



Community Participation Team

October 17, 2022

Organizational Items



- Introduction: Jo Ann Hunter (Senior Director of Comm. Dev.)
- Appointment of Chair/Vice Chair
- Approval of Minutes: August 30, 2022

Public Engagement: Main Themes



Community Values

- Preserve rural character
- Manage growth
- Provide quality + diverse housing options

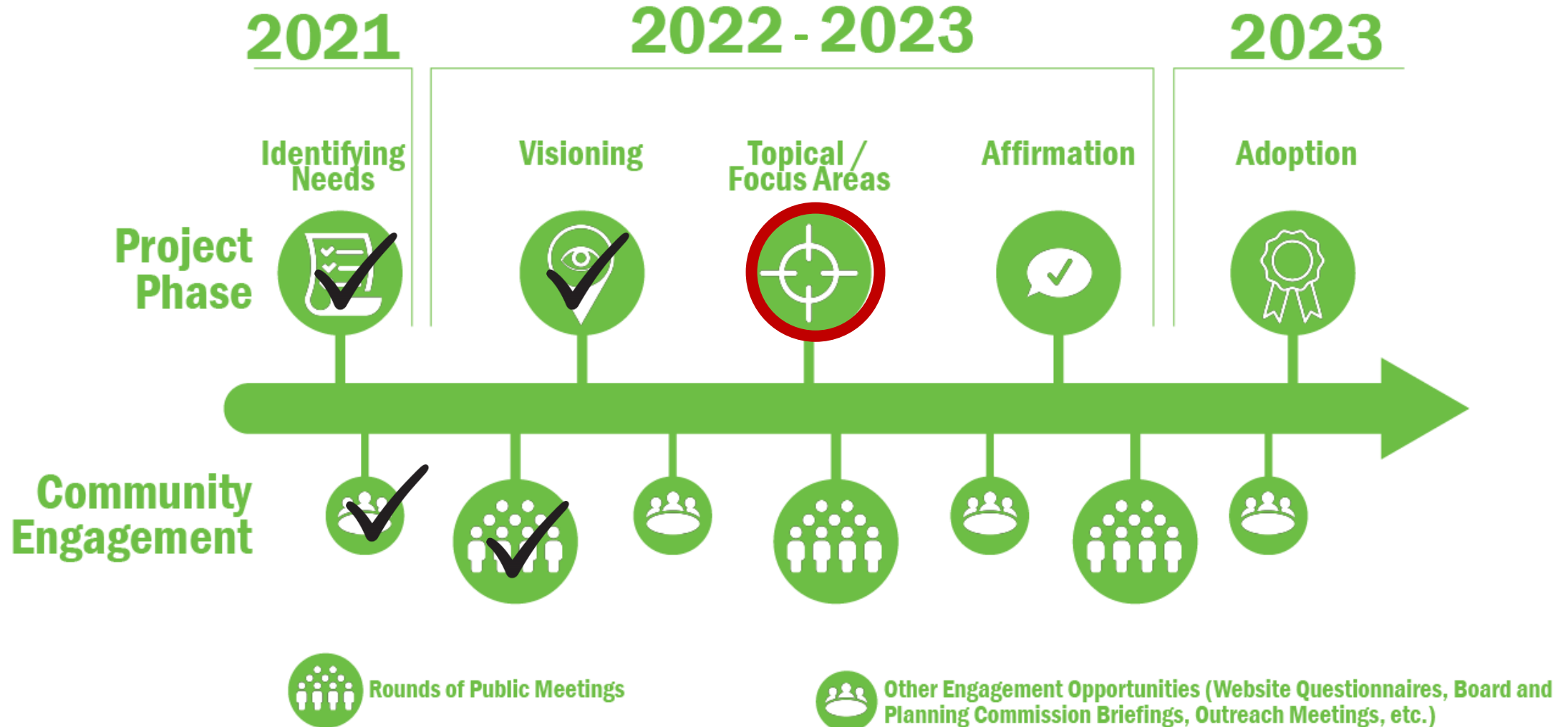
Community Infrastructure + Services

- Maintain + enhance the transportation network (including walking/biking)
- Maintain good schools
- Provide more parks
- Expand broadband access

