



TOWN OF COLONIAL BEACH COMPREHENSIVE PLAN 2020 - 2030

Colonial Beach is an attractive, historical beach town committed to family, business, the arts, and healthy lifestyle.

Vision Statement for Colonial Beach 2020 - 2030

The Comprehensive Plan has been derived from many community meetings and direct input from the people who live in Colonial Beach. The action plan referenced at the end of the document is a culmination of all the ideas put forth by residents and is discussed in length throughout the document.

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Prologue to the Comprehensive Plan 2030

The Comprehensive Plan expresses and demonstrates how the members of the Planning Commission and the Town Council can influence change or change the trends for the benefit of all residents. These leaders hold the responsibility of responding to the residents' needs and priorities for the Town. As stewards of the Comprehensive Plan, Planning Commissioners and Town Council members, have the responsibility toward achievement of those goals adopted into the Comprehensive Plan.

The Vision for 2030, "Colonial Beach is an attractive, historical beach town committed to family, business, the arts and a healthy lifestyle!", will require passion, persistence, knowledge, and willingness to act. As a Vision-driven plan, it is important to keep the Vision always in the formation of definitive enactment of goals!

The Comprehensive Plan identifies the relationships between significant factors such as population, natural resources, building structures, economic base, preservation, transportation, and land use. All of which individually and together affect the overall development and growth of the community.

This Comprehensive Plan was based on data obtained from residents, multiple government, and private resources. The 2020 Census data will likely refine and re-prioritize some of the goals and objectives outlined. It is a living document which all citizens are urged to review and participate in its implementation, thus moving Colonial Beach to a new level of health, wellness, economic growth, and community!

To all who contributed to this Comprehensive Plan:

The Planning Commission thanks all citizens, Town Council members and Town staff for your contributions and service to assist in the development of this Comprehensive Plan.

"The Art of Thanksgiving is thanksgiving. It is gratitude in action! In gratitude for your own fortune you must render in return some sacrifice of your life for other life!" - A. Schweitzer, Philosopher



About the Comprehensive Planning process

The Comprehensive Plan is mandated by State Law. It is a summary of ideas, needs, and priorities directly from the citizenry of the Town collected through surveys, neighborhood, and organizational membership meetings. It includes a careful analysis of existing and future conditions and lays out an action plan for improvements and developments that will affect local land use. This update of the 2009-2029 Comprehensive Plan is the beginning of a new phase of growth for Colonial Beach.

Adoption of the plan

This plan was adopted on September 22, 2021 (see Appendix A).

Code of Virginia

§ 15.2-2223. Comprehensive plan to be prepared and adopted; scope and purpose.

- A. The local planning commission shall prepare and recommend a comprehensive plan for the physical development of the territory within its jurisdiction and every governing body shall adopt a comprehensive plan for the territory under its jurisdiction.*

Procedures to be followed

- The Planning Commission (PC) notifies Town citizens of a public hearing to be held on the plan. (15.2-2204)
- After a public hearing the commission may approve, amend and approve, or disapprove the plan. (15.2-2204)
- Upon approval the PC forwards a certified copy to the Town Council for review.
- The Town Council will hold a public hearing in consideration of the plan, or part thereof, and shall approve and adopt, amend and adopt, or disapprove, if it is disapproved, or a part thereof, the plan shall be returned to the PC with a written statement of reasons for disapproval within 90 days of receipt of the certification.
- The PC will have 60 days to review and adjust as requested. (15.2-2229)
- The Planning Commission reviews the plan consistently for changes and every five years makes recommendations for updates following this process.

Legal status (15.2-2232)

- The Comprehensive Plan does not have the legal status of a zoning ordinance. (Check Code of Virginia 15.2- 2232 for exceptions)
- Communications with objections should be in writing to governing body.
- State code updates are to be followed by the governing body and Planning Commission.

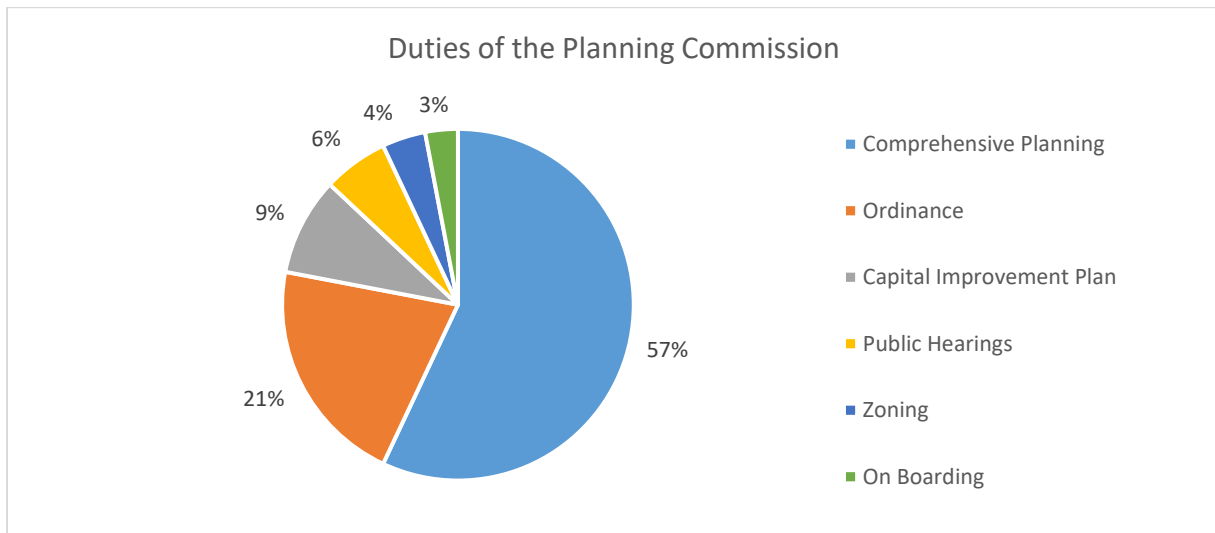
Implementation strategies

- Develop an electronic method, brochure and ads that communicate to all the purpose and contents of the final plan.
- Hold community meetings to explain the plan and answer questions.
- Maintain updated information on Town website and PC Facebook page to enhance communications.
- Develop press releases to make Public Notice of the new plan.

- Establish a quarterly method to update the public on changes and implementation progress.
- Send copies electronically to bordering Counties and Virginia Agencies of Government.
- Meet with neighboring Counties to create an effective partnership.
- Create or update Zoning Ordinances to enhance implementation of the action items.
- The Planning Commission shall receive a presentation of the Capital Improvement Plan (CIP) for review and feedback prior to budget adoption.
- Establish a Resiliency Committee to promote and ensure the resiliency and sustainability of Colonial Beach.

The role and duties of the Planning Commission

Planning Commission Members are the caretakers for the Town's adopted Comprehensive Plan. The yearly Bylaws encourage each member of the Commission to attend the Certified Planning Commissions' Land Use Education Program to initially prepare them for serving as a Commissioner. Collaborative skills are essential behaviors that help Commissioners work together and function well in their processes, to see all perspectives and encourage a consensus decision. It is necessary for Commissioners to research topics being discussed in relationship to the common good of all citizens, as well as the recommendations for action in the Comprehensive Plan. The environmental and natural resources of Colonial Beach must also be considered when considering needs and policies. The resources listed below offer additional support to that received from the Town leadership and staff, collaborative organizations, the Northern Neck Planning District, and the Westmoreland County Planning Board to assist in making informed decisions.



Collaborators during the planning process

The Planning Commission has many opportunities to create intergovernmental relations and especially with Westmorland County. The County will play a key role in assisting the Town move forward with many town/county relationships.

The following governmental agencies/departments will be helpful in many areas:

- Alliance of Colonial Beach Community Organizations
- Area Agencies on Aging
- Chesapeake Bay Commission
- Colonial Beach Community Foundation
- Commission for the Arts
- Department of Environmental Quality
- Downtown Colonial Beach
- Economic Development
- Game & Fisheries
- Resilience Adaptation Feasibility Tool (RAFT)
- Historic Resources
- Housing Authority
- Housing & Community
- Marine Resources
- Social Services
- Tourism
- Transportation

In addition, Colonial Beach, an incorporated Town within Westmoreland County, is represented on the Board of County Supervisors and benefits from the collaborative relationship. Funding is provided through the County for many services including Police and Emergency. Other areas of future collaboration could include:

- Development of an Annexation Policy
- Social Service Alliances
- Grant Development
- Complimentary Study of Ordinance
- Regulatory Measures

Prescription for the ongoing renewal of the Comprehensive Plan

- 2022 – Update data from 2020 Census Report – continuous project due to length of Census Data
- 2023 – Research Environment and Natural Resources published by State Laws or Environmental Associations
- 2024 – Update the Action Plan in accord with emergency needs
- 2025 – Review and update Land Use Present and Future
- 2027 – Determine which Chapter of Comprehensive Plan needs review and input
- 2028 – Evaluate the achievements of the Action Plan and seek further citizen input for other needs
- 2029 – Research the current statistics for Housing and develop trends as needed by statistics
- 2030 – Review the Transportation Chapter to update current situation of law.
- 2031 – Survey the Home Owners in Town to review the future Vision for Colonial Beach.

Funding the Comprehensive Plan

Basic improvements and maintenance are paid for through the Town's tax structures and fees. Funding also comes from taxes paid to Westmoreland County. The Town Council and/or County Supervisors set the rates, often in keeping with State requirements and guidelines.

State and Federal Grants and Loans assist in securing extra funding to help underwrite costs for needs and projects identified in the Capital Improvement Plan. It is important that the Town monitor and remain alert to the possibilities available. To assist in this effort, the Town may explore the possibility of a Grant Council.

A full listing of grant opportunities for funding the plan may be found in Appendix A.

Members of the Planning Commission and Town Council

The following individuals played key roles in the creation and adoption of this Comprehensive Plan:

Planning Commission members

- Vicki Luna (Chair)
- Maureen McCabe (Member)
- Nathan Howell (Member)
- Bob Christiansen (Member)
- Fletcher Lee (Member)
- Bryon Mack (Member)
- Steve Ale (Member)

Town Council members

- Robin Schick (Mayor)
- Mike Cabrey (Council Member)
- Caryn Self Sullivan (Council Member)
- Tom Moncure (Council Member)
- Powell Duggan (Council Member)
- Kenneth Allison (Council Member)
- Vicki Roberson (Council Member)

Colonial Beach: A snapshot

A history of Colonial Beach

Pre 1600: Early History

Colonial Beach is a small beach town in Westmoreland County on Virginia's Northern Neck. Three famous Virginia families (Washington, Lee, and Monroe) settled on the Northern Neck, where they took advantage of the many natural resources the area offered.

The early 1600's saw permanent Native Americans' villages established in Westmoreland County. In 1608, when Captain John Smith toured the area looking for good settlement ground, he reported finding Indians living in the area. The Indians he met spoke Algonquin, or a derivative, but they eventually moved on in search of better lands. Colonial Beach, at that time, did not have permanent settlements.

As part of a peace treaty with the Indians in 1646, Virginia had promised not to settle the Northern Neck or Middle Peninsula, but by 1648 that promise was already broken. Disgruntled persons, mostly white males fleeing Kent Island and St. Mary's County in Maryland, settled in the area. They were the first settlers in what was to become Westmoreland County in 1653. The Colonial Beach area was a part of that land grab and by the late 1650s, the area that comprises Colonial Beach belonged to British landowners.

Altercations between the early white settlers and Native Americans of Westmoreland County forced the Wicomico, Lower Cuttawomen, and Sekakawn tribes into a 4,400-acre reservation in Lancaster County during the years 1655 and 1656. This reservation land was eventually sold in 1696 to Europeans.

The 1600s:

Who Lived Here?

Historical information about the poorer residents is sparse. Some of the residents came from Maryland seeking religious freedom, some were freed indentured servants, and others were males disembarking British boats for various reasons—some just left the boat; others were delivered here. There were a few free Black people. Those who were not indentured servants or slaves were often living in poverty conditions with few ways to make a living. They would grow small crops, trap, fish, and hunt. Some would find employment on farms or plantations, but they had to work for low wages or room and board because they were competing for employment with indentures and slaves. In the late 1600s, there was great unrest with this poorer population who lived in Westmoreland.

Much of Westmoreland County in the 1600s was originally settled by planters (farmers) who had land and indentured servants. If the indentures survived their employment, they eventually were given their freedom, though often not nearly as soon as promised.

As soon as the first Europeans began to travel from Britain to the New World, wealthy persons and speculators in Britain wanted to obtain land. The English who settled in Virginia in 1607 later asserted their ownership over Virginia. During the Colonial Period, individual colonists, and some who never left Britain, acquired real property in several ways. These first included land grants by the Virginia Company, then through head rights, treasury rights, and military warrants. Land was also awarded to British nobles by Kings.

Most of the land acquired in Colonial Beach between 1650 and 1670 was part of a big Virginia land grab. This was the beginning of Virginia land speculation. Many of the British landowners did live in Virginia, at least for a time. Some quickly resold their land and purchased more. The Westmoreland Deed Book I is a local record of the land purchased around 1650 and after. There is also a State Land Office in Richmond where transactions should have been recorded, though some were not. The land which was to become Colonial Beach was occupied by large farms or plantations during the 1600s and likely some smaller farms or acreages where poorer people lived.

1676–Bacon’s Rebellion

Bacon’s Rebellion in 1676 was the first uprising in the colonies against Virginia Governor William Berkeley, who represented the British monarchy. The real end result was that the poorer people—free poor, enslaved and indentured servants united. They had demanded that males without land be allowed to vote, which frightened the British governor and rich landowners. The rebellion ended quickly but the roots of rebellion were sown in Westmoreland County.

Slaves and the 1687 Westmoreland Slave Plot

On October 24, 1687 Royal Governor’s Council, Colonel Nicholas Spencer, reported a plot by slaves in Westmoreland County to kill white colonists and destroy their property, both within the county and throughout Virginia. Spencer captured the accused slaves before the plot could be implemented and delivered them to the governor who created a special commission to try the suspected rebels. No records exist of the 1687 trial’s proceedings or outcome.

In April of 1688, a slave named Sam, who was owned by a Westmoreland County planter named Metcalfe, was found guilty, along with his co-conspirators, of fomenting rebellion. He was not hanged but whipped in two localities and made to wear a heavy collar around his neck for the rest of his life.

The Westmoreland Plot made local planters fear enslaved Black people. Servitude in Virginia was now dictated by race as white planters continued to amass slaves. Many people in Westmoreland had one or two slaves and it is almost certain that some of those slaves lived in Colonial Beach.

A few free blacks also lived in Westmoreland County. Some had ancestors who bought their freedom, some had been released from indenture, and some were granted freedom by their owners. They were denied an education and other freedoms, such as restrictions placed on marriage and travel, but they made their places in the community. Some of them served in the American Revolution, such as Rodham McCoy, Thomas Mahoney, Joshua Payne, Thomas Sorrell, and Nathan Fry. For more information about free blacks in Westmoreland County, see:

- <https://www.librarypoint.org/blogs/post/westmoreland- african-american-history/>
- http://www.freeafricanamericans.com/Tann_Viers.htm.

The 1700s

In 1766, Richard Henry Lee of Stratford Hall wrote the Leedstown Resolves, openly resisting British rule. Six male members of the Lee family, five male members of the Washington family, Spence Monroe, and 115 freeholders—free, male property owners over the age of 21, eligible to vote—signed the Leedstown Resolves, which was an act of treason against the British.

In 1776, Westmoreland had 700 white males in the militia. All male inhabitants over the age of 16 who were not slaves had to be part of the militia, so this appears to be the total free white male population of the county. The wealthy white male planters of the 1600s met their goal. Not only had they become rich by using slaves for free labor, but in 100 years the population of Westmoreland County had not increased much because they had successfully discouraged small planters and businessmen, had purchased as much land as they could manage, and had lobbied against allowing for new towns in the area.

We know that several Revolutionary War leaders lived in Westmoreland County and that Andrew Monroe and then Spencer Monroe, the father of President James Monroe, were wealthy area planter leaders who lived within the Colonial Beach land area. All generations of the Monroe family through James Monroe were slave owners. Consequently, we know that slaves lived in the area that is currently Colonial Beach.

The 1800s

The new era of the 1800s brought wars fought by the new United States in the northern part of the country, but the Northern Neck of Virginia remained isolated to those occurrences. Investor in Henry Kintz, who purchased over 600 acres of what is now known as The Point in Colonial Beach. Soon after, as part of the development of a future town, the first survey was conducted, and boundary lines began to form. The town of Colonial Beach was formally established in 1892. A. Melville Bell, father of Alexander Graham Bell and President of the Colonial Beach Improvement Company, worked to attract Washingtonians to visit the area. Consequently, Colonial Beach emerged as a fishing and bathing resort.

The oysters that are bedded in the Potomac River became the center of a conflict between Marylanders and Virginians. Virginians charged a toll to get to the Chesapeake Bay, so Marylanders responded by forbidding fishing in the Potomac, which is owned by Maryland. The Oyster Police tried to contain the conflict and finally the two states came to an agreement. The Potomac Fisheries was established to maintain peace and allow both states to fish the waters and farm oysters. Colonial Beach was the epicenter of the conflict and the skirmishes that lasted into the 1960s.

The 1900s Forward—Modern Times

In the early 1900s, the steamboat and ferryboat brought many tourists to stay at various hotels and inns. Thus, Colonial Beach prospered as a resort for many years. The lure of the beaches and waterfront property started a building boom of Victorian homes, cottages, and large hotels. The Colonial Beach Hotel was a landmark in the Town and provided entertainment as well as lodging. Many other hotels, rooming houses, a dance pavilion, a carousel, restaurants, amusement halls, and bowling alleys lined the boardwalk and side streets. Colonial Beach became known as the “Playground on the Potomac”. However, it was not until a Public Beach Sit-In that the beach, which had previously only been available to whites, became desegregated.

In 1949 newly legalized gambling casinos began to line the beachfront. The casinos hosted many headline singers and dancers, as well as many visitors. Economic growth created a boom on the waterfront but that was not lasting. The casinos set on piers in the river were legal in Maryland. With the Maryland state line mirroring the waterline, Colonial Beach saw little economic benefit.

In the latter part of the 20th Century, the Town suffered economically and many structures along the Boardwalk were destroyed by fire and weather. The deterioration of the downtown district is directly tied to the termination of steamboat service, climate events, and time.

The 21st Century

The beginning of the 21st Century fostered a new era throughout the region. Many faced the reality with anxiety and trepidation, but the spirit of the residents moved the town forward to a new beginning. Tragic hurricanes hit Colonial Beach and devastated the Boardwalk area. However, many nonprofits began to develop an activities approach to draw visitors as the town developed ways to improve the town.

A Revitalization Committee was formed to help the Town develop and grow. However, the committee was unsuccessful in bringing a grant to Colonial Beach. The Northern Neck Planning District Director, Jerry Davis, was eventually brought to the Committee and, with his expertise, the Town was awarded a Revitalization Grant for the boardwalk area. Signage was developed to locate the beaches and encourage visitors to engage in new activities. The Town also was able to renovate the frontage at the end of Colonial Avenue. The renderings included waterspouts, benches, and tables for gathering. This phase of the work never came about, but the Town worked out another way to complete the design.

The 2020 Global Pandemic called many businesses to a halt and many are investigating alternative ways to do business. The challenge of the Pandemic is to develop businesses that will maintain the health and welfare of all citizens.

For more information about the Town of Colonial Beach, visit the official Town website, www.colonialbeachva.net and its tourism website, www.visitcbva.com.

Population characteristics and trends

Demographic trends

The study of Colonial Beach's population characteristics provides an essential foundation for the planning of capital facilities and services. A reasonably accurate forecast of population size for the community, as well as for specific demographic groups, is needed to ensure timely provision of utilities, human services, school and recreation facilities, and transportation improvements.

Colonial Beach has been the predominant center for population growth in Westmoreland County. Colonial Beach's population out-paced that of both the Westmoreland County and the State of Virginia through the 1990 census.

Table 1: Comparative Population Growth – 1990 - 2020 Census Data

| Location | 1990 | % change | 2000 | % change | 2010 | % change | 2020 | % change |
|------------------------|-----------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
| Virginia | 6,487,358 | 21.3 | 7,078,515 | 9.1 | 8,001,024 | 13.0 | 8,631,393 | 7.3 |
| Westmoreland County | 15,480 | 10.2 | 16,718 | 7.9 | 17,454 | 4.4 | 18,477 | 3.2 |
| Colonial Beach | 3,132 | 27.0 | 3,228 | 3.1 | 3,542 | 9.7 | 3,908 | 10.3 |

University of Virginia Weldon Cooper Center for Public Service: demographics.coopercenter.org/census2020

Age Groups

Population and estimates by age for Colonial Beach and for Virginia are shown in Table 2 below:

Table 2: Population and Growth Estimates by Age

| Age | Colonial Beach population | Growth from 2000 Census |
|-------------|---------------------------|-------------------------|
| 0-4 years | 205 | 5.79% |
| 5-17 years | 511 | 14.43% |
| 18-64 years | 2,083 | 58.81% |
| 65+ years | 743 | 20.98% |

<http://censusviewer.com/city/VA/Colonial%20Beach>

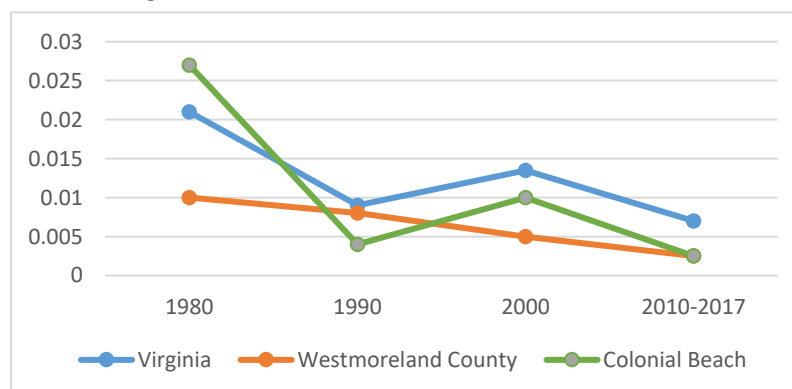
The growth of 65+ households has been rising in Colonial Beach since 1980. In part, this trend is reflective of the aging population pyramid which characterizes the nation. A substantial part of this growth, however, can be attributed to a growing influx of retirees from outside the immediate area. The net effect of these trends upon Colonial Beach is mostly positive. The contribution of the 65+ households to the local retail and service economy is significant since many 65+ households are unwilling to drive long distances to competing trade centers.

A growing 65+ household population also brings increased demand for services such as emergency 911 services and other health and human services, some of which can be costly to provide. These and other related concerns often require communities to expand capabilities. Although health care facilities are available to town residents, there is a need for more of these facilities (especially those geared for the elderly population). The private sector has responded to meet some of these needs through the operation of the Mary Washington Health Center and the construction of a retirement complex. Both of these facilities are advantageously located on Route 205. Nearby hospitals at Fredericksburg and Tappahannock are reasonably convenient and reachable by local rescue squad services. Enhanced 911 service is currently being provided to all residents of the town. As the elderly population continues to grow, there will be an increased demand for medical facilities in Colonial Beach. Such facilities may prove to be a promising source of economic growth, particularly if the Town becomes a regional center for medical care.

Population growth trends and projections

The Colonial Beach growth rate has been fairly erratic since the 1980's. The chart below depicts how its percentage change in growth rates compares with Virginia and Westmoreland County.

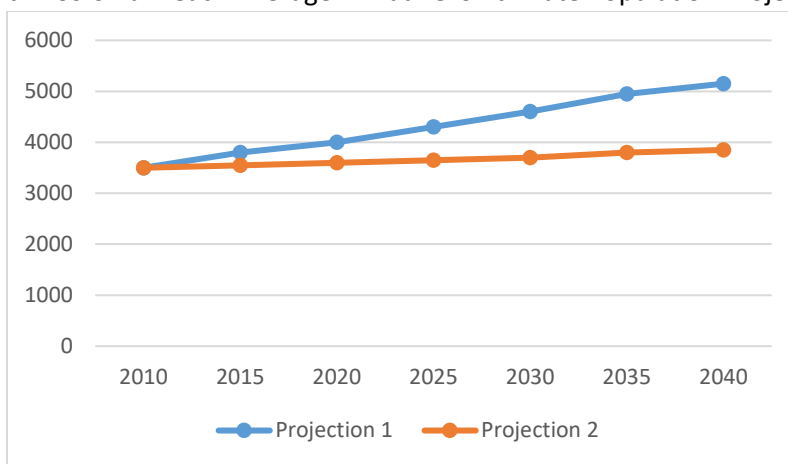
Chart 1: Average Annual Growth Rates from the 1980's to 2017 Census Data



The following population projections utilize a conventional approach to forecast the town's population growth over the ten-year planning horizon. More specific calculations over the years should be utilized to support the design and implementation of capital improvement projects and public service programs. Nonetheless, the figures below constitute a reasonable range of the town's future population over the indicated five-year time spans.

The chart on the following page depicts two growth projections. The first assumes that over the next twenty years, Colonial Beach will maintain the annual average growth rate achieved between 1980 and 2020. However, given the location of the town and the current economic conditions, the second projection illustrates a population projection based on a slower annual growth rate. As of the 2020 Census, Colonial Beach's population was 3,908; this is more aligned with Projection 1 that illustrates a higher rate of growth.

Chart 2: Colonial Beach Average Annual Growth Rate Population Projections



Future growth factors

Colonial Beach continues to attract retirees and second-home owners predominantly from outside the region. It also serves as an outlying "bedroom community", dependent on employment centers located primarily in Dahlgren, Fredericksburg, and the Washington, D.C. metro area. In addition, the Nice Bridge Improvement Project will improve mobility, safety, and economic conditions for those traveling to and from Colonial Beach. This project, which began in 2020, is expected to be completed in 2023 and will replace the existing two-lane bridge with a four-lane span that includes travel lanes and shoulders (see p. 75).

The Town's relative affordability, mild climate, and desirable waterfront setting will all continue to attract new residents. It is important to note that many who migrate to the town tend to value small-town livability and an aesthetically pleasing environment. Accordingly, the town should strive to protect and enhance these amenities that attract new residents.

Looking ahead: Issues and challenges

The years ahead will be bright because of the people who make Colonial Beach home! With many challenges to face, the spirit of giving and support will help the Town of Colonial Beach to continue to grow, prosper, and improve the quality of life for all.

In addition to external factors, future growth in the town will hinge, to a large degree, on expansion of the local employment base, the augmentation of recreational and entertainment facilities, and per capita tax reduction. Light industry, personal and professional services, and expansion of the tourism industry would generate new employment opportunities which would bring outside dollars into the local economy, helping to relieve some of the per capita tax pressure. The Town's greatest recreational resource is its expansive beachfront.

Two additional points concerning future population growth should be mentioned. The only municipal wastewater treatment plants in Westmoreland County are located in the Towns of Colonial Beach and Montross. The Colonial Beach plant has the capacity to accommodate an increase in service population however storm water impacting the inflow and infiltration (I&I) to the wastewater system must be addressed. The availability of public sewer will reinforce Colonial Beach as one of the logical locations in the County for large-scale residential growth. Additionally, a majority of lands adjoining Colonial Beach are limited by hydric soils. Other areas are constrained by wetlands, tidal marshes and steep slopes.

Community resources

Community events

The town's many events bring in thousands of visitors and provide a unique opportunity for the town to showcase its attributes and qualities. Currently, the majority of these events and activities are sponsored and organized effectively by various community groups and organizations such as the Chamber of Commerce, Downtown Colonial Beach, Artists Guild, etc. The Town and Tourism Board should consider hiring a full-time or part-time event's employee to supplement existing activities, vigorously promote the town as a year-round destination that is capable of hosting a wide variety of events and build strong relationships with adjacent tourism groups such as the Northern Neck Tourism Council.

Community organizations

The Town of Colonial Beach is fortunate to have a number of fraternal, service, veteran, and religious community non-profit organizations that are working to improve the town and provide valuable services to community members such as:

- Alliance of Colonial Beach Community Organizations
- American Legion Post #148
- BAMM – 501(c)3 Arts & Music
- Boy Scouts, Sea Scouts, and Cub Scouts
- Chamber of Commerce
- Colonial Beach Community Foundation 501(c)3
- Colonial Beach Artist's Guild
- Colonial Beach Community Radio (WWER) – 501(c)3
- Colonial Beach Historical Society
- Colonial Beach Humane Society
- Colonial Beach Performing Arts Association – 501(c)3
- Colonial Beach Rivah Dogs – 501(c)3
- Colonial Beach Volunteer Rescue Squad
- Colonial Beach Volunteer Fire Department
- Downtown Colonial Beach - 501(c)3
- Fraternal Order of Eagles
- Moose Lodge #1267
- Salvation Army
- Heritage Shriner Club
- NARFE (National Active and Retired Federal Employees)
- VFW Post #10574

Colonial Beach is also home to the following churches:

- Colonial Beach Baptist Church
- Colonial Beach United Methodist Church
- First Baptist Church
- Livingstone Community Church
- New Life Ministries
- Monroe Bay Assembly of God
- New Monrovia Baptist Church
- River of Life Pentecostal Church
- St. Elizabeth Catholic Church
- St. Mary's Episcopal Church

Community facilities

Community facilities consist of all public buildings, utilities, services, and lands catering to Colonial Beach area residents. One of the principal functions of local government is to provide water/sewer and trash removal services, police and fire protection, parks and recreation facilities and other types of human services needed in the community. It is the responsibility of the Town of Colonial Beach to provide these services within the bounds of its legal authority and its financial capability.

Government facilities

Town offices

The Town Offices are located in the Central Neighborhood at 315 Douglas Ave, Colonial Beach. The Department of Public Works is located at a location off Rt. 205, adjacent to the Sewage treatment plant.

The Town of Colonial Beach operates under a council manager form of government, which is composed of a mayor and six council members, all of whom are elected into office. The Council has the authority to appoint a Town Manager to serve as the Chief Administrative Officer and shall have general charge and management of the administrative affairs and work of the town. The Council serves the governing body to set policy, adopts the town's operating and capital budgets appropriates all funding, approves grants, and is empowered to levy taxes and pass ordinances. Council members are elected for four-year staggered terms by the qualified voters of the Town. The Town Council of Colonial Beach generally meets for a work session and formal session each month. For a full list of Town Council 2021 priorities, please see Appendix B.

Town Hall, located on Douglas Avenue, is the central headquarters for Town's government and houses the Mayor, Town Manager, Chief Financial Officer, Town Clerk, and their staff. The Public Works Department is located at the Waste-Water Treatment Plant Facility off Route 205.

Police department

The Town of Colonial Beach Police Department, located at the BB&T/Truist building on Colonial Avenue, provides police protection to Colonial Beach and nearby Westmoreland County. The Chief of Police and the officers of the Department have numerous community responsibilities and programs designed to promote crime awareness and prevention with increased accuracy and efficiency.

Current community programs include:

- D.A.R.E. -- Drug Awareness and Resistance Education
- Teen Alcohol Awareness Program
- Neighborhood Watch
- Municipal Parking Patrol -- The Police Department patrols the municipal parking lots, residential areas and metered areas, and tickets violators to curb parking abuse in the central beach front areas.

Westmoreland County Government

Jurisdictions of cities and counties are separate; therefore, residents of cities vote for only one set of local officials - their city officials. The residents of the county vote for only one set of local officials -- county officials. However, residents of Virginia towns, which are within counties, vote for two sets of local officials, both county and town officials, as is the case in Colonial Beach. The Board of Supervisors is the governing body of the Westmoreland County government and has control over County taxation, budgets, borrowing, and accounting.

Westmoreland County is divided into five election districts. The qualified voters of each election district (Colonial Beach being in the Washington Magisterial District) elect a Supervisor from their district for a term of four years. The Board of Supervisors for Westmoreland County consists of five supervisors. The Board meets monthly in the court room of the George D. English Building in Montross, the county seat.

Volunteer fire department

The Colonial Beach Fire Department is a self-supported organization that has multiple volunteers and dedicated members. The Fire Department is located at 312 Colonial Avenue. The facility includes offices, recreation room / workshop, washroom for trucks, baths, engine room, and a well-equipped meeting area which is often used for community meetings and dances. A drill field with power, water, and tower is also operated by the Fire Department. All pumpers are equipped with large-diameter supply hoses to meet big flow requirements, which may be necessary in large commercial or light industrial developments.

National Fire Protection Association (NFPA) approved firefighter in Training is mandatory for all active members. In addition to fire prevention and suppression, the Department also responds to life-threatening EMS calls, and provides service in heavy and tactical rescue, including vehicle extrication, rope rescue, confined space rescue, and trench rescue.

The present facilities and equipment are adequate in meeting the demand in Colonial Beach and nearby Westmoreland County. More services have been added in local areas to support these services throughout Westmoreland County.

The current volunteer facility is also leveraged as the town's Emergency Operations Center (EOC) in the event of an emergency. Given the town's geographic location, there persists a need for a local designated emergency shelter.

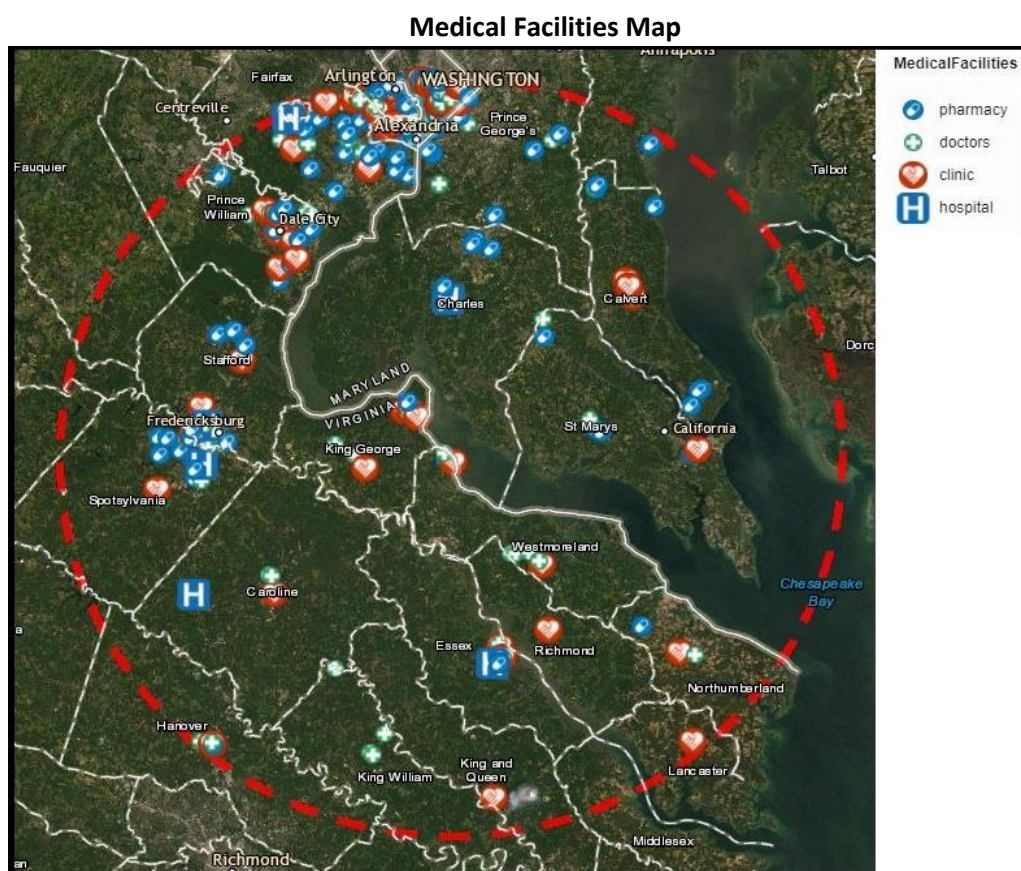
Volunteer rescue squad

The Colonial Beach Rescue Squad is an all-volunteer, self-supported organization which furnishes the Town and surrounding County area with emergency services. The Rescue Squad facility is located at 225 Dennison Street. The existing facility includes a meeting room, first aid room, recreation room, bays for the units, and a large community meeting room. The Rescue Squad has active running members, five ambulances (all are Advanced Life Support Units), one command vehicle, and two boats. As the Town's population increases, the Rescue Squad will have to purchase additional equipment to adequately meet the demand. Currently, located in a floodplain, the CBVRS is scheduled to build a new facility and move to 700 Colonial Avenue ensuring resilience and sustainability of our emergency services.

Health services

The residents of Colonial Beach are served by the Westmoreland County Health Department (WCHD), which maintains two offices in Montross. The Health Department building on Route 3 in Montross houses the Health Services section and the Westmoreland Medical Center. Westmoreland Medical Center is a not-for-profit Community Health Center, which provides full primary care service. Services available from the Health Department Health Services section includes services for immunization, sexually transmitted diseases, other communicable disease control, WIC (Women, Infants, & Children's special nutritional program), and Resource Mothers (directed to assisting pregnant teenagers). WCHD is staffed by a part-time nurse practitioner, one public health nurse, a nurse aide, two clerks, a nutritionist, a nutritionist assistant, and two part-time Resource Mothers.

The Town also has limited medical offices serving the Town, including the Guadalupe Free Clinic, East Coast Physicians, P.C., Colonial Beach Medical, and Urgent Care Services in King George County through Mary Washington Hospital. The following map depicts all medical facilities within a 45-minute radius of Colonial Beach:



Residents have requested collaboration among the neighboring counties to strengthen the development efforts of emergency medical care for area citizens; thus, helping them remain in their homes and community. In addition, other providers of health services located in the Town include home health care and Alcoholics Anonymous. Chesapeake Bay Agency on Aging, Inc. provides nutritional services and social interaction for seniors every Monday, Wednesday and Friday morning with Bay Agency Transportation.

Social services

Westmoreland County Department of Social Services

The residents of Colonial Beach are served by the Westmoreland County Department of Social Services, which is located at 18849 Kings Highway in Montross. This department, which is funded by local, state, and federal governments, handles the County welfare and food stamp program, as well as providing trained social workers in an outreach program for the citizens of the County. A satellite office would make multiple county services more effective.

The American Red Cross

The American Red Cross is a humanitarian organization led by volunteers and guided by its Charter to provide relief to victims of disaster and help people prevent, prepare for, and respond to emergencies. The local chapter is in Kilmarnock and maintains inventories in 3 locations of emergency food, water, bedding, health supplies, and clean-up kits. A larger back-up supply is maintained in Richmond. Below is a listing of some of the services provided through the local chapter of the American Red Cross.



- Volunteer training on how to help in a major disaster, such as a hurricane.
- Responding to local “small disasters” such as a house fire.
- Providing meals, lodging, and clothing to families facing disasters to help them begin their recovery.
- Blood collection and distribution
- Location and relay of information to armed services personnel anywhere in the world during emergencies.
- CPR (Cardio Pulmonary Resuscitation) training of hundreds of individuals each year.

Bay Aging



Bay aging is the premier provider of programs and services for older adults and people with disabilities of all ages. Formed in 1978, Bay Aging serves a predominately rural 2,600 square mile region that encompasses ten counties and two planning districts.

Bay Aging is extremely diverse in the programs it offers through four major divisions: Health Services, Bay Transit, and Senior Apartments / Bay Family Housing. The services under each of these divisions are listed below.

- Health services
 - Bay Aging provides a number of health-related services including: Meals on Wheels, Personal Care Assistant, Respite for Caregivers, Alzheimer’s’ Disease Support Groups, Adult Day Break Centers, Active Lifestyle Centers, Med Carry, Virginia Insurance Counseling and Assistance Program, Retired and Senior Volunteer Program, and Legal Aid.

- Bay Transit

- Bay Transit is the region's only public transportation provider. They operate from 6:00 am to 6:00 pm Monday through Friday and provide low cost, on-demand transportation service as well as offering fixed routes. Fixed route trips from Colonial Beach include: morning and evening service to Dahlgren Naval Weapon Stations, Tuesday/Thursday service to Fredericksburg, around town four days a week, monthly service to Potomac Mills (DC shopping area) and trolley service during summer weekends and holidays.



- Senior apartments/ Bay family housing

- Presently, Bay Aging owns and manages seven complexes throughout the Middle Peninsula and Northern Neck region of Virginia for people 62 years and older. One such complex is located in Colonial Beach off Rt. 205. The Meadows, which is a 32 unit facility, is managed to ensure that their residents have all they need to continue living healthy independent lives, and as such the management is available to help residents who need special services such as housekeeping, transportation, meal service, etc.

- Meals on Wheels

- Bay Aging supplies Meals on Wheels for people in the 22443 zip code. Volunteers deliver meals to people on a regular basis. Bay Aging is always looking for Volunteers to assist in this project. (<https://www.facebook.com/BayAgingVA>).

Community services board

The Middle Peninsula-Northern Neck Community Services Board (MPNNCSB) is one of 40 boards across Virginia providing services related to mental health, intellectual disabilities, substance use, prevention, and early intervention. They serve the ten counties of the Middle Peninsula and Northern Neck. The MPNNCSB provides the following services:

- Prevention, Education, Training, and Consulting
- Early Intervention
- Counseling
- Case Management
- Vocational and Day Support
- Emergency Support



Colonial Beach Village

The Colonial Beach Village Inc. is a 501(c)3 nonprofit corporation, established in 2011, to meet the needs of the senior community living within the 22443 zip code. The Village Concept supports seniors aging in place, enabling them to remain in their own homes by providing a variety of services; transportation, home repair (\$2500), paperwork, and electronics.

Library

Colonial Beach has a branch library serving the Town and adjacent Westmoreland County. It is a part of the Central Rappahannock Regional Library serving the City of Fredericksburg and the counties of Spotsylvania, Stafford and Westmoreland. The Branch (Cooper) is conveniently located on Washington Avenue in a 4,720 square foot building owned by the Town (the Town also furnishes utilities) and was renovated for the library in 2000. It has a collection of 24,085 items and provides regularly scheduled programs for all ages, 12 public-access computers with high-speed internet capability (including Spanish and juvenile computers), wireless internet access, a quiet study area and a 30-seat meeting room.

The building is ADA (handicapped) accessible and has one ADA (handicapped) accessible parking space on the street. Its central location in the Town and its proximity to the school make it readily available to both elderly people who live within walking distance, and the elementary school children. Check-outs average about 100 per day over the five days per week that it is open. The library is closed on Sundays and Mondays. Through ready access to the Main Regional Library, and its state and national referral capability, almost unlimited availability of books exists. In addition to the usual library facilities, the branch provides a variety of programs such as story hours for the children, as well as arts and crafts exhibits. A community bulletin board is also provided.



Colonial Beach school district

Currently, the Town of Colonial Beach maintains and operates one school system to accommodate enrollment of students in grades PreK-12. A New Primary/Elementary School (K-7) and a High School (8-12) are located on the same site. The town also offers education to non-residents. The High School participates in vocational training in cooperation with the Northern Neck Technical Center and offers AP courses and dual enrollment classes from Rappahannock Community College. The School System is fully accredited.

The town hosts a Northern Neck Head Start program for four-year-old "at risk" children. Additionally, there is a Regional Special Education Program housed in a learning cottage on the property.



While the administration of a school district in a small town is a significant investment, citizens of the town have repeatedly voiced benefits, which result from the town's operation of its own school system. These benefits include:

- A local system that is source of pride and is a community focal point.
- A high-quality school system that is a positive asset to the development of the Town.
- A short transit to school for students, with many students being able to walk to school.
- Schools that are safe and secure educational institutions.
- Extra-curricular activities for children.

The Colonial Beach High School, completed in 1988, is located on 1st Street. The high school (grades 8-12) can house 316 students. The building has a cafeteria, 16 classrooms, and other facilities, including a football field, baseball field and softball field.

The Head Start program is located in learning cottages on Lincoln Avenue behind the high school. The Head Start Program can educate 18 students. This site also contains a double long mobile unit which houses two classrooms. Head Start is a federal program designed to provide schooling to pre-kindergarten aged children who show signs of being “at risk.” The program can enroll 18 students for a full day.

In 2017, the Town built a new elementary school, adjacent to the High school, it houses grades K-7 grade, has state of the art library, a new gymnasium and host many community events.



The Colonial Beach School Board is currently remodeling the former historic kindergarten building on the school campus to relocate its administrative offices.

School Information and Statistics can be found at <http://cbschools.sharpschool.net/>

Considerations for growing community resources

The following should be taking into consideration when planning for the future growth of community resources:

- The Town’s water supply will be subject to several stressors in the next 20 years (see p. 105), and possible boundary adjustments and controlled growth continues to be a departmental concern. Each time a new subdivision is considered, or additional land is incorporated; the Town should contact the appropriate state officials prior to acceptance to ascertain what facilities or infrastructure up-dates would be required. If new facilities are required, then negotiations with the developer should take place so that undue burdens are not placed on the existing tax base. This applies equally to a timely provision of sewage collection facilities, roads, and storm drainage.
- Town Council could consider directing administration to conduct a town wide staffing needs analysis for general government, and emergency services (police, fire and rescue)
- Continual analysis of the Fire Department's facilities and equipment must also be updated to accommodate the increased needs.
- Residents have emphasized the need for emergency care
- Town Council should conduct an audit of staff positions to see if services presently being given suffice for the future needs of the Town.
- The Town affords students and parents many opportunities to serve the community and needs their assistance in many ways to continue to grow Colonial Beach.
- The Town has laid groundwork for moving forward with comprehensive water, wastewater, stormwater, road, and additional utility management planning with the addition of Geographical Information System (GIS) personnel, surveys, technology, and equipment. The GIS will be utilized to inform Town officials and staff of current to past conditions in the formulation of current capabilities as well as future needs. It is recommended that the GIS be the foundation for engineered solutions to stormwater, environmental impacts, transportation and utilities within the town moving forward requiring continued investment in the technology, manpower, and resources to build and maintain a robust system.

Economic development analysis

Current Economic Conditions

Before and since its incorporation as a town in 1892, Colonial Beach has been a regional center for fishing and a destination for tourism thanks to its location on the Potomac River. As the epicenter of the 19th and 20th century “Oyster Wars,” the town’s fishing tradition persists with stops on the Virginia Oyster Trail such as seafood restaurants, maritime art, and town pier fishing.¹ Outside of the town, several nearby oyster companies are among Westmoreland County’s top employers. With the continued expansion of nearby urban centers such as the Washington, D.C. metropolitan area, Colonial Beach’s reputation as the “playground of the Potomac” has endured thanks to attractions such as the state’s second largest public sand beach, its boardwalk establishments, and multiple vineyards.²

Several of the town’s businesses are among the region’s largest employers, including Food Lion, McDonald’s, Wilkerson’s Seafood Restaurant, Ledo Pizza & Pasta, High Tides on the Potomac, Rankins Hardware, and 7-Eleven.³

Table 3: Top 50 Employers (Westmoreland County)

| | |
|---|--|
| 1. Westmoreland County School Board | 26. Ledo Pizza & Pasta |
| 2. Carry-On Trailer Corporation | 27. People's Community Bank |
| 3. County of Westmoreland | 28. Utility Professional Services, Inc. |
| 4. Bevans Oyster Company | 29. Wag Employee Services, Inc. |
| 5. Town Colonial Beach School | 30. Central Virginia Health Services, Inc. |
| 6. Ingleside Plantation | 31. Angelos Pizza Restaurant |
| 7. Food Lion | 32. Pathway Counseling Services, LLC |
| 8. Potomac Supply, LLC | 33. High Tides on the Potomac |
| 9. O’Gara Homeland Defense | 34. DiPardo and Cole, LLC |
| 10. Mary Washington Health Center | 35. Hopewell Nursery |
| 11. Town of Colonial Beach | 36. Robert H. Gawen and Sons, Inc. |
| 12. Virginia Department of Conservation | 37. U.S. National Park Service |
| 13. Robert E. Lee Memorial Association | 38. Rankins Hardware, Inc. |
| 14. Bonums Oyster Company | 39. Chesapeake Bay Agency on Aging |
| 15. McDonald's | 40. Oak Grove Christian Academy |
| 16. Hall's Market | 41. Stanley's Dairy Freeze |
| 17. Postal Service | 42. The Backdraft |
| 18. Carville Landscape Co. | 43. Capt. Faunce Seafood, Inc. |
| 19. Dolgencorp, LLC | 44. Central Rappahannock Regional Library |
| 20. Northern Neck Chevrolet, Pontiac | 45. Parker Farms |
| 21. E & C Mid-Atlantic Ventures, LLC | 46. Quarles Petroleum, Inc. |
| 22. Herbert Wilkerson and Sons, Inc. | 47. 7-Eleven |
| 23. Northern Neck Building Supply | 48. Garner’s Produce, LLC |
| 24. Caring Senior Service of Fredericksburg | 49. VDOT |
| 25. Donovan Grimley Investment, LLC | 50. Westmoreland Land Company |

Source: Virginia Employment Commission, October-December 2019

Table 4: Average Weekly Wage by Industry

| Industry | Westmoreland County | Virginia |
|--|---------------------|----------|
| All Industries | \$635 | \$1,204 |
| Agriculture, Forestry, Fishing and Hunting | \$643 | \$775 |
| Mining, Quarrying, and Oil and Gas Extraction | \$0 | \$1,437 |
| Utilities | \$0 | \$2,061 |
| Construction | \$810 | \$1,278 |
| Manufacturing | \$771 | \$1,209 |
| Wholesale Trade | \$667 | \$1,687 |
| Retail Trade | \$416 | \$606 |
| Transportation and Warehousing | \$612 | \$994 |
| Information | Non-Disclosable | \$2,086 |
| Finance and Insurance | \$1,020 | \$1,891 |
| Real Estate and Rental and Leasing | \$532 | \$1,291 |
| Professional, Scientific, and Technical Services | \$1,060 | \$2,247 |
| Management of Companies and Enterprises | \$0 | \$2,257 |
| Administrative and Support and Waste Mgmt. | \$567 | \$910 |
| Educational Services | Non-Disclosable | \$873 |
| Health Care and Social Assistance | Non-Disclosable | \$1,067 |
| Arts, Entertainment, and Recreation | \$592 | \$720 |
| Accommodation and Food Services | \$324 | \$409 |
| Other Services (Except Public Administration) | \$430 | \$912 |
| Unclassified | Non-Disclosable | \$902 |
| Federal Government | \$1,141 | \$1,977 |
| State Government | \$521 | \$1,024 |
| Local Government | \$692 | \$922 |

Source: U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages, October-December 2019

Unemployment and Labor Force Participation

According to the U.S. Bureau of Labor Statistics, the total annual average civilian labor force in Westmoreland County in 2019 was 9,574, of which 9,249 were employed and 325 were unemployed. The unemployment rate was 3.4%, compared to the Virginia state average of 2.7%. The labor force participation rate was 66.2%, compared to the Virginia state average of 63.4%.

