

Mooretown Road Extension Corridor Study

James City County



Public Meeting #2 - October 20, 2014



James City County

PRESENTED BY

 *Vanasse Hangen Brustlin, Inc.*



Purpose of Meeting

- Discuss Development of Alternative Corridors
- Review Technical Analyses
 - Market Analysis
 - Land Use
 - Traffic Forecasts and Capacity Analysis
 - Roadway Typical Section Considerations
- Hands on Work Session





Factors Influencing Corridor Alignment

- End Points: Intersection at Croaker Road and Interchange at Humelsine Parkway (199)
- Continuation of Rochambeau Drive NW
- Public Comment
- Existing streams, wetlands and other natural resources
- Residential Areas/Neighborhoods
- Cultural Resources and Community Facilities



Preliminary Alternatives Under Consideration

Three Viable Alternatives Developed

- Alternative 1 (Central)
- Alternative 2 (Western)
- Alternative 3 (Eastern)









MOORETOWN ROAD MARKET SUMMARY



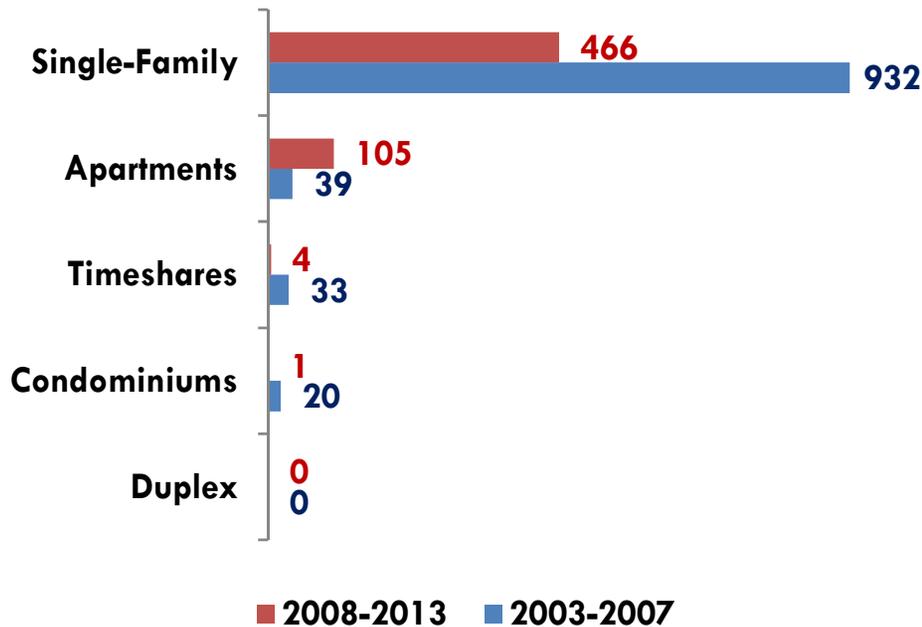
MARKET RESEARCH FINDINGS

- Demand for residential development will continue to be strong
- Although the area within a 30-minute drive-time of the corridor is generally over retail, a destination retailer could catalyze retail development in the Corridor
- James City County has more existing development opportunity sites than York County
- There is a general consensus among the development/real estate/economic community that the study area is most suitable for mixed use similar to New Town

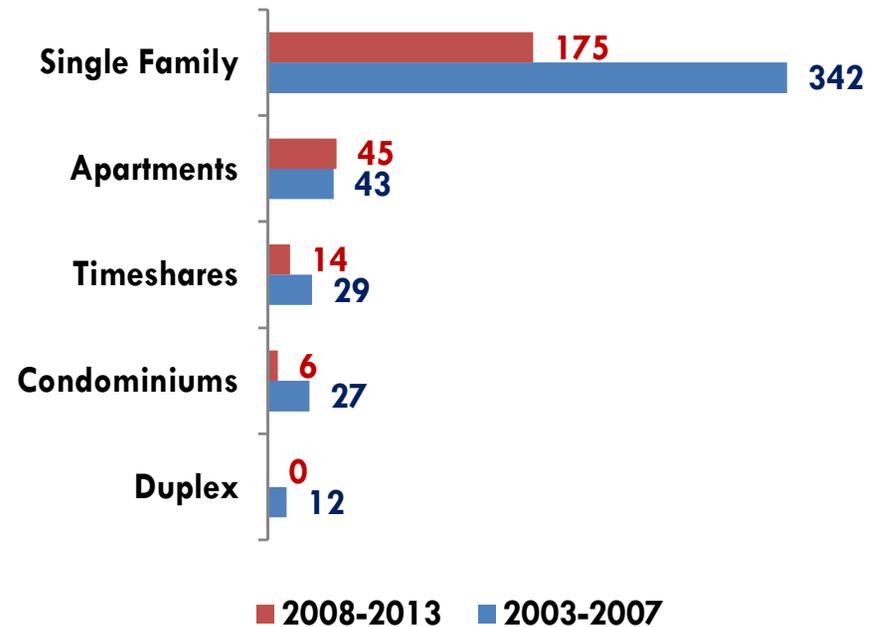


RESIDENTIAL DEVELOPMENT TRENDS

ANNUAL RESIDENTIAL DEVELOPMENT
James City Co. 2003-2013



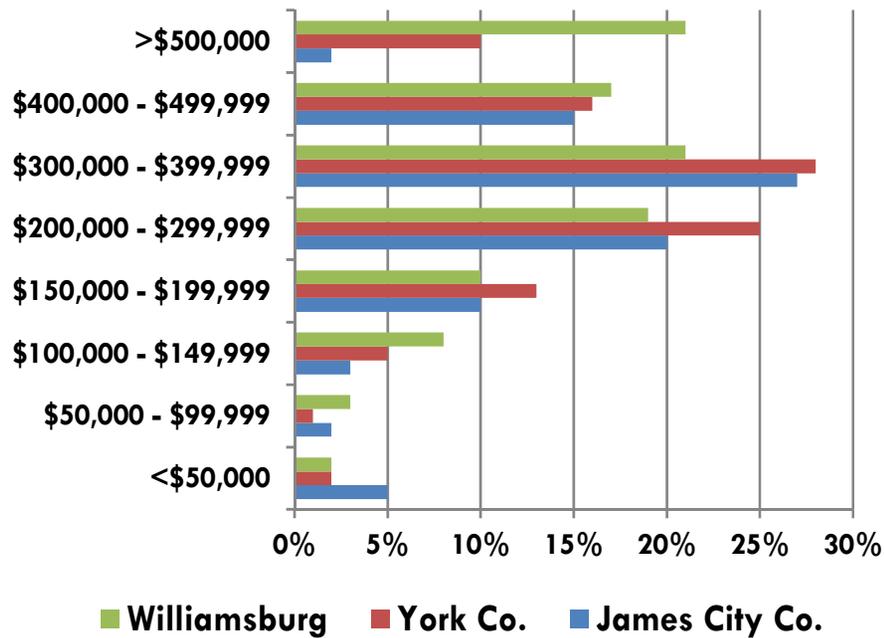
ANNUAL RESIDENTIAL DEVELOPMENT
York County 2003-2013



