Planning Commission

Regular Session Agenda

January 7, 2014

Town Hall

6:00 P.M.

1. Call to Order – Planning Commission Regular Session
    a. Roll Call – Establish a quorum

2. Invocation and Pledge of Allegiance

3. Public Comments

4. Consent Agenda
    a. Approval of Agenda Format
    b. Approval of Minutes
    c. Reports

5. Old Business
    a. Historic Town Entrance Corridor Overlay District – Resume discussion on the draft district.
    b. Comprehensive Plan Review – Identify key items in Sections 3.5 through 3.B.6 that will need to be updated.

6. New Business
    a. Backyard Chickens – Discuss the process moving forward with this Council directed item.

7. Announcements

8. Adjourn

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PLANNING COMMISSION
Regular Meeting
Town Hall
December 10, 2013

At 6:04 p.m. in the Town Hall, Chairman Dennis McCoy, having established a quorum, called to order the Regular Meeting of the Planning Commission. In addition to Chairman McCoy, present were Commissioners Andy Buchholz, Dan Burke, Joan Natali, Sandra Salopek, Bill Stramm and Mike Strub. Also present were Town Planner Rob Testerman and Town Clerk Libby Hume. There were two members of the public in attendance.

A moment of silence was observed followed by the Pledge of Allegiance.

PUBLIC COMMENTS
There were no comments from the public nor any written comments submitted prior to the meeting.

CONSENT AGENDA

Motion made by Mike Strub, seconded by Joan Natali, to accept the agenda format as presented. The motion was unanimously approved.

The Commissioners reviewed the minutes for the November 5, 2013 Regular Meeting.

Two typographical corrections on page 1 were noted by Joan Natali and Dennis McCoy.

Motion made by Bill Stramm, seconded by Andy Buchholz, to approve the minutes from the November 5, 2013 Regular Meeting as amended. The motion was unanimously approved.

REPORTS
Rob Testerman reported the following: i) The Wetlands Board was scheduled to meet on December 18 at 4:00 p.m. to hold a public hearing on a proposed breakwater and beach nourishment project directly west of 157 Sunset Blvd in the Colony. Bill Stramm asked about the location of the proposed breakwater. Rob Testerman stated that the breakwater would be constructed off Sunset Blvd., south of Aqua and in shore of the existing breakwaters; ii) On December 6, he met with a representative from the Dept. of Fish and Wildlife Services regarding an outreach program with localities dealing with endangered species. It was a good meeting; iii) On December 19, the Town Council would be requested to decide whether or not to have staff and the Planning Commission research and develop a draft chicken ordinance; and iv) An application was received from Jon Dempster, owner/operator of The Shanty, for modifications to the building. Staff was working to schedule a Harbor Area Review Board meeting in early January to hear the proposal. Plans for the proposed Virginia Waterman's Memorial would also be reviewed.

OLD BUSINESS
A. *Section 4.1 Sign Regulations*
Rob Testerman stated that, at the November meeting, the Commissioners reviewed the comments from the legal review and were in agreement with the recommended changes. The draft ordinance was based off the model sign regulation ordinance in the International Zoning Code of 2012 and was a complete rewrite of the Town's existing sign ordinance. Rob Testerman went on to summarize the changes as follows: i) Definitions were expanded and were much more specific than those in the existing regulations. Having the definitions more specific would aid in enforcement of the regulations and left less for interpretation while under review; ii) The proposed regulations included a visual aid representing different types of signs and showed the

areas to be included when calculating the signage area. This aid would be a helpful reference for the zoning administrator reviewing signs as well as an applicant preparing to install a sign; iii) The proposed regulations contained a section of General Provisions which set forth requirements for signs in rights-of-way, projections over public ways, traffic visibility, computation of frontage, maintenance, etc.; iv) The sizes and types of signs allowed, including temporary signs, in each district was more specific in the proposed ordinance; v) The proposed ordinance included specifications for signage in development complexes over 8 acres in size, which would require a "master sign plan;" vi) A major change dealt with enforcement. Currently, if a sign was found to be in violation, the zoning administrator was authorized to send a letter of violation. If not corrected, the person in violation was then guilty of a Class IV misdemeanor and subject to a fine of $10 - $250 per day until the violation was corrected. This could not be enforced without going to court and most localities did not pursue legal action. Under the proposed ordinance, if a sign is in violation, the zoning administrator would issue the violation notice and if the violation was not corrected within 10 days, the zoning administrator was authorized to remove the sign at the expense of the owner; and vii) This ordinance did not attempt to regulate the content of the signs, which was a matter of free speech, but the size, location and types of signs.

A joint public hearing with the Town Council was held this evening at 6:00 p.m., immediately preceding the Planning Commission's regular meeting and no comments were heard.

Motion made by Mike Strub, seconded by Bill Stramm, to move forward with the Commission's recommendation to the Town Council for approval of the draft of Zoning Ordinance Section 4.1 – Sign Regulations. The motion was unanimously approved.

B. *Town Edge Overlay District*

Rob Testerman stated that he had incorporated the Commissioners' comments from the November meeting into the draft Historic Town Entrance Corridor Overlay District language included in the agenda packet and he had also attached the County's by-right uses for the area. Rob Testerman continued to state that he attended the County's public input meeting on December 5 and spoke with Peter Stith and Charles McSwain to brief them on the Town's direction to require conditional use permits for certain uses vs. the uses being by-right. The County hoped to have their revised zoning ordinance adopted by mid-spring and were looking forward to reviewing the Town's draft language.

The Commissioners reviewed the area of the proposed corridor overlay on the draft zoning map which showed the areas currently zoned as Agriculture (AG), Residential (R), Residential-3 (R-3), and Residential-5 (R-5) along with the updated language for the Historic Town Entrance Corridor Overlay District and discussed the following: i) B&Bs and vacation rentals were allowed by-right in all of these districts and inns were proposed to be allowed by-right in the Agriculture district. These uses were discussed at the last meeting and would be recommended to be allowed by conditional use; ii) Rob Testerman noted that a wastewater treatment plant was currently allowed by-right in the Agriculture district but suggested that the Town recommend that a wastewater treatment plant not be allowed in the Route 184 corridor; iii) Definitions for "sales, retail bulk outdoor" and "sales, retail general," business types which were to be allowed by-right in the commercial district, were discussed and the Commissioners agreed to recommend these types of businesses be permitted by conditional use vs. by-right; iv) Rob Testerman suggested that the setbacks in the corridor overlay district not be followed for properties along Route 13 and added that he had contacted Dale Pusey of VDOT for his opinion but had not heard back. Joan Natali suggested that language be added stating that VDOT's rules would supersede those of the County and Town if they were in conflict; v) Rob Testerman stated that he had spoken to Charles McSwain since the December 5 meeting and the ordinance was subject to change based on comments received at the public input meetings; vi) Charles McSwain was working with VDOT regarding the proposed Harbor Access Road; vii) Joan Natali

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noted that the Town of Cheriton was supposed to have an Executive Session with the County Board of Supervisors regarding their boundary adjustment request. Dennis McCoy asked that Rob Testerman find out about the outcome of this meeting for discussion at the January meeting; viii) It was suggested that the proposed Bicycle Trail plan be included in the ordinance. Rob Testerman stated that Susan Simon of the Accomack-Northampton Planning District Commission (ANPDC) and Susan Rice of the Fish & Wildlife Service were working on the plan and Susan Rice was trying to get the trail back to the railroad right-of-way; ix) Dennis McCoy suggested that Rob Testerman check the area by Tower Hill and Kings Creek Landing in regards to including them in the overlay area; and x) Joan Natali noted that page 2 of the draft ordinance, the items listed for conditional use showed some items as singular and some as plural and suggested that they be consistent.

