

Strategic Housing Plan Brunswick County, VA

March 2019

ACKNOWLEDGEMENTS

Brunswick County Board of Supervisors

<i>Barbara Jarrett-Harris, Chair</i>	<i>Totaro Election District</i>
<i>John W. Zubrod, Vice Chair</i>	<i>Meherrin Election District</i>
<i>Bernard L. Jones, Sr.</i>	<i>Red Oak Election District</i>
<i>Welton Tyler</i>	<i>Powellton Election District</i>
<i>Frederick A. Harrison, Sr.</i>	<i>Sturgeon Election District</i>

Brunswick County Administration

<i>Charlette T. Woolridge, Ph.D.</i>	<i>County Administrator</i>
<i>Leslie R. Weddington</i>	<i>Asst. County Administrator</i>
<i>George E. Morrison, III</i>	<i>Director of Planning</i>
<i>Dawn P. Washburn</i>	<i>Planner</i>
<i>Debra Givens</i>	<i>Planning & Building Services Technician</i>

Brunswick County Planning Commission

<i>Michael Grimm</i>	<i>Meherrin Election District</i>
<i>Jay R. Warfel</i>	<i>Meherrin Election District</i>
<i>Vernon L. Jones</i>	<i>Powellton Election District</i>
<i>Harvey L. Penn</i>	<i>Powellton Election District</i>
<i>C.B. Waller</i>	<i>Red Oak Election District</i>
<i>Glenn N. Johnson</i>	<i>Red Oak Election District</i>
<i>Alanzo Seward</i>	<i>Sturgeon Election District</i>
<i>Josie M. Seward</i>	<i>Sturgeon Election District</i>
<i>Mary K. Truman</i>	<i>Totaro Election District</i>
<i>George R. Smith</i>	<i>Totaro Election District</i>
<i>Frederick A Harrison, Sr.</i>	<i>Board of Supervisors Representative, Sturgeon District</i>

Strategic Housing Plan Prepared by:

Hill Studio - Roanoke, Virginia
Arnett Muldrow & Associates - Greenville, South Carolina

TABLE OF CONTENTS

Executive Summary.....	1
Why Address Housing?.....	1
Overview of Market Conditions and Opportunities.....	1
Pursuing Housing Opportunities and Growth.....	2
I. New Direction for Housing: 2037 Comprehensive Plan	3
II. Community Outreach.....	6
III. Assessment of Housing and Market Conditions	7
Demographics	7
Housing.....	8
Housing Market.....	8
Market Opportunities.....	9
Example Benchmark Housing Development Applicable to Brunswick County.....	9
IV. Housing Opportunities and Preferred Development Areas.....	12
North County	14
South County	14
West County	15
East County.....	15
V. Targeted Housing Concepts and Development Patterns	15
In-Town Development Pattern.....	16
Agriculture / Conservation Development Pattern	19
Park / Lake Development Pattern.....	22
Rural Subdivision Development Pattern	25
VI. Implementation	28

INTENTIONAL BLANK PAGE

Executive Summary

Why Address Housing?

The adopted 2037 Comprehensive Plan for Brunswick County identified *Resilient Communities* as important to the future of the County. Safe, vibrant, and livable communities with attractive, desirable housing are key to attracting and retaining residents and to economic growth and prosperity. For Brunswick County to successfully recruit desired companies and talent, employees must have a suitable place to live and raise their families.

The primary purpose of this plan was to identify and further opportunities for new market rate housing, particularly as it relates to recruiting and retaining residents such as educators, public safety personnel, professionals, and company workers. Brunswick County continues to undertake needed community development and revitalization projects that address affordable housing and community improvements.

Overview of Market Conditions and Opportunities

This plan included an assessment of existing demographic and housing trends, as well as an evaluation of housing market opportunities that was informed by data and interviews with stakeholders, and benchmark housing developments applicable to Brunswick County. To address and provide quality housing for the future, administrators and investors must consider more than the basic demographic trends of Brunswick County and facilitate opportunities for growth, especially targeted specialty products that will attract residents. We found that:

- Choices in housing in Brunswick County should be expanded to include more housing types. Approximately 68 percent of housing units are single-family detached housing; four percent is multi-family; and a significant amount of the housing stock is mobile-home units. The changing workforce and population desire additional, modern housing types (e.g., homes with small yards, present-day townhomes, energy efficient living, downtown lofts, planned destination subdivisions, etc.).
- Brunswick County has an increasing number of residents and retirees with tailored housing interests that is an opportunity for housing development.
- Since 2010, most new housing in Brunswick County has been constructed in the Meherrin District near Lake Gaston. While this focus is likely attributable to the economics of the past decade, there are other regions of the County that offer equally desirable features such as lakes, trails, scenic landscapes, and access to primary transportation corridors.
- Interviewed realtors and other stakeholders indicated a need in the County for:
 - ✓ New modern, market-rate housing (\$200,000 and higher), with and without amenities;
 - ✓ Senior housing, with and without amenities (for the increasing number of retirees);
 - ✓ Attractive workforce housing for educators, professionals, public safety workers, etc.; and
 - ✓ Affordable housing in the \$100-150,000 sales range and \$500-750 per month rental range.

