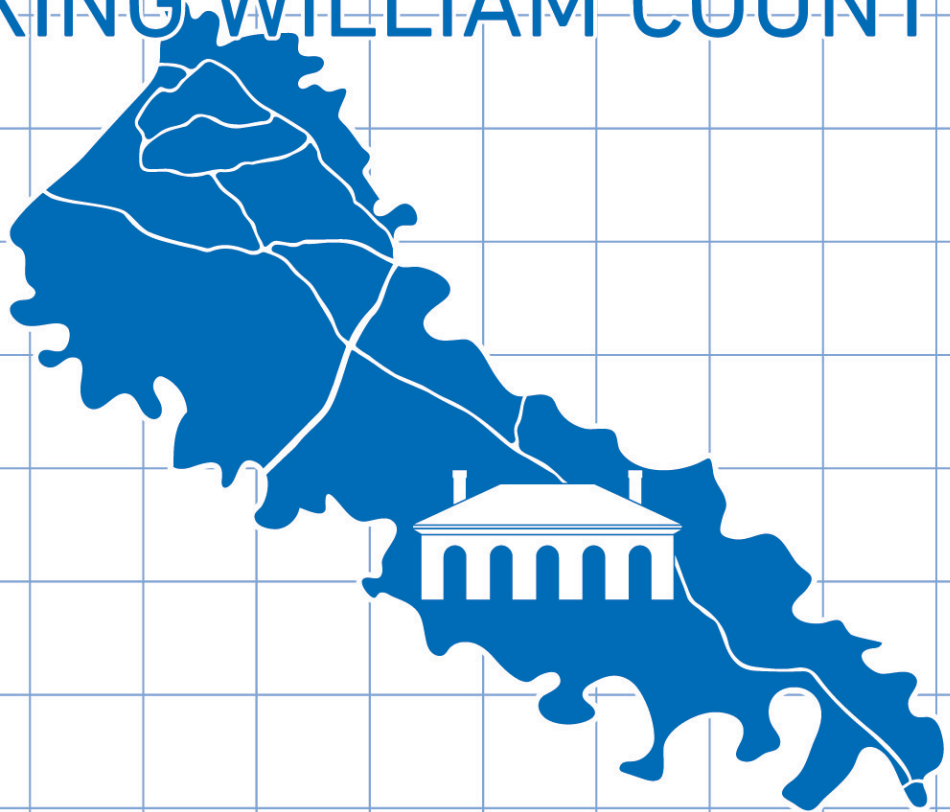




BLUEPRINT 2041

KING WILLIAM COUNTY



COMPREHENSIVE PLAN



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Adopted May 23, 2022

TABLE OF CONTENTS

I. EXECUTIVE SUMMARY	1
1.1 PURPOSE AND USE OF COMPREHENSIVE PLAN	1
1.2 OVERVIEW OF KING WILLIAM COUNTY	1
1.3 VISION AND GOALS FOR THE FUTURE	2
<i>Vision 2041</i>	2
<i>Goals for 2041</i>	2
Healthy, Safe Community	2
Diverse, Balanced Economy.....	3
Planned, Responsible Infrastructure	3
Celebrated, Protected Environmental and Cultural Resources	3
Planned, Managed Land Development	3
1.4 DIRECTION FOR THE FUTURE: OPPORTUNITIES AND RECOMMENDED ACTIONS	4
1.5 ORGANIZATION OF BLUEPRINT 2041	5
II. PLANNING PROCESS.....	7
2.1 DEVELOPMENT OF THE PLAN	7
2.2 CITIZEN SURVEY	8
III. KING WILLIAM COUNTY AND THE REGION	11
3.1 BRIEF HISTORY OF KING WILLIAM COUNTY	11
<i>Early Native American Settlement</i>	11
<i>King William County</i>	11
3.2 KING WILLIAM COUNTY AND REGIONAL CONTEXT	12
3.3 RELEVANT INFLUENCING REGIONAL PLANS	15
<i>Middle Peninsula Planning</i>	15
3.4 TOWN OF WEST POINT	19
<i>Town History and Development</i>	19
3.5 COMPREHENSIVE PLANNING IN SURROUNDING COUNTIES	21
<i>Hanover County</i>	21
<i>New Kent County</i>	22
<i>Caroline County</i>	22
<i>King and Queen County</i>	22
3.6 ESTABLISHED SETTLEMENTS AND COMMUNITIES IN KING WILLIAM COUNTY.....	23
<i>Native American Settlements</i>	23
<i>King William Courthouse</i>	24
<i>Central Garage</i>	24
<i>Aylett</i>	24
<i>Manquin</i>	24
<i>Mangohick</i>	24
3.7 DEMOGRAPHIC AND ECONOMIC TRENDS	25
<i>Market Research Summary</i>	25
<i>Demographics</i>	26
Population	26
Race and Ethnicity	28
Age	29
Income	30
Education	30
IV. KING WILLIAM COUNTY TODAY AND TOMORROW: PLANNING ELEMENTS	31
4.1 PEOPLE AND COMMUNITY FACILITIES.....	31
4.1.1 <i>Housing: Existing conditions</i>	31

4.1.2	<i>Housing: Challenges and Opportunities</i>	33
4.1.3	<i>Education: Existing conditions</i>	39
4.1.4	<i>Education: Challenges and Opportunities</i>	44
4.1.5	<i>Recreation: Existing Conditions</i>	46
	King William County Recreational Park	46
	Sandy Point and Zoar State Forests	46
	Virginia Outdoors Plan and King William County	47
4.1.6	<i>Recreation: Challenges and Opportunities</i>	48
4.1.7	<i>Community Facilities & Services: Existing conditions</i>	51
	Library	51
	Health and Wellness	51
	Public Safety - Sheriff	52
	Public Safety – Fire and Emergency Services.....	55
4.1.8	<i>Community Facilities & Services: Challenges and Opportunities</i>	56
	Library	56
	Health and Wellness	56
4.2	ECONOMY	58
4.2.1	<i>Economy: Existing Conditions</i>	58
	Employment	58
	Agriculture & Forestry	60
	Business Corridors	63
	Industry.....	63
	Tourism.....	64
4.2.2	<i>Economy: Challenges and Opportunities</i>	67
	Retail Market Analysis	67
	Market Segmentation Opportunities	68
	Agriculture and Forestry.....	68
	Business Corridors and Centers	69
	Tourism.....	81
4.3	PUBLIC INFRASTRUCTURE	82
4.3.1	<i>Public Infrastructure: Existing Conditions</i>	82
	Public Utilities	82
	Transportation	91
4.3.2	<i>Public Infrastructure: Challenges and Opportunities</i>	96
	Public Utilities	96
	Transportation	97
4.4	NATURAL AND HISTORIC RESOURCES	99
4.4.1	<i>Natural Environment: Existing Conditions</i>	99
	Natural Features	99
	Water Bodies and Water Quality.....	99
	Natural Conservation Lands	100
	Chesapeake Bay Preservation Areas	103
	Threatened or Endangered Species.....	107
	Mineral Resources	107
	Floodplains and Flood Hazard Zones	107
4.4.2	<i>Natural Environment: Challenges and Opportunities</i>	111
4.4.3	<i>Cultural and Historic Resources: existing conditions</i>	112
	National Register and Virginia Register Properties	112
	Local Historic Districts.....	121
	Potentially Eligible National Register Properties	125

4.4.4 Cultural and Historic Resources:Challenges and Opportunities.....	126
4.5 LAND USE AND DEVELOPMENT	127
4.5.1 Land Use and Development: Existing Conditions.....	127
Existing Land Use	127
Why Balance Residential and Business Development?	131
Targeted Growth Areas	131
Land Development Management Tools	131
4.4.2 Land Use and Development: Challenges and Opportunities.....	134
Maintaining Rural Landscape Character.....	134
Future Land Use.....	135
Land Development Management Tools	143
V. IMPLEMENTING BLUEPRINT 2041: ACHIEVING THE VISION	145
5.1 OPPORTUNITY ACTION PROJECTS.....	145
5.2 IMPLEMENTATION MATRIX	149

List of Maps and Development Concepts

KING WILLIAM COUNTY AND REGIONAL LOCATION	13
PRESERVING RURAL CHARACTER CONCEPT	37
PUBLIC FACILITIES - GOVERNMENT FACILITIES	41
OUTDOOR RECREATION DEVELOPMENT CONCEPT	49
PUBLIC FACILITIES – SAFETY AND EMERGENCY SERVICES	53
PRIME FARMLAND	61
GATEWAYS AND CORRIDORS DEVELOPMENT CONCEPT.....	71
CENTRAL GARAGE DEVELOPMENT CONCEPT.....	73
KING WILLIAM COURTHOUSE VILLAGE DEVELOPMENT CONCEPT	75
BUSINESS PARK DEVELOPMENT CONCEPT	79
ELECTRICAL TRANSMISSION LINES.....	85
PUBLIC FACILITIES – SERVICE CENTERS	89
VDOT ROADS BY FUNCTIONAL CLASSIFICATION.....	93
LANDS UNDER CONSERVATION OR EASEMENTS.....	101
CHESAPEAKE BAY PRESERVATION AREAS	105
FLOOD HAZARD ZONES.....	109
NATIONAL REGISTER HISTORIC RESOURCES.....	113
LOCAL HISTORIC PRESERVATION OVERLAY DISTRICTS.....	123
LAND COVER.....	129
FUTURE LAND USE.....	141
POTENTIAL DEVELOPMENT OPPORTUNITIES	147

Appendix A: Demographic and Market Analysis

Appendix B: Blueprint 2041 Implementation Matrix

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I. EXECUTIVE SUMMARY

1.1 PURPOSE AND USE OF COMPREHENSIVE PLAN

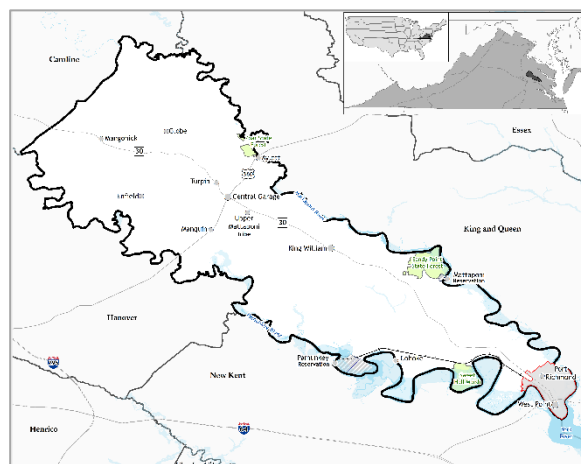
Blueprint 2041 is the long-range Comprehensive Plan for King William County and provides general guidance and a framework for making important decisions regarding public and private investment in the next 10-20 years. In Virginia, each governing body must adopt a comprehensive plan and work with the Planning Commission to review it every five years for needed updates.

The plan forms the basis for community investment projects such as utility, transportation and public safety improvements and managing land for agriculture, residential, commercial, and industrial development. In addition, the plan provides a foundation for updating important land management tools like zoning and subdivision codes.

Governmental officials use the plan when considering zoning changes, capital improvements (water, sewer, roads, schools, etc.), economic development projects, and housing initiatives. Citizens use the plan to understand the future goals and direction of the community and to understand planned public improvements. Many developers, employers, and businesses use the plan when considering business investments and expansion. Federal and state agencies consult the plan to ensure that their projects are consistent with local planning.

1.2 OVERVIEW OF KING WILLIAM COUNTY

King William County is located in eastern Virginia approximately 25 miles northeast of Richmond. The County is bounded by the Mattaponi River (north) and the Pamunkey River (south) which combine to form the York River at West Point, the largest and only incorporated town in King William County. Interstates 95 and 64 provide convenient transportation access to the regional metropolitan areas of Richmond, Washington, DC, Williamsburg, and Hampton/ Newport News.



King William County and the Region

In 2020, the U.S. Census reported the County population as 17,810. Much of the approximately 285 square miles of land in King William County is in gently rolling to flat farmland and expansive timberland. Approximately five percent of the County is developed for residential subdivisions and commercial and industrial uses.

1.3 VISION AND GOALS FOR THE FUTURE

VISION 2041

The following vision statement for King William County was developed from community comments received during the planning process for updating the Comprehensive Plan.

2041 Vision for King William County

In 2041 King William County will be a thriving safe, friendly, and caring community that exhibits extraordinary rural, agricultural, and natural landscapes and offers a peaceful, country lifestyle for raising a family. Outdoor recreational experiences abound for residents and visitors on the scenic rivers, state forest lands, public parks, and private farms.

Home to three of the oldest Native American tribes in the nation and a historic courthouse dating to circa 1725, King William County continues to celebrate and honor its unique heritage and preserve its character while effectively managing responsible community growth.

The diverse economy of small businesses and tailored, specialized industry contributes to the community prosperity, which is evident in affordable taxes, quality public services, distinguished educational systems, and a focused 21st Century utility infrastructure.

GOALS FOR 2041

To achieve the 2041 Vision for King William County, the following community goals shall guide decisions and policies for County growth, public investment, and land use and development.

Healthy, Safe Community

Outstanding Quality of Life - Plan for, facilitate and promote a healthy community with safe, attractive neighborhoods and settlements that complement the rural character of King William County and offer diverse housing, essential social and medical services, and quality recreational amenities.

Smart, Planned Growth: Guide, plan for, and designate areas for community growth and development that have the supporting public infrastructure and services.

Diversified Housing: Facilitate and promote safe, quality housing, and diverse housing types for persons of all ages, physical needs, and incomes.

Social Well-being: Ensure that all residents have access to essential social, medical, and transportation services.

Quality Recreation Experiences: Encourage and expand recreational opportunities for residents and visitors to leverage of outdoor recreation amenities and strengthen tourism.

Safe Community: Plan for and strive to provide equitable, supporting public safety services throughout the County to meet the needs of the growing County.

Diverse, Balanced Economy

Sustained Agriculture - Sustain and promote the agricultural heritage and landscape of King William County for future generations.

Diversified, Resilient Economy - Diversify and transform the local economy of King William County to achieve a more balanced tax base comprised of stable, resilient businesses and industries.

Planned, Responsible Infrastructure

21st Century Facilities and Infrastructure - Facilitate and provide for essential 21st Century community services and infrastructure (public safety, utilities, communication, transportation, education) to meet the public and business needs in King William County.

Responsible Governance - Ensure responsible, informed governmental actions and decisions that are consistent with adopted public policies and founded in continuous community discussion and outreach.

Celebrated, Protected Environmental and Cultural Resources

Celebrated Heritage - Celebrate, promote, and protect the extraordinary American heritage of King William County.

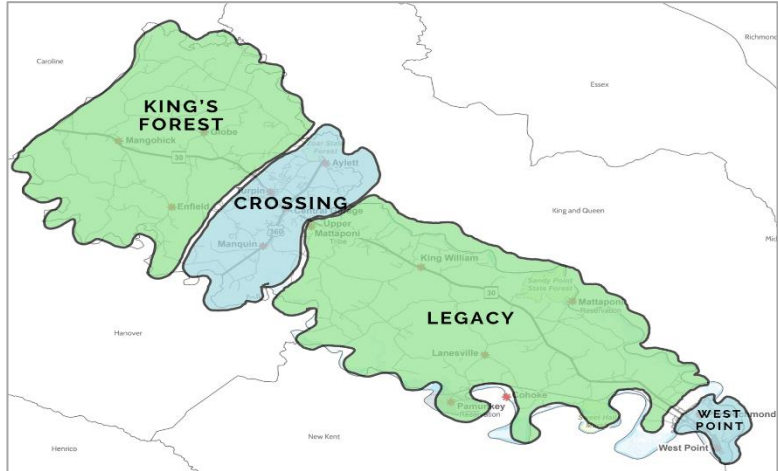
Rural Environment - Conserve and protect the special rural and natural environmental features of King William County.

Planned, Managed Land Development

Balanced, Managed Land Development - Facilitate responsible, managed community growth in King William County to achieve a balanced tax base, contribute to upgraded public infrastructure and facilities, and sustain the rural character and quality of life desired by residents.

1.4 DIRECTION FOR THE FUTURE: OPPORTUNITIES AND RECOMMENDED ACTIONS

During development of Blueprint 2041, citizens emphasized the importance of maintaining the rural character of King William County. The challenge in preserving and maintaining rural character lies in the community's ability to focus growth (with density) in designated areas where there are supporting services and public infrastructure. Encouraging mixed-use residential and commercial growth in "planned villages" rather than enabling "residential sprawl" throughout the County conserves the rural landscape and has greater economic benefits for managing public services. To guide future growth in King William County land planners used "development character districts" to formulate a Future Land Use Map. This approach considered existing development patterns, landscape characteristics, and synthesized other relevant factors (e.g., utilities, transportation, land conservation, and centers for commerce and living). Central Garage (the Crossing) is well positioned as a growth area, while other areas are better positioned for rural conservation.



Identified Development Character Districts, King William County. These provide insight in where and how growth should occur.

Additionally, it will be important to balance residential and commercial growth and maintain a diversified tax base to ensure community prosperity and economic vitality. Residential growth without accompanying business growth does not sufficiently cover the public service expenditures for important facilities like schools, utilities, roads and supporting public services (fire, police, emergency, etc.). To maintain reasonable taxes for property owners and provide desired/needed public services, there must be a balanced tax base.

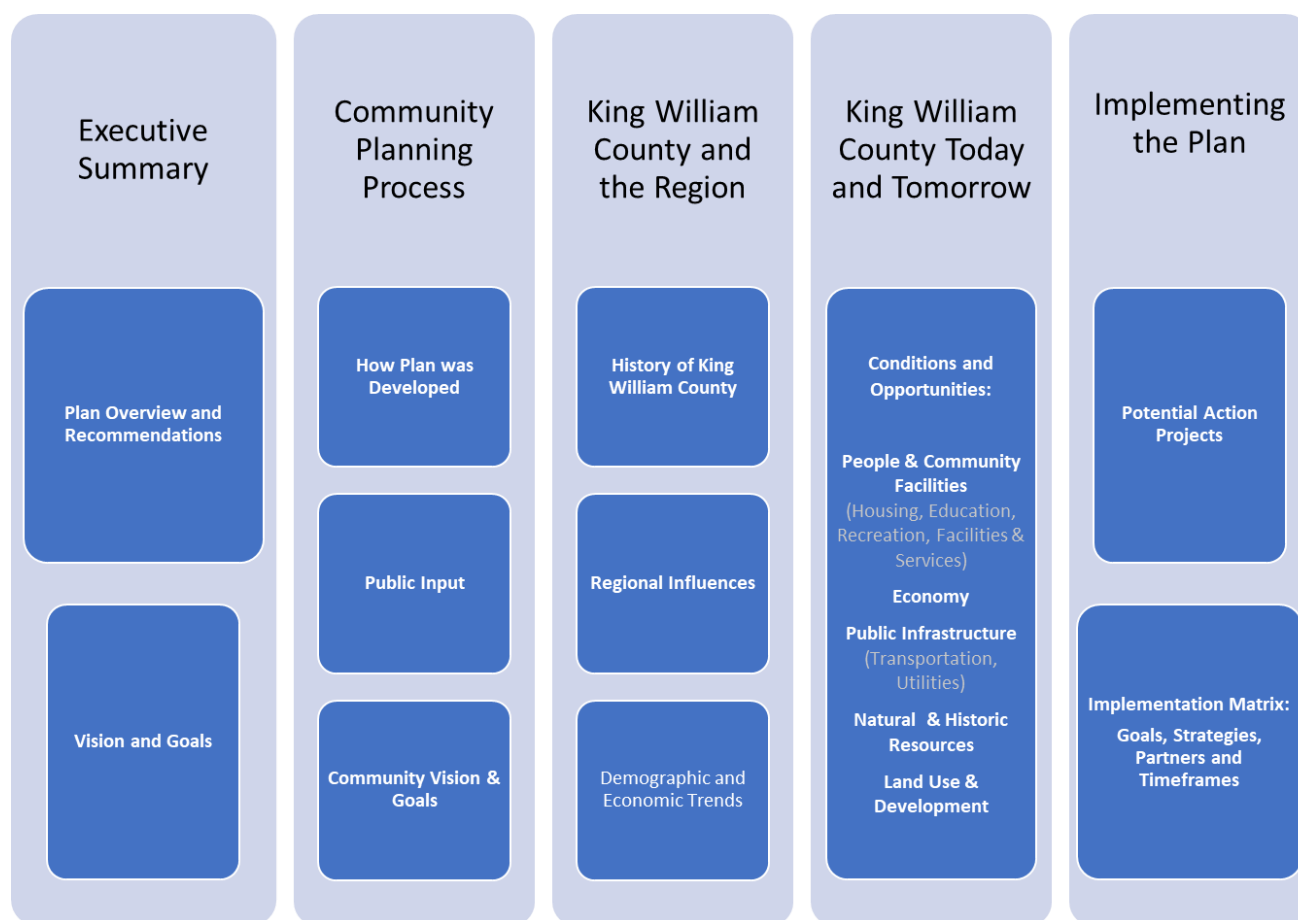
Some key initiatives identified in this plan to help achieve the future vision for King William County include the following potential projects:

- **Central Garage** - Central Garage is positioned as a major center for business and development along the busy Route 360 Corridor. This area is identified for continued growth for both business and residential uses.
- **U.S. Route 360 Corridor Improvements** - Gateway corridors into the County provide a sense of community identity and create lasting impressions for residents, visitors, and businesses. Routes 360 and 30 are primary entrances into King William County that deserve careful management of entrances, business areas, and scenic views.

- **King William Courthouse Village** - Historic King William Courthouse has been a center for social and governmental activity since the construction of the first building in 1725. A new business village between the two governmental complexes can provide needed business support services to employees, customers, and residents.
- **Business Park / Industrial Development** - Attractive, well-planned business parks mean economic vitality and employment. Creating an attractive and productive business environment requires quality site planning and adopted development and architectural standards. Commerce Park is shown as an example for improvements.
- **Modernized Infrastructure** – Expanded public utilities in targeted areas (Central Garage) and increased, affordable access to internet broadband services. These initiatives had started prior to the comprehensive planning project and have successfully moved forward over the past year. These public improvements are the first steps in working toward the 2041 vision for King William County.

1.5 ORGANIZATION OF BLUEPRINT 2041

The following graphic provides an overview of how the Comprehensive Plan is organized. The following sections provide more detailed information on the planning process, regional influences, existing community conditions and future opportunities, and recommended strategies for implementing the plan.



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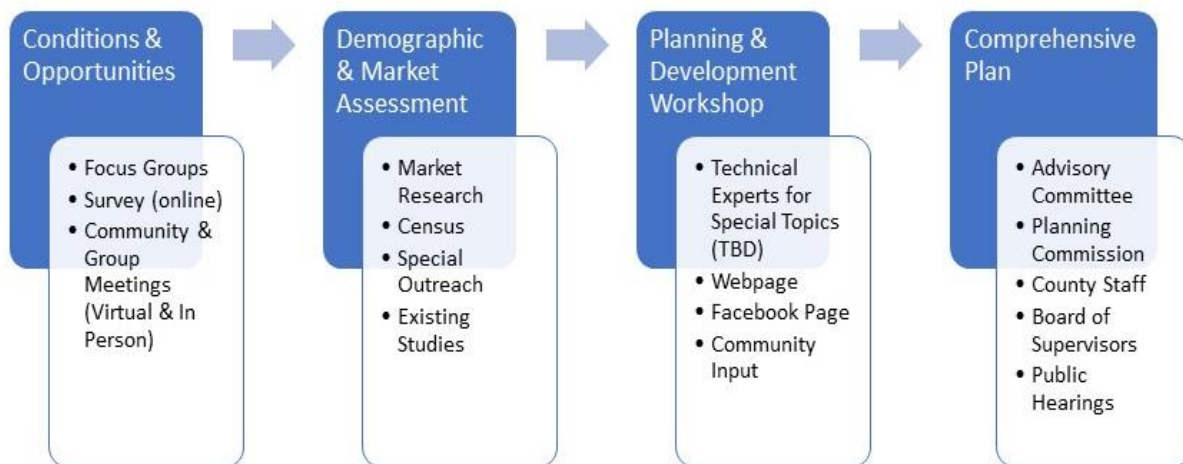
II. PLANNING PROCESS

2.1 DEVELOPMENT OF THE PLAN

Blueprint 2041 was developed over the period of one year using a series of community meetings, selected stakeholder meetings, a project Facebook page, information postings on the County webpage, and an on-line public survey. A flow chart summarizing the public outreach efforts for work tasks is shown below.

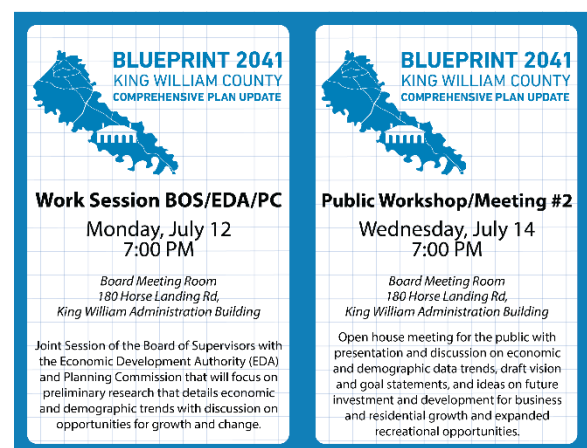


Publicity Sign for Blueprint 2041



Planning Process showing public outreach efforts for Comprehensive Plan Project.

Over the past year, the project team worked with the County Planning Commission, an appointed Comprehensive Planning Committee, and multiple County officials to understand existing conditions and future challenges within the County. In addition, the team attended several joint work sessions with the County Board of Supervisors and the County Economic Development Authority to share project information. The Demographic and Economic Assessment conducted as part of this project informed a two-day design workshop held in July 2021 that focused on opportunities for development and growth.



Design Workshop Notice

2.2 CITIZEN SURVEY

The on-line community survey provided excellent feedback and insight from citizens regarding community vision, conditions, and challenges for King William County in the future. As of March 2022, approximately 600 citizens responded to a series of questions that have informed the vision, goals and desired future initiatives discussed in this plan. The graphics illustrated here show some of the most consistent public thoughts received.

WHAT WE HEARD ...

From Stakeholder Discussions:

- Rural lifestyle and character important
- Agriculture and farmland valued
- Improved housing solutions and choices desired
- Diverse economy and jobs important
- Internet/Broadband infrastructure critical
- Small business development an opportunity
- Natural resources and tourism are opportunities
- Update future land use plan
- Central Garage positioned for growth



10

What should be considered by the County in the Comprehensive Plan Update?

“A well thought out Vision for growth and development over the next 20 years. What do we want this County to be 20 years from now and how do we get there? Such a vision should include a path for attracting residential, commercial, and open space management to assure improvements in the qualities of our County over the next 20 years and beyond. A good plan requires management and direction and must be followed and revised as appropriate.”

Citizen Survey Response 2021



Strengths of King William County, Survey Responses.



Weaknesses of King William County, Survey Responses.

