

ORANGE COUNTY
PLANNING COMMISSION

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MEMORANDUM

TO: Planning Commission Members

FROM: Gregg Zody, Director of Planning and Zoning *GZ*

DATE: August 30, 2013

SUBJECT: Text Amendments and other material

Please find attached the following five documents for discussion and consideration at our September 5, 2013 regularly scheduled meeting: 1) Powhatan County's Draft Development Standards Ordinance; 2) James City County's mixed use district ordinance; 3) a marketing sheet from City Center/Oyster Point, located in Newport News; 4) the revised rack card for the Route 3 Corridor (I emailed out an older version earlier this week); and 5) text amendments that the Planning Commission shelved earlier in the year (so the PC could focus on the Comprehensive Plan revision) that I would like to schedule for public hearing.

I suggest the PC members review the attached development standards so we can begin the task of making recommendations to the Board regarding the necessary zoning ordinance amendments for development standards – and whether the PC wants to standards to apply county-wide or limited to Route 3 – per the Board's discussion at their August 27th meeting.

Attachments (5)

CC: Julie G. Summs, County Administrator
Tom Lacheney, County Attorney
Alyson Simpson, Chief Deputy Clerk/Office Manager

ORANGE COUNTY, VIRGINIA
OFFICE OF THE COUNTY ADMINISTRATOR

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MEMORANDUM

TO: Orange County Board of Supervisors
FROM: Julie G. Summs, County Administrator 
DATE: August 19, 2013
SUBJECT: Approval of Design for Joint Retreat Rack Card

As you are aware, the Board of Supervisors held a Joint Retreat with the Economic Development Authority and Planning Commission on Saturday, July 27, 2013 and Sunday, July 28, 2013. As follow-up to this Joint Retreat on the Strategic Visioning Initiative for the Route 3 Area, staff was tasked with developing a Rack Card to be published and distributed to stakeholders, similar to the Rack Cards designed and distributed from past retreats.

Attached, please find a draft copy of the Rack Card from the Joint Retreat for your review and approval. Please note that this is purely the Word document and the graphic design elements have yet to be applied. They will be applied once the words are approved. Staff anticipates that the Economic Development Authority and Planning Commission will review this Rack Card via email soon and will vote their approval at their next meeting.

If the Board approves the design of this Rack Card, staff plans to have it printed and then distributed with a stakeholder letter from the Chairman of the Board.

If the Board concurs, the following motion would be in order:

Supervisor _____ made a motion, seconded by Supervisor _____, to approve the design of the attached Rack Card from the Joint Retreat, with the understanding that it will be distributed with a stakeholder letter following approval by the Economic Development Authority and Planning Commission.

Attachment as stated.

cc: Karen Epps, Economic Development Authority
Gregg Zody, Planning and Zoning Director

DRAFT



Orange County Route 3 Strategic Visioning Initiative

THESE VISION STATEMENTS ARE THE RESULT OF A JOINT RETREAT OF THE ORANGE COUNTY BOARD OF SUPERVISORS, ECONOMIC DEVELOPMENT AUTHORITY, AND PLANNING COMMISSION AS PART OF AN ONGOING STRATEGIC VISIONING INITIATIVE FOR ROUTE 3.

JOBS/EMPLOYMENT

In partnership with landowners and existing businesses, we envision a center for employment on a cohesive, planned campus that includes more than one development. This center for employment may be a combination of many sites – perhaps one for Research & Development (R&D) and another for light manufacturing. The R&D campus may be located near a resort, hotel, or conference center to provide interconnectivity between uses for a cohesive development strategy. We will identify business targets and exclude others that are undesirable. The planned campus area will reflect traditional Orange County architecture with a theme, buffering, setbacks, arterial connectivity, underground utilities, specific design standards, with flexibility for future needs.

