

ORANGE COUNTY ECONOMIC DEVELOPMENT STRATEGIC PLAN

ORANGE COUNTY ECONOMIC DEVELOPMENT INCENTIVES



STRATEGIC PLAN HIGHLIGHTS

Adopted March 15, 2014

Mission Statement

To develop a well-balanced economic development program through recruitment and existing business efforts which create increased tax revenue and high quality job opportunities for Orange residents while preserving the natural and cultural make-up of Orange County.

Vision Statement

To create a business environment that fosters entrepreneurial growth, attracts quality investment, with high value jobs in a community with an affordable cost of living and a great quality of life.

Departmental Goals

Goal 1

The Orange County Office of Economic Development will have strong relationships with existing businesses, including major employers and high growth small businesses through the management of a productive existing business program.

Goal 2

A strong entrepreneurial community will support start-up businesses who are engaged with one another as well as local and regional investors and the local business community.

Goal 3

Orange County's Office of Economic Development successfully attracts new and diverse business investment with the creation of higher wage employment.

Goal 4

A fully engaged workforce community supplies talent to our existing businesses and prepares for future workforce needs.

Goal 5

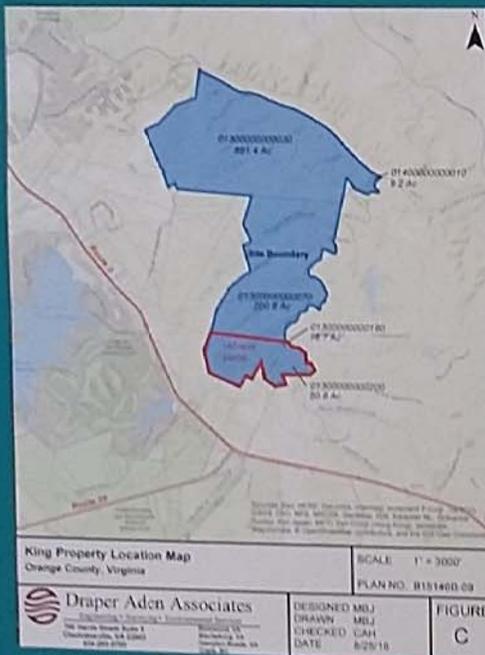
Orange County has a wide variety of indoor and outdoor recreational opportunities complemented by numerous entertainment, dining and shopping options for both local residents and visiting tourists.

Orange County Economic Development Incentives

To complement and further enhance the opportunity of investment in Orange County, the Orange County Economic Development Authority offers the following economic development incentives to entrepreneurs, existing businesses or businesses locating new operations in Orange County. These incentives may be awarded to certain high value companies who qualify by meeting the target industries of the Economic Development Strategic Plan, promise high growth and/or fill a service gap in the local economy. These incentives are performance based which can be utilized in collaboration with the aforementioned Commonwealth of Virginia incentive programs, and are subject to EDA approval on a case by case basis.

