

ROUTE 5 GOALS, OBJECTIVES AND STRATEGIES

Revised April 2018

Goal 1: Preserve the rural, historic and agricultural character.

Objectives

Objective 1.1: Minimize adverse visual impacts of development.

Objective 1.2: Protect stands of mature streets along the corridor.

Objective 1.3: Encourage agricultural enterprises along the corridor.

Objective 1.4: Protect significant agricultural or historic land from development.

Objective 1.5: Preserve open space.

Strategies

Strategy 1.1: Create and adopt an overlay district requiring the establishment of buffers and setbacks that protect the character of the corridor.

Strategy 1.2: Create design guidelines to encourage building placement that will respect significant views and vistas on and around a property.

Strategy 1.3: Require low-intensity outdoor lighting to prevent light pollution.

Strategy 1.4: Revise the Zoning Ordinance to support agritourism efforts.

Strategy 1.6: Support conservation easements along the corridor.

Strategy 1.7: Revise the Zoning Ordinance to provide incentives for cluster development on residential property.

Strategy 1.8: Review the 2026 Future Land Use Map to change land use designations.

Strategy 1.9: Partner with local and state efforts such as the Virginia Tech “Virginia Beginning Farmer and Rancher Coalition” Program, Virginia Department of Agriculture and Consumer Services (VDACS), and Virginia Cooperative Extension to facilitate the exchange of knowledge and skills between experienced farmers and beginners.

Strategy 1.10: Partner with Virginia Tourism Corporation to market agritourism opportunities along the corridor.

Goal 2: Deter strip development and big box stores.

Objectives

Objective 2.1: Encourage small-scale retail development at appropriate locations along the corridor.

Objective 2.2: Consider expansion of existing commercial nodes to accommodate additional retail opportunities based on future demand.

Strategies

Strategy 2.1: Limit non-residential development to appropriate commercial nodes.

Strategy 2.2: Identify locations through the overlay district where limited expansion of retail/commercial uses could capitalize on the area's character.

Goal 3: Enhance and increase recreational opportunities.

Objectives

Objective 3.1: Encourage access to the James River.

Objective 3.2: Identify opportunities to link the Virginia Capital Trail to neighborhoods, parks and other points of interest.

Objective 3.3: Support the provision of additional amenities along the Virginia Capital Trail.

Strategies

Strategy 3.1: Require public access to the river through the rezoning or plan of development process.

Strategy 3.2: Identify county rights-of-way that could accommodate shared use trails.

Strategy 3.3: Add more parking opportunities in proximity to the Trail.

Strategy 3.4: Provide rest areas, to include restrooms and bicycle repair stations.

Goal 4: Encourage a transportation network that promotes safety and connectivity for motorists, pedestrians and cyclists.

Objectives

Objective 4.1: Minimize the number of entrances along the corridor.

Objective 4.2: Support recommended enhancements to the Virginia Capital Trail.

Objective 4.3: Coordinate with VDOT to enhance pedestrian, bicycle and motorist safety.

Strategies

Strategy 4.1: Encourage shared access for new development.

Strategy 4.2: Prohibit individual access for out-parcels.

Strategy 4.3: Encourage new developments to design roads with narrow cross-sections widths.

Strategy 4.4: Collaborate with VDOT to promote and install safety features to protect trail users and avoid potential conflicts with motorists.

Strategy 4.5: Coordinate with the Virginia Capital Trail Foundation and VDOT on additional landscaping, street furniture and “Adopt A Trail” efforts.

Strategy 4.6: Request updates of VDOT review accident data to determine appropriate improvements at identified intersections.

Strategy 4.7: Request periodic updates to VDOT’s speed studies to determine the appropriate speed limits along the corridor.