

THE CITY OF WILLIAMSBURG

In 1699, the General Assembly of Virginia established the City of Williamsburg as the colony's capital. The new city, formerly known as Middle Plantation, was named in honor of King William III, and home to the College of William and Mary. In 1722, George I granted a royal charter incorporating the City of Williamsburg.

During the 1700's, Williamsburg developed into a bustling capital city and played a singularly historic role in events leading to American Independence. Then in 1780, the capital of Virginia moved to Richmond, and Williamsburg reverted to a quiet college town and rural county seat. In retrospect, Williamsburg's loss of the capital city status was its salvation. Many eighteenth century buildings survived into the early twentieth century when John D. Rockefeller Jr. supported a massive restoration effort. The restoration continues today by the Colonial Williamsburg Foundation.

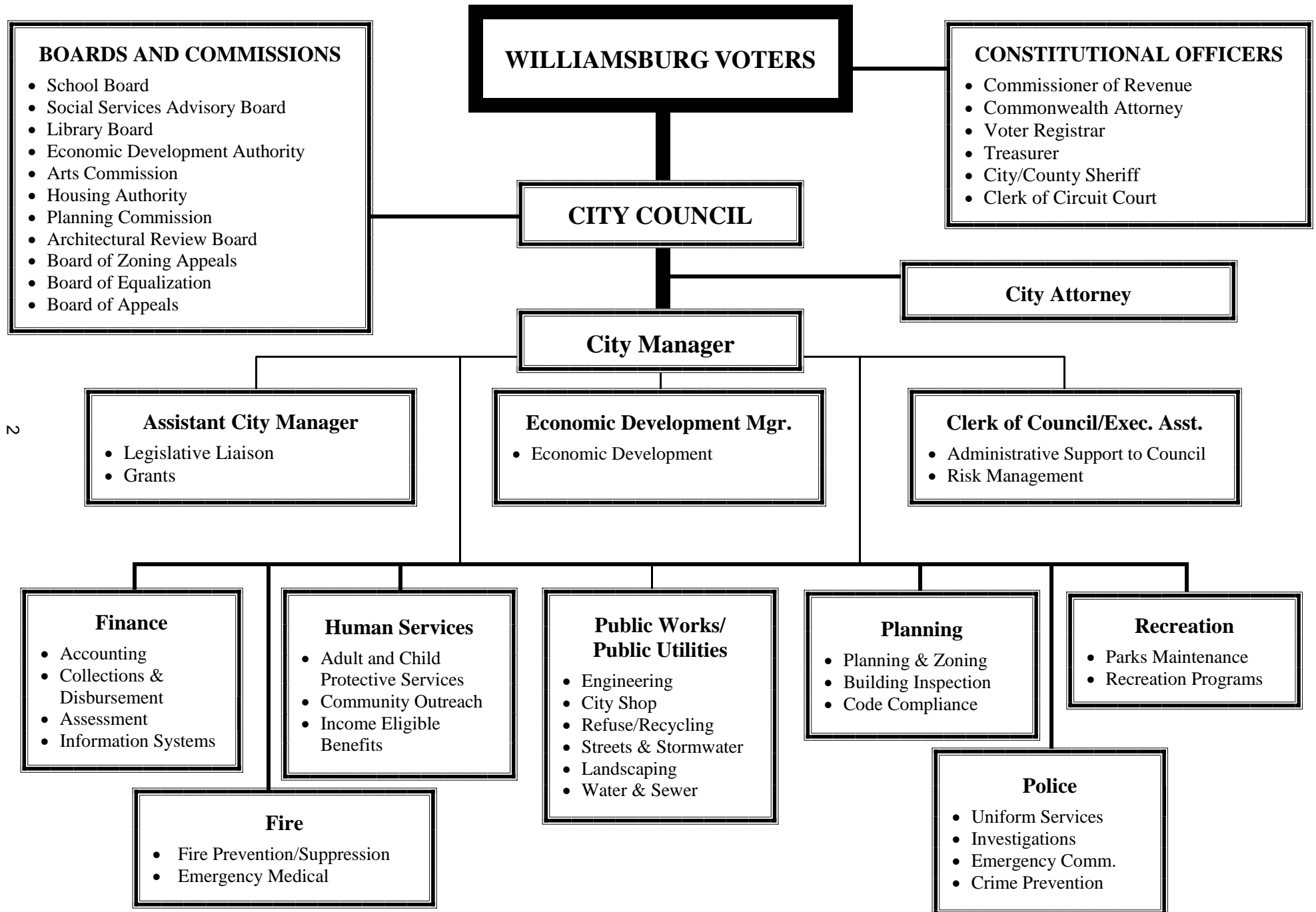
The City of Williamsburg has grown in land area from less than one square mile in 1722, to over nine square miles today, through a series of five annexations. The 2000 census records the city's population at 11,998 residents. As a world famous destination, Williamsburg hosts millions of visitors annually. As a result, eighty-five restaurants and forty seven hotels are located within the city limits. As the home of the College of William and Mary, college students make up approximately half of the city's resident population.