Rob Testerman stated that he would work on the map area and update the text per tonight's discussion for review again at the January meeting. After the January meeting, the language should be ready to send to the Town Council for their review prior to being submitted to the County for their consideration.

C. *Revised Zoning Map*

Rob Testerman stated that earlier this year, the zoning map was updated by an intern who was working with the Town. That version was presented to the Commission for review several months ago and a number of corrections were noted. The corrections and suggestions made by the Commissioners had been incorporated into a new draft zoning map which was presented to the Commission for further review. The color scheme of the map was changed and the storm water ponds located throughout Bay Creek were also included. Additional comments were made as follows: i) Bill Stramm noted that Park Row needed to be identified; ii) Andy Buchholz noted that the parking lot behind the library was marked as commercial along with lots on Harbor and Randolph. Rob Testerman would double check these areas; iii) Andy Buchholz noted that the lot at Peach and Jefferson was commercial and was currently the location of Lenore Mitchell's store. Joan Natali noted the lot where Sample's Barber Shop was located. Rob Testerman stated that this map showed zoning, not uses. Some of the businesses could be under a conditional use permit; iv) It was noted that the color of the Open Space was confusing. Rob Testerman stated that he would add lines to the Open Space areas; and v) Mike Strub stated that he assumed the light blue areas were bodies of water and suggested they be added to the legend. Rob Testerman stated that he would make the additional changes and in the future, as zoning changes were made, he would revise the map accordingly to keep it updated.

D. *Comprehensive Plan Review – Identify key items in §§ 3.1 through 3.4.4 that need to be updated*

Rob Testerman stated that at the November meeting, the Commissioners began identifying areas of the Comprehensive Plan in need of updating. Tonight, Sections 3.1 through 3.4.4 would be reviewed. Rob Testerman added that the Town had received notification that the ANPDC's Board approved working with the Town on the Comprehensive Plan update. The ANPDC would facilitate the public meetings and do the writing/typing of the document and consult with the Town throughout the process. The Town Council would be reviewing the proposal at their December 19th meeting and making a decision on whether to move forward with utilizing the ANPDC for the project.

In Section 3.1.2, the following were noted: i) References to STIP and PD-STIP needed to be updated accordingly throughout the entire document; and ii) "Bay Creek" would be removed from the reference to the Planned Unit Developments (PUD) since the Town now also had other PUDs.

In Section 3.2, Bill Stramm questioned the intent of the Future Land Use Map and added that there seemed to be much duplication in the language for the Future Land Use Map vs. the current Land Use Map. Rob Testerman explained that the Future Land Use Map was used for

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reference. If the Town received plans for a project, staff would refer to the Future Land Use Map to determine whether the project fit into the Town's future plans.

In Section 3.2.1, it was noted that Accawmacke Plantation was now also known as Kings Creek in addition to Bay Creek.

In Section 3.2.1.2, the following were noted: i) Residential uses were "predominantly" on the upper floors since some residential use was permitted on the first floor in the Harbor Mixed Use area; and ii) The Harbor Area Conceptual Master Plan was currently being updated to include work done at the Harbor and the updated version needed to be included in the Comprehensive Plan.

In Section 3.2.1.5, the reference to "Bay Creek" in the Accawmacke Plantation PUD needed to be deleted since the PUD also included Kings Creek.

In Section 3.3, the references to PD-STIP and STIP needed to be updated accordingly. It was also noted that areas in the Zoning Ordinance contained references to PD-STIP and STIP which needed to be updated.

In Section 3.3.1, as done in Section 3.2.1.2, the change would be made to show that residential uses were "predominantly" on the upper floors.

In Sections 3.3 and 3.4, the references to STIP and PD-STIP would be updated accordingly.

In Section 3.4.2, reference to medical and emergency department facilities would be added.

In Section 3.4.4, the following were noted: i) "Gateway Corridor Overlay" would be updated to Historic Town Entrance Corridor Overlay District (HTE District) to be consistent with the new language being presented to the County; ii) Reference to Route 642 (Old Cape Charles Road) would be added; and iii) Since the County no longer used the designation of "Town Edge" this reference needed to be updated to be consistent with the County.

For the January meeting, the Commissioners would review Sections 3.5 through 3.B.6 (pages 19 – 37).

Rob Testerman asked the Commissioners whether they wanted to meet with the ANPDC at their regular meetings to go over the Comp Plan or schedule additional meetings each month to dedicate to the Comp Plan. Joan Natali suggested that Rob Testerman notify the ANPDC of the date for the Planning Commission's second meetings which were the third Mondays of each month.

NEW BUSINESS
There was no new business to review.

ANNOUNCEMENTS
There were no announcements.

Motion made by Joan Natali, seconded by Dan Burke, to adjourn the Planning Commission meeting. The motion was unanimously approved.

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Chairman Dennis McCoy

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Town Clerk

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Planning Commission Staff Report

From: Rob Testerman

Date: December 30, 2013

Item: 4C – Reports

Attachments: None

Item Specifics

1. There was no Historic Review Board meeting in December. Two applications were received and were able to be administratively approved for two minor residential projects.

2. The Wetlands Board met on December 18, 2013 to hold a public hearing on a proposed breakwater and beach nourishment project directly west of 157 Sunset Blvd., in The Colony. The proposal was approved unanimously by those in attendance.

3. The Harbor Area Review Board will meet Thursday January 2, 2014 to review an application from The Shanty for proposed additions. The Board will also hear a proposal from the Friends of Virginia Waterman's Memorial to place a waterman's memorial in the harbor area.

4. At its December 19 meeting, Town Council approved granting an easement pending legal review for the Waterman's Memorial, adjacent to the Shanty Restaurant.

5. Also at its December 19 meeting, Town Council approved Bayshore Concrete's request for Technology Zone incentives for their proposed expansion, conditional on the investments made meeting the criteria of the Technology Zone.

6. Town Council has approved of the assistance from the Accomack-Northampton Planning District Commission during the Comprehensive Plan Update. We will be speaking with Elaine Meil later in the month to begin to work out specifics.

7. Town Council has directed the Planning Commission and staff to move forward with researching and producing a draft "chicken ordinance." This item will be discussed further in New Business.

Planning Commission Staff Report

From: Rob Testerman

Date: December 30, 2013

Item: 5A – Historic Town Entrance Corridor Overlay District

Attachments: Draft Overlay District

Background

The attached draft Town Entrance Corridor Overlay District reflects the discussion held at the last meeting. The Planning Commission should focus on getting the draft to a point where it is ready to be submitted to the County. Northampton Planning staff has said that if we can provide our draft to them by the middle of this month, they can then present it to their Planning Commission at their February meeting. Prior to sending the draft to Northampton, it will be reviewed by Town Council as well.

Northampton County has held two public information meetings regarding the zoning ordinance revision. The County is scheduled to finalize their draft ordinance at their January 14, 2014 meeting, and schedule a joint public hearing to be held on March 11, 2014. Another round of public information meetings is anticipated in February.

Item Specifics

The draft HTE overlay ordinance attached includes recommendations made at the December 2013 Planning Commission meeting.

Sales, retail general is now listed as a Conditional Use Permit for Commercial areas in the HTE. *Wastewater treatment plant* and *Waste related* are now proposed to be prohibited in the HTE. *Waste related* currently proposed to be allowed by-right in the Ag district. *Waste related* is defined in the draft zoning ordinance as: *Matters dealing with domestic, commercial and industrial waste.*

As noted above, Northampton County would like to get our proposal by the middle of the month, so if there are any other changes that need to be made, we must decide on that now in order for the necessary edits to be incorporated into our draft document.

