

<b>Chart 1. Rural Lands Designation Description</b>	
1. Basic Description	Rural Lands are areas containing farms, forests and scattered houses, exclusively outside of the Primary Service Area, where a lower level of public service delivery exists or where utilities and urban services do not exist and are not planned for in the future.
2. Recommended Uses	<p>Appropriate primary uses include agricultural and forestal activities, together with certain recreational public or semi-public and institutional uses that require a spacious site and are compatible with the natural and rural surroundings.</p> <p>Retail and other commercial uses serving Rural Lands are encouraged to be located at planned commercial locations on major thoroughfares inside the PSA. However, a few of the smaller direct agricultural or forestal-support uses (including agri-business and eco-tourism), home-based occupations, or certain uses which require very low intensity settings relative to the site in which it will be located may be considered on the basis of a case-by-case review, provided such uses are compatible with the natural and rural character of the area, in accordance with the Development Standards. These uses should be located in a manner that minimizes effects on agricultural and forestal activities, and located where public services and facilities, especially roads, can adequately accommodate them.</p>
3. Recommended Density	<p>Rural residential uses associated with legitimate agricultural and forestal activities are appropriate when they are at a very low density and pattern, significantly lower than currently permitted. Lower overall gross densities are desirable to achieve a rural character. Soils must be suitable for individual waste disposal systems.</p> <p>Residential developments not related to agricultural or forestal uses are only appropriate when they meet the Rural Lands Development Standards and minimize adverse impacts on rural lands, in particular its rural character and the soils more suited for agriculture.</p> <p>In terms of the desired scale of rural land developments, very low density development, significantly lower than currently permitted, or rural clusters on a small scale which meet the design guidelines of the Rural Lands Development Standards <i>are encouraged</i> while large concentrations of residential development are <i>strongly discouraged</i> as such subdivisions interrupt rural qualities and significantly increase the demand for urban services and transportation facilities.</p>
<b>Rural Lands Development Standards</b>	
1. Use and Character Compatibility	<p>a) Uses in Rural Lands should preserve the natural, wooded, and rural character of the County. Particular attention should be given to the following:</p> <ol style="list-style-type: none"> <li>i. locating structures and uses outside of sensitive areas</li> <li>ii. maintaining existing topography, vegetation, trees, and tree lines to the maximum extent possible, especially along roads and between uses</li> <li>iii. discouraging development on farmland, open fields and scenic roadside vistas</li> <li>iv. encouraging enhanced landscaping to screen developments located in open fields using a natural appearance or one that resembles traditional hedgerows and windbreaks</li> <li>v. locating new roads so that they follow existing contours and old roadway corridors whenever feasible</li> <li>vi. limiting the height of structures to an elevation below the height of surrounding mature trees</li> <li>vii. minimizing the number of street and driveway intersections along the main road by providing common driveways and interconnection of developments</li> <li>viii. utilizing lighting only where necessary and in a manner that eliminates glare and brightness</li> </ol> <p>b) Site non-agricultural/non-forestal uses in areas designated Rural Lands so that they minimize impacts or do not disturb agricultural/forestal uses, open fields, and important agricultural/forestal soils and resources.</p> <p>c) Encourage the preservation and reuse of existing agricultural structures such as barns, silos and houses.</p>
2. Rural Residential Clusters	<p>If built, rural clusters should develop with the following guidelines:</p> <ol style="list-style-type: none"> <li>a) Minimize the impact of residential development by preserving a substantial amount (at least two-thirds) of the site in large undivided blocks of land for permanent open space.</li> <li>b) Appropriate goals for open space and lot layout include preservation of farmland, open fields, scenic vistas, woodland, meadows, wildlife habitats, and vegetation; protection of environmentally sensitive land including wetlands, stream corridors, and steep slopes; roadway buffers; and preservation of scenic views.</li> <li>c) The goals of the open space and lot layout should be shown on a conceptual plan, and the design should support these goals. For instance, if preservation of agriculture is one of the main goals of the open space, the open space should encompass that land which is most suitable for farming (topography, soils). Blocks of land large enough to support a farm should be set aside in the open space. In addition, potential conflicts between the uses should be minimized by designing buffers between the farmland and the residential development. Similar design considerations would be expected to support other open space goals as well.</li> <li>d) The open space should be placed in a conservation easement or the equivalent to ensure that the land will remain undeveloped.</li> <li>e) The visibility of the development from the main road should be minimized. It is recommended that lots be placed along an access road rather than along the main route so that the view from the main route still appears rural in nature.</li> </ol>

<b>Chart 2. Residential Designation Descriptions</b>		
	<b>Low Density Residential</b>	<b>Moderate Density Residential</b>
1. Basic Description	-Located in the PSA where public services and utilities exist or are expected to be expanded to serve the sites over the next twenty years -Have natural characteristics such as terrain and soils suitable for residential development.	-Located in the PSA where utilities are available -Optimally located near the intersections of collector or arterial streets -Have natural characteristics such as terrain and soils suitable for compact residential redevelopment -May serve as transitional uses, primarily to neighborhood commercial, general commercial or mixed use areas
2. Recommended Density	-Gross density up to one dwelling unit per acre, depending on the character and density of surrounding development, physical attributes of the property, buffers, the number of dwelling units proposed, and the degree to which the development is consistent with the Comprehensive Plan. -Gross density from one unit per acre up to four units per acre, if particular public benefits are provided. Examples of such public benefits include mixed-cost housing, affordable and workforce housing, enhanced environmental protection, or development that adheres to the principles of open space design.	Minimum gross density of four units per acre up to 12 unit per acre, depending on the character and density of surrounding development, physical attributes of the property, buffers, the number of dwelling units proposed, and the degree to which the development is consistent with the Comprehensive Plan. Development at this density is not recommended unless it offers particular public benefits. Examples of such public benefits include mixed-cost housing, affordable and workforce housing, enhanced environmental protection, or development that adheres to the principles of open space design.
