

## Chapter 3

# Goals & Objectives

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# 1. Introduction

Community goals and objectives are the foundation for the policies and activities the community utilizes to implement the comprehensive plan. The goals and objectives have been categorized into six policy areas: economic vitality, quality natural and physical environment, stable neighborhoods, safe and efficient transportation, cultural and recreational opportunities, and quality organization and safe community. The identified goals and objectives directly relate to the needs identified during the community evaluation and analysis and the citizen input received throughout the process.

Citizen involvement in the development of community goals and objectives is key in gaining public support for the plan and its implementation. A series of activities were conducted to engage citizen involvement as discussed below.

# 2. Involving Our Citizens

Beginning in the fall of 2008 the Town of Colonial Beach conducted a community survey and held a series of workshops and individual meetings to gain input and direction for the update of the Town's Comprehensive Plan. From those meetings and discussions, a number of common themes emerged. The primary overriding theme was to encourage economic development. Many of the other dominating themes, while different, go hand-in-hand with this overriding theme. They are directly related to basic land use and town design issues, such as preserving the town's historic character, encouraging development along the boardwalk, improving the aesthetics of the town, primarily the Colonial Avenue corridor, and protection of the shorelines. Others are less tangible, but equally important and relevant to planning, such as increased recreational opportunities for all ages and improved medical and health care facilities. A summary of the primary themes from each of the citizen involvement activities follows.

## Community Survey

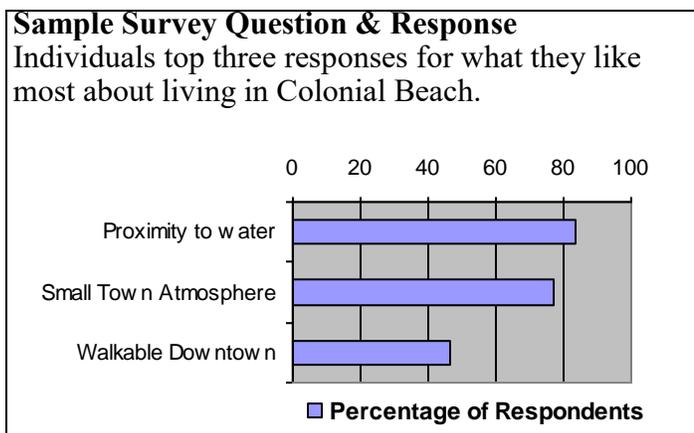
The community survey was the initial tool utilized to gauge public involvement. Over one-third of Colonial Beach households participated in the survey, with more than 500 surveys returned. The survey sought input on a number of areas, including community character, economic development and growth management, transportation and infrastructure, recreation, and natural resources. The respondents represented a good cross section of town residents, including both full and part-time residents. Primary findings in each of the areas are listed below.

### Community Character

When asked what respondents liked most about living in Colonial Beach the top three responses overwhelmingly were proximity to water, small town atmosphere, and walkable downtown. Individuals were also asked to list what they would change about Colonial Beach and what strengths /opportunities the town has. The top responses are listed below.

#### Strengths / Opportunities

- Small town character
- Waterfront, beach, resort atmosphere
- Location to major cities
- Tourism potential
- People



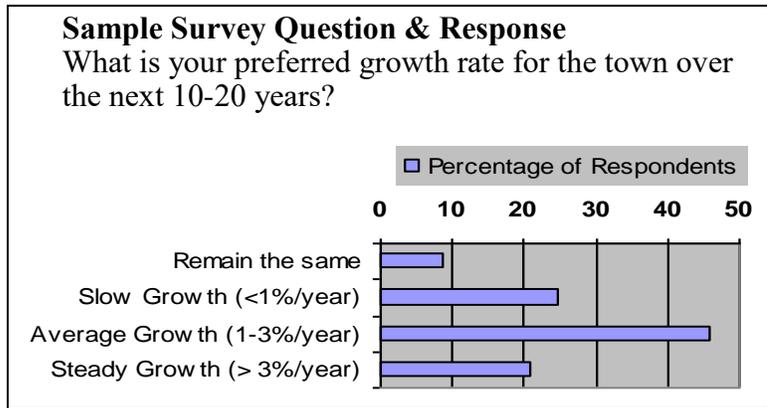
*Things to Change*

- More economic development, small businesses, retail stores
- Appearance of Colonial Avenue and town in general
- Improved / paved roads
- More recreation
- Boardwalk development / tourism

