Rt. 3 Strategic Visioning Initiative
Community Meeting

LAKE OF THE WOODS
JUNE 27, 2013
5:00 PM AND 7:00 PM
ENCOURAGE YOU TO BECOME INVOLVED IN A PROCESS TO CREATE A VISION AND MASTER PLAN FOR RT. 3 ECONOMIC DEVELOPMENT AREA

INCORPORATE AS MUCH INPUT AS POSSIBLE FROM CITIZENS, BUSINESSES AND OTHER STAKEHOLDERS

MOST IMPORTANTLY, DEVELOP A VISION AND PLAN THE COMMUNITY SUPPORTS FOR LONG-TERM
Topics To Be Discussed

- HISTORICAL OVERVIEW
- INFORMATION ABOUT OUR ECONOMY
- COMPONENTS OF PLANNING PROCESS
- GETTING STARTED
QUESTION # 3:  IS GROWTH TOO FAST, TOO SLOW OR ABOUT RIGHT?
RESPONSE: 66%  ABOUT RIGHT OR TOO SLOW

QUESTION # 5:  SHOULD GROWTH BE DIRECTED TO CERTAIN AREAS SO OTHERS CAN REMAIN RURAL?
RESPONSE: 76%  YES

QUESTION # 6:  HOW IMPORTANT ARE THE FOLLOWING ISSUES:
   IMPROVING EMPLOYMENT OPPORTUNITIES?  87% IMPORTANT
   ATTRACTING NEW BUSINESS?  81% IMPORTANT
   IMPROVING HOUSING AVAILABILITY, AFFORDABILITY?  78% IMPORTANT
   ENCOURAGING INDUSTRIAL GROWTH?  67% IMPORTANT
Sec. 15.2-2223 of the Code of Virginia states (in part):

“In the preparation of a comprehensive plan the commission shall make careful and comprehensive surveys and studies of the existing conditions and trends of growth, and of the probable future requirements of its territory and its inhabitants. The comprehensive plan shall be made with the purpose of guiding and accomplishing a coordinated, adjusted, and harmonious development of the territory which will, in accordance with present and probable future needs and resources, best promote the health, safety, morals, order, convenience, prosperity, and general welfare of the inhabitants.”

(Code of Virginia § 15.2-2223)
Orange County 2022 – Board of Supervisors Vision

A VIBRANT ECONOMY - Economic Development Prerequisites

1. Sites that are: ready/desirable/competitive
2. Supportive regulatory environment
3. Quality schools/workforce training
4. Fiscally sound government that is a credible partner
5. High quality of life attributes
6. Community support for expanding the economy
Comprehensive Plan Vision:
Sustain the rural character of Orange County while enhancing and improving the quality of life for all its citizens.

COMPREHENSIVE PLAN PRINCIPLES

1. WE WISH TO RETAIN THE CHARACTERISTICS THAT GIVE IDENTITY TO THE MIX OF COMMUNITIES THAT EXIST WITHIN THE COUNTY;

2. WE UNDERSTAND THAT A VIBRANT ECONOMY CONTRIBUTES TO THE SUSTAINABILITY OF OUR COMMUNITY AND OUR QUALITY OF LIFE;

3. RESOURCE PLANNING AND LAND USE DECISIONS DIRECTLY IMPACT OUR ABILITY TO ATTRACT AND SUPPORT A BUSINESS BASE, WHILE MAINTAINING THE RURAL NATURE OF THE COUNTY.