The working draft for Northampton County's updated zoning ordinance and map is online, and can be found at the follow links:
http://www.co.northampton.va.us/departments/093013_Draft_NHCO_ZONING_Code.pdf
http://www.co.northampton.va.us/departments/pdf/Zoning_Draft_Map_South.PDF

Recommendations

Discuss the HTE District, discuss additional modifications if need and submittal to Northampton County.

Historic Town Entrance Corridor Overlay District (HTE District)

1. Title: This section shall be known and referenced as the Historic Town Entrance Corridor Overlay (HTE) District of Northampton County and the Town of Cape Charles.

2. Findings of Fact: As Cape Charles' primary connections to U.S. Route 13, State Route 184 and State Route 642 represent a significant community investment and contribute to Cape Charles and Northampton County's public health, safety, and welfare. State Route 184 and State Route 642 provide access to one of Northampton County's major centers of commercial and residential development. Furthermore, the Town's entrance corridors provide a first impression of Cape Charles for tourists and the traveling public entering the Town's Historic District and, as safe and accessible roadway facilities, serve a vital economic development function. The HTE District designation will provide for development as permitted by the underlying zoning districts, while preserving and enhancing the safety, function, capacity, and visual appearance of the State Route 184 and State Route 642 corridors.

3. Purpose and Intent: As provided in section 15.22306 of the Code of Virginia, the HTE District is intended to preserve rural and scenic characteristics which complement the Cape Charles Historic District. Additionally, pursuant to the authority granted by the Code of Virginia, and in particular the legislative intent established in Section 15.2-2200 and the purposes of zoning ordinances established in Section 15.2-2283, the HTE District is intended to enhance the safety, function, and capacity of State Route 184 and State Route 642 and to encourage appropriate economic development near the Town of Cape Charles.

4. Areas of Applicability: The HTE District shall apply to all lands identified as HTE as designated by the Northampton County Board of Supervisors and as shown on the Northampton County Zoning District Map, and also as designated by the Cape Charles Town Council and as shown on the Town of Cape Charles Official Zoning Map. Such maps together with all explanatory matter thereon, is hereby adopted by reference and declared to be part of this Section.

The HTE District regulations shall apply to all development within the designated HTE District requiring site plan or subdivision review. The HTE District shall also apply to redevelopment projects, as outlined in Sub-section 10, Redevelopment, below, regardless of whether such redevelopment requires site plan or subdivision review.

5. Use Regulations: Permitted uses, special permits uses, accessory uses, and special requirements shall be established by the underlying zoning district, unless specifically modified by the requirements set forth herein. These requirements may include, but shall not be limited to, requirements for setbacks, parking, landscaping, signs, and lighting.

a. Conditional Use Permits:

1. In areas where the underlying zoning district is designated for commercial (C) use, the following uses shall require a conditional use permit:

i. Pharmacy

ii. Restaurant

iii. Motel/Hotel

iv. Inn

v. Bed & breakfast

vi. Vacation rental home

vii. Sales, retail bulk outdoor

viii. Sales, retail general

2. In areas where the underlying zoning district is designated for agricultural (AG) use, the following uses shall require a conditional use permit:

i. Bed & breakfast

ii. Inn

iii. Vacation rental home

iv. Gas station

3. In areas where the underlying zoning district is designated for residential (R), (R-1), (R-5) use, the following uses shall require a conditional use permit:

i. Bed & breakfast

ii. Vacation rental home

b. Prohibited Uses in the HTE

1. Wastewater treatment plant

2. Waste related

6. Lot Size: Lot size shall be subject to the requirement of the underlying zoning district(s).

7. Conflict with Other Regulations: In any case where the requirements of this Section conflict with any other provision of the Northampton County Zoning Ordinance or Cape Charles Zoning Ordinance, as applicable, and other regulations or existing state or federal regulations, whichever imposes the more stringent restrictions shall apply.

8. Performance Standards, **applicable to areas within the HTE located along Rt. 184 and Rt. 642**:

a. Purpose and Intent: The purpose and intent of these performance standards is to minimize the impact of highway-oriented development on the safety, function, and traffic capacity of the State Route 184 and State Route 642 corridors.

b. General Performance Standards for Development and Redevelopment:

1. Site Plans: All site plans shall include an access plan drawn to the same scale as the site plan and showing the location and dimensions of all streets, sidewalks, driveways, crossovers, parking areas, access aisles, landscape areas, and any other relevant information in accordance with Sec. 154.045 Site Plans of this Chapter. **In the event of conflicting regulations with VDOT, VDOT minimum requirements will supersede the following standards .**

2. Site Access: Access to State Route 184 and State Route 642 shall be provided by direct or indirect means, consistent with the following:

(a.) Number of Access Points: Each tract of land recorded prior to January 1, 1998 is entitled to one direct access point to the public roadway network, provided that VDOT approves. Where multiple tracts of land are developed as a single entity, as in the case of a shopping center, office park, residential subdivision, or similar development, they shall be treated as one tract of land for the purposes of determining the permitted number of access points.

(b.) Corner Clearance: The minimum corner clearance of driveways from intersecting streets shall be 400 feet approaching the intersection. Downstream corner clearance shall be 250 feet minimum. For side street approaches, the minimum corner clearance shall be 250 feet. At signalized intersections, corner clearances in excess of these minimum dimensions may be required, in consultation with VDOT. Where a traffic study is submitted that shows 20-year peak period 95 percentile queue lengths will not extend past the driveway location, corner clearances may be reduced, in consultation with VDOT.

(c.) Minimum Sight Distance: Minimum sight distances along the highway shall be provided to allow vehicles to safely turn left or right onto the highway. Sight distances provided along the HTE District shall be a minimum of 1,000 feet.

(d.) Outparcels: Outparcels are those parcels of land depicted on a final subdivision play which is designated for public or private open space, right-of-way, utilities, or other similar purposes; or, a parcel of land left over after platting which is smaller than the minimum permitted lot size for the zoning district in which it is located and therefore unbuildable unless combined with additional land; or, a parcel of land located adjacent to a shopping center which shares a common parking lot with other establishments within said shopping center but is separated from the principal buildings and establishments by a parking area. All access to outparcels must be internalized utilizing the main access drive of the principal retail center. Access to each outparcel shall be as direct as possible, avoiding excessive movement across the parking aisles and queuing across surrounding parking and driving aisles. In no instance shall the circulation and access of the principal commercial facility and its parking and service be impaired.

(e.) Residential Developments: Where practicable, new residential subdivisions shall include an internal street layout which shall continuously connect to the streets of

surrounding developments to accommodate travel demand between adjacent neighborhoods without the necessity of using the highway.

(f.) Median Crossovers: Where a proposed development fronts an existing or planned median crossover, access from the development to adjacent sites shall be provided, so as to promote shared access and minimize demand for additional crossovers.

(g.) Shared Access and Reverse Frontage: Internal access roads and inter-parcel connections shall be provided to facilitate the local movement of traffic between existing and proposed development and minimize demand for local trips on the highway. Based on consultation with the appropriate VDOT staff, inter-parcel access may take the form of direct driveway connections or reverse frontage roads.

(h.) Pedestrian Access: Pedestrian walkways shall be incorporated into each project so as to minimize conflicts with vehicular traffic. Pedestrian circulation systems shall connect uses within individual projects, and shall be extended to adjacent parcels where inter-parcel vehicular access is required.

