

Prepared by EPR, P.C.
for New Kent County
December 20th, 2022

New Kent County 2045 Comprehensive Plan Survey Results

EPR_{PC}





Community Open House

Information

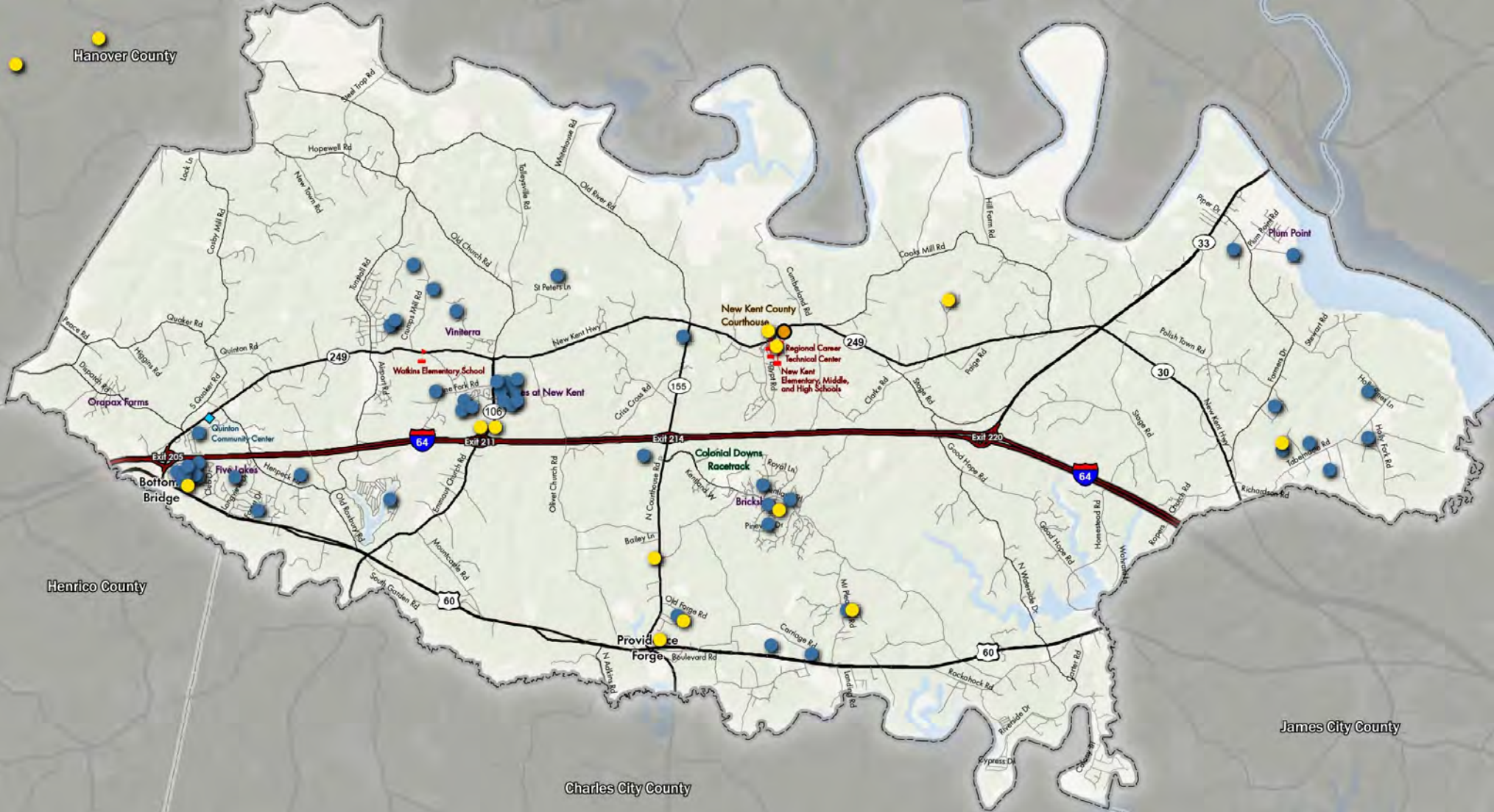
- Held Wednesday, October 12th
- Visitors and Commerce Center (7324 Vineyards Pkwy)
- Display boards provided information and collected resident feedback on growth and land use issues
- Boards remained for one week to collect additional input

Themes

- In general, open house visitors expressed satisfaction with the County's rural feel, government, community spirit, natural beauty, schools, and low crime rates.
- Open house participants identified growth management, internet access, lack of affordable housing and public transportation, public sewer utility access, and traffic as challenges for the future.
- Participants' suggestions for the future of the County included more high-quality shopping and dining options, enhanced healthcare and childcare options, improvements to traffic congestion and transit, affordable and workforce housing, and more options for assisted and independent living for the elderly.



Mapping Activity: Place a blue dot where you live and a yellow dot where you work.



STATION OVERVIEW

2



What Is The Comprehensive Plan?

The Comprehensive Plan is a long-range guide for growth and development, establishing a vision of what New Kent County could look like in twenty years. The plan addresses a variety of topics, including land use, housing, economic development, and natural resources. It identifies objectives and strategies that can be implemented to realize the community's vision.

Public Engagement Opportunities

Engagement Survey

Engagement surveys will collect opinions and ideas from New Kent residents during the Comprehensive Plan update process.

Public Meeting

The New Kent 2045 Comprehensive Plan update will include multiple in-person meeting opportunities throughout the process, including:

- Fall 2022 - Introducing the Plan
- Spring 2023 - Constructing the Plan
- Winter 2023/24 - Approving the Plan

Selected FAQs

Why does the Comprehensive Plan need to be updated?

The Code of Virginia requires that every locality periodically review or update its long-range comprehensive plans. New Kent County adopted its current Comprehensive Plan in October 2012, and has added or modified individual elements as recently as 2019. It is anticipated that this full updated comprehensive plan will be adopted by the Board of Supervisors in early 2024. Land use and demographic changes that have occurred since 2012 will be considered as part of the update process.

Why is the Comprehensive Plan important?

The Comprehensive Plan is a formal policy document, which is referenced by elected officials, appointed officials, and different departments as decisions are made regarding the County's future.

The Planning Commission and Board of Supervisors consider the plan's recommendations when evaluating different policies and proposals, including rezoning requests, conditional use permits, and the Capital Improvement Program (CIP).

Project Timeline



www.newkent2045.com

STATION STRATEGIC PLAN 2021

2



What is the Adopted New Kent Strategic plan?

In 2021, New Kent County adopted a new Strategic Plan. The Envision New Kent Strategic Plan outlines a strategic direction for New Kent County in the coming years. It provides guidance for the Board of Supervisors, County departments, and partner organizations on decisions in the near term. The Strategic Plan is less comprehensive in the areas it addresses than the Comprehensive Plan but the Comprehensive Plan update will build on the Strategic Plan and the two plans will be closely coordinated in their overall policy direction.

Strategic Plan Content

1 STRATEGIC PLAN VISION presents the aspirational statement of what New Kent County will become in the next 20 years and is based off of the input garnered throughout the planning process. The Vision describes the County in 2040.

2 STRATEGIC ASSESSMENT provides background on public engagement culminating in a brief SWOT summary and overview of the findings of the Community Survey.

3 MARKET RESEARCH presents a high-level summary of the economic market research conducted as part of this process including a demographic profile, market segmentation, and opportunities for new or expanding commercial/retail, housing and employment uses.

4 COMMUNITY DESIGN is based on the results of the design workshop and outlines design principles as well as "Character Boards" for future development and preservation of New Kent County's rural character.

5 COMMUNITY BRAND presents a market position and graphic identity to market and promote New Kent County to its citizens, investors, and future residents. The brand system begins with an updated version of the County's existing logo and is expanded to a seamless system that reflects the Strategic Vision and community character. It is a consistent and connected platform to effectively market and promote New Kent County as a place in which to live, visit, and invest.

6 GOALS & STRATEGIES details the broad-based and long-term strategic priorities (goals) based on the aspirational theme. This is followed by the objectives (strategies) to achieve that vision. The 21 goal statements are organized in five thematic areas.

7 IMPLEMENTATION outlines the implementation process, foundation of the Comprehensive Plan, and alignment with Departmental Strategic Plans.

Vision

“ New Kent County will remain a diverse community that values its outstanding rural character, history, natural environment, and quiet community lifestyle. We will maintain these values through thoughtful planning and managed economic development, with continued responsive and accountable governance supportive of our residents. ”

Goals



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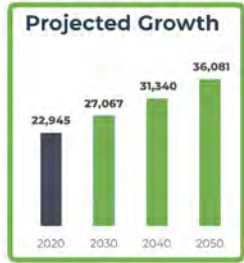
STATION 3 EXISTING CONDITIONS

Demographic Information



The demographic profile indicates that New Kent County is growing significantly, far outpacing the metro and region in population growth. New Kent County grew from a population of 18,429 in 2010 to an estimated population of 23,178 in 2020, and is expected to grow by 72% over the next 5 years. With a median age of 44.4, the population in New Kent County is generally older than the Richmond metro (39.6) but younger than some of the surrounding counties. The median household income in New Kent County (\$89,383) is higher than the 30-minute drive time (\$64,668) and the Richmond metro (\$72,226).

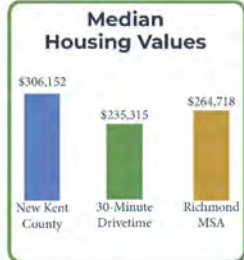
Population



Future Population in New Kent County
Source: Weldon Cooper Center for Public Service at the University of Virginia

The 2020 census for New Kent County is 22,945; it is projected that the population will reach 36,081 in New Kent County by 2050.

Regional Home Value



Median Value of Owner-Occupied Housing in New Kent County

The median value of owner-occupied housing in New Kent County is \$306,152, which is higher than the median values in both the 30-minute drive time (\$235,315) and the Richmond metro (\$264,718).

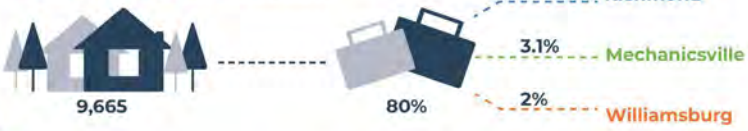
Retail Leakage



All data on this page sourced from Claritas & Environments Analytics.

Stores in New Kent County sold \$239.2 million over the past year, while residents in the past year spent \$531.7 million, indicating a retail leakage of \$292.5 million. The Richmond and Virginia Beach metro areas experienced retail leakage of \$2.98 billion and \$2.34 billion respectively.

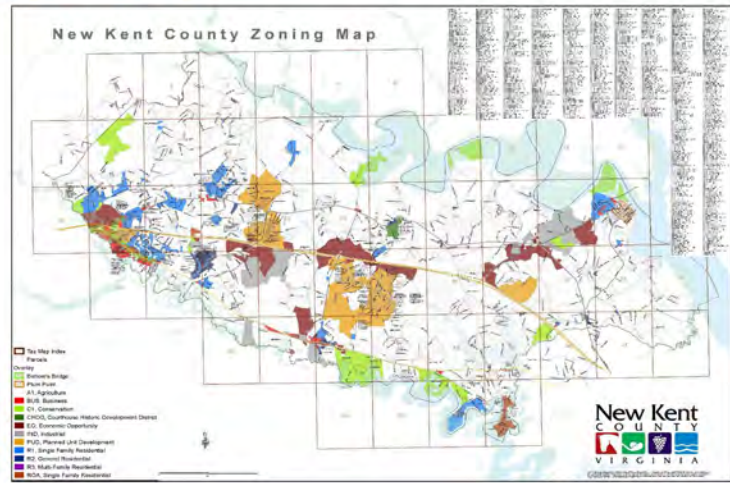
Commuting Information



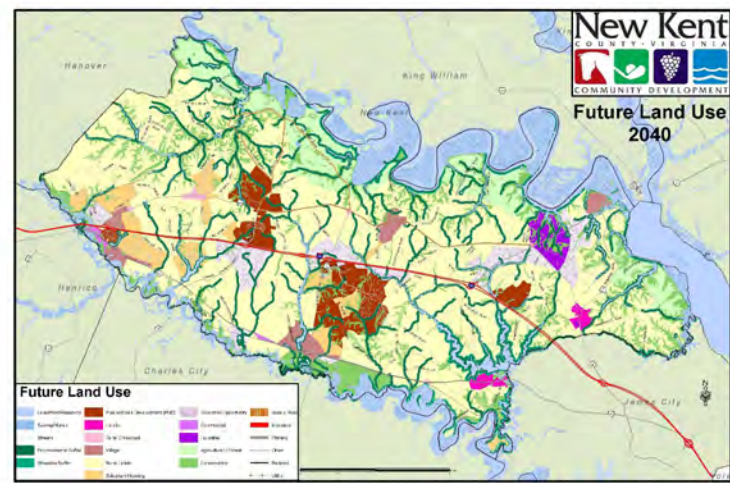
New Kent County is a net exporter of jobs, meaning that more people commute out of the county for work than commute in. Of the 9,665 people in the labor force living in New Kent County, nearly 80% of them commute outside of the county to places like Richmond (14.4%), Mechanicsville (3.1%) and Williamsburg (2%).

