastewater treatments plants to allow for the distribution of reclaimed water.
- 1.5.6 Provide adequate water and sewer services to designated industrial and commercial office areas in a timely manner.
- 1.5.7 Promote desirable economic growth through the provision of water and sewer infrastructure consistent with the Comprehensive Plan policies and the regulations governing utility service in partnership with the James City Service Authority (JCSA), Newport News Water Works, and Hampton Roads Sanitation District.

1.6 Support the tourism industry and promote James City County as an historic and unique destination in the region.

- 1.6.1 Foster tourism development in James City County by continuing to partner with the Greater Williamsburg Chamber and Tourism Alliance as the primary tourism agency of the County.
- 1.6.2 Identify and protect historic sites, including those associated with the Civil War, that are important to the heritage of James City County, allowing them to be preserved for future generations.
- 1.6.3 Support ecotourism initiatives, identifying and designating lands in

support of this purpose.

1.6.4 Support development of sporting events and other special events in James City County.

1.7 Protect the County's existing physical transportation infrastructure. Plan and promote the development and coordination of transportation systems with the location of non-residential uses in a manner that maximizes the County's economic potential consistent with the policies of the Comprehensive Plan. (See also Transportation & Land Use.)

1.7.1 Participate in the development of master plans for the County's I-64 interchanges, specifically the Croaker Road and Barhamsville Road interchange areas, to preserve capacity for economic development for these areas. (See also Transportation and Land Use.)

1.7.2 Collaborate with Virginia Department of Transportation (VDOT) and adjacent localities to improve access to interstate and major arterials such as relocating Route 60. (See also Transportation.)

1.7.3 Assess opportunities and advocate for commuter rail, light rail, and bus rapid transit service and stations. (See also Transportation and Land Use.)

1.7.4 Collaborate with other jurisdictions, groups and businesses to promote alternate transportation to economic and business centers. (See also Transportation.)

1.7.5 Improve the utilization of rail/interstate highway nodes and deep water ports to facilitate commercial freight access to and from local industries. (See also Transportation.)

1.7.6 Recognize the importance of access to general aviation facilities.

1.7.7 Work with regional airport facilities to promote additional direct commercial flights to serve the destinations preferred by James City County businesses.

1.8 Acknowledge the changing nature of the County's rural economy and promote viable traditional and emerging rural economic development initiatives as appropriate. (See also Land Use.)

1.8.1 Support traditional agricultural and forestal uses where they exist through continued and improved ordinances and policies favorable to such uses.

1.8.2 Coordinate with the state and private entities to market agribusiness as a

viable economic activity in James City County.

- 1.8.3 Identify opportunities for non-traditional agricultural and forestal uses, agri-tourism and eco-tourism, and evaluate obstacles to their private sector formation and/or expansion within the County.
 - 1.8.4 Support marketing and procurement programs for local agricultural products, including farmer's markets and agri-tourism and the pursuit of industries that utilize local agricultural products.
 - 1.8.5 Identify and pursue grants and programs that support the expansion of rural economic development initiatives, including eco-tourism, agri-tourism, historical site preservation and interpretation, aquaculture and specially products and services, as appropriate.
 - 1.8.6 Offer informational programs to landowners about various rural economic development opportunities that may be of interest to them as business or hobby pursuits or as alternative to sale of lands for subdivision development.
 - 1.8.7 Encourage local institutional and educational entities, including public schools, Colonial Williamsburg, and Eastern State Hospital, to expand programs for the purchase and use of locally-grown food products.
- 1.9 Promote the County's home-based businesses, business and government having access to high-speed digital services that meet or exceed the National Broadband Strategy and other advanced technology.**
- 1.9.1 Support the development of a County-wide broadband deployment policy and plan.