

WILLIAMSBURG



Comprehensive Plan 2037

I o w a C o u n t y, I o w a



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Williamsburg
Comprehensive Plan 2037



Table of Contents

Chapter 1: Introduction.....	1-2
1.1 The Plan as a “Living Guide”	
1.2 Plan Organization	
1.3 A Snapshot of Williamsburg, Iowa	
1.4 Key Community Indicators	
Chapter 2: Planning Process & Public Participation.....	2-2
2.1 Overview of the Planning Process	
2.2 Public Visioning Meeting	
Chapter 3: Goals and Strategies.....	3-2
3.1 Vision	
3.2 Transportation	
3.3 Housing	
3.4 Community Services	
3.5 Economic Development	
3.6 Agriculture and Natural Resources	
3.7 Hazards	
3.8 Intergovernmental Collaboration	
3.9 Quality of Life	
Chapter 4: Land Use.....	4-2
4.1 Existing Land Use	
4.2 Future Land Use Map	
4.3 Future Land Use Categories	
4.4 Design Guideline Considerations	
Chapter 5: Implementation and Action Plan.....	5-2
5.1 Guiding Daily Decisions	
5.2 Guiding Annual Decisions	
5.3 Action Plan	
5.4 Amending the Plan	
Appendix A: Comprehensive Plan Maps.....	A-2
A.1 Regional Context	
A.2 Major Streets	
A.3 Community Facilities	
A.4 Building Conditions	
A.5 Development Limitations	
A.6 Existing Land Use	
A.7 Existing Land Use Plan Area	
A.8 Future Land Use	
Appendix B: Survey Results.....	B-2
B.1 Community Survey Results	



Appendix A

Appendix B

1
2
3
4
5

Planning Process and Public Participation

This Chapter provides an overview of the planning process. Summaries of public input for the comprehensive planning process are provided.

	Page
2.1 Overview	2-2
2.2 Project Website	2-4
2.3 Steering Committee	2-4
2.4 Community Survey	2-5
2.5 Stakeholder Interviews	2-6
2.6 Confab Booth at Night on the Square	2-7
2.7 Public Workshop	2-9
2.8 Public Hearings	2-15

2.1 Overview

Planning Process

A transparent public participation process is the foundation to a successful plan. The involvement of residents, business owners, and other stakeholders is essential to the creation and implementation of the plan. Elements of public participation for the 2037 Williamsburg Comprehensive Planning process included:

- Comprehensive Plan Steering Committee
- Public Workshop/SWOT Analysis
- Community Wide Survey
- Planning & Zoning Commission Meeting
- City Council Meetings
- Public Open Housing & Hearings
- Key Stakeholder Interviews

The Comprehensive Plan Steering Committee consisted of members of the City Council, City Staff and local Stakeholders. The Planning and Zoning Committee acted as the primary sounding board for the planning process. The Commission met four times during the planning process to review draft plan materials. All meetings were open to the public.

Incorporating Input into the Plan

The goals, objectives and policies of a comprehensive plan support the community's vision for the future of Williamsburg and address barriers to realizing this vision. Elements of the plan have been crafted from individual participant's ideas, discussions and debates among Committee members and the past experiences of the community as a whole.

This input allows us to construct underlying themes as a frame for the plan, and provides information on what specific issues and ideas are most important to Williamsburg's citizens. This foundation ensures that the plan is not just a hollow document, but a guide for future decisions in Williamsburg that are in line with the community's ideals. From this foundation, the City of Williamsburg will continue to grow and thrive.

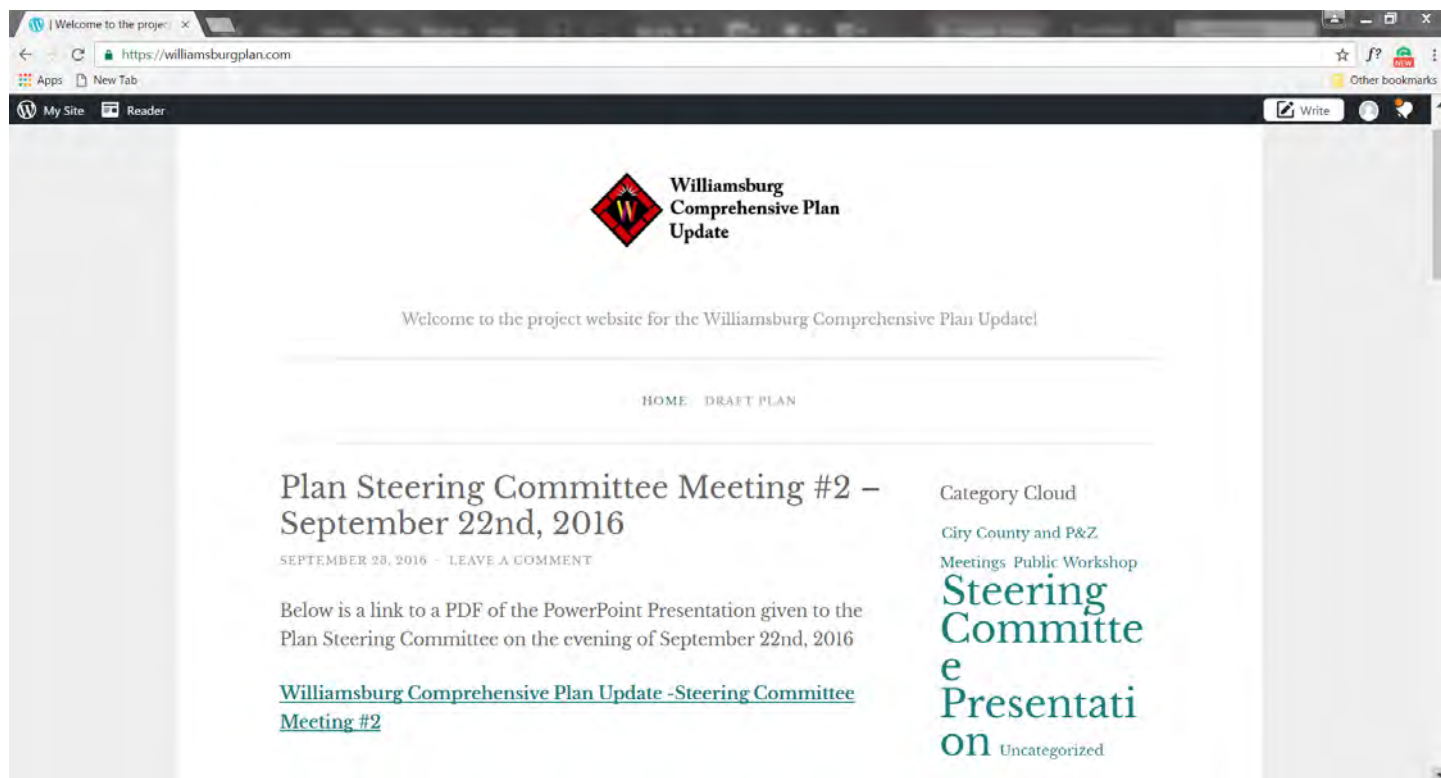
Planning Process Schedule

MONTH	TASKS
May-July 2016	<ul style="list-style-type: none"> • Project Kick-Off Meeting with Steering Committee • Existing Plan Review, Demographics and Existing Conditions Analysis • Joint Council and Planning Commission Workshop • Open Online Survey
July & August 2016	<ul style="list-style-type: none"> • Key Stakeholder Interviews • Public Workshop • Close and Summarize Results from Online Survey
September 2016	<ul style="list-style-type: none"> • Public Input Review with Steering Committee • Prepare First Draft of Comprehensive Plan Update
November 2016	<ul style="list-style-type: none"> • Draft Presented to Steering Committee
December 2016	<ul style="list-style-type: none"> • Joint Workshop with Council/Committee/Commission • Prepare the Final Draft • Planning and Zoning Commission Public Hearing and Review for Recommendation to Council
January 2017	<ul style="list-style-type: none"> • City Council Public Hearing and Review for Adoption • Deliver Final Plan Documents and Map Data

2.2 Project Website

Project Website

A project website was developed where posts and feedback were shared such as the project schedule and draft documents. It also provided a venue to share draft materials and solicit comments throughout the planning process. This aspect of the communication and participation strategy was important for transparency, and for sharing information with stakeholders who were unable to attend meetings.



Steering Committee


A Plan Steering Committee was established to oversee the process and ensure that the established goals and objectives are being accomplished in a timely manner. The Steering Committee was the a primary review body throughout the planning process. The Steering Committee held four meetings during the course of the planning process. These meetings were well attended and open to the public. Steering Committee presentation materials were posted on the project website for public access.

Community Wide Survey

The development of a community wide survey served as an essential tool to reach those that could not attend the Public Workshop and to give individuals an anonymous platform to voice opinions and concerns. The survey was primarily online, distributed via Survey Monkey. There were also paper copies available at City Hall for those who preferred to complete a printed survey. 326 surveys were recorded and the complete results are included in Appendix B.

PUBLIC WORKSHOP

08.30.2016



TIME 6PM to 7PM

LOCATION Williamsburg Public Library
300 W State, Williamsburg, IA 52361

WILLIAMSBURG COMPREHENSIVE PLAN

MSA Professional Services Inc. has been hired by the City of Williamsburg to complete all aspects of a comprehensive plan update. MSA will be facilitating a public workshop at the Williamsburg Public Library on August 8, 2016 from 6-7pm. Please join us to give your input regarding issues and opportunities that you see for Williamsburg.

For more information on this process and project updates please visit the Williamsburg Comprehensive Plan Website at:
www.williamsburgplan.com
A community wide survey is also available at:
<https://www.surveymonkey.com/r/williamsburgplan>

2.5 Stakeholder Interviews

Stakeholder Interviews

The planning process included interviews with key stake holders from across the community; including City Staff, community leaders, members of community organizations, business leaders and other key stakeholders. The interviews were tasked with gaining a better understanding of the growth plans and preferences of departments, institutions, organizations and businesses. An increased understanding of stakeholder preferences allows the Comprehensive Plan to more adequately represent all viewpoints regarding issues, opportunities, barriers and trends affecting the community's future growth.

Key Stakeholder Interview Questions

Describe your connection to Williamsburg– what does your business/organization do and what is your role in the business/organization?

Why are you located in Williamsburg, and what do you like about the area and City?

What do you see as the strengths of the community and how are they being capitalized upon?

What are Williamsburg's weaknesses? What is being done to address these? What do you think should be done?

If you were promoting Williamsburg to your friends what elements of the community would be important to include?

What type of development is needed or missing from the community?

Are there any particular areas that need reinvestment?

What are some of the major projects in the City in the last 5 years? How were they successful? What could have been done differently?

If given \$1 million for the betterment of Williamsburg, how would you spend it?

f given \$10,000 for the betterment of Williamsburg, how would you spend it?

Is there anything else you would like us to know about – information or ideas for the Williamsburg Comprehensive Plan?

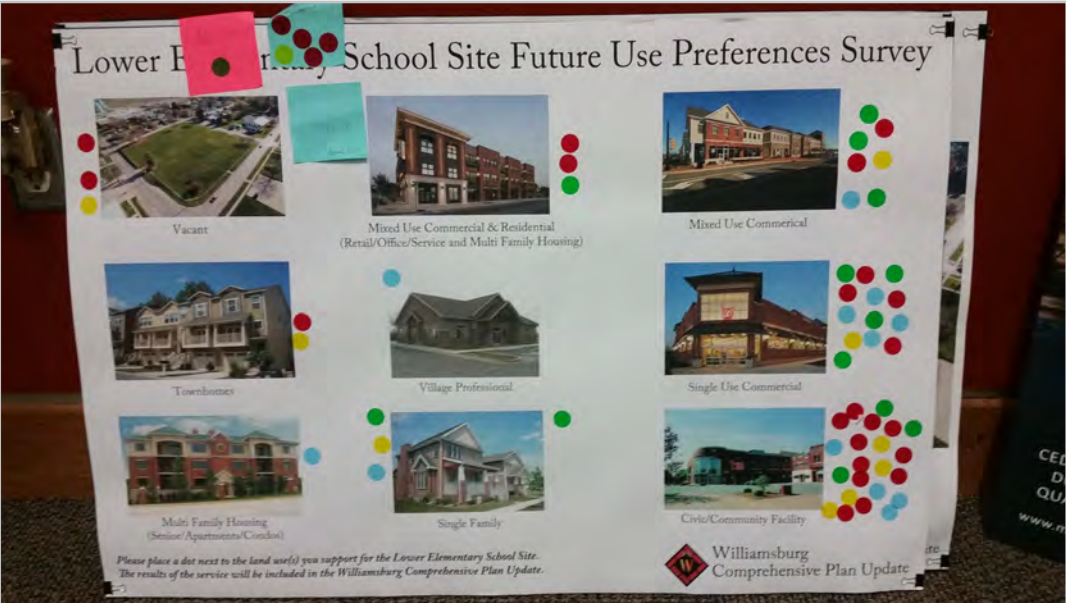
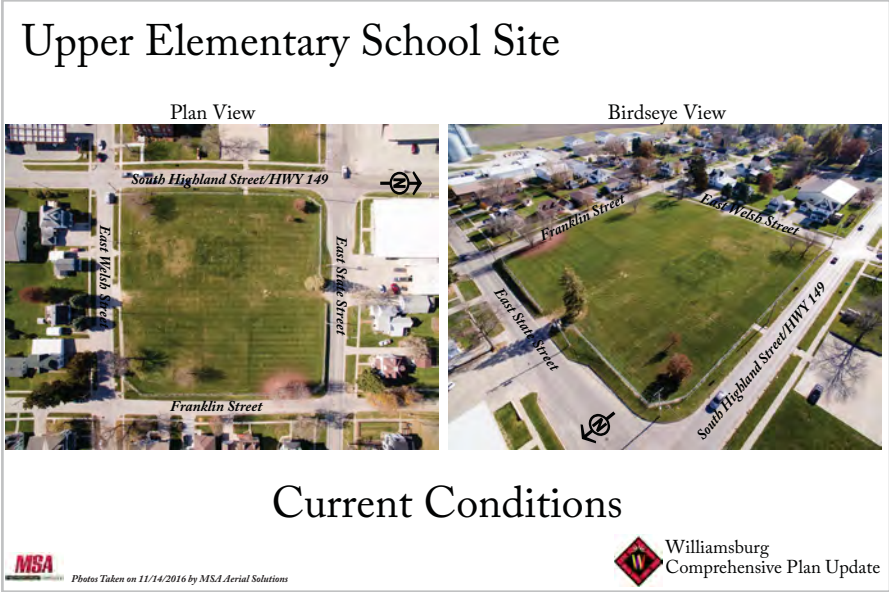
Night on the Square Confab Booth

A “Confab Booth” is a method of engagement that brings the conversation to stakeholders. Confab booths are sometimes used at festivals and community events to share information about a draft plan or planning process and get people talking for a few minutes about the plan.

Many people who may not have the opportunity to attend a traditional public meetings have a great opportunity to both see the plan and participate in the process by providing input in a more informal setting.

While at a community event, at their leisure, they just stop by the booth and we’ll engage them in the process at any level they feel comfortable without taking up an evening of their time.

A confab booth was setup for the Williamsburg’s planning process, displaying plan document and maps, including future land use and any concepts for potential redevelopment for display during the 11/18/2016 Williamsburg Night on the Square from 5:30 to 8:30 pm.



Williamsburg's

Night on the Square

11.18.2016



TIME 5:30PM to 8:30PM

LOCATION Williamsburg City Hall

WILLIAMSBURG COMPREHENSIVE PLAN

The consulting firm MSA Professional Services Inc. will have a booth at the Chamber's Night on the Square. The booth will be on location to display the ideas and initiatives that have come from the planning process to this point. This is your opportunity to provide feedback to help determine what Williamsburg will be in the next 20 years.

For more information on the Williamsburg Comprehensive Plan please visit the website at:

www.williamsburgplan.com



Please visit our booth and let us know your ideas to help build the vision for the future of Williamsburg!

Public Workshop

The City desires a clear vision for the future - Williamsburg as we want it to be in 2037. A Public Workshop was held on August 30th, 2016. The purpose of the meeting was to gather input on the City's strengths, concerns and opportunities to provide direction to the comprehensive planning process. Many citizens shared their opinions on the future of Williamsburg.

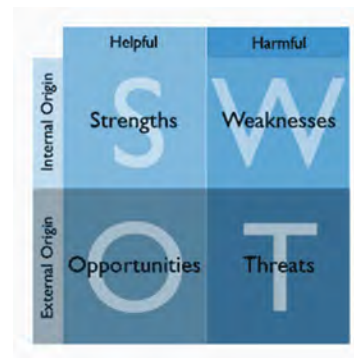
The meeting was structured in a public workshop format and focused on three overarching topics; Beautification, Development and Mobility. Consultants, City Staff and Steering Committee members were available to

discuss topics and answer questions about the plan and planning process. Participants were provided with markers and paper to address Strengths, Weaknesses, Opportunities, and Threats in the various categories. The following pages provide a brief summary of the feedback and comments collected from each category. A more detailed list of comments, as well as the responses to the community wide survey are included in Appendix B.

Topic Categories for Issues & Opportunities Discussion/SWOT Analysis



1. Beautification
2. Development
3. Mobility



Overall Questions to be answered through comprehensive planning process?

- Which areas of Williamsburg provide an opportunity for redevelopment? New development?
- What do you envision the HWY 149 Corridor looking like in 20 years? Who will use it?
- What will be great about downtown in 20years? What obstacles will downtown businesses need to overcome?
- In 20years what will attract families to Williamsburg?

Beautification

Overall the meeting participants felt the downtown and square are strengths in the community. Participants like the local parks, including the aquatic center and the new neighborhoods and development that has happened. There were some concerns on the unkept properties in older parts of Williamsburg. There was also a feel that the growth along HWY 149 has been uncontrolled in the past and is unattractive today in some areas as a result. There is an opportunity to improve on wayfinding and gateway signage from I-80 as this area of the community is lacking.

Development

There are a wide variety of development opportunities in Williamsburg. There has been positive growth in the housing market and there is a future opportunity for mixed use development i.e. residential units over commercial ground floor units. Many felt that the Tax Increment Finance District was a strength and will lead to future improvements for the district. Participants felt there was a good variety of services in town and that Williamsburg is in a good location in Iowa's Creative Corridor.

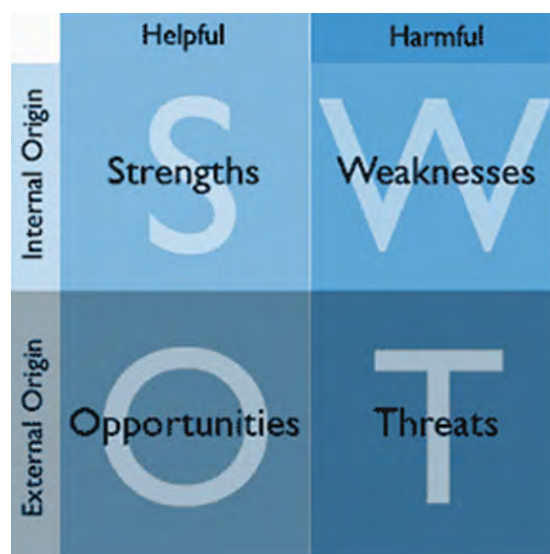
There is an opportunity to develop north along Highway 149 and the city should strive to attract more retailers where those uses make sense. There is also a need to be more open to new ideas and improve the intergovernmental cooperation.

There is currently an overall lack of space for new commercial growth. There are vacant commercial spaces around the square that are hard to fill because it is hard to retrofit but there is a need to focus on those vacancies to fill the square. There is also a need to develop upper stories in the downtown. The City of Williamsburg should look to annexation for future development in areas that intended to be serviced by the City in the future.

Mobility

The access and close proximity to Interstate 80 is the single biggest asset for the community in terms of access and attraction to the City of Williamsburg. Many feel the public transportation provided by Iowa County is an asset to the community to help keep those with a transit need mobile.

There is a lack of trails and many feel there is a need and an overall desire to establish trails throughout the community. Many participants felt there are many streets that need repair and this should be a priority for Williamsburg's transportation needs. There is a need for more sidewalks and repairs to sidewalks to improve the overall walkability of the community. Many feel there are unsafe traffic conditions that need to be addressed to better separate pedestrians and traffic.



Beautification

Development
Mobility

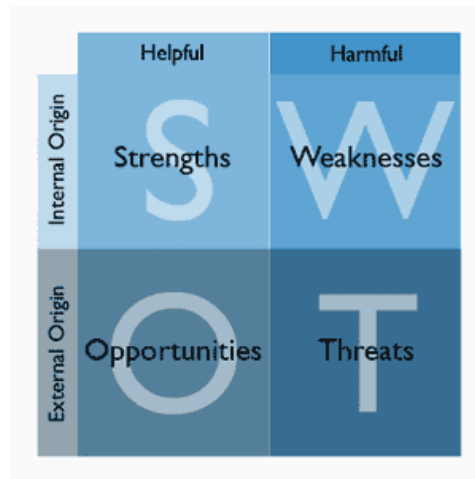


Issues/Threats/Weaknesses(-)

1. _____
2. _____
3. _____

Opportunities/Strengths (+)

1. _____
2. _____
3. _____



Beautification from Council+Planning Commission Workshop and Public Workshop



Opportunities/Strengths (+)

- Square & Downtown (7)
- Variety of Beautiful Areas, Scenery and Views
- Nice New Neighborhoods and Development
- Parks (2)
- Homeowner Pride
- Lots of Trees
- Recreation and Aquatic Center

Issues/Threats/Weaknesses(-)

- Need More Street Trees w/Sidewalks (2)
- Signage - Need Better Curb Appeal (2)
- Signage – Lack of Gateway Signage from I-80 and City Limits (4)
- Property Upkeep in Older Parts of the City/Unkept Properties (5)
- Lack of Regulations and/or Enforcement for Junk
- Old Billboards along I-80 (2)
- Uncontrolled and Unattractive Growth Along HWY 149 (5)
- Architecture of Lower Elementary (Demolished)

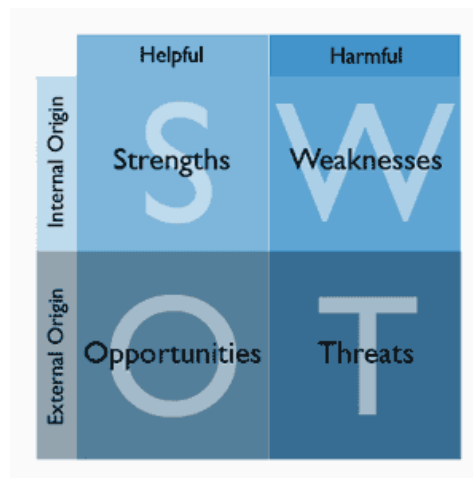
Beautification Development Mobility

Issues/Threats/Weaknesses(-)

1. _____
2. _____
3. _____

Opportunities/Strengths (+)

1. _____
2. _____
3. _____



Development from Council+Planning Commission Workshop and Public Workshop

Opportunities/Strengths (+)

- Variety of Services (2)
- Tax Increment Finance District (3)
- Housing Growth (4)
- Opportunity for Residential Units Over Commercial Ground Floor Units
- Good Location to Iowa's Creative Corridor (2)
- Full Business District (2)
- Great Sports Facilities
- Opportunities to Develop North Along HW 149 (2)
- Opportunities to Attract Retailers
- Good Schools – Growing District (2)
- Open to Growth

Issues/Threats/Weaknesses(-)

- Entertainment – Radio and Theater
- Need to Concentrate on Filling Vacant Commercial Spaces Around the Square (2)
- Need More Opportunity to Display/Interact with the Arts
- New Neighborhoods/Development Need Sidewalks, Parks and Trail Connections
- High Property Taxes – Deter Development
- Lack of Infrastructure to Draw Development
- Hog Confinements Near Development
- Need Safe Crossing for Highland/HWY 149
- Misuse of School Lot/Gov't Transparency Issues
- Lack of Spaces for Commercial Growth (2)
- Lower Elementary School Site

Continued Development from Council+Planning Commission Workshop and Public Workshop



Opportunities/Strengths (+)

- Lower Elementary School Site Redevelopment
- Holden Development
- Strong Industrial Zone (2)
- Lack of Leadership Listening to New Ideas
- Lack of Intergovernmental Cooperation

Issues/Threats/Weaknesses(-)

- Need to Develop Upper Stories Downtown
- Need to Annex for Growth
- Need to Plan for Future Roads, Access and Connections (2)
- Only One Primary Access to Community
- Need Retail in Downtown (2)
- Growth Limited by Floodplain to North and South and Farmers Unwilling to Sell for Development
- Inflow and Infiltration Issues with Sewer System
- Need More Business and Growth Promotion
- Lack of Long Term Planning
- Difficult but Need for More Industrial Employers (2)



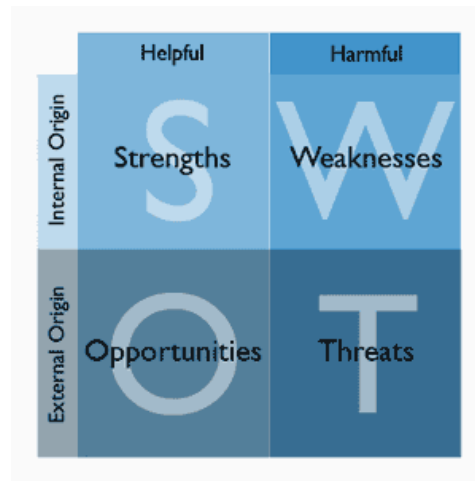
Beautification Development **Mobility**

Issues/Threats/Weaknesses(-)

1. _____
2. _____
3. _____

Opportunities/Strengths (+)

1. _____
2. _____
3. _____



Mobility from Council+Planning Commission Workshop and Public Workshop

Opportunities/Strengths (+)

- Walkability of Community (3)
- Bike Trails (2)
- Access & Close to I-80 (8)
- Iowa County/Public Transportation (5)
- Main Streets in Excellent Condition (2)
- Access to Larger Cities (2)
- Space for Expansion
- Public Transportation from Mall to Town
- Regional Ride Sharing

Issues/Threats/Weaknesses(-)

- Lack of Trails/Need Trails/Want Trails (12)
- Handicap Parking and Access Issues around Square (2)
- Unsafe Traffic Conditions – Intersections, Pedestrians and Turning Lanes (5)
- Lack of Frontage Roads (1)
- Street Repairs Needed (11)
- More Sidewalks and Sidewalk Repairs Needed (7)
- No More Cul-de-Sacs/Connectivity and Traffic Issues
- Safe Route to Pool and Recreation Center Needed (2)
- Safe Route Needed from Mary Welsh Elementary to High School
- More Exposure for Public Transit (2)
- Need More Senior Housing Downtown
- Only 4 Ways Out of Town
- HWY 149 Needs Four Lanes/Turn Lanes/Signals (2)

Planning Process

A transparent public participation process is the foundation to a successful plan. The involvement of residents, business owners, and other stakeholders is essential to the creation and implementation of the plan. Elements of public participation for the 2037 Williamsburg Comprehensive Planning process included:

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Goals and Strategies

This chapter presents a vision for the future of Williamsburg and describes the goals and strategies to achieve that vision. Transportation, Housing, Community Services, Economic Development, Agriculture and Natural Resources, Hazards, Intergovernmental Collaboration, and Quality of Life are all addressed.

	Page
3.1 Vision	3-2
3.2 Transportation	3-4
3.3 Housing	3-6
3.4 Community Services	3-8
3.5 Economic Development	3-12
3.6 Agriculture and Natural Resources	3-14
3.7 Hazards	3-16
3.8 Intergovernmental Collaboration	3-18
3.9 Quality of Life	3-19

3.1 Williamsburg Vision

Williamsburg in 2037...

We are a welcoming community to live, work and experience. Residents and visitors love the feel of our historic downtown square, walkable neighborhoods and the strong commitment to our community's quality of life.



Williamsburg's goals for a better future...

Each element of the comprehensive plan contains goals and strategies established during the planning process based on public input and other community indicators. This section defines goals and strategies, as follows:

Goal: A goal is a long-term target that states what the community wants to accomplish. Written in general terms, the statement offers a desired condition.

Strategy: A strategy is a statement that identifies a course of action to achieve a goal. They are more specific than goals and are usually attainable through planning and implementation activities.

Transportation & Mobility

T1: Ensure that all areas of the community are accessible by a network of sidewalks and trails.

T2: Provide a safe, efficient, multi-modal and well-maintained transportation infrastructure network.

Housing

H1: Attract and retain young professionals, families and retirees in Williamsburg by providing a range of housing options.

H2: Strengthen community character by encouraging the maintenance and improvement of the existing housing stock and properties throughout the community.

Community Services

CS1: Maintain reliable and high quality services, utilities and facilities to encourage growth and redevelopment.

CS2: Protect and enhance civic, park and recreation opportunities for Williamsburg's residents and visitors.

Economic Development

ED1: Improve visibility and access to businesses in Williamsburg.

ED2: Facilitate strategic economic growth within the City and increase the retail and service options available to residents and visitors.

ED3: Revitalize as needed and continue to focus on the downtown as the commercial center and heart of the community of Williamsburg.

ED4: Provide long range development guidelines for the development along HWY 149.

Agriculture & Natural Resources

ANR1: Protect and enhance the natural settings unique to the character of the area in and around Williamsburg.

ANR2: Protect and preserve the drainage ways subject to flooding, being cognizant of existing subsurface drainage ways, through open space for trails and future parks.

Hazards

HZ1: The City will promote education and awareness regarding hazards and risks in the community.

Intergovernmental Collaboration

IC1: Williamsburg will maintain mutually beneficial relationships and partnerships with neighboring municipalities as well as state and federal agencies.

Quality of Life

QL1: Support activities for youth and young families and seniors.

QL2: Continue to support the strong educational system that attracts families and support successful social interaction, and community.

3.2 Transportation



“Complete streets” are designed and operated to enable safe access for all users. Designs can include bike lanes, accessible transit stops, frequent and/or signaled crosswalks, narrower travel lanes, and traffic calming devices.



Requiring and supporting the maintenance of sidewalks is an important component of the communities transportation network.



Off-street trails can work to connect remote areas of the community to each-other and provide recreational opportunities for residents and visitors.

Transportation is an essential aspect of life. It is about the ability to readily and safely gain access to work, school, shopping, recreation, medical care and social gatherings. It is also an essential component of most economic activity. The City of Williamsburg’s overarching transportation themes are safety, efficiency and diversity of transportation options.

T1: Mobility & Transportation Goal 1

Ensure that all areas of the community are accessible by a network of sidewalks and trails.

Strategy: Establish trail linkages to important community facilities and neighborhoods.

- Develop a connected network of on-street and off-street bike routes to make bike transit a viable, safe transportation option.
- Work with regional and state organizations to create a well connected regional trail system.

Strategy: Continue street improvement program to upgrade existing streets and sidewalks in the City.

- Create a phased sidewalk plan that determines need to establish priority of the construction.

Strategy: Enforce sidewalk maintenance ordinance to improve existing sidewalk conditions.

- Actively enforce sidewalk maintenance requirements and continue to encourage sidewalk installation where gaps are present.

Strategy: Ensure installation of sidewalks in new subdivisions and with all lot/building improvements in existing neighborhoods.

- Ensure the current ordinance is sufficient and enforced for new development

T2: Mobility & Transportation Goal 2

Provide a safe, efficient, multi-modal and well-maintained transportation infrastructure network.

Strategy: Manage access and design of transportation network in order to effectively maintain the safety and functional integrity of City streets.

- Analyze future road extensions and connections for future development areas to maintain proper street connections.
- Develop corridor plans before significant development or growth occurs to seek the appropriate balance among competing issues, including efficiency, safety for all users, property access and impacts on adjoining land uses and neighborhoods.
- Consider land acquisition to widen existing collector and arterials only after all other alternatives have been explored, and then with a high level of scrutiny.

Strategy: Ensure the new street networks, adjacent to existing neighborhoods, allow for access to and from the established community.

- Traffic impact studies should be considered through an independent professional prior to approving new development.

Strategy: Evaluate the development of a Complete Streets Ordinance.

Strategy: Evaluate the need to address alternative transportation modes such as bus routes and alternative fuels as the city grows and adds new infrastructure.

Strategy: Request assistance from the Iowa Department of Transportation to study and make necessary improvements to the Highway 149 corridor through Williamsburg.



Continued development along State Highway 149 will require critical thinking and planning for anticipated future traffic movements and capacity. Iowa DOT assistance will be crucial to keeping the corridor safe and functional.

3.3 Housing



“Traditional neighborhood design” incorporates a mix of housing types, well-connected streets, public spaces, and neighborhood-serving amenities.

“Universal Design” refers to a broad spectrum of design and construction techniques meant to create housing that is accessible and comfortable for people with or without disabilities.

“Lifecycle Housing” aims to create housing options that meet people’s needs and circumstances at all of life’s stages, from family to old age.

As a city grows and changes, housing must change to meet the needs of the population. Housing is included in a comprehensive plan to provide guidance for decision-makers and developers when considering additions to and renovations of the City’s housing stock. Diversity, quality, and affordability are overarching themes in Williamsburg’s housing goals.

H1: Housing Goal 1

Attract and retain young professionals, families and retirees in Williamsburg by providing a range of housing options.

Strategy: Introduce incentives for young families/young professionals to purchase new/existing homes in Williamsburg.

- The City will promote the development of quality housing options.
- The City will support redevelopment of vacant homes and property by willing housing developers through tax abatement and other incentives.

Strategy: Create zoning standards that ensure a variety of housing types.

- Update zoning and subdivision ordinances to remove any barriers to affordable housing, such as allowing for dwelling accessory structures and small lot housing and increased maximum allowed lot coverage.

Strategy: Design neighborhoods that integrate a range of housing types, densities and costs, consistent with the character and vision of the city.

- The City encourages the use of universal design and development of lifecycle housing to facilitate the ability of residents to age in place, either in the same home or the same neighborhood.
- The City encourages development of Higher Density Residential land use in the City where deemed appropriate, primarily in the area adjoining I-80 , near the Tanger Outlet Mall and along highway 149.

Strategy: Examine housing market conditions in the surrounding communities and carefully track housing stock availability as it relates to regional housing needs.

- The City will periodically analyze the housing needs of the region and promote appropriate programs, regulations and incentives to meet these needs.

H2: Housing Goal 2

Strengthen community character by encouraging the maintenance and improvement of the existing housing stock and properties throughout the community.

Strategy: Develop programs and incentives that encourage property owners to improve the appearance and maintain the appearance of their property.

- Continue to monitor and encourage property maintenance.
- Actively enforce code violations related to housing standards and property maintenance and consider adopting the International Property Maintenance Code.
- Encourage and support the creation of neighborhood associations and locally led neighborhood planning efforts.

Strategy: Apply for housing improvement programs to assist property owners with the rehabilitation of their homes.

- The City will consider the development of rebate programs and other financial incentives, in conjunction with public and private partners, for homeowners undertaking energy efficient rehabilitation efforts.
- The City will continue to support opportunities for home ownership for low to moderate income (LMI) families through grant opportunities and possibly set aside for LMI property assistance through Tax Increment Financing set-aside.
- Evaluate the potential for a local rehabilitation program to address fair to poor conditions in the current housing stock.

Strategy: Conduct a Housing Needs Assessment

Strategy: Update the Urban Renewal Plan so that TIF can be used for areas that will be developed in the future to add/utilize housing rebates from those funds.

What is considered Low and Moderate Income in Williamsburg?

Below is a chart showing the 2016 80% low and moderate income limits from Iowa Economic Development Authority. If a household's annual income is less than or equal to the amount shown for the total number of people in the household, shown on the right, the household is considered a Low and Moderate Income (LMI) household.

1 Person	\$42,250
2 Persons	\$48,250
3 Persons	\$54,300
4 Persons	\$60,300
5 Persons	\$65,150
6 Persons	\$69,950
7 Persons	\$74,800
8+ Persons	\$79,600



3.4 Community Services



Community Character is about identity – characteristics that define Williamsburg in the minds of residents and visitors. Looking forward, the City is working to enhance and preserve the downtown square area, build on strengths in recreation amenities and continue to grow as a community.

CS1: Community Services Goal 1

Maintain reliable and high quality services, utilities and facilities to encourage growth and redevelopment.

Strategy: Ensure that new development is of lasting quality and future land use conflicts are mitigated between old and new development with an emphasis on strong community and neighborhood identity.

Strategy: Ensure developers and builders are provided with the community's goals in terms of character and aesthetics.

Strategy: Update the zoning ordinance and subdivision ordinance regulations to reflect the Comprehensive Plan Update and new zoning techniques to promote sustainable developments.

Strategy: Site plan regulations should guide the development of commercial, industrial, multi-family and other building sites harmonious with adjacent properties and environmentally sensitive areas.

- The City will consider alternative development approaches such as Traditional Neighborhood Development with shallow building setbacks, small lots, and front porches.

Strategy: Encourage annexation of property into the City in accordance with the policies and land use plan of this Comprehensive Plan.

Strategy: Any multi-family building should be of high quality, and should complement the design and character of the surrounding neighborhood. The general guidelines below apply to new multi-family development:

- **Parking and Buffering:** Fit the parking below the building or place surface parking behind the building. Provide landscaping of sufficient size to screen parking areas from the street and neighboring properties. Use landscape islands to limit the aesthetic and ecological impacts of large parking areas.
- **Service Areas:** Trash containers, recycling containers, street-level mechanical, and rooftop mechanical should be located or screened so that they are not visible from a public street. Screening should be compatible with building architecture and other site features.



- **Common Open Space:** Provide gardens, grass areas, and play areas to serve the needs of the residents. The use of contiguous back yards to create a larger network of open space is encouraged.

Strategy: Maintain site and building design guidelines for new development, which establishes a small-town, “pedestrian-friendly” environment.

- **Relationship to the Street:** Design the building such that the primary building façade is orientated towards the street. Provide a public entrance on the primary façade.
- **Architectural Character:** Design the building using architectural elements that provide visual interest and human scale that relates to the surrounding neighborhood context and the City’s overall character.
- **Building Materials:** Use high-quality, long-lasting finish materials such as kiln-fired brick, stucco, and wood. All exposed sides of the building should have similar or complementary materials as used on the front façade.
- **Building Projections:** Canopies, awnings, and/or gable-roof projections should be provided along facades that give access to the building.
- **Signage:** Use pedestrian-scaled sign types: building-mounted, window, projecting, monument, and awning. Signs should not be excessive in height or square footage.
- **Parking:** Fit the parking below the building or place it on the side/back of the building, wherever feasible. Provide shared parking and access between properties to minimize the number of curb cuts. Provide vegetative buffers between pedestrian circulation routes and vehicular parking/circulation. Access drive lanes should have adequate throat depths to allow for proper vehicle stacking.



Discouraged Sign Types



Pole Sign



Roof Sign

Encouraged Sign Types



Monument Sign



Building Sign



Cantilever Sign



Awning Sign



3.4 Community Services Continued



- Landscaping and Lighting: Provide generous landscaping, with an emphasis on native plant species. Landscaping should be placed along street frontages, between incompatible land uses, along parking areas, and in islands of larger parking lots. Exterior lights should be full-cut-off fixtures that are directed towards the ground to minimize glare and light pollution.
- Stormwater: Use rain gardens and bio-retention basins on-site (i.e. in parking islands) in order to filter pollutants and infiltrate runoff, wherever feasible.
- Service Areas: Trash and recycling containers/dumpsters, street-level mechanical, rooftop mechanical, outdoor storage, and loading docks should be located or screened so that they are not visible from a public street. Screening should be compatible with building architecture and other site features.



CS2: Community Services Goal 2

Protect and enhance civic, park and recreation opportunities for Williamsburg's residents and visitors.

Strategy: The City will work with Public Works and Parks & Recreation to continue maintenance and facilitate improvements to community recreation facilities.

Strategy: Continue to promote and maintain existing parks and public open spaces.

Strategy: Consider identifying key intersections in the City with gateway features



Discouraged Parking Light Fixture
(angled light fixture taller than 25 feet)



Desired Parking Light Fixture
(full-cut-off light fixture less than 25 feet)



Good Screening Example

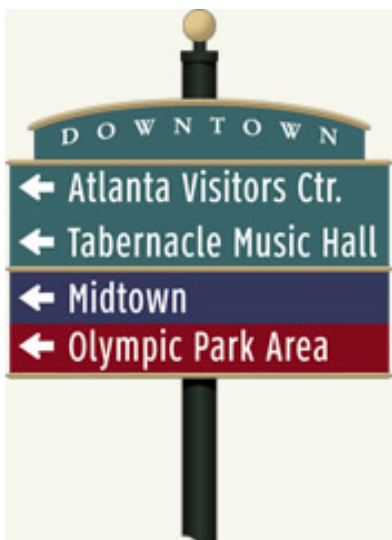


Bad Screening Example

3.5 Economic Development



Gateway Signage Example



Wayfinding Signage Example



Burlington Capitol Theater Example

Economic development is realized through the growth and retention of jobs, a diversity of business types, an increase in buying power, investment in the built environment, and a general improvement in the community's quality of life. Creating economic prosperity requires the collaborative efforts of public and private entities, and the support of the community overall.