- Real Estate Improvement Tax Grant** - A seven year real estate tax grant paid in arrears on assessed value of improvements. The first four years are paid on 100% of improvements and final three years are paid in a phased 25% reduction per year. Qualifying rehabilitated structures must have a new assessed value increase of no less than 20%. Qualifying real estate must be industrial, commercial or mixed use and be no less than 20 years old.
- Manufactures Machinery & Tool's Tax Grant** - High value qualifying manufacturers may receive a tax grant paid in arrears for three years, toward the tax value of recently purchased new or used specialized machinery or equipment in value of no less than \$50,000.
- Service Industry Business Personal Property Tax Grant** - High value qualifying professional service companies approved by the EDA may receive a tax grant paid in arrears for three years, toward the tax value of recently purchased new or used business personal property in value of no less than \$50,000.
- Fast-Track Plan Review & Permit Fee Waivers** - Building and Planning officials will expedite the internal review process of plans for turnaround in approximately 7 business days (dependent on completion of application and complexity of type and use). Qualifying projects must create five new jobs and have investment of \$500,000 in new construction to waive and/or grant development fees. (New construction does not include costs associated with architecture or engineering services).
- Discounted Pricing on County Owned Land** - Qualifying commercial and industrial projects approved by the EDA may qualify for discounted County owned land.
- Encourage Diversified Retail** - Designed to attract eclectic restaurants, retailers and other visitor/recreation services. Qualifying companies can receive incentives valued no more than \$2,000. Destination Retailers can receive a 50% reimbursement of marketing expenses completed in the first six months of opening. In addition they will receive a complimentary two year membership to Orange County Chamber of Commerce (OCCC), which includes marketing opportunities through e-blast, newsletter, and website. Projects are funded on a first come first served basis. Qualifying companies must meet identified industry sectors.
- Advance Start-ups** - Designed to attract creative class talent, support local entrepreneurs and encourage existing home-based businesses to locate in commercial space. Qualifying companies may access incentives valued no more than \$3,000. Incentive options include: 1. Interest-rate buy-down. 2. Refund for broadband connection fees. 3. Grant equal to 50% the cost of website design up to \$1,000 or 75% the cost of website design up to \$1,500 for an ecommerce website. 4. \$500 cash grant for each full-time job created up to five employees for one year, which pay at least 250% the federal minimum wage. Projects are funded on a first come first served basis. Qualifying companies must meet identified industry sectors.
- Temporary Office Space** - Designed to assist new companies locating to the community. Economic Development staff will attempt to provide free temporary office space for an administrative staff up to three persons during construction up fit for a maximum of six months for projects approved by the EDA.
- Red Carpet Roll Out** - Qualifying high value businesses locating in Orange County will receive one year of membership to the Orange County Chamber of Commerce along with a welcome package of complimentary or discounted services from various local organizations, businesses and community events. The welcome package provides one year of complimentary or discounted pricing to local workshops and festivals; including small business development center classes, safety seminars/assessments from local police/fire/ems, chamber programs and Orange Downtown Alliance, Gordonsville & Montpelier festivals, etc.
- Real Estate Development Cost Grant** - Qualifying projects approved by the EDA may receive grants up to the lesser of 33% or \$20,000 for real estate development costs. Qualifying costs are: construction material for building renovation or new construction; demolition of existing structures; storm water fees; water and sewer connection fees; and paving and sealing of parking lots. This incentive is funded through the EDA on a first come first served basis.
- Significant Investment Incentive** - Significantly larger economic development projects measured by capital investment, job creation, or some combination thereof, may be eligible for enhanced or expanded incentives.

FUTURE ECONOMIC DEVELOPMENT AREA



THINK ORANGE VA
ORANGE COUNTY VA ECONOMIC DEVELOPMENT

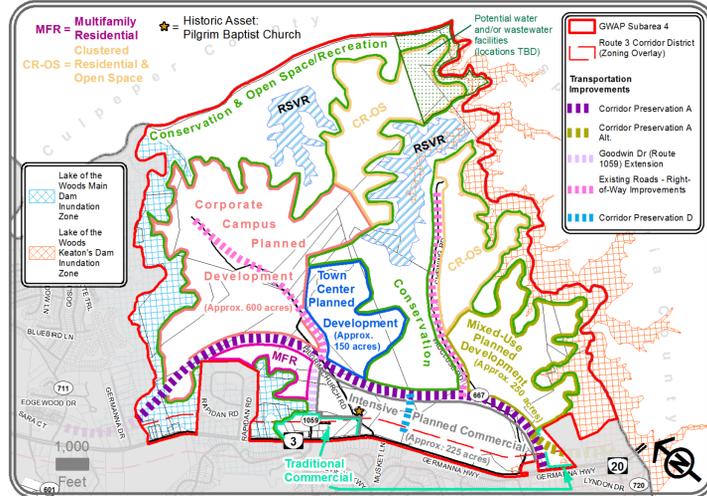
Transportation Planning Concepts

Envisioning the Future

The future development conditions envisioned for the Wilderness Run subarea include:

- A variety of commercial development types which support and enhance the economic vitality of Orange County and exhibit an open and pleasant appearance, and compatibility with adjacent residential areas.
- A fully developed corporate campus with thriving businesses serving local, state, national, and international markets which employ a high-wage workforce.
- A town center which is walkable and an integrated open-air, mixed land use development that is organized around an identifiable and energized civic space and improvements and anchored by retail, entertainment, and hospitality uses.