3. Recommended Uses	<b>Group 1</b> Single-family homes, duplexes, accessory units, cluster housing, recreation areas <b>Group 2 (see Standard #4 below)</b> Schools, churches, very limited commercial and community-oriented facilities <b>Group 3 (See Standard #5 below, and the CCRC and timeshare policies)</b> Timeshares, retirement and care facilities and communities	<b>Group 1</b> Townhouses, apartments, attached cluster housing, recreation areas, manufactured home parks and subdivisions in accordance with location standards <b>Group 2 (see Standard #5 below)</b> Very limited commercial and community-oriented facilities <b>Group 3 (See Standard #5 below, and the CCRC and timeshare policies)</b> Timeshares, retirement and care facilities and communities
<b>Residential Development Standards</b>		
4. Use and Character Compatibility	a) Permit new development only where such developments are compatible with the character of adjoining uses and where the impacts of such new developments can be adequately addressed. Particular attention should be given to addressing such impacts as incompatible development intensity and design, building height and scale, land uses, smoke, noise, dust, odor, vibration, light, and traffic. b) Locate residential uses immediately adjacent to non-residential uses, major roads, railroads, airports, agricultural and forestal uses, and other conflicting uses only where the conflicts between such uses can be adequately addressed (noise, vibrations and others) . In some cases these conflicts may be addressed by sufficient screening or buffering, or other adequately protective site and building design features. c) For Moderate Density Residential Uses generally, sufficient buffering should be provided so that the higher density development is compatible with nearby development and the natural and wooded character of the County. d) Uses in <b>Groups 2 and 3</b> above should only be approved in these designations when the following standards are met: i. Complement the residential character of the area ii. Have traffic, noise, lighting and other impacts similar to surrounding residential uses iii. Generally be located on collector or arterial roads at intersections iv. Provide adequate screening and buffering to protect the character of nearby residential areas v. Should be generally intended to support the residential community in which they are located (For <b>Group 2</b> uses only)	
5. Public services, utilities, and adequacy of infrastructure	a) Timing and density of the development of particular sites will depend upon the availability and adequacy of public services, utilities and facilities, and the maintenance of an acceptable level of service of roads and other public services. b) The need for public services (police, fire, education, recreation, etc.) and facilities (schools, fire stations, libraries, etc.) generated by a development should be met or mitigated by that development. Means to address public service needs include proffers involving cash, construction, project phasing, uses, density, intensity, dedication of land, facility construction, and cost sharing.	
6. Open Space, Open Space Design	Use Open Space Design and resource protection measures for new developments by: a) basing design on a use of land reflecting topographic and other physical features and natural boundaries of the site rather than imposing a layout intended solely to satisfy minimum ordinance requirements b) maintaining open fields or farm lands c) preserving scenic vistas d) protecting wildlife habitats, high-ranking Department of Conservation and Recreation designated Natural Areas and significant natural heritage resources, and other sensitive areas as open space e) retaining natural vegetative buffers around water bodies or wetlands f) preserving historic and archaeological resources g) ensuring that the common land adjoins protected open space on adjacent parcels h) maintain existing trees and vegetation and preserve the character of the development's natural setting i) emphasize the use of natural screening/buffering (using vegetation, topography, etc.) over artificial or planted screening/buffering j) creating usable and functional public gathering places and recreational amenities that become focal points of the development and community (see also #10, below) k) designing effective pedestrian circulation to include trail systems (see also # 9 and #10, below) l) net densities should be significantly higher than gross densities and minimum open space significantly increased when feasible m) protecting land designated as conservation areas on development plans by perpetual conservation easement held jointly by James City County and a qualifying second party or dedicated to a land trust n) protecting designated Community Character Corridors	
7. Enhanced Environmental Protection	Provide enhanced Environmental Protection by designing the site in accordance with the Open Space Design in #7, plus items such as: a) adhering to the County's adopted watershed master plans, and/or providing for Special Stormwater Criteria (or successor regulations) b) preservation of soils with the highest potential for infiltration c) following recommendations contained in the Better Site Design principles for James City County (or successor document(s)) d) adhering to green building guidelines, such as LEED, EarthCraft, or successor or equivalent e) providing for water conservation measures and/or the use of grey or reclaimed water for irrigation f) providing for nutrient management plans g) considering siting for solar orientation	
8. Transportation and Mobility	Minimize the impact of development proposals on overall mobility and traffic safety, especially on major roads by: a) limiting access points and providing internal, on-site collector and local roads, side street access and joint entrances, and prohibit direct access to arterial and collector streets from individual single-family detached units and duplex units except in the case of a master planned community b) providing new public collector and arterial roads in master planned communities c) enhancing the efficiency of the entire street network by providing for vehicular connections to adjacent properties and developments d) providing for safe, convenient, and inviting bicycle, pedestrian, and greenway connections to adjacent properties and developments, with a special focus on providing adequate access between residential and nonresidential activity centers and among residential neighborhoods e) encourage use of "complete streets" which integrate sidewalks and bikeways into the design of streets, and provide adequate associated facilities such as bike racks, such that these activities are given equal priority to motor vehicle activity f) providing for ultimate future road, bicycle and pedestrian improvement needs and new road locations through the reservation of adequate right-of-way, and by designing and constructing roads, drainage improvements, and utilities in a manner that accommodates future road, bicycle, and pedestrian improvements g) requiring facilities to support bus and transit services in tourist areas, moderate density residential areas and at transit dependent uses h) encouraging adequate off-street parking areas for multi-family residential developments that minimize conflicting turning movements with on-site and off-site traffic circulation	