CONSUMER GOODS/SERVICES

We will plan for the Route 3 Area to include a series of aesthetically and functionally unique, mixed-use areas connected by a common parkway and buffered by various cultural and recreational centers. The connection from the existing population center to eastern Route 3 will incorporate destinations that build upon Orange County's unique needs and topography. Transportation between activity areas will be efficient and all elements of a larger economic, cultural, and recreational plan will be incorporated into one cohesive path to success.

RECREATION/CULTURE/HISTORY

The development along Route 3 will take advantage of its cultural, historic, and natural resource assets to provide recreational opportunities that are attractive to citizens and visitors alike. These types of endeavors will be featured to contribute to the economic prosperity, health, and well being of Orange County and its citizens. Orange County will establish public and private partnerships to create recreational and leisure facilities to promote family-oriented activities.

[www.orangecountyva.gov/
route3visioninginitiative](http://www.orangecountyva.gov/route3visioninginitiative)

DRAFT

VISION THEMES FOR ROUTE 3 INITIATIVE

Included in our Vision for the future of the Route 3 Corridor are many features and characteristics. Our ideal is to create:

A Place to Live, Work, and Play with a higher standard of design and development which is a self-contained, complete community that is appealing to current residents and is a place clearly differentiated from other places.

It will be an economic destination that results in an economic engine for the entire county. A "Go To" location for business, employment, entertainment, and education, it will include business and trade park(s) which utilize a cohesive, planned campus setting. There will be a focus on medical/health services as well as other desired targeted industries.

Other features will include a town center, convention/conference center, multi-use sports and recreational complex. It will also be well integrated with historic, cultural, recreational, and educational aspects which capitalize on the assets of the region and maximize what already exists.

In concert with partners and stakeholders we will seek intelligent development with high quality business, industry, commercial, and residential components. The development will embrace aesthetically pleasing design standards that reflects Orange County's best image including traditional neighborhood design that is visually stimulating and context sensitive. We will ensure that there is a consideration to the needs of the future including both foresight and flexibility.

We will create: A place that is important; a place that feels good and looks good; a place that reflects a local vibe which is attractive to our citizens. We will create a beautiful development which both preserves its Natural Assets and provides for "Fun Stuff."

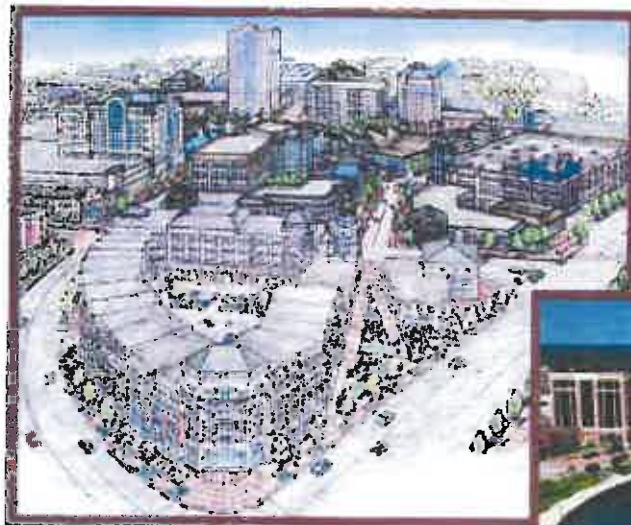
For more information call 540-672-3313 or visit our website:
www.orangecountyva.gov/route3visioninginitiative.



CITY CENTER
AT OYSTER POINT



Nearly Ten Years Old
TRANSFORMED FOREVER.



The Plan in 2000

November 2009



The Reality in 2009

In 2000, the City of Newport News formalized a development agreement with Newport News Town Center, LLC and its services partner, Harvey Lindsay Commercial Real Estate. The goal of this private-public partnership was to transform 50 acres of land in the center of the 850 acre Oyster Point Park into a mixed-use Central Business District (CBD) to enhance the City's competitiveness in attracting and retaining business, to expand the tax base and to improve the overall quality of life for its residents.