The City recognizes that economic success and a focus on workforce development requires extensive collaboration with other public and private entities - the City will be an active partner in these efforts and will avoid duplication of services. City "support" for these efforts may include staff time, funding, policies, or simply endorsement.

ED1: Economic Development Goal 1

Improve visibility and access to businesses in Williamsburg.

Strategy: Promote the community to visitors and welcome them as they spend time in Williamsburg.

- Development of a cohesive way-finding signage to direct residents and others in the community to places of interest.
- Key locations in downtown will be easy to locate through the appropriate use of wayfinding and signage.
- The City will continue to maintain a pedestrian-friendly Downtown through streetscape improvements as needed.

ED2: Economic Development Goal 2

Facilitate strategic economic growth within the City and increase the retail and service options available to residents and visitors.

Strategy: Establish and promote a unique identity for the City of Williamsburg to assist in marketing economic growth opportunities.

- The City promotes its downtown as a compact, pedestrian-friendly business district that supports employment, shopping, housing, and recreation opportunities.
- The City will create and enforce design guidelines for businesses to address landscaping, aesthetics, lighting, noise, parking, and access.
- The City will support the creative arts, including live performance, public art installations, art galleries, etc., as an important element of workforce attraction and economic development.

Strategy: Maintain strategies to promote sustainable economic development.

- The City supports the idea of public-private partnerships and will work proactively with private business and land owners to facilitate investment in the community.
- The City will support the needs of growing businesses and will work with local partners to provide programs, space and infrastructure necessary to support an expanding workforce.
- The City will maintain an adequate supply of land for commercial and industrial development.
- Emphasis will be placed on attracting businesses and industries that operate in a sustainable manner, contribute to the sustainability of the community as a whole, and are responsible environmental stewards.
- The City will continue to support sustainable business education programs and initiatives.



ED3: Economic Development Goal 3

Revitalize as needed and continue to focus on the downtown as the commercial center and heart of the community of Williamsburg.

Strategy: Ensure Williamsburg's downtown is accessible and available to residents and prospective businesses.

- Establish a Main Street Design Committee for recommendations to ensure historical integrity and designs.



Strategy: Encourage the rehabilitation of existing structures to be consistent with the downtown character.

- The City will explore grant and other financial opportunities to enhance the existing downtown structures.
- Adaptation and reuse of existing structures that have historic architectural character is strongly encouraged, and the City will review and guide adaptations through the design review process.

ED4: Economic Development Goal 4

Provide long range development guidelines for the development along HWY 149.

Strategy: Expansion of development along Highway 149 should be addressed through the future land use map, comprehensive plan and future studies.

- Request assistance from the Iowa DOT to develop a corridor plan from Highway 149 and assist with recommended road and traffic improvements.



3.6 Agriculture & Natural Resources



The abundance and health of our agricultural and natural resources are vital to the well being of our community, the prosperity of our economy and the health of our regional ecological systems. This section outlines the objectives and policies for preserving, protecting, and restoring our natural and agricultural resources. Because all systems are interconnected, these policies address water, land, wildlife, air, vegetation, food systems, and the welfare of our citizens.

ANR1: Agriculture & Natural Resources Goal 1

Protect and enhance the natural settings unique to the character of the area in and around Williamsburg.



Strategy: Williamsburg will require areas of green space at the perimeter of new developments to provide for preservation and a visual break between developments.

- The City will require conservation or comparable restoration of natural features during the development process, including conservation or replacement of mature trees and natural waterways.
- The City will explore ways of creating and supporting community gardens, farmers' markets, food pantries, and other similar community-based food projects.
- The City will support and encourage educational programming targeted at preservation and appreciation of the environment.



Strategy: Consider incorporation of green solution provisions into site plan regulations.

- The City will use its zoning and subdivision powers to protect waterways, wetlands, steep slopes and floodplain areas within the City's extraterritorial area. This is of great importance in guarding against unnecessary erosion as land gets developed.
- Emphasis will be placed on preserving and, in some cases, reconstructing natural waterways and riparian buffers.

ANR2: Agriculture & Natural Resources Goal 2

Protect and preserve the drainage ways subject to flooding, being cognizant of existing subsurface drainage ways, through open space for trails and future parks.

Strategy: Protect floodplains as defined by FEMA and designated on FIRM maps from incompatible development.

Strategy: Protect wetlands through development standards requiring the wetland areas to remain undeveloped.

Strategy: Williamsburg will support healthy watersheds.

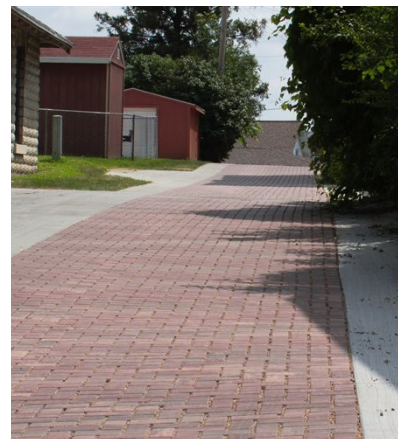
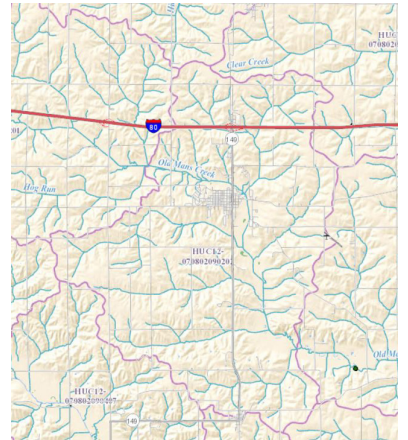
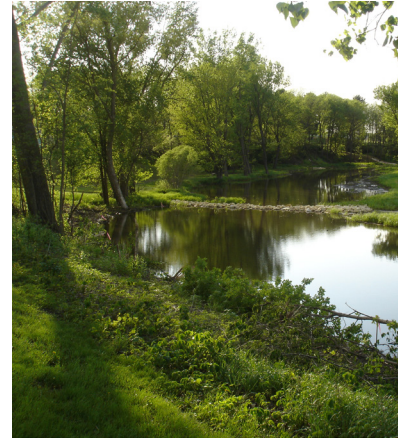
- The City will preserve the natural character of the watershed through green space acquisition, floodplain regulations, and drainage corridor and buffer protection.
- The City will support and encourage sustainable agricultural practices to protect watershed and water resource health.

Strategy: Williamsburg will efficiently manage stormwater.

- The City will work to promote the use of stormwater as a resource and not a waste product.
- Emphasis will be placed on reducing the volume of runoff through best management practices; like permeable pavement.
- Whenever possible, the City will utilize stormwater best management practices (BMP) such as “Permeable paving” which utilizes porous materials and laying techniques to allow water to percolate and infiltrate the soil beneath the paving, instead of running off as with impervious management practices in public facilities and projects.

Strategy: Surface water quality will be improved and maintained.

- The City will seek to reduce point and non-point pollution to local streams and rivers through best management practices.
- The City will strictly enforce erosion control and Clean Water standards through development regulations and impervious incentives.



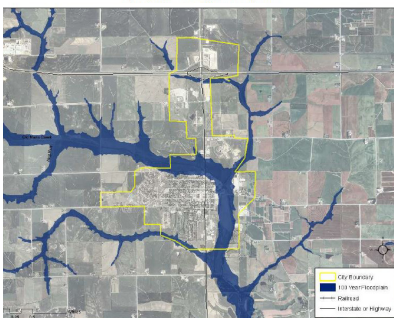
3.7 Hazards

Iowa County Multi-Jurisdictional Hazard Mitigation Plan 2015-2020

Jurisdictions include Iowa County cities, school districts and unincorporated areas.
This plan maintains Hazard Mitigation Assistance funding eligibility for participating jurisdictions from July 14, 2015 to July 14, 2020.
Prepared by the East Central Iowa Council of Governments in Partnership with Iowa County and the Iowa Homeland Security and Emergency Management Division



Figure 28: Williamsburg Area Floodplains



Date Source: Iowa Department of Natural Resources, 2013

46



The City of Williamsburg is committed to protecting people and property from natural and man-made disasters. A community must first identify potential hazards and then mitigate for impacts prior to disasters, then respond efficiently during a disaster, and plan for a comprehensive recovery post-disaster. This section defines the overarching goals and policies for all phases of a disaster.

HZ1: Hazards Goal 1

The City will promote education and awareness regarding hazards and risks in the community.

Strategy: Williamsburg residents and businesses will be prepared for potential disasters.

- When forewarning is possible the City will strive to keep citizens apprised of the situation and possible outcomes during flooding, snow storms and other naturally occurring hazards.
- The City will collaborate with local agencies and organizations to inform the community about disaster preparedness, especially including evacuation procedures in flood-prone areas and the location of public shelters.
- The City encourages private disaster preparedness, including resilient building practices and materials, establishment of disaster response and recovery plans by families and businesses, and maintenance of emergency kits and supplies as recommended by the Federal Emergency Management Agency (FEMA).
- The City encourages and will implement programs to support participation in the National Flood Insurance Program (NFIP) and hazard proofing of residences and businesses.

Strategy: The City's use of smart development practices will effectively limit disaster impacts to new development due to flooding.

- The City discourages private development in flood-prone areas and will work to restore the natural floodplain.
- The City will commit to the safe development of public facilities, and will evaluate the feasibility of re-siting and upgrading facilities to mitigate potential hazard.

Strategy: The City will be prepared for the worst case scenario.

- The City will plan for the effective delivery of emergency services and basic human needs in the event of a worst case scenarios, such as catastrophic flooding, wind damage from tornados or large snowfall events.

- The City recognizes the potential for a disaster causing impacts beyond the City's capacity to respond, and will develop procedures to request timely assistance from neighboring communities and County and State government.



Quality of life is the single most important factor to retain current residents and attract future residents. It is also key to economic vitality. Every aspect of the community from city services such as waste water treatment to available park space in walking distance for a homeowner. These types of scenarios are a determining factor in the overall perception of the quality of life in Williamsburg. The following section defines some overarching themes for quality of life that came out in earlier meetings and the community wide survey.

QL1: Quality of Life Goal 1

Support activities that for the youth and young families.

Strategy: The City will strive for more festivals and family activities.

Strategy: The City will work to address the need for an indoor facility for activities during the winter months and inclement weather for all ages and abilities.

QL2: Quality of Life Goal 2

Continue to support the strong educational system that attracts families and support success and social interaction.

Strategy: Williamsburg Public School District investments will keep pace with changes to the population it serves.

- The City will collaborate with the Williamsburg Public School District to anticipate and plan for changes in the size or makeup of the City's school-age population.
- The City will work with the School District and regional economic development agencies to attract and retain high quality educators and staff.
- The City will support the renovation of schools to incorporate innovative and sustainable technology and systems, and will aid the district in seeking funding to do so.

QL3: Quality of Life Goal 3

Focus on encouraging development that enhances the character of the Williamsburg and upholds the values of the community.

Strategy: Promote continued development and renovation of existing parks.

Objective: Manage development with an integrated land use plan.

- The City will use the future land use plan to encourage contiguous land development, maximize infrastructure efficiency, and fit the character of the City of Williamsburg.





Land Use

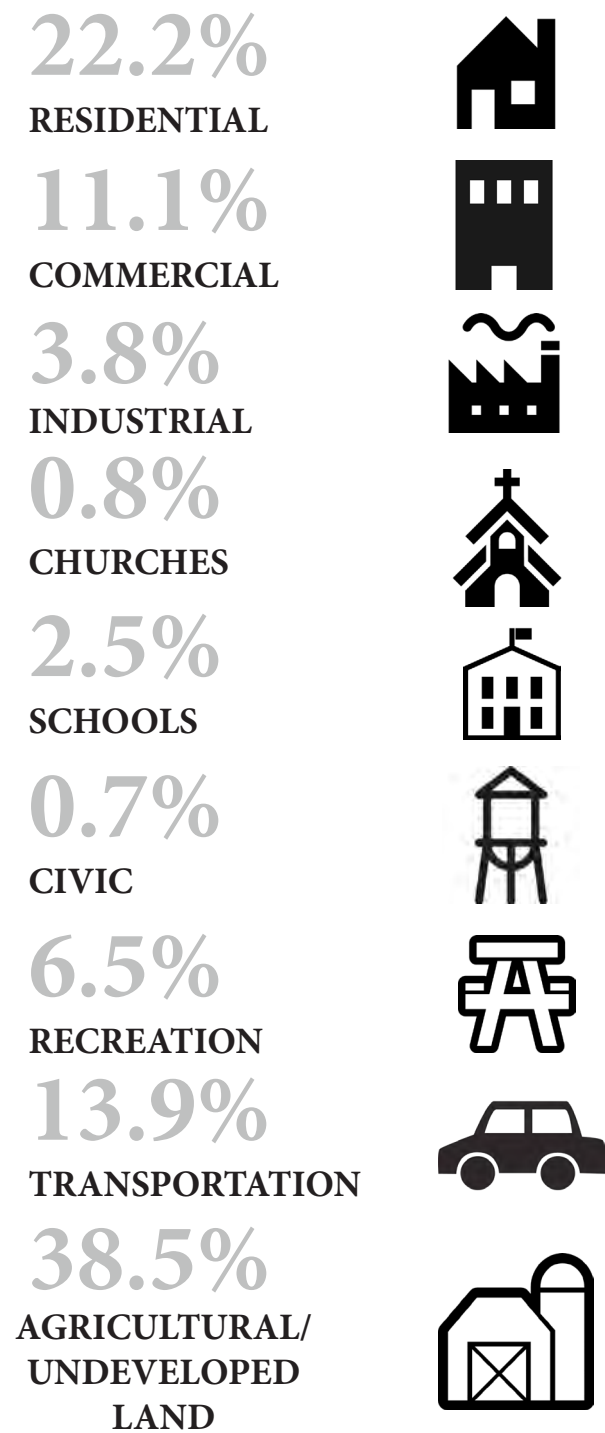
This Chapter outlines land use growth strategies and policies for Williamsburg. This chapter defines categories of land use, describes the character of desired future land uses and identifies special planning areas.

	Page
4.1 Existing Land Use	4-2
4.2 Future Land Use Map	4-6
4.3 Future Land Use Categories	4-8
4.4 Design Guideline Considerations	4-20

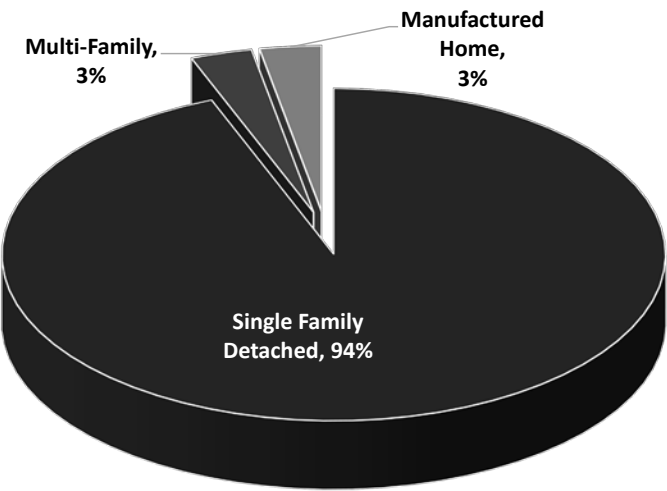
4.1 Existing Land Use

Existing Land Use

There are many unique uses of land across Williamsburg, and many more ways to configure those uses. It is the City’s responsibility to regulate where and how development occurs through planning and zoning regulations so that conflicts between incompatible use is minimized, and so that land and infrastructure are used as efficiently as possible. As Williamsburg continues to grow, land use is critical to keep the community a pleasant, attractive place to live, work, and play. This chapter features goals, objectives, and policies that apply to land use in general. It also contains strategies and guidelines for specific types of land use and their location within the City and its extraterritorial plat review area.

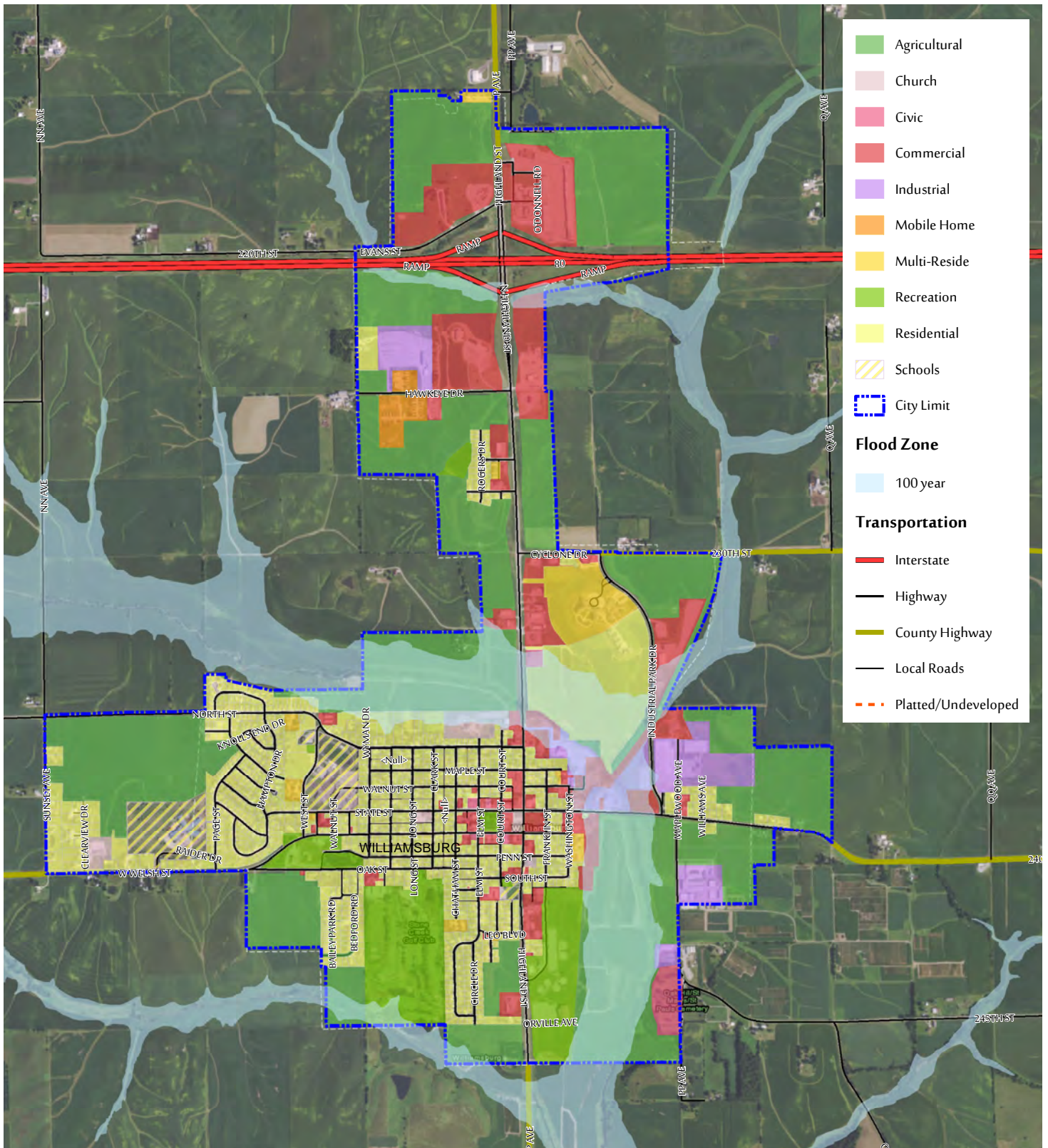


2016 existing land use conditions are shown to the right. The Williamsburg planning area extends 2 miles from the current city limits. The city limits include approximately 2,165 acres. The majority of the City is currently comprised of Residential (22.2%). Other prominent land uses in the City are Transportation (13.9%), Commercial (11.1%) and Recreation (6.5%). Approximately (38.5%) of land inside the City Limits is currently undeveloped or agricultural land. Refer to Appendix A for full size maps of existing and future land uses and development limitations.



Residential Land Use Detail

Williamsburg Existing Land Use Map (Excerpt) - Full Map in Appendix A



4.2 Future Land Use Map

Using the Future Land Use Map

The Future Land Use Map (opposite) identifies categories of similar use, character and density. These categories are described in the subsequent pages, including explanation of the City's intent, design and development strategies for each.

This map, and the corresponding text, are to be consulted whenever development is proposed. Development shall be consistent with the use category shown on the map and the corresponding text.

Where uses in this map differ from the current use, it is not the general intent of the City to compel a change in use. Except in rare instances when the City may actively facilitate redevelopment of a priority site, the City's use of this map will be only reactive, guiding response to proposals submitted by property owners.

Amending the Future Land Use Map

It may, from time to time, be appropriate to consider amendments to the Future Land Use Map. The following criteria should be considered before amending the map.

Agricultural

The total number of acres of agricultural land may continue to decrease in Iowa County. As the population of Williamsburg continues to grow and land is annexed and/or rezoned to accommodate the development needed to support the additional population. This anticipated growth must be balanced against the goals of preserving agricultural land for the purposes of resource protection and maintaining agricultural contributions to the county and regional economies.

Compatibility

The proposed development, or map amendment, will not have a substantial adverse effect upon adjacent property or the character of the area, with a particular emphasis on existing residential neighborhoods. A petitioner may indicate approaches that will minimize incompatibilities between uses.

Natural Resources

The land does not include important natural features such as wetlands, floodplains, steep slopes, scenic vistas or significant woodlands, which will be adversely affected by the proposed development. The proposed building envelope is not located within the setback of Floodplain zones (raised above regional flood line). The proposed development will not result in undue water, air, light, or noise pollution. Petitioner may indicate approaches that will preserve or enhance the most important and sensitive natural features of the proposed site.

Emergency Vehicle Access

The lay of the land will allow for construction of appropriate roads and/or driveways that are suitable for travel or access by emergency vehicles.

Ability to Provide Services

Provision of public facilities and services will not place an unreasonable financial burden on the City. Petitioners may demonstrate to the City that the current level of services in the City, or region, including but not limited to school capacity, transportation system capacity, emergency services capacity (police, fire, EMS), parks and recreation, storm water, library services, and potentially water and/or sewer services, are adequate to serve the proposed use. Petitioners may also demonstrate how they will assist the City with any shortcomings in public services or facilities.

Public Need

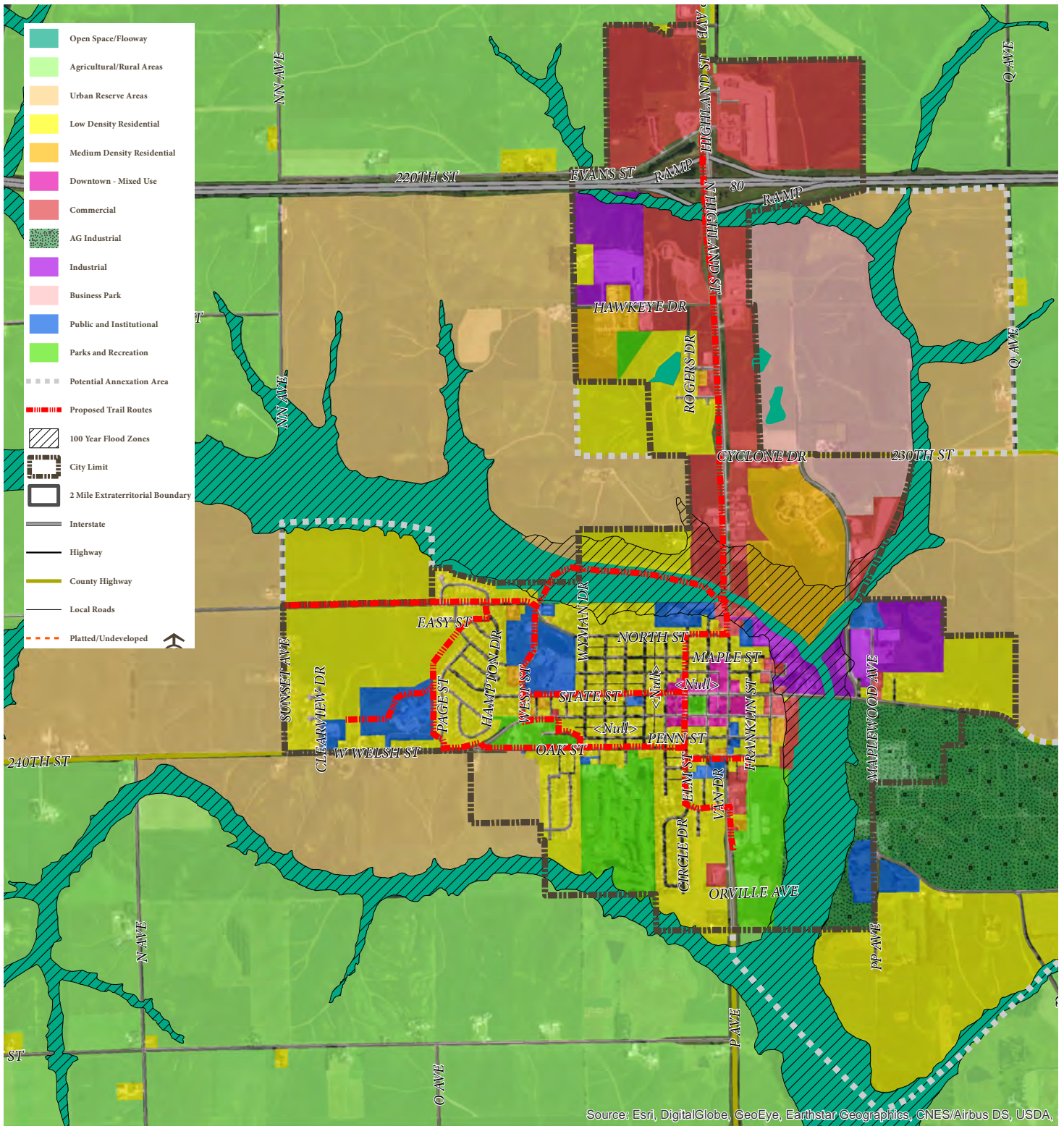
There is a clear public need for the proposed change or unanticipated circumstances have resulted in a need for the change. The proposed development is likely to have a positive fiscal or social impact on the City.

Adherence to Other Portions of this Plan

The proposed development is consistent with the general vision for the City, and the other goals, objectives, and policies of this Plan.

A "Petitioner" refers to anyone that comes before the City of Williamsburg with a request to amend the Future Land Use Map in this Comprehensive Plan.

Future Land Use Map (Excerpt) - Full Map in Appendix A



GIS MacroFuture Land Use 11x17 12.15.2016.mxd

4.3 Future Land Use Categories

Future Land Use Categories

The future land use categories identify areas of similar use, character and density. These classifications are not zoning districts - they do not legally set performance criteria for land uses (i.e. setbacks, height restrictions, density, etc.). The strategies listed with each category are provided to help landowners and City officials make design decisions during the development process consistent with the intent of the land use category. Some categories also feature design recommendations.

The twelve categories designated on the Future Land Use Map are:

- **RL** - Rural Lands
- **URA** - Urban Reserve Area
- **LDR** - Low Density Residential
- **MDR** - Medium Density Residential
- **HDR** - High Density Residential
- **MU** - Mixed Use
- **C** - Commercial
- **AI** - Agriculture Industrial
- **I** - Industrial
- **BP** - Business Park
- **PI** - Public and Institutional
- **OS** - Open Space/Floodway
- **PR** - Parks and Recreation

Rural Lands (RL)

The Rural Lands category is intended to preserve land and rural character in areas deemed unlikely or infeasible for urban development prior to 2037. Preferred uses in these areas include open space, farming, farmsteads, agricultural businesses, forestry, quarries, and limited rural residential on well and septic.



Urban Reserve Area (URA)

This land use category includes areas that are generally in agricultural or open space use but may be in the path of urban development beyond the planning horizon contained in this plan. The area also may encompass areas in the unzoned and unincorporated area of Iowa County that have the potential to impact the quality of life in Williamsburg if their current use is intensified.



Low Density Residential (LDR)

Low Density Residential areas are intended for housing with densities that range from one to four units per acre. Neighborhood areas classified as LDR will typically be predominately single-family detached units.



Medium Density Residential (MDR)

Medium Density Residential areas are intended for housing at densities between two to four units per acre not to exceed eight living units per acre. Uses in this category include single-family attached duplexes/townhomes, townhouses, row houses, apartment buildings, and senior housing.



Higher Density Residential (HDR)

Higher Density Residential areas are intended for housing at densities exceeding eight living units per acre. Uses in this category include row houses, apartment buildings, and senior housing.



Mixed Use (MU)

Mixed-Use areas are intended to provide a mix of commercial, residential, public and related uses in a pedestrian-friendly environment. Uses can be integrated either vertically (*i.e. use over another use*) or horizontally (*i.e. multiple uses on one property*).

**Commercial (C)**

Commercial areas are intended for retail, service, and office uses that serve neighborhood, community and regional markets. The type and size of use will be determined by location and market forces.

**Agriculture Industrial (AI)**

Agriculture Industrial areas are intended for agricultural focused industrial operations. Agriculture Industrial areas are typically larger, individual sites not part of a larger business park.

**Industrial (I)**

Industrial areas are intended for light or heavy manufacturing, warehousing, distribution, wholesale trade, accessory offices, and similar uses. Industrial areas are typically larger, individual sites not part of a larger business park.

**Business Park (BP)**

Business Park areas are intended for office and light industrial uses, including high technology and research and development organizations. This classification encourages an attractive campus-style environment.

**Public and Institutional (PI)**

Public and institutional areas are intended for churches, schools, cemeteries, art and cultural facilities, local government facilities and other parcels that are owned by a public or quasi-public entity. This category does not include parks and recreation areas.

**Open Space/Floodway (OS)**

Open Space areas are intended for active and passive recreation uses or preservation of natural areas. Open Space areas are intended for preservation of natural drainage and flood prone areas. OS lands can be public or privately owned.

**Parks & Recreation (PR)**

Park and Recreation areas are intended for active and passive recreation uses. PR lands can be public or privately owned.



RL - Rural Lands

The Rural Lands category is intended to preserve land and rural character in areas deemed unlikely or infeasible for urban development prior to 2035. Preferred uses in these areas include open space, farming, farmsteads, agricultural businesses, forestry, quarries, and limited rural residential on well and septic.

Land Use Strategies

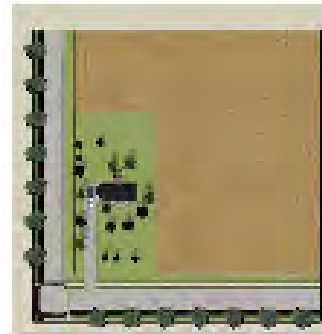
RL-1: New homes should be sited on non-productive soils in ways that minimize disruption of agricultural use and avoid the creation of new access points to state highways. Small lots (e.g. 1.5 acres) are preferred, especially if the remaining land is in agricultural use.

RL-2: Rural residential subdivisions containing 5+ homes are discouraged, except in areas where urban development is unlikely to occur, even many years from now.

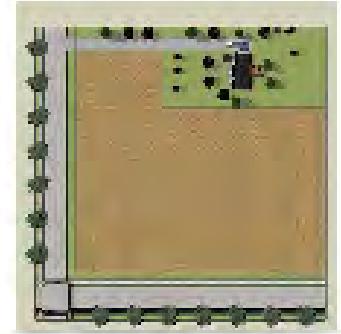
RL-3: Rural residential subdivisions are strongly encouraged to utilize conservation design strategies that minimize the disruption of natural features and rural character.



Discouraged Layout



Desirable Layout #1



Desirable Layout #2

URA - Urban Reserve Area

This land use category includes areas that are generally in agricultural or open space use but may be in the path of urban development beyond the planning horizon contained in this plan or their development may negatively impact the quality of life in the City of Williamsburg and surrounding growth areas.

Land Use Strategies

URA-1: These areas should be reserved for long-term urban development.

URA-2: Petitions to Iowa County to intensify land use or operations in these areas should be reviewed closely by the City of Williamsburg for negative impacts on quality of life and future growth plans of the community.





LDR - Low Density Residential

The Low Density Residential areas are intended for housing with densities that range from one to four units per acre. Neighborhood areas classified as LDR will typically be predominately single-family detached units.

Land Use Strategies

LDR-1: Urban services will be required for all new development, including municipal water, wastewater, and stormwater management systems.

LDR-2: Though low density housing is the predominant use in most neighborhoods, healthy, balanced neighborhoods may also include other uses that support the needs of residents, including:

- Parks and recreational facilities
- Small municipal and institutional facilities (e.g. learning center, library, fire station, etc.)
- Community centers
- Places of worship

LDR-3: Infill development will protect the character of existing residential neighborhoods. Where possible, infill development should be single-family homes and should be built within areas that are already zoned and compatible for this type of residential use.

Design Strategies

The City encourages residential projects (new construction and remodeling) to incorporate design strategies that will maintain neighborhood property values over time and enhance the social function and safety of the neighborhood.

Relationship to the Street: Buildings and sites should be designed to establish visual and physical connections between the public realm of the street and the private realm of the home, with layers of increasingly private space in between.

Consider the following techniques (see side bar):

- A) The front door should face the street and there should be a clear route to the door from the street or sidewalk.*
- B) There should be windows on the street facade*
- C) Building setbacks will vary according to building type and lot size, but should generally not exceed 30 feet.*
- D) Incorporate a covered front porch, or at least a raised stoop, preferably covered.*
- E) When appropriate for the style of the area, utilize low fences, hedges, or other landscaping to establish a layer of privacy behind the sidewalk.*

Relationship among buildings: Buildings within a neighborhood should be both cohesive and varied.

Consider the following techniques:

- A) Homes along a street should utilize similar setbacks to establish a consistent “street wall”.*
- B) Home sizes may vary along a street, but should utilize design techniques such as similar roof line heights and deeper setbacks for portions of wider houses to minimize apparent size variations.*
- C) The mix of architectural themes or styles should generally be consistent within a neighborhood, but repeated use of identical floorplans or colors is strongly discouraged, especially for adjacent buildings.*

Remodeling and Additions: Changes and additions to existing structures should complement the design of the existing structure.

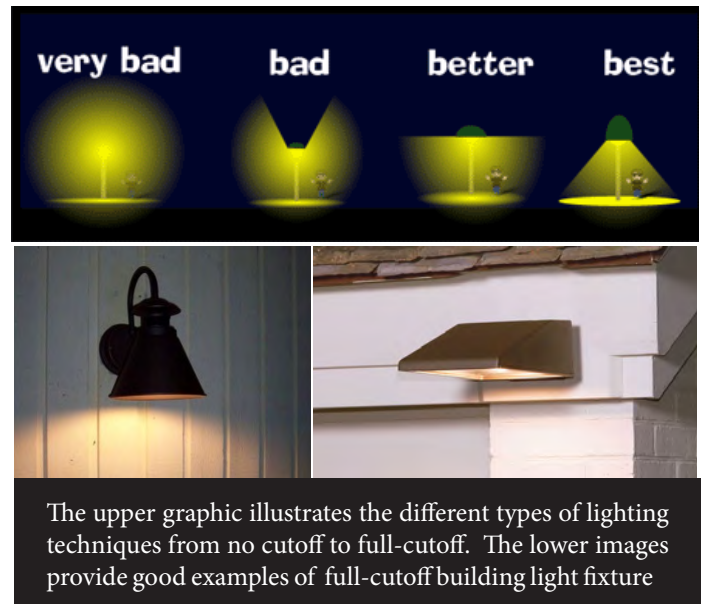
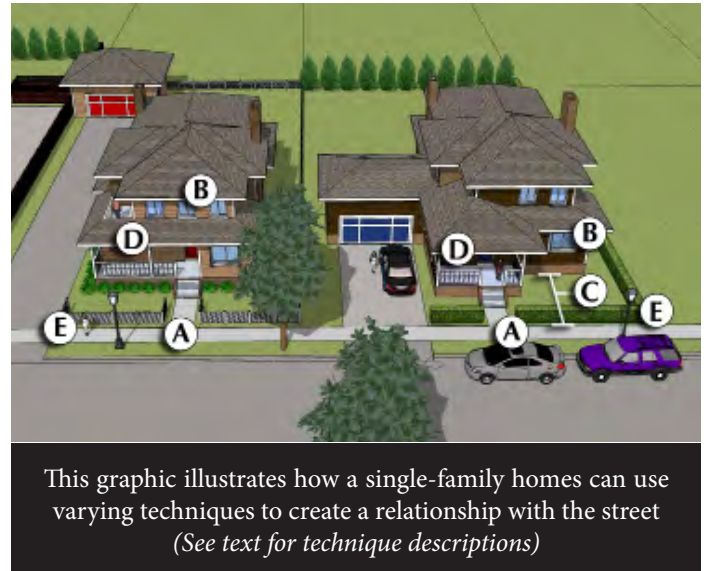
Consider the following techniques:

- A)* Select window types and proportions that match the rest of the house.
- B)* New exterior materials should match, or be complementary, to existing materials.
- C)* Avoid enclosing covered porches, when possible. If enclosing a covered porch, maintain the appearance of a porch, rather than attempting to blend the porch seamlessly with the rest of the house.

Garages: Two to three stall garages are encouraged in all residential zones.

Landscaping: Provide generous landscaping, with an emphasis on native plant species.

Lighting: Exterior lights should be full-cut-off fixtures that are directed to the ground to minimize glare, light trespass and light pollution (*see side bar*). Limited up-lighting is acceptable for architectural accentuation, flag lighting, and to highlight key civic features (e.g. church steeples).



MDR - Medium Density Residential

Medium Density Residential areas are intended for housing at densities between two to four units per acre not to exceed eight living units per acre. Uses in this category include single-family attached duplexes/townhomes, townhouses, row houses, apartment buildings, and senior housing.

Land Use Strategies

MDR-1: MDR could be an alternative for someone that wants to own but needs to meet a lower price point than new detached housing stock.

MDR-2: MDR uses are an appropriate transition use between commercial areas and Low Density Residential areas.

MDR-3: Multi-family residential units are scattered throughout the City. This type of housing provides an alternative dwelling unit for those who are not interested in purchasing a home in Williamsburg. Multi-family development has occurred throughout the City of Williamsburg.

Design Strategies

The City encourages residential projects (new construction and remodeling) to incorporate design strategies that will maintain neighborhood property values over time and enhance the social function and safety of the neighborhood.

Relationship to the Street: Buildings and sites should be designed to establish visual and physical connections between the public realm of the street and the private realm of the building, with layers of increasingly private space in between.

Consider the following techniques (*see side bar*):

- A) The front door should face the street and there should be a clear route to the door from the street or sidewalk.*
- B) There should be windows on the street facade*
- C) Building setbacks will vary according to building type and lot size.*

Relationship among buildings: Buildings within a neighborhood, or within a single development, should be both cohesive and varied.

Consider the following techniques:

- A) When adjacent to lower density residential buildings, larger buildings should incorporate strategies to minimize the apparent size of the building, including flat roofs instead of pitched roofs, deeper setbacks for upper stories, and/or variation in the depth of setback along the building facade.*
- B) The mix of architectural themes or styles should generally be consistent within a neighborhood or development, but there should be variation in floor plan, facade design, and color choice to avoid monotony.*

Garages: Two stall garages are encouraged in all residential zones.

Landscaping: Provide generous landscaping, with an emphasis on native plant species.

Lighting: Exterior lights should be full-cut-off fixtures that are directed to the ground to minimize glare, light trespass and light pollution. Limited up-lighting is acceptable for architectural accentuation, flag lighting, and to highlight key civic features (e.g. church steeples).

Common Open Space: Provide gardens, grass areas, and playgrounds to serve the needs of residents.

Service Areas: Trash and recycling containers located or screened so that they are not visible from a public street. Screening should be compatible with building architecture and other site features. (*see side bar*)



This graphic illustrates how a row house can use varying techniques to create a relationship with the street
(*See text for technique descriptions*)



This is an example of a screen for residential trash and recycling containers. Vegetation and built screens can be used to keep containers clear of view from a public street.

HDR - Higher Density Residential

Higher Density Residential areas are intended for housing at densities exceeding eight living units per acre. Uses in this category include apartment buildings and senior housing.

Land Use Strategies

HDR-1: HDR uses will generally be located where there is access to bike trails and a pedestrian network.