9. Sense of Place and Streetscapes	Design residential developments in a manner that fosters a sense of place and community, and provides for community safety and wellness. Methods to achieve this include: a) creating usable and functional public gathering places and recreational amenities that become focal points of the development and community b) using compact design patterns that rely on higher density and strong pedestrian and transit linkages c) blending dwelling units of various types and prices into neighborhoods d) including dwelling units that are accessible to those with disabilities e) integrating public buildings and art into the development f) providing well-defined edges of neighborhoods through natural features and architecture g) using small front setbacks h) designing interconnected streets i) providing sidewalks with pedestrian amenities such as lighting, benches, or water fountains j) streetscapes which are designed to avoid repetitiveness, such as i. Varied building orientation and setback, facade treatment, and lot sizes ii. Provision of open space and landscaping, such as the provision of street trees k) garages located at the rear or side of dwellings, or as a secondary alternative, to be set back from the front building façade, in order to de-emphasize the prominence of the garage and associated driveway l) use of alleys and accessory buildings m) use of on-street parking n) adherence to the Comprehensive Plan's standards for Community Character Areas	
10. Affordable and Workforce Housing	a) Affordable and workforce housing should be provided at prices targeting households earning 30 – 120% of area median income b) Affordable and workforce housing should be provided in accordance with a policy or ordinance adopted by the Board of Supervisors, if applicable c) Where provided, affordable and workforce housing should be blended with other units of various types and prices throughout a given development d) Public benefit in this area is most effectively achieved through provision of units or dedication of land, and while provision of cash proffers may be recognized as a providing some public benefit, it should not be recognized as an equivalent substitute	
11. Underground utilities	a) Require underground utilities in new developments, including new line extensions and major improvements to existing lines b) Provide screening and buffering of existing above- ground utilities and encourage their placement below ground	

<b>Chart 3. Commercial/Industrial Designation Descriptions</b>				
	<b>Neighborhood Commercial</b>	<b>Community Commercial</b>	<b>Limited Industry</b>	<b>General Industry</b>
<b>Basic Description</b>	- Located in the PSA, serving residents of the surrounding neighborhoods in the immediate area and having only a limited impact on nearby development. -Location criteria for commercial uses are small sites; access to collector or arterial streets, preferably at intersections with local or other collector arterial roads; public water and sewer service; environmental features such as soils and topography suitable for compact development; and adequate buffering by physical features or adjacent uses to protect nearby residential development and preserve the natural and wooded character of the County.	-General business activities located within the PSA and usually having a moderate impact on nearby development are designated Community Commercial. -Location criteria for Community Commercial uses are access to arterial streets, preferably at intersections with collector and arterial streets; moderate to large sized sites; public water and sewer service; environmental features such as soils and topography suitable for compact development; and adequate buffering by physical features or adjacent uses to protect nearby residential development.	-Designated sites within the PSA for warehousing, office, service industries, light manufacturing plants, and public facilities that have moderate impacts on the surrounding area. -Limited industry ordinarily requires access to arterial roads or major collector streets, public water and sewer, nearby police and fire protection, small to moderate sized sites, environmental features such as soils and topography suitable for intense development, and adequate buffers for nearby residential development.	-Areas located within the PSA that are suitable for industrial uses which, because of their potential for creating dust, noise, odor, and other adverse environmental effects, require buffering from adjoining uses, particularly residential uses. -General industrial uses usually require access to interstate and arterial highways, public water and sewer, adequate supply of electric power and other energy sources, access to a sufficient labor supply, and moderate to large sized sites with natural features such as soils, topography, and buffering suitable for intense development.
<b>Recommended Intensity</b>	The total building area within any area designated Neighborhood Commercial should generally be no more than 40,000 square feet in order to retain a small-scale neighborhood character. <b>Recommended FAR range: No minimum-.2</b>	While total building area within any area designated Community Commercial can be greater, generally building massing should discourage single structures larger than 200,000 sq. ft . <b>Recommended FAR range: 0.2-0.4</b>  <b>Lower FARs are acceptable if the site includes open space for future expansion or buffering purposes.</b>	<b>Recommended FAR range: 0.2-No limit</b>  <b>Lower FARs are acceptable if the site includes open space for future expansion or buffering purposes.</b>	<b>Recommended FAR range: 0.2-No limit</b>  <b>Lower FARs are acceptable if the site includes open space for future expansion or buffering purposes.</b>
<b>Recommended Uses</b>	Neighborhood scale commercial, professional, and office uses such as individual medical offices, branch banks, small service establishments, day care centers, churches, convenience stores with limited hours of operation, small restaurants, and smaller public facilities.  Examples of uses which are considered unacceptable include fast-food restaurants, 24-hour convenience stores, and gas stations.	Community-scale commercial, professional and office uses such as branch banks, churches, convenience stores, day care centers, general retail stores, grocery stores, indoor recreation facilities, medical offices, office parks, public facilities, service establishments, shopping centers, restaurants, and theaters.	See basic description for primary uses.  Secondary uses in Limited Industry areas may include office uses and a limited amount of commercial development generally intended to support the needs of employees and other persons associated with an industrial development.	Primary uses include uses that maximize the industrial opportunities of an area. Typical uses can be found in the M-2, General Industrial section of the Zoning Ordinance.  Secondary uses in General Industry areas may include office uses and a limited amount of commercial development generally intended to support the needs of employees and other persons associated with an industrial development.
