

ENGAGE 2045

SHARE your ideas SHAPE our community

JAMES CITY COUNTY

Planning Commission Working Group

Meeting #2

February 3, 2020

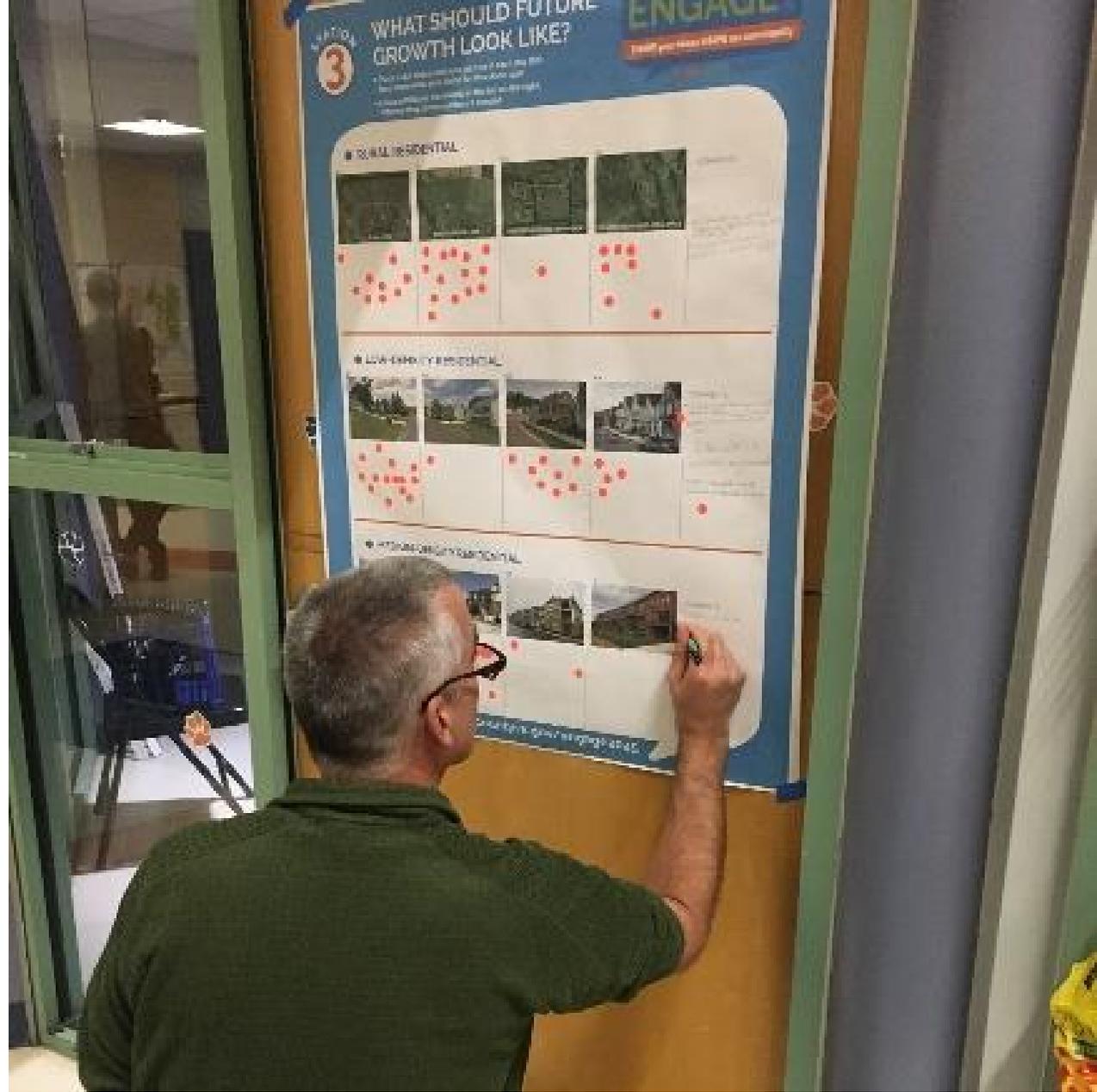


Agenda

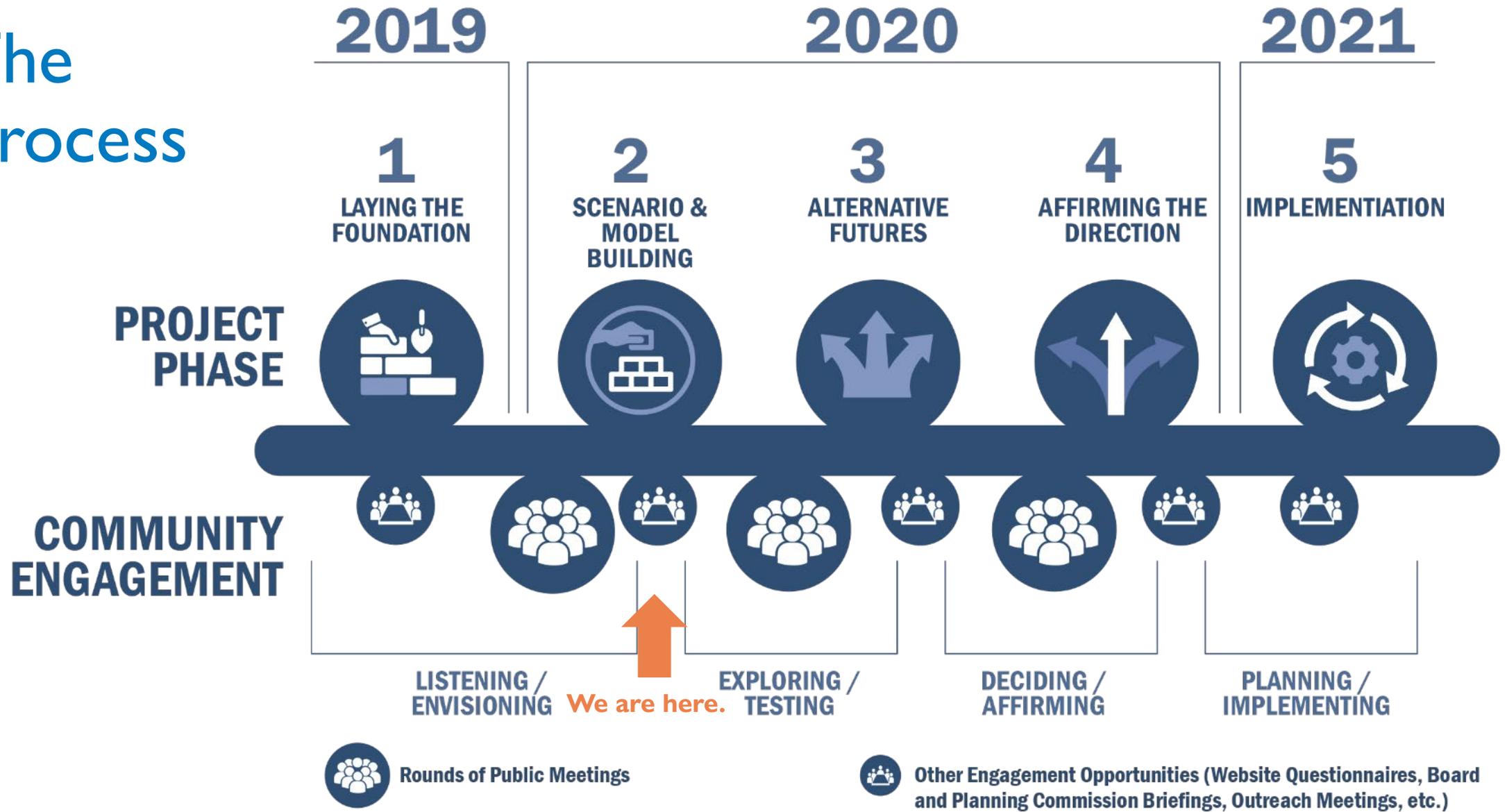
- Engage 2045 Public Engagement Part 1
 - Public Engagement Objectives
 - Engage 2045 Overview
 - Highlights of Public Engagement Activities
 - Public Engagement Report
 - Five Public Engagement Themes
- Update on Building the Scenario Models
- Next Steps

Engage 2045

Listening & Envisioning Engagement Phase 1



The Process



Public Engagement Objectives

- ✓ Community members will be given the **choice and access to engage** in the planning process through **multiple activities**.
- ✓ Educational opportunities will **advance the community's understanding of critical planning issues**.
- ✓ Public engagement efforts will **seek to engage a diversity of residents** that is **representative of the community**.
- ✓ Participants' **opinions will be respected, well documented, and will help inform policy direction in the Plan**.

Public Engagement Objectives

- ✓ Public engagement efforts will **seek to inspire trust and continued interest and involvement** in the process.
- ✓ Clear documentation, project publicity, and engagement activities will **articulate how public inputs have been used to help inform policy direction** throughout the process.
- ✓ Community engagement will be **record breaking** and surpass statistics of past planning efforts.

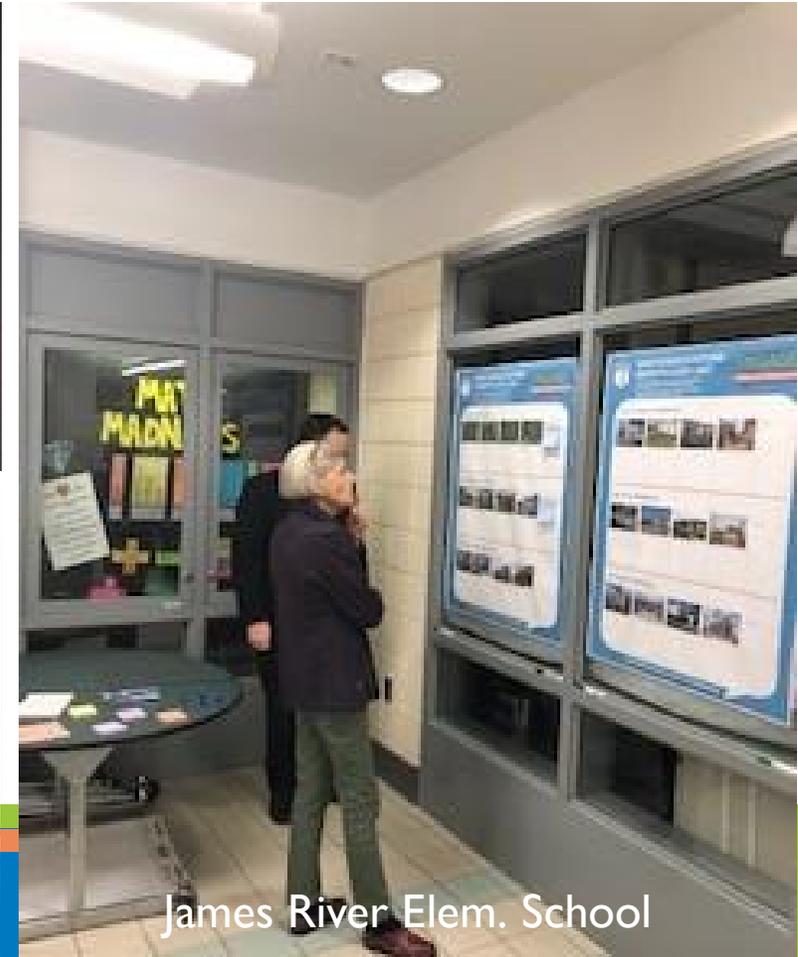
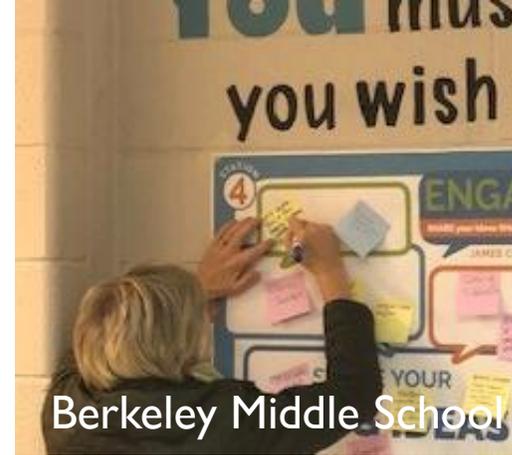
Phase 1: Listening & Envisioning