HDR-2: HDR uses will generally be located where there is convenient access to restaurants, retail and service businesses.

HDR-3: HDR uses are an appropriate transition use between commercial areas and Medium Density Residential areas.



Design Strategies

The City encourages residential projects (new construction and remodeling) to incorporate design strategies that will maintain neighborhood property values over time and enhance the social function and safety of the neighborhood. The following strategies apply mostly to multi-family formats.

Relationship to the Street: Buildings and sites should be designed to establish visual and physical connections between the public realm of the street and the private realm of the building, with layers of increasingly private space in between.

Consider the following techniques (*see side bar*):

- A) The front door should face the street and there should be a clear route to the door from the street or sidewalk.*
- B) There should be windows on the street facade*
- C) Building setbacks will vary according to building type and lot size.*

Relationship among buildings: Buildings within a neighborhood, or within a single development, should be both cohesive and varied.

Consider the following techniques:

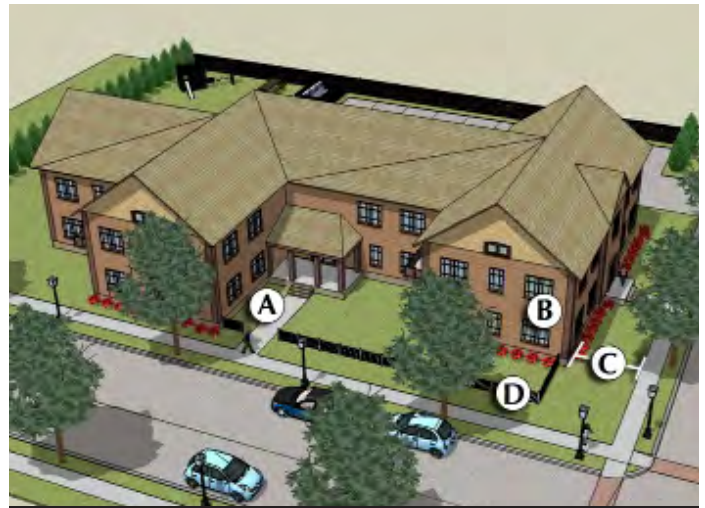
- A) When adjacent to lower density residential buildings, larger buildings should incorporate strategies to minimize the apparent size of the building, including flat roofs instead of pitched roofs, deeper setbacks for upper stories, and/or variation in the depth of setback along the building facade.*
- B) The mix of architectural themes or styles should generally be consistent within a neighborhood or development, but there should be variation in floor plan, facade design, and color choice to avoid monotony.*

Landscaping: Provide generous landscaping, with an emphasis on native plant species.

Lighting: Exterior lights should be full-cut-off fixtures that are directed to the ground to minimize glare, light trespass and light pollution. Limited up-lighting is acceptable for architectural accentuation, flag lighting, and to highlight key civic features (e.g. church steeples).

Common Open Space: Provide gardens, grass areas, and playgrounds to serve the needs of residents.

Service Areas: Trash and recycling containers, street-level mechanical, rooftop mechanical, and outdoor storage, should be located or screened so that they are not visible from a public street. Screening should be compatible with building architecture and other site features. *(see side bar)*



This graphic illustrates how a multi-family building can use varying techniques to create a relationship to the street
(See text for technique descriptions)



These images provide good examples of screened service areas for commercial and higher density residential uses.

MU - Mixed Use

The Mixed-Use area is intended to provide a unique mix of commercial, residential, public and related uses in a pedestrian-friendly environment. They may include a mix of retail and service commercial, office, institutional, medium density residential, public uses and/or park and recreation uses. Uses can be integrated either vertically (*i.e. use over another use*) or horizontally (*i.e. multiple uses on one property*).

Suitable Zoning Districts

At the time this Plan was created, there was no suitable district within the City Zoning Ordinance. It is recommended a new zoning district be created to accurately reflect the intentions of the MU category.

Land Use Strategies

MU-1: Commercial uses in MU areas will be smaller-scale establishments serving the local market and/or niche markets, rather than large users serving regional demand and generating significant traffic and parking needs. Businesses encouraged in these areas include restaurants, small grocery or specialty food shops, laundromats, salons, hardware stores, small professional offices, and boutiques.

MU-2: Upper-floor residential units are strongly encouraged over ground-floor retail.

MU-3: Medium density residential uses will generally be located where there is convenient access to restaurants, retail and service businesses.

Design Strategies

The City encourages all new mixed-use projects to incorporate design strategies that will maintain neighborhood property values over time and enhance the social function and safety of the neighborhood.

Height and Architectural Character: Multi-story buildings are preferred, though single-story buildings may be appropriate in low density settings. Buildings should incorporate architectural elements that provide visual interest and human scale, such as differentiation of the ground floor level, awnings or canopies over entrances, etc.

Relationship to the Street: Buildings and sites should be designed to establish visual and physical connections between the public realm of the street and the private realm of the building.

Consider the following techniques (see graphic below):

- *The front door should face the street and there should be a clear route to the door from the street or sidewalk.*
- *There should be windows on the street facade. Retail and service spaces should have large, clear windows that provide good visual connection between the building interior and the sidewalk.*
- *Building setbacks will vary according to building type and lot size, but should generally be as close to the sidewalk as practical. Front yard parking is discouraged.*



Relationship among Buildings: Buildings within a neighborhood, or within a single development, should be both cohesive and varied.

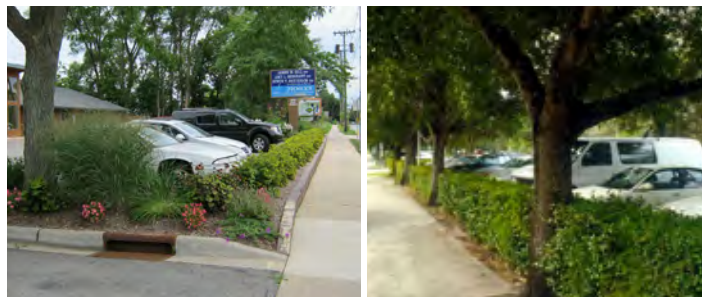
Consider the following techniques:

- When adjacent to lower density residential buildings, larger buildings should incorporate strategies to minimize the apparent size of the building, including flat roofs instead of pitched roofs, deeper setbacks for upper stories, and/or variation in the depth of setback along the building facade.
- The mix of architectural themes or styles should generally be consistent within a neighborhood or development, but there should be variation in floorplan, facade design, and color choice to avoid monotony.

Garages: Street-facing garages doors should be avoided whenever possible.

Parking: Front yard parking is discouraged. When necessary, front yard parking should not exceed a single double-loaded aisle. Preferred alternatives are underground/under building, side yard, rear yard, and on-street parking.

Landscaping: Street frontages should use both hardscape improvements and native plants to provide visual interest and a comfortable pedestrian environment. Use trees and low bushes in and around parking areas to partially obscure views of parking while retaining visual connections to maintain personal safety (see below).



Lighting: Exterior lights should be full-cut-off fixtures that are directed to the ground to minimize glare and light pollution, and especially to avoid light trespass to nearby residential property. Limited uplighting is acceptable for architectural accentuation, flag lighting, and to highlight key civic features (e.g. church steeples).

Building Materials: High-quality exterior finish materials are strongly encouraged on all sides of a building, such as kiln-fired brick, stucco, and fiber cement siding.

Signs: Signs should be pedestrian-scaled. Desired sign types include building-mounted, window, projecting, monument and awning.

Service Areas: Trash and recycling containers, street-level mechanical, rooftop mechanical, outdoor storage, and loading docks should be located or screened so that they are not visible from a public street. Screening should be compatible with building architecture and other site features.

Stormwater: Rain gardens, bio-retention basins, permeable pavement and other stormwater management technologies should be utilized to filter pollutants and infiltrate runoff (see below).



Stormwater management techniques (from top left to bottom right): rain garden, bio-swale, pervious pavers, & porous pavement

C- Commercial

Commercial areas are intended for retail, service, and office uses that serve neighborhood, community and regional markets. Examples include large retail and service businesses, offices, clinics and health care facilities, hotels, restaurants and entertainment businesses, storage, and automobile sales and services. The type and size of use will be determined by location and market forces.

Land Use Strategies

C-1: Commercial areas should generally be served by a contiguous sidewalk network, and safe bike routes.

C-2: The City encourages and supports investment in small neighborhood commercial uses and sites in existing neighborhoods. Sites deemed no longer viable for commercial use should be considered for redevelopment with housing.

C-3: Way-finding signage to key downtown locations is critical, especially for visitors. The City will develop a signage system from primary downtown entry points to key locations throughout the community.

C-4: Highway commercial use is typically characterized by grocery stores, car lots, convenience stores and other commercial uses that require efficient highway infrastructure and adequate space for parking a significant amount of vehicles.

Design Strategies

The City encourages for all commercial projects the use of design strategies that will maintain property values over time. This section offers different strategies for highway settings and neighborhood settings in some categories.

Relationship to the Street: The building should be designed such that the primary building facade is oriented towards the street (toward the larger street on corner lots) and should have a public entrance.

Architectural Character: The building should be designed using architectural elements that provide visual interest and a human scale that relates to the surrounding neighborhood context. For commercially zoned districts in the neighborhood City clusters or the City Town Center, new development shall be compatible with height and scale of surrounding buildings and present a two-story facade appearance.

Building Materials: The building should be constructed of high quality, long lasting finish materials, especially along prominent facades with frequent customer traffic.

Building Projections: Canopies, awnings, and/or gable-roof projections should be provided along facades that give access to the building. (*see side bar*)

Signs: Signs should be not larger or taller than necessary based on the context of the site. Signs are subject to the sign ordinance and all permanent signs require a permit.

Highway Commercial: Desired sign types include building-mounted, monument. Signs are subject to the sign ordinance and all permanent signs require a permit.

Neighborhood Commercial: desired sign types include building-mounted, window, projecting, monument and awning.

Parking: Front yard parking should be limited; side yard, rear yard, or below building alternatives are preferred. Shared parking and access between properties is encouraged to minimize curb cuts and make more efficient use of land and paved surfaces. Landscaping and trees should be incorporated into all surface parking areas to improve aesthetic and environmental performance. Vegetative buffers should be provided between pedestrian circulation routes and vehicular parking/circulation. Access drive lanes should be separated from parking stalls to reduce congestion. (*see side bar*)

Landscaping: Generous landscaping should be provided with an emphasis on native plant species. Landscaping should be placed along street frontages, between incompatible land uses, along parking areas, and in islands of larger parking lots. Use trees and low bushes in and around parking areas to partially obscure views of parking while retaining visual connections to maintain personal safety. (*see side bar*)

Lighting: Exterior lights should be full-cut-off fixtures that are directed to the ground to minimize glare and light pollution, and especially to avoid light trespass to nearby residential property. Limited uplighting is acceptable for architectural accentuation, flag lighting, and to highlight key civic features (e.g. church steeples).

Stormwater: Rain gardens, bio-retention basins, permeable pavement and other stormwater management technologies should be utilized to filter pollutants and infiltrate runoff.

Service Areas: Trash and recycling containers, street-level mechanical, rooftop mechanical, outdoor storage, and loading docks should be located or screened so that they are not visible from a public street. Screening should be compatible with building architecture and other site features.



Awnings (left) or canopy structures (right) help define the building entrances and provide visual interest along the street frontage.



The above concept illustrates shared parking between two developments connected by an access drive, and includes vegetative buffers along all pedestrian routes.



The examples above illustrate ways to landscape parking areas, including along the street frontage, in parking islands and medians, and between incompatible land uses.

4.3

AI- Agriculture Industrial

Agriculture Industrial areas are intended for agricultural focused industrial operations. Agriculture Industrial areas are typically larger, individual sites not part of a larger business park.

Land Use Strategies

AI-1: Agriculture Industrial areas should be located near regional transportation routes.



I- Industrial

Industrial areas are intended for light or heavy manufacturing, warehousing, distribution, wholesale trade, accessory offices, and similar uses. Industrial areas are typically larger, individual sites not part of a larger business park.

Land Use Strategies

I-1: Industrial areas should be located near regional transportation routes.



BP - Business Park

Business Park areas are intended for office and light industrial uses, including high technology and research and development organizations. This classification encourages an attractive campus-style environment.

Land Use Strategies

BP-1: Business Park areas should be located near regional transportation routes.



PI - Public and Institutional

Public and institutional areas are intended for churches, schools, cemeteries, art and cultural facilities, local government facilities and other parcels that are owned by a public or quasi-public entity. This category does not include parks and recreation areas.

Suitable Zoning Districts

These uses are permitted in all zoning districts.

Land Use Strategies

P-1: Decommissioned public properties, such as schools, should be reused or redeveloped in ways compatible with the surrounding neighborhood.



OS - Open Space/Floodway

Open Space areas are lands the City wishes to protect because they are vital to the region's ecosystem and/or they are in the floodway.

Suitable Zoning Districts

At the time this Plan was created, there wasn't a zoning district that meets the intent of this future land use category. Creation of a new zoning district is recommended.

Land Use Strategies

OS-1: Passive recreational activities may be permitted.

OS-2: Areas should be used as a drainageways, above-ground stormwater management techniques (*e.g. open vegetated swales*).



PR - Parks & Recreation

Park and Recreation areas are intended for active and passive recreation uses. PR lands can be public or privately owned.

Land Use Strategies

PR-1: The development and improvement of the City's park system should focus on areas not within 1/4 mile of existing park spaces.



4.4 Design Guideline Considerations

Design Guidelines for Buildings and Sites

This plan recommends the adoption of more detailed design guidelines for the downtown area. These pages present the basic categories that should be addressed by any such guidelines and some specific sample guidelines to inform the development of adopted standards.

- **Street Relationship:** Design the building such that the primary building façade is orientated towards the street and built to the front property line. Minor setbacks may be allowed if space created provides an outdoor seating area, a hardscape plaza, or similar pedestrian space. Provide a public entrance on the primary façade.
- **Lighting:** Pick fixtures that complement the character of the building. Illuminate parking lots and pedestrian walkways uniformly and to the minimum level necessary to ensure safety. Lighting should be energy efficient and should render colors as accurately as possible. Preferred light types include: LED, fluorescent, and high-pressure sodium.
- **Parking:** Place parking on the side or back of the building, wherever feasible. Provide shared parking and access between properties to minimize the number of curb cuts. Provide vegetative buffers between pedestrian circulation routes and vehicular parking/circulation. Access drive lanes should have adequate throat depths to allow for proper vehicle stacking.
- **Landscaping:** Provide generous landscaping, with an emphasis on native plant species. Landscaping should be placed along street frontages, between incompatible land uses, along parking areas, and in islands of larger parking lots.
- **Stormwater:** Use rain gardens and bio-retention basins on-site (i.e. in parking islands) in order to filter pollutants and infiltrate runoff, wherever feasible. Consider using permeable surfaces, pervious asphalt, pervious concrete, and/or special paving blocks.



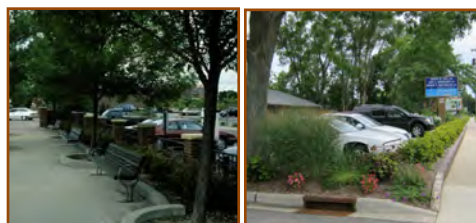
Portion of the building is set back from the street, allowing extra room for a larger pedestrian zone.



Examples of full cutoff fixtures that minimize glare and light pollution.



An example of parking being shared between two developments with parking limited to the side or rear yards (no front yard parking).

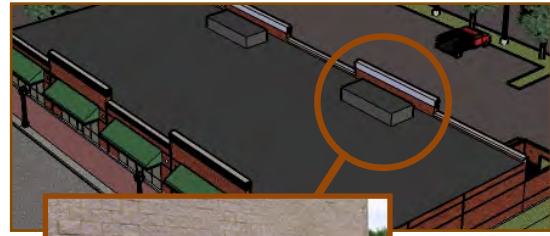


Trees and shrubs within and around parking areas greatly improve the aesthetic appearance and overall pedestrian experience.



Examples of permeable surfaces.

- Service Areas:** Trash and recycling containers/ dumpsters, street-level mechanical, rooftop mechanical, outdoor storage, and loading docks should be located or screened so that they are not visible from a public street. Screening should be compatible with building architecture and other site features.
- Scale & Articulation:** Design the building using architectural elements that provide visual interest and human scale that relates to the surrounding neighborhood context and the downtown's overall character.
- Windows, Doors & Garages:** Buildings should activate the street by providing significant visibility through the street-level facade to activities/displays within the building. Clearly define door entryways and design garage doors to be screened from street view (i.e. not on street facade, landscaping, walls), to the greatest extent possible.
- Building Projections:** Canopies and awnings should be provided along facades that give access to the building.
- Signage:** Use pedestrian-scaled sign types: building-mounted, window, projecting, monument, and awning. Signs should not be excessive in height or square footage.
- Colors & Materials:** Use high-quality, long-lasting finish materials such as kiln-fired brick, stucco, and wood. All exposed sides of the building should have similar or complementary materials and paint colors as used on the front façade.



Example of a building facade screening rooftop mechanical from ground view.



Desired vertically-proportioned buildings.



An example of large windows providing significant visibility into the building.



A good example of mounted awnings placed below the horizontal expression line.



Free-standing and roof signs are not conducive for a downtown, pedestrian-friendly district.



Examples of secondary facades continuing the design quality, material palette, and color palette of the primary facade.



1
2
3
4
5

Appendix A
Appendix B

Implementation and Action Plan

This chapter outlines how the vision of the Plan is implemented in everyday decisions and annual goal-setting and budgeting, and how the Plan should be amended when necessary. The Chapter also provides a plan for implementing the action items described in Chapter 3, including when it should be completed.

	Page
5.1 Guiding Daily Decisions	5-2
5.2 Guiding Annual Decisions	5-4
5.3 Action Plan	5-6
5.4 Amending the Plan	5-12

5.1 Guiding Daily Decisions

City Roles & Responsibilities

Responsibility for implementing this plan lies primarily with the Planning & Zoning Commission, City Council and City Staff.

City Council

City Council sets priorities, controls budgets and tax rates, and often has the final say on key aspects of public and private development projects. The value and legitimacy of this plan is directly related to the degree to which Council members are aware of the plan and expect City actions to be consistent with this plan. Each Council member should have a copy of this plan and should be familiar with the major goals and objectives described herein. City Council should expect and require that staff recommendations and actions both reference and remain consistent with this plan.

Planning & Zoning Commission

Land use and development recommendations are a core component of this plan, and the Planning & Zoning Commission has a major role in guiding those decisions. Planning & Zoning Commission members shall each have a copy of this plan and shall be familiar with its content, especially Chapter 4: Land Use. It is generally the responsibility of the Planning & Zoning Commission to determine whether proposed projects are consistent with this plan, and to make decisions and staff recommendations that are consistent with this plan. In cases where actions that are inconsistent with this plan are deemed to be in the best interest of the City, the Planning & Zoning Commission should initiate efforts to amend the plan to better reflect City interests. This will help to reinforce the legitimacy of the plan as an important tool in City functions.

City Staff

City staff have a significant influence on the selection and completion of all kinds of capital and operational projects. It is imperative that individuals in key roles know about, support, and actively work to implement the various strategies and actions in this plan.

Specifically, the following people should consult and reference the comprehensive plan during goal-setting and budgeting processes, during planning for major public projects, and in the review of private development projects:

- City Clerk
- Recreation Director
- Public Works Director
- City Engineer

These key staff members are expected to know and track the various goals, objectives, strategies and actions laid out in this plan, and to reference that content as appropriate in communications with residents and elected and appointed officials. All other staff should also be aware of the plan and the connections between the plan and City projects. The purpose of this extra effort is to strengthen staff recommendations and reinforce the plan as a relevant tool integral to City functions.

Education and Advocacy

Implementation of this plan also depends, to a great degree, on the actions and decisions of entities other than City government. Some responsible parties that the City of does not control or direct include, but are not limited to:

- Williamsburg Community School District
- Iowa County
- Iowa Department of Transportation
- Army Corps of Engineers
- Iowa Department of Natural Resources

It is necessary to persuade these entities to be active partners in the implementation of the goals, objectives, and strategies of this plan. The following City activities can support this effort:

- Share this plan with each organization, including a memo highlighting sections of the plan that anticipate collaboration between the City and the organization.
- Take the lead role in establishing a collaboration
- Know and communicate the intent of relevant objectives and strategies - partner organizations need to understand and buy in to the rationale before they will act.

Utilizing Existing Tools

Many of the strategies identified in this plan presume the use of existing City ordinances and programs.

The City's key implementation tools include:

Operational Tools

- Annual Goal-Setting Process
- Annual Budget Process
- Capital Improvement Plan

Regulatory Tools

- Land Use Regulations (includes landscape and architectural regulations)
- Site Design Standards
- Historic Preservation Ordinance
- Building and Housing Codes

Funding Tools

- Tax Abatement
- Tax Incremental Financing (TIF) Districts
- State and Federal Grant Programs
- Storm Water Utility (*Recommended*)

Comprehensive Plans

- Iowa County

5.2 Guiding Annual Decisions

Annual Report

To provide lasting value and influence, this plan must be used and referenced regularly, especially during budgeting and goal setting processes. To inform these annual processes, City staff will prepare a concise Comprehensive Plan Annual Report with input from the planning commission, including the following information:

- Action items in progress or completed during the prior 12 months (celebrate success!)
- Staff recommendations for action items to pursue during the next 12 months.
- City actions and decisions during the past 12 months not consistent with the plan (if any).
- Staff recommendations for any amendments to the adopted plan.

Link to Annual Goals and Budget

The most important opportunity for this plan to influence the growth and improvement of the City is through the annual goal-setting, budgeting and capital planning processes. These existing annual efforts determine what projects will and will not be pursued by the City, so it is very important to integrate this plan into those processes every year.

The compilation of actions in the next section is a resource to support decisions about how and where to invest the City's limited resources. The Annual Report should draw from these actions.

Planning Commission should make formal recommendations for Council consideration, identifying those choices and commitments most likely to further the goals and objectives identified in this plan.

The following process and schedule is recommended:

July - Staff completes the Comprehensive Plan Annual Report.

August - Planning Commission considers Annual Report and makes formal recommendation to Council regarding action items to pursue and comprehensive plan amendments.

September - Department Directors consider Annual Report and Planning Commission recommendations, complete goal setting exercises.
Council holds a public hearing and considers adoption of any comprehensive plan amendments.

November - City Council Goal Setting

December to February - Budget preparation process

March - Budget Adopted



HWY 149 Looking North Towards Tanger Outlet Mall 11/15/2016

5.3 Action Plan

Action Plan

The Action Plan is designed as a guide to help City officials, community leaders, and private investors prioritize opportunities and address issues within the City of and the surrounding area. The desired vision for cannot be created over night. However, by incrementally implementing the recommendations within this plan, can achieve the desired outcomes set forth in this comprehensive plan.

Potential Funding Sources

There are five broad funding sources available to help offset costs to complete the projects listed in this Plan, as described below.

- ▶ **General Municipal Funding** – It is assumed that some general municipal funds/borrowing will be required to assist with the completion of projects or as a matching source for state or federal grants (e.g. wayfinding, signage, or streetscaping projects).
- ▶ **Special Assessments** – Particular projects that benefit individual properties (e.g. water, sewer, or sidewalk installations) could be funded through special assessments whereby the City recoups initial design and construction costs through increased real estate taxes on those properties for a set period of time.
- ▶ **Revenues** - Projects related to drinking water, sanitary sewer, and storm water could be funded using system revenues or fees collected from system users across the community.
- ▶ **Private Donations, Developers/Impact Fees** – Some of the wayfinding projects (e.g. gateway signs) could be partially or fully funded through private donations or public fund raising. Funding for other infrastructure projects can also be offset by using funds from impact fees the City collects as part of the approval of new development in the corridor.
- ▶ **State and Federal Grants** – There are many different state or federal grants that may be able to offset the costs of some of the identified projects. Only those programs most likely to award funding to are listed. (i.e. CDBG, see page 5-7)
- ▶ **Tax Increment Financing (TIF)** – Tax increment financing (TIF) is a program where the additional taxes generated from development in a TIF district would go towards specified public improvements in a community. This program helps waylay the impacts of new development on a community while improving the attractiveness of the City. has designated areas of the town as an Urban Renewal Area and created a TIF District.

Funding and Other Resources Key

CAT - Community Attraction and Tourism Program
 CDBG - Community Development Block Grant
 City - General Fund, Special Funds, TIF or Assessments
 CMPO - Corridor Metropolitan Planning Organization
 C-TEP - County-State Traffic Engineering Program
 ECICOG - East Central Iowa Council of Governments
 HC - Hired Consultant
 IACPG - Iowa Arts Council Project Grant
 IDOT - Iowa DOT
 IFMA - Iowa Farmers Market Association
 ILRTF - Iowa Living Roadways Trust Fund
 KIB - Keep Iowa Beautiful Community Beatification Grant Program
 LWCF - Land and Water Conservation Fund
 PCRC - Pedestrian Curb Ramp Construction
 PIB - Paint Iowa Beautiful
 PO - Property Owner
 REAP - Resource Enhancement and Protection City Parks and Open Spaces
 SHPO - State Historical Preservation Office
 TAP - Transportation Alternative Program
 TEAP - Iowa Traffic Engineering Assistance Program
 TFK - Trees for Kids and Trees for Teens
 TIF - Tax Increment Finance
 TP! - Trees Please!
 TSIP - Traffic Safety Improvement Program

This table is for the
acronyms in the
following Action Plan.

5.3 Action Plan Continued

Action	
Transportation	1.c Evaluate the need for a Complete Streets Ordinance
	1.e Create a phased sidewalk plan that determines need to establish priority of the construction
	1.f Ensure the current ordinance for installation of sidewalks in new and existing neighborhoods is sufficient and enforced
	1.g Analyze future road extensions and connections for future development areas to maintain proper street connections
	1.h Consider land acquisition to widen existing collector and arterials
Housing	2.a Evaluate the potential for a local rehabilitation program to address fair to poor housing conditions in the current housing stock
	2.b Apply for the CDBG Owner Occupied Housing Rehabilitation Program in areas that meet the required criteria
	2.c Evaluate allowing alternative construction methods of dwelling units and small lot housing to provide market-rate affordable housing options
	2.d Consider the development of rebate programs and other financial incentives for homeowners undertaking energy efficient rehabilitation efforts
	2.e Encourage development of Higher Density Residential land use in the City where deemed appropriate, primarily in the area adjoining Interstate 80
	2.f Consider incentives for young families/young professionals to purchase new/existing homes in
	2.g Evaluate current zoning standards to ensure there are no barriers to affordable housing by ensuring a variety of housing types
	2.h Complete a Housing Needs Assessment
	2.i Periodically analyze the housing needs of the region and compare 's affordability to other communities in the area to provide appropriate programs, regulations and incentives to meet the needs of all
	2.j Continue to monitor and encourage property maintenance
Community Services	3.a Evaluate an assessment policy for assessing benefitted commercial and industrial property owners for reconstruction of adjoining street
	3.b Establish and maintain a five-year park, recreation and open space plan
	3.c Update the zoning ordinance and subdivision ordinance regulations to reflect the Comprehensive Plan Update
	3.g Pursue grants to update/construct community facilities (i.e. a community center)
	3.h Monitor satisfaction with public and private utility and service providers and seek adjustments as necessary to maintain adequate service levels

Priority			Action Authority			Potential Non-city Funding	Other Resources
2017-2021	2022-2026	On Going	City	Fed./St.	Other		
			✓		✓		
			✓			CMPO/TAP/PCRC	HC
			✓				HC
			✓			City, REAP, CAT, TAP	HC
			✓	✓	✓		HC
			✓		✓	ECICOG	HC
			✓	✓		CDBG	HC
			✓			TIF	HC
			✓		✓	TIF	HC, MidAmerican, Alliant Energy
			✓		✓	TIF	PO
			✓			TIF	PO
			✓				HC
			✓				HC/ECICOG
			✓				ECICOG
			✓		✓		PO
			✓		✓		Property Owner
			✓				
			✓				
			✓		✓		IEDA
			✓		✓		PO

5.3 Action Plan Continued

Action	
Economic Development	4.a Evaluate and plan for venues and attractions to further Williamsburg as a year-round destination
	4.b Create and enhance entry features to the community and to the downtown (i.e. gateway signage, banners etc.)
	4.c Focus marketing efforts on businesses and new industries that attract new population growth
	4.d Create and enforce design guidelines for businesses to address landscaping, aesthetics, lighting, noise, parking, and access
	4.e Ensure current City ordinances allow for live/work spaces
	4.j Ensure the downtown is a compact, pedestrian-friendly, business district that supports employment, shopping, housing, and recreation opportunities
	4.k Review future land use map and ensure there is an adequate supply of land for commercial and industrial development
	4.l Attract businesses and industries that operate in a sustainable manner, contribute to the sustainability of the community and are responsible environmental stewards
Natural Resources	4.m Support the creative arts, including live performances, public art installations etc. as an important element of workforce attraction and economic development
	6.a Evaluate current zoning and subdivision regulations to ensure proper protection for green space, waterways, shorelines, wetlands, steep slopes and floodplain areas
	6.b Support community gardens, farmers markets, food pantries and other similar community-based food projects
Hazards	6.c Enforce erosion control and Clean Water Standards
	7.a Evaluate city development practices to ensure they will effectively limit disaster impacts to new development due to flooding and other disasters
Intergovernmental	8.b Coordinate with Iowa County land use in unincorporated areas that are subject to annexation to provide compatible land use and development in the interim period
	8.c Coordinate and communicate growth plans with Williamsburg Community School District to ensure adequate school facilities
	8.d Communicate clearly with Iowa County to establish mutually agreeable development goals and objectives in the City's extraterritorial area
Quality of Life	9.a The City will strive for more festivals and family activities
	9.b Evaluate the need for an indoor facility for community activities year-round
	9.c Continue to support policies and plans to improve quality of life for all residents
	9.d Ensure housing is adequate for the needs of the community as a whole

	Priority			Action Authority			Potential Non-city Funding	Other Resources
	2017-2021	2022-2026	On Going	City	Fed./St.	Other		
				✓		✓	CAT	HC
				✓			TAP, City, PCRC	
				✓		✓	Chamber	Chamber
				✓		✓		HC
				✓				HC
				✓		✓	TIF	PO
				✓		✓		PO
				✓		✓		
				✓		✓		Chamber
								HC
								PO
							IDNR, SRF	PO, IDNR
				✓	✓			FEMA, IDNR
				✓		✓		Iowa County
				✓		✓		Williamsburg Comm. School District
				✓		✓		Intergovernmental Authorities
				✓		✓		HC
				✓		✓	TAP	HC
				✓		✓	REAP	PO
				✓		✓	ECICOG	PO, ECICOG

5.4 Amending the Plan

Plan Monitoring, Amending and Updating

Although this Plan is intended to guide decisions and actions by the City over the next 10 to 20 years, it is impossible to accurately predict future conditions in the City. Amendments may be appropriate from time to time, particularly if emerging issues or trends render aspects of the plan irrelevant or inappropriate. The City may be faced with an opportunity, such as a development proposal, that does not fit the plan but is widely viewed to be appropriate for the City. Should the City wish to approve such an opportunity, it should first amend the plan so that the decision is consistent with the plan. Such amendments should be carefully considered and should not become the standard response to proposals that do not fit the plan. Frequent amendments to meet individual development proposals threaten the integrity of the plan and the planning process and should be avoided.

Any changes to the plan text or maps constitute amendments to the plan and should follow a standard process as described in the following section. Amendments may be proposed by either the City Council or the Planning Commission, though a land owner or developer may also petition the Planning Commission to introduce an amendment on their behalf.

Amendments may be made at any time using this process, however in most cases the City should not amend the plan more than once per year. A common and recommended approach is to establish a consistent annual schedule for consideration of amendments. This process can begin with a joint meeting of the Planning Commission and City Council (January), followed by Planning Commission recommendation (February), then public notice procedures leading to a public hearing and vote on adoption by City Council (March or April). The 20-year planning horizon of this plan defines the time period used to consider potential growth and change, but the plan itself should be fully updated well before 2036. Unlike an amendment, the plan update is a major re-write of the plan document and supporting maps. The purpose of the update is to incorporate new data and to ensure, through a process of new data evaluation and new public dialogue, that the plan remains relevant to current conditions and decisions. An update every ten years is recommended, though the availability of new Census or mapping data and/or a series of significant changes in the community may justify an update after less than ten years.

Plan Amendment Process

In the years between major plan updates it may be necessary or desirable to amend this plan. A straightforward amendment, such as a strategy or future land use map revision for which there is broad support, can be completed in about six to eight weeks through the following process.

Step One

A change is proposed by City Council, Planning Commission, or staff and is placed on the Planning Commission agenda for preliminary consideration. Private individuals (landowners, developers, others) can request an amendment through the Development & Parks Director, who will forward the request to Planning Commission for consideration. Planning Commission decides if and how to proceed, and may direct staff to prepare or revise the proposed amendment.

Step Two

When Planning Commission has formally recommended an amendment, a City Council public hearing is scheduled and at least two weeks public notice is published. Notice of the proposed amendment should also be transmitted as appropriate to other entities that may be affected by or interested in the change, such as the Williamsburg School District or Iowa County.

Step Three

City Council hears formal comments on the proposed amendment, considers any edits to the amendment, then considers adoption of the amendment.

Step Four

Staff completes the plan amendment as approved, including an entry in the plan's amendment log. A revised PDF copy of the plan is posted to the City web site and replacement or supplement pages are issued to City staff and officials who hold hard copies of the plan.



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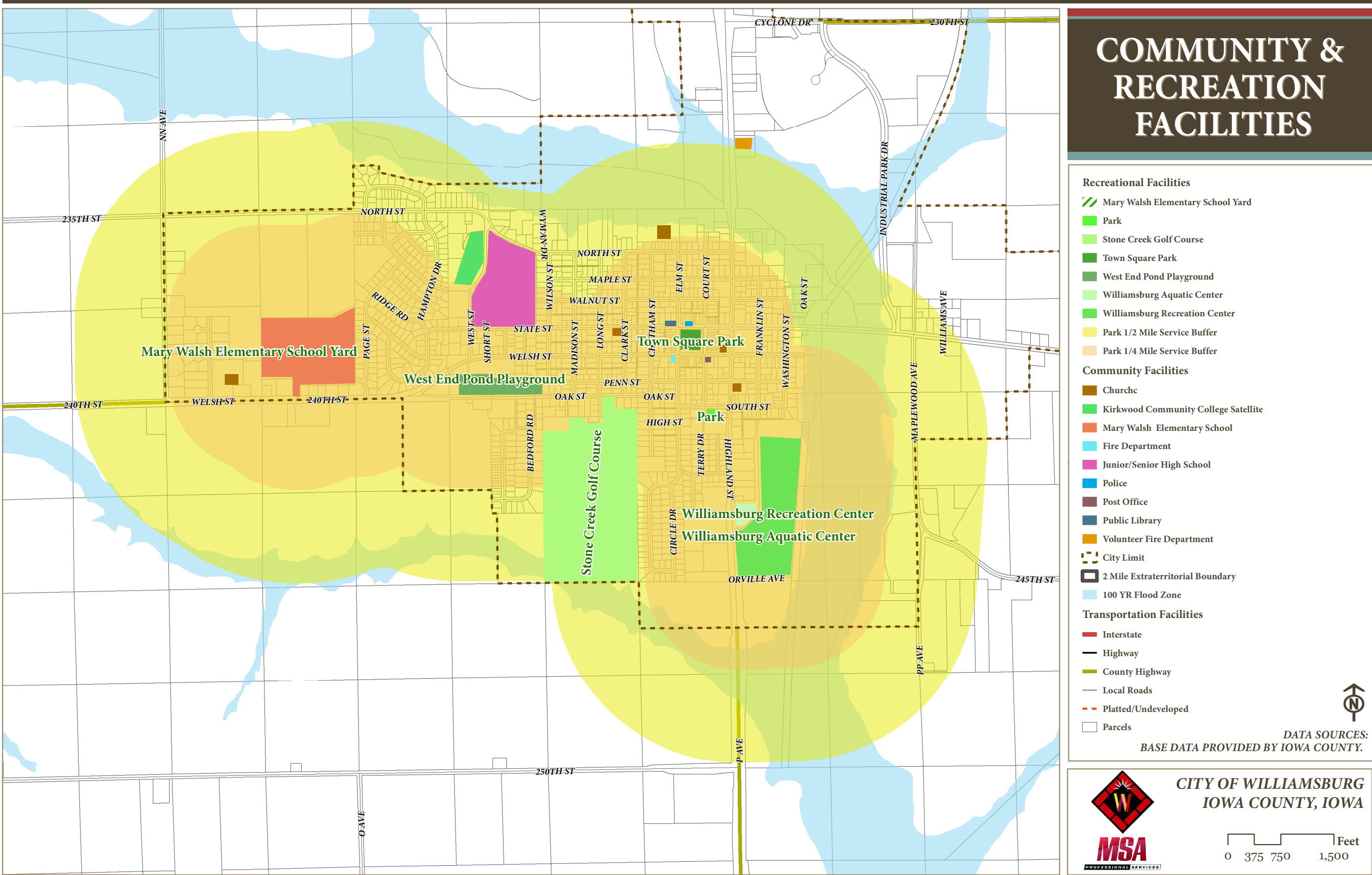
Appendix A
Appendix B

Comprehensive Plan Maps

The following maps were used in various formats throughout the planning process to examine existing conditions, create goals and define policies for the Williamsburg Comprehensive Plan. Many of these maps are referenced throughout the text and are assembled here in Appendix A for quick reference by plan reviewers.

	Page
Community Facilities Map	A-3
Development Suitability Map	A-5
Existing Land Use Map	A-7
Existing Zoning Map	A-9
Sanitary Sewer Map	A-11
Water System Map	A-13
Storm Sewer Map	A-15
Future Land Use (FLU) Map	A-17
FLU Map - Extraterritorial Jurisdiction	A-19

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DEVELOPMENT SUITABILITY MAP

2 Mile Extraterritorial Boundary

City Limit

100 YR Flood Zone

Wetlands

Streams

Steep Slopes

18-25%

25-40%

Environmental Considerations

Minor

Medium

High

Highest

Transportation

Interstate

Highway

County Highway

Local Roads

Platted/Undeveloped



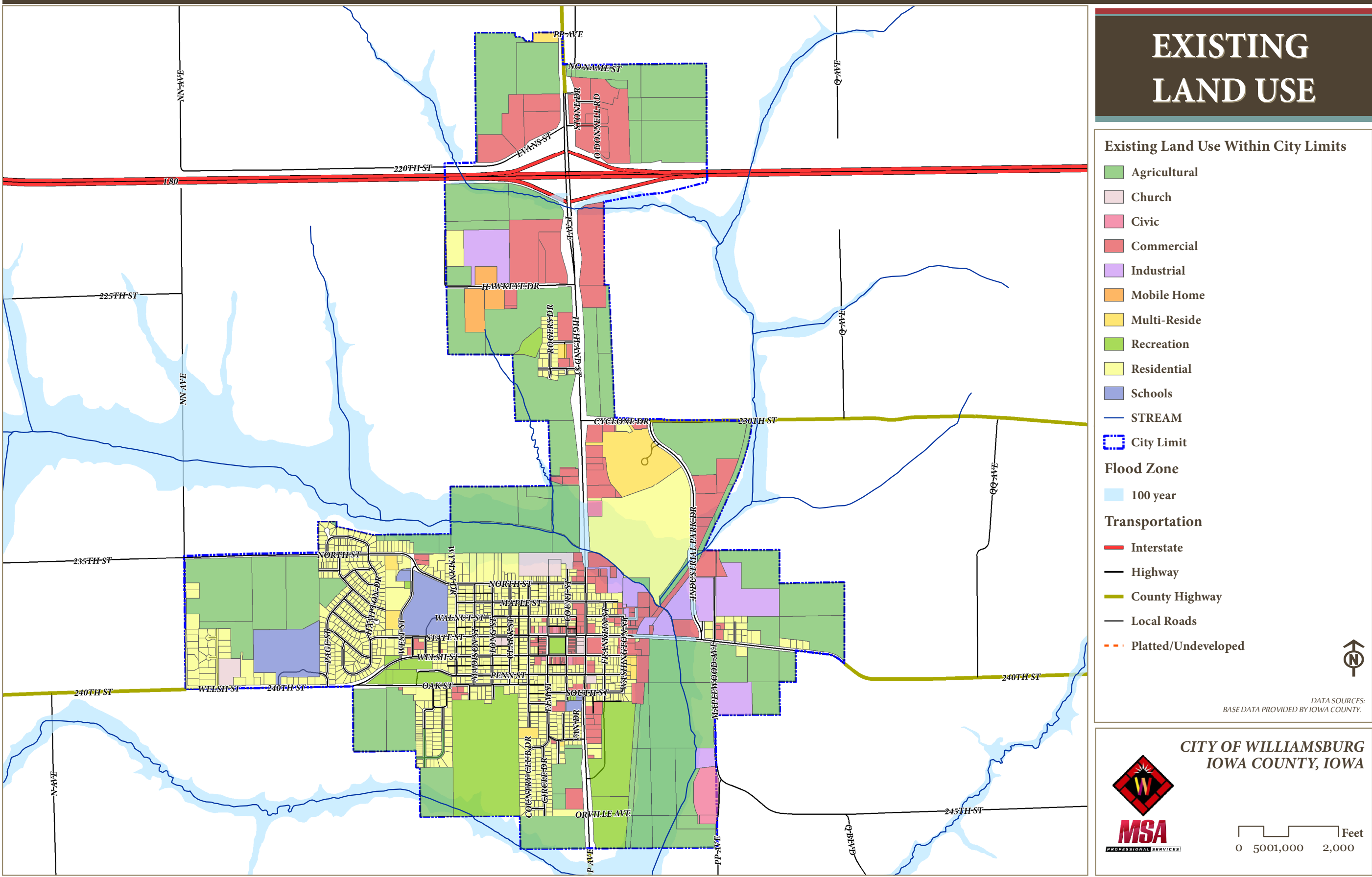
DATA SOURCES:
BASE DATA PROVIDED BY IOWA COUNTY.