STATION 3 EXISTING CONDITIONS

Existing Zoning Map



Future Land Use Map(2012)



Tell us what you think are the particular **STRENGTHS** of New Kent County:

- Agriculture
- Community spirit
- Controlled growth
- Diversity
- Economic potential
- Friendly people
- Golf
- History
- Local government
- Low taxes
- Low traffic
- Nature
- Parks

- Proximity to nearby cities and towns
- Quiet
- Rural character
- Safety
- Schools
- Wine

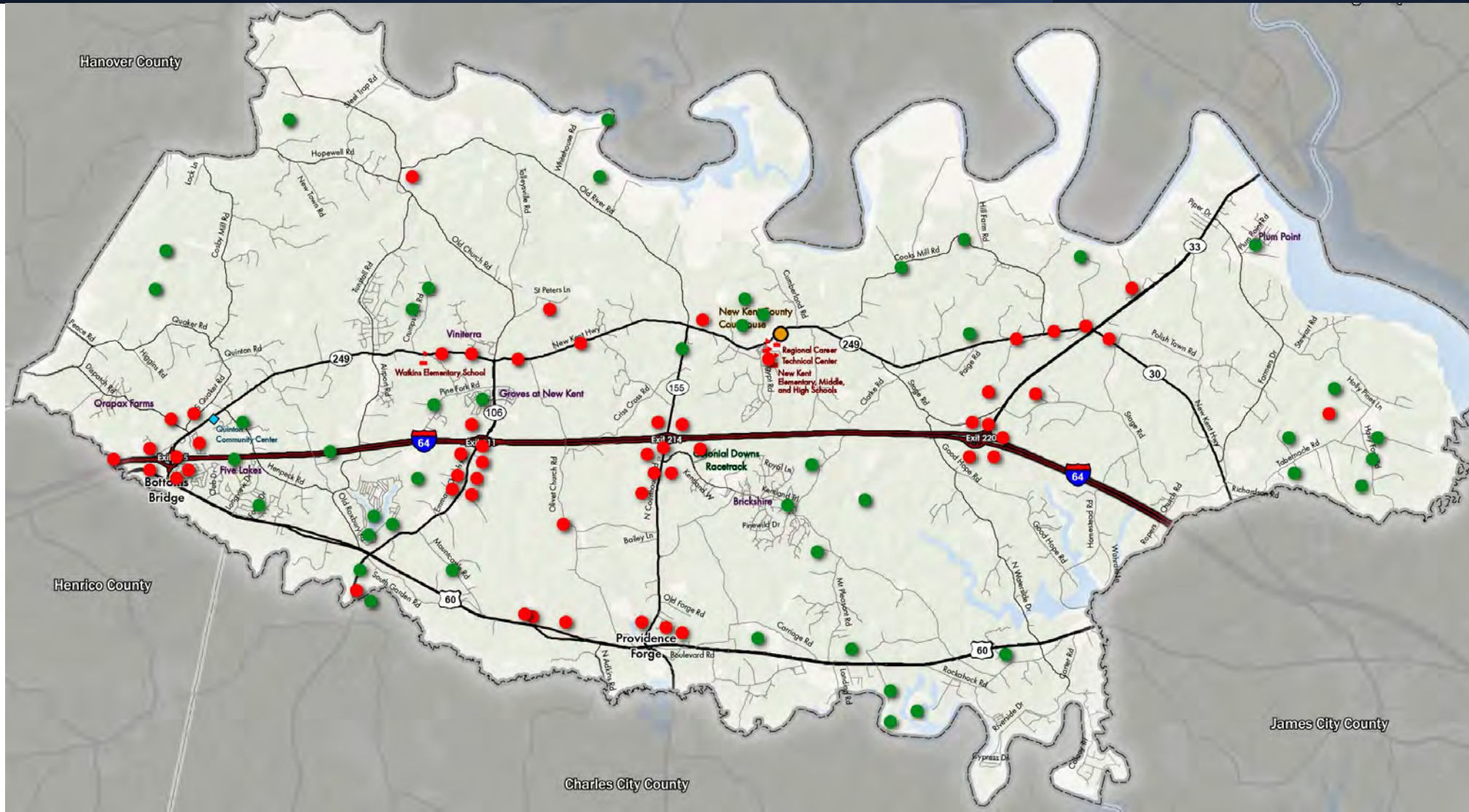


Tell us what you think are CHALLENGES that New Kent County will face in the coming years:

- Alternative energy
- Controlled growth
- Employment opportunities
- Internet access
- Lack of adequate public transportation
- Lack of affordable housing
- Lack of elderly homes and services
- Lack of quality retail and grocery options
- Lack of sidewalks
- Maintaining rural character
- Public water and sewer access
- Rising crime rates
- Road maintenance
- Sustainable development
- Tax rates
- Traffic congestion



Mapping Activity: Place **green** dots on the Treasured Places in New Kent that you would like to see preserved. Place **red** dots on areas that you would like to see changed or improved in the future.



Themes from mapping activity:

Green dots represented preservation of:

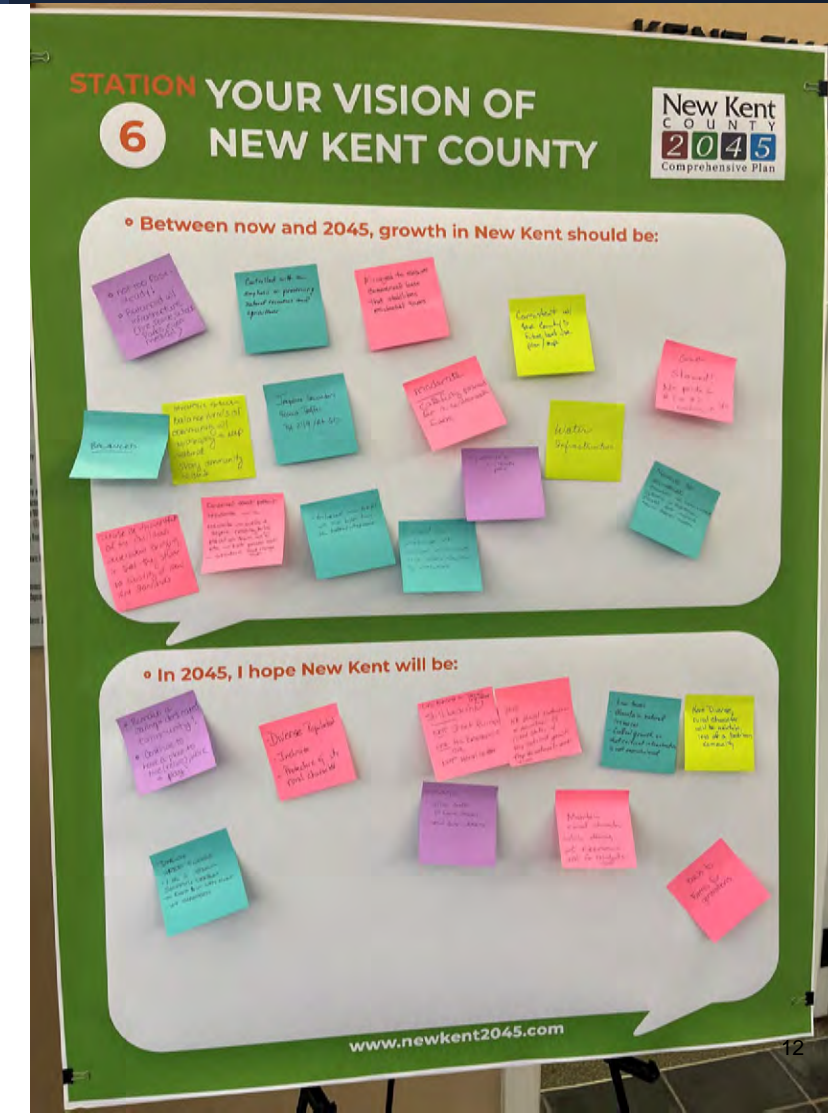
- Neighborhood character
- Natural resources
- Historic sites
- Rural character

Red dots represented:

- A need for affordable housing
- A need for more shopping and dining options
- A need for urgent care services
- Concerns about overdevelopment
- Issues with traffic speed and congestion

Between now and 2045, growth in New Kent should be:

- Balanced
- Carefully planned
- Concerned about existing residents
- Consistent with future land use plans
- Controlled around interstate corridors
- Focused on community service
- Focused on improving water and sewer infrastructure
- Focused on preserving natural resources
- Increased at a steady pace
- Limited
- Managed but encouraged
- Moderate
- Slow
- Strategic



Share your Big Ideas for 2045:

- Affordable housing
- Affordable transit
- Alternative farming methods
- Assisted & independent living facilities
- Better retail options
- Chick Fil-A
- Coffee shops
- Conference center
- Data center
- Enhanced tourism
- Establish an old-fashioned downtown with local shops
- Expand bike/walking trails along rivers, Capital Trail
- Expansion of administrative staff for local government
- Indoor water park & other recreation options for kids
- More apartments
- More childcare
- More dining options
- More healthcare options
- More hotels
- More opportunities for recreation
- More parks
- Public water access
- Swimming pools
- Wawa
- Widen I-64 from Lightfoot to exit 205
- Workforce housing



Community Survey

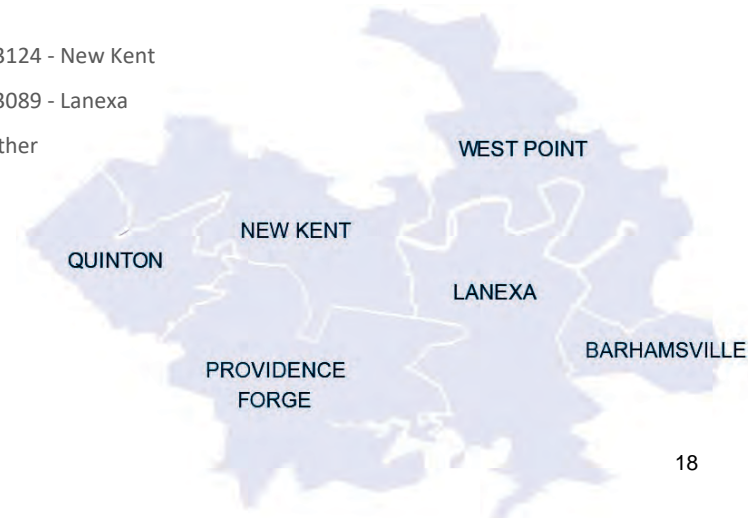
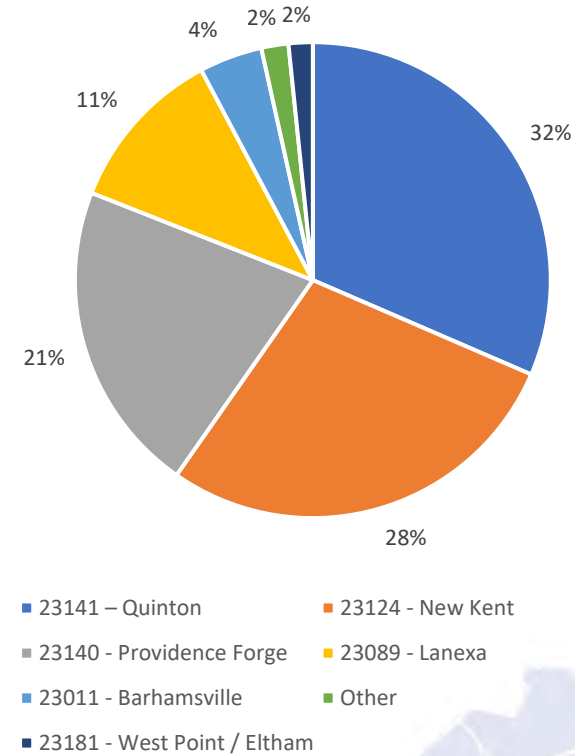
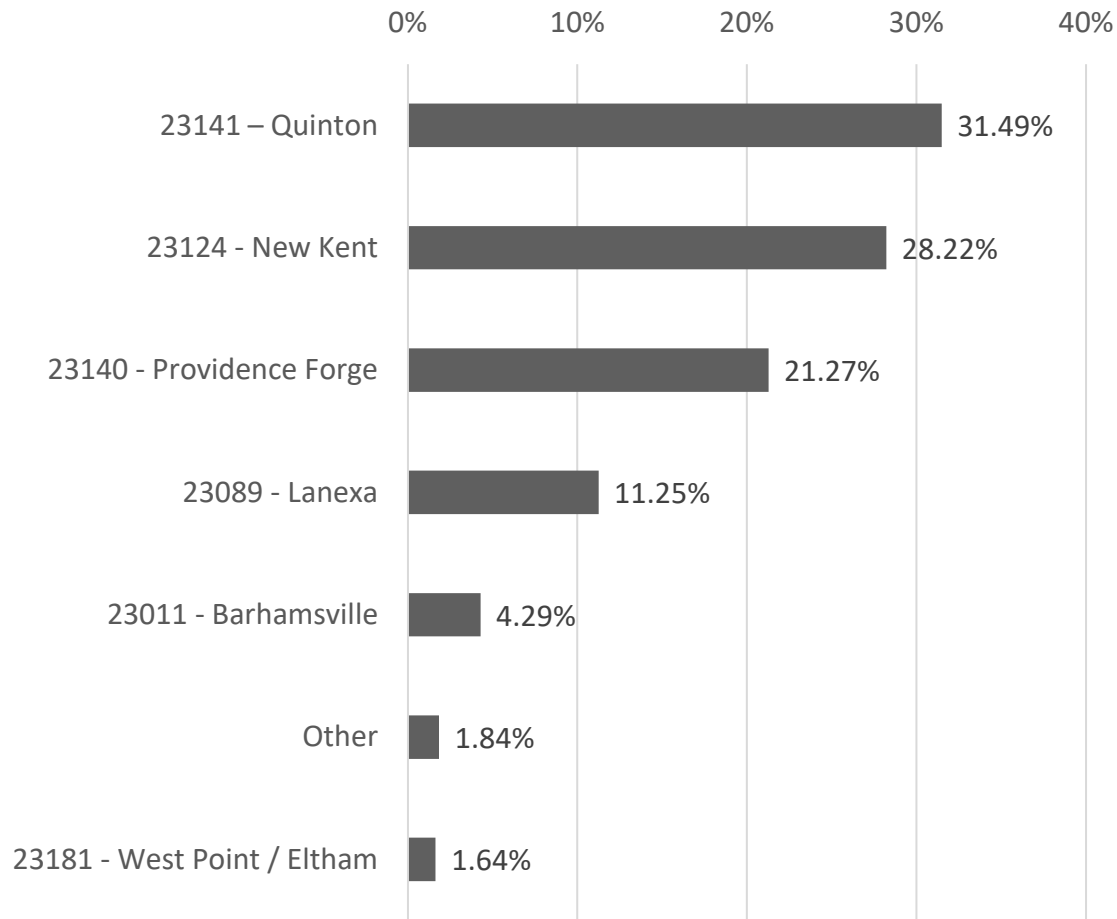
Information

- Designed to collect input on community vision and priorities for the future
- Online platform (Survey Monkey)
- Mix of multiple choice, open-response, and demographic questions
- Promotion:
 - October 12th Open House
 - Project website
 - County social media
 - Flyers
 - Email notifications
- Opened: Wednesday, October 12th
- Closed: Friday, December 2nd
- 492 Total Responses