Economic Development and Growth Management

The majority of respondents prefer an average growth rate of 1 to 3% / year. They rated the towns residential growth rate over the past several

years as “just about right” and commercial / retail growth as “too little.” They predominantly prefer residential development in the form of single-family developments compatible with existing residences and mixed use developments with both housing and businesses.



There was a preference for commercial developments to be focused in existing commercial areas (historic resort commercial area and Colonial Avenue) prior to developing new commercial areas. The predominately-desired land uses for the historic resort area are open space, retail, and hospitality type developments. High-density, multi-family developments in this area are not desired.

The survey highlighted the fact that many Colonial Beach residents purchase the majority of their goods and services outside of the town. Goods and services listed included a broad range of items from food and household supplies to auto repair and health services. The most important reasons individuals listed for shopping in another community were availability, variety, and quality of the merchandise.

Transportation and Infrastructure

Most respondents supported investing tax dollars in bicycle and pedestrian trails. Many were not aware of the existing public transit service which highlights a need for more advertisement of the services available. Over half of the respondents support increases in user fees to fund the repair and replacement of existing old and undersized water lines.

Recreation

Preferred types of recreational activities include swimming / beach access, boat access, fishing access, walking / biking trails, and a community center. Most respondents expressed a need for more and improved recreational areas and facilities however, most would not support an increase in taxes to provide those opportunities.

Natural Resources

Respondents expressed the need for a high level of protection for the water quality of Monroe Bay and the Potomac River, the potable water supply, and the shorelines from erosion. Respondents also expressed a desire to preserve the remaining historical buildings and views of the water / public access to the water. The majority also support increased regulations to protect these resources.

*Public Workshop #1—Visioning*

The first public workshop served as an introduction to the Comprehensive Plan and its purpose, as well as an exploration of the vision for the town’s future. Attendants were given a summary of the community profile and existing conditions analysis, and then were asked to provide their future visions for the

town as a whole and within each policy area. Main themes from the visioning exercise within each category are listed on the following page.

The town as a whole

- Small town atmosphere
- Bring Colonial Beach back to how it was, the star of the Potomac
- A mecca for the arts
- A vacation spot for tourists
- A small town with a lot of great small shops (improving downtown area)
- Attractive – lots of flowers, activities, miniature golf, musicals, local theater, shops, senior center
- A family-focused community with an emphasis on quality, respect, and trust
- Boardwalk built with shops / places of interest for tourists – some parking, not lots of hotels and motels
- Small but effective community offering economic growth and recreational opportunities for all residents
- A small Victorian style town with a definite maritime recreational tourist focus. Colonial Avenue should be a welcoming corridor of commercial enterprise leading to a multi-recreational boardwalk

Economic Development

- More recreational opportunities— theater, bowling alley, fun land, miniature golf, water slide
- More retail, medical, professional, and personal service businesses
- Increased tourism
- Supported and nurtured arts community

Land Development

- Revitalization of existing commercial areas along Colonial Ave, Washington, and the Boardwalk

Environment

- A center for marine research (flora and fauna protection) connected to universities and schools
- A preserved beach with adequate and convenient public access

Housing/Neighborhoods

- Independent living for 55+
- Similar community character and size
- Improved infrastructure

Transportation

- Heavily utilized trolley system
- Sidewalks
- Paved roads throughout town
- Golf cart access to shopping center

*Public Workshop #2—Policy Framework & Land Use*

The second public workshop focused on transforming the vision statements into draft goals and objectives as well as developing the town's future land use map. The results of this meeting formed the foundation for the ideas presented in this chapter and Chapter 4.