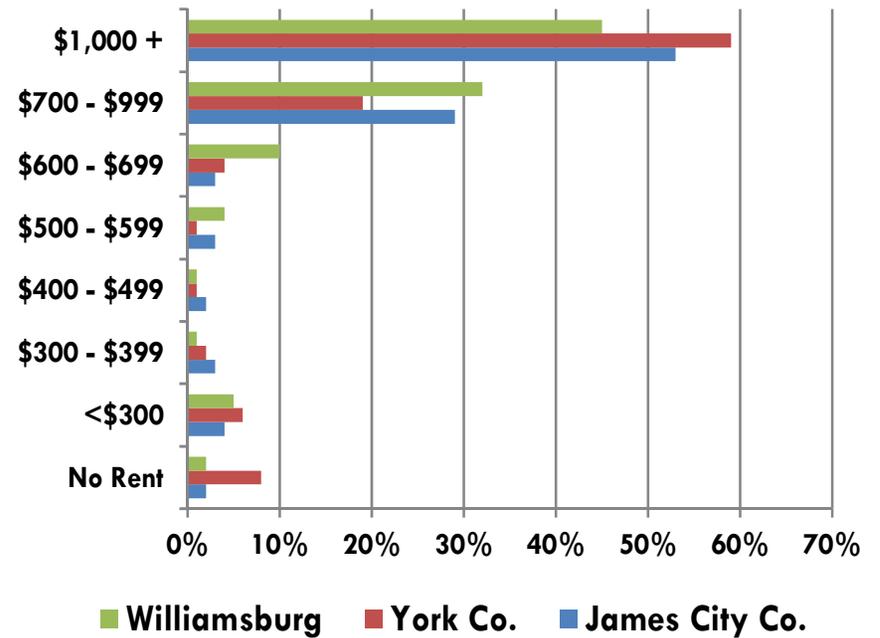


RESIDENTIAL CHARACTERISTICS

**OWNER OCCUPIED UNITS BY VALUE
2013**



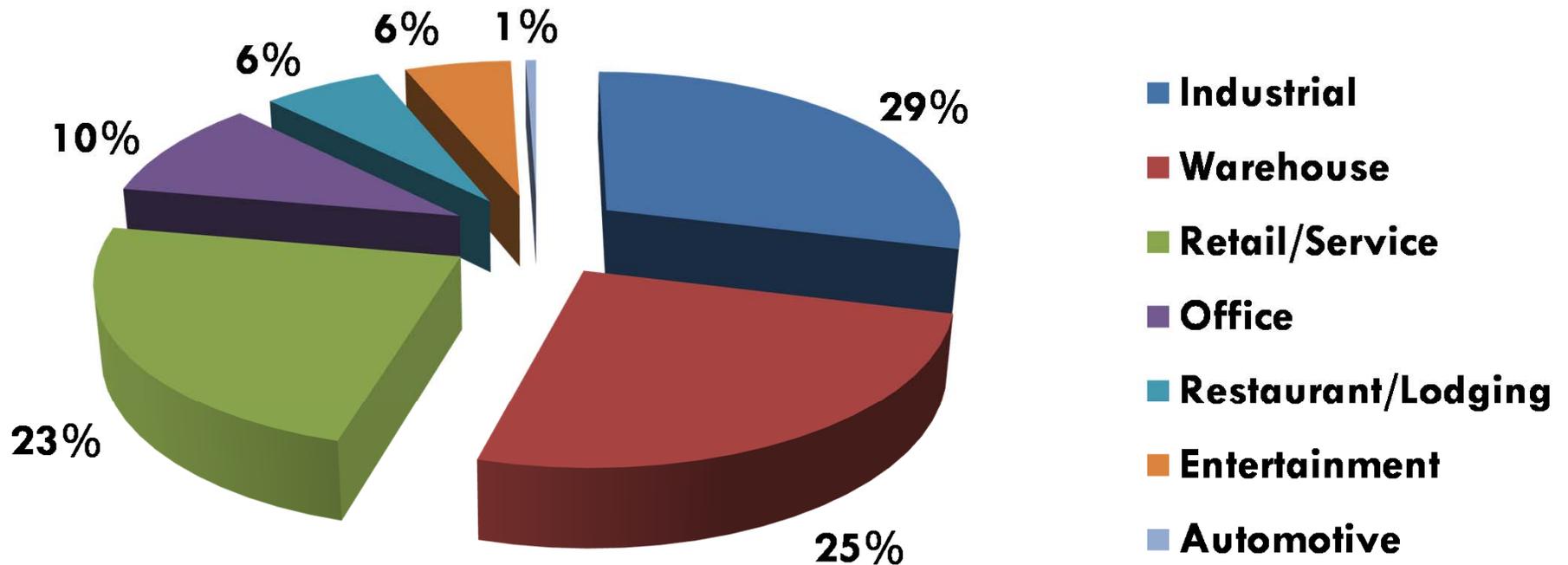
**MONTHLY CASH RENT
2013**





NON-RESIDENTIAL INVENTORY JAMES CITY COUNTY

NON-RESIDENTIAL LAND USES James City County 2013



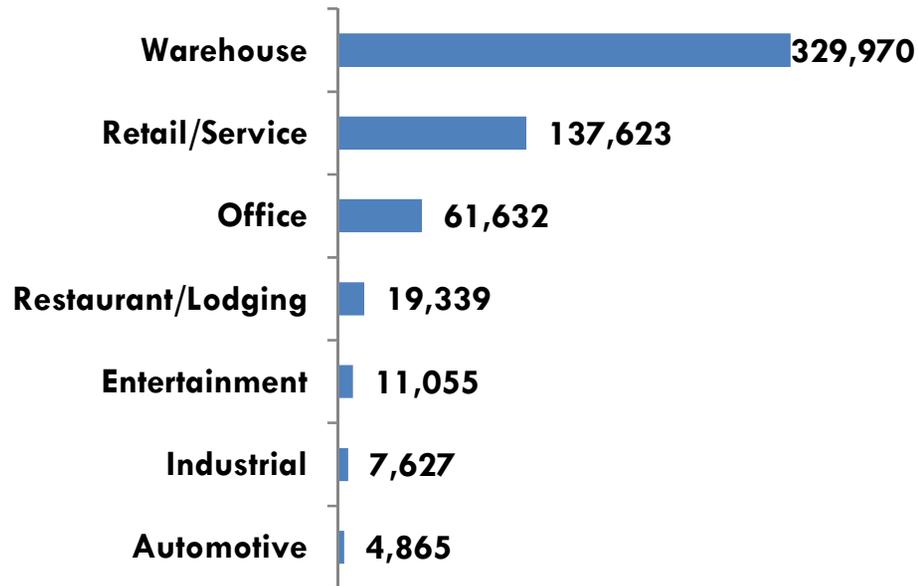