Table 5: Age of Workforce by Industry (Westmoreland County)

| Industry | 14-18 | 19-21 | 22-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-99 |
|--|-------|-------|-------|-------|-------|-------|-------|-------|
| All Industries | 94 | 119 | 172 | 622 | 590 | 593 | 668 | 387 |
| Agriculture, Forestry, Fishing and Hunting | 6 | 10 | 12 | 32 | 27 | 40 | 47 | 33 |
| Mining, Quarrying, and Oil and Gas Extraction | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Utilities | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Construction | 0 | 8 | 16 | 39 | 49 | 51 | 50 | 20 |
| Manufacturing | 0 | 21 | 31 | 129 | 123 | 104 | 97 | 39 |
| Wholesale Trade | 0 | 3 | 0 | 8 | 10 | 10 | 14 | 5 |
| Retail Trade | 28 | 32 | 25 | 74 | 66 | 62 | 86 | 39 |
| Transportation and Warehousing | 0 | 0 | 0 | 3 | 7 | 7 | 3 | 3 |
| Information | 0 | 0 | 0 | 0 | 0 | 3 | 3 | 0 |
| Finance and Insurance | 0 | 0 | 4 | 9 | 11 | 11 | 13 | 8 |
| Real Estate and Rental and Leasing | 0 | 0 | 0 | 0 | 0 | 0 | 5 | 4 |
| Professional, Scientific, and Technical Services | 0 | 3 | 3 | 12 | 10 | 12 | 20 | 19 |
| Management of Companies and Enterprises | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Administrative and Support and Waste Mgmt. | 5 | 4 | 4 | 25 | 16 | 16 | 12 | 11 |
| Educational Services | 0 | 3 | 21 | 103 | 94 | 110 | 124 | 81 |
| Health Care and Social Assistance | 4 | 5 | 13 | 55 | 57 | 53 | 58 | 30 |
| Arts, Entertainment, and Recreation | 4 | 4 | 5 | 9 | 16 | 12 | 21 | 27 |
| Accommodation and Food Services | 47 | 23 | 27 | 73 | 50 | 40 | 31 | 20 |
| Other Services (except Public Administration) | 0 | 3 | 4 | 13 | 27 | 19 | 26 | 17 |
| Public Administration | 0 | 0 | 7 | 38 | 27 | 43 | 58 | 31 |

Source: U.S. Census Bureau, Local Employment Dynamics Program, Quarterly Workforce Indicators, Oct-Dec 2019, all ownerships

Educational Attainment (Westmoreland County)

According to the U.S. Census Bureau's Local Employment Dynamics (LED) Program and Quarterly Workforce Indicators (QWI), of Westmoreland County's 2,824 workers age 25 and up in 2019, 522 (18.5%) had less than high school education, 904 (32%) had high school or equivalent education, 829 (29.4%) had some college education or an associate degree, and 569 (20.1%) had a bachelor's or advanced degree.

Commuting Patterns

According to the U.S. Census Bureau's OnTheMap application, the number of people who both worked and lived in Westmoreland County in 2018 was 1,618. 1,704 workers commuted to Westmoreland County daily, and 6,272 workers who lived in Westmoreland County commuted outside of it daily.

Table 6: Where Workers Are Commuting to Westmoreland County From

| Area | Count | Share |
|---------------------------|-------|--------|
| Westmoreland County, VA | 1,618 | 48.70% |
| Richmond County, VA | 323 | 9.70% |
| Northumberland County, VA | 158 | 4.80% |
| King George County, VA | 139 | 4.20% |
| Stafford County, VA | 101 | 3.00% |
| Spotsylvania County, VA | 86 | 2.60% |
| Essex County, VA | 72 | 2.20% |
| Fairfax County, VA | 46 | 1.40% |
| Henrico County, VA | 44 | 1.30% |
| Charles County, MD | 42 | 1.30% |
| All Other Locations | 693 | 20.90% |

Source: U.S. Census Bureau, OnTheMap Application, 2018

Table 7: Where Workers in Westmoreland County Are Commuting To

| Area | Count | Share |
|----------------------------|-------|--------|
| Westmoreland County, VA | 1,618 | 20.50% |
| King George County, VA | 495 | 6.30% |
| Fairfax County, VA | 440 | 5.60% |
| Richmond County, VA | 314 | 4.00% |
| Spotsylvania County, VA | 294 | 3.70% |
| District of Columbia, DC | 277 | 3.50% |
| Stafford County, VA | 258 | 3.30% |
| Prince George's County, MD | 254 | 3.20% |
| Charles County, MD | 238 | 3.00% |
| Henrico County, VA | 225 | 2.90% |
| All Other Locations | 3,477 | 44.10% |

Source: U.S. Census Bureau, OnTheMap Application, 2018

Table 8: Employment by Industry

| Industry | Westmoreland County | Virginia |
|--|---------------------|-----------|
| All Industries | 3,426 | 3,980,809 |
| Agriculture, Forestry, Fishing and Hunting | 212 | 12,862 |
| Mining, Quarrying, and Oil and Gas Extraction | 0 | 6,005 |
| Utilities | 0 | 10,812 |
| Construction | 172 | 204,000 |
| Manufacturing | 537 | 241,927 |
| Wholesale Trade | 64 | 110,170 |
| Retail Trade | 427 | 413,131 |
| Transportation and Warehousing | 20 | 130,503 |
| Information | Non-Disclosable | 68,136 |
| Finance and Insurance | 61 | 143,855 |
| Real Estate and Rental and Leasing | 16 | 44,926 |
| Professional, Scientific, and Technical Services | 80 | 439,950 |
| Management of Companies and Enterprises | 0 | 81,269 |
| Administrative and Support and Waste Mgmt. | 81 | 252,116 |
| Educational Services | Non-Disclosable | 66,687 |
| Health Care and Social Assistance | Non-Disclosable | 454,558 |
| Arts, Entertainment, and Recreation | 60 | 53,335 |
| Accommodation and Food Services | 279 | 349,699 |
| Other Services (Except Public Administration) | 106 | 140,258 |
| Unclassified | Non-Disclosable | 21,039 |
| Federal Government | 50 | 183,029 |
| State Government | 104 | 149,964 |
| Local Government | 793 | 390,648 |

Source: U.S. Bureau of Labor Statistics Quarterly Census of Employment and Wages, October-December 2019



Table 9: Number of Businesses by Industry

| Industry | Westmoreland County | Virginia |
|--|----------------------------|-----------------|
| All Industries | 411 | 280,595 |
| Agriculture, Forestry, Fishing and Hunting | 19 | 1,799 |
| Mining, Quarrying, and Oil and Gas Extraction | 0 | 297 |
| Utilities | 0 | 374 |
| Construction | 52 | 21,402 |
| Manufacturing | 10 | 6,875 |
| Wholesale Trade | 15 | 11,207 |
| Retail Trade | 47 | 25,510 |
| Transportation and Warehousing | 14 | 5,608 |
| Information | Non-Disclosable | 4,692 |
| Finance and Insurance | 11 | 12,000 |
| Real Estate and Rental and Leasing | 9 | 9,183 |
| Professional, Scientific, and Technical Services | 24 | 42,880 |
| Management of Companies and Enterprises | 0 | 2,295 |
| Administrative and Support and Waste Mgmt. | 17 | 14,377 |
| Educational Services | 4 | 3,546 |
| Health Care and Social Assistance | 65 | 45,709 |
| Arts, Entertainment, and Recreation | 7 | 3,208 |
| Accommodation and Food Services | 27 | 17,708 |
| Other Services (Except Public Administration) | 44 | 29,920 |
| Unclassified | 5 | 12,893 |
| Federal Government | 10 | 2,049 |
| State Government | 12 | 2,319 |
| Local Government | 18 | 3,450 |

Source: U.S. Bureau of Labor Statistics Quarterly Census of Employment and Wages, October-December 2019

Economic Trends

Table 10: Unemployment Rate by Year

| | Westmoreland County | Virginia | United States |
|------|----------------------------|-----------------|----------------------|
| 2010 | 8.3% | 7.3% | 9.6% |
| 2011 | 7.5% | 6.6% | 8.9% |
| 2012 | 7.1% | 5.9% | 8.1% |
| 2013 | 6.7% | 5.6% | 7.4% |
| 2014 | 6.3% | 5.1% | 6.2% |
| 2015 | 5.3% | 4.4% | 5.3% |
| 2016 | 4.5% | 4.0% | 4.9% |
| 2017 | 4.4% | 3.7% | 4.4% |
| 2018 | 3.6% | 2.9% | 3.9% |
| 2019 | 3.4% | 2.7% | 3.7% |

Source: Virginia Employment Commission

Table 11: New Hires by Industry

| Industry | Westmoreland County | Virginia |
|--|----------------------------|-----------------|
| Agriculture, Forestry, Fishing and Hunting | 15 | 1,893 |
| Mining, Quarrying, and Oil and Gas Extraction | 0 | 571 |
| Utilities | 0 | 668 |
| Construction | 9 | 26,536 |
| Manufacturing | 88 | 18,620 |
| Wholesale Trade | 8 | 8,622 |
| Retail Trade | 76 | 86,998 |
| Transportation and Warehousing | 0 | 29,789 |
| Information | Non-Disclosable | 7,865 |
| Finance and Insurance | 0 | 8,798 |
| Real Estate and Rental and Leasing | 6 | 5,878 |
| Professional, Scientific, and Technical Services | 4 | 43,208 |
| Management of Companies and Enterprises | 0 | 6,667 |
| Administrative and Support and Waste Mgmt. | 17 | 78,131 |
| Educational Services | 61 | 20,432 |
| Health Care and Social Assistance | 36 | 55,829 |
| Arts, Entertainment, and Recreation | 9 | 10,381 |
| Accommodation and Food Services | 56 | 93,738 |
| Other Services (except Public Administration) | 24 | 17,850 |
| Public Administration | 14 | 7,150 |

Source: U.S. Census Bureau, Local Employment Dynamics Program, Quarterly Workforce Indicators, Oct-Dec 2019

Table 12: Turnover Rate by Industry

| Industry | Westmoreland County | Virginia |
|--|---------------------|----------|
| All Industries | 14.4% | 9.1% |
| Agriculture, Forestry, Fishing and Hunting | 16.2% | 14.3% |
| Mining, Quarrying, and Oil and Gas Extraction | N/A | 6.8% |
| Utilities | N/A | 3.1% |
| Construction | 9% | 9.7% |
| Manufacturing | 32.8% | 6.2% |
| Wholesale Trade | 28.1% | 7% |
| Retail Trade | 12.7% | 10.7% |
| Transportation and Warehousing | 0% | 9.2% |
| Information | Non-Disclosable | 7.3% |
| Finance and Insurance | 0% | 5.6% |
| Real Estate and Rental and Leasing | 0% | 9.5% |
| Professional, Scientific, and Technical Services | 0% | 8.6% |
| Management of Companies and Enterprises | 0% | 6.4% |
| Administrative and Support and Waste Mgmt. | 12% | 16.5% |
| Educational Services | 4.4% | 3.8% |
| Health Care and Social Assistance | 9.2% | 8.5% |
| Arts, Entertainment, and Recreation | 14% | 17.2% |
| Accommodation and Food Services | 32.9% | 16.6% |
| Other Services (Except Public Administration) | 11.3% | 10.5% |
| Public Administration | 5.1% | 4.6% |

Source: Virginia Employment Commission, October-December 2019

Table 13: Age of Workforce by Year (Westmoreland County)

| | 14-18 | 19-21 | 22-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-99 |
|------|-------|-------|-------|-------|-------|-------|-------|-------|
| 2019 | 94 | 119 | 172 | 622 | 590 | 593 | 668 | 387 |
| 2018 | 94 | 138 | 157 | 641 | 595 | 615 | 674 | 386 |
| 2017 | 98 | 143 | 173 | 663 | 587 | 645 | 677 | 347 |
| 2016 | 98 | 127 | 166 | 661 | 572 | 648 | 654 | 322 |
| 2015 | 85 | 124 | 195 | 637 | 544 | 646 | 643 | 306 |
| 2014 | 82 | 120 | 186 | 596 | 531 | 624 | 639 | 287 |
| 2013 | 68 | 128 | 168 | 619 | 527 | 682 | 631 | 291 |
| 2012 | 69 | 142 | 182 | 612 | 523 | 711 | 660 | 302 |
| 2011 | 73 | 138 | 166 | 540 | 527 | 679 | 563 | 267 |
| 2010 | 98 | 150 | 192 | 590 | 573 | 760 | 594 | 302 |

Source: U.S. Census Bureau, Local Employment Dynamics (LED) Program, Quarterly Workforce Indicators (QWI), October-December 2010-2019, all industries

Table 14: Educational Attainment by Year (Westmoreland County)

| | Less than high school | High school or equivalent | Some college or Associate degree | Bachelor's degree or advanced degree |
|------|------------------------------|----------------------------------|---|---|
| 2010 | 495 | 905 | 816 | 591 |
| 2011 | 493 | 877 | 770 | 505 |
| 2012 | 492 | 909 | 806 | 539 |
| 2013 | 497 | 891 | 802 | 544 |
| 2014 | 485 | 877 | 783 | 530 |
| 2015 | 501 | 882 | 796 | 541 |
| 2016 | 519 | 910 | 833 | 566 |
| 2017 | 526 | 916 | 848 | 580 |
| 2018 | 524 | 916 | 854 | 581 |
| 2019 | 522 | 904 | 829 | 569 |

Source: U.S. Census Bureau, Local Employment Dynamics (LED) Program, Quarterly Workforce Indicators (QWI), workers age 25 and up

Self-Employment

According to the U.S. Census Bureau's American Community Survey 5-Year Estimate, the self-employment rate in Westmoreland County in 2019 was 13.9%, compared to the Virginia state average of 8.3%.

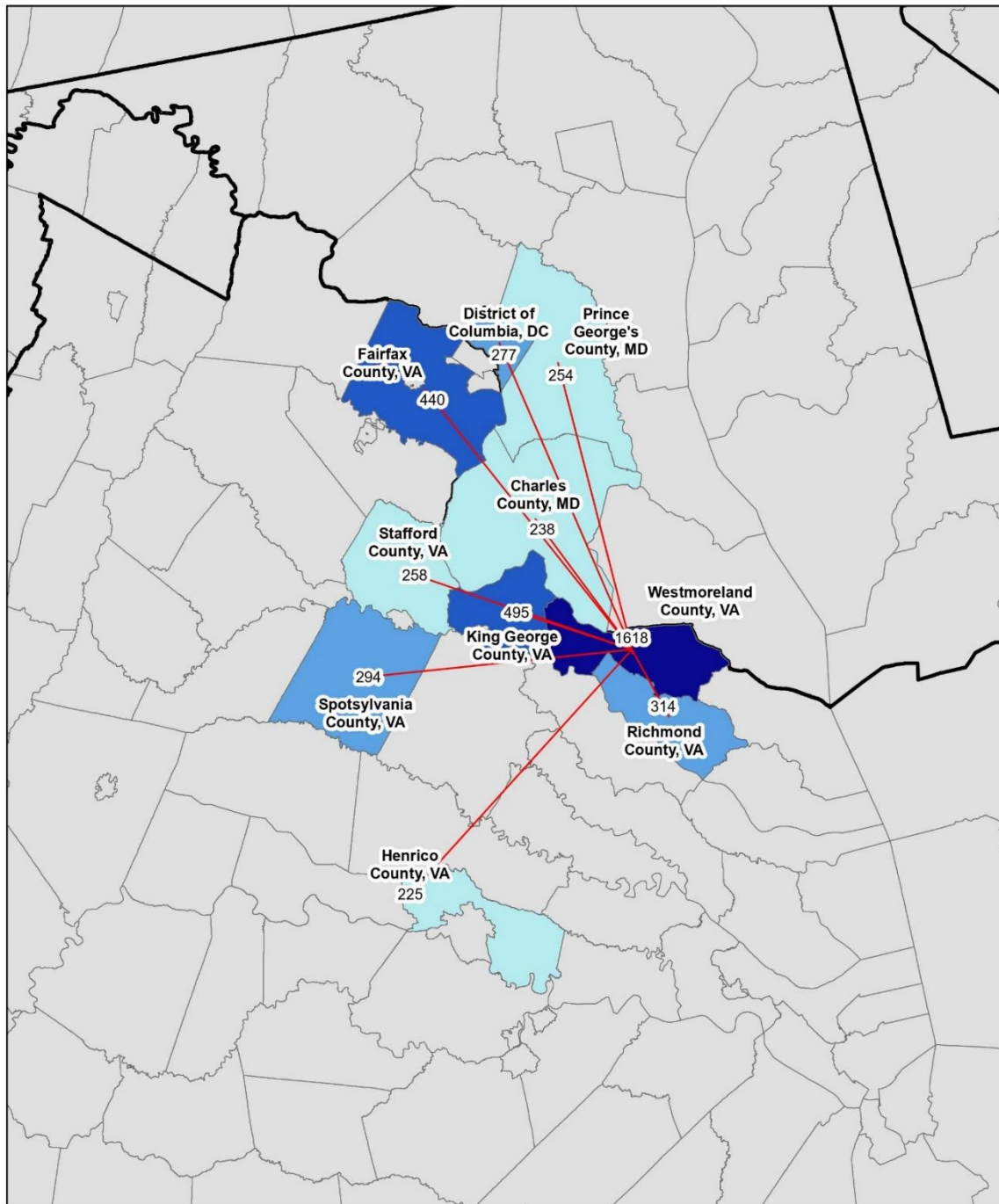
Table 15: Self-Employment Rate by Year

| | Westmoreland County | Virginia |
|------|----------------------------|-----------------|
| 2019 | 13.9% | 8.3% |
| 2018 | 14.1% | 8.3% |
| 2017 | 12.1% | 8.2% |
| 2016 | 13.3% | 8.3% |
| 2015 | 13.6% | 8.2% |
| 2014 | 13.7% | 8.2% |
| 2013 | 13.7% | 8.3% |
| 2012 | 13.3% | 8.3% |
| 2011 | 10.6% | 8.4% |
| 2010 | 10.8% | 8.6% |

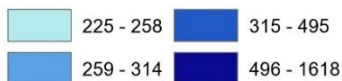
Source: U.S. Census Bureau, American Community Survey 5-Year Estimates



Where Workers in Westmoreland County Are Commuting To

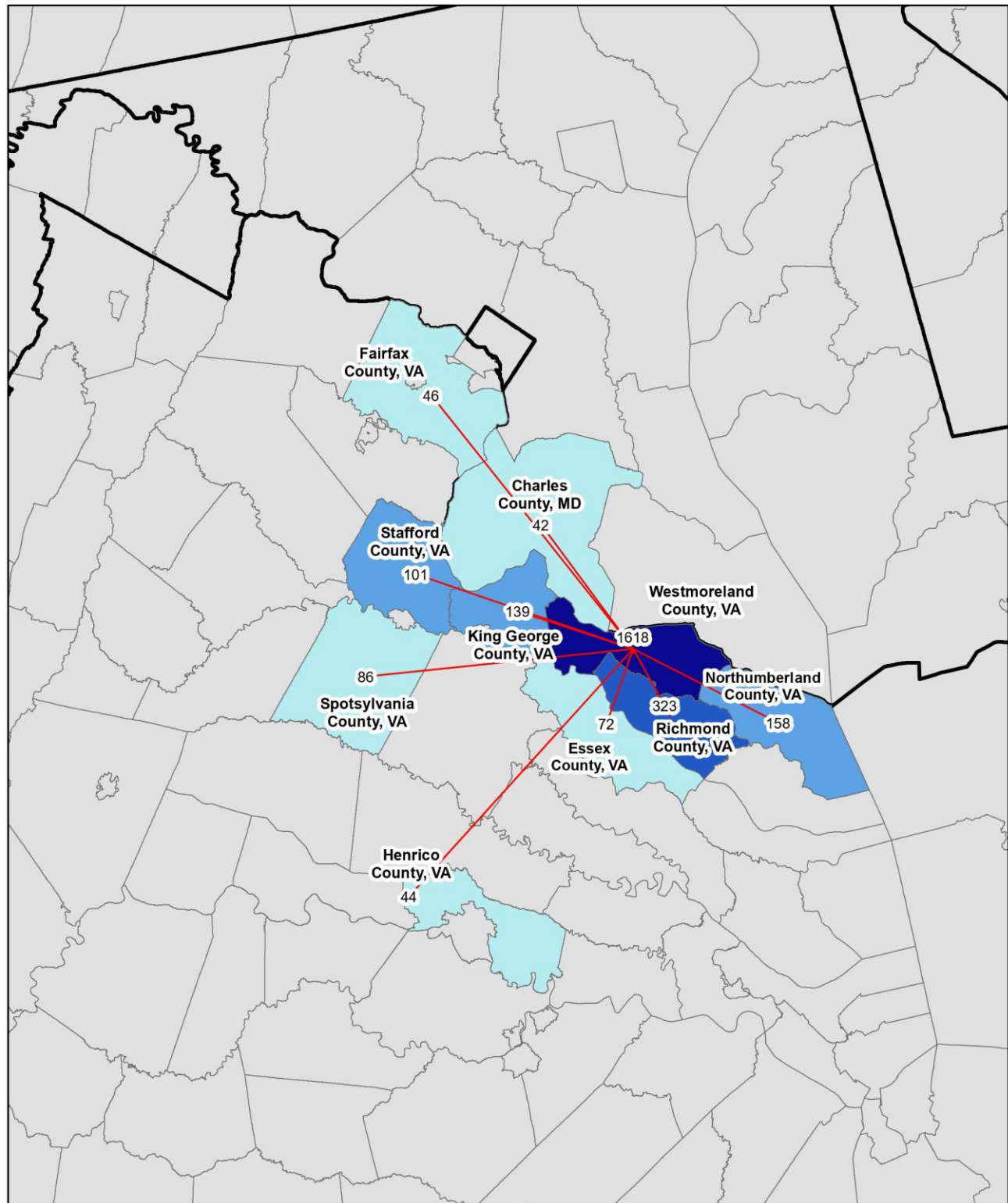


Number of Workers Commuting

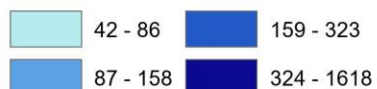


Source: U.S. Census Bureau, OnTheMap Application, 2018

Where Workers in Westmoreland County Are Commuting From

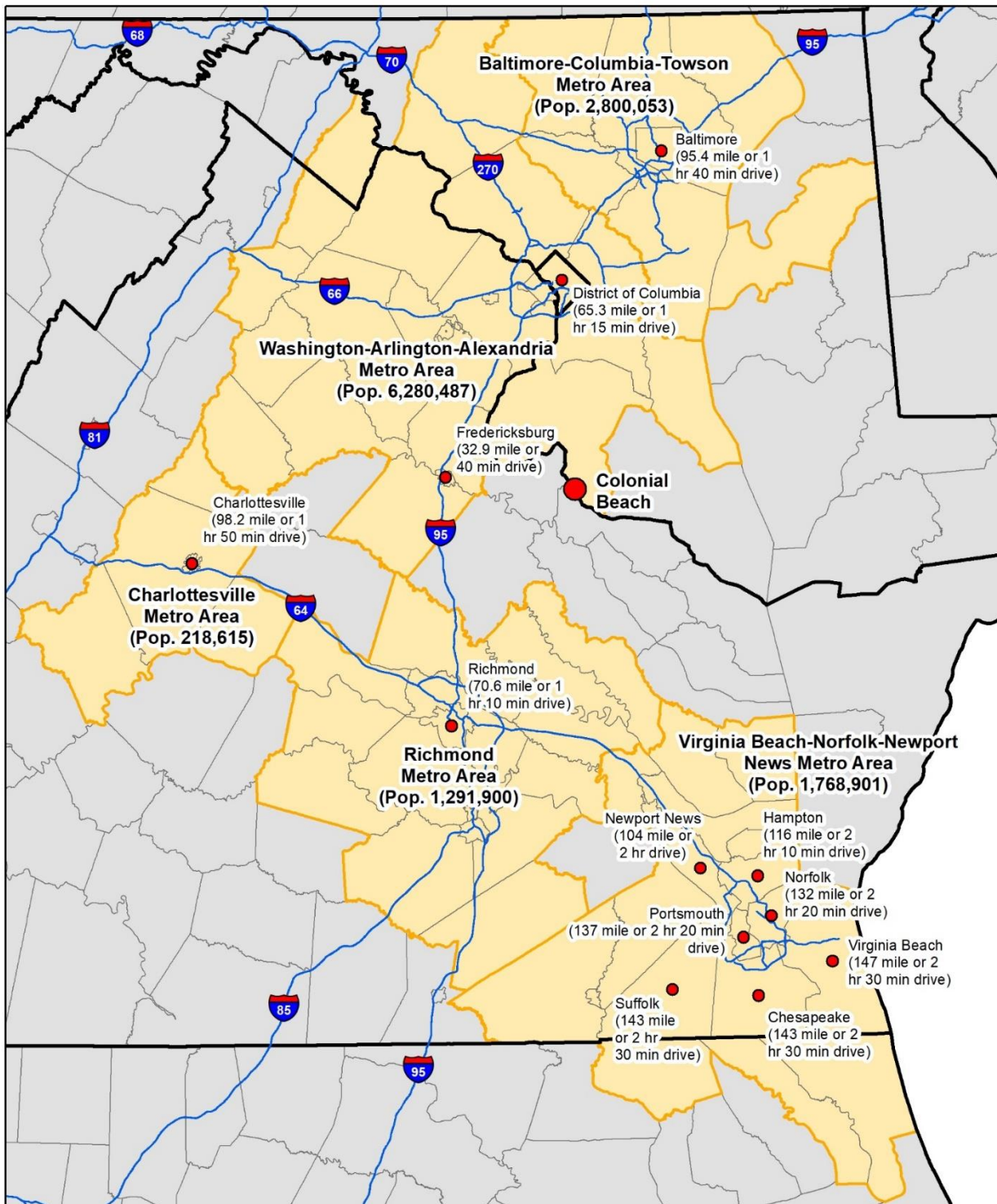


Number of Workers Commuting



Source: U.S. Census Bureau, OnTheMap Application, 2018

Distance to Major Population Centers from Colonial Beach



Population Source: U.S. Census Bureau American Community Survey 5-Year Estimates, 2019

Community perspectives: The present and future of Colonial Beach

The Town of Colonial Beach sought community perspectives from a variety of sources, including a land use diagnostic questionnaire for the Town Council and Planning Commission (Appendix C, D, and E), public workshops (Appendix F), an informal public website survey (Appendix G), neighborhood meetings (Appendix H), and a water bill questionnaire (Appendix H and I). Community perspectives gathered from these sources are discussed in the following sections.

Perspectives of the Town Council, Planning Commission, and Chamber of Commerce

When asked about the current strengths of the Colonial Beach comprehensive plan, members of the Town Council, Planning Commission, and Chamber of Commerce. Primary themes included:

- Information and definitions for those living in Colonial Beach,
- Maps and exhibits to show connections between different Town facilities and services,
- A plan for the future, and
- A focus on green space, design, and environmental issues.

The Town Council, Planning Commission, and Chamber of Commerce members were also asked which aspects of the town plan they felt had not worked well in the past. Primary themes that arose with considering areas of improvement included:

- A need for a greater emphasis on business and economic development,
- A lack of information on Town culture and infrastructure,
- A need for a greater focus on shoreline refurbishment,
- A need to use more statistical information and data in planning, and
- A lack of clarity and cross-referencing in some parts of the document.



In addition, members discussed the importance of ensuring that the plan is put into use. In order to achieve this, they noted the importance of a plan that is readable, concise, agreed upon by Town leaders, and well-explained.

Members of the Town Council, Planning Commission, and Chamber of Commerce were also asked to consider land use issues that the Town is currently facing and that it will face in the future. Many responses were similar to those mentioned when discussing what had not worked well in the past, including disagreement between different members of leadership, a need for an increased attention to infrastructure, a need for an increased focus on shoreline protection, and a need for an increased focus on economic development (development along Colonial Avenue was emphasized). Other land use issues that were noted include:

- The need for a strategic plan and/or conceptual plan for each neighborhood,
- The need for adequate and quality housing,
- The need to create alternative energy plans,
- The need for improved recreation facilities, parking, and walking/biking/golf cart paths,
- The annexation of property belonging to Westmoreland County,

- Increased attention to tourism and off-season activities,
- Increased internet presence, and
- An increased number of public/private partnerships.

Finally, members of the Town Council, Planning Commission, and Chamber of Commerce were asked which specific aspects of the plan required changes. These line-by-line suggestions may be found in Appendix D (Town Council and Planning Commission) and Appendix E (Chamber of Commerce), and have been addressed in this updated version of the plan.

Perspectives from Colonial Beach residents and visitors

A public workshop was conducted in 2016 (Appendix F) and a survey was conducted in 2017 (Appendix G) to better understand how residents of Colonial Beach as well as visitors to Colonial Beach view the town.

In 2016, public workshop participants were asked for their perspectives of the Town's 1) business and recreation content, 2) appearance, and 3) functionality. When it came to business and recreation content, participants felt that the following initiatives would lead to improvements:

- Additional attractions for tourists (e.g. stores, restaurants, tours and hotels),
- Frequent and interesting events,
- An increased focus on historic preservation (including design and designations), and
- Child and youth programs.



Suggested initiatives to strengthen the Town's appearance included:

- Attractive buildings and facilities,
- Appropriate signage, lighting, trash cans, and benches,
- Green space,
- Public art, and
- Creatively showcasing the Town's history.

Suggested initiatives to strengthen the Town's functionality included:

- Clean and safe streets and sidewalks,
- Adequate parking,
- Underground utility lines,
- Improved water management,
- Improved internet access, and
- Handicap accessibility in all areas.

The 2017 online survey first asked participants what they felt Colonial Beach was known for. Responses primarily focused on tourism activities, including the beaches, water access and watersports, restaurants, and history. Several participants also noted that they appreciated the relaxed, small-town atmosphere.

When asked about the activities in which they typically engage when visiting Colonial Beach, purchasing items from a store and eating at a restaurant were the top two activities. Attending events and staying at

a hotel were less frequent activities, and no participants reported staying at a Bed and Breakfast. Participants also said that they would be more likely to visit Colonial Beach if there was more parking, more seafood restaurants, and an increased sense of vibrancy.

Survey participants were also provided with space to share any additional information that they wanted others to know. Several participants noted aspects of the Town that they enjoyed, such as the small-town feel and art. Others made suggestions for ways that the Town could be improved, with several stating that Colonial Beach has a great deal of potential. These suggestions include:

- Becoming more pedestrian and bicycle friendly,
- Additional activities for small children, and
- Improved “curb appeal” of the Town.

Additionally, there were mixed responses regarding growth. While some participants suggested an increase in businesses, activities, and events, others seemed to prefer to have less growth and remain smaller and quieter.

Finally, neighborhood meetings (Appendix H) and a water bill questionnaire (Appendix H and Appendix I) were conducted in 2018 to gain further insight. When asked about improvements to the vision statement, participants suggested an increased focus on history and the beach. When asked about their vision for the Town’s future, the most popular suggestion was additional business and restaurants. Other prominently discussed themes included family activities, beach activities, medical care, creating an attractive boardwalk, Town cleanup, historical tours, and tax control.

Summary of community perspectives

Overall, members of the community appreciate all that Colonial Beach has to offer. The beach, the art, the small-town feel, and local businesses are enjoyed by residents and tourists alike. Colonial Beach is also seen as a town with potential. By investing further in businesses and events, by offering activities and attractions for young children, by increasing the Town’s curb appeal, and by investing in infrastructure, this potential could be fully reached.

Capital Improvement Plan

Introduction

The Capital Improvement Plan (CIP) is an important tool in putting the Comprehensive Plan into Action. The Comprehensive Plan identifies Capital Items and is used by the Town Manager to create a long-term CIP that is reviewed and prioritized yearly. Ideally the Commission maintains contact with Town Manager to review the CIP annually. The CIP assists the Town Manager and Council in development of the yearly budget.

Capital Projects are large in scale and can involve multiple phases over time. It has been consistently and clearly put forth by the citizens of Colonial Beach that infrastructure is a great concern and high priority. Infrastructure can take the form of buildings, roads, pipes for all types of water, or improvements that ensure resiliency. All these undertakings require extensive planning, coordinated execution, and considerable financial investment. The CIP gives a prioritization for the available resources and a scorecard to evaluate progress on committed projects.

The CIP is intentionally high level with budgetary and scope approximations. Due to the size, timeline, and nature of Capital Projects, costs and budgets should be established for every need identified in the CIP. Part of the purpose of the Capital Improvement Plan is to identify the desired end state and provide targets to plan for. As planning proceeds, scopes and budgets are revised. As projects are completed and move forward the CIP must be updated and clarified annually as the needs of the citizenry change and evolve.

We must do the most good for the most citizens with the resources available. That is the lens that the CIP must be viewed under.

- Projects and specific needs are from the Town's Comprehensive Plan and Town staff
- The Town's portion of funding is currently primarily derived from the sale of Town owned Property
- Input is given by Department Heads and Town Staff to the Town Manager in the preparation of each year's CIP
- All Capital Improvements are to enhance the Health, Safety, and Welfare of Colonial Beach Citizens
- \$50,000 Minimum Criteria for Physical Assets, \$20,000 Minimum for Technology

The following Capital Improvement Plan is prepared by the Colonial Beach Planning Commission with the authority provided by § 15.2-2239 of the Code of Virginia.

Priority list of capital improvements (2021-2022)

The following Capital Improvement Plan is prepared by the Colonial Beach Planning Commission with the authority provided by § 15.2-2239 of the Code of Virginia.

Table 16: Capital Improvement Plan

| Need | Department | Town cost | Priority/ timeframe | Funding Sources | Comments | Project type/stage |
|---|---------------------------|--|------------------------|--|--|---|
| Robin Grove Shoreline | Public Works | \$200,000 | 0-1 | NOAA Sea Grants & Virginia Institute of Marine Science | In Bid for Construction to start Summer 2021 | Environmental/ In Progress |
| Stormwater management plan - phase II & III (See Below) | Planning/ Public Works | \$250,000 | 0-2 | Town and Grants | Compiling GIS Data ongoing Engineering to commence 2021 | Health and Safety, Environmental/ In Progress |
| Improvements to bike and golfcart paths, including Monroe birthplace | Public Works | Scope to be created | 0-2 | TAP Grant, VDOT | Plans for Bike path around the Point in Comp Plan, Bi-annual funding available | Welfare/Planning |
| Utility mapping and tech upgrade | Public Works | Proposals Being Solicited Estimated \$100,000 | 0-2 | User Fees | Evaluating Vendor Offerings for Cost and Scope | Health and Safety/ In Progress |
| Connect Meadows and Classic Shores; Extend Dwight Avenue | Public Works | Estimated \$450,000 | 0-2 | Town and VDOT | To Allow Emergency Traffic in case Rt. 205 is blocked | Health and Safety/ Planning |
| Classic Shores drainage improvements/ greenscape / recreation area | Planning/ Public Works | Estimated \$300,000 | 0-2 | Town | Potentially part of the extension of Dwight Ave | Health and Safety, Welfare, Environmental/ Planning |
| New municipal facility with police station | Town Council/Staff | Scope to be created | 0-3 | Town | Town owned facility(s) to house municipal and police services | Health and Safety, Welfare / Planning |

| | | | | | | |
|---|-------------------------------|----------|-----|--|--|--|
| Streetscape for Colonial Avenue | Planning/ Public Works | \$50,000 | 0-1 | VA Tourism & VDOT Grants & Donations Virginia Beautiful Grant | Plans available DCB Memorials for each cluster of plants | Welfare/In Progress |
| Community Center ADA Updates | Town Council/ Staff | \$50,000 | 0-1 | Town | Scope is being determined | Health and Safety, Welfare/Planning |
| Central drainage area | Public Works | | 1-5 | Town | | Health and Safety/ Planning |
| Wastewater treatment plant, tank, and tower refurbishment | Public Works | | 1-5 | Town | | Health and Safety/ Planning |
| Trash truck | Public Works | | 0-1 | Town | | Health and Safety/ Planning |
| Shoreline erosion control | Public Works | | 0-5 | Town | | Environmental, Health and Safety/Planning |
| Classic Shores buildout | Planning / Public Works | | 0-5 | Town | | Welfare/Planning |
| Town pier | Town Council/ Public Works | | 0-2 | Town | | Welfare, Environmental/ Planning |
| Parking lot improvement | Public Works | | 0-2 | Town | | Welfare, Environmental/ Planning |
| Town website improvement | Town Council/ Staff | | 0-1 | Town | | Welfare/Planning |

Project Types

Health and Safety - intended to prevent the injury, illness, or worsening of circumstances where injury or illness has occurred

Welfare - intended to enhance the quality of life for Town citizens and visitors

Environmental - intended to repair, enhance, or prevent future degradation of the natural and build surroundings in Town

Project Stages

Planning - Goal has been identified with scope, action plan, and budget being developed

In Progress - Resources have been committed and the project is ongoing

Stormwater Management Plan Phases Outline

- Phase I – Survey and assessment. Includes aerial survey and on ground assessment.
- Phase II – data integration and mapping – translating the information into usable GIS maps and information for engineering analysis.
- Phase III – engineering analysis and scope definition with implementation planning. Complete engineering assessment design and recommendations based on existing conditions and future planning needs. Identification of the individual drainage areas for tailored management.
- Phase IV – High impact, need and urgency-based implementation of initial plan phases. Executing the parts of the plan that will have the largest return on money, time, and material. Combination of Public Works and 3rd Party Contractors.
- Phase V – Strategic, long term, large scale major implementation of upgrades. Executing engineered scope of work by large 3rd party contractors.
- Phase VI – Ongoing integration of the upgrades and existing conditions into GIS and municipal data collection with periodic engineering review and analysis.

Code of Virginia

Code of Virginia § 15.2-2239. Local planning commissions to prepare and submit annually capital improvement programs to governing body or official charged with preparation of budget.

A local planning commission may, and at the direction of the governing body shall, prepare and revise annually a capital improvement program based on the comprehensive plan of the locality for a period not to exceed the ensuing five years. The commission shall submit the program annually to the governing body, or to the chief administrative officer or other official charged with preparation of the budget for the locality, at such time as it or he shall direct. The capital improvement program shall include the commission's recommendations, and estimates of cost of the facilities and life cycle costs, including any road improvement and any transportation improvement the locality chooses to include in its capital improvement plan and as provided for in the comprehensive plan, and the means of financing them, to be undertaken in the ensuing fiscal year and in a period not to exceed the next four years, as the basis of the capital budget for the locality. In the preparation of its capital budget recommendations, the commission shall consult with the chief administrative officer or other executive head of the government of the locality, the heads of departments and interested citizens and organizations and shall hold such public hearings as it deems necessary.



Present land use

The town of Colonial Beach is developed in a narrow, elongated area along a 4-mile stretch of the Potomac River. Open water surrounds the town's 1,473 acres on three sides.

Surrounding Land Uses

Portions of Westmoreland County that surround the town are primarily made up of residential, agriculture, rural, and undeveloped land. Residential land uses are comprised of both rural residential developments and dense single-family developments.

In 2015 Colonial Beach participated in the NSF Dahlgren Joint Land Use Study, which aimed to advocate for a proactive approach to encourage increased communication about decisions relating to land use regulation, conservation and natural resource management issues affecting both the community and the military. Collaborative land use strategies emerging from this study included:

- Develop an intergovernmental coordination element to include in comprehensive plans that set provisions for the multiple land management agencies and their roles and responsibilities.
- Be aware of potential incompatible development along the Potomac River Test Range and near the Range Stations.
- Create a Military Compatibility Area Overlay District (MCAOD) containing Military Compatibility Areas (MCAs) that reflects the types and intensity of land uses compatible with military activities at NSF Dahlgren and the PRTR.
- Update local jurisdiction comprehensive plans to include military.
- Create compatibility policies that support and promote compatible land uses.
- Update zoning maps and zoning codes to be consistent with any changes or updates resulting from the comprehensive plan.
- Update comprehensive plans with the compatibility policy set
- Develop an Enhanced Real Estate Disclosure Statement that includes appropriate information about NSF Dahlgren operations, the NSF Dahlgren Operating Area, use of civilian airports, and potential noise and vibration effects that may result from certain types of events and activities performed.
- Identify noise compatibility policies for inclusion in local planning documents.
- Amend the building codes to require sound attenuation that achieves an interior noise level of 45 dB for any new buildings or significant changes or additions to current buildings located within areas identified as experiencing noise levels greater than 60 dBA.
- Develop a Sound Attenuation Retrofit Program that provides guidance on sound attenuation standards for retrofitting existing residential and commercial facilities.



The full report is available at

<https://www.charlescountymd.gov/home/showpublisheddocument/2326/637182528665400000>

Town Land Uses and Percentages

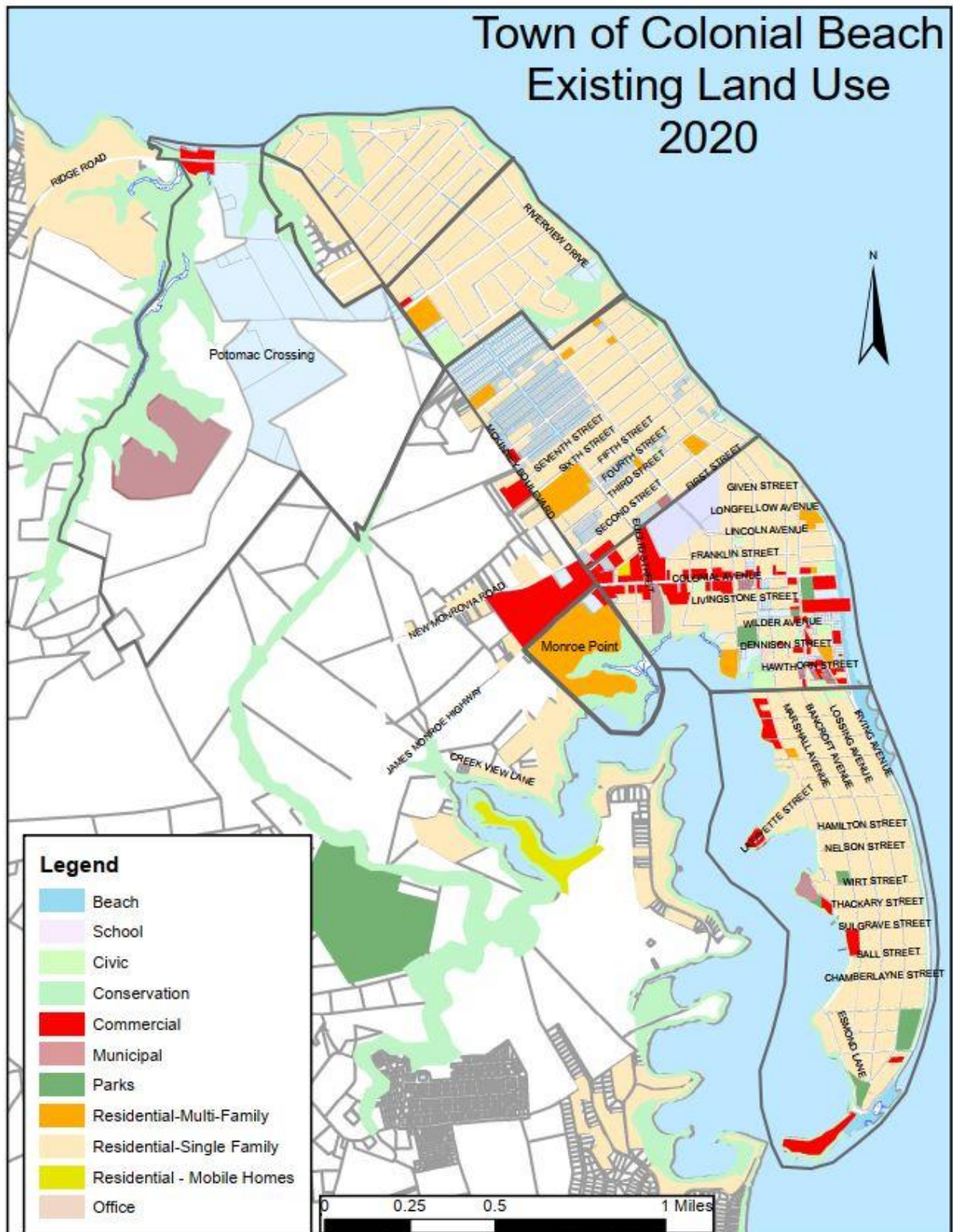
The town occupies approximately 1,473 acres of land. Of that, the primary land use is residential, occupying 39 percent of the total land area. Vacant land runs a close second making up 30 percent of the town's land area. Commercial land uses make up the least percentage of the town's area, approximately 7 percent. Town, churches, and other community facilities are mostly concentrated in the Central Area.

Categories of land use

- Civic - Includes all churches and health care centers.
- Parks - Includes all publicly owned open space not including the beach.
- Beach - Includes all publicly accessible beaches.
- School - Includes all school owned buildings and property.
- Municipal - Includes all government establishments, such as town-owned buildings and lands, town offices, post offices, rescue squads and fire departments.
- Commercial - Includes all types of business establishments such as retail / wholesale, services, offices, marinas, and lodging.
- Residential Multi-Family - Includes all multi-family buildings, including attached single-family dwellings.
- Residential Single-Family - Includes all single-family detached dwellings.
- Residential Mobile Homes - Includes all mobile home parks and/or mobile villages.
- Vacant/Undeveloped/Agriculture Lands - Includes parcels that remain unoccupied by structures and are presently undeveloped or in agricultural use.

It is important to note that no industrial lands exist within the town. There are heavier types of commercial uses, such as seafood management; boat repair, and businesses with outdoor storage and equipment which can be found within the Town limits.

Existing Land Use Map



Public Open Space

Public open space within the town includes all public beach areas. Public green space is primarily located in the Point and Central Neighborhoods. The Meadows and Bluff Neighborhoods of town do not have any public open space. Public beach areas are in the Central Area and south along the Point Neighborhood.

Per information gathered during community workshops and surveys, increasing green space in Colonial Beach is a priority of residents and visitors.



Commercial Uses

The Town's historic business district was centered at Hawthorne Street and North Irving Avenue, where the retail and restaurant establishments remain. Over time, commercial activity gradually shifted from downtown to a six-block segment of Colonial Avenue and the Beachgate Shopping Center. The conversion of residential properties into office and retail functions continues along blocks of Colonial and Washington Avenues.



The Downtown of Colonial Beach is from the Boardwalk to Washington Avenue, between Colonial Ave and Boundary Street. Police Department is housed in the top of the BB&T/Truist Bank. The shores of Monroe Bay continue to support the multiple marinas and restaurants often integrating seasonal seafood with marinas and restaurants. Lodging facilities including Cottages, Bed and Breakfasts, Motels and boarding houses are scattered throughout the entire area of colonial Beach.

Residential Uses

Residential development consists of primarily single-family detached dwellings with isolated higher density developments scattered throughout town. Many of the higher density (multi-family) developments are not significantly out of scale with the surrounding neighborhood. Care should be taken to ensure that they complement rather than become a detriment to the surrounding neighborhoods.



Due to the town's early days as a summer resort, many of the residential properties were built on small lots as summer cottages. These types of houses still dominate much of the Point Neighborhood and are seen as an historical attribute and add to the unique character of the town. However, there also has been a significant amount of redevelopment on these lots with larger homes. Larger housing types should assist in the preservation and character of this important architectural attribute of the town's housing.

The banks of the Potomac River and Monroe Bay is water dependent commercial businesses currently coexisting within otherwise residential areas. These water dependent businesses, such as boat servicing and repair, the transport of seafood, restaurants, and marinas, are an important component in the economics of the town and should be preserved.

Undeveloped and Vacant Land

Of the Town's total land area, approximately 30 percent remains undeveloped. Most of the vacant land is found in the Classic Shores Neighborhood and northern and western portions of Colonial Beach. Land development should follow the stipulations as laid out in the Comprehensive Plan and Town Ordinances. Potomac Crossing has the potential to be developed and could bring significant opportunity for both mixed income and residential/commercial development.

Beachfront and Historic Resort Commercial Area

New resort and commercial development occurred as a result of a Revitalization Grant which in turn highlighted the need for continual focus on the economic revitalization of the historic resort commercial area and the boardwalk.

From the Revitalization efforts formed the non-profit Downtown Colonial Beach, a Virginia Main Street affiliate, with the goal to preservation-based economic and community development that follows the Main Street Approach by the National Main Street Center. Colonial Beach Commercial Historic District, a six-block commercial area and two gateway roads in Town of Colonial Beach, Virginia, were officially listed to the Virginia Landmarks Register (VLR). The decision by the Virginia Department of Historic Resources, the commonwealth's official list of places of historic, architectural, archaeological and cultural significance, means that the historic district is now eligible to be nominated for listing on the National Register of Historic Places.

