

# ORANGE COUNTY

## Route 3 Strategic Visioning Initiative

Adopted September 2013



**These vision statements are the result of a joint retreat of the Orange County Board of Supervisors, Economic Development Authority, and Planning Commission as part of an ongoing strategic visioning initiative for Route 3.**

### JOBS/EMPLOYMENT

In partnership with landowners and existing businesses, we envision a center for employment on a cohesive, planned campus that includes more than one development. This center for employment may be a combination of many sites - perhaps one for Research & Development (R&D) and another for light manufacturing. The R&D campus may be located near a resort, hotel, or conference center to provide interconnectivity between uses for a cohesive development strategy. We will identify business targets and exclude others that are undesirable. The planned campus area will reflect traditional Orange County architecture with a theme, buffering, setbacks, arterial connectivity, underground utilities, specific design standards, with flexibility for future needs.

### CONSUMER GOODS/SERVICES

We will plan for the Route 3 Area to include a series of aesthetically and functionally unique, mixed-use areas connected by a common parkway and buffered by various cultural and recreational centers. The connection from the existing population center to eastern Route 3 will incorporate destinations that build upon Orange County's unique needs and topography. Transportation between activity areas will be efficient and all elements of a larger economic, cultural, and recreational plan will be incorporated into one cohesive path to success.

### RECREATION/CULTURE/HISTORY

The development along Route 3 will take advantage of its cultural, historic, and natural resource assets to provide recreational opportunities that are attractive to citizens and visitors alike. These types of endeavors will be featured to contribute to the economic prosperity, health, and well being of Orange County and its citizens. Orange County will establish public and private partnerships to create recreational and educational opportunities and leisure facilities to promote family-oriented activities.



## VISION THEMES FOR ROUTE 3 INITIATIVE

Included in our Vision for the future of the Route 3 Corridor are many features and characteristics. Our ideal is to create:

A Place to Live, Work, and Play with a higher standard of design and development which is a self-contained, complete community that is appealing to current and prospective residents and is a place clearly differentiated from other places.

It will be a dynamic destination that results in an economic engine for the entire county. A "Go To" location for business, employment, entertainment, and education, it will include business and trade park(s) which utilize a cohesive, planned campus setting. There will be a focus on medical/health services as well as other desired targeted industries.

Other features will include a town center, convention/conference center, multi-use sports and recreational complex. It will also be well integrated with historic, cultural, recreational, and educational aspects which capitalize on the assets of the region and maximize what already exists.

In concert with partners and stakeholders we will seek intelligent development with high quality business, industry, commercial, and residential components. The development will embrace aesthetically pleasing design standards that reflects Orange County's best image including traditional neighborhood design that is visually stimulating and context sensitive. We will ensure that there is a consideration to the needs of the future including both foresight and flexibility.

We will create: A place that is important; a place that feels good and looks good; a place that reflects a local vibe which is attractive to our citizens. We will create a beautiful development which both preserves its Natural Assets and provides for "Fun Stuff."

**FOR MORE INFORMATION**

**call 540-672-3313 or visit our website:**

**[www.orangecountyva.gov/route3visioninginitiative](http://www.orangecountyva.gov/route3visioninginitiative)**