SURVEY FEEDBACK



SURVEY FEEDBACK

SURVEY FEEDBACK



King William County Comprehensive Plan

Special features:

- Rural tranquility, landscape
- Friendly people, beautiful land
- Good schools, good location
- Affordable taxes, land & homes
- Native American reservations

Challenges:

- Need vision & direction
- Need small businesses/stores
- Poor communications infrastructure (internet)
- Need quality jobs / employers
- Need consistent leadership & direction
- Improve emergency services
- Quality education & schools

Opportunities:

- Drug Store, grocery store
- Farmers Market
- Agriculture & farm preservation
- Improved industrial park(s)
- Walkable, mixed-use village center in Rt 360 corridor
- Outdoor recreation, water access to rivers
- Upscale residential communities (single family & senior housing)
- Small business development
- Tourism

Vision for County:

- Learn from neighboring counties (balance business, industry, residential, farmland, control sprawl)
- Expand and attract business
- Encourage quality residential areas that are coordinated with public services
- Embrace resources and location
- Increase number and choices of stores
- Direct growth to appropriate areas
- Maintain rural character
- Promote tourism opportunities
- Build strong economy
- Maintain low, affordable taxes
- Modern amenities & approaches

12

What is your vision for King William County in the next 10-20 years?

"I love the amount of farmland King William has - and it is a great attribute to the county! I do not want to see that go away. But, if you bring some commercial development to the county, it would increase revenue and help decrease tax/cost on its residents. There needs to be more community events, and something to attract visitors to this county. People move here because they are close enough to everything, but far enough away at the same time - it's a hard line to maintain."

"Continued residential development in the 360 corridor and less development in the rural districts - especially Mangohick. Growth of retail stores, restaurants, and service stores in the 360 corridor. Growth in agritourism, focus on tourism that draws families interested in hunting, fishing, camping, boating, kayaking, biking, hiking ... nature! Market to outside events - weddings, concerts, tournaments, etc. Encourage B&B / VRBO vacation rentals."

"Preservation and enhancement of natural areas, pockets of mixed-use development for housing and retail, high speed internet availability is critical for future growth."

Excerpts from Citizen Comments

In summary, consistent survey responses focused on relevant themes that influenced planning recommendations and strategies discussed this plan. These include:

- Boosting business activity and attractions
- Managing residential development and agricultural land preservation
- Increasing recreation and cultural opportunities
- Improving transportation corridor and gateways
- Enhancing public services and infrastructure, especially utilities and broadband, and
- Managing growth using urban centers such as Central Garage

III. KING WILLIAM COUNTY AND THE REGION

3.1 BRIEF HISTORY OF KING WILLIAM COUNTY

EARLY NATIVE AMERICAN SETTLEMENT

King William County was first settled by Native Americans as early as 10,000 years ago. The Mattaponi and Pamunkey Indian Tribes settled on the banks of the Mattaponi and Pamunkey Rivers which provided good land for farming, hunting, and fishing, as well as navigable access for trade. In 1608, English Colonist John Smith described Native American settlements in early Tidewater Virginia led by paramount Chief Powhatan who presided over approximately thirty Algonquian tribes in the region. Today, there are three tribes residing in King William County: the Mattaponi, the Pamunkey, and the Upper Mattaponi. Two of the tribes, the Mattaponi and the Pamunkey, have designated reservation land in the County (150 acres and 1,200 acres, respectively); the Upper Mattaponi do not have a designated reservation, but do own and manage tribal lands in the County (400 acres). All three tribes are recognized by the Commonwealth of Virginia. In addition, the Pamunkey and Upper Mattaponi Tribes are officially recognized by the federal government and the U.S. Bureau of Indian Affairs.



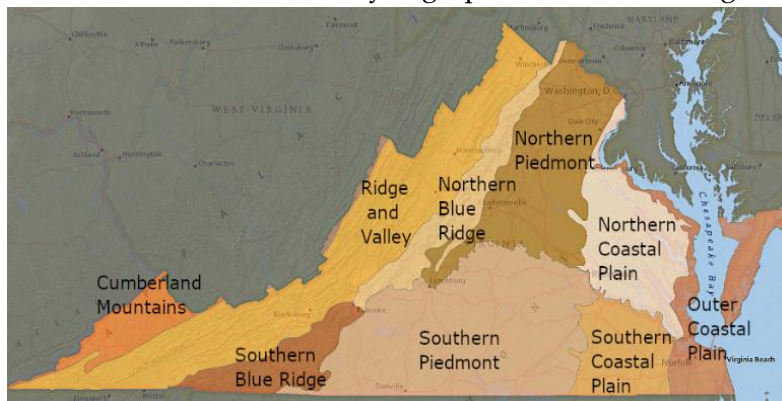
John Smith Map of Virginia 1608. Library of Congress.

KING WILLIAM COUNTY

King William County dates to the early colonial history of the nation and was formed in 1702 from King and Queen County. It was named for King William III, King of England at the time. The Courthouse in King William County was erected circa 1725 and is one of the oldest surviving colonial era courthouses in the United States still in continuous use. The building and grounds are on the National Register of Historic Places. Today, the community of King William still operates as the governmental center for the County, hosting administrative and courts offices, historic buildings/grounds, museum, and a post office.

3.2 KING WILLIAM COUNTY AND REGIONAL CONTEXT

King William County is located in Eastern Virginia approximately 25 miles northeast of Richmond. The County lies within the Northern Coastal Plain Physiographic Province of Virginia on the Middle Peninsula of Virginia's Chesapeake Bay Watershed. King William County is bounded by the Mattaponi River (north) and the Pamunkey River (south) which combine to form the York River at West Point, the largest and only incorporated town in King William County. A map showing King William County and its regional location is on the following page.



Physiographic Provinces of Virginia. King William County is in the Northern Coastal Plain. Virginia DCR.

In 2020, the U.S. Census reported the County population as 17,810. Much of the approximately 285 square miles of land in King William County is in gently rolling farmland and expansive timberland.

The counties of King and Queen (north), Caroline (west), Hanover (southwest) and New Kent (southeast) surround King William County. Interstate 95 (north-south) and Interstate 64 (east-west) provide convenient transportation access to the regional metropolitan areas of Richmond, Washington, DC, Williamsburg, and Hampton/ Newport News.

Insert Map of King William County and Region

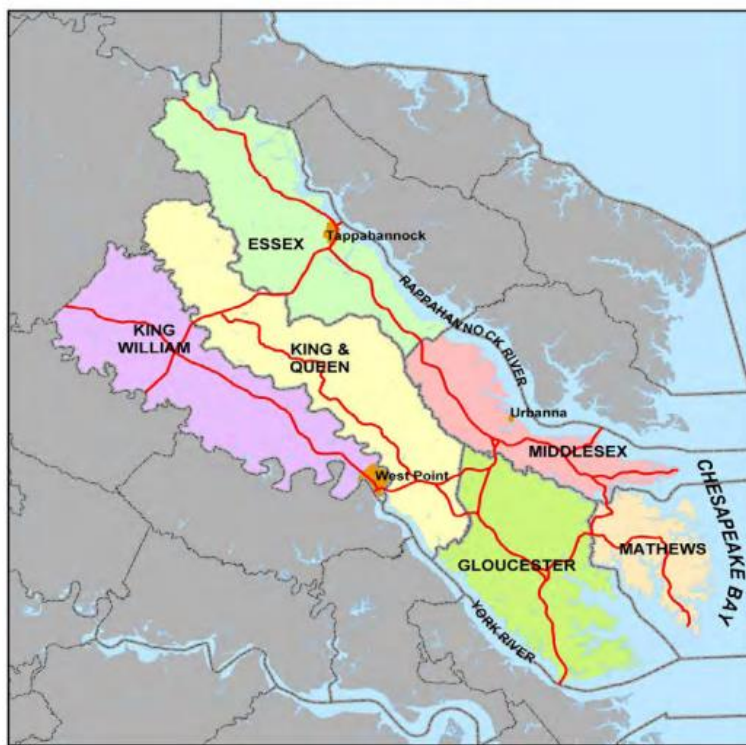
King William County and Regional Location

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3.3 RELEVANT INFLUENCING REGIONAL PLANS

MIDDLE PENINSULA PLANNING

King William County is part of the Middle Peninsula Planning District Commission of Virginia which also includes the Counties of King and Queen, Essex, Gloucester, Middlesex, and Matthews, along with the Towns of West Point, Tappahannock, and Urbanna. The District Commission facilitates local and state government cooperation in addressing planning issues and opportunities on a regional basis, particularly with respect to public policies and services. The Planning District focuses on such regional planning topics as economic development, hazard mitigation, environmental management, transportation, public facilities, and tourism and recreation opportunities, among others.



Middle Peninsula District. MPPDC.

An overview of the some of the regional plans and initiatives that are relevant for King William County are discussed below.

1. Middle Peninsula Comprehensive Economic Development Strategy (2021, Updated Annually) – This strategy outlines a regional plan to focus on key projects to achieve the greatest impact in growing the region’s economic base. Some of the findings noted in the 2021 Strategy were:
 - The economy of the Middle Peninsula does not work as well as it could to support its citizens. The Middle Peninsula needs more jobs within its physical borders.
 - The economy of the region has traditionally been based on natural resources such as farming, forestry and fishing. This has expanded to include tourism and aquaculture. The economy also includes growing residential development that results in bedroom communities for urban employment in Northern Virginia, Richmond, and Hampton Roads metropolitan areas.
 - Over the last 20 to 30 years, the region has seen a shift to: growing economic sectors in tourism, retiree housing and related retiree services; large, forested tracts starting to undergo conversion from woodlands to residential

development; waterfront communities transitioning from commercial fisheries to an increasing number of marinas and residential developments; and, increased commercial development along the Route 33 (West Point) and U.S. Route 360 east-to-west transportation corridors.

- The natural resources of the Middle Peninsula continue to be a major driving force behind the existing economy. These include aquaculture and fishing, mineral resources (clay, sand/gravel, oil and natural gas), prime agricultural land, forests, and wetlands.
 - While the water supply in the Middle Peninsula is plentiful, the region has challenges that affect development: the deep artesian aquifers (groundwater) recharge slowly; abundant surface water is susceptible to contamination; and there is potential for salt water intrusion into the groundwater. In addition, with the tightening of groundwater regulations and the establishment of groundwater management areas, the permitting process for access to groundwater is costly and lengthy, posing challenges for economic development and industrial users. (Note: King William County and the Town of West Point are in the Eastern Virginia Groundwater Management Area.)
 - Regional Innovation Clusters (regional centers of related industries that foster innovation to enhance long-term economic growth) are central to growing the economy of the Middle Peninsula. Specific clusters identified in the region were: King William County/West Point – manufacturing and forestry/agriculture; King and Queen County – government contracting; Essex County/Tappahannock – retail and medical; Middlesex County – maritime industrial jobs; Gloucester County – marine technology, education/research, retail, medical, and seafood.
 - Forty-four vital projects for economic development were identified for the region. In King William County, these included specifically: debris removal from Mattaponi and Pamunkey Rivers above U.S. Route 360 to promote public access and tourism; and a regional kayak destination and trail marketing plan (West Point and region). In addition, there are multiple projects recommended for implementation region-wide to enhance marketing, tourism, workforce training, water/sewer infrastructure, transportation, trails, waterfront access, broadband infrastructure, a regional water reservoir (serving Middle Peninsula only), ready-built industrial sites, and accommodations for small-scale agriculture and agricultural products.
2. Middle Peninsula Extractive Resources Study (2020) – The economy of the region has traditionally been based on natural resources, such as farming, forestry, and fishing. In recent years, the region has seen an increase in more and intensive extractive natural resource industries (i.e., forestry, mining/mineral extraction, renewable energy, groundwater withdrawal/trading, wetland mitigation banks, nutrient/carbon trading, etc.) that present economic and environmental challenges for communities. The report concludes that “Blue and green infrastructure has been the foundation of the economy within rural, coastal Virginia localities. However, with technological advances and

business innovation, coastal Virginia’s blue and green infrastructure is increasingly commoditized and used to comply with environmental regulations (wetland mitigation, green energy goals), yet there are limited tools for local governments to use to generate revenue aside from property taxes.” While the region generally supports leveraging natural resources for industry, the expanded extraction of natural resources must be accompanied by updated state and local policies and legislation that provide for equitable financial returns to communities (via taxes and fees).

3. Middle Peninsula All Hazards Mitigation Plan (2021) – This plan meets Federal Emergency Management Agency requirements for identifying, assessing, and mitigating natural hazards (flooding, drought, wildfire, water and air quality, etc.) and emergency preparedness. For King William County, the plan recommends multiple strategies for mitigating natural hazards, including the following:
 - Adoption of a Floodplain Overlay District,
 - Promoting construction techniques to minimize soil erosion and shoreline damage,
 - Increasing public education programs for managing flooding and use of properties in low lying areas prone to flooding, and
 - Improving evacuation routes and signage.
4. Middle Peninsula Regional Emergency Management Program – Organized by the Middle Peninsula Planning District Commission, the program coordinates the delivery of emergency services region wide. The center explores ways to improve service delivery of emergency services. The program works through local Emergency Managers to provide support to local government elected officials, chief administrative officers for local governments, and local planning staff. A proposed project is a Regional Volunteer Fire and Rescue Squad Recruitment and Retention Program.
5. Middle Peninsula Public Access Master Plan (2016) – This plan discusses the need for public waterfront access, assesses access locations, and makes recommendations for improved or additional access. The plan cited multiple goals from the 2003 Comprehensive Plan for King William County, including improving/adding public boat ramps and access points, reducing erosion in rivers and along shorelines, and developing a shoreline access and management plan. In West Point, the plan references the Waterfront Master Plan.

Other Regional Organizations and Authorities operating within the Middle Peninsula:

- **Middle Peninsula Alliance** – This 501(c)3 corporation represents six counties and two towns within the Virginia Middle Peninsula District, including King William County, for the purpose of providing regional information and marketing to perspective businesses,

employers, and visitors. It serves as a one-stop-shop to “promote the assets of the region by connecting people, ideas, and resources to develop new opportunities and visibility for the region.” There are two County representatives on the Alliance board, one from County Board of Supervisors and one from West Point.

- ***Middle Peninsula Chesapeake Bay Public Access Authority*** (est. 2003) – This authority is a political subdivision that serves the public access needs of the six counties and three towns in the region. The Authority advocates for and manages access to the natural shorelines of the region and works to set aside access sites for recreational activities important to the regional economy. This organization works to enable public access to the water and assists in resolving complex public policy issues concerning right of ways and ownership of public access to the waterways of the Middle Peninsula. The Authority has preserved approximately 1,000 acres of land for public access to boaters, crew teams, fishermen, bird watchers, and hunters.
- ***Rural Coastal Virginia Community Enhancement Authority*** (est. 2017) – This political subdivision of the Commonwealth was created for the purpose of serving as a regional economic development body representing twelve counties within the Middle Peninsula (including King William County), Northern Neck, and Accomack-Northampton Planning Districts. The Authority may seek and approve loans and solicit donations, grants, and other funding and distribute money for projects to (i) assist the region in job training or employment-related education, leadership and civic development, and business development, especially entrepreneurship; (ii) provide special assistance to distressed and underdeveloped counties; and (iii) fund demonstration projects, and conduct research, evaluations, and assessments of the region's assets and needs. To date, the Authority has been involved in project research and production of several regional economic summits and studies on working waterfronts and the natural resource extractive industry.
- ***Hampton Roads Sanitation District*** (HRSD, est. 1940) – This public entity was created by the Commonwealth of Virginia to address sewage pollution in the tidal waters of the Chesapeake Bay. It manages wastewater systems and treatment for communities on the Middle Peninsula and throughout the coastal Hampton Roads Metropolitan Area (18 cities and counties). The District operates two small community wastewater treatment plants in King William County – one near Central Garage in Fontainebleau Industrial Park and one in West Point adjacent to West Point Creek. The agency has an adopted Strategic Plan (2020) and a Capital Improvement Plan (2022), which includes expanding the capacity of the King William Wastewater Treatment Plant from 100,000 GPD to 200,000 GPD (with planned improvements to facilitate expansion to 300,000 GPD) to meet projected growth of approved residential subdivisions. The CIP also includes improvements of main gravity lines, manholes, pump station, and clarification system in the Town of West Point.

3.4 TOWN OF WEST POINT

TOWN HISTORY AND DEVELOPMENT

Located at the southern tip of King William County at the confluence of the Pamunkey, Mattaponi and York Rivers, the Town of West Point is the single incorporated town. Like the County, West Point dates to early colonial times. Carter Braxton, a signer of the Declaration of Independence, settled in the area on an agricultural plantation along the bluffs of the Pamunkey River in 1776. Following construction of the Richmond and York River Rail Road in the 1850s, the Town of West Point was officially incorporated in 1870. The area became a shipping hub and by the 1900s was also a tourist destination with two hotels and several recreational amenities. In 1914, the Chesapeake Corporation built a pulp and paper mill north of the town with access to the railroad and the deep-water port on the Pamunkey River (later known as Port Richmond). The Town annexed Port Richmond in 1964, enabling community growth and investment in public facilities, housing, and education. Today, the pulp and paper industry continue to be a large employer in the region and the Town of West Point (population 3,306 in 2010) is a destination for workers and visitors.

West Point Comprehensive Plan 2019

Adopted in 2019, the Comprehensive Plan for the Town of West Point establishes direction for guiding future investment and development while embracing and enhancing the community's distinctive characteristics. Over the past two decades the Town has made significant accomplishments in furthering community growth and livability through updated ordinances, improvements to Downtown and the waterfront (streetscape, farmers market, auditorium, fine arts center, and market study), enhanced bicycle and pedestrian access, increased best practices for environmental protection, industrial park planning, and upgraded public facilities and utilities, including internet.

Some planning goals for West Point include:

- Maintaining and enhancing the history and unique character of West Point while balancing growth for residences, commerce, and industry.
- Increasing opportunities for employment, businesses, and tourism, especially with respect to waterfront development and entrance business corridors along Virginia State Route 30 and 33.
- Strengthening industrial development for economic and job prosperity, particularly within the Town's industrial park.

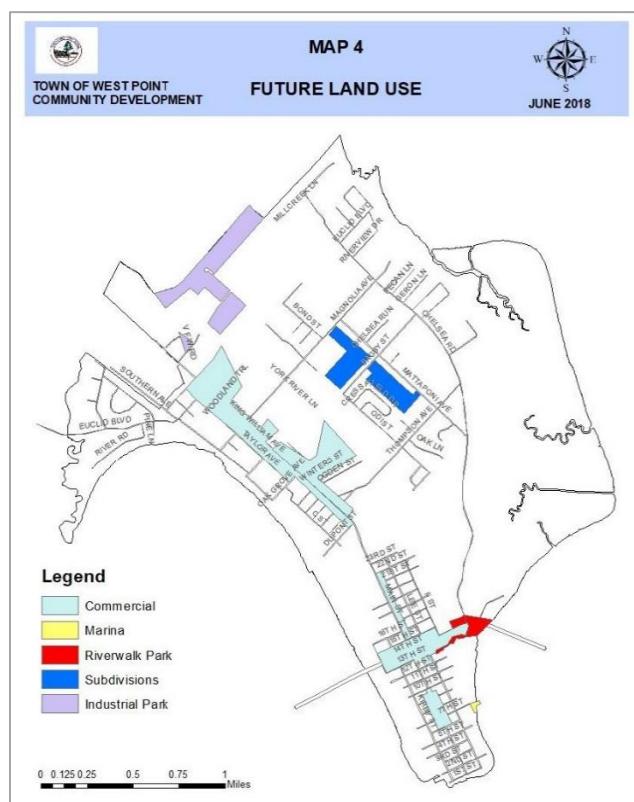
Vision for West Point

West Point will maintain and improve its image as a welcoming commercial, professional, and residential destination with a vibrant waterfront community, bustling historic downtown, active commercial corridors, and modern global industries. This continuing development will reflect the heritage of the Town while providing modern conveniences, recreation, and economic opportunities to all area residents.

- Providing attractive, safe, maintained residential neighborhoods that meet resident needs, are respectful of the environment, and well served by adequate public facilities.
- Enhancing transportation systems and corridors for multiple modes of transportation (car, bicycle, pedestrian) and improving public access to the waterfront.
- Providing responsive, quality public safety facilities and operations that protect residents, businesses, and visitors.
- Enhancing recreation and cultural facilities, which may include expanded parks, playgrounds, open space, waterfront access, historic sites, and regular special recreational events.
- Supporting and providing for the educational, health, social, economic and workforce training needs of citizens, and
- Protecting and managing natural resources and land development to provide a safe, clean environment for the health and welfare of residents, businesses, and visitors.

Future initiatives recommended in the Comprehensive Plan include:

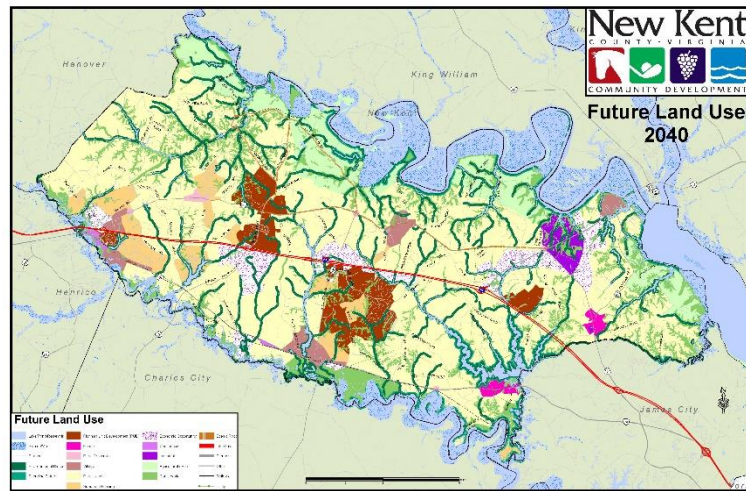
- Updating zoning and subdivision ordinances,
- Upgrading public utilities (water, wastewater, and stormwater),
- Increasing education and outreach for environmental conservation,
- Improving public access to rivers and adding waterfront amenities (e.g., Riverwalk Park and marina),
- Enhancing the aesthetics of neighborhoods and historic areas,
- Guiding orderly commercial development on main corridors to preserve community character and sensitive environmental landscapes,
- Promoting and enhancing the industrial park for new businesses,
- Enhancing recreational and cultural facilities and programs through local investment and regional cooperation, and
- Preserving scenic, natural, and historic areas.



Future Land Use Map. 2019 Comprehensive Plan.

NEW KENT COUNTY

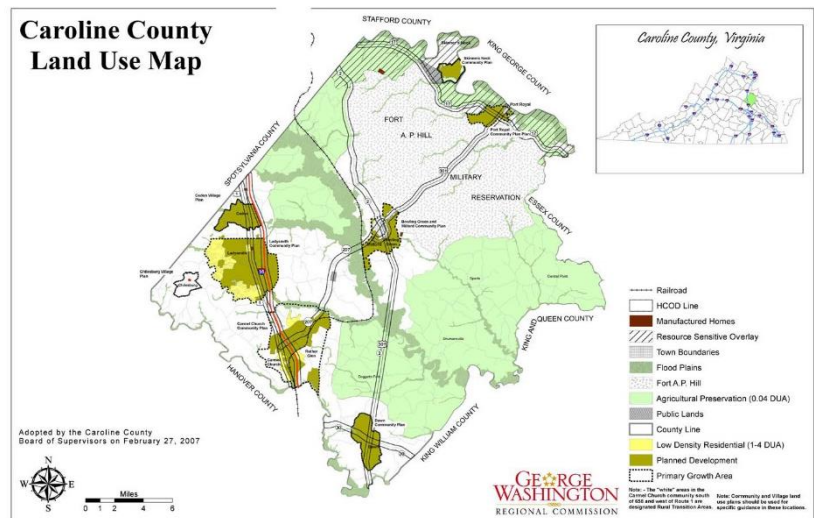
Like Hanover County, New Kent is urbanizing due to its proximity to the Richmond and the Williamsburg metropolitan areas and the central location of Interstate 64 through the County. The 2040 Comprehensive Plan for New Kent County was adopted in 2012. The Future Land Use Map focuses growth in key areas served by public facilities. Most of the northern portion of the county along the Pamunkey River is designated for agriculture and conservation.



Future Land Use, New Kent County. Comprehensive Plan 2012.

CAROLINE COUNTY

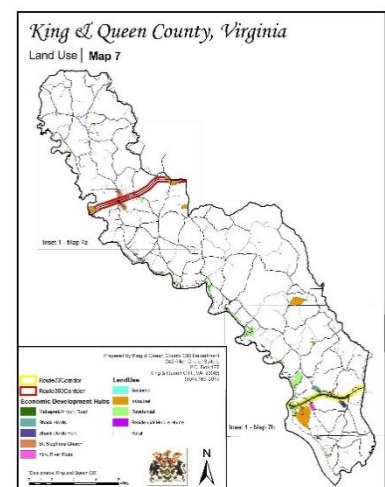
Caroline County lies west of King William County. The 2030 Comprehensive Plan for Caroline County was adopted in 2010. The plan identifies growth areas within the Caroline County (primarily along the I-95 corridor) and has developed future land use maps for each of these growth areas. The County boundary adjacent to King William County is designated as Agricultural Preservation.



Land Use Caroline County. 2030 Comprehensive Plan.

KING AND QUEEN COUNTY

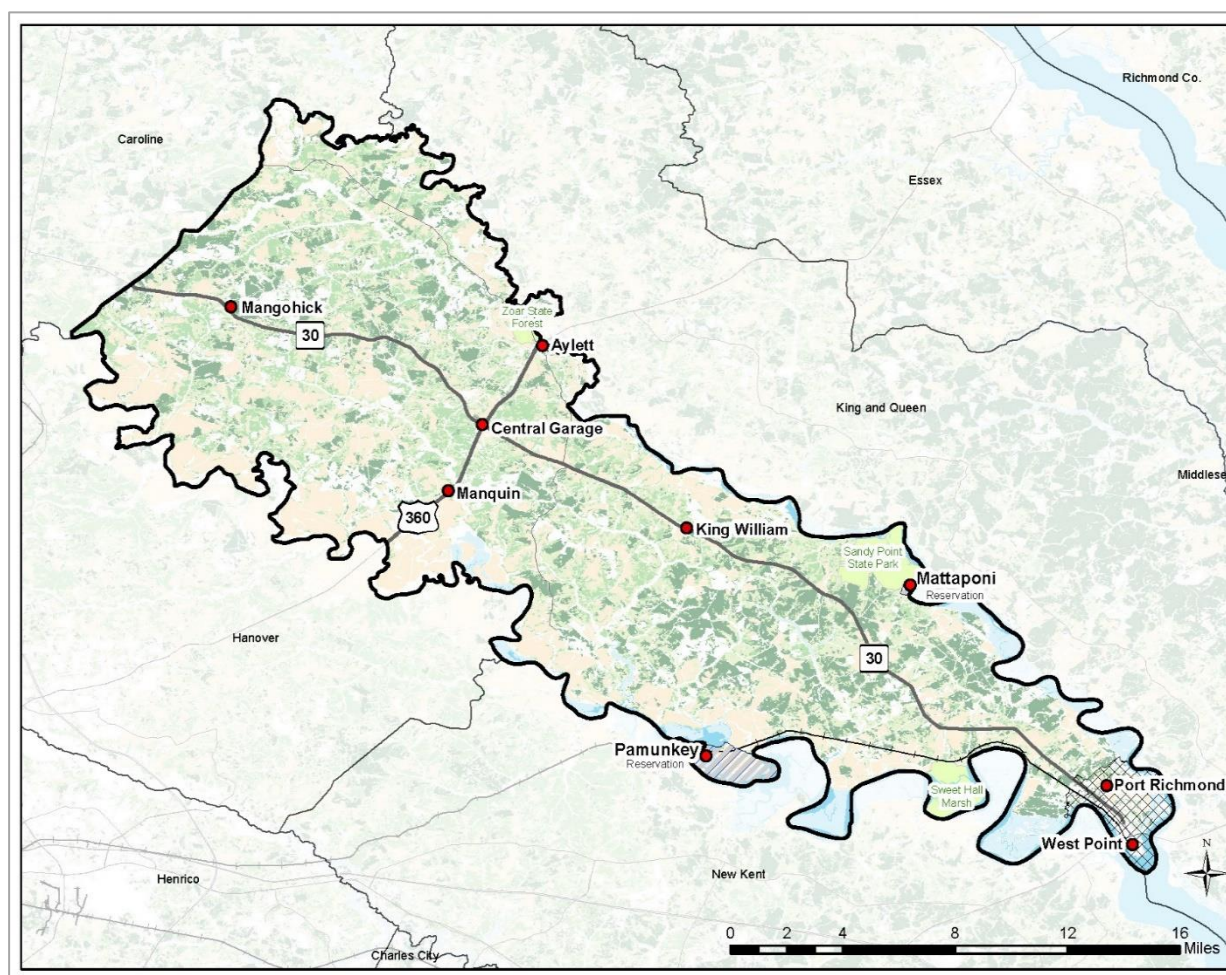
The 2030 Comprehensive Plan for King and Queen County was adopted in 2018. The future land use map identifies most of the county as rural agriculture. The U.S. Route 360 corridor is shown as having industrial development hub in the St. Stephens Church area.