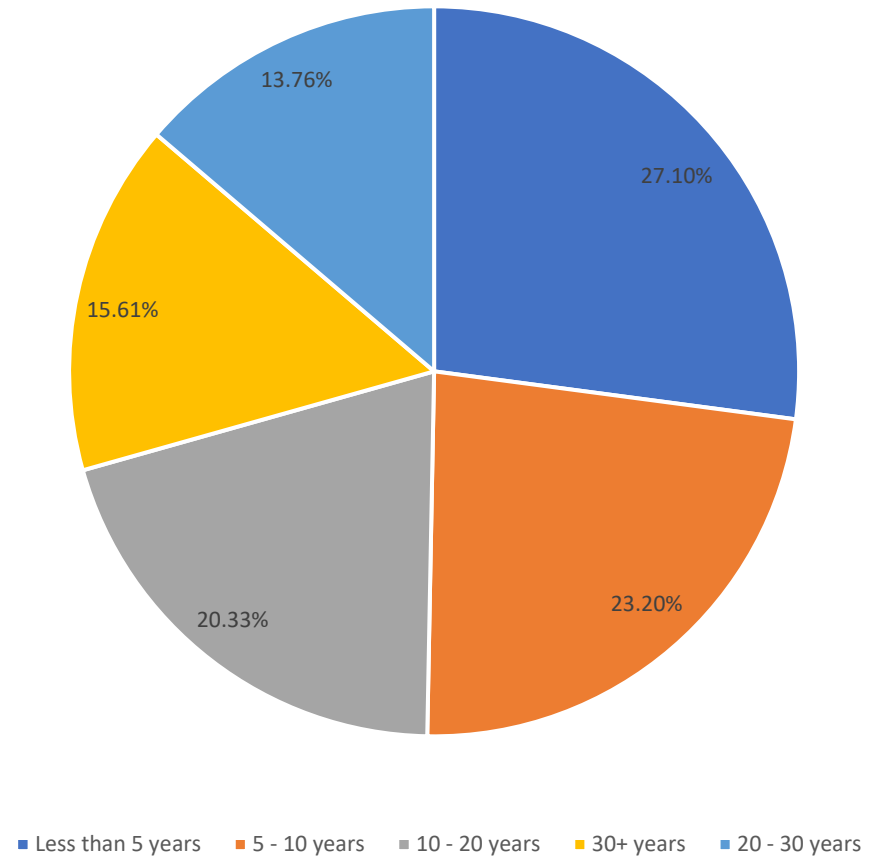
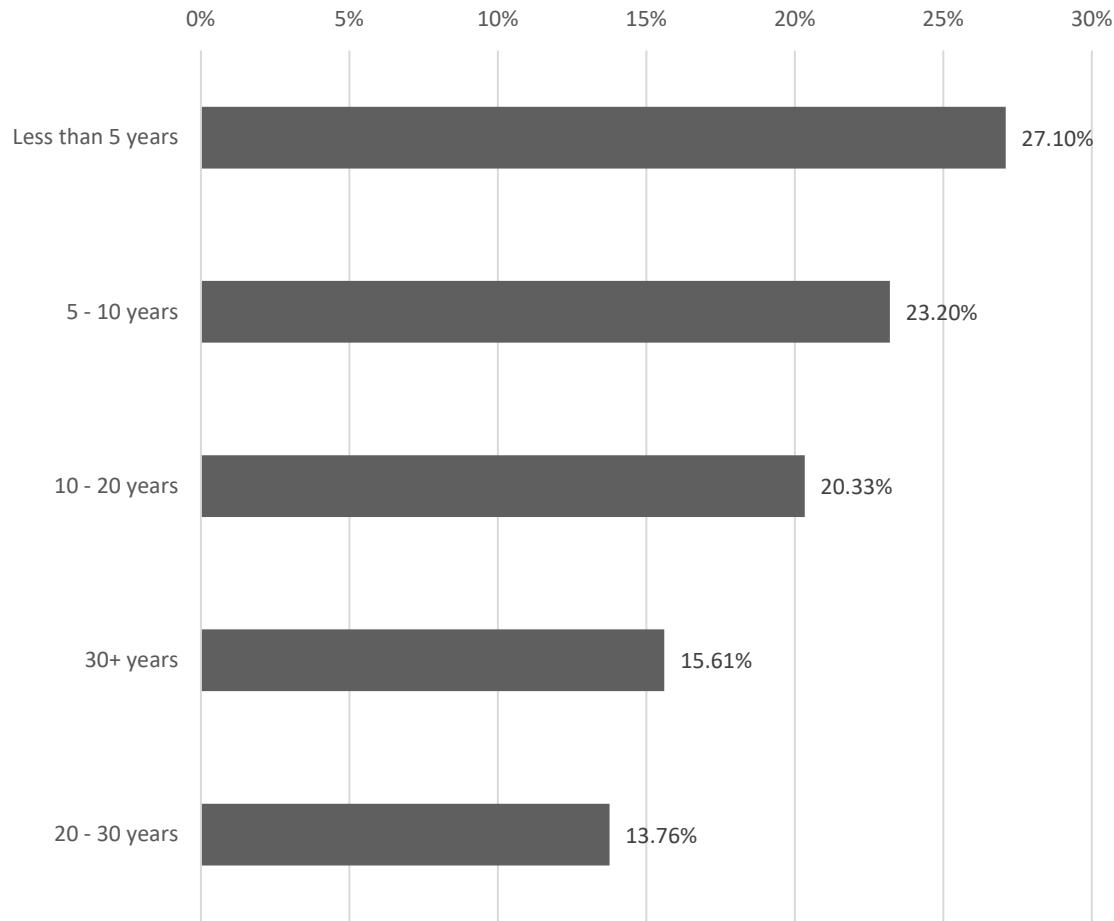


Survey Demographics

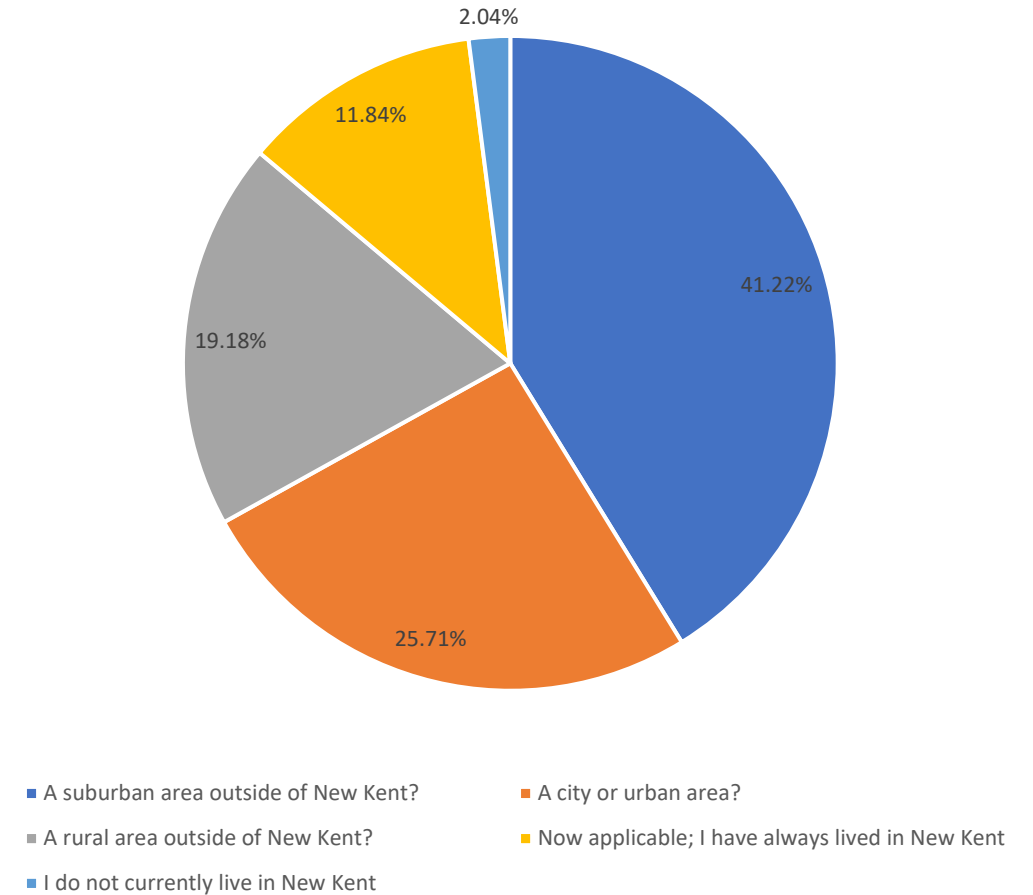
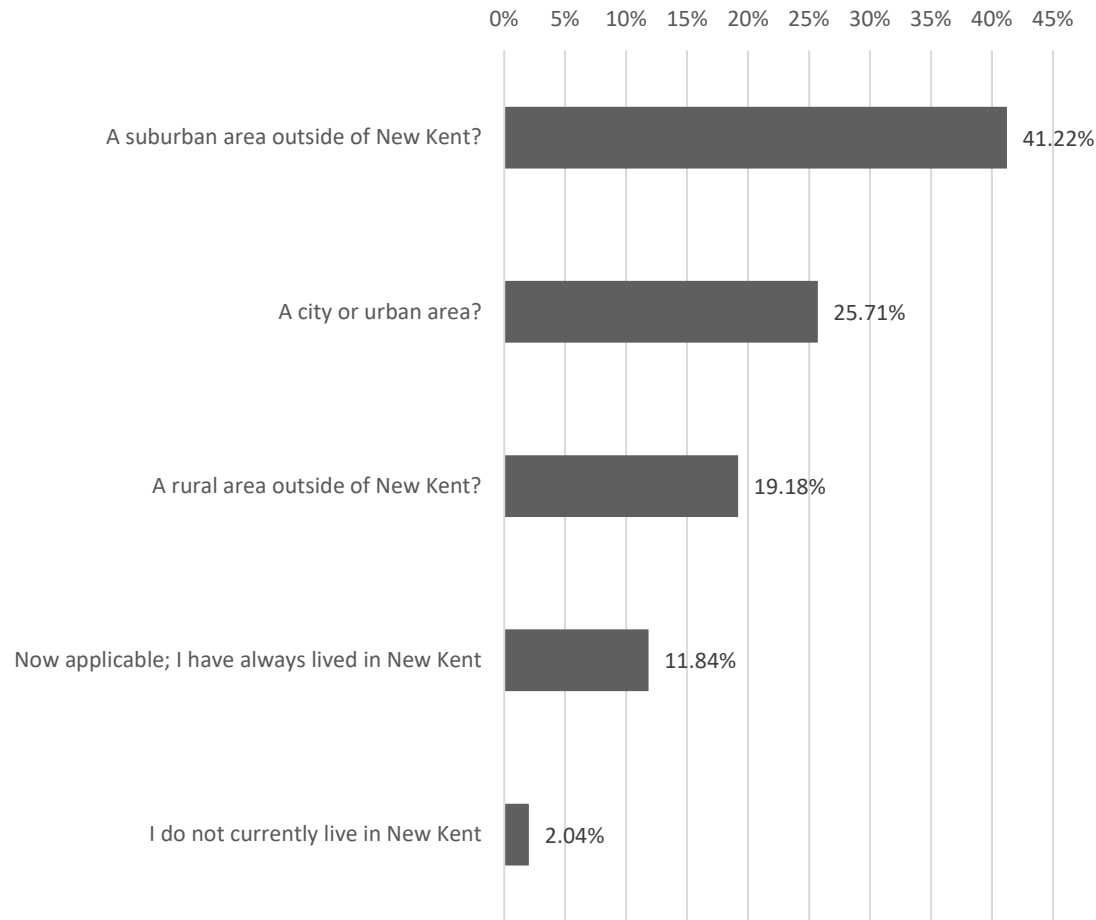
What is your home residence zip code?



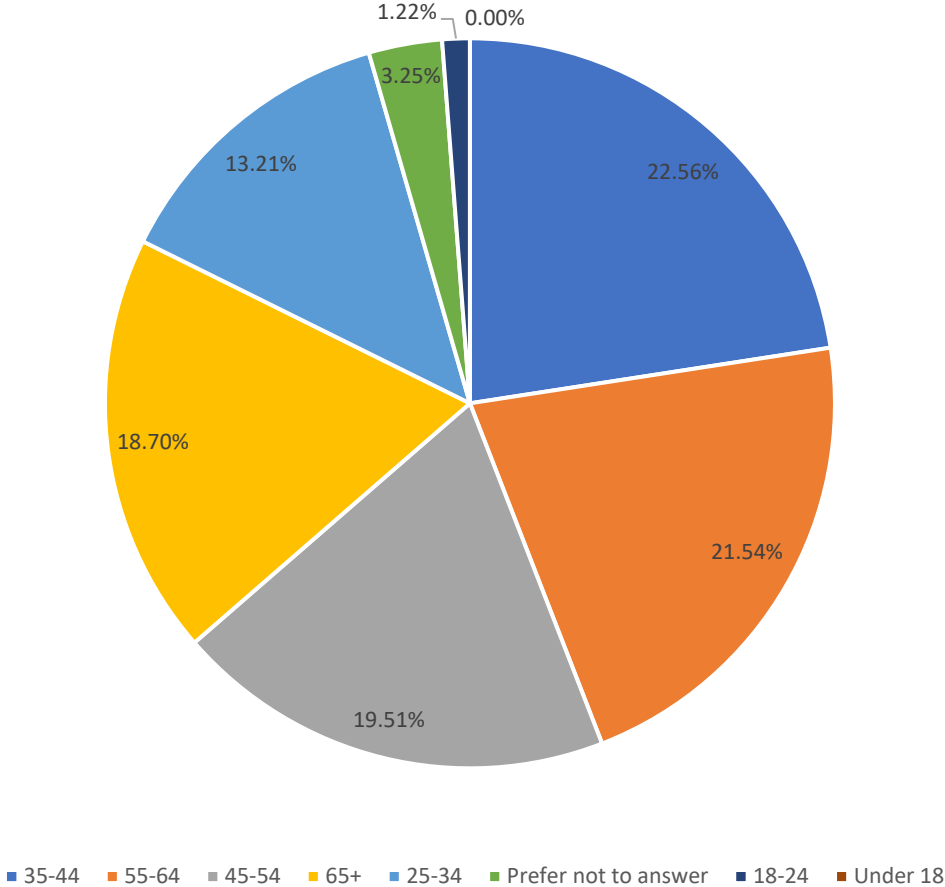
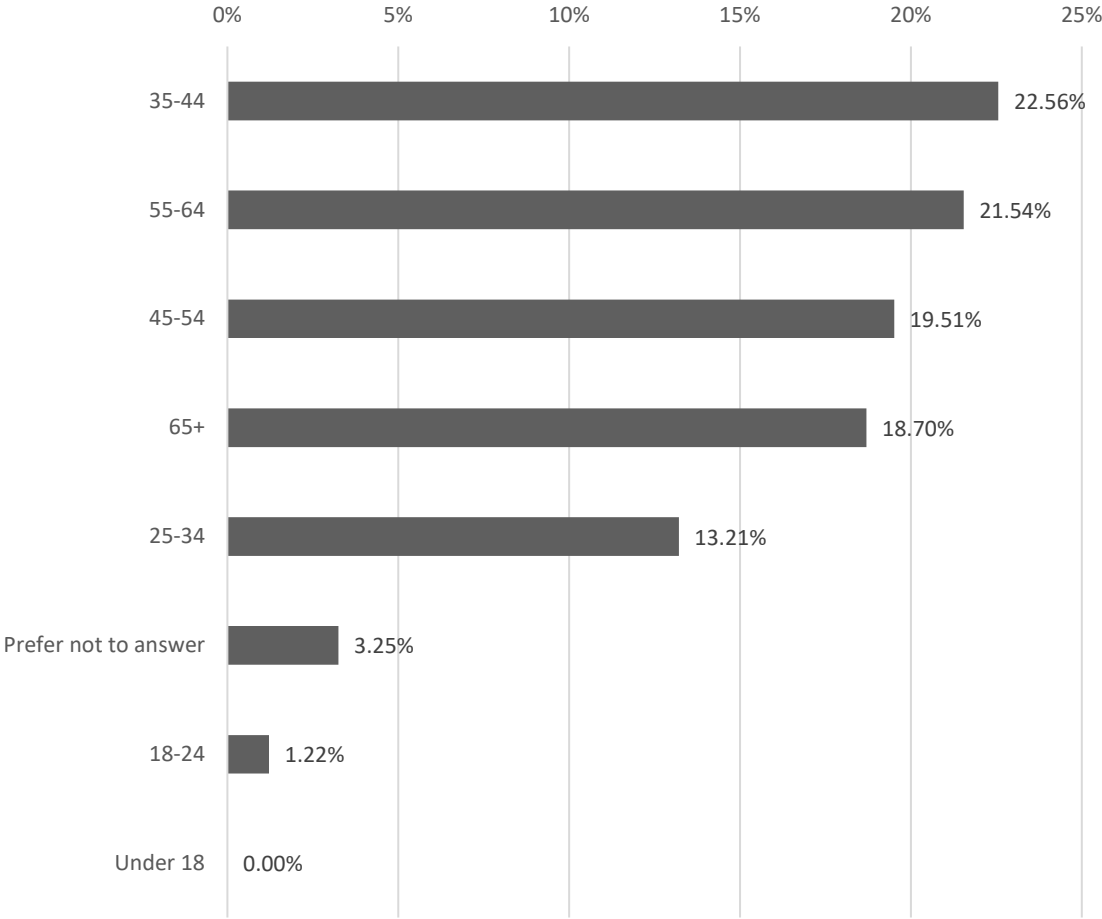
How long have you lived in New Kent County?