<b>Commercial/Industrial Development Standards</b>				
<b>1. Compatibility</b>	a) Locate proposed commercial and industrial developments adjacent to compatible uses (public or other similar uses, etc.). Where a commercial or industrial development desires a location near a sensitive area, the site should be designed so that transitional uses such as offices and/or buffers are located between conflicting uses. During such evaluation, emphasis would be placed on the provision of open space; protection of the environment and historical and archaeological resources; preservation of farm and forestal lands, agricultural structures, and rural and scenic vistas; natural features; adjoining land uses; capacities of public facilities and services; the quality and effectiveness of pedestrian circulation systems and facilities; and the ability to meet the public needs of the development. b) Commercial uses, and particularly Neighborhood Commercial areas, will have a limited impact on adjacent residential areas especially in terms of visible parking areas, lighting, signage, traffic, odor, noise, and hours of operation. c) Acceptable Neighborhood Commercial uses should be compatible with surrounding or planned residential development in terms of scale, bulk, size, building design, materials, and color, and should provide strong, safe, and convenient pedestrian access to nearby residential neighborhoods and adjacent sites. d) For Neighborhood and Community Commercial parcels, where existing zoning permits development of a parcel, by right or by Special Use Permit, which would exceed the collective square footage limit for a particular area, measures should be taken where possible to ensure that the development proposal is otherwise in conformance with the Comprehensive Plan. e) For Limited Industry areas, dust, noise, odor, and other adverse environmental effects (but not size) are primary considerations for determining whether land uses are acceptable in these areas. f) Each Community Commercial area should be clearly separated from other Community Commercial areas to retain the small town and rural character of the County, provide a sense of place, and promote transportation mobility. g) Mitigate objectionable aspects of commercial or industrial uses through an approach including performance standards, buffering, and special setback regulations.			
<b>2. Public services, utilities, and adequacy of infrastructure</b>	a) Permit the location of new uses only where public services, utilities, and facilities are adequate to support such uses. The need for public services (police, fire, education, recreation, etc.) and facilities generated by a development should be met or mitigated by that development. Means to address public service needs include proffers involving cash, construction, project phasing, uses, density, intensity, dedication, facility construction, and cost sharing. b) Timing and intensity of development is controlled by the maintenance of an acceptable level of service of roads and other public services, the availability and capacity of public utilities, and the availability of skilled labor for Industrial uses; growth of County population adequate to provide a market for community-scale business activity; and growth of nearby population to provide adequate market support for limited business activity.			
<b>3. Environmental protection</b>	a) Protect environmentally sensitive resources including high-ranking Natural Areas and significant natural heritage resources, the Powhatan Creek watershed, historic and archaeological resources, designated Community Character Corridors and Areas, and other sensitive resources by locating conflicting uses away from such resources and utilizing design features, including building and site design, buffers and screening to adequately protect the resource. b) Protect land designated as conservation areas on development plans by perpetual conservation easement held jointly by James City County and a qualifying second party or dedicated to a land trust.			
<b>4. Transportation</b>	a) Minimize the impact of development proposals on overall mobility, especially on major roads by limiting access points and providing internal, on-site collector and local roads, side street access and joint entrances. When developing large master planned communities, provide new public collector and arterial roads that will mitigate traffic impacts on existing public collector and arterial roads. Provide for safe, convenient, and inviting bicycle, pedestrian, and greenway connections to adjacent properties and developments in order to minimize such impacts and to provide adequate access between residential and nonresidential activity centers and among residential neighborhoods. Vehicular connections to adjacent properties and developments should also be provided wherever possible in order to maximize the efficiency of the entire street network. Include bikeways and/or pedestrian facilities within and between major developments and among residential neighborhoods. Integrate sidewalks into the design of streets so that pedestrian movement is safe, comfortable and convenient. Pedestrian activity should be given an equal priority to motor vehicle activity. b) Industrial and commercial areas should be planned and located to avoid traffic through residential and agricultural areas except in special circumstances where residential and nonresidential areas are both part of an overall master plan and special measures are taken to ensure that the residential or agricultural uses are adequately protected. Industrial uses to be located on Rural Lands may be permitted more than one-half mile from such transportation facilities where such a location is essential to the use (i.e., resource related such as a borrow pit) and direct access to an adequate public road is provided. c) Provide for ultimate future road, bicycle and pedestrian improvement needs and new road locations through the reservation of adequate right-of-way, and by designing and constructing roads, drainage improvements, and utilities in a manner that accommodates future road, bicycle, and pedestrian improvements. Require facilities to support bus and transit services in tourist areas, moderate density residential areas, activity/employment centers and at transit dependent uses.			
<b>5. Streetscapes</b>	Provide landscaped areas and trees along public roads and property lines, and develop sites in a manner that retains or enhances the natural, wooded character of the County.			
The following are the specific recommendations for two of the County's Neighborhood Commercial areas.				
<b>Jamestown/Sandy Bay Road Area</b>	Several parcels located at or near the intersection of Jamestown Road and Sandy Bay Road were redesignated from Low Density Residential to Neighborhood Commercial during the 1997 Comprehensive Plan update. This land use designation sought to recognize existing uses, zoning, and the future development of adjacent parcels while limiting negative impacts on the traffic carrying capacity of Jamestown Road. Additional commercial development beyond the boundaries of the proposed Neighborhood Commercial designation would further impede traffic flow along this road.  The principal suggested uses for the Jamestown Road Neighborhood Commercial area are very limited commercial uses. Future development is to be of a type and nature that is consistent with the neighborhood commercial designation. In addition, future development will consist only of low traffic generating uses due to the limited road capacity on Jamestown Road; the extent of parking will be minimal; uses will provide service to local, nearby neighborhoods, as opposed to the wider community; the site will develop as a pedestrian-oriented environment with a design compatible with nearby residential areas; a master development plan for the full area is encouraged; and driveways will be limited. There is to be full adherence to the County's Community Character Corridor policy and land use development standards along the entire frontage of all properties along Jamestown Road.			