Downtown Colonial Beach Inc. (DCB), spearheaded the process. Listing a property in the state or national registers is honorary and sets no restrictions on what property owners may do with their property.

Designating a property is foremost an invitation to learn about and experience authentic and significant places and provides owners the opportunity to pursue historic

rehabilitation tax credit improvements to the building. Tax credit must comply with the Secretary of Interior's Standards for rehabilitation.



Colonial Beach Commercial Historic District is the only site to encompass a late-1800s resort. The District, which lies just west of the lower Potomac riverfront, was the business center of a fully planned resort, where steamboat wharves, amusements, bathhouses, hotels and restaurants lined a bustling boardwalk and beach during the late 19th Century. Founded as a summer retreat for prominent Washingtonians, and platted in 1882, Town of Colonial Beach is home to historically-significant commercial, civic and residential buildings from all phases of the Town's history. Building styles include Folk Victorian, Queen Anne, Gothic Revival, Classical, Craftsman, Art Deco, Farmhouse, and Vernacular architecture.



Waterfront Lands, Tidal Marshes, and Open Water Areas

These areas collectively represent one of Colonial Beach's greatest assets. Future land use development should make best use of these resources through continued improvements to park and recreation facilities, dedication of sensitive areas for community open space, and application of CBPA safeguards to ensure water quality protection.

These natural lands also serve as potential risks for the economic future of the Town. Much of the recurrent flooding caused by storms or sea level rise will occur in these areas, as well as other low-lying areas. Because of this, it is important to develop resiliency goals that take into account the risks of these areas as well as the benefits.

Development of maps that outline the areas of the Town most at risk for recurrent flooding is a major goal. As described in the Environmental/Natural Resources concern listed on p. 90, the Town should incorporate Low-Impact Development standards into the planning and permitting process.

In addition, the Town's tidal marshes and other aquatic submerged vegetation serve to protect the Town from storm surges and recurrent flooding. In the future, the Town should look to expand SAV on low-energy shorelines where possible in order to expand the resiliency of the Town and its new developments to flooding.

See the Environment and Special Issues section on p. 90 for additional information.

Recreational Facilities

The encouragement and development of both private and public recreational opportunities is a major planning issue for the Town.

Entertainment facilities in the historic core and boardwalk areas should be encouraged. The establishment of the Torrey Smith Recreational Park has added to the open space in the Central area and the Robin Grove Dog Park has as added another open space in the Point area. In addition, plans are being made for adding a linear park in the north side of town, which would provide a well-lit walking path and golf cart path.

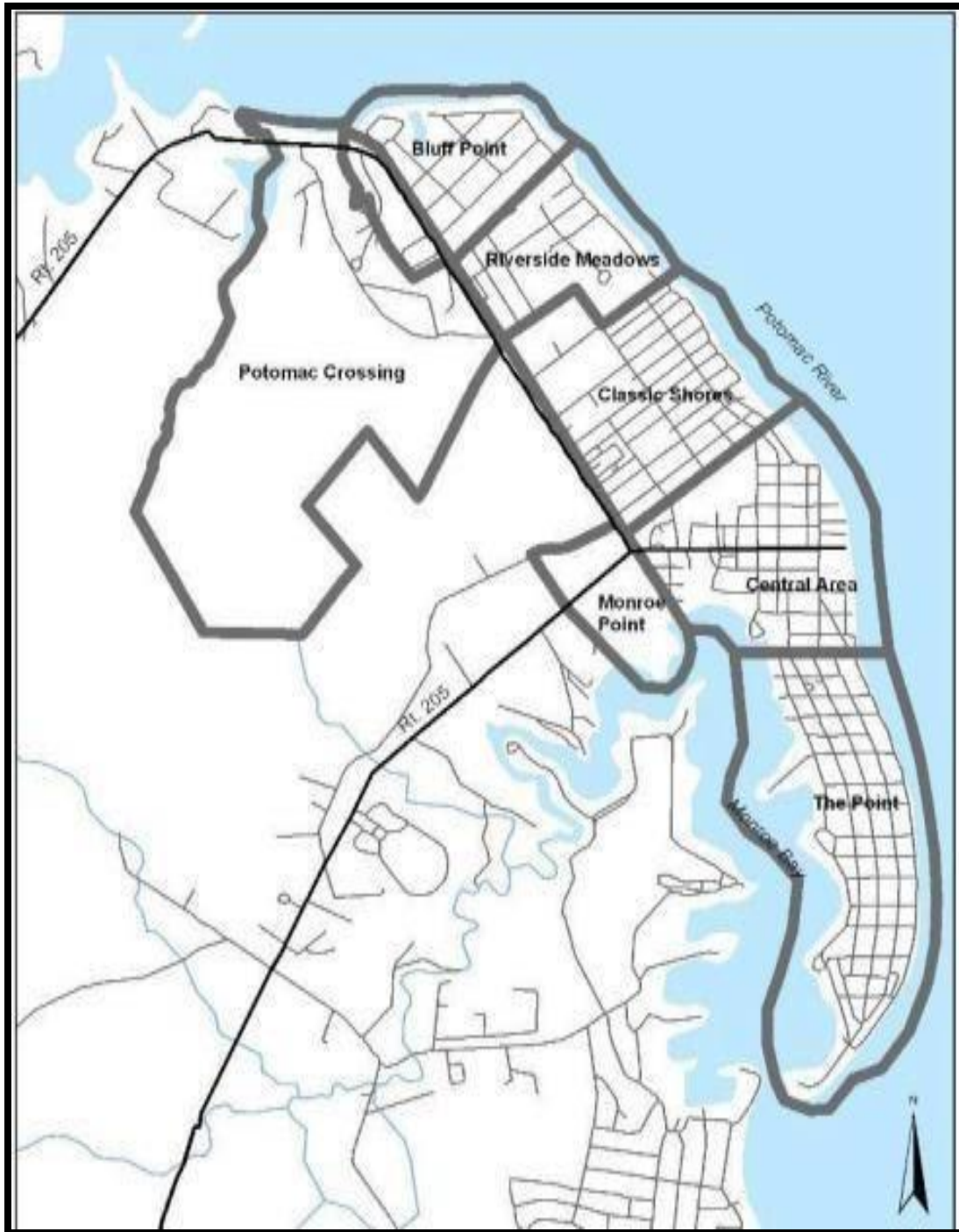


The embrace of green infrastructure and other uses of green open space may lead to additional recreational facilities for the citizens of the Town to enjoy. Family-orientated and multi-generational facilities would greatly benefit the health and wellness of the community year-round.

Planning areas

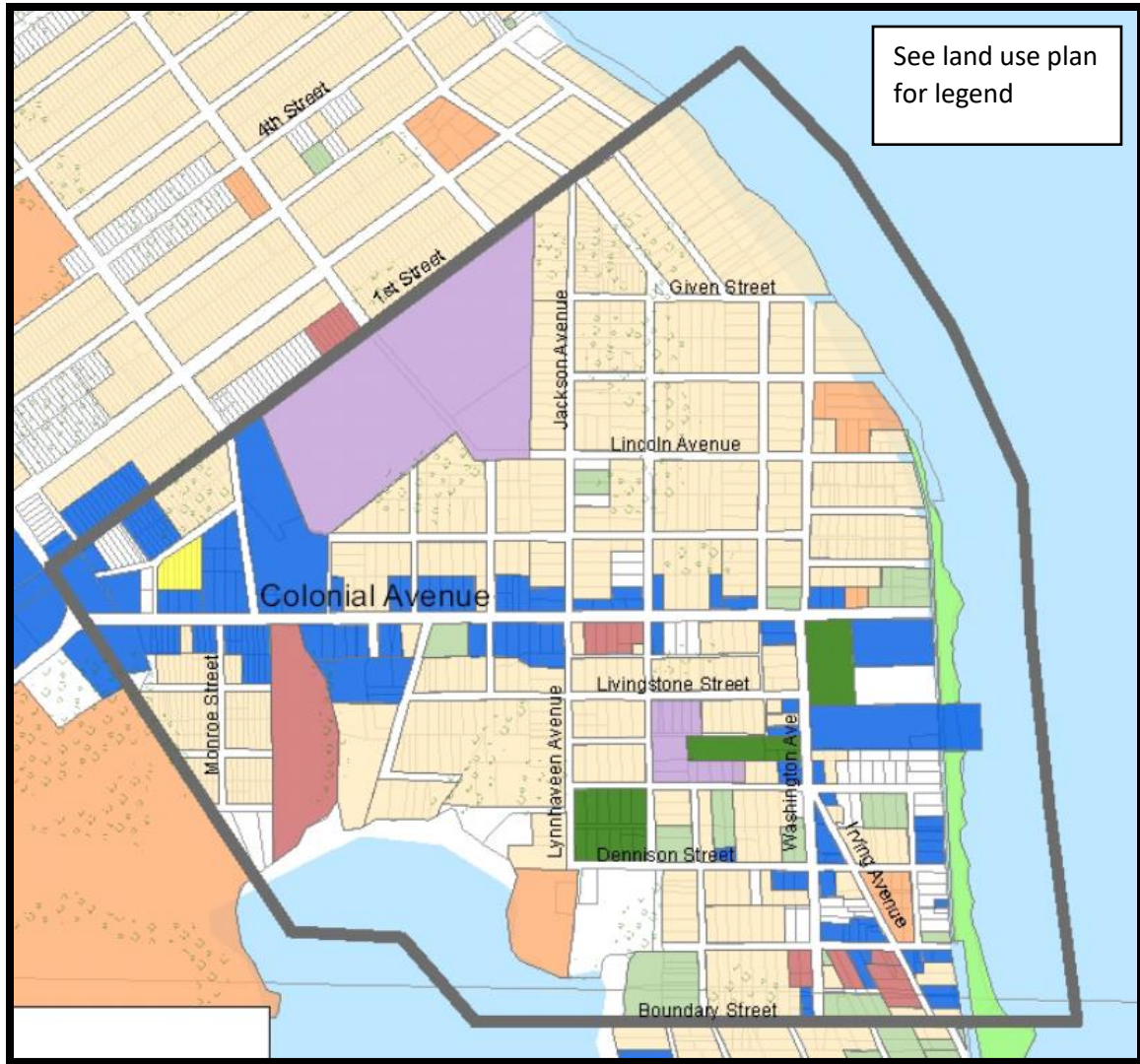
This section provides a more detailed understanding of the town's seven (7) Neighborhoods as depicted in the map below. Each area is unique in its own identity and have both opportunities and challenges to face in the years ahead. Planning areas are established to provide the opportunity for context specific guidelines and recommendations to be made for various areas that share similar attributes.

Colonial Beach Neighborhoods Map



Central Area

The Central Area is located between Boundary Street and 1st Street and is the most diverse planning area encompassing a wide range of land uses. The individual land uses areas that make up the planning area are discussed in more detail below.



Historic Resort Commercial / Boardwalk

The Historic Resort Commercial/ Boardwalk area is generally located between Washington Avenue and the beachfront. The area has always had a wide range of land uses and is the historic commercial area. The shift of commercial land uses over the years to Colonial Avenue and Rt. 205 has resulted in a significant amount of vacant / undeveloped property in this area. The continued presence of municipal and public offices such as Police Station School Board Office, Library, and the Potomac River Fisheries Commission, has assisted in keeping a constant stream of individuals in the area. In addition to the public buildings, there is a mix of commercial establishments (mostly retail, restaurants, and hospitality businesses) and residential units in this area. Much of the vacant / undeveloped land is owned by the town, which offers a unique opportunity to spur and guide revitalization of the area through various

public improvements. Two hotels, the newly renovated Riverview Inn and the River's Edge Hotel offer guest accommodations.

A \$27 million-dollar four phased development project, by Dodson Management Group will bring 30 new townhomes to the downtown along with two additional condo buildings on the boardwalk and one mixed use project to include retail space.

A beachfront boutique hotel is also part of the project, along with historic renovations of several buildings for retail and office use.

The efforts of Downtown Colonial Beach are the continued work of the original revitalization grant award and continue to focus on economic development of this key area. The Colonial Beach Commercial Historic District designation will incentivize rejuvenating much of the Central Area through State and Federal Tax credits as well.

Colonial Avenue

The Colonial Avenue Corridor also has a variety of uses: Residential, Business and Public/Semi Public. It too is currently plagued by vacant and undeveloped commercial properties. Much of Colonial Avenue is currently zoned C-1 Commercial with the existing residential units being "grandfathered" nonconforming uses. The eastern terminus of Colonial Avenue on the Potomac River offers unique opportunities for development and visual sight lines. The need for continued vigilance on Colonial Ave is warranted to maintain a clean and bright entrance to the Town. Many of the suggestions of the Revitalization Plan should assist the Town in developing a better and attractive entrance to town, as should receiving a historic designation through the Virginia Main Street Program (see p. 131).



The Point Neighborhood

This area is generally described as the area south of Boundary Street. While most housing units are of single-family residential type, there are scattered multi-family and commercial uses as well. The commercial uses are primarily made up of water dependent establishments, such as marinas and boat docks.

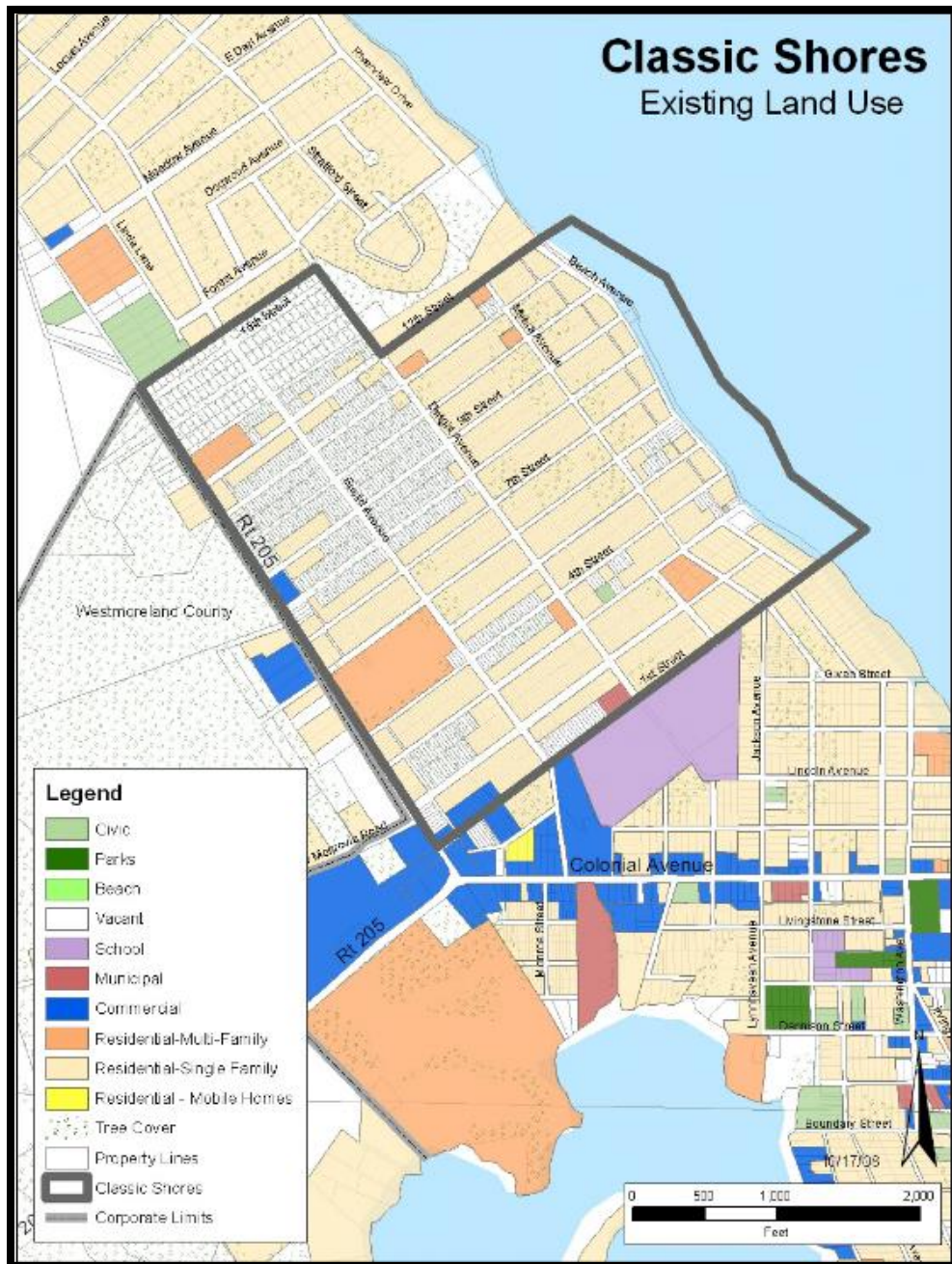
This area has historical significance to the town. It was one of the first residential areas established and is primarily made up of single family lots averaging approximately 5000 square feet. A number of these homes are "vacation-cottage" type homes occupied primarily in the summer months. A Survey of Architectural Resources in Westmoreland County, Virginia was done in 2001 that identified a number of historical properties in the area. They are primarily wood frame vernacular buildings with front porches and usually a porch on more than one elevation. These buildings, along with many others in the area, make up the unique cottage type character of The Point. There has been a trend in recent years to convert these smaller cottages into year-round permanent, larger, and more modern dwelling units.



The Point has the most recreational activities located within its borders. In addition, the Point has the recently updated public boat ramp with parking for vehicles and for boat trailers.

Classic Shores Neighborhood

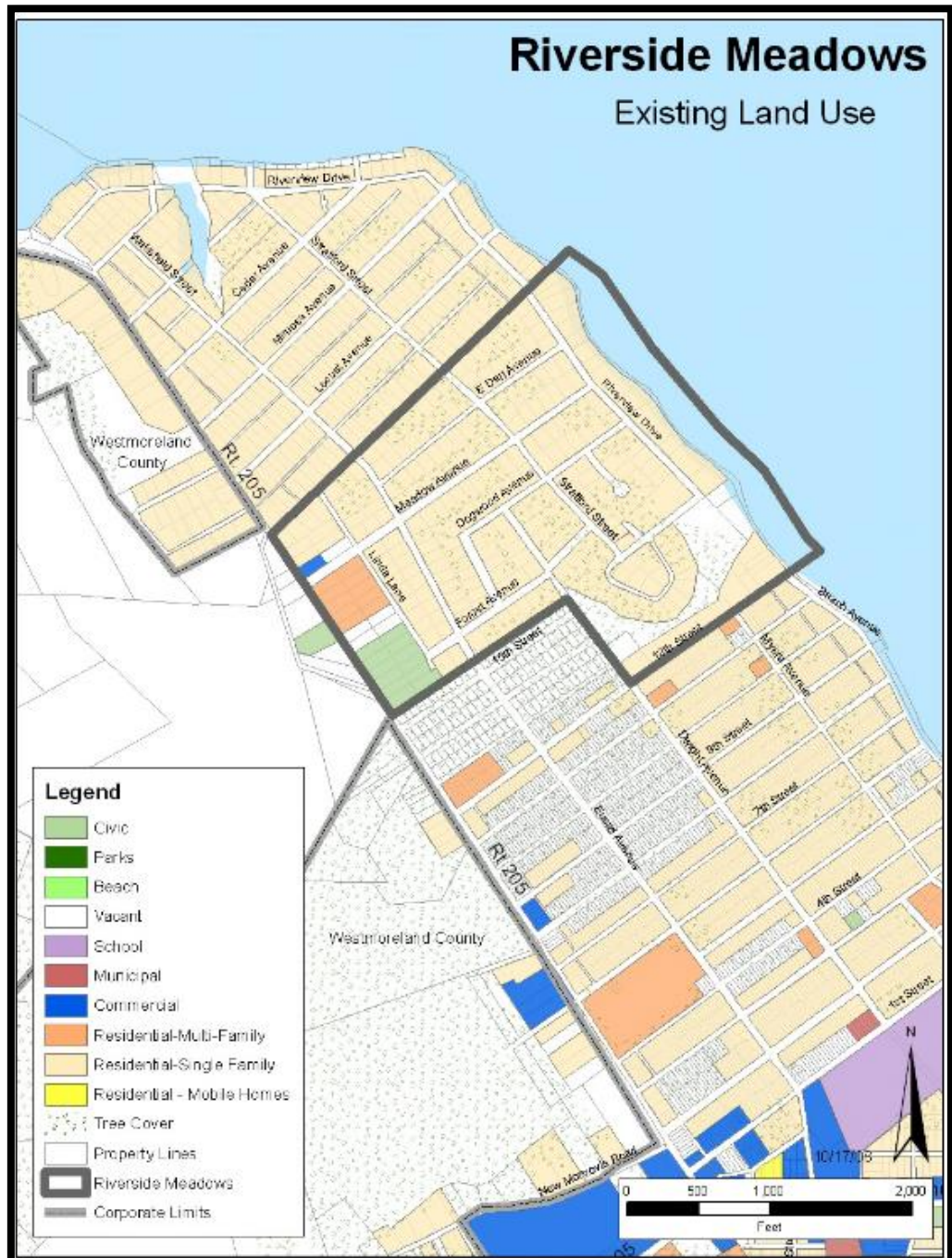
Classic Shores is located between 1st Street and the southern boundary of Riverside Meadows subdivision (15th street), with a linear park connecting Classic Shore and the Meadows neighborhoods. The small standard size (25' widths) were originally designed to sell as affordable vacation homes for residents of Northern Virginia and Washington, D.C. This scale lot is generally now doubled to accommodate a 3 bedroom typical single family home of the neighborhood today. There are many vacant parcels primarily surrounding several street rights of way that are plated but not yet improved. Multi-family apartment units add residential diversity to this neighborhood.



Riverside Meadows Neighborhood

The Riverside Meadows neighborhood is a new, primarily residential area on the northern edge of town, adjacent to the Potomac River. It is bordered on the southwest by Rt. 205 where a few non-residential land uses are present: the Mary Washington Health Care Center and a small office. The residential lots are large compared to other parts of town. This area, at present, does not have any public parks or playgrounds, although an informal bikeway along the unimproved Euclid Avenue right of way connects this neighborhood to southern parts of town, providing a safe route for bicyclists, golf carts and pedestrians. Until either Dwight Avenue or Euclid Avenue is constructed through, vehicular traffic will be forced to use

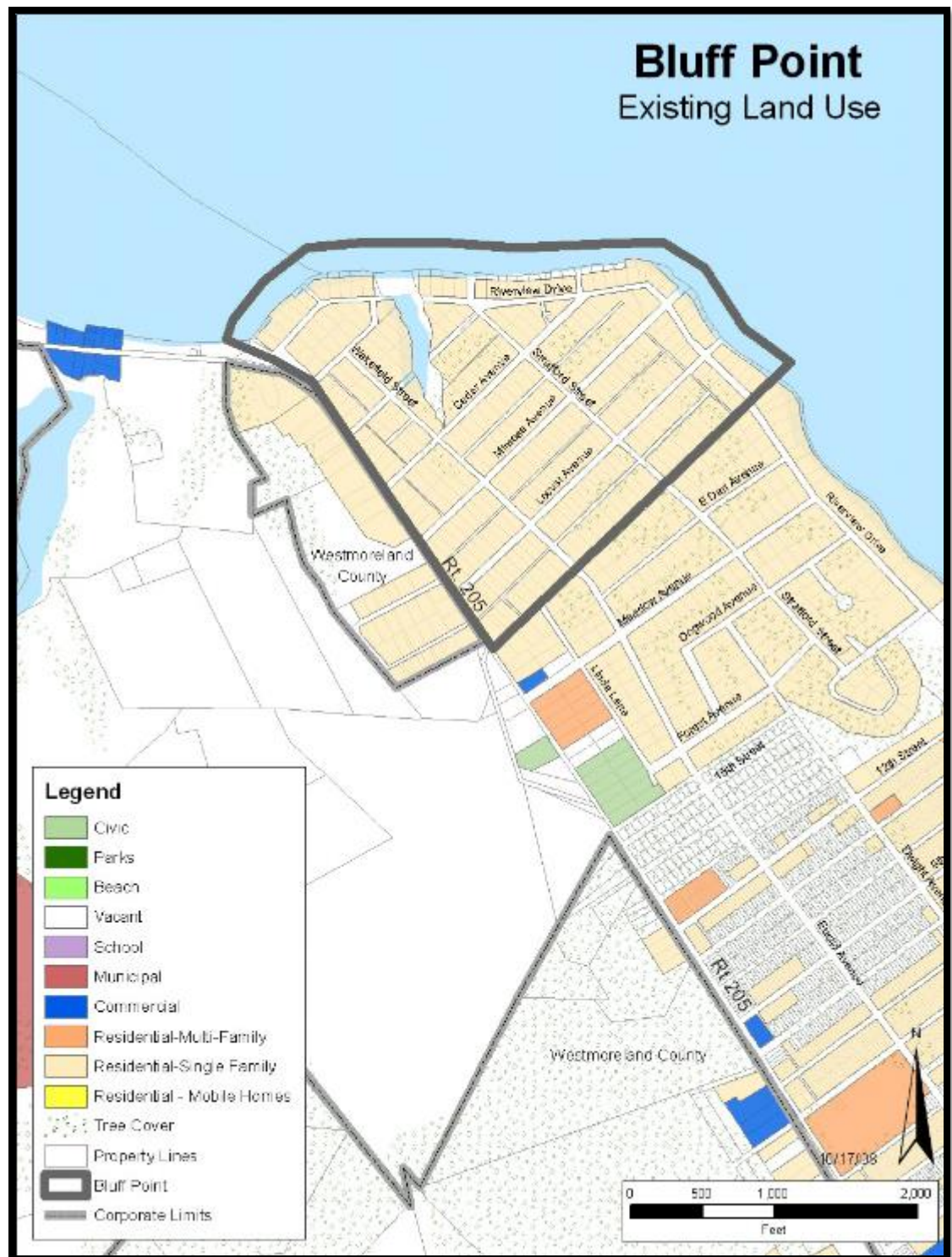
Route 205 to reach the central shopping and public service areas of the Town. Most of Riverside Meadows is zoned R-1 residential with a minimum lot size of 12,000 square feet.



Bluff Point Neighborhood

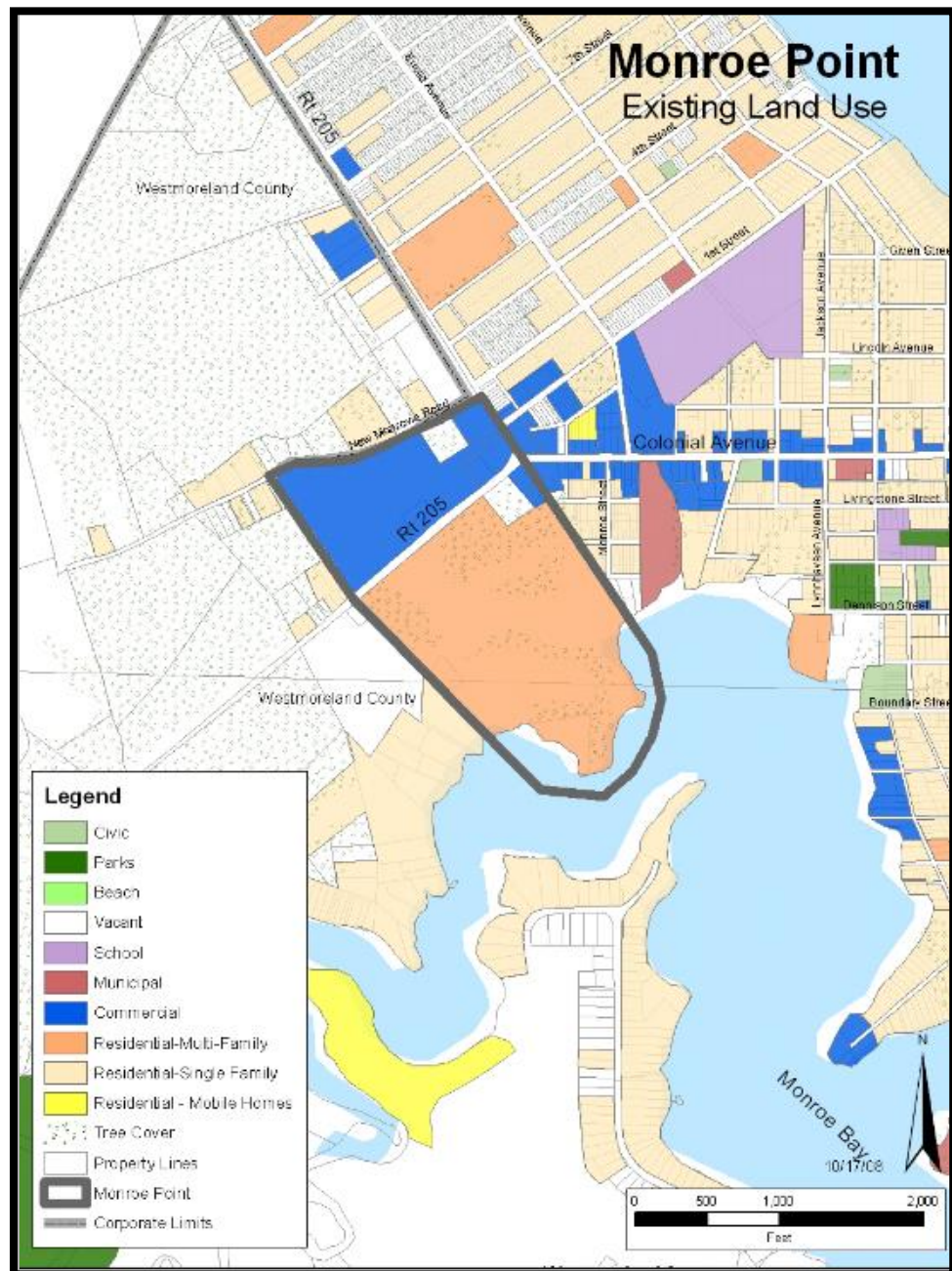
The Bluff Point neighborhood is an established residential area. It is in the northernmost portion of town, bordered on the north by the Potomac River and on the west by Rt. 205. As in Riverside Meadows, the residential lots are large compared to other parts of town. This area does not have any public parks or playgrounds. Bluff Point is internally connected to the Riverside Meadows neighborhood to the south,

but until either Dwight Avenue or Euclid Avenue is constructed through to the Classic Shores area, traffic will be forced to use Route 205 to reach the central shopping and public service areas of the Town. All Bluff Point is zoned R-1 residential with a minimum lot size of 12,000 square feet.



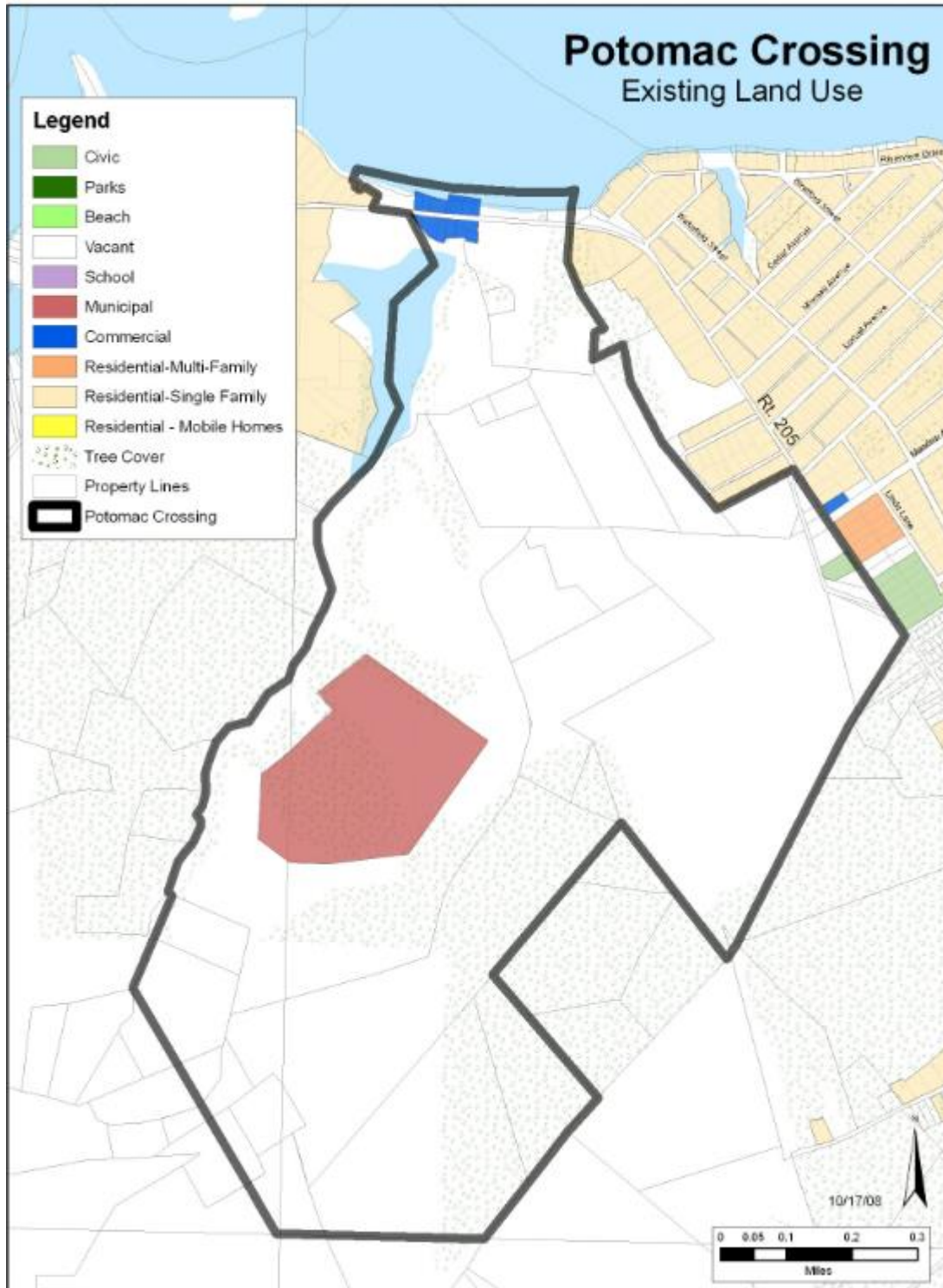
Monroe Point Neighborhood

The Monroe Point area is the most recently developed section in town. It forms the gateway to town for those traveling north on Rt. 205. It is made up of the Beachgate Shopping Center and surrounding commercial businesses on the north side of Rt. 205 and the Monroe Point mixed use development currently only comprised of town homes. This area does not have any public parks or playgrounds, but the Monroe Point community offers a private community marina to its residents. This neighborhood is not internally connected to other parts of town and in the future plans should be developed to make this happen. Zoning and ordinances should be reviewed to maintain this area as a multi-family unit plan and not a Commercial development area.



Potomac Crossing Neighborhood

The Potomac Crossing area is the newest addition to the town's corporate limits. The area was supposed to be developed as a Planned Unit Development (PUD) with residential units with a golf-course, though there has been a suggestion to amend the PUD zoning to allow for less than 15 acres currently established (see p. 18). The original designation was for housing and a golf course, but it was never built. The Town's Public Works Department and Water Treatment Plant are located here.



Community development needs and ideas

Historic Resort/Commercial/Boardwalk District

- Upgrade/Improvement of the current Boardwalk.
- Upgrade/Improvement of the streets, sidewalks, lighting, and overall appearance.
- Additional parking areas needed during peak summer session.
- Additional recreational facilities.
- Continued beachfront stabilization and replenishment.
- Redevelopment of vacant/underutilized/deteriorating buildings and land.
- Improve North side of the beach and Boardwalk.
- Improve Town Pier (engineering study/replacement).
- Develop a Comprehensive Parking Plan.

Colonial Avenue Corridor

- Improved streetscape, sidewalks, plantings, lighting.
- Beautification efforts to assist local businesses along the corridor with planting and caring for indigenous trees.
- Redevelopment of vacant/underutilized residential and commercial structures.
- Additional parking in some areas of the Corridor.
- Blight needs continual attention.
- Improved wayfaring signage.

Central Area

- Continuation of the Minor Home Repair Program, which has improved housing conditions for eligible town residents – there are several houses which are in poor structural condition.
- Improvements to the streetscape – sidewalks, curb, and gutter where they are in disrepair or nonexistent.
- Increased buffering between commercial uses along Colonial Avenue and the adjoining residential lots to the rear.
- Lighting & informational signage.
- Blight ordinance reviewed and enforced.

The Point

- Preservation of the unique cottage type and Victorian character of the neighborhood.
- Preservation of the maritime commercial establishments.
- Shoreline stabilization – Roads along the Potomac River and Monroe Bay have experienced and will continue to have erosion related problems.
- Street and Sidewalk Improvements – Many of the streets and sidewalks are in extremely poor condition.



Classic Shores Area

- Continuation of the Minor Home Repair Program, which has improved housing conditions for eligible town residents – there are several houses which are in poor structural condition. These homes detract from the overall quality of the neighborhood.
- Improvement of several unimproved rights of way.
- Bicycle and pedestrian installation and/or upgrade.
- Enhanced lighting.
- Enhanced park and recreational facilities.
- Community Development Needs in the Riverside Meadows Area
- Interior connection route for vehicles to Central Area without having to travel on Route 205.
- Implement water mitigation plans.
- Recreational amenities and public open space.
- Improved stormwater drainage.
- Lighting.

Bluff Point Area

- Interior circulation route for vehicles eliminating travel on Route 205 for access.
- Upgraded utilities (water and sewer).
- Recreational amenities and public open space.
- Improved stormwater drainage.
- Lighting along roads, especially major roads

Monroe Point Area

- Gateway enhancements (plantings and signage) are needed along Rt. 205.
- Golf cart accessible path across Rt. 205 to the Beachgate Shopping Center.
- Golf cart/pedestrian/bicycle path linkage to the rest of town via Colonial Avenue.



Housing

Overview

Colonial Beach is in a good position for expansive residential growth. As the housing section of the Comprehensive Plans will show Colonial Beach has an abundance of residential in-fill lots, and pre-approved building lots that put the town in an excellent position to take advantage of the strong regional economy. Additionally, this residential growth will drive commercial development without significant cost for infrastructure improvements. The sources of the data for this report are cited with the charts and tables they refer to.

Given a modest estimate of 22 new residential building permits issued annually, the projected growth will be in excess of a 14 percent increase by 2030. However, Colonial Beach has the potential for even more growth with in-fill especially in Classic Shores and development potential at Potomac Crossing.

A key finding of the study indicates Colonial Beach has a sufficient number of affordable housing units for very low-income households earning less than 30 percent to 60 percent of the area median income (AMI) annually. While there are some individuals on the subsidized housing waiting list the access to these units is timely. In fact, nearly 10 percent of the occupied housing units in Colonial Beach have some form of rent subsidy whereby residents pay no more than 30 percent of their income toward housing, which nearly corresponds with the 10 percent rate of poverty.

The data shows there are three main categories of residents that need to be addressed. The first category are those individuals, ages 18-24, and ages 65+, who together comprise 44 percent of the population. This segment of the population has an average household size of 1.9 for homeowners, and 2.5 for renters and would benefit from having access to smaller, attached multifamily one-and-two-bedroom units. The data shows that Colonial Beach has an abundance of single-family homes which comprise 83 percent of the housing stock and limits the diversity of housing options for a sizable portion of the population.

The second category of need are those households paying 30 percent or more of their income toward housing costs. One in four homeowners in Colonial Beach and two out of three renters pay more than 30 percent of their income toward housing costs. These costs have increased 176 percent for homeowners, and 68% for renters since 2000, while wages have increased 70 percent. Additionally, smaller multifamily units would be more cost beneficial to this segment of the population.

The third category of need is the lack of workforce housing that is housing that would be affordable to those earning between 60 percent and 120 percent of the AMI. These residents make up approximately 30% of Colonial Beach's households and they earn between \$32,273 and \$64,546 annually. Housing that would be affordable to this segment of the workforce range in cost of \$90,364 to \$180,728, yet the median value of housing in Colonial Beach is \$241,500. Only one in four houses in Colonial Beach are valued below \$175,000. Communities with decreased homeownership rates are more subject to blight and economic instability. This population would likewise benefit from smaller attached multifamily homeownership opportunities and rental options.

For a full listing of housing-related definitions, please see Appendix K.

Statement of intent

The following housing study is designed to provide key housing information needed to determine future housing demands for the Comprehensive Plan in Colonial Beach. Under Virginia code, jurisdictions are required to create the following mandate..."The comprehensive plan shall include the designation of areas and implementation of measures for the construction, rehabilitation and maintenance of affordable housing, which is sufficient to meet the current and future needs of residents of all levels of income in the locality while considering the current and future needs of the planning area within which the locality is situated" (Code of Virginia § 15.2-2223). The data contained in the following Colonial Beach housing assessment was obtained by a draft 2017 Comprehensive Plan Housing Update by Land Studio and uses the most recent American Community Survey (ACS) 2017 5-Year Estimates census information because it provides a more consistent comparison of housing characteristics across a broad spectrum of data as compared to the limited information available in the 2018 census estimates by Land Studio in 2017.

Introduction

Housing is considered affordable when the cost is no more than 30 percent of household income. The Colonial Beach housing plan seeks to ensure an adequate supply of housing for the community's needs so that all segments of the community have access to housing and that planning efforts contribute to a sustainable community. The availability of safe decent housing that is affordable to all citizens within a community indicates how economically stable it is. This is what attracts new residents, seasonal buyers, and new businesses.

Housing is a basic need of all citizens. The quality of housing within a community indicates its economic stability and social values. The town of Colonial Beach is an important residential center in Westmoreland County, offering both seasonal and year-round housing options. The following pages provide a more detailed understanding of the characteristics of the town's housing stock, type, age, quality, and location, as well as occupancy trends, growth, house values, and affordability.

Current housing stock

The various styles and types of residential housing includes detached single-family dwellings, townhouses, apartments, and condominiums. Lot sizes range from 2,500 square feet to 40,000+ square feet. However, the vast majority of the existing lots are in the 5,000 to 15,000 square foot ranges.

According to the 2017 Census Bureau detached single-family dwellings make up 82% of the 2331 residential units, a slight decrease from the 2014 Census. Mobile home units continue their decline from 2014 to 1.1 percent of the occupied housing units according to the Census Bureau. The remaining mobile homes that exist in the town's Central Planning Area are grandfathered and no new units are allowed under a zoning ordinance amendment.

A variety of housing options, beyond owner-occupied detached single-family dwellings, are needed to serve the diverse needs of the community. Younger individuals who are new to the workforce (ages 18-24) with incomes at or below 30 percent of the area median income and older residents ages 65+ who are looking for housing with significantly less maintenance all need options outside of the detached single-family home. These age categories comprise 44 percent of the town's population of 3,541 as shown in Table 2 below. This suggests that 1,615 individuals need alternatives to the single family.

According to the Census approximately 419 of the towns 2,331 housing units, or 17 percent, offer options other than single-family dwellings. Assuming the average of 2.2 per household from the 2017 American Community Survey (ACS) estimates, the existing housing stock can provide 772 individuals alternatives to detached single-family dwelling, leaving and additional 843 individuals or 23 percent of the population potentially without housing alternatives. This points to the current need for an additional 383 housing units that are not detached single-family dwellings to serve these individuals, or almost triple the 132 units currently available.

Table 17: Types of Residential Units (2017)

| Type | Number 2014 ACS | Number 2017 ACS | Percent |
|---------------------|-----------------|-----------------|---------|
| Total housing units | 2,305 | 2,331 | |
| 1-unit, detached | 1,973 | 1,912 | 82.00% |
| 1-unit, attached | 132 | 142 | 6.10% |
| 2 units | 61 | 17 | 0.70% |
| 3 or 4 units | 44 | 56 | 2.40% |
| 5 to 9 units | 30 | 116 | 5.00% |
| 10 to 19 units | 16 | 21 | 0.90% |
| 20 or more units | 22 | 50 | 2.10% |
| Mobile home | 27 | 17 | 0.70% |

US Census ACS Physical Housing Characteristics For Occupied Housing Units 2017 5-Year Estimates. Retrieved from internet December 2020 <https://data.census.gov/cedsci>

Table 18: Colonial Beach Population Potentially Needing Alternatives to Detached Single-Family Dwellings

| Type of Resident | Percentage of Population | Individuals |
|------------------------------|--------------------------|-------------|
| New to the workforce (18-24) | 5% | 169 |
| Aged 65 and older | 29% | 1,023 |
| At or below poverty level | 10% | 1,554 |
| Total | 44% | 1,554 |

US Census Bureau, Poverty Status in the Past 12 Months ACS 2017 five-year estimates. Retrieved from the Internet December 2020. <https://data.census.gov/cedsci/>

Subsidized and assisted-living complexes

Table 19 shows the subsidized units in Colonial Beach with 148 units and make up 9 percent of the town's occupied housing units. Riverwood Apartments has 83 units and the Colonial Beach Village Apartments has 32 units. The Meadows is located on the 400 block of Meadows Avenue and has 33 units for individuals 65 years or older.

Table 19: Colonial Beach Subsidized and Assisted Living Complexes

| Complex name | Number of units | Individuals served at 2.2 per household |
|---|-----------------|---|
| Colonial Beach Village Apartments (Section 8) | 32 | 70 |
| Riverwood FmHA | 83 | 182 |
| The Meadows FmHA (515 program for +65 years) | 33 | 72 |
| Totals | 148 | 253 |

As referenced in Table 19, all three of Colonial Beach's subsidized complexes are at full capacity and there are individuals who are on the waiting list. However, this gap is a manageable number and indicates that Colonial Beach is on track to reach that goal. In fact, nearly 10 percent of the occupied housing stock in Colonial Beach is subsidized. In addition, the town provides 84 percent of Westmoreland County's entire stock of subsidized housing units. Colonial Beach has kept pace with the demand for subsidized housing and now needs to turn future housing resources to accommodate the workforce.

New housing starts

Detached single-family dwellings continue to be the most popular choice for new units. This is partially due to the existing zoning code, which defines detached single-family dwellings as a by-right use in the residential districts. Compact or attached housing styles may require additional action by the Town Council, Planning Commission, and/or the Board of Zoning Appeals. However, over the past 15 years, several attached housing options have been approved and built in the town:

Potomac Renaissance is a five-story mixed use condo development located in the Resort Commercial zoning district. Virginia Marine Investments LLC completed construction on the second of two buildings in late 2015, adding 24 two- and three-bedroom units for a total of 52 units.

Monroe Point, located on Monroe Bay in the Monroe Point Planning Area, is a waterfront community offering attached single-family townhomes. A total of 190 units were approved, with 73 units constructed in 2016 and an additional 117 units yet to be completed.

Potomac Crossing, approved in early 2000 as a Planned Urban Development (PUD) but not constructed, has the potential for detached units and attached units; re-zoning would allow for up to 900 housing units. Though these units currently require a conditional use permit, the town could explore a mixed/use mixed/income development and working with the area property owners who might consider it. See Table 4 for more information related to new housing starts.

If developed Potomac Crossing would add apartments and townhouses to the Colonial Beach housing market. This number could substantially meet the current need of an additional 383 non-single-family dwelling housing units but may take many years to realize buildout. Additionally, many of these developments do not specifically address the needs of low-to moderate-income and older individuals.



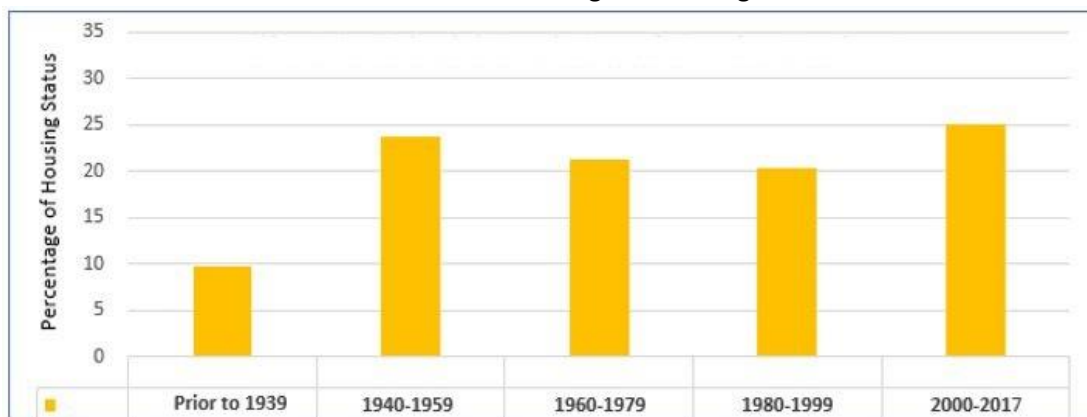
Indicators of housing stock quality

Below is a brief discussion of the indicators reviewed: age, plumbing, kitchen, and inspections. Based on review of several indicators, the quality of the overwhelming majority of Colonial Beach's housing stock is good.

Age

One third of Colonial Beach's housing stock was built prior to 1959 according to the 2017 ACS and 66% built after 1960. Homes built after 2000 comprise 25% of the home in Colonial Beach. See chart below.

Chart 3: Colonial Beach Age of Housing Stock



US Census Bureau, Poverty Status in the Past 12 Months ACS 2017 five-year estimates. Retrieved from the Internet December 2020. <https://data.census.gov/cedsci>

Plumbing, kitchen, and telephone services characterizes

A measure of the health of the housing stock is the presence or lack of complete facilities, such as plumbing, kitchens, and telephone service. The town, as evidenced in Table 5, fares well in the plumbing and kitchen categories when compared to Westmoreland County and the Commonwealth of Virginia. Telephone service, a standard way to evaluate housing characteristics, can be misleading indicator of the health of the housing stock because many households now rely on cell phones.