SOURCE: APRIL 3, 2013 DRAFT ORANGE COUNTY COMPREHENSIVE PLAN (TAB 2)
Comprehensive Plan Economic Development Actions:

- Create more jobs at all levels
- Create tax sources based on economic activity
- Complete corridor plans
- Revise Zoning Ordinance for desired development
- Create a Capital Improvement Plan for each area to identify improvements required and funding plans
Select Statistics:

Population in 2010: 33,481

Live and work in Orange County: 3,236
Out Commuters: 9,619
Total: 12,855
In Commuters: 4,072

Unemployment 2/2013: OC 6.6%, VA 5.7%, US 8.1%

Top areas Commuted to:
Culpeper, Spotsylvania, Albemarle, Charlottesville, Stafford, Fairfax, Louisa, Fredericksburg, Prince William, Madison

Source: VEC Orange Community Profile
Numbers indicate where we are and where we are headed...

- 24% of workforce employed by government
- Large number of employees are in lowest pay industries (less than $500/week)
- Residential real estate tax funds only about 25% of cost to operate county
- $87 million in purchases outside county (equals $4.3 million in sales tax revenue “leakage”)
- Lowest per capita sales tax collected in region (22% below area average: $174 vs. $213 equates to $1.3 million/year difference)
More numbers define our situation...

• 1% OF TOTAL LAND IS ZONED INDUSTRIAL/COMMERCIAL

• 63% OF LAND IN LAND-USE TAXATION/CONSERVATION EASEMENTS

• 75% OF WORKFORCE COMMUTES OUT OF COUNTY (TJPED/YOUNGER STUDY AND VEC DATA)

• COUNTY BUDGET BARELY COVERS BASIC SERVICE LEVELS VIRTUALLY NO INVESTMENTS FOR FUTURE

• FY14 FIRST BUDGET SINCE FY05 WHERE RESERVES WERE NOT USED TO BALANCE BUDGET
AND if those numbers did not grab you...

- 46% of students qualify for free or reduced lunch in OCPS (Virginia Department of Education, October 31, 2012 Page 127 of 189)

- 1/3 of households with a member age 65+ (as of 2010 Census)

- For decades, births in county barely out pace deaths (12 vs. 10 per 1,000), no net indigenous change based on this roughly one per day historical trend

- Orange County is listed as "economically distressed" for the purpose of administering the major business facility job tax credit for 2013 by the Virginia Economic Development Partnership due to our unemployment rate
What do these numbers tell us?

RIGHT TRACK VS. WRONG TRACK

• BUILDING OUR ECONOMY MUST BE A PRIORITY
• TIME IS NOT ON OUR SIDE
• TRENDS ARE NOT FAVORABLE
There is good news to share ...

• LOCATION, LOCATION, LOCATION – WE HAVE A GREAT ONE!

• VERY DESIRABLE QUALITY OF LIFE

• DESIGNATED ECONOMIC DEVELOPMENT AREAS SUFFICIENT SIZE TO MAKE A DIFFERENCE

• WITHIN OUR CAPABILITIES TO ACHIEVE OUR VISION
Examples:

Kitsap County, Washington
www.kitsapeda.org

Newton, Georgia
www.centernewton.org/plan/the-2050-plan/

Bucks County, Pennsylvania
www.buckscounty.org

• Other localities have done it...
Potential Goals
Define A Path

Decrease % of out-commuters to 60% by Year 2033

Increase per capita sales tax revenue by 25% to area average

Increase acreage designated for commercial/industrial use to 2%

Increase investments in business assets by 25%

Keep ratio of residential real estate taxes as percentage of consolidated County budget around 25%

PURPOSE OF ECONOMIC DEVELOPMENT

Bring lasting prosperity to the community, residents, and businesses
What are the major tasks ahead?

CORRIDOR MASTER PLAN

LOCAL AREA INFRASTRUCTURE PLAN

MARKETING PLAN
Task Areas...

- Corridor Master Plan
- Local Area Infrastructure Plan
- Marketing Plan
## CORRIDOR MASTER PLANS

What needs to be in a Corridor Master Plan?