Summit on the Future

- Nov. 18
- 6 Coordinated Sites
- Simulcast to attend from home

Post-Summit Online Option

- Nov. 18-Dec. 18
- Polling & station questions online



Quick Facts

PUBLIC ENGAGEMENT BY THE NUMBERS

185

LIVE POLLING PARTICIPANTS

256

ONLINE POLLING PARTICIPANTS

878

PRESERVE-CHANGE POINTS MAPPED

250

ONLINE VISUAL PREFERENCE PARTICIPANTS

441 Total participants



Comparison to Previous Comprehensive Plan Engagement



2035 Comp Plan

Total: 77*

- Community Workshops
 - Toano MS
 - King of Glory Church
 - Little Zion Baptist Church

2008 Comp Plan

Round 1 Total: 149*

- Community Conversations
 - Stonehouse ES
 - JCC Rec Center
 - Warhill HS
 - James River ES

*Does not include online feedback gained during the process.

Engage 2045: 441 Total participants

Summit Agenda

I. Summit Presentation

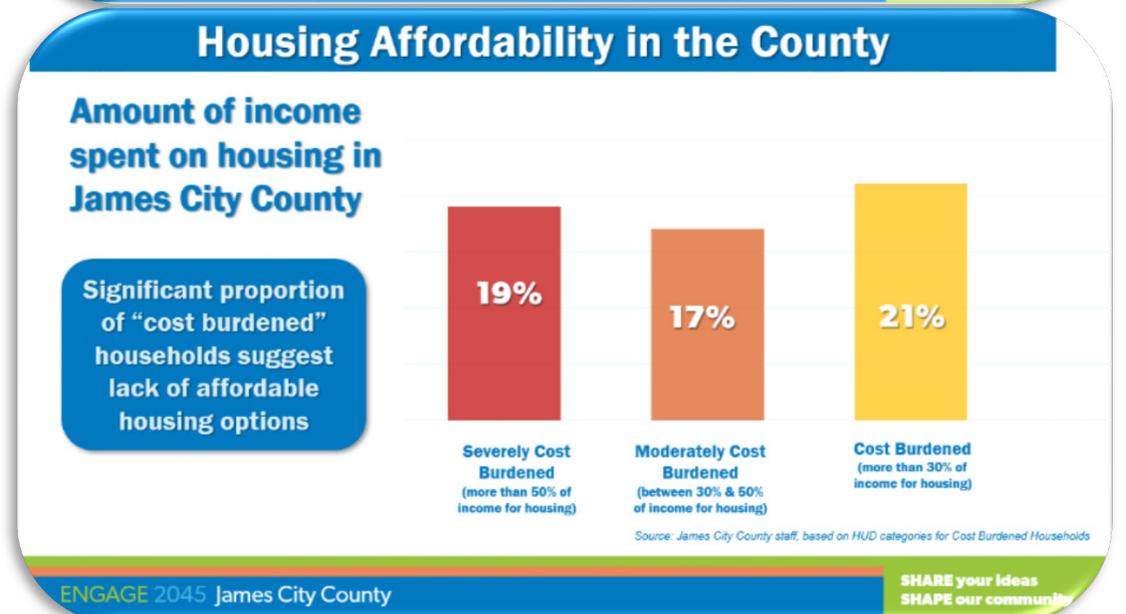
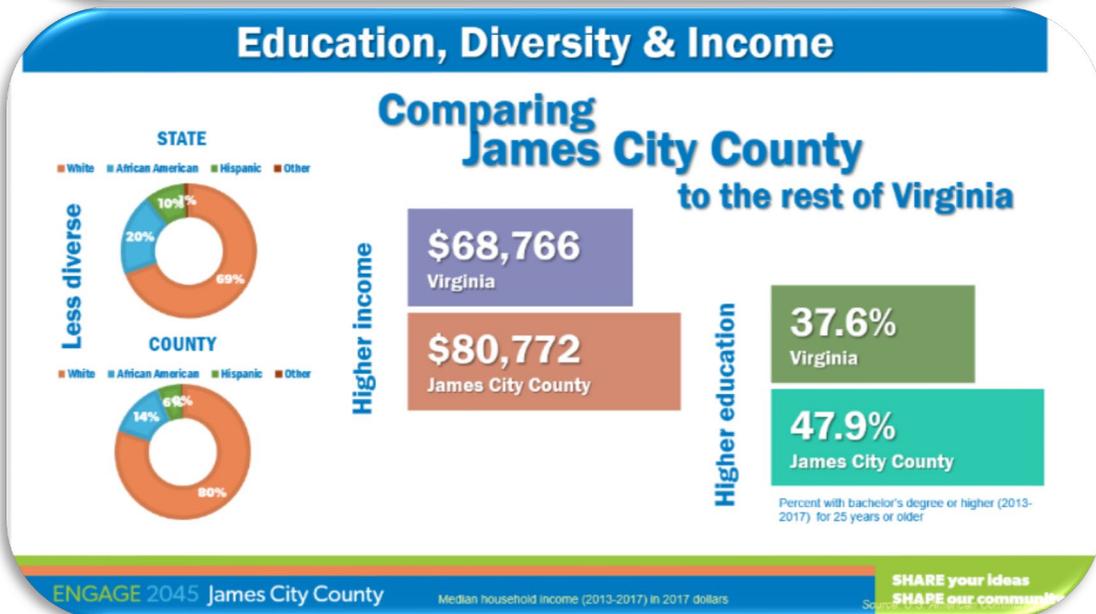
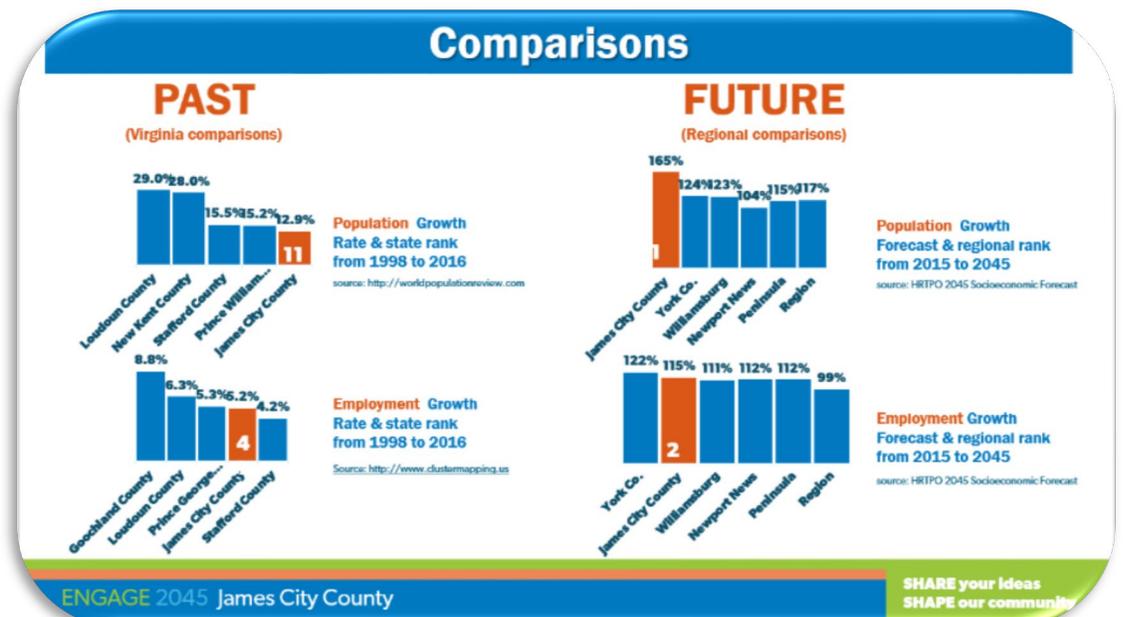
- A. Overview of Comprehensive Plan and Engage 2045 Process
- B. Report on State of James City County
- C. Summary of Key Citizen Survey Findings

II. Community Polling – Community Vision and Values

III. Station Activities

- A. Share Your Big Ideas for 2045
- B. Mapping Activity: Places to Preserve – Places to Change
- C. Visual Preference Survey
- D. Ask a Staffer

Context Was Presented at the Summit

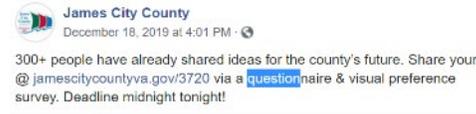


Post Summit Online Questionnaire Outreach

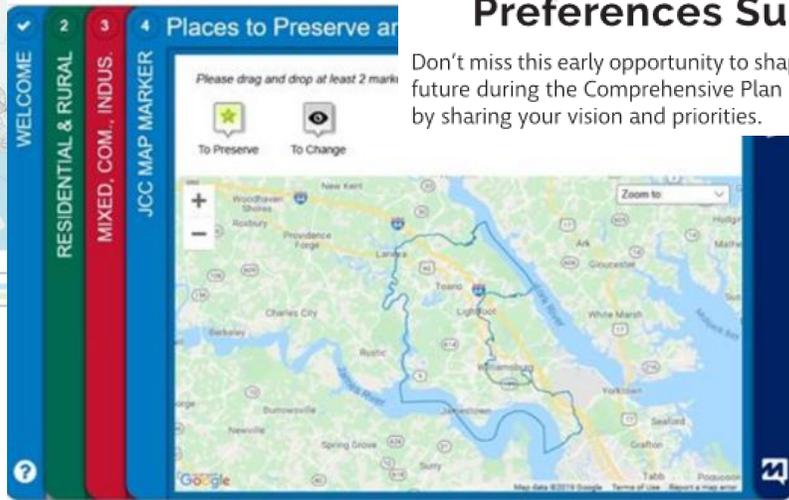
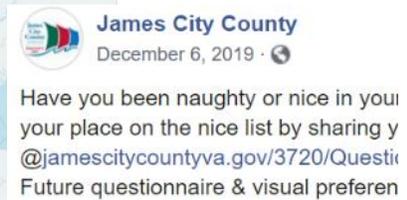
Website



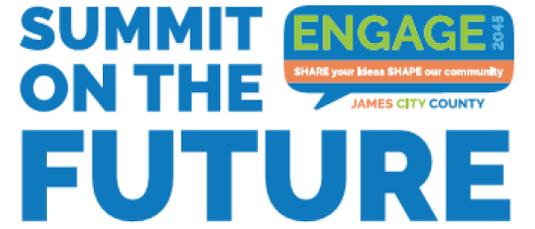
Facebook, Twitter and Nextdoor Posts



JAMES CITY COUNTY | COMPREHENSIVE PLAN UPDATE



Flyers

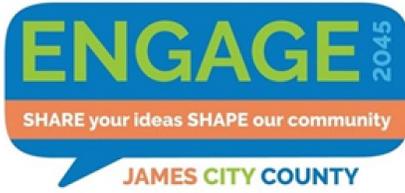


Help us reach peak participation!
Complete the online Questionnaire & Visual Preferences Survey

Don't miss this early opportunity to shape the County's future during the Comprehensive Plan update process by sharing your vision and priorities.