NON- RESIDENTIAL DEVELOPMENT TRENDS JAMES CITY COUNTY

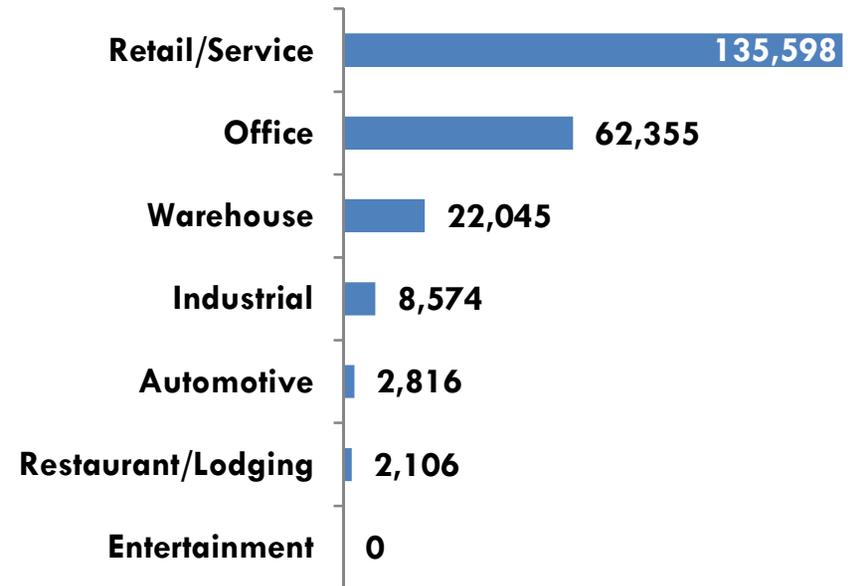
(2003-2007)

(2008-2013)

NON-RESIDENTIAL DEVELOPMENT
Average Annual James City County



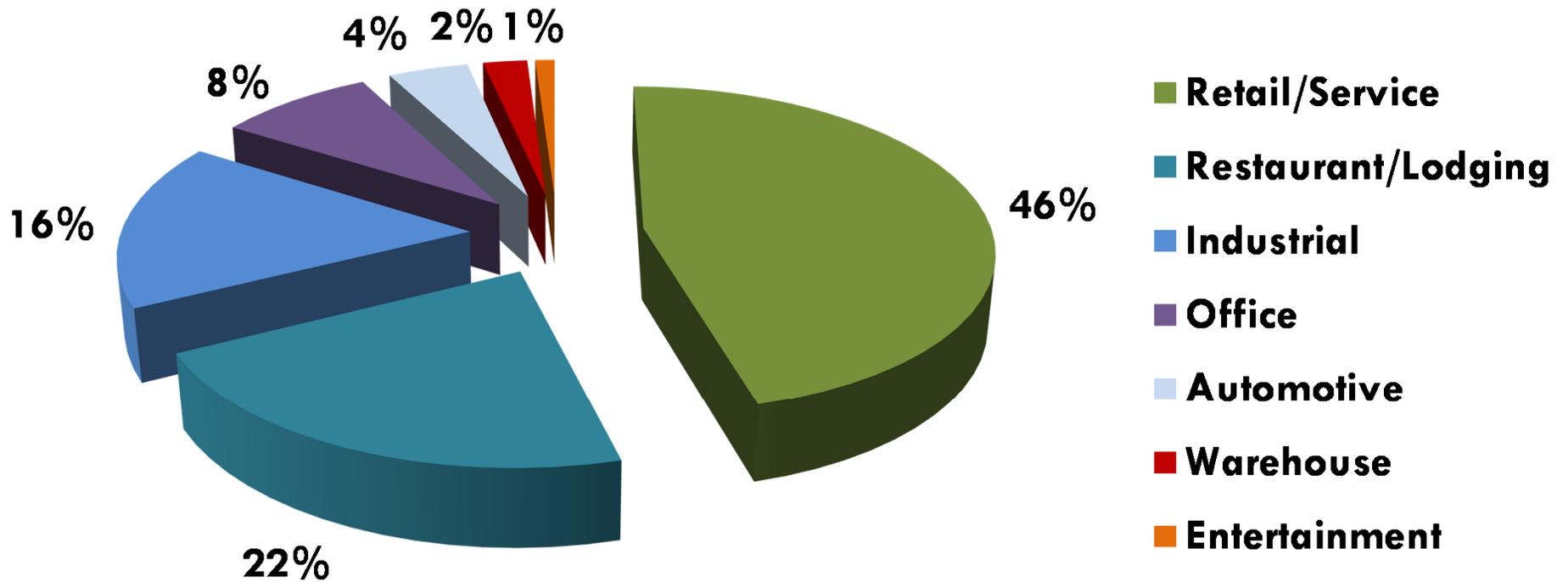
NON-RESIDENTIAL DEVELOPMENT
Average Annual James City County