*Public Workshop #3—Implementation*

The third and final public workshop explored a variety of implementation strategies such as the establishment of a national historic district and enterprise zone. Individuals were then given the opportunity

Park, Recreation & Open Space

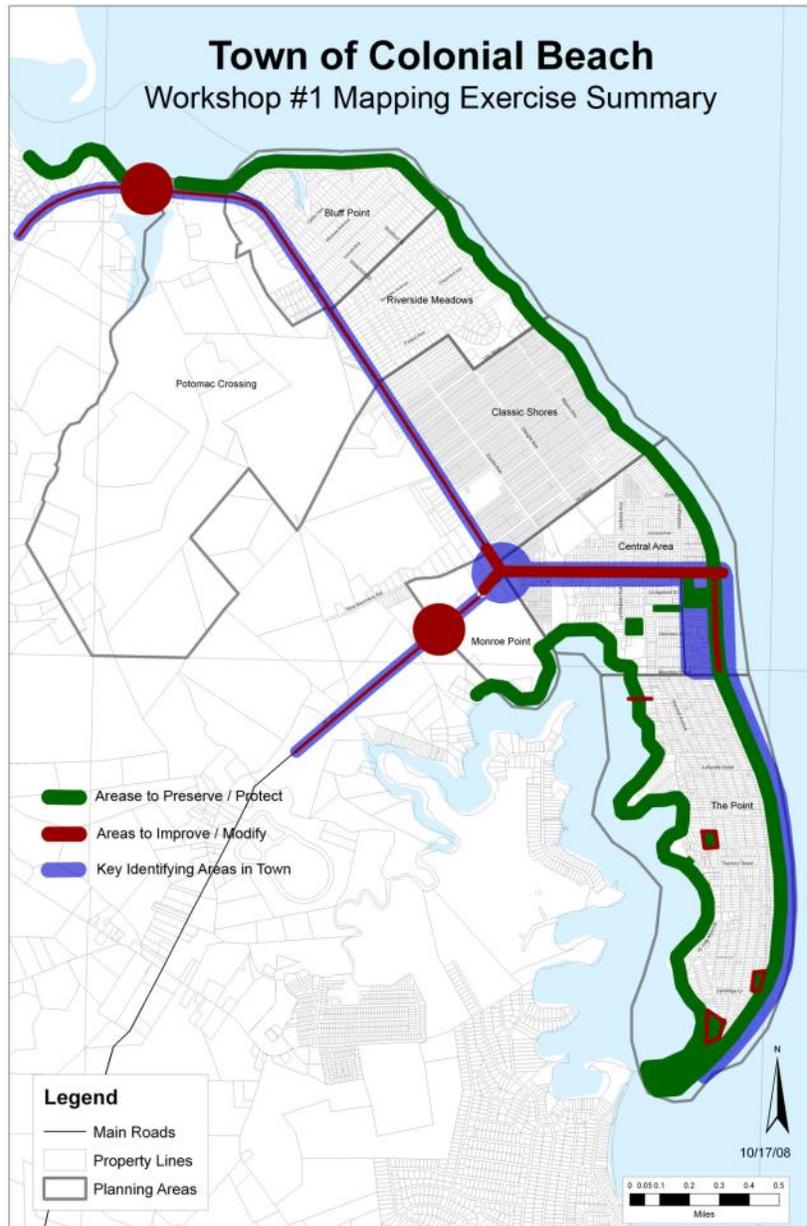
- Bicycle and walking trails throughout town

Public Services

- Improved medical services
- Improved social services
- Improved infrastructure (water, sewer)
- Assisted living services / Senior services

Group Mapping Exercise

Attendants were also asked to identify on a map 1) areas to be preserved / protected in green (could be anything, a neighborhood, commercial area, public space, etc), 2) areas to improve / modify in red, 3) other key areas (places that do or should play a significant role in defining the town.) The map to the right depicts their findings.



to prioritize the policy areas and identified implementation tools within each policy area. They are listed below in order of importance as identified during the meeting. This input was considered in preparing the plan of action as set forth in Chapter 5—Implementation.