CITY OF WILLIAMSBURG
IOWA COUNTY, IOWA

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By the official action of the City Council, the following changes were made in the Official Zoning Map.

REVISIONS

NUMBER	DATE	ORDINANCE NUMBER	REVISION BY:
1	OCTOBER 14, 1991	327	5-4-94 SCR
2	NOVEMBER 24, 1991	328	5-4-94 SCR
3	NOVEMBER 24, 1991	329	5-4-94 SCR
4	AUGUST 9, 1993	344	5-4-94 SCR
5	JANUARY 24, 1994	349	5-4-94 SCR
6	MARCH 7, 1994	354	5-4-94 SCR
7	MARCH 21, 1994	357	5-4-94 SCR
8	MARCH 19, 1994	360	8-24-95 DMW
9	JULY 11, 1994	362	8-24-95 DMW
10	OCTOBER 10, 1994	365	8-24-95 DMW
11	NOVEMBER 14, 1994	366	8-24-95 DMW
12	JUNE 26, 1995	381	1-26-96 ILS
13	JULY 10, 1995	384	1-26-96 ILS
14	AUGUST 28, 1995	385	1-26-96 ILS
15	JANUARY 8, 1996	396	5-20-97 BRB
16	MAY 15, 1997	418, 419	5-20-97 BRB
17	SEPTEMBER 8, 1997	422	8-12-98 DMW
18	MARCH 23, 1998	428	8-12-98 DMW
19	JUNE 22, 1998	429	8-12-98 DMW
20	SEPTEMBER 27, 1998	445	11-11-99 DMW
21	JANUARY 12, 2000	444	1-26-00 ASL
22	JULY 17, 1999	444	12-21-00 DMW
23	JUNE 12, 2000	451	12-21-00 DMW
24	SEPTEMBER 11, 2000	459	12-21-00 DMW
25	NOVEMBER 13, 2000	462	12-21-00 DMW
26	SEPTEMBER 26, 2002	472	8-18-03 AIA
27	DECEMBER 2, 2002	477	8-18-03 AIA
28	APRIL 23, 2003	478	8-18-03 AIA
29	MAY 10, 2004	485	04-01-05 AIA
30	DECEMBER 13, 2004	492	04-01-05 AIA
31	JANUARY 10, 2005	493	04-01-05 AIA
32	MAY 9, 2005	495	11-14-05 DMW
33	NOVEMBER 28, 2005	502	10-03-06 AIA
34	JANUARY 3, 1994	346	10-03-06 AIA
35	NOVEMBER 27, 2006	509	03-21-07 AIA
36	JUNE 11, 2007	515	12-26-08 AIA
37	JUNE 9, 2008	520	12-26-08 AIA
38	OCTOBER 22, 2008	522	12-26-08 AIA
39	JUNE 14, 2010	526	6-11-14 DMW
40	FEBRUARY 28, 2011	528	6-11-14 DMW
41	OCTOBER 24, 2011	530	6-11-14 DMW
42	MARCH 11, 2013	538	6-11-14 DMW
43	JUNE 9, 2014	545	6-12-14 DMW

Legend

Scale: 1" = 500'

Corporate Line -----

Section Line -----

RS ----- RESIDENTIAL DISTRICT

AG ----- AGRICULTURAL DISTRICT

MH ----- MOBILE HOME DISTRICT

C-1 ----- ARTERIAL COMMERCIAL DISTRICT

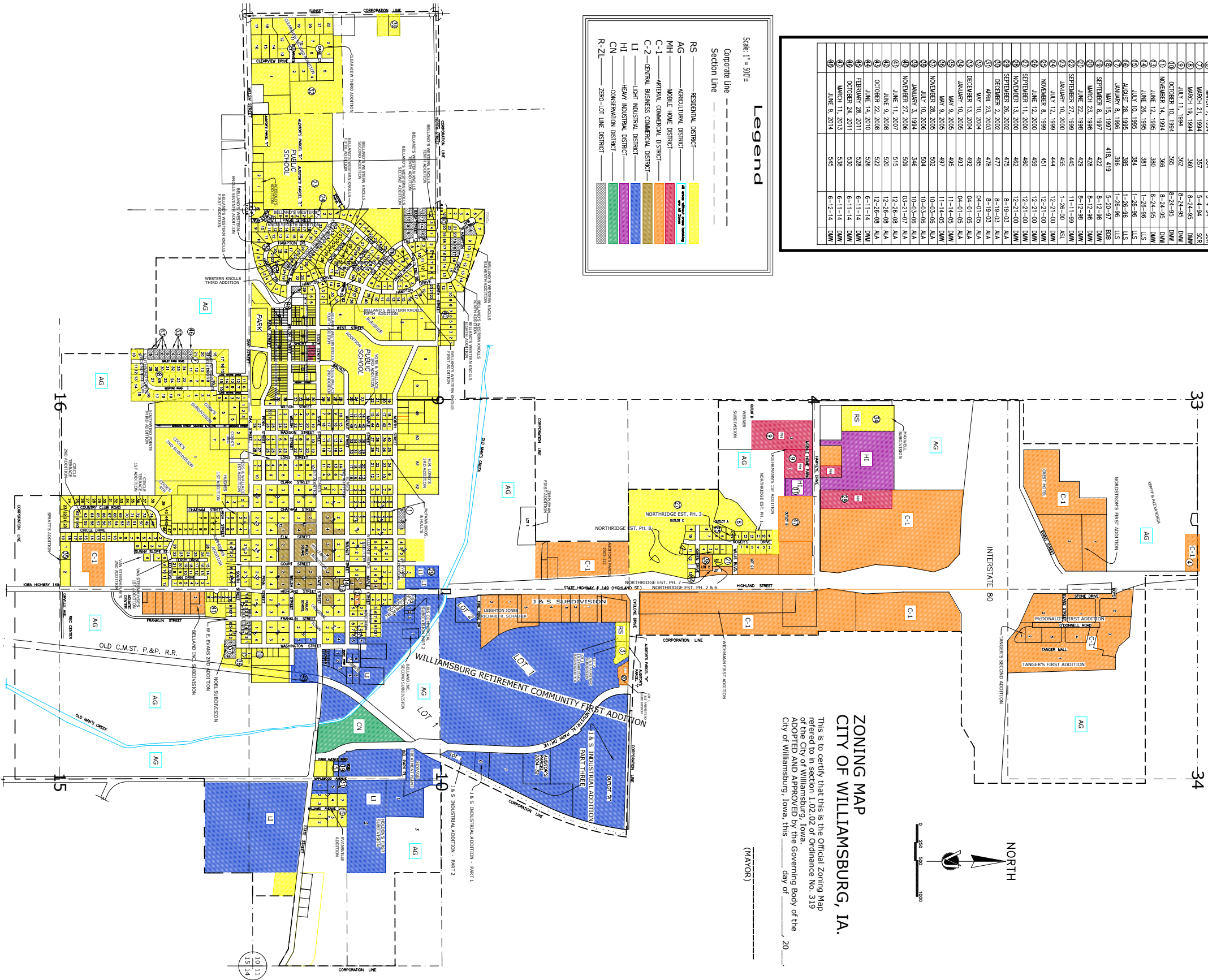
C-2 ----- CENTRAL BUSINESS COMMERCIAL DISTRICT

LI ----- LIGHT INDUSTRIAL DISTRICT

HI ----- HEAVY INDUSTRIAL DISTRICT

CI ----- CONSERVATION DISTRICT

R-ZL ----- ZERO-LOT LINE DISTRICT

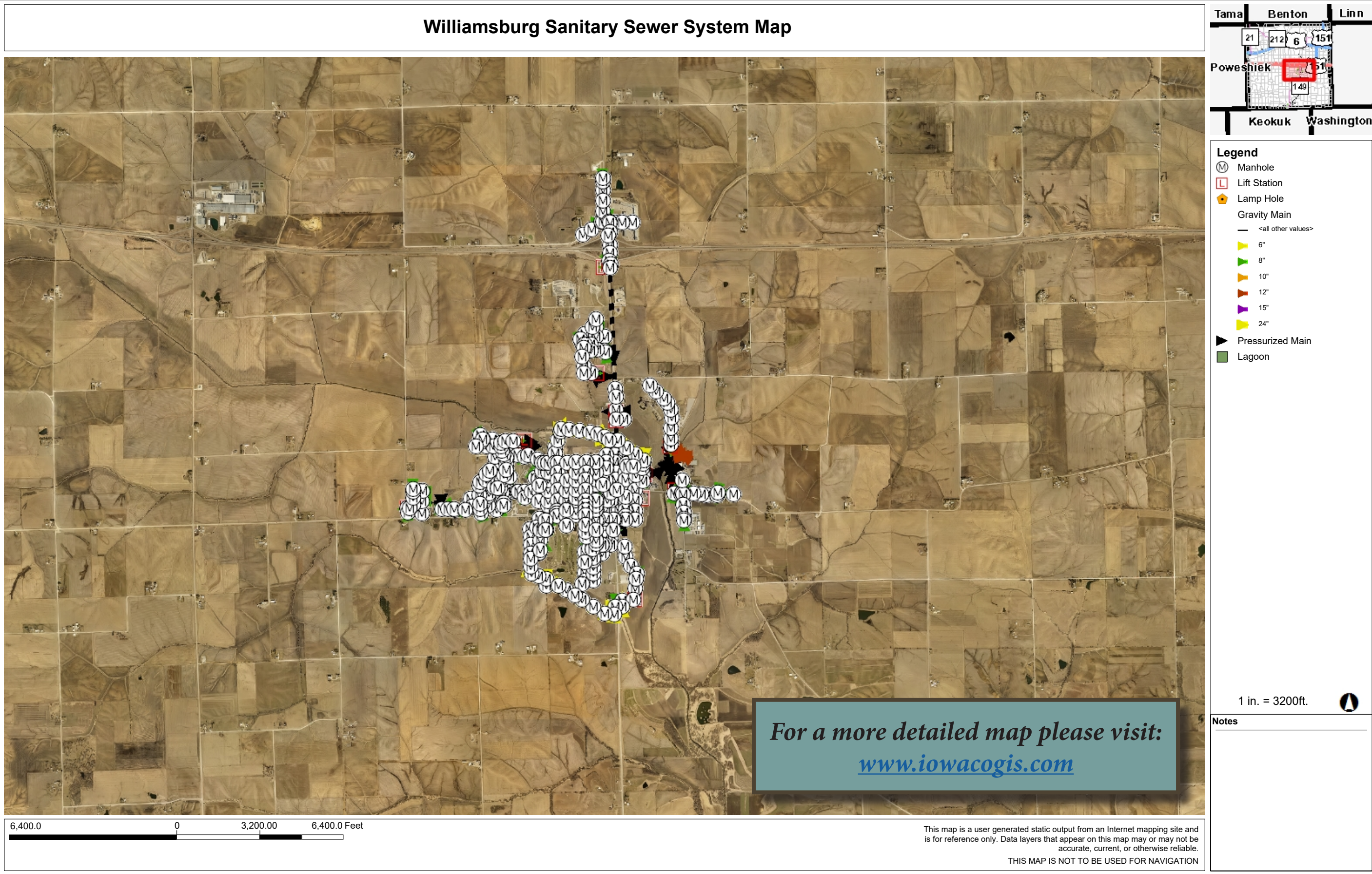


ZONING MAP
CITY OF WILLIAMSBURG, IA.

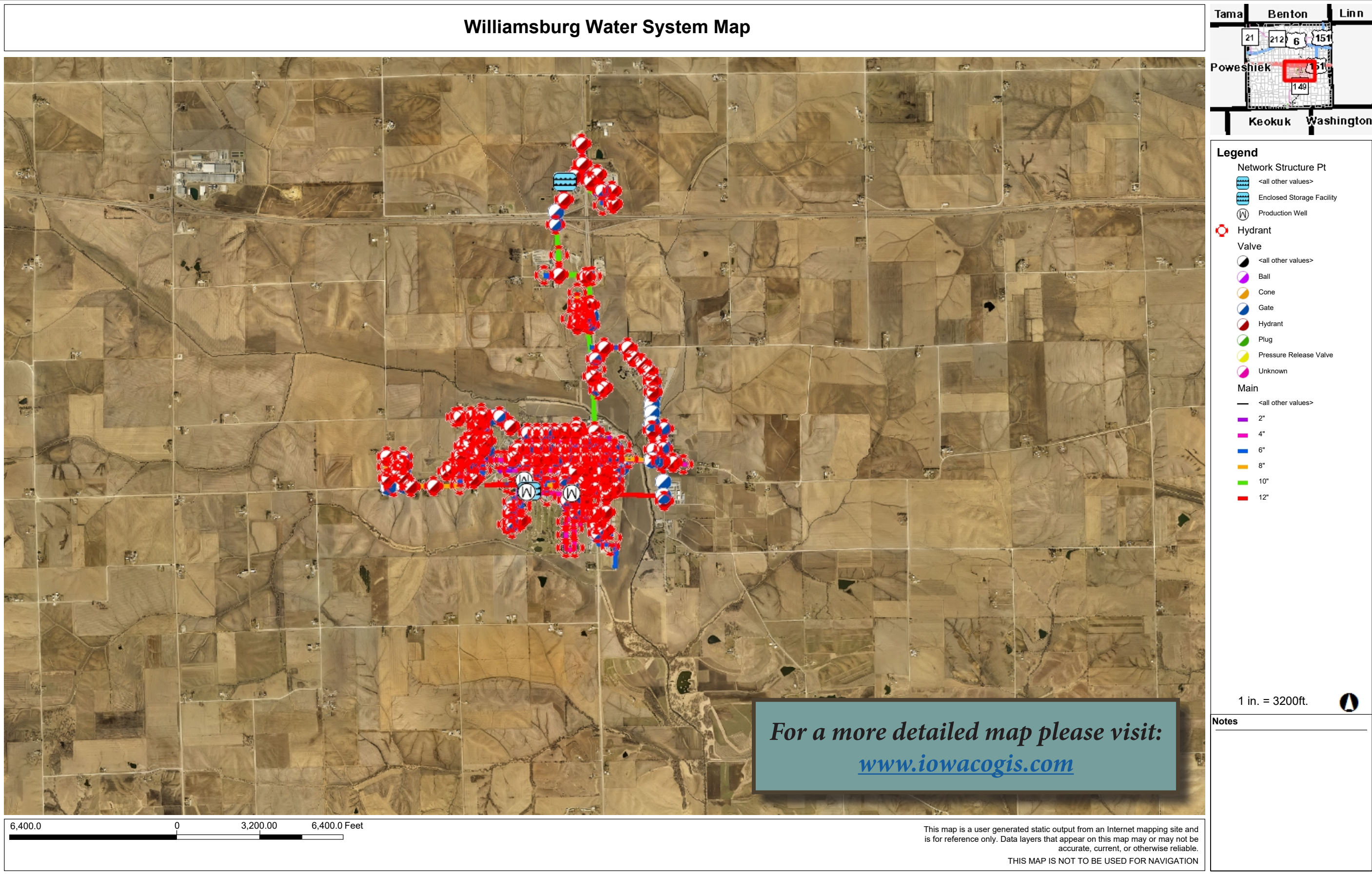
This is to certify that this is the Official Zoning Map referred to in section 1.02.02 of Ordinance No. 319 of the City of Williamsburg, Iowa.
ADOPTED AND APPROVED by the Governing Body of the City of Williamsburg, Iowa, this _____ day of _____, 20____.

(MAYOR)

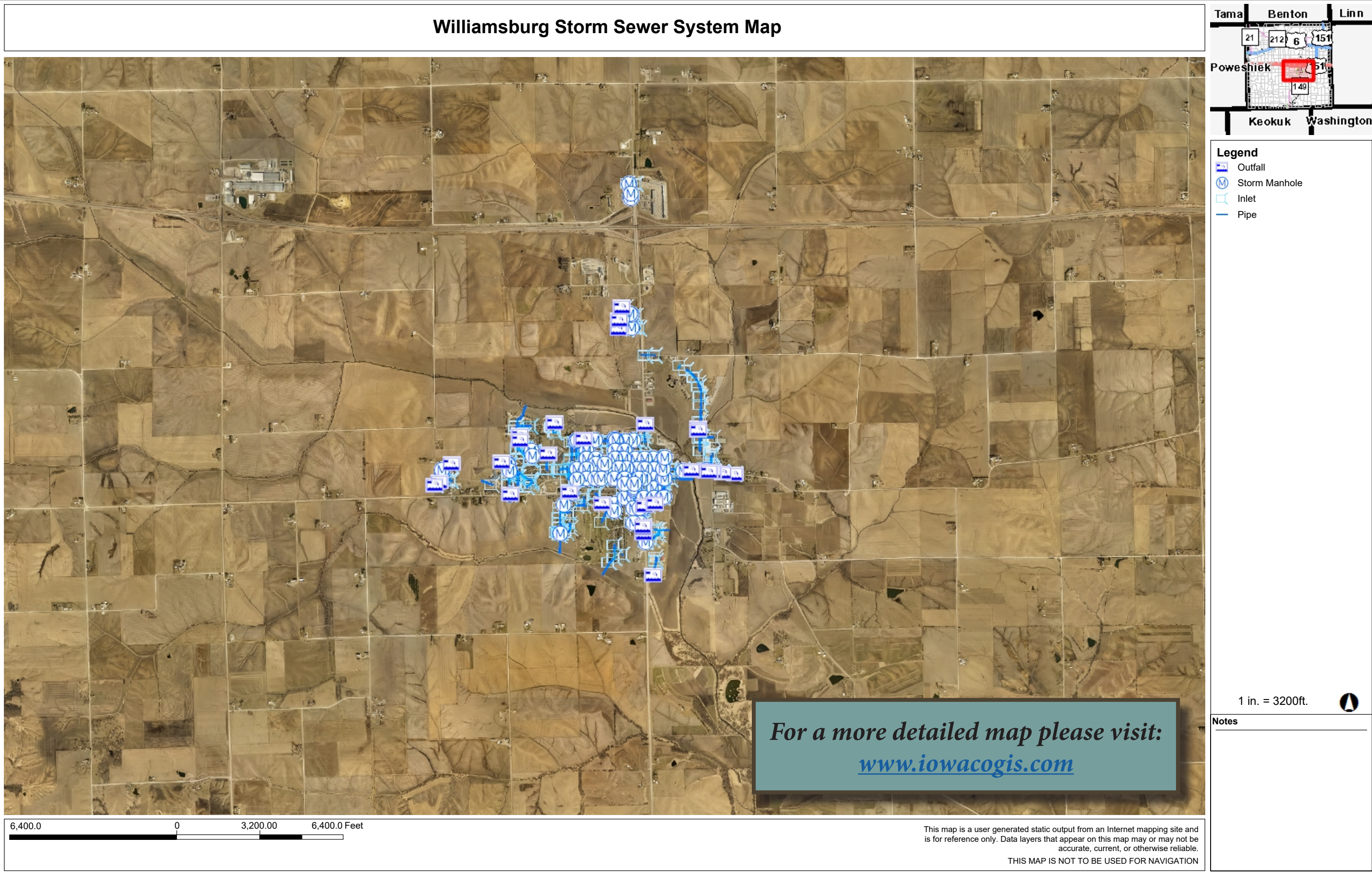
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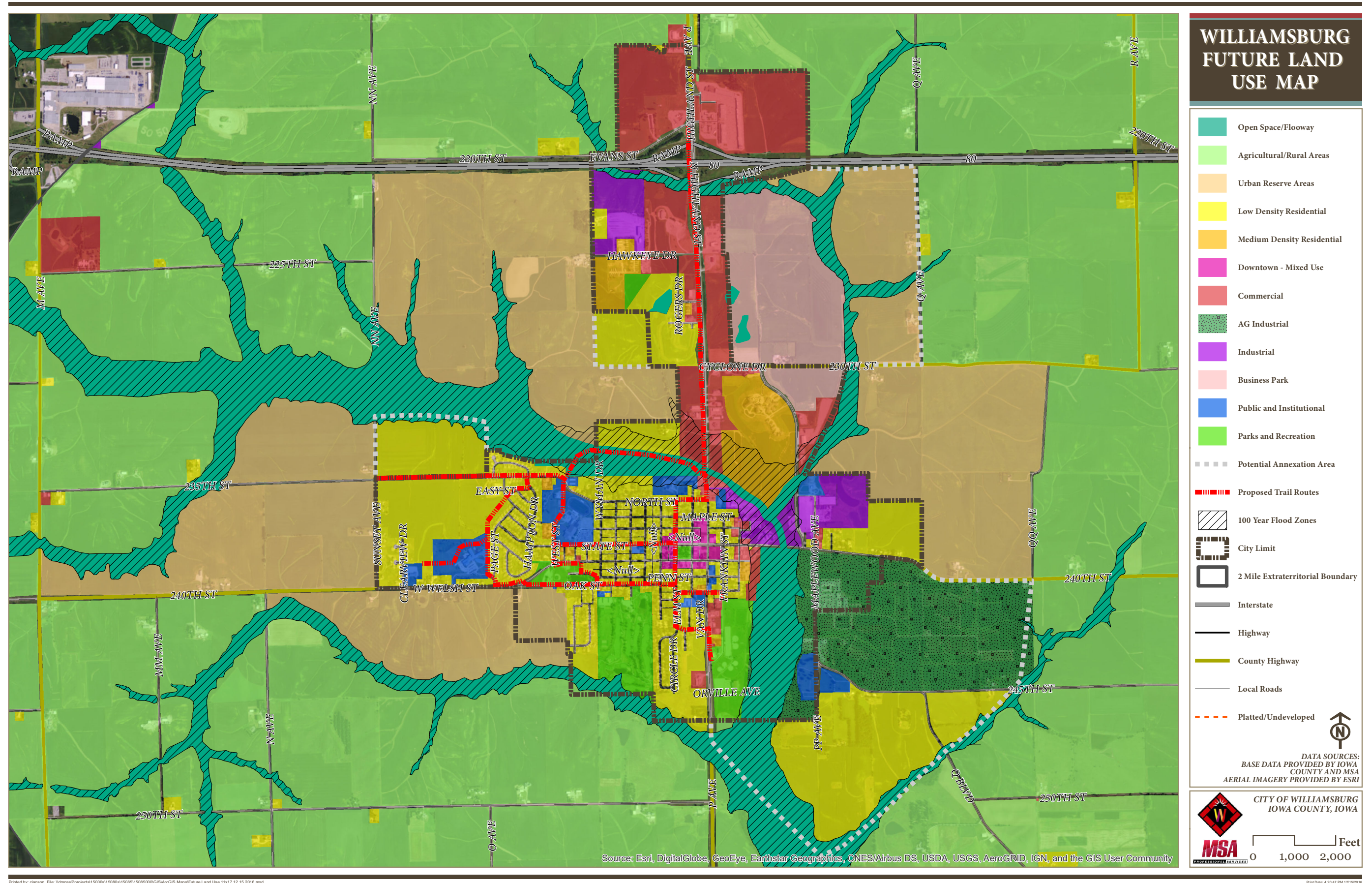
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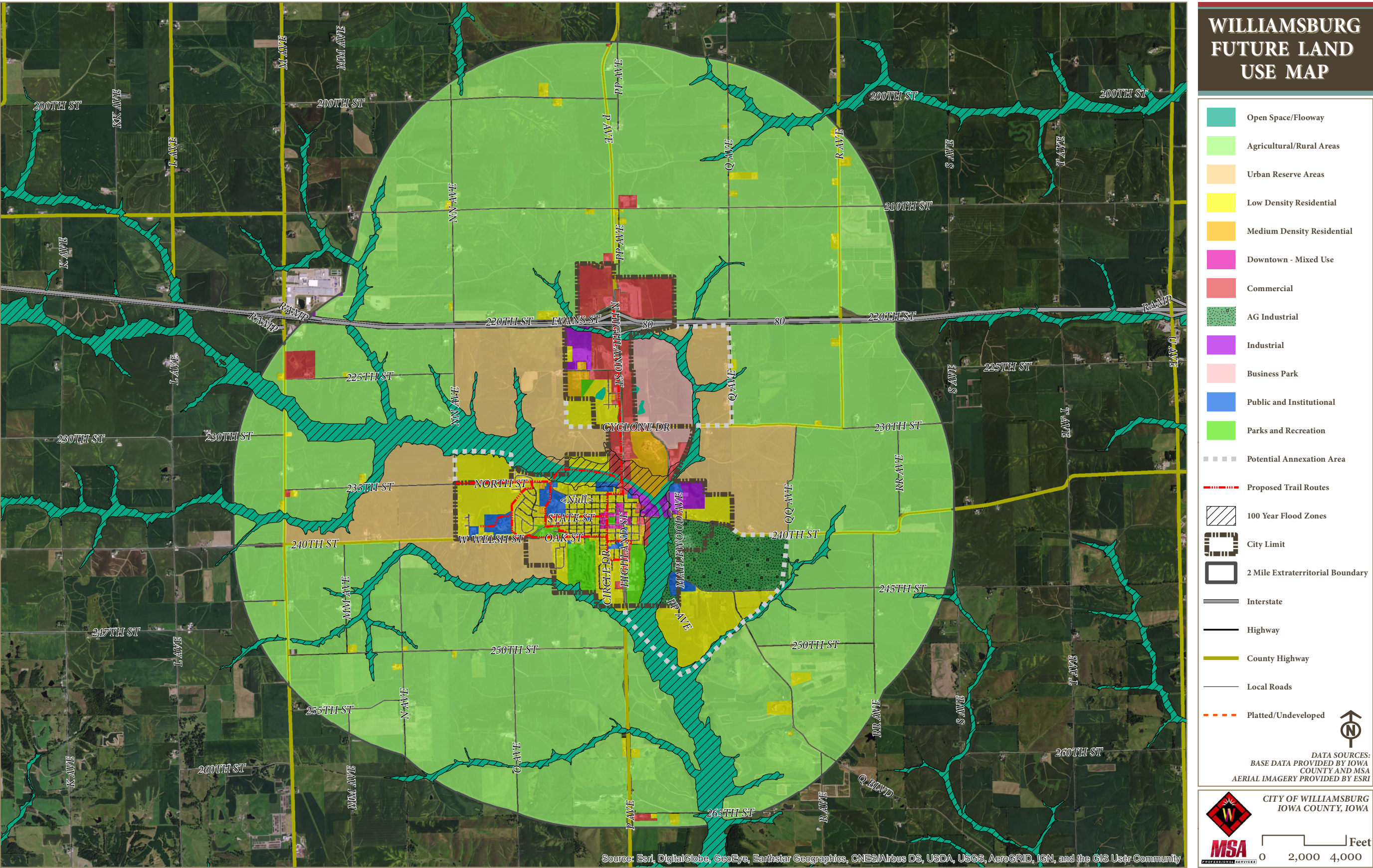
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Appendix A
Appendix B

Survey Results

Appendix B contains the results of the community wide survey.

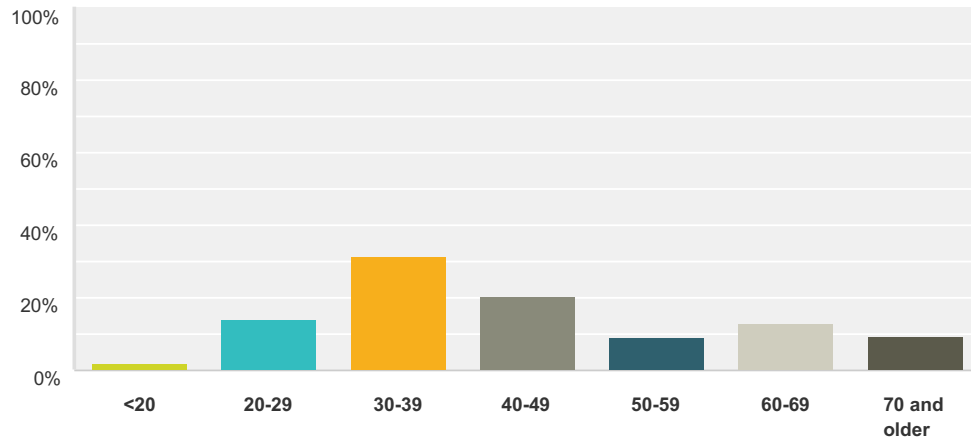
B.1 Community Survey Results

Page
B-2

Williamsburg Comprehensive Plan Survey

Q1 What is your age?

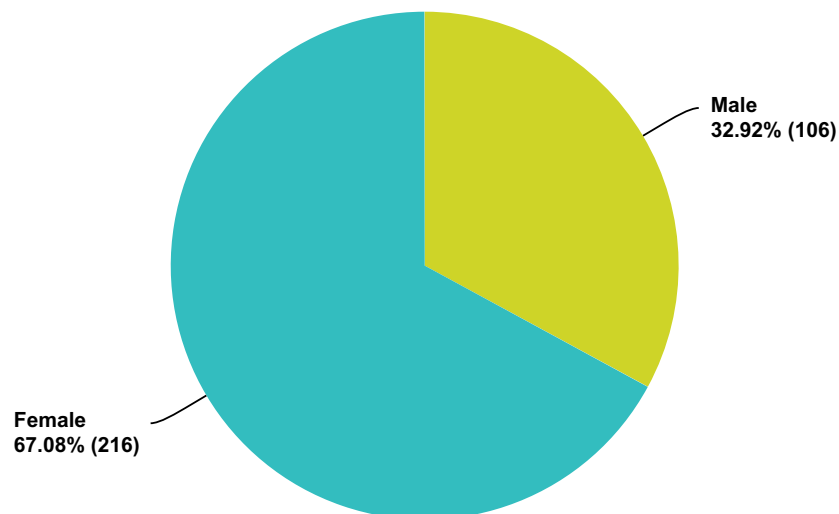
Answered: 325 Skipped: 1



Answer Choices	Responses
<20	2.15% 7
20-29	14.15% 46
30-39	31.38% 102
40-49	20.62% 67
50-59	9.23% 30
60-69	12.92% 42
70 and older	9.54% 31
Total	325

Q2 What is your gender?

Answered: 322 Skipped: 4

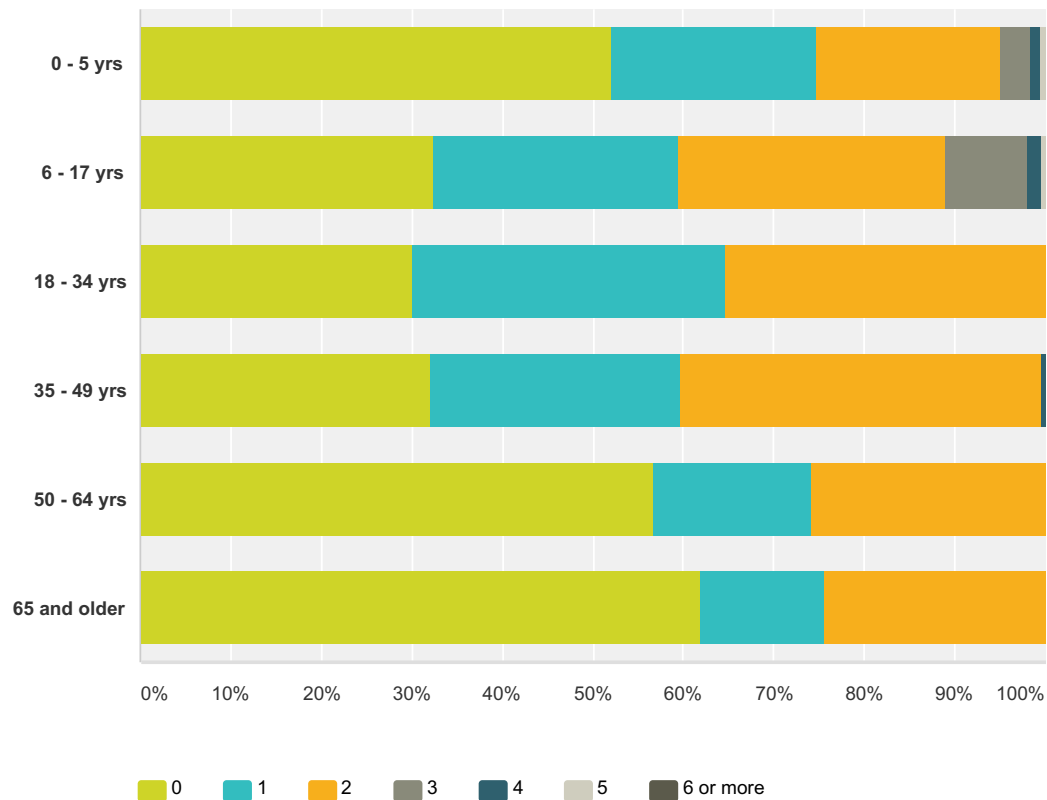


Williamsburg Comprehensive Plan Survey

Answer Choices	Responses	
Male	32.92%	106
Female	67.08%	216
Total		322

Q3 How many people in each of the following age groups live in your household, including yourself?

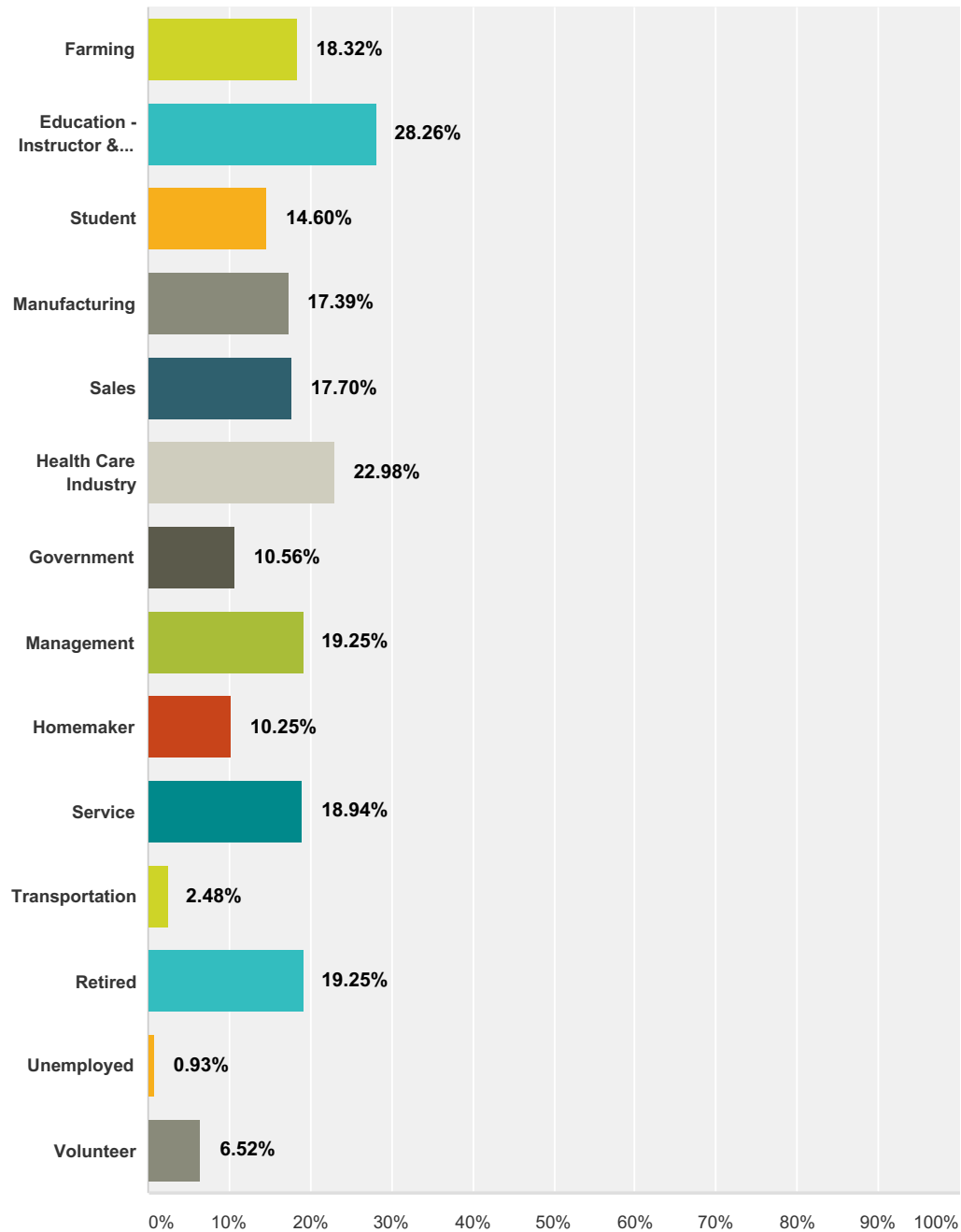
Answered: 325 Skipped: 1



	0	1	2	3	4	5	6 or more	Total
0 - 5 yrs	52.02% 103	22.73% 45	20.20% 40	3.54% 7	1.01% 2	0.51% 1	0.00% 0	198
6 - 17 yrs	32.37% 67	27.05% 56	29.47% 61	9.18% 19	1.45% 3	0.48% 1	0.00% 0	207
18 - 34 yrs	30.10% 59	34.69% 68	35.20% 69	0.00% 0	0.00% 0	0.00% 0	0.00% 0	196
35 - 49 yrs	32.06% 67	27.75% 58	39.71% 83	0.00% 0	0.48% 1	0.00% 0	0.00% 0	209
50 - 64 yrs	56.77% 88	17.42% 27	25.81% 40	0.00% 0	0.00% 0	0.00% 0	0.00% 0	155
65 and older	61.90% 91	13.61% 20	24.49% 36	0.00% 0	0.00% 0	0.00% 0	0.00% 0	147

Q4 What occupations are household members employed in? (Select all that apply.)