NON-RESIDENTIAL INVENTORY YORK COUNTY

NON-RESIDENTIAL LAND USES York County 2013



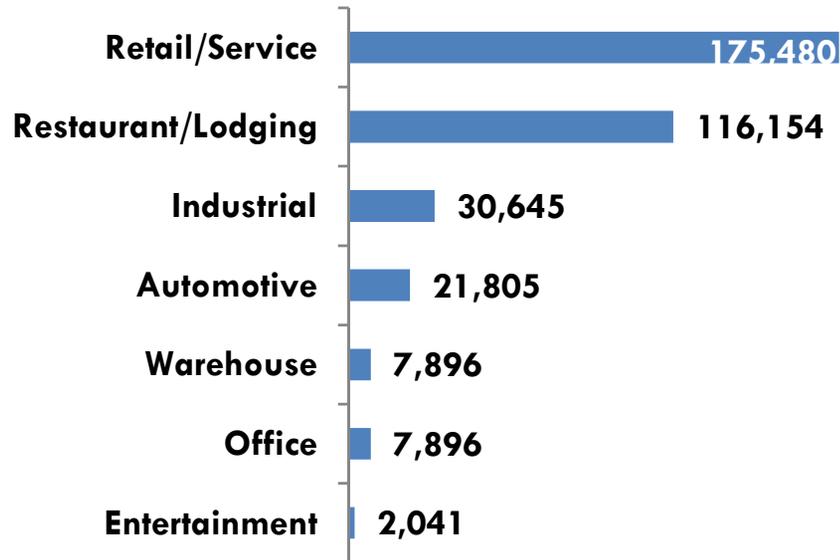


NON- RESIDENTIAL DEVELOPMENT TRENDS YORK COUNTY

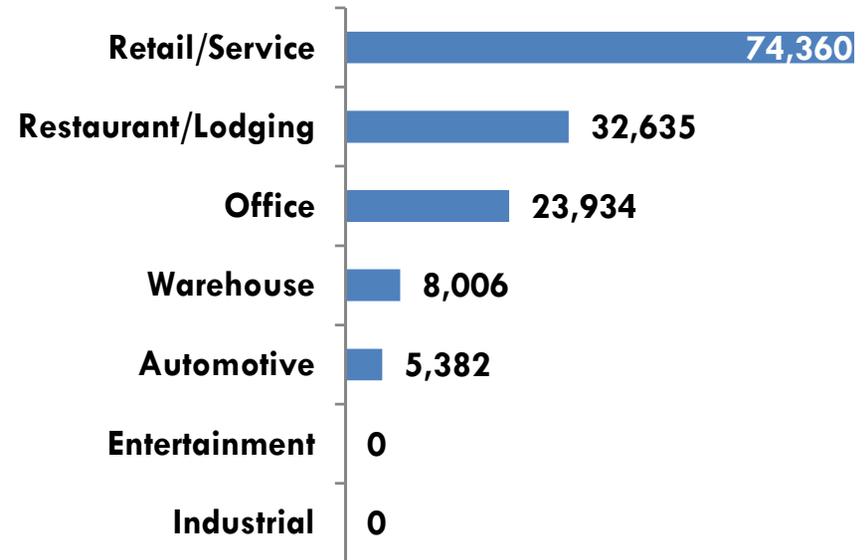
(2003-2007)

(2008-2013)

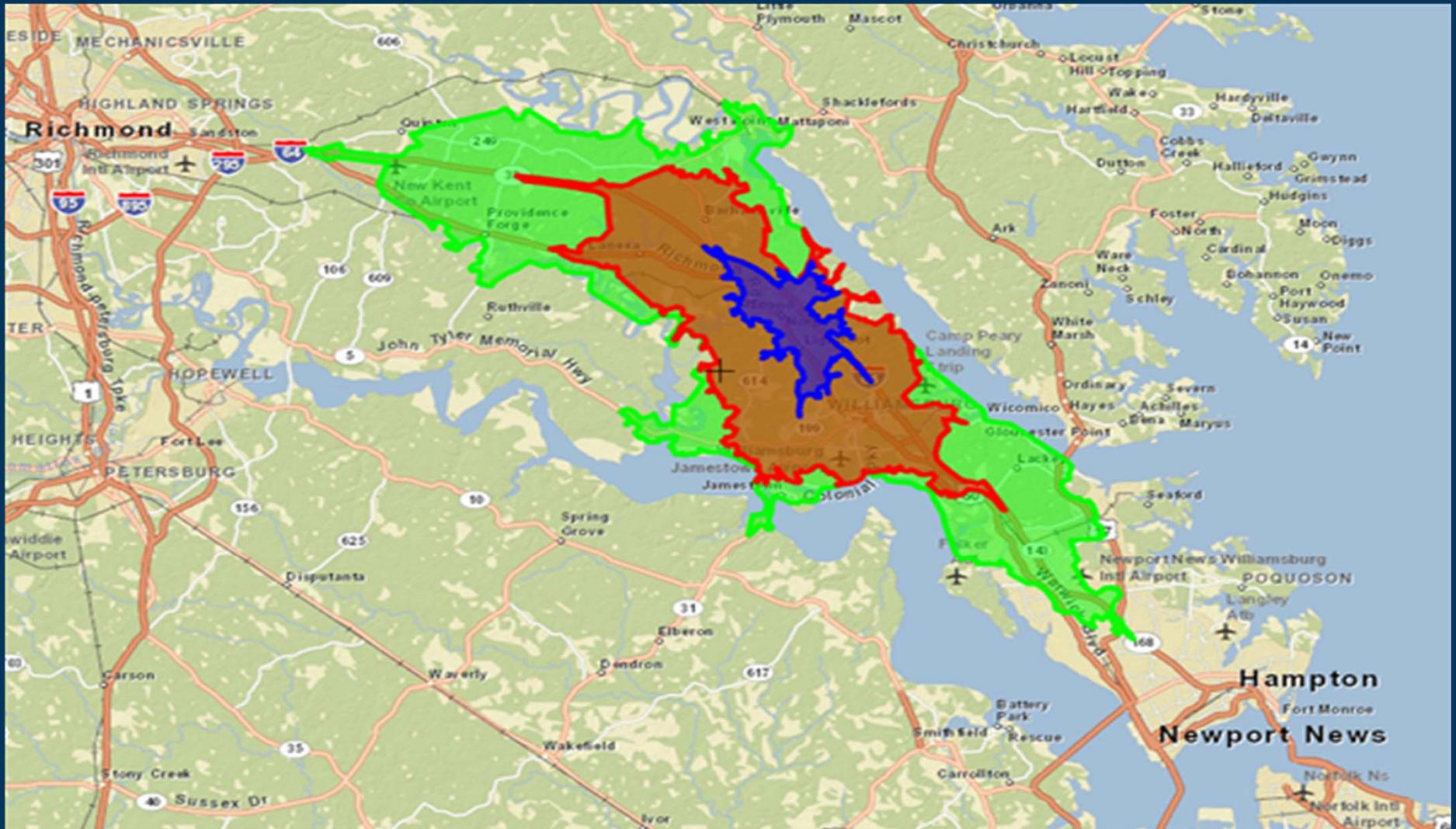
NON-RESIDENTIAL DEVELOPMENT
Average Annual
York County 2003-2007



NON-RESIDENTIAL DEVELOPMENT
Average Annual
York County 2008-2013



RETAIL MARKET CHARACTERISTICS





MARKET CONCLUSIONS

- Residential:** Single family and apartments should remain strong, condominiums are a small market and may remain so, but not a good fit at this location.
- Retail:** Locally serving retail is very weak. Premium Outlets may preclude a “Town Center” type regional retail development. The excellent access and visibility on parts of the corridor could overcome oversupply considerations and attract destination retailers as James City and York Counties combined add a projected *20,000 to 25,000 households* by 2030.
- Office:** Has been a very steady performer in JCC at an average of 60K SF per year, York lacks land so there is probably latent demand.



MARKET CONCLUSIONS

- Industrial:** James City County has a large inventory of industrial, much of it heavy and probably not desired for the corridor. Industrial development in all of the jurisdictions has totaled less than 50,000 SF since 2003.
- Flex:** Flex space can accommodate low impact, light industrial/production uses. This market is not well developed in the area now, but could be in the future.
- Warehouse/
Distribution:** Warehouse market is strong, likes interstate access, may get resistance from certain quarters
- Hotel:
Tourism
Destination:** Significant over supply. However, interstate location is very desirable. Wild card. Amusement/theme park development has moved outside of U.S. Existing parks are updating attractions, not expanding. Seasonal climate is limiting factor.