Newsletter

Comprehensive Plan Update
December 2019 Newsletter
jamescitycountyva.gov/engage2045



● HIGH-DENSITY RESIDENTIAL



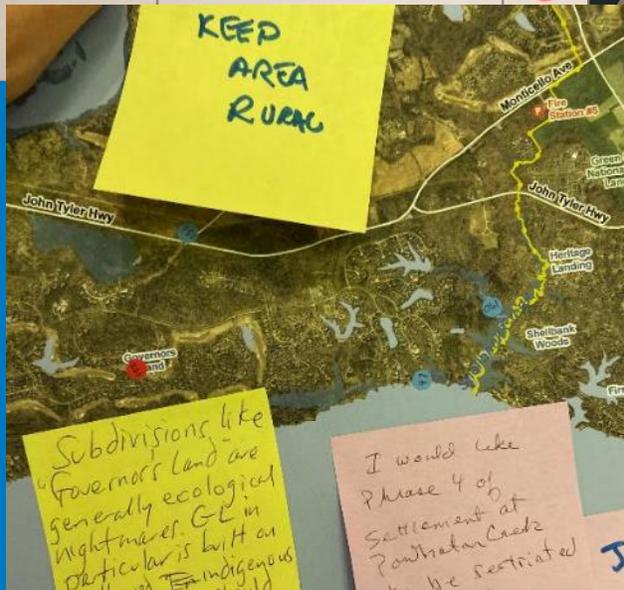
D-2



D-3



GENERAL OVERVIEW



STATION 4

What assumptions are you making about conditions 25 yrs from now: Transportation; communications; services etc?

ENGAGE
SHARE your ideas SHAPE our community

JAMES CITY COUNTY

KEEP THE SMALL TOWN EFFECT!

LET US HAVE PHASE 1 (TRAIL) 2 (PARK) 3 (RESTAURANT)

CONSIDER WILLIAMSBURG IN THIS STUDY - IT EFFECTS JAMES CITY COUNTY

SHARE YOUR BIG IDEAS FOR 2045

Write down any specific ideas you would like to see implemented in James City County in the future

How well did participant demographics reflect the County Census data?

AGE

	SUMMIT	ONLINE	TOTAL	PERCENTAGE	CENSUS	(18+ONLY)
65+	64	59	123	29.6%	23.6%	29.7%
55-64	43	43	86	20.7%	14.0%	17.6%
45-54	23	54	77	18.5%	13.6%	17.1%
35-44	12	52	64	15.4%	11.0%	13.9%
25-34	11	30	41	9.9%	9.9%	12.5%
I PREFER NOT TO ANSWER	1	12	13	3.1%	n/a	n/a
18-24	5	3	8	1.9%	7.3%	9.2%
UNDER 18	1	3	4	1.0%	20.5%	n/a
TOTAL	160	256	416	100%	100%	n/a

Census data represents the 2017 American Community Survey. The (18+Only) column normalizes percentage of adults by excluding the under 18 category from the census data.

Participants were somewhat older than Census data

RACE

	SUMMIT	ONLINE	TOTAL	PERCENTAGE	CENSUS
WHITE OR CAUCASIAN	136	217	353	84.4%	80.3%
I PREFER NOT TO ANSWER	10	26	36	8.6%	n/a
NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	2	1	3	0.7%	0.0%
BLACK OR AFRICAN AMERICAN	10	3	13	3.1%	13.1%
OTHER RACE/ TWO OR MORE RACES	4	4	8	1.9%	3.2%
AMERICAN INDIAN OR ALASKAN NATIVE	0	4	4	1.0%	0.2%
ASIAN	0	1	1	0.2%	2.5%
TOTAL	162	256	418	100%	100%

Census data represents the 2017 American Community Survey.

Participants were somewhat less racially diverse than Census data

ETHNICITY (Hispanic, Latino, or of Spanish Origin)

	SUMMIT	ONLINE	TOTAL	PERCENTAGE	CENSUS
NO	146	228	374	89.9%	94.6%
I PREFER NOT TO ANSWER	10	22	32	7.7%	n/a
YES	4	6	10	2.4%	5.4%
TOTAL	160	256	416	100%	100%

Census data represents the 2017 American Community Survey.

Participants were somewhat less ethnically diverse than Census data

Have you ever participated in one of the County's planning processes before?

	SUMMIT	ONLINE	TOTAL	PERCENTAGE
NO	100	206	306	73.0%
YES	60	35	95	22.7%
I DON'T REMEMBER	3	15	18	4.3%
I PREFER NOT TO ANSWER	0	0	0	0%
TOTAL	163	256	419	100%

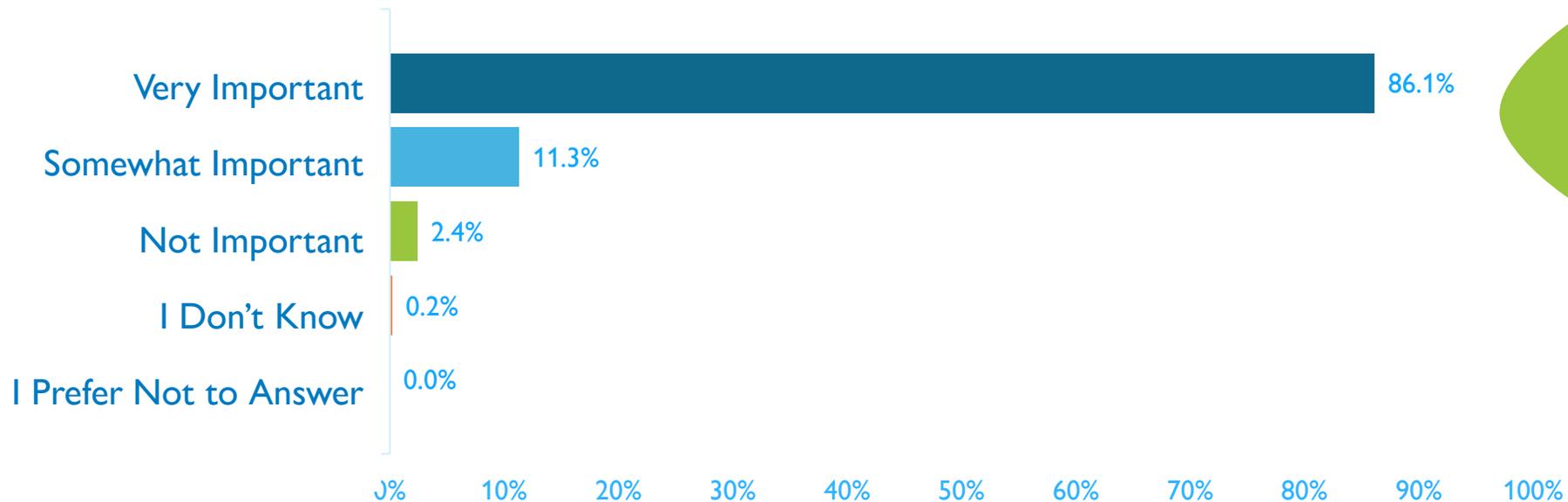
Most participants were new to county planning efforts

PRIMARY PUBLIC ENGAGEMENT THEMES

1. Nature
2. Community Character
3. Affordable Housing
4. Economic Development
5. Quality of Life

1. NATURAL ENVIRONMENT

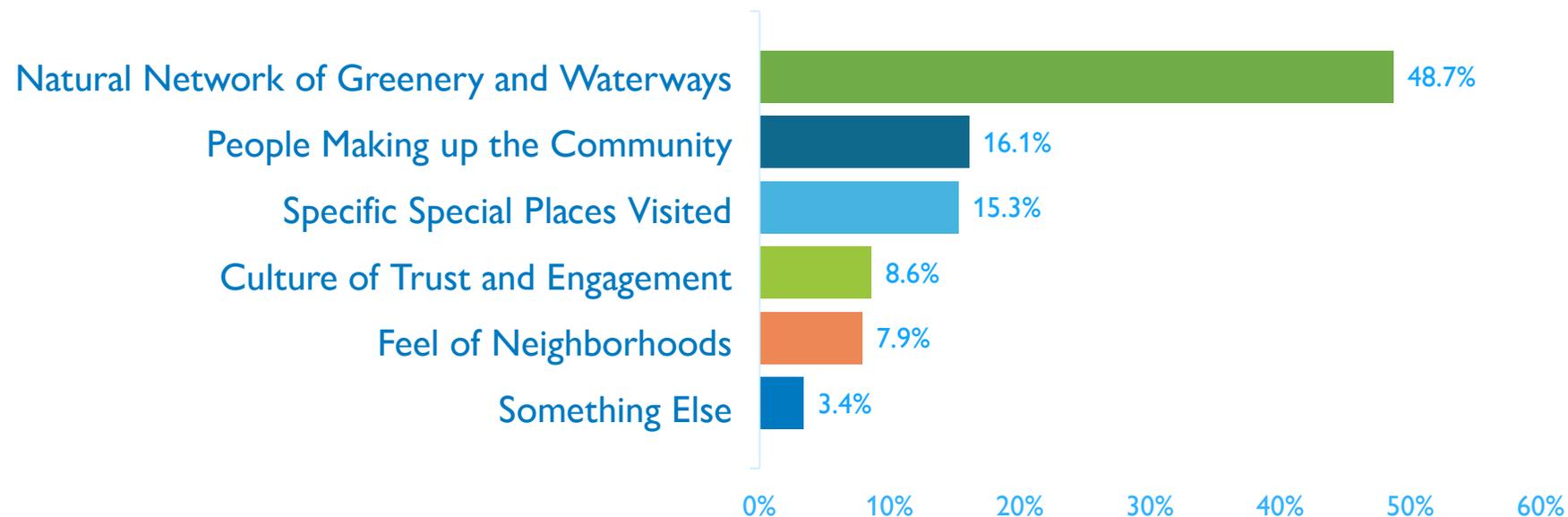
How important is it for the County to do more to improve our efforts to protect and preserve our natural environment in the County?



