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## Economic Development

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### GOAL, STRATEGIES & ACTIONS

#### Goal:

1. Nurture a diverse, balanced local economy that supports basic needs of all segments of the community.

#### Strategies & Actions

- 1.1 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 while supporting the policies of the Comprehensive Plan. (See also Transportation & Land Use.)**
  - 1.1.1 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.)
  - 1.1.2 Assess opportunities and advocate for passenger rail/light rail service and stations. (See also Transportation and Land Use.)
  - 1.1.3 Participate in collaboration with other jurisdictions/groups/businesses to promote alternate transportation to economic/business centers. (See also Transportation.)
  - 1.1.4 Collaborate with Virginia Department of Transportation (VDOT) and adjacent localities on the implementation of Phase I of Route 60 relocation connecting the lower Grove area to the Fort Eustis interchange. (See also Transportation.)
  - 1.1.5 Support rail/interstate highway nodes to facilitate commercial freight access to and from local industries. (See also Transportation.)

- 1.1.6 Encourage the continued vitality of the Williamsburg-Jamestown Airport or its alternative as may be recommended by the Airport Feasibility Study and endorsed by the James City County Board of Supervisors.
- 1.2 Evaluate and promote the viable County's agricultural and forestry industry opportunities. (See also Land Use.)**
- 1.2.1 Evaluate the critical mass of land area needed to maintain a viable rural economy.
  - 1.2.2 Coordinate with the state and private entities to market agribusiness as a viable economic activity in James City County.
  - 1.2.3 Encourage property owners in their endeavors and provide technical assistance for traditional and new enterprises, for example, Community Supported Agriculture.
  - 1.2.4 Support marketing and procurement programs for local agricultural products, including farmer's markets and the pursuit of industries that utilize local agricultural products.
  - 1.2.5 Investigating new forms of agricultural and forestall production and alternative rural business that contribute to the rural character.
- 1.3 Support public and private entities, like the Peninsula Council for Workforce Development, that can help to develop, train and/or retain the James City County workforce and encourage a variety of commercial, industrial, research and technology development that provides locally-based employment opportunities and reinforces the ability of County citizens to attain self-sufficiency through full-time, year-round employment with higher wages.**
- 1.3.1 Promote exposure of high school and college students to vocational and technical fields through internship and training programs.
  - 1.3.2 Develop a mentorship program between William and Mary and college-aged students. (See also Population Needs.)
  - 1.3.3 Promote the retention and creation of full time job opportunities with self-sufficiency wages and a full range of benefits to make housing and health insurance attainable.
  - 1.3.4 Promote the resources of local colleges and universities to companies seeking technical and research assistance and job training.
  - 1.3.5 Support the growing retiree population by identifying job opportunities for people retiring from a career but still wanting or needing to work. (See also Population Needs.)

1.3.6 Promote and support programs that encourage the community's graduating and young emerging professionals to remain in the community.

**1.4 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.**

1.4.1 Encourage private/public partnerships or similar initiatives to ensure the development of above-average to superior quality industrial and office parks to offer a functional and quality environment for potential economic development prospects.

1.4.2 Continue to promote the location of new business and industry within the County's Enterprise Zone. Support and encourage the hiring, through training and retraining, of target populations living in neighborhoods within the Enterprise Zone.

1.4.3 Maintain an active and effective Economic Development strategy, which includes existing business retention and expansion, the formation of and assistance to new business, and new core business recruitment.

1.4.4 Continue to analyze County regulations, policies, and procedures to ensure that they do not unnecessarily inhibit commercial and industrial development.

1.4.5 Continue to monitor the County's economic health and vitality and adjust policies as needed to achieve this strategy.

1.4.6 Promote the creation of new and retention of existing small businesses, including women-owned and minority-owned businesses by:

1.4.6.1 Creating new and supporting programs to assist small businesses with initial business plans and construction issues.

1.4.6.2 Reviewing the Zoning Ordinance to ensure it allows appropriate home occupations and other small businesses.

1.4.6.3 Developing strategies that strive to retain those companies who successfully graduate from the technology business incubator.

1.4.7 Support the recommendations of the Business Climate Task Force Report as determined by the Board of Supervisors.

**1.5 Promote and 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 brownfield and greyfield areas by promoting these sites 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 PSA and infrastructure is supportive.
- 1.5.3 As determined by the Board of Supervisors, participate in 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 Incentivize 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 water conservation techniques among new and existing businesses.
- 1.5.6 Encourage the location of new businesses that are less water dependent and locate businesses accordingly. For those businesses with higher water use, encourage exploration of grey or reclaimed water usage to meet water needs.
- 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 Sanitary District.
- 1.5.8 Provide adequate water and sewer services to designated industrial and commercial office areas in a timely manner.

**1.6 Continue to diversify James City County's economic and socio economic base.**

- 1.6.1 Support the development of diverse types of retail and non-retail core business.
- 1.6.2 Support the provision of mixed cost and affordable/workforce housing near employment centers and transportation hubs. (See also Housing.)
- 1.6.3 Promote tourism and associated industries as a year-round industry in the County.
- 1.6.4 Attract "clean and green" development and redevelopment projects that also offer enhanced job opportunities.

- 1.6.5 Establish Research and Technology area(s) with appropriate incentives as allowed by state legislation.
- 1.7 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.**
  - 1.7.1 Support the development of a County-wide broadband deployment policy and plan.
  - 1.7.2 Encourage education programs to help prevent disparity between those who are and are not computer literate.
- 1.8 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.**
  - 1.8.1 Work with the William and Mary's Office of Economic Development in support of business attraction and expansion.
  - 1.8.2 Collaborate with the William and Mary's Technology and Research Institute in support of the James City County technology business incubator to attract and mentor companies.
  - 1.8.3 Partner with the William and Mary's 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.
  - 1.8.4 Support collaborations between William and Mary's Office of Economic Development and Thomas Nelson Community College to enhance training for knowledge-based companies.
- 1.9 Support the tourism industry and promote James City County as an historic and unique destination in the region**
  - 1.9.1 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.
  - 1.9.2 Support ecotourism initiatives, identifying and designating lands in support of this purpose.
  - 1.9.3 Support development of sporting events and other events in James City County.

- 1.9.4 Support 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.