<table>
<thead>
<tr>
<th>What needs to be included</th>
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<tbody>
<tr>
<td>CURRENT LAND USE/ZONING</td>
<td>DEFINE THE GENERAL BOUNDARY INCLUDED IN THE AREA</td>
</tr>
<tr>
<td>IDENTIFICATION OF STAKEHOLDERS RELATED TO AREA</td>
<td>OVERALL VISION/CHARACTERISTICS WE WANT FOR THE ECONOMIC DEVELOPMENT AREA</td>
</tr>
<tr>
<td>NUMBER OF PARCELS AND SIZES</td>
<td>PLANS OF/FOR EXISTING BUSINESSES</td>
</tr>
<tr>
<td>DESIRED ECONOMIC COMPONENTS/BUSINESS TYPES/ATTRACTIONS</td>
<td>CURRENT INFRASTRUCTURE CAPACITIES AND LOCATIONS</td>
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CORRIDOR MASTER PLANS

What needs to be in a Corridor Master Plan?

- Landowner Plans and Priorities
- Business/Employment Base in Area Currently
- Major Investments Required to Position Area for Development
- Required Changes to Local Ordinances/Procedures
- Long Lead-Time Items Required
- State/Federal Participation/Permitting
- Barriers to Achieving Our Vision for the Area
- And, And, And.............
WHAT IS OUR VISION FOR ROUTE 3?

Features for Rt. 3 Corridor:
- Water impoundment
- Welcome/Visitor’s Center
- Relocation of Rt. 3/20 intersection
- Major employment center
- Expanded water and sewer infrastructure
- Parallel parkway to Rt. 3
- Design standards
- Town center
- Additional retail
- And, and, and...
Local Area Infrastructure Plan

What’s included?

*Water*: potable, sewage, storm

*Transportation*: roads, mass, trails

*Communications*: telephone, mobile, internet, tv

*Energy*: electricity, natural gas

*Solid Waste*: household, recycle, hazardous
Local Area Infrastructure Plan

Questions to answer...

What are our capacity projections?

What about right-of-ways, easements, land?

What is the general location for the infrastructure?

Time phasing?

Impacts outside economic development area?

What is the funding plan?
Marketing Plan

What are the purposes of a marketing plan?

"The best way to predict the future is to create it.”

Peter Drucker

- Outreach to Residents and Community Groups
- Convince Businesses /Investors this is a place to successfully start and grow a business
- Target a Set of Employers/Commercial Interests
To reach our goals, we need a good, clear message and positive story to tell.

Our marketing/outreach efforts must communicate to businesses, citizens, and visitors our VISION.

We must create a plan to properly communicate our marketing message, both locally and globally.

"The best way to predict the future is to create it."

Peter Drucker
Challenges and obstacles...

- Achieving community consensus in light of competing visions
- Lack of established employment center on Route 3
- Landowner priorities
- Financial commitments/timely investment decisions by the Community, residents, landowners and Government
- U.S./Virginia economy
- Competition within region
- There is no “quick fix”
Many partners will be necessary to meet our goals.
Call to Action
We must ask ourselves....

ARE WE WILLING TO PROVIDE:  THE LEADERSHIP?
THE ENERGY?
THE VISION?
THE DREAMS?
THE PERSISTENCE?
THE CONTINUITY?
THE EFFORT?

TO MAKE THIS HAPPEN?
“A GOOD IDEA IMPLEMENTED TODAY IS BETTER THAN A PERFECT IDEA IMPLEMENTED TOMORROW.”

GENERAL GEORGE S. PATTON
HOW CAN WE GET STARTED?

- Make Master Planning a topic of discussion
- Develop a “HOT-AIR BALLOON” view of each area
  - What is needed?
  - What is missing?
  - What is possible?
  - What will it take to make it happen?
  - Which pieces will make a real difference?
- Individually, discuss with friends/businesses/groups to get ideas, ask questions, discuss options and priorities (prompt water cooler conversations)
- Set a target to list/identify the “big pieces of puzzle” within a few months
Thank you ...

“I find that the harder I work, the more luck I seem to have.”

Thomas Jefferson