Community Character

- Create vibrant places that reflect County's rural character
- Provide transitions between uses + place types
- Protect/enhance rural villages + crossroads
- Create well-planned neighborhoods
- Accommodate high-quality business areas near interstates + major corridors

Update Process



Current Focus Areas



Land Use



Economic Development



Historic Resources



Land Use



- Existing Comprehensive Plan is "**Use-Based Focus**"
 - Provides Guidance on Use + Location
- Goal of Updated Plan is to be "**Design-Based Focus**"
 - Provide Guidance on Use + Location AND on:
 - Transition between Uses (Landscaping/Buffers, Uses, Building Size)
 - Buffering along Major Thoroughfares
 - Pedestrian/Bicycle Infrastructure
 - Access + Circulation

Template for Land Use Designations

Description
(including general location)

Appropriate Uses

Project Framework
(Densities, Mix of Uses, Open Space)

Transitions
(Design Treatments to Minimize Negative Impacts between Use Types)

Transportation
(Access, Circulation, Pedestrian/Bicycle Infrastructure)

Destination Commerce

Areas designated Destination Commerce are intended to accommodate commercial uses that attract clients and customers from throughout the region and state. These businesses typically rely on interstate visibility and access.

Projects are anchored by a major destination or attraction. Accessory uses that complement these major destinations include restaurants, hotels, boutique retail, and convenience stores, which serve as an amenity for those visiting nearby attractions.

Since these areas attract tourists and are located at major gateways to the County, projects should incorporate high-quality architecture, exterior lighting, signage, landscaping, and site design that reflect the character of the area and create a favorable impression for visitors.

APPROPRIATE USES

- Destination Retail
- Destination Indoor and Outdoor Recreation Facilities
- Conference Centers
- Hotels and Lodging
- Restaurants
- Gas Stations
- Convenience Stores

APPROPRIATE ZONING DISTRICTS

- B-1 (Neighborhood Business)
- B-2 (Community Business)
- B-3 (General Business)

DEVELOPMENT DESIGN

Project Framework

- **Project Size:** 50 acres (Infill development and redevelopment sites may be smaller)
- **Residential Densities:** No Residential Uses Recommended
- **Mix of Uses:** Commercial Uses: 100%
- **Open Space:** Provide at least 10% of the project area as open space, with a mix of active and passive recreational amenities.
- **Utilities and Infrastructure:** Connect to public water and sewer. Screen stormwater management facilities or design them as an amenity (including landscaping, paths, benches, and/or similar features).

Transitions

- **Adjacent to Lower-Intensity Uses:** Locate lower-intensity uses along the perimeter of the project adjacent to residential uses (existing or planned). Provide landscaped buffers adjacent to existing low-density residential development and agricultural uses with a recommended width of 75 feet. Locate taller buildings in the project interior, with shorter, smaller-scale buildings along the perimeter of the project. Locate loading areas, dumpsters, and other service areas away from adjacent residential uses (existing or planned).
- **Adjacent to Higher-Intensity Uses:** Provide landscaped buffers adjacent to existing heavy industrial uses where no buffers exist to reduce visual impacts of those uses.

Transportation

- **Access and Circulation:** Provide an interconnected street network that minimizes access to major thoroughfares. Provide stub roads to adjacent properties when appropriate and extend existing stub roads to improve transportation circulation and reduce traffic on main roads.
- **Active Transportation:** Provide sidewalks and other pedestrian/bicycle infrastructure within the development and along the adjacent street frontage. Provide direct pedestrian and bicycle connections to regional trail networks, public facilities, and existing pedestrian/bicycle infrastructure that are immediately adjacent to the project.

Community Character

- **Landscaping and Buffers:** Provide coordinated landscaping throughout the development to create a park-like environment. Provide landscaped buffers along major thoroughfares (enhanced buffers and greater setbacks along scenic roads). Preserve existing vegetation where possible.
- **Building Design:** Provide coordinated architecture throughout the project with buildings that incorporate high-quality materials (such as brick, stone, stucco, fiber-cement siding, and architectural block), façade articulation, and varied roof lines. Avoid long, monotonous facades. Windows, wall offsets, awnings, and other architectural features should be used to visually break long facades.
- **Signage:** Provide cohesive signage throughout the project (monument signs preferred).
- **Parking and Loading:** Locate parking and loading areas to the side or rear of buildings to the greatest extent practicable. If located in the front, provide additional landscaping between the roadway and parking lots. Use landscaped islands and other features to divide parking areas into smaller bays.