<b>Prime Outlets Area</b>	The area in and around the Prime Outlets Mall was redesignated from Low Density Residential to Community Commercial during the 1997 Comprehensive Plan update. These parcels are currently zoned B-1 and include Prime Outlets Mall, Comfort Inn, Ewell Station Shopping Center, and the former Jehovah's Witness Church. The surrounding property is primarily zoned R-2 with some M-1 across Richmond Road (Route 60 West) and some B-1 to the south.  Redesignation of this area is in recognition of deliberate decisions of the Board of Supervisors to zone the area as commercial and of subsequent commercial development of the property. This area is specifically defined as Prime Outlets and the church property to the north, Richmond Road (Route 60 West) to the east, Olde Towne Road to the south, and Prime Outlets to the west. The Community Commercial designation of this area is not intended in any way to promote or accommodate an extension of a strip commercial development beyond these boundaries.			

<b>Chart 4. Mixed Use Designation Descriptions</b>	
	Mixed Use
1. Basic Description	<p>- Mixed Use areas are centers within the PSA where higher density development, redevelopment, and/or a broader spectrum of land uses are encouraged. Mixed Use areas located at or near interstate interchanges and the intersections of major thoroughfares are intended to maximize the economic development potential of these areas by providing areas primarily for more intensive commercial, office, and limited industrial purposes.</p> <p>- The other Mixed Use areas are intended to provide flexibility in design and land uses in order to protect and enhance the character of the area.</p>
2. Recommended Uses and Intensity	<p>-While there is no preferred mix of uses for every Mixed Use development, each development should have a mix of uses that complements the area, and as written in the specific descriptions below. James City County has examples of Mixed Use areas with minimal residential development (such as McLaw's Circle), but the mix of office, limited retail, and light industrial development creates an acceptable mixing of uses. Mixed Use developments that include residential components should have commercial or office uses that complement those residences. Residences should be encouraged to patronize those areas and the entire development should be cohesive to create a greater potential for internal capture of vehicle trips. While mixed use buildings are not essential or desirable for all developments, they should be encouraged for those Mixed Use centers that seek to achieve higher densities and seek to create a more urban environment. The recommended FAR range will depend on the context of the specific Mixed Use area, but for all areas it is strongly encouraged that opportunities for on-street parking, shared parking, structured parking and other measures to cohesively plan development be considered that maximize the efficient use of land and achieve FARs close to, or greater than, 0.4.</p>
3. Recommended Density	<p>- Moderate to high density residential uses with a maximum gross density of 18 dwelling units per acre could be encouraged in Mixed Use areas where such development would complement and be harmonious with existing and potential development and offer particular public benefits to the community. In order to encourage higher quality design, a residential development of this gross density is not recommended unless it offers particular public benefits to the community. Examples of such benefits include affordable housing, workforce housing, enhanced environmental protection, high degree of access to multi-modal/transit transportation, or development that adheres to the principles of open space development design. (See Residential Development Standards for more specific guidance on meeting this criteria.)</p>
<b>Mixed Use Development Standards</b>	
General Language	<p>a) All developments should refer to the Residential and Commercial/Industrial Development Standards along with the Mixed Use Development Standards.</p> <p>b) Mixed Use developments should create vibrant urban environments that bring compatible land uses, public amenities, and utilities together at various scales. These developments should create pedestrian-friendly, higher-density development, and a variety of uses that enable people to live, work, play, and shop in one place, which can become a destination.</p> <p>c) Mixed Use developments require nearby police and fire protection, arterial road access, access to public utilities, large sites, environmental features such as soils and topography suitable for intense development, and proximity or easy access to large population centers. The timing and intensity of commercial development at a particular site are controlled by the maintenance of an acceptable level of service for roads and other public services, the availability and capacity of public utilities, and the resulting mix of uses in a particular area. Master Plans are encouraged to assist in the consideration of Mixed Use development proposals. The consideration of development proposals in Mixed Use areas should focus on the development potential of a given area compared to the area's infrastructure and the relation of the proposal to the existing and proposed mix of land uses and their development impacts.</p> <p>d) Mixed Use developments should focus on place-making. Developments should be designed to create a sense of place and should be seen as community destinations. Focal open spaces, community oriented gathering places, unified architectural design, and a mix of uses and design that encourages pedestrian activity are all examples of creating a sense of place.</p> <p>e) Mixed Use developments should allow for higher development intensities that create more efficient buildings and spaces, which can be less of a burden on the environment, creating a more sustainable community.</p> <p>f) Mixed Use developments should encourage the proximity of diverse uses to make it possible to reduce vehicle trips and vehicle miles traveled, providing for a greater potential for internal capture than with typical suburban development.</p>
The following Mixed Use areas and their recommended priorities of land uses can be found in James City County:	
Stonehouse	<p>Future development for all of the Mixed Use interchange quadrants should be developed in accordance with a binding master plan, where possible, which maintains the appropriate mixture of principal and secondary uses. The binding master plan shall address how the future development and/or redevelopment of adjacent parcels would be integrated into the overall plan of development for the mixed used area.</p> <p>For lands within the vicinity of the Barhamsville Interchange, the principal suggested uses are light industrial and office/business park. Commercial uses should be clearly secondary in nature. Commercial development should be limited in scale, comprise a small percentage of the land area of the overall development, and be oriented towards support services that employees and residents in the Stonehouse Area can utilize. The commercial uses should not be developed in a "strip" commercial fashion, but rather should be internally oriented with limited and shared access to Route 30.</p> <p>Development in the Mixed Use area should also emphasize shared access and parking, consistent treatment for landscaping and architecture, and the preservation of environmental and cultural resources. New residential developments in the Mixed Use area as well as the surrounding existing residential developments should be buffered from the light industrial and office uses through landscaping and architecture treatment, but connected with pedestrian access where possible. Future development in the Stonehouse area will be conditioned on the provision of adequate transportation access.</p>
