

Draft Goals & Objectives for the 2045 Comprehensive Plan Update

Quality Land Use and Growth Management

1. Ensure that future land use regulations and policies support the development rights of residential and non-residential properties.
 - i. Establish a simplified variety of commercial, residential, and mixed-use zoning categories and Land Use Classification appropriate to the County's needs.
 - ii. Continue to encourage the utilization of cluster subdivisions as the preferred form of residential development within rural areas.
 - iii. Align existing land use regulations with West Virginia State code and streamline land development process.
 - iv. Allow additional commercial and institutional uses in all zoning districts by right including medical facilities.

2. Concentrate high density development in the County's Preferred Growth Areas (PGA), Villages, and municipal Growth Boundaries (UGB&GMB) where infrastructure exists or is made available.
 - i. Encourage the adaptive reuse of existing buildings and previously used sites within Jefferson County, paying particular attention to brownfield and greyfield sites.
 - ii. Encourage expansions to the village areas and to provide a continuation of village scale and design in these areas.
 - iii. Coordinate with utility providers operating in Jefferson County to identify appropriate locations to provide new service based on existing and proposed residential development and infrastructure while supporting the enhancement of existing infrastructure.
 - iv. Reevaluate the Preferred Growth Areas to reflect infrastructure expansions and land use changes.

3. Support agricultural activities and promote agritourism.
 - i. Enhance the viability of existing farmlands within Jefferson County by allowing a flexible range of agricultural and/or artisan uses within existing rural areas.
 - ii. Encourage farm operators to collaborate with County officials in identifying potential economic development opportunities related to agriculture in Jefferson County.
 - iii. Support programs for the education of and resources for the creation and viability of new generations of farmers.
 - iv. Update existing land use regulations to allow for diverse compatible and complementary uses on agricultural properties and within rural areas of Jefferson County.
 - v. Support on farm agricultural processing businesses.

Promoting Tourism and Conservation

4. Encourage the preservation of historical sites and leverage heritage and cultural tourism to foster local business growth and development.
 - i. Encourage the utilization of existing historic and agricultural areas for a variety of uses in ways that respect their historical function or setting.
 - ii. Encourage the adaptive reuse of existing non-residential structures for housing.
 - iii. Identify and implement feasible strategies to ensure short term rental compliance with local ordinances.
5. Encourage land conservation programs to help preserve the rural character of Jefferson County.
 - i. Financially support county conservation agencies including but not limited to the Farmland Preservation Board and Historic Landmarks Commission.
 - ii. Support agricultural cooperatives and food hubs in Jefferson County.
 - iii. Provide equal opportunity to small and large farms.

6. Balance the existing preservation of Jefferson County's natural resources with providing additional access to and utilization of outdoor recreational tourism.
 - i. Investigate additional opportunities for public river access.
 - ii. Develop connectivity to existing pedestrian and bike trails.

Community Connections

7. Collaborate with state and regional transportation partners to enhance the built environment to promote safety on and around state and municipal roads and lessen congestion.
 - i. Continue to coordinate with WVDOH related to access and transportation improvement decisions regarding local development review.
 - ii. Actively coordinate with HEPMPO, WVDOH, Municipalities and other appropriate stakeholders to identify potential highway, rail, bike, and pedestrian safety concerns within Jefferson County and promote safety measures.
 - iii. Advocate for new developments to utilize traffic calming measures and building safe roads for pedestrians, cyclists, and motorists.
 - iv. Identify methods to improve public transportation and highway connectivity into adjoining states by working with HEPMPO, WVDOT, EPTA, and agencies in Maryland, Pennsylvania, the District of Columbia, and Virginia.
8. Foster a culture of public engagement that effectively communicates policy making decisions.
 - i. Ensure public hearing and workshops are held in accordance with state code and local regulations.
9. Work with partners to protect the watersheds of Jefferson County and preserve the natural environment.
 - i. Encourage developers to build new subdivisions to meet standards set by regional or national sustainable building organizations.

- ii. Coordinate with local and regional partners regarding information and activities related to meeting the Chesapeake Bay Watershed Implementation Plan goals and property owners to enact voluntary recommendations.
- iii. Work with property owners and applicable agencies to identify voluntary ways to protect unique natural features and the watersheds of Jefferson County.
- iv. Collaborate with applicable agencies, local watershed groups, and private property owners to identify funding for the maintenance and upgrade of existing septic systems.