Top Ranked Policy Area—Economic Development

- Utilize the Main Street Approach to encourage revitalization
- Attract / host a number of smaller events throughout the year
- Establish partnerships with area tourism organizations such as the Rt. 3 Historic Corridor, the Monroe Foundation, etc
- Improve the town’s gateways on Rt. 205 and obtain VA By-way designation (see transportation policy area)

The Arts

- Provide the use of public buildings and spaces to various organizations for events, activities, and the showcasing of their art
- Support and promote a variety of events where local artists (both performance and fine arts) can showcase their talents
- Establish an arts commission to explore ways to attract artists and promote the town as an artist-friendly community
- Establish art everywhere-murals, public art, etc

Land Use

- Improve the aesthetics of town-owned land
- Identify development opportunities for the vacant town owned land and seek public / private partnerships for the development of those properties as appropriate
- Revise the Town’s Zoning Ordinance for compatibility with the Comprehensive Plan
- Provide additional park and open space opportunities in the northern section of town

Environment

- Seek and / or appropriate funding to employ restoration efforts on endangered / deteriorating environmental areas especially the Town’s shorelines
- Work with local and regional environmental agencies and universities to develop educational materials and monitor environmental resources
- Channel development away from critical environmental areas
- Implement environmental design criteria into the Zoning Ordinance or town procedure manuals, on a site specific scale

Public Facilities and Services

- Work with Westmoreland County Health and Social Services to expand its outreach services to citizens of Colonial Beach
- Replace / upgrade the older sections of the water distribution system to improve reliability, increase efficiency, and reduce operating costs
- Install individual water meters on all residential hook-ups to ensure equitable charges and encourage conservation
- Improve the recycling program to reduce waste transported to the landfill

Housing and Neighborhoods

- Adopt ordinance regulations that ensure adequate preservation of open space and community amenities such as sidewalks and trails
- Assist residents in coordinating neighborhood clean-up campaigns, ongoing litter control programs, and other revitalization efforts

- Support, encourage, and / or identify innovative and sustainable proposals for independent living facilities for 55+ year old individuals
- Adopt design guidelines and / or Zoning Ordinance amendments for areas where infill and redevelopment is threatening the existing community character

#### Transportation

- Establish an overlay district along the town's primary roadway corridors that address a variety of design standards and streetscape improvements
- Plan and implement an integrated system of pedestrian and bicycle facilities
- Nominate Rt. 205 between Oak Grove and Rt. 218 as a state scenic byway to link existing state scenic route segments and encourage tourism
- Identify and implement needed aesthetic / functional improvements to the Rt. 205 / Colonial Avenue intersection

#### Parks, Recreation and Open Space

- Work toward the development of a community center for all ages, inclusive of a community swimming pool
- Establish a recreation commission or committee to oversee the parks system and work toward future improvements
- Improve existing parks, playgrounds, and open spaces through increased maintenance and additional plantings
- Work with the school board, Westmoreland County, and other organizations such as YMCA, Lions Club, and churches to identify and provide recreational opportunities which match people's needs

### **3. Community Vision Statement**

The following community vision statement was developed from the main thoughts and ideas presented at numerous public workshops and discussions. This vision statement should serve as the overarching future vision for the town, which is strengthened and supported by the goals and objectives identified on the following pages.

*An attractive, historically 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 a re-emerging "Playground of the Potomac" for those seeking relaxation, maritime fun, family recreation and the arts year round.*

### **4. Goals & Objectives**

The identified community goals and objectives have been categorized into six policy areas. Each of these policy areas will work together to implement the citizen's desires, as expressed in the community survey, public meetings, and work sessions. They form the foundation for the town's future land-use map and area designations. They also serve as the guide for the town's specific implementation strategies identified in the Chapter 5—Implementation.