Table 20: Comparative Plumbing, Kitchen, and Telephone Service Characteristics

| Location | Lacking complete plumbing | Lacking complete kitchen | Lacking telephone service |
|---------------------|---------------------------|--------------------------|---------------------------|
| Colonial Beach | 0.00% | 0.00% | 14.00% |
| Westmoreland County | 0.40% | 0.40% | 2.20% |
| Virginia | 0.30% | 0.60% | 2.00% |

US Census Bureau, ACS 2017 five-year estimates. Selected Housing Characteristics Retrieved from the Internet Dec 2020. <https://data.census.gov>

Housing retention and blight prevention

Private upkeep of the town's more soundly built homes has helped maintain the overall quality of the community's housing stock. Public initiative in the form of block grant projects and Housing Authority programs have also contributed measurably to improving living conditions for the area residents. The 2017 renovation of Riverwood Apartments, a subsidized multifamily housing complex, contributed to the ongoing improvements in the housing stock. Additionally, the Colonial Beach Redevelopment and

Housing Commission, established a Minor Home Repair Program that has improved housing conditions for eligible town residents.

Housing construction standards in the town must comply with the Virginia Uniform Statewide Building Code, which established minimum standards for both new construction and renovation to existing structures. The town's designated building officials and code enforcement officials or other recognized authorities are responsible for inspecting new, renovated, and existing housing units to ensure they meet code requirements. The Northern Neck Planning District Commission (NNPDC) conducted a 2013 survey of existing housing and identified 57 units that are considered blighted. Twelve of those units were mobile homes that fail to meet safety standards and are sub-standard and will be eliminated once they are no longer occupied according to a town ordinance.

The bulk of these substandard units, 29 in fact, can be found in the town's Central Area. Many of these units are visible from the Colonial Avenue as you enter the town and contributes to the perception of a blighted community. This planning area is also challenged with stormwater drainage and flooding.

[Location of housing, neighborhood character, and available lots](#)

Housing can be found throughout the town in each of the seven (7) planning areas from North to South: Bluff Point, Potomac Crossing, Riverside Meadows, Classic Shores, Central Area, Monroe Point, and The Point. Summaries of the relative housing and neighborhood characteristics of each planning area are below. The number of available residential lots in each planning area as of 2017 is shown in Table 6.

Additional information related to the location and characteristics of each planning area is as follows.

Bluff Point and Riverside Meadows

The Bluff Point and Riverside Meadows have primarily single-family dwelling on large lots. The density ranges from 2.8 to 3.6 units per acre. These two planning areas represents typical suburban-style single-family dwellings. Approximately 75 vacant lots are available for in-fill development in keeping with the character of the neighborhood.

Central Area

With its wide range of land uses, the Central Area is the most diverse planning area. Colonial Avenue, the town's primary commercial corridor, roughly bisects the Central Area beginning at McKinney Boulevard and ending in the Resort Commercial zoning district along the Potomac River. Smaller homes and cottages on compact lots comprise most of the residential development, and density ranges from 2.8 to 6.8 units per acre. Approximately 125 vacant lots are available for infill development. Older, small condominium and multi-family developments are scattered throughout the planning area. The Colonial Beach Commercial Historic District could offer the opportunity for mixed-use/mixed-income housing units as part of the area's historic revitalization. In addition, The Dodson Development group has plans to develop two historic buildings and convert them into a mixed use office and residential uses (see p. 51).

Classics Shores

The Classic Shores Planning Area contains a variety of dwelling units on smaller lots. Density ranges from 5.6 to 7.6 units per acre. Approximately 825 lots exist; however, more than half are too small for development. Currently platted lots (typically 25 feet in width) require the consolidation of multiple lots prior to building to meet the minimum buildable lot size of 5,000 square feet and these small lots are typically not contiguous. The exception is the 9th street through 6th street, these lots are contiguous and

builders could combine undersized lots to build multifamily units. However, to enhance the potential for 9th street sewer and water lines need to be installed. Excluding 9th street, the number of potential infill housing units would be closer to 400 for the Classic Shores.

Monroe Point

The Monroe Point Planning Area contains the Beachgate Shopping Center and the Monroe Point mixed-use development that includes high-density townhomes and planned commercial development along Rt. 205. The commercial development has been approved but not started, however, 73 of the planning 190 units have been completed. This leaves 117 townhomes that are planned.

Potomac Crossing

The Potomac Crossing Planning Area was approved for a large-scale golf course community Planned Unit Development (PUD) in the early 2000s. The economic downturn in the late 2000s derailed its development and the site currently sits vacant. Since then, the profitability of golf course communities has declined. The PUD was approved for a total of 900 units, but was designated to accommodate 617 units. If developed as planned, this area will provide a combination of 448 detached single-family dwellings and 169 townhomes. Additionally, 283 as yet undetermined types of dwelling structure could be developed over 500+ acres of the former Wilkerson Farm. Density at 900 units would yield 1.8 units per acre. If the town were to consider eliminating the golf course from the project, the possibility of incorporating a percentage of workforce housing could be inner woven into the development, and not concentrated or clustered in one vicinity.

The Point

The southernmost section of town, the Point Planning Area, is situated on a peninsula bordered by the Potomac River to the east and Monroe Bay/Creek to the west. The Point contains some of the oldest homes in the town, and the lots are relatively small (5,000 to 8,000 square feet). Density is approximately 5.5 units per acre.

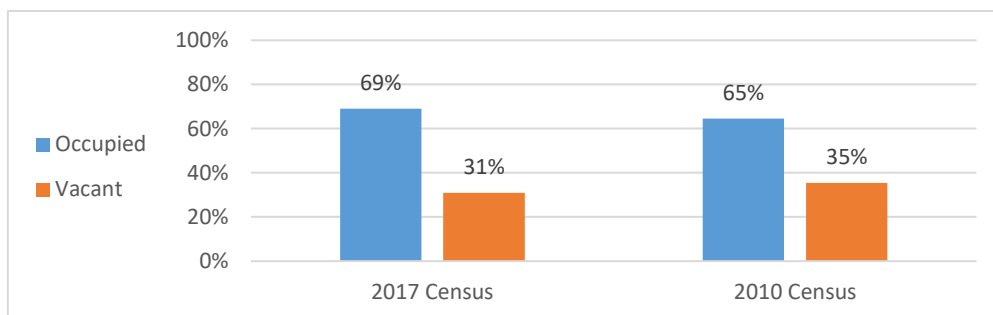
Table 21: Available Residential Building Lots by Planning Area as of 2017

| Location | Available residential lots | Notes/comments |
|---------------------------------|-----------------------------------|--|
| Bluff Point & Riverside Meadows | 75 | Infill development |
| Central Area | 125 | Infill development |
| Classic Shores | 400 | Infill Development (825 vacant lots available but more half are less than the required 5,000 square feet required) |
| Monroe Point | 117 | Continuation of planned townhome development |
| Potomac Crossing | 617 | As yet undeveloped 448 Single- Family Detached and 169 townhomes with potential for an additional 114 units |
| The Point | 8 | Infill development |
| Total | 1,342 | |

Housing occupancy

The percentage of occupied and vacant housing units in 2017 was 69.1 percent and 30.9 percent, respectively, as depicted in Chart 4 below.

Chart 4: Percentage of Occupancy and Vacancy Rates



US Census Bureau. Vacancy Status Universe: Vacant housing units 2013-2017 & 2006-2010. American Community Survey 5-Year Estimates. Retrieved from Internet June 2020. <https://data.census.gov/cedsci>

The ACS 2017 census data revealed an increase in seasonal/recreational use. The high vacancy percentages are the result of homes that are for seasonal or recreational use. These uses make up 66 percent of Colonial Beach's vacancy percentage (See Table 6 below). According to the 2017 Censuses 554 units are seasonal and recreational housing units, down from 579 in the 2010 census, a decrease of 5 percent. A more accurate vacancy rate, units that are vacant and not currently on the market to be sold or rented, decreased from 9.4 percent to 8 percent respectively from 2010 to 2017. According to a report prepared by the Economic Vitality Committee Downtown Colonial Beach, Inc., the 2016 the true vacancy rate is 1.6, indicating a shortage.

The 2010 Census shows a peak in the number of units for seasonal or recreational purposes with a slight decrease in 2017 but remains an important factor in Colonial Beach's housing market. The town continues to attract second home buyers, which brings revenue to the local economy. The total number of rental units also went down and corresponds to an increase in owner occupancy. (See Table 7 below). As highlighted, 44 percent of the existing Colonial Beach population falls into a demographic that desire alternatives to the detached single-family home (low-income individuals, ages 18-24, and ages 65+).



Less than 17 percent of the housing stock offers alternatives to single family homes. As the town population ages, it is anticipated that the demand for smaller one and two bed-room units will increase significantly within the next decade.

Table 22 Changes in Occupancy of Housing Units

| Housing type | 2010 Census Number | 2017 Census Number | Percentage +/- |
|---------------------------|--------------------|--------------------|----------------|
| Total housing units | 2,326 | 2,331 | 0% |
| Occupied housing units | 1,588 | 1,611 | +1% |
| Owner-Occupied | 1,042 | 1,083 | +4% |
| Renter-Occupied | 546 | 528 | -3% |
| Vacant housing units | 794 | 720 | -9% |
| Seasonal use | 554 | 532 | -8% |
| For rent | 81 | 15 | -81% |
| For sale | 55 | 101 | -84% |
| Rented/sold, not occupied | 4 | 28 | +600% |
| All other vacant | 75 | 51 | -32% |

US Census Bureau vacant housing units 2013-2017 & 2006- 2010. American Community Survey 5-Year Estimates. Retrieved from Internet December 2020. <https://data.census.gov/cedsci/table?q=occupancy&t=Ho>

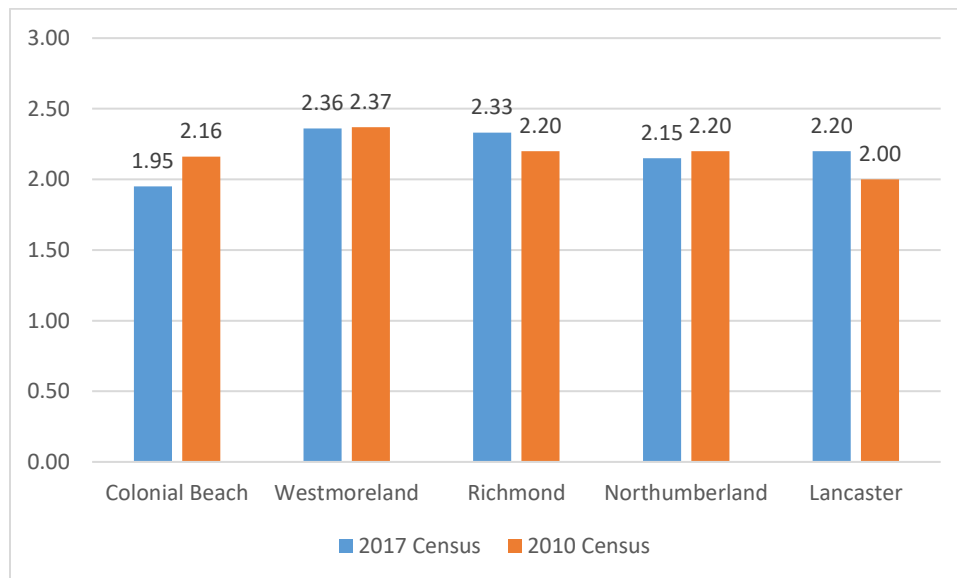
The relative consistency of these numbers and the increase in owner-occupied units represents a stable community, economy, and housing market. As the town grows, and its economy continues to diversify, this trend should remain consistent well into the next decade.

Owner-occupied average household size

The average household size of owner-occupied dwellings in Colonial Beach decreased from 2.16 in 2010 to 1.9 in 2017 according to Census data. This decline in household size is not a new phenomenon.

Household sizes have been declining both nationally and statewide since at least 1850 when the average number of people per household was 5.5. This trend holds true throughout the Northern Neck where the average household size for owner-occupied units went down in all counties. (See Chart 5).

Chart 5: Owner Occupied Average Size Household

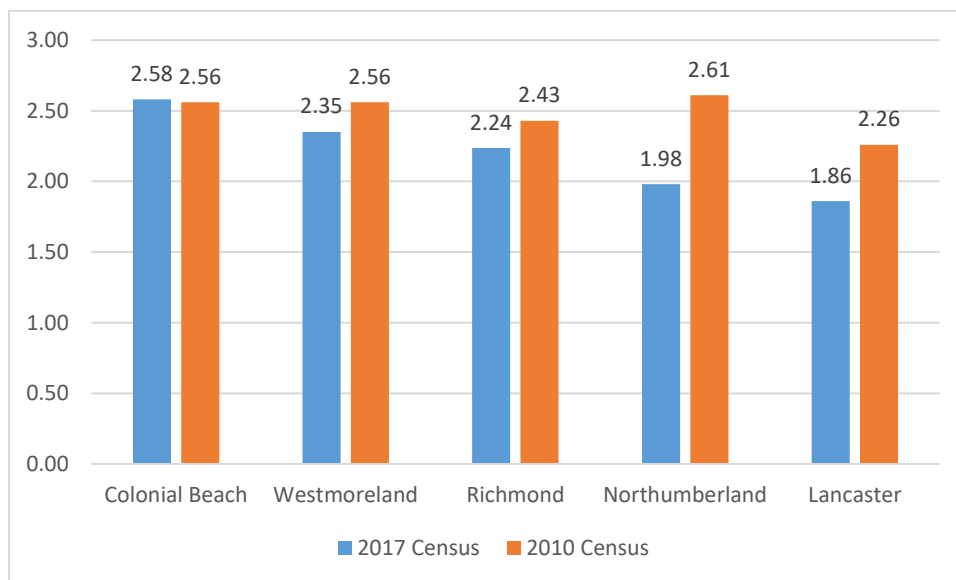


US Census Bureau vacant housing units 2013-2017 & 2006-2010. American Community Survey 5-Year Estimates.

Renter-occupied average household size

While the average size of owner-occupied households decreased, the average size of renter-occupied households increased. The Town of Colonial Beach along with Richmond, saw increases in household size for renters, while Westmoreland, Northumberland, and Lancaster saw decreases. The decreases in renter household size for Westmoreland, Northumberland, and Lancaster also correspond to population decreases. Both Richmond and Colonial Beach saw modest increases in population and also had an increase in the renter occupied average size of households.

Chart 6: Renter Occupied Average Size Household

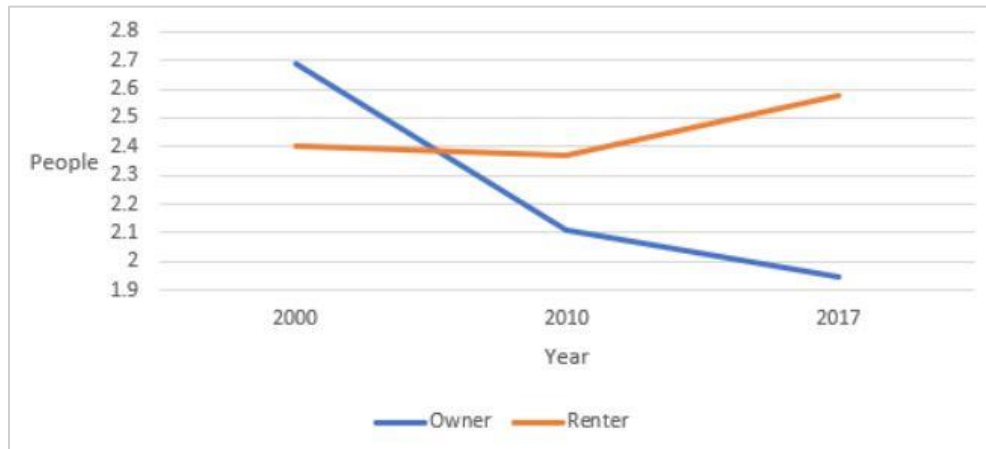


US Census Bureau. Vacancy Status Universe: Vacant housing units 2013-2017 & 2006-2010. American Community Survey 5-Year Estimates. <https://data.census.gov/cedsci>

Projected average household size

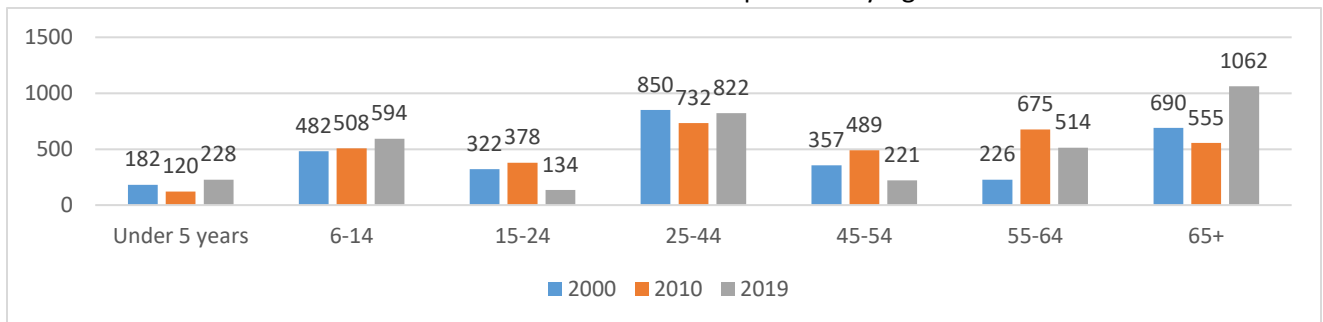
The average household size for renter-occupied homes in Colonial Beach increased by a factor of 0.02 between 2010 and 2017. Carrying this forward for the next 10 years, the average household size for renter-occupied homes could increase to 2.66. On the other hand, the owner-occupied average household size decreased by a factor of 0.2. If this decline continues a further decrease in the average household size of owner-occupied units would be 1.85 by 2030. These trends are shown in Chart 4. The continuous decline in owner-occupied household size, both locally and nationally, may lead to the need for smaller, more compact homes. This is especially true for Colonial Beach, which has a high percentage of older individuals (see Chart 8).

Chart 7: Colonial Beach Average Household Size – Renters vs. Owners



US Census Bureau factfinder retrieved November 2019, Occupancy characteristics American Community Survey, Retrieved from the Internet Dec 2020 <https://data.census.gov/cedsci>

Chart 8: Colonial Beach's Total Population by Age

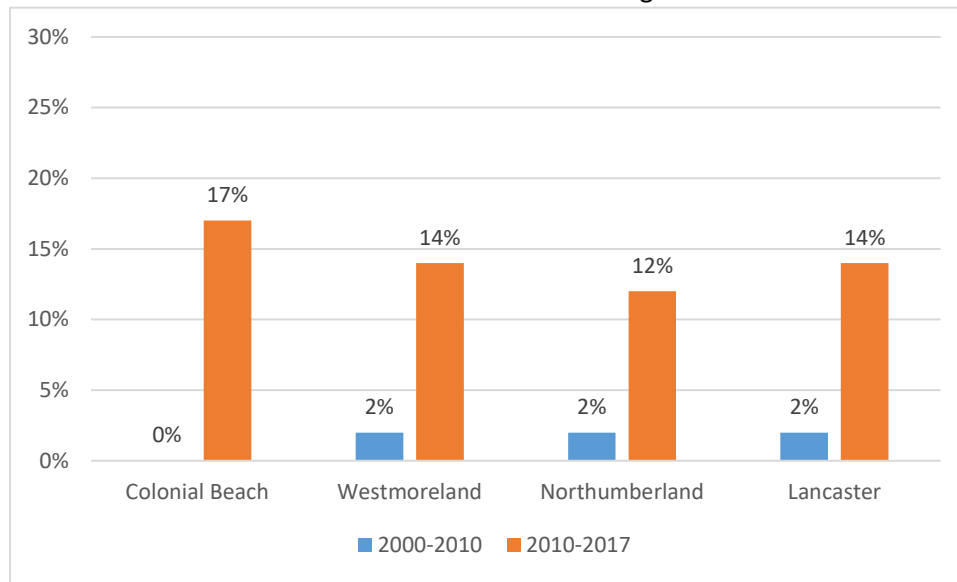


US Census Bureau. Vacancy Status Universe: Vacant housing units 2013-2017 & 2006-2010. American Community Survey 5-Year Estimates. Retrieved from Internet June 2020. <https://data.census.gov/cedsci>

Housing growth

Growth in the housing stock in Colonial Beach has not increased like it did prior to the 2008 economic crisis. Chart 6 indicates that the post 2008 economic recovery has been slow. However, the total number of housing units in the town in 2010 was 2,326, and by 2017 it had held at 2331, a slight increase. A 2019 review of the number of building permits issued from the Planning and Zoning Department indicates between 2012 and 2015, the town issued 89 permits for new housing units (63 detached single-family dwelling (SFD) and 24 condos). This represents an approximate average of 22 SFD and attached building permits per year for new housing. The projected growth based on this average would yield 330 new units or a 14% increase between 2015 and 2030. If the town maintains its current growth rate, the town's water supply will be adequate for the next 15 years.

Chart 9: Growth Rates in Housing Units



US Census Bureau, factfinder.census.gov, 2000 Profile of General Demographic Characteristics retrieved November 2019. The US Bureau, ACS 2010-2017 Selected Housing Characteristics for all areas.
<https://data.census.gov>

The current number of zoned lots available for infill development far exceeds the anticipated number of housing starts projected to 2030 (See Table 6). Additional residential lots also exist in approved, but not yet constructed, developments such as Monroe Point and Potomac Crossing. This supply of by-right lots suggest that the town has an ample supply of primarily single building lots for single family detached units, with some multifamily units, however, the bulk of these units are single family and not are multifamily units. The need for contiguous lots for multifamily construction make the undeveloped section of Classic Shore along 9th street, Monroe Point, and Potomac Crossing the logical locations for multifamily development. Many of the lots along 9th street are individually owned, making it a financial challenge for builders to combine them and cover infrastructure costs.

Housing values and affordability

The availability of workforce housing is an important determinant of the quality of life and vitality of the community. In recent years, one of the most widespread problems across the country has been the lack of workforce housing. Of late this phenomenon is known as the 'missing middle'. The missing middle consists of attached multi-unit housing types such as duplexes, fourplexes, bungalow courts, and mansion apartments that are smaller than a house and are integrated throughout the community at a lower cost than a single-family home.

Colonial Beach faces a lack of housing that would be affordable to the workforce. To effectively meet the needs of the modest income earners a portion of the new and existing residential units should be compatible with the income of the town's workforce to ensure that those who wish to work and live- in town are able to find adequate housing. As rent and housing prices rise, availability of affordable housing decreases for low-and- moderate income earners. Without workforce housing, individuals and families with modest incomes often must rent or reside in aging, deteriorated substandard housing that has

remained affordable largely due to its condition. The following pages present findings related to the availability of Colonial Beach’s housing market as a whole and the gap in workforce housing.

Home values

Home values have been rising in Colonial Beach and most areas of Westmoreland County over the last several decades. However, housing values peaked in 2006 and began to decline in 2007 as a result of housing inflation that led to the housing 2008 financial crisis. Based on Census Bureau data the median house value in Colonial Beach was \$232,600 in 2010 and \$241,500 in 2017. Chart 6 show the town’s median house/condo values between 2000 and 2017. It also shows changes in median household income. Colonial Beach saw a 165 percent increase from 2000 to 2010 and a 175 percent increase in home values from 2000 to 2017, irrespective of the decline in housing values that began in 2007. The prevalence of waterfront homes, as well as many homes being used seasonally/recreationally by those with disposable income, has inevitably raised the median home value of the town resulting in a disparity between housing costs and lagging wage increases. Table 8 shows housing costs have risen 176 percent since 2000 whereas wages have only risen 70 percent.

According to the 2017 ACS, 19 percent of the stock, or 206 units, in Colonial Beach are valued under \$150,000. Of those 206 units valued under \$150,000 less than half (92 housing units) are valued under \$100,000. Many of these units contribute to the blight identified by the Economic Vitality Committee Downtown= Colonial Beach, Inc., report on economic development in Colonial Beach.

Income levels

Between 1990 and 2017 median household salaries have risen, but not at the same pace as home prices. (See Chart I, and Table 9). As stated, household income in Colonial Beach increased 70% from 2000 to 2017, compared to a 176% increase for housing costs during the same period. This gap keeps many potential buyers out of the market and reliant on low cost rental units many of which are substandard as described in NNPDC’s 2013 report on blight.

Table 23: Changes in Home Values and Median Household Income

| | 1990 | 2000 | % change | 2010 | 2017 | % change |
|-------------------------|----------|----------|----------|----------|-----------|----------|
| Median home value | \$69,000 | \$87,600 | 27% | \$87,600 | \$241,500 | 176% |
| Median household income | \$23,614 | \$31,711 | 34% | \$31,711 | \$53,789 | 70% |

US Census Bureau, Factfinder November 2019. <https://factfinder.census.gov>

Historically, the typical median home price/income ratio in the United States was 2.6 times as much as the median annual income, with a maximum of 2.8, as shown in Table 8 below. This ratio nearly lined up in the 1990 and 2000. However, the current ratio of 4.49 leaves a gap in affordability of nearly \$100,000. Households earning median incomes cannot afford to buy a home in Colonial Beach and are likewise challenged with a high rent burden as examined in Table 24 below.

Table 24: 2017 Household Income/House Price Ratio

| Year | Median household income | Median house value | Ratio | Maximum affordability x2.8 annual income | Gap |
|------|-------------------------|--------------------|-------|--|-------------|
| 1990 | \$23,614 | \$69,000 | 2.92 | \$66,119 | \$2,881 |
| 2000 | \$31,711 | \$87,600 | 2.76 | \$88,791 | \$0 |
| 2014 | \$47,273 | \$224,000 | 4.47 | \$132,364.40 | \$91,635.60 |
| 2017 | \$53,789 | \$241,500 | 4.49 | \$150,609.20 | \$96,820.20 |

US Census Bureau, Factfinder November 2019 <https://factfinder.census.gov>

Local commercial endeavors including the tourism and restaurant sector rely on a workforce that will staff their establishments. A stable community offering a good quality of life for all residents must include accessible housing for income earners at the median income level. Based on the town's median household income of \$53,789 and using an affordable housing price ratio of 2.8 the maximum home value for households would be \$150,609. The Urban Land Institute defined workforce housing as "housing that is affordable to households earning between 60 percent and 120 percent of the area median income". For Colonial Beach this equates to an annual income of \$32,273 to \$64,546 that many teachers, law enforcement agents, and municipal employees earn. Housing prices ranging between \$90,364 and \$180,728 would be affordable to the workforce. Approximately 26% of the town's owner-occupied homes are valued at \$175,000 or less according to the 2017 ACS Census. This data corresponds to the information obtained in a report from the Economic Vitality Committee sponsored by Downtown Colonial Beach, Inc., on economic development in Colonial Beach. The availability of safe decent housing that is affordable to all citizens within a community is essential for economic growth and stability.

Rental costs

Individuals who are unable to afford to buy a house turn to the rental market. According to the 2017 ACS the median monthly cost for housing for rentals in Colonial Beach increased 66 percent between 2000 and 2017 from \$538 to \$893. Using 2080 as the average number of work hours in a year, the annual salary needed to qualify for a rental at \$893, at no more than 30 percent of income, the accepted standard of affordability, a household would need to earn an hourly rate of \$17.27, or \$35,920 annually.

Cost burdened households

Income has not kept pace with the cost of housing. The long-accepted standard of affordability that the cost of housing should not be greater than 30 percent of the household income has been established to provide stability to the rental market and mortgage lending strategies. The following charts highlight the percentage of cost-burdened households by income in Colonial Beach. In 2000 the percentage of renters paying 30 percent or more was 34 percent that number increased to 68 percent in 2017. That represents a 100 percent increase in the number of rental households experiencing a housing cost burden in Colonial Beach since 2000 with nearly two thirds of Colonial Beach renters struggling with high rent. More than 25 percent of homeowners also have a high-cost housing burden. This lack of housing affordable to the local workforce could impact the future economic stability of the town. Local restaurants struggling to stay open year-round to off-set operational costs are having trouble finding and keeping staff due to a shortage of available employees. This negatively impacts the tourist industry so vital to the local

economy. In order to build a solid tax base to fund capital improvements and to encourage growth, a community must offer a diversity of housing resources to accommodate the workforce.

Conclusion

Ten percent of the occupied housing stock in Colonial Beach has some form of rent subsidy to address the need of very low-income households. However, this does not address the need for workforce housing.

The data show housing that is affordable to those earning 60 percent to 120 percent of the annual median income (\$32,273 to \$64,546) have the greatest cost burden. One in four homeowners are paying more than 30% of their income toward housing cost, and two out three renters are paying more than 30 percent of their income toward rent. These owners/renters are being squeezed out the market and are forced to live elsewhere or live in substandard housing. This flight out of Colonial Beach negatively impacts local businesses both economically, and their ability to find suitable employees.

Future possibilities for in-fill and development offer countless opportunities for expansion with potentially more than 1300 lots available for building. This increase in housing units will positively affect the local economy. Building smaller modest priced housing also boosts the local economy and provides opportunities to expand the consumer base which will attract new businesses. This will provide greater economic stability to the community.

Wage increases in 2017 have risen 70 percent since 2000 but this increase is not keeping pace with the cost of buying a home in Colonial Beach which has increased 176 percent. The cost of rental housing has also increased by 66 percent. The 2017 median home value in Colonial Beach is \$241,500 which leaves a \$96,800 gap in housing costs for those buyers earning the AMI at \$53,789. This is the segment of the population who is paying 30 percent or more of their income for housing and have the greatest need for housing that is within their income level. These increased costs make smaller attached units a more desirable affordable housing option.

In addition, addressing the need for adequate wastewater facilities, water supply, and stormwater management can provide confidence that the town is committed to growing the economic base of the town by supporting critical infrastructure.

Recommendations

Key recommendations:

- Per information gathered from the community, work to ensure adequate and quality housing as well as the curb appeal of dwelling.
- Increase preservation of the existing housing stock by increasing code enforcement staff to address blight.
- Conduct a follow up to NNPDC 2013 study of substandard housing for the purpose of obtaining grants from Virginia Department of Housing and Community Development and other sources.
- Support the historic district designation of downtown to assist in revitalizing the historic resort commercial area to include residential mixed use and mixed income development.
- Develop a plan to put infrastructure through 9th Street to open up opportunities for some multifamily units.

- Initiate discussions with builders to include smaller attached one-and-two-bedroom units into planned but not yet built sites and future developments including in-fill.
- Fast track approval for multifamily development.
- Allow greater density where in-fill sites have contiguous lots sufficient for building attached multifamily housing.

The Planning Commission and the Town Council should work together to analyze the statistical study within this document and develop a plan that is supported by Codes and Ordinances. Additionally, it may be beneficial for the Town to research the Federal Emergency Management Agency's (FEMA) Community Rating System (CRS). The CRS is a rating scheme in which more stringent floodplain management is incentivized through discounts on flood insurance premiums through the National Flood Insurance Program (NFIP). Localities gain points for undertaking floodplain management actions. There are ten classes, with Class 1 requiring the most points and offers the greatest discount: 50 percent. The discounts of each class increment by 5 percent. In 2016, there were 206 NFIP policies in-force, requiring \$141,451 in premiums. Thus, a 5 percent discount on premiums would save these citizens more than \$7,000 collectively. There are a number of "low-hanging fruit" actions that can be implemented to gain points in the CRS, including outreach activities through brochures and information on the Town website, and increasing freeboard requirements in the building codes for developments within flood zones. While several actions are feasible for the Town to implement, participation in the CRS requires meticulous upkeep of the relevant documents. This may serve as a barrier for participation for a town or county with a smaller local government body, such as Colonial Beach. However, there may be interest from the other Northern Neck localities in joining the CRS, and regional coordination may lessen the burden for each individual locality. Wetlands Watch provides numerous resources that could be beneficial to the Town in their research into participation in CRS.



Transportation

Overview

An efficient and safe transportation network is a key aspect of community development. Not only do transportation facilities serve the needs of existing residents, they also influence the location of future development and economic activity.

Colonial Beach is relatively removed from the region's major transportation network and easily by-passed by many travelers. Consequently, the area's two primary highways, Routes 205 and 205-Y (Colonial Avenue), primarily carry local traffic and tourists entering and exiting the town.

A grid system of secondary roads provides for internal street circulation. In some locations, dedicated rights-of-way and unfinished streets await improvement. As of 2003, golf carts have been approved to share the roadways with cars, excluding Route 205.

State scenic byways

There are two state scenic byways within close proximity to Colonial Beach. The potential linkage of these two segments along the Rt. 205 corridor should be explored. Its scenic qualities would be an asset to the route and provide a designated continuous scenic byway from Montross to Fredericksburg.

VDOT's role

Planning for local roadway improvements is often a complex procedure, due to the fragmented and limited funding sources. VDOT is responsible for the maintenance and improvement of streets in most incorporated towns with a population less than 3,500. However, VDOT has transferred the maintenance and improvements of the roads to the town after the town population exceeded 3,500 in 2017. Funding for roadway improvements, however, will still be provided by the state on a limited basis, depending upon prioritization of projects in VDOT Fredericksburg District. VDOT uses a six-year road planning process for both primary and secondary roads, but different procedures are used to prioritize construction improvements. Primary road projects require the input of regional highway districts, whereas secondary road improvements are prioritized at the County level. In either case, final allocation of funds is dependent on VDOT's state-wide budget on a bi-annual basis.

Nice Bridge improvement project

The Nice Bridge Improvement Project began in 2020, and will improve mobility, safety, and economic conditions for those traveling to and from Colonial Beach. This project is expected to be completed in 2023 with a 100-year service life and will replace the existing two-lane bridge with a four-lane span that includes travel lanes and shoulders. The height of the new span will accommodate tall vessels and will have all-electronic (cashless) tolling.



Bay Transit Transportation

Residents at the Beach are fortunate to have bus service to various sites around our town and towns nearby. Bay Transit provides rides for all people of all ages. The service is available for residents in Colonial Beach with rides to Fredericksburg on Thursdays, King George and Tappahannock, and more locations for \$4 or less one way. Riders need to call 804-250-2011 by 3PM the day before to schedule a ride. Local rides within Colonial Beach are \$1 each way.

Average daily traffic on area's primary roadways

Table 25: Average daily traffic

| Route | From | To | 2010 | 2013 | 2016 | 2019 |
|------------|------------|---------------|-------|-------|-------|-------|
| Route 205 | Route 3 | Col. Bch. CL* | 5,612 | 5,520 | 5,777 | 6,306 |
| Route 205 | KG Co Line | Col. Bch. CL | 4,938 | 4,570 | 5,036 | 5,535 |
| Route 205Y | Route 205 | Waterfront | 6,639 | 6,612 | 5,791 | 6,640 |

*Actual volumes counted between Route 3 and Route 628



Surrounding road network



Surrounding Road Network

Transportation components

Colonial Beach's current transportation system includes the following five elements. Each of these transportation components is evaluated below in terms of existing conditions and future needs. These assessments form the basis for recommended improvements contained in the Goals and Objectives Section.

1. Primary Roadways
2. Local Streets (Secondary Roadways)
3. Pedestrian and Bicycle Facilities
4. Public Transit Services (Bay Transport)
5. Town Trolley (Bay Transport)
6. Parking – Town is presently working on this difficulty

Table 26: Roadway Classifications and Mileages

| Road Classification | Roadways Under This Classification | Number of Miles |
|------------------------------------|------------------------------------|-----------------|
| Primary Roadways | Rt. 205 & Colonial Avenue | 2.85 |
| Local Streets (Secondary Roadways) | All other improved roadways | 32 |
| Underdeveloped Roadways | Gravel roads in Riverside Meadows | 2.6 |
| Undeveloped Roadways | Paper streets in Classic Shores | 1.97 |

Primary Roadways

The Town has 2.85 miles of primary roadways, Routes 205 and). Route 205 (McKinney Boulevard) provides the only highway access to and from the town and serves as an important commuter route to other regional highways (U.S. 301 and State Route 3). It also provides the only vehicular link between northern Colonial Beach and the rest of Town. Colonial Avenue reserves as the Town's main entranceway and provides access to downtown and to adjoining neighborhoods.

Rt. 205

Route 205 is a two-lane roadway that carries approximately 6,000 vehicle trips per day currently. As the area's population increases, traffic counts along this roadway will naturally increase.

Colonial Avenue

Colonial Avenue is a very wide two-lane roadway with sidewalks on each side that carries multiple vehicles and serves adjacent commercial and residential areas. It serves as the town's primary commercial corridor and entrance to its historic resort commercial area and boardwalk. Streetscape enhancements along the corridor are needed and would assist in revitalizing the corridor and improving the gateway into town.

Local Streets (Secondary Roadways)

The Town currently maintains approximately 32 miles of local streets (Secondary roads) within Colonial Beach. VDOT will allocate funds to the town based on the amount of "lane miles" in the existing street system. The town's public works department undertakes actual maintenance duties. All local roads must be improved to VDOT standards before they can be accepted into the state maintenance system. The Town should work closely with private developers in assuring that right-of-way width, shoulder design, and surface quality meet minimum VDOT standards.

Currently, a number of streets exists in the Classic Shores' planning area which are dedicated, but not constructed. Completion of these streets will be a necessity for future growth and development. With VDOT funds limited for new internal roadways, the Town will have to weigh the option in each case of allocating 100% local funds or awaiting private development interest and proffering arrangements. In addition to stimulating infill development, construction of these streets will also provide an additional north and south route for towns- people, thereby improving internal circulation. Several streets in Riverside Meadows have been paved in the last few years.

Traffic congestion within town is not an issue except during summer events and festivals when the town is inundated with over 12,000 visitors. Day to day problems for year-round residents relate primarily to undeveloped and unpaved streets. These deficiencies are sometimes compounded by narrow street widths, absence of turnarounds, inadequate drainage facilities, and poor road surface conditions. These issues should be addressed through on-going maintenance efforts and/or through the pursuit of community development grant funds.



Typical Riverside Meadows Neighborhood Street



Typical Classic Shores Neighborhood Street



Typical Bluff Point Neighborhood Street



Typical Neighborhood Street within The Point

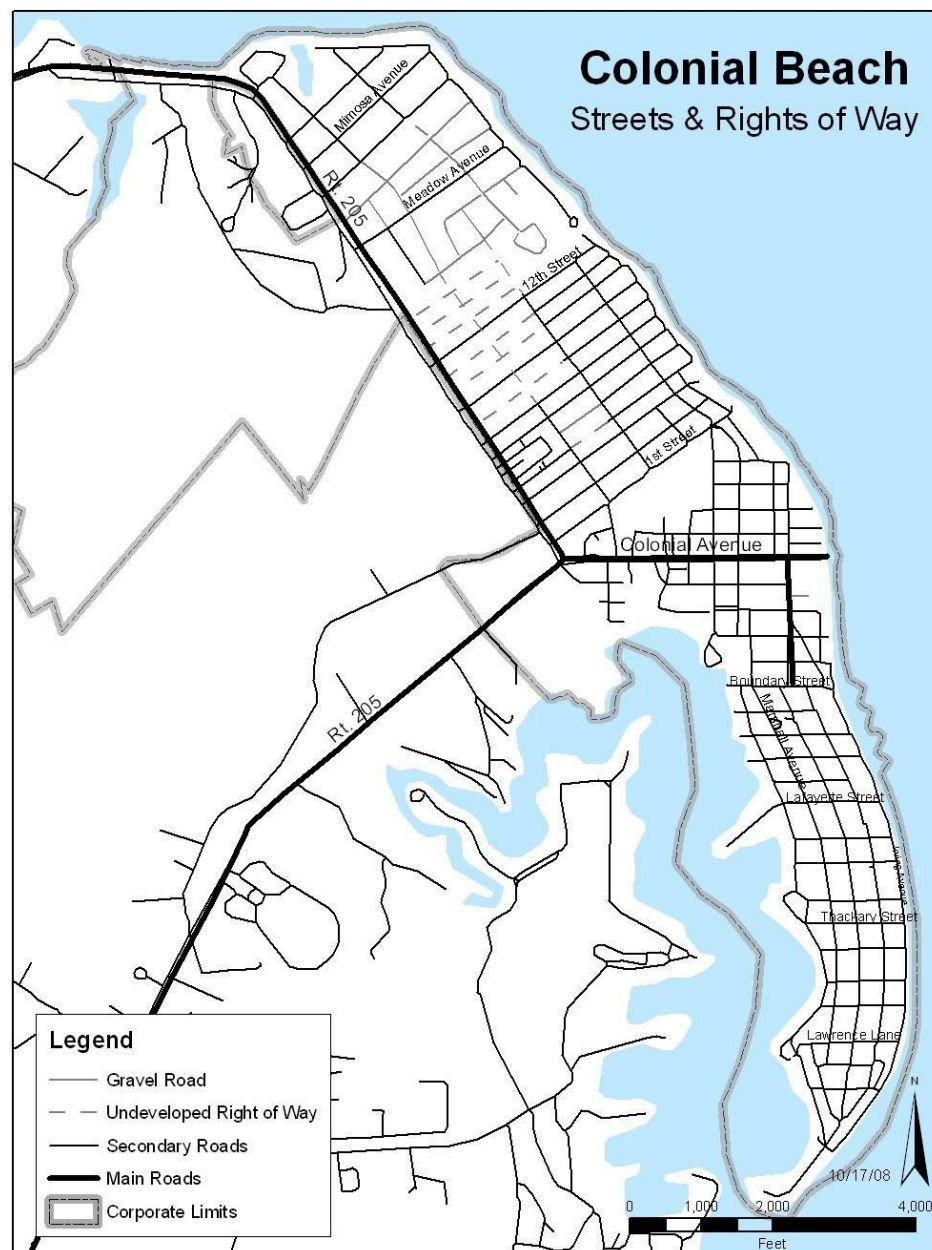
Local Streets' Development Needs

The table below identifies the unpaved and platted but not constructed that should be completed as public funds become available or in conjunction with private development.

Table 27: Unimproved Road Rights of Way

| Street | From | To |
|-------------------------------------|---------------|--------------------|
| 4th | Euclid Avenue | Dwight Avenue |
| 8th, 10th, 11th, 13th, 14th, & 15th | Rt. 205 | Dwight Avenue |
| Stratford Street | Locust Avenue | Santa Maria Avenue |
| Dwight Avenue | 12th Street | 15th Street |

Streets & Rights of Way Map



Pedestrian and Bicycle Facilities

Another important component of a transportation network is an adequate pedestrian and bicycle network. The town's boardwalk serves as a great foundation from which to expand safe and functional bicycle and pedestrian facilities. The map on the following page identifies the existing sidewalks and multi-use paths throughout town that are discussed in more detail below.



Pedestrian Facilities

The majority of the town's sidewalks are in the older sections of town such as the Central Area and The Point. Many of the existing walkways are narrow, deteriorating and require repair or replacement.

Bicycle Facilities

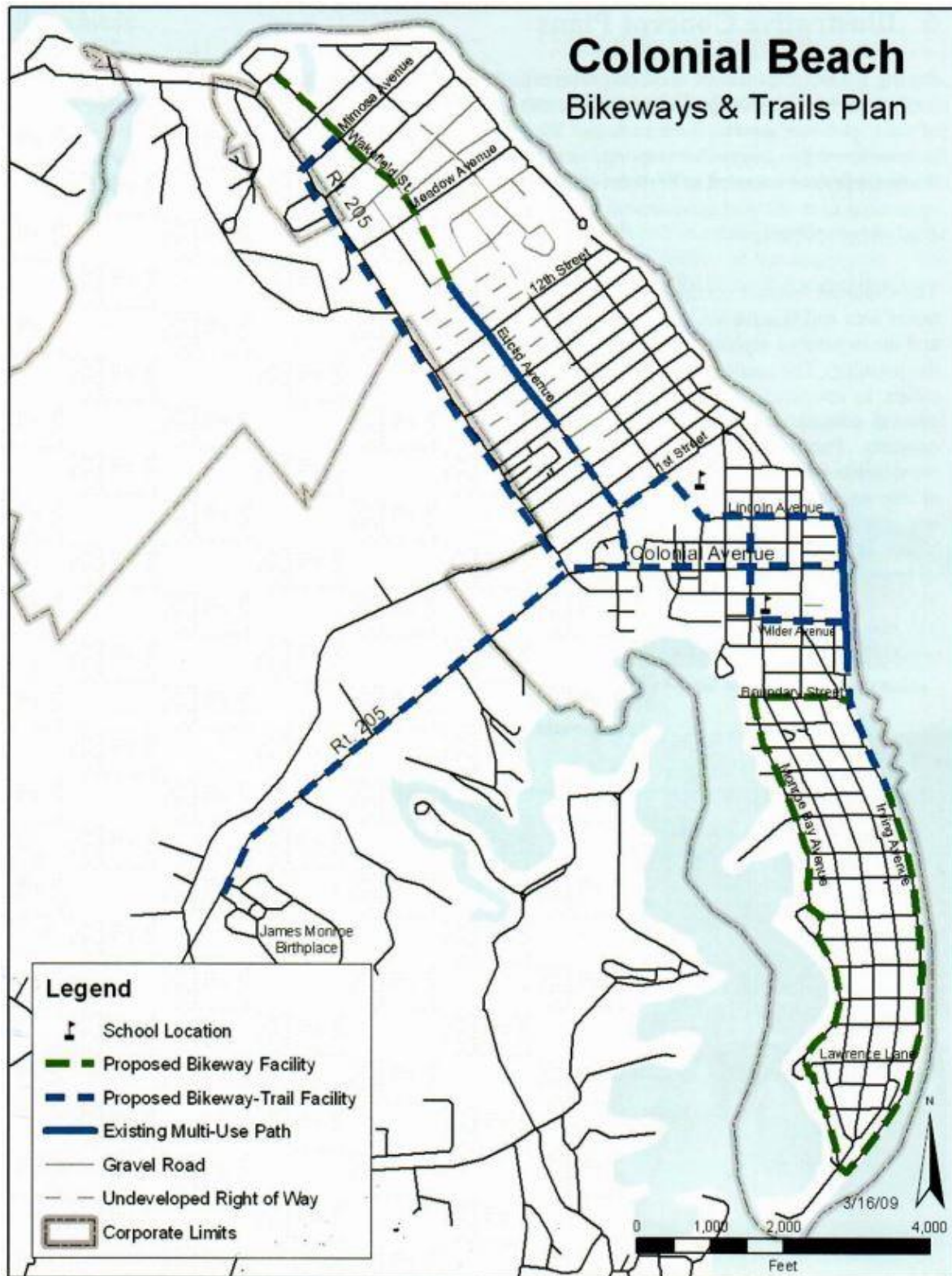
Many local streets provide an inviting and attractive bicycle route for both residents and visitors. Additionally, a short paved trail was installed on an unimproved section of Euclid Avenue between 12th Street and Wakefield Street, providing a missing link for bicyclists and pedestrians wishing to traverse the entire length of the town without having to use the heavily traveled Route 205. This trail is in need of improvement and should be expanded all the way to 7th Street.

Pedestrian / Bicycle Development Needs

- Promote the installation of sidewalks and multi-use paths where existing pedestrian / bicycle usage is prevalent.
- Establish a priority list of locations for bikeway and walking facilities and implement them as part of the Comprehensive Plan
- Maintain all existing pedestrian / bicycle facilities
- Ensure the accommodation of handicapped residents by installing curb and building ramps as needed
- Maintain street lighting in heavily traveled public areas
- Pursue Transportation Alternative funding from the Virginia Department of Transportation to construct a walk/bike path to the Monroe Birthplace.



Bike and Path Access Map



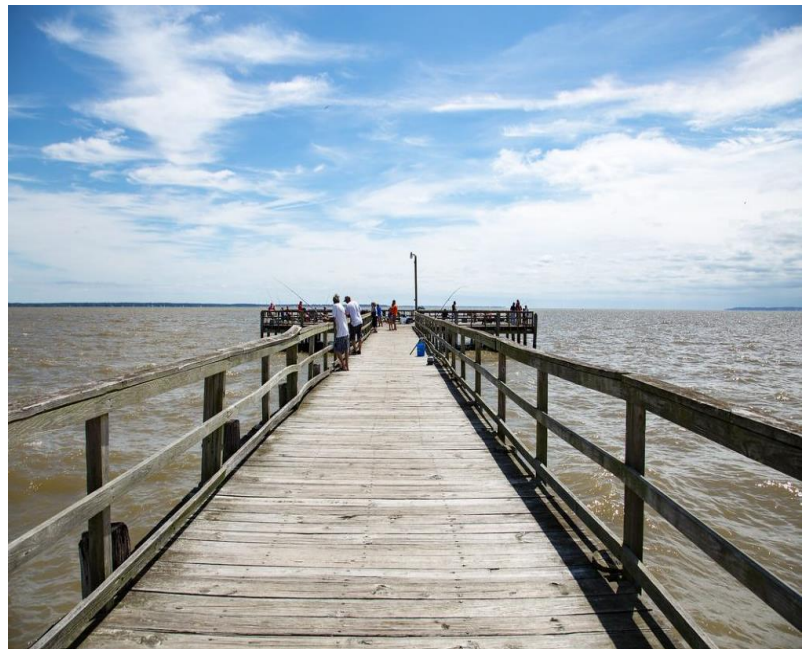
Colonial Beach Riverwalk

The Colonial Beach Riverwalk is a scenic pathway along the Potomac River. Constructed by Colonial Beach Gardeners, an organization formed during the summer of 2007, the Riverwalk is maintained by a group of local citizens. Amenities to the Riverwalk include benches, metered parking, and quick access to the beach and river.