Andersons Corner	<p>Andersons Corner is one of the few remaining areas in the Primary Service Area with significant rural agricultural vistas, and contains one of the few remaining rural historic structures in the County, the Whitehall Tavern. Future development should occur in a manner that maintains an appropriate historic setting for the Whitehall Tavern and preserves the rural, historic character of the area. Views from Richmond Road (Route 60) and Route 30 should receive high priority. To accomplish this, significant amounts of open land and farm fields should be preserved along with agricultural and rural structures in a manner that creates a village commercial node that is integrated with surrounding residential development and suitably transitions to Rural Lands areas to the west.</p> <p>The suggested principal uses are a balance of office and commercial. Residential is recommended as a supporting but not dominant use, and where it is proposed, the preferred format is integration in mixed use buildings that should be blended into the development of the principal uses for an overall village effect. Master planning of each of the mixed use intersection quadrants with adjacent existing and future residential development is strongly encouraged, with the use of shared access points as a primary consideration. Due to the width and traffic volumes on Routes 60 and 30, it is recognized that creation of a unified village effect that encompasses all four quadrants may be difficult, and for this reason, careful quadrant planning as described in the previous sentence will be important, and unique pedestrian connections, if feasible and appropriate, are encouraged.</p> <p>While greater intensities are anticipated, designs and land use patterns should reflect aspects of both appropriate PSA and Rural Land Use Standards. Buildings and other structures should be small to moderate sized in scale, and of architectural styles that respect local rural and historic traditions. Standardized architectural and site designs should be strongly discouraged. Preservation and adaptive reuse of existing buildings is strongly encouraged as is their integration into plans for new development.</p> <p>Sections of Richmond Road (Route 60) east of Croaker Road are projected to be at or above capacity in the future. The extent to which development of this area contributes to traffic congestion in those sections of Richmond Road (Route 60) should be an important consideration in the review of development proposals.</p>
Toano	<p>The developed land within the vicinity of Toano (north and south of Richmond Road and west of Charlie's Antiques, formerly the Toano Cannery) is composed of smaller retail, limited industrial and moderate density residential uses. As part of the 1997 Comprehensive Plan review, the Toano Mixed Use area was expanded to include the area fronting on the southwestern side of Richmond Road (Route 60) between Chickahominy Road and Bush Springs Road. The Toano Middle School remained designated Federal, State, and County land. Bush Springs Road is the distinct boundary between the Mixed Use and Low Density Residential designations. Further commercial development south and east of Bush Springs Road is strongly discouraged.</p> <p>Future development should be consistent with the design standards of the Toano Community Character Area. The age, architecture, scale, materials and spacing of the buildings give the community its unique character. Principal suggested uses include moderate density residential development, neighborhood scale commercial establishments, and small office developments. Limited industrial uses may be appropriate as secondary uses provided that they are setback and screened from Richmond Road (Route 60). Preservation and adaptive re-use of historic buildings are encouraged. Redevelopment of existing residential areas and commercial development are also encouraged. The following principles should guide streetscape and building designs in this area:</p> <ul style="list-style-type: none"> <li>• Highlight and honor history.</li> <li>• Encourage appropriate growth that enhances unique small town character.</li> <li>• Preserve open space: establish communal green space.</li> <li>• Enhance pedestrian and bicycle environment while slowing vehicular traffic.</li> <li>• Improve streetscape and landscape to create a sense of place.</li> </ul> <p>The land in the vicinity of the southernmost portion of Toano (north of Richmond Road and east of Charlie's Antiques almost to the intersection of Cokes Lane and Richmond Road) consists of several residences and one general industrial use operating with a special use permit. In order to protect and promote the character of this area, future development should be of a similar scale and intensity. Principal suggested uses include offices, moderate density residential, general industry and limited industry. Secondary uses could include a limited amount of commercial development.</p> <p>The 2006 Toano Community Character Area Design Guidelines and Streetscape Plan recognized the special character of Historic Toano and the Transition Areas that included Forge Road, Chickahominy Road and Toano Drive. Architectural Guidelines were established for these areas and should be incorporated in any future development or redevelopment of this area. The ultimate goal is to preserve the village character of this historic community.</p> <p>For the area west of Richmond Road and north of Forge Road, development should follow the streetscape plan and associated recommendations of the Toano Community Character Area Design Guidelines for creating and maintaining a sense of place in Toano. This area of Toano is located in the "Entrance Corridor From Anderson's Corner" as described in the guidelines, and should follow the design elements recommended in the study. Primary uses along Richmond Road should be commercial in nature with larger buildings closer to the road. Development of multi-use buildings, with retail on the first floor and residences above are also encouraged. Desired elements include two and three story buildings, windows on all floors, and first or second floor balcony. It is important to keep the scale of the building relatively small with density being reduced farther away from Richmond Road. Larger buildings should be broken down into smaller masses to give the appearance of shops or residential units. Buildings removed from Richmond Road should be limited to one and one half and two stories. Development to the west of Richmond Road should focus more on residential development, with commercial as a clearly secondary use. Densities for this area should be to the lower end of the Moderate Density Residential scale, with building scale and massing decreasing. Vehicle parking and sidewalks should be internal rather than along the perimeter of this residential area, providing a more pleasing transitional view when traveling from rural lands into Toano. Buildings should have architectural treatments on the outward facing sides as well as on the front. Increased buffer sizes should be employed to help transition this area into the more rural areas outside the mixed use proposal. Enhanced buffers should be provided to preserve existing farm or agricultural uses on adjoining properties. The creation of a street network adjacent and parallel to Richmond Road allows a finer grain of density to develop and contributes to the village-like feel. Additionally, this network should begin to draw development and interest into side streets and neighborhoods. If appropriate, public open space or Village Green should also be incorporated into this area.</p>

	The boundaries of the Toano Mixed Use area are intended to encourage infill residential and commercial development and discourage “strip” shopping centers along Richmond Road (Route 60), thereby preserving the identity and character of Toano.