LAND USE

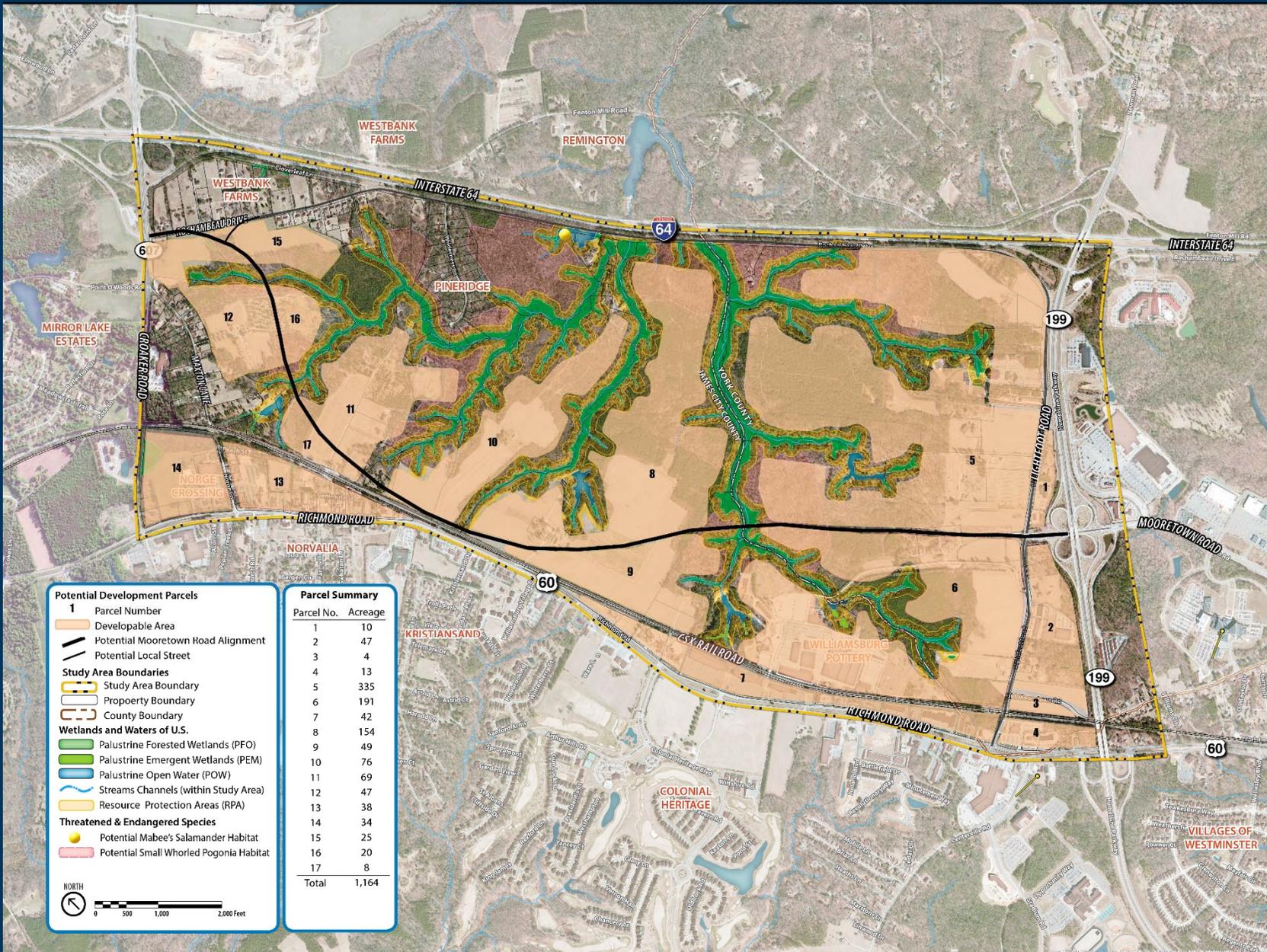


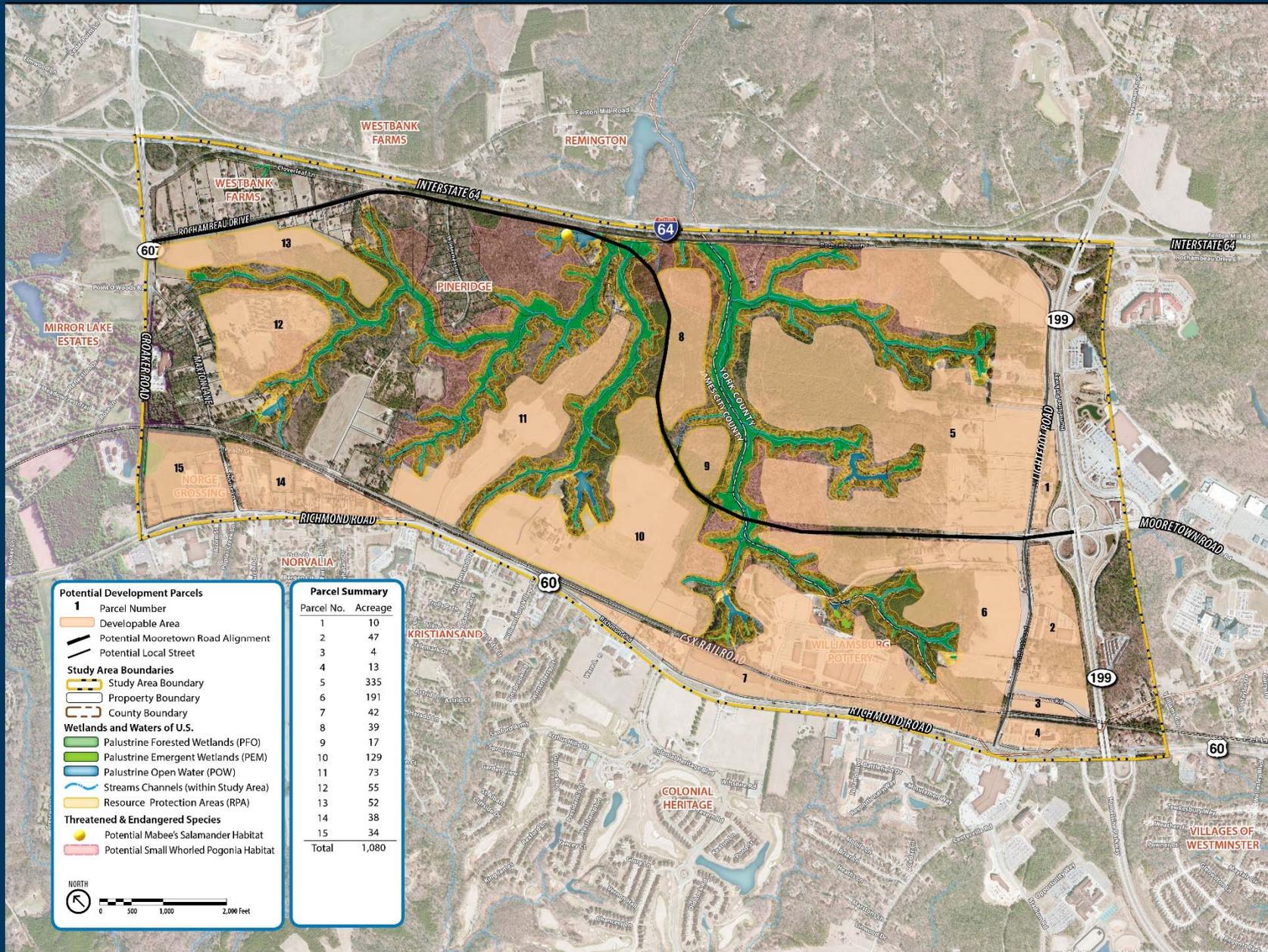
LAND USE

- **Develop based on existing environmental features**
- **Development area excludes sensitive environmental features**
- **Potential layout incorporates each alternative**
- **Land use concepts show ultimate build-out potential**