Future Land Use Guidelines



GWAP Subarea 4 Design Concept - On Aerial



Transportation Elements

These new developments will have major impacts on transportation systems that will require substantial changes and improvements. One of the County's planning goals is for these transportation improvements to integrate **safety, capacity, efficiency, and multiple modes** and be sufficient to meet projected demands.

Strategies include:

- Promote inter-connectivity of roads, sidewalks, and paths between existing and future development within this subarea and adjacent subareas
- New roads will be built and maintained to Virginia Department of Transportation standards
- Access management policies will be utilized along Germanna Highway (Route 3) to increase safety and travel efficiency and to ensure its viability as an integral transportation corridor for the area.

Major Planning Considerations

- Traffic volumes on Route 3 will increase.
- How can traffic safety and throughput be managed effectively?
- How can "local trips" be separated from regional "through trips"?
- How can all modes of travel be accommodated safely and efficiently?

Transportation Planning Strategies

Access Management

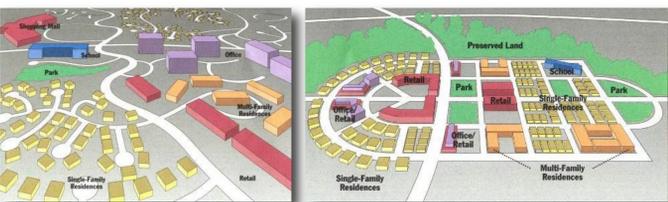


Direct Driveway Access

Indirect Driveway Access

- Limit direct driveway access to major arterials (especially Route 3)
- Utilize parallel access roads/backage roads to provide rear access to properties adjacent to major corridors

Internal Connectivity



Low Connectivity

High Connectivity

- Create high connectivity of local roads to provide multiple routes between destinations
- Allow local trips to be completed on local roads without the need to use arterial highways

Multimodal Street Design



- Design streets to safely accommodate vehicles, bicyclists, and pedestrians
- Allow users to complete short and medium-distance trips without using a vehicle and adding to road traffic

Complete Streets

Transportation improvements to the Wilderness Run subarea are intended to integrate safety, capacity, efficiency, multiple modes, and be sufficient to meet projected travel demands.

These outcomes can be achieved using a transportation design strategy known as “Complete Streets”.



A complete street is designed to be safe, comfortable, and convenient for travel by automobile, foot, bicycle, or transit, regardless of age or ability. Complete streets:



Improve travel safety

by reducing points of conflict between vehicles, bicyclists, and pedestrians.



Reduce automobile traffic

by enabling users to safely and comfortably complete short and medium-distance trips by walking and biking.



Enhance beauty and sense of place

by creating active and attractive public spaces.

