

*Comprehensive Plan*  
*Work Session*

*Economic*  
*Development*

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## 21st Century Workplace

- Telecommuting & Home-Based Businesses
- Attracting Knowledge-Based Workers
- Attracting Knowledge-Based Businesses
- Growing Healthcare Field
- Sustainable Technologies & Industries
- Creating a Positive Entrepreneurial Ecosystem

## York County's Strengths

- Great Quality of Life
- Relatively Low Tax Structure
- Strong Military & Defense Contractor Base
- Good Higher Education Resources & Workforce Development Infrastructure
- Unique Regional Assets, Including NASA, TJNL, & NIA
- Highly Educated Population
- Substantial Tourism & Retail Base

## York County's Obstacles & Challenges

- Traditional Suburban Growth Patterns are now Challenged
- Lack of First-Class Business Parks
- Loss of Primary Industries (Refinery & Power Station)
- Stagnation in Hospitality Industry
- Declining National Defense Budget
- Stiffening Regulatory Environment

# 2012 Comp Plan Recommendations

- Revise the County's Mixed-Use Ordinance
- Initiate the Development of a High-Tech Research Park in Conjunction with the College of William & Mary (Carr's Hill Tract)
- Explore the Creation of a "Sustainable Industrial Park" with a Recycling Focus
- Encourage Growth in the Hospitality Sector
- Conduct a Thorough Review of the York County Zoning Ordinance
- Construct Publicly-Owned Regional Storm Water Management System
- Explore Options to Facilitate Commercial Waterfront Development

## York County's Strengths

- Great Quality of Life
- Competitive Tax Structure
- Strong Military & Defense Contractor Base
- Good Higher Education Resource
- Unique Regional Assets (NASA, TJNL, & NIA)
- Highly Educated Population
- Relatively Good Broadband Access

## York County's Obstacles & Challenges

- Lack of Economic Development Product
- “Amazon Effect” on Retail Sector
- Stagnation in Hospitality Industry
- Declining National Defense Budget
- Stiffening Environmental Regulations
- Reaching Full Build-out in Lower County
- Aging Commercial Building Stock

# 2019 Comp Plan Recommendations

- Craft Coffee & Brew Pub Strategy
  - Shift Economic Development Goal from Tax-base Growth to a Combination Approach of Cap Ex and Placemaking
- Attract and Retain Younger Workforce
  - Alternative Housing Options with Millennial Appeal



# 2019 Comp Plan Recommendations

- Provide Support & Assistance for Regional Storm Water Management Systems
- Facilitate Residential & Commercial Waterfront Development (Dockminiums)
- Identify, Acquire, & Prepare Property for Re-development (Rt. 17 & Merrimac Trail)



# 2019 Comp Plan Recommendations

- New Economic Development Product
- Develop Adaptive Reuse Strategies to Assist Retail Building Owners
  - Facilitate Improved Fiber Connectivity



# 2019 Comp Plan Recommendations

- Sustained Focus on Small to Mid-sized Organizations
- Increase Support of Home-based Businesses
- Continue to Build the Entrepreneurial Ecosystem (Launchpad & Start Peninsula)



# 2019 Comp Plan Recommendations

- Grow Regional Economic Development Efforts
  - Greater Williamsburg Partnership
  - Launchpad
  - Eastern VA Regional Industrial Facilities Authority
  - GO VA Grant & Future Opportunities



# Contact Us

## York County Economic Development

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