EXAMPLE LAYOUT



Appropriate Zoning Districts

Community Character
(Landscaping, Building Design, Signage, Parking)

Example Conceptual Layouts + Photos

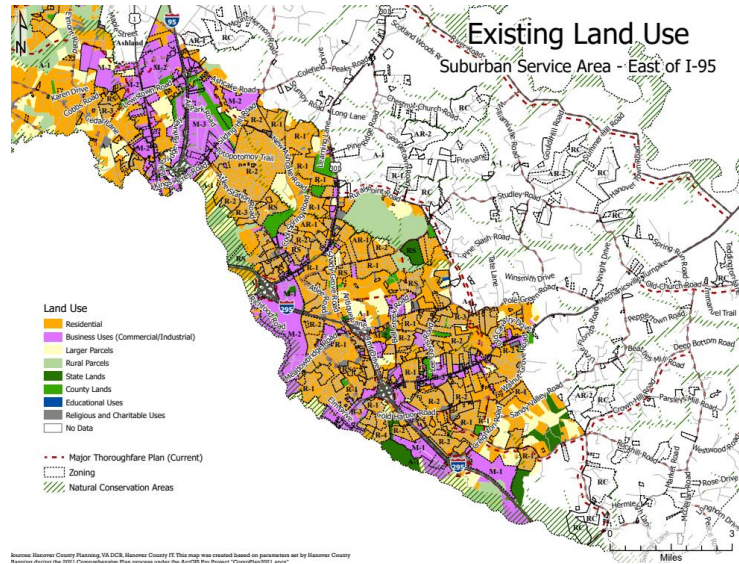
General Land Use Plan



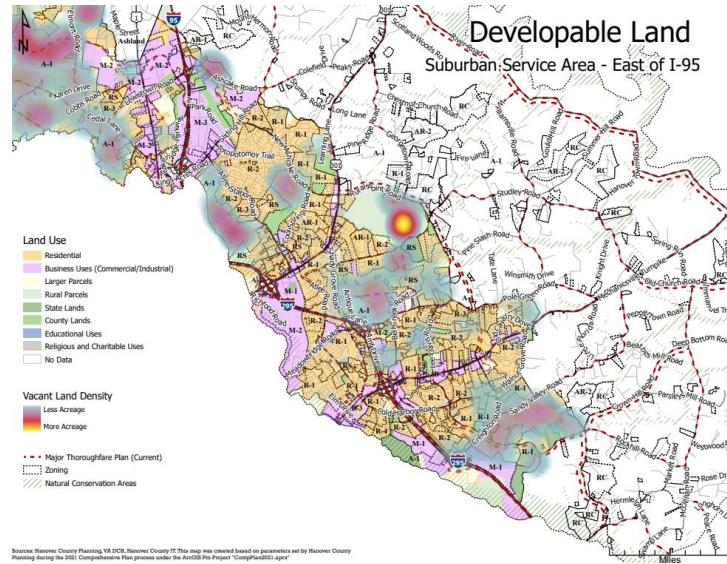
Identifying Possible Changes to the General Land Use Plan Using:

- Feedback from Land Use Visioning Workshops
- Feedback from Staff Experts Regarding Infrastructure, Capacity, and Econ. Dev.
- Lessons Learned from Zoning Cases
- Maps Indicating Zoning, Existing Land Uses, Vacant Parcels, Historic Resources
- Feedback from the Community Participation Team