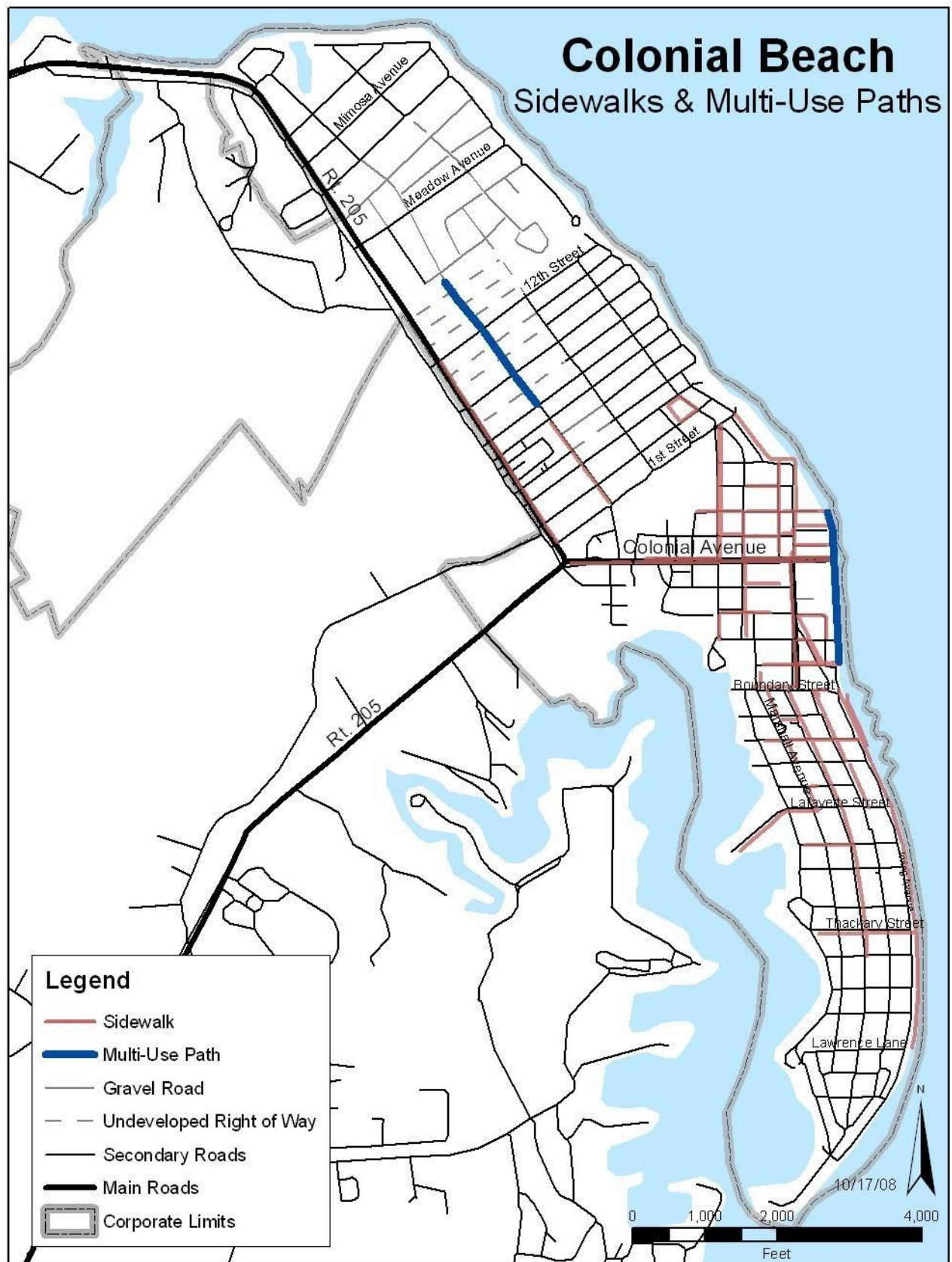


Waterway Transit & Municipal Pier

The Municipal Pier is currently an underutilized asset that is vitally important to the Town's history and could play an important role in the Town's future should its utility be maximized. The Town of Colonial Beach began as a resort town, with large vessels regularly docking at the Pier to unload large groups of tourists. Currently, the Municipal Pier cannot accommodate such vessels. The Pier is being considered for a potential redesign, and a preliminary design has been created and submitted to VDOT as part of Transportation Alternative Funding. Approval is pending. The purpose of the project is to repair and upgrade the "T" end of the Municipal Pier to accommodate boarding and disembarking of passengers for large water vessels on the Potomac River. Due to our location and status as the last deep-water port before Alexandria, the project will allow the Town to serve as an important mid-way stop on the Potomac River once again. This would increase tourism and provide alternative transportation options.



Sidewalks & Multi-Use Paths Map



Public Transit Services

Since 1981, the Colonial Beach Transit System, managed by Bay Aging, has provided fixed-route bus service to citizens of the Town and the surrounding communities. Pick-up routes cover all neighborhoods in the Town, as well as nearby areas of Westmoreland County. In addition to internal routes, the transit service also offers scheduled trips to regional destinations, including Dahlgren, Fredericksburg, Westmoreland State Park, and Potomac Mills Mall. Shuttle buses are handicapped-accessible, with free service provided during special community events.

Funding for the Town Transit System comes from a combined state / federal grant with a small percentage of local revenue. The transit station is currently housed at the old public works facility on Colonial Avenue. The following services are offered by the transit system, however many local residents are unaware of this important community service.

Services

- Morning and evening service to Dahlgren Naval Weapon Station
- Tuesday / Thursday service to Fredericksburg
- Around town 4 days a week
- Once a month service to Potomac Mills (DC shopping area)
- Trolley service during summer weekends and holidays (free to riders – see map below)

Transit System Needs

- Increased advertisement and public awareness of the services offered



Creating an Urban Development Area

The Town of Colonial Beach is considered to be “UDA-like.” By creating Urban Development Areas (UDAs), the Town will promote sufficient growth in residential and commercial areas by ensuring the efficiency of the transportation system. Moving forward, the Town will designate UDA and/or UDA-like areas in which the principles of traditional neighborhoods are incorporated into urban areas. This may include:

- Creating pedestrian-friendly streets,
- Connecting new streets with existing streets,
- Connecting streets with pedestrian walkways,
- Preserving natural areas,
- Creating mixed-use housing and neighborhoods,
- Reducing front and side building setbacks, and
- Reducing street widths and turning radii in neighborhoods.

Parking

The Colonial Beach Parking Program offers on-street parking (available 12am – 11:59pm, seven days per week), five 15-minute free parking spaces along Washington Avenue, and parking lots throughout the Town. Payment can be made via the Flowbird app, or at PayStation meters located throughout the parking areas. Parking decals are available to all residents of Colonial Beach (proof of residency required), and parking is free for those in need of handicapped parking spots and for Purple Heart plate holders.



Hazard mitigation

In January 2018, the *Northern Neck Regional Hazard Mitigation Plan 2017* was updated. This document provides an overall hazard mitigation plan for the full region, including the Town of Colonial Beach and Westmoreland County. Topics covered in this plan include:

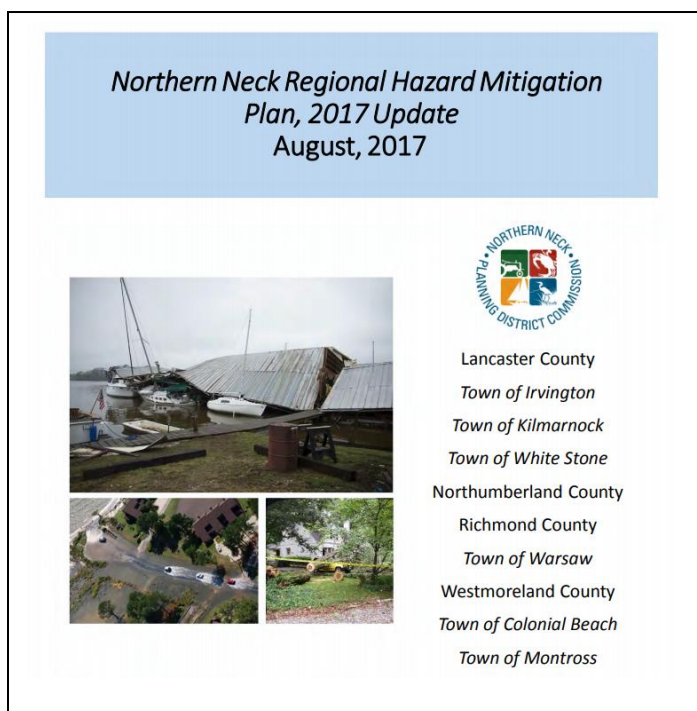
- Hazard identification and risk assessment (including inclement weather)
 - Preparing for inclement weather and natural disasters
 - A vulnerability assessment
- Mitigation strategies
 - Policies and procedures
 - Mitigation goals
 - A mitigation action plan
- Capabilities, plan implementation, and maintenance
 - A capability assessment
 - Plan implementation
 - Plan maintenance

Key information from the Plan that relates to the Town of Colonial Beach is included in the “Environment and special issues” section below. In addition, the full document may be found at <https://www.readylancaster.org/wp-content/uploads/2018/04/Hazard-Mitigation-Plan-Adopted-20180329.pdf>.

The Town will also use the Resilience Adaptation Feasibility Tool (RAFT) to help improve resilience to flooding and other coastal storm hazards while remaining economically and socially viable. The following categories are considered in the RAFT scorecard:

- Category 1: Policy, Leadership, and Collaboration
- Category 2: Risk Assessment and Emergency Management
- Category 3: Infrastructure Resilience
- Category 4: Planning for Resilience
- Category 5: Community Engagement, Health and Well-Being

Utilizing this tool allows for a collaborative approach to climate resilience that leverages the expertise and resources of multiple parties and stakeholders to create more resilient communities.



Environment and special issues

Environmental/Natural resources concerns

Key environmental/natural resources concerns are as follows:

- The Planning Commission should invite specialists to their meeting to review the environmental changes occurring in this geographical area.
- Shoreline erosion is a serious concern - the width of the bank has decreased dramatically especially in the Point and Monroe Bay
- Planning Commission work with Resilience Adaption Feasibility Tool (RAFT) to continually improve all services to the citizens of Colonial Beach. (Improve the local scoring for Resilience!)
- Beaches need continual oversight and trees in that vicinity should be maintained with consideration given to planting new native species where necessary.
- The entire stretch of public beach has erosion problems, which severely impact the width and capacity of the beach.
- Storm water drainage pipes empty directly onto the beach and exacerbate the erosion problems. Rainwater causes drainage ruts through the sand, washing more sand into the river.
- Concrete along banks increases runoff and causes drainage ruts to form on the beach (addressed in stormwater management plan).
- Town owned property along the Potomac River needs consistent oversight.
- Shoreline of Monroe Bay needs a consistent maintenance of town owned property.
- All creeks within the boundary of Colonial Beach should be evaluated for shoreline needs.
- The Planning Commission and the Town administration must establish a strategic plan to prioritize the problem areas and implement correct shoreline erosion control devices (riprap, bulkhead, etc.) By establishing a prioritized list and a plan of action the Town can effectively budget for the needed capital expenditures. (See Goals and Objectives)
- Collaborative action and technical assistance will help to provide coordinated erosion control measures. Town officials and private landowners should take a more active role in the Public Hearing process of the Westmoreland County Wetlands Board for all applicants within the Town limits or those on neighboring shorelines.
- Zoning controls on piers, marinas, and other water-related development should be considered. The density of development along Monroe Bay and the Potomac River is critical to the aesthetic and environmental quality of the Town.

Resilience

Resilience is the ability to recover quickly from disasters and difficulties, planning now will reduce the effect of problems in the future. All local governments, particularly coastal localities, are faced with a myriad of stressors, ranging from recurrent flooding to catastrophic weather events, to economic declines, to population pressure. These stressors are interrelated, and care must be given to consider all facets of a problem, rather than isolating one cause. For the Town to grow and see economic success long into the future, resiliency must be integrated into all aspects of the Town and all new developments. The comprehensive plan outlines the vision of the prosperous future for Colonial Beach. Resiliency is the driving force behind each section in this plan, the underlying theme of the entire document. Ensuring

resiliency is an ongoing process. It begins by assessing the current state of the Town, both the risks the locality faces, as well as how resilience is already incorporated into the Town's documents and planning processes. Then, once areas of improvement are identified, the Town must prioritize the actions they may take to increase resilience and develop plans to apply these positive changes. The next step is the implementation of these resilience action items. Some may be simple and inclusion of these improvements may take less than a year, while others may take several years to complete and involve cooperation with partners outside of the Town. However, all action items improve the Town's resilience to both chronic and acute stressors. The final step is to evaluate if the resiliency actions are adequate in improving resiliency and monitor the changing conditions to determine if alternate or additional measures must be taken. Then, adapting the plans as necessary, restarting the resiliency cycle again. Thus, ensuring the Town's resilience is a commitment, one that has already been undertaken by the Planning Commission, and must continue. A resilient Colonial Beach is the goal, so the beauty of the Town can be enjoyed by residents and tourists alike well beyond the lifetime of this document.

Coastal resource management

The Town of Colonial Beach follows the *Comprehensive Coastal Resource Management Guidance: Planning Information and Guidance for the Living Shoreline Preference* that has been prepared by the Center for Coastal Resources Management, the Virginia Institute of Marine Science, and the College of William and Mary. The full guidance document may be found at ccrm.vims.edu/ccrmp/Guidance_General.pdf. Specific plans for the Town are described below.

Waterfront land

The increase in demand for waterfront property has driven up the price and made public acquisition of these lands difficult, and in some cases even impossible. For this reason alone, it is critical that the Town of Colonial Beach maintains, improves, and preserves all the public lands, which provide waterfront access. Preserving the quality of the Potomac River, Monroe Bay and other tributaries of the Chesapeake Bay is a high priority in Colonial Beach. In addition to building future growth and development in the Town, preserving these natural lands builds resiliency to protect the Town from future threats from the natural environment, such as rising sea levels, recurrent flooding, or increased and worsened storms.

Boating activities

The increased number of boaters creates an added demand for public and private boating facilities. The increase of boating related activity has a positive impact on the local economy; however, if not handled properly it can have a negative impact on the water quality of Monroe Bay, Potomac River, and surrounding waters.

Marinas

The multiple marinas in Colonial Beach provide services needed for the boating industry. Boaters coming into the community for events or to stay at the marinas bring additional revenue to local businesses, restaurants and to the tax base. The ability to have easy access to one's boat is an extra incentive to current and future homeowners.

Recreational fishing

Recreational fishing is an extremely popular sport among many Colonial Beach visitors and residents. Although there is no specific data on the impact of leisure fishing on the local economy, judging from the boat traffic on Monroe Bay and Potomac River during the summer season and striped bass "rockfish" season, there can be no doubt as to its positive effect.

Commercial fishing

The commercial fishing industry is a minimal source to the economy and to the culture/history of Colonial Beach. The Virginia Marine Resources Commission estimates that 723 million pounds of seafood are landed in Virginia waters each year. The decline of the commercial fishing industry and the loss of the watermen in Colonial Beach would be a severe blow not only to the economy but also to the culture of Colonial Beach. Oyster Beds are being dropped from many piers to help improve the quality of the water of the Potomac.

Potomac River Fisheries Commission

The Potomac River Fisheries Commission, a bi-state authority (Maryland and Virginia) regulating fishing activities in the Potomac River, reports that striped bass permits grew immensely. As the Town's population expands so will the demand for piers, community open spaces on the water bank fishing, boat ramps, and marinas. In order to adequately address this demand, the Town must promote centralized public access points designed to accommodate many people and improve water quality. Numerous and scattered facilities will increase the potential for poor design and maintenance leading to a decline in water quality.

Public waterfront access inventory

Colonial Beach is fortunate to have many public waterfront access areas. Unfortunately, many of these public-access areas need physical improvement to enhance both their aesthetic and environmental quality. Applying adherence to the principals of the town Comprehensive Plan will improve and develop existing waterfront areas.

Beach Avenue open space

The Beach Avenue open space is a very narrow piece of land along the Potomac River stretching from 9th Street northward to 12th Street. A few park benches exist, which are in poor condition.

Waterfront access points

The Town also enjoys numerous opportunities for passive and active waterfront recreation. The number-one asset in the Town is the public beachfront/boardwalk area. The boardwalk, town pier, and beachfront are inextricably linked and together provide a multitude of recreational opportunities.

The beachfront provides an area for swimming, volleyball, sunbathing, and numerous other activities. The town pier accommodates fishermen, crabbers, and people strolling the boardwalk. The revitalized boardwalk with its shops and stores would provide a place to walk and enjoy the beautiful view of the Potomac, to eat, to shop, and relax. This entire area is a "gold-mine" of both passive and active public waterfront access and recreation.

Presently, Colonial Beach residents enjoy exceptional access to the local waterfront and major waterways. A newly renovated public boat ramp provides additional parking for vehicles with trailers. In addition, plans are being made to renovate/replace the Town Pier (see p. 86). No additional access points are needed or desirable at this time. Instead, it is expected that future demands and expansions can be reasonably accommodated at existing facilities.

Oversight of the water access needs the attention of the Town to preserve and improve the continued services offered to the Public.

Shoreline and stream bank erosion

Shoreline erosion

Three causes of shoreline erosion can be observed within the Town of Colonial Beach:

- Wave action generated by storms and boat wakes
- Inadequate outfall location and design
- Tidal effects and rain runoff on unprotected banks

Colonial Beach, flanked by the Potomac River to the east and Monroe Bay to the west, has always had to battle shoreline erosion. Shoreline erosion is a natural and continuing process principally caused and exacerbated by wave action and shoreline run-off.

Monroe Bay is better shielded from high-intensity storms. One primary factor is "fetch," or the over-water distance across which the wind blows. Since Monroe Bay is relatively narrow, the wind generates only low to medium intensity wave action against the tidal shore. However, serious erosion problems also exist along parts of Monroe Bay, due to the cumulative effects of rain runoff, tidal action, and boating activity.

Wave energy from boat wakes is another persistent problem, particularly where the navigation channel lies near the shoreline. In recent years, several marinas have located or expanded on Monroe Bay, leading to increased use of local waters by small boats.

Persistent and continual sea level rise also threatens the shores of Colonial Beach. Sea level rise causes shoreline recession and the drowning of wetlands. Large storm events interact synergistically with sea level rise to exacerbate erosion through storm surge and flooding. Projections of future climatic conditions include both the continual increase of sea level, with an acceleration of the rate of rise, and an increased intensity and frequency of precipitation. Understanding how shorelines have already changed and incorporating projections of changes is paramount to the long-term sustainability of the shorelines of Colonial Beach. The Virginia Institute of Marine Science (VIMS) conducted a study of the shores of Colonial Beach (Colonial Beach State of the Beach Report) in 2011. A similar study would assist with understanding both the realized and projected changes to the shorelines.

Erosion control measures

Pursuant to Virginia Code § 15.2-2223.2, comprehensive plans must include The Comprehensive Research Management Guidance prepared by the VIMS' Center for Coastal Resources Management (CCRM), which is available through the Comprehensive Coastal Resources Management Portal (www.ccrm.vims.edu). The portal provides a myriad of shoreline stabilization resources, with

recommendations based on the characteristics of the shoreline to be reinforced. Such resources include a manual decision tree, an interactive shoreline decision support tool, and locality-specific maps of best management practices for shoreline stabilization. As of May 1, 2020, the Commonwealth's preferred approach to shoreline stabilization is the use of living shorelines. Virginia Code § 28.2-104.1.

Unfortunately, many sections of shoreline in Colonial Beach have been the sites of ineffective and harmful erosion control measures. Dumping of broken pavement, discarded concrete, old tires, abandoned vehicles, and other inappropriate items have been used to battle shoreline erosion. These methods are not only ineffective but are unattractive and environmentally unsound.

Choosing the best design solution will depend on the characteristics, such as bank height, intensity of wave action and other shoreline features. Resources through CCRM will help guide selection of the optimal shoreline stabilization technique. Private landowners should be encouraged to obtain free technical assistance from the Shoreline Erosion Advisory Services (SEAS) as alternative types of structures are evaluated and installed. Landowners should also be informed of the benefits of multi-parcel/coordinated shoreline management. If done independently, alterations to a shoreline on one property may ultimately negatively affect shoreline erosion of another property downstream.

Encouraging and facilitating coordinated efforts will prevent these adverse effects. This may also provide cost-sharing opportunities for private landowners, incentivizing the installation of a living shoreline on their property.

Shoreline maintenance agreements

In 2019, the Town substantially amended its Pier Ordinance and incorporated new provisions for Shoreline Maintenance Agreements. The purpose of the maintenance agreements is to protect the Town's shoreline property from erosion at no expense to the Town without curtailing the rights of local citizens who currently enjoy and use the waterfront for recreational purposes. Five-year leases are issued to pier owners and applicants. If shoreline protection is necessary for the shoreline, the lessee is required by the town to install and maintain the proper shoreline protections throughout the life of the lease.

Urbanization

Aside from the natural occurring processes, urbanization of Colonial Beach has had a profound effect on watershed hydrology and water quality of the receiving bodies of water. Rooftops, driveways, roadways, and other impervious areas that are a direct result of urbanization contribute to greater volumes of runoff and less infiltration. Trace metals are common components of urban development. Roofs, buildings, pipes, paints, wood preservatives, automobiles, fertilizers, etc., all contain elements that eventually enter the aquatic system and degrade water quality. The removal of natural vegetation exacerbates the problem with pollutant runoff. Trees and other vegetation reduce the erosive effects of rain by "de-energizing" the force of the raindrop. Natural depressions allow water to temporarily pond and infiltrate into the soils, and vegetative cover acts as a natural filtration system removing pollution by either biological uptake or through attenuation.

Shoreline development and the increase of piers and other water dependent structures add to the degradation of water quality by the removal of natural vegetation and the discharge of pollutants directly into the receiving waters.

Because urbanization and development have such a profound impact on the quality of the natural water environment, it is important to counteract that impact with principles of modern design. The Town should incorporate Low-Impact Development standards into the planning process so that new developments build resiliency into their design and offset the effects of urbanization. As part of this effort, a recent audit of the town's ordinances and codes relating to trees and stormwater was conducted by Professor Firehock's graduate students from the University of Virginia as part of the RAFT initiative. The audit looked specifically at ways that the Town can reduce impervious surfaces and increase the urban canopy to lessen the impact of stormwater runoff and flooding. Communities that have what is described in the audit as "green codes" can reduce stormwater runoff by up to 7 percent and can reduce the heat island effect by 10 percent.

The Trees and Stormwater Audit Tool is a scorecard that was developed by the Green Infrastructure Center. Overall, Colonial Beach scored in the moderate range and the audit helped identify ways we can improve.

Pier densities

Piers, docks, and water dependent developments can all add to the degradation of water quality. Waterfront community development is desired due to the proximity of water-related activities. Proper planning through education, adoption of ordinances and subsequent enforcement all contribute to healthy onshore and offshore environments.

Town responsibility

Erosion is an inherent and never-ending fact of waterfront areas such as Colonial Beach. The Town must take a proactive role in planning and developing methods and a schedule to combat erosion. Utilizing tools through the Comprehensive Coastal Resources Management Portal (CCRMP) will aid in the Town's planning of best management practices for shoreline stabilization. The Town may consider developing a policy requiring the implementation of VIMS' CCRMP Best Management Practices for shoreline stabilization and an alternative mitigation strategy would require justification for approval. Use of the Best Management Practices could be incentivized by creating an expedited permitting system for those which are consistent with VIMS recommendations. The Capital Improvement Plan is a yearly method by the Planning Commission to assist the Town in addressing these issues.

Private waterfront landowners should be made aware of the free technical assistance available to them concerning shoreline erosion control devices. This assistance will allow the private landowner to choose the most appropriate erosion control device. Inappropriate erosion control measures may often exacerbate the erosion problem. The Town should also develop public outreach materials to educate citizens and waterfront landowners on the benefits of living shorelines.

In addition, the Town can invest in resources that will help to prevent erosion. VCAP (Virginia Conservation Assistance Program), part of SWCD (Virginia's Soil and Water Conservation Districts), provides credits for erosion-prevention measures such as impervious surface removal, pavers, permeable pavement, rain gardens, and other conservation projects (<https://vaswcd.org/vcap-information>). Through this program, localities may apply for credits in advance, use a local contractor to complete the work, and receive partial reimbursement (75 percent of actual costs or a set amount per unit).

Flooding vulnerability and impacts

Colonial Beach Flood Map



* Virginia Department of Conservation and Recreation: Virginia Flood Risk Information System
cosapps.dcr.virginia.gov

Northern Neck Regional Hazard Mitigation Plan 2017 Update

Flooding has the greatest effect on the people living in the area impacted. Flooding directly impacts a community's ability to function by damaging homes and businesses, disrupting community services, and interrupting utility service. Flooded roadways can increase congestion on alternative routes and lengthen travel times for emergency vehicles and school buses. Businesses that are flooded may sustain damage to the structure and its contents, resulting in economic losses to the business.

Riverine and flash floods have the potential to pick up chemicals, sewage, and toxins from roads, factories, and farms; therefore, any property affected by a flood may be contaminated with hazardous materials and present a health and safety risk to residents. Debris from vegetation and structures may also become hazardous following the occurrence of a flood. In addition, floods may threaten water supplies and water quality, and create health issues such as mold. Damages from storm water runoff events also includes wall damage due to "wicking", mildew damage, damages to building contents, minor foundation damage, damage to water distribution systems, and potable water contamination. Public related costs include debris clearance; equipment, material and labor expenses related to emergency response; and building or facility repair or replacement (county parks, utilities, communications, buildings, vehicles, etc.).

A number of factors contribute to the relative vulnerabilities of certain areas in the floodplain. Development, or the presence of people and property in the hazardous areas, is a critical factor in determining vulnerability to flooding. Additional factors that contribute to flood vulnerability range from specific characteristics of the floodplain to characteristics of the structures located within the floodplain. The following is a brief discussion of some of these factors and how they may relate to the area.

- Flood depth: The greater the depth of flooding, the higher the potential for significant damages.
- Flood duration: The longer duration of time that floodwaters are in contact with building components, such as structural members, interior finishes, and mechanical equipment, the greater the potential for damage. Floodwaters may linger because of the low relief of the area, but the degree varies.
- Velocity: Flowing water exerts force on the structural members of a building, increasing the likelihood of significant damage. A one-foot depth of water, flowing at a velocity of five feet per second or greater, can knock an adult over and cause significant scour around structures and roadways.
- Elevation: The lowest possible point where floodwaters may enter a structure is the most significant factor contributing to its vulnerability to damage due to flooding. Data on the specific elevations of structures in the Northern Neck has not been compiled for use in this analysis.
- Construction type: Certain types of construction are more resistant to the effects of floodwaters than others. Masonry buildings, constructed of brick or concrete blocks, are typically the most resistant to flood damages simply because masonry materials can be in contact with limited depths of water without sustaining significant damage. Wood frame structures are more susceptible to flood damage because the construction materials used are easily damaged when inundated with water. The type of construction throughout the Planning District varies.

In support of FEMA's RiskMAP Program, FEMA endeavored to produce national-level flood risk analyses to estimate the potential losses from flooding across the nation. This effort occurred during 2009 and

2010 and produced a product known as the 2010 Hazus Average Annualized Loss (AAL) Study Results. The 2010 AAL Study and its associated results were intended to be a mechanism for FEMA - as well as local stakeholders - to assist in the prioritization of flood mitigation activities across the lower 48 states. Further information on the 2010 AAL Results and its use in RiskMAP Risk Assessments can be viewed in Guidance for Flood Risk Analysis and Mapping (May 2014). Notably, there were some areas in which the Hazus software was unable to produce valid results for the 2010 AAL Study in certain coastal areas. A lack of estimated flood damages limited the ability to assess potential damage across the entirety of the regional geography.

An analysis was performed in order to estimate the Total Exposure in the Floodplain (TEIF) of the building stock in the Virginia Northern Neck region. Building footprint polygons were available for Richmond and Westmoreland counties through the Virginia Geographic Information Network (VGIN) and were used for the TEIF analysis. For Lancaster and

Northumberland Counties, the TEIF method was applied at the 1,000 square foot Census Block level. The subsequent section describes the methodology and vulnerability assessment as part of this analysis.

TEIF Methodology for Building Footprints

TEIF uses the 2010 Topologically Integrated Geographic Encoding and Referencing (TIGER) Census block level data to assume the total property value for each census block within the county. The analysis divides that total census tract property value by the number of buildings in the tract, proportional to the area of each of the building footprints¹¹. For example, if the total value of one census block is \$1,000,000 and there are 10 equally sized 1,000 square foot buildings within the block, each building would be assigned a value of \$100,000. If the buildings were not equal in size, they would receive more or less value proportional to the size of the other buildings within that block.

The building footprints are then intersected with the FEMA effective 100-year and 500-year floodplain data. The proportion of how much of each building lies within each floodplain is then used to calculate the value of the building's exposure to the floodplain. Due to a combination of the low resolution of the property values from the Census block data, the high resolution of the Building footprints shape file provided by VGIN. Northern Neck Regional Hazard Mitigation Plan 2017 Update Hazard Identification and Risk Assessment 4-22 buildings, and the assumption of total exposure within the floodplain, the exposed property values are extrapolated to 1000 square foot grids. This resolution best summarizes the results of the TEIF analysis at a countywide scale, identifies areas that may be more affected by a flood, and represents the uncertainty within this method of extrapolating building values from Census block property values.

TEIF Methodology for Census Blocks

When building footprints are not available, the 2010 Census TIGER block data is intersected with the effective 100-year and 500-year floodplain data directly. This method is also extrapolated to 1000 square foot grids because of some uncertainty in this approach. On a countywide scale, this method helps summarize areas with high valued property at risk of flooding.

TEIF Vulnerability Analysis and Assessment

The results of the analysis identified areas within each of the four counties that have high levels of flood exposure. The Unincorporated Areas of Lancaster County, Northumberland County, Westmoreland County, and the Town of Colonial Beach account for the most property value exposed to the floodplain accounting for 39 percent, 27 percent, 16 percent, and 12 percent, respectively, of the total damage within the Northern Neck.

For the Northern Neck Planning District Commission, the TEIF analysis showed that there is an estimated \$346.8 million worth of property exposed to losses in the 100 year floodplain, and \$425 million exposed to losses in the 500 year floodplain. A summary of the flood exposure for the Planning District Commission can be found in the table below. All values are rounded to three significant figures.

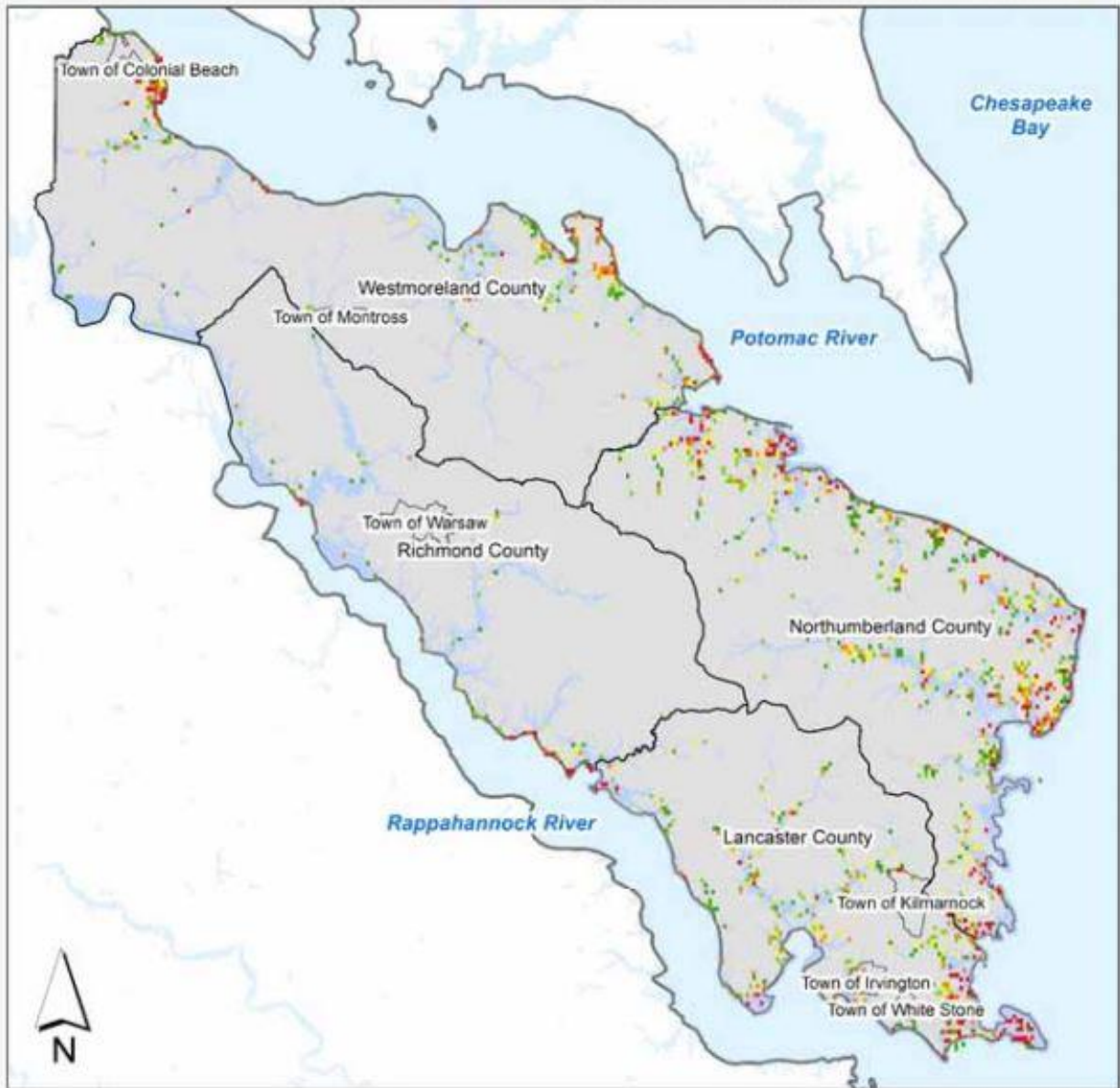
Following the table are maps displaying the 100-year and 500-year total exposure in the floodplain for the Northern Neck.

Table 28: TEIF Summary for the Northern Neck

| County | Jurisdictions | 100 Year Exposure | 500 Year Exposure |
|----------------|------------------------|--------------------------|--------------------------|
| Lancaster | County total | \$131,000,000 | \$176,000,000 |
| | Town of Irvington | \$3,610,000 | \$3,720,000 |
| | Town of Kilmarnock | \$531,000 | \$531,000 |
| | Town of White Stone | \$0 | \$0 |
| | Unincorporated areas | \$127,000,000 | \$172,000,000 |
| Northumberland | County total | \$98,800,000 | \$113,000,000 |
| Richmond | County total | \$16,000,000 | \$21,000,000 |
| | Town of Warsaw | \$0 | \$0 |
| | Unincorporated areas | \$16,000,000 | \$21,000,000 |
| Westmoreland | Town of Colonial Beach | \$101,000,000 | \$115,000,000 |
| | Town of Montross | \$42,100,000 | \$50,400,000 |
| | Unincorporated areas | \$155,000 | \$155,000 |
| | Unincorporated areas | \$59,000,000 | \$64,600,000 |
| Total | Northern Neck | \$346,800,000 | \$425,000,000 |

NORTHERN NECK PLANNING DISTRICT COMMISSION HAZARD MITIGATION PLAN 2017 UPDATE

TOTAL EXPOSURE IN THE 100 YEAR FLOOD ZONE



Legend

Level of Exposure

- Low
- Medium-Low
- Medium
- Medium-High
- High

0 2 4 8 12 16 Miles

The Total Exposure in the Floodplain (TEIF) analysis was run for the 100 year FEMA floodplain using 1000 square foot grids based on Census Block data. Areas with high exposure have a greater dollar value of property exposed to the 100 year floodplain than areas with low exposure. Areas without mapped exposure are not in the 100 year floodplain.

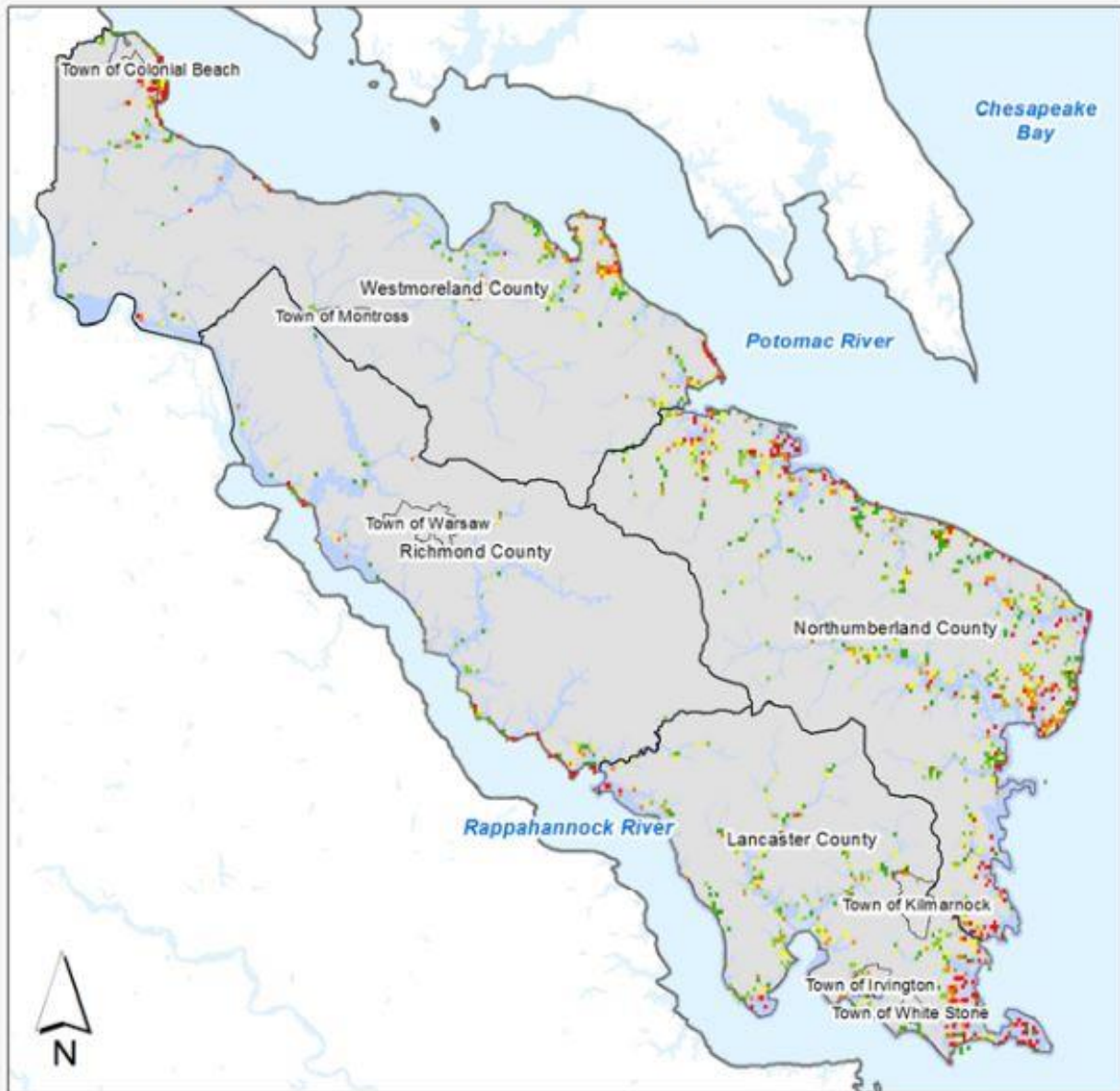


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"Through Words and Deeds"

NORTHERN NECK PLANNING DISTRICT COMMISSION HAZARD MITIGATION PLAN 2017 UPDATE

TOTAL EXPOSURE IN THE 500 YEAR FLOOD ZONE



Legend

Level of Exposure

- Low
- Medium-Low
- Medium
- Medium-High
- High

The Total Exposure in the Floodplain (TEIF) analysis was run for the 500 year FEMA floodplain using 1000 square foot grids based on Census Block data. Areas with high exposure have a greater dollar value of property exposed to the 500 year floodplain than areas with low exposure. Areas without mapped exposure are not in the 500 year floodplain.



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"George Washington's Backcountry Area"

Current state of the water supply

To date, the Town has relied entirely on groundwater from wells for its potable water supply. The Colonial Beach water supply system is operated by the Public Works Department under the direction of the Town Manager.

In 2005, the Town contracted Dewberry & Davis to conduct a preliminary engineering report on the town's water supply system, its waste water system, and piping system upgrades. This report led to another investigation of town-wide inflow and infiltration (I&I), which is currently underway to determine the I&I volume throughout the town. There is a proposed project to increase the line size to handle existing flows, and to bypass I&I before it arrives at the wastewater treatment facility. Multiple other I&I projects have taken place over the past 20 years, and though it can be a slow process, progress is being made. Care must be taken in order to stay in compliance with reducing I&I, particularly the side stream diversion of I&I amounts and retention.

The water supply and distribution system is operated under a permit issued by the Virginia Department of Health (VDH). Service is available and provided to all populated sections of the Town. Although some residences still maintain their own wells, these are relatively few in number and are decreasing yearly. The Colonial Beach Water Works facility operates year round and is staffed every day for eight hours. Town Water Works' employees are also on call for emergencies.

Active Wells

The entire water supply for the Town is obtained from four deep wells. These include:

- Robin Grove Well -- 408 feet deep. Discharge line is a 4-inch cast iron line which feeds a 100,000 gallon reservoir at Robin Grove.
- Castlewood Park Well -- 673 feet deep. Feeds a 6-inch force main which discharges to a 150,000 gallon reservoir at Robin Grove.
- 4th Street Well -- 865 feet deep
- Waste Water Treatment Plant Facility - + 900 feet deep

These wells range in depth from 408 feet to 900 feet, and the total combined yield from these wells is approximately 1,600 gallons per minute (GPM). Two of these wells discharge into two separate reservoirs which have a combined capacity of 250,000 gallons. The 4th Street well pumps directly into the distribution grid system, but operates only when the elevated storage tank requires water. All well heads are protected by a sanitary seal and are located inside enclosed, controlled structures that remain secured from anyone other than Public Works employees. All of these wells are located in residential neighborhoods.

The waterworks facility is capable of pumping 1,500,000+ gallons per day under maximum load. Historic data shows that during "off-season" months, usage is an average of 500,000 to 600,000 gallons per day. With the new well and new 250,000 gallon elevated storage tank, the permitted system capacity has increased to approximately 1,250,000 gallons per day.

Storage Facilities

The Town has three different storage facilities:

- Robin Grove Facility: 150,000 gallon "in-ground" reservoir b. 100,000 gallon "in-ground" reservoir
- Elevated Storage Tank: Located at Dennison Street, a 200,000 gallon tank constructed in 1957. This tank was painted and cleaned in the Spring of 1993.
- Elevated Storage Tank: Located at the Waste Water Treatment Plant Facility, a 250,000 gallon tank constructed in 1997/98.

Chlorination

Chlorination of the potable water occurs at three central locations:

- Robin Grove Reservoir Facility
- 4th Street Well Facility
- Waste Water Treatment Plant Well

Distribution System

The distribution grid system consists of various size pipes ranging from 3/4 inch lines to 12 inch mains and various types of pipes such as Ductile Iron, PVC, Cast Iron, and Galvanized. The installation of a 12" main in the mid 1970's interconnected Bluff Point with the rest of Town and has improved the reliability and capacity of the entire system. The new well and elevated storage tank has also greatly enhanced the system.

Water Main Replacement

Public Works is in the second year of an ongoing water main replacement project. The objective is to replace all inadequate water mains and service laterals over the next twenty-five years. To date, approximately 15,000 linear feet of water mains have been replaced. In addition, the department is adding water meters and upgrading fire protection by installing and replacing fire hydrants.

Fire Protection

Water supply for fire protection appears to be generally adequate. New hydrants and lines are located close to major buildings (shopping center, school, yacht club). Hydrant flow tests made after the inter-connection of the Bluff Point System resulted in an upgrading of fire protection classification from a Class 9 to a Class 8 effective November 1, 1978, which applies to all areas of Town. This improved classification facilitates lower insurance rates for Town commercial and residential properties. There is an ongoing comprehensive water main replacement project which will offer an upgraded water supply and increased fire protection.

Recommended Improvements

The comprehensive review and evaluation of the existing water system identified several deficiencies in the existing system, as well as required upgrades based on projected population increases in the town and surrounding area. The water system analysis generated the following list of recommended capital improvements to provide adequate water supply and fire protection.

- Distribution System Upgrades—To provide for maximum daily demand plus fire, as well as 2010 Peak Demand Forecasts. The proposed improvements will eliminate areas of low pressure,

provide the required fire flows, replace old, undersized sections of the system that are a constant maintenance concerns, and improve the overall function and capabilities of the central water system. Additionally, the installation of radio-read water meters will enable the town to manage its water system, charge equitably, and establish water user rates that encourage conservation.

- Various line replacements (the publicly available Dewberry & Davis report contains detailed information)
- Meter Installation: The town currently has 2,160 residential water connections and 75 commercial connections. In recent years, water meters were required for new residential connections.
- Water Supply Upgrades—Based on projected population increases and subsequent water demands expected during the 20 year study period, the town will need to incorporate additional water supply around 2020 and storage around 2025.
- New ground water well
- Existing groundwater well replacement / rehabilitation
- Booster station upgrade

The Town's water supply will be subject to several stressors in the next twenty years. Between 2009 and 2018, residential connections to the water system grew from 2,160 to 2,441: an increase of 13 percent. The Town expects additional population growth in the future. The global COVID-19 Pandemic has forced many residents to work from home and has caused an influx of residents from urban areas of the Commonwealth into less populated areas, including the Northern Neck and Colonial Beach. Additionally, the Town plans to increase tourism and development. Together, this results in an increased demand for a water system that relies on groundwater from a single aquifer.

Best practices

Water supply best practices include the following:

- Addressing stormwater and wastewater issues, which benefits water quality
- Regional cooperation (e.g., Regional Water Supply Plan)
- Considering future water supply demand
- Using surface water instead of groundwater when possible
- Preserving the green infrastructure
- Conservation efforts public awareness

The Town should plan on evaluating the current capacity of the water supply system, and projecting future demands over the next twenty years. Additional infrastructure may be required, and the existing infrastructure will likely need to be updated in the long term. The Town should consider looking for surface water options when building new infrastructure. Large infrastructure projects can be expensive and time-consuming, so the Town should plan ahead on these issues. These projects should be ongoing over the next few years. In the meantime, one effective way to build a resilient water supply system is to practice water conservation as a community. The following goals should be included in the Town's water supply plans. Most are practices that residents can participate in to help protect the water supply system. However, they all require some action from the Town:

- Incorporate best conservation practices from the Regional Water Supply Plan

- Include public education materials in billing statements
- Adjust the pricing strategy to incentivize conservation
- Include water conservation information on the Town website and payment portal
- Host water conservation booths at community events
- Offer rebates to residents who replace fixtures (toilets, showerheads, or sinks) with high-efficiency ones
- Offer home use water audits
- Update any applicable plumbing code to incentivize high-efficiency fixtures
- Amend ordinances to restrict outdoor water use for landscaping or lawns

Water quality

Public water and wastewater in the Northern Neck

The following information is lifted from the Northern Neck Regional Hazard Mitigation Plan 2017 Update.

Public water systems serve residents and businesses within the towns of Colonial Beach, Kilmarnock, Montross and Warsaw. Wastewater treatment is available in the towns of Colonial Beach, Montross, Kilmarnock, and Warsaw. The Reedville Sanitary District and Montross- Westmoreland Sewer Authority provide wastewater services. Westmoreland County also serves the Coles Point and Washington District areas with public wastewater services.

Private well and onsite sewage systems serve the remainder of the Northern Neck. According to the 2016 Northumberland County Comprehensive Plan, there is a high concentration of soils of poor quality for septic tanks located in the low-lying areas seaward of the Suffolk Scarp, in addition to other upland areas located along stream beds and banks. This poor soil quality challenges future development in this region.

Urban development and water quality

A basic understanding of the relationship between Colonial Beach's natural environment and potential forms of urban development is important. This account should prove helpful in making sound environmental planning decisions, as well as assisting on a day-to-day basis with the site plan review process.

In Colonial Beach, as in other Tidewater communities, there is a direct and intimate relationship between land and water. Through the natural forces of wind, rain, and gravity, pollutants will enter the water unless barriers and filters are present. Land uses can generally be divided into two basic categories: those that protect water quality (forests, permanently vegetated fields, wetlands); and uses that cause water quality to deteriorate (most forms of human activity, whether urban or rural/agricultural).

Most land use activities involve alteration of the land, such as paving, digging, clearing, or grading. Any one of these activities will alter the natural water retention characteristics of the land, causing polluted water to reach groundwater, streams, and rivers, and eventually the Potomac River and Chesapeake Bay. The extent of degradation depends on a variety of factors, including proximity to water resources, the type of development activity and the site-specific characteristics of the disturbed land.

Impacts on water quality

Generally, development will strip the land of the absorbing capacity of its vegetative cover and replace it with impermeable (paved) surfaces, which prevent water from seeping into the soil. This allows pollutants to enter the waterway. It also increases storm-water flow and velocity into storm sewers and streams. The higher velocity scours the surface of the landscape, increases stream bank erosion, and carries soils and other pollutants for direct deposit into water courses. Large volumes of storm-water in the drainage system can increase the load on the treatment facility because of infiltration, causing storm-water to combine with sewage and overflow directly into the waterways.

All development projects, whether for residential, commercial, or public use, alter the natural vegetation, slope, and water retention characteristics of the land. Three major types of pollutants can result from development: sediments, nutrients, and toxics.

