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## PARKS AND RECREATION

### Goals, Strategies and Actions

#### Goal:

1. Provide a range of recreational facilities and activities that are affordable, accessible, appropriate, and adequate in number, size, type, and location to accommodate the needs of all County residents and that promote personal growth, social development, and healthy life-styles.

#### Strategies and Actions:

- 1.1. Match public facilities and programs with citizen needs for recreation and open space.
  - 1.1.1. Implement the specific strategies and tactics approved in the 2009 James City County Parks and Recreation Master Plan Strategy Matrix.
  - 1.1.2. Prioritize potential property acquisition for parks in underserved areas of the County.
  - 1.1.3. Continue to develop Freedom Park and the Warhill Sports Complex based upon approved master plans.
  - 1.1.4. Update park master plans to coordinate construction phasing and validate capital improvement requests.
  - 1.1.5. Continue to plan and develop a park with open space areas on the 13-acre water tower parcel next to the Community Center.
  - 1.1.6. Develop parks and fields in conjunction with new school development whenever possible and continue to collaborate with WJCC Schools during the site design process.
  - 1.1.7. Encourage regional cooperation in the development of recreation facilities and provision of programs whenever possible.
- 1.2. Continue to develop an integrated network of linear parks, trails, bikeways, sidewalks and greenways with connections to a regional greenway system that allow

foot or bike access to destinations and that preserve the diverse natural, cultural, scenic, and environmental resources of the community that contribute to recreation activities.

- 1.2.1. Continue to coordinate with VDOT, the Historic Triangle Bicycle Advisory Committee (HTBAC), and local running, hiking, and bicycling clubs to develop a bikeway network consistent with the adopted Regional Bicycle Facilities Plan and support the public provision of bicycle facilities by providing County funding and seeking non-County funding sources (see also Transportation).
- 1.2.2. Incorporate bikeway design standards from the Greenways Master Plan into the County's Zoning Ordinance. These design standards should address not only cross sections and surface materials, but also signage, support facilities (such as bike racks, benches, trash receptacles, etc.) and road crossing safety measures.
- 1.2.3. Continue to develop a greenway network consistent with the Greenway Master Plan and implement the Action Plan by (see also Transportation and Population Needs):
  - a. Aligning the Greenway Master Plan with existing and planned sidewalks and bikeways, and integrating this plan with greenway plans of adjacent localities and interested organizations.
  - b. Pursuing the acquisition and construction of greenway multiuse trails parallel or as an alternative to Jamestown Road to enhance alternative transportation modes leading to Jamestown Island.
  - c. Developing the Regional or Peninsula Greenway spine of the Greenway Program within the existing utility easement shared by Virginia Power, Colonial Gas, and Newport News Waterworks.
  - d. Coordinating with the National Park Service to establish a multiuse trail along the Colonial Parkway with connections to adjoining County areas as recommended in the Greenway Master Plan.
  - e. Continuing to provide funding in the CIP for the acquisition and use of open space areas and greenways to preserve the scenic, natural and historic character of our area.
  - f. Examining the feasibility of including a system of equestrian trails as part of the Greenway Master Plan.
- 1.2.4. Continue to collaborate regionally to improve connectivity of open space, including but not limited to, working with Hampton Roads Planning District Commission (HRPDC) and County staff to develop a local level green infrastructure map which identifies critical natural, cultural, and recreational networks and develop a plan for implementation. Build upon the open space

diagram in the Greenway Master Plan (see also Environment).

- 1.2.5. Work with the National Park Service to realize the recreational and cultural potential of Green Spring Plantation, including evaluation of a multi-use trail on Centerville Road between Monticello Avenue and John Tyler Highway.
- 1.3. Research and pursue alternative methods for funding park development and recreation programs that create a positive cash flow to offset expenditures, including private sector partnerships, establishment of a park foundation, citizen volunteers, grants, and revenue producing facilities.
  - 1.3.1. Develop a business plan for the Parks and Recreation Division to support financial goals for the future.
  - 1.3.2. Reinstigate the grant-in-aid program for neighborhood associations and other non-profit groups to make funds available for neighborhood park improvements.
  - 1.3.3. Coordinate Purchase of Development Rights, greenway, green space, community character, and environmental protection programs to maximize utility of shared resources, funding, and criteria necessary for site selection and land protection.
  - 1.3.4. Submit grant applications to secure funds for new parks and recreation programs, services, facilities and related transportation services.
  - 1.3.5. Emphasize the maintenance of existing facilities as a way to make efficient use of limited financial and physical resources.
  - 1.3.6. Develop a sponsorship policy to support special events and programs.
- 1.4. Continue to provide access to major water bodies for expansion of water recreation opportunities.
  - 1.4.1. Seek additional waterfront access on the James, York, and Chickahominy Rivers to improve and expand water access and blueway trail development, especially in areas currently lacking water access such as the lower James River (see also Environment).
  - 1.4.2. Develop recreational components of the Jamestown Beach Campground, Jamestown Yacht Basin, and Chickahominy Riverfront Park in accordance with approved master plans.
  - 1.4.3. Collaborate with the National Park Service to develop water trails and continue to provide trail information at designated Chesapeake Bay Gateways.
- 1.5. Collaborate with developers of all new developments to provide neighborhood park facilities, sidewalks, bikeways, and trails as outlined in the Parks and Recreation,