Answered: 322 Skipped: 4



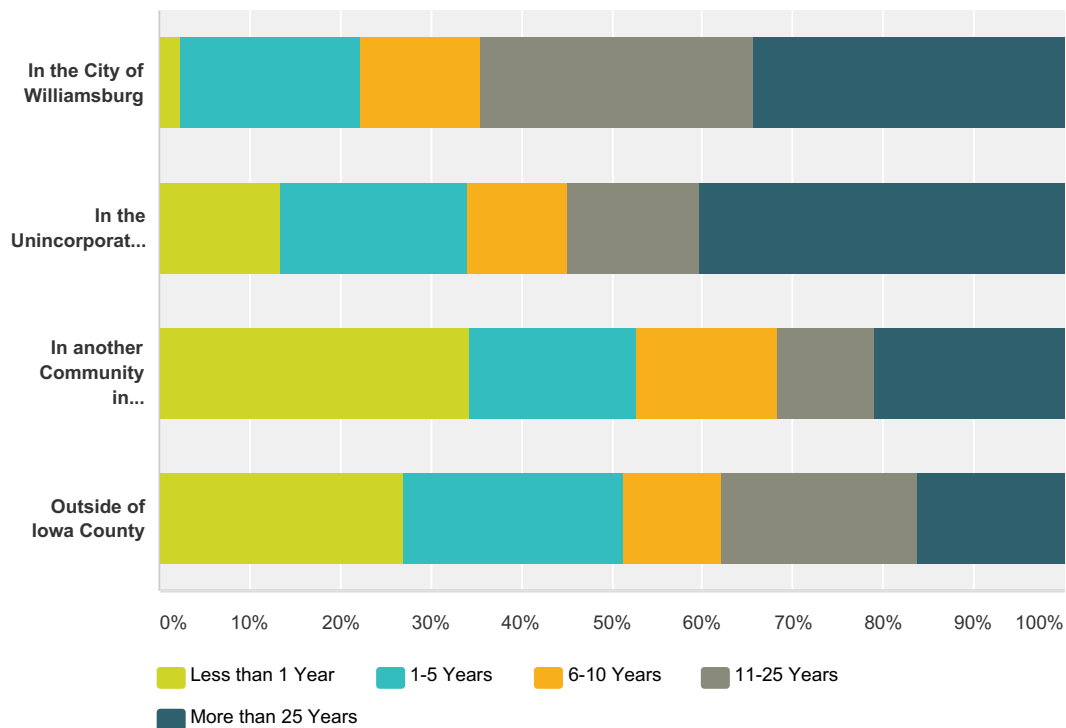
Answer Choices	Responses
Farming	18.32% 59
Education - Instructor & Admin	28.26% 91
Student	14.60% 47

Williamsburg Comprehensive Plan Survey

Manufacturing	17.39%	56
Sales	17.70%	57
Health Care Industry	22.98%	74
Government	10.56%	34
Management	19.25%	62
Homemaker	10.25%	33
Service	18.94%	61
Transportation	2.48%	8
Retired	19.25%	62
Unemployed	0.93%	3
Volunteer	6.52%	21
Total Respondents: 322		

Q5 In what community do you currently live, and how long have you lived there? (Check one)

Answered: 325 Skipped: 1



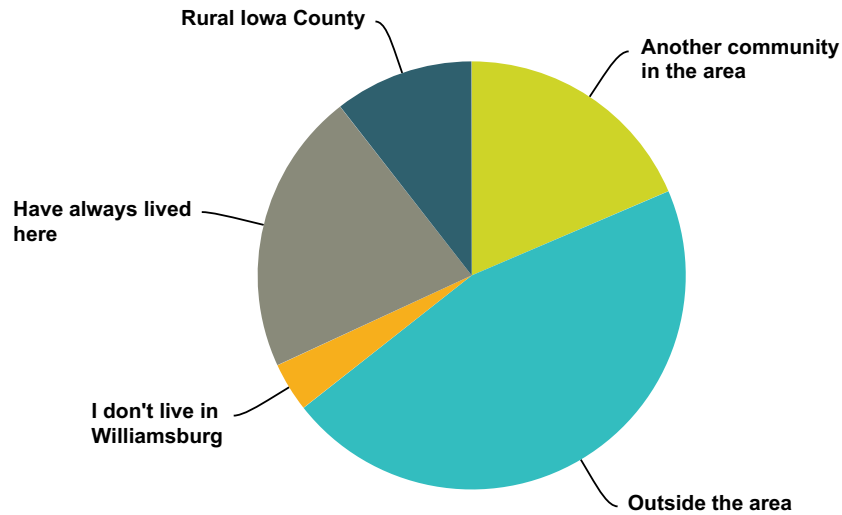
	Less than 1 Year	1-5 Years	6-10 Years	11-25 Years	More than 25 Years	Total
In the City of Williamsburg	2.33% 6	19.84% 51	13.23% 34	30.35% 78	34.24% 88	257
In the Unincorporated Area of Iowa County	13.41% 11	20.73% 17	10.98% 9	14.63% 12	40.24% 33	82

Williamsburg Comprehensive Plan Survey

In another Community in Iowa County	34.21% 13	18.42% 7	15.79% 6	10.53% 4	21.05% 8	38
Outside of Iowa County	27.03% 10	24.32% 9	10.81% 4	21.62% 8	16.22% 6	37

Q6 Where did you live prior to living in Williamsburg?

Answered: 323 Skipped: 3

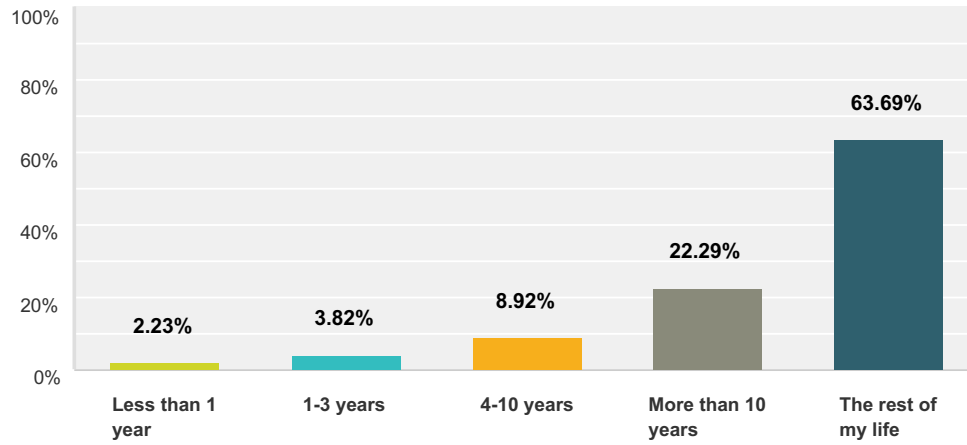


Answer Choices	Responses	
Another community in the area	18.58%	60
Outside the area	45.82%	148
I don't live in Williamsburg	3.72%	12
Have always lived here	21.36%	69
Rural Iowa County	10.53%	34
Total		323

Q7 How long do you expect to continue living in Williamsburg?

Answered: 314 Skipped: 12

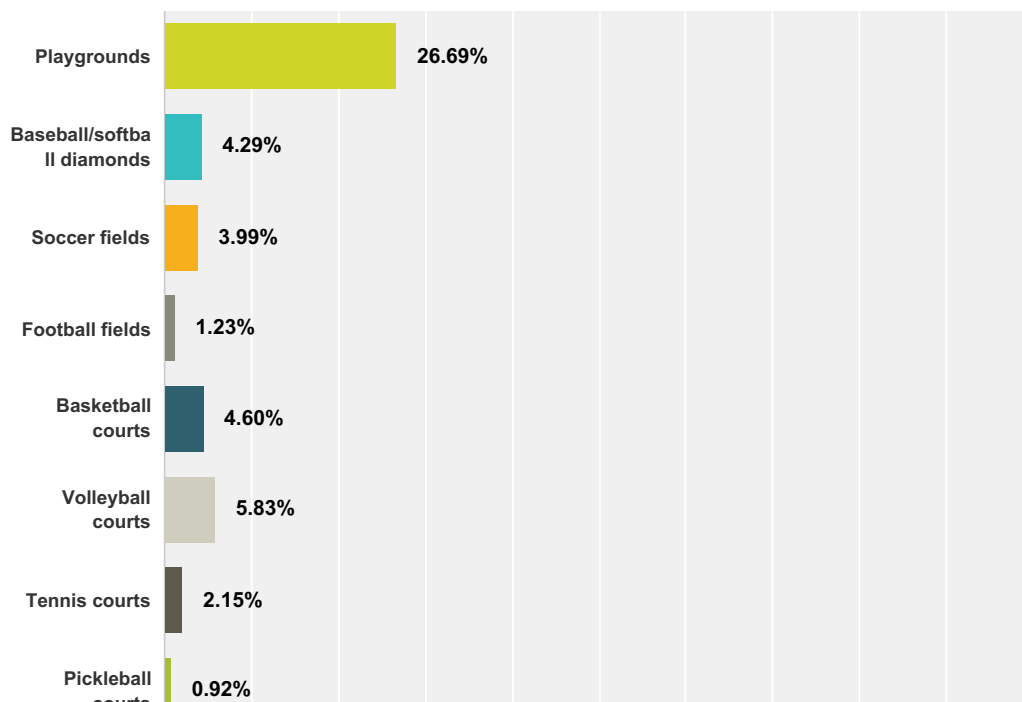
Williamsburg Comprehensive Plan Survey



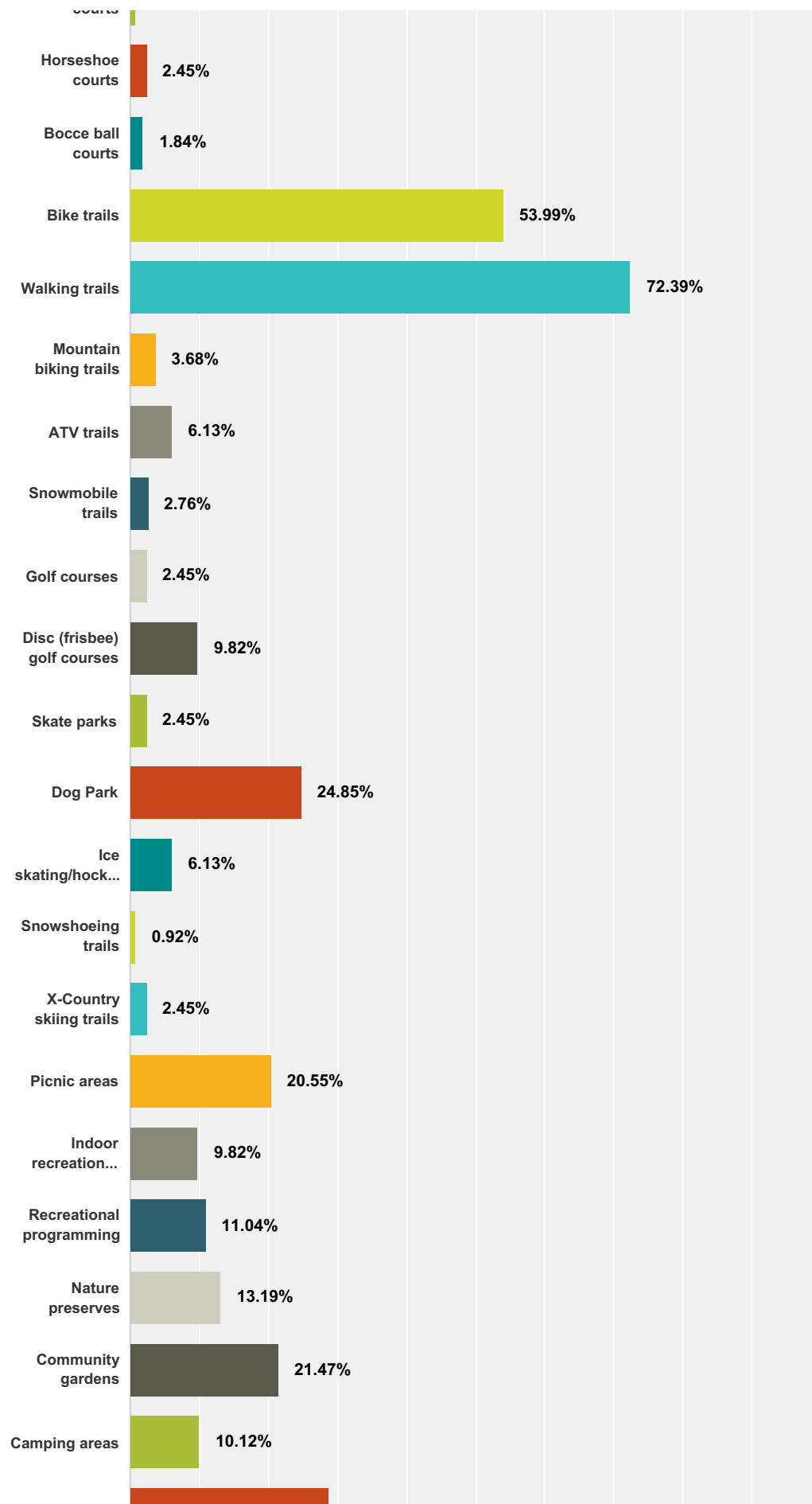
Answer Choices	Responses
Less than 1 year	2.23% 7
1-3 years	3.82% 12
4-10 years	8.92% 28
More than 10 years	22.29% 70
The rest of my life	63.69% 200
Total Respondents: 314	

Q8 Please indicate up to five types of recreation amenities that you would like to see expanded or improved in Williamsburg either by the city or by the private sector.

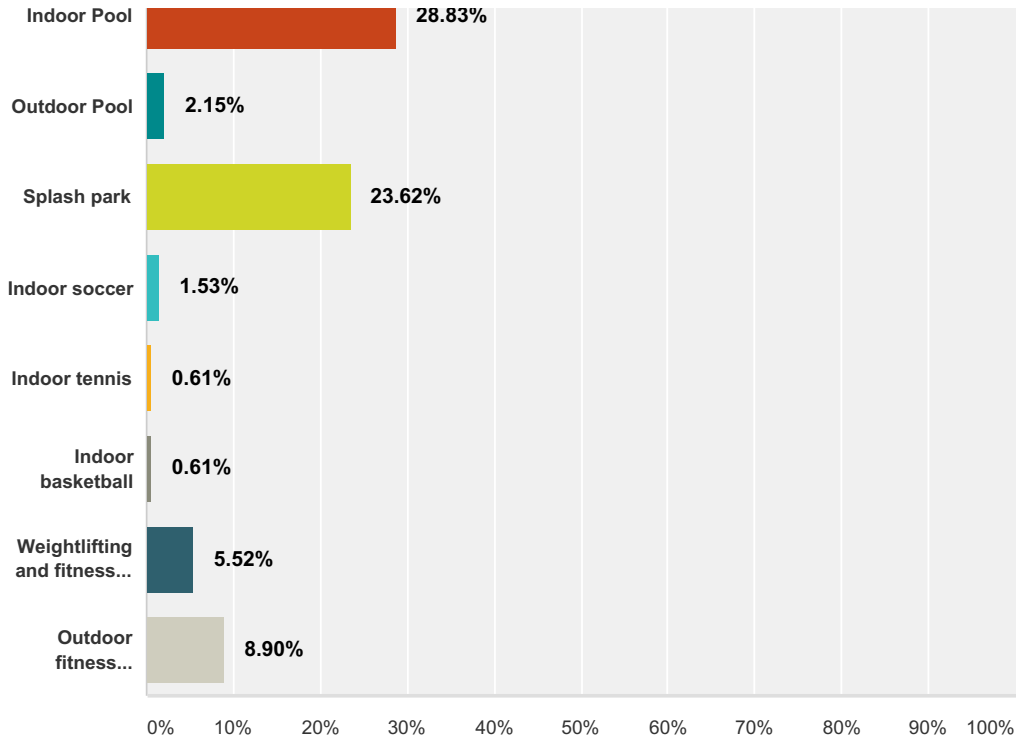
Answered: 326 Skipped: 0



Williamsburg Comprehensive Plan Survey



Williamsburg Comprehensive Plan Survey



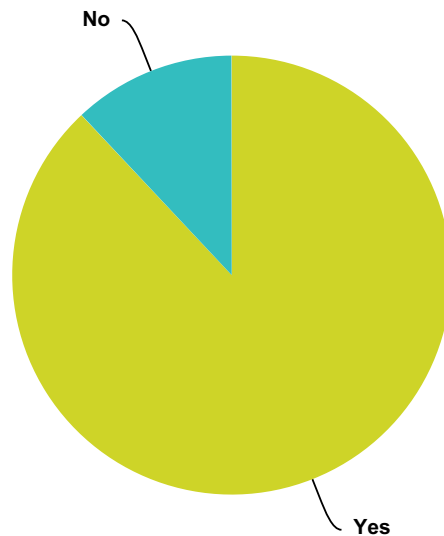
Answer Choices	Responses
Playgrounds	26.69% 87
Baseball/softball diamonds	4.29% 14
Soccer fields	3.99% 13
Football fields	1.23% 4
Basketball courts	4.60% 15
Volleyball courts	5.83% 19
Tennis courts	2.15% 7
Pickleball courts	0.92% 3
Horseshoe courts	2.45% 8
Bocce ball courts	1.84% 6
Bike trails	53.99% 176
Walking trails	72.39% 236
Mountain biking trails	3.68% 12
ATV trails	6.13% 20
Snowmobile trails	2.76% 9
Golf courses	2.45% 8
Disc (frisbee) golf courses	9.82% 32
Skate parks	2.45% 8
Dog Park	24.85% 81

Williamsburg Comprehensive Plan Survey

Ice skating/hockey rink	6.13%	20
Snowshoeing trails	0.92%	3
X-Country skiing trails	2.45%	8
Picnic areas	20.55%	67
Indoor recreation facilities	9.82%	32
Recreational programming	11.04%	36
Nature preserves	13.19%	43
Community gardens	21.47%	70
Camping areas	10.12%	33
Indoor Pool	28.83%	94
Outdoor Pool	2.15%	7
Splash park	23.62%	77
Indoor soccer	1.53%	5
Indoor tennis	0.61%	2
Indoor basketball	0.61%	2
Weightlifting and fitness centers	5.52%	18
Outdoor fitness courses/stations	8.90%	29
Total Respondents: 326		

Q9 Would you like to answer additional survey questions on quality of life, housing, city facilities and services, transportation, economic and land use development before exiting this survey?

Answered: 317 Skipped: 9



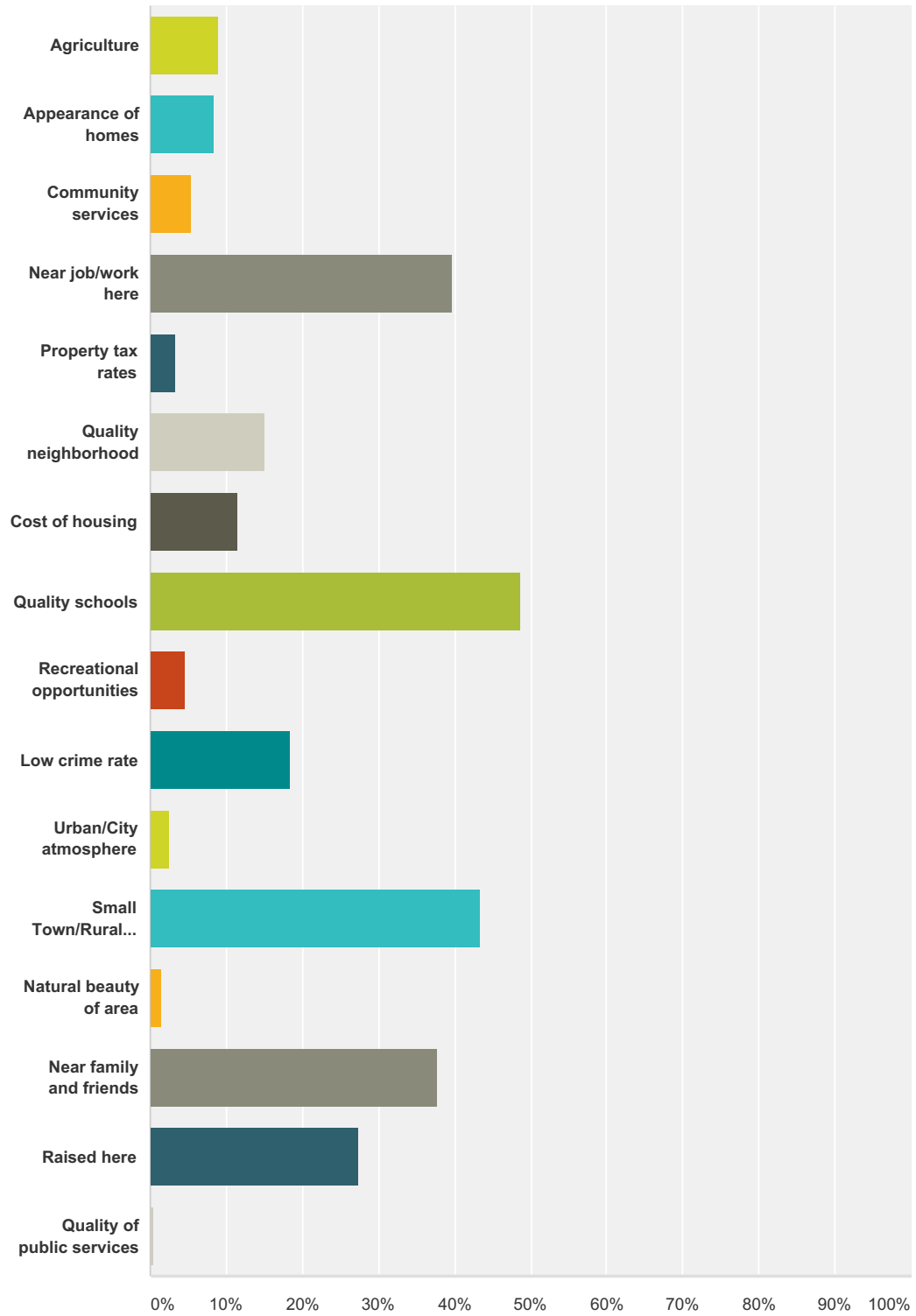
Williamsburg Comprehensive Plan Survey

Answer Choices	Responses	
Yes	88.01%	279
No	11.99%	38
Total		317

Q10 What are the three most important reasons you and your family choose to live in the Williamsburg area?

Answered: 278 Skipped: 48

Williamsburg Comprehensive Plan Survey



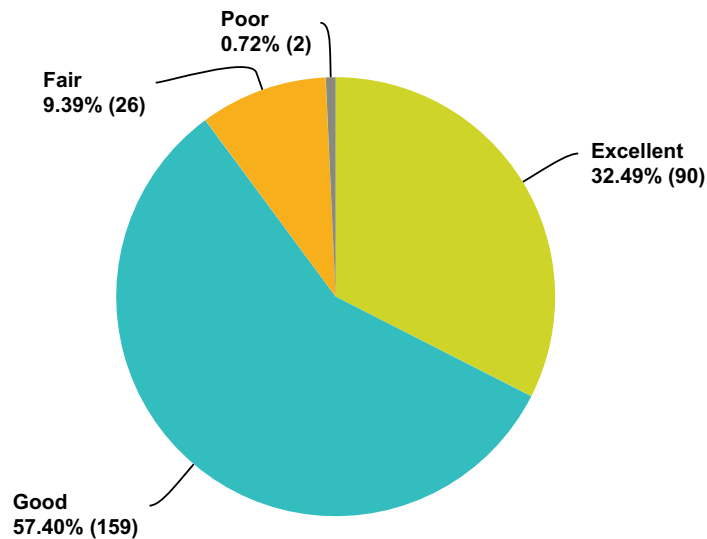
Answer Choices	Responses	
Agriculture	8.99%	25
Appearance of homes	8.27%	23
Community services	5.40%	15
Near job/work here	39.57%	110

Williamsburg Comprehensive Plan Survey

Property tax rates	3.24%	9
Quality neighborhood	15.11%	42
Cost of housing	11.51%	32
Quality schools	48.56%	135
Recreational opportunities	4.68%	13
Low crime rate	18.35%	51
Urban/City atmosphere	2.52%	7
Small Town/Rural atmosphere	43.53%	121
Natural beauty of area	1.44%	4
Near family and friends	37.77%	105
Raised here	27.34%	76
Quality of public services	0.36%	1
Total Respondents: 278		

Q11 Overall, how would you rate the quality of life in the Williamsburg area?

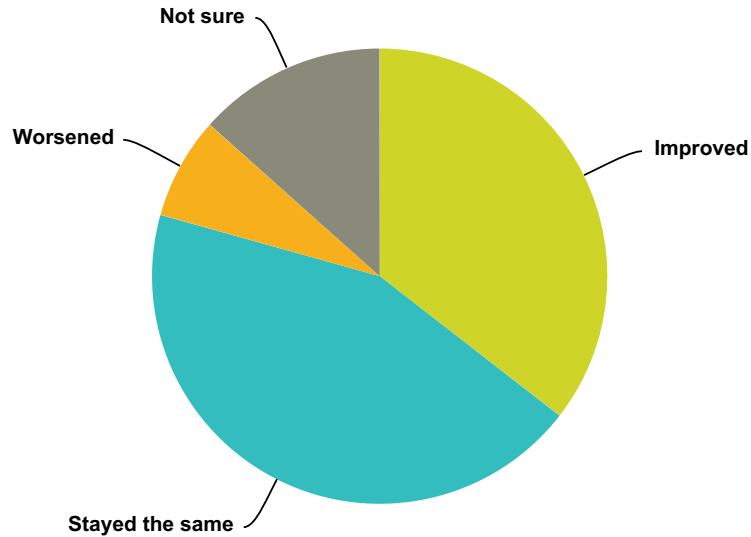
Answered: 277 Skipped: 49



Answer Choices	Responses	
Excellent	32.49%	90
Good	57.40%	159
Fair	9.39%	26
Poor	0.72%	2
Not sure	0.00%	0

Q12 Over the past 10 years has the quality of life in Williamsburg:

Answered: 276 Skipped: 50

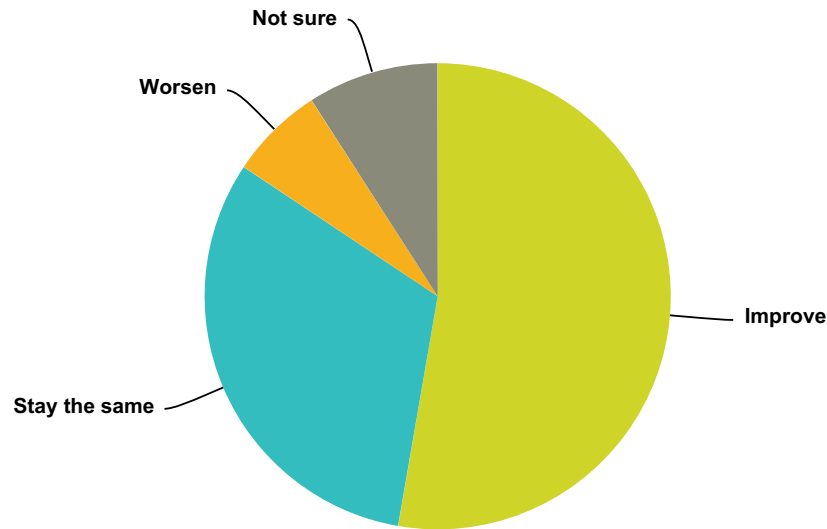


Answer Choices	Responses	
Improved	35.51%	98
Stayed the same	43.84%	121
Worsened	7.25%	20
Not sure	13.41%	37
Total		276

Q13 Over the next 10 to 20 years do you expect the overall quality of life in Williamsburg will?

Answered: 275 Skipped: 51

Williamsburg Comprehensive Plan Survey

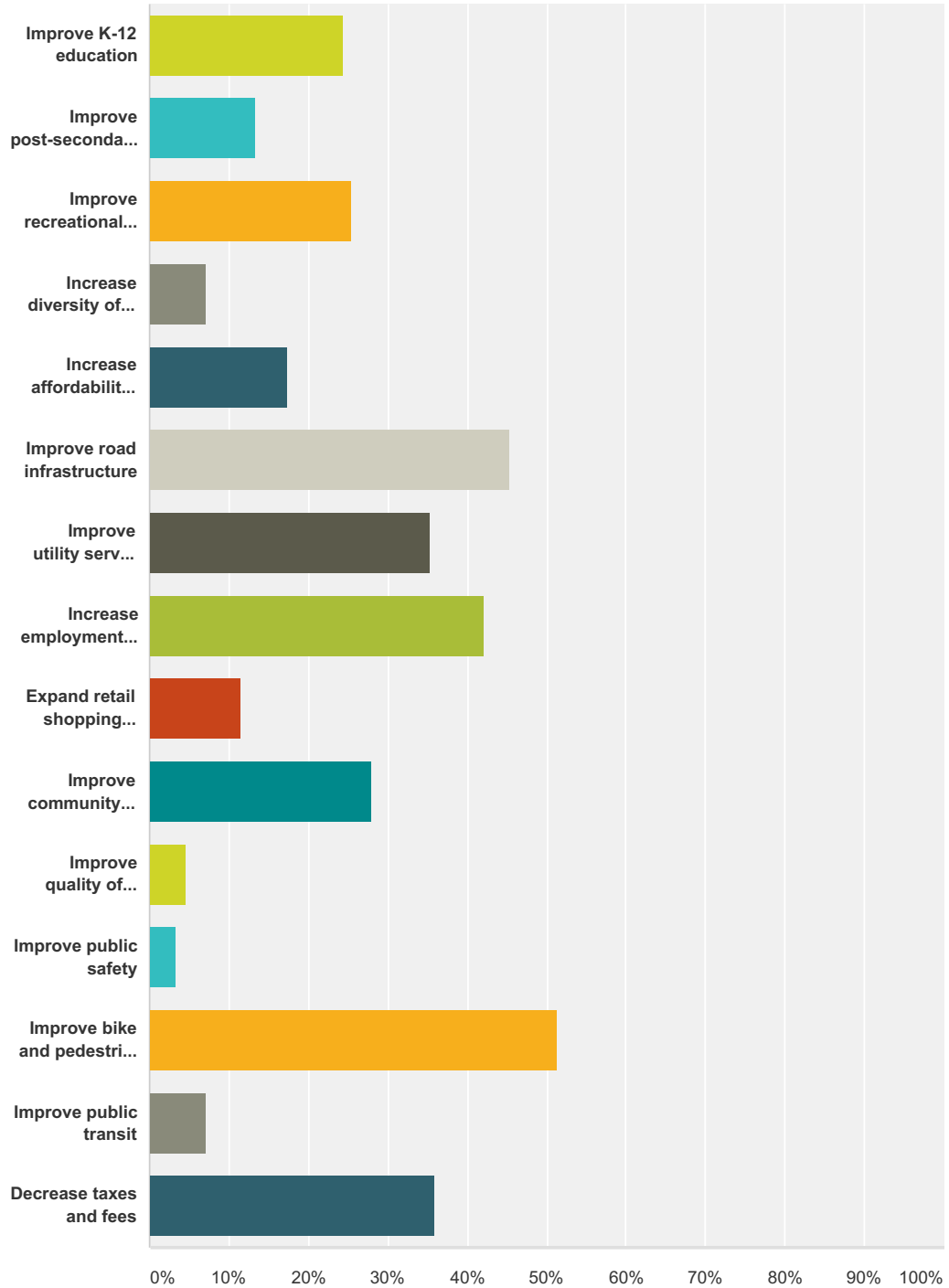


Answer Choices	Responses
Improve	52.73% 145
Stay the same	31.64% 87
Worsen	6.55% 18
Not sure	9.09% 25
Total	275

Q14 Please indicate your top four changes you think would improve the quality of life in the Williamsburg area.

Answered: 278 Skipped: 48

Williamsburg Comprehensive Plan Survey



Answer Choices	Responses	
Improve K-12 education	24.46%	68
Improve post-secondary education opportunities	13.31%	37
Improve recreational facilities	25.54%	71
Increase diversity of housing types	7.19%	20
Increase affordability of housing	17.27%	48
Improve road infrastructure	45.32%	126

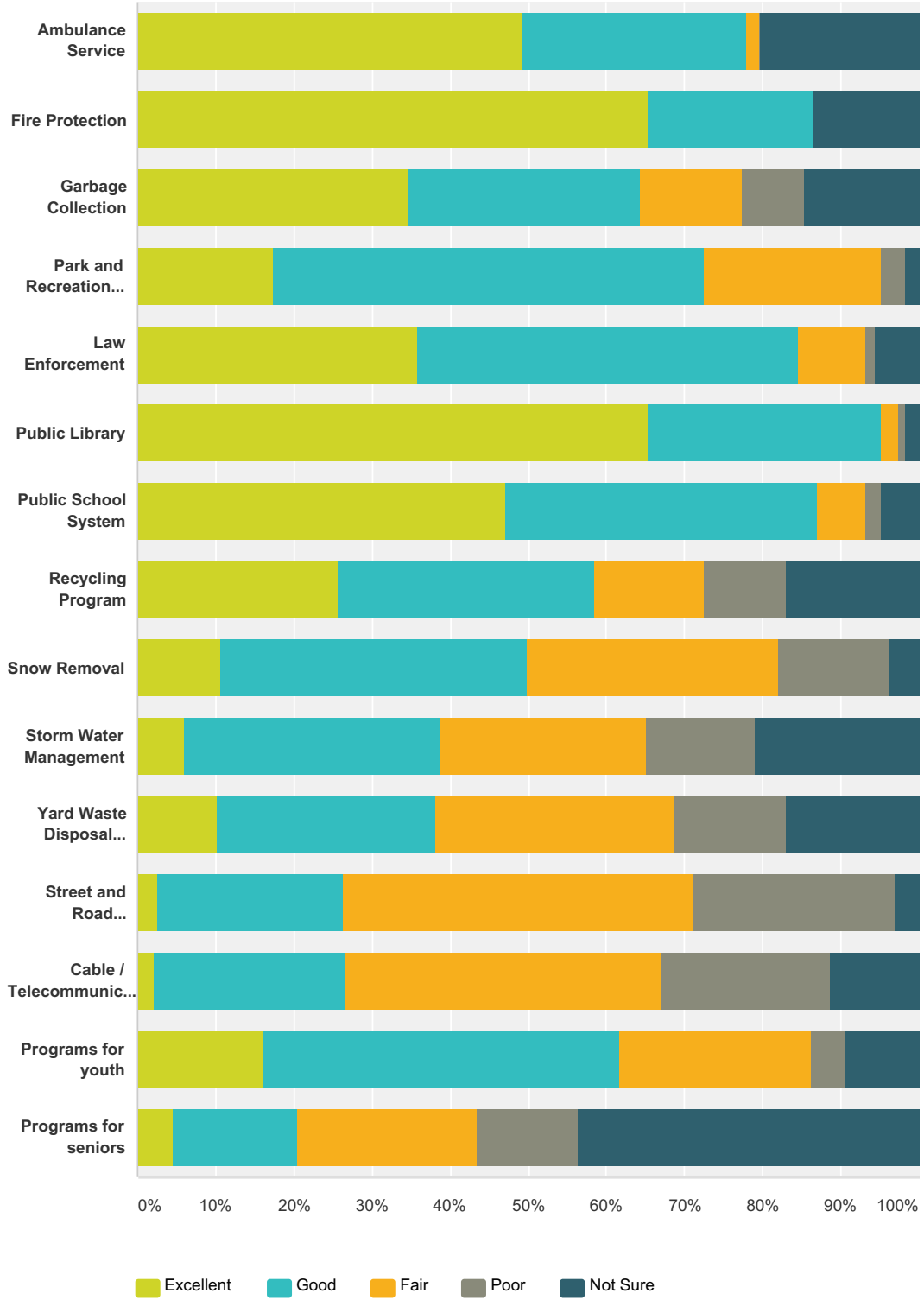
Williamsburg Comprehensive Plan Survey

Improve utility service (including telecommunications)	35.25%	98
Increase employment opportunities	42.09%	117
Expand retail shopping options	11.51%	32
Improve community services	28.06%	78
Improve quality of housing	4.68%	13
Improve public safety	3.24%	9
Improve bike and pedestrian facilities	51.44%	143
Improve public transit	7.19%	20
Decrease taxes and fees	35.97%	100
Total Respondents: 278		

Q15 From your experience, please rate the following services in Williamsburg.

Answered: 268 Skipped: 58

Williamsburg Comprehensive Plan Survey



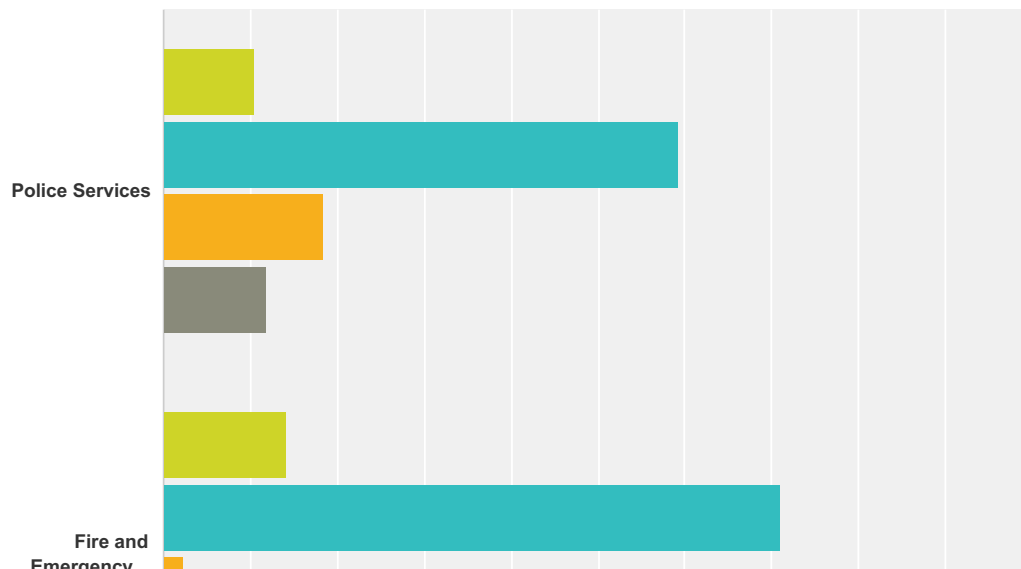
	Excellent	Good	Fair	Poor	Not Sure	Total
Ambulance Service	49.25% 132	28.73% 77	1.49% 4	0.37% 1	20.15% 54	268
Fire Protection	65.41% 174	21.05% 56	0.00% 0	0.00% 0	13.53% 36	266
Garbage Collection	34.62% 90	29.62% 77	13.08% 34	8.08% 21	14.62% 38	260

Williamsburg Comprehensive Plan Survey

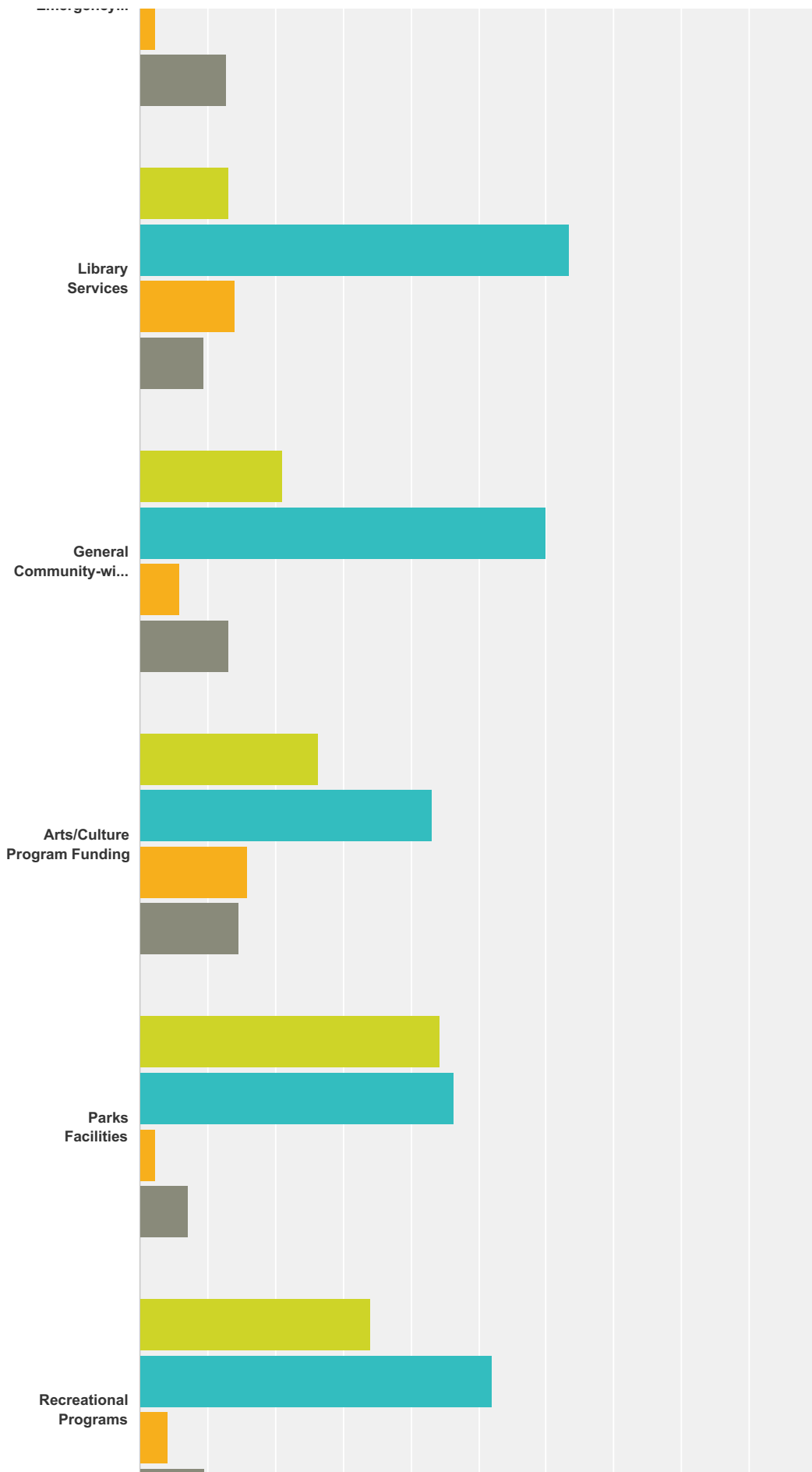
Park and Recreation Facilities	17.36% 46	55.09% 146	22.64% 60	3.02% 8	1.89% 5	265
Law Enforcement	35.85% 95	48.68% 129	8.68% 23	1.13% 3	5.66% 15	265
Public Library	65.30% 175	29.85% 80	2.24% 6	0.75% 2	1.87% 5	268
Public School System	47.19% 126	39.70% 106	6.37% 17	1.87% 5	4.87% 13	267
Recycling Program	25.66% 68	32.83% 87	13.96% 37	10.57% 28	16.98% 45	265
Snow Removal	10.57% 28	39.25% 104	32.08% 85	14.34% 38	3.77% 10	265
Storm Water Management	6.02% 16	32.71% 87	26.32% 70	13.91% 37	21.05% 56	266
Yard Waste Disposal Options	10.19% 27	27.92% 74	30.57% 81	14.34% 38	16.98% 45	265
Street and Road Maintenance	2.63% 7	23.68% 63	44.74% 119	25.94% 69	3.01% 8	266
Cable / Telecommunications	2.29% 6	24.43% 64	40.46% 106	21.37% 56	11.45% 30	262
Programs for youth	16.10% 43	45.69% 122	24.34% 65	4.49% 12	9.36% 25	267
Programs for seniors	4.53% 12	15.85% 42	23.02% 61	12.83% 34	43.77% 116	265

Q16 The City of Williamsburg supports many public services with a limited budget. How would you like the city to prioritize spending on these services? Please indicate your spending preferences based on your satisfaction with these public services.