City Government, like the city itself, was overhauled mid 1900's with adoption of the Council-Manager form of government in 1932. All five members of Council are elected at large, and appoint the Mayor, Vice-Mayor, City Manager, and City Attorney. As the city's chief elected official, the Mayor chairs the Council and provides community leadership in accord with the wishes of City council. The City Manager is responsible for administering city government, carrying out policies of City Council. Williamsburg is an independent city under the Constitution and laws of the Commonwealth of Virginia. As such, it exercises broad municipal powers and functions.

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CITY OF WILLIAMSBURG - ORGANIZATION



CITY COUNCIL'S GOALS & INITIATIVES FOR THE 2005 AND 2006 BIENNIUM

I. Character of the City

Protect and enhance Williamsburg's unique character—the historic area, college, entrance corridors, urban environment, and open spaces.

Planning for New City Hall

Continue the planning process for the Municipal Center at City Square for a new City Council Chamber and City Hall, completing a space programming study and implementation plan by December 2005 for further consideration.

Comprehensive Plan Update Adoption

Adopt the 2005 update to the City's Comprehensive Plan, last updated in 1998, by June 2005, and initiate Zoning Ordinance changes and other means called for in the updated Plan to implement its recommendations.

Redevelopment Opportunities

Commit to private redevelopment of under used commercial properties and new infill developments, especially on:

- Richmond Road between Brooks Street and New Hope Road.
- Henry Street between Lafayette Street and Prince George Street, between Ireland Street and Mimosa Drive.
- Capitol Landing Road from Bypass to Merrimac Trail.
- Second Street and Penniman Road.

Seek to encourage infill or rehabilitation projects in these areas during the biennium.

Underground Wiring

Complete the undergrounding of electrical, cable, and telephone facilities on Monticello Avenue by mid 2005; and complete the undergrounding of electrical wires on Lafayette Street by the end of 2006. Schedule underground wiring on South Henry Street from Cedar Grove Cemetery to Newport Avenue as the next major underground project after the biennium.

CITY COUNCIL'S GOALS & INITIATIVES FOR THE 2005 AND 2006 BIENNIUM

I. Character of the City –(cont'd)

Pedestrian Improvements

Build sidewalks per the Capital Improvement Plan, notably the new sidewalk on Prince George Street east of Henry Street by July 2006, and the east side of Capitol Landing Road by July 2007; in addition to sidewalk upgrades in the downtown area including consideration of portions of Richmond Road, Boundary Street, Henry Street, Scotland Street and Prince George Street.

Streetscape Improvements

Concurrent with underground wiring on Monticello Avenue from Richmond Road to Mt. Vernon, landscape in front of Monticello Shopping Center; enhance the streetscape with trees and lighting in conjunction with sidewalk improvements noted above.

City Entrance Signs

Replace City of Williamsburg welcome signs with redesigned signs by summer 2005.

Historic Triangle Regional Wayfinding Project

Provide leadership for the Historic Triangle Wayfinding Group in order to design, install and maintain a system of highway and street directional signs to guide visitors to destinations and attractions in the City of Williamsburg, James City County and York County. Install the signs in 2006 in time for Jamestown 2007.

Purchase of Open Space

Continue to actively pursue acquisition of open space and land conservation, either through purchase of ownership or development rights, per the 2005 Comprehensive Plan, whenever availability, price and budget capacity align.

Review of Architectural Guidelines

Review the City's Architectural Review Guidelines and, upon completion of the comprehensive plan review, work with the Architectural Review Board to modify the guidelines in order to better reflect Council's desired outcome for architectural preservation as it relates to redevelopment of properties in the City. Particular attention should be given to the role of demolition in redevelopment efforts.

CITY COUNCIL'S GOALS & INITIATIVES FOR THE 2005 AND 2006 BIENNIUM

II. Economic Vitality

Increase employment opportunities, income, business success, and city revenues by supporting and promoting the city's tourism base and other development and redevelopment opportunities.

High Street

Develop "High Street" – a mixed use, infill, retail "lifestyle" center of approximately 250,000 square feet and approximately 450 housing units on city property between Richmond Road and Treyburn Drive extended – per the August 2004 development agreement with Roseland Property Company, and begin construction in early 2005.

