



Economic Climate

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 benefits 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 Anderson's Corner interchange areas, to preserve capacity for economic development for these areas. (See also Transportation and Land Use.)*
 - 1.1.2 Assess opportunities and advocate passenger rail/light rail service and stations. (See also Transportation and Land Use.)*
 - 1.1.3 Collaborate with jurisdictions/groups/businesses to promote alternate transportation to economic/business centers. (See also Transportation.)*
 - 1.1.4 Collaborate with 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. Support and implement the Airport Feasibility Study as adopted by the James City County Board of Supervisors.*

1.2 Retain and strengthen the County's agricultural and forestry industries. (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 and ecotourism as viable economic activities in James City County.*

1.2.3 *Encourage property owners 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.*

1.3 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 attraction 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 their first career but are still wanting or needing to work. (See also Population Needs.)*

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 selection 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 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. Actively assist and monitor in 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 *Retain those companies who successfully graduate from the technology business incubator.*

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 *Prioritize the rehabilitation of Brownfield 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 *Participate in the development of micro plans for strategic redevelopment areas such as Williamsburg Crossing, Croaker Interchange, and Williamsburg Pottery. (See also Land Use).*
- 1.5.4 *Incentivize LEED (Leadership in Energy and Environmental Design) certification for the construction and/or retrofitting of non-residential buildings. (See also Environment.)*
- 1.5.5 *Require water conservation techniques among new and existing businesses.*
- 1.5.6 *Encourage the development 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 *Utilize the James City Service Authority (JCSA) Newport News Water Work, and Hampton Roads Sanitary District to promote desirable economic growth through the provision of water and sewer infrastructure consistent with the Comprehensive Plan policies and the regulations governing utility service.*
- 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.*
- 1.6.3 *Promote tourism and associated industries as a year-round industry in the County year.*
- 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 access to high speed digital services that meet or exceed the National Broadband Strategy, and other advanced technology.

- 1.7.1 *Facilitate 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 supportive economic climate that facilitates the growth of existing businesses and industries and attracts desirable non-residential development.

- 1.8.1 *Focus public sector resources and the efforts of the County Office of Economic Development on recruiting and retaining institutional and commercial offices, industrial developments, business and industrial support services, and research and growth centers that export goods or services from and import wealth into the County.*
- 1.8.2 *Continue to analyze County regulations, policies, and procedures to ensure that they do not unnecessarily inhibit non-residential development.*