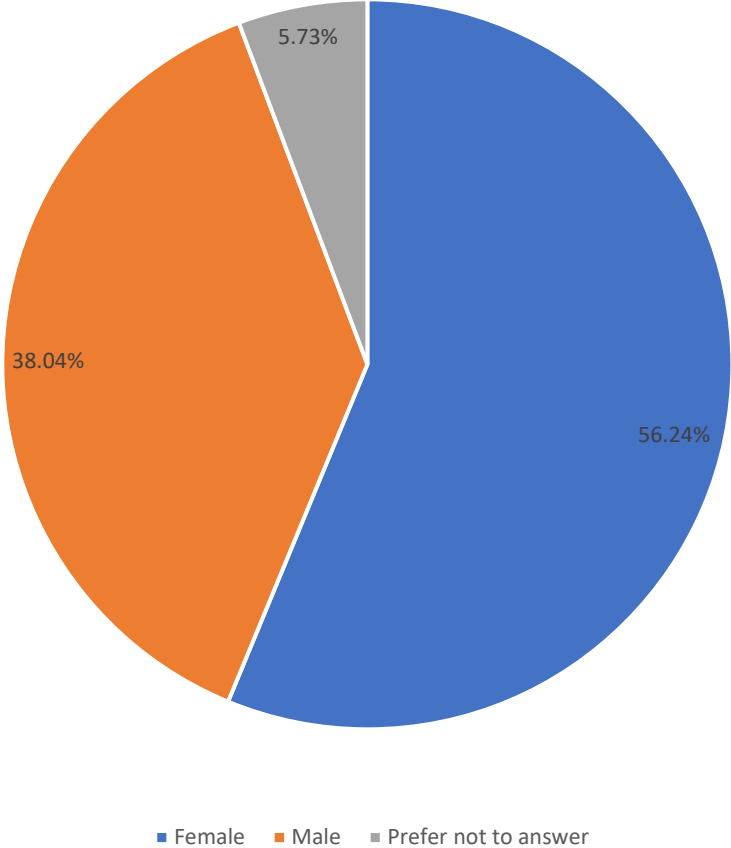
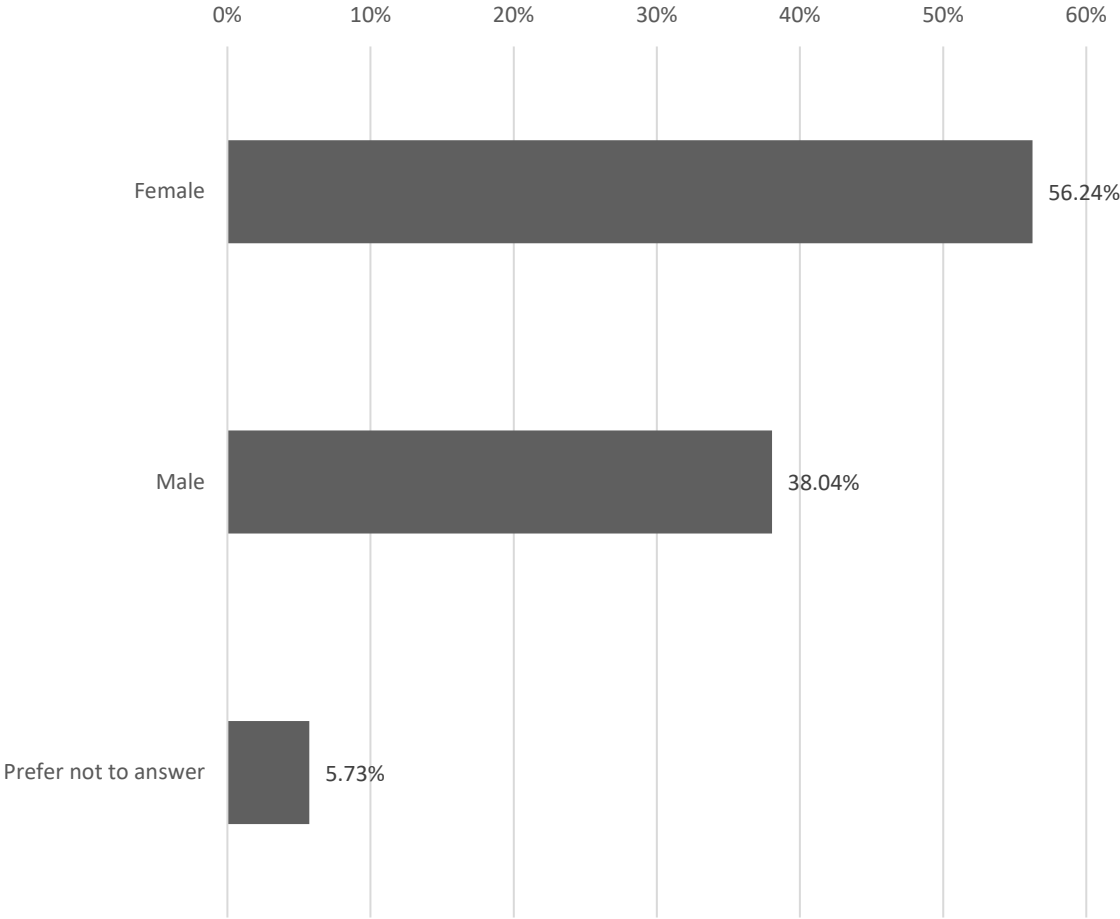
Did you move to New Kent from...



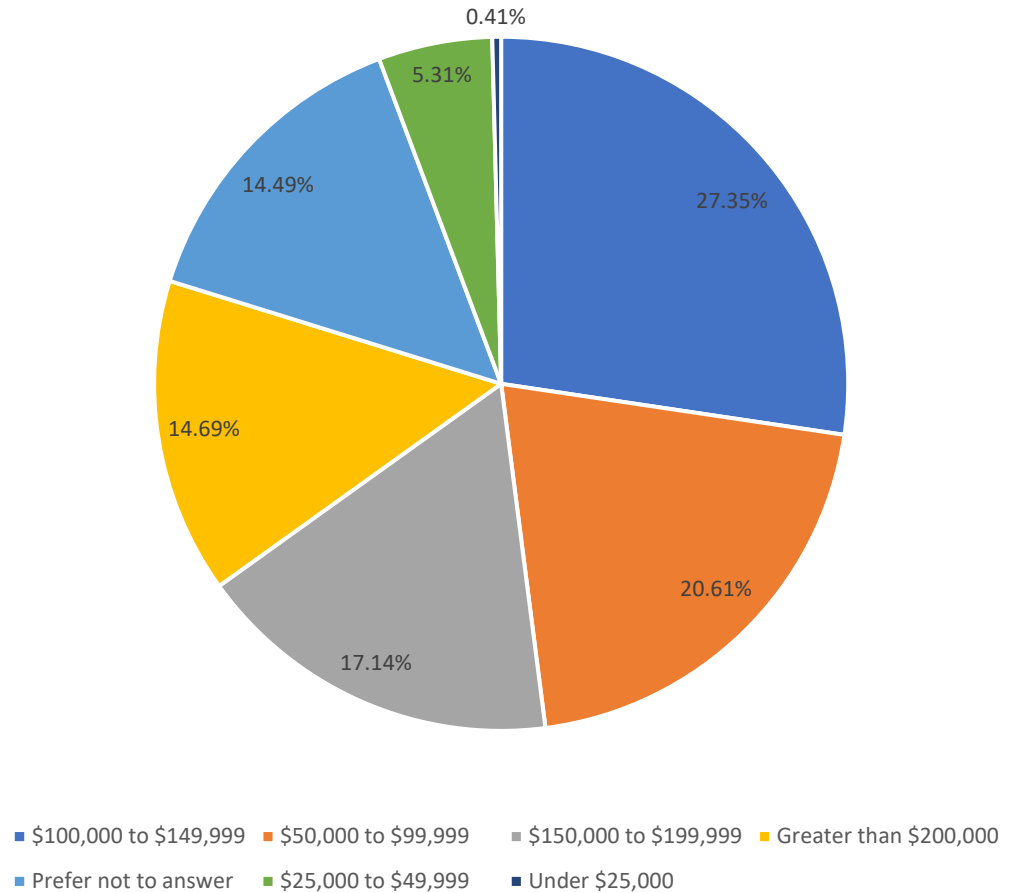
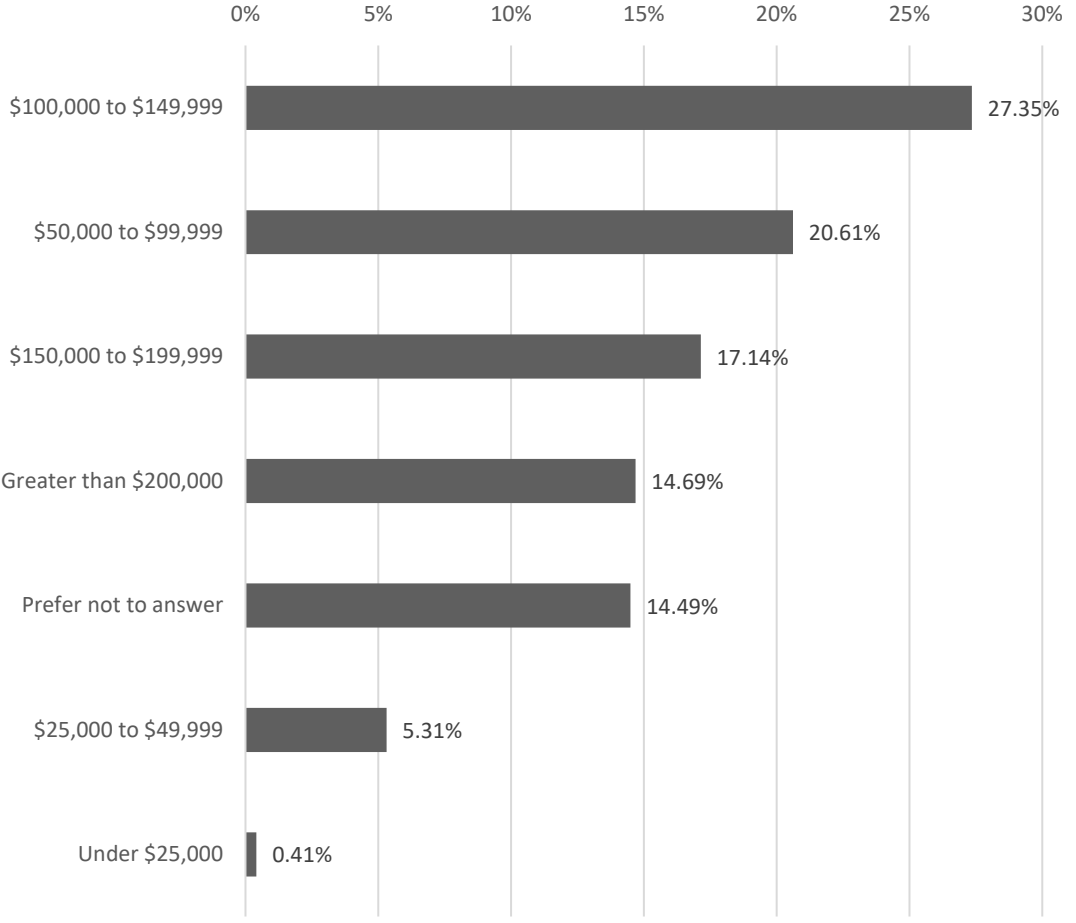
What is your age?



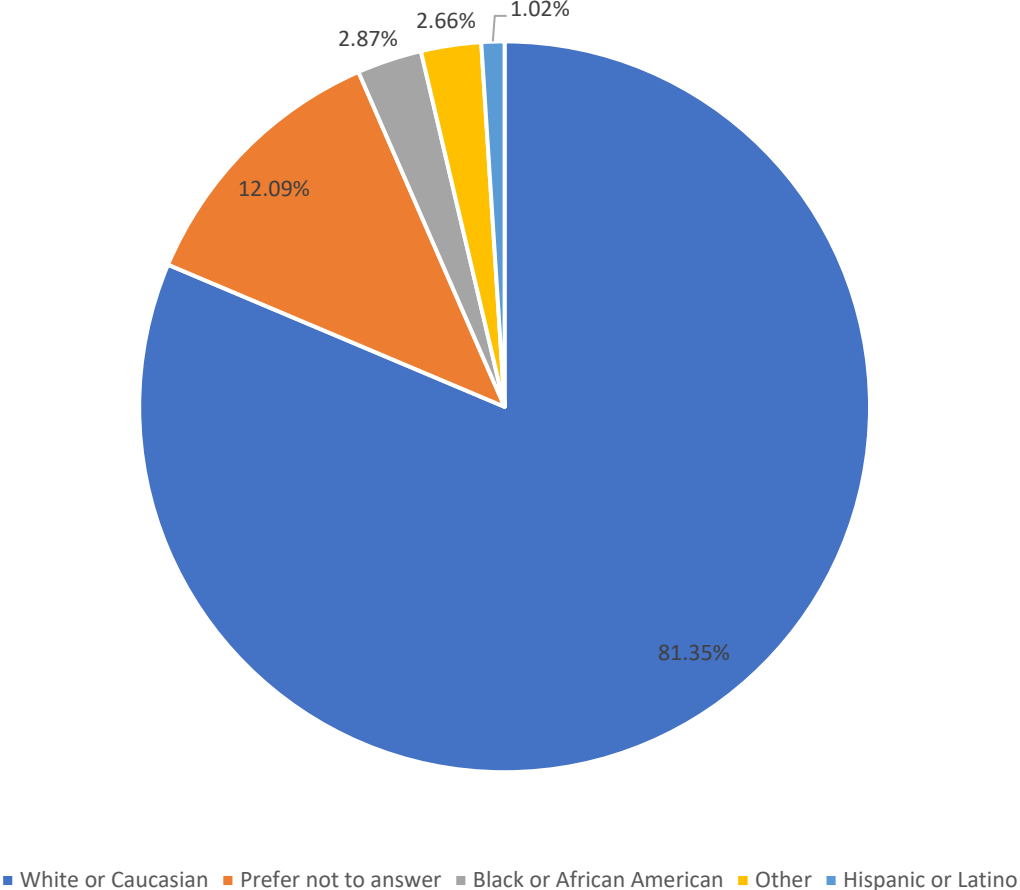
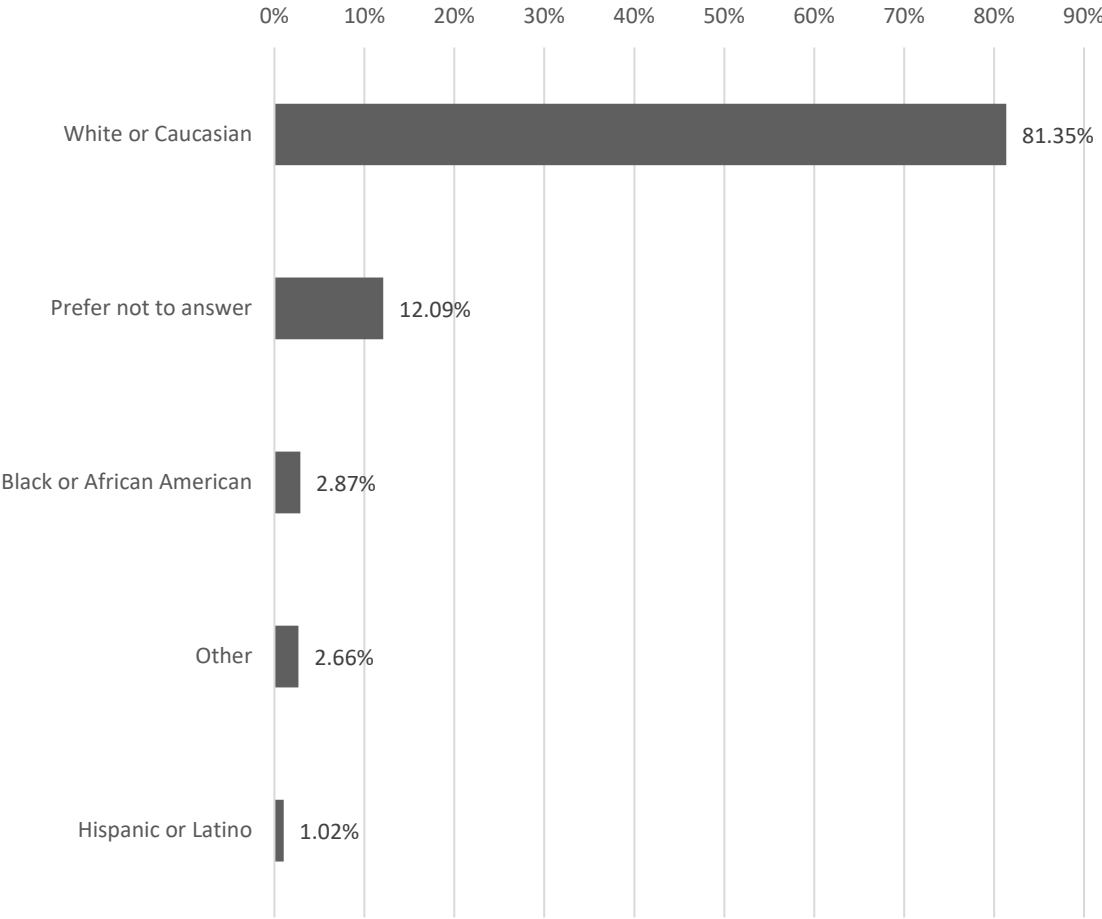
What is your gender?