86% Very Important

2. COMMUNITY CHARACTER/ NATURE

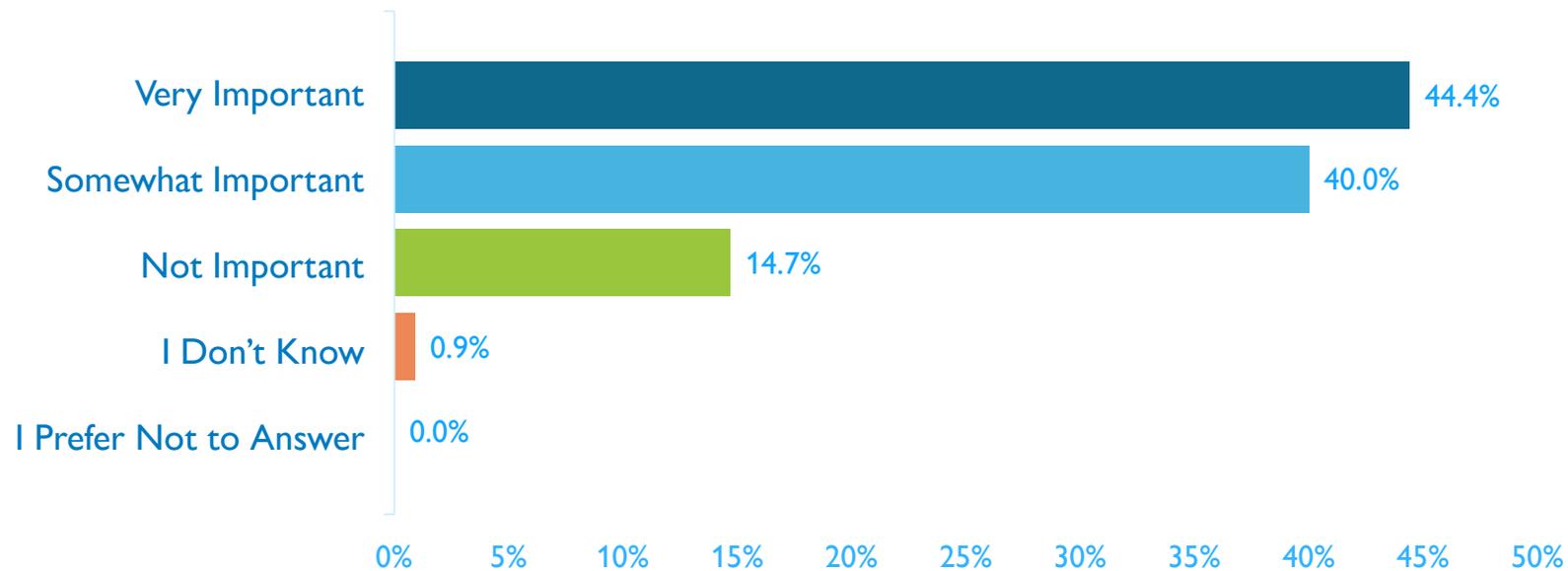
Which of these contributes the most to create James City County's great community character?



49% The Natural Network of Greenery & Waterways

3. HOUSING AFFORDABILITY

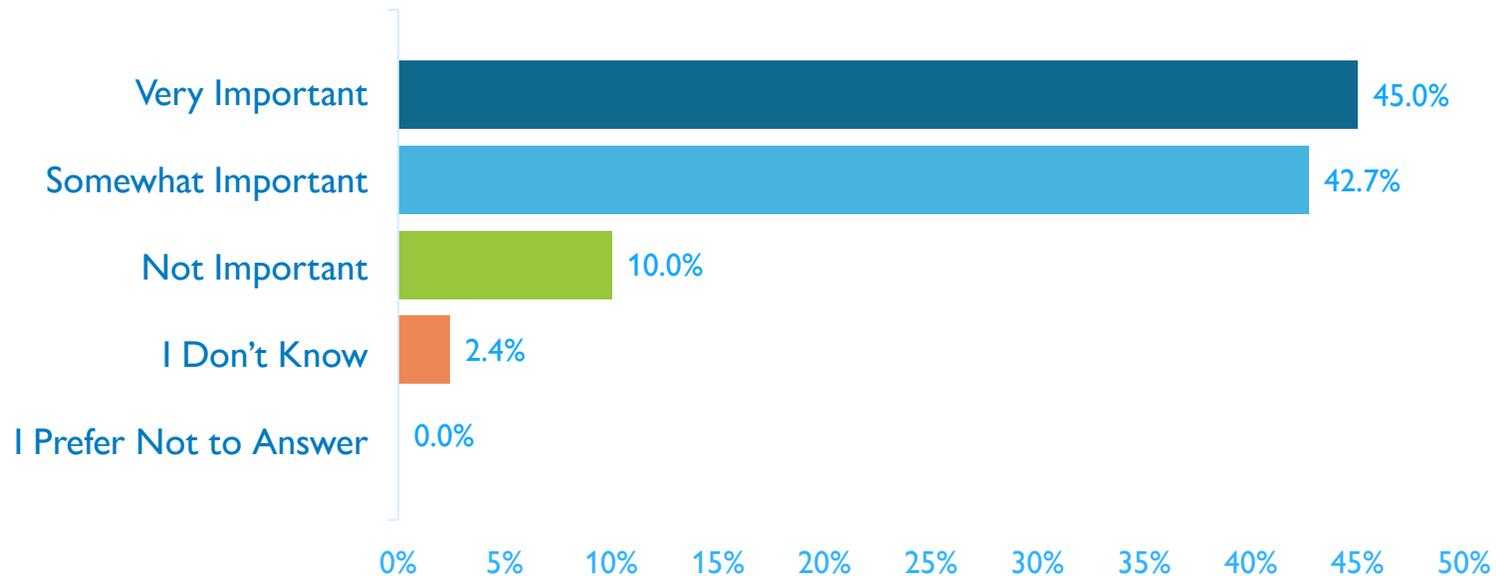
How important is it that the County do more to provide housing opportunities that are affordable to our workforce?



84% Very or Somewhat Important

4. ECONOMIC DEVELOPMENT

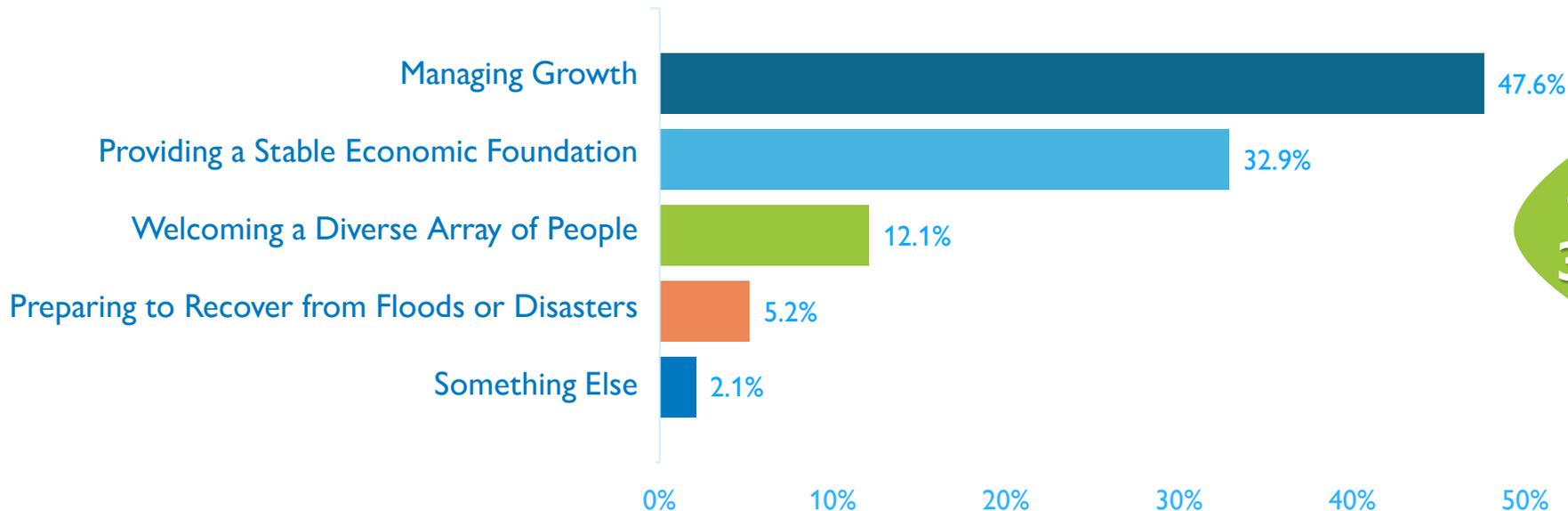
How important is it for the County to do more to expand the local economy by attracting higher paying jobs?



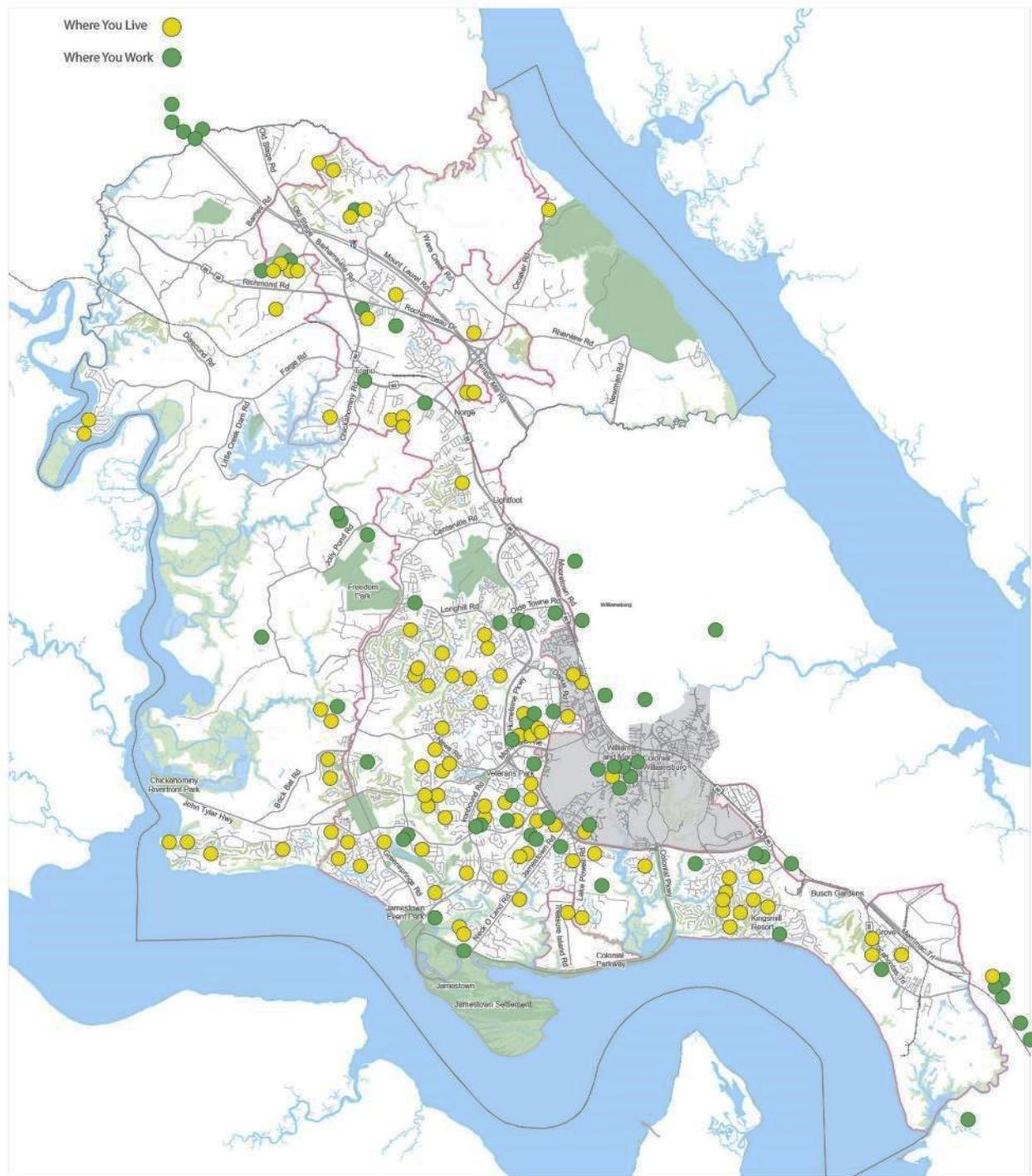
88% Very or Somewhat Important

5. QUALITY OF LIFE (Growth & Economic Themes)

What is most important to accomplish?