Reuse of Sentara Hospital Site

Pursue an acceptable reuse of the hospital site through the work of the Crossroads based Reuse Committee, resolving the issue of the future use of the site prior to relocation of the hospital scheduled for mid-2006.

Quarterpath/Riverside Development

Engage property owners and community in preparing and implementing a master plan for the development of over 300 acres of property in the city limits located east of Quarterpath Road for economic and community development purposes.

Royals Property on Mooretown Road

Return to the private sector approximately 70 acres of property located in York County for reservoir sensitive development, while retaining approximately 65 acres as permanent open space for watershed protection. Seek to close sale by January 2006.

Jamestown 2007 Commemoration

Provide regional leadership and cooperation to make the Jamestown 2007 Commemoration a success, particularly through the work of the Historic Triangle Host Committee.

Tourism Vision

Work with the Historic Triangle tourism industry and local governments to improve the structure and effectiveness of tourism products, delivery, and marketing in accordance with the 2004 Nichols Report recommendations addressed to the Tourism Vision Task Force.

CITY COUNCIL'S GOALS & INITIATIVES FOR THE 2005 AND 2006 BIENNIUM

II. Economic Vitality – (cont'd)

Economic Development Agency Merger

Support the merger of the Peninsula Alliance for Economic Development with the Southside's economic development organization for the Hampton Roads region.

Approaches to Economic Redevelopment and Development

Inventory and assess current economic redevelopment and development efforts, determine and evaluate the variety of tools and mechanisms available to enhance the city's approach to economic redevelopment and development, determine the most effective methods of staffing and managing these efforts, and make changes where appropriate.

III. Neighborhoods and Housing

Protect and enhance the quality of the city's residential neighborhoods, and encourage the provision of affordable housing for city residents and workers.

Neighborhood Preservation

Implement strategies to preserve and strengthen neighborhoods – particularly neighborhoods in jeopardy due to age and a high proportion of rentals – through an exterior maintenance and zoning code compliance programs, rental inspection program, and community oriented policing. Consider additional strategies, including owner occupied deed restrictions, to encourage owner occupancy.

Affordable and Low Income Housing

Pursue opportunities with the Williamsburg Redevelopment and Housing Authority to address target populations in need of appropriate housing, serving low and moderate income groups as well as affordable housing for populations sectors such as, student-oriented housing, housing for seniors, and housing for hospitality workers. Seek to get at least one new housing development underway during the biennium.

Braxton Court Area Neighborhood Revitalization

Implement the approved Community Development Block Grant (CDBG) working with the Williamsburg Redevelopment and Housing Authority to comprehensively clear blight, rehabilitate 14 homes, and improve utilities and infrastructure in the Braxton Court area. Complete project by December 2007.

CITY COUNCIL'S GOALS & INITIATIVES FOR THE 2005 AND 2006 BIENNIUM

III. Neighborhoods and Housing – (cont'd)

Quarterpath Area Community Development

Work with the Williamsburg Redevelopment and Housing Authority to implement a Community Development Block Grant (CDBG) planning grant to determine the feasibility of a neighborhood revitalization project to benefit low and moderate-income persons and remove blight in the Quarterpath Road area. If feasible, submit a CDBG grant application in fiscal 2006.

Traffic Calming on Residential Streets

Extend traffic calming measures to qualifying residential streets in response to neighborhood petitions as received.

Neighborhood Response Teams

Recruit, train, and deploy functioning Neighborhood Response Teams, trained through the Citizen Corps/CERT process, to assist with city government response of natural and manmade disasters and emergencies in at least seven of eight sectors of the city by summer 2006.

IV. Transportation

Provide an effective transportation system which is compatible with the future land use plan, serves pedestrians, bicyclists and motorists, and promotes the expanded use of transit and rail.

Richmond Road Reconstruction-Brooks to New Hope

Assist VDOT in the re-bid of the revised construction plans for Richmond Road, from Brooks Street to New Hope Road. Complete construction by the end of 2006.

Treyburn Drive Construction-Monticello to Ironbound

Extend Treyburn Drive from Monticello Avenue to Ironbound Road as a three lane urban street with sidewalks, bikeways, and street lighting. Begin construction in mid-2005, and complete by end of 2006.

Jamestown Road Enhancements

In cooperation with the Jamestown 2007 Corridor Enhancement regional effort and James City County, complete aesthetic upgrades including fencing, signage, painted

CITY COUNCIL'S GOALS & INITIATIVES FOR THE 2005 AND 2006 BIENNIUM

IV. Transportation – (cont'd)

signal poles, exposed aggregate concrete, and landscaping to Route 199/Jamestown Road intersection by the end of 2005.