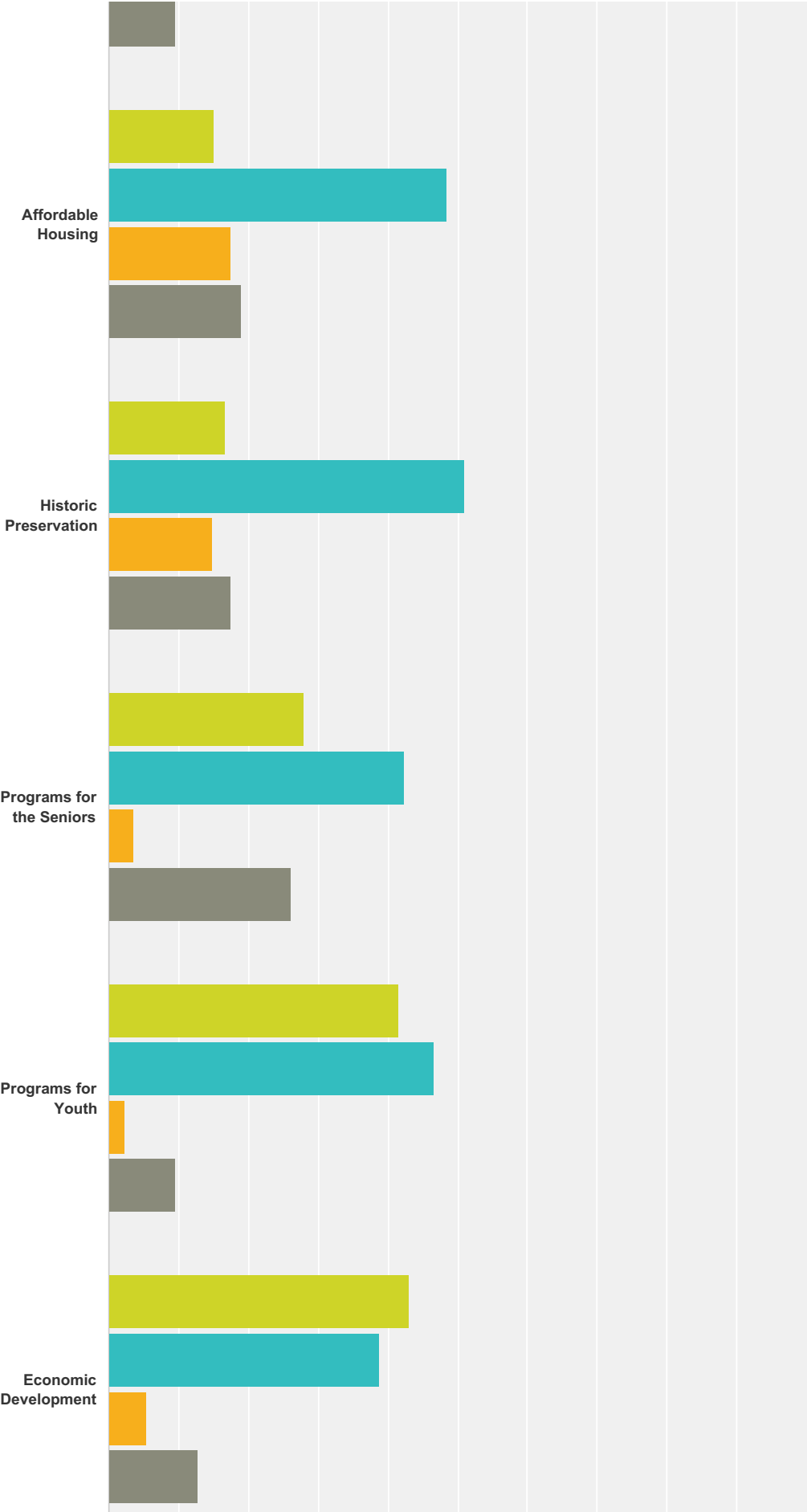
Answered: 264 Skipped: 62



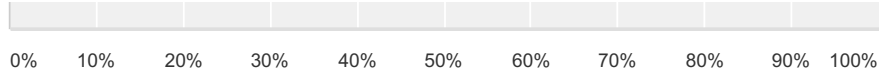
Williamsburg Comprehensive Plan Survey



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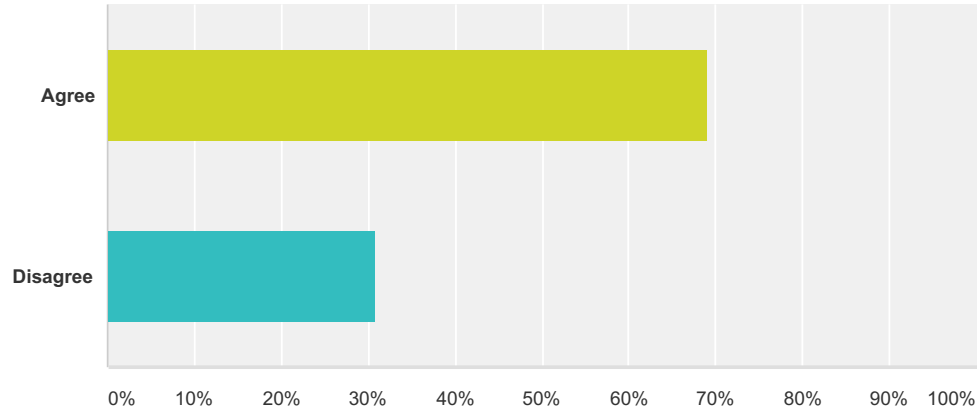
More \$ Same \$ Less \$ No Opinion

	More \$	Same \$	Less \$	No Opinion	Total
Police Services	10.34% 27	59.39% 155	18.39% 48	11.88% 31	261
Fire and Emergency Services	14.18% 37	70.88% 185	2.30% 6	12.64% 33	261
Library Services	13.23% 34	63.42% 163	14.01% 36	9.34% 24	257
General Community-wide Clean-up, etc.	21.15% 55	60.00% 156	5.77% 15	13.08% 34	260
Arts/Culture Program Funding	26.25% 68	43.24% 112	15.83% 41	14.67% 38	259
Parks Facilities	44.36% 114	46.30% 119	2.33% 6	7.00% 18	257
Recreational Programs	34.11% 88	51.94% 134	4.26% 11	9.69% 25	258
Affordable Housing	15.12% 39	48.45% 125	17.44% 45	18.99% 49	258
Historic Preservation	16.73% 43	50.97% 131	14.79% 38	17.51% 45	257
Programs for the Seniors	28.08% 73	42.31% 110	3.46% 9	26.15% 68	260
Programs for Youth	41.54% 108	46.54% 121	2.31% 6	9.62% 25	260
Economic Development	43.08% 112	38.85% 101	5.38% 14	12.69% 33	260

Q17 Developers should be required to provide neighborhood park or other recreational facilities as part of subdivision approval.

Answered: 262 Skipped: 64

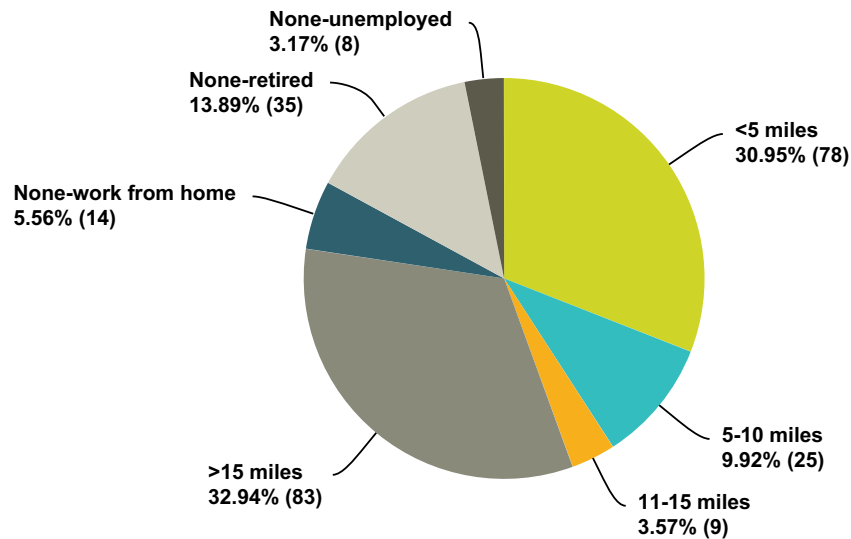
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Answer Choices	Responses	
Agree	69.08%	181
Disagree	30.92%	81
Total		262

Q18 What is the approximate distance of your commute to work (each way)?

Answered: 252 Skipped: 74



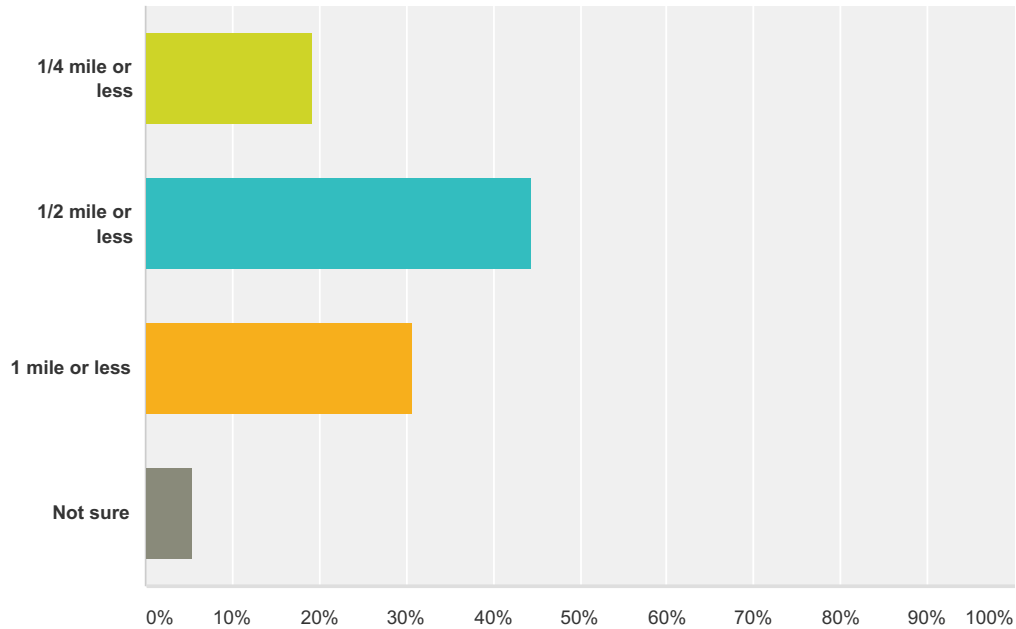
Answer Choices	Responses	
<5 miles	30.95%	78
5-10 miles	9.92%	25
11-15 miles	3.57%	9
>15 miles	32.94%	83
None-work from home	5.56%	14
None-retired	13.89%	35

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None-unemployed	3.17%	8
Total		252

Q19 Assuming a safe route, what do you consider a reasonable distance to walk to a park?

Answered: 254 Skipped: 72

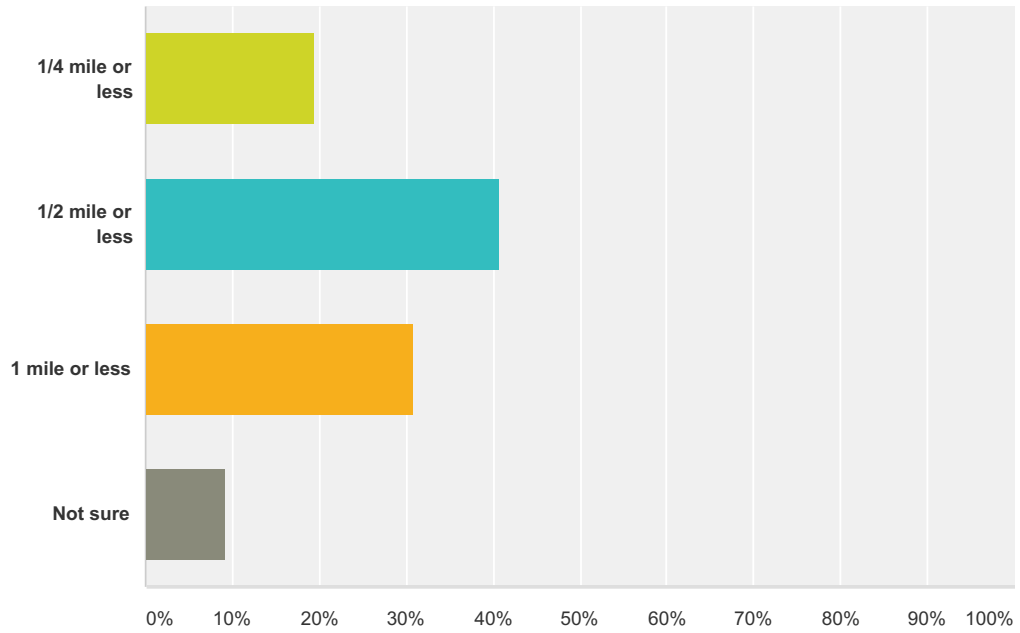


Answer Choices	Responses	
1/4 mile or less	19.29%	49
1/2 mile or less	44.49%	113
1 mile or less	30.71%	78
Not sure	5.51%	14
Total		254

Q20 Assuming a safe route, what do you consider a reasonable distance to walk to daily retail needs businesses?

Answered: 253 Skipped: 73

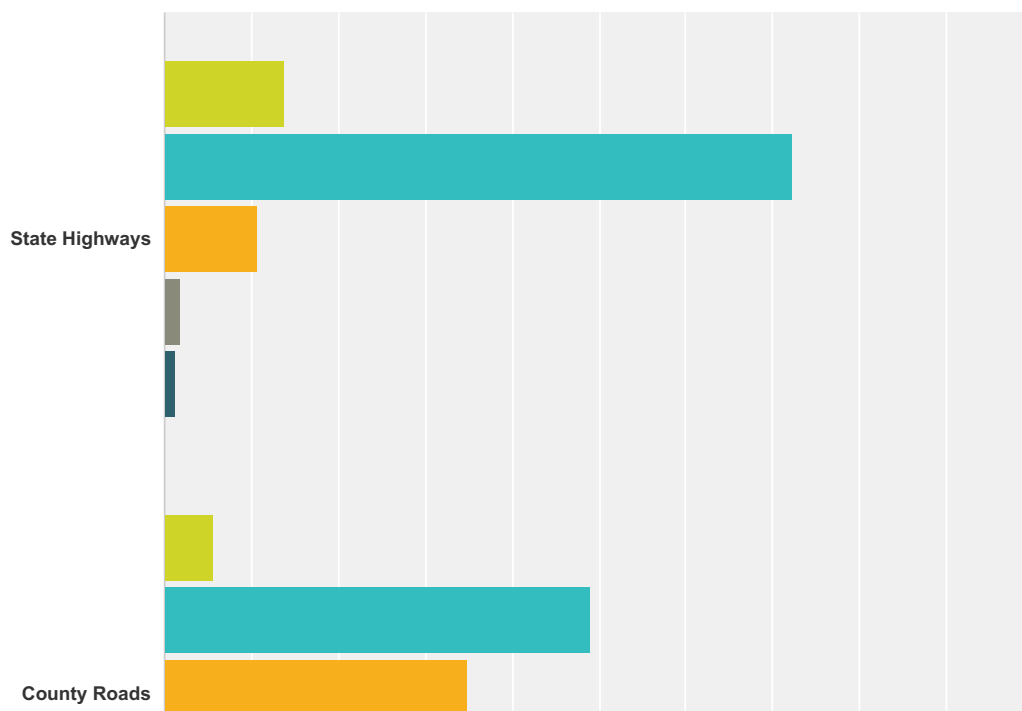
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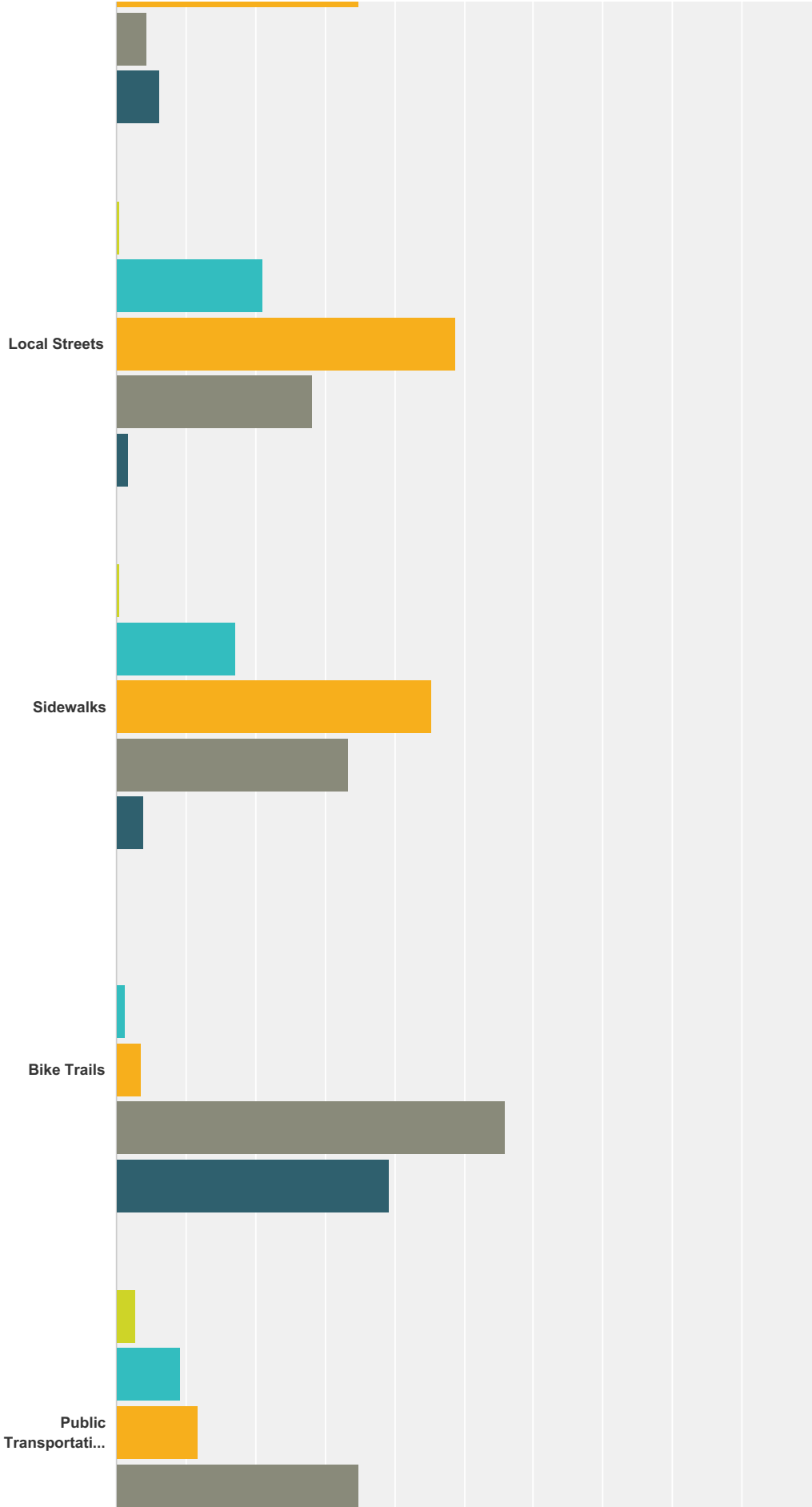
Answer Choices	Responses	
1/4 mile or less	19.37%	49
1/2 mile or less	40.71%	103
1 mile or less	30.83%	78
Not sure	9.09%	23
Total		253

Q21 Rate the following in Williamsburg:

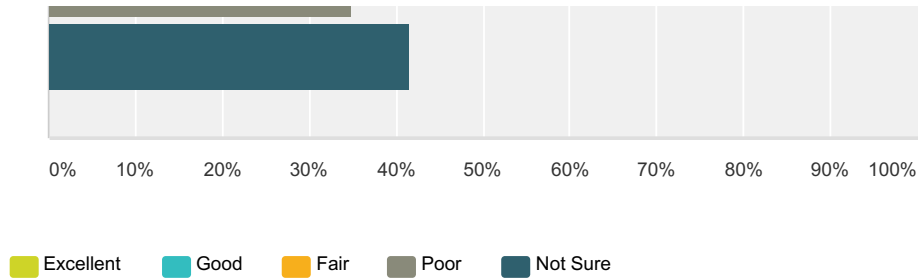
Answered: 253 Skipped: 73



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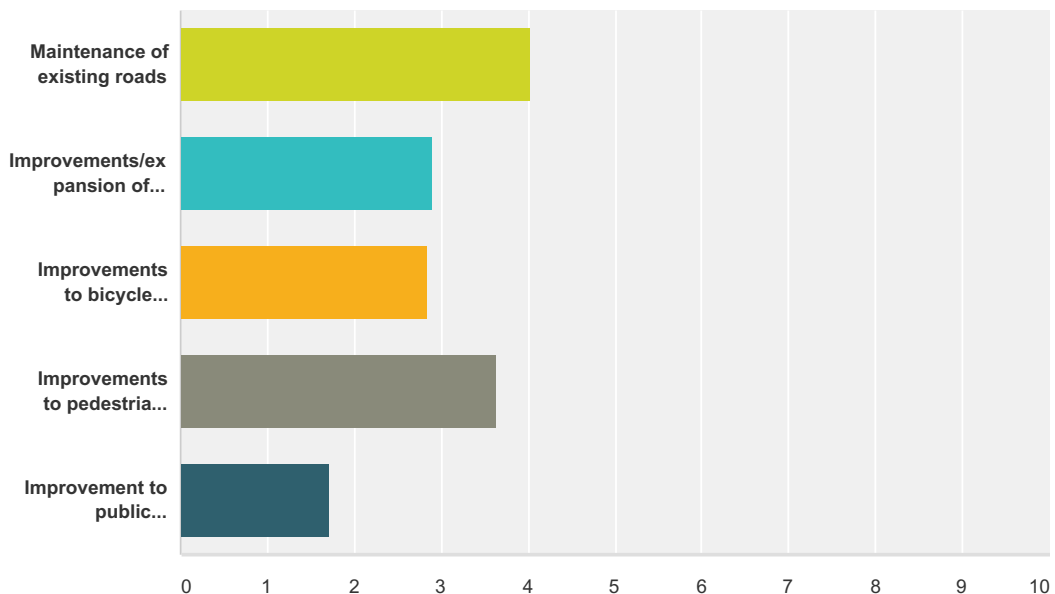
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	Excellent	Good	Fair	Poor	Not Sure	Total
State Highways	13.83% 35	72.33% 183	10.67% 27	1.98% 5	1.19% 3	253
County Roads	5.53% 14	49.01% 124	34.78% 88	4.35% 11	6.32% 16	253
Local Streets	0.40% 1	21.03% 53	48.81% 123	28.17% 71	1.59% 4	252
Sidewalks	0.40% 1	17.06% 43	45.24% 114	33.33% 84	3.97% 10	252
Bike Trails	0.00% 0	1.20% 3	3.60% 9	56.00% 140	39.20% 98	250
Public Transportation Services	2.80% 7	9.20% 23	11.60% 29	34.80% 87	41.60% 104	250

Q22 Please indicate the importance to you of the following transportation investments in the next 10 years. Please rank the investment most important to you FIRST (#1), and the investment least important to you LAST (#5).

Answered: 244 Skipped: 82

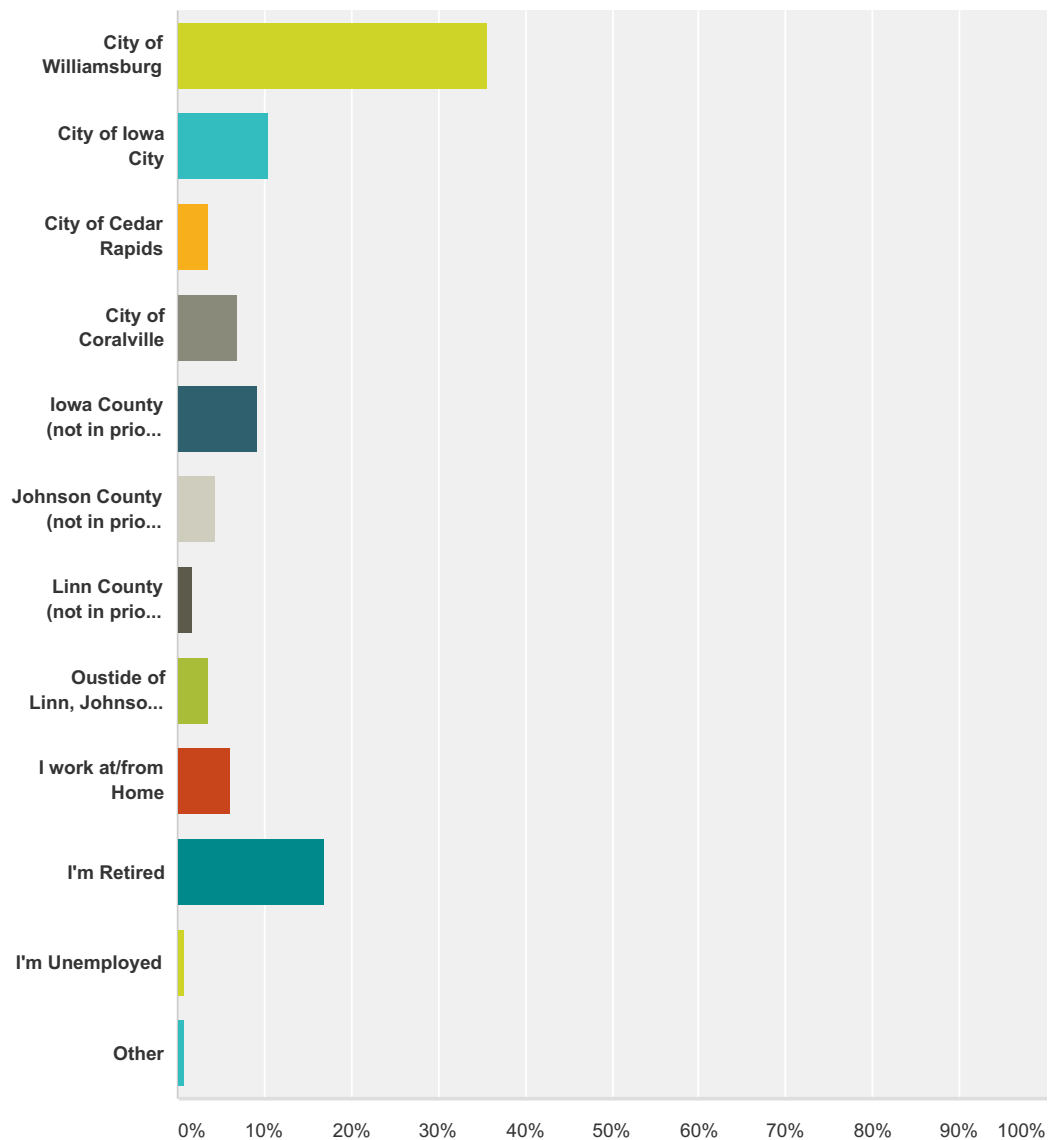


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	1	2	3	4	5	Total	Score
Maintenance of existing roads	47.88% 113	21.19% 50	18.22% 43	10.17% 24	2.54% 6	236	4.02
Improvements/expansion of existing roadways	12.23% 28	22.71% 52	20.52% 47	32.75% 75	11.79% 27	229	2.91
Improvements to bicycle facilities (bike lanes, trails, etc.)	13.98% 33	19.07% 45	21.19% 50	27.12% 64	18.64% 44	236	2.83
Improvements to pedestrian facilities (sidewalks, trails, etc.)	22.78% 54	34.60% 82	27.43% 65	13.08% 31	2.11% 5	237	3.63
Improvement to public transportation services	5.51% 13	3.39% 8	12.71% 30	14.83% 35	63.56% 150	236	1.72

Q23 Where is your place of employment?

Answered: 249 Skipped: 77



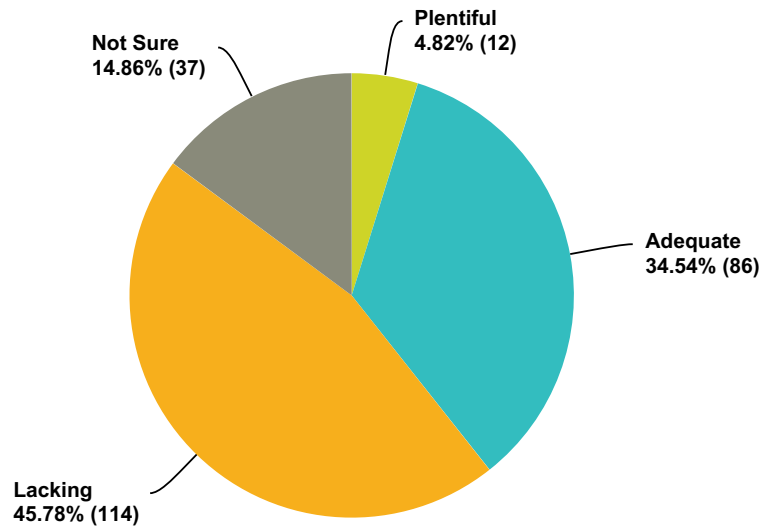
Answer Choices	Responses
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City of Williamsburg	35.74%	89
City of Iowa City	10.44%	26
City of Cedar Rapids	3.61%	9
City of Coralville	6.83%	17
Iowa County (not in prior listed communities)	9.24%	23
Johnson County (not in prior listed communities)	4.42%	11
Linn County (not in prior listed communities)	1.61%	4
Oustide of Linn, Johnson and Iowa Counties	3.61%	9
I work at/from Home	6.02%	15
I'm Retired	16.87%	42
I'm Unemployed	0.80%	2
Other	0.80%	2
Total		249

Q24 In your opinion, how would you describe the availability of employment opportunities in Williamsburg?

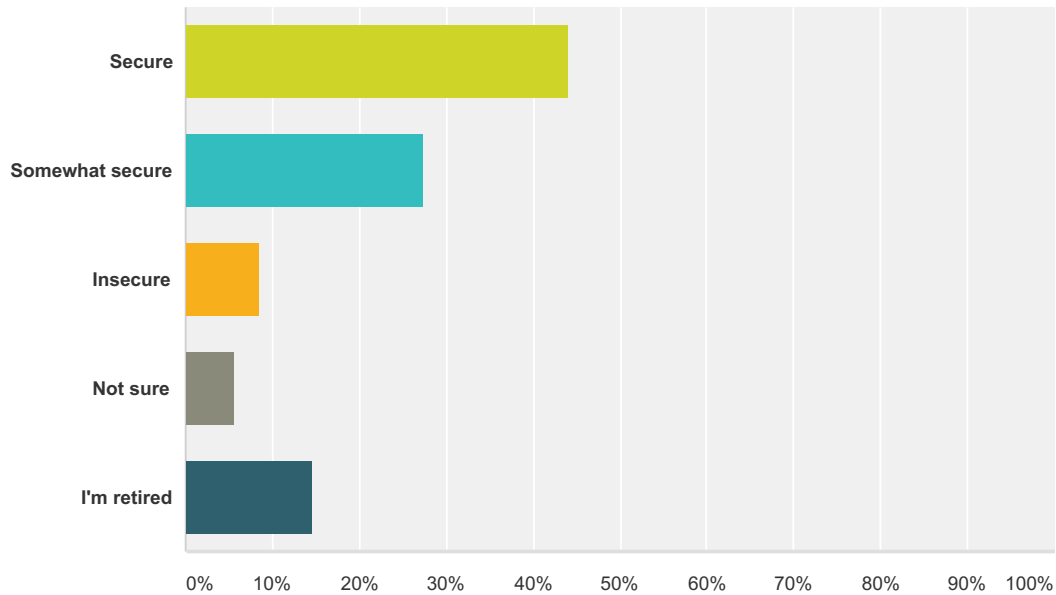
Answered: 249 Skipped: 77



Answer Choices	Responses	
Plentiful	4.82%	12
Adequate	34.54%	86
Lacking	45.78%	114
Not Sure	14.86%	37
Total		249

Q25 How secure do you believe your employment opportunities to be over the next 3-5 years?

Answered: 248 Skipped: 78

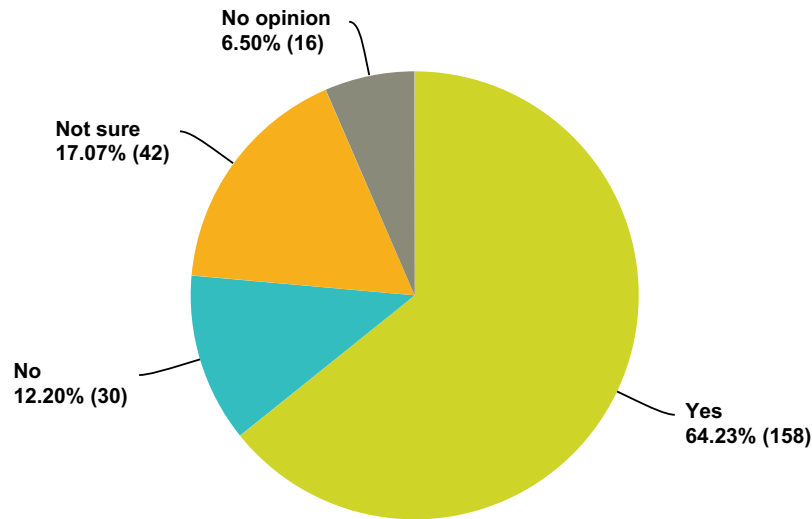


Answer Choices	Responses	
Secure	43.95%	109
Somewhat secure	27.42%	68
Insecure	8.47%	21
Not sure	5.65%	14
I'm retired	14.52%	36
Total		248

Q26 Do you believe Williamsburg should commit funding to retain, attract or grow private sector businesses and jobs in the community?

Answered: 246 Skipped: 80

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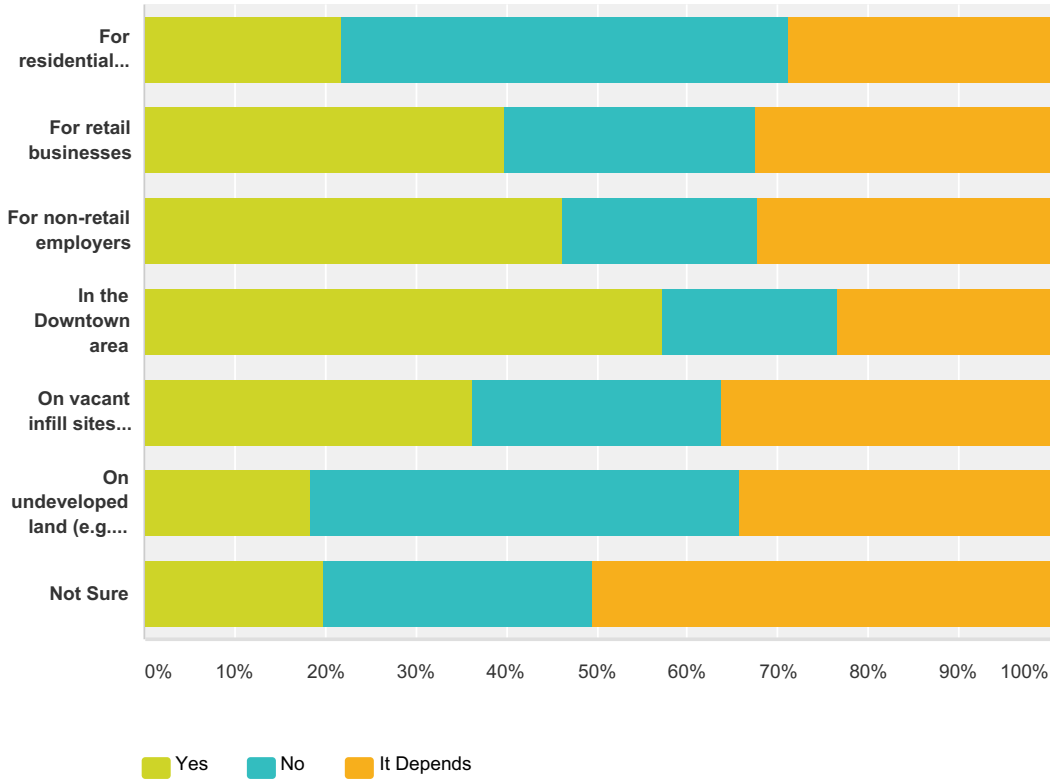


Answer Choices	Responses	
Yes	64.23%	158
No	12.20%	30
Not sure	17.07%	42
No opinion	6.50%	16
Total		246

Q27 Should Williamsburg offer financial incentives to encourage private sector development and investment?

Answered: 246 Skipped: 80

Williamsburg Comprehensive Plan Survey

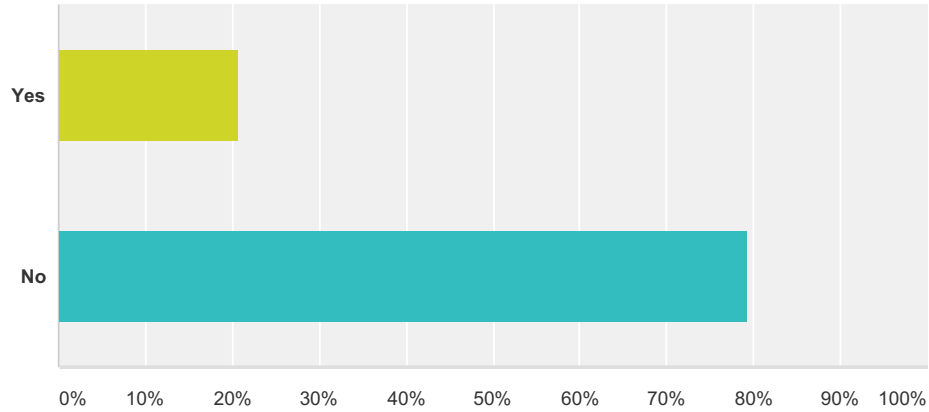


	Yes	No	It Depends	Total
For residential development	21.83% 50	49.34% 113	28.82% 66	229
For retail businesses	39.83% 92	27.71% 64	32.47% 75	231
For non-retail employers	46.29% 106	21.40% 49	32.31% 74	229
In the Downtown area	57.39% 132	19.13% 44	23.48% 54	230
On vacant infill sites outside the Downtown area	36.24% 83	27.51% 63	36.24% 83	229
On undeveloped land (e.g. farmland)	18.42% 42	47.37% 108	34.21% 78	228
Not Sure	19.83% 24	29.75% 36	50.41% 61	121

Q28 Do you own or operate a business in the area?