Future Land Use, King and Queen County. 2030 Comprehensive Plan

3.6 ESTABLISHED SETTLEMENTS AND COMMUNITIES IN KING WILLIAM COUNTY

In addition to the incorporated Town of West Point, King William County hosts three Native American settlements and multiple established communities within its boundaries. Each of these communities has a unique identity and history that are important as a special “sense of place” with contributing physical and built characteristics. Some of the major communities are discussed in the following paragraphs.



King William County and Major Communities

NATIVE AMERICAN SETTLEMENTS

The earliest settlements in King William County were those of the Native American Pamunkey and Mattaponi Tribes. Today, three native tribes reside in King William County – Mattaponi (150-acre reservation on Mattaponi River), Pamunkey (1,200-acre reservation on Pamunkey River), and Upper Mattaponi/Adamstown Band (400 acres of tribal land holdings and historic buildings east of Central Garage). While these settlements are managed and operated independently of local government, the assistance and involvement of tribal leaders in planning

the future of King William County is important, especially with respect to future land development and the protection/preservation of historic and cultural resources.

KING WILLIAM COURTHOUSE

Located in the center of the County, the historic community known as King William Courthouse was established in 1725 when officials erected the first courthouse. Over the years, the name of the area has been shortened to King William (perhaps relative to the U.S. Post Office located there). The well-maintained historic buildings and grounds are listed on the National Register of Historic Places. Continued archaeological studies of the area have identified multiple historic resources, including an early tavern site. The community also hosts a circa 1935 Fire Tower that is architecturally and culturally important. Today, the community of King William serves as the center of governmental operations for county administration and courts.

CENTRAL GARAGE

Although simply named, Central Garage is the most heavily developed community in the County (with the exception of West Point). The community lies at the intersection of U.S. Routes 360 and 30 and takes its name from a building historically used as a store and automotive garage. Because of its central location on two primary highways, the community has grown over the past several decades to become home to many commercial businesses, new housing subdivisions, and the County central water system.

AYLETT

The community of Aylett is located at the northern boundary of King William County adjacent to the Mattaponi River. The area derives its name from its early settlers, the Aylett Family. Because of its location on U.S. Route 360 (Richmond Tappahannock Highway) and its proximity to the river, the community hosts a variety of small businesses along the busy corridor, a post office, County Fire/Emergency Medical Service Station 1, and County Recreation Center. The Zoar State Forest is a destination for many who hike the trails on the property. The agrarian landscape of the area remains relatively rural, except for a more densely developed center at U.S. Route 360 and Route 600 where an attractive small village has developed.

MANQUIN

This community in southwestern King William County is likely named for Moncuin Creek, a tributary of the Pamunkey River. The area has a rich Native American history. There is a Virginia historic marker along U.S. Route 360 in Manquin that relates the history of paramount Chief Opechancanough (1629) and the town of Menmend on the Pamunkey River (The Island).

MANGOICK

Mangohick is an unincorporated community district in the north-northwestern end of King William County. This community is likely named for Mangohick Creek, a tributary to the Pamunkey River. Mangohick Baptist Church was established there in 1731.

3.7 DEMOGRAPHIC AND ECONOMIC TRENDS

MARKET RESEARCH SUMMARY

As part of the updated Comprehensive Plan, the project team conducted a retail market analysis to provide context on market trends and opportunities for future growth and investment, business recruitment, and market positioning. The full study is included as Appendix A (prepared October 2021) and provides a snapshot of local and regional demographic, housing, employment, and commercial data.

To understand King William County's market within the region, multiple geographies were included in the analysis: King William County boundary, Richmond metropolitan area, communities within the county, and adjacent counties.

The data summarized on the following pages show a growing community with opportunities for continued residential growth and economic development. Key observations are:

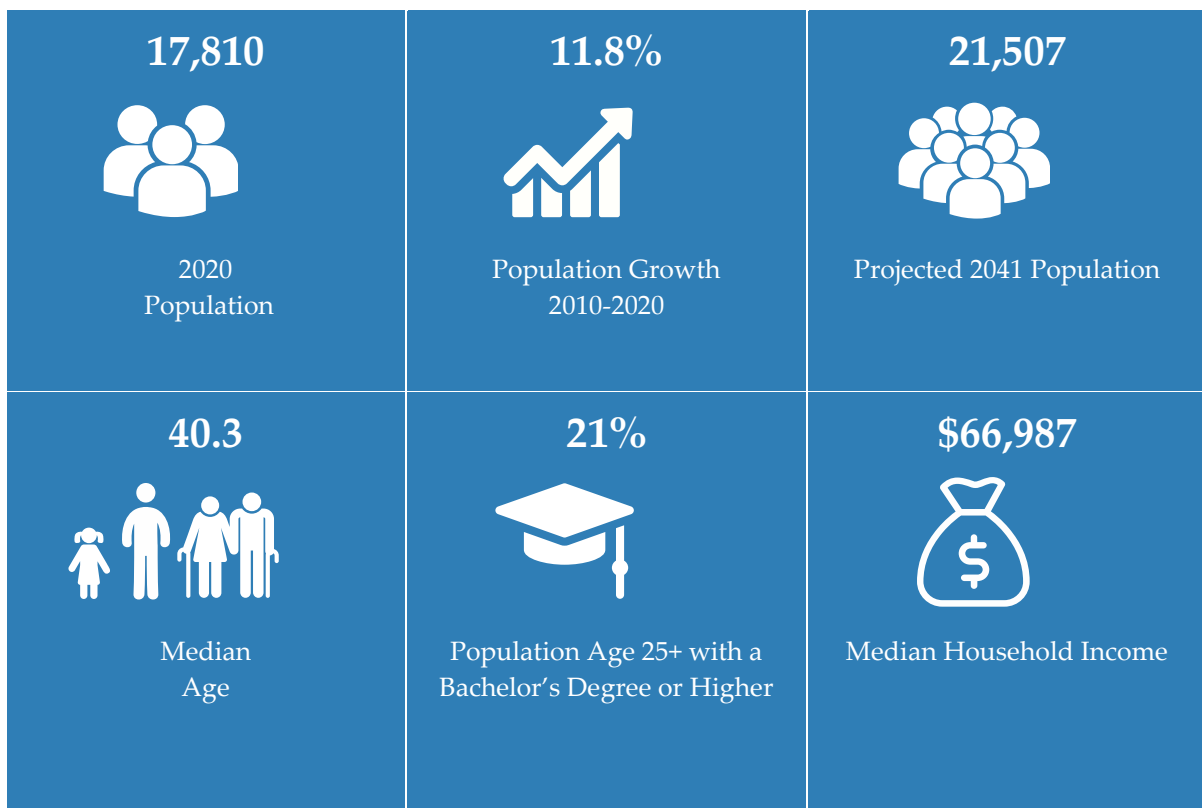
- **Fast Growth:** King William County has grown in population by nearly 12% in the past 10 years. This is faster than the Richmond metro as well as virtually every peer county in the region.
- **Residential Options:** This growth has fueled a residential expansion that was not hindered by the COVID-19 pandemic. However, approximately 93% of all housing in the County is single-family detached with less than 2% multi-family.
- **Lower Cost of Living:** By the same token, housing values are in the lower-third of the region when compared to peer counties. The current average home value is \$204,000 and median sales price has risen to \$250,000 making the County more economical as a place to live than nearby counties.
- **Significant Out-Commuting:** Lower cost of housing, coupled with the proximity to the Richmond metro has resulted in nearly 90% of King William County employed residents commuting outside the county each day for work.
- **Housing Affordability:** While King William does have housing that is more attainable, it also has incomes in the mid-range of the region, while also having average weekly wages that are \$200 less than the metro. These may contribute to the fact that about a quarter of renters and homeowners are considered to be cost-burdened, meaning that they spend more than 30% of their household income on housing costs.
- **Demand for Growth:** Residential growth will continue to support King William's expanding population. Likewise, the demand for retail and commercial generated by King William residents was \$171 million in 2020. Moreover, this demand is projected to grow by 13.5% over the next five years. While some of this is likely absorbed in the region, particularly Mechanicsville, this represents substantial opportunity based on local needs. Key opportunities include restaurants, general merchandising, home improvement, clothing, and health & personal care.

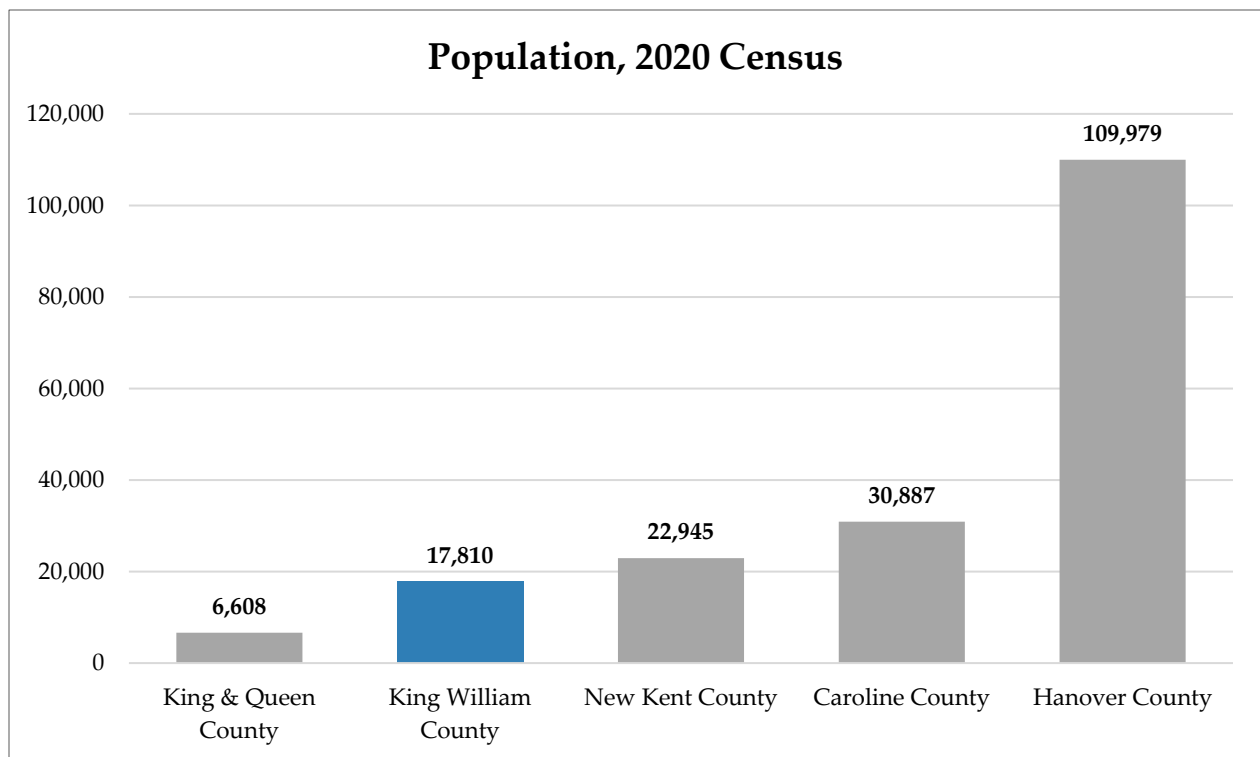
NOTE: At the time of this report, the US Census has released limited data for 2020 including total population and race. Other demographic data comes from the 2019 American Community Survey (ACS) from US Census Bureau and represents a 5-year average estimate of each data point. This is the most up to date and accurate counting until more complete data is released by the Census Bureau. These and other sources are noted where presented in the report.

DEMOGRAPHICS

Population

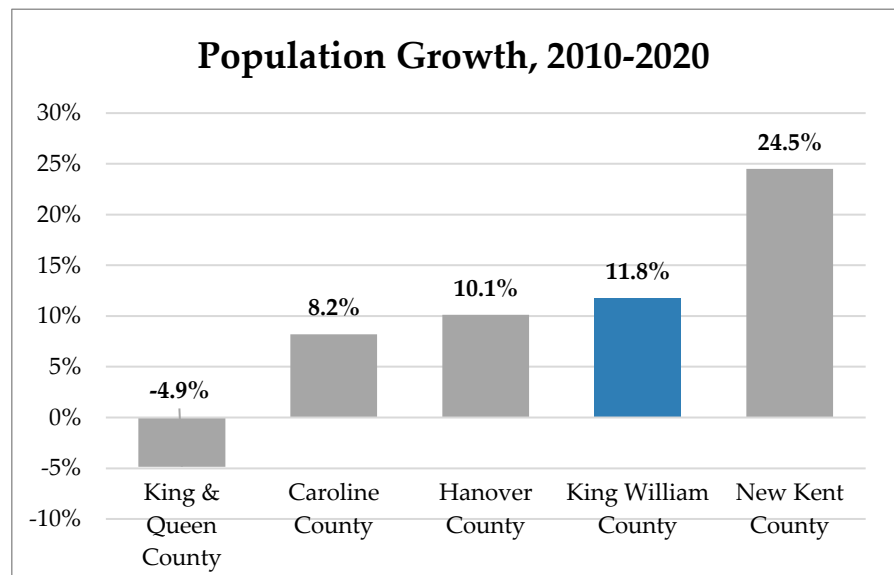
The following charts summarize population information for King William County and provide comparison with surrounding counties.





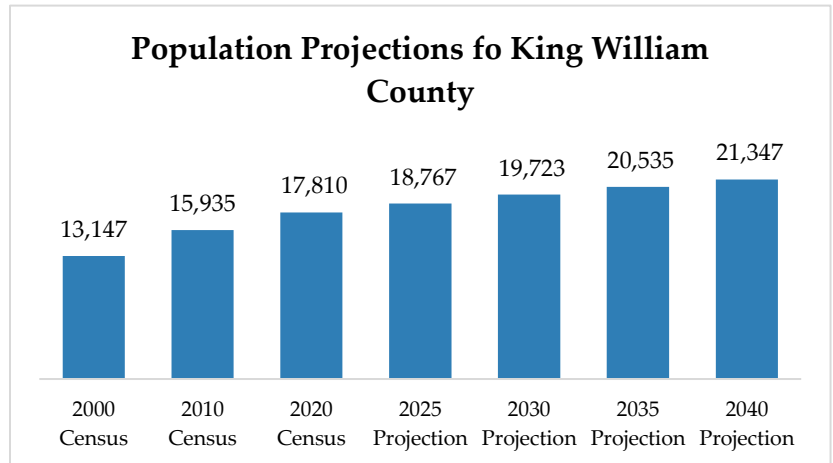
2020 Population Comparison, King William County and Surrounding Counties

King William County experienced significant population growth over the past two decades, growing by 21.2% from 2000 to 2010 and an additional 11.8% from 2010 to 2020. Over the past decade, population growth outpaced growth in the Richmond MSA.



2010-2020 Population Growth, King William County and Surrounding Counties.

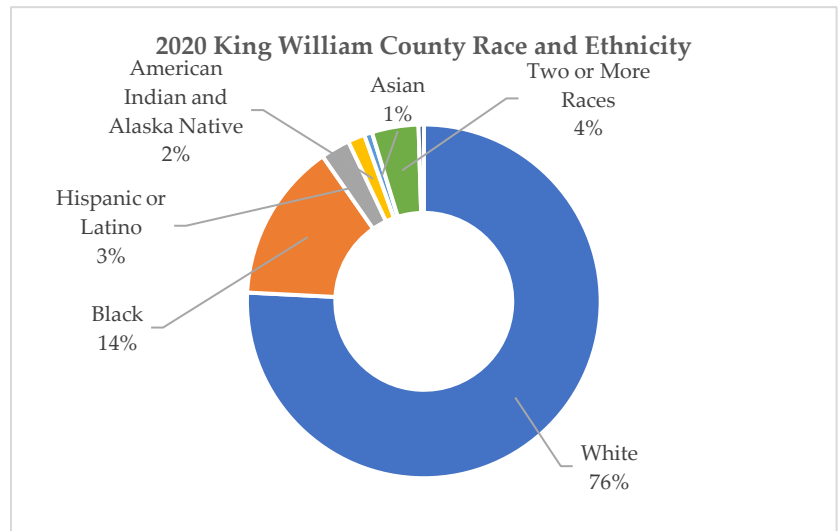
Growth in King William County is expected to continue over the next twenty years, with the population exceeding 20,000 by 2035 and reaching 21,507 in 2041. This figure is based on historic growth and rates and projections provided by the Weldon Cooper Center. It is likely a conservative estimate, as King William residential building permits over the past five years show even faster growth illustrating an increasing demand for housing in the County.



Population Projections for King William County (Projections Extrapolated From 2020 Census Population Using Annual Growth Rates Provided in Prior Projections from Weldon Cooper Center)

Race and Ethnicity

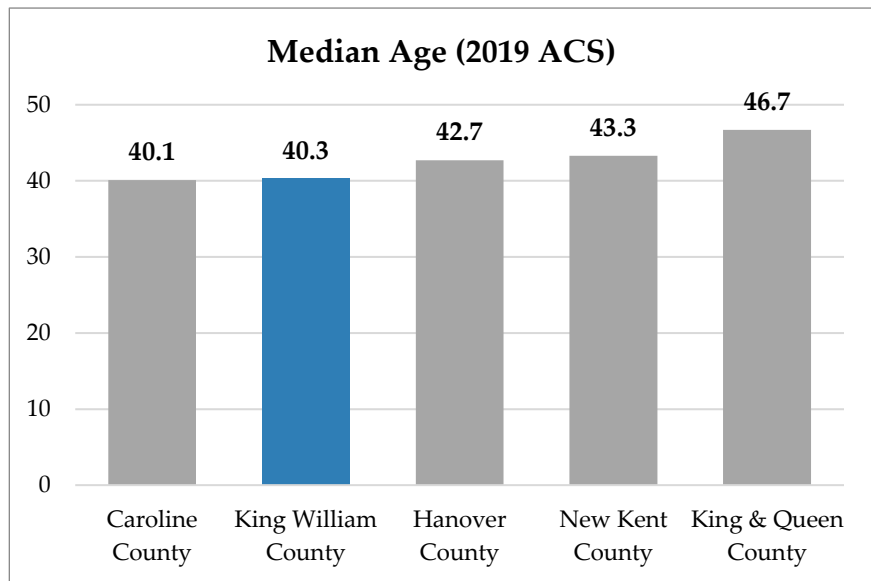
King William County is home to a mix of races and ethnicities, including two federally recognized Native American Tribes. The 2020 population of the county is 76% White, 14% Black, 3% Hispanic or Latino, 2% American Indian or Alaska Native, 1% Asian, 4% Two or More Races, and 0.5% Other Race.



King William County Ethnicity Source: US Census.

Age

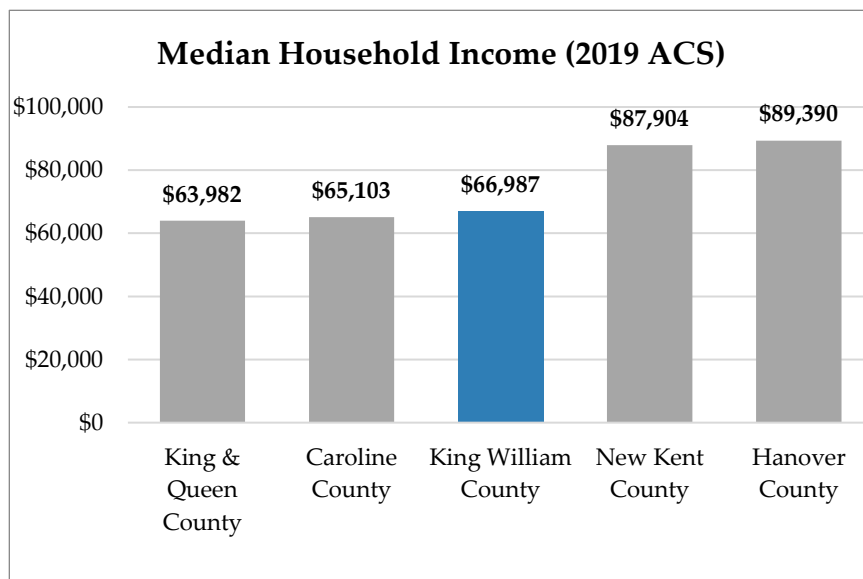
According to the 2019 ACS, the median age in King William County is 40.3, slightly older than the median age in the Richmond metropolitan area (39.1). While King William County trends older than the metro (urban areas are typically younger), the county is younger on average than many of the adjacent counties. Within the county, 26% of the population is under the age of 20.



2019 Median Age, King William County and Surrounding Counties

Income

The 2019 median household income in King William County is \$66,987, just under the median household income in the Richmond metro (\$68,529). Nearly 40% of households in King William County have annual incomes between \$50,000 and \$100,000. The poverty rate in King William County is 8.4%.



2019 Household Income, King William County and Surrounding Counties.

Education

Of the 2019 population age 25 years or older in King William County, 92% have at least a high school diploma, 58% have some amount of college education, and 21% have a bachelor's degree or higher.

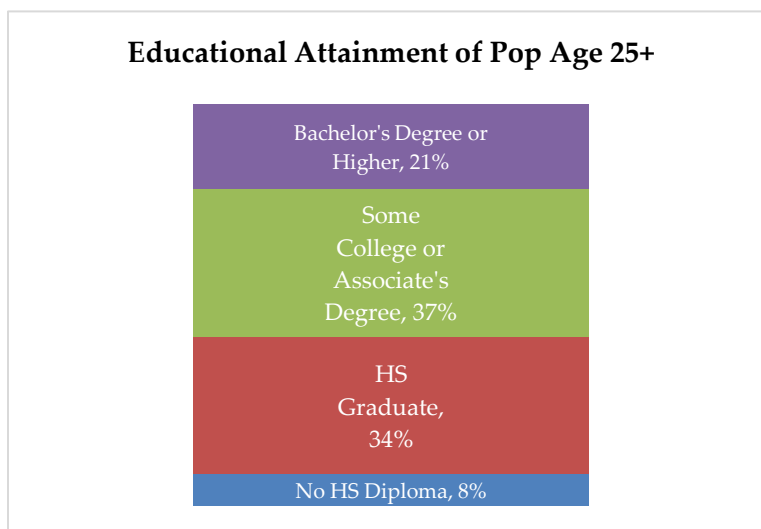


Figure 1: Educational Attainment of Population Age 25 Years or Older in King William County (Source: US Census 2019 ACS 5-Year Estimates)

IV. KING WILLIAM COUNTY TODAY AND TOMORROW: PLANNING ELEMENTS

The planning elements discussed in this section are grouped in five categories for organization purposes – People and Community Facilities, Economy, Public Infrastructure, Natural and Historic Resources, and Land Use and Development. Each of the categories discuss relevant topics and provide information on existing conditions, challenges, and opportunities for the future. Potential action projects are discussed that can help the County achieve the desired community vision and goals for 2041.

4.1 PEOPLE AND COMMUNITY FACILITIES

4.1.1 HOUSING: EXISTING CONDITIONS

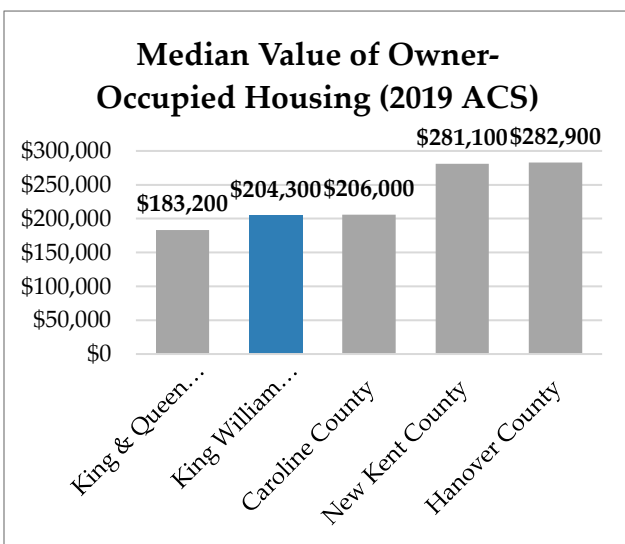
Safe, vibrant, and livable communities with attractive, desirable housing are key to attracting and retaining residents and to promoting economic growth and prosperity. The small communities throughout King William County each have special assets and amenities that provide a unique character and sense of place. These assets are key to the quality of life for residents and provide a strong foundation for new housing of various types and scales. Thoughtful residential growth that preserves the rural character of King William County and balanced economic development that helps to pay for supporting public services (utilities, public safety, schools, etc.) will be crucial for the future.

A summary of the Housing Characteristics for King William County is presented below.

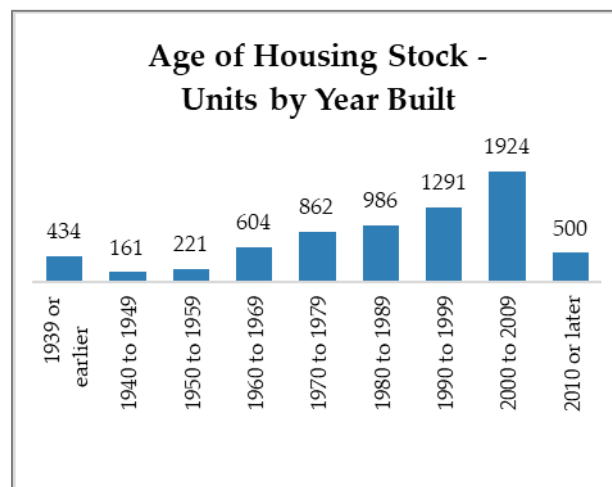
87%  Percent Owner-Occupied Housing	\$204,300  Median Value of Owner-Occupied Housing	\$250,000  Median Sales Price
154  Number of Residential Permits in 2020	23%  Percent of Renters Cost-Burdened	24%  Percent of Homeowners Cost-Burdened

The following points are noted:

- The majority of occupied housing in 2019 in King William County is owner-occupied (87%), while 13% is renter-occupied.
- An overwhelming majority of the housing stock is single-family detached homes (93% of all units). In 2021, the county had a limited number of multi-family housing units. Additional multi-family units and alternative type housing have been approved for construction but have not been built. Much of the new housing stock has been developed in the Central Garage area where there are available utilities. A majority of the existing housing was built after 1970.
- New construction of residential units surged from 2000 to 2010, mirroring population growth in the county. While the pace of growth has slowed, County permitting data suggests that residential new construction remains steady with 154 residential permits in 2020.
- Housing values in King William County are generally lower than the region but have been steadily rising. The median value of owner-occupied housing in the county in 2019 is \$204,300 compared to \$237,500 in the Richmond metropolitan area. According to the Virginia Realtors Association, the median sales price of single-family homes as of May 2021 in King William County is \$250,000, up from less than \$200,000 in 2016.
- Approximately 25% of homeowners and renters in King William County are burdened by housing costs, paying more than 30% of their income for housing. In 2021, 23% of renters and 24% of homeowners in the County spent more than 30% of their household income on housing.



