

**Blueprint 2041
King William County Comprehensive Plan
Implementation Matrix**

		Estimated Timeframe			Implementing Partners
		1-5	5-10	10 +	
HEALTHY, SAFE COMMUNITY					
Goal C-1	Outstanding Quality of Life - Plan for, facilitate and promote a healthy community with safe, attractive neighborhoods and settlements that complement the rural character of King William County and offer diverse housing, essential social and medical services, and quality recreational amenities.				
Strategy 1	Promote King William County as a superior place to live, work and raise a family. Promote smart growth accomplishments, recreational opportunities, educational system, community heritage, rural landscapes, etc.	■	■	■	<ul style="list-style-type: none"> ▪ County Adm ▪ County EDA ▪ Tourism agencies ▪ Regional economic agencies
Strategy 2	Encourage and facilitate continuous learning opportunities for citizens, including expanded technical and college educational offerings.	■	■	■	<ul style="list-style-type: none"> ▪ County schools ▪ Higher Education facilities ▪ Middle Peninsula Planning ▪ County EDA
Goal C-2	Smart, Planned Growth: Guide, plan for and designate areas for community growth and development that have the supporting public infrastructure and services.				
Strategy 1	Establish a central growth area at Central Garage aligned with public utilities and infrastructure that can support dense development with a mixture of uses as a planned village.	■	■		<ul style="list-style-type: none"> ▪ County Adm ▪ County Planning Commission ▪ County BOS ▪ Developers ▪ Citizens ▪ Hampton Roads Sanitation District
Strategy 2	Guide new development in smaller communities (Mangohick, Aylett, Manquin, King William Courthouse) using smart growth principles and design standards.	■	■		<ul style="list-style-type: none"> ▪ County Planning ▪ County Planning Commission ▪ Developers ▪ Citizens

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Goal C-3	Diversified Housing: Facilitate and promote safe, quality housing, and diverse housing types for persons of all ages, physical needs, and incomes.				
Strategy 1	Conduct a Housing Needs Assessment to define housing gaps and deficiencies and develop an informed strategy for addressing needs and trends.		■		<ul style="list-style-type: none"> ▪ Employers ▪ Public service agencies ▪ Citizens ▪ Churches ▪ County Planning, Social Services
Strategy 2	Encourage a diversity of housing types, choices, and affordability to meet demands of the evolving market, especially in Central Garage. (Consider live/work opportunities, rental units, smaller units, mixed-use developments, accessory dwellings, etc.)	■	■		<ul style="list-style-type: none"> ▪ Developers ▪ Employers ▪ Community service agencies ▪ County Planning ▪ County EDA
Strategy 3	Facilitate senior housing development and support activities for seniors.		■		<ul style="list-style-type: none"> ▪ Developers ▪ Citizens ▪ Area aging organizations ▪ County Planning
Goal C-4	Social Well-being: Ensure that all residents have access to essential social, medical, and transportation services.				
Strategy 1	Work with developer and/or provider to recruit more pharmacies for King William County, especially in urbanizing areas.	■			<ul style="list-style-type: none"> ▪ Developer ▪ Provider (Drug Store, Grocery Store) ▪ County EDA
Strategy 2	Expand public transportation services in the County, especially with respect to growing Central Garage.		■		<ul style="list-style-type: none"> ▪ Bay Aging ▪ County Social Services, Health ▪ Middle Peninsula Planning District

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Goal C-5	Quality Recreation Experiences: Encourage and expand recreational opportunities for residents and visitors to leverage of outdoor recreation amenities and strengthen tourism.				
Strategy 1	Pursue improvements and expansion of King William Recreation Park.	■			<ul style="list-style-type: none"> ▪ County Parks ▪ Recreation Advisory Commission ▪ Citizens, Property owners ▪ County Planning Commission ▪ County BOS
Strategy 2	Pursue “shared” recreational facilities at school or other public facilities (auditoriums, trails, playgrounds, sports fields, etc.)	■			<ul style="list-style-type: none"> ▪ County Schools ▪ County Parks ▪ Recreation Advisory Commission ▪ Citizens
Strategy 3	Facilitate expansion of recreation-based activities and businesses. (e.g., State forests). Discuss recreation vision and potential improvements.	■			<ul style="list-style-type: none"> ▪ County EDA ▪ County Parks ▪ Tourism agencies ▪ Middle Peninsula Planning District ▪ State agencies
Strategy 4	Enhance river access and pursue recommendations for additional river access points.	■	■		<ul style="list-style-type: none"> ▪ County Parks ▪ Tourism agencies ▪ Middle Peninsula Planning District ▪ MP Chesapeake Bay Public Access Authority
Goal C-6	Safe Community: Plan for and strive to provide equitable, supporting public safety services throughout the County to meet the needs of the growing County.				
Strategy 1	Update Emergency Operations Plan.	■	■	■	<ul style="list-style-type: none"> ▪ County Fire EMS, Volunteer Depts. ▪ County Adm ▪ County BOS ▪ VA Dept Emergency Management ▪ Middle Peninsula Planning District