(i.) Bicycle Access: Bicycle facilities may be incorporated into each project so as to minimize conflicts with vehicular traffic. If installed, bicycle circulation systems shall connect uses within individual projects, and shall be extended to adjacent parcels where inter-parcel vehicular access is required.

3. Traffic Impact Analysis: All developments generating more than 2,000 average daily trips shall prepare and submit a traffic impact analysis. The projected number of average daily trips shall be based on trip generation rates as defined by the most recent publication of the Institute of Transportation Engineers "Trip Generation." In addition, a traffic impact analysis may be required for developments generating 2,000 or fewer average daily trips when it is determined, in consultation with the appropriate VDOT staff, that safety considerations or a degradation in the level of service of the roadway warrant such analysis. The traffic impact analysis shall identify level of service impacts of the proposed development, based on a twenty-year demand projection, and shall be used to determine necessary improvements to support the development. At a minimum, the impact analysis shall address the following:

(a.) Turn lane and access improvements

(b.) Internal site circulation

(c.) Shared access/access to adjacent sites

(d.) Impacts to intersections and median crossovers

(e.) Potential need for signalization

4. Required Improvements: Required improvements, the need for which is generated by the proposed development, shall be determined in consultation with the appropriate VDOT staff.

The developer shall be responsible for providing any required improvements, which shall be shown on site plans. The need for required improvements shall be based on the following:

(a.) Applicable traffic impact analysis

(b.) Highway safety and capacity

5. Setback from VDOT Right-of-Way: Buildings shall be set back from the VDOT right-of-way a minimum of 100 feet, the first 20 feet of which abutting the right-of-way shall be a vegetated buffer which includes the vegetation installation required in Sec. 154.105(G) of the Northampton County Code. The remaining area in the 20 foot buffer may be planted in grass and/or groundcover. Parking areas and stormwater best management practices may be located in the setback outside of the vegetated buffer.

9. Redevelopment, **applicable to areas within the HTE located along Rt. 184 and Rt. 642**: In order to promote the orderly retrofit of existing developments that do not conform to the requirements of the HTE District, while encouraging reuse of previously developed properties, the follow redevelopment standards shall apply. The following standards provide guidelines for use in bringing nonconforming sites as close to conformance as possible. All trip generation shall be based on ITE methods as described herein.

a. Access: Reconstruction, relocation, or elimination of access points shall be required under any of the following circumstances. In such cases, necessary improvements shall be identified in consultation with the appropriate VDOT staff, and shall be designed to bring the site as close to compliance as possible with the access provisions of this ordinance.

1. The redevelopment will cause an increase of 10 average daily trips (ADT) and 20% or more ADT.

2. The redevelopment will cause any turning movement to increase by 5 ADT and 20% or more ADT.

3. The redevelopment will cause an increase in use by vehicles exceeding 30,000 pounds gross vehicle weight of 10 vehicles per day or 20% or more vehicles exceeding 30,000 pounds gross vehicle weight per day.

4. Structural enlargements, building improvements, or other site improvements are made resulting in an increase of 20% of building square footage or totaling 20% of current assessed building value.

5. As required to address identified safety deficiencies, based on consultation with the appropriate VDOT staff.

b. Traffic Impact Analysis: A traffic impact analysis shall be submitted for all redevelopment projects in which the proposed use will generate more than 2,000 ADT and increase existing ADT by 50% or more.

c. Required Improvements: Improvements required to support the redevelopment shall be based on consultation with the appropriate VDOT staff, required traffic impact analyses, and highway safety and capacity.

d. Signage: Reconstruction, relocation, or elimination of freestanding signs shall be required when (1) structural enlargements, building improvements, or other site improvements are made resulting in an increase of 20% of building square footage or totaling 20% of current building value or (2) existing signs interfere with required site distances. Required improvements shall bring on-site signage as close to compliance as possible with Sec. 154.190 *et seq.* of the Northampton County Code or Section 4.1 of the Town of Cape Charles Zoning Ordinance, as applicable. Additional signage requirements are as follows:

1. Billboards are not allowed in the overlay district

2. New, freestanding signs shall not exceed 8 feet in height and shall otherwise conform to Sec. 154.190 of this Chapter.

e. Lighting: Where structural enlargements, building improvements, or other site improvements are made resulting in an increase of 20% of building square footage or totaling 20% of current assessed building value, all lighting shall be brought into compliance with Sec. 154.112 *et seq.* of the Northampton County Code or Section 4.4 of the Town of Cape Charles Zoning Ordinance, as applicable.

f. Landscaping: Where structural enlargements, building improvements, or other site improvements are made resulting in an increase of 20% of building square footage or totaling 20% of current assessed building value, landscaping shall be brought as close to compliance as possible with Section 154.105 *et seq.* of the Northampton County Code or Section 4.4 and Appendix F of the Town of Cape Charles Zoning Ordinance, as applicable. This shall include appropriate landscaping of existing green space, as well as provision of additional green space to the extent that it does not interfere with traffic flow or required parking. Where additional green space is required, priority shall be given to establishing front yard green space.

1. Existing vegetation shall be retained. Trees over 6” DBH shall be protected during construction. Shrubs shall also be protected during construction.

2. All existing trees and shrubs shall be identified on the site plan or plot plan prior to construction and tagged in the field.

10. Other Standards: TBD

Planning Commission Staff Report

From: Rob Testerman

Date: December 30, 2013

Item: 5B – Comprehensive Plan Review

Attachments: Sections 3.5 through 3.B.6 of the Comprehensive Plan

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Background

The Accomack-Northampton Planning District Commission has been approved by their board to assist the Cape Charles in the 2013-2014 Comprehensive Plan update. At its December 19 meeting, Town Council approved the request for assistance from the ANPDC for its assistance in the Comprehensive Plan update. Town Manager, Heather Arcos and I will be meeting/speaking with Elaine Meil, Executive Director of the ANPDC to discuss specifics and time tables of when the work will begin later this month. Prior to, and during, the assistance we will continue to identify areas in need of revision in the Comprehensive Plan, in an effort to get a head start on the process.

Item Specifics

In previous months, we have reviewed sections 1 through 3.4.4. This month, we will be reviewing sections 3.5 through 3.B.6 (pages 19-37), as with the last discussion we will simply be identifying those areas in need of revision.

Recommendations

Identify areas of Sections 3.5-3.B.6 of the Comprehensive Plan that are in need of updating.

intersection is the gateway to Town and it is the main entry corridor. Cape Charles is working with the County to create an Overlay District to protect these two sections of roadway as outlined in the Annexation Agreement of 1998. The corridor of land lying between Route 13 and the Town boundary constitutes the edge of Town. This corridor is also bounded on the north and south by King's Creek and Plantation Creek.

Northampton County has created a new zone designating this area as Town Edge and recommends this area as "future growth" for the County. Cape Charles desires to protect this corridor from commercial development while allowing the deployment of services such as water and sewer. Cape Charles desires to protect the view shed along these corridors so as to maintain the disconnection from Route 13.

III.5 Land Use Category and Uses Summary

Category	Uses
Main Street Mixed Use (Commercial Residential)	Land uses in this category includes a mix of activity-generating uses on the first floor storefront space that can include commercial, retail, office, with residential uses located above the first floor.
Harbor Mixed Use (Harbor)	Land uses in this category should be mixed, including resort and tourism-related retail, waterfront industrial and employment, associated residences, and accessory uses and should support the existing harbor and railroad uses.
Traditional Residential Mixed Use (R1, R2, R3)	Land uses in these categories includes a mix of residential single family, single family patio, and duplex dwelling units.
Low Density Residential (RE)	Land uses in this designation should consist primarily of single-family dwellings in a low-density residential areas intended to have a gross density of between 1-5 acres per unit, and to be clustered to protect significant areas of open space. Development proposals that seek higher density ranges in order to utilize desired clustering methods and preserve open space should also be considered.
Planned Unit Development (Accawmacke Plantation PUD now known as Bay Creek)	Land uses in this category promote creative and imaginative development designs for residential and commercial uses by allowing greater flexibility than is possible under the restrictions of conventional regulations. It is intended to promote more efficient use of the land while encouraging variety and convenience for the development and the development of recreational areas and open spaces within the project.