2019 Median Housing Value, King William County and Surrounding Counties.



Age of Housing Stock in King William County, Units by Year Built (U.S. Census 2019 ACS 5-Year Estimates).

4.1.2 HOUSING: CHALLENGES AND OPPORTUNITIES

The Housing Market Analysis completed for *Blueprint 2041* identified the following trends that provide insight for housing challenges and opportunities:

- **Low Cost of Living** - King William County is an economical place to live. Housing values are in the lower-third of the region (\$204,300) when compared to peer counties. This is a great draw for new residents and for future employers.
- **Significant Out-Commuting** – With its proximity to the metropolitan Richmond area, nearly 90% of the employed residents of King William County commute outside the county for work. This is important because it indicates that employers (and their financial tax support for County services) lie outside the County. King William County has increased potential for being a “bedroom” community that is comprised primarily of housing units that don’t provide sufficient revenues for essential services (safety, utilities, schools, etc.)
- **Affordable Housing Values** – Generally, housing values in King William County are lower than the region but have been steadily rising. As housing values rise, housing affordability may become more of a consideration for residents.
- **Primarily Owner-Occupied Housing** - Much of the occupied housing in King William County is owner-occupied (87%) and only 13% is renter-occupied. There are limited options for those persons needing or seeking rental housing. Rental housing can be a challenge for communities, especially with respect to the quality of housing. Having sufficient supplies of safe housing options are important for community health, as well as economic investment.
- **Residential Housing Types/Options** - An overwhelming majority of the housing stock existing in the County is single-family detached homes (93%). Although there is a limited number of multi-family housing units existing, additional units have been approved for construction. Like housing tenure, it is essential that a community have a diversity of housing options.
- **Steady New Construction:** New construction of residential units surged from 2000 to 2010. Much of the new single family home construction has occurred in the Central Garage Community, which has good access and public utilities (smart growth). How new construction and housing growth continue will be important for the future. Preservation of the rural landscape and community character will be important for quality of life and the aesthetic attributes of the County.

In general, during the project outreach, citizens noted that:

- Housing costs are more affordable than other counties in the Richmond area; citizens would like housing costs to remain low, especially with respect to property taxes.
- Citizens highly value living in a rural setting and want to preserve the rural character of King William County.

- Regarding housing types, survey respondents would like to see primarily single-family homes, senior housing, and housing that is affordable.
- Limited infrastructure is a concern for increasing residential development. Citizens want managed development and thoughtful growth of residential and business areas.
- Citizens would like new housing to be coupled with appropriate amenities such as parks, broadband, etc.
- Compared to other challenges in the County, residential growth and housing choices are among the lowest priority.

2021 Citizen Survey Responses Types of Housing Desired	Respondents
Single-family homes	35.67%
Senior housing	17.84%
Affordable housing	14.04%
Townhomes/condominiums	10.06%
Handicap-accessible housing	10.82%
Apartments	5.69%
Short-term rentals (< six months)	2.85%
Other	3.04%

Potential Action Project Housing Needs Assessment

Undertaking a detailed *Housing Needs Assessment* can provide important insight into residents' needs for housing and provide a foundation for ensuring that a community has the types of housing it needs. Typically, such a study takes a closer look at available housing (type, tenure, price, condition, etc.) and population demographics, as well as a more in-depth look at affordability and market needs. This can be a great tool for identifying gaps, addressing issues, and ensuring that citizens and employers have sufficient housing opportunities. In 2021, existing multi-family and alternative housing units were limited; however, additional units have been approved for construction in planned communities within Central Garage. In the future, a more detailed housing study could provide an informed strategy for addressing additional housing needs, market trends, and ensuring a healthy community future.

Housing Development and Maintaining Rural Character

Maintaining the rural character of King William County was identified as a significant goal for the future. To accomplish this means that development must be focused and densely concentrated in areas where there are supporting services and infrastructure. In addition, it is important that there be a balanced economy, as growing residential “bedroom” communities do not sufficiently pay the associated bills for public services (schools, public safety, utilities, etc.).

Many communities try to maintain rural character through conservation measures (dedicated easements, environmental protection regulations, agricultural/forestal districts), special zoning provisions (planned development districts, historic districts, corridor overlays), creative subdivision provisions (clustering of development to preserve environmental features), and designated growth areas (with utilities and applicable zoning parameters). Success requires concentrated public and private efforts and development density in targeted areas through long-range planning and capital improvements.

Potential Action Project **Conservation Subdivision for Agricultural Land Preservation**

For King William County, the *Conservation Subdivision Development Concept* illustrated on the following page could provide an exemplary means of clustering homes in a planned residential subdivision that preserves open farmland and the scenic landscape that are so important in King William County. This approach minimizes infrastructure costs, maximizes the scenic and natural amenities of the property through shared common space.

Updated zoning and subdivision regulations (with reasonable/responsible site analysis, design standards, etc.) will be key to successful implementation of this concept.

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Insert Concept Board for Preserving Rural Character

Preserving Rural Character Concept

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4.1.3 EDUCATION: EXISTING CONDITIONS

The educational system of King William County can be a powerful foundation for community living, quality of life, and employment opportunity. Investing in and strengthening the educational system can provide substantial returns for citizens and businesses.

King William County operates a public school system that is directed by an elected 5-member School Board and administered by an appointed superintendent. A map showing the locations of schools (and other government facilities) is shown on the following page. The School System consists of four school facilities located in the central of the County adjacent to Virginia State Route 30, King William Road. These schools are described in the table on the following page. From 2019-2021, state accreditation reviews have been waived due to pandemic conditions; however, in 2018-2019 all the schools were accredited by the Virginia Department of Education. They performed well in academic achievements for English, Mathematics, and Science, attaining Level One (meets or exceeds standard or sufficient improvement) and Level Two ratings (near standard or making sufficient improvement).

The County participates in the Chesapeake Bay Governor's School for Marine and Environmental Science using a student campus in Bowling Green, Caroline County (Virginia State Route 301, Richmond Turnpike) and a partnership with Rappahannock Community College.

King William County Schools also operates a very successful Career Technical Education Program that prepares students to enter the professional workplace following graduation from the work-based learning curriculum. Programs at King William High School are tailored to meet current emerging and projected labor market trends and include training for careers in agriculture, marketing, teaching, commercial photography, sports medicine, cosmetology, welding, emergency medical technician, and junior reserve officer training. Additional programs are offered at the Bridging Communities Regional Career & Technical Center/Governor's STEM Academy in New Kent County including criminal justice, culinary arts, diesel equipment and small engine technology, coding and game design, pharmacy technician, programing, pre-practical nursing, and heating, ventilation, and air conditioning repair.

King William County Public Schools

Vision

King William County Public Schools will provide a high-quality education for all students to become productive members of their community.

Mission

The King William County School Division provides instruction in a challenging atmosphere to meet the educational needs of all students by supporting the efforts of the professional team and encouraging community involvement.

Source: King William County Schools 2013-2019 Comprehensive Plan, *Moving Into the 21st Century: Critical Thinking, Communicating, Collaborating, Creativity.*

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Insert Public Facilities (Government Facilities)

Public Facilities - Government Facilities

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King William County Schools		
School	Grades	Relevant Information 2021
Cool Spring Primary School	Elem. K-2	- Built 2003. - Named for “Cool Spring Farm”. 398 students 2020-21. - Located Acquinton Church Road, behind Elementary School.
Acquinton Elementary School	Elem. 3-5	- Built 1986, 1998 addition. 432 students 2020-21. - Located King William Road, behind Middle School.
Hamilton Holmes Middle School	Middle 6-8	- Built 1951, 1998 addition, renovations 2019. Solar facility on site. 494 students 2021-21. - Located King William Road west of Acquinton Church Road. - Named for India Hamilton (African American educator) and Dr. S. B. Holmes (King William Academy).
King William High School	High 9-12	- Built 1925, 1951 building added, renovations in 1970, 1978, 1994, 2003, 2006, renovations planned 2022-26. 683 students 2020-21. 94% graduation rate; 36.4% advance studies diploma in 2021. - Agricultural, business, military, and career technical programs. Advanced Placement/Dual Enrollment Program. - Located King William Road, Central Garage.
King William School System	K-12	2,007 students 2020-21; enrollment decreasing 2020 Budget \$27.4 M, 42% County 2020 Teacher/Student Ratio - Grades K-7 12:1, Grades 8-12 13:1

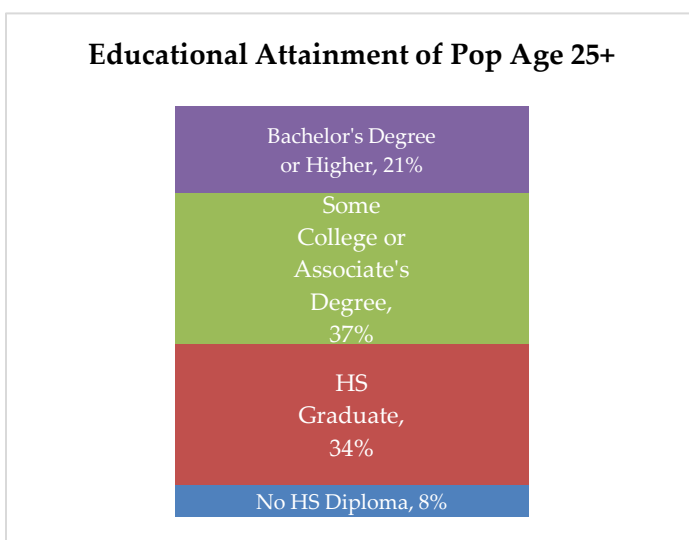
In addition, the Town of West Point operates a school system that includes West Point Elementary School (PK-5) and West Point Middle/High School (6-12). In 2020-21, the system enrolled a total of 804 students, 335 in elementary school and 469 in middle/high school. All schools were fully accredited in 2018-2019. The West Point School System is available also to county students outside the town limits in accordance with a unique education funding agreement with the paper mill.

The Middle Peninsula Regional Adult Career Education Center (RACE) provides instruction to adults for literacy and basic skills in reading, writing, and math, as well as GED instruction. In King William County, the program operates from Acquinton Elementary School.

For continued, higher education learning, Rappahannock Community College serves 12 counties, in the Middle Peninsula Region with two main campuses (Glenns Campus in Gloucester County and Warsaw Campus in Richmond County), four off-campus workforce/career centers, and dual enrollment classes at fifteen participating high schools, including King William High School. While King William County does not host a four-year college institution within its boundaries, there are multiple four-year colleges within an hour's drive of King William County in the Richmond and Williamsburg metropolitan areas (e.g., Randolph Macon College, Virginia Commonwealth University, Virginia Union University, University of Richmond, Virginia State University, and College of William and Mary).

4.1.4 EDUCATION: CHALLENGES AND OPPORTUNITIES

The Demographic Assessment completed in 2021 found that 92% of persons 25 years or older have at least a high school diploma or some college education. Citizens comments during this planning effort consistently encouraged continued and increased County financial support of the school system facilities and programming. Challenges facing schools today are complex, as are the funding streams. Facilities and programs need to be supported by sufficient tax revenue (local state, and federal). Residential growth must be balanced with quality economic growth in order to successfully achieve great educational facilities and programs.



Educational Attainment of Population Age 25 Years or Older in King William County (Source: US Census 2019 ACS 5-Year Estimates)

Based on information gathered by the Middle Peninsula District Planning Commission for the 2021 *Comprehensive Economic Development Strategy for Middle Peninsula Region*, the district population is above the state and national average for high school/GED achievement, but below the state and national averages for college and graduate degrees. Educational attainment

information for King William County is shown in the table below. This information is helpful in understanding the need for continuing adult education in the region, especially as it may relate to attracting new employers, providing quality, high-paying jobs for residents, and retaining young professionals in the community.

Educational Attainment Population 25 Years and Older (2019 ACS 5-Year Estimates)	King William County	Virginia	United States
Less than 9th grade	3.5%	4.1%	5.1%
9th to 12th grade, no diploma	4.5%	6.2%	6.9%
High school graduate (includes equivalency)	34.3%	24.0%	27.0%
Some college, no degree	26.4%	19.2%	20.4%
Associate's degree	10.3%	7.8%	8.5%
Bachelor's degree	15.3%	22.0%	19.8%
Graduate or professional degree	5.7%	16.8%	12.4%
High school graduate or higher	92.1%	89.7%	88.0%
Bachelor's degree or higher	21.0%	38.8%	32.1%

Easily accessible, specialized workforce skill training (especially targeted toward local employers) can be extremely beneficial in meeting labor needs and improving skillsets. In addition, having college educational facilities nearby can greatly increase educational opportunities and even draw new residents to live or work. At present, most of these facilities are located within an hour commute of King William County. Closer access to continuing educational facilities would be desirable, especially for the future growth the economy of the County and for retaining and enhancing the characteristics of the increasing population.

Potential Action Project Auditorium in Western King William County

Although an auditorium exists at West Point High School in the eastern part of the County, many citizens noted that the County did not have an auditorium in the western part of the County to host programs for children (plays, dance, music, etc.). One thought was to incorporate this community need with an upcoming school renovation project, which would enable a new auditorium to serve multiple uses among students and the community.

Other options would be to include auditorium space in another accessible public space, such as a new library or community center. In addition, a private investor may be interested in undertaking such an investment.

4.1.5 RECREATION: EXISTING CONDITIONS

As rural areas like King William County continue to grow, the conservation of open space and scenic areas become increasingly important to ensure the longevity of the abundant natural resources. This provides an opportunity to form a cohesive relationship between people and nature through outdoor recreation amenities. Having a healthy and planned network of parks and public open space not only helps preserve and provide recreational space but can also be an economic driver. Outdoor recreation can help grow the economy as a tourism attraction or selling point to people or companies that consider moving to King William County. Increasingly, large companies are considering quality of life factors in their decisions on where to locate. Aspects such as access to public parks, shared community space, and access to recreational opportunities for their employees are considered when a company is looking for new locations.

A map of the recreational public facilities is presented on the following page. Facilities are discussed in the following paragraphs.

King William County Recreational Park

King William County has one large outdoor recreational facility located near Central Garage and a community center near Aylett. Both facilities are managed by a Parks and Recreation Department (staff of four) and guided by an appointed nine-member, Recreation Advisory Commission. The King William Recreational Park has a newly added playground and dog park along with baseball fields, softball fields, tennis court, basketball court, picnic shelter, and an indoor community space. There are no soccer fields. In addition to the park, recreation classes and community events are held at the Community Center Complex in Aylett where cooking classes, yoga, bingo, arts and craft programs and other educational opportunities are offered.

Sandy Point and Zoar State Forests

In addition to County facilities, there are many additional outdoor recreation opportunities King William County. Several conservation areas offer outstanding opportunities for hiking, boating, picnics, and more.

- **Sandy Point State Forest** - Sandy Point State Forest is located approximately 13 miles southeast of the Central Garage community. It is a 2,043-acre state forest that offers recreational opportunities for County residents and visitors. It is the largest recreational asset in King William County. Sandy Point has three miles of trails and access to tidal and non-tidal wetlands, streams, and the Mattaponi River. Like all State Forests in Virginia, Sandy Point is self-supporting through timber harvesting, and part of the income from that also goes to the County General Fund.
- **Zoar State Forest** – This state forest is located in Aylett. Zoar State Forests consists of 378 acres and offers hiking and biking trails, picnic facilities, as well as public access to the Mattaponi River for fishing and boating. Additionally, income from timber harvested from the Zoar State Forest (in accordance with sustainable forestry practices) is used to support the management and stewardship of the forest. One-quarter of this income is contributed to the County General Fund.

Virginia Outdoors Plan and King William County

The 2018 Virginia Outdoors Plan prepared by the Virginia Department of Conservation and Recreation outlines key data, goals, and strategies for the Middle Peninsula Region (Region 18) and incorporates specific goals and strategies for King William County developed in 2013.

A 2018 demand survey for the Middle Peninsula region found that most respondents believe that some of the most-needed outdoor recreation opportunities include more access to parks and natural areas through the implementation of trails (greenways) and additional water access locations (often referred to as blueways). King William County ranks third of the six counties in the region in total acres of land conserved (for outdoor recreation) with nearly 21,000 acres. The 2013 plan highlighted access to swimming areas and lessons as an important recreational amenity.

To be considered as a regional project in the Virginia Outdoors Plan, a project must have state or regional significance, address needs identified by the demand survey, involve multiple jurisdictions in the region, or be able to be initiated within 5 years. While there were no specific projects detailed for King William County in the 2018 Plan, the 2013 VOP highlighted the following goals for King William County and areas immediately adjacent:

- Improve the old Mattaponi River bridge site (Route F-600) including installation of a public-access pier in King and Queen County, which borders King William County.
- Local and regional agencies and organizations should continue support for the Mattaponi and Pamunkey rivers water trails connecting with York River water trails.
- VDOT and local governments should consider development of access points for car-top boat launching and crabbing along the Pamunkey River.
- The Virginia Department of Forestry should expand recreational opportunities and road improvements for year-round vehicular access to boating and water-related activities at Sandy Point State Forest.
- The Virginia Department of Forestry should continue development of a demonstration model farm, improve hunting and fishing opportunities, and expand conservation and passive recreational activities at Zoar State Forest.
- The plan also proposed designation of portions of the Mattaponi and Pamunkey as State Scenic Rivers, including the sections of the Mattaponi River from Route 628 to Monday Bridge and from Aylett to West Point, and the segments of the Pamunkey River from the King William County-Caroline County line to Route 614 and from Pampatike Landing to the York River.

4.1.6 RECREATION: CHALLENGES AND OPPORTUNITIES

King William County is very fortunate to have extraordinary water features and outdoor recreational opportunities within and adjacent to the County. With the growing population and a constant flow of visitors through the County, there is great potential for expanding recreational facilities that can benefit residents and add revenues through tourism. Most of the recreational facilities are located in Central Garage and West Point, the more populated areas of the County. Adding recreational options along the rivers and expanding some shared facilities at schools or other locations could make recreational amenities accessible to more County residents.

Potential Action Projects

Expanded King William Recreation Park

Citizen responses to the survey for this comprehensive planning project consistently encouraged additional recreational investment, especially with respect to outdoor recreation (trails, water access, hunting, fishing, boating, etc.) and to additional recreational facilities and programming. During a planning workshop, landscape architects and planners looked at opportunities for expanding recreational opportunities. A potential opportunity exists to expand King William Recreational Park to include additional facilities and improve park amenities. The team updated the Master Plan for the park based on discussions with the Parks and Recreation Director, insight from the survey, and participation from other County staff and residents. Citizens noted a need for soccer fields, perhaps as a complex for competition league play. A summary of this updated Master Plan is presented on the following page.

Additional River Access Points

There are several areas along the Pamunkey and the Mattaponi Rivers that could be developed for enhanced public access. These supplement existing river access points and are strategically located throughout the County. They offer increased opportunities for access to the rivers for residents and for visitors. These are shown on the following page.

Expanded / Shared Park Facilities

During 2020 and 2021, there was increased interest in expanded recreational programs and classes at the King William Community Center in Aylett. The center is small and there is limited space to accommodate additional programming and events. In addition, citizens expressed a need for a community auditorium. There are several possible ways to plan for increased community needs. The community center could be expanded to accommodate programs and events. Also, schools can play a role in expanded recreational facilities by sharing spaces, such as an auditorium, playground, or sports fields. Finally, when considering plans for large residential or mixed-use projects, consider qualified proffers for development of recreational facilities, playgrounds, sports fields, river access, trails, etc.

Insert Development Concept Board for Outdoor Recreation
Outdoor Recreation Development Concept

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4.1 7 COMMUNITY FACILITIES & SERVICES: EXISTING CONDITIONS

Community facilities and support services are important to the social and physical health and well-being of a population. A sufficient network of accessible, convenient community facilities and services provide a necessary foundation for maintaining and sustaining the health, welfare, and safety of the residents of King William County.

King William County has a variety of community facilities and services that support citizen's needs. Many of these services are provided by cooperative partnership arrangements that provide effective services with cost savings.

Library

King William County participates in a joint regional library system with four other surrounding counties (Goochland, Hanover, King & Queen, and King William Counties) in the Pamunkey Regional Library System. The regional library system is directed by a ten-member library board with representatives from each jurisdiction, appointed by the Board of Supervisors. There are two branches of the system in King William County, one in the Central Garage Community (Upper King William Branch Library) in rented space in the Sharon Office Park off U.S. Route 360, and one in West Point. The Upper King William Branch Library opened in 2001 and offers literary resources, one meeting room (accommodates approximately 50), one collaboration room, and public computer area. Friends of the Upper King William library assist with funding and events at the branch location. As of 2021, the facility has increasing demands for meeting and collaborative spaces, as well as additional literary space that it is unable to accommodate. At public meetings and during the survey, citizens expressed the need for new, improved library space, preferably County owned for cost savings and effectiveness.

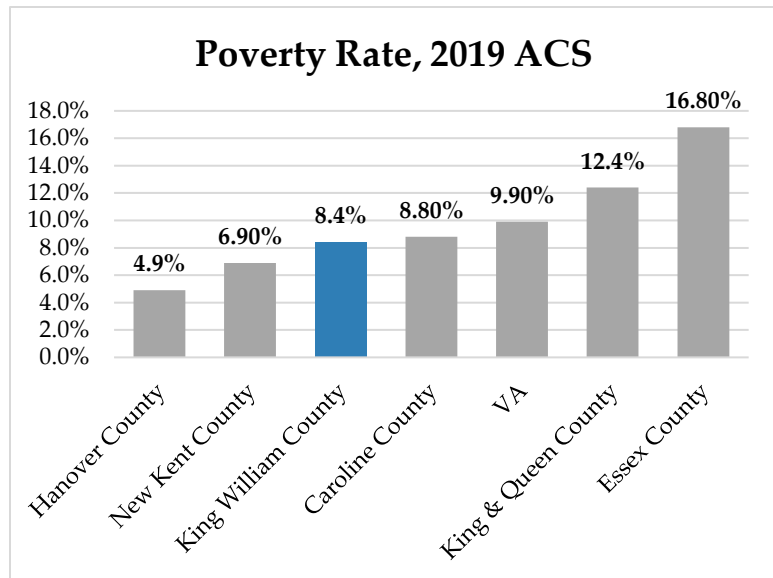
Health and Wellness

There are several primary-care, family-practice medical clinics located in the Central Garage Community of King William County. The most recent facility was established by the Upper Mattaponi Tribe in 2021, Aylett Medical Center. At present, there is one pharmacy located in the Town of West Point. The closest emergency rooms and hospitals for County residents are Tappahannock Hospital (VCU Health) on U.S. Route 360 in Essex County, Riverside Walter Reed Hospital in Gloucester County, and Bon Secours Memorial Regional Medical Center, north of Mechanicsville in Hanover County.

King William County is part of the Three Rivers Health District that covers ten counties in the Middle Peninsula and Northern Neck regions. The Health District operates the King William Health Department in the L.T. McAllister Human Services Building off Virginia State Route 30 in King William Courthouse. The department has a director and medical staff, as well as administrative staff, who provide an array of health care services to local citizens. The department also provides environmental health services.

The Virginia Department of Social Services provides funding and direction for a variety of social service programs throughout the state (i.e., medical assistance, food and nutrition assistance,

child support, temporary and energy assistance, protective services, foster care and adoption, and child and adult care services). King William County is part of the Central Regional Office, Henrico District of the Virginia Department of Social Services (VDDS). The King William County Department of Social Services manages and administers social services and welfare programs to eligible citizens of the County under the guidance of VDDS and a five-member local Social Services Board appointed by the Board of Supervisors. The department also administers the Virginia Children's Services Act (CSA) which assists at-risk youth and their families. In 2019, the poverty rate in King William County was less than the average rate in Virginia and less than some surrounding counties.



Poverty Rates King William and Surrounding Counties, 2019.

Public Safety - Sheriff

King William County has an elected County Sheriff that is responsible for law enforcement throughout the County, as well as animal control and 911 call dispatch of emergency services. In addition, the sheriff's office works with the school system and provides school resource officers at the high school and middle school to proactively respond to community safety, drug abuse, and general crime prevention.

King William County participates in a regional correctional system, Middle Peninsula Regional Security Center. The medium-security facility (constructed 1987) is operated under the guidance of a Regional Jail Authority and serves King William, King and Queen County, Essex County, Middlesex County, Mathews County. It has capacity for approximately 200 inmates and is in Saluda, Middlesex County.

A map showing the locations of public safety facilities is on the following page.

Insert Map of Public Facilities – Safety and Emergency Services
Public Facilities - Safety and Emergency Services

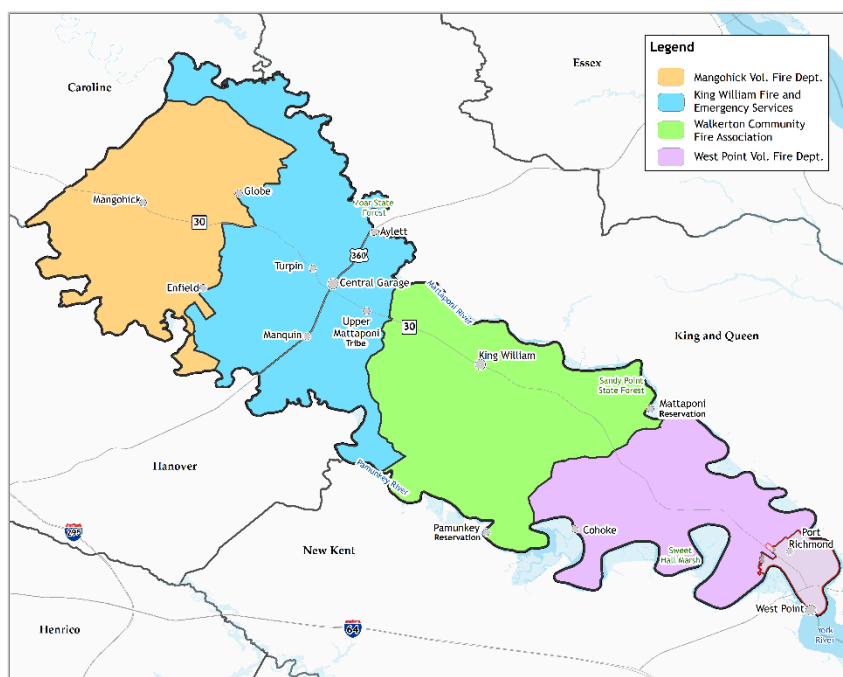
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Public Safety - Fire and Emergency Services

The King William Fire and Emergency Services Department responds to emergency calls for fire and rescue, as well as handling fire safety inspections, burn permits, and planning for emergency preparedness and hazards mitigation. In recent years, substantial attention has been given to emergency services operations due to increased County growth and organizational change (paid and volunteer staffing, updated requirements/approaches to emergency response, etc.).