Norge	<p>For the Mixed Use area in the northeast corner of the Richmond Road (Route 60) and Croaker Road intersection, a balance of office uses and moderate density residential is recommended. The office buildings should complement the adjacent future residential development in terms of size, scale, and architecture. Preferably, the mixed use area should be designed and developed under a unified development plan which emphasizes shared access and parking, consistent treatment for landscaping and architecture, and the preservation of environmental and cultural resources. Uses should be internally oriented with adequate buffers along Richmond Road (Route 60) and Croaker Road which preserve the visual separation between Norge and Toano. Designation of this area is not intended to promote or accommodate an extension of commercial development beyond these boundaries.</p> <p>For the Mixed Use area on the north side of Cokes Lane east of the Massie, Inc. property and adjacent to the CSX railroad and Mirror Lakes subdivision, a balance of small offices and warehouses and moderate density residential is recommended. The office and warehouse buildings should complement the adjacent moderate density residential development in terms of size, scale, and architecture. The Mixed Use area should be designed and developed under a binding Master Plan which emphasizes shared access and parking and consistent treatment for landscaping and architecture. Internal streets and sidewalks should be connected to adjacent properties to the extent possible. Uses should be limited to those which do not present traffic, noise, light, odor and other impacts to adjacent residential development. The intensity of development should be conditioned on the provision of sufficient buffering and screening to protect adjacent residential development.</p> <p>For lands southwest of the Croaker/Richmond Road intersection, suggested uses include commercial and office as primary uses with limited industry as a secondary use. The Croaker Road and Richmond Road intersection is approaching capacity; therefore, any proposed development should be conditioned on maintenance of acceptable levels of service. Building scale and massing should complement the potential adjacent residential development and architecture should compliment historic structures in Norge. Development plans should include adequate transportation connections, including both road and pedestrian level facilities, between the Mixed Use and adjacent Low Density Residential areas.</p>
Croaker Interchange	<p>Future development for the Mixed Use interchange quadrants should be developed in accordance with a binding master plan which maintains the appropriate mixture of principal and secondary uses. The binding Master Plan shall address how the future development and/or redevelopment of adjacent parcels would be integrated into the overall plan of development for the mixed use area.</p> <p>As development occurs for each of these quadrants, an appropriate mixture of preferred and secondary uses shall be maintained at all times. Future development for these interchange quadrants will be conditioned upon County acceptance of a specific plan and implementation schedule to maintain adequate levels of service on the surrounding road system, including the interstate and the interchange. Suggested uses for the two quadrants are outlined below.</p> <ul style="list-style-type: none"> <li>• Northwest Quadrant (adjacent to &amp; east of the Mirror Lakes subdivision) For lands within the northwest quadrant of the Croaker Road and I-64 interchange, the principal suggested uses include commercial and office. Secondary uses may include light industry and moderate density residential development. Moderate density residential development would be accommodated where it does not preclude the development of the principal uses.</li> <li>• Southeast Quadrant For lands within the southeast quadrant of the Croaker Road and I-64 interchange, the principal suggested uses include light manufacturing and office. Secondary uses shall only be permitted where they do not preclude the development of the principal uses. Commercial and limited residential development that complements the principal uses may be considered as secondary uses provided they require significantly smaller portions of land area than the primary uses; are master planned and developed commensurate with an appropriate level of primary uses; are integrated with the primary uses as a interconnected mixed use community as intended in the Comprehensive Plan rather than separate developments; do not significantly diminish the ability of the primary uses to meet level of service standards, particularly for road and interchange capacity; and support the overall quality of economic development expected in this area. Commercial and limited residential development shall be located away from the immediate interchange area. In particular, residential development shall be limited to the area zoned R-5, Multifamily Residential, as of May 5, 2003, and to the portions of the site fronting Croaker Road and in the area between the existing Golf Clubhouse and along the length of the lake to the dam.</li> </ul>
Lightfoot	<p>The land east of Richmond Road (Route 60) is developed or developing as support uses for the Williamsburg Pottery Factory. The property is adjacent to the railroad and (if passenger or light rail were to become available) would be suitable for a transit-oriented mixed use development with a mixture of limited industry, commercial and moderate density housing. Recognizing that shallow parcels may limit development options, uses should emphasize shared access and parking in order to mitigate traffic congestion as well as consistent treatment for landscaping and architecture. Uses in this area should complement the adjacent Economic Opportunity designated area to the extent possible.</p> <p>For lands west of Richmond Road (Route 60), the principal suggested uses are moderate density housing, commercial developments and office developments. The commercial uses should not be developed in a “strip” commercial fashion and should emphasize shared access and parking as well as consistent treatment for landscaping and architecture. Measures to mitigate traffic congestion will be critical to maintain the economic vitality of the area and to maintain an acceptable degree of mobility. For land west of the Colonial Heritage entrance, for the parcels along Richmond Road with existing B-1 zoning, office uses and low traffic generating secondary uses are recommended in order ensure the commercial separation between Lightfoot and Norge. All other design criteria should follow the existing description for the west side of Richmond Road.</p>
New Town	For the undeveloped land in the vicinity of and including the Route 199/Monticello Avenue interchange, the principal suggested uses are a mixture of commercial, office, and limited industrial with some residential as a secondary use. The development in this area should be governed by a detailed Master Plan which provides guidelines for street, building, and open space design and construction which complements the scale, architecture, and urban pattern found in the City of Williamsburg. Along the west side of the Ironbound Road corridor, the expansion of existing businesses, or similar uses, is encouraged, with the added opportunity for mixed use structures that incorporate housing as a clearly secondary use in upper stories.