#### *Economic Vitality*

***Goal: Build and diversify the town's local tax base. Expand local tourism, retail, and professional office enterprises.***

***Objective: Support and expand the town's tourism base.***

#### Strategies

- Promote Colonial Beach as a quaint, small town for those seeking relaxa-

- tion and recreation to a regional market area
- Continue the hosting of signature events and attract / host other smaller events throughout the year
  - Support and nurture the town's hospitality industry made up of area Bed and Breakfasts, hotels, restaurants, etc.
  - Support and nurture maritime recreational enterprises, such as marinas and canoe / kayak rental and excursion enterprises
  - Re-establish a tangible link to the town's rich and unique history. Interpret it through the design of the town's public spaces, the placement of strategic storyboards, and the protection of the town's unique historic attributes
  - Create partnerships with area historic and tourism markets, such as the Rt. 3 Historic Corridor, the Monroe Foundation, the Northern Neck Tourism Council, etc.

***Objective: Encourage appropriate redevelopment in key areas, such as the historic resort commercial area and along Colonial Avenue.***

Strategies

- Apply for a national and state historic district designation to assist in revitalizing the historic resort commercial area and preserving the historical resort cottage character of The Point
- Identify a clear vision and concept plan for the development of the boardwalk and historic resort commercial area, and explore public-private development opportunities
- Utilize the Main Street approach and strategies to encourage investment and redevelopment of the historic resort commercial area
- Establish a vision for the Colonial Avenue Corridor
- Identify and pursue potential grant funding opportunities to make needed public improvements and to spark private investment

***Objective: Attract new businesses and support existing businesses that serve the needs of our residents and provide local employment.***

Strategies

- Work with Westmoreland County and the Northern Neck Planning District Commission to establish a local enterprise zone with tax and / or other incentives
- Identify and market to those industries that currently are not adequately represented in the town, but that are desired / needed and could be supported by the area (i.e., health and medical services, recreational, professional offices)
- Develop a plan to attract high-tech jobs to the area utilizing quality of life, recreational opportunities, and proximity to urban centers as key attributes

## *Quality Natural and Physical Environment*

### *Land Use*

***Goal: Overall pattern of development that reflects the vision of the community by preserving its historic resort small town character, improving its citizens' quality of life, and protecting***

*the town's natural resources.*

***Objective: Improve the town's aesthetic quality to make a positive and lasting impression on visitors to the community and enhance the quality of life for residents.***

Strategies

- Identify and prioritize needed aesthetic improvements and identify a funding source to initiate those prioritized improvements.
- Improve the town's two gateways at the corporate limits along Rt. 205 with landscaping, signage, etc.
- With the Virginia Department of Transportation (VDOT) and adjacent property owners, identify aesthetic and functional improvements to the Rt. 205 / Colonial Avenue intersection

***Objective: Appropriate mix of residential, commercial, and employment uses, which will provide adequate housing, shopping, and employment opportunities for present and future residents.***

Strategies

- Utilize the zoning and subdivision regulations to ensure that specific land uses and densities are based on the town's future land use map and development suitability
- Protect existing residential neighborhoods from commercial encroachment and encourage compatible infill development
- Encourage commercial business district development through tax and / or other incentives
- Identify redevelopment opportunities and provide public / private initiative for the proper development of those properties

***Objective: Land use and development coordination with Westmoreland County for adjoining land within a one-mile radius of the town's corporate limits.***

Strategies

- Establish a joint land use planning area with Westmoreland County within which each locality would have the opportunity to review and comment on development proposals
- Develop a collaborative policy for potential future boundary adjustments

***Objective: Adequate open and green space.***

Strategies

- Provide additional park and open space opportunities in the northern section of town
- Improve the aesthetics of town owned land

## ***Environment***

***Goal: Protect sensitive environmental areas with particular interest on preserving the shorelines and water quality of Monroe Bay and the Potomac River.***