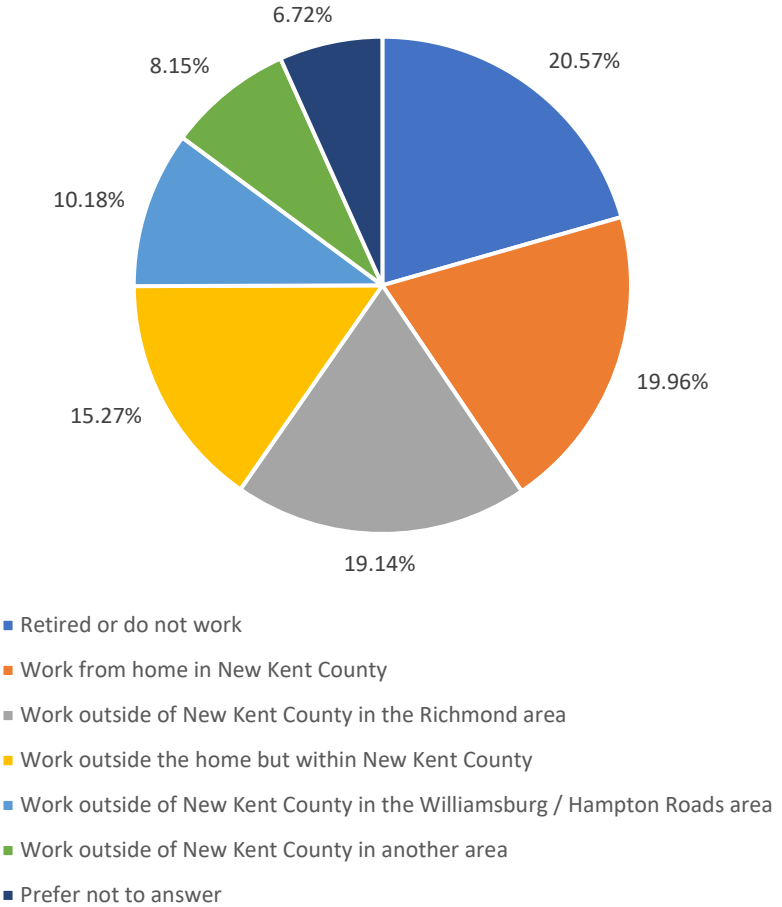
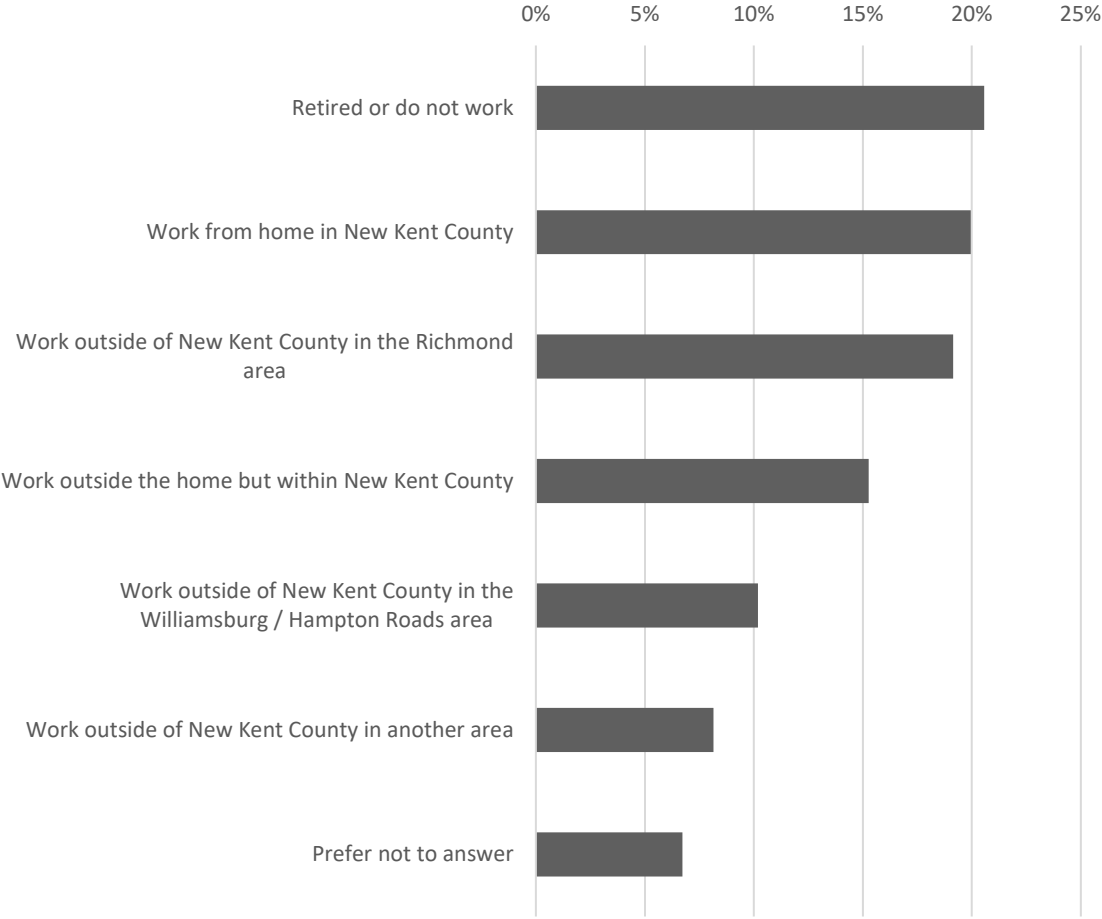
What is your annual household income?



What is your ethnicity?



What is your employment status?





Survey Responses

Themes

- Many survey respondents expressed concern about rapid commercial and residential growth, preferring a more rural feel.
- However, there was also significant support for more high-quality grocery, retail, and dining options, suggesting the county should take a measured approach to new development.
- Respondents tended to support new development in designated village areas, along Interstate 64, and in existing PUDs.
- Participants were generally unsatisfied with broadband access in New Kent County.
- Preservation of nature, improving & expanding schools, and investing in public safety were indicated as high priorities for the County over the next 20 years.



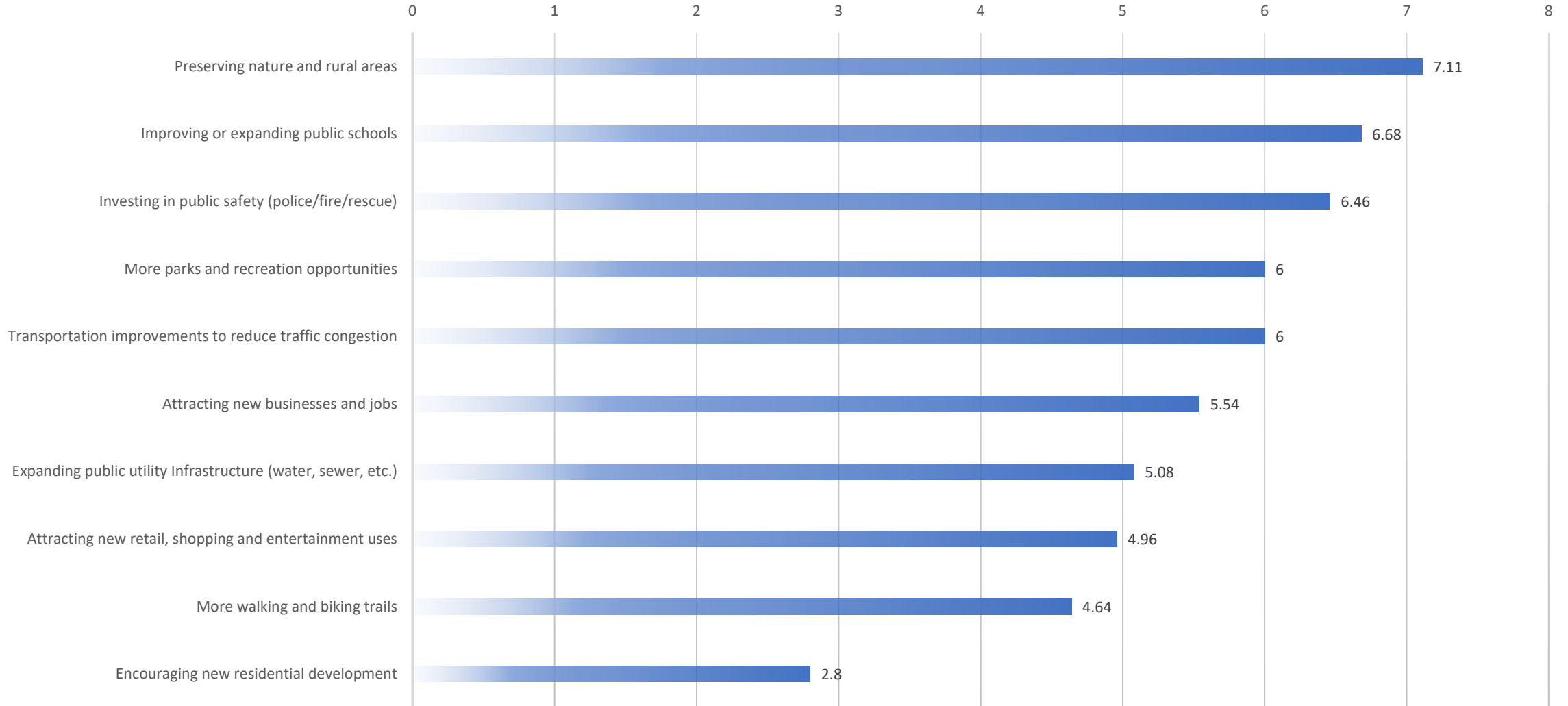
What are the three biggest strengths of New Kent County, in your opinion? (open-ended response)

- Affordability
- Agriculture
- Colonial Downs
- **Community**
- County leadership
- Ease of access to highways
- Friendliness
- Growth potential
- History
- Law enforcement
- Limited traffic
- Location
- Low taxes
- Natural, scenic beauty
- Open space
- Parks
- **Proximity to Richmond and Williamsburg**
- Quiet
- Recreation opportunities
- Rosie's
- **Rural feel**
- Safety
- Schools
- Small town feel
- Wineries

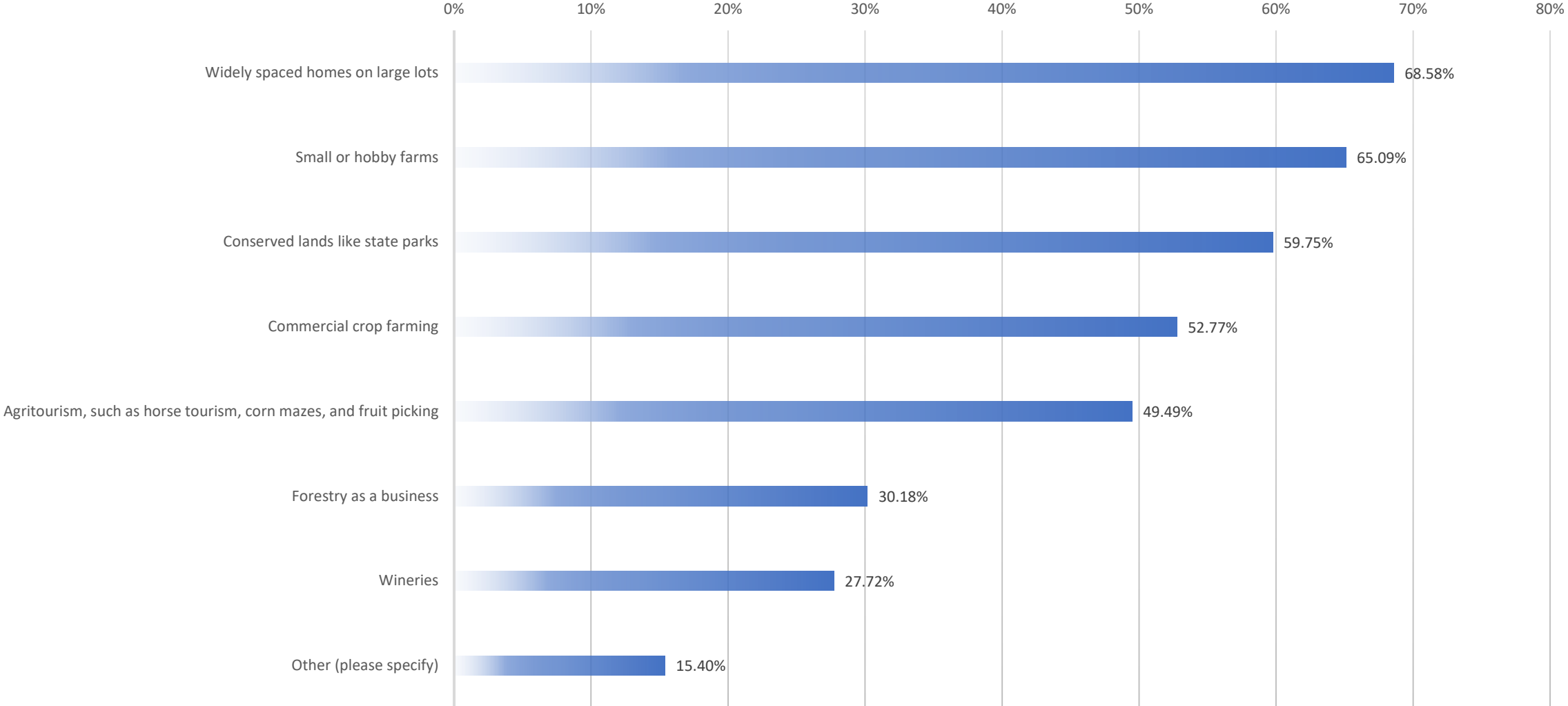
What are New Kent County's three biggest weaknesses, in your opinion? (open-ended response)