Jamestown Road Traffic and Parking Study

Follow up on the various recommendations addressed to both the city and the College of William and Mary by the Jamestown Road Traffic and Parking Study, to include completing a preliminary engineering study of a roundabout adjacent to College Corner for further evaluation of its viability, feasibility, and desirability.

Ironbound/Monticello Intersection

Support VDOT, James City County and the College of William and Mary to reconstruct the Ironbound Road and Monticello Avenue intersection, with city assuming maintenance of the newly created median in the city limits.

Historic Area Street Maintenance Agreement

Renegotiate the five-year agreement with Colonial Williamsburg for maintenance of streets in the Historic Area. Enter into new agreement in fiscal 2005.

Guardrail Replacement

Replace old guardrails, particularly on South Henry Street and Jamestown Road, with new, aesthetically pleasing guardrails.

Williamsburg Area Transport Governance

Resolve the corporate structure of Williamsburg Area Transport with local control in proportion to local contribution. Based on the KFG consulting study, create a regional authority during the biennium.

Shopping Circulator

Evaluate the potential for transit service linking the retail centers of Merchants Square, Williamsburg and Monticello Shopping Centers, and High Street once the High Street Williamsburg project is open for business.

Peninsula Passenger Rail Service

Engage decision makers at the state, federal and corporate levels to ensure continuous AMTRAK service for Williamsburg, and seek service frequency and speed increases.

CITY COUNCIL'S GOALS & INITIATIVES FOR THE 2005 AND 2006 BIENNIUM

IV. Transportation – (cont'd)

Bikeway and Pedestrian System

Continue to expand the in-city bikeway system per the Regional Bikeway Plan, particularly the Treyburn Drive bike lanes. (See Pedestrian Improvements under "Character of the City" goal.)

V. Public Safety

Ensure that city systems and facilities enable police, fire, emergency management and judicial operations to protect and serve city residents, visitors, businesses and historical assets.

Public Safety Station at High Street

Develop a capital and operating plan and schedule for a Public Safety Station for Fire and Police Department services to better service the northern section of the city concurrent with the build out of the High Street mixed use project.

Emergency Management Improvements

Continue implementation of the action steps resulting from Hurricane Isabel Lessons Learned, including, emergency power of key traffic signals and continual public information from the EOC by AM radio.

Matthew Whaley Emergency Shelter

Develop a city run emergency shelter at Matthew Whaley School complete with emergency power, thereby adding to regional shelter resources by summer 2005.

Fire and Police Station Upgrades

Complete reroofing of the Fire Station and Police Station by July 2006.

Communications and Emergency Power Upgrades

Upgrade public safety communications including an additional radio repeater and new 911 console at the Police Department, and expand coverage and redundancy of the Fire Department radio system. Install new emergency power source for basic needs at the Municipal Building and the City Shop Complex.

CITY COUNCIL'S GOALS & INITIATIVES FOR THE 2005 AND 2006 BIENNIUM

V. Public Safety – (cont'd)

Medical Transport Insurance Reimbursement

Investigate a plan for billing health insurance providers for emergency medical transportation services. Consider implementation of a billing plan within the biennium consistent with the research.

National Fire Accreditation

Continue the five-year accreditation process of the National Fire Accreditation Board begun in 2000, with the intent of completing the process in 2006.

VI. Education and Human Services

Seek opportunities and implement programs, where possible, that will address the educational, health, social, economic and workforce training needs of city residents and workers.

Williamsburg/James City County Joint School Agreement

Begin negotiations in January 2006 for the new agreement to be effective July 2007. Enter into a new five year agreement with James City County for sharing of school operations and capital expense given trends in the city/county school age population.

TNCC Williamsburg Area Campus

Continue to provide local leadership and support for TNCC Williamsburg Area campus to be collocated with the Third High School on the Warhill Tract.

W/JCC Third High School

Support the construction and operation of the Williamsburg/James City County Third High School located on the Warhill Tract with construction to begin during the biennium.

W/JCC Multipurpose Building

Negotiate a transfer of approximately three acres of city owned property adjoining Berkley Middle School to the Williamsburg/James City County Public School System for construction of a multi-purpose building to include Student Services, Adult Education, Purchasing, and storage.

CITY COUNCIL'S GOALS & INITIATIVES FOR THE 2005 AND 2006 BIENNIUM

VI. Education and Human Services – (cont'd)

Library Renovations

Complete various renovations at the Williamsburg Regional Library during the biennium including energy saving features, entrance/foyer rebuild and roof repair.