48% Managing Growth
33% Economic Stability

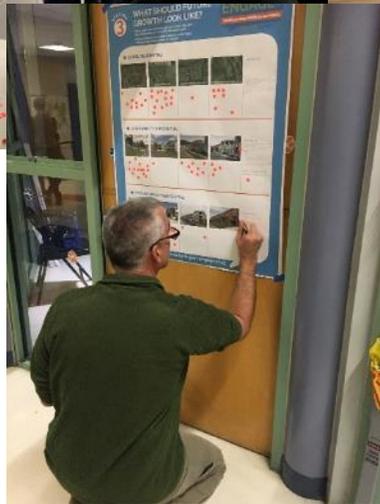


LIVE-WORK EXERCISE

More “live” than “work” dots
Fairly broad population distribution
Significant employment out of County

- Live
- Work

Visual Preference Survey & Preserve/Change Map Responses



Visual Preference Survey

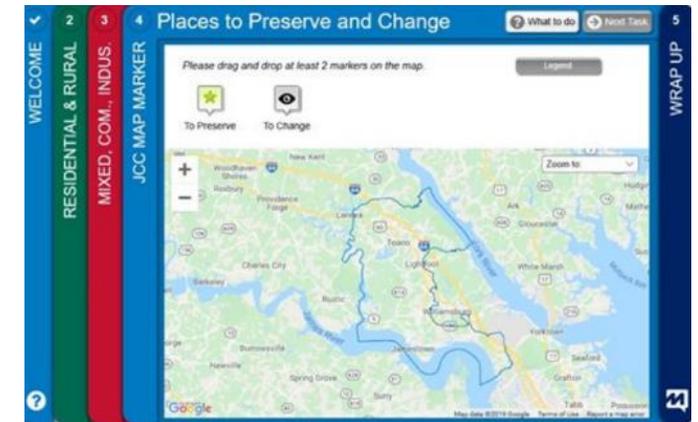
104 Summit Responses

+ **250** Post Summit/MetroQuest Responses

= **354** Total Responses

Preserve/Change Map

878 dots total from both the Summit and MetroQuest



Some Takeaways:

PRESERVE

- York River State Park
- Jamestown Island
- Jamestown Settlement
- Toano & Norge
- Chickahominy Riverfront Park

- *Preserve nature and recreation opportunities*
- *Embrace history in its natural state; preserve views*
- *Beach for locals and attractions for tourists*
- *Community characters of their own, room for select growth*
- *Chance for residents to enjoy preserved nature*

CHANGE

- Grove
- New Town & Eastern State Hospital
- Lightfoot

- *Mixed redevelopment, affordable housing opportunity*
- *Surplus land close-in, a mixed-use example for the future*
- *Need for redevelopment and employment opportunities*

BOTH

- Exit 227/Upper County Park
- Monticello Avenue
- Brickyard Landing

- *Preserve park, allow commercial but not in historic areas*
- *Improve traffic, ped/bike path, preserve remaining green spaces*
- *A recreation opportunity but improved facilities needed*

VISUAL PREFERENCE SURVEY



50

150



13

35



4%

7%



12%

13%

Rural Residential



Low-Density Residential



SLIGHT Preference for lower density cluster

Provisional Takeaways

SOME Preference for large lots / wide setbacks & no sidewalks

Medium-Density Residential



High-Density Residential



STRONG Preference for lower density “detached looking” housing types

Provisional Takeaways

SOME Preference for traditional, fairly dense types with social spaces

Local Commercial



Larger Commercial



STRONG Preference for “Main Street” traditional commercial

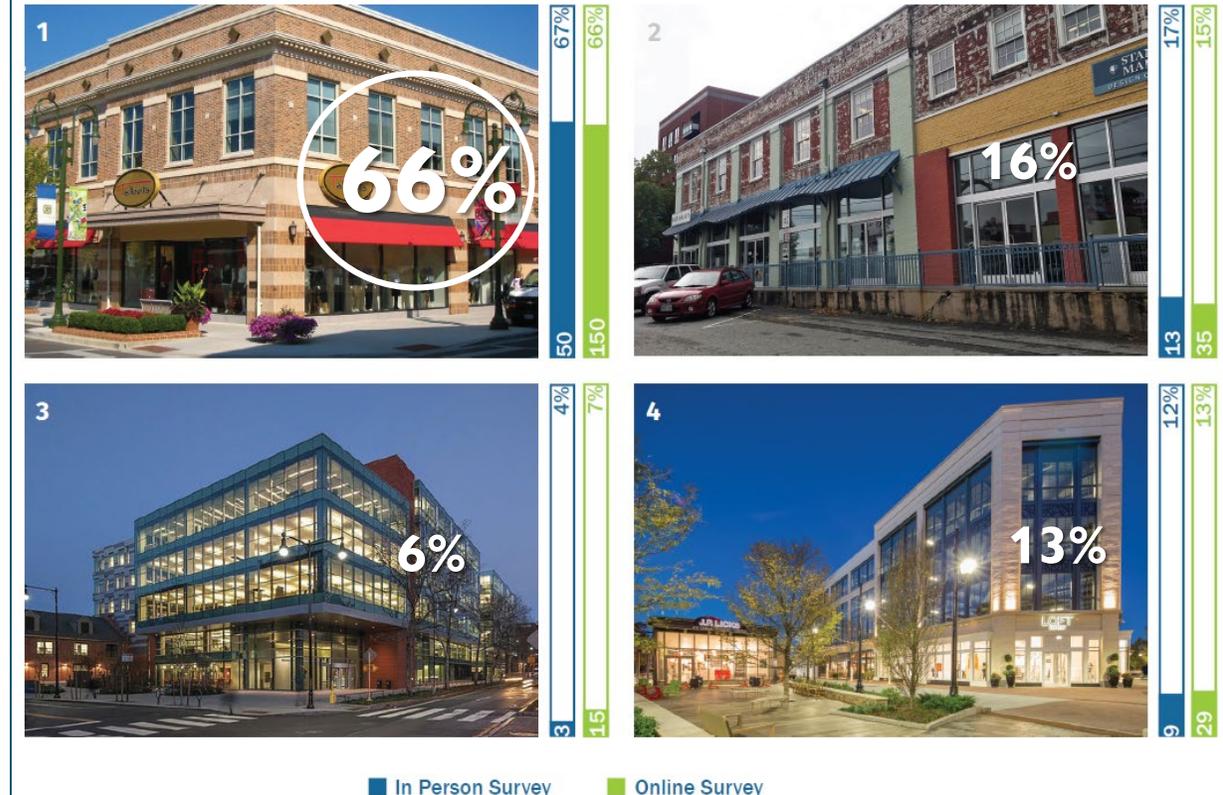
Provisional Takeaways

SOME Preference for lower intensity, “storefront” style commercial

Mixed-Use Residential/Commercial



Mixed-Use Commercial/Office



STRONG Preference for lower intensity “Main Street” development

Provisional Takeaways

STRONG Preference for lower intensity “Main Street” development



STRONG Preference for landscaping & open space in development

Provisional Takeaways

STATION
4

ENGAGE 2045

SHARE your ideas SHAPE our community

JAMES CITY COUNTY

SHARE YOUR **BIG IDEAS** FOR 2045

Write down any specific ideas you would like to see implemented in James City County in the future

Big Ideas Board

Some Takeaways:

BIG IDEAS FOR 2045

Transportation

- additional bike/ped/transit improvements
- connecting the places people want to go

Environment

- Protecting land/trees/resources
- Resilience/recycling/solar/sustainability

Economy

- Large tech companies to small businesses
- Event centers to convention centers

Other

- Small town feel and revitalization
- Parks, Capital Trail & mixed use zoning

Online Comments

Home

What is a Comprehensive Plan? ▶

The Plan

The Teams ▶

Meetings & Events

Share Your Ideas

Stay Connected

Share Your Ideas

Complete the form below to provide input on the Comprehensive Plan update.

Name *

Email *

Subscribe

Please add me to the e-Newsletter!

Phone *

Address

Consider the future and change that James City County could experience over the next 20 years. Which of the following topics are most important to address in the County's comprehensive plan? *

- | | |
|--|--|
| <input type="checkbox"/> Growth and development | <input type="checkbox"/> Rural area protection |
| <input type="checkbox"/> Community character | <input type="checkbox"/> Public safety |
| <input type="checkbox"/> Social services | <input type="checkbox"/> Transportation |
| <input type="checkbox"/> Parks, recreation and greenways | <input type="checkbox"/> Government facilities |
| <input type="checkbox"/> Housing and neighborhoods | <input type="checkbox"/> Jobs and businesses |
| <input type="checkbox"/> Water resources | <input type="checkbox"/> Other |

Choose your top 3

Which of the following topics are most important to address in the County's Comprehensive Plan?