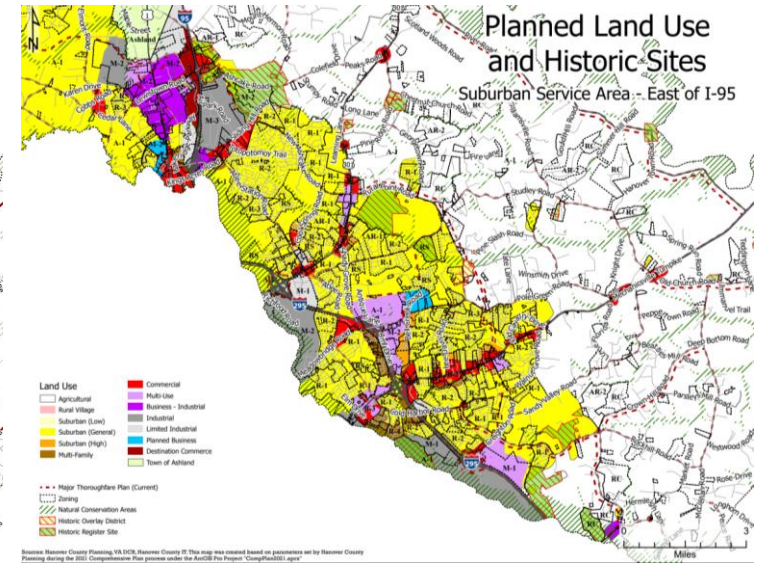
Maps



Existing Land Uses



Vacant Land



Historic Resources

Economic Development



Review Existing
EDZs

Potential to
Identify New
Areas for EDZs

Discussion with
Subcommittee
of EDA

Present to
Full EDA

Collaboration between Planning Dept., Economic Dev. Dept.,
and Economic Dev. Authority

Historic Resources



Review Existing
Comp. Plan +
Policies

Review Best
Practices

Discussion with
Subcommittee of
Historical
Commission

Present to
Full Historical
Commission

Next Round of Public Engagement



When	January 2023 (Dates + Locations TBD: More Discussion at Today's Meeting)
Format	Series of Interactive In-Person Meetings
Focus	Obtain Public Feedback on Initial Recommendations on Land Use, Economic Development, and Transportation

Next Steps



Ongoing
Public Engagement

Now – January 2023	Land Use, Econ. Dev. + Historic Resources
January 2023	Utilities/Community Facilities
February 2023	Environment/Resiliency
March 2023 – May 2023	Transportation + Healthy Neighborhoods
May 2023 – June 2023	Plan Affirmation (Draft Plan Presented)
July 2023	Planning Commission Public Hearing
August 2023	Board of Supervisors Public Hearing



Land Use Designations

Discussion + Feedback Regarding Draft Designations

Introduction



Descriptions for **16** proposed land use designations have been prepared based upon:

- Feedback from the Visual Preference Survey;
- Feedback from the Land Use Visioning Workshop;
- Feedback received from the Community Participation Team (CPT);
- Lessons learned from previously-reviewed zoning cases; and
- Best practices from peer communities.

Today's Meeting: Overview + Discussion of General Concepts/Changes

Content



The text for each land use designation includes:

- Description (including general location)
- Appropriate Uses
- Appropriate Zoning Districts
- Project Framework (Densities, Mix of Uses, Open Space)
- Transitions (Design Treatments to Minimize Negative Impacts between Uses)
- Transportation (Access, Circulation, Pedestrian/Bicycle Infrastructure)
- Community Character (Landscaping, Building Design, Signage, Parking)

Final layout will also include conceptual layouts + photos.

Rural Areas



Applicable Land Use Designations

- *Rural/Agricultural* (currently *Agricultural*)
- *Rural Village*
- *Rural Crossroads* (currently *Commercial* in rural areas)

The *Rural/Agricultural* land use designation will be the primary designation applied to the rural areas.

Rural/Agricultural



Concepts + Recommendations

- Recommend maximum residential densities of up to 1 unit per 6.25 acres (same as current plan).
- Recommend public roads for developments with more than 10 lots.
- Recommend that rezoning requests involving non-cluster development with more than 10 lots provide at least 15% open space.
- Recommend buffers at least 100 feet wide along major thoroughfares adjacent to residential development.
- Provide guidance regarding the siting and design of agribusiness and agritourism operations (more on following slide).