- Greenway, and Sidewalk Master Plans and to permanently protect open space and natural resources (see also Community Character).
- 1.5.1. Continue to encourage new developments to dedicate or otherwise permanently convey open space, greenway, and conservation areas to the County or a public land trust.
  - 1.5.2. Encourage new developments to dedicate right-of-way and construct sidewalks, bikeways and greenway trails for transportation and recreation purposes, and construct such facilities concurrent with road improvements and other public projects in accordance with the Sidewalk Plan, the Regional Bicycle Facilities Plan, and the Greenway Master Plan (see also Transportation).
  - 1.5.3. Encourage new developments requiring legislative review to proffer public recreation facilities consistent with standards in the Parks and Recreation Master Plan. New developments should have neighborhood parks with trails, bikeways, playgrounds, practice fields, and open spaces.
  - 1.5.4. Maintain a comprehensive inventory of privately owned recreation facilities within the County and apply a percentage of these facilities towards the overall Parks and Recreation Facility and Service Standards.
  - 1.5.5. Amend zoning ordinance regulations to facilitate development of recreational facilities including, but not limited to, neighborhood parks, playgrounds, sport courts, fields, and trails within by-right residential developments in accordance with design standards.
- 1.6. Incorporate the particular needs of the County's diverse population, including but not limited to teens, at-risk youth, seniors, and persons with disabilities when planning for recreational facilities, programs, and greenways (see also Population Needs).
    - 1.6.1. Include input from the diverse population noted in 1.6 in all master plans for new parks.
    - 1.6.2. Reevaluate the types of programs offered based on changing County demographics and citizen needs.
    - 1.6.3. Continue to offer the Inclusion service and conduct assessments with persons with disabilities to ensure necessary accessibility for participation in recreation programs.
    - 1.6.4. Establish program performance measures (include goals, objectives, essential eligibility guidelines) to incorporate consistent standards in program design.

- 1.6.5. Incorporate leadership and volunteerism in teen programs in an effort to increase skill building and employability within the County (see also Economic Development).
- 1.6.6. Include programs and services that build resiliency in at-risk youth and their families.
- 1.7. Address issues of affordability and accessibility in planning recreation programs.
  - 1.7.1. Work with Williamsburg Area Transport Authority to improve the public transportation service to County parks and facilities (see also Transportation and Population Needs).
  - 1.7.2. Plan for multiple points of access for vehicles, pedestrians, and bicyclists to improve connectivity between Parks and Recreation facilities and surrounding neighborhoods.
  - 1.7.3. Reevaluate and continue to provide financial assistance to families and individuals who are most in need for essential programs (such as the before and after school program) and continue to offer free access times to County recreation centers (see also Population Needs).
  - 1.7.4. Conduct a comparative market analysis to review fees biannually, to ensure that programs are offered at fair market value.
  - 1.7.5. Identify potential partnerships with neighborhoods to develop neighborhood programming.
- 1.8. Support programs that promote healthy lifestyles, such as fitness, aerobics and wellness education, and that emphasize conservation and environmental awareness.
  - 1.8.1. Enhance the partnerships with the schools to offer joint programming for Health and Wellness.
  - 1.8.2. Develop a plan to incorporate Health and Wellness components into program areas.
- 1.9. Continue to promote awareness of the recreational opportunities available to County residents and visitors.
  - 1.9.1. Continue to disseminate brochures and keep up to date information on the website to inform County residents and visitors about County park and recreational opportunities in accordance with approved public information plans.
  - 1.9.2. Provide information at community events regarding Parks and Recreation Division programs and services.

- 1.10. Sponsor educational opportunities that emphasize the connections between parks and recreation and environmental and historical preservation (see also Environment and Community Character).
  - 1.10.1. Investigate development of an ecotourism program that promotes passive recreational opportunities within natural open spaces and identify and designate lands in support of this purpose (see also Economic Development).
  - 1.10.2. Continue to promote signage and programs that provide educational opportunities in cultural and natural resources. Develop public historical interpretive sites at County facilities in keeping with the County's Archaeological Policy.
- 1.11. Design, construct, and operate facilities in a sustainable manner. (see also Environment and Public Facilities)
  - 1.11.1. Adopt a specific County policy governing the application of sustainable building standards to Parks and Recreation built and occupied facilities and buildings.
  - 1.11.2. Develop sustainable strategies similar to LEED for the design and location of parks and incorporate the strategies into park development guidelines, where feasible.