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Strategy 2	Develop and implement Strategic Plan for Recruiting and Training Volunteers.	■			<ul style="list-style-type: none"> ▪ County Fire EMS ▪ County Adm ▪ County BOS ▪ VA Dept Emergency Management ▪ Middle Peninsula Planning District
DIVERSE, BALANCED ECONOMY					
Goal E-1	Sustained Agriculture - Sustain and promote the agricultural heritage and landscape of King William County for future generations.				
Strategy 1	Develop and adopt code provisions and incentives for Agricultural and Forestal Districts to encourage conservation and longevity of rural lands.	■	■		<ul style="list-style-type: none"> ▪ County Planning ▪ County Planning Commission ▪ County Adm ▪ County BOS ▪ Farmers, Property Owners
Strategy 2	Develop and expand agritourism.	■	■	■	<ul style="list-style-type: none"> ▪ County EDA ▪ Farmers ▪ Farm Bureau ▪ Tourism agencies
Strategy 3	Establish King William County Farmers Market, supported by local food demand.	■			<ul style="list-style-type: none"> ▪ Farmers ▪ County EDA ▪ County Adm
Goal E-2	Diversified, Resilient Economy - Diversify and transform the local economy of King William County to achieve a more balanced tax base comprised of stable, resilient businesses and industries.				
Strategy 1	Recruit commercial business based on quantified demand detailed in the market analysis. (Focus on Central Garage.)	■	■		<ul style="list-style-type: none"> ▪ County EDA ▪ County Adm

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Strategy 2	Undertake an Industry Sector Analysis to identify key industrial and employment opportunities for King William County. Implement recommendations and recruit.	■			<ul style="list-style-type: none"> ▪ County EDA ▪ County Adm ▪ VA Economic Development Partnership
Strategy 3	Share Central Garage Development Concept with key property owners and pursue parcel development consistent with recommended concepts.	■	■		<ul style="list-style-type: none"> ▪ County Adm ▪ County Planning ▪ County Planning Commission ▪ County BOS ▪ County EDA
Strategy 4	Recruit developer for King William Village Development. (Protect history and archaeology). Consider advanced / higher education partner as tenant.	■	■		<ul style="list-style-type: none"> ▪ County Adm ▪ County EDA ▪ County BOS ▪ County HPARB ▪ County Historical Society ▪ Developers
Strategy 5	Pursue and facilitate improvements to business parks to enhance attractiveness for new corporate business and new industry.	■			<ul style="list-style-type: none"> ▪ County Adm ▪ County EDA ▪ County BOS ▪ County Planning ▪ Property Owner or Development Partner
Strategy 6	Develop a focused business/ recreation development strategy for enhancing King William County as a water recreation destination. Explore specific areas near the rivers for watersports, dining, shopping, sensitive development, etc.	■			<ul style="list-style-type: none"> ▪ County EDA ▪ Planning Commission ▪ County HPARB ▪ Tourism Entities ▪ Town West Point ▪ Property Owners/Agencies
Strategy 7	Develop a County Tourism Plan.	■			<ul style="list-style-type: none"> ▪ County Adm ▪ County EDA ▪ County Historical Society ▪ Farmers ▪ VA Dept. Tourism

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Strategy 8	Develop a Tourism or Welcome Center (Central Garage)		■		<ul style="list-style-type: none"> ▪ County Adm ▪ County BOS ▪ VA Dept. Tourism ▪ County Historical Society
Strategy 9	Develop a “unified brand” for King William County with dual market position driving economic development and tourism. Use brand to build economic development marketing tools.	■	■		<ul style="list-style-type: none"> ▪ County Adm ▪ County BOS ▪ County EDA ▪ Middle Peninsula Economic Development Resource Organization
Strategy 10	Pursue priority economic development initiatives identified in the Comprehensive Plan with Middle Peninsula Alliance and Rural Coastal Virginia Community Enhancement Authority	■			<ul style="list-style-type: none"> ▪ County Administration ▪ County EDA ▪ County BOS ▪ Middle Peninsula Alliance ▪ Rural Coastal VA Community Enhancement Authority
Strategy 11	Conduct a hotel lodging study to determine demand for hotel rooms, type, and product. (Recruit hotel if sufficient demand.)	■			<ul style="list-style-type: none"> ▪ County EDA ▪ County Adm ▪ Hotel vendors
PLANNED, RESPONSIBLE INFRASTRUCTURE					
Goal I-1	21st Century Facilities and Infrastructure - Facilitate and provide for essential 21 st Century community services and infrastructure (public safety, utilities, communication, transportation, education) to meet the public and business needs in King William County.				
Strategy 1	Implement 2020 Public Water System Master Plan	■	■	■	<ul style="list-style-type: none"> ▪ County BOS ▪ County Adm ▪ County Planning Commission ▪ County EDA