Sediments

Sediments are eroded soils and other solid materials that are transported into waterways or which are subsequently re-suspended from riverbeds or bottomlands. The presence of sediments in the water blocks the sunlight which is critical to many forms of aquatic life and can clog the gills of small fish and invertebrates. Turbidity can also cause water temperature to rise to the point where it is no longer enough to support habitats, and species of plant and animal life.

Nutrients

Nutrients such as nitrogen and phosphorus are essential for plant growth. However, in excess, they can degrade water quality and destroy aquatic habitats. Excessive phosphorus levels are an example of nutrient overloading. Too many nutrients spur the growth of algae, which interfere with light penetration, contributing to low oxygen levels, and altering food and resources available to other organisms. Fish, waterfowl and other plant and animal life dependent on the waterway's ecological system are negatively impacted by these disruptions to the food chain.

Toxics

Toxic substances released into the Potomac River and its tributaries can severely damage life forms, especially in their early growth stages. Shellfish and finfish are especially susceptible to toxic contamination, which can accumulate in the higher orders of the food chain and can pose a potential health threat with their consumption. Common toxins in everyday use include fertilizers, pesticides, automotive batteries, and other industrial and agricultural products.

Point and Nonpoint Source Pollution

Historically, regulatory programs have focused on sources of pollution such as effluent outfalls from factories and sewage-treatment plants. Modern engineering methods made it possible to recognize and regulate these sources of pollution. Despite the progress in reducing point source pollution, water quality problems have persisted.

Non-point source pollution often can have a far greater impact on water quality. Studies have shown that storm-water runoff from urban and agricultural areas contain a substantial amount of pollutants that exceeds the amounts from regulated point sources. Common nonpoint pollutants include fertilizers

(nitrogen, phosphorus), pesticides, animal wastes, heavy metals, motor oil, sediment, and other organic material.

Development activities contributing to pollution

The following activities are associated with development impact on water quality:

Clearing Land

Improper conversion of land to a more intensive use can cause changes in soil stability and slopes, vegetative cover, and site hydrology. Soil erosion is often experienced on cleared land. Inappropriate soil compaction (frequently caused by construction equipment) compounds this problem by leaving the soil too dense for adequate water and oxygen supplies to support the growth of soil-stabilizing plants.

Recontouring or filling land contributes to poor water quality. Altering wetlands or marshes by filling or restructuring will adversely affect vital breeding grounds and habitats. The practice of creating a "neat edge" between land and water with bulkheads and retention walls effectively replaces the natural wetlands' transition zone and tends to magnify problems associated with shoreline erosion. Tidal wetlands and marshes also serve as buffers to wave action against the shoreline.

Non-contiguous wetlands play an important role when located below areas of upland disturbance slowing storm-water and permitting sediments and runoff to filter and drain before reaching main water courses. However, wetlands are limited in their capacity to absorb excessive amounts of sedimentation and nutrients from poor land clearing practices and can become ineffective in their natural cleansing abilities.

The process of erosion is directly related to the removal of vegetation. Excessive clearing will result in greater probabilities of erosion. New vegetation such as lawns and transplanted trees and shrubs, are treated with fertilizers and pesticides. Further, this vegetation is less successful at retarding runoff than the natural vegetation it replaced. This is especially true for forested cover, which is of extreme importance in handling the movement of nutrients from the landscape into streams.

Construction of Impervious Surfaces

An increase in the number of impervious surfaces is a natural consequence of land development.

Surfaces such as roofs, sidewalks, roads, and parking lots collect water and speed its movement instead of allowing it to filter through vegetated soil. Roads and parking areas accumulate nutrients and toxic materials such as lead, copper, zinc, asbestos, deicing chemicals, oil, and grease from motor vehicles, as well as decaying vegetation and animal wastes. The use of pervious pavements or minimization of impervious surfaces during construction should be encouraged. Fewer parking spaces for a new development or communal parking areas rather than individual driveways could be incentivized. The Town should supply developers with up-to-date information about pervious surfaces during the planning process.

Discharges of Toxic Materials

In addition to automotive-related pollution, development provides many other opportunities for toxic contamination. These materials can originate from pesticide use, detergents, accidental chemical spills, as well as paints, solvents, and fuel, which are often disposed of in storm sewers. Construction and maintenance activities associated with lower density land uses are also a source of pesticides because of the use of weed and insect controls. Such substances can impact local ground and surface water, limiting local use (recreation/water supply).

Inadequate Wastewater Treatment

Inadequate treatment of sewage represents a major problem in water quality. On-site systems (septic tanks) can release nutrients into groundwater if improperly installed or maintained, if left unnoticed can constitute serious health problems. Off-site sewage-treatment facilities, although preferable to on-site treatment, may not remove all nutrients prior to discharge. Many treatment plants require additional techniques (tertiary) to remove certain types of pollutants. In order to combat the adverse effects of on-site systems, the Town has had a mandatory sewer connection ordinance in place for many years. This ordinance requires property owners to employ the Town wastewater treatment system, and to remove private septic tanks. The Town should continue to pursue compliance with this ordinance by requiring the connection of all new construction to the municipal sewage system, as well as enforcing the ordinance against existing structures when the use of an on-site system is discovered.

There are still residential dwellings along the waterfront that are served by private septic systems. Some of these homes are located in or near wetlands. Wetlands are subject to high water tables and raise concern of failing systems and possible contamination of groundwater supplies. A proactive, forward-looking approach to wastewater treatment that gives fair and careful consideration to all alternatives should be pursued. Developing educational materials and reaching out to residents with on-site septic will encourage them to convert to the wastewater infrastructure.

The Town will continue to work with Westmoreland County, the Northern Neck Planning District Commission, and private operators of wastewater treatment plants to enter into agreements as appropriate to address present and future needs for wastewater treatment. The Town will also investigate the need for additional regulations on sewage disposal.

Relative sea-level rise, through both rising seas and land subsidence, will create future wastewater hazards from septic systems that overflow and seep into the soil when the groundwater table rises. Protecting the recreational waters of Colonial Beach is also protecting the economic base of tourism and fishing.

[Stormwater/wastewater management](#)

Wastewater management plan

The purpose of a wastewater management plan is to increase the efficiency of wastewater treatment. It identifies both current wastewater needs, as well as projected future needs. Colonial Beach has plans to increase tourism and economic growth, and, thus, needs an adequate wastewater management system capable of supporting this growth. A wastewater management plan ensures new development

can be accommodated, without unexpected costs. The Town should consult with an engineer while developing the plan. The Provincial Planning Regulation of Manitoba provides a useful guide to the developing a wastewater management plan (gov.mb.ca/mr/plups). The completed wastewater management plan should include:

1. Information on the current system, including: current usage, maps of the existing system, how wastewater is treated, original construction costs and operating costs, and limitations and adequacy of the system in meeting demand and regulatory standards.
2. Projected needs and considerations for the next 25 years.
3. Mapping of current wastewater service, planned service, and areas that should be avoided.
4. Wastewater management requirements and costs, including: types of systems available, potential for cost sharing, maintenance and repair costs.
5. Implementation and financing.

Wastewater treatment facilities

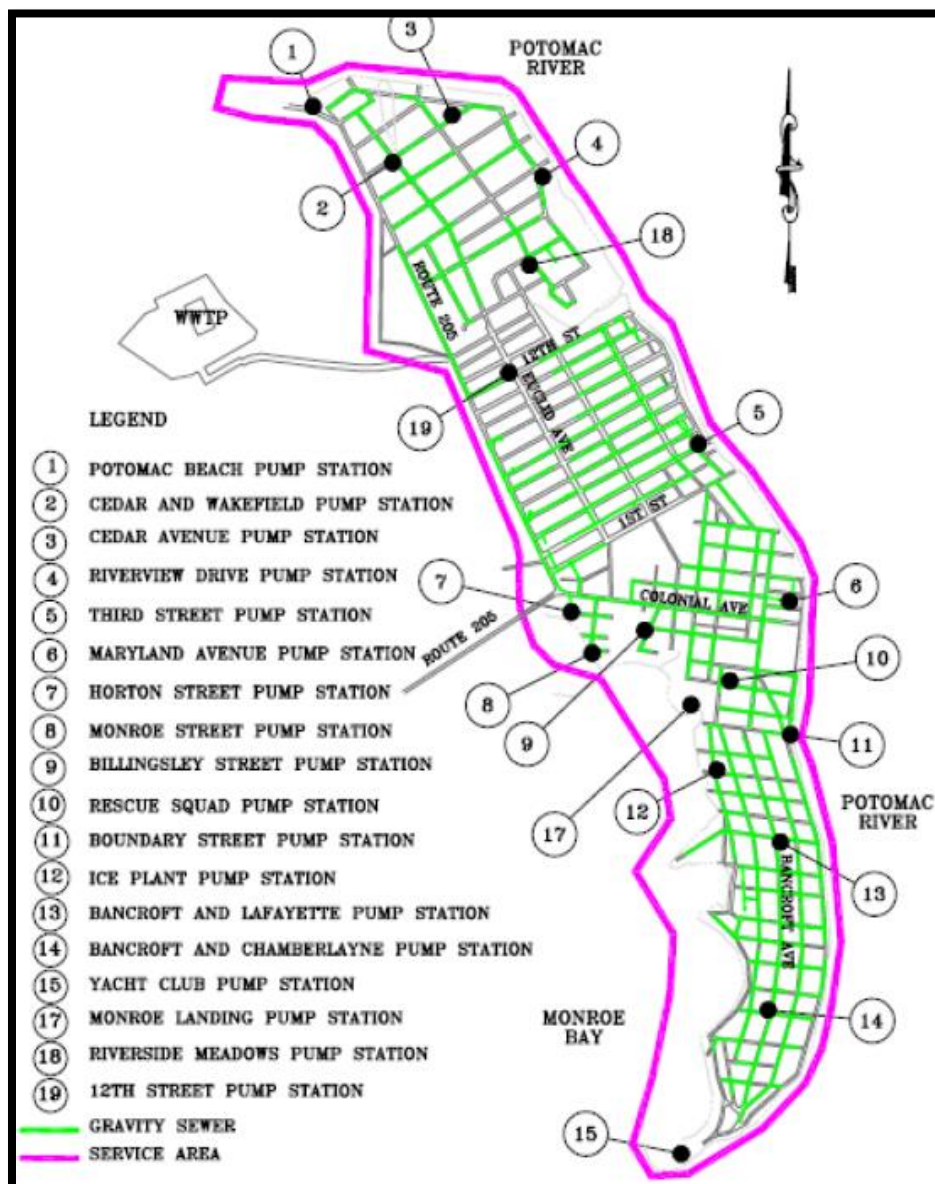


Table 29: Existing & Future Residential Connections

| | 2000 | 2005 | 2010 | 2015 | 2020 | 2025 |
|--|-------|-------|-------|-------|--------|--------|
| Existing Residential (House) Connections | | 2,168 | 2,168 | 2,168 | 2,168 | 2,168 |
| Future Residential (House) Connections | | 0 | 1,100 | 1,900 | 2700 | 3500 |
| Total Residential (House) Connections | | 2,168 | 3,268 | 4,068 | 4,868 | 5,668 |
| Total Population Projection* | 3,228 | 4,856 | 7,320 | 9,112 | 10,904 | 12,696 |

*The total population projection is based on 2.24 persons per dwelling (residential [house] connection)

Table 30: Existing & Future Residential Connections & Flows

| | 2000 | 2005 | 2010 | 2015 | 2020 | 2025 |
|--|---------|-----------|-----------|-----------|-----------|-----------|
| Existing Residential (House) Connections | | 2,168 | 2,168 | 2,168 | 2,168 | 2,168 |
| Future Residential (House) Connections | | 0 | 1,100 | 1,900 | 2700 | 3500 |
| Total Residential (House) Connections | | 2,168 | 3,268 | 4,068 | 4,868 | 5,668 |
| Total Future Commercial Connections | | 82 | 87 | 92 | 97 | 102 |
| Total Connection Projection* | 3,228 | 2,250 | 3,355 | 4,160 | 4,965 | 5,770 |
| | | | | | | |
| | 2000 | 2005 | 2010 | 2015 | 2020 | 2025 |
| Units | GDP | GDP | GDP | GDP | GDP | GDP |
| Total Residential (House) Projected Flow | 322,800 | 485,600 | 723,000 | 911,200 | 109,0400 | 1,269,600 |
| Total Commercial Projected Flow** | 0 | 73,636 | 78,126 | 82,616 | 87,106 | 91,596 |
| Infiltration and Inflow | 300,000 | 300,000 | 300,000 | 300,000 | 300,000 | 300,000 |
| Westmoreland County Flow | | 600,000 | 600,000 | 600,000 | 600,000 | 600,000 |
| Total Flow Projection | 622,800 | 1,459,236 | 1,710,126 | 1,893,816 | 2,077,506 | 2,261,196 |

* The residential projected flow is based on 100 GDP capita or 400 GDP residential connection (as specified by the Commonwealth's Sewage Collection & Treatment (SCAT) Regulations and the population numbers above.

** The commercial projected flow is based on actual average water usage of 898 GDP day/commercial connection.

Stormwater run-off

Storm water run-off from urban and industrialized areas often contains large quantities of pollutants that are found in wastewater discharges. These pollutants include heavy metals, pesticides, herbicides, and organic compounds such as fuels, waste oils, solvents, lubricants, and grease. Urban and industrial storm water is discharged through conveyances (ditches, channels, pipes, etc.) and therefore, considered point

sources under the Clean Water Act and subject to regulation through the National Pollutant Discharge Elimination System (NPDES) permit program.

The storm-water regulations define 11 categories of industrial activities that are required to apply for storm water permits. Any business associated with industrial activity through any point source must apply for an NPDES storm water permit. The permit only covers storm water discharges from point sources and does not cover "sheet" flow.

The State Water Control Board administers the federal program under the State VPDES Permit Program. The EPA requires that permits for industrial storm water discharges include a pollution prevention plan be developed for each facility. This plan describes how facilities will manage their storm water to keep pollutants from getting into the run-off as well as how the facilities will keep contaminated stormwater runoff from getting into the waters of the state to the maximum extent practicable.

Stormwater management

Specially developed criteria that address Storm water runoff by limiting the number of impervious surfaces (parking lots), or by using retention basins, porous pavement or created wetlands or ponds to slow and filter runoff.

A number of techniques can be applied to existing structures or required for new developments to alleviate stormwater runoff. Adding green infrastructure will aid stormwater management while also beautifying the Town. Requiring a Low Impact Development plan for all new developments will ensure that the construction will not exacerbate stormwater runoff. Consideration of stormwater impacts can also be written into building ordinances. Cost-effective additions to existing structures and encouraging stormwater management implementation in developments will help ensure proper stormwater management. Education of developers on these and other techniques will be key to ensuring buy-in. Many of these techniques are cost-effective or even cheaper than traditional alternatives. Most importantly, these strategies will allow the Town to foster economic growth that is resilient and long-lasting. Businesses that plan for the future in cooperation with the Town will continue to grow and provide for citizens of Colonial Beach for years to come.

Stormwater management plan

Section 9VAC25-870-40 grants authority for the development of a regional Stormwater Management Plan. The purpose of developing a regional stormwater management plan is to address stormwater management with greater efficiency and economy through the use of regional stormwater facilities, rather than individual site-specific facilities. This will mitigate the impacts of new developments, and may remediate current erosion, flooding, or water quality problems. Before developing the plan, the current stormwater system should be evaluated. This includes mapping the drainage basins and inventorying the regions with drainage issues, high rates of pollutant runoff, and stormwater-induced erosion. Further, the impact of large storm events on infiltration and inflow issues of the wastewater system needs to be analyzed.

A regional stormwater management plan shall, at minimum, address the following:

1. The specific stormwater management issues within the targeted watersheds.
2. The technical criteria pursuant to § 62.1-44.15:25 and § 62.1-44.15:28

3. The implications of any local comprehensive plans, zoning requirements, local ordinances pursuant to the Chesapeake Bay Preservation Area Designation and Management Regulations adopted pursuant to the Chesapeake Bay Preservation Act, and other planning documents.
4. Opportunities for financing a watershed plan through cost sharing with neighboring agencies or localities, implementation of regional stormwater utility fees, etc.
5. Maintenance of the selected stormwater management facilities.
6. Future expansion of the selected stormwater management facilities in the event that development exceeds the anticipated level.

Further, the EPA provides six minimum control measures (MCMs) to be addressed for compliance with the Virginia General Permit for Stormwater Discharges from Small Municipal Separate Storm Sewer Systems (MS4 General Permit):

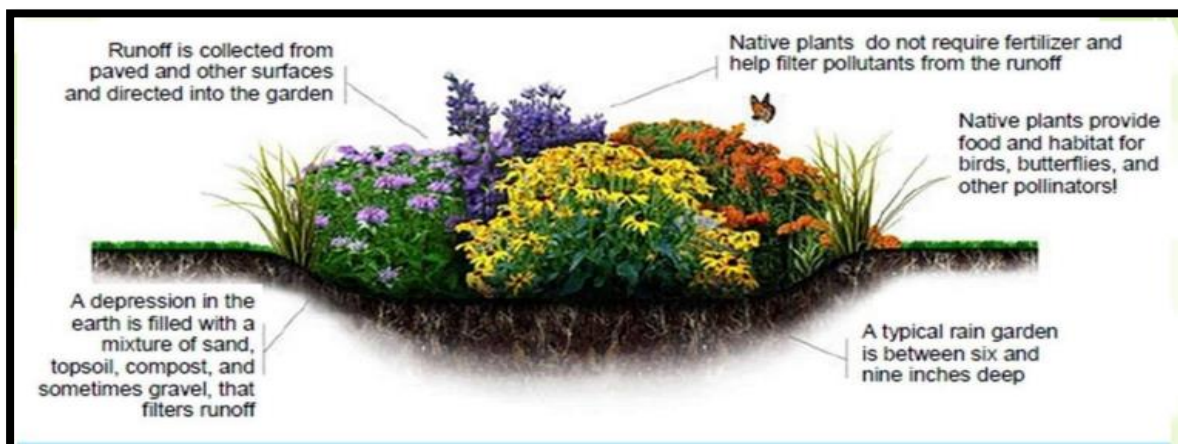
1. Public education and outreach on stormwater impacts
2. Public involvement/participation
3. Illicit discharge detection and elimination
4. Construction site stormwater runoff control
5. Post-construction stormwater management
6. Pollution prevention/good housekeeping for municipal operations

Within each MCM section, best management practices should be identified, and may include objectives, measurable goals, necessary documents, responsible parties, measures of effectiveness, schedules, and items to report. Loudoun County and the Town of Vienna each have stormwater management plans that can be used as reference by the Town of Colonial Beach when developing their own.

Green infrastructure conservation

Green infrastructure naturally captures, stores, and filters stormwater runoff. Rain gardens, trees, and other vegetation contributes to Town aesthetics while also providing stormwater filtration services to decrease the pollution in the runoff.

In addition, a Tree Canopy Study was conducted by students at the University of Virginia under the direction of Dr. Firehock. This team also conducted an audit of Towns ordinances and codes and recommended that the town continually monitor and evaluate the health of trees. This type of green infrastructure can offset stormwater run-off and otherwise assist in reducing the heat island effect.



Boating

Recreational and commercial boating and fishing is an important industry to the Town. Watermen depend on their vessels for harvesting fresh crabs, rockfish, and other seafood vital to the local economy.

Residents and visitors alike also enjoy the Potomac River and Monroe Bay for fishing, water skiing, sailing, and numerous other water sports. Although boating's influence on water quality pales in comparison to that of other non-point sources, its impact on water quality should not be overlooked. The growing popularity of boating as a recreational activity enhances this concern. Boating is an attractive sport for many visitors.

One potential threat to the water quality from recreational and commercial boats is sewage discharge. Although the effect of a single boat may seem insignificant, when multiplied by the numerous boats that use the waters in and around Colonial Beach throughout the year could be significant. Boaters are reliant on portable toilets or the availability of onshore facilities. Vessel discharges pose the greatest threat to water quality in places where boats congregate, such as marinas. These sites are in the quiet protected waters of Monroe Bay -- an ecologically fragile area with restricted circulation (areas slow to flush themselves of contaminants).



The Health Department requires all marinas to have both pump-out facilities and dumping stations for portable toilets. Exceptions are made for those marinas which cater to only small boats or transient visitors. The Health Department makes yearly inspections to ensure these requirements are satisfied.



Additionally, the Clean Water Act makes it mandatory for every boat with an installed toilet to have a Marine Sanitation Device (MSD). There are three types of MSDs. Types I and II treat the raw sewage on board and then discharge treated sewage into the water. Type I has proven to be unreliable and often ineffective in treating the sewage. Type II facilities require a great deal of power to operate and therefore, are very seldom seen on recreational boats. MSD type III is a holding tank for raw sewage, which must be pumped out periodically. The Coast Guard is charged with enforcing this ordinance.

Some recreational boaters may be uneducated on the harmful effects of waste discharges, increasing the likelihood of improper emissions. A concentrated public awareness and education effort, greater enforcement, and more facilities can help to reduce such practices. Collectively, facilities covered by these regulations that discharge storm water on the health of its surrounding waters and the Town, must work cooperatively with state and federal agencies in protecting the health of the state's waters.

Environmental legislative control measures

State, federal, and local governments have all enacted various legislative control measures to stabilize and improve environmental quality. The intent of the following discussion is to highlight the major legislative acts and programs that pertain specifically to improvement of water quality, both locally and in the greater context of the Chesapeake Bay.

Wetlands Regulations

Two major legislative acts protect wetlands from alteration, destruction, or potential misuse: The Clean Water Act of 1972, and the Chesapeake Bay Preservation Act of 1989. Further discussion on the Bay Act regarding wetland management appears on subsequent pages.



Federal

The major federal regulatory tool governing activity in wetlands is Section 404 of the Clean Water Act. Jointly administered by the U.S. Army Corps of Engineers (COE) and the Environmental Protection Agency (EPA), Section 404 establishes a permit program to regulate "discharges of dredged or fill material" into waters of the United States, including most wetlands (tidal and non-tidal). The U.S. Fish and Wildlife Service (FWS) and the National Marine Fisheries Service (NMFS) have important advisory roles in the permit review process.

It should be noted that Section 404 is not a comprehensive mechanism for wetland's protection. Activities such as drainage and groundwater pumping are often conducted without discharging dredged or fill material, and thus are not regulated under Section 404. Moreover, some COE districts do not consider isolated (non-contiguous) wetlands to be under federal jurisdiction if they do commerce. As a result, a broad range of supplementary and complementary programs have been enacted at the federal, state, and local level aimed at protecting wetland resources.

In order to merge wetland definitions and identification methods, the four chief federal agencies (COE, EPA, FWS, S.S.) adopted a single manual in 1989 entitled "The Federal Manual for Identifying and Delineating Jurisdictional Wetlands." This manual is used to identify jurisdictional wetlands subject to Section 404 and the "Swamp buster" provision of the Food Security Act. The manual recognizes that all federal wetland definitions are conceptually the same; and they each include three basic elements:

- Hydrophilic Vegetation
- Hydric Soils
- Wetland Hydrology



While specific criteria related to these three characteristics are currently under federal review, they will continue to be the overall determinants of a jurisdictional wetland. A revised federal manual, which proposes to narrow the definition of a wetland, has not yet been approved and is contingent on the review of newly appointed federal officials.

The U.S. Fish and Wildlife Service have produced National Wetland Inventory (NWI) Maps, which identify the size, shape, and type of wetlands in accordance with NWI specifications. These maps are presently available for most of the continental United States. NWI maps are particularly useful since they utilize standard 1:24,000 topographic maps (USGS) as base maps to depict wetland data. NWI maps can generally be used delineate wetland boundaries on parcels; however, in urbanized areas where the smaller lot sizes and higher land values are present, more detailed mapping or individual field inspections may be needed to resolve wetland boundary disputes.

Erosion and Sediment Control Ordinance

In accordance with State mandate, the Town has had in place for several years an Erosion and Sediment Control Ordinance (the "Ordinance") which outlines the requirements for controlling and reducing runoff resulting from development. Although the State requires that only those land disturbing activities of five thousand (5,000) square feet or greater be subject to the safeguards of an Erosion and Sediment Control Ordinance, the Town has taken the initiative to reduce the local requirement for compliance to land disturbing activities of only twenty-five hundred (2,500) square feet. Although the Town's Ordinance states that the Building Official is responsible for administering the Ordinance, the Town is in the process of ensuring that additional officials, including the Zoning Administrator, are certified in reviewing erosion and sediment control plans, as well as inspecting implemented control measures.

Additionally, the Town has initiated the publication and distribution of an Erosion and Sediment Control Guide. This pamphlet will be designed to aid both the general public and the developer in understanding the necessity, processes and requirements associated with erosion and sediment control plans. The new wetlands law (2020) in the State of Virginia will call for changes in policy, procedures and ordinances.



State and Local

Unlike several other states, the Commonwealth of Virginia has not enacted a comprehensive wetland regulatory program. The Virginia Wetlands Act of 1972 extends protection only to tidal wetlands. Non-tidal wetlands in Virginia remain under federal jurisdiction as provided for in Section 404 of the Clean Water Act. All states, including Virginia; however, have been given review and certification authority by Section 401 of the Clean Water Act over "any federal license or permit that may result in a discharge to waters." Section 401 is an important provision that allows states to deny or condition the issuance of federal permits in order to protect state water quality.



Development control to protect tidal wetlands in Virginia is a joint responsibility of the Commonwealth and its local governments. The Virginia Marine Resources Commission (VMRC) is the lead agency for the program. Other state agencies participate in the review of wetland permits: The State Water Control Board (SWCB), the Department of Transportation (VDOT), the Institute of Marine Science (VIMS) and the Department of Conservation and Historic Resources (C&HR).

Local governments can establish and administer their own regulatory programs through local Wetlands Boards and ordinances, which conform to the model state legislation. The Washington Magisterial district, which encompasses Colonial Beach, is represented on the Westmoreland County Wetlands Board. This Board is charged with protecting wetlands from unreasonable intrusion by development and enforcing violations of the state Wetlands Act. The Wetlands Board may also help develop mitigation measures that minimize damage to wetland resources. Decisions by the local board are subject to final review by VMRC, which may accept or overturn the local decision.

Wetlands Permitting and Enforcement

Because a variety of federal, state, and local agencies are involved in wetlands regulation, a joint permitting process has been established to improve interagency coordination and reduce the time involved in obtaining a permit. A processing number, used by all regulatory agencies, is assigned to the proposed project by VMRC. The Corps of Engineers and the local Wetlands Board receive copies of the application. The reviewing agencies issue permits after on-site inspections. The permitting process includes procedures for public hearings and appeals.

Both VMRC and the local Wetlands Boards are empowered to issue stop work orders to enforce the Virginia Wetlands Act. A fine and an order to restore the wetland to its original condition may be applied by the state courts. Under federal law, similar enforcement actions may be taken administratively by

Virginia Marine Resources Commission: Actions to Promote Rebuilding of Chesapeake Bay Blue Crab Stock, 2008 - 2010



either the COE or EPA to prevent illegal discharges in wetlands. EPA has veto power over any Corps-issued permit and makes the final determination.

There is a new Wetlands Law of 2020 that requires intensive review and coordination with multiple services. The Planning Commission should investigate and research the new law for a new Wetlands Ordinance.

The Chesapeake Bay Preservation Act

With the passage of the 1989 Chesapeake Bay Preservation Act, local governments were charged with the responsibility of adopting land-use regulations protecting wetlands and adjacent buffer areas. Unlike regulations enforced by VMRC or the Corps, the Bay Act requires the establishment of 50 to 100-foot buffers around all tidal and contiguous non-tidal wetlands. Furthermore, the Bay Act does not allow for mitigation techniques such as replacement wetlands as currently permitted by VMRC and the Corps. The Bay Act, however, does grant local government's greater flexibility in determining the protection given to isolated (non-contiguous) wetlands, which can often be more difficult to identify. Once isolated wetlands have been mapped and identified, they are usually included in a locality's designated resource purposes and are proximate to water resources, potential benefit can be realized if redeveloped appropriately per IDA criteria.

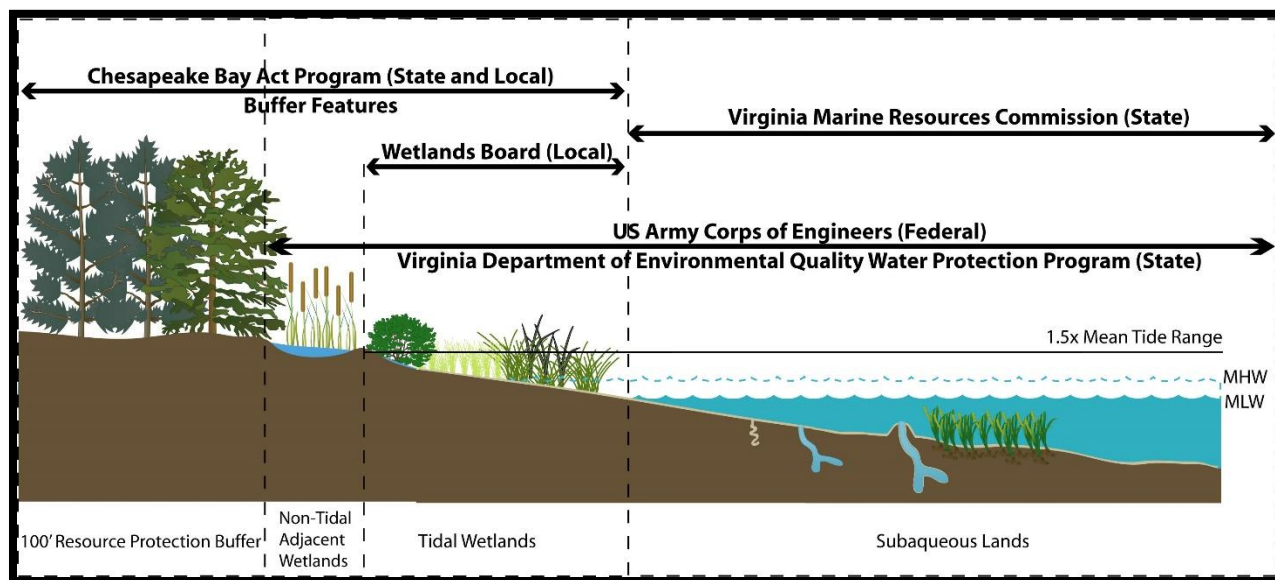
The Northern Neck Hazard Mitigation Plan, 2017 Update (HMP), which Colonial Beach staff played a role in developing, has a review of the regional approach to compliance with the Chesapeake Bay Preservation Act. In addition to the Chesapeake Bay Preservation Act, Virginia is a signatory to the Chesapeake Bay Agreement, a unique regional partnership aimed at restoration of the Chesapeake Bay.



Communities in certain parts of the state are required to implement local land use controls to minimize runoff and other adverse impacts to the water quality of the Bay. Each PDC jurisdiction is part of the Tidewater area and therefore required to enforce Bay Act provisions locally. The program's agricultural non-point source pollution reduction efforts have been led by the Northern Neck Soil and Water Conservation District. Prevention of sediment, nutrient and other pollution from land development is directed through erosion and sediment control and stormwater management ordinances. The local Bay Act program has three phases: Phase I program elements included the designation of local Chesapeake Bay Preservation Areas (including Resource Protection Areas and Resource Management Areas that often include floodplains) and adoption of local ordinances that include the required performance criteria. Phase II required local governments to adopt a comprehensive plan or plan element that addresses the protection of water quality through a number of policy areas. Phase III required an assessment during 2017 to review progress toward meeting the nutrient and sediment pollutant load reductions necessary for Bay restoration. See Northern Neck Hazard Mitigation Plan, 2017 Update pp. 6-16.

Land Use and Development Performance Criteria

The Town has evaluated, analyzed, and modified the model ordinance provided by the Chesapeake Bay Local Assistance Department. The Town adopted criteria for land use developments in the RPAs and RMAs. Sections of the ordinance provide for site plan review to control non-point source pollution and best management practices for development. Criteria addresses development siting and setbacks, buildable areas, impermeable surfaces, buffer vegetation and landscaping and shoreline and wetland's protection. Water quality impacts assessments are required for major developments (defined as over 2,500 square feet of land disturbance).



Local compliance with the Chesapeake Bay Preservation Act, erosion and sediment control regulations and stormwater management start with proposed development plan review by the local planner. Use of the NNPDC can provide additional support during project review and code enforcement for hazard mitigation such as elevation of flood prone residential buildings and ensure that FEMA Elevation Certificates and Floodproofing Certificates are properly completed for applicable projects.

Floodplain management

The following information is lifted from the Northern Neck Regional Hazard Mitigation Plan 2017 Update.

Communities that regulate development in floodplains participate in the National Flood Insurance Program (NFIP). In return, the NFIP makes federally-backed flood insurance policies available for properties in the community. Table 6-5 shows the effective Flood Insurance Rate Capabilities, Plan Implementation, and Maintenance 6-10 Map (FIRM) dates for each NFIP participating Northern Neck community as well as other applicable historic information about the community's participation. FIRMs and Flood Insurance Studies (FIS) were developed by FEMA to show the boundaries of the one-percent and 0.2 percent annual chance floodplain. As the table shows, FEMA's recent investment in updating flood risk hazard maps, especially in high risk coastal areas, has resulted in revision of the Northern Neck community flood hazard risk maps. Following lengthy local and public citizen review of draft FIRMs and

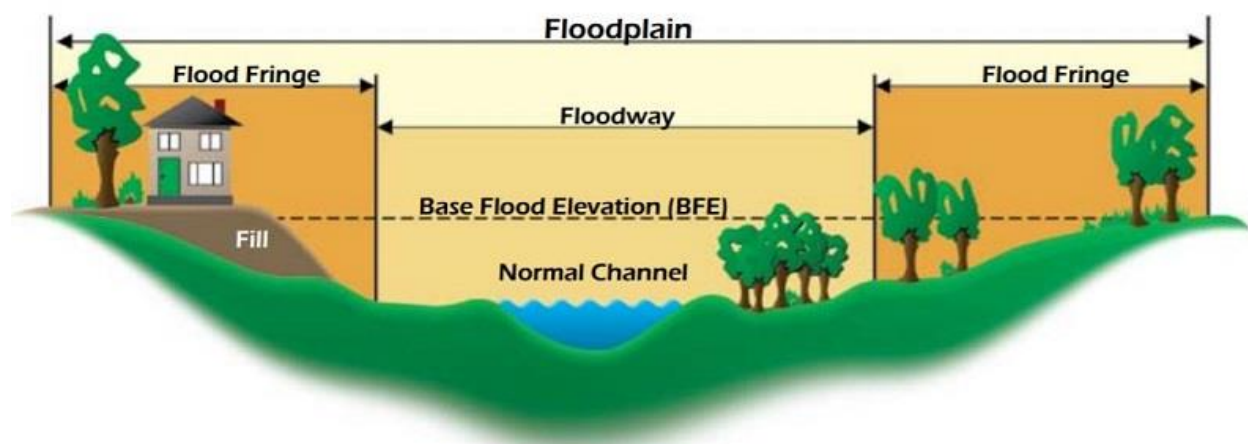
FIS reports, each jurisdiction's elected officials adopted the FIRMs, FIS, and an updated floodplain management ordinance or zoning ordinance section with an embedded floodplain management ordinance.

Despite new flood risk mapping, local landscape features such as increased frequency of coastal storms, sea-level rise, and coastal erosion rates are taken into consideration by local governments reviewing requests for development or construction within the regulated floodplain called the Special Flood Hazard Area (SFHA).

Statutes of the Commonwealth of Virginia provide cities and counties land use authority. Floodwater control is empowered through §15.2-2223 and §15.2-2280 of the Code of the Commonwealth of Virginia. Each Northern Neck jurisdiction with land use authority has adopted a local floodplain ordinance as a requirement of participation in the NFIP.

Each community has designated staff who enforce their floodplain management ordinance, which is included, in some cases, in the zoning ordinance. The Department of Conservation and Recreation's Floodplain Management Program, including their NFIP Coordinator and his staff, conduct Community Assistance Visits or Community Assistance Calls (CACs) to review program administration locally, on about a two-year rotation.

Characteristics of a Floodplain



Local Approaches to Water Quality Protection

The Town of Colonial Beach employs several approaches to protect and enhance water quality. The Town's environmental goals, objectives and strategies provide guidance on specific land use designations shown on the Future Land-Use Plan. The Town's CBPA, Floodplain, Subdivision and Zoning Ordinances offer performance criteria and implementation mechanisms for protection of water quality.

The Town also complies with local, state, and federal guidelines concerning wetland protection and management, a major aspect of water quality.

The following general concepts and approaches to water quality protection are utilized throughout the Town's various land use ordinances. Copies of these ordinances are available at the Town Hall.

Water quality protection definitions

Performance standards - Standards that regulate land use activities by setting limits on the amount of disturbance a development may cause.

Buffer Strips - A strip of land, usually left in or returned to native vegetation, which protects an area from adjacent or nearby land uses by filtering sediment and runoff along rivers and streams.

Setbacks - The minimum distance a building or other development must be from a watercourse or sensitive area.

Density Requirements - Requirements that govern the average number of families, persons, or housing units on a parcel of land. Density requirements can be flexible, and when combined with cluster development, can help maintain open space by permitting higher densities in one area as a tradeoff for lower densities and open space in other areas. Density limits for water quality protection tend to encourage large lot zoning, although cluster development could also result.

Best Management Practices (BMP's) - Special practices that make use of filter strips, no-till farming, retention basins and any number of other management techniques that are successful in limiting or controlling land disturbing activities.

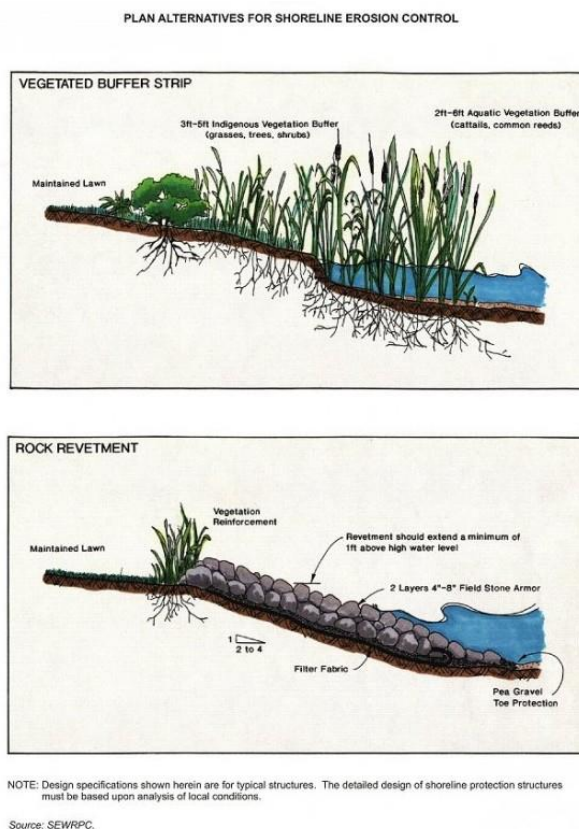
Specialized BMPs have been created to guide forestry, agricultural, and urban development practices.

Shoreline erosion control guidelines

Introduction

The Shoreline Programs Bureau of the Department of Conservation and Recreation, Division of Soil and Water Conservation provided guidelines for developing shoreline properties at the request of the Town's Erosion Committee. These guidelines address setbacks, buffers, and nonstructural and structural shoreline erosion control measures. Historical average shoreline erosion rates anticipated normal storm conditions and requirements of the Erosion and Sediment Control Ordinance of the Town of Colonial Beach (Chapter 6), Westmoreland County Wetlands Zoning (Chapter 16) and Chesapeake Bay Preservation Area Overlay District of Colonial Beach (Article 22) have been taken into consideration.

Living shorelines are the preferred approach of the Commonwealth to erosion control whenever possible. The Comprehensive Coastal Resource Management Guidance document and resources through the Comprehensive Coastal Resources Management Portal provide suggestions based on the shoreline characteristics and should be referenced when implementing erosion control measures.



Setbacks and buffers

Building setbacks are based on the physical conditions of the site, such as bank height and shoreline erosion rate. The setback moves inland as the shoreline retreats. The Chesapeake Bay Preservation Area Overlay District requires a 100-foot vegetated buffer. The buffer is specified to be adjacent to and landward of the Resource Protection Area (RPA) components. The distance a building should be constructed from the base of the bank should be the larger of either the 100-foot vegetated buffer or the building setback for shoreline erosion control. Contact the Town of Colonial Beach Zoning Administrator for additional information.

No Shoreline Erosion Control Planned

In accordance with the Chesapeake Bay Preservation Area Overlay District, a 100-foot buffer is required in new subdivisions and land developments. Encroachment into the buffer will be determined by the Town on a case-by-case basis.

The following building setback allows for shoreline erosion where no shoreline erosion control structures are planned for the subdivision of lot. The building setback is based on the bank height, shoreline erosion rate and design life of the building is assumed to be 50 years. The building setback is measured landward from the base of the bank. The recommended building setback is:

Building setback (ft) = 25 ft. + (bank height x 2) + (annual shoreline erosion rate x 50 years)

Shoreline Erosion Control Planned

The Chesapeake Bay Preservation Area Overlay District requires a vegetated buffer of 100 feet, as discussed above. Encroachment into the buffer will be determined by the Town on a case-by-case basis.

The building setback between a shoreline erosion control structure installed along the bank (I determine if a plan of development will be required. All required wetlands permits from federal, state, and local agencies must be obtained and submitted to the Zoning Administrator before land disturbing activities commence.



One of the Town's capital projects underway is the Robin Grove Living Shoreline project, which was made possible by a grant awarded by National Fish and Wildlife Foundation (NFWF). Grants are continuing to be pursued for shoreline stabilization along Monroe Bay Avenue.

Shoreline Erosion Control Structures

Minimum design criteria are provided in the following section for riprap (large rock) revetments, wooden bulkheads, riprap wedges for an eroding marsh fringe, groins, and gabion structures. The term "riprap revetment" refers to a facing of stone installed to protect an embankment. A bulkhead is a wall designed to retain soil and protect the land against wave attack. A

riprap wedge is designed to protect an eroding marsh fringe from further undercutting. Groins are designed to trap and retain sand moving along the shore. A gabion is a patented wire basket which is filled with rock to create a protective structure. The guidelines provided are based on average storm conditions. Extreme storm conditions may damage structures.

There are alternative shoreline erosion control methods and materials to the structures discussed above. As with all structures, design is site specific and should be based on sound technical advice. For information regarding shoreline erosion control, contact:

Department of Conservation and Recreation
Division of Soil and Water Conservation Shoreline Programs Bureau
P.O. Box 1024 Gloucester Point, VA 23062
(804) 642-7121

All required wetlands permits from federal; state and local agencies must be obtained and submitted to the Zoning Administrator before land disturbing activities commence. Land disturbance in the RPA and buffer area may require a plan of development as discussed in the Chesapeake Bay Preservation Area Overlay District. Contact the Zoning Administrator for information about required permits.

Wave energy categories

The minimum design criteria for riprap revetments and bulkheads were developed for shoreline “reaches” based on the tide range and anticipated wave energy at the shore. The term refers to a section of shoreline exposed to similar wave conditions and having the same approximate erosion rate throughout. The shoreline reaches identified in the publication *Shoreline Situation Report: Westmoreland County* were divided into high and low energy categories based on anticipated average storm condition. The entire report is available in the Zoning Administrator’s office.

Typically, best management practices for low energy shorelines prefer living shorelines over hardened shorelines. New state requirements also mandate a preference for living shorelines where possible.



Minimum design criteria: Riprap wedge for an eroding marsh fringe

A riprap wedge is designed to protect an eroding marsh fringe from further undercutting. The structure is suitable for protecting eroding marsh shorelines in Town of Colonial Beach.

The design criteria for a riprap wedge are like the design criteria for a riprap revetment. The rock size, slope, toe/apron depth can be found in Table 3. The height of the riprap wedge should not exceed the height of the marsh peat surface so tidal flow into the marsh will not be restricted. However, the low elevation of the structure allows overtopping by storm waves and may result in damage to the structure or erosion of the marsh. Particulars in developing the criteria depends on local and state laws.

Minimum design criteria: Groins

Groins are designed to trap and retain moving sand in the littoral zone. The design of groins is site specific and depends on the sediment supply, beach slope, near shore conditions, wave climate, currents, and other factors. Low profile groins are recommended. From this point, the top should rise shoreward with a slope of 10:1 (horizontal/vertical) or flatter until it reaches an elevation of 2 feet above the mean low water elevation. The structures can be constructed of timber, riprap, or other materials. Generally, the spacing between adjacent structures should be twice the length of the groin. Normally, the maximum groin length permitted is a length equal to 48 feet channel ward to the mean high-water position.

Table 29: Groin design

| Category | Reach No. | Reach Name | Riprap Structure Minimum Height | Slope (h/v) | Armor Rock Weight (lbs) | Armor Rock Layers | Riprap Apron Width (ft) | Splash Apron Width (ft) | Filter Cloth |
|----------|-----------|-------------------------|---------------------------------|-------------|-------------------------|-------------------|------------------------------|-------------------------|--------------|
| Low | 11 | Monroe Bay Shoreline | 6 MLW | 2:1 | 30 | 2 | 1 ft below MLW or 2 ft apron | 2 | Yes |
| High | 12 | Potomac River Shoreline | +10 MLW | 2:1 | 300 | 2 | 4 ft below MLW or 8 ft apron | 8 | Yes |

Minimum design criteria: Gabions

Gabions are patented wire baskets which, are filled with rock to form protective structures. All gabions used must be PVC coated. Gabions can be used to build retaining walls, groins, and breakwaters. The design of a gabion structure is site specific and should be based on sound technical advice.

Dark skies

Citizens have raised the issue regarding the loss of the night sky in Colonial Beach. With the environment being affected by every technological and man-made device, it is time to ask what kind of sky we want to see enhance the Town's attraction to citizens and visitors. The star bright sky at night is affected by the style of lighting we choose to light our streets in town and in neighborhoods.

Light pollution has been linked to a range of ailments in humans and abnormal behavior in wildlife. We need to investigate these new dangers to our environment.



Impacts of the 2020 coronavirus pandemic

The global Pandemic hit our society in many ways. Businesses had to close their doors and only offer services outside or pickup orders at restaurants. Colonial Beach experienced an economic downfall and all were to wear masks when going to a food store, for other people's protection. People had to cope with isolation and multiple changes. Children were learning online, parents were working from home and our seniors coped with loneliness and separation from family. Colonial Beach organizations helped where they could, and many donated to food banks in the area to keep people fed.

The environment changed so much that overall pollution dropped 17 percent throughout the world. The Potomac River became cleaner, multiple birds sang happily and plants and flowers flourished. Skies are blue and clean and the stars are more visible than before. The Town has an obligation to stop the pollution from spiking up again. Measures should be determined to make this happen.

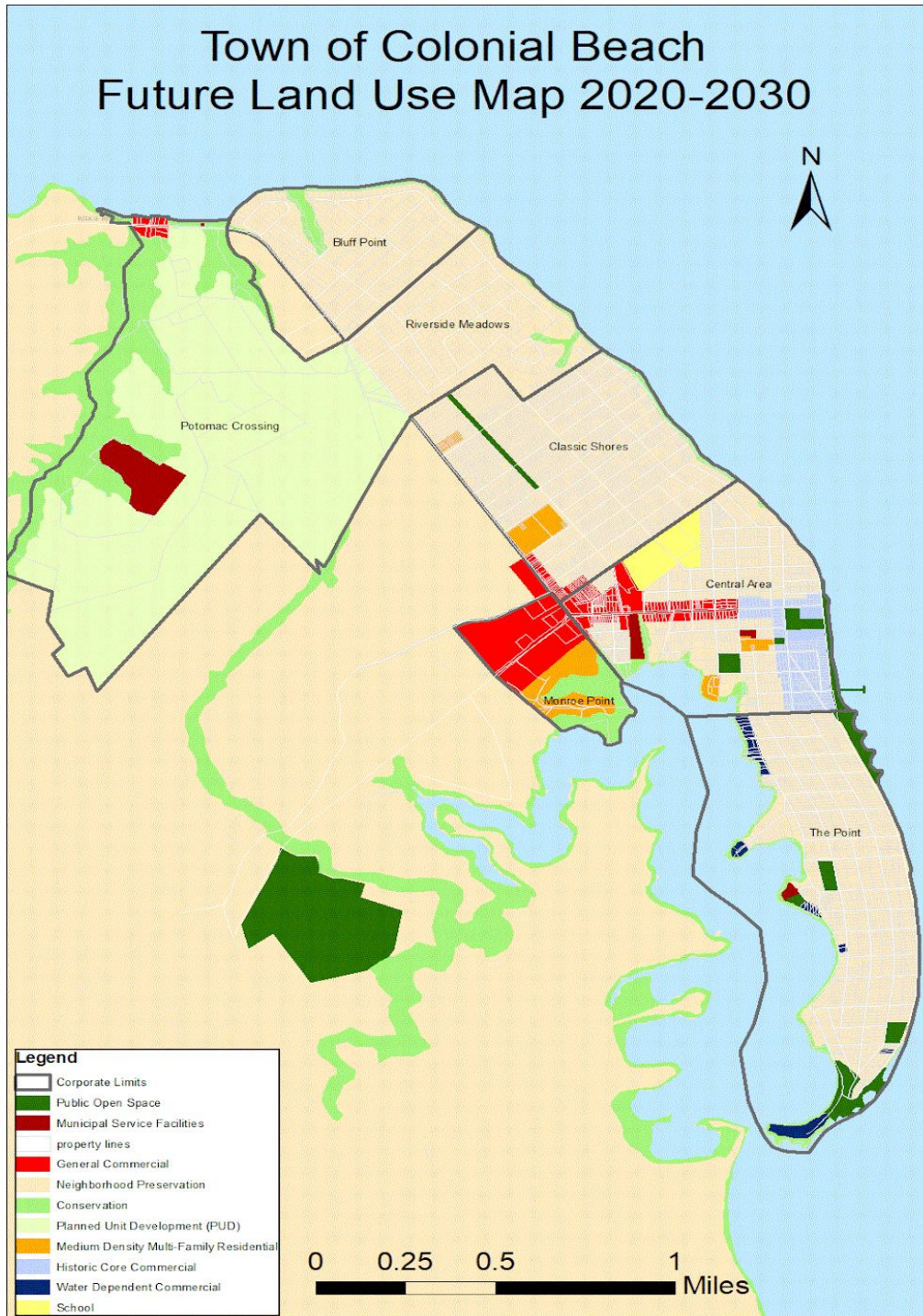
Policy and future recommendations

- The Town should work cooperatively with the State Water Control Board, EPA, DEQ, PRFC, VMRC, and other regulatory agencies that oversee storm water discharge and other environmental areas in order to achieve the best possible water quality in Monroe Bay and Potomac River.
- The Town should purpose improving the RAFT scorecard by implementing the outlined recommendations in the full report.
- The Town should take an active role in ensuring that all industrial and heavy commercial businesses subject to the storm-water regulations and environmental laws as well as filing the appropriate permits.
- The Town should consider amending the permitting process and/or building ordinances to further encourage and incentivize stormwater management for all new developments (such as a low-impact development standard for all new developments). The Town should also consider building an online low-impact education portal to help developers find cost-effective methods of offsetting their development externalities.
- The Town should consider partnering with a private organization such as the Low Impact Development Center for assistance in developing a stormwater management system that is able to support the Town's goal of increasing tourism.
- The Town must work cooperatively with state and federal agencies in providing public education programs, which discuss the problems and effects of boat waste discharge and point-source pollution.
- The Town must encourage marinas to make pump-out facilities more accessible and easier to use.
- The Town must work cooperatively with the Department of Health, the State Water Control Board, and the Coast Guard to ensure proper enforcement and penalty for those who ignore boating laws.
- The Town should work to create alternative energy plans.
- Ordinances should be reviewed and updated according to Laws affecting all areas of Environment and Resources.
- Planning Commission members should attend meetings to upgrade their knowledge as well as responsibility to the Town.