Industrial (GB, M-1)	Land uses in this category permits certain industries, which do not in any way detract from the residential desirability, and will not be permitted to locate in any area adjacent to a residential area.
STIP	Land use in this category provides for mixed industrial and employment land uses which encourage the revitalization of the local industrial economy and historic Port of Cape Charles.
PD-STIP	Land use in this category provides for a planned mixed industrial and employment park with a comprehensive development plan which encourages the revitalization of the local industrial economy and historic Port of Cape Charles.
Railroad	Land use in this category is identified as railroad and future Harbor Mixed Use designation. The open space designated to handle harbor dredge spoils should only be held for that use.
Town Edge	Land uses in this category provides for areas of clustered residential and commercial uses with significant areas of open space and agriculture.

III.6 Future Use Approach

In looking towards the future land use of Cape Charles, we use the following classifications to indicate the time period within which the action appropriately might be undertaken:

- Near Term – recommendations to be undertaken and perhaps completed within the next two years.
- Intermediate Term or Tactical– recommendations to be undertaken within the next three to five years.
- Long Term or Strategic – recommendations that can or must take longer than five years.

III.6.1 Future Land Use Recommendations - Near Term

These recommendations are targeted for implementation within the next one to three year time frame.

- Portions of the Environmentally Restricted layer should be used for parks, beaches, trails, dedicated open space, and water storage.
- While the property currently owned by the government , identified locally as Winter Quarter, used in the past as housing for United States Coast Guard – Station Cape Charles personnel is no longer suitable for housing, should any of its property be leased or sold, that property or portion thereof shall maintain its zoning designation of R-1.
- If any property initially designated as PUD is sold or leased for other than PUD-authorized uses, its zoning status should be reevaluated and rezoned, if necessary to be consistent

with the zoning designation of a majority of the neighboring properties.

- It is critical to the public safety and welfare of all Cape Charles citizens and visitors to maintain two completely independent routes (both ingress and egress) to Route 13 in the case of an emergency situation.
- Boundary adjustment options.
- Evaluate options and establish a Corridor Overlay for Route 184 and Rte 642.

III.6.2 Future Land Use Recommendations - Intermediate Term or Tactical

In addition to any Near Term Future Land Use recommendations listed above, these recommendations are targeted for implementation in the three to five year time frame.

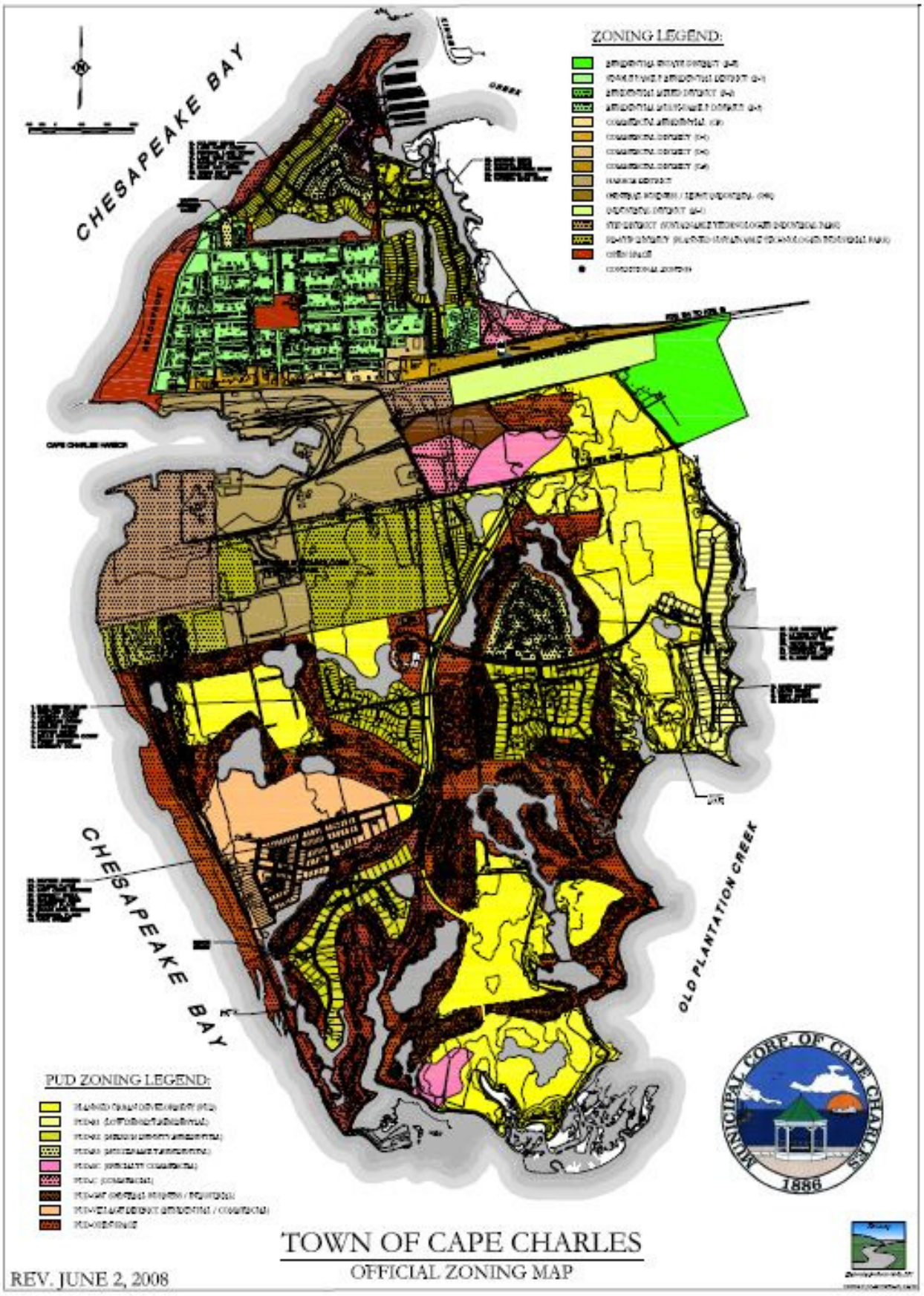
III.6.3 Future Land Use Recommendations - Long Term or Strategic

In addition to the recommendations listed above, these recommendations are targeted for implantation beyond the five year time frame.

- The Railroad designation is intended to acknowledge the railroad owned properties as important historic and economic resources within the Town of Cape Charles. All properties adjacent to the harbor have an alternative future land use of Harbor Mixed Use designation.
- Bayshore Concrete Products is an important economic anchor for both the town and the county. All properties adjacent to the harbor have an alternative future land use of Harbor Mixed Use designation.
- The property currently owned by the government and used as a United States Coast Guard – Station Cape Charles facility performs a necessary and important safety and security function for the entire area. All properties adjacent to the harbor have an alternative future land use of Harbor Mixed Use designation.