The County responds to fire and emergency services using four service districts: Mangohick, Central Garage, Courthouse, and West Point. Facilities servicing these districts are staffed by both paid employees and volunteers. In 2020, almost 3,000 calls for emergency services and 900 calls for fire services were answered.

Three volunteer community fire departments provide staffing and assistance with emergency calls in King William County. These organizations are: Mangohick



Fire EMS Service Areas, King William County.

Volunteer Fire Department, West Point Volunteer Fire Department, and Walkerton Community Fire Association. In addition, neighboring fire and rescue entities assist when needed through a regional mutual aid agreement (i.e., Hanover, King and Queen, Caroline, New Kent).

King William, Virginia Servicing Volunteer Fire Departments	Volunteers Firefighters	Volunteers Non-firefighting
Mangohick Volunteer Fire Department (est. 1991)	21	14
West Point Volunteer Fire Department (est. 1904)	42	10
Walkerton Community Fire Association (est. 1954)	35	-
Source: www.firedepartment.net		

As of 2021, the County employs a Fire Chief, Assistant Fire Chief, and an Assistant Emergency Manager. In addition, it employs eight full-time and up to ten part-time staff. Additional hires (7) are planned in 2022. All staff receive academy (and field) training to ensure qualified response to an emergency event. The goal for 2022 is to have a minimum of five cross-trained fire fighter/emergency medical technicians, as well as an Operations Battalion Chief, available seven

days a week at the central King William Fire EMS Station No. 1 to respond to emergencies in the County.

The County has an adopted Emergency Operations Plan (2020) that establishes operations in response to a disaster or large-scale emergency. Currently, the Department is working with the Virginia Department of Emergency Management to update the EOP and ensure compliance with state fire and emergency services regulations and practices. In addition, a Community Emergency Response Team (CERT) works to educate volunteers about disaster preparedness. Regionally, the County works with the Middle Peninsula Planning District to maintain an All Hazards Mitigation Plan (2021) for natural hazards, risks, and safety mitigation measures.

An Emergency Operations Center is planned for implementation at Station No. 1 in 2021/2022. This center would be activated in the event of an emergency event (as established in the adopted Emergency Operations Plan) and provide direction, control, and coordination of resources among each county branches with responsibilities for emergency situations (i.e., fire and rescue, law enforcement, health and medical services, social services, public works).

4.1.8 COMMUNITY FACILITIES & SERVICES: CHALLENGES AND OPPORTUNITIES

Library

The Upper King William Branch Library is operated in rented space within an office park that limits future expansion and accommodation of increasing public service needs. Of note, is that this branch library is the only one in a system of ten branch libraries that is in rented space. As part of County approvals of the Kennington Development, the County now owns a 2.5-acre lot in the subdivision that was set aside for a library site. In addition, a second site in Central Garage on Route 30 has been identified as a potential site. Further planning for a new library should be undertaken in the near future (facility needs analysis, facility programming, and site selection). Preferably, this facility would be located in Central Garage which is targeted for the most populated growth.

Health and Wellness

With the growing population in the King William County, there are increasing needs for medical services and support services. As of 2022, there are only two pharmacies in the County (one in Aylett and one in West Point). During meetings and the survey, citizens frequently expressed the need for an additional pharmacy in the western portion of the County. Recruiting new businesses and services to the growing Central Garage area that fill gaps in the economy should be a priority.

Public Safety

According to the U.S. Fire Administration, almost 70 percent of U.S. firefighters are volunteers. Consequently, fire departments across the country are experiencing challenges with organizational coordination, retaining members (aging, health risks, time constraints, training and scheduling conflicts, etc.) and recruitment (declining volunteers, time demands, training requirements, etc.). Rural communities, like King William County, struggle with meeting the demands of growing populations and providing equitable, quality emergency services to distant

areas with limited accessibility. In addition, management of volunteers (with other paid jobs) and increasing public requirements for training and medical responses, including reasonable times, complicate the administration of fire and emergency services. The dilemma of paid and unpaid staffing continues to be a challenge, both financially and civically. FEMA does provide financial assistance to local fire departments through a competitive grants program known as SAFER (Staffing for Adequate Fire and Emergency Response), which helps train personnel in accordance with codes and standards adopted by the National Fire Protection Association. The County applied for a grant in 2021 but was not successful in obtaining the grant.

King William County Fire EMS continues to develop a Strategic Plan for Recruiting and Training Volunteers over the next three years. This plan will provide direction for recruiting, training, and maintaining service delivery within the combination paid/volunteer staffing system. Likewise, the Middle Peninsula Planning District recognized the emergency response challenges facing its participating counties and established a Regional Emergency Management Program to assist in the delivery of emergency services region wide and facilities coordination among emergency management officers. On the list of future projects is a Regional Volunteer Fire and Rescue Squad Recruitment and Retention Program that should benefit all rural counties in the region. In addition, volunteer outreach continues at King William County High School and Rappahannock Community College.

Like staffing, needed capital equipment upgrades are challenging and costly. At the present time, several key pieces of equipment are at or near their life span. In 2022, County Fire and EMS intends to prepare a capital equipment plan that will address needs for the next 5-10 years.

Potential Action Project New Branch Library

During this planning effort, citizens expressed a need for an expanded library, preferably within a publicly owned facility. The current facility in rented space is limited for expansion and existing facilities cannot meet public demands for activities, meeting space, etc. Like many communities, libraries are evolving into vibrant community spaces for events, activities, and research in addition to literary use.

King William County owns a 2.5-acre parcel in Kennington Development that is intended for development as a library. Another property on State Route 30 may also be an option as a more accessible and convenient location. Additional study should be undertaken to determine facility space and programming needs, site location analyses, architectural facility planning, and community outreach to determine user needs.

4.2 ECONOMY

The economic vitality of a community is one of the critical foundations for stability, growth, and success as a place to live and work. Understanding employment, market conditions, and business development opportunities

4.2.1 ECONOMY: EXISTING CONDITIONS

Employment

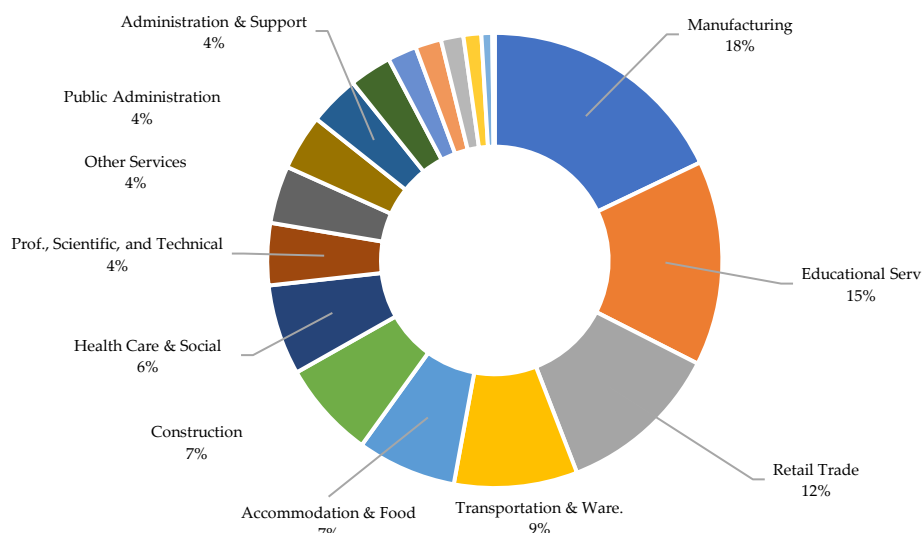
A listing of the top fifteen employers in King William County as of Fall 2021 is shown to the right.

Approximately 4,000 people are employed in King William County. The largest industries by number of people employed in the County are Manufacturing (18% of jobs), Educational Services (15%), Retail Trade (12%), and Transportation and Warehousing (9%).

Major Employers 2021

1. Alliance Group Rock Tenn (WestRock)
2. King William County Schools
3. Nestle Purina Petcare Company
4. Food Lion
5. County of King William
6. Town of West Point Schools
7. McDonald's
8. Town of West Point
9. Parent Child Corporation
10. Three Rivers Health & Rehab Center
11. Augusta Lumber LLC
12. Flors Cleaning Services
13. Bojangles'
14. Essex Concrete Corporation
15. J. Sanders Construction Company

Employment by NAICS Sector (2018)
in King William County



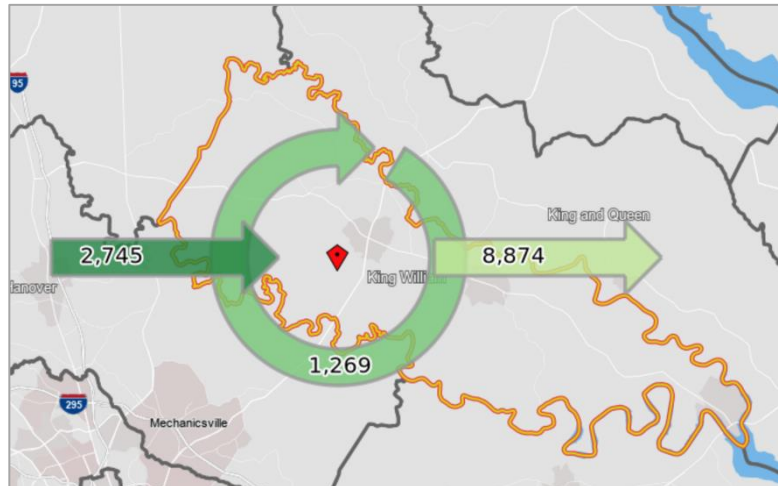
King William County Employment by NAICS Sector, 2018 (Source: US Census On the Map)

King William County is a net exporter of jobs, meaning that more people commute out of the county for work than commute in. 87.5% of King William County residents that are employed commute outside of the county for work. The majority of these residents commute towards Mechanicsville and Richmond.

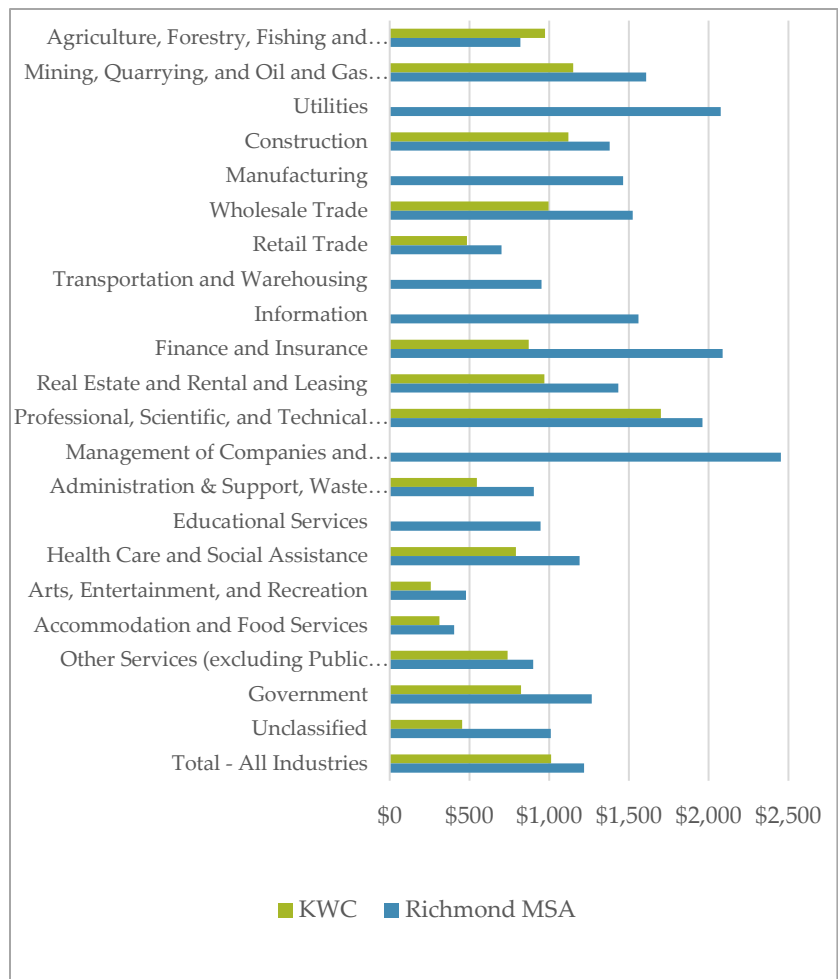
The unemployment rate in King William County as of December 2021 was 2.4%, compared to 3.2% in the Richmond metropolitan area and 3.2% in the state.

Wages

The average weekly wage across industries in King William County is \$1,013 compared to \$1,218 in the Richmond metropolitan area. Professional, Scientific and Technical Services is the industry with the highest weekly wages in King William County. (Wage data was not available for several industries in the County.)



Inflow and Outflow of Jobs in King William County, 2018 (Source: US Census On the Map)



Average Weekly Wages in King William County and Richmond MSA, Q4 2020 (Source: Virginia Employment Commission)

Agriculture & Forestry

Historically, agriculture and forestry have been significant economic drivers in King William County for the past two centuries. In Virginia, agriculture and forestry are an important part of Virginia's industrial base. According to an economic impact study by Weldon Cooper in 2017, agriculture in King William County had a direct economic impact of \$19.7 Million and forestry had a direct impact of \$516.5 Million.

"The impacts of agriculture and forestry related industries are felt throughout Virginia's economy. The largest effects are in the directly affected agriculture, forestry, and manufacturing industries. However, agriculture and forestry stimulate activity elsewhere in the economy through the effects of industry purchases and subsequent rounds of indirect and induced spending. Through these cumulative effects, agriculture and forestry-related industries affect every sector."

*From: The Economic Impact of Virginia's Agriculture and Forest Industries.
Weldon Cooper Center for Public Service, 2017.*

In 2020, the U.S. Department of Agriculture reported that King William County ranked seventh out of ten counties in the state, leading crop production for corn (for grain) and winter wheat. Soybeans are also a significant harvested crop in the County. Data for forests in the County (2016, USDA Forest Service) show that forestal cover is mostly loblolly, short-leaf pine and oak-hickory. There are two state forests located in the County – Zoar State Forest (400 acres) and Sandy Point State Forest (2,043 acres) that focus on forestal management and include recreational amenities.

Information from the King William County Community Profile prepared by Virginia Employment Commission (October 2021) indicates that the weekly wage for agriculture, forestry, fishing, and hunting is \$1,075 in comparison to the average of \$879 for all other industries. Ten-year projections indicate that employment in agriculture, forestry, fishing, and hunting is expected to increase by 9.66% by 2024; however, other industries are projected to grow at much higher rates (health care, accommodations/food service, professional/scientific/technology).

Based on U.S. Geological Service land dataset information for 2019, approximately 47% of the County is in forests, 26% is in cultivated cropland or pasture, 22% is in wetlands or water, and 5% is in developed land. Also of note is that approximately 48% of the 285 square miles of land in King William County is considered prime agricultural land (2021, U.S. Natural Resources Conservation Service). Since most of the County is in forests, it is likely that much of the prime agricultural land is in a forested condition. A map of the prime farmland is on the next page.

In King William County, there are four Century Farms registered in the state database. These are honorary farms that have been in operation for at least 100 consecutive years under generations of family care. They are Cownes Farm (Woolford), Riverview Farm (Carlton), Sloe Grove Farm (Moran), and Top Hill Farm (Upshaw).

Insert Prime Farmland
Prime Farmland

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King William County enables special tax provisions for agricultural and forestal land uses to encourage the conservation/preservation of these resources. For agricultural uses, there is a 5-acre minimum and for forestal uses there is a 20-acre minimum; the real estate must be devoted to agricultural or forestal use for five consecutive years.

Business Corridors

Two primary highways, U.S. Route 360 (south-north) and U.S. Route 30 (west-east), provide opportunities for business development. Typically, businesses are clustered in the more populated communities within the County, such as Manquin, Central Garage, Aylett, Mangohick, King William (Courthouse), and the Town of West Point.

The most developed area of King William County is Central Garage. This area is served by public water and sewer and has experienced most of the residential subdivision growth in the past decade, as well as small business development at the intersection of U.S. Route 360 and Virginia State Route 30.

Industry

There are two designated business industrial parks located in central King William County. Both are privately owned and operated. In addition, the Town of West Point operates a 93-acre industrial park within the town limits off Virginia State Route 30.

Fontainebleau Park, located off Dunluce Road, consists of approximately 300 acres. It is served by Dominion Energy, Rappahannock Electric Company, Virginia Natural Gas, Hampton Roads Sanitation District, and SEGRA (Lumos Networks) Fiber Broadband. There are approximately 260 acres available for development. Fontainebleau Park hosts the Nestle Purina Plant (47.5 acres). In 2021, Nestle Purina announced plans to expand the facility (approximately 238,000 sf) and invest \$182 Million in manufacturing operations. As of 2022, construction is underway and anticipated to be complete by 2023.

The King William Commerce Park (approximately 160 acres) hosts a mixture of commercial and industrial uses. Unfortunately, the privately-owned park has had financial and infrastructure challenges over the years. Parcels are available for development; however, there are design challenges with remaining parcels because of infrastructure deficiencies (well and septic systems, private roads). Over the years there has been substantial discussion by both private and public interests expressing a need to remedy issues and facilitate industrial and business development.

Tourism

According to 2021 information provided by the Virginia Tourism Corporation, direct visitor spending in King William County steadily increased from 2016 to 2019, rising by 18.8% over the three-year period. However, like communities across the nation, King William County experienced a sharp decline in travel-related expenditures in 2020 due to the COVID-19 pandemic.

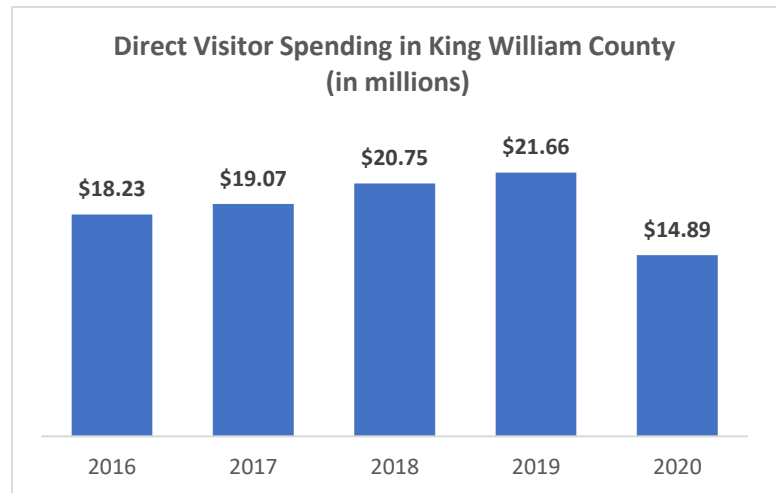


Figure 2: Direct Visitor Spending in King William County. Source: VTC

In 2019, retail accounted for nearly a third of direct visitor spending in the county, contributing \$6.87 million followed by transportation at \$5.15 million, food and beverage at \$4.61 million, lodging (including second home expenditures) at \$3.66 million, and recreation at \$1.37 million.

In 2019, travel related expenditures supported 219 jobs across the county, generating \$4.88 million in labor income and contributing approximately \$600,000 to state taxes and \$810,000 to local taxes.

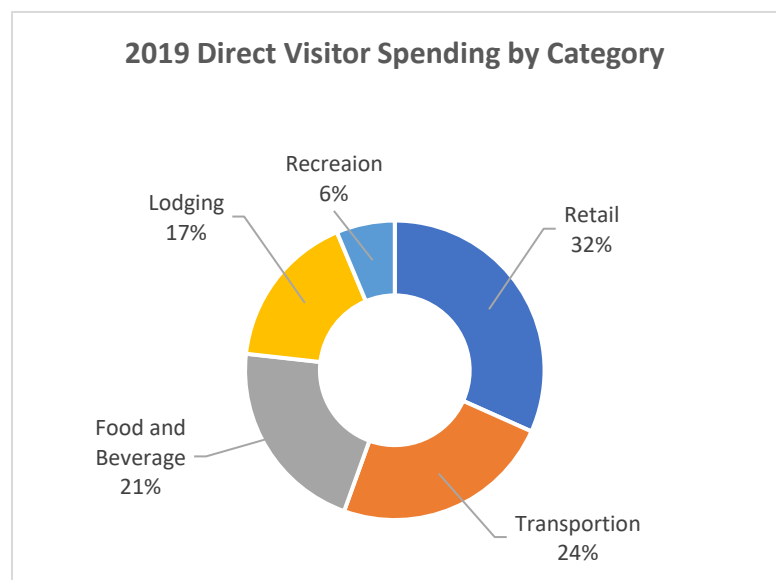


Figure 3: 2019 Direct Visitor Spending by Category. Source: VTC

Tourism Assets

The assets of King William County that attract both locals and visitors alike highlight the county's history and heritage as well as its natural resources and rural setting. Its inventory of assets largely includes sites like local farms, event venues, historical sites, and parks and recreation. The following table lists some of the known assets.

Farms & Event Venues	Historical / Heritage Sites	Outdoor Recreation
• Alturia Farm • Bees Knees Farm • Bell Acre Farm • Dreaming Tree Farms • Four Forks Farm • Historic Chelsea • Hollyfield Manor • King William Alpacas • Lillian Lee Farm • Oak Hill Farms • Riverwatch Farm • Seven Springs • Wind Haven Farm	• Downtown West Point • King William County Courthouse • King William County Historical Museum • Mattaponi Reserve Tasting Room and Museum • Old St. John's Church • Pamunkey Indian Museum and Cultural Center • West Point Museum and Historical Society	• Glass Island Boat Landing and Fishing Pier • Golf (Country Club of West Point and Queenfield Golf Club) • Riverwalk Trail • Sandy Point State Forest • West Point Beach Park • West Point Creek Kayak Launch • West Point Farmers Market • West Point Town Park • White's Landing • Zoar State Forest

Regional Strategic Tourism Plan

The statewide tourism plan, DRIVE 2.0, prepared by the Virginia Tourism Corporation includes strategic plans for each of Virginia's tourism regions, outlining strategies for tourism in the region for the 2020-2025 time frame. King William County is included in the Chesapeake Bay region, which also includes the municipalities of Colonial Beach, West Point, Tappahannock, Warsaw, Kilmarnock, Urbanna, Irvington, and Gloucester, as well as the counties of King & Queen, Gloucester, King George, Westmoreland, Northumberland, Middlesex, Mathews, Lancaster, Essex, and Richmond.

Key highlights of the regional plan that relate to King William County include:

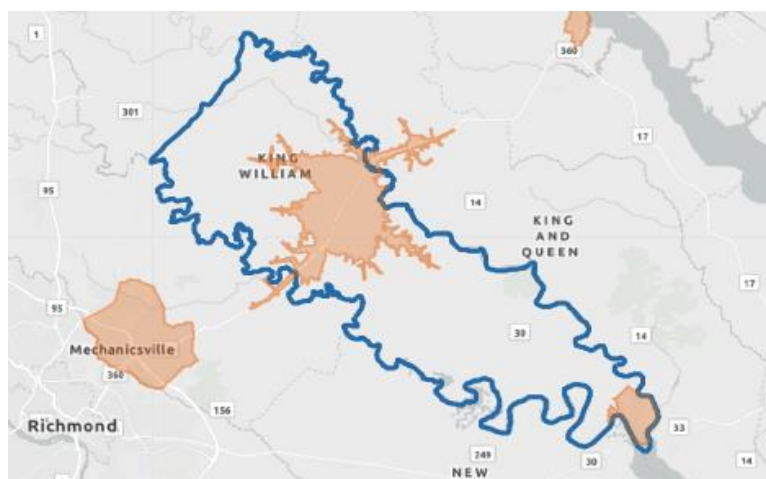
- The regional assets include its scenic beauty, outdoor recreation opportunities, and historic sites.
- The primary focus for the Chesapeake Bay region should be nature and outdoor recreation, water access, lodging, town/city centers, culinary (agritourism, wineries, breweries, distilleries, cideries).

-
- The secondary focus for the Chesapeake Bay region should be arts and music, history and heritage, and events.
 - Travel profile data provided by Virginia Tourism Corporation shows that visitors to the Chesapeake Bay region spend an average of \$735 per trip and spend an average of 2.8 nights per trip. The average age of a traveler is 45 and only about 28% are traveling with children.
 - Regional Strategic Plan recommends connecting and collectively promoting the region's outdoor experiences in order to create a more cohesive regional identity around its outdoor recreation assets.
 - The regional plan also recommends breathing new life into history and heritage assets to tell the story of the region and create unique visitor experiences.
 - Furthermore, the regional plan recommends cultivating local ambassadors and promoting regional attractions and activities to local residents who can then spread the word to visiting family and friends.

4.2.2 ECONOMY: CHALLENGES AND OPPORTUNITIES

Retail Market Analysis

The retail market analysis conducted in 2021 provides insight into the retail patterns (consumer expenditures, retail sales, retail leakage or gain, and projected demand growth) in King William County and the surrounding area. “Retail Leakage” refers to the difference between retail expenditures by residents living in a particular area and the retail sales produced by the stores in the same area.



As summarized in the chart below, the retail leakage analysis indicates that there is significant demand in King William County. Stores in King William County sold \$185.7 million over the past year. During the same time period, King William County residents spent \$356.5 million, indicating a retail leakage of \$170.8 million. West Point and U.S. Route 360 serve as commercial centers within the County. Some of the existing retail demand in King William County is being leaked to nearby communities. Mechanicsville and Tappahannock both serve as nearby retail centers, with retail gains of \$101.6 million and \$125.3 million respectively. Overall, the Richmond metro area had \$24.a5 billion in retail sales and \$2.98 billion in retail leakage.

Figure 4: King William County and Nearby Retail Centers Including West Point, US RT 360 AND RT 30 10-Minute Drivetime, Mechanicsville, and Tappahannock

	 STORE SELL	 CONSUMERS BUY	 MARKET LEAKS (GAINS)
KING WILLIAM COUNTY	\$185.7 M	\$356.5 M	\$170.8 M
10-MINUTE DRIVETIME FROM U.S. 360 & RT. 30	\$62.4 M	\$121 M	\$58.6 M
MECHANICSVILLE	\$949.9 M	\$848.3 M	(\$101.6 M)
RICHMOND MSA	\$24.15 B	\$27.13 B	\$2.98 B
TAPPAHANNOCK	\$163.8 M	\$38.5 M	(\$125.3 M)
WEST POINT	\$71.1 M	\$67.6 M	(\$3.5 M)

Retail Sales, Consumer Expenditures, and Retail Leakage/Gain in King William County and Region

As the population in the county and region continues to grow, retail demand is projected to increase. In King William County, retail demand is projected to grow by 13.5% over the next five years, reaching \$404.7 million in 2025.

Opportunities exist for expanded commercial offerings to capture some of the existing leakage and leverage projected demand growth, particularly in retail categories such as general merchandise, restaurants, food and beverage stores, home centers, clothing stores, and health and personal care.