- Deforestation
- ***Grocery, shopping, dining and options***
- High taxes
- Infrastructure, particularly road quality
- Lack of affordable housing
- Lack of bike lanes
- Lack of diversity
- Lack of employment opportunities
- Lack of entertainment and recreation opportunities
- Lack of healthcare options
- Lack of public transportation
- Not enough commercial and residential development
- ***Poor internet access***
- Rate of growth is too fast
- ***Too much commercial and residential development in previously rural areas***
- Traffic, particularly on I-64

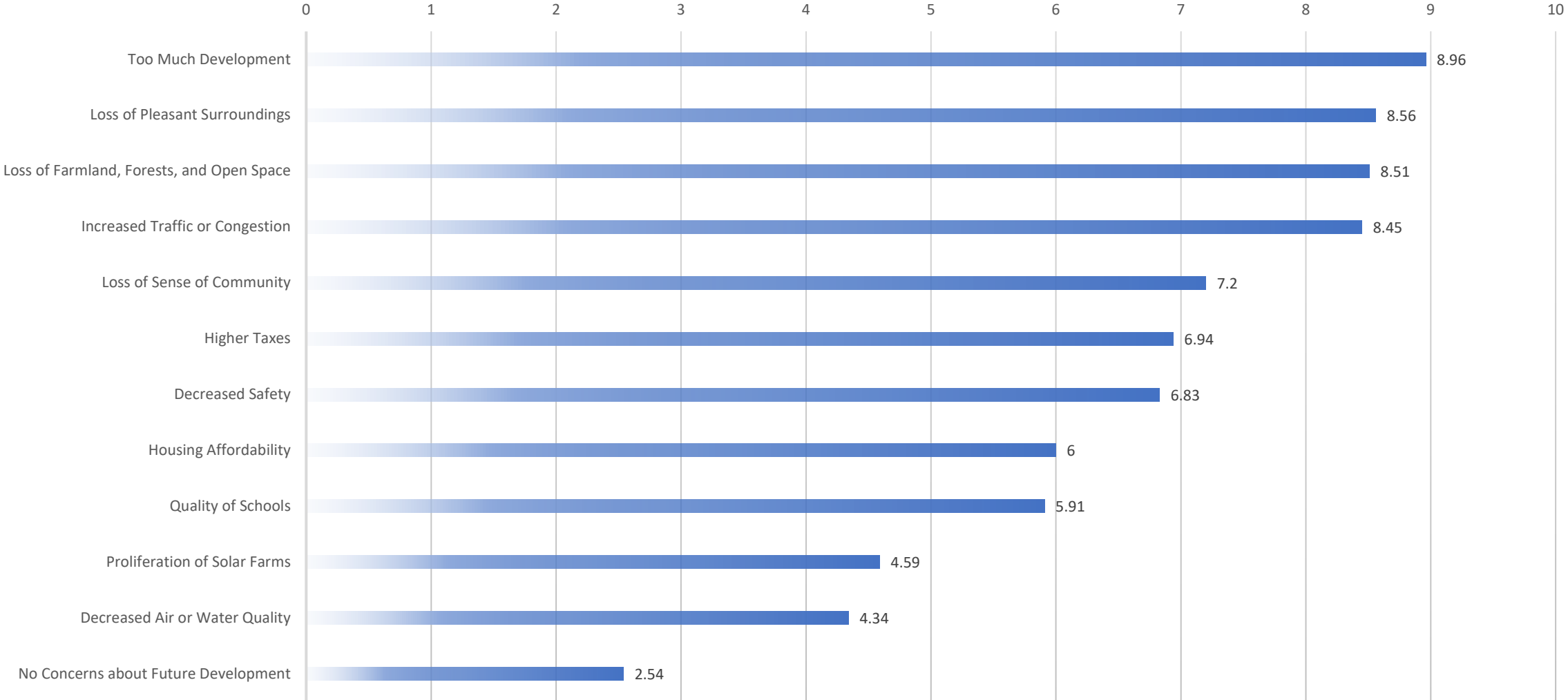
What do you see as New Kent County's most important priorities over the next 20 years?



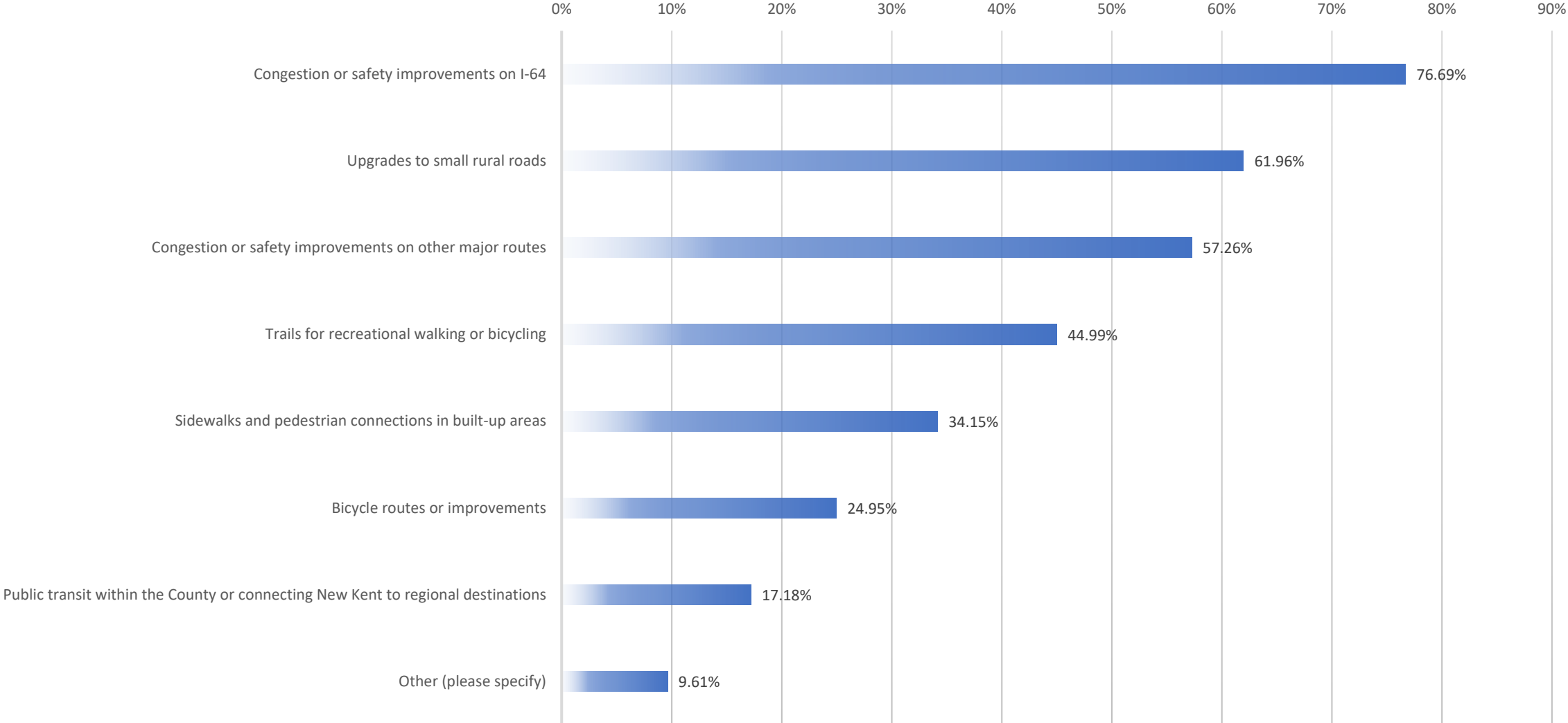
What does “rural” mean to you?



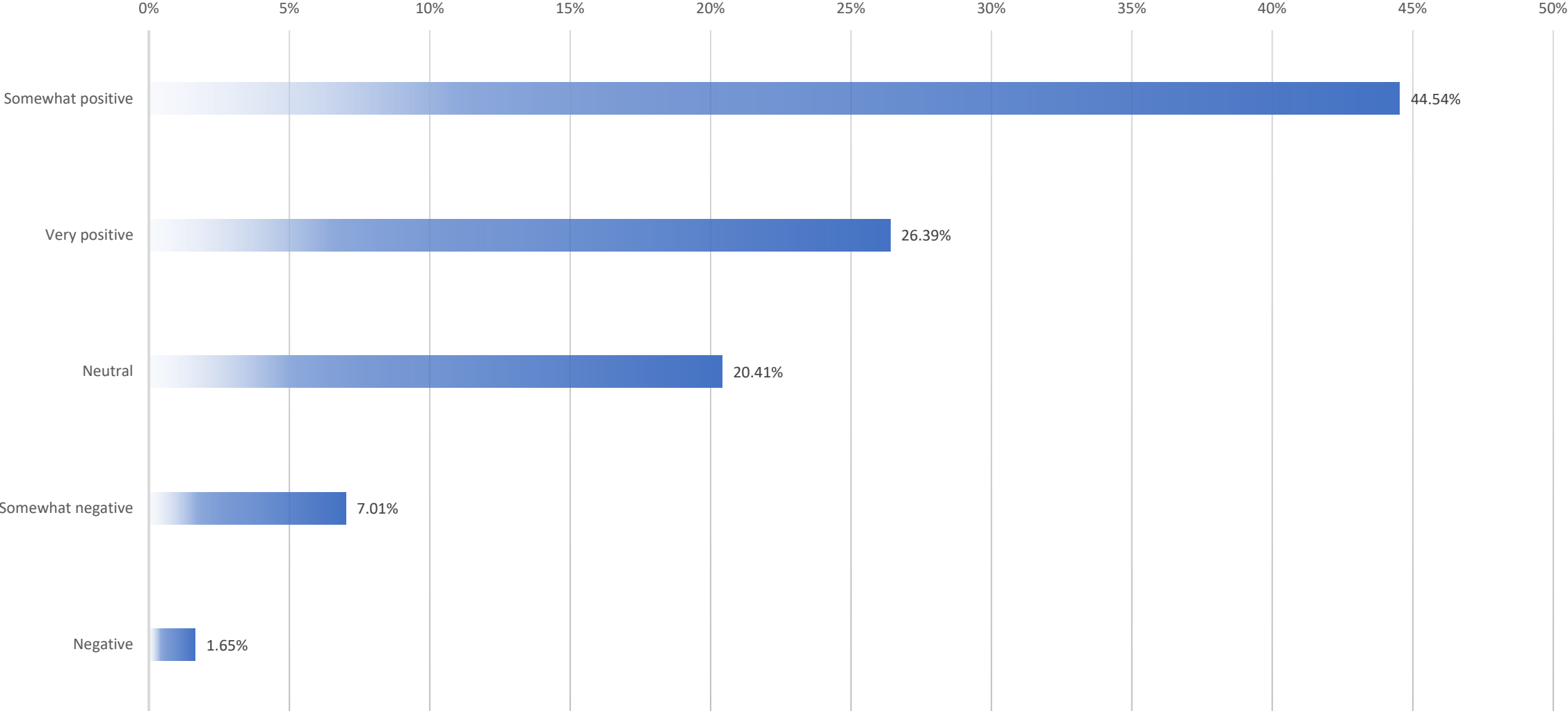
What are your biggest concerns as New Kent County continues to grow?



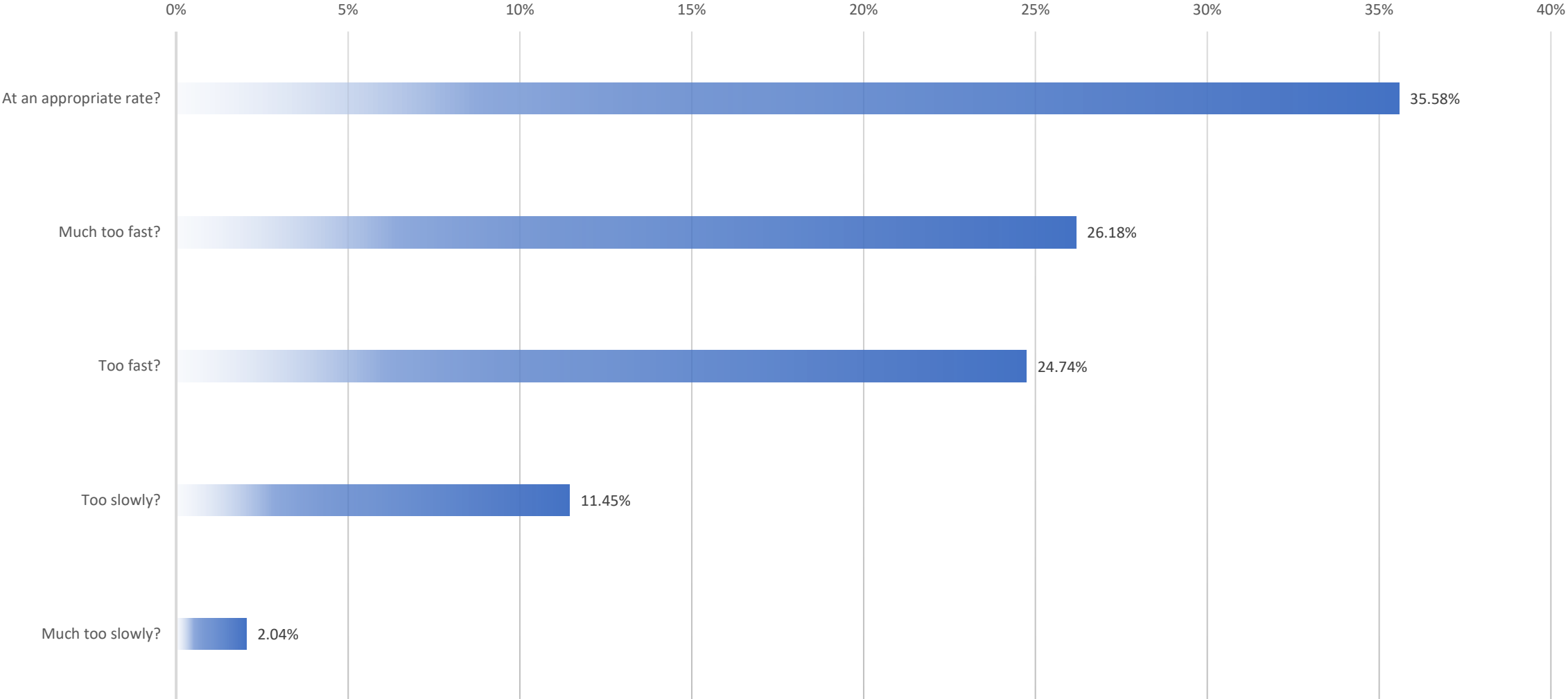
What transportation issues or improvements in the County do you feel are necessary to plan for the future?