References:
Town of Cape Charles documents:

Harbor Area Conceptual Master Plan and Design Guidelines
Historic District Guidelines
Master Tree Plan
Tree Conservation and Preservation Ordinance
Town of Cape Charles Zoning Ordinance
Zoning Regulations for Accawmacke Plantation


ZONING LEGEND:
CHESAPEAKE BAY
CHESAPEAKE BAY
OLD PLANTATION CREEK
PUD ZONING LEGEND:
MUNICIPAL CORP. OF CAPE CHARLES
1886
TOWN OF CAPE CHARLES
OFFICIAL ZONING MAP
REV. JUNE 2, 2008

Section III-A - Quality and Diverse Neighborhoods

III-A.1 Introduction

In addition to general policy recommendations on future land use and basic infrastructure discussed in previous sections, the Comprehensive Plan also contains a number of core Plan goals.

These core Plan goals give further definition and guidance on important issues for Cape Charles' future. These are:

- Quality and Diverse Neighborhoods
- Plentiful Quality Jobs
- Great Amenities
- Active and Engaged Partnerships

This section of the document presents recommendations and policies for the Comprehensive Plan related to the core Plan goal of Quality and Diverse Neighborhoods. Subsequent sections address the other core Plan goals.

III-A.2 Background

Created in 1884 as a railroad town, Cape Charles served as the southern terminus of the north/south railroad line constructed along the Eastern Shore. From its very conception, Cape Charles was a planned community. Founder William L. Scott envisioned a Town to serve the needs of the railroad and its passengers and in 1884, he commissioned two engineers to do the official mapping of the Town. The original Town was divided into 644 equal lots. Seven avenues, which run from east to west, were named for Virginia statesmen; the streets, which run north and south, were named for fruits. The original layout of the Town is still very visible today.

The streets are distinctive to that time period. In 1911, wetlands near the Chesapeake Bay were drained and filled. The original east-west avenues were extended west, and two more north-south streets were added: Bay Avenue along the edge of the Bay and Harbor Avenue between Bay Avenue and Pine Street. The additional 38 acres of filled land, named the Sea Cottage Addition, provided a beach along the Bay and 97 new building lots.

Texas-based heavy construction giant Brown & Root purchased 1,700-acres surrounding Cape Charles in the late 1970's. This land was "Hollywood Farm" the former plantation of Governor Tazewell (1774-1860) and the later home of William L. Scott (1828-1891) who brought the railroad to the area and founded Cape Charles.

The land was subsequently sold to Bay Creek for resort development. Bay Creek, a planned unit development (PUD), is divided into distinctive "villages," offering a wide variety of settings and lifestyles.

III-A.3 Neighborhoods

To create "Quality and Diverse Neighborhoods," this Comprehensive Plan is guided by the following:

Town citizens value and place a high priority on protecting the Town's unique and historic small town character by keeping the best of the old and incorporating innovative new development that will keep the town vibrant long into the future.

- Preserve the Town's Historic Heritage
- Maintain and Preserve the Town's Housing Stock
- Protect the "**Small Town"** Character of Cape Charles

III-A.4 Characteristics

- **Viability** –Historic neighborhoods need to remain attractive for new residents. Older homes represent opportunities for renovation and upgrading.

- **Variety** - A variety of housing types (single family homes, multifamily housing, workforce housing, vacation homes, second-homes, and retirement housing) need to be available.

- **Commitment** - Residents of all housing types need to feel a commitment to their homes and to the community as a whole.

- **High Standards** - All property needs to be maintained at a high standard with both owner occupants and absentee landlords having a commitment to the quality and livability of the property under their control including keeping the property clean, healthy and litter-free.

III-A.5 Planning Framework

The neighborhood classification scheme takes into account the current Cape Charles' neighborhoods and the direction of change desired.

Town Neighborhoods are classified as:

- Residential
  - Includes single-family, multi-family, townhouse, & duplex dwellings
  - Applies to R-1, R-2, R-3 & R-E Districts
- Mixed Use
  - Includes commercial businesses with residential units
  - Applies to C-1, C-2, C-3, CR & Harbor Districts
- Business & Industry
  - Includes business, offices, light industry & limited industry
  - Includes mixed industry, and planned mixed industry & employment park(s)
  - Applies to GBI, M-1, STIP & PD-STIP Districts
- Accawmacke Plantation Planned Unit Development (PUD)
  - Includes flexible residential and commercial uses within the PUD

III-A.5.1 Overall Policies & Descriptions for Cape Charles Neighborhoods

General Overall Policies for Cape Charles Neighborhoods

1. Preserve and enhance the integrity of the Historic District.
2. Promote compatible infill development and renovation within established neighborhoods.
3. Promote mixed use as the preferred form of development in the Commercial, Harbor and Village Districts.
4. Preserve the integrity of and accessibility to the water's edge.
5. Strengthen and enhance the Town's green infrastructure.
6. Protect the Town's scenic, recreational, and open space resources.
7. Encourage support for landscape enhancements in and around Town.
8. Create an integrated system of pedestrian, bicycle and multi-use trails through all neighborhoods.
9. Incorporate traffic calming and access management techniques at Town "Gateways."
10. Extend the concept of the historic grid network to new developments adjacent to the existing historic grid.

Policies and Descriptions

Following is an expansion of each of the policies:

1. Preserve and enhance the integrity of the Historic District	
Applies to Neighborhoods: ➢ Residential ➢ Mixed Use	Description: • Strengthen the historic preservation ordinance to ensure maintenance and preservation of the existing historic building stock, • Make streetscape improvements along Mason Avenue, Bay Avenue, Strawberry Street and Peach Street, • Restore medians and landscaping, • Make sidewalk improvements, • Develop Central Park as an urban/civic amenity that provides a multipurpose space for town events and individual recreation.

2. Promote compatible infill development and renovation within established neighborhoods.	
Applies to Neighborhoods: ➢ Residential ➢ Mixed Use	Description: • Promote accessory dwelling units to add diversity of housing types, while maintaining the neighborhood character and providing affordable housing options, • Ensure new development is sympathetic and compatible with the neighborhood's architectural fabric. New building(s) should match the prevailing style and character of the neighborhood's existing buildings in scale, massing, colors and materials. • Emphasize the preservation of the Town's historic housing stock.

3. **Promote mixed use as the preferred form of development in the Commercial, Harbor, and Village Districts.**	
Applies to Neighborhoods: ➢ Mixed Use ➢ Some parts (villages) of Accawmacke Plantation PUD (now known as Bay Creek)	Description: • Encourage the principle of incorporating mixed land uses, similar to the current land use patterns in the Town such as: o allowing residential and retail/commercial uses within the same building, and o promoting residences within close proximity to commercial and retail centers. • Combined live-work structures should be encouraged in new development and in the Mason Avenue districts to better integrate housing with the shops and businesses of the new and existing centers.

4. **Preserve the integrity of and accessibility to the water's edge.**	
Applies to Neighborhoods: ➢ All with public waterfront Note: Public waterfront access is an important amenity and identifying feature for the Town. Waterfront areas include: o the Harbor, o Cape Charles beach, o the Municipal (fishing) pier, and o the Coastal Dune Natural Area Preserve, o Bay Creek Marina (on King's Creek) and future areas in Bay Creek will also provide waterfront access.	Description: • Preserving the integrity and accessibility of the water's edge is critical to maintaining the quality of life within the town. Measures should be taken to: o integrate the Harbor walkway with the historic core, o control dune, beach and shoreline erosion, o enhance the beach as an amenity for residents and visitors by providing improved links to Town, o improve access to the Town's harbor of refuge, o maintain and promote the use of the Town's fishing pier.