Five Forks	<p>Development at the intersection of John Tyler Highway (Route 5) and Ironbound Road primarily serves nearby residential development. Limited commercial development of this nature may continue so long as the resulting land use mix of the area is limited primarily to community scale and neighborhood commercial and office uses. Moderate density residential development is encouraged as a secondary use. New development should tie into the larger Five Forks area with complementary building types and connections to surrounding commercial and residential development.</p> <p>The property on the west side of Ironbound Road and south side of John Tyler Highway is envisioned to be limited to community-scale and neighborhood commercial and office uses. Specifically, future development on the parcel directly to the south and west of the existing Zoom’s Market should not exceed the intensity and density of development identified on the approved master plan and approved proffers for James City County Case Z-9-05/MP-6-05 (Governor’s Grove at Five Forks, approved by the Board of Supervisors August 9, 2005). The property immediately west of this parcel, and identified on the Governor’s Grove Master Plan as “open space,” is envisioned to remain in conservation easement.</p> <p>Preservation and adaptive re-use of historic buildings are encouraged, as is the redevelopment of existing residential and commercial uses in the immediate area. Future development and redevelopment should also reflect the historic and scenic qualities of the Five Forks area, and should adhere to the Board adopted Primary Principles for the Five Forks Area. Overall development intensities should be closely monitored to ensure they can be accommodated within the capacities of the existing two-lane roads, both of which are projected to be above capacity by 2030.</p>
Williamsburg Crossing	For the undeveloped land in the vicinity of the intersection of John Tyler Highway (Route 5) and Route 199 including the Williamsburg Crossing Shopping Center, the principal suggested uses are commercial and office. Moderate Density Residential will be accommodated as a secondary use. The development of this area is limited to the portions of land in the southwest quadrant of the intersection of John Tyler Highway (Route 5) and Route 199 developed as part of Williamsburg Crossing Shopping Center and is subject to a binding master plan. Continued access management is needed to maintain acceptable levels of service on John Tyler Highway (Route 5). Additional access points beyond those that currently exist for the Route 199 corridor will be strongly discouraged by the County.
Jamestown Ferry Approach	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, 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 2030, 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.
Routes 60/143/199 Interchanges	The County portion of this area to the south of the interchange is developed with minimal potential for additional development or redevelopment. For the portion of the Mixed Use area located north of the interchange and zoned B-1, several uses have relocated or been removed since 2003, and there is more potential for development and redevelopment. The County has participated in plan review of components of the Riverside development approved on the adjacent parcels in the City of Williamsburg, and the economic development potential of parcels in the County has been an important consideration. The principal suggested uses for this corridor from Routes 60/199 interchange to the City of Williamsburg line are commercial and office development, with moderate density residential development as a secondary use. Future development should be integrated with and complement the design guidelines and layout of development planned in the City, including uses, architecture, landscaping, and pedestrian amenities. Development approved in the City did not include plans for a light rail station, but a station would be encouraged in this area should this be a viable option in the future. Given substantial development in both the City of Williamsburg and York County, future development should be aware of, and take steps to mitigate to the degree possible, roadway and interchange capacity constraints.

James River Commerce Center	This area is located on the southwest side of Pocahontas Trail (Route 60) adjacent to James River Elementary School. The property is being jointly developed by Williamsburg Development Inc. (WDI), a subsidiary of Colonial Williamsburg, and James City County. Principal suggested land uses are limited industrial and office development. Public facilities are suggested as clearly secondary uses. The timing and intensity of development in this area are also conditioned on sufficient buffering and screening of Carter's Grove and adjacent residential development, if necessary.
Greenmount	For the Green Mount tracts north of Pocahontas Trail (Route 60), a balanced and integrated mixture of industrial, commercial, and residential uses is suggested. The combination of uses should complement the general industry property surrounding it by concentrating on support uses and by leaving sufficient road and water capacity for the general industry uses to develop. Commercial uses should have a limited market area, primarily focused on direct services to nearby neighborhoods and employment centers, and should not include high traffic generators. In order to protect and enhance the character of the area and to maintain an access level that keeps the area attractive to large-scale economic development, the area should be designed and developed under a unified master plan that provides shared access and parking, compatible landscaping and architectural treatment, adequate buffering and screening, true mixed-use concepts, and other measures that ensure it does not develop in a typical strip commercial fashion. Careful coordination between development and transportation issues will be important to avoid worsening the level of service along Pocahontas Road (Route 60), to retain a high degree of mobility through the area, and to preserve the options for improvements and/or alternatives to Pocahontas Road (Route 60). Shared access with the parcel to the north should be preserved as an option.
Treyburn Drive	This land is located west of Treyburn Drive and is bounded by the City of Williamsburg/James City County line to the west and Monticello Avenue to the south. Primary suggested uses for this area include neighborhood-scale commercial establishments and small offices that serve the needs of residents in surrounding neighborhoods. Residential is suggested as a secondary use and, where proposed, should be limited to integrated mixed use buildings. Safe and convenient pedestrian and bicycle connections from the area to High Street, Chambrel, and the College of William and Mary School of Education should be provided where feasible due to environmental constraints. Overall, development should have a limited impact on adjacent residential areas especially in terms of visible parking area, lighting, signage, odor, noise, and hours of operation. While RPA and steep slopes limit the developable area, designs should avoid linear strip patterns and instead aim to develop smaller groupings of inter-connected buildings with shared parking and access to Treyburn Drive. As a result, the area should preferably be developed in accordance with a unified development plan.