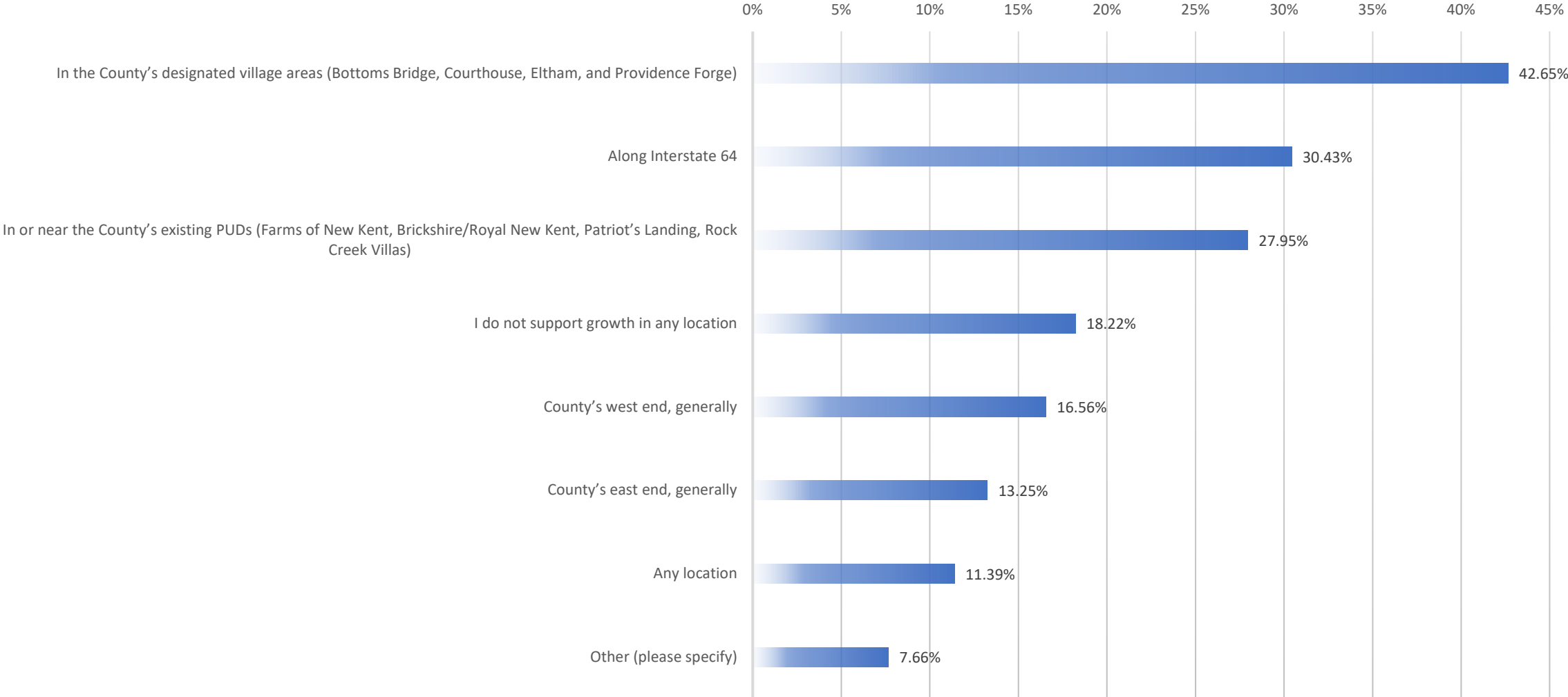
How positive an image do you think people in the surrounding region have of New Kent County?



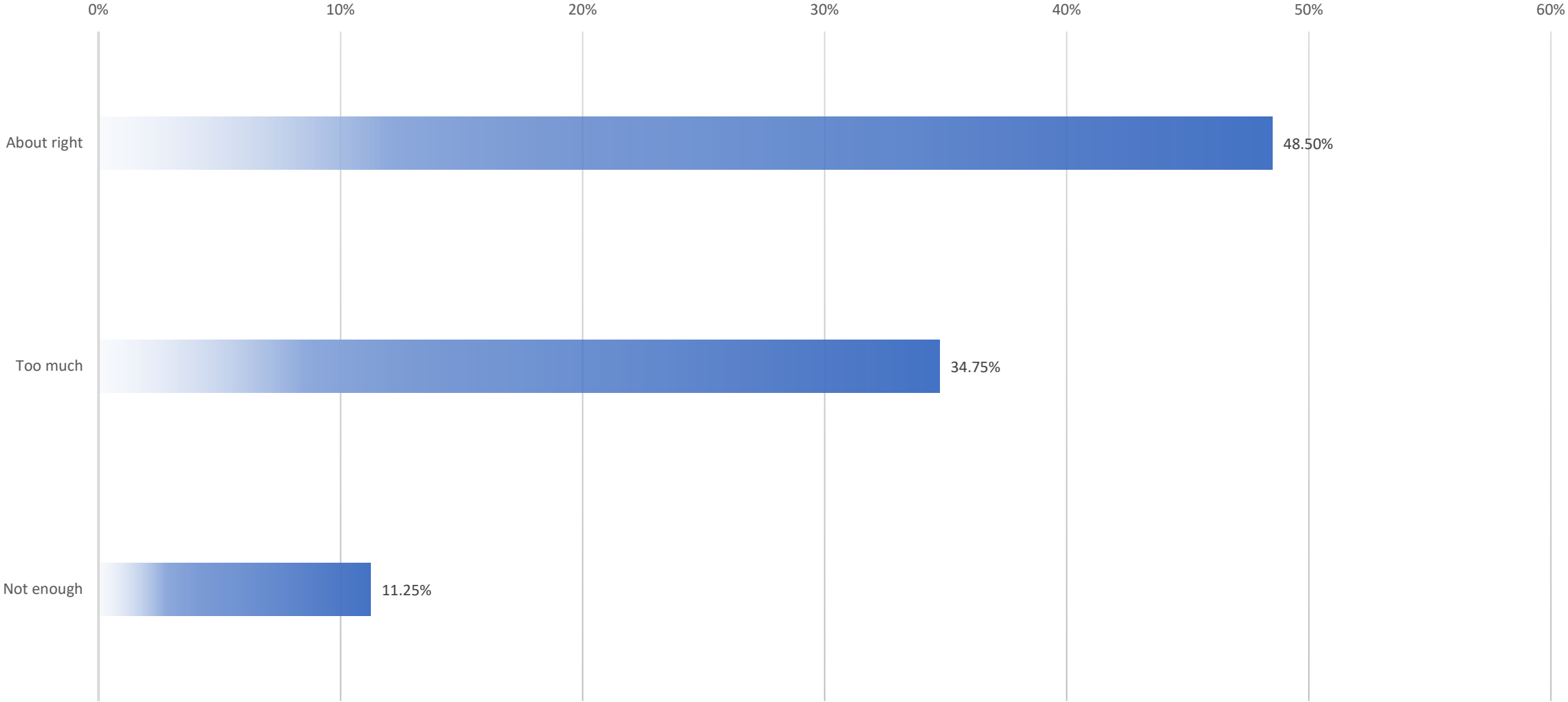
In your opinion, is New Kent County growing . . .



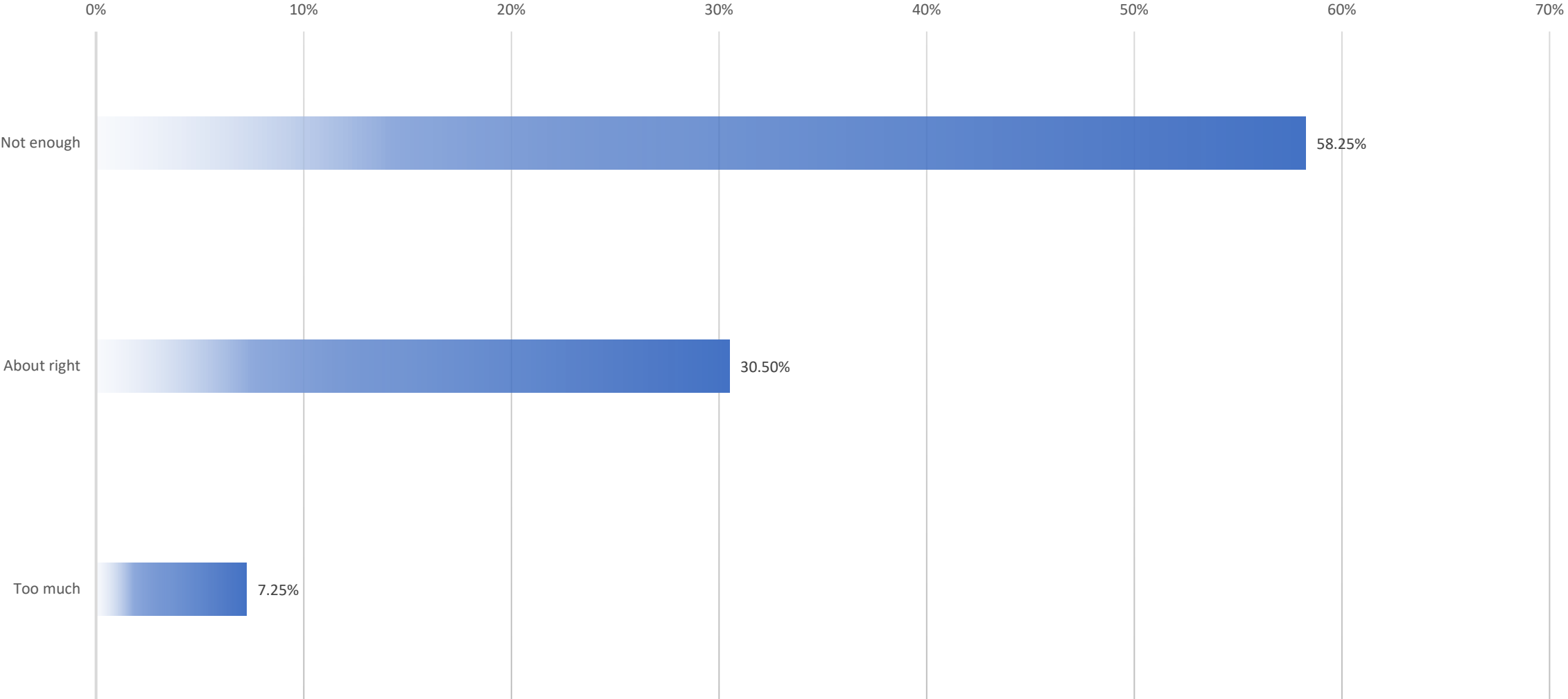
Where do you feel future growth in New Kent County should occur?



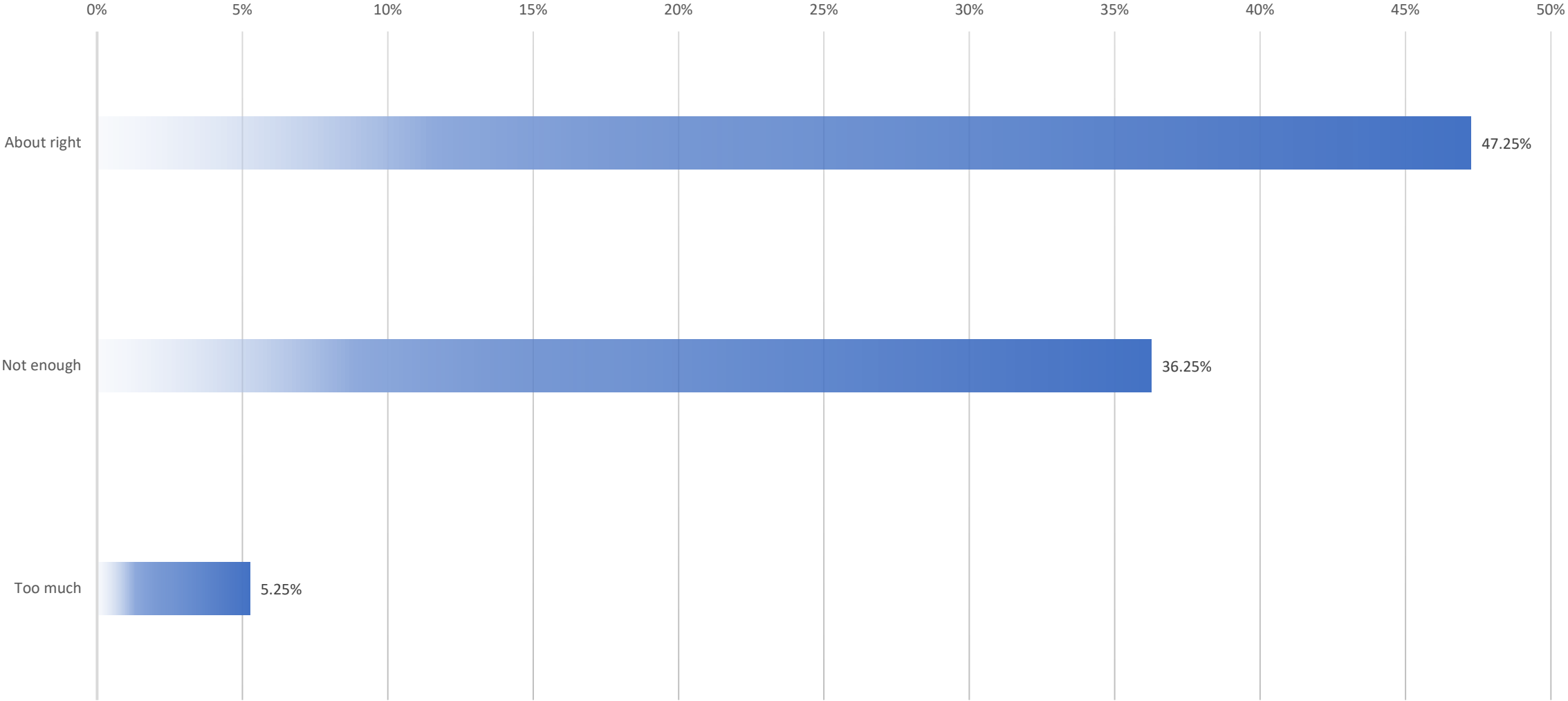
How do you feel about the current distribution of *residential* land uses that are present in New Kent County?