Rural/Agricultural (Agribusiness)



- Provide guidance regarding the siting and design of agribusiness and agritourism operations to minimize negative impacts to the surrounding community. Examples include:
 - Divide parking areas into smaller areas + screen with landscaping.
 - Design exterior lighting to the minimum height + intensity necessary.
 - Consider setbacks of at least 200 feet from existing occupied residential uses on adjacent properties.
 - Design signage to blend with rural surroundings (lighting discouraged).
 - Design buildings to blend with rural surroundings.
 - Include measures to minimize noise.

Rural/Agricultural



Decision Point #1

Should the plan recommend that the use of private roads be further limited?

If so, is limiting a private road subdivision to 10 lots appropriate?

Why?

Help ensure the long-term maintenance and quality of roads serving rural subdivisions.

Rural/Agricultural



Decision Point #2

Should the plan recommend that buffers at least 100 feet in width be provided along roadways to screen rural residential development?

Why?

Providing buffers can help protect viewsheds from rural roadways.

Rural/Agricultural



Decision Point #3

Should the plan recommend that rezoning requests for non-cluster subdivisions provide open space?

If so, is a recommended minimum of 15% appropriate?

Why?

Providing open space could help protect the rural character of surrounding areas (a top concern during public engagement) and help protect viewsheds, natural and historic resources, and prime agricultural land.

Rural/Agricultural



Based on public feedback and your experience:

- Are the right issues addressed in the land use designations?
- Are there any issues/concepts that are not addressed that should be?

Residential



Applicable Land Use Designations (Inside SSA)

- ***Transitional Residential: 1 – 1.5 units/acre - NEW***
- *Neighborhood Residential (currently Suburban General): 1.5 – 3 units/acre*
- *Suburban Residential (currently Suburban High): 3 – 7 units/acre*
- *Multi-Family Residential (currently Multi-Family): 8 – 15 units/acre*

Residential



New Designation: Transitional Residential

- Apply on the edge of the Suburban Service Area (SSA)
- Recommended Densities: 1 – 1.5 units/acre
- Recommended Min. Lot Size: 15,000 square feet (about 1/3 acre)
- Recommended Open Space: 20%

Decision Point

Do you think it is appropriate to have a new transitional designation?

If so, are the conceptual standards appropriate?

Residential



Concepts + Recommendations

- Recommend that buffers be provided along major thoroughfares (100' wide).
- Recommend that high-quality building materials be used.
- Recommend varied (but complementary) architecture.
- Recommend that garages not be the prominent feature on houses.
- Provide recommendations regarding sidewalks and other pedestrian/bicycle infrastructure (depending upon density).
- Recommend that buffers and other design techniques be used to transition to adjacent uses (with different recommendations depending on whether the adjacent use is higher or lower intensity).

Residential



Decision Point

Should a buffer width of 100 feet be recommended along major thoroughfares adjacent to residential development (50 feet along other roads)?

Should the buffer only be on major thoroughfares or all roads?

Do you prefer to recommend buffers, but not have a specific recommended width?

Why?

Public expressed interest in maintaining rural character. Buffers help maintain rural viewsheds from roadways.

Issues:

- Zoning ordinance currently requires 50' buffer along major thoroughfares (25' along local roads) in RS and RM zoning districts.

Residential



Decision Point

Is the level of detail regarding building design (materials, foundations, garage placement, etc.) too much, not enough, or just right?

Why?

Include enough guidance to provide reliable information regarding public expectations (based upon Visual Preference Survey and other public engagement), but allow flexibility to accommodate innovative design and site-specific conditions.

Residential



Based on public feedback and your experience:

- Are the right issues addressed in the land use designations?
- Are there any issues/concepts that are not addressed that should be?

Commercial



Applicable Land Use Designations (Inside SSA)

- *Neighborhood Commercial*
- *Highway Commercial*
- *Destination Commerce*

Commercial in current plan

Commercial



Concepts + Recommendations

- Recommend that buffers be provided along major thoroughfares (width recommendations dependent upon intensity of use).
- Recommends that buildings use high-quality materials, façade articulation, and varied rooflines on street-facing facades.
- Prefer monuments signs.
- Recommend buffers and different design techniques be used to transition to adjacent residential uses (depending on the intensity of uses).
- Recommended that sidewalks be provided within the development, along major thoroughfares, and to adjacent uses.