***Objective: Clearly identify and adopt progressive measures to actively protect environmentally sensitive land areas which should be conserved and / or protected from***

*future development.*

Strategies

- Identify sensitive slopes, soils, wetland areas, and drainage ways that should be protected from development.
- Conduct studies and / or evaluations of various environmental features that can serve as a base point of reference for future assessments and provide a tool for identifying needed actions
- Channel development away from critical environmental areas by encouraging development to be clustered on areas with the highest development potentials and maintain sensitive areas in their natural state for passive recreation and/or open space
- Enforce the Chesapeake Bay Preservation Act stringently
- Ensure appropriate erosion control measures are being followed during development to minimize siltation and erosion from land use

***Objective: Protection of local beaches, sensitive slopes, and shorelines from erosion.***

Strategies

- Work with various state and federal agencies to continue the beach stabilization / replenishment activities
- Seek and / or appropriate funding to employ restoration efforts on endangered / deteriorating environmental areas

***Objective: Educate Colonial Beach citizens in appropriate and environmentally sound land development practices.***

Strategies

- Implement environmental design criteria into the Zoning and Subdivision Ordinances, town procedure manuals, etc., on a site specific scale
- Work with local and regional environmental agencies and universities to develop educational materials and monitor environmental resources
- Provide educational materials for residents and business owners on important environmental issues of which they should be aware

## *Stable Neighborhoods*

***Goal: Livable neighborhoods that promote a high quality of life and provide a range of affordable homes for all ages and income levels.***

***Objective: Ensure on-going infrastructure improvements, such as water and sewer, streets, and public services to sustain and protect neighborhoods.***

Strategy

- Establish short-term and long-term capital improvement projects that address existing and future infrastructure improvement needs

***Objective: Quality site planning in all future development and redeveloped areas for all levels of housing products.***

Strategies

- Adopt ordinance regulations that ensure adequate preservation of open space and community amenities, such as sidewalks and trails that link to existing or future areas / facilities
- Encourage green development practices that preserve resources and provide sustainability to the housing stock

***Objective: A variety of housing alternatives for all ages, family sizes, life styles, and income distinctions.***

Strategies

- Support, encourage, and / or identify innovative and sustainable proposals for independent living facilities for 55+ year old individuals to serve the needs of our aging population
- Provide opportunities for a variety of housing styles, types and densities to meet the needs of all citizens

***Objective: Preserve existing neighborhoods through ensuring that new housing is compatible with the scale and character of existing neighborhoods.***

Strategies

- Promote infill housing on vacant lots, which will be compatible with existing residences
- Adopt design guidelines and / or Zoning Ordinance amendments for areas where infill and / or redevelopment is threatening the existing character of the community

***Objective: Eliminate substandard dwellings and support neighborhood revitalization efforts.***

Strategies

- Continue to enforce building codes strictly to ensure safe and habitable housing units
- Continue the Minor Home Repair Program, which has improved housing conditions for eligible town residents
- Assist residents in coordinating neighborhood clean-up campaigns, on-going litter control programs, and other revitalization efforts

## *Safe and Efficient Transportation*

***Goal: A safe and efficient transportation network for all citizens that enhances the aesthetic quality of the area, and includes provisions for pedestrians, bicyclists, golf carts, and public transportation.***

***Objective: Improved aesthetic quality of primary roadways and facilitation of tourists' way finding abilities related to historic sites and cultural and recreational attractions.***

Strategies

- Establish an overlay district along the town's primary roadway corridors that addresses a variety of design standards and streetscape improvements, such as ensuring that adjacent developments address the ultimate right-of-way requirements, reduce noise pollution, and respect the scale and character of Colonial Beach
- Nominate Rt. 205 between Oak Grove and Rt. 218 as a state scenic by-way to link existing state scenic route segments and encourage tourists to visit Colonial Beach
- Improve signage throughout town to enable tourists to find beaches, local business districts, historic sites, and cultural / recreational attractions, while reducing visual clutter
- Work with local businesses and VDOT to improve the safety, aesthetics, and signage at the Rt. 205 / Colonial Avenue intersection