5. **Strengthen and enhance the Town's green infrastructure.**	
Applies to Neighborhoods: ➢ Residential ➢ Mixed Use ➢ Accawmacke Plantation PUD (now known as Bay Creek) Note: The Town contains a number of active and passive recreational facilities that serve an important environmental function as well as an attraction for residents and visitors alike.	Description: • The Town should strengthen the existing green focal points, such as: o Central Park, o Rt. 184 and Rt. 642 gateway entrances, o The harbor o The Town's properties, including the public utility properties, o Plantings along Mason Avenue and plantings adjacent to the sidewalks, o the Coastal Dune Natural Area, and o the landscaped open spaces throughout the Town. • Develop recreational center(s). • Pursue the public acquisition of under-developed waterfront lands. • Promote greenway connections between focal points which incorporate environmental features such as wetlands and drainage ways, urban streetscapes with landscaping and street trees, and the community trail system.

6. **Protect the Town's scenic, recreational, and open space resources.**	
Applies to Neighborhoods: ➢ Residential ➢ Mixed Use ➢ Accawmacke Plantation PUD (now known as Bay Creek) Note: The Town's location along the Chesapeake Bay and its abundant natural resources are a critical part of the Town's identity and way of life.	Description: • The Town should protect its scenic, recreational and open space resources by: o using environmentally sensitive design techniques in new development, o preserving existing features during the site plan review process, o incorporating low impact development techniques, and o restoring and revegetating natural areas. • In addition, the Town should continue to support efforts to restore and enhance critical habitat and promote the use of native plants in the Town.

7. **Encourage support for landscape enhancements in and around Town.**	
Applies to Neighborhoods: ➢ Residential ➢ Mixed Use ➢ Business & Industry ➢ Accawmacke Plantation PUD (now known as Bay Creek)	Description: • The Town should enhance its current infrastructure of landscaping and green amenities by promoting: o a Town-wide street tree program, o buffer standards, and o specific landscape enhancements for sites such as the public utility facilities and Central Park.

8. **Create an integrated system of pedestrian, bicycle and multi-use trails.**	
Applies to Neighborhoods: ➢ Residential ➢ Mixed Use ➢ Business & Industry ➢ Accawmacke Plantation PUD (now known as Bay Creek)	Description: • A Town-wide, integrated system of bike routes, sidewalks, and multi-use paths is needed to connect existing and emerging commercial and residential areas to accommodate and promote alternative means of transportation including: o walking, o bicycling, o golf carts, o water taxis, o public transportation.

9. **Incorporate traffic calming and access management techniques at Town "Gateways"**	

Applies to Neighborhoods:	Description:
	• Traffic calming and management improvements designed to be compatible with the Town's traditional streetscape should be incorporated into each of the Town's vehicular entrances or "Gateways" into town, such as a roundabout at the intersection of Fig Street and Randolph Avenue.
	• The Town should:
	  o Work with VDOT and the County to ensure the redesign of Old Cape Charles Road (Route 642) to the Parson's Circle connection to Route 13 to provide:
	  ▪ more capacity,
	  ▪ safer widths and turning radii, and
	  ▪ managed access along its frontage.
	  o Continue Harbor enhancements and improvements
	  o Enhance landscaping and signage at Rt. 184 & at Rt. 13.
	  o Extend Fig Street with an at-grade crossing over the railroad property to Old Cape Charles Road.
	  o Maintain the "hump" as an alternate emergency vehicular route.

10. Extend the concept of the historic grid network to new development.	
Applies to Neighborhoods: ➢ Residential ➢ Mixed Use ➢ Business & Industry Note: The historic grid network of the street system is a valuable asset for the Town and provides ample connections between residential and commercial uses for both the automobile and the pedestrian. Designing roads that serve new development in a system of interconnected blocks as a "grid" will improve overall network connectivity, promote greater accessibility for both traffic and emergency access, and foster compatibility of streetscape design for the whole Town.	Description: • The historic grid system works well in the core of the Town and should be extended into new development including street width, turning radii and diagonal parking, • Extend Fig Street with an at-grade crossing over the Railroad property to Old Cape Charles Road, • Protect the viewsheds, • Maintain the "hump" as an alternate emergency vehicular route.

III-A.5.2 New Developments

Maritime and Mixed-Use Developments on the Harbor

The undeveloped land, private and public, around the Cape Charles Harbor has been approved for development. Hotels on the water, restaurants and commercial locations with harbor-front walkways, multi-family dwellings will complete a major portion of the harbors' edge. A new mega-yacht facility of over 160 acres and additional commercial slips make up the additional future developments. These developments are:

- Cape Charles Yacht Center
- Harbor Development Group
- Cape Harbor
- Town Marina

References:
Cape Charles Comprehensive Plan Update, Draft Land Use, Community Design and Future Development Chapter, dated May 25, 2007

Cape Charles Harbor Area Conceptual Master Plan and Design Guidelines.

Section III B - Economic Vitality

This section presents recommendations and policies for the Comprehensive Plan related to the Plan goal of bringing economic vitality to Cape Charles. The objective of economic vitality is to provide a diversified tax base in conjunction with providing superior amenities and quality of life.

III-B.1 What is Economic Development?

Economic development involves attracting and retaining business and industry in a community. Such development is critical for the health and viability of a community and is also important for its citizens. Economic development affects job opportunities, the community's tax base, population growth and even the number of stores where citizens can shop. The goal of economic development is to increase the tax base and provide better jobs, thus enhancing the well-being and prosperity of the citizens of Cape Charles. Adding to the tax base helps lower the tax burden on each taxpayer, improves property values and encourages both homeowners and business owners to maintain and improve their properties. A larger tax base can provide the funds to support essential government services. Economic development is an investment in economic prosperity.

III-B.2 Economic Base

Cape Charles is a diversified residential community comprised of a mixture of long-term residents and new arrivals. To create a baseline for economic vitality, the Comprehensive Plan identifies the following as the broad direction of economic focus:

- Cape Charles is a tourist and second home location attracting:
    - Eastern Shore visitors
    - Weekly, monthly and seasonal renters
    - Golfers, fishermen, boaters, eco-tourists and birders
- Cape Charles is a retirement destination
- Cape Charles's working citizens are primarily in the service sector
- Cape Charles has an industrial infrastructure and history
- Cape Charles has a history of commercial fishing

III-B.3 Economic Plan Objectives

These objectives have been identified below and fall under the following categories:

- Attract tourists, vacation and second home owners
- Attract full time residents, including retirees
- Attract small and "work from home" businesses
- Attract and expand the industrial/commercial base

III-B.4 Current and Planned Infrastructure and Amenities

To achieve the economic vitality objectives, core assets have been identified and planned assets need to be prioritized in order to use the available funds in the most expedient manner. The

Comprehensive Plan has identified Current Settings and Future Land Use in Sections II and III (1-6). These sections define the key infrastructure decisions and directions of the Town. Section III A defines the current and future direction of Town Neighborhoods and Sections III (C, D and E) define transportation, utilities, amenities and partnerships.

Although defined in more detail in the sections listed above, the core assets can be summarized as follows:

- Excellent regional access – one of the few deep water harbors on the Eastern Shore of Virginia and just 10 miles from the Atlantic Ocean. It is in close proximity to the Hampton Roads area.
- A diverse mix of quality housing choices.
- Great amenities
    - marinas
    - A commercial harbor
    - ESVA's finest public beach on the Chesapeake Bay
    - A park with playground and sports facilities
    - A town-wide walking trail
    - Golf cart friendly community
    - A historic downtown
    - Golf and marina resort communities
- An existing industrial infrastructure
    - Industrial businesses
    - Commercial and sport crabbing and fishing operations
    - Railroads
    - Professional academies
- Tax incentive opportunities:
    - Enterprise Zone
    - Free (Foreign) Trade Zone
    - Town Commercial Rehabilitation
    - Northampton County Commercial and Residential Rehabilitation
    - Assessment / Tax Freeze
- Appropriate industrial/commercial/residential zoning
- Broadband Network Loop
- Water and wastewater expansion plans

III-B.5 Key Goals, Strategies and Policies

In order to achieve economic vibrancy six key goals and strategies have been identified. As with any economic plan certain variants will arise creating either a positive or negative impact on the desired goals. These goals and strategies should be used as guidelines for making decisions and modified as economic conditions change.