**Newtown
Williamsburg, Virginia**



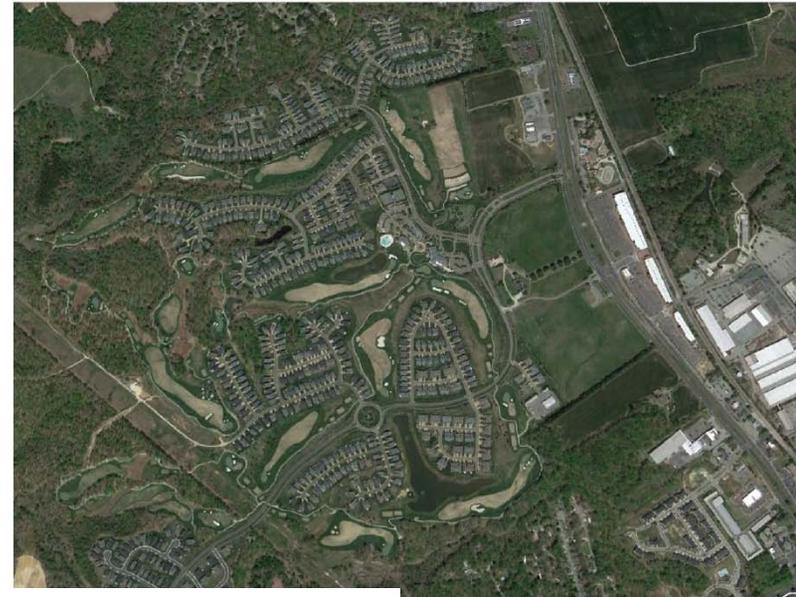
**Busch Gardens
Williamsburg, Virginia**