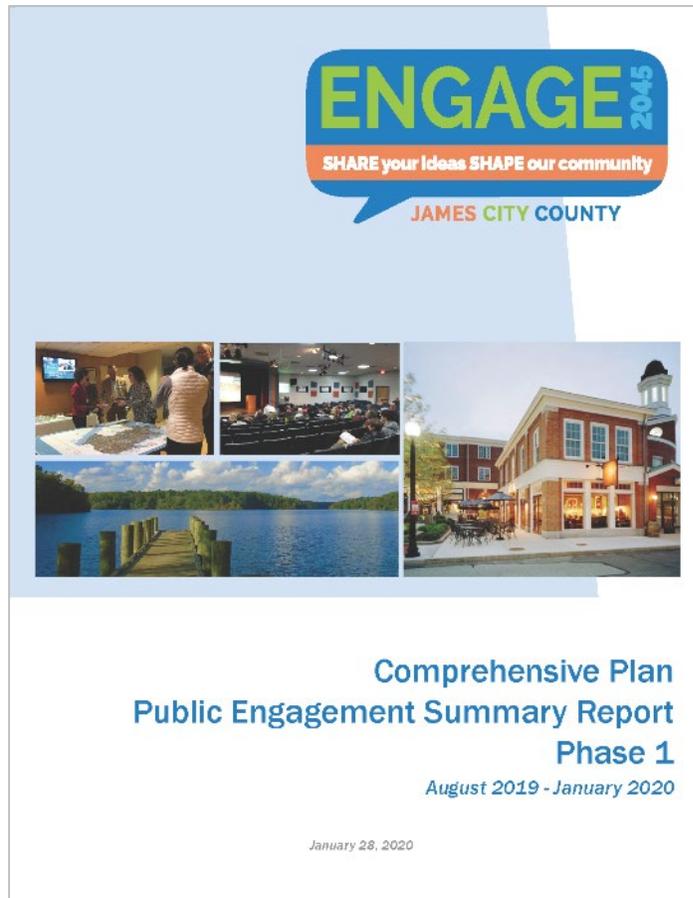
<i>Rural area protection</i>	17
<i>Public safety</i>	11
<i>Water resources</i>	10
<i>Growth and development</i>	9
<i>Jobs and businesses</i>	9
<i>Housing and neighborhoods</i>	6
<i>Parks, recreation and greenways</i>	5
<i>Other</i>	4
<i>Transportation</i>	3
<i>Community character</i>	2
<i>Social services</i>	1
<i>Government facilities</i>	0

Survey responses through
November 2019

Additional "Share your
Ideas" comments had
similar themes to the "Big
Ideas" themes

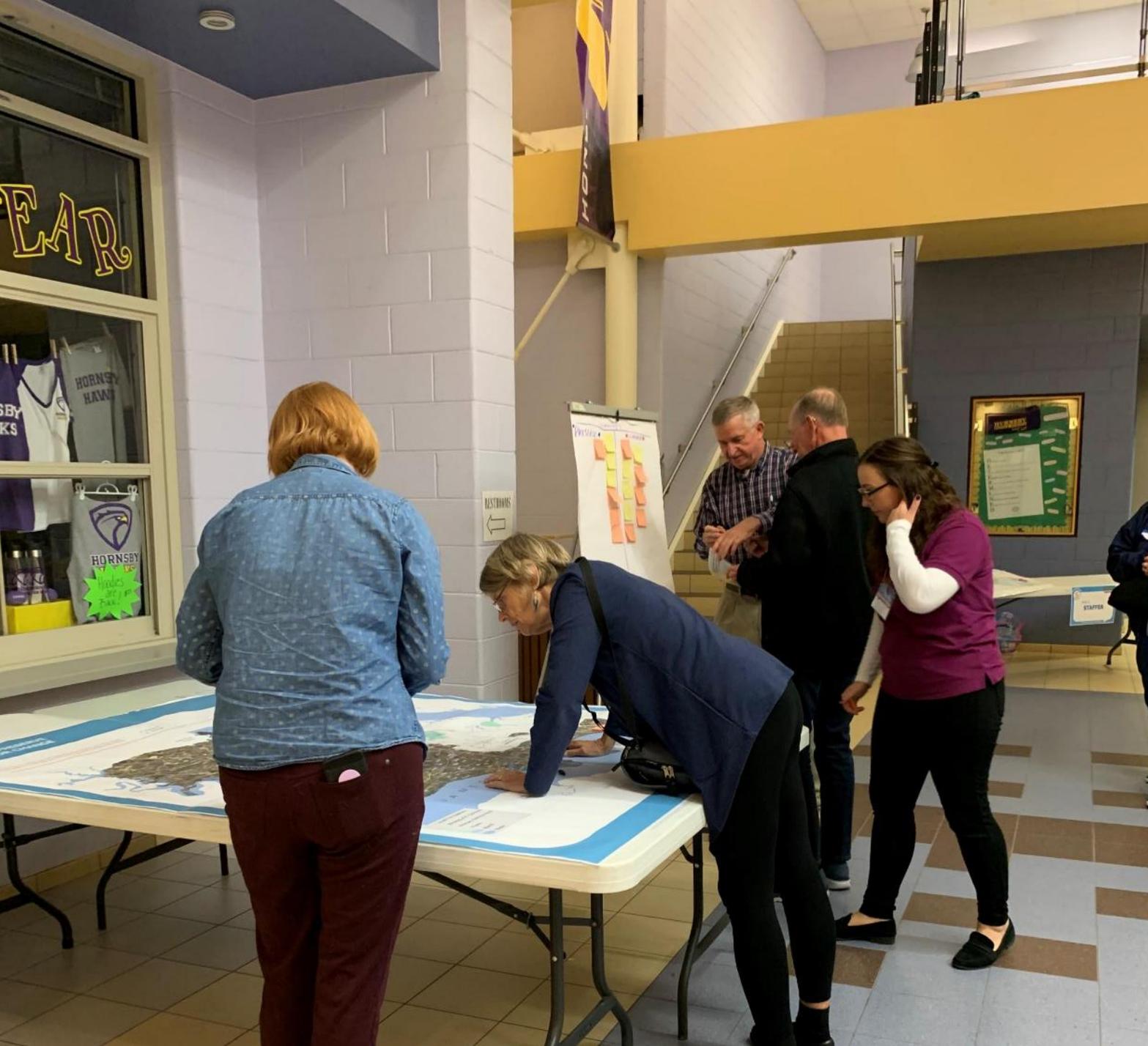
Will continue to seek input
throughout the process

Public Engagement Report



- About Engage 2045
- Summary of Public Engagement Activities and Themes
- Detailed Public Input Summaries
 - Complete accounting of all responses received as a part of this phase of public engagement

Report available for download at
jamescitycountyva.gov/engage2045



Public Input Themes

Five Public Engagement Themes

- Nature
- Community Character
- Affordable Housing
- Economic Development
- Quality of Life

2 ENGAGE 2045 PHASE 1 PUBLIC INPUT SUMMARY

• **Affordable Housing**

Supporting the development of affordable workforce housing has emerged as an important issue to community members. Residential growth should be balanced in a way that provides opportunities for all income levels. Development of additional housing must also be balanced with the preservation of the County's unique community character.

Highlights of Public Engagement Support for Fostering Affordable Housing

Engage 2045	<ul style="list-style-type: none">• 84.4% ranked that it was important (44.4% very important, 40.0% somewhat important) for the County to do more to provide housing opportunities that are affordable to our workforce.• From the big ideas exercise, some responses primarily support additional housing with specific support for affordable housing, co-housing, and workforce housing.
Citizen Survey	<ul style="list-style-type: none">• 78.1% ranked very important or somewhat important to provide housing opportunities for citizens, generally.• 82.9% ranked very important or somewhat important to provide housing opportunities that are affordable to our workforce.• Housing opportunities that are affordable to our workforce had the highest difference between its importance and how satisfied residents were with it (32.6% difference).

• **Economic Development**

Residents support economic development that results in recruitment of businesses with higher paying jobs as one way of making the community more economically resilient and appealing to younger professionals. While tourism is a major economic driver in the County, it should be balanced with other employment and industries.

Highlights of Public Engagement Support for Growing the Local Economy

Engage 2045	<ul style="list-style-type: none">• 87.7% ranked that it was important (45% very important, 42.7% somewhat important) for the County to do more to expand the local economy by attracting higher paying jobs.• From the big ideas exercise, some responses support specific efforts to attract businesses, varying from large tech companies to small local businesses.
Citizen Survey	<ul style="list-style-type: none">• 88.1% ranked very important or somewhat important in support of efforts to attract jobs and new businesses.

- Themes and descriptions are on the following slides
- The report includes additional useful information on each theme

Theme
Description

Supporting responses and statistics from Engage 2045

Additional support from the Citizen Survey

Public Input Themes: Nature

The **natural environment is a highly valued component of James City County**. Residents support protecting sensitive environmental features such as wetlands, forests, and waterways; becoming more resilient to systemic risks due to sea level rise, availability of drinking water, and water quality; and creating opportunities for residents to enjoy and interact with preserved natural areas within their community. **A high proportion of residents reached as a part of this public engagement value protecting nature from the impacts of growth and development.**

Public Input Themes: Community Character

In addition to the natural environment, the **County's rural aspects of its community character also are highly valued**, including the unique identity of rural communities like Toano, as well as large tracts of open agricultural land away from the County's Primary Service Area (PSA). **To the extent any new development occurs, it should be directed within the PSA away from rural lands.**

Public Input Themes: Affordable Housing

Supporting the development of affordable workforce housing has emerged as an important issue to community members. Residential growth should be **balanced** in a way that **provides opportunities for all income levels.** Development of additional housing must also be balanced with the **preservation of the County's unique community character.**

Public Input Themes: Economic Development

Residents support economic development that results in **recruitment of businesses with higher paying jobs** as one way of making the community more economically resilient and appealing to younger professionals. **While tourism is a major economic driver in the County, it should be balanced with other employment and industries.**

Public Input Themes: Quality of Life

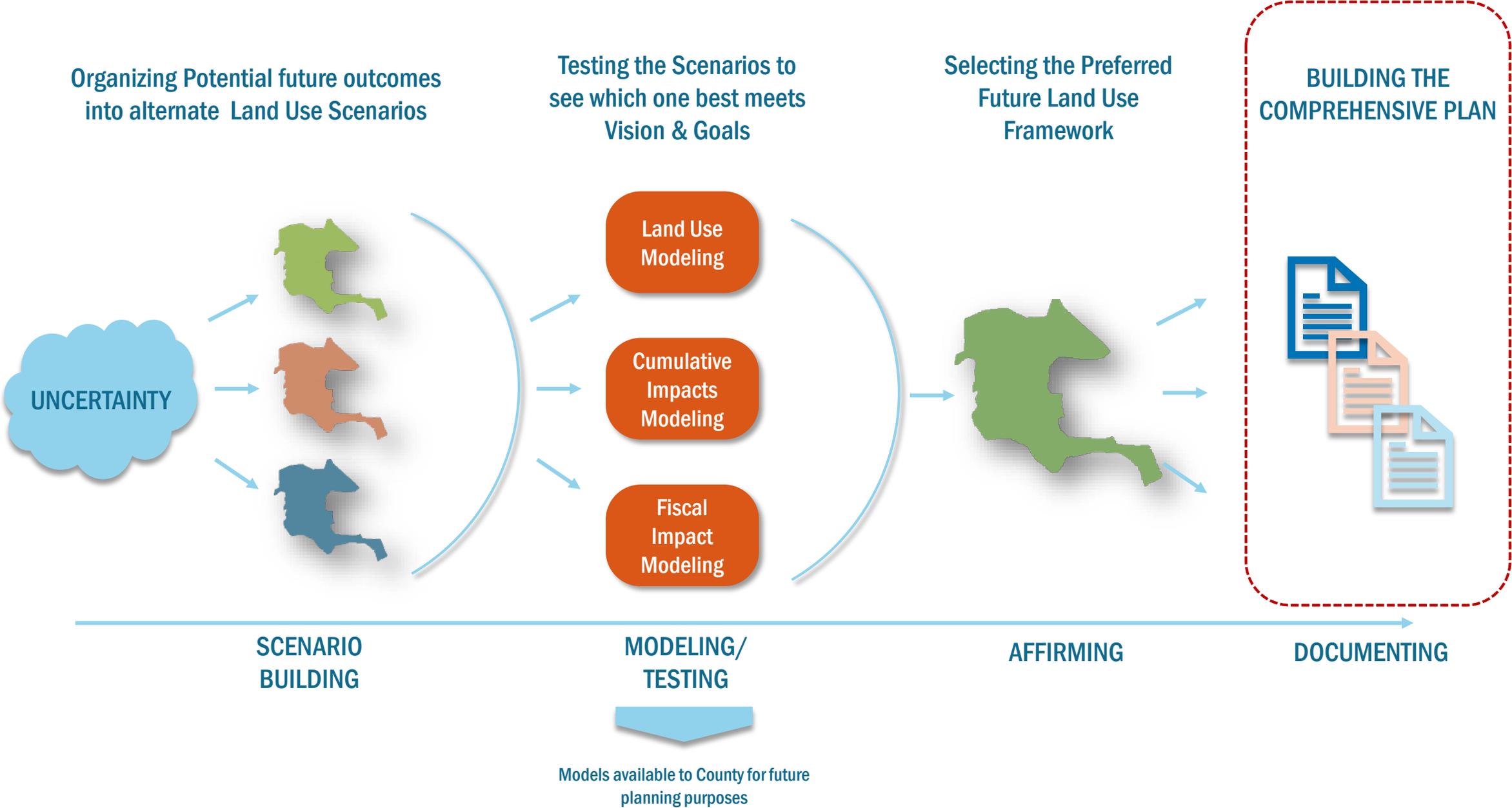
Residents desire additional quality of life amenities including parks, public water access, expanded recreational facilities, trails for walking and bicycling, transit connections, and other enhancements to existing public facilities.