Future land use plan

The Future Land Use Plan is a generalized land use concept for Colonial Beach and the surrounding area. The plan is largely a representation of the existing land use pattern, with emphasis on redevelopment opportunities for the town's vacant and underutilized commercial areas. Throughout this section, ideas gathered from community surveys and workshops have been incorporated.

Town of Colonial Beach future land use map



Designations

Conservation District

The Conservation District is comprised of Chesapeake Bay Resource Protection Areas, including area shorelines, wetlands, water bodies, and drainage ways. Some of these areas are still in their natural state, while others, in the more developed sections of town, have been modified. The need to preserve these areas has been a recurring theme for the town. Preferred uses for the Conservation District are limited to natural areas and public open space. Recreational amenities, such as trails, boat docks, and boat ramps are permissible, provided they are designed in an environmentally sensitive manner.

Public Open Space

The Public Open Space Designation includes existing developed and undeveloped public parks, beaches, and trail corridors. The need for additional recreational land is a pressing issue in the northern sections. The purpose of the Public Open Space district is to identify public open space opportunities throughout town to meet the existing and future open space demands. Preserving municipally owned properties into green spaces can help to address stormwater drainage and flooding problems. Conservation easements or eminent domain could be used to convert these into parks or water retention ponds into green spaces can help to address stormwater drainage and flooding problems. Conservation easements or eminent domain could be used to convert these into parks or water retention ponds.

Municipal Services

This designation includes all the town's various pump stations, well sites, the wastewater treatment plant facility, and the public works facility. These areas are scattered throughout town and play a vital role in the transfer of municipal services, such as water, sewer, and trash collection.

School

The School Designation includes all sites and facilities owned by the Colonial Beach School District. This designation encompasses one land area. The location of the Elementary and the High School is a large tract of land and serves all age children.



Neighborhood Preservation

The Neighborhood Preservation District includes all existing residential neighborhoods: Bluff Point, Potomac Crossings, Riverside Meadows, Classic Shores, Central Area, the Point and Monroe Point. Each of these individual neighborhoods is unique in their housing stock, lot sizes, and development patterns.

Potomac Crossings Neighborhood

Cluster developments differ in several ways from traditional developments currently found throughout the town. They usually site homes on smaller lots and there is less emphasis on minimum lot size. Sometimes densities are increased on a given acreage, but not all the time. The homes are clustered on a smaller portion of the land and the remaining land is converted into protected open space and shared by the residents of the subdivision and possibly the entire community.

Bluff Point / Riverside Meadows

These two residential neighborhoods are located in the northern section of town. They are comprised of single-family homes on large lots compared to other areas in town, averaging between 10,000 square foot (SF) and 12,000 SF. Preferred uses for these areas should be multifamily and single-family residential homes, private boat piers, and parks. Maximum lot coverage areas should be consistent with existing patterns.

Classic Shores

The Classic Shores residential area is located between Riverside Meadows and the Central Area. It is comprised of both vacant land and occupied single-family homes on very small lots, averaging about 3,000 SF. There is also a mix of several multi-family structures throughout the neighborhood. Preferred uses for this area are multifamily and single-family residential homes, private boat piers and parks with opportunities for multi-family structures that maintain the character of the area. Maximum lot coverage areas should be consistent with existing patterns.

Central Area / The Point

The Central Area and The Point residential neighborhoods are located in the central and southern section of town and are important components in the town's history and architectural styles. They primarily are comprised of single-family residences on lots averaging 7,500 SF. There are also a few multi-family structures mixed in among the single-family residences. Preferred uses for these areas should be multifamily and single-family residential homes that maintain the character of the area, private boat piers, small restaurants, and multiple Marinas.

General Commercial

The General Commercial district is located primarily along Colonial Avenue and sections of Rt. 205 surrounding its intersection with Colonial Avenue. The general commercial district has been limited to these areas to encourage redevelopment of existing commercial areas rather than expanding into other areas. Development of older blighted portions of the Colonial Avenue corridor should be encouraged and new businesses pursued.

Historic Resort Commercial

The Historic Resort Commercial district is located in the Central Area, and encompasses all the parcels along Washington Avenue, areas to the boardwalk and a smaller section on Colonial Avenue. Future land uses in this area are intended to provide recreational and business opportunities designed to foster tourism. Mixed use development with commercial and residential should preserve the historical integrity of the area.

Maritime Commercial

The Maritime Commercial designation serves an important role in preserving the water dependent on commercial establishments that are located adjacent to Monroe Bay and the Potomac River. Its purpose is to provide sufficient space in appropriate locations for a variety of water dependent commercial activities, such as marinas and commercial piers, as well as restaurants and inns. As such, all the existing parcels that currently fit this category have been designated as maritime commercial. As these areas are redeveloped, care should be taken to protect and buffer adjacent residential areas.

Specific area districts

Gateway and Intersection Improvements

Gateway and Intersection Improvements have been identified at three locations in town, all located along Rt. 205. The two gateway designations occur at the town's corporate limits at the Tides Mill Stream to the northwest and just south of the Beachgate shopping center.

Intersection improvements are needed at the intersection of Rt. 205 and Colonial Avenue, the town's primary gateway to its commercial corridor, public beaches, and historic resort commercial area. The improvements should include beautification, lighting, and informational signage.

Overlay Districts

An especially useful zoning technique is the overlay zone. An overlay zone is simply a set of policies and regulations designed to implement additional land development regulations to protect a natural area, cultural resource, or commercial corridor. An overlay zone is placed on top of one or more zoning districts so that it runs along the edge of the resource rather than along property lines. It supplements the regulation in the base zone. Landowners must follow the regulation of both the base zone and the overlay zone.

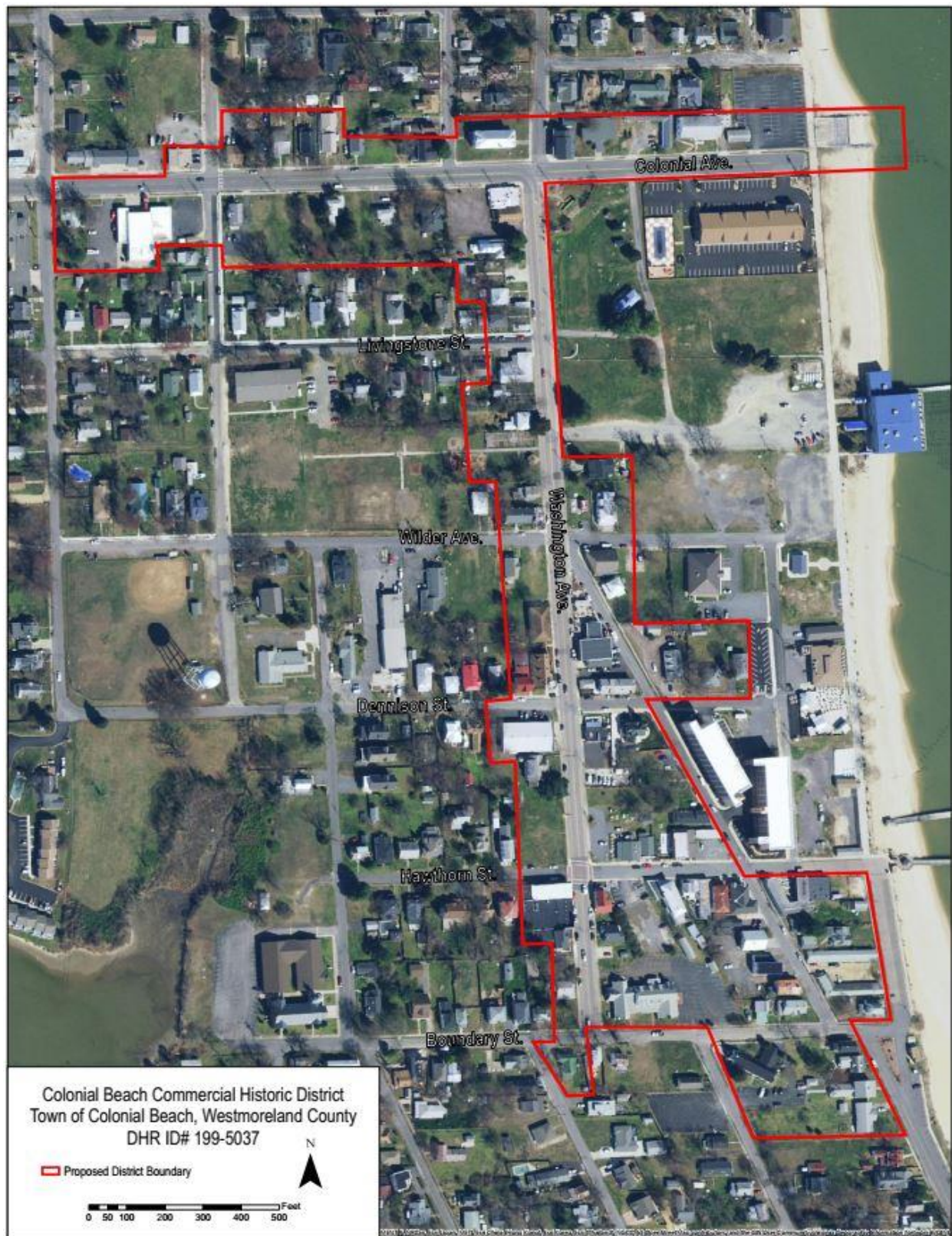
Historic District

The preliminary Historic District Designation includes a relatively large area of land encompassing The Point and the older sections of the Central Area. These areas were chosen due to the presence of many historic structures and their relationship to the events and activities that helped to shape the Town of Colonial Beach. This preliminary district area has been identified merely as a starting point and may need to be modified as additional discussions take place within the community and with the Virginia Department of Historic Resources (VDHR).



Historical painting depicting the resort commercial character of the area in the 1930's & 40's. Image taken from "Colonial Beach Virginia Another Time... & Now" by Joyce Coates and Jackie Shinn

Commercial Historic District Map



Enterprise Zones

New or expanding businesses located on an Enterprise Zone parcel may qualify for an Enterprise Zone incentive grant if the establishment or expansion of the business creates jobs or requires a real-property investment. Established by the General Assembly in 1982, the Virginia Enterprise Zone Program is a partnership between the state and local governments to stimulate job creation and private investment within designated areas throughout Virginia. Currently, the Northern Neck has over 11,000 acres designated as enterprise zones. Enterprise Zones offer businesses a package of state and local incentives in the form of tax relief and grants, local regulatory flexibility, and local infrastructure development.

State Enterprise Zone Incentives

- 1) Job-creation grant
- 2) Real-property-investment grant

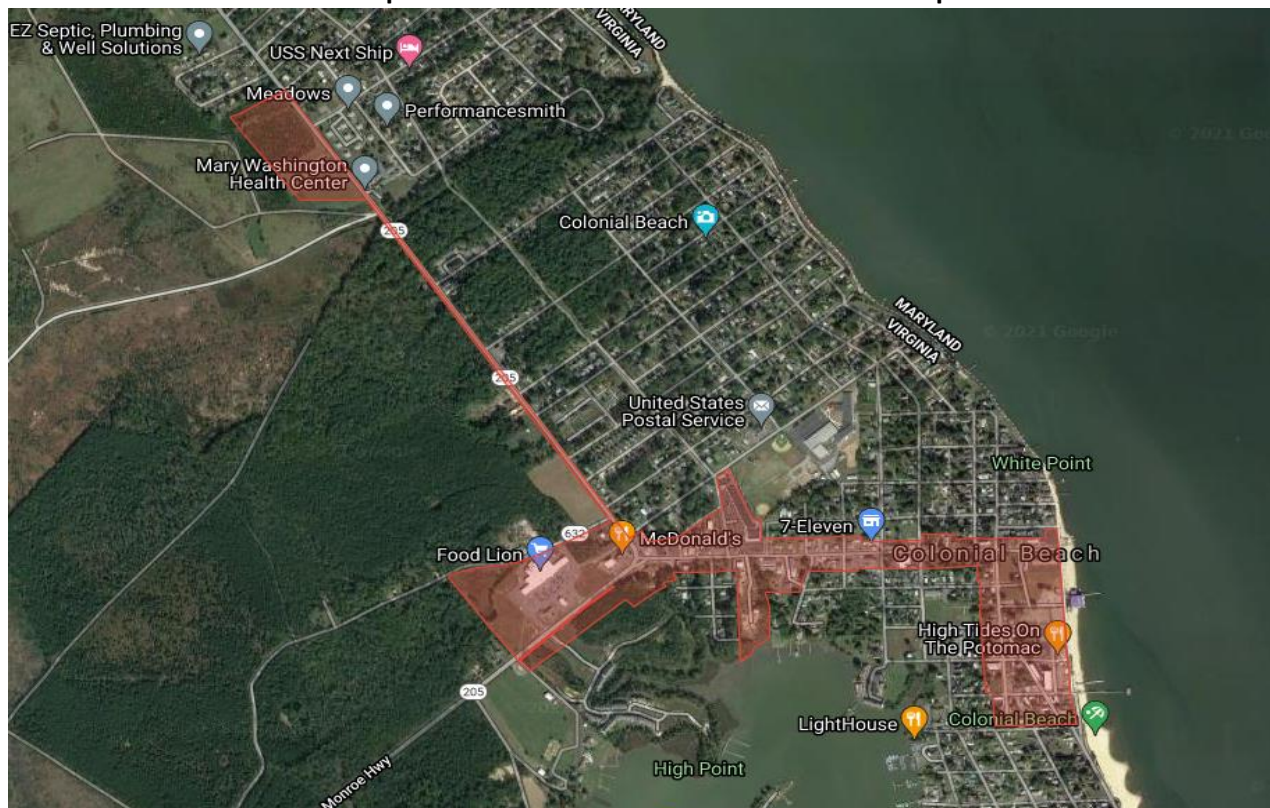
For up-to-date details, visit the [Virginia Enterprise Zone \(VEZ\)](#) page.

Local Enterprise Zone Incentives

- 1) All Enterprise Zone Parcels in the Northern Neck

Monetary incentive for new and expanding businesses that create 25 new full-time jobs, invest \$250,000, and have an average annual wage that is at least 125% of the area average.

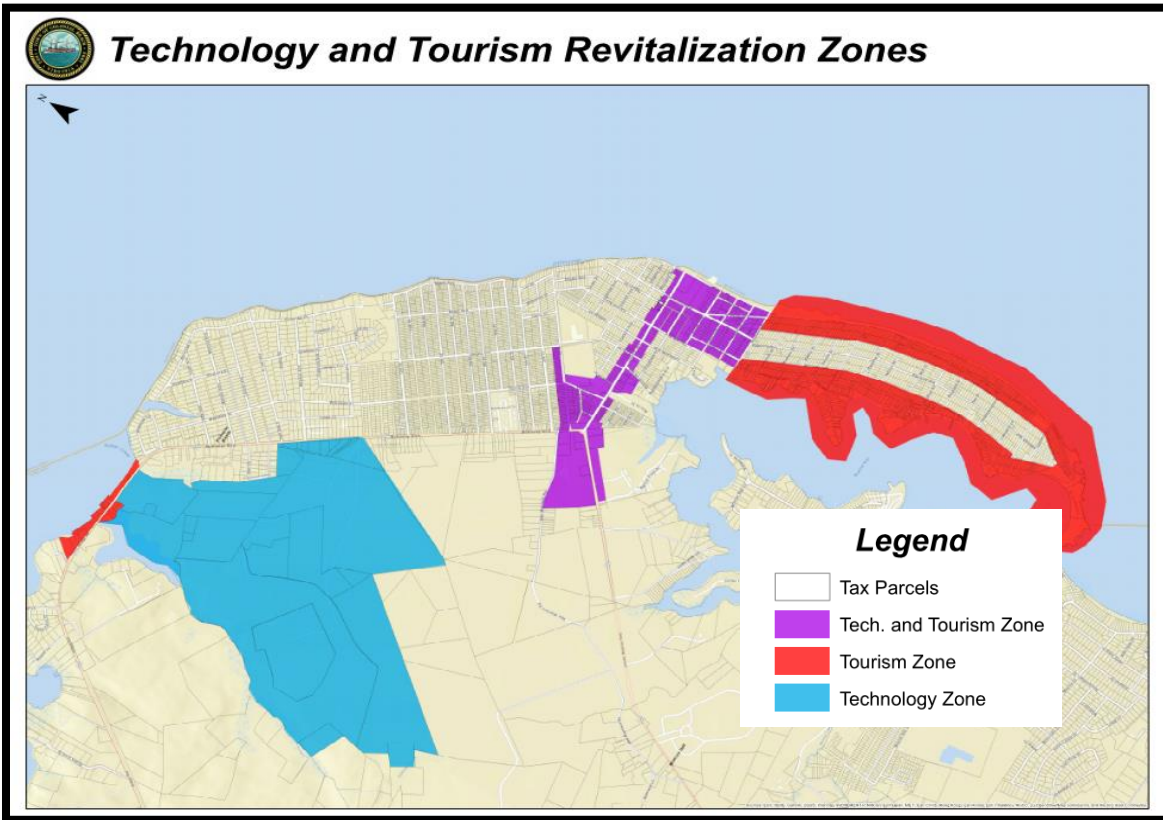
Enterprise Zone within Town of Colonial Beach Map



Source: <http://www.northernneck.us/enterprise-zones>

Technology & Tourism Zones

In 2021 the Town of Colonial Beach also adopted Economic Incentives for Tourism and Technology Zones. These zones are designed to incentivize job creation, growth, and encourage a longer tourism season for operation. Please see Town Code Chapter 23 for details.



The Northern Neck Planning District Commission (NNPDC) assisted the Town of Colonial Beach with its downtown revitalization effort. The Town received \$747,000 in Community Development Block Grant (CDBG) funds from the Virginia Department of Housing and Community Development (DHCD). The project includes improvements to facades, landscaping, street furniture, streetlights, the installation of wayfaring signage, the development of a marketing website, the painting of five murals, and the creation of a revolving-loan program. The revolving loan program still exists and can assist existing and new businesses with capital expenses through a board approval. This fund is managed by the Northern Neck Planning District Commission.

Virginia Main Street Designation – Downtown Colonial Beach is an Affiliate Member

The Virginia Main Street program supports targeted revitalization efforts through a comprehensive, incremental approach to revitalization built around a community's unique heritage and attributes. Using local resources and initiatives, Main Street helps communities develop their own strategies to stimulate long-term economic growth and pride in the historic community center.

The Virginia Main Street provides no cost assistance to train, prepare, and support a community's revitalization efforts. Virginia Main Street is a valuable partner in a self-help program built on local commitment, initiative, and follow-through. Downtown Colonial Beach is an Affiliate Member which affords the benefits of the services of Main Street.



A possible concept for Colonial Avenue

Boardwalk

The Boardwalk Revitalization Grant provided enough funding to enhance the boardwalk and the areas around the Boardwalk along Hawthorne St. Citizens, as well as Tourists enjoy the beach area, multiple food areas as well as a firm boardwalk. The character of this area has been revitalized and continues to bring many to this redeveloped area, the town owns several parcels of land along the boardwalk and, as such, can play a key role in determining how the area redevelops.

In 2020, the Town of Colonial Beach signed a development agreement with Dodson Development Group to bring a 4-phase development to the undeveloped and vacated municipal property downtown.

Phase 1: Housing on the Old School Hill property above Washington Avenue (21 Units)

Phase 2: Restoration using the Historical Designation Tax Credits for the Chamber of Commerce, Old Westmoreland Bank, and School Board buildings into commercial & residential uses.

Phase 3: Development of new commercial and condo units along the boardwalk from the Town Pier to High Tides Restaurant and a vacant lot next to the restrooms.

Phase 4: A boutique hotel

Currently the Town has closed on Phase 1 and is scheduled to close on the remainder over the next year.

Recommendations and future needs

- Classic Shores, Meadows and Bluff Neighborhoods are in need of Public Open Space.
- The Colonial Beach School District plays an important role in the community for the children and parents, a plan to incorporate these students into the framework of the community through internships in businesses and government, Visual and Creative Art shows, and any other town possibilities
- Town owned undeveloped land should be developed according to the recommendations in the Housing Section.
- Recreational Facilities should be primarily developed in neighborhoods where there is non-existent green space
- Senior Facilities, senior housing and healthcare services are needed within the Town
- Develop a roadway to connect Colonial beach with the Meadows and other neighborhoods next to it.
- A concept plan for the Central area should be developed, and the undeveloped land currently owned by the town utilized to instigate development. The concept plan should address guidelines for architectural styles, building scale / massing, public open space, parking, and pedestrian mobility.
- Architectural styles, which complement the small-town charm of Colonial Beach, pedestrian accommodations, and plantings, are strongly preferred.
- Beautification, signage, and plantings are needed to enhance the Colonial Avenue entryway. The town should work with these individuals to identify desired improvements within the public right of way, develop a concept plan for the area, and pursue grant funding for its implementation.
- Consider implementing the November 2016 Revitalization and Beautification Ideas from the Colonial Beach Artists Guild (see Appendix J).
- A historic district designation should be sought and supported. A historic district is a geographical area recognized for its historical significance by formal listing on the Virginia Landmarks Register and the National Register of Historic Places.
- The town should work with Westmoreland County to annex land adjacent to Potomac Crossing that buffers Enterprise Zones.
- The Town and NGO's must work together to achieve many of the Goals of the Comprehensive Plan
- Additional overlay zones should be created to show the impact of recurrent flooding and storm surge flooding.
- Mapping will need to be done to find which areas of town are most impacted by flooding and overflow from water supply or wastewater facilities.
- The Town should consider adding language to its zoning ordinance that protects the areas of town that are projected to be under the most pressure from rising sea levels and increased storm surges, such as the new flood overlay zones, and supports resilience efforts in other areas of the Town.

Colonial Beach Plan of Action

Goal 1: To be an attractive Town to tourists, existing residents, and prospective residents

| Objective 1A: Demonstrate a cohesive and collaborative beautification effort | | | | | | |
|---|--|---|-----------------|--|--------------------------------|--|
| ID | Actions/Activities | Process | Timeline | Funding | Responsible Party | Results |
| 1A1 | Review, create and adopt architectural standards | Planning office review | 0-1 | Planning Office budget | Planning Department | Sustain the architectural style of each town neighborhood. |
| 1A2 | Work with state and federal government entities on revitalization efforts. | Apply for appropriate grants to accomplish the goal. | 0-5 | Grants (federal, state, and NGO) | Town, NGOs, and Grants Council | Secures funding, when available, to support continued revitalization implementation. |
| 1A3 | Collaborate with NGOs on the beautification of Colonial Ave. | Town and NGOs work to beautify the entrance and street of Colonial Avenue. | 0-1 | Main Street Funding as well as citizen support. | Town Public Works and citizens | Mutual acceptance of the implementation plan and coordination of efforts. |
| 1A4 | Schedule a yearly clean-up program in neighborhoods to encourage citizens in Town's beautification activities. | Publish date yearly for clean-up – citizens participate. Town offers a plan on how to remove unsafe structures and provides removal of waste. | Yearly | Budget plan includes use of trucks to collect debris. | Town, citizens, and NGOs | Citizens are supported in clean- up efforts of theirs and Town properties to help eliminate blight. |
| 1A5 | Expand directional signage additions from the revitalization program throughout the downtown area. | Review Revitalization Plan and utilize the same design as described. | 0-3 | Town resources and possible grants from Virginia NGOs. | Town and DCB | Visitors easily find the beach, boat ramp, marinas, historical and safety venues, using a consistent style of interactive signage. |

| Objective 1B: Promote the Town's rich history through revitalization and marketing | | | | | | |
|---|---|--|-----------------|---|---|---|
| ID | Actions/Activities | Process | Timeline | Funding | Responsible Party | Results |
| 1B1 | Develop a plan to secure historical designations for downtown, marinas and appropriate neighborhoods | Apply for designation and share goals with the community to increase financial support and involvement | 0-6 | Businesses and citizens | DCB and Town | Saves the remaining historical buildings and attracts developers and businesses to expand the downtown area |
| 1B2 | Display historical markers in town and on a community based interactive map | Town works with Chamber and History Museum to develop map and place designations | 0-9 | Government funding for Historical Designation | Town Chamber of Commerce and History Museum | Allows visitors and citizens to easily find key points of interest and activities |
| 1B3 | Develop a coordinated system of information sharing to promote events and activities between various Town, NGO and media websites | Coordinate the sources of information to assist residents and tourists | 0-5 | Increased collaboration and decision-making | Town and organization staff and volunteers | Provides consistent promotional messages easily found by citizens and visitors resulting in increased participation |

| Objective 1C: Develop the Town's center of activities anchored on the beach and marina areas | | | | | | |
|---|---|---|-----------------|---|---|---|
| ID | Actions/Activities | Process | Timeline | Funding | Responsible Party | Results |
| 1C1 | Encourage support for the health and wellness of the Chesapeake tributaries | Educate citizens on the Chesapeake Bay Act | Yearly | State and Chesapeake officials | Planning Office, Town Manager, and Finance Office | A cleaner river and bay increase demand for recreational activities and water attractions |
| 1C2 | Support and nurture maritime enterprises | Seek input from all fishing and Marina owners. | Yearly | Town resources | Town and NGOs | Expansion of existing businesses and attraction of new businesses |
| 1C3 | Create a forum of marina and boat owners to discuss ways to maintain and improve watershed ecosystems | Marina owners educate Town on needs of their businesses and help needed with new and existing ecosystems. | Yearly | Town Manager, Planning Office, and Finance Office | Town Manager, Planning Office, and Finance Office | Coordination of efforts and pooling of resources toward common goals |
| 1C4 | Develop plan to address shoreline erosion on both beach and bay shorelines | Seek guidance from the Virginia Institute of Marine Science to develop a plan for each neighborhood and implement one each year | 0-7 | Federal grants | Town Manager, Public Works, and outside engineer | Preservation of land and a cleaner environment for all |
| 1C5 | Expand Boardwalk onto Boundary Ave as recommended in Revitalization Grant design | Original Revitalization Plan called for the extension of the Boardwalk in front of Doc's Motor Court. | 0-5 | Grants – Revitalization | Town Manager and Public Works | Attracts new businesses and use by visitors and residents |

Goal 2: To provide a safe, secure, supportive, and engaging environment for residents and businesses

| Objective 2A: Recognize and support the importance of performance and visual arts | | | | | | |
|--|---|--|-----------------|---|--|---|
| ID | Actions/Activities | Process | Timeline | Funding | Responsible Party | Results |
| 2A1 | Coordinate the use of public facilities including the school campus for community events | Utilize facilities as well as involve students in town activities | 0-3 | Existing budgets and funds raised from events | School Board and Planning Office with NGOs | Expansion of arts programming to attract and increase participation at sites that can accommodate growth. School facilities demonstrate value to the entire community |
| 2A2 | Encourage collaboration between the Artist Community and local organizations to enhance promotional efforts | Involve businesses and Artist Community to highlight works as well as interest in the Arts | 0-2 | Volunteer and staff time | Chamber, businesses, and local artists | Attracting more locals and tourists to attend coordinated seasonal offerings that compliment rather than compete and extend the tourist season |
| 2A3 | Develop a plan to expand uses of Town Hill | Centralize the calendar and publicize availability and affordability for new events | 0-3 | Support of Town employees | Town and NGOs | Expanding use of a visible and accessible Town venue |

| Objective 2B: Promote healthy lifestyles through development of parks and recreational facilities/events | | | | | | |
|---|--|--|-----------------|---|--|---|
| ID | Actions/Activities | Process | Timeline | Funding | Responsible Party | Results |
| 2B1 | Establish a volunteer Parks and Recreation Council to maintain, develop, and initiate parks in neighborhoods | Coordinate between Town Officials and Parks Council the process to accomplish this responsibility and report yearly to the community | 0-2 | Town funding (for volunteer training) and Community Foundation | Appointed by Town Council and coordinated with Public works | Adoption of a recommendation from citizens on the record for over 20 years and sharing of responsibility for use and development of needed parks and greenspace throughout all neighborhoods. |
| 2B2 | Develop and link planned paths/trails for pedestrians and golf cart access. | Implementation of Previously created plans for paths not yet completed. | 0-5 | Recreational grants from federal government and state resources | Town Manager, Public Works, and Parks and Recreation Council | Creating a connection for ease of transportation through and linking of all neighborhoods and increasing access to activities and services |
| 2B3 | Respond to the need for enhanced and safer access to activities in Colonial Beach | Expansion of existing path system that eases reach to recreational and shopping areas of Town. | 0-10 | Government sources | Town Council, Town Manager, and citizens | Increasing safety and accessibility for all Town citizens and visitors |

| Objective 2C: Develop and link essential services to all residents and improve efficiency and coverage (Public Works, Fire, and Police Departments) | | | | | | |
|--|--|--|-----------------|---|--------------------------------------|---|
| ID | Actions/Activities | Process | Timeline | Funding | Responsible Party | Results |
| 2C1 | Request the Police Department to partner with residents to expand and promote the Neighborhood Watch Program | Police initiate citizen meeting to train and regulate program | 0-1 | Funds available for public safety | Police Department | Safer and more attractive neighborhoods |
| 2C2 | Improve and add sidewalks in downtown area and other neighborhoods | A yearly plan to enhance Or improve a section of the Town's sidewalks | 0-9 | Grants (federal or state) and Town budget | Public Works | Upgrading sidewalks creates safer footpaths for all and offers handicapped accessibility |
| 2C3 | Connect the Classic Shores and Meadows Neighborhoods with a roadway | Consult with VDOT and EMS on preferred Routes to enhance safety and emergency access. | 0-1 | State, County, and Town budgets | Public Works | Easier and faster access from emergency services to reach citizens when needed |
| 2C4 | Expand medical options available to citizenry | Collaboration with King George, Dahlgren, and Westmoreland County to attract medical services to area. | 0-3 | Grant programs | Town Manager and staff collaboration | Eliminates roadblocks to staying or moving into community and enhances health and safety offerings. |

| Objective 2D: Collaborate with local and county educational services to improve career and technical educational offerings | | | | | | |
|---|---|--|-----------------|--|--|---|
| ID | Actions/Activities | Process | Timeline | Funding | Responsible Party | Results |
| 2D1 | Provide programs to assist businesses in developing workforce training and apprentice opportunities | Recruit Programs offered by the County and Governor's Northern Neck Training Center to prepare upcoming workforce | 0-8 | Shared services, budgets, and local business | Superintendent, Town Manager, and Council Representative | Develop a skilled workforce and provides employment opportunities |
| 2D2 | Coordinate with existing resources in Montross & Westmoreland as well as area Universities to expand training opportunities in Town | Offer skill assessments and training programs to local students and residents giving them career choices other than academic | 0-8 | Shared services | Superintendent, Town Manager, and Council Representative | Keep a trained workforce in the community |

| Objective 2E: Develop and coordinate infrastructure improvements that support future housing needs | | | | | | |
|---|--|--|-----------------|---|--|--|
| ID | Actions/Activities | Process | Timeline | Funding | Responsible Party | Results |
| 2E1 | Expand housing stock for the workforce and aging population | Towns and businesses review the Housing Chapter to create plans for meeting the needs | 0-6 | VHDA Housing Tax Credit, Tax-Exempt Bond, and HUD community/DHCD opportunity zone | Builders, developers, NGOs, and Town/County partnerships | Provides affordable housing to working families that wish to live in Colonial Beach increasing school population and spending in the community |
| 2E2 | Evaluate present home structures for reinvestment or destruction | Seek assistance from the Housing Authority on how to improve and develop each neighborhood | 0-9 | Builders, developers, and NGOs | Private owners and Town/County partnerships | Cuts down on blight and contributes to Town beautification efforts |
| 2E3 | Secure funding for redevelopment and revitalization efforts | Plan to develop downtown and make the area come alive with beautification and promotion | 0-5 | NH Preservation Funds and HUD partnerships | Builders, developers, and NGOs | Makes Town more attractive to potential residents, retains current residents, and provides population to attract businesses |
| 2E4 | Respond to increasing need for senior housing | Working with Bay- Aging, develop a plan to maintain the presence of seniors in the community | 0-5 | VDHA housing tax credit, Taxable Bond, and DBG grant | Builders, developers, and Town/County partnerships | Seniors needing to downsize would have an opportunity to remain in the community |

Goal 3: To be a business-friendly environment that promotes growth and attracts quality businesses

| Objective 3A: Increase regional collaboration for economic development | | | | | | |
|--|---|---|----------|-------------------------------------|--|--|
| ID | Actions/Activities | Process | Timeline | Funding | Responsible Party | Results |
| 3A1 | Establish an Economic Development Council to advise on needs of the business community to ensure retention and creation of new businesses | Business leaders are asked to develop an economic plan for the future based on data and on the needs of the community | 0-5 | U.S Chamber and public grants | Town Council appoints members; on recommendation of Planning Office & Economic Developer | Creating a plan for future economic development in the area assists in identifying resources, attracting new business, creating jobs, and adding to the tax base |
| 3A2 | Coordinate with County and Northern Neck to attract new business and grow existing businesses | Provide a messaging conduit to share information and provide services available for workers, new business owners | 0-1 | Grants and County/Town funding | Town Council, Westmoreland County, and the Northern Neck Planning District | Develops a joint effort to increase employment through recruitment of new businesses to the entire county |
| 3A3 | Create a plan to fill vacant land/buildings for new businesses | Collaborate with builders and NGOs to foster the expansion of businesses | 0-2 | Chamber, Town, and Economic Council | Town Manager, Finance Office, and NGOs | Creates employment opportunities, a stronger economy and increases tax base |
| 3A4 | Streamline processing of permits and licensing procedures | The Planning Office working with information from other towns, assists in this process | Ongoing | Planning Office and Chamber | Planning Office and Economic Council | Supports business development through a partnership process that is pro-business |
| 3A5 | Collaborate with the County for boundary adjustments or annexation of land within downtown and outer areas | Coordinate with the County on how to acquire land within or next to town boundaries to expand the tax base | 0-6 | Town with Westmoreland and County | Town Council, Westmoreland County, and the Northern Neck Planning District | Increases tax base, resources, and services for residents |

| Objective 3B: Include resiliency best management practices in planning and development decisions | | | | | | |
|---|---|---|-----------------|----------------|---|---|
| ID | Actions/Activities | Process | Timeline | Funding | Responsible Party | Results |
| 3B1 | Incorporate low-impact development standards into the planning and permitting process | Town staff writes an ordinance requiring new developments to offset any increase in stormwater runoff rates | 0-3 | | Town Staff, Town Council, and Planning Commission | Decreases negative externalities of new economic development. Lures developers that are interested in long-term, sustainable growth |
| 3B2 | Incentivize alternatives to impervious surfaces | Planning Commission should require or at least prefer permeable pavers in new parking areas | 0-1 | | Planning Commission | Decreases stormwater runoff/. Helps the overall look of the town. Cheaper and requires less labor costs |
| 3B3 | Educate developers about low-impact development best management practices | Build an online low- impact development information portal with info about green infrastructure, alternatives to impervious surfaces, and funding sources | 0-2 | | Town staff and Economic Council | Encourages developers to plan for the future and build long-term economic growth |
| 3B4 | Coordinate with the Low-Impact Development Center to build a vision for sustainable economic growth | Town planning contacts the LIDC about collaboration. | 0-1 | | Town staff | The LIDC helped Warsaw's sustainable economic development program get off the ground |

Goal 4: To be a community that is resilient to rising sea levels, storms, recurrent flooding, and other current and future threats

| Objective 4A: Evaluate resiliency in current infrastructure | | | | | | |
|--|--|--|-----------------|----------------|---|--|
| ID | Actions/Activities | Process | Timeline | Funding | Responsible Party | Results |
| 4A1 | Evaluate stormwater systems adequacy | Analyze impact of large storm events on stormwater infiltration of wastewater system; inventory regions stormwater is exacerbating erosion; determine areas of high pollutant runoff | Ongoing | | Planning Commission, Public Works, and Town staff | Understands the state of the current system and prepare to improve it to meet development goals |
| 4A2 | Map 5-, 10-, 50-, & 100-year flood plains, and areas with drainage issues | Evaluate zones vulnerable to recurrent flooding and large storm events | Ongoing | | Town staff partnerships | Gains accurate insight into high risk areas, as well as how they will change with sea level rise |
| 4A3 | Evaluate the influence of sea level rise on the water supply, wastewater, and stormwater systems | Include infiltration rates, inflow and outflow, and an analysis of the interrelated nature of the systems | Ongoing | | Planning Commission, Public Works, and Town staff | Prepares for changing environmental conditions while maintaining adequate service |
| 4A4 | Evaluate current water supply capacity and future demands | Incorporate future population projections and tourism goals in the water demands of the Town | Ongoing | | Public Works and Planning Commission | Ensures capacity and storage is able to meet population growth and an increase in tourism |

| Objective 4B: Develop Town-wide resiliency documents | | | | | | |
|---|--|---|-----------------|--------------------------|---|--|
| ID | Actions/Activities | Process | Timeline | Funding | Responsible Party | Results |
| 4B1 | Develop a stormwater management plan | Address: 1. Specific management issues 2. Technical criteria in 4VAC50-60-40 through 4VAC50-60-80 3. Any implications pursuant to the Chesapeake Bay Preservation Act 4. Opportunities for financing through cost sharing or stormwater utility fees 5. Maintenance of the facilities 6. Future expansion if development exceeds anticipated level | Ongoing | | Public Works and Planning Commission | Addresses stormwater management concerns with greater economy and efficiency |
| 4B2 | Develop a town-wide wastewater plan | Current plan describes the wastewater as “inadequate”. Describe steps being taken to address wastewater. Identify areas in wastewater that are a concern. Describe steps being taken to address those concerns. Identify areas of wastewater expansion that can allow the community to grow and make a more resilient community. Work with Westmoreland County on areas that concern both the County and the Town | 0-1 | State and federal grants | Planning Commission, Public Works, NNPDC, Town staff, and Town/County partnership | Allows for economic development, protects recreational activities and promotes a healthy environment |
| 4B3 | Update the level of service standards (LOSS) for stormwater management | Evaluate the existing LOSS for water quantity and quality by storm event and drainage basin. Adopt an improved level of service standard if necessary. | Ongoing | | Public Works, Town staff | Ensures adequate service is provided by the Town |

| | | | | | | |
|-----|---|--|---------|--|---|---|
| 4B4 | Research FEMAs Community Rating System | Determine economic feasibility of Colonial Beach joining FEMAs CRS | 0-1 | | Planning Commission and Economic Council | Saves homeowners money on their flood insurance by addressing potential flooding using FEMA criteria |
| 4B5 | Incorporate suggestions from the Regional Water Supply Plan into a community education program to help residents conserve water | Begin to incorporate practices like adding educational materials to billing statements and to any applicable online payment portal, including water conservation information on the Town website, or hosting water conservation booths at community events in the future | Ongoing | | | Save ratepayers money by using less water; Conserve the Town's water supply in the near future as resources are being saved for a potential infrastructure update in the long term |
| 4B6 | Incorporate the Northern Neck Hazard Mitigation Plan, 2017 Update into the Colonial Beach Comprehensive Plan | Use the information and best practices from the Hazard Mitigation Plan to address regional resiliency issues | Ongoing | | Planning Commission, Town staff, Northern Neck Planning District Commission | The Hazard Mitigation Plan is incorporated into the Comprehensive plan to protect the public welfare and private property. Ensure Colonial Beach works regionally to address flooding, storm impacts, water quality, and erosion controls |

Appendix

Appendix A: Adoption of the Comprehensive Plan

RESOLUTION #37-21, ADOPTION OF THE 2020-2030 COMPREHENSIVE PLAN

WHEREAS, Virginia Code Section 15.2-2230 requires that the Planning Commission review the Comprehensive Plan at least once every five years; and

WHEREAS, the Colonial Beach Planning Commission has reviewed the Colonial Beach Comprehensive Plan and conducted a public hearing on the proposed changes in accordance with Virginia Code Section 15.2-2225 and recommended approval of the 2020-2030 Comprehensive Plan to the Colonial Beach Town Council; and

WHEREAS, the Colonial Beach Town Council held a duly advertised public hearing on September 22, 2021 to hear comments on the 2020-2030 Comprehensive Plan in accordance with Virginia Code Section 15.2- 2226.

NOW THEREFORE BE IT RESOLVED, that the Town Council meeting in regular session, Wednesday September 22, 2021 hereby approves the Colonial Beach 2020-2030 Comprehensive Plan.

Upon motion made by Dr. Self Sullivan and seconded by Mr. Allison, Resolution #37-21, passed with a unanimous vote of council members present with the following amendment.

“Page 79:

Under “Pedestrian / Bicycle Development Needs” on page 79, **insert the following bullet point:**

- Pursue Transportation Alternative funding from the Virginia Department of Transportation to construct a walk/bike path to the Monroe Birthplace.

Page 80:

Retitle “Town Pier” section as “Waterway Transit & Municipal Pier”

Then replace the existing paragraph with the following language:

The Municipal Pier is currently an underutilized asset that is vitally important to the Town’s history and could play an important role in the Town’s future should its utility be maximized. The Town of Colonial Beach began as a resort town, with large vessels regularly docking at the Pier to unload large groups of tourists. Currently, the Municipal Pier cannot accommodate such vessels. The Pier is being considered for a potential redesign, and a preliminary design has been created and submitted to VDOT as part of Transportation Alternative Funding. Approval is pending. The purpose of the project is to repair and upgrade the “T” end of the Municipal Pier to accommodate boarding and disembarking of passengers for large water vessels on the Potomac River. Due to our location and status as the last deep-water port before Alexandria, the project will allow the Town to serve as an important mid-way stop on the Potomac River once again. This would increase tourism and provide alternative transportation options.”

Aye Nay Aye Nay

Schick X Moncure X
Cabrey X Roberson X
Duggan X Self Sullivan X
Allison X

THIS IS TO CERTIFY THIS IS A TRUE COPY OF AN ORIGINAL RESOLUTION, approved by the Town Council at a Meeting of Council held Wednesday, September 22, 2021 at the Colonial Beach Town Center, with a quorum of Council being present.