10. Support a variety of public and private educational opportunities in Jefferson County.

- i. Coordinate with the Jefferson County School Board to identify appropriate locations to develop new schools based on existing and proposed residential development and infrastructure.
- ii. Support the efficient enhancement and renovation of existing Jefferson County School buildings.
- iii. Continue to assess school impact fees as development occurs.

11. Align expansion of County park facilities and programs with federal, state, and municipal recreation providers to ensure that a wide variety of park and recreation opportunities are available throughout Jefferson County.

- i. Continue to evaluate the need for and financing of a public pool or aquatic center.
- ii. Coordinate with local, state, and regional governments, non-profits, and community groups to identify funding sources for recreational facilities.
- iii. Support the expansion of park lands and adoption of Master Plans or existing park utilization.

Growing a Diverse Economy

12. Foster job development in Jefferson County by promoting diverse businesses; employment opportunities; local business entrepreneurship; and professional service jobs.

- i. Collaborate with the Jefferson County Development Authority and other agencies to build and expand existing local businesses and to enable the start-up of new businesses within Jefferson County.
- ii. Support vocational training opportunities for students of all ages in skilled trade programs and higher education to create a flexible, resilient workforce.

13. Develop an environment that promotes existing and new businesses by expanding necessary infrastructure within the Preferred Growth Areas (PGA), Villages, and municipal Growth Boundaries (UGB&GMB).

- i. Utilize existing infrastructure to allow construction of village-scaled businesses, residential uses, and community facilities with Village areas and potential village expansion areas.
- ii. Allow small-scale commercial and multi-family uses in existing areas that have the potential to be designated as a village at a future date.
- iii. Provide incentives and opportunities for businesses to relocate or expand their operations within the County.
- iv. Work with utility providers to ensure public and private infrastructure is in place within UGBs, PGAs, and Villages to enable economic development.

Creating Livability

14. Promote a countywide expansion of activities, amenities, and entertainment for all Jefferson County residents.

- i. Collaborate with Jefferson County Development Authority and local businesses to identify opportunities and programs that would aid in retaining young residents within Jefferson County.
- ii. Support programs that provide services and entertainment for residents of Jefferson County.

- iii. Explore International Dark Sky Association recommended standards to reduce light pollution.
15. Enhance public services and public safety to meet the needs of Jefferson County residents.
- i. Coordinate with EPTA to improve transit service within Jefferson County and the Eastern Panhandle as a whole.
 - ii. Ensure access to emergency services in Jefferson County.
 - iii. Identify ways to expand medical services and wellness programs.
16. Improve interconnectivity by enhancing and expanding pedestrian and bike paths.
- i. Establish that new development adjacent to municipal boundaries, Villages, or within UGBs is designed and built in a way that enables connectivity to the existing street and infrastructure network or for future connectivity as development is extended to these areas.
 - ii. Collaborate with WVDOH to connect the Route 9 bike path into Ranson.
 - iii. Continue to support construction of Shepherdstown bike path from Shepherdstown Middle School to Morgan Grove Park and Shepherdstown Library.
 - iv. Require sidewalks to be constructed or easements for their implementation be included within and connecting to existing and new development.
 - v. Develop a path connecting Ranson to Sam Michaels Park.
17. Encourage a diversity of housing options including attainable and senior housing availability and accessibility to current and incoming residents.
- i. Work with county residents, members of the development community, and local and regional non-profit organizations to identify ways to integrate attainable housing with existing and new communities in Jefferson County.
 - ii. Identify and utilize private and public funding for the development of attainable housing in Jefferson County.

- iii. Encourage developers, contractors, and homeowners to build and renovate residential developments to meet the needs of residents across the entire lifecycle.
- iv. Encourage the development of communities that provide a variety of care for elderly and/or disabled residents within Jefferson County in close proximity to transportation corridors, medical facilities, and everyday needs.
- v. Identify methods to lower the cost of constructing attainable housing within Jefferson County while ensuring a high quality of housing in conjunction with local non-profits and housing providers.