Voting Machine Replacement

Provide financial support to the city's Voter Registrar to replace voting machines with new electronic voting machines by January 2006 to ensure compliance with the 2002 Help America Vote Act.

City Staff Professional Development

Develop and implement a staff development program based on the Senior Executive Institute (SEI) and Leading, Educating, and Developing (LEAD) models to prepare mid and senior level staff for current and future leadership responsibilities.

Expansion of E-Government Services

Continue the expansion of the city's E-Government services to include the ability to view past utility bills on-line; download city meeting agendas and attachments; and pay personal property taxes, real estate taxes, room and meal taxes, and building inspection fees on-line, by summer 2005.

Youth Leadership Council

Reinstate the city's Youth Leadership Council to promote high school completion and career development for Youth Achievement Program graduates, under the guidance of the Department of Human Services.

Crossroads Youth Home Replacement Project

Replace the Crossroads Community Youth Home with a new facility designed to better accommodate the alternative service needs of at-risk youth in the City of Williamsburg, James City County, York County, and Gloucester.

CITY COUNCIL'S GOALS & INITIATIVES FOR THE 2005 AND 2006 BIENNIUM

VII. Recreation and Culture

Add to the quality and availability of recreational and cultural facilities, and enhance recreational and cultural programming to meet the needs of city residents and visitors.

Neighborhood Park Development

Develop both active and passive city parks and outdoor recreation amenities, to include a new neighborhood park in Strawberry Plains subdivision, a High Street walking/jogging trail system, and youth athletic upgrades at Kiwanis Park.

Regional Park Upgrades

Determine the feasibility of upgrades to Waller Mill Park including a regional dog park and a covered outdoor gathering area, and, if feasible, complete these projects during the biennium.

Performing Arts Facilities

Continue dialogue with Williamsburg Area Performing Arts Center group, and Williamsburg/James City County School Board, to determine the feasibility of upgrading the auditorium in the proposed third high school to become a viable performing arts facility for the community per the Webb Management Services September 2004 report.

Regional Arts Map

Support the development of a regional arts tour map, in partnership with the Convention and Visitors Bureau, to assist in creating the Williamsburg Area as an "arts destination."

Great City Walks

Publish and promote a map and guide to accessible and interesting recreational walks and trails in the city linking a variety of landmarks, amenities, and destinations, for use by locals and visitors, by summer 2006.

CITY COUNCIL'S GOALS & INITIATIVES FOR THE 2005 AND 2006 BIENNIUM

VIII. Environmental Services

Ensure an adequate supply of clean, safe drinking water; protect environment through operation of effective stormwater, wastewater, and solid waste programs.

Watershed Property Acquisition

Pursue opportunities to purchase property and easements in the Waller Mill Reservoir watershed to protect the integrity of the city's water supply.

Raw Water Supply

Pursue and support the permitting and construction of the King William Reservoir Project as a member of the Raw Water Study Group, and other regional water supply strategies of the Group.

Water Distribution Improvements

Seek to extend city water service to all city residents, and extend a high capacity water main through High Street project and along Treyburn Drive in conjunction with the Treyburn Drive construction.

Wastewater Collection Improvements

Complete a comprehensive survey of infiltration/inflow problems in the wastewater collections system.

Reconstruct Richmond Road collection lines in conjunction with VDOT Richmond Road Project; and, following city policy in utility special assessments districts, extend sewer lines on Berkeley Lane to five households as a special assessment district; all by the end of 2005.

Pump Station #4 Replacement

Construct replacement station with stationary generator on Merrimac Trail adjacent to Haynes Pond to increase capacity in the service area by fiscal 2005.

Stormwater Management Improvements

Continue stormwater management improvements in accordance with the city's Stormwater Master Plan with Burns Lane and Goodwin Street next on the schedule.

CITY COUNCIL'S GOALS & INITIATIVES FOR THE 2005 AND 2006 BIENNIUM

VIII. Environmental Services-(con't)

Environmental Management System E³ Certification

Apply for an E³ (Exemplary Environmental Enterprise) designation for the Public Works Complex. E³ certification entails multiple requirements and a rigid environmental management system. Complete certification process by 2006.

Residential Refuse Collection

Present a set of options to City Council on the different level of trash collection services available to the city based on the Neighborhood Council's discussion and research. Make final decision on refuse collection service by winter 2004/05.

Heritage Humane Society

Continue to work with the Heritage Humane Society and adjoining counties in a regional effort to expand and replace the animal shelter facility on Waller Mill Road.