**Stonehouse Commercial Park
Toano, Virginia**



**Oakland Industrial Park
Newport News, Virginia**



**Colonial Heritage
Williamsburg, Virginia**

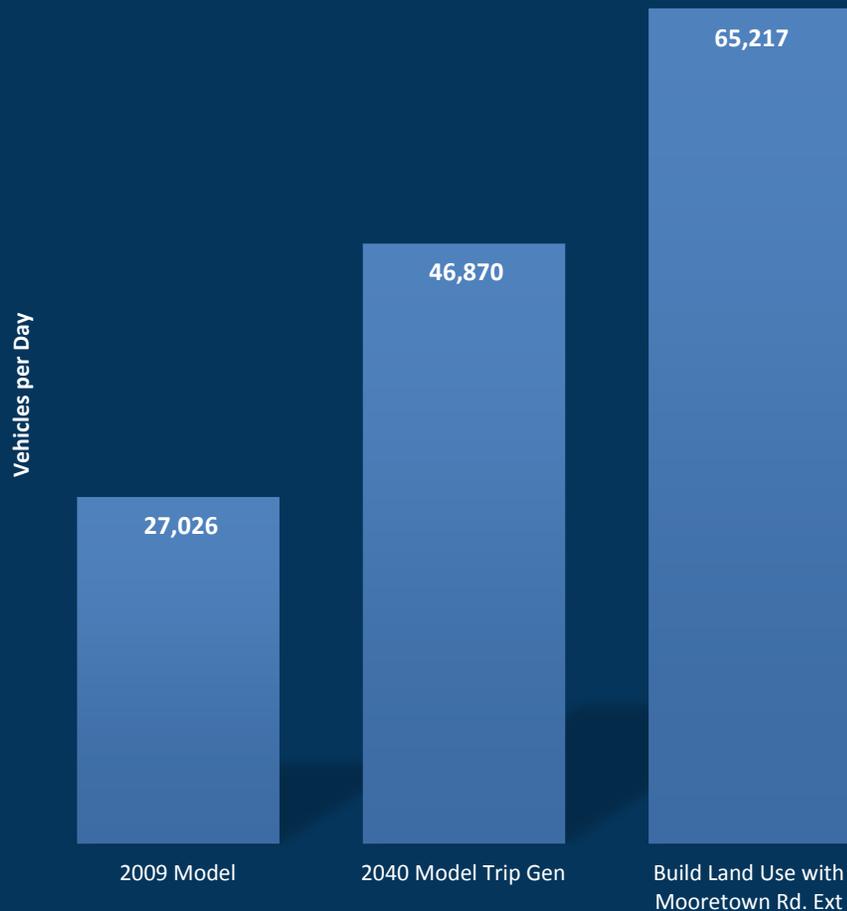
0 500 1,000 2,000 Feet



TRAFFIC FORECAST CONSIDERATIONS



STUDY AREA GENERATED TRIPS



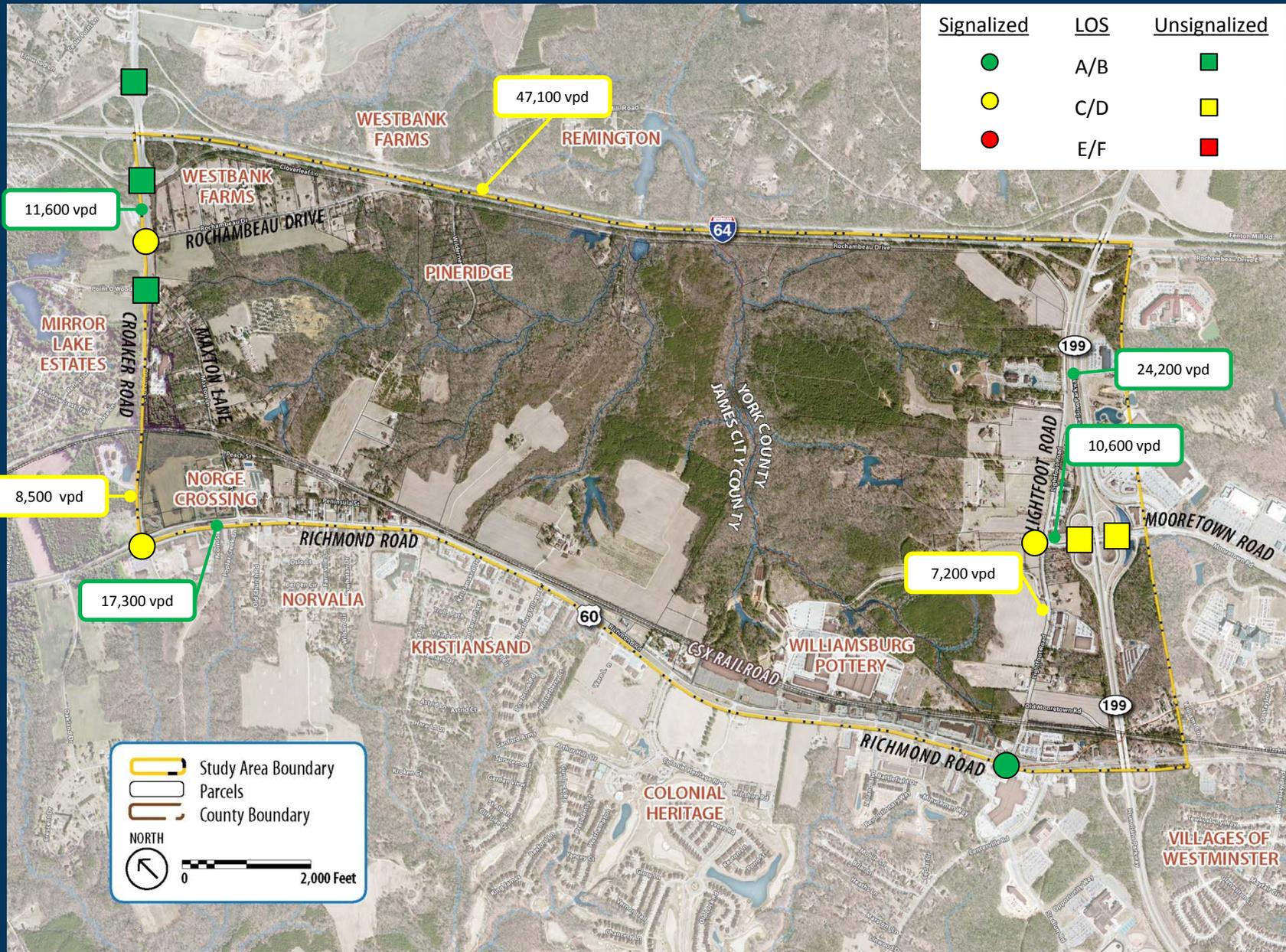
Comparison of Current traffic and Future traffic generated from study area

Future Scenarios include:

- 2040 No-Build: anticipated trips based on Hampton Roads Travel Demand Model data without Mooretown Road Extension
- 2040 Build: anticipated trips with extension of Mooretown Road and associated development



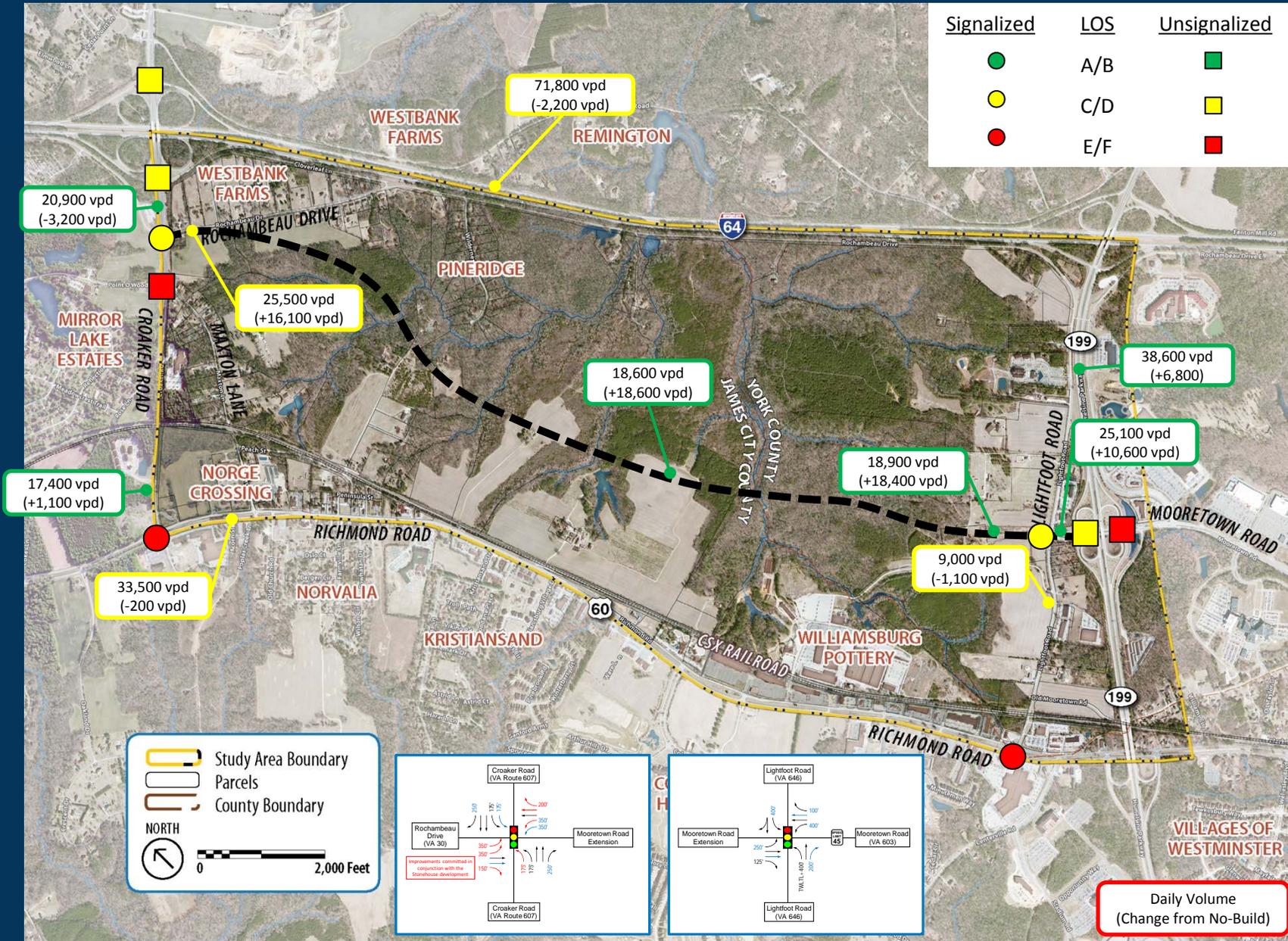
TRAFFIC ANALYSIS



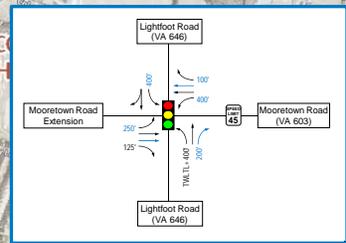
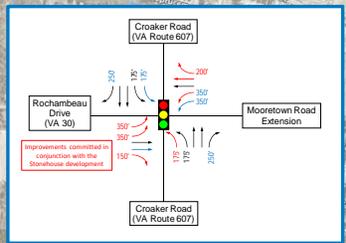