GENERAL MERCHANDISE  \$26.2 M Leakage \$4.8 M 5-Year Demand Growth	RESTAURANTS & EATING PLACES  \$20.4 M Leakage \$5.3 M 5-Year Demand Growth	FOOD & BEVERAGE STORES  \$12.8 M Leakage \$5.1 M 5-Year Demand Growth
HOME CENTERS  \$11.1 M Leakage \$1.6 M 5-Year Demand Growth	CLOTHING STORES  \$10.4 M Leakage \$760K 5-Year Demand Growth	HEALTH & PERSONAL CARE  \$5.75 M Leakage \$3 M 5-Year Demand Growth

Market Segmentation Opportunities

Market segmentation examines the makeup of existing and target markets in King William County by analyzing the behavioral traits, consumer patterns and lifestyle characteristics of various “segments” of the population defined by the leading national market research firm Claritas. As part of this comprehensive plan update, the project team economist conducted a segmentation analysis using demographic data that identifies several social customer groups that could be recruited to boost local business. The detailed customer segmentation descriptions can be found in Appendix A, Market Analysis.

Agriculture and Forestry

Conserving and wisely managing agricultural and forestal land benefits the community both economically and culturally. The County should continue to promote and use conservation tools such as agriculture land use taxation, agricultural and forestal districts, conservation easements, and planned developments that conserve productive land (e.g., agriculture conservation subdivision). Agribusiness offers great opportunities for both property owners and tourism.

Business Corridors and Centers

Management of both commercial and residential development along the U.S. Route 360 and Virginia State Route 30 corridors will be extremely important for the future of King William County. At present, both of these corridors offer dynamic views of the County agrarian landscape in addition to providing opportunities for continued business and residential development, especially in Central Garage where there are supporting public utilities. The County has an adopted Corridor Overlay District within the Zoning Code that establishes setback and certain standards for development (building materials, landscape, signage, etc.). Considering additional measures to manage scenic viewshed and future development would greatly benefit the County as a place to live and do business.

During development of *Blueprint 2041*, planners and designers looked specifically at entrance corridors and made suggestions for enhancing and managing future growth. Development and design recommendations for Gateways and Corridors are presented on the following page. In general, these recommendations related to managing the corridors and viewshed through controlled landscaping and signage.

Central Garage

This area of King William County will be especially important for community growth and development. As a designated center for growth because of County utilities and Central Garage's proximity to U.S. Route 360 and Virginia State Route 30, appropriately guided business and residential development is essential for the future success of economic and housing development. Using smart growth techniques and recommended urban development planning principles, Central Garage can become a dynamic center for the County that sets exemplary standards for quality development. The planning and land use design recommendations for Central Garage are presented on the page following recommendations for Gateways and Corridors. The principles encourage development density, common open spaces, landscaped entrances and frontages, pedestrian connections, and quality architectural and site development standards.

An additional opportunity may exist for the area with the rehabilitation and reuse of the old garage building in Central Garage (the building that is responsible for the name of the area). This building has social and cultural value and could be retrofitted to be a destination such as a unique country store, local visitor center, or music venue like the Floyd Country Store in Floyd, Virginia.

King William (Courthouse)

Located on Virginia State Route 30 between Central Garage and West Point, King William (Courthouse) has been the historical center of the County for almost 300 years. The historic courthouse and grounds remain protected and are surrounded by several governmental administrative buildings (County Administration Building, County Courts Building, and McAllister Human Services Building). As a means of adding business services in this location to support residents and governmental activities, planners carefully crafted a new business village between the administration and courts complex that will maintain the area's known historic and archaeological features. The Courthouse Development concept is shown on the following page.

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Insert Concept for Gateways and Corridors
Gateways and Corridors Development Concept

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Insert Concept Board for Central Garage Development
Central Garage Development Concept

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Insert Concept Board for King William Courthouse Development
King William Courthouse Village Development Concept

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Industry and Industrial Park Development

Fontainebleau Park has additional land available for expansion, provided there are continued infrastructure improvements and guided development. In particular, the park is served primarily from groundwater sources (which are strictly regulated) and wastewater is carefully managed by the Hampton Roads Sanitation District. At present, the County water system does not extend to the park. In addition, some additional aesthetic improvements to the park would be beneficial, such as entrance road and frontage landscaping, quality entrance signage, and perhaps adopted architectural building and site development standards.

King William Commerce Park has potential for redevelopment and improvement through a public-private partnership effort. This industrial park is in a key area of the County and could benefit from infrastructure upgrades and enhanced site development. As part of the *Blueprint 2041* project, planners and designers prepared a scenario for land use and site development improvements to Commerce Park as an example to facilitate further discussions with private investors. The concept for Business Park Development is presented on the following page. Many of these design principles and recommendations can generally be applied to future business park development throughout King William County. Key elements include landscaped corridors and common green spaces, controlled architectural design, public utilities, pedestrian and vehicular connections, business service areas (i.e., restaurants, child care), and screened storage areas.

Additional industrial sector studies could help identify key industrial and employment opportunities and focus recruitment efforts for expanding large employers. (For example, there may be a need to provide warehouse and truck transfer facilities to support existing industry.) In 2022, the County Economic Development Authority engaged RKG to undertake an expanded analysis of Industrial Development that will build upon the Retail Market Analysis conducted by Arnett Muldrow as part of this Comprehensive Planning effort. A formal report is expected in the near future. Initial findings presented in February 2022 indicate opportunities for:

- Strengthening and growing the recreational tourism market,
- Enhancing retail growth by clustering residential development in critical mass in Central Garage and West Point,
- Marketing quality of life options to telecommuters in regional employment centers, and
- Considering future economic development growth on State Route 30 (I95 connectivity).

Potential target industry clusters could include:

- Transportation & Warehousing (distribution and fulfillment centers, cold storage facilities, logistics management and administration)
- Agriculture and Forestry (production, agritourism)
- Industrial Manufacturing (prefabricated housing, wood products, artisan/home goods production, food products, automotive service and repair)
- Research Laboratories (earth/local minerals, wetlands research, cooperative extension center),
- Healthcare & Social Assistance (healthcare offices, child care, community care), and
- Entertainment & Recreation (outdoor concert venues, kayaking, fishing, hunting, camping, bed and breakfasts)

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Insert Concept Board for Business Park Development
Business Park Development Concept

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Tourism

There are increasing opportunities for tourism in King William County. Historic properties, Native American sites, State forests, scenic rivers, and historic downtowns on the waterfront are great locations to promote to both residents and visitors. Attracting visitors brings income to the community without some of the traditional costs typically associated with permanent residents. Making King William County a destination for heritage tourism, ecotourism and agritourism also results in additional investment in accommodations and service businesses. A well thought out Tourism Plan with marketing will be essential.

Based on recommendations of the Virginia Tourism Strategic Plan for the Chesapeake Bay Region, potential opportunities for expanding visitor activity within King William County could include:

- Leveraging natural resources and bucolic setting by expanding river access, promoting existing outdoor experiences, and increasing outdoor opportunities (including recreation, agritourism, wineries).
- Enhancing opportunities for the public to engage with the rich Native American Heritage in the King William County.
- Attracting lodging to the county. The existing lodging in King William County is extremely limited consisting mostly of short-term rentals.
- Host regular events that celebrate the County's heritage and assets, attracting both locals and visitors.

Potential Action Projects Development Concepts for Key County Areas

The Development Concepts for **Gateways and Corridors, Central Garage, King William Village, and Business Parks** provide excellent guidance for future land use and development efforts by public and private entities. The design principles and standards are well-established throughout the United States to encourage quality land planning and guided growth while preserving natural features, enhancing community spaces, and encouraging new investment. Careful project coordination, public/investor education, and partnership approaches will be key to successful implementation.

4.3 PUBLIC INFRASTRUCTURE

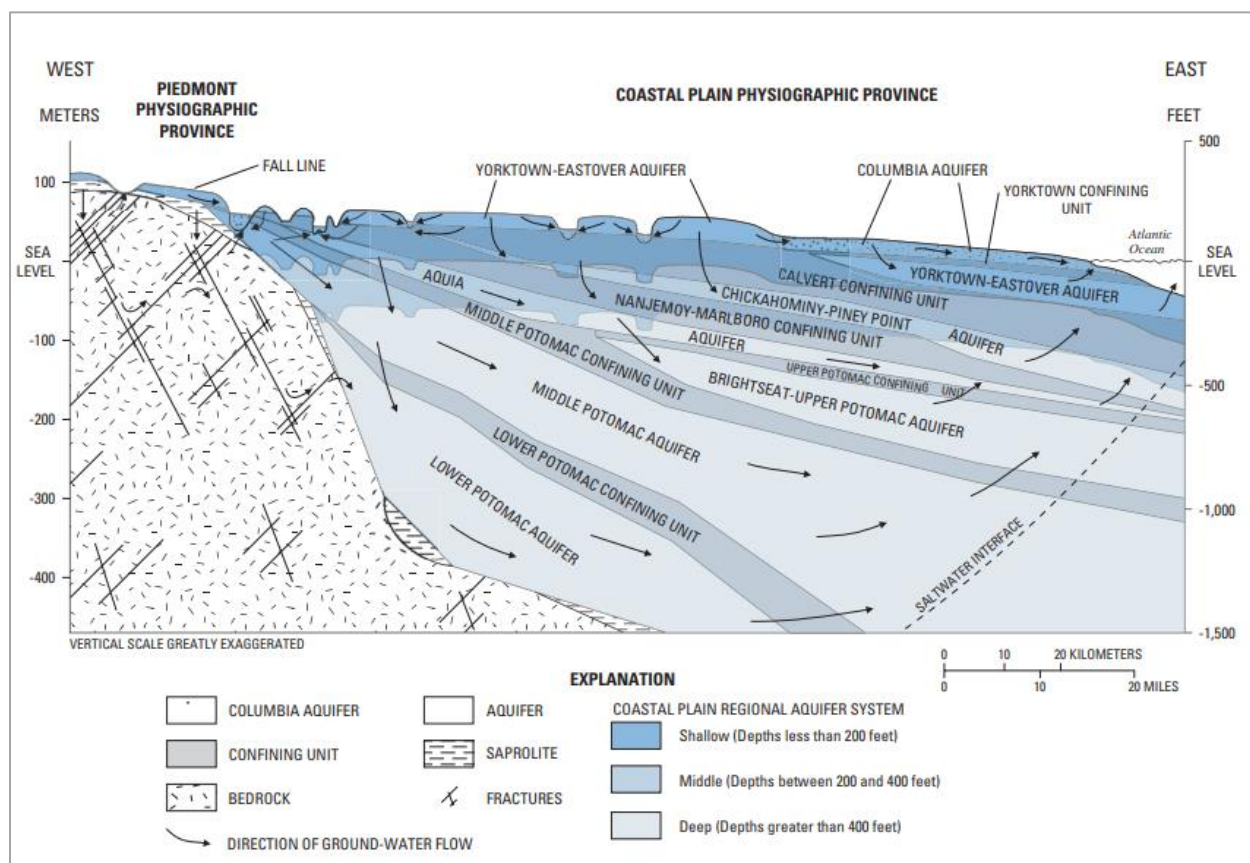
The availability of public infrastructure (i.e., utilities, transportation, broadband, energy, etc.) is essential for the continued growth of the County. This function of government and public service authorities is costly and requires careful management and strategic planning to ensure effective, efficient results and successful community development.

4.3.1 PUBLIC INFRASTRUCTURE: EXISTING CONDITIONS

Public Utilities

Water

Much of the potable water in King William County comes from groundwater well systems. The region lies within the Northern Atlantic Coastal Plain Aquifer system which includes the Middle Peninsula and Hampton Roads Regions. Generally, the region's water comes from shallow, middle and deep aquifers. The shallow aquifers have the highest potential to be contaminated from near surface pollution sources (septic tanks, underground tanks, etc.); the middle and deep aquifers are considered safer water sources.



Concept for Hydrogeological Section of Virginia Coastal Plan showing layered aquifers, U.S.G.S.

King William County is designated as a “groundwater management area” which is defined in the Code of Virginia as an area in which “the Virginia State Water Control Board has deemed the levels, supply, or quality of groundwater to be adverse to public welfare, health and safety.” Consequently, the area is required to abide by regulations and procedures for the management area administered by the Virginia Department of Environmental Quality. Private wells must be registered with the State and those with groundwater withdrawals in excess of 300,000 gallons per month must apply for a withdrawal permit.

Central Garage Public Water System

The County operates a public water system in Central Garage which contains two wells (Kennington Well and McCauley Park Well), one elevated water storage tank (300,000 gallons and capacity of 600,000) and approximately 15.5 miles of water mains and 77 hydrants (2021). Generally, the system extends along U.S. Route 360 and along Virginia State Route 30 providing service to businesses and residential developments in the Central Garage area. In 2019, the total volume of groundwater withdrawn amounted to approximately 33.3 million gallons, or an average daily demand of about 91,000 gallons per day (GPD).

A Master Utility Plan for the Central Garage Water System completed in 2020 analyzed existing and projected demands on the system. The plan provided the following recommendations for future improvements to accommodate anticipated growth in the area.

- Growth and water use projections to 2035 – Based on existing land use and zoning in Central Garage, the projected water usage would be 409,320 GPD for residential and 9,700 GPD for commercial uses. This equates to a total of approximately 154 million gallons per year for projected annual total water usage (and annual groundwater withdrawals).
- Water Tank - Existing storage tank was sufficient for domestic storage until 2026. However, to meet dedicated fire storage requirements, a new 600,000-gallon tank should be added and operable by 2025. This additional tank will provide sufficient storage for domestic and fire flows through 2040. Several tank locations were considered; as of 2021, the County has approved location of the tank on U.S. Route 360, near Manquin.
- Water Main Improvements - Several watermain and loop improvements were recommended, including extension of the watermain on U.S. Route 360 south toward the



Groundwater Management Areas of the Coastal Plain, VDEQ

King William Commerce Park (by 2025) and extension of the watermain north toward Aylett (by 2030).

- Service to Fontainebleau Industrial Park – Consider extending waterlines to the park by 2025 and adding new groundwater well and storage tank in the future.
- Proposed phasing of improvements:
- Phase I (2025) - tank, water main extension to Commerce Park (\$8.2 M).
- Phase I Alternate (2025) – water extension to Fontainebleau Park (\$5.4 M) + well and tank (\$1.5 M).
- Phase II (2030) – water main extension to Aylett and evaluation of wells (\$2.3 M).
- Phase III (2040) – water main extension in Commerce Park (\$4.7 M).

Wastewater

Except for some properties in Central Garage, most residential and commercial developments in King William County are on private or community septic systems.

The Hampton Roads Sanitation District manages wastewater systems and treatment for communities on the Middle Peninsula and throughout the coastal Hampton Roads Metropolitan Area. The authority has main sewer lines in Central Garage along U.S. Route 360 with service lines to several residential subdivisions and business areas, including Fontainebleau Industrial Park. They operate two small community wastewater treatment plants in King William County – one in Fontainebleau Industrial Park and one in West Point adjacent to West Point Creek. By 2024, they plan to expand the capacity of the King William Wastewater Treatment Plant in the industrial park from 100,000 GPD to 300,000 GPD to meet projected growth of approved residential subdivisions in Central Garage.

Energy

Dominion Energy and Rappahannock Electric Cooperative provide electric power services to King William County. A map of the major electrical transmission lines is presented on the following page.

Virginia Natural Gas provides service to select areas in King William County. At present, a line extends from Hanover County to Manquin to Fontainebleau Park for Nestle Purina.

Insert Map of Electrical Transmission Lines
Electrical Transmission Lines

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Solid Waste Management

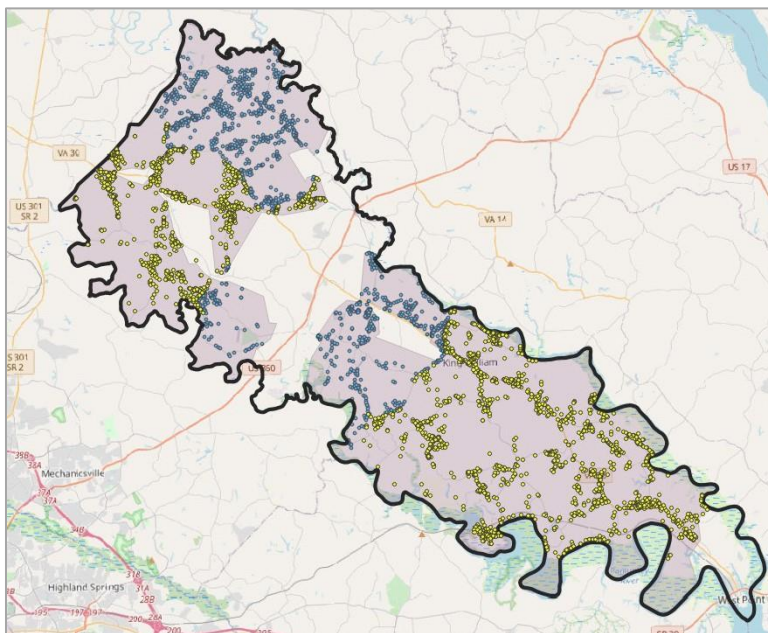
The former landfill in King William County (Acquinton Church Road), was closed in 1993. King William County now participates in a regional authority for solid waste management. The Virginia Peninsulas Public Service Authority provides services to ten cities and counties in the region. In King William, it operates four waste and recycling convenience centers along Virginia State Route 30 in Epworth, Central Garage, King William, and West Point. A map of these service center locations is on the following page. All waste is transferred from the centers to landfills in King and Queen and Gloucester Counties. All commercial businesses are responsible for disposal of their solid waste through private contracts with providers.

Communication Network (Internet / Broadband Fiber Connectivity)

Over the past several years, the awareness of the need for a strong telecommunications network has risen to the forefront of communities across the county. Acknowledged in the 2016 Comprehensive Plan, King William County is underserved with respect to high-speed, broadband fiber services. Today, telecommunications are more important for daily life, education, and work tasks. In 2020 and 2021, the federal and state governments and the County Board of Supervisors took important steps to accelerate the provision of broadband service by providing funding and encouraging partnership development opportunities for investment in expanded affordable networks in underserved areas. Service to schools, governmental facilities, and homes were a critical priority, and continue to be a priority.

In 2020, the County worked with providers to expand broadband services in Central Garage (the most populated area), to the schools, and to governmental facilities at King William Courthouse. Today, free public broadband access is available at all schools, County offices, and the library.

In late 2020, King William County developed a more focused strategy for delivering universal, fiber-to-the-home broadband for all unserved locations in the County. It selected All Points Broadband to undertake a customer survey and design an expanded broadband network. Additional partners included Dominion Energy Virginia, Rappahannock Electric Cooperative, and the Pamunkey Indian Tribe. The first phase of the broadband expansion project is underway and additional phases are expected to be funded by federal and state grants.



Proposed Expanded Broadband Service Map (Yellow new service, blue, existing), All Points Broadband, August 2021.

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Insert Map of Public Facilities – Service Centers
Public Facilities - Service Centers

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Transportation

Roads and Highways

The Virginia Department of Transportation (VDOT) maintains all public roads within King William County. Roads are classified by VDOT based on their function and service character. Generally, roads are classified as arterials (major and minor), collectors (major and minor), and local. A map of the VDOT road network by functional classification is on the following page.

- U.S. Route 360 serves as a principal arterial for north-south traffic to Interstates 64 and 295 and to surrounding counties. U.S. Route 360 connects the communities of Manquin, Central Garage and Aylett. For the purposes of future growth and transportation planning, Central Garage is designated as an urban development area.
- Virginia State Route 33 is a principal arterial connecting Interstate 64 to West Point and King and Queen County.
- Virginia State Route 30 serves as a minor arterial connecting west-east traffic and provides connections to Interstate 95 and the communities of Mangohick, Central Garage, King William Courthouse, and West Point.
- Some of the major collector roads include Route 613 (Etna Mills Road), Route 615 (Nelsons Bridge Road), Route 604 (Dabney's Mill Road), Route 605 (Mansfield Road), Route 600 (West River Road), Route 608 (Upshaw Road), Route 618 (Acquinton Church Road), Route 633 (Powhatan Trail), and Route 626 (Mount Olive-Cohoke Road).

The County works with VDOT, Fredericksburg District, to include needed transportation projects in the State's Six-Year Transportation Improvement Plan. Projects are submitted annually using the Smart Scale Program and evaluated based on available funding (after maintenance) and project benefits for safety, reduced congestion, enhanced accessibility, environment, and economic development. In 2021, VDOT completed improvements to the intersection of U.S. Route 360 and Virginia State Route 30 (expanded turn lane, sidewalk, pedestrian crossings, and signal upgrades). Improvements to the Sharon Road Park and Ride facility are planned for FY23-27.



Rt 360 and Rt 30 Intersection Improvements, 2021. VDOT.

The County works with the Middle Peninsula Planning District to develop a Long-Range Transportation Plan for the region that identifies longer range transportation projects that may be needed. The *2040 Regional Long-Range Transportation Plan for Middle Peninsula* (June 2020) encourages economic competitiveness, accessible and connected places, safety for all users, proactive system management, and healthy communities and sustainable transportation.

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Insert Map of VDOT Roads by Functional Classification
VDOT Roads by Functional Classification

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Population in the region is projected to continue to grow. The plan recognized growth in West Point, along U.S. Route 360, and in the northern portion of King William County.

The 2040 plan reviewed the transportation projects included in the 2035 Plan and found many improvement projects for intersections to be low priority and unlikely to be funded given limited transportation monies. They are discussed, but not included as recommended projects in the 2040 Plan. Priority roadway improvements included in the 2040 plan include:

- Widening Route 608 (Upshaw Road) from U.S. Route 360 to Virginia State Route 30 (4.73 miles)
- Access management measures for U.S. Route 360 and Virginia State Route 30 in Central Garage to limit ingress and egress points from commercial properties. There are increasing traffic volumes, growth, and crashes. In addition, the entire segment of U.S. Route 360 from Hanover County to King and Queen County is under study at the present time.

Public Transportation

Bay Transit serves twelve counties in the Middle Peninsula Region and works with partner organizations throughout the region to provide public transportation services to elderly, disabled, and disadvantaged persons. They operate both fixed routes and flexible fixed route service. In King William County, there is a fixed route service that operates in West Point (The Paper Trail), and a few flexible service options (by appointment) that aid seniors and those with disabilities (New Freedom Mobility Management, Medcarry).

The 2040 Regional Long-Range Transportation Plan notes that there is an increased demand for public transportation service along the U.S. Route 360 corridor, particularly in northern part of the County. The plan further recommends that a Rural Public Transportation Taskforce be created to improve public transportation conditions, coordination, and marketing. The taskforce would be comprised of citizens, officials, employers, health care facilities, MPPDC, and Bay Transit.

Airports

The Middle Peninsula Region has no commercial airports. International airports are located in Richmond (within 35 miles) and Newport News/Williamsburg (within 60 miles). The Middle Peninsula Regional Airport is a general aviation airport with a 5,000-foot runway in neighboring King and Queen County near West Point.

Rail

Norfolk Southern Corporation operates rail freight service in the West Point area. Amtrak Passenger Service is available in Richmond and Williamsburg.

4.3.2 PUBLIC INFRASTRUCTURE: CHALLENGES AND OPPORTUNITIES

Public Utilities

Groundwater

Since groundwater is the primary source of drinking water for residents and the aquifers are typically shallow, there is greater potential for surface contamination from non-point sources such as stormwater runoff, underground storage tanks, septic systems, and lawn or agricultural products. Particularly in growing residential areas (i.e., Central Garage), reserve septic drain fields will be important safeguards for the future, as well as frequent water quality monitoring.

Because the region is designated as a Groundwater Management Area, large water users or suppliers (e.g., industry, county system, etc.) will need to obtain state permits for water supply. Permitting could be complicated and competitive among communities in the region. The Middle Peninsula Planning District Commission has an adopted Regional Water Supply Plan (2016) that needs to be updated. A surface water reservoir in King William County for regional use may be one alternative to meet future needs, although this option has had significant environmental and cultural challenges in the past.

Water and Wastewater Systems

Implementation of planned improvements to the Central Garage water and wastewater systems will be critical to the future growth and development of this part of King William County. This area has been targeted by the County for growth and should set the established standard for planned, smart growth. Success will require careful management of balanced land uses, quality development scenarios, and financial phasing of utility systems.

Alternative Energy

In 2020, as a means of addressing future energy needs and diminishing fossil fuels, Virginia adopted the Virginia Clean Energy Act that established new, renewable energy standards and production targets for utility power generation. The legislation also enabled energy credits and financial incentives for providers, host communities, and property owners/citizens. In King William County and across the Commonwealth, citizens continue to express concerns for utility scale solar farms (viewsheds, facility screening, long-term cleanup, waste and environmental impact, etc.).

In 2021, the County adopted new zoning provisions to address the siting of solar farms. The Middle Peninsula Planning District has been active in following and monitoring alternative energy challenges and opportunities in the region. As the alternative energy industry and providers continue to evolve, proactive planning will be required, as well as an established community evaluation process for reviewing proposed projects. One helpful resource for developing such a process is the *Large-Scale Solar Development: A Playbook for Southwest Virginia*, 2020, [<https://swvasolar.org/swva-solar-playbook-online/>] which provides an exemplary overview of the solar industry, legislation, challenges, revenue options, siting considerations, and steps to facilitate community decisions.

Solid Waste Management

The Central Garage convenience and recycling facility (operated by Virginia Peninsulas Public Service Authority) operates six days a week, 9AM-7PM, and accepts recyclable materials, including glass. It also serves as a transfer station for solid waste materials (e.g., brush, bulk items, batteries, scrap metal, appliances, tires, and oil). It is heavily used by many residents of the County, especially for certain solid waste items. The facility experiences frequent congestion and backup onto State Route 30, especially on weekends and the evenings. The facility warrants future improvements or relocation to accommodate public demand.

Communication Network (Internet / Broadband Fiber Connectivity)

Expansion of broadband in King William County to all homes and businesses continues to be a critical priority that is dependent on partners and multiple funding sources.

Transportation

There are no VDOT designated “Corridors of Statewide Significance” located in King William County. These are major multimodal transportation corridors established in the Commonwealth as primary regional connectors. Of the eleven corridors in Virginia, three are near King William County - the I-64 (East-West Corridor), I-95 (Washington to North Carolina Corridor), and U.S. 17 (Northern Neck Corridor). While these corridors are not within King William County, growth in the County does influence transportation activities in these corridors.

With the anticipated growth of Central Garage as a planned urban development area, multi-modal transportation opportunities should be considered and included in future development scenarios. Transportation options should include pedestrian crosswalks, sidewalk connections, bicycle accommodations, and public transportation. In addition, designated bicycle corridors along U.S. Route 360 and State Route 30 would be valuable multi-modal accommodations.

In addition, with the continued growth of the County, the future maintenance and improvement of the County’s secondary road system (collectors and local roads) will be challenging given limited, competitive state funding for rural transportation projects. County officials must be diligent monitors and advocates for maintaining the improving important secondary road corridors. Serious attention must be given to proactive planning at the earliest stages (i.e., six-year transportation plan, frequent coordination with VDOT resident engineer, etc.).

**Potential Action Project
Evaluation Process for Large Scale Solar**

Adopting an established process for considering large scale solar projects could facilitate decisions on alternative energy proposals. Such a procedure manual could provide important background information, share County priorities (vision, goals), identify siting considerations, and set forth a public communication strategy.

For guidance, see the following link:
<https://swvasolar.org/swva-solar-playbook-online/>.