Engage 2045

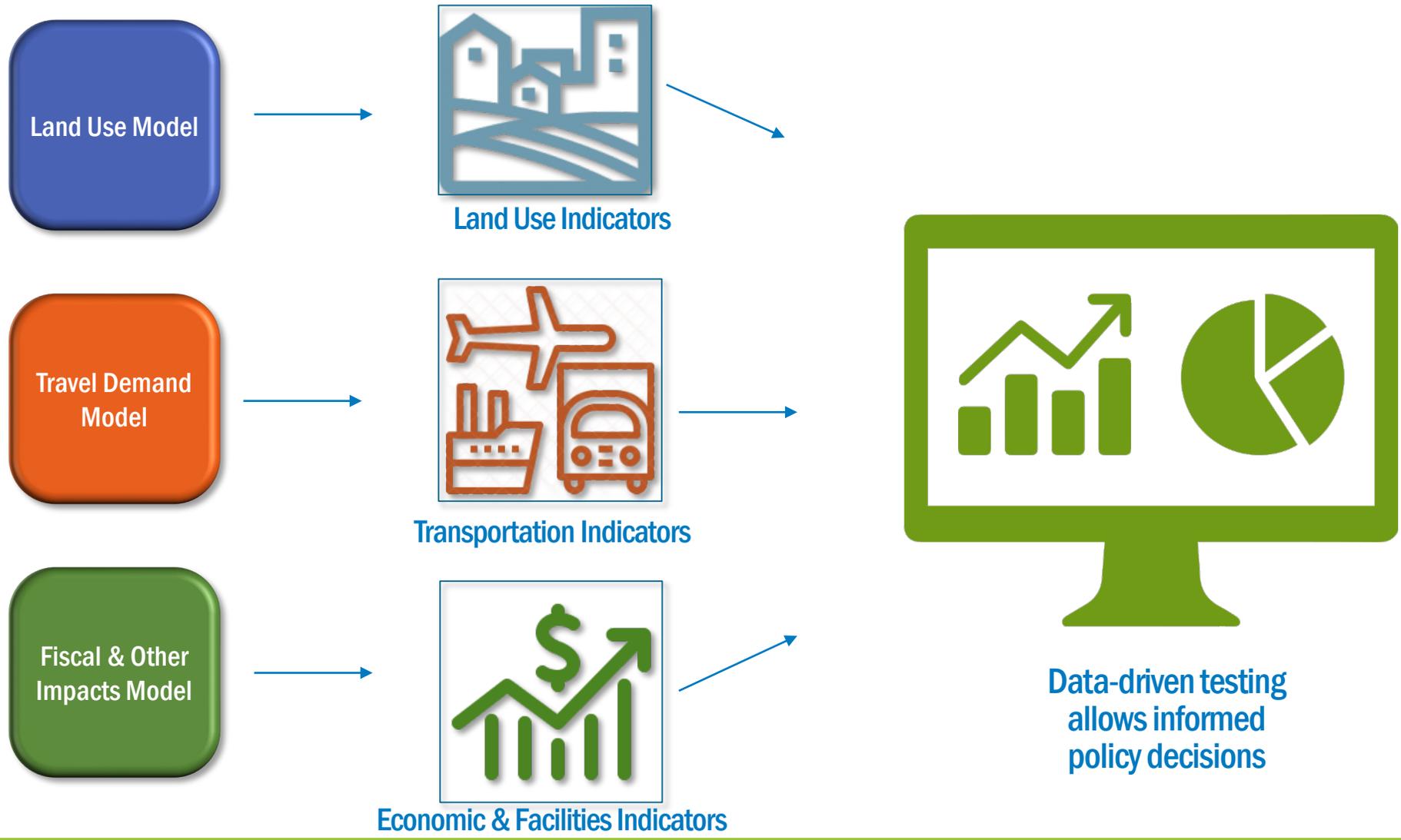
Update on Building the Scenario Models



This is not your average Comprehensive Plan



Summary of Modeling



Two Broad Approaches to Modeling

- 1. Assume current land use policy framework and test it against different futures such as greater or lesser population & job growth*
- 2. Envision different land use scenarios against a common assumption about the future and test which scenario best meets our goals*

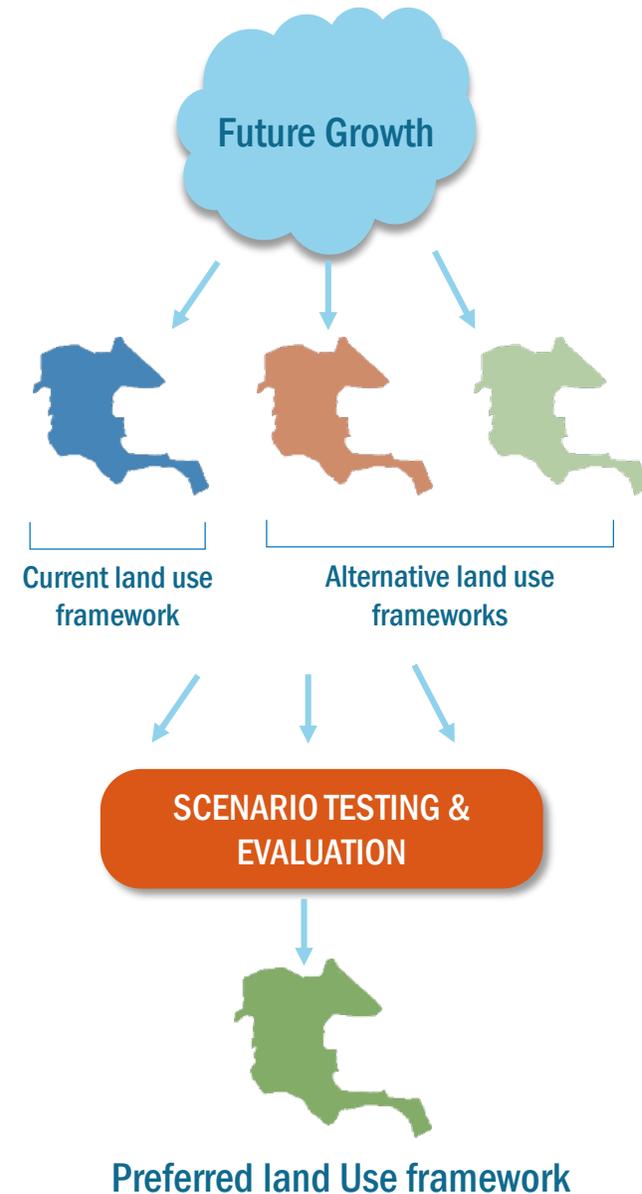
Resilience test our current policy framework

Test alternative policy frameworks

Proposed Modeling Approach

Combine Option 1 and Option 2:

Test both the current and alternative land use policy frameworks against a common growth assumption to see which one best meets the county's vision and goals



Proposed Data Sources

Starting with HRTPO Regional Model Data:

- Facilitates data collection
- Correlated to County data
- Allows the county modeling to inform regional transportation planning in the future (using the county's preferred future vision)

Customized with County Data Sources:

James City County data used to derive:

- Current and future land uses
- Value of land & improvements
- Facilities & Levels of Service
- Performance outputs & other metrics

Proposed Control Totals

From the HRTPO Regional Model:

YEAR	POPULATION	EMPLOYMENT
2015	73,325	40,105
2045	120,741	45,921

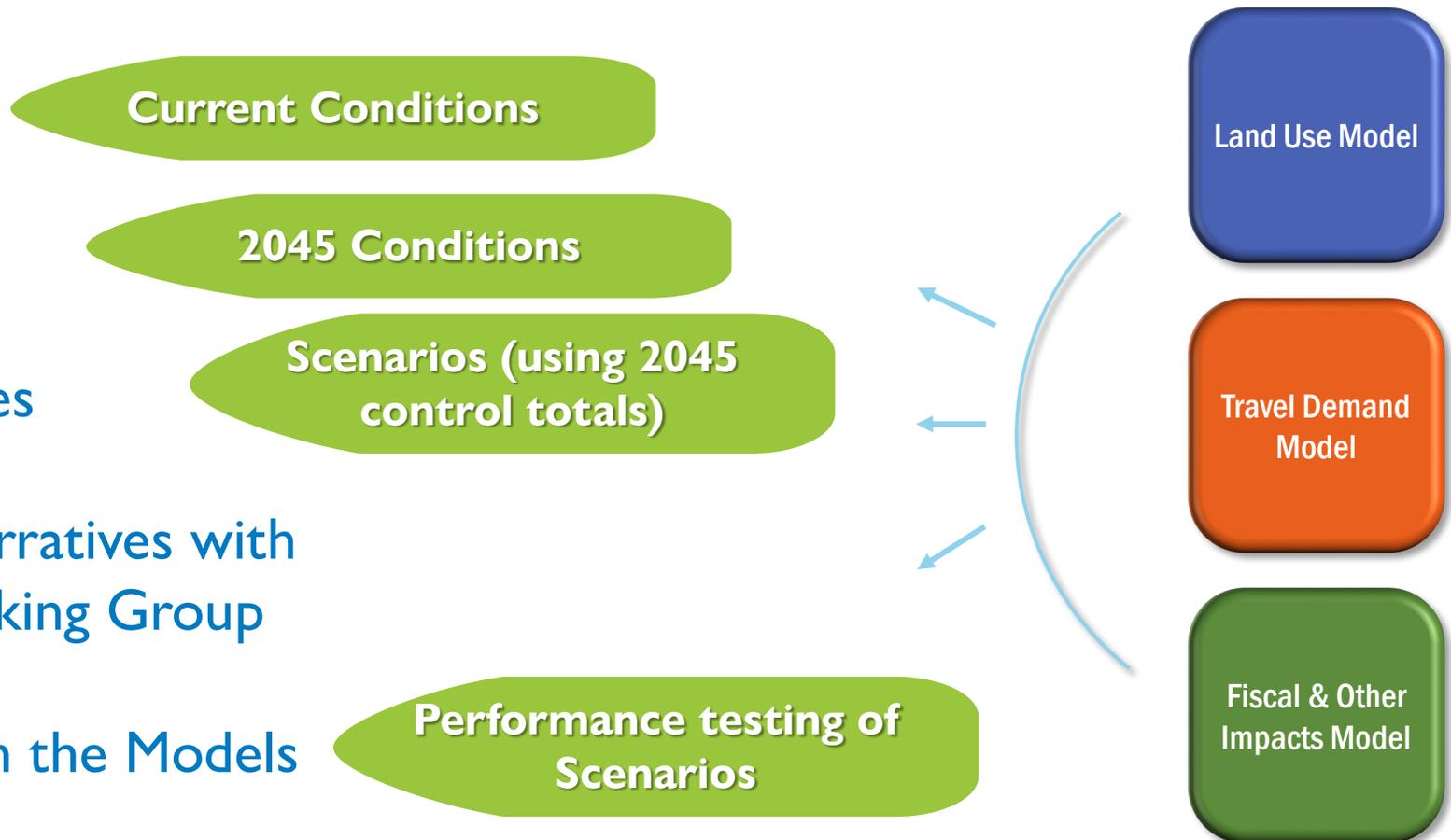
Notes:

- The Travel Demand Model will use the 2015 data interpolated to 2017
- The Land Use and Fiscal Models will use 2020 county data for the Virtual Present
- **These numbers do not represent a goal or target for growth** – they are just a standard increment of growth to allow scientific testing of alternative policies under possible future conditions

Building the Models

Schedule:

- January – Virtual Present
- February – Virtual Future
- March – Scenario Narratives
- April – Affirm Scenario Narratives with Planning Commission Working Group
- Summer – Run Scenarios in the Models



Looking Ahead to Scenario Development

BASELINE 2045 SCENARIO

- Represents a “no policy change” or “business as usual” scenario for comparison with the alternative scenarios.
- Reflects the future land use in the Toward 2035 Plan, as correlated to the standard HRTPO place types

TWO to THREE ALTERNATIVE 2045 SCENARIOS

- Alternative scenarios with a different land use pattern than the Baseline scenario.
- Based on the input received to date from the public, County Board, Planning Commission Working Group and staff.
- Will be vetted with the Planning Commission Working Group before they are tested in the modeling

Place Types

RR	Rural Residential			IL	Light Industrial			IP	Public/Semi-Public		
RLD	Low Density Residential			IH	Heavy Industrial			IT	Transportation Network		
RMD	Medium Density Residential			IPA	Port/Aviation Industrial			AA	Agriculture		
RHD	High Density Residential			MCR	Mixed Use Comm/Res			V	Vacant		
CN	Neighborhood Commercial			MCI	Mixed Use Comm/Ind			NP	Parks and Recreation		
CL	Local Commercial			MM	Military			NC	Resource Conservation		
CR	Regional Commercial			IU	Utilities			NH	Historic/Cultural		

Place Type Correlation

Current Land Uses

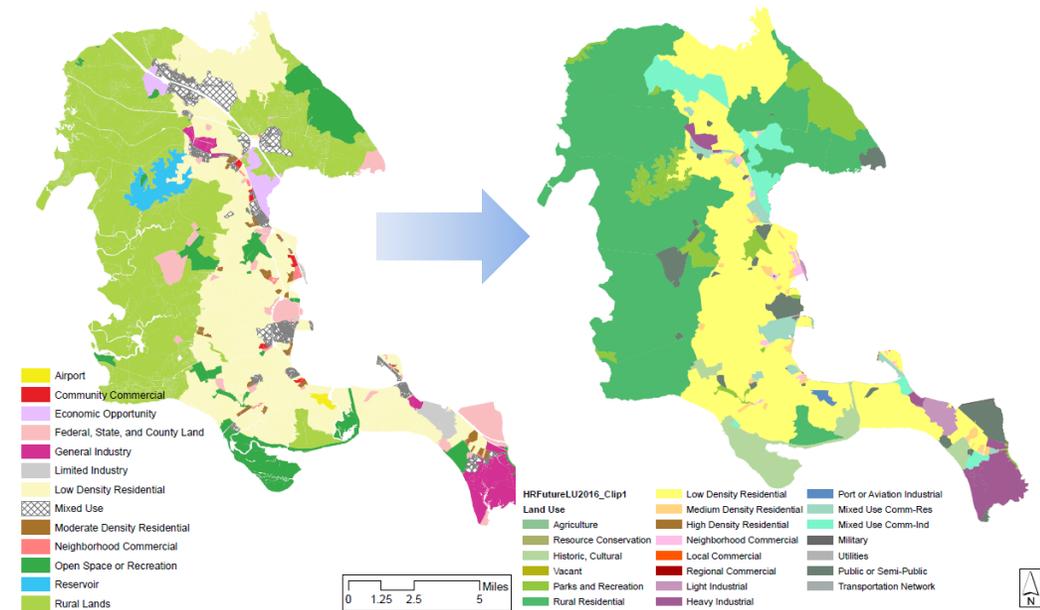
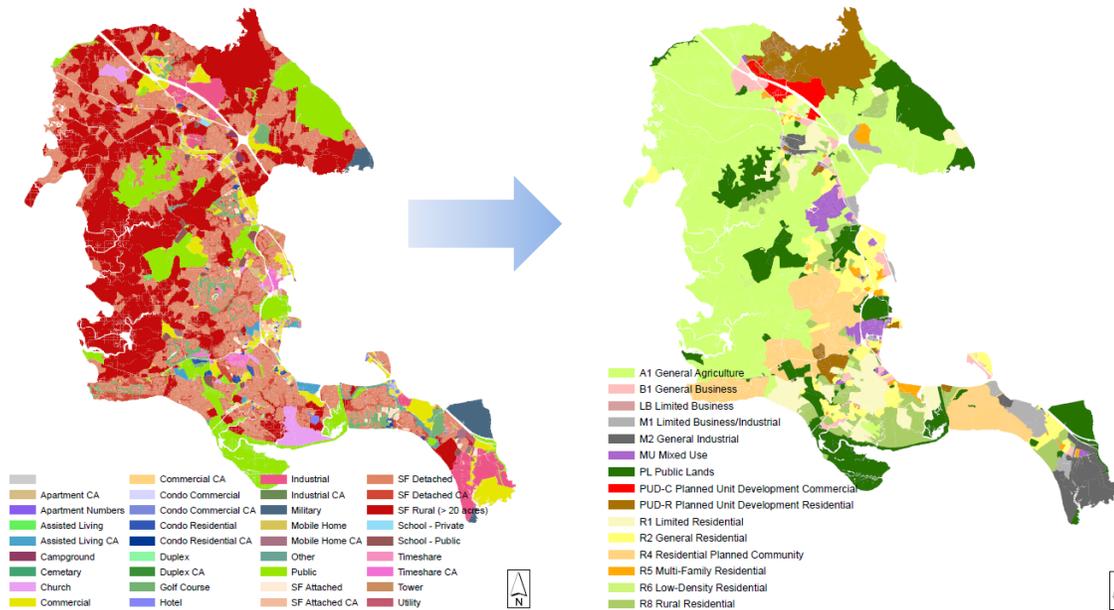
2045 Land Uses

County Land Uses

HRTPO Place Types

County Land Uses

HRTPO Place Types



Model Integration



Current working assumptions on modeling

Land Use:

- Use current county data on current land use & density / intensity
- Use HRTPO dataset for capacity of Place Types (adjust if necessary)
- Scenario narratives will drive land use patterns for each Scenario

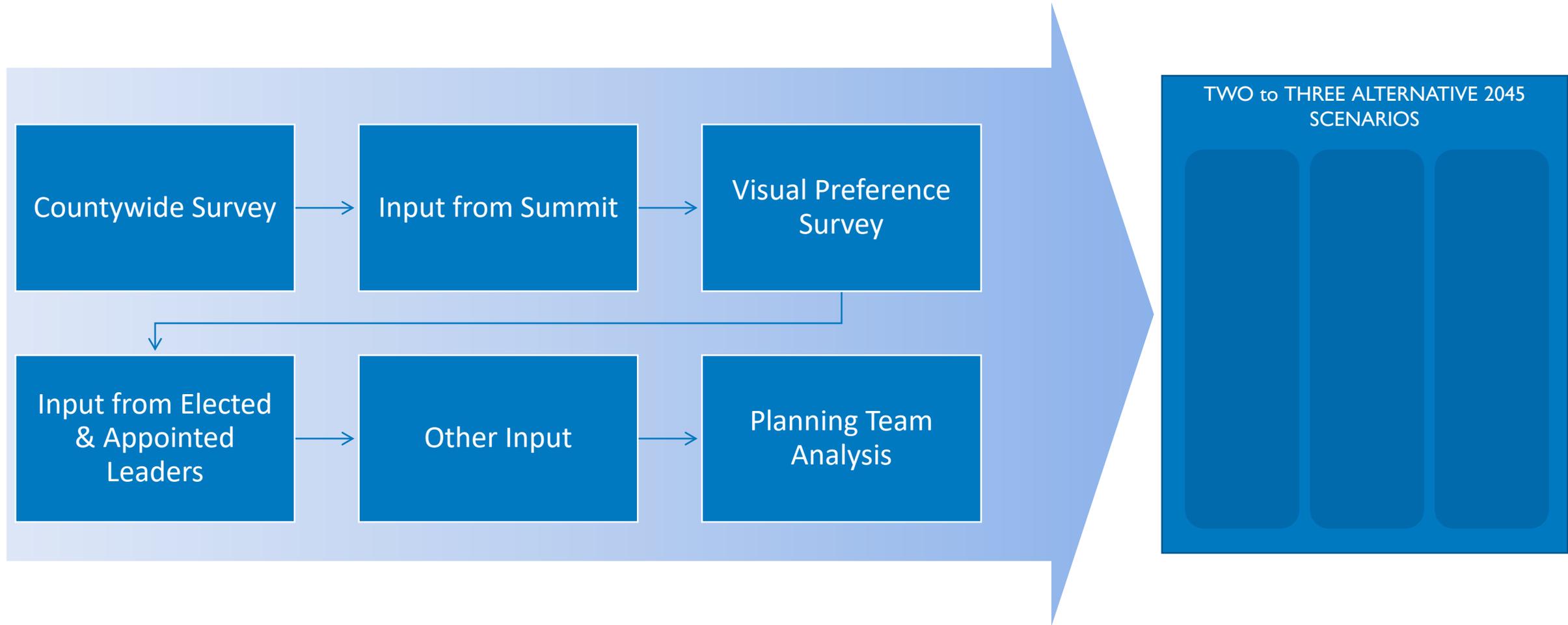
Transportation:

- Build customized stand-alone county model
- Use HRTPO data on current/future assumptions for Baseline
- Use Land Use modeling for assumptions under each Scenario

Fiscal:

- Use 2020 budget year for current conditions
- Use Land Use modeling for future conditions
- Divide County into subareas to analyze impacts
- Levels of Service will be held constant across Scenarios to compare outputs

Building the Scenario Narratives



Next Steps in the Process