Signalized	LOS	Unsignalized
● Green	A/B	■ Green
● Yellow	C/D	■ Yellow
● Red	E/F	■ Red



Study Area Boundary
 Parcels
 County Boundary
 NORTH
 0 2,000 Feet

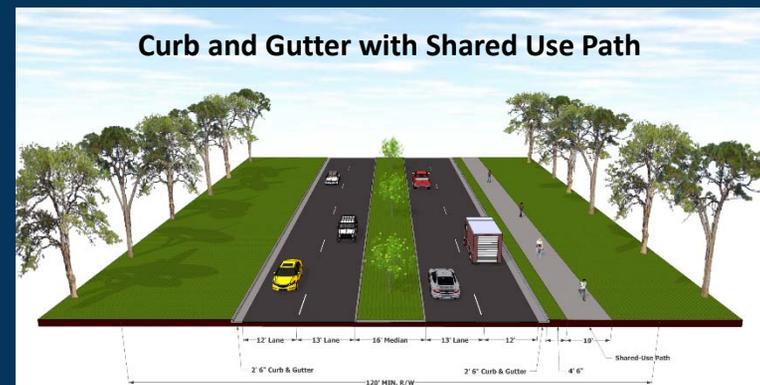
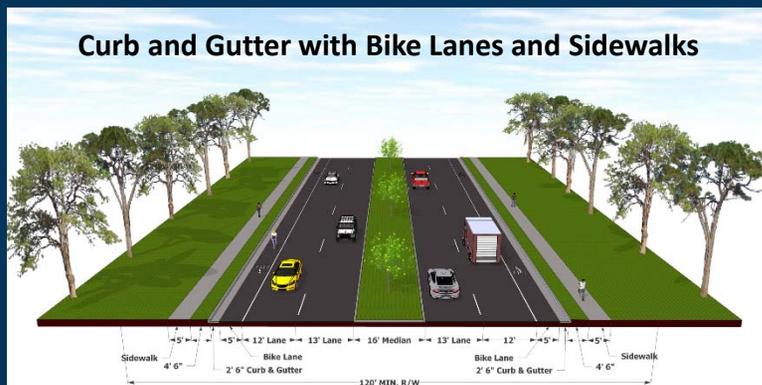
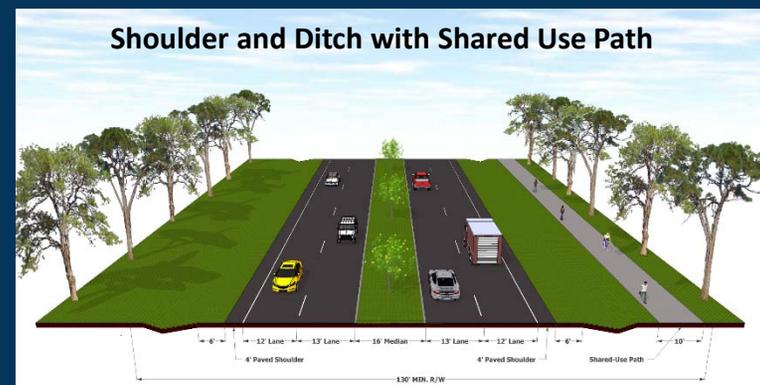
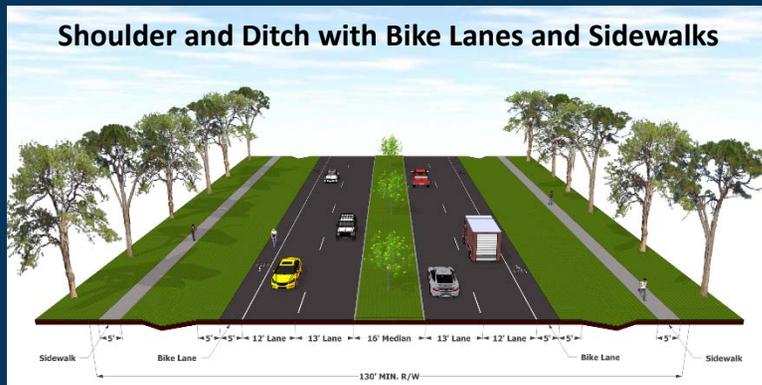
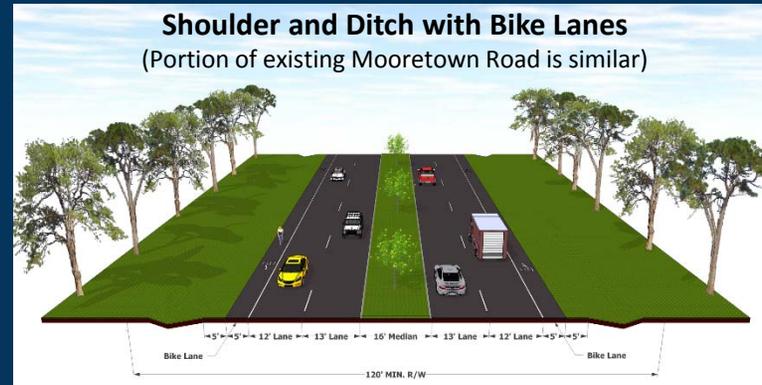


Daily Volume
(Change from No-Build)

ROADWAY TYPE – TYPICAL SECTIONS



- 4-lane Divided with Grass Median
- Shoulder and Curb & Gutter options
- Bike and Pedestrian considerations
- Options for phasing construction





ENVIRONMENTAL CONSIDERATIONS



- Stream crossings on each alternative will require some level of environmental permitting.
- All alternatives cross perennial streams (Waters of the United States), potential small whorled pagonia habitat, and Resource Protection Areas (RPA).
- Permit type depends on extent and type of impacts.
- Impacts can be reduced by constructing bridges rather than fills and culverts.





Typical Existing Stream Cross Section





**WE WOULD LIKE YOUR RESPONSES TO TWO
QUESTIONS**



Mooretown Road Study *James City County*

#1 Please rank your top 3 priorities
for the Mooretown Road Extension Project:

- A. Protecting natural resources
- B. Relieving future traffic congestion on adjacent road network
- C. Improving safety
- D. Providing an attractive and safe pedestrian and bicycle network
- E. Creating new road access to the area
- F. Encouraging development within the area

#2 What kind of development do you prefer
for the Mooretown Area? Check one.



A mix of uses including commercial and residential, medium scale of buildings, such as in New Town



A mix of uses including adjacent industrial/manufacturing, and a larger scale of buildings, such as in City Center in the Oyster Point section of Newport News



Primarily an office park, such as Innsbruck in Hanover County



Primarily a light industrial area, such as Stonchouse Commerce Park

None of these, other development pattern desired

PUBLIC MEETING #2

Hands on Work Session

- Alternative Alignments
 - Traffic
 - Stream Crossings
 - Evaluation Matrix
 - Market / Land Use
- Roadway Typical Sections
- General Comments