**Potential Action Project
U.S Route 360 Corridor Improvements**

As Central Garage continues to grow, careful management of access points and aesthetic character of the Route 360 corridor will be important. This principal arterial is the primary gateway into King William County and deserves special attention and planning. VDOT will be reviewing access management soon. It is very timely to coordinate the development concepts discussed in this plan for Gateways and Corridors and Central Garage.

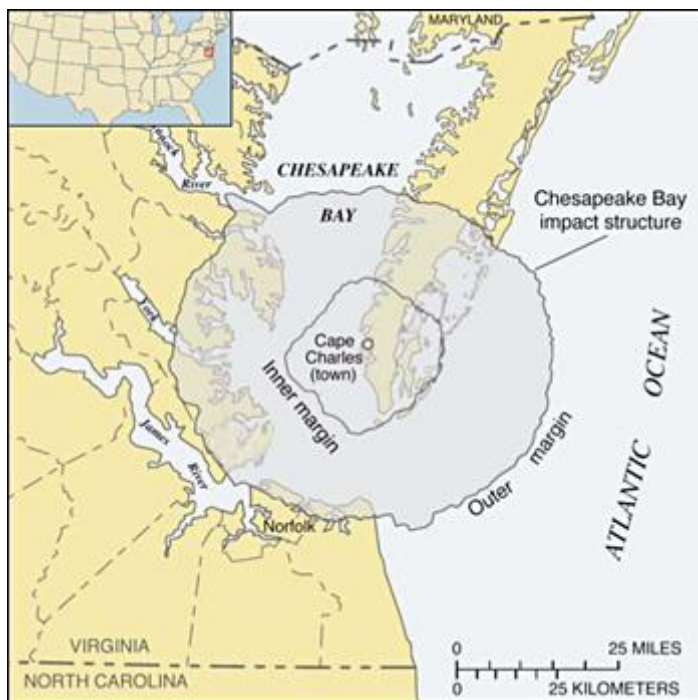
4.4 NATURAL AND HISTORIC RESOURCES

Because of its location in the Chesapeake Bay Region and its early settlement, King William County is rich in both natural and historic resources. These special assets contribute to the scenic and cultural character of the County and are cherished by residents and visitors.

4.4.1 NATURAL ENVIRONMENT: EXISTING CONDITIONS

Natural Features

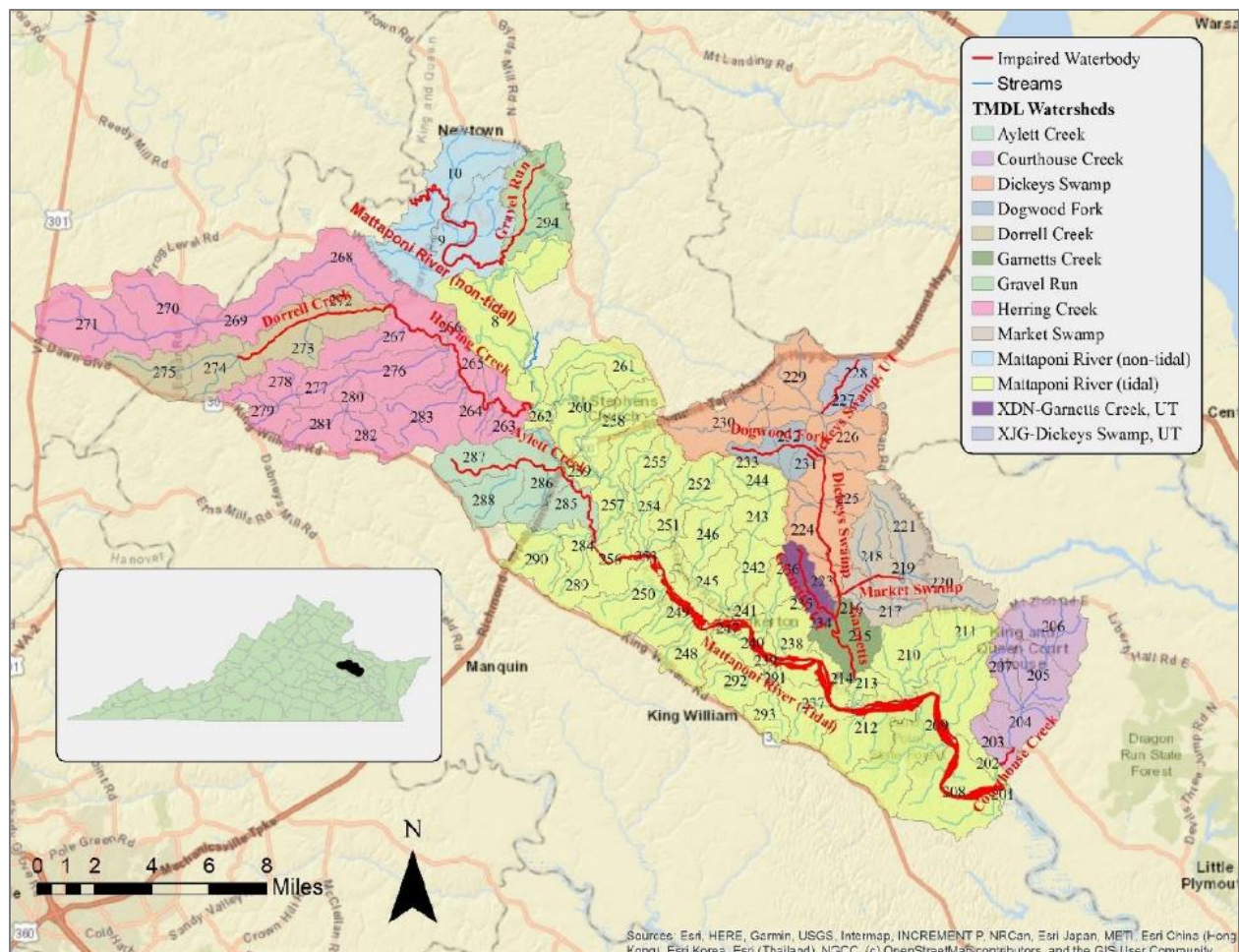
The natural features of eastern Virginia have a unique and ancient history. Over 35 million years ago, it is believed that a meteor collided with the earth and formed a massive crater in what is now eastern Virginia. When early glaciers began to melt, the depression became river valleys flowing toward the coast, eventually forming the Chesapeake Bay. The Rappahannock, the York and the James Rivers flow together to form the southern basin of the Chesapeake Bay. The landscape of King William County is segmented with streams and substantial wetland areas reflective of this early geology that today influences groundwater, soils, minerals, and vegetation.



Graphic showing Impact of Chesapeake Bay Crater.
Chesapeake Quarterly, Vol. 10, No. 1, April 2011.

Water Bodies and Water Quality

King William County is bounded by the Pamunkey and the Mattaponi Rivers which converge to form the York River at West Point. The two rivers are tidal to just a few miles above U.S. Route 360. A 2020 water quality report by the Virginia Department of Environmental Quality lists many of the streams and rivers in King William County as “impaired” with respect to targeted Total Maximum Daily Loads (TMDL) water quality standards for bacteria. Impaired waters include the Mattaponi River (tidal and non-tidal portions), Dorrell Creek, Herring Creek, Aylett Creek, Gravel Run, Garnetts Creek, Dogwood Fork, Dickey’s Swamp, Market Swamp, and Courthouse Creek. (See map that follows.) Another report by the Virginia Institute of Marine Science, Water Quality within the York Estuary (2006), advises that excess loading of sediment and nutrients is a persistent and widespread problem in the estuary and that toxic chemical contamination (e.g., mercury and PCBs) has been reported in the Mattaponi and Pamunkey Rivers, resulting in fish consumption advisories (consistent with 2021 data, Virginia Department of Health).



Impaired Waterbodies (red) in TMDL Watersheds. Mattaponi Bacteria TMDL Report, VDEQ, 2020.

Natural Conservation Lands

Many areas of the County are managed conservation lands or under conservation easements held by private, state, and non-profit organizations. A map of these conservation lands is shown on the following page. They represent approximately 25,500 acres of land area in the County (based on GIS data from Virginia Department of Conservation and Recreation, 2021).

Zoar and Sandy Point State Forests represent approximately 2,400 acres of managed conservation lands in King William County. The Zoar State Forest (approximately 378 acres) includes pine and hardwood timber on upland soils and offers public access to nature trails, canoe launch, large pond on Herring Creek, and water access to the Mattaponi River. The Sandy Point State Forest occupies approximately 2,045 acres and includes forest, marsh, and swamp lands on the Mattaponi River. Recreational opportunities include hiking (11.5 miles of forest roads), biking, horseback riding, fishing, and non-motorized boating. Some hunting is permitted by permit.

Insert map of Lands under Conservation or Easements
Lands under Conservation or Easements

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Sweet Hall Marsh (approximately 870 acres) is a fresh-water mixed vegetation marsh on the Pamunkey River that is owned by the Tacoma Hunting and Fishing Club and managed by the Virginia Institute of Marine Science as the “Sweet Hall National Estuarine Research Reserve”. The reserve is representative of coastal habitats consisting of emergent vegetation, fresh and low salinity marsh, seasonally flooded forested wetlands, and scrub-shrub wetlands. Several rare plant and animal species have been identified in the reserve. Sweet Hall Marsh is part of the Chesapeake Bay National Estuarine Research Reserves System established by the Federal Coastal Zone Management Act as a cooperative venture to establish a network of natural field laboratories for research and education (ecology, vegetation, fauna, geology, water quality, etc.).

Chesapeake Bay Preservation Areas

The Chesapeake Bay Preservation Act (1988, Code of Virginia, Article 2.5) established a program across the Commonwealth of Virginia for protecting the water quality of the Chesapeake Bay and its tributaries. Managed by the Virginia Department of Environmental Quality, State Water Control Board, the program requires localities to incorporate general water quality protection measures into their comprehensive plans and development ordinances for the purposes of managing land use and development in ecologically sensitive areas. Specifically, the act requires communities to designate two specific areas for protection and land management controls:

- Resource Protection Areas – These areas “consist of lands adjacent to water bodies with perennial flow that have an intrinsic water quality value due to the ecological and biological processes they perform or are sensitive to impacts which may cause significant degradation to the quality of state waters.” These areas are important because of their ability to remove/remediate pollutants from runoff entering the watershed. Typically, these areas include tidal and non-tidal wetlands, tidal shores, and other lands within a 100-foot buffer area of any water body with perennial flow.
- Resource Management Areas – These areas “include land types that, if improperly used or developed, have a potential for causing significant water quality degradation or for diminishing the functional value of the Resource Protection Area.” These areas are important for managing water quality through responsible land use and development controls. Typically, these areas include floodplains, highly erodible soils, highly permeable soils, nontidal wetlands, and other lands necessary to protect water quality.

A map of the Chesapeake Bay Preservation Areas in King William County is on the following page. Because of the significant number of water bodies and streams present in King William County, all lands within the jurisdiction must be managed as a Resource Protection Area or a Resource Management Area. Consequently, every development activity is carefully reviewed for water quality impact. The County Zoning Code establishes development and performance criteria for land disturbance, vegetation, clearing/grading impervious surfaces, sewage disposal systems, stormwater management, and agricultural activities. Best management practices are encouraged.

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Insert Map of Chesapeake Bay Preservation Areas
Chesapeake Bay Preservation Areas

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Threatened or Endangered Species

As of 2021, the U.S. Fish and Wildlife Service lists nine threatened or endangered species as “known to or believed to occur” in King William County. These species are listed in the Table below. They are protected by the Endangered Species Act (1973) and projects facilitated by federal funding must comply with specified environmental impact analyses and conservation measures for protecting listed species and their critical habitat.

Threatened and Endangered Species in King William County, Virginia			
Group	Common Name	Scientific Name	ESA Listing Status
Clams	Yellow lance	<i>Elliptio lanceolata</i>	Threatened
Insects	Monarch butterfly	<i>Danaus plexippus</i>	Candidate
Mammals	Northern Long-Eared Bat	<i>Myotis septentrionalis</i>	Threatened
Flowering Plants	Sensitive joint vetch	<i>Aeschynomene virginica</i>	Threatened
Clams	Green floater	<i>Lasmigona subviridis</i>	Under Review
Flowering Plants	Small whorled pogonia	<i>Isotria medeoloides</i>	Threatened
Birds	Bald eagle	<i>Haliaeetus leucocephalus</i>	Recovery
Clams	Dwarf wedge mussel	<i>Alasmodonta heterodon</i>	Endangered
Fish	Atlantic Sturgeon	<i>Acipenser oxyrinchus</i>	Endangered
U.S. Fish and Wildlife Service, Environmental Conservation Online Service, Species County Report, 2021.			

Mineral Resources

The Virginia Department of Mines, Minerals and Energy (VDMME) manages mine operations, permits, and licenses in the Commonwealth. In King William County, industrially mined mineral resources include sand, gravel, and clay. In 2021, VDMME reported that approximately 2,500 acres of land are mined for ten active operations in King William County. One of the most unique mining operations in the County is Nestle-Purina, located in Fontainebleau Industrial Park, which excavates a specialty clay and processes it for cat litter.

Floodplains and Flood Hazard Zones

While the network of streams and wetlands is extensive in King William County, the significant flood hazard zones identified by the Federal Emergency Management Agency (FEMA) are primarily adjacent to the major creeks and rivers. These areas are designated generally as one of

the following: floodways (channel of river or watercourse), 100-year floodplains, and 500-year floodplains. “Flood Hazard Zones” are mapped regularly by FEMA and coordinated with the National Flood Insurance Program and the Risk Mapping Assessment and Planning Program to assist property owners and communities in minimizing flooding risks. In 2021, FEMA conducted a Flood Insurance Study for King William County and the Town of West Point and prepared updated maps for flood hazard areas. These maps should become effective in 2022 following public meetings. A map of the Flood Hazard Zones in King William County is on the next page.

Across Virginia, flooding in the past decade has been complicated by irregular storm events and duration, increased surface runoff, rising tides, and increasing storm surges. In 2018, in response to continued flooding damages, fluctuations in climate, and rising sea levels, Virginia officials developed a comprehensive *Virginia Coastal Resilience Master Plan* to provide a unified approach to coastal resilience planning and reduction of flood risks. King William County is within the eight districts participating in the plan. In 2020, the *Virginia Coastal Resilience Master Planning Framework* was released that establishes principles and strategies for coastal flood protection and adaptation. Key features of this framework include enhancing green infrastructure, understanding climate science and projected change, prioritizing critical infrastructure (built and natural), and coordination of local, state, and federal efforts. Four master planning areas were established – the Rural Coastal Virginia Region includes the Middle Peninsula Planning District Commission, the Northern Neck Planning District Commission, and the Accomack-Northampton Planning District Commission.

“With thousands of miles of coastal shoreline, Rural Coastal Virginia is uniquely vulnerable to coastal storms and riverine and coastal flooding associated with tides and extreme or prolonged precipitation, which are being exacerbated by climate change and sea level rise ... The region’s heavy reliance on septic systems for wastewater disposal presents both economic and public health challenges ... Nature-based approaches like strategic land conservation, wetland restoration, and living shorelines have greater potential to address water quality and to aid in water management solutions in Rural Coastal Virginia. ”

Virginia Coastal Resilience Master Planning Framework, October 2020

Insert Flood Hazard Zones Map
Flood Hazard Zones

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4.4.2 NATURAL ENVIRONMENT: CHALLENGES AND OPPORTUNITIES

The natural landscape and resources of King William County offer great opportunities for enhancing community livability and environmental quality in the future. The County is fortunate to have an extensive river system with valuable wetlands that benefit the community in diverse ways including environmental quality, scenic vistas, and recreational amenities. This “green infrastructure” of forests, wetlands, conservation lands, and agricultural fields provide a stable foundation for addressing environmental challenges (i.e., flooding, pollution, increasing development) and preserving the important rural character and quality of life so important to residents. Attentive management of these resources will be critical, especially when reviewing new development for compliance with zoning and subdivision regulations, Chesapeake Bay Preservation Areas, erosion and sediment control, and floodplain management regulations. Protection of the green infrastructure resources and preservation of significant lands for conservation should be a primary goal for updated public policies and development regulations and standards. Adoption of a green infrastructure plan and improved agricultural and forestal districts program would be positive, proactive steps.

Potential Action Project Agricultural and Forestal Districts

Virginia enables localities to adopt Agricultural and Forestal Districts to conserve, protect, and improve agricultural and forestal lands of local significance. (See Local Agricultural and Forestal Districts Act, Code Section 15.2-4400-4407.) These districts provide more conservation than agricultural land-use provisions typically adopted for tax purposes. A minimum of 20 acres is required, criteria for significance apply, and land must be committed to the district for eight years. An exemplary program exists in New Kent County.

Potential Action Project Green Infrastructure Master Plan

Development of a master plan for green infrastructure can assist King William County in inventorying important green assets, prioritizing natural resource lands for conservation, and guiding future investment and management of these areas.



Enhancing Sustainable Communities with Green Infrastructure, EPA, 2014.

4.4.3 CULTURAL AND HISTORIC RESOURCES: EXISTING CONDITIONS

The history of King William County is extensive, dating to early human settlement by Native Americans and to early colonial times relative to Virginia and the Nation. The cultural and historic resources make significant contributions to the identity of the County and provide a deep understanding of its early settlement that makes it such a special place today. The King William County Historical Society is very active in preservation, research, and education in the County and operate a museum in the historic King William Courthouse. In addition, the three Native American tribes operate cultural museums within their lands and host annual historical events.

The map on the following page shows historic properties listed on the National Register of Historic Places.

National Register and Virginia Register Properties

The Virginia Department of Historic Resources (VDHR) lists twenty properties in King William County that are on the Virginia Landmarks Register and/or the National Register of Historic Places. These properties are:

- Burlington – A 700-acre plantation on the Mattaponi River owned by the Gwathmey family. The Burlington lands were probably occupied by Mattaponi Indians. The property hosts a Classical Revival dwelling (1842), an early colonial frame wing, a boxwood garden, smokehouse, family cemetery, and early barn that once served as a church meeting house.



Burlington. VDHR.

- Chelsea – An early colonial plantation and house dating to 1709. The house is isolated in a setting on the Mattaponi River and exhibits outstanding colonial architecture and brickwork. The property also has several outbuildings.



Chelsea. VDHR.

Insert Map of Historic Resources
National Register Historic Resources

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- Chericoke – A mid-18th Century plantation on the Pamunkey River owned by the Braxton family. The existing house on the property dates to 1828.



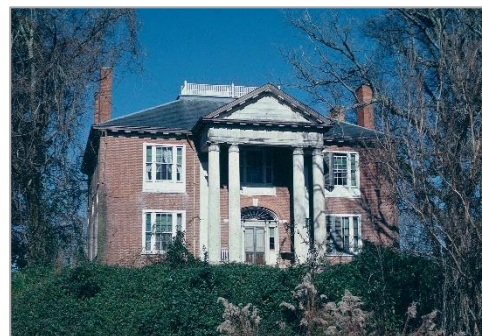
Chericoke. VDHR.

- Elsing Green – This impressive Tidewater Virginia plantation on the Pamunkey River dates to the late 17th Century. Circa 1690, Colonel John West built a small brick lodge. Circa 1715, Colonel William Dandridge built the larger U-shaped manor house. In 1753, the property was purchased by Carter Braxton, a signer of the Declaration of Independence. An early 19th Century fire destroyed most of the interior. It was rebuilt in the 1930s. The property is designated also as a National Historic Landmark and contains approximately 2,500 acres of farmland, forest, and marshland which are under protective easements.



Elsing Green. VDHR.

- Horn Quarter – This Federal period residence was built circa 1830 for George Taylor. The mansion has architectural detailing ties to other Federal style residences in the region. It hosts a spiral stair that ascends from the basement to the attic.



Horn Quarter. VDHR.

- King William County Courthouse – This building is one of eleven colonial court buildings in Virginia. Dating to circa 1725, it is regarded as the nation’s oldest courthouse in continuous use. The arcaded front is a signature architectural feature. The courthouse grounds are surrounded by a 19th Century brick wall.



King William Courthouse. VDHR.

- King William Training School – This circa 1925 school was built for African Americans assisted by the Julius Rosenwald Fund. Reverend Samuel B. Holmes was the first principal. The school offered education for grades 1-9 until 1946 when it added grades 10-12. It closed in 1962. It is now used as a church recreation center for seniors.



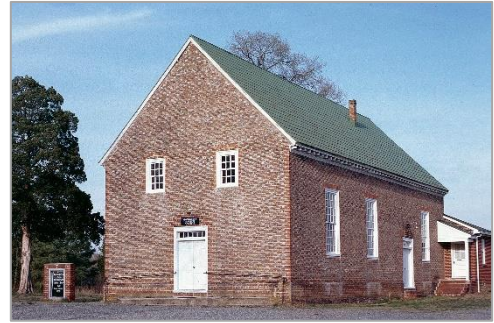
King William Training School. VDHR.

- Lanesville Christadelphian Church – This circa 1875 church is noted as a fine example of an early vernacular, rural church. It exhibits simple architectural features and large windows. It is associated with the Christadelphian sect associated with the teachings of Englishman Dr. John Thomas.



Lanesville Christadelphian Church. VDHR.

- Mangohick Church – This circa 1730 Anglican church takes its name from its location at the head of Mangohick Creek, a tributary of the Pamunkey River. The brick building was first affiliated with St. Margaret’s Parish, and later St. David’s Parish. Since the late 19th Century, it has been the home to an African American Baptist congregation.



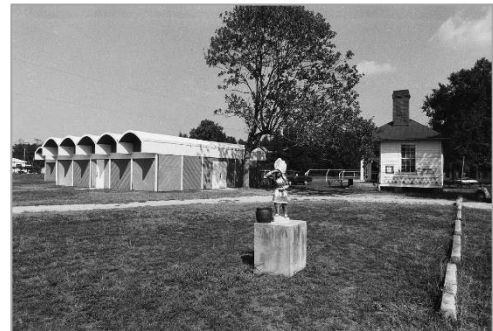
Mangohick Church. VDHR.

- Mount Columbia – This plantation and dwelling is located near Manquin. The Federal style dwelling was built in two stages, circa 1792 and circa 1835. It is affiliated with the Boshier family. It is thought that the architecture influenced the Virginia Executive Mansion.



Mount Columbia. VDHR.

- Pamunkey Indian Reservation Archaeological District – This archaeological district in King William County, Virginia, is a broad, geographically distinct peninsula which is nearly surrounded by the Pamunkey River. Archaeological sites representing at least 7,000 years of aboriginal occupation are present within the 1,700-acre tract which has been continuously occupied by the Pamunkey Indian tribe since the early seventeenth century.



Pamunkey Archaeological District. VDHR.

- Roseville – This plantation near Herring Creek has a remarkable complex of historic resources, including an 1807 main house, a 19th Century kitchen, school building, granary, office, 20th Century agricultural buildings, and two cemeteries. The main house was built by John Fox.



Roseville. VDHR.

- Seven Springs – This circa 1730 colonial residence on the Pamunkey River is an unusual example of Tidewater domestic architecture with its unique square, center chimney plan. It was built by the Dabney family.



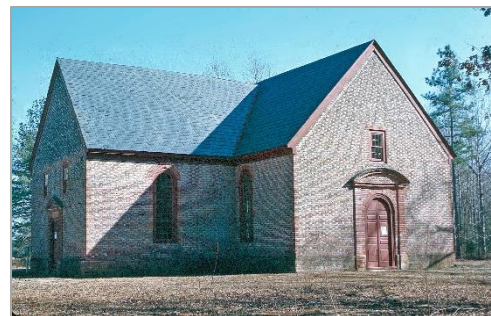
Seven Springs. VDHR.

- Sharon Indian School – This 1952 school building on State Route 30 served as a center of education for the Upper Mattaponi Tribe prior to integration of Virginia schools. This brick school replaced a 1919 one room frame building on the property built by the Adamstown Band, the archaeological remains of which are still evident on the site. Today, it is used as a tribal center for meetings, historical information, and cultural events.



Sharon Indian School. VDHR.

- St. John's Church – This circa 1734 brick Episcopal church was built for the St. John's Parish. It was enlarged to its present T-shape in 1765. It exhibits quality brickwork . in its wall surfaces and doorways, and it also retains a large amount of colonial woodwork in its interior galleries. Among its regular worshipers was Carter Braxton, a signer of the Declaration of Independence.



St. John's Church. VDHR.

- Sweet Hall – Located on the Pamunkey River overlooking broad stretches of marsh, this early 18th Century, brick manor house is a significant example of rare pre-Georgian architecture. The house has a cruck (curved) roof, only one of three found in America to date, and the only one in Virginia. Sweet Hall is affiliated with the early Claiborne and Ruffin families of Virginia.



Sweet Hall. VDHR.

- West Point Historic District – This historic district in the Town of West Point at the confluence of the Mattaponi and Pamunkey Rivers, recognizes the early growth of the town as a commercial port and resort destination in the late 1800s. The district includes late 19th and early 20th Century buildings within an established street grid pattern along Main Street.



West Point Historic District. VDHR.

- Windsor Shades (Waterville) – This circa 1750 colonial house and acreage on the Pamunkey River is representative of a Tidewater planter's house. It has few alterations and is well-known for its massive brick chimneys. The property was the site of Ruffin's Ferry that was heavily used in the 18th Century. It is affiliated with the early Ruffin and Chamberlayne families.



Windsor Shades. VDHR.

- Wyoming – This wooden frame, Georgian farm house was built circa 1800 for the Hoomes family. Located near the Pamunkey River, the house is representative of the extensive rebuilding of rural Virginia after the Revolutionary War.



Wyoming. VDHR.

- Zoar – This 308-acre farmstead is located near the community of Aylett. The property includes a 1901 Queen Anne style dwelling and five agricultural outbuildings dating to the 19th Century. The house was built by Edward Pollard. It is now part of the Zoar National Forest.



Zoar. VDHR.

Local Historic Districts

King William County has adopted historic preservation regulations as part of the County zoning ordinance and appointed a five-member Historic Preservation and Architectural Board to review exterior new construction, alterations, additions, restoration, moving, or demolition of properties that have been designated as a local “historic preservation overlay district.” These districts include the historic property and may include surrounding properties of significance. In 2021, seven districts are under the purview of the Historic Preservation and Architectural Board. These historic preservation overlay districts are shown on the map on the following page and include the following:

- Chelsea Plantation Historic District
- Elsing Green Plantation Historic District
- King William Courthouse Historic District
- Mangohick Church Historic District
- Seven Springs Historic District
- St. John’s Church Historic District
- Sweet Hall Plantation Historic District

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Insert Map of Local Historic Districts
Local Historic Preservation Overlay Districts

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Potentially Eligible National Register Properties

In 2014, an Architectural Survey of King William County was completed in conjunction with the Virginia Department of Historic Resources. The study surveyed 125 resources throughout the County at a reconnaissance level that included domestic and commercial resources, as well as schools, churches, and cemeteries. Of the 125 resources, 43 were newly recorded and 82 had been previously recorded. The survey found that thirteen of the previously recorded resources had been demolished. Most of the recorded resources were not considered to be eligible for listing on the National Register of Historic Places either because they did not meet the specific historic criteria, the resources were common for their time period, or they had been significantly altered.