***Objective: Improved mobility by using alternative modes of travel, including pedestrians, bicyclists, golf carts, and public transportation.***

Strategies

- Plan and implement an integrated system of pedestrian and bicycle networks that build on the existing facilities, and seek funding for their implementation
- Continue to support and expand the mobility of golf carts throughout the town with special emphasis on providing a safe access across Rt. 205, and between Monroe Point and the rest of the community
- Support the public transportation program through increased public awareness and coordination with various public events and activities to serve the transportation needs of the elderly, low-income, and young residents
- Explore Park & Ride as an option during big summer weekends to reduce traffic congestion
- Improve and repair deteriorating sidewalks and ensure appropriate American with Disabilities Act (ADA) accommodations are met
- Ensure that improvements related to alternative modes of transportation are implemented in conjunction with new development

***Objective: Road and street plans that encourage optimal community development and are easily transferred into the state secondary system.***

Strategies

- Develop typical road and street sections for secondary roadways which are of appropriate scale and capacity, consistent with the existing and / or desired community character
- Enforce strict road construction standards in all new subdivisions to ensure that all new roads will be taken into the state secondary system
- All private development proposals shall include traffic impact statements, which identify the nature of future traffic conditions and analyze the degree of traffic generated by any given proposal. Traffic impact evaluations shall ensure compatibility with the transportation plan for Colonial Beach and VDOT

**Objective: Improved existing and planned roads / rights of way to current VDOT standards to increase roadway functionality and encourage infill development.**

Strategies

- Identify specific funding avenues and alternatives to pave existing gravel roads and improve badly deteriorated roadways
- Construct the platted but non-existent roads in Colonial Beach to encourage infill development
- Evaluate roadway lighting needs and implement as appropriate
- Work with Westmoreland County and VDOT annually to make recommendations for and review the six-year construction and improvement plan
- Develop roads and / or trails connecting the northern and southern sections of town to the central area to reduce traffic on Rt. 205

**Objective: Adequate public parking.**

Strategies

- Provide adequate parking facilities in coordination with revitalization efforts in the historic core / boardwalk area
- Complete a detailed study of the town's historic and general commercial districts, and identify areas where additional parking is needed and parcels that would be appropriate for that parking. Once parcels have been selected, establish formal town owned and operated public parking areas

## *Cultural and Recreational Opportunities*

### ***Parks, Recreation, and Open Space***

**Goal: Provide adequate recreational opportunities, which provide physical and social enjoyment for all of the town's residents and visitors.**

**Objective: Identification of future parks and recreational needs and active pursuit of funding options for their implementation.**

Strategies

- Establish a Recreation Commission or committee, made up of various stakeholders to oversee the parks system and work toward future improvements
- Work with neighborhoods to identify needed parks and recreational improvements / additions, especially in the northern sections of town
- Work cooperatively with the Colonial Beach School Board, Westmoreland County, and other non-profit / civic organizations, such as the YMCA, Lions Club, and churches to identify and provide recreational opportunities which match people's needs
- Prioritize improvements that focus on the top ranked recreational activities identified in the community survey, including swimming / beach access, boat access, fishing access, walking / biking trails, community center with swimming pool
- Explore alternative sources of funding to pay for necessary capital improvements, such as state and federal grants available for parks and recreation activities and facilities

**Objective: Preservation and enhancement of the existing park and recreational system, including all the town's various parks, trails, beaches, and boat ramps.**

Strategies

- Improve existing parks, playgrounds, and open spaces through increased maintenance and additional plantings
- Establish a prioritized list of needed facility improvements to the existing park system

**Objective: Development of additional recreational amenities / activities for residents and visitors of all ages.**

Strategies

- Work with the community to identify desired recreational-type businesses and enterprises and market to those industries
- Identify and work toward the development of a network of pedestrian and bicycle facilities
- Encourage establishment of a community center for all ages, inclusive of a community swimming pool
- Ensure that private development proposals include adequate open space and improvements to serve the recreational demands of each new neighborhood