Answered: 248 Skipped: 78

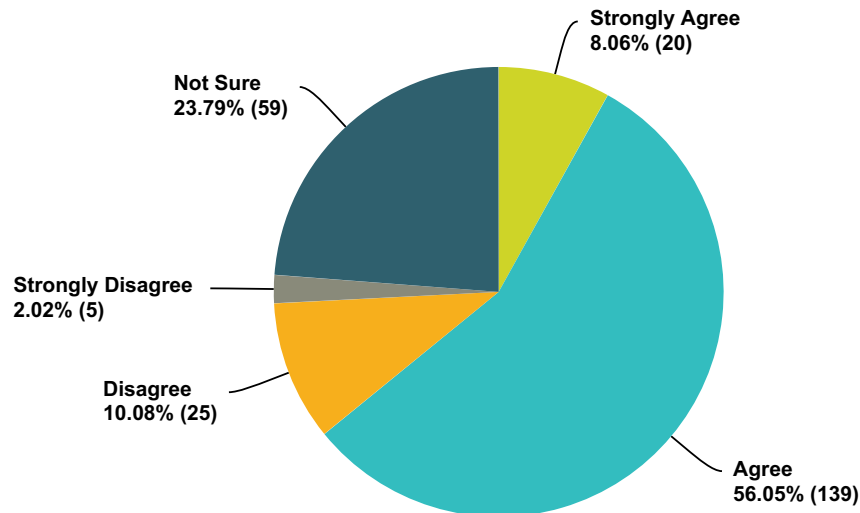
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Answer Choices	Responses
Yes	20.56% 51
No	79.44% 197
Total	248

Q29 Please indicate your level of agreement with the following statement: Williamsburg is a good place to start a business."

Answered: 248 Skipped: 78

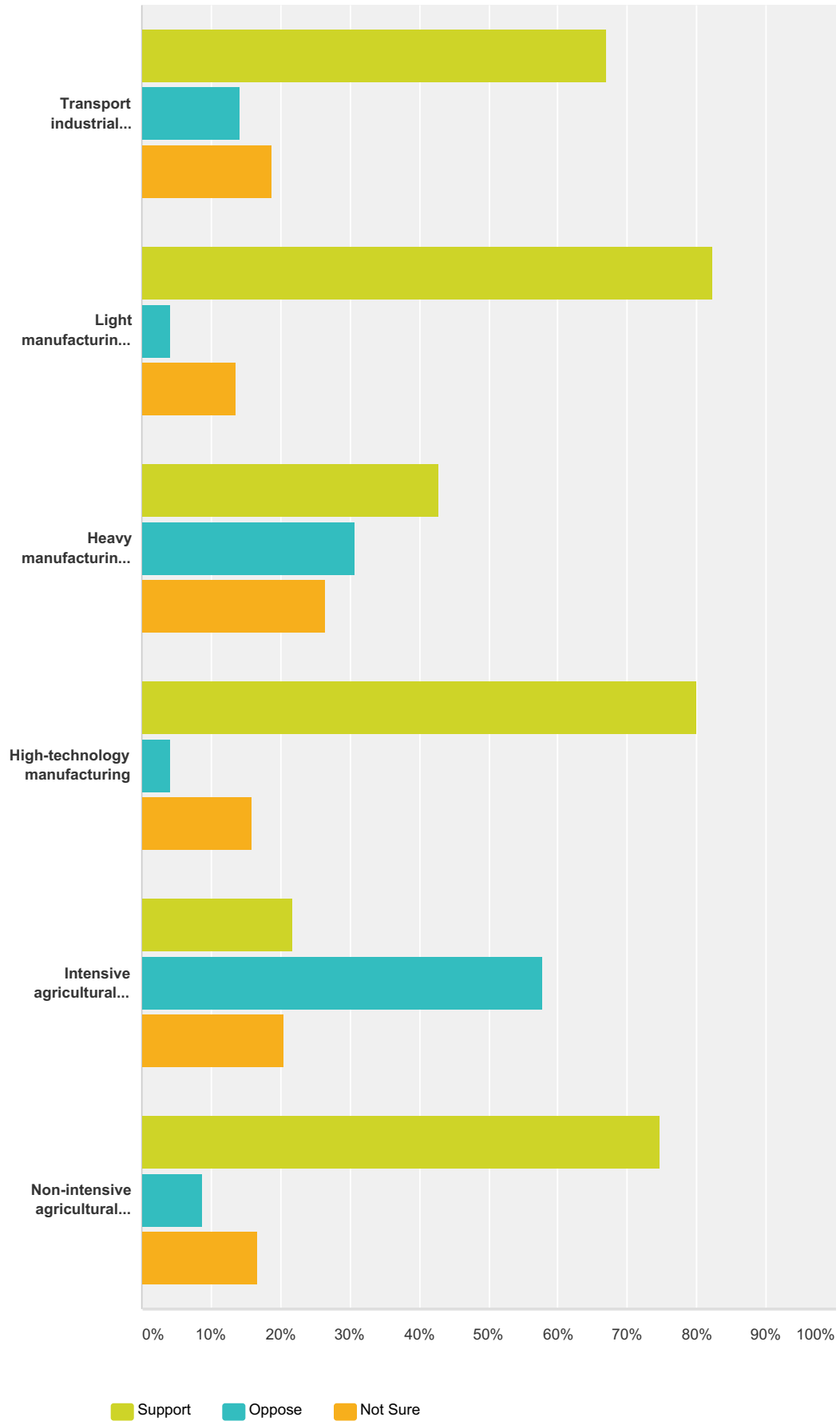


Answer Choices	Responses
Strongly Agree	8.06% 20
Agree	56.05% 139
Disagree	10.08% 25
Strongly Disagree	2.02% 5
Not Sure	23.79% 59

**Q30 Do you support or oppose the
development of the following types of
industrial establishments in Williamsburg ?**

Answered: 242 Skipped: 84

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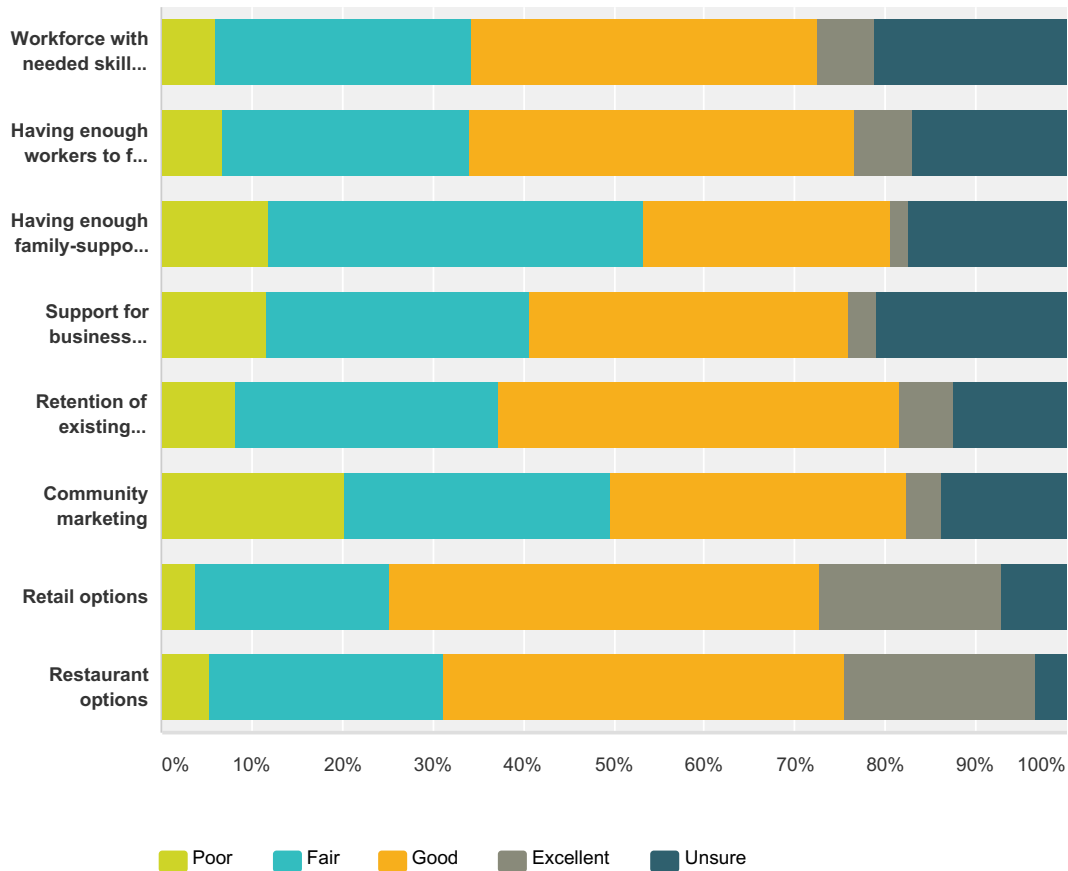


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	Support	Oppose	Not Sure	Total
Transport industrial (warehousing, distribution centers, etc.)	67.08% 161	14.17% 34	18.75% 45	240
Light manufacturing (product assembly, product fabrication, etc.)	82.23% 199	4.13% 10	13.64% 33	242
Heavy manufacturing (primary manufacturing such as foundries, etc.)	42.74% 103	30.71% 74	26.56% 64	241
High-technology manufacturing	80.00% 192	4.17% 10	15.83% 38	240
Intensive agricultural operations (e.g. "factory" farms or egg processing plants, etc.)	21.67% 52	57.92% 139	20.42% 49	240
Non-intensive agricultural related businesses (implement dealer, etc.)	74.69% 180	8.71% 21	16.60% 40	241

Q31 How would you rank the quality of each of the following regarding Williamsburg's economic development/business environment?

Answered: 237 Skipped: 89



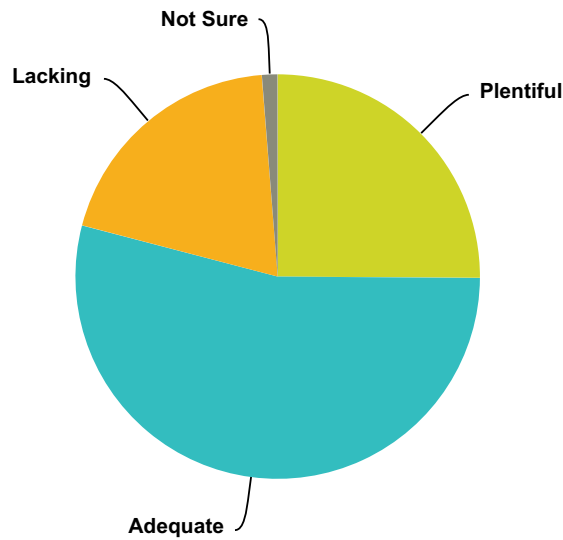
	Poor	Fair	Good	Excellent	Unsure	Total
Workforce with needed skills to fill jobs	5.93% 14	28.39% 67	38.14% 90	6.36% 15	21.19% 50	236

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Having enough workers to fill jobs	6.81% 16	27.23% 64	42.55% 100	6.38% 15	17.02% 40	235
Having enough family-supporting jobs for workers	11.86% 28	41.53% 98	27.12% 64	2.12% 5	17.37% 41	236
Support for business development	11.59% 27	29.18% 68	35.19% 82	3.00% 7	21.03% 49	233
Retention of existing businesses	8.12% 19	29.06% 68	44.44% 104	5.98% 14	12.39% 29	234
Community marketing	20.17% 47	29.61% 69	32.62% 76	3.86% 9	13.73% 32	233
Retail options	3.85% 9	21.37% 50	47.44% 111	20.09% 47	7.26% 17	234
Restaurant options	5.49% 13	25.74% 61	44.30% 105	21.10% 50	3.38% 8	237

Q32 In your opinion, how would you describe the availability of places to shop or dine in Williamsburg?

Answered: 239 Skipped: 87



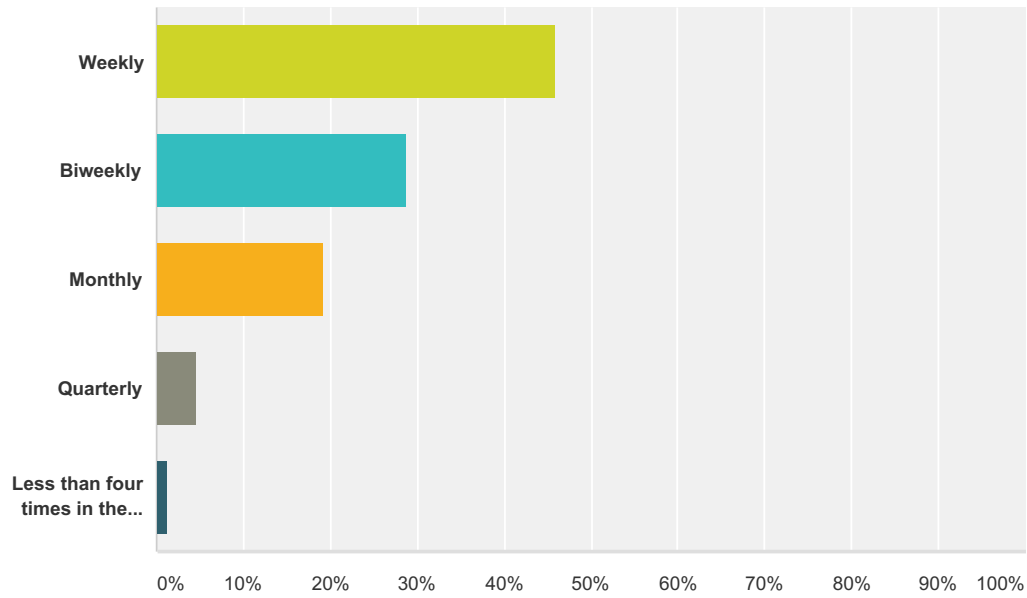
Answer Choices	Responses	
Plentiful	25.10%	60
Adequate	53.97%	129
Lacking	19.67%	47
Not Sure	1.26%	3
Total		239

Q33 On average during the past year, how often did you leave the Williamsburg area to intentionally shop or visit specific stores or

Williamsburg Comprehensive Plan Survey

restaurants?

Answered: 239 Skipped: 87

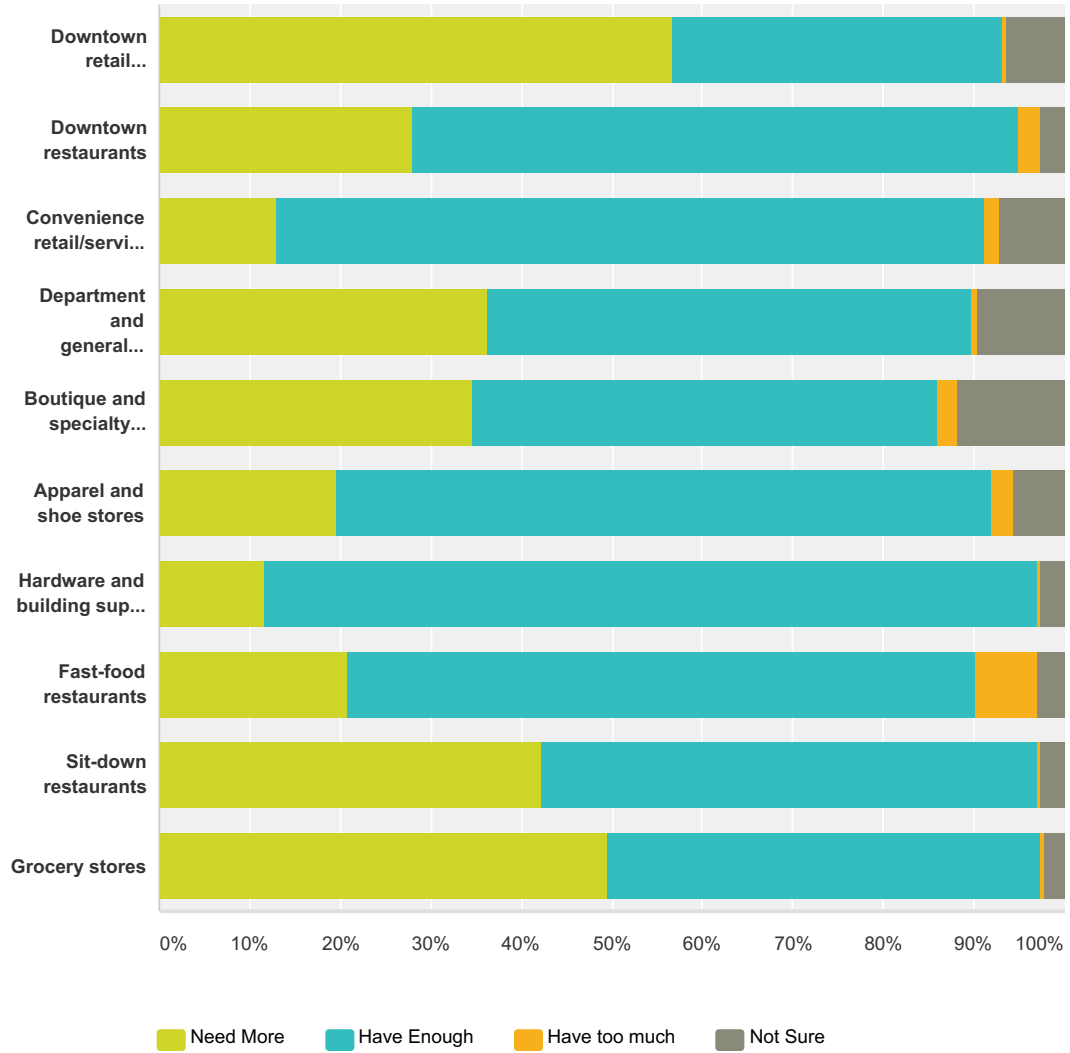


Answer Choices	Responses	
Weekly	46.03%	110
Biweekly	28.87%	69
Monthly	19.25%	46
Quarterly	4.60%	11
Less than four times in the past year	1.26%	3
Total		239

Q34 Please share your opinions about the supply of various retail and service businesses in the Williamsburg area.

Answered: 237 Skipped: 89

Williamsburg Comprehensive Plan Survey



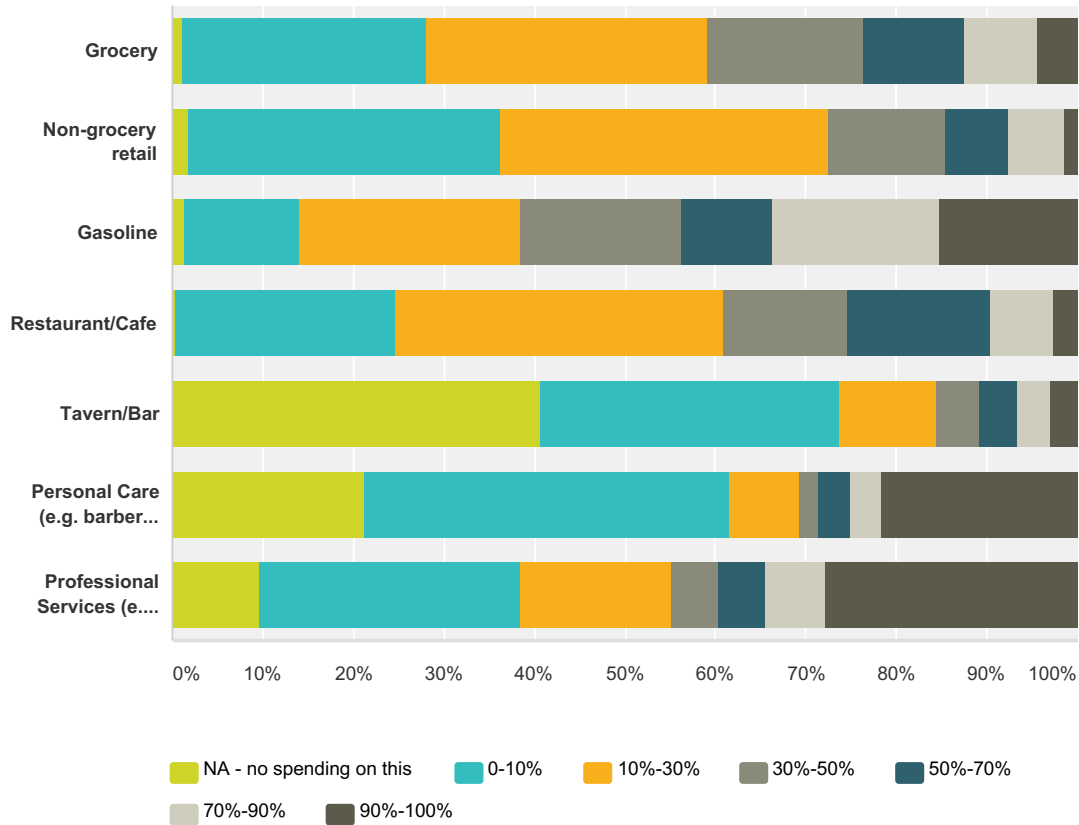
	Need More	Have Enough	Have too much	Not Sure	Total
Downtown retail shopping/services	56.78% 134	36.44% 86	0.42% 1	6.36% 15	236
Downtown restaurants	27.97% 66	66.95% 158	2.54% 6	2.54% 6	236
Convenience retail/services in/near my neighborhood	13.08% 31	78.06% 185	1.69% 4	7.17% 17	237
Department and general merchandise stores	36.29% 86	53.59% 127	0.42% 1	9.70% 23	237
Boutique and specialty retail stores	34.75% 82	51.27% 121	2.12% 5	11.86% 28	236
Apparel and shoe stores	19.57% 46	72.34% 170	2.55% 6	5.53% 13	235
Hardware and building supply stores	11.54% 27	85.47% 200	0.43% 1	2.56% 6	234
Fast-food restaurants	20.94% 49	69.23% 162	6.84% 16	2.99% 7	234
Sit-down restaurants	42.37% 100	54.66% 129	0.42% 1	2.54% 6	236

Williamsburg Comprehensive Plan Survey

Grocery stores	49.58% 117	47.88% 113	0.42% 1	2.12% 5	236
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Q35 Please consider your use of the following business types and estimate the percentage of your total annual spending in each category that is spent with Williamsburg businesses.

Answered: 233 Skipped: 93



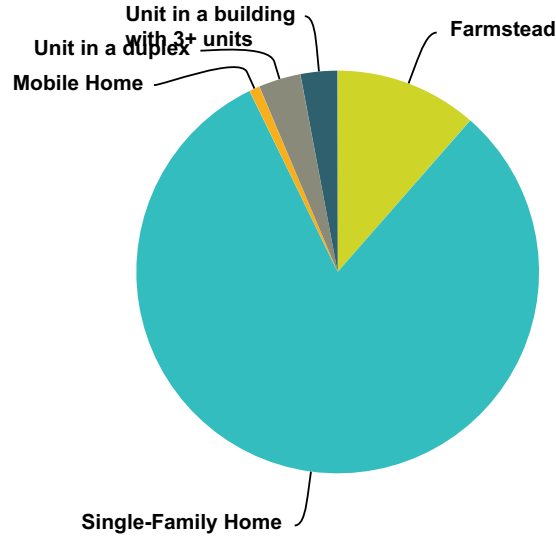
	NA - no spending on this	0-10%	10%-30%	30%-50%	50%-70%	70%-90%	90%-100%	Total
Grocery	1.29% 3	26.72% 62	31.03% 72	17.24% 40	11.21% 26	8.19% 19	4.31% 10	232
Non-grocery retail	1.77% 4	34.51% 78	36.28% 82	12.83% 29	7.08% 16	6.19% 14	1.33% 3	226
Gasoline	1.31% 3	12.66% 29	24.45% 56	17.90% 41	10.04% 23	18.34% 42	15.28% 35	229
Restaurant/Cafe	0.44% 1	24.12% 55	36.40% 83	13.60% 31	15.79% 36	7.02% 16	2.63% 6	228
Tavern/Bar	40.61% 93	33.19% 76	10.48% 24	4.80% 11	4.37% 10	3.49% 8	3.06% 7	229
Personal Care (e.g. barber or salon)	21.21% 49	40.26% 93	7.79% 18	2.16% 5	3.46% 8	3.46% 8	21.65% 50	231

Williamsburg Comprehensive Plan Survey

Professional Services (e.g. plumber or insurance agent)	9.61% 22	28.82% 66	16.59% 38	5.24% 12	5.24% 12	6.55% 15	27.95% 64	229
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Q36 What type of dwelling do you live in?

Answered: 236 Skipped: 90

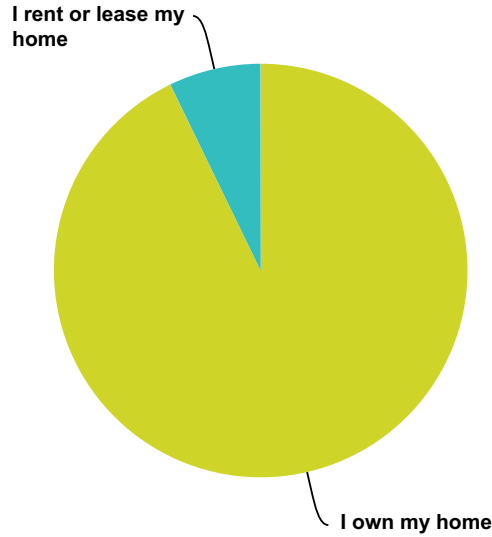


Answer Choices	Responses	
Farmstead	11.44%	27
Single-Family Home	81.36%	192
Mobile Home	0.85%	2
Unit in a duplex	3.39%	8
Unit in a building with 3+ units	2.97%	7
Unit in an assisted living facility	0.00%	0
Total		236

Q37 Do you rent or own your dwelling?

Answered: 236 Skipped: 90

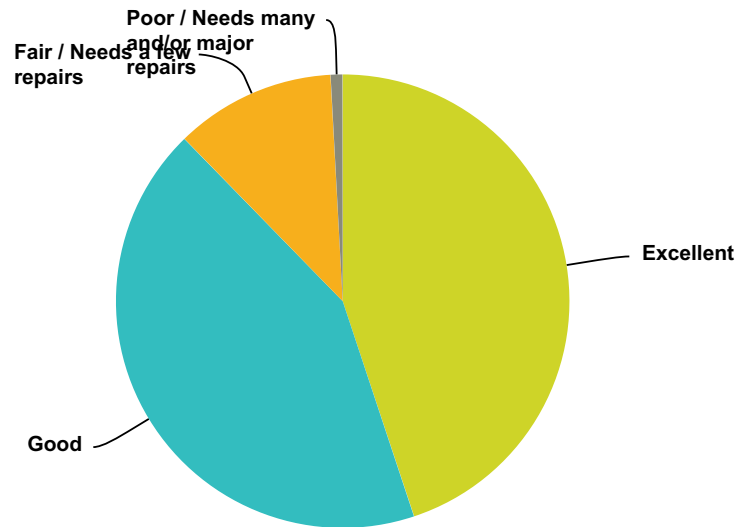
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Answer Choices	Responses	
I own my home	92.80%	219
I rent or lease my home	7.20%	17
Total		236

Q38 What condition is your dwelling in?

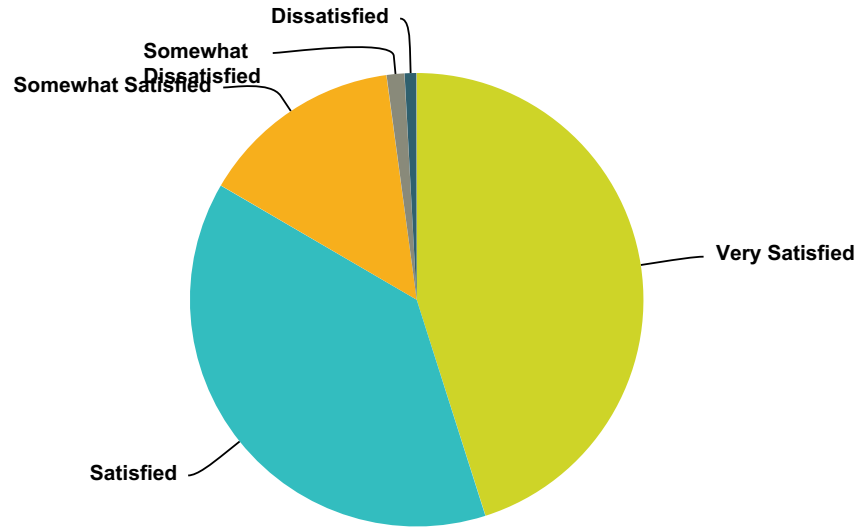
Answered: 236 Skipped: 90



Answer Choices	Responses	
Excellent	44.92%	106
Good	42.80%	101
Fair / Needs a few repairs	11.44%	27
Poor / Needs many and/or major repairs	0.85%	2

Q39 How satisfied are you with your current home and property?

Answered: 235 Skipped: 91

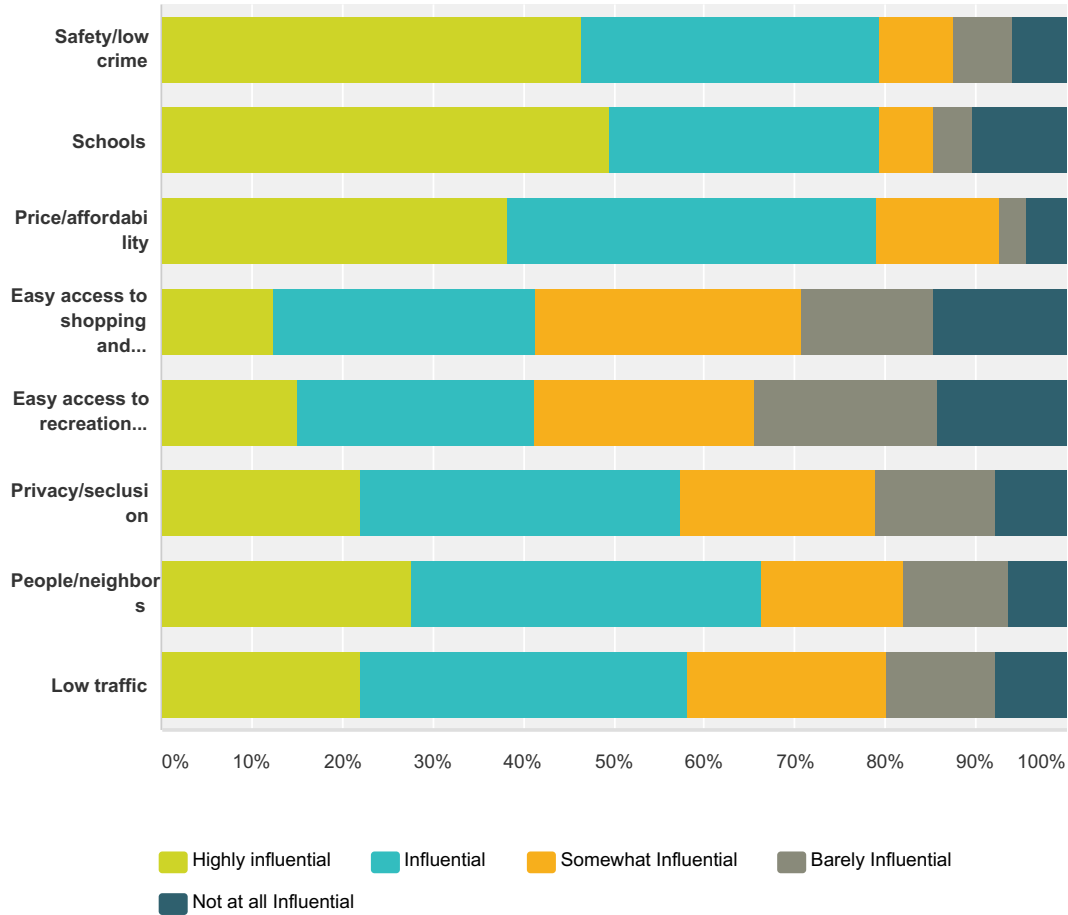


Answer Choices	Responses	
Very Satisfied	45.11%	106
Satisfied	38.30%	90
Somewhat Satisfied	14.47%	34
Somewhat Dissatisfied	1.28%	3
Dissatisfied	0.85%	2
Very Dissatisfied	0.00%	0
Total		235

Q40 Please rate the influence of the following factors in your decision to live where you live right now

Answered: 233 Skipped: 93

Williamsburg Comprehensive Plan Survey

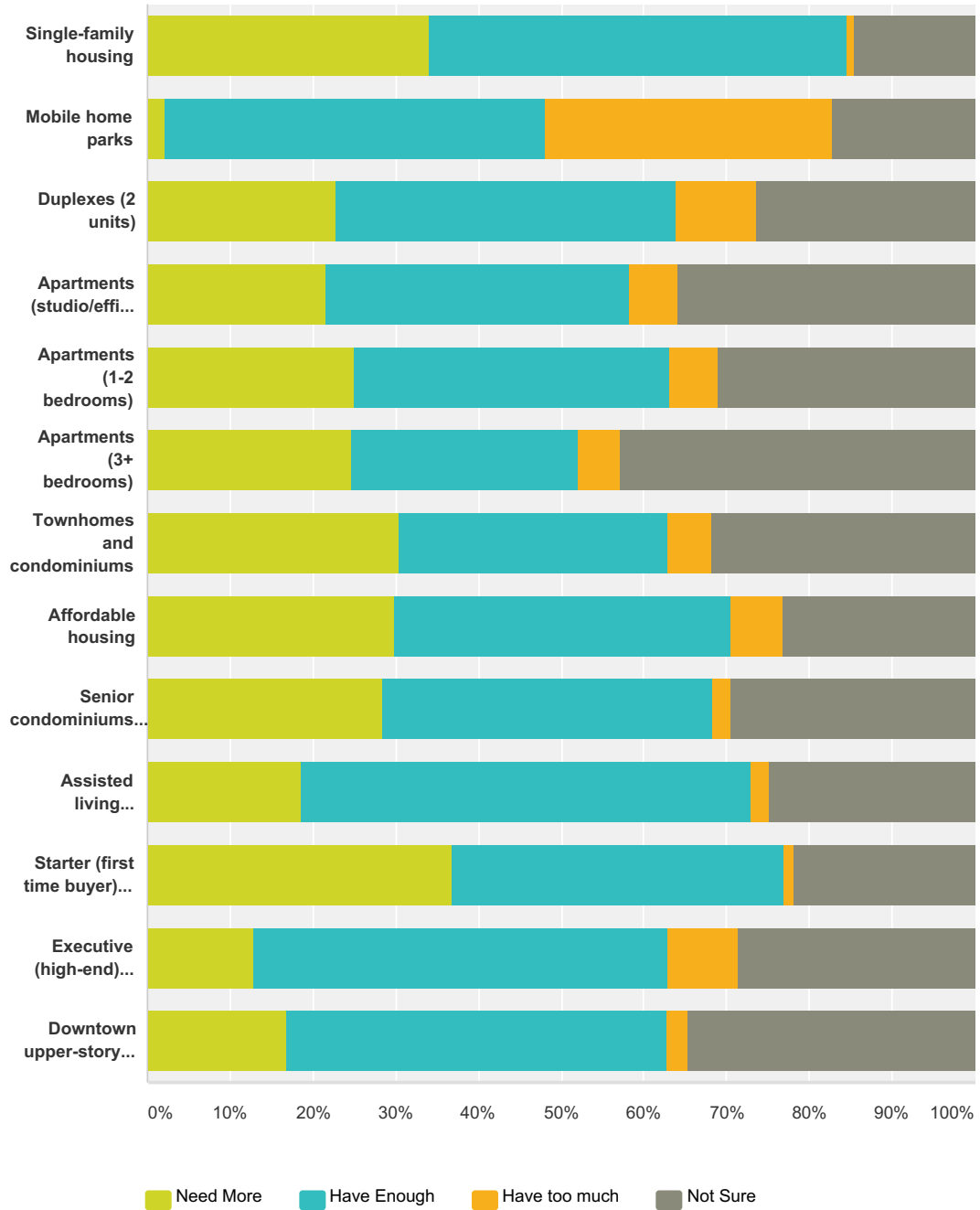


	Highly influential	Influential	Somewhat Influential	Barely Influential	Not at all Influential	Total
Safety/low crime	46.55% 108	32.76% 76	8.19% 19	6.47% 15	6.03% 14	232
Schools	49.57% 115	29.74% 69	6.03% 14	4.31% 10	10.34% 24	232
Price/affordability	38.36% 89	40.52% 94	13.79% 32	3.02% 7	4.31% 10	232
Easy access to shopping and/or entertainment	12.50% 29	28.88% 67	29.31% 68	14.66% 34	14.66% 34	232
Easy access to recreation opportunities	15.09% 35	26.29% 61	24.14% 56	20.26% 47	14.22% 33	232
Privacy/seclusion	21.98% 51	35.34% 82	21.55% 50	13.36% 31	7.76% 18	232
People/neighbors	27.59% 64	38.79% 90	15.52% 36	11.64% 27	6.47% 15	232
Low traffic	21.98% 51	36.21% 84	21.98% 51	12.07% 28	7.76% 18	232

Q41 Please share your opinions about the supply of various housing types in the Williamsburg area.

Answered: 230 Skipped: 96

Williamsburg Comprehensive Plan Survey



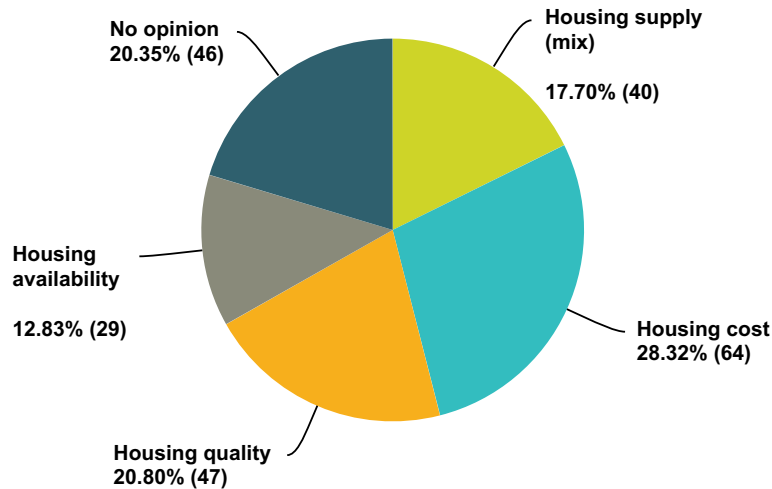
	Need More	Have Enough	Have too much	Not Sure	Total
Single-family housing	34.07% 77	50.44% 114	0.88% 2	14.60% 33	226
Mobile home parks	2.20% 5	45.81% 104	34.80% 79	17.18% 39	227
Duplexes (2 units)	22.91% 52	40.97% 93	9.69% 22	26.43% 60	227
Apartments (studio/efficiency)	21.68% 49	36.73% 83	5.75% 13	35.84% 81	226
Apartments (1-2 bedrooms)	25.00% 57	38.16% 87	5.70% 13	31.14% 71	228

Williamsburg Comprehensive Plan Survey

Apartments (3+ bedrooms)	24.56% 56	27.63% 63	4.82% 11	42.98% 98	228
Townhomes and condominiums	30.53% 69	32.30% 73	5.31% 12	31.86% 72	226
Affordable housing	29.82% 68	40.79% 93	6.14% 14	23.25% 53	228
Senior condominiums and apartments	28.51% 65	39.91% 91	2.19% 5	29.39% 67	228
Assisted living facilities	18.58% 42	54.42% 123	2.21% 5	24.78% 56	226
Starter (first time buyer) homes	36.89% 83	40.00% 90	1.33% 3	21.78% 49	225
Executive (high-end) homes	12.78% 29	50.22% 114	8.37% 19	28.63% 65	227
Downtown upper-story living	16.89% 38	45.78% 103	2.67% 6	34.67% 78	225

Q42 Which of the following aspects of housing is most important to improve in the Williamsburg area?