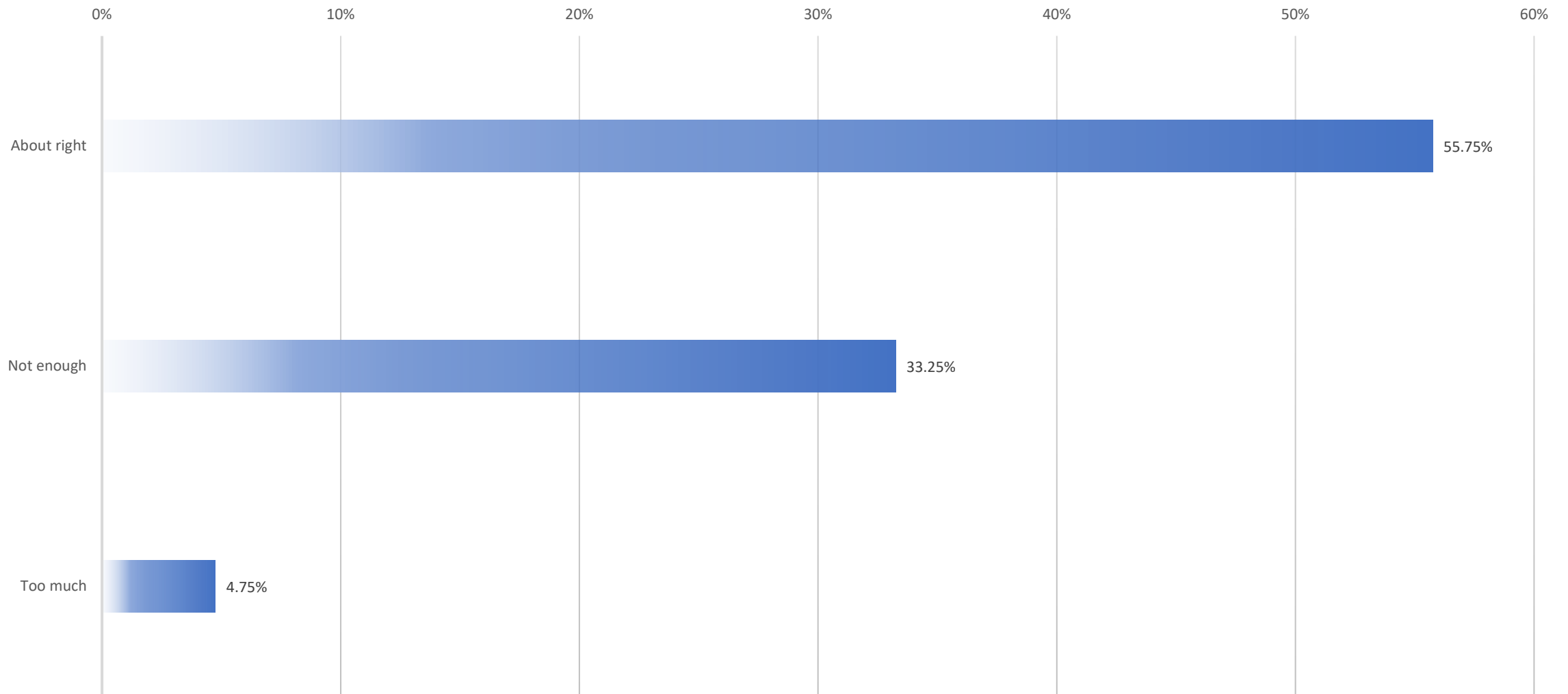
How do you feel about the current distribution of *retail* land uses that are present in New Kent County?



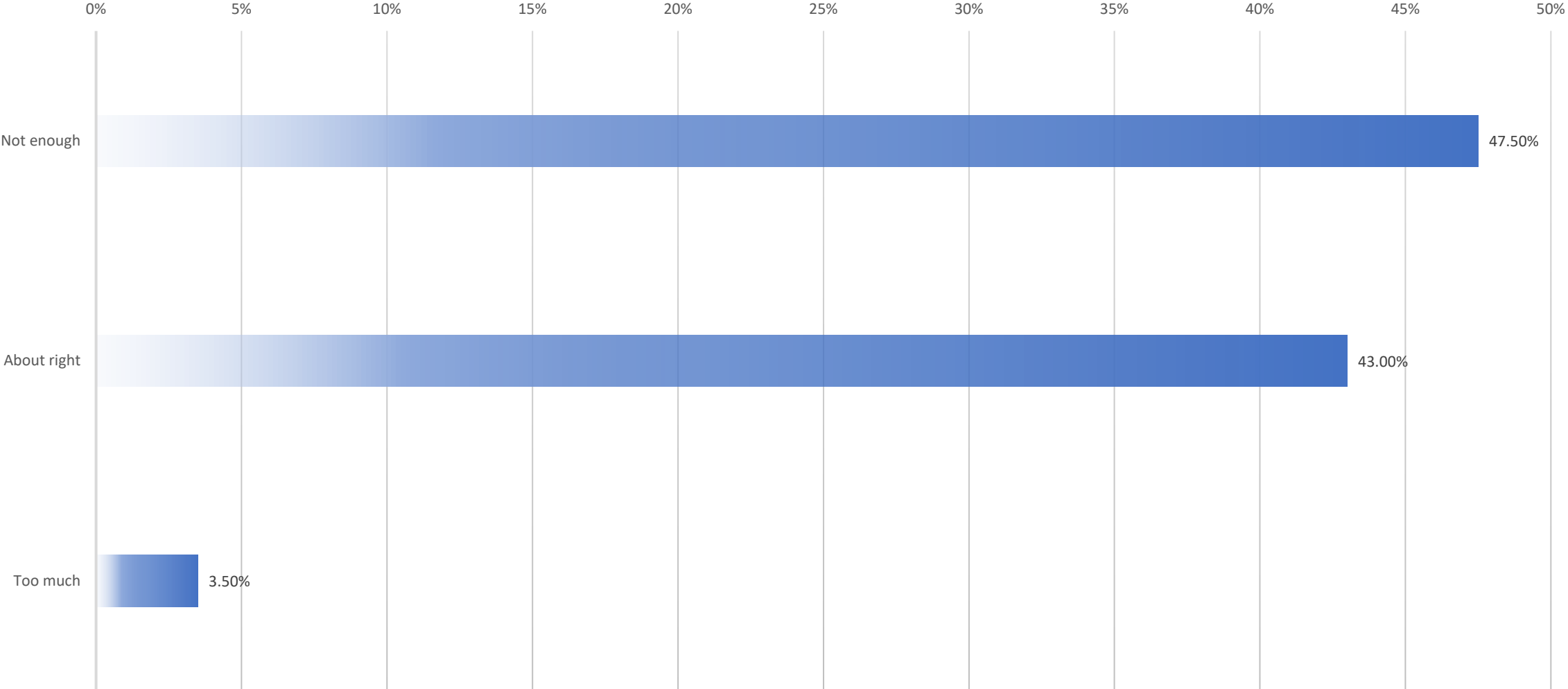
How do you feel about the current distribution of *office* land uses that are present in New Kent County?



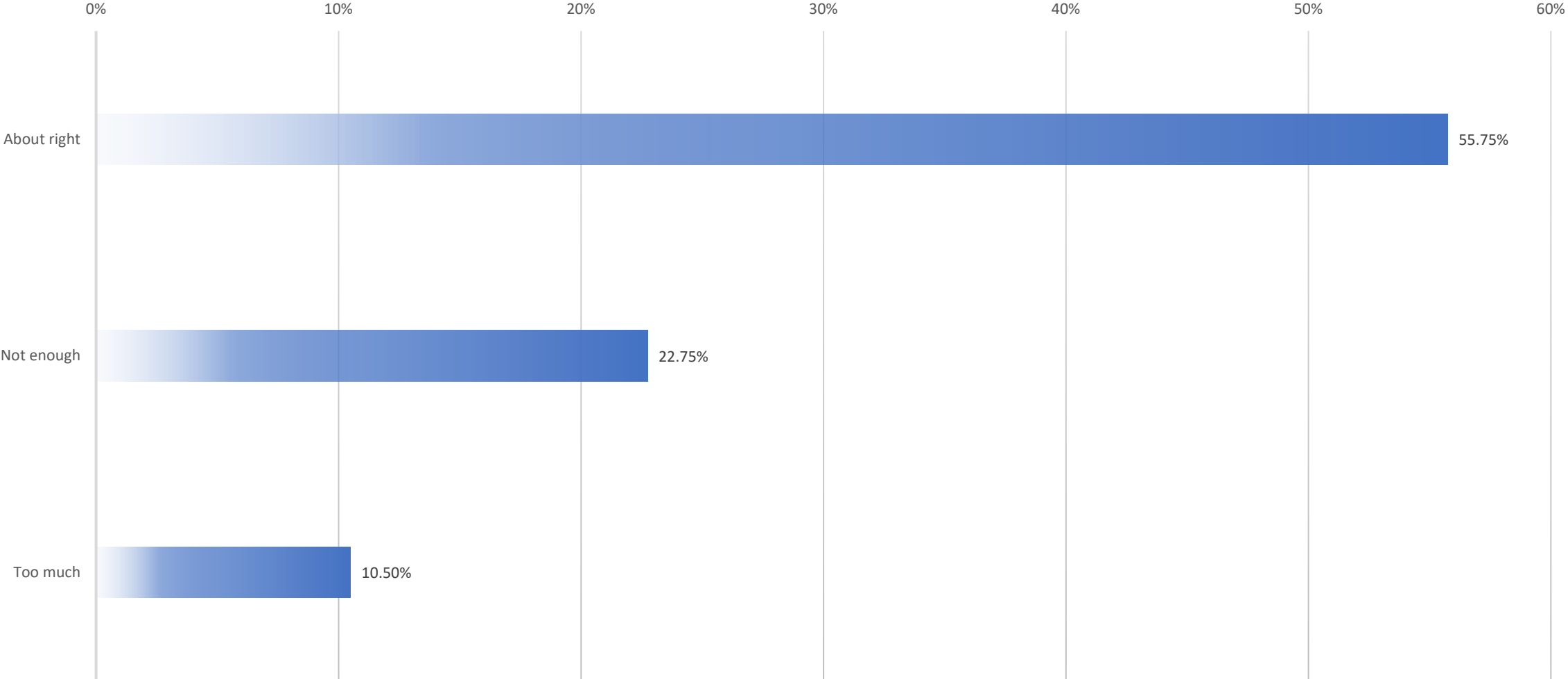
How do you feel about the current distribution of *agricultural* land uses that are present in New Kent County?



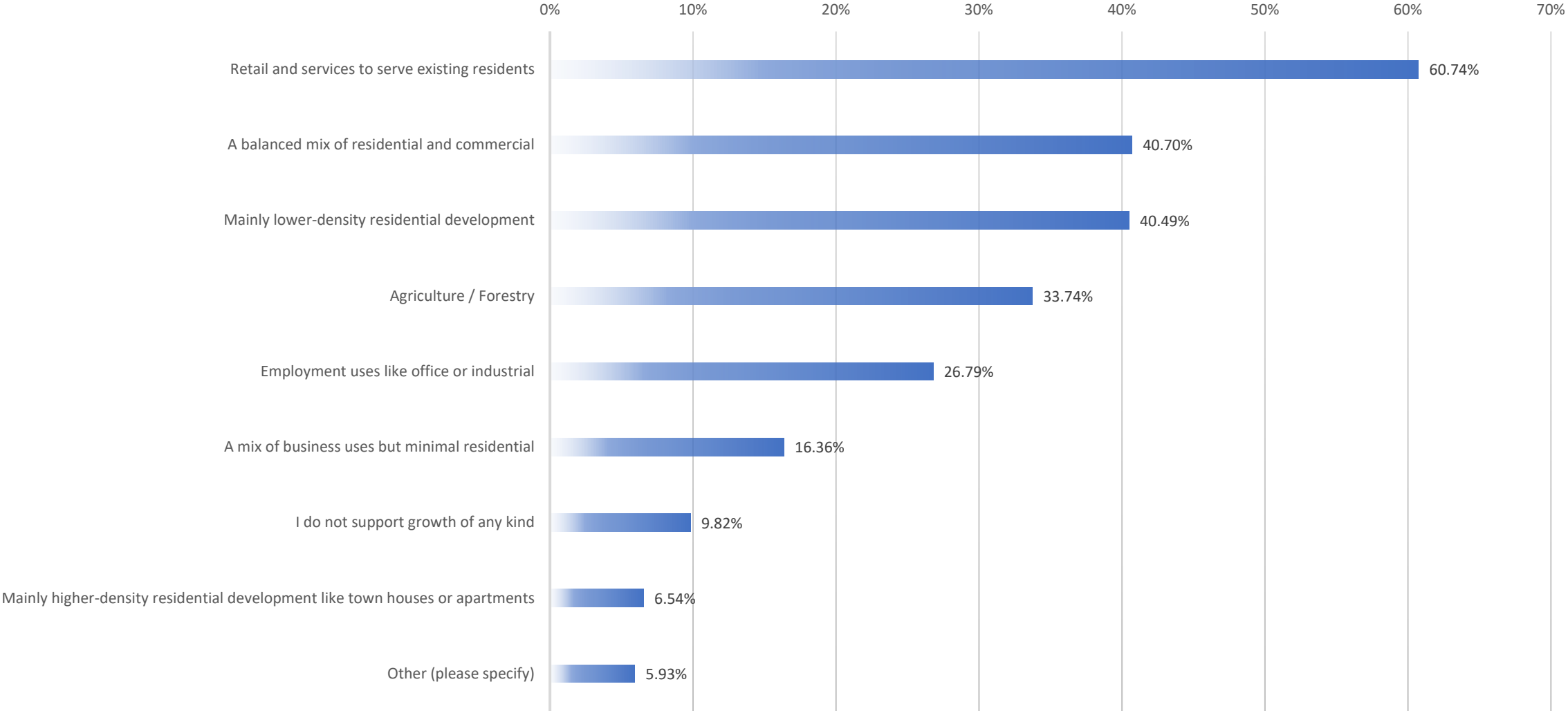
How do you feel about the current distribution of *environmental conservation* land uses that are present in New Kent County?



How do you feel about the current distribution of *industrial* land uses that are present in New Kent County?



What type of growth or development do you feel is appropriate for New Kent County's future?





Cross Tabulation

Differences based on tenure in the County

Under 5 years in New Kent vs. 30+ years

- **Is New Kent growing “much too fast”?**

- In New Kent <5 years: 15% say yes
- In New Kent 30+ years: 51% say yes

- **New Kent currently has too much residential development**

- <5 years: 17% say yes
- 30+ years: 61% say yes

- **Support growth in shopping/services to serve existing residents**

- <5 years: 72% say yes
- 30+ years: 46% say yes

Where do they agree?

- **County’s top priorities should be:**

- Preserving natural and rural areas
- Improving schools
- Investing in public safety

Who are the Under-5s?

- **Moving from:**
 - **31% moved to New Kent from an urban place**
 - **45% from a suburban place**
 - **20% from a rural place**
- **Working:**
 - **20% work from home**
 - **11% work in the County**
 - **45% commute**
 - **17% are retired**
- **63% have household incomes over \$100,000**
- **Age:**
 - **18% are over 65**
 - **17% are 55-64**
 - **20% are 45-54**
 - **21% are 35-44**
 - **20% are 25-34**

Differences based on age

35–44-year-olds (prime career years) vs. 65+year-olds

- **New Kent currently has too much residential development**
 - Age 35-44: 41% say yes
 - Age 65+: 21% say yes
- **Support growth in shopping/services to serve existing residents**
 - 35-44: 60% say yes
 - 65+: 75% say yes
- **Trails for recreation are a desirable transportation improvement**
 - 35-44: 39% say yes
 - 65+: 51% say yes

Major Takeaways

- **Participants generally expressed support for or satisfaction with:**
 - New Kent County's proximity to Richmond and Williamsburg
 - Community spirit
 - Rural character
 - Local government
 - Balanced, moderate development - especially more retail, shopping, or grocery options
 - Natural beauty
 - Schools
 - Low crime rates
- **Participants generally expressed concern for or dissatisfaction with:**
 - Overdevelopment of rural areas
 - Broadband internet access
 - A lack of high-quality retail, dining, and grocery options
 - Access to healthcare and childcare
 - Traffic congestion, particularly related to Interstate 64
 - A lack of access
- **Participants would like to see the County focus on:**
 - Preserving nature and rural areas
 - Improving or expanding public schools
 - Investing in public safety
 - More parks and recreation opportunities
 - Transportation improvements to reduce congestion

Questions and Discussion