## ***The Arts***

**Goal: Nurture and grow the arts community in Colonial Beach through marketing, events, activities, and resources.**

**Objective: Promotion of Colonial Beach as a vibrant community for the arts.**

Strategies

- Actively support the work of civic and non-profit organizations, such as the Colonial Beach Artists' Guild
- Continue to support and promote a variety of events where local artists can showcase their talents
- Provide the use of public buildings and spaces to various for-profit and non-profit organizations for events, activities, and the showcasing of their art
- Establish an arts commission / council / committee to explore ways to attract artists and promote the town as an artist-friendly community
- Explore opportunities to make use of local and regional artists' talents
- Explore the potential of establishing a arts and cultural district through Virginia enabling legislation § 15.2-1129.1

## ***Quality Organization and Safe Community***

### ***Public Facilities and Services***

**Goal: Provide an adequate level of public services to all people of the town and recognize the regional aspects of certain facilities / services and the need for regional cooperation.**

**Objective: A public works department that can effectively deliver services and run facilities in an environmentally responsible, efficient, and safe manner.**

Strategies

- Replace and upgrade the older sections of the water distribution system to improve reliability, increase efficiency, and reduce operating costs by eliminating undetected leaks
- Install meters on all residential hook-ups to ensure equitable charges and encourage conservation
- Continue the repair and replacement of the sewage collection system to reduce inflow and infiltration
- Coordinate future water and sewer demands and system requirements with a long-term capital improvements program to respond to future growth
- Continue and improve the recycling program to reduce waste transported to the landfill
- Identify and prioritize areas where insufficient surface drainage is a concern, and develop a comprehensive plan to correct it

**Objective: A local school district that continues to provide top quality local education to students in and outside of town.**

Strategies

- Work closely with the school district to maximize the public benefit of the school district and all its facilities
- Promote tuition attendance to non-residents and adult education classes

**Objective: A police department that has adequate police resources and continues to provide top quality police protection for all Colonial Beach residents.**

Strategies

- Provide the police department with adequate facilities through the construction of a new police facility at an appropriate site
- Monitor population, police manpower, and crime statistics to ascertain changing police manpower needs

**Objective: A local Volunteer Fire Department and Rescue Squad that continues to provide top quality fire protection and emergency medical services.**

Strategies

- Continue to offer support to the Volunteer Fire Department through regular annual contributions, and through special assistance for the replacement of major equipment
- Continue to support and assist the Rescue Squad for the purchase of new updated equipment, and in providing training for its members

**Objective: The addition and expansion of health and social service facilities within the Town of Colonial Beach.**

Strategies

- Work with the Westmoreland County Health and Social Services to expand its outreach services to citizens of Colonial Beach, or open up a local satellite office that is staffed a few days a week
- Encourage the establishment of additional local health care facilities within the town to serve the aging population

**Objective:** *Local access to a state of the art library facility for Colonial Beach residents.*

Strategy

- Continue to support the expansion and growth of the library facilities and programs

### **Telecommunications**

**Goal:** *Encourage and promote the development and use of state of the art technologies that will strengthen our community through attracting businesses, empowering local entrepreneurs, enhancing education / communication, and improving health care.*

**Objective:** *Cost effective and reliable access to high-speed internet connections for local businesses, residents, and visitors.*

Strategy

- Support and actively participate in the state's rural broadband planning initiative being managed by the Northern Neck Planning District Commission

**Objective:** *Utilization of the Internet to showcase the town, provide up-to-date information, and improve communications between the town, its residents, and other interested parties.*

Strategy

- Upgrade the town's web site to assist in the timely and cost effective transfer of information to all interested parties, i.e., the addition of information to attract businesses to the town and the addition of all official town ordinances, zoning codes, meetings, etc