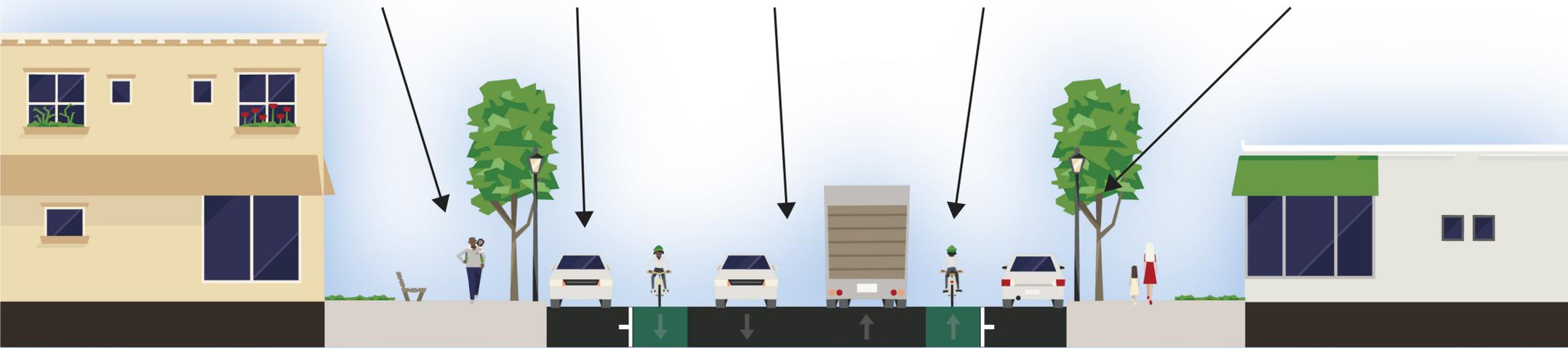


Improve public health

by increasing opportunities for active transportation and outdoor exercise.

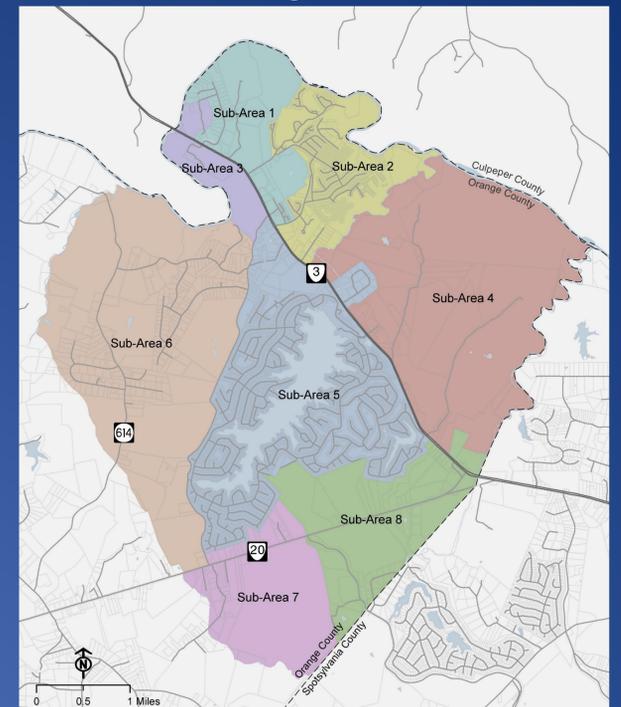
Common “Complete Street” elements include:

- Sidewalks
- Street parking (when traffic volumes and speeds permit)
- Vehicle Lanes
- Bicycle Lanes (when traffic volumes and speeds permit)
- Features such as street lamps and street trees



Route 3 Arterial Management Plan Orange County, VA

Study Area



Purpose

To ensure the safety and preserve the capacity of the Commonwealth's arterial highway network without wide scale road widenings while accommodating economic development.

Goal of Study

Get adopted into Orange County Long Range Plan to ensure a safe and efficient roadway network.

Scope

Existing Conditions

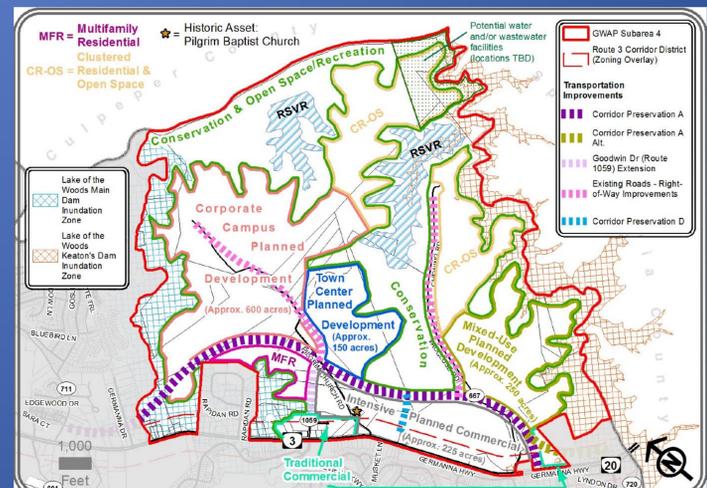
- Review Existing Land Use
- Field Review of Existing Infrastructure
- Inventory Existing Access Points
- Analyze Crash History
- Analyze Current Traffic Operations