Heather Oliver, Town Clerk

Appendix B: Grant opportunities

| Economic Vitality | |
|------------------------------------|--|
| Revitalization Planning Grants | |
| Funding Agency | Virginia Housing Development Authority |
| Grant Description | VHDA recognizes the significant and transformative effects of community revitalization and aims to support the creation of sound, livable, and connected communities. The Community Impact Grant offers local governments resources towards community revitalization and encourages the development of mixed-use/mixed-income properties, which often anchor community development efforts and spur economic growth. |
| Contact | Community Housing Office: 804-343-5735 |
| Website | https://www.vhda.com/BusinessPartners/MFDevelopers/MFFinancing |
| CDBG Community Improvements Grants | |
| Funding Agency | Virginia Dept of Housing and Community Development |
| Grant Description | CDBG Community Improvement Grants are competitive grants, which aid eligible localities in implementing projects that will most directly impact the greatest needs of the community. There are five primary project types under this funding source: comprehensive community development, business district revitalization, housing, community facility (infrastructure) and community service facility. |
| Contact | Tamarah Holmes 804-371-7056 tamarah.holmes@dhcd.virginia.gov |
| Website | https://www.dhcd.virginia.gov/cdbg-community-improvement-grants |
| CDBG Planning Grants | |
| Funding Agency | Virginia Dept of Housing and Community Development |
| Grant Description | DHCD offers planning grants through the CDBG program to increase the potential for project success and impact. These grants aid in developing clearly articulated strategies for addressing a locality's greatest community development needs following meaningful citizen participation. |
| Contact | Tamarah Holmes 804-371-7056 tamarah.holmes@dhcd.virginia.gov |
| Website | https://www.dhcd.virginia.gov/cdbg-planning-grants |

| Economic Development Incentive Grant | |
|---|--|
| Funding Agency | Virginia Economic Department Partnership |
| Grant Description | The Virginia Economic Development Incentive Grant program (VEDIG) assists and encourages companies to invest and create new employment opportunities by locating significant headquarters, administrative, or service sector operations in Virginia. There must be an active and realistic competition between Virginia and another state or country for attracting the project. |
| Contact | Johan Salen 804-545-5654 jsalen@vedp.org |
| Website | https://www.vedp.org/incentive/virginia-economic-development-incentive-grant-vedig |

| Quality Natural and Physical Environment | |
|---|--|
| Chesapeake Bay Stewardship Fund | |
| Funding Agency | National Fish and Wildlife Foundation |
| Grant Description | NFWF's Chesapeake Bay Stewardship Fund is dedicated to protecting the Bay by helping local communities clean up and restore their polluted rivers and streams. We advance cost-effective and creative solutions with financial and technical assistance. Working in partnership with government agencies and private corporations, the Chesapeake Bay Stewardship Fund awards \$8 million to \$12 million per year through two competitive grant programs; the Innovative Nutrient and Sediment Reduction Grant Program and the Small Watershed Grants Program. These programs benefit the communities, farms, habitats and wildlife of the Chesapeake Bay region. |
| Contact | Jake Reilly, Program Director, Chesapeake Bay jake.reilly@nfwf.org |
| Website | https://www.nfwf.org/chesapeake/Pages/home.aspx |

Transportation Enhancement

Surface Transportation Block Grant

| | |
|-------------------|--|
| Funding Agency | Virginia Department of Transportation |
| Grant Description | The Commonwealth Transportation Fund receives revenues from dedicated state and federal sources. The major state revenues are based on Virginia's official revenue forecast developed by the Department of Taxation. The Virginia Department of Transportation and the Virginia Department of Rail and Public Transportation estimate the federal revenues from the Federal Highway Administration and the Federal Transit Administration. Revenues from the fund and other dedicated money sources finance the Six-Year Financial Plan adopted by the CTB. The plan totals \$36.9 billion for FY 2019-2024. The first priority for funding is maintaining existing infrastructure. This comes primarily from the financial plan's Highway Maintenance and Operating Fund. |
| Contact | Fredericksburg District: 540-899-4288 or 800-367-7623 87 Deacon Road Fredericksburg, Virginia 22405 Email: fredericksburginfo@vdot.virginia.gov |
| Website | https://www.virginiadot.org/projects/svip/virginia's_transportation_funding.asp |

Quality Organization and Safe Community

Safe Routes to School

| | |
|-------------------|--|
| Funding Agency | Virginia Department of Transportation |
| Grant Description | The Virginia Department of Transportation (VDOT) is committed to getting more kids walking and biking along safe routes. Our Safe Routes to School (SRTS) program has resources tailored to help your community start a SRTS program or nurture one that's already underway. |
| Contact | 1-855-601-7787 or email at info@VirginiaSRTS.org . |
| Website | http://www.virginiadot.org/programs/ted_Rt2_school_pro.asp |

Cultural and Recreational Opportunities

Virginia Recreational Trails Fund

| | |
|-------------------|---|
| Funding Agency | Virginia Department of Conservation and Recreation |
| Grant Description | <p>The Recreational Trails Program (RTP) is a federal matching reimbursement program for building and rehabilitating trails and trail related facilities. Funds may also be used to acquire land that is part of a trail development project. Federal Highway Administration and Fixing America's Surface Transportation (FAST) Act funds make the program possible and mandate allocations to non-motorized, diversified and motorized trail categories.</p> <p>Funding may be awarded to city, county, town or other government entities. Registered nonprofit groups partnered with a government body also are eligible. The Recreational Trails Program and Virginia Recreational Trails Program Advisory Committee steer project selections after a competitive call for applications.</p> |
| Contact | <p>Recreational Trails Program Virginia Department of Conservation and Recreation 600 East Main Street, 24th Floor Richmond, VA 23219</p> |
| Website | https://www.dcr.virginia.gov/recreational-planning/trailfund |

Virginia Saltwater Recreational Fishing Development Fund

| | |
|-------------------|---|
| Funding Agency | Virginia Marine Resources Commission |
| Grant Description | <p>In July 1992, the Virginia General Assembly enacted legislation authorizing the implementation of a saltwater recreational fishing license. Funds collected by the Commonwealth of Virginia for the sale of those license are deposited in a special non-reverting fund and used to improve recreational fisheries in Virginia. Projects should contribute significantly to the management and enhancement of recreationally important species and enhance recreational fishing opportunities.</p> |
| Contact | <p>RFAB Grant Program 2600 Washington Avenue, Third Floor Newport News, VA 23607 FAX (757) 247-2002 E-mail: rob.o'reilly@mrc.virginia.gov</p> |
| Website | https://mrc.virginia.gov/vsrfdf/application.shtm |

| Creative Communities Partnership Grants | |
|--|---|
| Funding Agency | Virginia Commission for the Arts |
| Grant Description | The Commission will match, up to \$4,500, subject to funds available, the tax monies given by independent town, city, and county governments to arts organizations. The money, which does not include school arts budgets or arts programming by independent parks and recreation departments, may be granted either by a local arts commission/council or directly by the governing board. |
| Contact | Virginia Commission for the Arts Main Street Centre 600 East Main Street, Suite 330 Richmond, Virginia 23219 (804) 225-3132 |
| Website | http://www.arts.virginia.gov/grants_local.html |

| Project Grants | |
|-----------------------|--|
| Funding Agency | Virginia Commission for the Arts |
| Grant Description | Project grant funds assist with the production of high quality creative arts activities, the creation of new work, operating support for new and emerging arts organizations, the expansion of successful arts programs, and services to the field. Projects can be in any artistic discipline and on any scale. There is a 1:1 required cash match for the grant. The Commission will not support the same project for more than three years. |
| Contact | Virginia Commission for the Arts Main Street Centre 600 East Main Street, Suite 330 Richmond, Virginia 23219 (804) 225-3132 |
| Website | http://www.arts.virginia.gov/grants_projects.html |

Appendix C: 2021 Town Council priorities

COMPLETED ITEMS FROM 2020 PRIORITIES WORK SESSION

| CATEGORIES: 1 - Projects with built-in or contractual Deadlines, 2 - Project with the greatest urgency, 3 - Projects that have the greatest impact on the Town (CIP), 4 - Projects that require the least time and effort, 5 - Things that have to be done before others, 6 - All | | | | | | | | | |
|---|-----|-----|-----|-----|---|-----------------------|--|--|--|
| Category | | | | | Project | Logistics | | | |
| 1st | | | | | Pier Lease Administration | Planning Dept. | | | |
| 1st | 2nd | | | | Town Manager employment review | Town Council | | | |
| 1st | | | | | End of boardwalk pedestrian plaza and improvements | Public Works/TM | | | |
| | 2nd | 3rd | | 5th | New GIS mapping & Staff Hire ESRI | Public Works/TM | | | |
| | 2nd | | 4th | | Memorials Advisory Commission and plaque, Res #30-18 | Town Council | | | |
| | 2nd | | | | Sign ordinance revisions and enforcement | Planning Commission | | | |
| | 2nd | | | | Dominion Double Poles & Removal of old Verizon wires | Public Works/Dominion | | | |
| | 2nd | | | | New Parking Meters | TM/Public Works | | | |
| | 2nd | | | | Reestablish BZA | Planning Dept. | | | |
| | 2nd | | | | Further Street Paving to VDOT Standards (5th Street) | Public Works | | | |
| | 2nd | 3rd | 4th | | Formation of Parks & Recreational Citizen Committee | Town Council/TM | | | |
| | 2nd | 3rd | 4th | | Amend Zoning Ordinance tree replacement requirements | Planning Commission | | | |
| | | 3rd | | | Water Tower Refurbishment | Public Works | | | |
| | | | 4th | | Amendments passed by Planning Commission Article 13 | Planning Commission | | | |
| | | | 4th | | Compensation for Legal Counsel Resolution | Legal/TC | | | |
| | | | 4th | | Escalate Tall Grass Fines for Chronic Offenders/Annual Notice | Planning Dept. | | | |
| | | | 4th | | Uniform Procurement Options/Hi-Vis | Public Works/TM | | | |
| | | | | 6th | Itinerant merchants (in Zoning Ordinance) | Town Manager | | | |

Other Accomplishments from Procurement policy (P-Card)

2020: Atlantic Broadband at Public Works

| Staff Changes | |
|--------------------------|---|
| CFO | HVAC System Replacement at School, CIP Funds |
| Planning Director | No Wake Zone |
| Code Enforcement | Pursue of outstanding bills |
| Police Officers x4 | Library & Chamber Leases |
| Treasury staff x2 | Revisit current health care benefit package (family rates extremely high) |
| Operations Manager PW x2 | Municipal Clerk Training/Transition |
| Public Works x10 | Redefine outdoor stage to enhance property maintenance |
| GIS Technician | Review Chesapeake Bay Overlay District |
| HR | Clarify Setback requirements for decks |
| Park Attendants x3 | Water/Sewer reserve fund balance |
| | Pedestrian plaza and Boardwalk continued improvements (street furniture) |
| | Cityworks procurement for Work Order Request system |

| CATEGORIES: 1 - Projects with built-in or contractual Deadlines, 2 - Project with the greatest urgency, 3 - Projects that have the greatest impact on the Town (CIP), 4 - Projects that require the least time and effort, 5 - Things that have to be done before others, 6 - All Other | | | | | | | | | |
|---|--|--|--|--|--|--|--|--|--|
|---|--|--|--|--|--|--|--|--|--|

2021 PRIORITIES MOVED TO ADMINISTRATION

| Category | Project | Logistics |
|----------|--|---------------------|
| Admin | Economic Development - Create business incentives package | DCB/EDC/TM |
| Admin | Colonial Avenue landscape improvements | DCB/TM |
| Admin | CARES Act Monies from Westmoreland | Finance |
| Admin | Salary review for CBPD and Staff | HR/TM/PD |
| Admin | Garbage and Jet Truck Replacement | Public Works |
| Admin | Waste Water Treatment Plant Tower Refurbishment | Public Works |
| Admin | Torrey Smith Rec Park Maintenance (Water, Cameras, Bathhouse) | Public Works/TM/P&R |
| Admin | Rumble strips/valleys/medians with landscaping/trashcan replacment | PW/PZ |
| Admin | AT&T/T-MOBILE/Alt Provider enhanced service in town | TC/TM |
| Admin | Red Cross Site Verification | TM |
| Admin | CIP Asset & Equipment Replacement Schedules, SOP, work scheduling | TM |
| Admin | Emergency Preparedness Plan & EOC Plan Upgrade | TM |
| Admin | Shoreline Protection Maryland & Virginia Ave. | TM |
| Admin | ADA Compliance at Town Hall | TM |
| Admin | Social Services expansion to office in CB | TM |
| Admin | Social Media marketing (Wanderlove grant and pursuit of others) | TM |
| Admin | COVID-19 Preparedness and Response Plan (Res 37-20) | TM |
| Admin | Palm Tree Donations/Program | TM |
| Admin | Virginia Economic Development Partnership/West Co. Enterprise Zone | TM |
| Admin | Town of Montross joint marketing | TM/EDC |
| Admin | Virginia Economic Development Partnership/West. Co Enterprise Zone | TM/EDC |
| Admin | Delinquent Tax Sale | TM/Finance |
| Admin | Audit Report on Time 2021 | TM/Finance |
| Admin | Debt Consolidation | TM/Finance |
| Admin | Quarterly financial reporting | TM/Finance |
| Admin | Social Media and Internet Personal Policy | TM/HR |
| Admin | Monthly HR Classes for Employees | TM/HR |
| Admin | Job Description & Evaluation Implementation | TM/HR |
| Admin | Professional Development for Staff | TM/HR |
| Admin | Procedure Manuals for Departments | TM/HR |
| Admin | LOVE Golf Cart Improvements | TM/NGO |
| Admin | Improve parking signage around town/wayfaring project | TM/Planning |
| Admin | Professional Utility Services Engineering Study (PER Study) | TM/PW |
| Admin | Dedication of remainder unspent funds 2018-19 (100K) | TM/TC/F |
| Admin | FOIA Staff Training | Town Clerk |
| Admin | Municipal Clerk Certification | Town Clerk |
| Admin | Improved document storage operations | Town Clerk |
| Admin | CBPS Internship Program | Town Clerk |

2021 COLONIAL BEACH TOWN COUNCIL PRIORITIES

| CATEGORIES: 1 - Projects with built-in or contractual Deadlines, 2 - Project with the greatest urgency, 3 - Projects that have the greatest impact on the Town (CIP), 4 - Projects that require the least time and effort, 5 - Things that have to be done before others, 6 - All Other | | | | | | | | |
|---|----|----|----|----|----|--|--------------------------------|--|
| 1s | 2s | 3s | 4s | 5s | 6s | Project | Logistics | |
| 1 | 2 | 3 | | 5 | | Evaluation of Central Drainage Area | PW | |
| 1 | 2 | 3 | | 5 | | Comprehensive parking plan for the town | Public Works/TM/Planning Dept. | |
| 1 | 2 | 3 | | 5 | | Robin Grove living shoreline implementation | Planning Dept./TM | |
| 1 | 2 | 3 | | | | Town Manager Hire | TC | |
| 1 | 2 | | | 5 | | Water Meter Cost Analysis | Public Works/Finance | |
| 1 | 2 | | | | | Relocation of Chamber/Tourism/Radio Station/Foundation | TM/TC | |
| 1 | | 3 | 4 | 5 | | Historic Designation for Downtown | DCB/PZ | |
| 1 | | 3 | | 5 | | Extend Dwight to connect to the Meadows | PZ/PW | |
| 1 | | | | | | Comprehensive Plan Update Review & Adoption | Planning Dept. | |
| 1 | | | | | | Census 2020 Information for Town | Town Manager | |
| 1 | | | | | | Green Street Grant 1st Street | PW/TM/PZ | |
| 1 | | | | | | School Board to Lincoln Ave | SB | |
| 1 | | | | | | Dodson Development closings and follow through | TM/PZ | |
| 1 | | | | | | Path connection to Monroe's Birthplace | TM/TC/PZ | |
| 1 | | | | 5 | | Park Rules & Signage (Town Ordinance) New Parks & Recreation Dept. | Parks and Rec/Legal | |
| | 2 | 3 | 4 | | | Dog Park Implementation at Robin Grove | CBRD/TM | |
| | 2 | 3 | 4 | | | Install Parking Lot at Klotz Building | Public Works | |
| | 2 | 3 | 4 | | | Remove blight along Colonial Avenue (CURB APPEAL/TREES) | Planning Dept. | |
| | 2 | 3 | | 5 | | Comprehensive storm water management plan for sectors across town | PW/PZ/PC | |
| | 2 | 3 | | | | Business License Tax Improvements | TM/TC/Finance | |
| | 2 | 3 | | | | Town Code rentals tax program | CFO/Town Manager | |
| | 2 | 3 | | | | Planning for Future Development of Classic Shores | Planning Dept./TM | |
| | 2 | 3 | | | | Castlewood Beautification | PR/PW | |
| | 2 | 3 | | | | Bikepath Greenway Park | PR/PZ/RAFT | |
| | 2 | 3 | | | | Parks in Northside of Town | TM/PZ/TC | |
| | 2 | | | 5 | | Use of 700 Colonial Ave. | Town Manager | |
| | 2 | | | | | Beach Ambassador Program/Policies | PR | |
| | 2 | | | | | Police Department Retention | PD | |
| | | 3 | 4 | | | Town Pier Replacement/Refurbishment | TM/PW | |
| | | 3 | 4 | | | RAFT Committee Formation/Function | TC/PZ | |
| | | 3 | | 5 | | Review strategies for public land/Parks and Recreation | PR/PZ | |

2021 COLONIAL BEACH TOWN COUNCIL PRIORITIES

| CATEGORIES: 1 - Projects with built-in or contractual Deadlines, 2 - Project with the greatest urgency, 3 - Projects that have the greatest impact on the Town (CIP), 4 - Projects that require the least time and effort, 5 - Things that have to be done before others, 6 - All Other | | | | | | | | |
|---|--|---|---|---|---|---|-----------------------------|--|
| | | 3 | | | | Eleanor Park - Improve Function & Revenue/Grant or Conservation | Town Manager/Planning Dept. | |
| | | 3 | | | | Beach Fortification | Public Works | |
| | | 3 | | | | Support for Economic Development Hire/Director of DCB | DCB/TC | |
| | | 3 | | | | Volunteer Rescue Squad Facility Support | Town Council | |
| | | 3 | | | | Land acquisition options | TM/TC/PZ | |
| | | | 4 | | | Qualified Technology and Tourism Zones/Tax Incentive Code Sec. 23.88-94 | TC/TM/LEGAL | |
| | | | 4 | | | Arts and Culture District Code Ch. 24 | TC/TM/LEGAL | |
| | | | 4 | | | Boardwalk shade trees/landscaping/trashcan replacement | PW/DCB | |
| | | | 4 | | | Lennar Property Group outreach (Potomac Crossing) | TM/TC | |
| | | | | 5 | | Market Analysis-Forming a catalyst strategy | DCB/TC/PZ | |
| | | | | | 6 | Main Street designation | DCB/TM | |
| | | | | | 6 | New community center w/indoor stage and event space | Town Council | |
| | | | | | 6 | New Municipal facility w/police station | Town Council | |
| | | | | | 6 | Full review of Town Code & Repagination | Town Clerk | |
| | | | | | 6 | Investment alternatives for "Yacht Club" monies presentation | TM/Finance | |
| | | | | | 6 | Historic Designation for Point and Central Areas | DCB/PZ | |
| | | | | | 6 | SBA satellite office/RCC | TC/COC/TM | |

Appendix D: Land Use Diagnostic Questionnaire

Town of Colonial Beach, Virginia

Land Use Diagnostic Questionnaire Town Council/Planning Commission Survey

The questions appearing below represent the initial step in the review and critique of the Colonial Beach Land Use Chapter of the Comprehensive plan. The questions are designed to gain insight about the Colonial Beach comprehensive plan from persons who are familiar with the plan and its content.

Accordingly, key town staff as well as all members of the Colonial Beach Town Council, the Colonial Beach Planning Commission, the Colonial Beach BZA, and the Downtown Colonial Beach organization are being asked to respond to the questions featured on this instrument.

TOWN COUNCIL/PLANNING COMMISSION

1. As you consider the current Colonial Beach comprehensive plan, what aspects of the plan have worked well over the past three years?
2. What aspects of the Colonial Beach town plan have not worked well over the past three years?
3. As you consider the current Colonial Beach comp plan, what are its top 3 strengths?
4. As you consider the current Colonial Beach comp plan, what are its top 3 weaknesses?
5. What are the top 3 land use issues currently facing Colonial Beach?
6. Thinking long term, what land use issues will dominate as opportunities in Colonial Beach 5 years from now?
7. In like fashion, what land use issues will dominate as threats in Colonial Beach 5 years from now?
8. As you consider the current goals and policies featured in the Colonial Beach plan (pages 3-1 to 3-16), are any changes, adjustments, additions or deletions needed? Please be specific with your response.

9. As you consider the future land use action plan discussed in the Colonial Beach plan (5-19 to 5-23), are any changes, adjustments, additions or deletions needed? Please be specific with your response.
10. As you consider the future land use map featured on p. 4-5 are any changes or adjustments need? Please be specific with your response
11. As you consider the future transportation and circulation action plan featured in the Colonial Beach plan (page 4-11), are any changes, adjustments, additions or deletions needed? Please be specific with your response.
12. In like fashion, are any changes, adjustments, additions or deletions needed with regard to the Historic & Enterprise Zone Districts in the Colonial Beach comp plan (page 4-9)? Please be specific with your response.

Other Comments:

Appendix E: Planning Commission/Council Responses

Planning Commission/Council Responses

What aspects of the Colonial Beach town plan have not worked well over the past three years?

- Statistical information not used by all organizations as well as by Town to put to use for more effective planning. (Needs updating was echoed by many on Commission)
- Use info on Neighborhoods to plan parks and recreation for all areas, (see land use recommendation as well for each neighborhood.) and connect needs for all areas to statistical reports in Chapter I.
- Clarification for Effective Enterprise Zone to all bodies and organizations to assist in economic development.
- Data and recommendations does not seem to be a source of guidance for the Town Council.
- Lack of Dedication to locate funding sources to avoid financial stress.
- The lack of local culture is not taken into consideration.
- There should be more cross referencing made to connect all ideas/concepts.
- Presentation of the document is not as clear as it should be to use more efficiently and effectively!
- Environmental issues do not seem to be addressed within the plan.
- Shoreline refurbishment has been negligible, develop new strategic plan for shoreline redevelopment.
- Public Relations plan set up to inform all of the Comprehensive Plan and of the future needs for the Town (Identified by many in survey)
- Most of the Plan is still unrealized! (Echoed many times)
- Property sales
- Bring new business to Town, retail, services. medical
- Appearance of town
- Town infrastructure needs more attention and continual updating

As you consider the current Colonial Beach comp plan, what are its top 3 strengths?

- Chapter 4 defines for the people the many land pieces/neighborhoods
- Chapter 5 helps future concepts to be enacted, should also define special non-profits in Town to assist in the development of multiple contributing solutions
- Plan serves as a beginning for all people's vision for Colonial Beach and what priorities needed to develop. (Multiple commissioners echoed this issue)
- Maps and exhibits to demonstrate connections between different facilities/services/planning areas.
- Most of the comments have not changed – enact the comp Plan!
- Focuses on green space, environmental issues and design guidelines.
Lack of concentration on Economic Development Issues. (There seemed to be an echo of this as great need)

As you consider the current Colonial Beach comp plan, what are its top 3 weaknesses?

- Effectiveness of the Plan is minimal and not readable to citizens as well as organized.
- Clarifications of how Non-Profits such as, Downtown Colonial Beach, Chamber, and Foundation could assist in the development of many areas of the Town according to Comprehensive Plan
- Plan should not just be there but explained to people and develop more interest in assisting the Town (leading non-profits –Chamber, DCB, Foundation should be using plan to develop ideas, helping to meet all the expectations of citizens) as well as the Vision.
- Lack of commitment and knowledge of the plan
- Vision statement is too long and not well defined!
- School Expansion Plans are not made as to future needs and changes
- Readability of plan
- Active green space development
- Land development needs not supported by infrastructure needs.
- Disagreement between leadership/management on funding projects.
- Plans for Economic Growth
- Serve as guide for Council/ Town Manager more involved in plan

What are the top 3 land use issues currently facing Colonial Beach?

- Develop strategic plan for Height, bulk, and mass land use plan for each neighborhood
- Strategically plan for underdeveloped land for neighborhoods and property belonging to Town and Westmorland County property within town corporate boundaries of CB; town property along Colonial Ave (Refuse) needs overhaul or possibly selling for economic use.
- Develop strategic plan for shoreline Protection within the Boundaries of CB
- Multiple pieces of land can't be developed until infrastructures are developed.
- Crumbling buildings, abandoned buildings lack of recognition and funding for Historical landmarks
- Disagreement on party of Leadership/Management on how to fund these projects.
- Economic development along Colonial Ave. (Idea runs throughout responses)
- Recreation Facilities/ Walk, Bike, Golf Cart ability"
- Improve Beach & Resort Area
- Provide adequate and quality workforce housing and other housing
- Create zoning map to simulate sustainable economic development/growth
- Sales / Infrastructure / Corrosion

Thinking long term, what land use issues will dominate as opportunities in Colonial Beach 5 years from now?

- Annex property belonging to Westmorland County within town corporate boundaries of CB and Monroe Birthplace(his family originally developed town
- Develop conceptual plan for properties in Neighborhood's, e.g. Meadows, Potomac Crossings, etc.

- Alternative energy will need to be developed to meet the demands in future years
- Shoreline development plans need to be developed/maintained
- Economic development is a great need and eventually we will need additional parking expectations; develop property into revenue generating opportunities for recreation and event planning
- Tourist attractions along Boardwalk and newly developed land areas
- General improvement to infrastructure and town aesthetics
- Attract developers that work with the Town to provide the town with affordable housing; attract families to attend schools, pay taxes, provide a workforce for service needs in town as well as other businesses
- Identify public/private partnerships
- Increasing housing values and sales through infrastructure improvements and increasing park/recreational opportunities
- Be mindful of the Dahlgren Commercial & job development – mindful of Corridor being developed to connect Dahlgren to Fort AP Hill.
- More development on waterfront

In like fashion, what land use issues will dominate as threats in Colonial Beach 5 years from now?

- Energy Issues need to be addressed for future land expansion.
- Unification and Consensus decision making on the part of Town Council and other organizations to benefit all over improvement of town.
- Reorganization of how the town proceeds with development of land, activities and funding of multiple projects for town.
- Trash and maintenance of existing buildings/streets
- Affordable Housing; lack of workforce housing
- Shoreline erosion, beaches, and natural areas that attract tourism
- Enterprise Zone expiration, economic development
- Decreasing open space that may ultimately decrease housing values; lack of public recreational facilities
- Inability to plan and focus due to day to day dealing with crumbling infrastructure crises
- Erosion of beach

As you consider the current goals and policies featured in the Colonial Beach plan (pages 3-1 to 3-16), are any changes, adjustments, additions or deletions needed? Please be specific with your response.

- Vision for Town needs to be solidified so all members of the Town know it and understand it(3-6); mainstream this Vision to all citizens so all know it
- The tax base should be studied more by all to include income study for town needs; property taxes are not the only source of income, e.g. income from events, permits for use of Town

- Property, and business development for present businesses in town including restaurants.(#4-Economic vitality)
- Section on Quality Natural and Environment issues need much more definition and strategies that all groups would follow and develop jointly.
- More effective compliance with Neighborhood strategies to maintain the Height, Bulk, and Mass for each area. (Develop ordinances for neighborhoods)
- Re-evaluate transportation section in light of present development and future needs of what tasks/strategies have been done and include Bay Aging Transport so more seniors understand and can utilize more often. (Cabs, Trolley etc.) (increased to other areas outside of town)
- Give more consideration to areas not having open space or parks as of today and strategically plan for them in the future(3-13)
- Include all Arts in the development of the future CB (3:14-15)
- Annual reports should be sent to Citizens by all Public Services, town departments, schools (Annual Record of test scores at end of years as well as a record of numbers (student count, graduation count, etc.) to avoid the criticisms heard so often.
- Expand the Telecommunications systems even more than presently done.(3-16)
- Housing Chapter records the needs for Senior Care; Emergency Care should exist within a closer area; revise this chapter back to its original format as passed by PC
- Emphasis should be placed on Economic development especially for non-seasonal employers
- Goals and objectives as written are good but needs updated priorities
- Remove meter installations; consult Public Works
- Clarify role of Rescue Squad, plan for eventual paid staff/services and coordination with the county
- No changes made till authorized by TC
- Actions should be measurable

As you consider the future land use action plan discussed in the Colonial Beach plan (5-19 to 5-23), are any changes, adjustments, additions or deletions needed? Please be specific with your response.

- Update accomplishments and steps taken so that which is still needed can be accomplished
- Specifics of School need updating.(5-2)
- Decide which things in plan are realistic for the town
- Some of the Neighborhood statements need revision according to current status keeping in mind conditions and needs of each area. (see above land use recommendations)
- Address the PUD but include recommendations for future land use of Potomac Crossing. (5-2 to 5-4); suggest area be integrated area with stores, homes of different styles and types.
- Maritime is a major area of our economy and needs more attention in development and inclusiveness in economic discussions. (5-4)

- Main Street Designation would assist the Beach in Economic Vitality and should include the Downtown Colonial Beach in developing many conditions for Revitalization; update what has been accomplished by Revitalization
- Prioritized items for CIP
- Multiple sentences and areas in section 5; need to be updated as to present accomplishments(Robin Schick notes all of these for this question)
- Update Concept Plan with current pictures and explanation of what Revitalization has accomplished and what needs we have for the future(5-12, 4-14)
- **Add** "As Town Staff and Council changes all new persons should be educated on this action plan and the community's vision as to provide seamless forward momentum on accomplishing these goal
- Identify new Resources Requirements & any accomplished items should be added as appropriate

As you consider the future land use map featured on p. 4-5 are any changes or adjustments need? Please be specific with your response

- The map at the present time is good but needs to be made more public!
- New maps should be entered into comp. plan.
- Develop plan with Westmoreland County for development of Commercial along Rt. 205 on outside of road and along "Potomac Crossing" along 205
- Find grants to fulfill needs of improvements
- Establish a Recreation Committee/ Dept. of Parks & Recreation
- Revise ordinances to eliminate ambiguous or contradictory language
- Make repairs to dilapidated buildings /Improve aesthetics
- Look at zoning for each neighborhood and see that the zoning is in need of revision
- Needs updating with actual accomplishments and steps taken so that what is still needed to be done can be identified
- Needs to be filtered to see which pieces are realistic for our town to accomplish

As you consider the future land use map featured on p. 4-5 are any changes or adjustments need? Please be specific with your response

- Map is confusing and should be done in color variations(4-11)
- School needs to be relocated(4-11) on map
- Road Ways need updating since paving has taken place.
- Revise Public Open Space in all areas/neighborhoods
- Develop awareness of present transport and increase to Dahlgren Area
- Follow recommendations in plan such as one way for Monroe Bay Ave and Irving Ave.
- Open space in all neighborhoods designated
- Potomac Crossings re-evaluated/rezoned
- Develop plan with Westmoreland County for development of commercial along Rte. 205 on outside of road and along section of "Potomac Crossing" along 205
- Improvement of Golf Cart Path and define by color the crossing path at First Street

- Identify what to do with the VDOT dead end shoreline properties

As you consider the future transportation and circulation action plan featured in the Colonial Beach plan (page 4-11), are any changes, adjustments, additions or deletions needed? Please be specific with your response.

- Map is confusing and should be done in color variations(4-11)
- School needs to be relocated(4-11)
- Road Way description in CP need updating since paving has taken place.
- Make appropriate changes such as adding Monroe Birthplace and Monroe Winery to Trolley Stops
- Write better description of Bikeways in plan
- Annex Monroe Birthplace to town/add bike and golf path
- Designation of Historic District/Mark Historical homes throughout town
- Include business incentive programs, research other benefits to add businesses

In like fashion, are any changes, adjustments, additions or deletions needed with regard to the Historic & Enterprise Zone Districts in the Colonial Beach comp plan (page 4-9)? Please be specific with your response.

- A lot more emphasis on Historical Preservation and the Enterprise Zone needs to be developed, clarified and explained to the public for more economic Improvements in town.
- An Ad-hoc commission for funding and grant writing for future projects should be formed with Town Leadership to provide more effective planning for this are
- Designation of Historic District/Mark Historical homes throughout town
- Include business incentive programs, research other benefits to add businesses

Appendix F: Chamber Responses to Planning Commission Survey

Survey Responses: Planning Commission Survey: from Chamber of Commerce

(All comments have company/organization and contributor names redacted. Certainly some are easily identified but...I did try)

What challenges you think you will be facing in the next few years from a business perspective and any ways you are looking to change or adapt your own business to meet these challenges.

Lobby for a cannabis distribution plaza in Virginia: C.B. first.

Dissolve the Finance Department. Totally Ineffective.

I am very happy running my business in Colonial Beach

Hoping the overall economy, including interest rates will continue to be supportive of people buying second homes (my most important market).

Find reasons to come to CB in the off-season. Perhaps business/association meetings...this will require available hotel beds.

Downtown parking east to find and affordable

More internet presence

Promote and sell empty town-owned buildings...give incentive to the buyers

Reinforce town staff that are good at customer relations...train others

The town should **co-sponsor** with the Chamber and other organizations. Wave fees for events that are non-profit, especially if this brings visitors to the town. Have funding for events come from vendors rather than the Chamber (so vendor fee includes town fee and Chamber benefit)

I am not a business owner but: Infrastructure...infrastructure...infrastructure

Fees on/for Town Hill. Why do events occur? What IS their purpose...tourism or town benefit?

The Town should list the properties it owns. Give new businesses a tax break. Allow new businesses a break on Chamber fees for first year.

Renovate the town's old buildings or sell to those interested in renovation. More new businesses in town without having to jump thru so many hoops to get established.

Looking for a local market to sell our products.

Fees charged for holding events on Town Hill seem excessive. We are re-evaluating the events we do.

Other Suggestions:

Create a town program to refurbish open, closed and run-down buildings thru tax incentives? Rebates on taxes? Look at what the town might do to make the ugly buildings that are closed and boarded up in the town center open and part of the community? Tourists do not spend money on boarded up old buildings.

Too many empty buildings on Colonial Avenue...Pop-ups???

Smoke shop; Vape Shop, Hookah bar?

Create an Office of Economic Development. Hire and train a grant writer. Evaluate options for annexing parts of the county especially to include Monroe's Birthplace.

Appendix G: Summary of Public Workshop

"DOWNTOWN COLONIAL BEACH IS THE VIBRANT HUB OF OUR HISTORIC AND CULTURALLY-RICH BEACH COMMUNITY REFLECTING AND SUSTAINING THE DOWNTOWN'S QUIANT, SMALL TOWN AND COLORFUL HISTORICAL CHARACTER "

I. Business and Recreation Content:

- Reasonable variety of relevant stores, restaurants, hotels, and services including ample support of beach tourism
- Frequent and interesting Town Hill, Boardwalk and Coffee House events
- Water-based tours, dinner cruises, and fishing available
- Historic District certification to encourage developer, business and property owner investment in historical restorations of eligible properties.
- All historic buildings plaqued, with tours available as feasible
- Town program to encourage new businesses in Downtown to reference town Design Guidelines for their facades
- Exterior design downtown that would blend with historic buildings and that would contribute to the quaint, small town and historic character of the town, especially empty buildings
- Competitive business tax structure (Not sure what this means. Does it mean offering businesses every available tax incentive to encourage investment in the downtown?)
- Venues for children and youth to enjoy the downtown

II. Appearance

- Buildings and fences clean/painted, grass and trees trimmed
- Appropriate and attractive signage, lighting, trash cans, and benches
- Town regulations/practices/displays reinforce positive appearance
- Beach clean with attractive supporting facilities
- Sufficient and tasteful public art
- Abundant decorative trees/bushes on main avenues to enhance appearance and create shade to make shopping downtown more appealing and provide relief from the 89 degree average summer temperatures.
- Creatively showcasing the town's history

III. Functionality

- Clean streets, safe/accessible sidewalks, and filled potholes
- Adequate parking
- Water/sewers/storm sewers in repair, no puddles
- Underground utility lines
- Convenient Internet access throughout
- Handicapped accessibility for all town businesses enabled through grants, and used as a marketing strategy to attract another niche market.

AS A RESULT OF THE ABOVE IN ITS DOWNTOWN AND COMMERCIAL DISTRICTS, COLONIAL BEACH IS RECOGNIZED AS BEING *THE* GATEWAY TO THE NOTHERN NECK AND A GEM OF A SMALL TOWN THAT WESTMORELAND COUNTY AND ALL VIRGINIANS CAN TAKE PRIDE IN.

Compiled from the input of numerous town residents and business people. Compiled by Downtown Colonial Beach Board member Carl Thor with input from Joyce Reimherr, DCB President.

Appendix H: Website Survey

Tell Us About Colonial Beach (an informal public survey)

Survey link posted on Downtown Colonial Beach
(DCB) website and NextDoor.

Survey was open for 4 weeks that ended 11/1/2017.

Disclaimer: Raw Data. All data presented as entered, no statistical or psychometric analysis was applied to these results.

Colonial Beach is the Capital of the world.

- Small resort
- retirement
- Boater
- Crab
- Trash talking
- Poverty
- 2nd Atlantic City
- Small town
- Gossip
- Golf cart
- attack sidewalk. They're out to get ya!
- Fun
- nothing special
- Crabbing
- Water-person's
- crab
- Motel
- small town
- fun and sun
- Eccentricity
- fun
- history
- Nothing. Not an appropriate phrase for CB
- empty building
- I can see it being better!
- U.S. historical center
- Music and Arts
- Most boring
- Friendliest Beach
- I don't think it's the capital of anything, honestly

Colonial Beach is known for _

41 responses

Summer activities

Potomac Riverfront community

beach

Fun

Beach

Golf cart friendly beach town

Gossip

Don't know

Poverty

Gambling back in the day

it's beautiful waterfront town

once being the playground of the Potomac

Colonial Beach is known for _

41 responses

Beach

Fun beaches and great fishing

clean, quiet beaches, good food and friendly folks.

gambling

being quaint

Being sleepy town on the water

nothing special (currently)

It depends on who you are talking with or to

History

as a fun town to get away to

the seafood restaurants

Being the second largest public beach in Virginia

Colonial Beach is known for _

41 responses

Giving parking tickets to out of state cars

It's small town nostalgic atmosphere

the Beach *by Alex Garland* (London: Jonathan Cape, 2006, £12.99, 304 pp., ISBN 0 233 00151 1)

interesting residents, long beach

2nd longest beach in Virginia

golf carts

its rocky beach

Beach and boating

water access

The Potomac River

Herion, sad, but true ... I've also heard it referred to as "the ugly beach town"

meth., I would love it to be the beach or great getaway spot.

Colonial Beach is known for _

41 responses

its beaches and comparatively good weather

it's beeches

Not sure

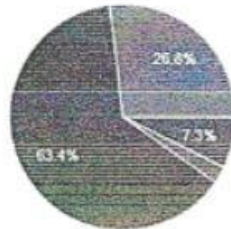
Beachtown on the doorstep of history. Beautiful beach, great restaurants and watching gorgeous sunsets from a tiki bar.

relaxed living [View Article Online](#) [DOI: 10.1017/S0022278X12000539](#) Published online by Cambridge University Press

Visitation

I have visited Colonial Beach..

41 responses

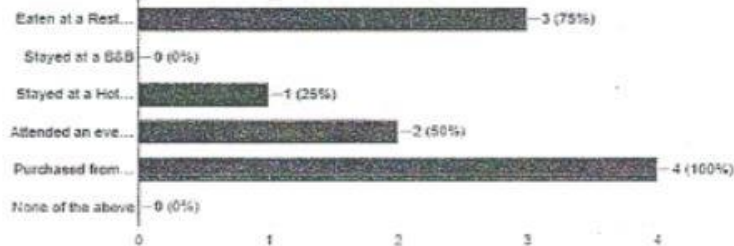


- in the last 6 Months
- in the last Year
- in the last 2 Years
- in the last 3 Years
- I am a full-time resident
- I am a part-time resident

Tell us about your visit

During my visit I have

4 responses



I would come to Colonial Beach more often if

4 responses

I had more vacation time at work

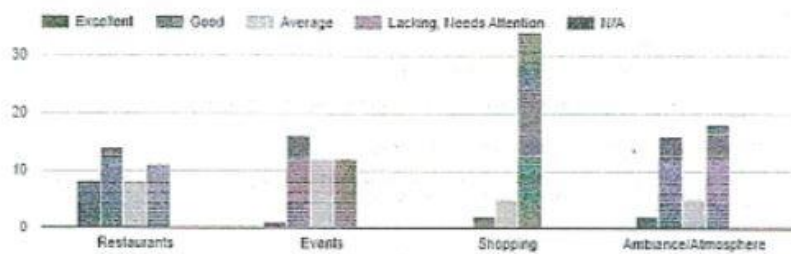
there were more reasonable priced seafood restaurants.

it were parking friendly for out of staters

there was a sense of vibrancy.

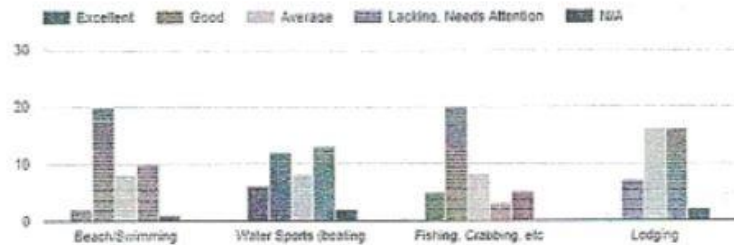
How do we rate?

Be honest, Be fair



How do we rate?

Be honest, Be fair



You didn't ask but I wanted you to know this.

- Market the town for its waterfront location natural beauty, history, eagles, osprey, fishing, art Community.. continue to support events such as triathlon. I think those attract folks that may enjoy what CB already has to offer, so the town doesn't need to spend for new "attractions". Spruce up /maintain what we have!!!
- Boardwalk needs shops get rid of town buildings on N Irving and use area for development. Move Tourist info trailer to Colonial Ave on the Town Bulletin Board lot.
- Boaters love it there! Cannot wait to come back soon. We support all of your efforts!
- Eleanor Park needs to be sold
- Nothing here at all. Not a beach town
- Need more community events for children and the special needs community
- I love CB! I do believe we need more things to bring in people. Bring skits back, have more things to do such as this place...<http://www.rubysarcade.com>
- I love this little town but would like to see some beautification take place..
- Why are you doing this survey? What do you hope to get out of it? The true history of CB needs to be told/incorporated in any revamping done to the Town not someone's idea of what it should be like.
- We need things for families here
- Keep parks and entertainment. Fun things for the youth of our town.
- There needs to be more good safe playgrounds and recreational activities for kids. Would love to see a life guard or two. Washington is a pretty street and its shops and eateries need to be spruced up and celebrated. It's coming along nicely but could use some help. I love the idea of the plans for the plaza at the end of Colonial.
- We checked into a motel on Irving, went out for pizza, came back, turned down bed - INTENSE! Soiled sheets!!!! OMG!!!! (I think it was called Wakefield something)

You didn't ask but I wanted you to know this.

- There needs to be more good safe playgrounds and recreational activities for kids. Would love to see a life guard or two. Washington is a pretty street and its shops and eateries need to be spruced up and celebrated. It's coming along nicely but could use some help. I love the idea of the piers for the plaza at the end of Colonial.
- The town has a lot of potential. A lot of improvements have happened in recent years, so maybe there will be a slow, gradual renaissance of the downtown area in Colonial Beach. In my opinion, there will have to be more full-time and part-time residents buying properties who have sufficient disposable income to support additional restaurants and other businesses in town for this growth to continue.
- What the plan to bring more businesses, tourists and events/activities to the town?
- CB has a lot of potential, just needs leaders with vision and managers who can manage.
- Lots of politics, schools that should be under Westmorland county, poor roads, infrastructure. Too much emphasis on being a beach town (Ocean City) we will never be. The residents that are not right at the beach are forgotten. Etc, poor roads, no police presence. Ditches not maintained, run down properties. Also, the problem that there is only one escape route out of the town, especially for people that live on the point and on the beach.
- Colonial Beach has a lot of potential. The town council and town management needs to encourage new businesses and development of the boardwalk and downtown areas. Seems to me both of these areas are lacking buildings for new businesses to open up.
- That new book that's sort of based on Clivia, 'Bad Neighbors', give a nice description of the type of town I'd like to see us go toward... first get rid of the trailer trashy house on way in and promote more beachy type businesses to move into the down town area. I like the town management/rules/regs... deter more businesses than encourage.
- advertising would bring in more people for events, and places to stay.
- I think the Town should hire grant writers to access public money from the State and other bodies for items such as sidewalk repair and parks. Should consider making Irving/Moore Bay Avenues one way to allow for safety for walking, biking and for those who do not have driveways so they can STOP PARKING ON THE SIDEWALKS! Ninety percent of the turns are right turns, driving counter clockwise. All traffic would turn left at Boundary, and the interior streets would remain two way.

You didn't ask but I wanted you to know this.

- Colonial Beach is becoming a fairly well-known regional art town.
- Improve the entrance to the town from 205. Help merchants get established at the Food Lion shopping Center & Rankins Shopping Center. Empty stores give a negative impression.
- Colonial Beach needs to find it's pulse, it's theme, but definitely not playground.
- The beach needs sand, not rocks. You can't keep long term vacationers bc there is nothing to keep them or their kids happy for more than one or two nights. I know from experience.
- There is so much potential! I have the sense that the old-timers don't want to spend any money to make CB known. It's really too bad because CB could really rock.
- Needs to be more pedestrian and bike friendly, sidewalks are in bad shape or non-existent.
- We've recently retired (ages 56 & 58) and love Colonial Beach. We keep our 40ft sailboat here locally and support many local activities. We'd love to have the restaurants actually be open when they're suppose to be, and not trying to be sold off and the drugs aggressively stopped. As we get more and more involved here, it seems that things here may have been mismanaged for many years and certainly hope this is changing.
- I would love to see the schools doing better, big reason why I rent and don't own a house here. I'm also afraid that there is mismanagement of funds in the town. A lot of people are afraid to swim in the water for fear of it being contaminated from children or improper waste disposal. I love that it has a small town vibe with little traffic. The restaurants are friendly and exceeded my expectations of a small town. Dockside and High Tides have a great atmosphere. I love the golf cart culture.
- The town just needs to look nicer (sidewalks, underground utilities, curb appeal of homes, etc.)
- I do not want Colonial Beach to become an Ocean City!
- Has a shaded beach with calm water. Cradle of American Republic and Democratic form of government, more US presidents born nearby than anywhere else in America(?)
- "I think the businesses are catered to, while some citizens get their needs ignored. I simply, after twenty years of waiting, want a paved road. Houses close to and newer than mine have had their roads paved... streets with already-paved roads have had theirs re-paved... and still I wait for the original paving to be done. Every year I inquire, and every year I hear the rejoinder, "next year!" also think our taxes are incredibly high. However, on a very positive note, I feel very, very safe in my neighborhood, and my neighbors are the best."

Planning Commission January 2019 Responses to Questionnaire

| | | |
|--|--|--|
| | Nursing Home/Assisted Living 1+1+1 | |
| | Investigate School merge with Westmoreland | |
| | Recycle pick up | |
| | Eco Friendly | |
| | Trolley to Monroe Birthplace 1+1 | |
| | Tourism Web Site – merge all | |
| | Beautification of Colonial Ave 1+1+1+1+1 | |
| | Modernization of Infrastructure 1+1+1 | |
| | Transparent government 1+1+1 | |
| | Parking easier to find | |
| | Retail store | |
| | Put date of establishment 1892 | |
| | Barking dogs - ordinance | |
| | Consistency with building permits | |
| | Town and County work together | |
| | Drop Box to pay Town Bills | |
| | Performing Arts center | |
| | Swimming pool | |
| | Affordable rents for workers/teachers | |

Colonial Beach Neighborhoods

| Bluff Point | Central Area | Classic Shores | Monroe Point | The Point | Riverside Meadow |
|--|--|--|--------------|---|---|
| Restrict commercial signs on entering town | Better Paved Rds.+1+1 | Road Repairs Bike path from 7 th to Meadows | | Drainage+1+1+1 | More upkeep to area |
| More frequent yard pick-up | New Sidewalks/ School sidewalks | Clean ditches more | | Better Rds. +1+1+1 | Replace signs as they deteriorate |
| Golf cart path fixed +1 | Enforce Ordinances | Code enforcement+1 | | Protect Resources | Potholes +1 |
| Sidewalks | Sidewalks upgraded | Volunteer to assist elderly keep homes | | Sidewalks+1+1+1 | Clean water ditches |
| Streets repaved +1 | Drainage On Maryland, Lincoln, and Virginia Ave addressed +1+1+1+1 | Sidewalks 1+1 Curbs 1+1 | | Improve water ditches Create run off ditches | Street Lights +1+1+1+1 |
| Need more water power; pressure low Connect streets | Boardwalk repaired down that way. | Drainage control +1+1+1+1 Trash Cans around for trash | | Sand on beaches better quality Sound Ordinance | Drainage Signage improved |
| Drainage problems | Stop drug sales on Franklin Street | Ditch too deep- Two feet deep | | Add Boulders to protect runoff onto beaches | Add sidewalks/fix if necessary |
| Lighting | Drainage in Parking areas | Repair roads +1 | | Repair drain pipes | No parking on sidewalks |
| | Use of Town Hall by residents | Police patrols more frequent | | Water Management | Monroe and Irving one way make it Riverwalk |
| | Watch over-regulation | Speed Bumps | | Parking carelessly on streets | Apply for grants |
| | Pedestrian safety | Repave streets Maintenance | | Stop burning in yards | Emergency health care |

[illegible]

COMMUNITY VISION STATEMENT OF COLONIAL BEACH

Comprehensive Plan (2019)

- *Colonial Beach is an attractive unique, quaint small town on the Potomac River with ties to the surrounding rich historic area, offering a clean, safe, friendly and convenient place to live, work, and play as well as re-emerging “Playground on the Potomac” for those seeking relaxation, maritime fun and the arts throughout the year. (Comprehensive Plan)*

As a resident of Colonial Beach, I agree with this Vision: Yes No (Circle response)

If not what words would you use to better define the town?

(Please use single words in your response)

What three changes would you like to see in your **neighborhood** of Colonial Beach?

-

What talents/gifts do you have that you could share with the Town?

1. _____ -- 2 _____ 3 _____

Would you be willing to help the town using your talents? YES NO

TALENTS YOU COULD SHARE:

(Possible Talents = teach; transcribe; writer; editor; builder; grant seeker; fund raiser; data entry; gardeners; landscaper; organizer; etc.)

Neighborhoods in Colonial Beach = Point;

Appendix K: Revitalization and Beautification Ideas from Colonial Beach Artists Guild

- Landscaped "Welcome to Colonial Beach" signs (3x – at Colonial Ave, and further back on 205 by Wilkersons)
- Hanging pots of plants on poles on Colonial Avenue and Washington Avenue (could be sponsored by businesses) (2x)
- Artistic banners on Colonial Avenue
- Metal sculptures
- Preserve the old buildings, particularly the "Old Bank". Repair its windows.
- Partner with museum (2x) and the tourist bureau
- Hold a contest for HS students to "improve" business frontages
- More trees on Washington (2x)
- Little white LED lights on trees (2x)
- Add trees, etc. to beautify Colonial
- Long rectangular planters for flowers and put banners in there as well
- Put the banners on flagpoles at each business
- Paint the bulletin board black
- Welcome sign when you drive into Colonial Beach that tells what we are about.
- LED fairy lights along street and posts.
- Beachy colors, light blue, yellow, green
- A series of posters on planks attached to poles depicting local history or attractions as you enter town to Washington Ave.
- More vintage street lights/lamps along Colonial and Washington Aves. Sculptures of past presidents from VA
- A colorful (artistic) pull off on Colonial Ave. with a huge map of the Downtown and beach area
- Building/code enforcement that makes residents on main streets keep their property cleaned up, landscaped within reason
- Redesign town entrance sign at 205
- Coordinated signage from 205 entering Colonial Beach down Colonial Ave.
- Use the real estate companies on Colonial to lead the way in making their buildings more attractive.
- Contact community colleges, universities nearby for students to do art & design projects. Could possibly get credit.
- Paint the bulletin board black
- Elementary/Middle School has an after school art program. Perhaps involve them in making historical drawings and have that continue into creating a mural.

Appendix L: Housing definitions

- Accessory Dwelling Unit - This is a second, subordinate dwelling unit added to or created within a single-family detached dwelling, which provides independent living, sleeping, eating, cooking, and sanitation facilities.
- Affordable Housing - Households typically paying no more than 30% of their income towards housing.
- Area median income (AMI) – This is the median income of all households in a given county or metropolitan region. The area median income (AMI) is determined by the Department of Housing and Urban Development (HUD) on an annual basis.
- Blighted Structure - A structure is blighted when it exhibits objectively determinable signs of deterioration sufficient to constitute a threat to human health, safety, and public welfare.
- Density - The average number of dwelling units or persons per gross acre of land, usually expressed in units per acre, excluding any area of a street bordering the outside perimeter of a development site.
- Dwelling Unit - A single unit providing complete, independent living facilities for one or more persons, including permanent provisions for living, sleeping, cooking, eating, and sanitation
- Housing Stock - The number of existing housing units based on data compiled by the United States Bureau of the Census and referable to the same point or period in time.
- Manufactured Housing - Is a structure, transportable in one or more sections, which in the traveling mode is 8 body feet or more in width or 40 body feet or more in length or which when erected on-site is 320 or more square feet, and which is built on a permanent chassis and designed to be used as a dwelling with or without a permanent foundation when connected to the required utilities, and includes the plumbing, heating, air-conditioning, and electrical systems contained in the structure.
- Rehabilitation - The labor, materials, tools, and other costs of improving buildings, other than minor or routine repairs. The term includes where the use of a building is preserved to prevent blight.
- Rent Overburdened - Households who pay more than 30% of their gross income a month would be considered overburdened when renting an apartment at or above the median rent.
- Zoning - The classification of land by types of uses permitted and prohibited in a given district, and by densities and intensities permitted and prohibited, including regulations regarding building location on lots.
- Resort Commercial (RC District) - Zoning district, that portion of Colonial Beach referred to as the downtown beach front provides a resort area for tourists. Land use in this district shall orient itself to the development of an attractive, viable resort area.
- Commercial Residential (CR District) - Zoning district that portion of his district is to provide for a transitional mixture of uses. Although commercial uses are emphasized, mixed commercial and residential uses may be continued, developed, and redeveloped. Residential and commercial ventures may be allowed in the same structure.
- Residential General (R-2 District) - Zoning district, the general intent of this district is to promote single-family dwelling units and open areas. The district is established to protect and enhance the essential characteristics of residential communities and to promote a suitable environment for family life. New Development or redevelopment project within this district shall have a harmonious and compatible relationship with the surrounding neighborhood.

- Block Grant - The Community Development Block Grant (CDBG) is a HUD funded grant program designed to ensure affordable housing and community services, and to create jobs through the expansion and retention of businesses.