Commercial



Based on public feedback and your experience:

- Are the right issues addressed in the land use designations?
- Are there any issues/concepts that are not addressed that should be?

Mixed Use



Concepts + Recommendations

- Emphasize that these areas are intended to accommodate employment-generating uses.
- Limit residential uses to no more than 50% of the project area.
- Recommend a phasing plan to ensure commercial/residential uses developed concurrently.
- Provide at least 25% open space.
- Recommend that buffers be provided along major thoroughfares.

Mixed Use



Concepts + Recommendations

- Recommend design features for each use type, including:
 - Coordinated architecture throughout the development.
 - Use high-quality materials.
 - Avoid long, monotonous facades.
 - Use diverse (but complementary) architecture
 - Recommend that garages not be the prominent feature on houses.
- Create an interconnected street network.
- Recommend a high-quality pedestrian/bicycle network to create a walkable environment.

Mixed Use



Concepts + Recommendations

- Recommends transitions to lower-intensity uses by:
 - Situating lower-intensity uses adjacent to existing residential development.
 - Provide perimeter landscaped buffers.
 - Limit building heights on the perimeter of the project.



Application of Mixed Use Zoning

Decision Point

Current plan recommends MX in Suburban High, Multi-Family, Multi Use, Commercial, and Planned Business.

Are you OK with recommending use of MX zoning district within the *Multi-Family* and *Mixed Use* land use designations only?

Are there other designations where mixed-use development should be an option and MX would be an appropriate zoning district?

Why?

Allowing MX in all of those designations provides less predictability regarding the form of potential new development.

Mixed Use



Based on public feedback and your experience:

- Are the recommended standards appropriate?
- Are the right issues addressed in the land use designations?
- Are there any issues/concepts that are not addressed that should be?

Industrial/Employment-Focused



Applicable Land Use Designations (Inside SSA)

- *Limited Industrial*
- *Industrial*
- *Business-Industrial*
- *Employment Center Flexible (currently Planned Business)*

Industrial/Employment-Focused



Concepts + Recommendations

- Recommends enhanced landscaping and/or buffers along major thoroughfares
 - No minimum width for *Limited Industrial* and *Industrial*, 35 ft. for *Business-Industrial*, and 75 ft. for *Employment Center Flexible*.
- Recommends that bay doors, garages, and loading/unloading facilities be oriented away from public roads and adjacent residential uses.
- Recommends that outdoor storage be provided to the side or rear of buildings and screened from roadways and lower-intensity uses.
- Recommends that long, monotonous facades be avoided.
- Recommends transitions to lower-intensity uses.

Employment Center Flexible



Decision Point

Should a limited amount of residential development be permitted within *Employment Center Flexible* to provide complementary housing near employment centers?

Why?

Allow housing options near employment centers to create a live/work environment.

Issue:

- Allows residential development within areas appropriate for economic development (which are limited).

Overall Concept: Transitions



- Issues regarding transition between uses and place types have been raised during the citizen engagement process and during public comments received during recent zoning cases.
- Transitions between uses are addressed in all draft designations.
- Includes recommended design techniques that can be used to transition between uses to minimize negative impacts between uses and improve residents' quality of life, including:
 - Situating lower-intensity uses along the perimeter of projects.
 - Providing perimeter landscaped buffers.
 - Limiting building height on the perimeter of projects.
 - Oriented loading areas away from residential uses.
- All projects expected to be designed to address compatibility with existing and potential uses (both lower-intensity and higher-intensity uses) on adjacent properties to help reduce conflicts.

Next Steps



- Revise designations based upon feedback from the CPT
 - Please provide any additional comments to the project team by Nov. 11.
- Find/develop example photos + layouts to add to the text
- Develop recommended revisions to the General Land Use Plan

Scheduling Next Meeting



- Possible Meeting Dates

- Wednesday, November 30 (6:00 p.m.)
- Thursday, December 1 (6:00 p.m.)

Dates chosen based on holidays and preparation for potential Board of Supervisors workshop in mid-December.

- Preferred Location?

Previous Locations: Ashland Library, Mechanicsville Library, and County Administration Building.