The survey found the following properties to be potentially eligible for the National Register of Historic Places. These resources include:

- Bear Garden – Y Canal Road, circa 1725
- Dunluce – Dunluce Road, circa 1830
- Edge Hill – Dorrell Road, circa 1770
- Fox House/Evergreen Farm – Mangohick, circa 1830
- Millwood – Millwood Road, circa 1850
- Pleasant Green – Pleasant Green Lane, circa 1760
- Retreat – Herring Creek Road, circa 1808
- Warsaw – Upshaw Road, circa 1800
- Woodlawn – Smokey Road, circa 1830
- Beulahville School – Dorrell Road, circa 1920
- Fire Tower - King William Road, circa 1935
- Seven late 19th and early 20th Century country stores - Jill Hall's Store, West River Road Store, Martins Store, Central Garage Store, King William Road Store, Triple D Tack & Feed, and West River Road Store c.1890; more intensive survey needed.
- Native American Resources:
 - Allmond House – Mattaponi Reservation, circa 1880
 - Chief Curtis House – Mattaponi Reservation, 1946
 - Chief O. T. Custalow House – Mattaponi Reservation, circa 1900
 - Mattaponi Indian Baptist Church and Cemetery – Mattaponi Reservation, circa 1932
 - Mattaponi Indian School – Mattaponi Reservation, 1929
 - Pamunkey Indian School – Pamunkey Reservation, 1906
 - Chief Cook House – Pamunkey Reservation, 1932

4.4.4 CULTURAL AND HISTORIC RESOURCES: CHALLENGES AND OPPORTUNITIES

Clearly, King William County has an extensive cultural and architectural heritage worthy of preservation and protection. Of the twenty properties listed on the National Register of Historic Places, only seven are included in the Historic Preservation Overlay District which provides local preservation board oversight with respect to exterior construction, alterations, and demolition. Inclusion on the National Register of Historic Places is a significant and honorary designation that provides economic opportunities via historic tax credits. While inclusion in a local historic district (through zoning) is sometimes more controversial from a property rights perspective, it is well documented that such inclusion at the local level has a greater ability to protect historic properties, preserve structures and landscapes, and increase overall property values. Many communities encourage participation in local historic district overlays through financial incentives such as property tax abatement programs for rehabilitation/restoration, grants or low interest loans for exterior improvements (i.e., storefronts in business areas), and architectural design assistance programs.

Potential Action Project

Historic Preservation Overlay Districts

King William County would benefit greatly from adding more historic preservation overlay districts. Given the significance of the historic resources in the County, more properties should be protected by local historic zoning tools. This has both preservation and economic benefits for the County and for property owners. Developing a careful strategy for public discussion and considering incentives for private property owner participation would greatly elevate preservation efforts and create positive opportunities for celebrating and protecting additional historic and cultural resources.

The Historic Resources Survey completed in 2014 identified over twenty-five additional properties that may be potentially eligible for the National Register of Historic Places. Many of these properties could benefit from improvements partially funded through historic rehabilitation tax credits, if successfully listed. A property owner or investor group can qualify for a 20% Federal tax credit (must be income producing property) and 25% Virginia tax credit (can be income producing or residential property) for eligible rehabilitation work expenses consistent with the Secretary of the Interior's Standards for the Treatment of Historic Properties (National Park Service). Many communities advocate these programs through educational channels and local preservation boards and civic groups. Posting FAQs and linking relevant information on the County webpage (e.g., Historic Preservation and Architectural Review Board page) could be very helpful in reaching owners of historic properties.

4.5 LAND USE AND DEVELOPMENT

King William County is one of the oldest counties in Virginia, yet it is still relatively rural with respect to settlement and developed lands. The natural resources of the area (forests, agricultural lands, and water) have been major influences on land use and development for centuries. Many large tracts of land have been maintained for generations by families for farms and silviculture. This has resulted in a unique rural character with sweeping landscapes of farmlands, forests, and water features that is cherished by residents and appreciated by visitors. Maintaining these special quality of life features, managing future development, providing important public services, and keeping public costs and taxes reasonable will be important factors for the future.

4.5.1 LAND USE AND DEVELOPMENT: EXISTING CONDITIONS

Existing Land Use

Much of King William County is covered in water, wetlands, forests, and agricultural lands. Developed areas represent only five percent of the County. Furthermore, approximately forty-eight percent of the land in the County is considered “prime farmland” because of the excellent soil qualities. A map of the Land Cover features in the County is shown on the following page. More detailed land cover information is shown in the table below.

Land Cover Type	Area (square miles)	% County Land Area
Forests	135	47 %
Wetlands/water	63	22 %
Cultivated Cropland	57.5	20 %
Pasture Land	16	6 %
Developed Land	13.5	5 %
Total	285	100 %
Source: U.S.G.S National Land Cover Dataset, 2019		

The limited public infrastructure (utilities, roads) has focused most development into the Town of West Point and in nodes along the U.S. Route 360 Corridor (Manquin, Central Garage, Aylett). This has successfully steered new business to the primary road corridor and most residential development to Central Garage versus throughout the rural County.

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Insert Land Cover Map
Land Cover

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Why Balance Residential and Business Development?

A balanced tax base with a good mixture of commercial, industrial, and residential uses is very important for community prosperity and economic vitality. In recent years with the expansion of the Richmond metropolitan area, residential growth has increased in King William County; however, commercial and industrial growth has been slow. It is well documented from many sources that residential housing development alone does not generate enough property tax revenue to sufficiently pay for the increased demand for public services such as schools, emergency services, public safety personnel, utilities, roads, etc. It is essential that business development and tax revenues offset community infrastructure and public facility costs. Without increased tax revenue generated from other sources (commercial businesses and industry), the burden for paying for increased governmental services (education, public safety, public utilities, roads, parks, health/wellness, etc.) will fall to homeowners. Focused business recruitment and carefully managed future land development are essential to keeping property taxes reasonable.

Targeted Growth Areas

“Smart Growth” is a term frequently used to describe planned land development in designated growth areas with available infrastructure (utilities, roads, public services) that can support increased service demands. When combined with a mixed land use structure (variety of residential types, businesses for shopping, employers, and recreational and social amenities), public services can be effectively managed, and communities can thrive.

In 2011, a cooperative planning study by the County and VDOT identified Central Garage as an “urban development area” for encouraging smart growth using relevant land planning and design principles. The important premise of mixed-use density in designated areas with supporting public infrastructure is key to preserving the rural character and charm of King William County. During the development of *Blueprint 2041*, the design team spent considerable effort identifying future land development scenarios for the U.S. Route 360 Gateway Corridor and the Central Garage Community as tools for guiding future growth. (See Development Concepts for Gateways and Corridors and Central Garage.) These scenarios focus on attractive, landscaped public spaces and corridors; connected residential, business, and recreational uses; controlled access, signage, and landscape buffers; and mixed land uses of sufficient density to conserve rural lands and scenery.

Land Development Management Tools

To effectively manage land development, communities use the adopted comprehensive plan as a guiding instrument for public policies and decisions and for updating regulatory tools such as zoning, subdivision, flood hazard management, and other ordinances. In Virginia, these regulatory tools must be consistent with state code provisions and enabling legislation. The Zoning and Subdivision Codes for King William County were updated in 2021 to reflect needed changes and address important community issues regarding subdivision of agricultural lands. The Table on the next page provides a brief overview of the recently combined Subdivision and Zoning Ordinance (Adopted September 2021).

As of 2021, approximately 92% of King William County is zoned Agricultural-Conservation District. Rural Residential and Suburban Residential Districts make up about 5% of developed land area in the northeastern areas of the County, near Mangohick and Central Garage. Business and Industrial Districts account for less than one percent occurring along the U.S. Route 360 Corridor near Manquin and Central Garage. Finally, the Town of West Point occupies about 2% of the remaining County (with a separate land zoning system).

Existing Land Use Type (by Zoning Category)	%
Agricultural-Conservation	92.3
Rural Residential	2.0
Suburban Residential	3.4
Business and Industry	0.7
Town of West Point	1.6
<i>Source: 2021 Zoning GIS Layer</i>	

Subdivision and Zoning Regulations Overview		
Primary Zoning Districts:		General Uses and Dimensional Regulations
Agricultural Conservation District	A-C	▪ Agriculture, forestry, residential (not major urban subdivisions) ▪ Min. Lot Area - 5 acres/3 acres family
Rural Residential District	R-R	▪ Low-density residential, recreation, agriculture (including rural cluster subdivisions) ▪ Generally, no central water systems ▪ Min. Lot Area - 3 acres
Suburban Residential District	R-1	▪ Higher-density residential, recreation, agriculture (including varied types of residential units) ▪ Min. Lot Area - 15,000-30,000 sf, depending on public water and sewer systems
Local Business District	B-1	▪ Retail shopping, personal services ▪ No Min. Lot Area, 100' Min. Frontage
General Business District	B-2	▪ Commercial, light industrial (no large warehouses or trucking) ▪ No Min. Lot Area, 100' Min. Frontage
Industrial District	I	▪ Manufacturing, fabricating, processing, wholesale distribution, warehousing ▪ No Min. Lot Area, 100' Min. Frontage
Special Purpose & Overlay Districts:		General Application and Standards
Planned Unit Development District	PUD	▪ Applied to planned developments using flexible design standards in areas designated for mixed land uses with available public infrastructure ▪ 15 acres min. ▪ Public water/sewer system or central system ▪ Established standards & characteristics
Historic Preservation District	HP	▪ Applied to areas or individual structures of historic, architectural, or cultural significance
Transportation Corridor District	TC	▪ Applied to areas for orderly development on primary highway frontages
Chesapeake Bay Preservation Areas	CBPA	▪ Applied to protect water quality in accordance with Chesapeake Bay Protection Act
Flood Hazard District	FH	▪ Floodplain uses and regulations per FEMA mapping
Subdivision Types:		General Information
Single-lot Subdivision		▪ One lot only
Minor Residential Subdivision		▪ 2-4 lots
Farmstead Subdivision		▪ Preservation rural farms, forests, and historic areas ▪ 2-7 lots, 15-acre min. lot size
Cluster Subdivision		▪ 70% area reserved for conservation ▪ Applies to 20 acres or more ▪ One lot per 5 acres, except with available public water/sewer and affordable housing options
Major Subdivision		▪ 5 or more lots

4.4.2 LAND USE AND DEVELOPMENT: CHALLENGES AND OPPORTUNITIES

Maintaining Rural Landscape Character

During development of Blueprint 2041, citizens emphasized the importance of maintaining the rural character of King William County. Rural character can mean many things to different people; however, rural character typically may include green spaces, scenic landscapes, forests, agricultural fields, water and wetland vistas, and historic sites. The challenge in preserving and maintaining rural character lies in a community's vision and the ability to focus growth (with density) in designated areas where there are supporting services and public infrastructure. Encouraging mixed-use residential and commercial growth in "planned villages" rather than enabling "residential sprawl" throughout the County conserves the rural landscape and has greater economic benefits for managing public services.

If one looks at the existing land development patterns in King William County, there are some general characteristics evident in existing development patterns that can be used to think about desirable future land development patterns for growth and conservation. The illustration to the right shows four general patterns of development in the County that can be described as "development character districts."



Identified Development Character Districts, King William County.

- **King's Forest** - The western district of the County contains many of the early settlement communities and exhibits upland topography with rural farms, forests, and scattered residential development. This district included Mangohick.
- **Crossing** - This central district of the County is bisected by the U.S. Route 360 corridor and contains Central Garage, the most developed area of the County, with business, industry, and more concentrated residential subdivisions. This district is flanked by Manquin and Aylett.
- **Legacy** - This long eastern district of the County contains many of the "legacy features" such as the three Native American tribal lands and King William Courthouse. The scenic landscapes consist of large expanses of flat, open fields surrounded by forests.
- **West Point** - The eastern tip of the County hosts the Town of West Point which has developed at the confluence of the two rivers as a center for commerce and living.

By considering these development characteristics and synthesizing other relevant factors that influence growth (e.g., utilities, transportation, land conservation, and centers for commerce and

living), guidance for future development becomes easier. For example, urbanizing development would be most applicable in the Crossing District and West Point, while rural conservation and preservation would be more of an emphasis in the Legacy District and King's Forest.

Future Land Use

The comprehensive plan serves a guide for future land development and growth. Typically, the plan includes a discussion of applicable land use types desired for the future and an accompanying map that depicts areas for development of those types of land uses. These elements become the foundation for updating land development regulations and for making decisions on public investments and land zoning changes.

Future Land Use Categories

The Future Land Use Categories recommended for 2041 are discussed in the table on the following pages. These general categories are intended to provide direction for managing land uses, identifying important development features, and defining development intensity.

Agriculture / Conservation		
Description Land Uses	Density/Intensity	Development Character
This land use category provides for large conservation areas and parcels used for agriculture and forestry with very low-density residential development. These are in rural areas without public infrastructure. Typical land uses may include commercial and private farms, agricultural/forestral districts, and low-density single-family homes (7 lots or less). Limited small crossroads commercial development may be included (by special permit) to serve the surrounding community (e.g., general store, farm stand, post office).	▪ Very large lots ▪ 5 acres + ▪ Family lots (3 acres +) ▪ Conservation subdivisions ▪ Farmstead subdivisions (15A lot, 10 lots or less)	▪ Limited or distant public services ▪ On site water and septic system ▪ Extended views of farms, forests, wetlands, undeveloped land ▪ Limited development; residential associated with primary land use, rather than residential subdivisions. ▪ Environmental conservation; features protected and managed by best practices.
Low-Density Rural Residential		
Description Land Uses	Density/Intensity	Development Character
This land use category provides for low-density residential development in rural areas not serviced by public utilities or central systems. Typical land uses may include single-family homes, manufactured homes, and accessory dwellings.	▪ Large lots ▪ 1+ acre typ., 30,000 sf minimum	▪ Limited or distant public services; On site water and septic system ▪ Residential development limited to single and minor subdivisions, farmstead subdivisions ▪ Environmental features protected and managed by best practices ▪ Conservation subdivisions that preserve environmental or agricultural features may be applicable in designated areas.
Medium-Density Residential		
Description Land Uses	Density/Intensity	Development Character
This land use category provides for low to medium-density residential development in designated growth areas with public utilities or central systems. Typical land uses may include single-family homes, accessory dwellings, two family homes, multi-family development (apartments and condominiums), and mixed residential and small business development within planned communities.	▪ Small to medium lots ▪ 15,000-30,000 sf typ. SF ▪ 2-4 dwelling units/acre SF ▪ 6-12 dwelling units/acre MF	▪ Planned residential and commerce centers with architectural and site development standards ▪ Available public utilities and services ▪ Connected roads, sidewalks, trails ▪ Attractive public spaces, greens ▪ Corridor and entrance landscaping ▪ Managed pavement, parking

Community Business		
Description Land Uses	Density/Intensity	Development Character
This land use category provides for small business development in key locations to serve the surrounding community. These areas could be crossroads locations or strategically located along a major highway. Typical land uses may include a grocery store, convenience store, gas station, or medical office. These businesses may be located in rural areas (by special permit).	- Small business lots - Buildings <5,000 sf	- Node development key crossroads on major roads and highways - Architectural features compatible with rural area - Managed, safe access - Managed signage, lighting, outside storage, parking
Corridor Business		
Description Land Uses	Density/Intensity	Development Character
This land use category provides for business development on major transportation corridors. Typical land uses may include grocery stores, lodging, convenience/gas stations, professional offices, restaurants, and other similar commercial uses that can be accommodated adjacent to primary highways. This category could include "big box" store with special provisions for site development.	Coordinated nodes of development along corridor, rather than in a long strip	- Landscaped corridors and entrances - Managed site development, signage, access, building features - Pedestrian circulation and connections to residential development
Corporate Business / Industrial		
Description Land Uses	Density/Intensity	Development Character
This land use category provides for large-scale business development, industry, or major facilities with many employees. Typical land uses may include corporate offices, warehousing and distribution facilities, processing, manufacturing and assembly operations, large utility facilities, and planned business and industrial parks. Industrial operations may be segregated depending on use type and compatibility with other adjacent uses.	Large areas designated for industry and corporate buildings	- Planned business park/campus development - Public utilities, roads, railroad or water access - Landscaped entrances, common green spaces - Screened operations areas, loading, employee parking, storage lots - Coordinated signage, lighting, access points - Business support services on site

Mixed Use - Planned Unit Development		
Description Land Uses	Density/Intensity	Development Character
This land use category provides for planned mixed-use developments that incorporate excellence in smart growth design principles and traditional neighborhood design in areas with supporting public infrastructure. Planned Unit Development can be a mixture of residential/commercial or a mixture of commercial/light industrial.	Flexible lot sizes	- Excellent architecture and site design features - Mixed use development (mixed complementary uses, not just one type of land use) - Public utilities and services - Environmental and conservation features - Designed as a unit and developed with phased implementation and bonding for compliance.
Growth Development Area		
Description Land Uses	Density/Intensity	Development Character
This land use category provides for planned urban development in areas with public infrastructure that can accommodate residential growth and commerce.	- Small to medium residential lots, 2-4 DU/A SF, 6-12 DU/A MF - Small to medium business lots - Coordinated, connected developments	- Smart growth design principles (density, greenspace, amenities, infrastructure, connectivity) - Connected development, including pedestrian - Attractive, landscaped public spaces - Mixed-uses (residential, business, public) - Public utilities and services - Village type development - Public services available

Future Land Use Map

The Future Land Use Map developed for Blueprint 2041 is shown on the following page. This map serves as a general reference for guiding future land development in King William County. Key features of the Future Land Use Map are:

- Agriculture Conservation is shown for most of the County. This emphasizes the agricultural, forestal, and conservation features that are important to the long-term vision of the County and protects significant green infrastructure, heritage sites, and environmental assets. Typical residential uses would include minor (less than 7 lots) and family subdivisions normally associated with the primary agriculture or forestry land use, as well as planned conservation subdivisions and Farmstead Subdivisions (up to 10 lots). Some Community Business land use types may be applicable at crossroads or on major roads.
- Designated Growth Area is established in Central Garage where there is public infrastructure and services. This area is envisioned to encourage development density (i.e., village) and

include a mixture of residential and commercial uses that are carefully planned, coordinated, and connected. Land use types within this growth area would include Medium Density Residential, Mixed Use Residential/Commercial, Corridor Business, and Planned Unit Development.

- Medium-Density Residential is shown adjacent to the growth area where there is existing platted development or where expansion of utilities may enable more dense development for planned, mixed-use communities to be considered in the future.
- Low Density Rural Residential is shown on the fringes of the designated growth area reflecting smaller residential subdivisions that are not typically linked to large agriculture or forestal tracts. These areas are small residential neighborhoods that may not have direct access to public utilities but need public services reasonably accessible.
- Mixed Use-Planned Unit Development is shown for certain areas within the Designated Growth Area to encourage a mixture of varied land uses (residential, recreational, and commercial that are carefully planned as a unit and implemented as a Planned Unit Development. Typically, these areas would be attractive, diverse, and pedestrian-connected communities with a broad mixture of appropriate and complementing residential, public, and small business services.
- Commercial Business is shown generally along the U.S. Route 360 corridor. This corridor should be carefully managed in terms of use and site development to preserve the scenic characteristics of the County. Landscaping, coordinated and controlled access points, and building design/placement should be addressed through the adopted Corridor Overlay District.
- Industrial is shown for areas designated for intense industrial or manufacturing uses. Corporate business may be included in this land use category, ideally with site development standards.
- Public Lands show major public buildings and properties, such as government facilities, schools, and utility facilities. This category also includes major State properties (e.g., Zoar and Sandy Point State Forest).

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Insert Future Land Use Maps (full County and Zoom Central Garage)

Future Land Use

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Land Development Management Tools

County officials updated the Zoning and Subdivision Ordinance in September 2021 after substantial discussion with stakeholder groups and the public through meetings and an online survey. During that discussion, stakeholders consistently shared their desire for maintaining the overall rural and agricultural character of King William County. In addition, they acknowledged a need for new business and industry to offset the tax base and assist with expanding public infrastructure and services. With respect to the updated ordinance and the direction established by this comprehensive plan, there are a few provisions that are worthy of continued discussion:

Zoning Districts and Special Development Regulations

- **Rural Residential District** – The intent of this district should be modified to reflect the future land use discussion in this comprehensive plan. Specifically, rural residential development should not include “major subdivisions” as these urbanizing residential areas are intended for inclusion in those areas with public infrastructure and services. Appropriately, “rural cluster subdivisions” that emphasize conservation of agricultural and forestal lands are included. However, another potential conflict is that the current district includes two-family, multi-family and townhouse developments by conditional use permit (these are urban type developments associated with public utilities).
- **Agricultural-Conservation District** – Per the written intent of the district, major subdivisions are not intended. The current code permits attached single-family dwellings and townhouses in Agricultural-Conservation District by conditional permit; both of these urban residential units typically need density and utilities.
- **Transportation Corridor Overlay District:** This district could include a reference to an adopted set of design guidelines that supplement the regulations and assist County officials and property owners in understanding and applying the standards. A simple, visual guide could greatly benefit applicants and property owners and help the Zoning Administrator to explain requirements.
- **Planned Unit Development** – This special development district contains many descriptive requirements, including good criteria for mixed-use, connectivity, and greenspace. The addition of some land use type percentages and timeline standards for development of business uses would be advantageous to ensure the appropriate mix of development in a timely fashion. Perhaps a bond could be included to ensure that the proposed commercial piece(s) are implemented. In addition, a user-friendly guide that explains process, desired design elements, etc. would be beneficial to developers, citizens, and County officials.
- **Solar Facilities** – Utility scale solar facilities are only permitted in Agriculture-Conservation District by conditional use permit. Much of this district is in prime agricultural land. When considering an application, there should be considerable evaluation given to protecting these important soils for the future. By developing a structured process for evaluating solar facilities that is in a user-friendly format, the County can be proactive in sharing information with developers, citizens, and among decision-makers.

Subdivisions

- **Farmstead Subdivisions** – This is a new provision of the consolidated code intended to encourage small farms in agricultural areas by allowing subdivision of land for up to seven lots to be used as small farms of 15-acres or more. While this provision may be applicable to properties in the Rural Residential District, it is not consistent with the written intent of the Agricultural-Conservation District which encourages family or minor subdivision of property. At a minimum, this new type of subdivision should be treated as a major subdivision in terms of review oversight by county planners.
- **Cluster Subdivisions** –The State of Virginia enables communities to adopt “clustering” provisions for the purposes of reducing suburban sprawl, preserving open space, and conserving environmental features. While communities have embraced this concept, many have not successfully achieved the legitimate goal of conservation.

Conservation subdivision design should be applied to appropriate sites (i.e., those with qualifying criteria). The first step in truly implementing “conservation by design” is to identify and map green infrastructure (wetlands, prime agricultural land, historic sites, important natural features, etc.). Typically, this information is incorporated into the comprehensive plan and followed by updated zoning and subdivision regulations that guide development in sensitive land areas. In other words, conservation should be the guiding design premise for determining where development can best be accommodated; it is not just a matter of clustering lots to reduce development costs and increase visible open space.

The 2021 update of the Zoning and Subdivision Code clarified the definitions of a cluster subdivision and a conservation area. In addition, it defined what is a “developable area” (removing inundated lands from the calculations). While the section does discuss development standards that apply and requires 70% of the area to be conserved, the subdivision code does not identify a reasonable “site analysis” in the submittal requirements which is key to identifying and ensuring that important conservation features are protected. For example, an applicant should identify sensitive environmental areas or features to be conserved (mapping) and then identify remaining areas that can/should be developed (at the density permitted). Obviously, detailed studies of critical habitats for endangered species cannot be expected, but basic information on environmental features and proposed suitable development areas should be included in a submittal and are reasonable to request.

Potential Action Project

Managing Development - FLU Map and Land Development Tools

The Future Land Use Map and the recommended land development strategies discussed in this section are especially important for managing future growth and achieving the desired development patterns in King William County. Guiding development and conservation in designated areas is essential to maintaining the rural character cherished by citizens. Encouraging a balanced land use tax base is also critical to the quality of life and continued prosperity of the County.

V. IMPLEMENTING BLUEPRINT 2041: ACHIEVING THE VISION

This section provides an overview of recommendations, strategies, and potential action projects to engage public and private partners in implementing Blueprint 2041. There must be many partners committed to working toward future goals. These include both public and private interests. Local government does not have the financial resources or the staffing to take on all of the issues and challenges discussed in this plan; regional partnerships and leadership are essential. King William County Officials can guide public investment and land development decisions, but developers, citizens, and private interests must assist in furthering the strategies identified herein. Collaboration with the Town of West Point, the Middle Peninsula Planning District, and multiple State agencies will be essential in moving the plan forward.

5.1 OPPORTUNITY ACTION PROJECTS

In developing Blueprint 2041, there were many potential projects identified to move King William County toward achieving the future vision and goals for positive growth and development. These projects can jump-start implementation and engage important partners. They are identified and discussed in this plan as “potential action projects.” Some of the key initiatives are reflected in the map on the following page for quick reference and summarized in the following paragraphs.

- **Central Garage** - Central Garage is positioned as a major center for business and development along the Route 360 Corridor. This area is identified for continued growth for business and residential uses. The intersection of Route 360 and Route 30 is critical in setting the standard for and guiding future development. Improvements for utilities, transportation and mixed land uses must be carefully planned to achieve the desired development mix and building patterns. The first steps in modernizing infrastructure have started (water, broadband).
- **U.S. Route 360 Corridor Improvements** - Gateway corridors into the County are important. They provide a sense of community identity and create lasting impressions for residents, visitors, and businesses. Routes 360 and 30 are primary entrances into King William County that deserve careful management of entrances, business areas, and corridor clutter. Careful attention should be given to landscaping, attractive signage, and maintaining scenic views.
- **King William Courthouse Village** - Historic King William Courthouse has been a center for social and governmental activity since the construction of the first building in 1725. While the Courthouse Village today still provides significant governmental functions in a central County location, the village lacks important support businesses and services. A new business village between the two governmental complexes can greatly benefit the area and provide County residents and employees with additional business, housing, and social experiences.

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- **Business Park / Industrial Development** - Attractive, well-planned business parks mean economic vitality and employment. They provide first and lasting impressions for new businesses and customers. Creating an attractive and productive business environment requires early site planning and adopted development and architectural standards. Corridor approaches, front yard views, and a diverse business mix are key elements. Commerce Park is shown as an example for improvements.
 - **Recreation** - King William County has outstanding natural environments, water resources, agricultural landscapes, and opportunities for increased outdoor recreation. Shared green space, waterways, and recreational areas improve the quality of life and enhance economic investment. Expanded facilities at the King William County Recreation Park and improved water access points along the rivers are key elements for enhancing outdoor recreation for residents and visitors.
 - **Green Infrastructure and Rural Character Preservation** – Conservation and creative land use planning in rural areas in King William County are essential to preserving its celebrated natural landscapes. Environmental features like wetlands, riparian buffers, wildlife habitats, agricultural fields, and forests contribute to the overall quality of life and the local economy. Development of a Green Infrastructure Plan for King William County would provide better insight into key land conservation areas and identify preferred approaches for land conservation and for alternative development scenarios (like the Agricultural Conservation Subdivision discussed herein).

Insert Opportunity Action Projects Map

Potential Development Opportunities

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5.2 IMPLEMENTATION MATRIX

An implementation matrix, attached as Appendix B, provides recommended public policies and strategies to further the implementation of Blueprint 2041. The matrix is intended to be used as a guide and management tool to help monitor and implement the long-term goals for the County. The matrix is not a public directive; it is a tool for developing and updating annual work programs. Timeframes are suggested, but are meant to be flexible depending on priorities, available funding, and leadership from both the public and private sectors. Successful implementation of this plan and potential action projects will require multiple partners, collaborative discussion, and participative resources.