Major Goals:

- Designate land for future growth
- Preserve and Enhance Retail Sales Base

- Facilitate Business start-up, expansions and relocations
- Attract tourists, vacation and second homeowners
- Attract retirees
- Create a web portal to attract tourists, vacationers and retirees and to disseminate information

III-B.5.1 Goal: Designate Land for Future Growth

The reality is that the Town is water-locked on three sides and the only avenue for future growth is eastward. Cape Charles is also the only Town with no presence on the county's major thoroughfare, Route 13. Therefore to ensure future growth options for the community, Cape Charles must work with the county to assure that adequately served and appropriately zoned land in the Town Edge is available for these possible desired uses.

Strategy:

- Share planning with Northampton County to define the Cape Charles town boundaries as following Kings Creek on the north, Plantation Creek on the south and Route 13 on the east
- Establish a presence on Route 13
- Establish a corridor overlay along Routes 184 and 642
- Seek land for future use
- Use incentives and programs to preserve land for quality employment
- Use infrastructure to encourage desired uses

III-B.5.2 Goal: Preserve and Enhance Retail Sales Base

It is important that Cape Charles maintain an atmosphere which fosters a continued growth of the existing business sectors. A business environment which sustains retail businesses should be maintained and fostered. Maintaining and expanding the retail sector is critically important to Cape Charles's fiscal health. Retail activity also provides jobs commensurate with the occupation of many Cape Charles residents, and provides a "hometown" and convenient source of goods and services to Cape Charles residents and tourists.

Strategy:

- Recognize Mason Avenue as the center of retail activity and encourage new businesses. Create an image of economic prosperity with historic renovations and eliminate blight.
- Promote the development and maintenance of healthy, viable commercial centers, with emphasis on Route 184 from Fig Street to the Town limits, defining concepts for future development in the county's proposed Town Edge district.
- Assure adequately zoned commercial land in advance of residential development.

III-B.5.3 Goal: Facilitate Business Start-Up, Expansions and Relocations

Despite the attractiveness of Cape Charles's location in a regional context, the Town must aggressively seek out partnerships with existing businesses, educational institutions,

telecommunications providers, regional economic development groups, among others and pursue economic development opportunities, capitalizing to the extent possible on existing strengths.

The Town has the potential to grow over the coming years and the hospitality industry, including conference and convention center facilities, should be part of that growth. This industry brings visitors to Cape Charles and requires a cadre of well-trained workers to support that growth. These visitors will require restaurants and other businesses to support them and the demand for quality support staff will be strong. Living accommodations within a reasonable distance are needed, making the Town Edge important in future land development.

While the Town continues its focus on conducting business in a friendly, efficient and effective manner, it should also continue to emphasize an "easy to do business with" attitude in dealings with both businesses and citizens alike.

Strategy:

- Capitalize on the existing and planned maritime industry cluster
- Attract new and / or additional major maritime, high technology, hospitality and small conference center business uses to Cape Charles
- Foster small business development and home-based businesses
- Promote tax incentives such as:
    - Enterprise Zone
    - Free (Foreign) Trade Zone
    - Town Commercial Rehabilitation
    - Northampton County Commercial and Residential Rehabilitation
    - Assessment / Tax Freeze
- Partner with educational institutions and appropriate organizations to research training and economic development opportunities
- Promote Cape Charles Harbor as an ideal port of call

III-B.5.4 Goal: Attract Tourists, Vacation and Second Homeowners

Cape Charles has been successful in attracting these types of individuals. Vacation and second homeowners typically find Cape Charles after passing through on Rte 13, visiting friends or vacationing. Cape Charles is a unique environment and has great appeal for a certain demographics and many of these people have medium to high income levels so attracting each of these categories brings a number of service sectors jobs to this community.

Strategy:

- Work with the Eastern Shore of VA Tourism Commission to enhance and promote Cape Charles as the major tourist destination at the southern end of the Eastern Shore
- Ensure adequate gateway signage and billboard signage
- Ensure adequate dissemination of information in both hard copy and through the internet of all Cape Charles facilities for tourists, vacationers and retirees
- Develop and promote a Cape Charles image

- Develop marketing plans focused on tourism, vacation and second homeowners and retirees

III-B.5.5 Goal: Attract Retirees

Cape Charles has proven success in attracting retirees. Retirees are typically year round residents. As with tourists Cape Charles is a unique environment for retirees and has great appeal for a certain demographic. Many of these people have medium to high income levels so attracting them brings a number of service sectors jobs to this community.

Strategy

- Ensure adequate dissemination of information in both hard copy and through the internet of all Cape Charles facilities for retirees
- Develop and promote a Cape Charles retirement image
- Develop marketing plans focused on Cape Charles and ESVA retirement living
- Investigate tax abatement programs

III-B.5.6 Goal: Create a Web Portal to Attract Tourists, Vacationers and Retirees and to Disseminate Information

Goal

The Web Portal would be a subset of the main Town Web Site providing information on all Cape Charles facilities, amenities, attractions and community activities. It would have a marketing perspective and be the focal point for residents and potential tourists and retirees investigating this area. As the town portal the site would have links to all Cape Charles and other ESVA areas of interest.

Strategy

- Design the site so that it is easy to create links or that users can post their own links
- The site should contain all the key works necessary to score high on all search engines
- It should be updated at least weekly with current information on activities and business information
- It should incorporate Webcam of the beach and pier

III-B.6 Recommendations

- Develop an economic priority at Town Manager and Council level where decisions are made first and foremost with economic vibrancy as the main goal
- Hire an Economic Development Management Coordinator to:
    - Form an Economic Development Management Committee
    - Enact a tourism marketing plan in conjunction with the *ESVA Tourism Strategy* (adopted June 25, 2008)
    - Enact marketing plans focused on vacation and second homeowners and retirees

- Coordinate business owners, volunteer groups and partnerships
- Act as a focal-point for new businesses and business relocations
- Coordinate with County and State Governments
- Coordinate grant applications related to economic development

Planning Commission Staff Report

From: Rob Testerman

Date: December 30, 2013

Item: 6A – Backyard Chicken Ordinance

Attachments: None

Background

At the December 19, 2013 Town Council meeting, Council voted in favor of the Planning Commission and staff researching and developing a draft ordinance to regulate backyard chickens and a recommendation to Council as well.

Item Specifics

This type of ordinance is likely to have very strong opinions for one side or the other from the beginning, so as we move forward with this, we will need to carefully examine both sides of the argument.

Some of the issues we will be looking at will include the benefits of “backyard chickens” as well as the typical concerns regarding chickens (noise, odor, property value, health, to name a few).

We will also be discussing regulations to write into the draft (roosters vs. no roosters, number of hens per square feet of lot area vs. number of hens per lot, coop requirements, etc.)

This month, I will be gathering information to present to the Planning Commission at its February meeting to discuss further. While doing the research and developing a draft, it would also be benificial to schedule a public information/input session prior to taking it to public hearing.

Recommendations

Discuss general questions and concerns with the process moving forward in the research and development of a draft.