Almost ten years later, each and every goal set by the City in its strategic vision of City Center has been met or exceeded. The original master plan called for a phased 10 year development of approximately 1,400,000 square feet with an aggregate investment of \$250 million. To date, over \$300 million has been invested and 1,319,000 square feet has been developed. (42% class-A office space; 34% residential, 10% retail and 10% hospitality).



CITY CENTER DEVELOPMENT STATISTICS

	ORIGINAL PLAN <i>10 year plan</i>	BUILT TODAY <i>9 years</i>	REVISED GOALS <i>6 years</i>
Class A Office	1,000,000 sq. ft.	550,000 sq. ft.	1,000,000 sq. ft.
Residential	280,000 (280 units)	449,000 (421 units)	663,800 (700 units)
Hotel	60,000 (120 rooms)	130,000 (254 rooms)	170,000 (400 rooms)
Conference	0	55,000	65,000
Restaurant	35,000	40,000	70,000
Anchor Retail	0	0	80,000
Retail Shops	40,000	50,000	50,000
Services	25,000	45,000	40,000
Total	1,440,000 sq. ft.	1,319,000 sq. ft.	2,128,800 sq. ft.





Another 5 years.
ANOTHER 800,000 SQUARE FEET.



The City's partnership with Newport News Town Center, LLC and its financing partner Northwestern Mutual has produced outstanding results. The private-public partnership is also looking at tremendous opportunities for continued growth. In fact, an additional \$80 million in future private sector projects are already programmed and will benefit from the existing city infrastructure with minimal additional public sector investment.

CITY CENTER PRIVATE – PUBLIC INVESTMENT

(Office, Retail and Residential)

		PRIVATE	PUBLIC	TOTAL
2009 ACTUAL	<i>Investment</i>	\$189.5	\$54.1	\$243.6
	<i>%</i>	79%	22%	
	<i>Ratio</i>	3.5	1	
2012 PROJECTED	<i>Investment</i>	\$81	\$6	\$85
	<i>%</i>	94%	6%	
	<i>Ratio</i>	16	1	
TOTAL	<i>Investment</i>	\$270.5	\$60.1	\$330.6
	<i>%</i>	82%	16%	
	<i>Ratio</i>	4.5	1	

Notes: 1) Numbers represented in millions 2) Armada Hoffer / Marriott Hotel and Conference Center projects (\$52 and \$25 million respectively) not included in the above analysis. 3) Above private investment of \$189.5 million added to the Marriott Hotel investment of \$52 million totals \$241.5 million of private investment.

This has all been accomplished during one of the most economically challenging decades in history.

ANNUAL CITY TAX REVENUES

	1999	2009	INCREASE
850 Acre Oyster Point	\$6,981,907	\$18,694,298	268%
Assessments	\$310,406,000	\$809,178,000	261%

New revenues have been generated directly from City Center (25% of the gross) while it has helped attract and retain business in the greater Oyster Point area.



City Assets

SERVING GREATER OYSTER POINT



MARINERS ROW GARAGE



721 public parking spaces.

Catalyst for Canon Blvd. growth corridor.

Supports hotel, conference center, day time businesses and event parking.

MERCHANTS WALK GARAGE



1,087 public parking spaces.

Supports parking for city and federal employees, private businesses and public events.

FOUNTAIN WAY GARAGE



880 public parking spaces.

Catalyst for Thimble Shoals growth corridor.

Supports retail, office and visitors parking.

GREATER OYSTER POINT - URBAN VISION



Greater Oyster Point Generational Transformation (± 50 years)

NEWPORT NEWS MARRIOTT CONFERENCE CENTER



City Owned Conference Center.

50,000 sq. ft. Conference Center and Full Service Hotel.

Marketed nationally and regionally through Marriott and Crestline Management.

Newport News' premier meeting destination for businesses, municipal and citizen use.