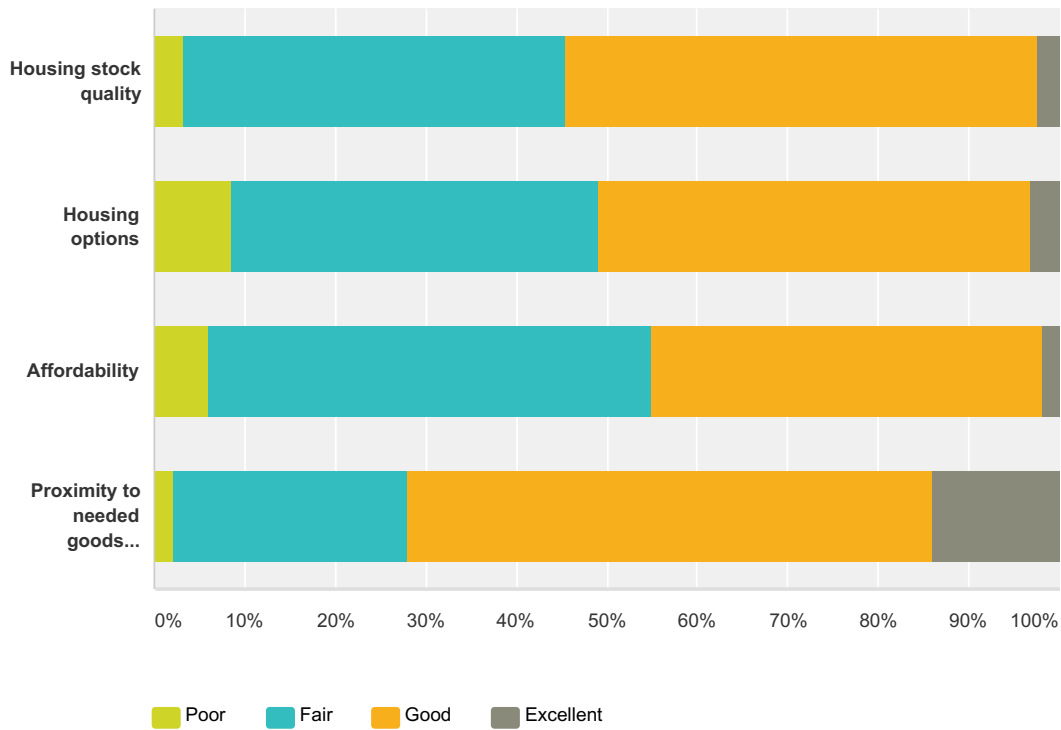
Answered: 226 Skipped: 100



Answer Choices	Responses	
Housing supply (mix)	17.70%	40
Housing cost	28.32%	64
Housing quality	20.80%	47
Housing availability	12.83%	29
No opinion	20.35%	46
Total		226

Q43 How would you rank the quality of each of the following?

Answered: 221 Skipped: 105

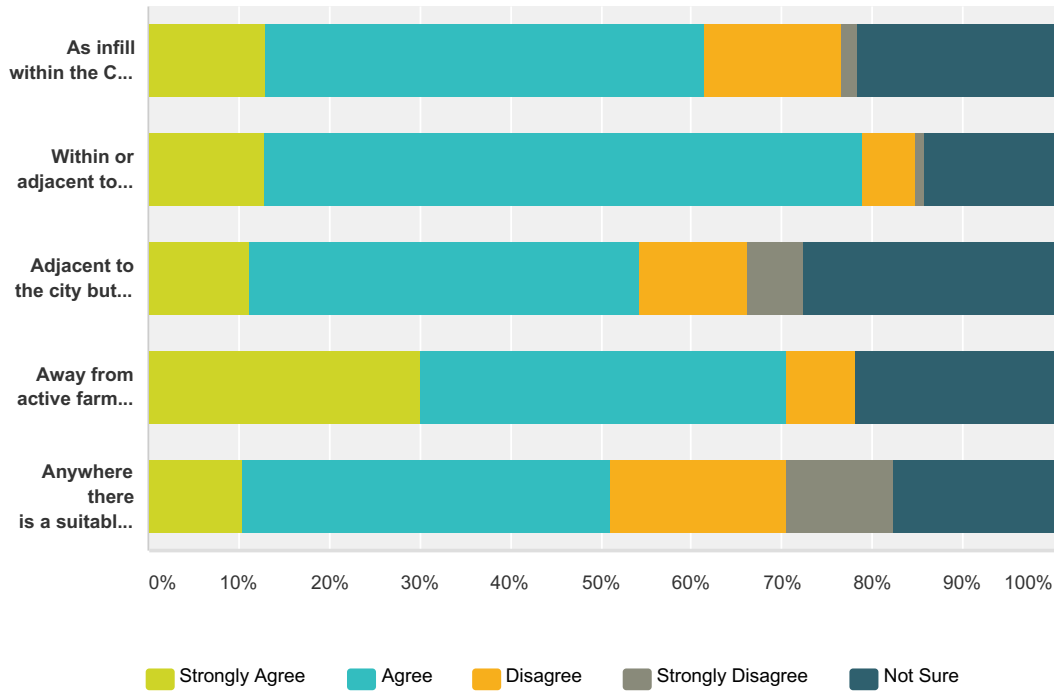


	Poor	Fair	Good	Excellent	Total
Housing stock quality	3.26% 7	42.33% 91	52.09% 112	2.33% 5	215
Housing options	8.72% 19	40.37% 88	47.71% 104	3.21% 7	218
Affordability	5.99% 13	48.85% 106	43.32% 94	1.84% 4	217
Proximity to needed goods and services	2.26% 5	25.79% 57	57.92% 128	14.03% 31	221

Q44 For Williamsburg, new residential development should be located:

Answered: 225 Skipped: 101

Williamsburg Comprehensive Plan Survey

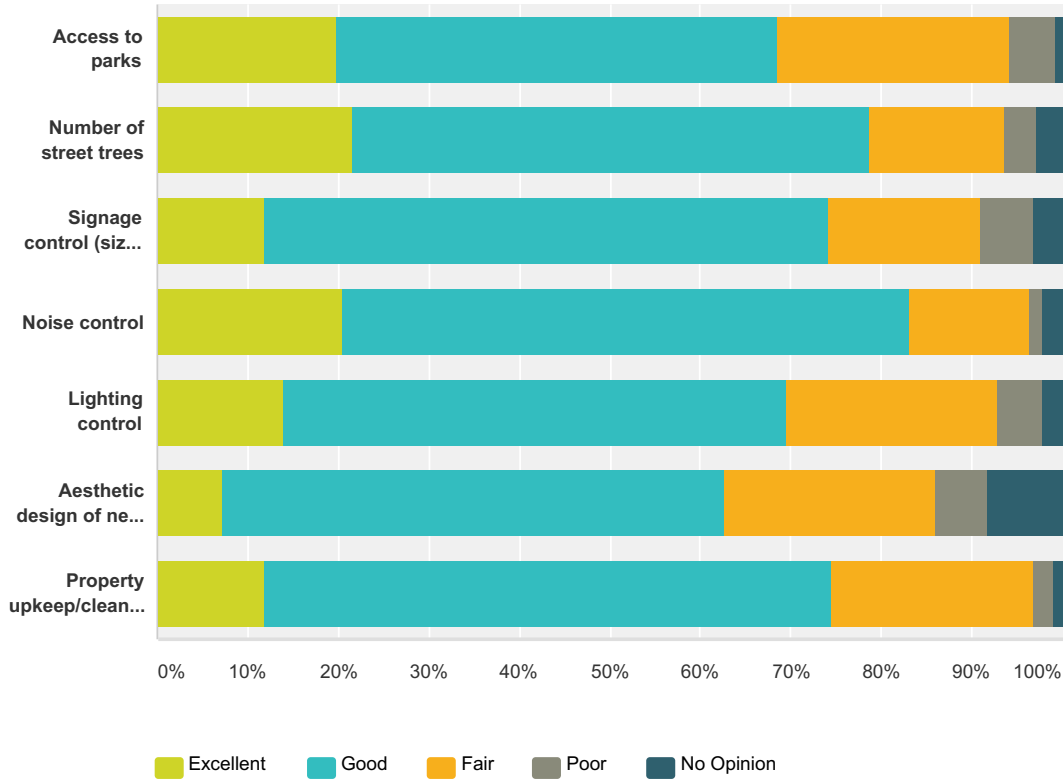


	Strongly Agree	Agree	Disagree	Strongly Disagree	Not Sure	Total
As infill within the City of Williamsburg	13.12% 29	48.42% 107	14.93% 33	1.81% 4	21.72% 48	221
Within or adjacent to existing city land	12.84% 28	66.06% 144	5.96% 13	0.92% 2	14.22% 31	218
Adjacent to the city but annexed in	11.31% 25	42.99% 95	11.76% 26	6.33% 14	27.60% 61	221
Away from active farm operations	30.00% 66	40.45% 89	7.73% 17	0.00% 0	21.82% 48	220
Anywhere there is a suitable site for development	10.41% 23	40.72% 90	19.46% 43	11.76% 26	17.65% 39	221

Q45 How do you rate the following aspects of Williamsburg?

Answered: 222 Skipped: 104

Williamsburg Comprehensive Plan Survey



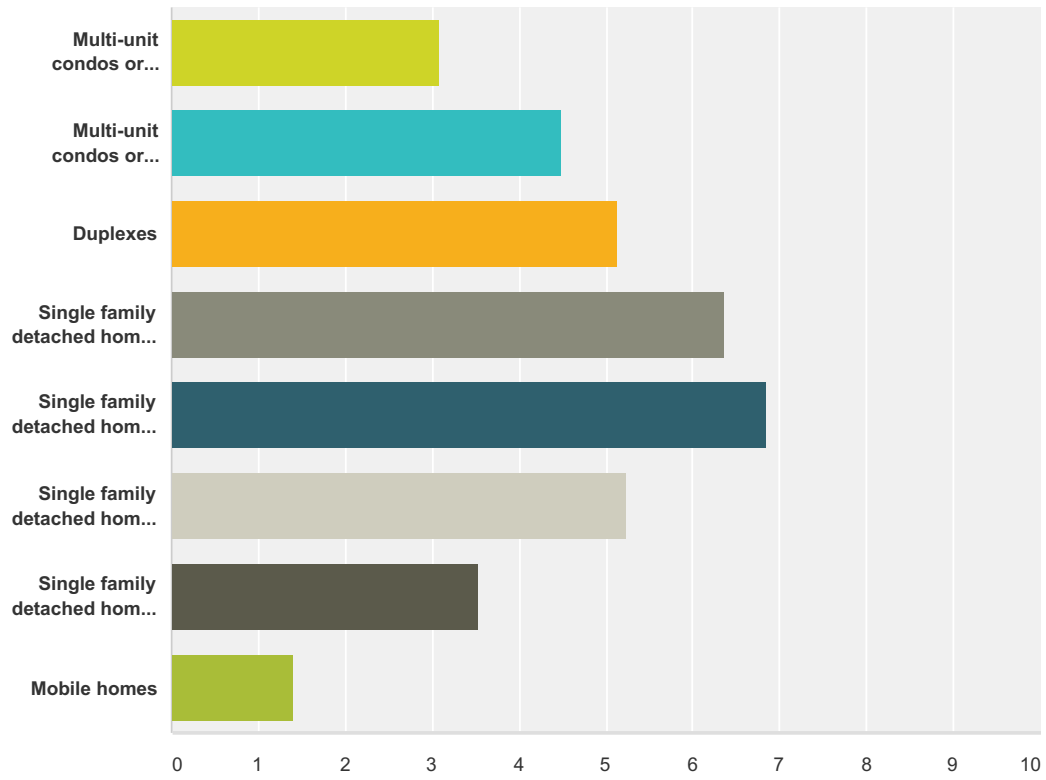
	Excellent	Good	Fair	Poor	No Opinion	Total
Access to parks	19.82% 44	48.65% 108	25.68% 57	4.95% 11	0.90% 2	222
Number of street trees	21.72% 48	57.01% 126	14.93% 33	3.62% 8	2.71% 6	221
Signage control (size and location of signs)	11.82% 26	62.27% 137	16.82% 37	5.91% 13	3.18% 7	220
Noise control	20.36% 45	62.90% 139	13.12% 29	1.36% 3	2.26% 5	221
Lighting control	14.09% 31	55.45% 122	23.18% 51	5.00% 11	2.27% 5	220
Aesthetic design of new development	7.27% 16	55.45% 122	23.18% 51	5.91% 13	8.18% 18	220
Property upkeep/cleanliness	11.82% 26	62.73% 138	22.27% 49	2.27% 5	0.91% 2	220

Q46 New development to accommodate future residential growth in the region will include a variety of unit types and lot sizes. Please rank the following types of residential development. The development type that you think should be most common among new development in Williamsburg should be ranked FIRST (#1), and the type that you think should be least common

Williamsburg Comprehensive Plan Survey

among new development in Williamsburg should be ranked LAST (#8).

Answered: 185 Skipped: 141

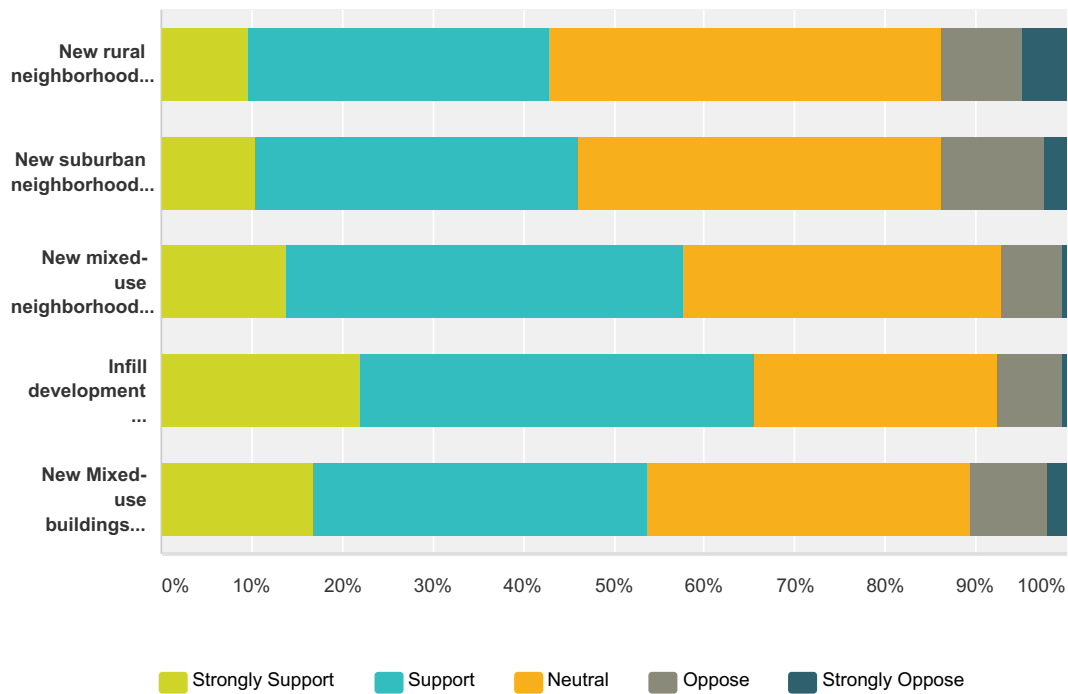


	1	2	3	4	5	6	7	8	Total	Score
Multi-unit condos or apartments, 10+ units	1.74% 3	3.49% 6	3.49% 6	8.72% 15	15.70% 27	17.44% 30	40.12% 69	9.30% 16	172	3.08
Multi-unit condos or apartments, 3-9 units	6.78% 12	5.08% 9	14.12% 25	20.34% 36	17.51% 31	29.94% 53	6.21% 11	0.00% 0	177	4.49
Duplexes	7.73% 14	9.39% 17	25.97% 47	20.44% 37	25.41% 46	4.42% 8	5.52% 10	1.10% 2	181	5.13
Single family detached homes on lots between 60 and 90 feet (smaller than 1/4 acre)	28.73% 52	28.18% 51	16.57% 30	13.26% 24	6.63% 12	3.31% 6	3.31% 6	0.00% 0	181	6.36
Single family detached homes on lots between 90 and 120 feet wide (1/4 acre to 1/2 acre)	40.66% 74	31.32% 57	11.54% 21	7.69% 14	7.14% 13	0.55% 1	0.55% 1	0.55% 1	182	6.84
Single family detached homes on lots between 1/2 acre and 5 acres	10.44% 19	19.23% 35	20.33% 37	12.64% 23	11.54% 21	23.08% 42	2.75% 5	0.00% 0	182	5.24
Single family detached homes on lots larger than 5 acres	4.44% 8	3.33% 6	8.33% 15	15.56% 28	11.11% 20	14.44% 26	36.11% 65	6.67% 12	180	3.53
Mobile homes	0.00% 0	0.55% 1	0.00% 0	1.10% 2	4.97% 9	5.52% 10	6.08% 11	81.77% 148	181	1.40

Q47 Please indicate your support for the following options for new residential development in the region.

Answered: 210 Skipped: 116

Williamsburg Comprehensive Plan Survey

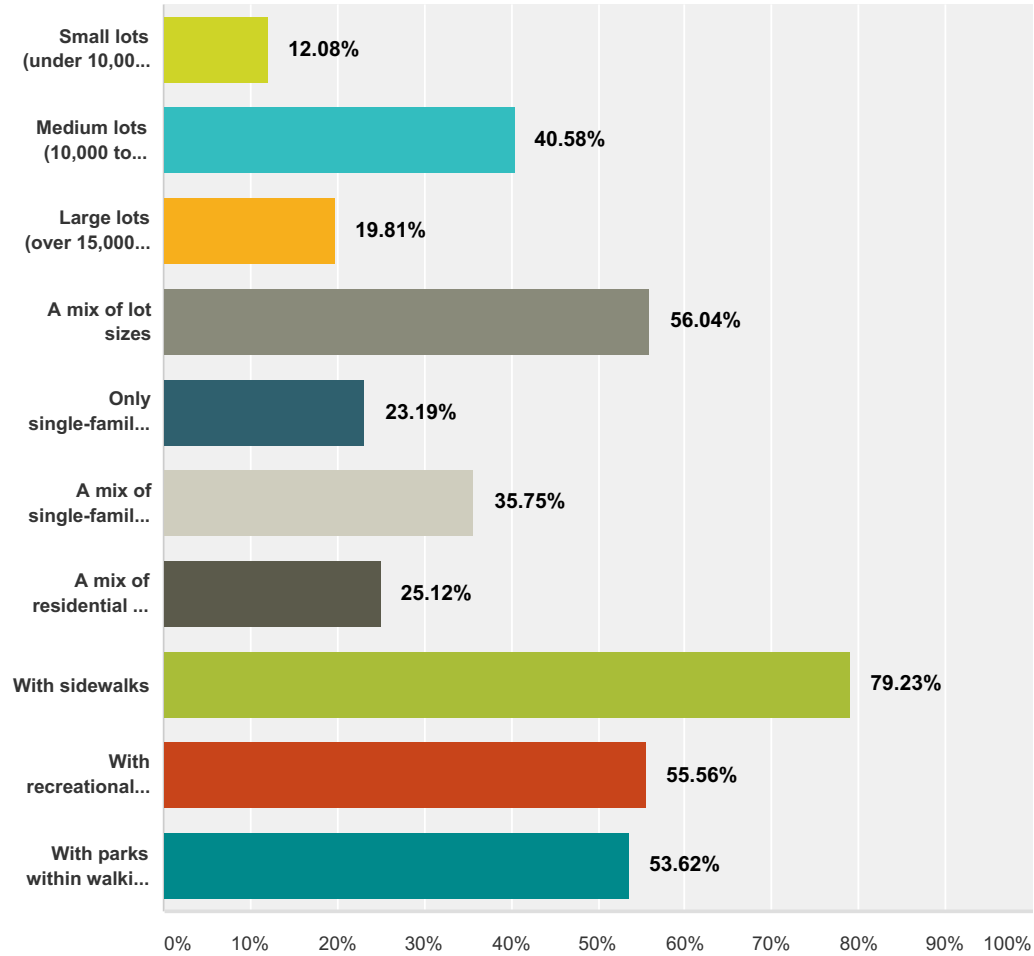


	Strongly Support	Support	Neutral	Oppose	Strongly Oppose	Total
New rural neighborhoods (not within Williamsburg)	9.52% 20	33.33% 70	43.33% 91	9.05% 19	4.76% 10	210
New suburban neighborhoods (including uniform residential unit types/sizes)	10.48% 22	35.71% 75	40.00% 84	11.43% 24	2.38% 5	210
New mixed-use neighborhoods (including a variety of residential unit types/sizes within a 15 minute walk of daily retail needs)	13.81% 29	43.81% 92	35.24% 74	6.67% 14	0.48% 1	210
Infill development in existing city neighborhoods (redevelopment of older residential areas or vacant lots for higher density development)	22.01% 46	43.54% 91	26.79% 56	7.18% 15	0.48% 1	209
New Mixed-use buildings (ground floor retail and upper story residential)	16.91% 35	36.71% 76	35.75% 74	8.70% 18	1.93% 4	207

Q48 From the following list, what types of new housing and neighborhoods should be developed? (Select all that apply)

Answered: 207 Skipped: 119

Williamsburg Comprehensive Plan Survey

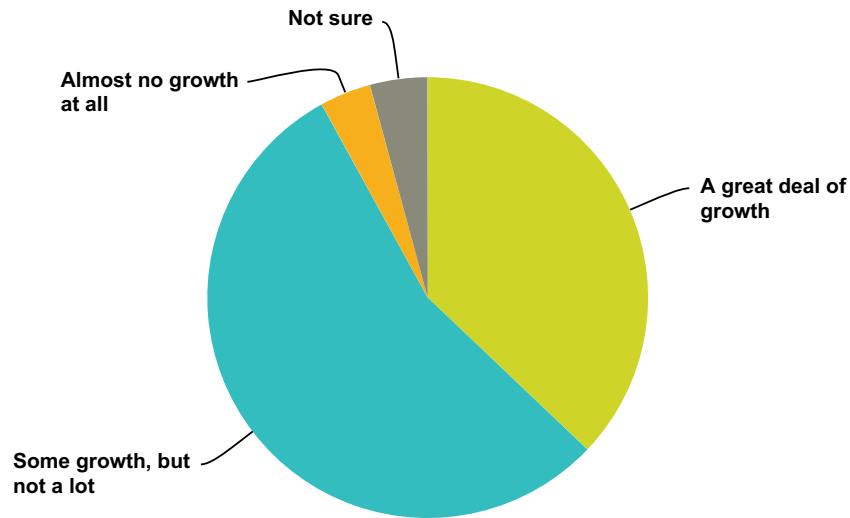


Answer Choices	Responses
Small lots (under 10,000 sq. ft.)	12.08% 25
Medium lots (10,000 to 15,000 sq. ft.)	40.58% 84
Large lots (over 15,000 sq. ft.)	19.81% 41
A mix of lot sizes	56.04% 116
Only single-family residential	23.19% 48
A mix of single-family and multifamily residential	35.75% 74
A mix of residential and small businesses	25.12% 52
With sidewalks	79.23% 164
With recreational trails and open space	55.56% 115
With parks within walking distance of residents	53.62% 111
Total Respondents: 207	

Q49 Over the past five years, how much growth do you think Williamsburg has experienced?

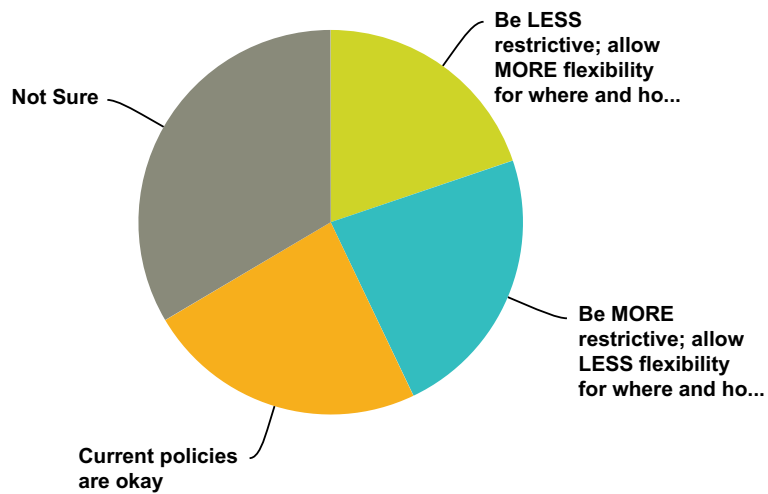
Answered: 213 Skipped: 113

Williamsburg Comprehensive Plan Survey



Q50 How would you direct your city leaders with regard to land use policies and regulations?

Answered: 212 Skipped: 114

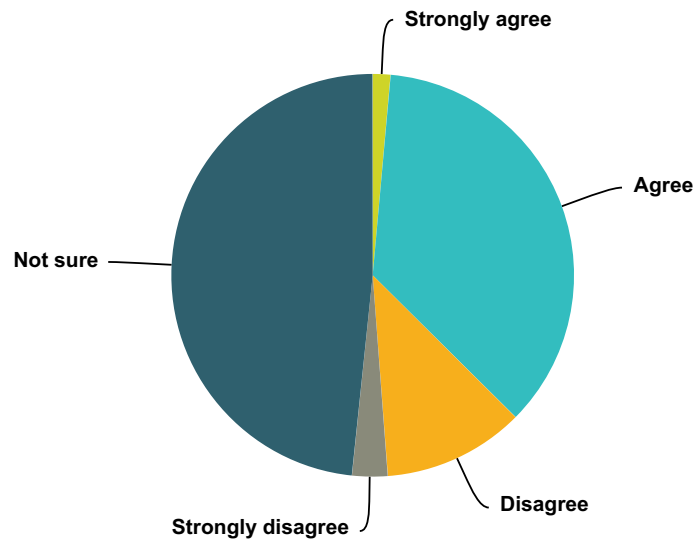


Williamsburg Comprehensive Plan Survey

Be LESS restrictive; allow MORE flexibility for where and how land may be used and developed	19.81%	42
Be MORE restrictive; allow LESS flexibility for where and how land may be used and developed	23.11%	49
Current policies are okay	23.58%	50
Not Sure	33.49%	71
Total		212

Q51 Current land use regulations have done an effective job in minimizing land use conflicts in Williamsburg.

Answered: 211 Skipped: 115

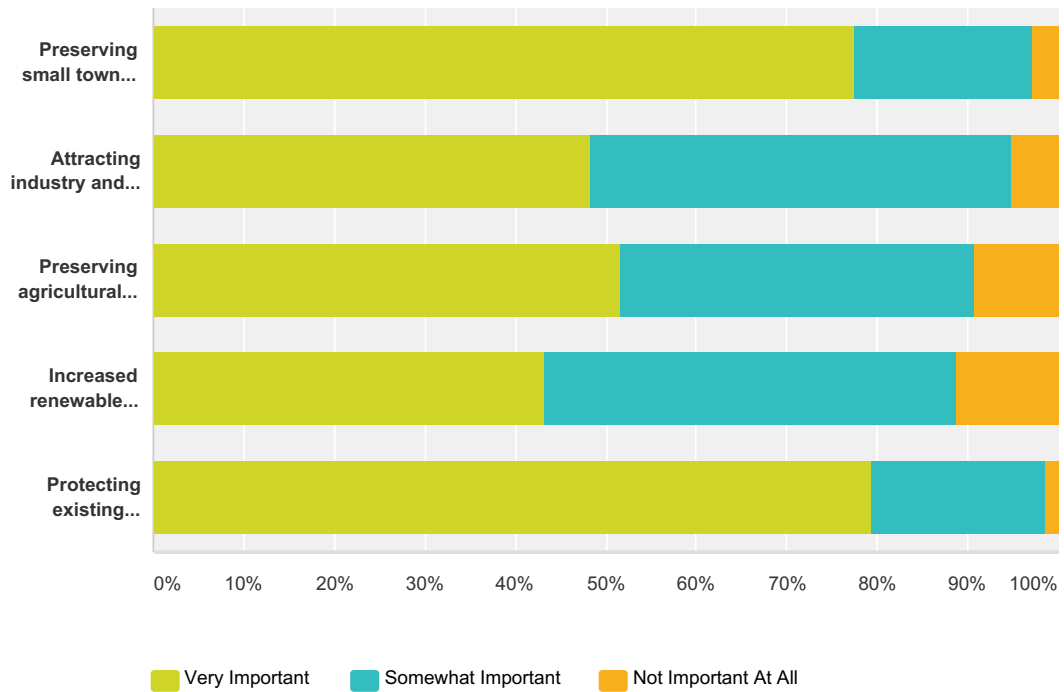


Answer Choices	Responses	
Strongly agree	1.42%	3
Agree	36.02%	76
Disagree	11.37%	24
Strongly disagree	2.84%	6
Not sure	48.34%	102
Total		211

Q52 Whenever a development project is proposed, be it new homes, new commercial or manufacturing uses, or mining or energy uses, city leaders must balance competing interests. Please indicate the importance of each of the following to you:

Answered: 210 Skipped: 116

Williamsburg Comprehensive Plan Survey

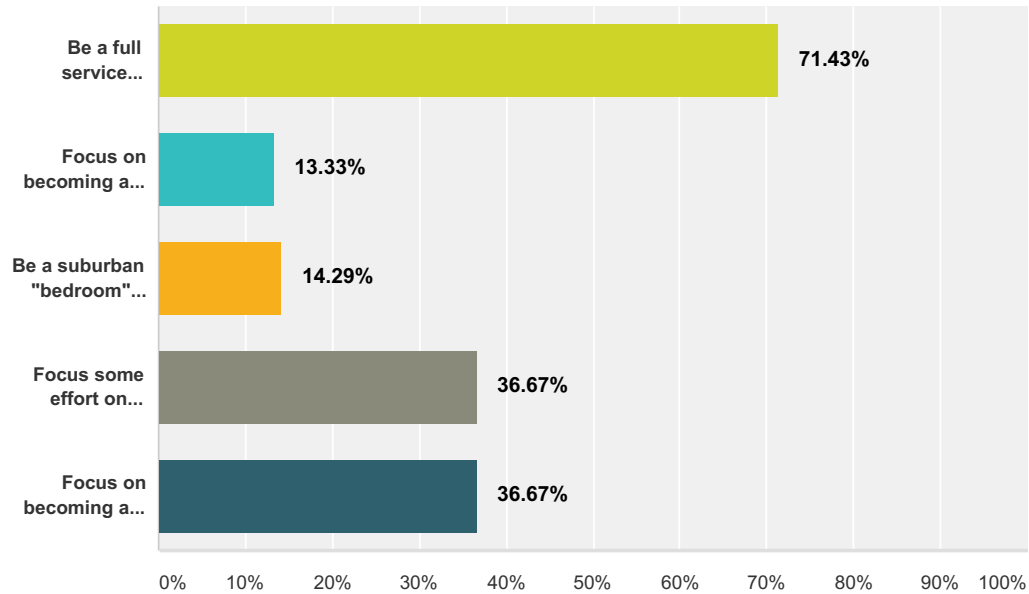


	Very Important	Somewhat Important	Not Important At All	Total
Preserving small town character and scenery	77.62% 163	19.52% 41	2.86% 6	210
Attracting industry and potential jobs	48.33% 101	46.41% 97	5.26% 11	209
Preserving agricultural land and production	51.69% 107	39.13% 81	9.18% 19	207
Increased renewable energy production	43.20% 89	45.63% 94	11.17% 23	206
Protecting existing residential areas	79.43% 166	19.14% 40	1.44% 3	209

Q53 From the following list, what type of development would you support and want Williamsburg to focus upon? (Select all that apply)

Answered: 210 Skipped: 116

Williamsburg Comprehensive Plan Survey

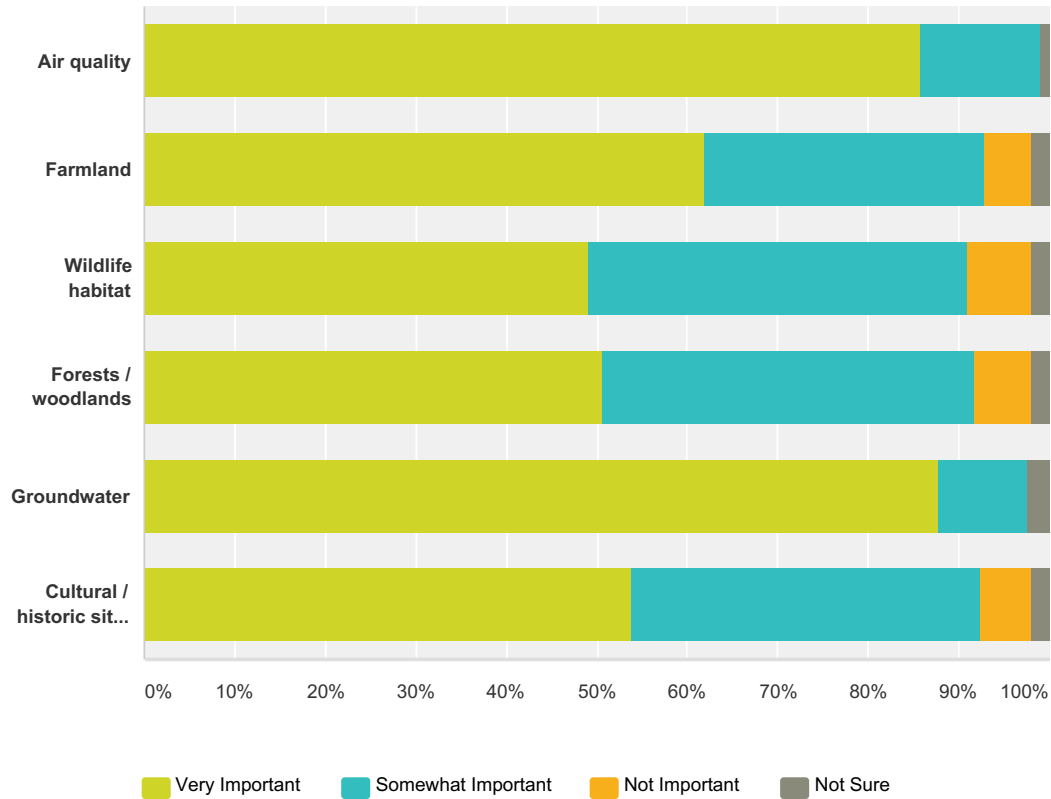


Answer Choices	Responses
Be a full service community where all work, shopping, service, housing, and healthcare needs can be met.	71.43% 150
Focus on becoming a business based community.	13.33% 28
Be a suburban "bedroom" community for the regional area that is primarily a residential community with few industries and limited commercial services.	14.29% 30
Focus some effort on expanding business opportunities along major transportation routes.	36.67% 77
Focus on becoming a destination community with a unique niche.	36.67% 77
Total Respondents: 210	

Q54 Please share your opinion on how important it is to protect each of the following resources in Williamsburg.

Answered: 211 Skipped: 115

Williamsburg Comprehensive Plan Survey

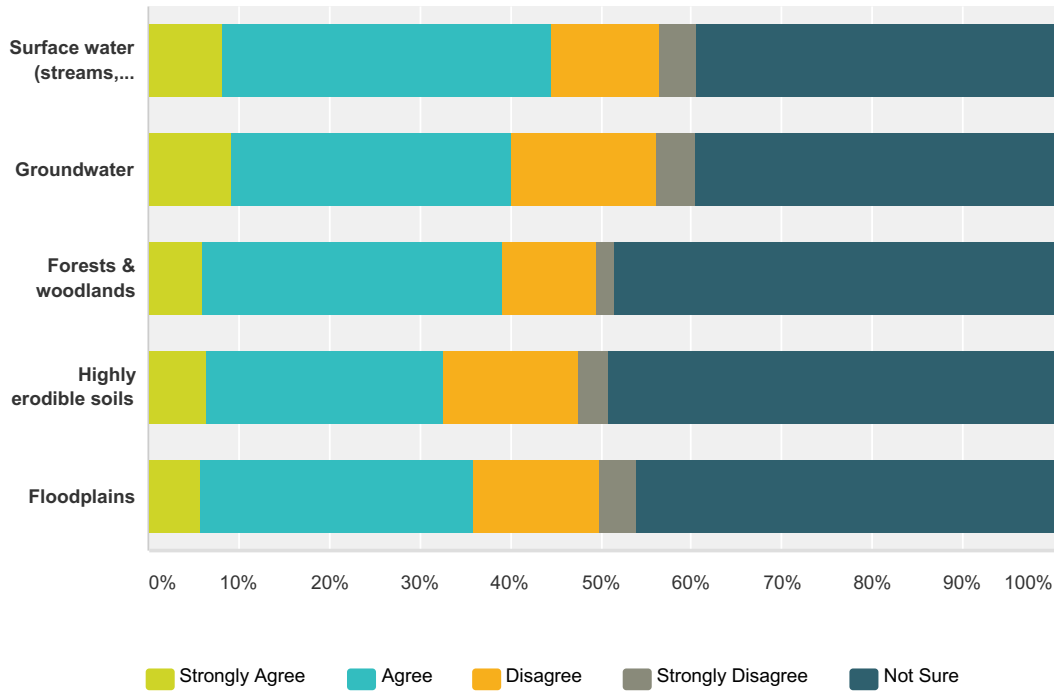


	Very Important	Somewhat Important	Not Important	Not Sure	Total
Air quality	85.78% 181	13.27% 28	0.00% 0	0.95% 2	211
Farmland	61.90% 130	30.95% 65	5.24% 11	1.90% 4	210
Wildlife habitat	49.05% 103	41.90% 88	7.14% 15	1.90% 4	210
Forests / woodlands	50.72% 106	41.15% 86	6.22% 13	1.91% 4	209
Groundwater	87.68% 185	9.95% 21	0.00% 0	2.37% 5	211
Cultural / historic sites & buildings	53.81% 113	38.57% 81	5.71% 12	1.90% 4	210

Q55 In your opinion, current environmental policies and regulations in Williamsburg adequately protect the following environmental areas from damage or disruption:

Answered: 206 Skipped: 120

Williamsburg Comprehensive Plan Survey

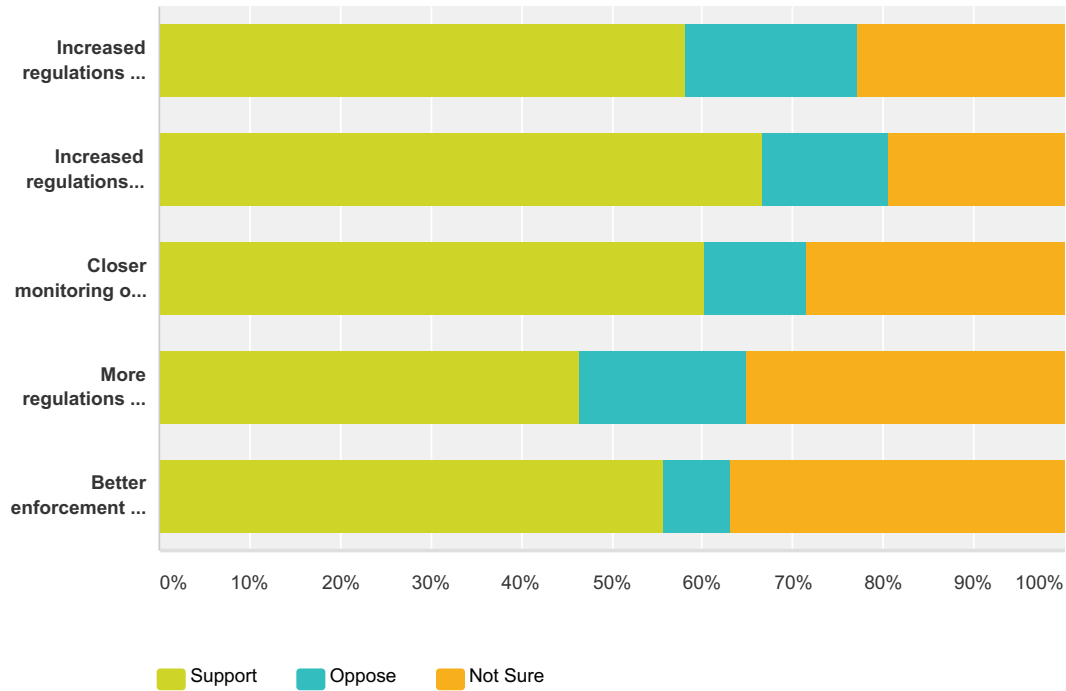


	Strongly Agree	Agree	Disagree	Strongly Disagree	Not Sure	Total
Surface water (streams, rivers, ponds, lakes)	8.29% 17	36.10% 74	12.20% 25	3.90% 8	39.51% 81	205
Groundwater	9.27% 19	30.73% 63	16.10% 33	4.39% 9	39.51% 81	205
Forests & woodlands	5.94% 12	33.17% 67	10.40% 21	1.98% 4	48.51% 98	202
Highly erodible soils	6.44% 13	26.24% 53	14.85% 30	3.47% 7	49.01% 99	202
Floodplains	5.88% 12	29.90% 61	14.22% 29	3.92% 8	46.08% 94	204

Q56 Initiatives to protect and improve the natural environment sometimes include increased monitoring and regulation efforts. Would you support or oppose the following efforts?

Answered: 206 Skipped: 120

Williamsburg Comprehensive Plan Survey



	Support	Oppose	Not Sure	Total
Increased regulations on the use of pesticides and fertilizers near the City	58.05% 119	19.02% 39	22.93% 47	205
Increased regulations regarding the development near streams and water bodies	66.83% 137	13.66% 28	19.51% 40	205
Closer monitoring of private septic systems	60.29% 123	11.27% 23	28.43% 58	204
More regulations to protect agricultural lands from development	46.53% 94	18.32% 37	35.15% 71	202
Better enforcement of existing laws and regulations	55.67% 113	7.39% 15	36.95% 75	203

Q57 Current park and outdoor recreational facilities around Williamsburg currently meet your needs:

Answered: 214 Skipped: 112

Williamsburg Comprehensive Plan Survey