Future Conditions

- Determine Future Land Use in All Sub Areas
- Generate Future Traffic Volumes
- Evaluate Minimally Managed Conditions and Document Deficiencies

Recommendations

- Evaluate Toolbox of Recommendations
- Apply and Evaluate Recommendations Throughout Route 3
- Develop Opinion of Cost
- Conclusion and Next Steps



Schedule

Task	2017										2018		
	April	May	June	July	August	September	October	November	December	January	February	March	
Data Collection	■												
2017 Existing Conditions Analysis		■	★										
Future Land Use and Zoning				■									
Traffic Forecasting / Projections					■	★							
Future Conditions Analysis							▲						
Develop Alternatives & Recommendations								▲					
Draft Report Preparation									■	■	■		



Stakeholder Meeting



Public Meeting

The Germanna Wilderness Area (GWA) Overlay District DOES:

- Require public utilities for all commercial and industrial development, all multifamily residential development, and all other new residential development under a common plan of development
- Require underground utilities for all nonresidential development and all multifamily residential development, as well as any single-family or two-family development consisting of five (5) or more lots
- Implement access management standards for the development/redevelopment of lots fronting on Route 3
- Implement building design standards for all non-residential development within 500 feet of the Route 3 right-of-way
- Implement sign standards for signs within 500 feet of the Route 3 right-of-way
- Implement an undisturbed riparian buffer of one-hundred (100) feet from the shoreline of the Rapidan River, and a buffer of fifty (50) feet from the shoreline of any naturally-occurring waterway and any associated/adjacent wetlands
- Implement the 2013 Comprehensive Plan
- Require all rezonings to be to a planned development district, which are only available within the Germanna Wilderness Area (GWA)
- Tie together planning, zoning, transportation, utilities, and historic preservation within one ordinance

The Germanna Wilderness Area (GWA) Overlay District DOES NOT:

- Change any of the existing zoning district classifications
- Prohibit use of any existing zoning
- Require public utilities for existing homes within the Germanna Wilderness Area (GWA), unless the development was approved to utilize public utilities
- Implement design standards for residential development within the Germanna Wilderness Area (GWA)
- Establish any sort of special review board
- Affect the planned build-out of Lake of the Woods (LOW)
- Allow development along Route 3 which negatively affects its function as an arterial highway
- Allocate any public funding for projects/facilities/infrastructure within the Germanna Wilderness Area (GWA)



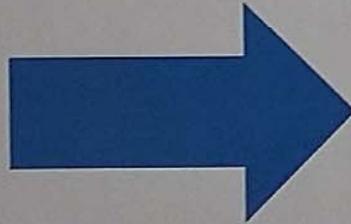
What it is:

A zoning district that overlays the existing zoning within the Germanna Wilderness Area (GWA)



Where it applies:

All property within the Germanna Wilderness Area (GWA), as shown in the 2013 Comprehensive Plan



What it does:

Purpose 1: To provide unique architectural, buffering/landscaping, and access management standards for the Route 3 corridor



Purpose #1: Example of high design standards

Purpose 2: To coordinate land use decisions with the utilities master plan and the transportation master plan, i.e. "adequate public facilities"

Purpose 3: To provide for implementation of the planned development zoning districts



Purpose # 4: Diagram of riparian buffer

Purpose 4: To provide special standards for environmentally sensitive areas, namely the Rapidan River and other waterways

Germanna Wilderness Area (GWA) Overlay District



NEW ZONING DISTRICTS

Planned Development – Business (PDB)

The purpose of this district is to provide for:

- Cohesive and coordinated site design for commercial developments
- Commercial developments with a pedestrian-oriented focus
- High-quality architectural design
- Creative approaches to preserve natural site features
- Commercial developments which respect the scale, nature, and character of their locations

PDB developments are built according to:

- A generalized development plan approved by the Board of Supervisors
- Public input received during the public hearing approval process

Major features of a PDB development include:

- Flexibility for the developer to choose land uses and overall site design
- Landscape buffering around the perimeter of the development
- A maximum amount of impervious surfaces
- Internal connectivity within the development
- Public utilities
- State-standard roads
- Architectural standards for buildings
- Shielding of HVAC equipment and refuse facilities
- Screening of any outdoor storage
- Dark-Sky compliant outdoor lighting



Traditional Neighborhood Development (TND)

The purpose of this district is to provide for:

- Developments which focus on neighborhood character, a sense of community fostered through building and lot orientation, and efficient access to on-site and off-site commercial uses
- A focus on pedestrian-oriented design
- High-quality architectural design
- Preservation of natural site features and utilization of low-impact development (LID) principles

TND sites / projects are built according to:

- A generalized development plan approved by the Board of Supervisors
- Public input received during the public hearing approval process

Major features of a TND site / project include:

- Flexibility for the developer to craft neighborhood designs and the transportation network
- A civic / commercial core
- Housing options and lots which utilize "build-to" zones rather than traditional setback requirements
- High standards for walkability and the provision of ample open space
- Efficient transportation network layout with a restriction on cul-de-sacs and dead-end roads
- Public utilities
- State-standard roads and utilization of alleys
- Extensive landscaping and street trees
- Dark-Sky compliant outdoor lighting



Planned Development – Mixed Use (PDM)

The purpose of this district is to provide for:

- Developments which integrate residential and commercial uses to form truly dynamic neighborhoods
- A focus on pedestrian-oriented design
- High-quality architectural design
- Preservation of natural site features and utilization of low-impact development (LID) principles

PDM developments are built according to:

- A generalized development plan approved by the Board of Supervisors
- Public input received during the public hearing approval process

Major features of a PDM development include:

- Flexibility for the developer to choose how to integrate land uses, the transportation network, housing options, building types, and overall site design
- A commercial core / downtown
- Housing options
- Walkability and minimum open space requirements
- Internal connectivity within the development with an emphasis on street grids and alternative intersection designs (e.g. roundabouts)
- Public utilities
- State-standard roads
- On-street parking (where feasible)
- Extensive landscaping and street trees
- Dark-Sky compliant outdoor lighting



Review Process



Step 1: Preapplication Meeting

The applicant meets with planning staff to discuss the proposed development.



Step 2: Administrative Plan Review

The applicant submits the development plan to the Planning and Zoning Department for review. Planning staff reviews the development plan in light of the subarea plan within the Germanna Wilderness Area Plan (GWAP).



Step 3: Planning Commission Review

The development plan appears before the Planning Commission for public comment and review.



Step 4: Board of Supervisors Review

The development plan appears before the Board of Supervisors for public comment and review. Upon approval, the plan of development is the controlling document for the project and the point of reference for zoning review.

Development Plan Elements

Development Plan Example



Rezoning Comparison

Rezoning in the Germanna Wilderness Area (GWA) Overlay District	Rezoning elsewhere in Orange County
<ul style="list-style-type: none"> • Consists of a development plan, which effectively functions as the zoning district for the project upon approval • Development plan controls development of property 	<ul style="list-style-type: none"> • Consists of an application for the zoning district permitting the desired use • Zoning district text controls development of property

Elements of a development plan:

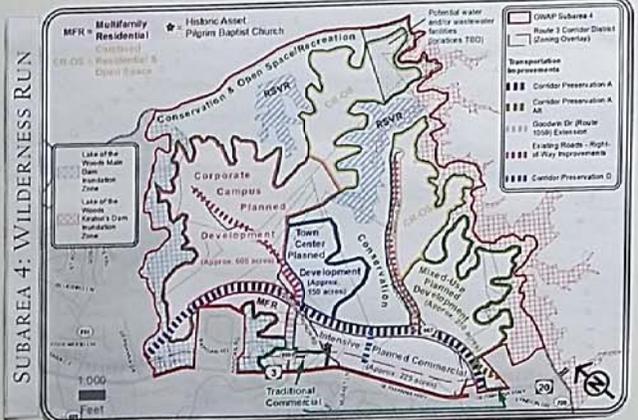
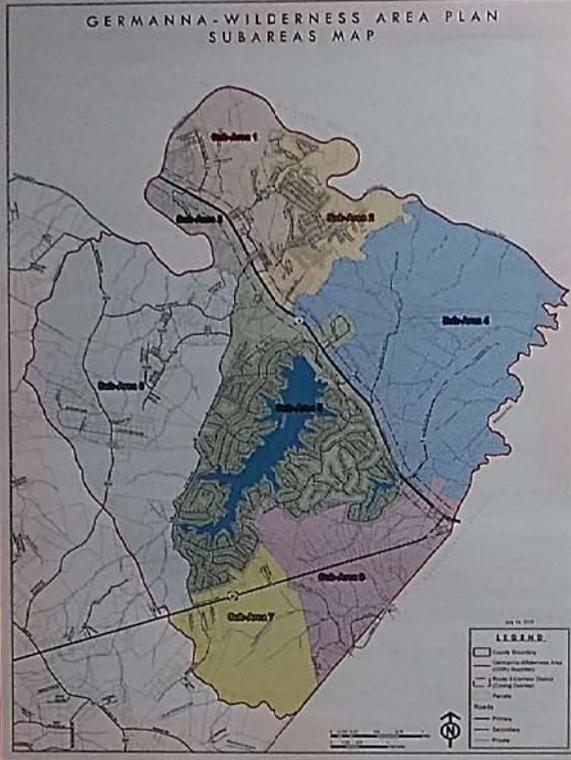
- A circulation/transportation plan, including a transportation impact analysis (TIA)
- Design guidelines and generalized elevation drawings for the overall site
- An open space and recreational facilities plan
- A site-specific signage plan
- A generalized land use plan and list of proposed uses
- A landscaping plan
- A site-specific public utilities plan



Example of a landscaping plan



Example of building elevations





Germanna Wilderness Area Water and Sewer Service

KEY QUESTIONS

- How much water and wastewater capacity will be needed to serve the Germanna Wilderness Planning Area?
- How much capacity is available at the facilities owned by the Rapidan Service Authority?
- What improvements will be needed?
- When will the improvements be needed?

WATER TREATMENT

DEMAND PROJECTIONS

Based on land use designations, modeled three growth scenarios:

- Low growth (1.5%)
- Medium growth (2.5%)
- High growth (4.0%)

High Growth Build-Out Demand (2065 or later)

- Average Day: 6.9 MGD
- Maximum Day: 10.3 MGD

EXISTING RSA WATER FACILITY

Max 7-Day Capacity of 1.61 MGD

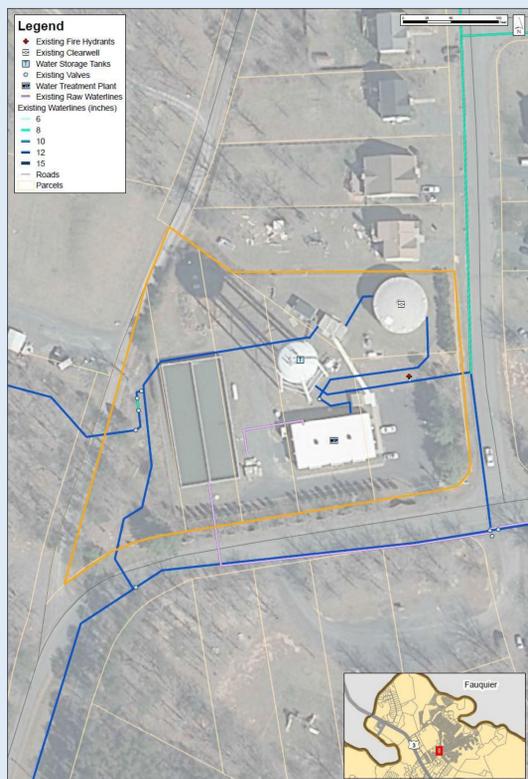
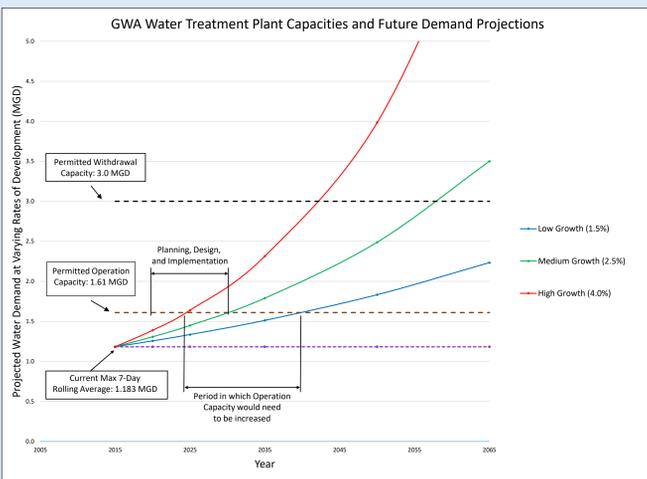
Current water needs:

- Average 1.034 MGD
- Max 7-Day 1.183 MGD
- Available capacity for growth 0.427 MGD

High Growth Build-Out Demand (2065+)

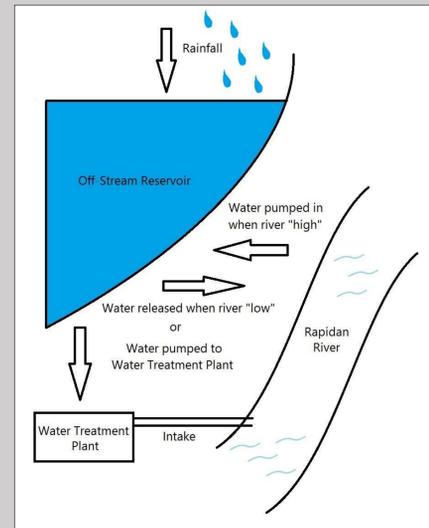
- Average Day: 6.9 MGD
- Maximum Day: 10.3 MGD

Larger facility needs to be operational between 2025 and 2040



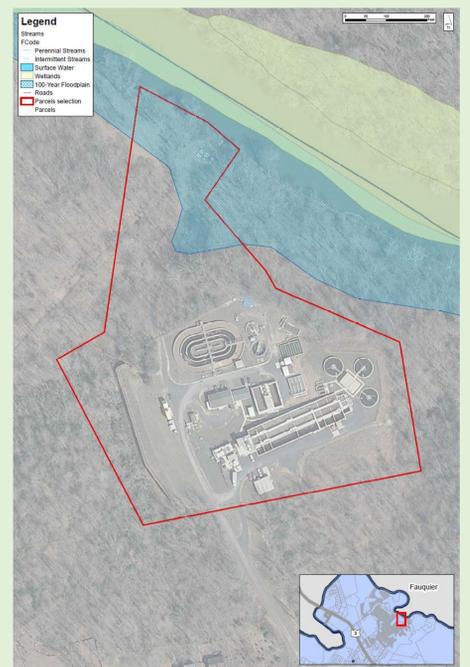
WATER SOURCE / FUTURE NEEDS

- Permitted to withdraw up to 3.0 MGD from the Rapidan River
- Groundwater will not be sufficient to meet future needs
- Additional source could be needed as soon as 2040 (High Growth)
- 'Off-stream' reservoir is recommended
- Planning, permitting and implementation can take up to 20 years



WASTEWATER TREATMENT AND FUTURE CAPACITY

- RSA Wilderness WWTP permitted capacity is 2.0 MGD
- 50% of WWTP's capacity available for growth → 15-20 year planning horizon
- Short Term - Maximize existing WWTP
- Long Term - Expand existing WWTP or build new WWTP
- Year 2030 – 2050: Expand existing Wilderness WWTP to 4.0 MGD capacity
- Year 2050 – 2065: New WWTP or expand Wilderness WWTP to total of 6.0 MGD capacity
- Year 2065+: Expand up to 8.0 MGD



OTHER WATER AND WASTEWATER INFRASTRUCTURE PLANNING

- Evaluate and map existing infrastructure
- Create schematic plans for water and wastewater service to sub-areas
- Phased Development – Route 3 Corridor prioritized
- Develop cost estimates
- Evaluate land acquisition and easements