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Strategy 2	Implement plan for expanded broadband.	■			<ul style="list-style-type: none"> ▪ County BOS ▪ County EDA ▪ County Adm ▪ Broadband Partners ▪ VA DHCD ▪ VA Broadband Advisory Council
Strategy 3	Pursue Gateway and Corridor Improvements. (Discuss with VDOT and property owners along the corridor.)	■	■		<ul style="list-style-type: none"> ▪ County Adm ▪ VDOT District ▪ Corridor businesses and property owners ▪ County Planning
Strategy 4	Improve or relocate Solid Waste Transfer Station for Central Garage on State Route 30.	■			<ul style="list-style-type: none"> ▪ County Adm ▪ Regional Waste Authority ▪ Residents
Strategy 5	Pursue the development of a new branch library in Central Garage. Undertake studies for: facility needs & programming, location, and architectural design.	■			<ul style="list-style-type: none"> ▪ County Administration ▪ Pamunkey Regional Library System ▪ Branch Librarian ▪ Library Board ▪ Citizens
Goal I-2	Responsible Governance – Ensure responsible, informed governmental actions and decisions that are consistent with adopted public policies and founded in continuous community discussion and outreach.				
Strategy 1	Promote Blueprint 2041 as the adopted long-range plan for King William County. (Poster, webpage, social media)	■			<ul style="list-style-type: none"> ▪ County Planning ▪ County Planning Commission ▪ County Adm

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Strategy 2	Develop user-friendly guides for citizens and developers to assist in sharing development processes (e.g., historic districts, corridor overlay district, solar farms, etc.)	■			<ul style="list-style-type: none"> ▪ County Planning ▪ County Planning Commission ▪ County HPARB
CELEBRATED, PROTECTED ENVIRONMENTAL & CULTURAL RESOURCES					
Goal H-1	Celebrated Heritage - Celebrate, promote, and protect the extraordinary American heritage of King William County.				
Strategy 1	Coordinate heritage tourism efforts with Native American tribes.	■	■	■	<ul style="list-style-type: none"> ▪ County Adm ▪ Native American tribes ▪ Tourism agencies ▪ VA Dept. Tourism
Strategy 2	Develop historic tour information (virtual, print, etc.)	■	■		<ul style="list-style-type: none"> ▪ County HPARB ▪ County Historical Society ▪ Historic property owners
Strategy 3	Pursue further study and listing on National Register those historic sites identified in 2014 as potentially eligible for the National Register of Historic Places.	■	■		<ul style="list-style-type: none"> ▪ County HPARB ▪ County Historical Society ▪ Property owners ▪ VA Dept. Historic Resources
Goal E-2	Rural Environment - Conserve and protect the special rural and natural environmental features of King William County.				
Strategy 1	Update Cluster Subdivision provisions to ensure “conservation” of environmental features and appropriate site analyses submitted in applications.	■			<ul style="list-style-type: none"> ▪ County Planning ▪ County Planning Commission

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Strategy 2	Develop a Green Infrastructure Plan to inventory resources and provide best direction and planning to maintain and enhance these critical rural assets.	■			<ul style="list-style-type: none"> ▪ County Planning ▪ County Planning Commission ▪ Farmers, property owners
Strategy 3	Promote rural conservation in Agriculture-Conservation District through public outreach, education, incentives, etc.	■	■	■	<ul style="list-style-type: none"> ▪ County Planning ▪ County Planning Commission ▪ Citizens ▪ Conservation organizations
PLANNED, MANAGED LAND DEVELOPMENT					
Goal LD-1	Balanced, Managed Land Development - Facilitate responsible, managed community growth in King William County to achieve a balanced tax base, contribute to upgraded public infrastructure and facilities, and sustain the rural character and quality of life desired by residents.				
Strategy 1	Use and reference the Future Land Use map as a guide for encouraging growth in targeted areas to maintain rural character and promote social and economic resilience.	■	■	■	<ul style="list-style-type: none"> ▪ County Planning ▪ County Planning Commission ▪ County BOS ▪ Developers ▪ Property Owners
Strategy 2	Update and revise land development management tools (zoning and subdivision ordinances) to correlate with Blueprint 2041 recommendations.	■	■		<ul style="list-style-type: none"> ▪ County Planning ▪ County Planning Commission ▪ County BOS ▪ Citizens
Goal LD-2	Responsible Governance - Ensure responsible, informed governmental actions and decisions that are consistent with adopted public policies and founded in continuous community discussion and outreach.				
Strategy 1	Use the adopted Blueprint as a guide for making public decisions regarding investment and growth.	■	■	■	<ul style="list-style-type: none"> ▪ County Adm ▪ County BOS ▪ Property Owners, Developers

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Strategy 2	Ensure diverse, quality community outreach on public matters.	■	■	■	<ul style="list-style-type: none"> ▪ County Adm ▪ Communications Officer ▪ News media
Strategy 3	Pursue balanced tax base to keep property taxes reasonable.	■	■	■	<ul style="list-style-type: none"> ▪ County Adm ▪ County EDA ▪ County BOS ▪ Business Investors, Developers
Strategy 4	Engage private partners to assist in community development efforts.	■	■	■	<ul style="list-style-type: none"> ▪ County Adm ▪ County EDA ▪ County BOS ▪ Business Investors, Developers ▪ Civic Organizations