- Specifically, there are opportunities to recruit developers and create new housing products for the following residential segments:
 - ✓ Modern market-rate housing for all ages and mixed incomes;
 - ✓ Market-rate “Destination” and “Conservation” type developments that take advantage of the scenic agricultural landscapes or natural features;
 - ✓ Senior housing development, with and without amenities (i.e., golf course, lake, trail, etc.) for baby boomers representing the largest population segment in Brunswick County; and,
 - ✓ Affordable, market-rate housing developments to support the local workforce.

Pursuing Housing Opportunities and Growth

Using market opportunity information, the study team evaluated and identified potential areas in the County for new investment. While all quadrants of the County offer opportunities for new residential development, the northern and eastern portions of the County offer the greatest potential because of the availability of utilities and highway access. Also, the incorporated towns within the County offer opportunities for housing investment, especially with respect to the rehabilitation of housing in neighborhoods and downtown redevelopment for loft housing.

Brunswick County offers many unique natural and built assets that can be used as a foundation to recruit housing investment and create desirable “destination” subdivisions. These assets include lakes, parks, trails, scenic landscapes, rich agricultural lands, and small towns with special character. Considering these assets and the background information from the housing assessment and stakeholder interviews, the project team developed four Housing Development Patterns that could be used as templates to guide new housing development. These development patterns are briefly described below and can be applied to various areas of Brunswick County using recommended strategies to further housing investment.

- **In-Town Development Pattern** - provides a mixture of housing choices (single-family homes, townhouses, and apartments) surrounding a community green located within a developed, town (urban) environment;
- **Agriculture/Conservation Development Pattern** - provides planned residential development in a rural, agricultural area using clustered development while retaining large areas of common space as farmland or open space;
- **Park/Lake Development Pattern** – provides planned development that builds upon a common natural asset such as a park or lake as a destination setting for a residential neighborhood; and
- **Rural Subdivision Development Pattern** – provides an attractive multi-lot residential development with green space and connected streets as an alternative to linear, deep single-lot development along a public road.

I. New Direction for Housing: 2037 Comprehensive Plan

In September 2017, Brunswick County adopted a new Comprehensive Plan that established direction for reinventing future development and economic investment in the County. The Comprehensive Plan focused on fostering dynamic economic growth, sustainable agriculture, resilient communities, and preservation of community heritage.

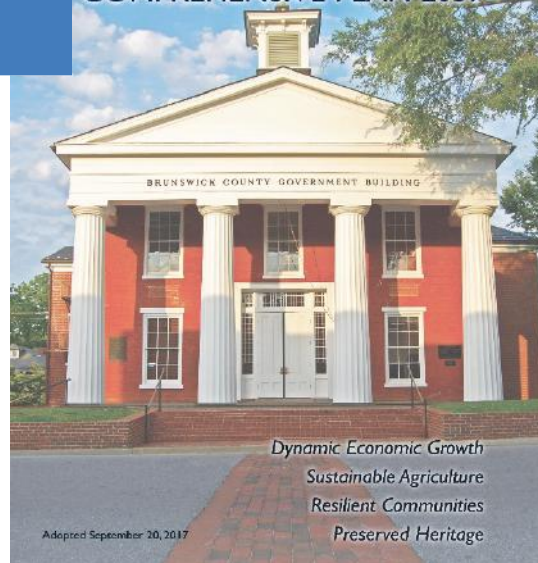
The excerpts from the *Brunswick County 2037 Comprehensive Plan* shown on the following pages provide direction for future housing initiatives and set the foundation for developing this Strategic Housing Plan.

- The Plan established broad strategies for increasing market rate housing and continuing certain community development projects for improving housing or neighborhood conditions.
- Improved housing conditions and additional market rate housing choices are needed, especially with respect to modern housing options such as townhouses, senior living options, downtown lofts, and new destination subdivisions.
- New and improved housing is important in recruiting new employers and residents.

2037 Community Vision for Brunswick County

In 2037, Brunswick County, the home of famous Brunswick Stew, will be a regional leader in small business development, progressive industry, livable neighborhoods, sustainable agriculture, and extraordinary tourism experiences. The County will be a destination for specialized commerce and employment with thriving business parks and downtown business districts in Alberta, Brodnax and Lawrenceville. Brunswick County will be recognized as an inviting community for young professionals, families, retirees, and visitors, all of whom cherish the community's heritage and history, friendly atmosphere, comfortable lifestyles, exceptional education system, scenic landscapes, prized agricultural soils, and outstanding parks, trails, rivers and lakes.

BRUNSWICK COUNTY, VA COMPREHENSIVE PLAN 2037



BRUNSWICK COUNTY TODAY AND TOMORROW

CHAPTER 4: COMPREHENSIVE PLAN ELEMENTS - BRUNSWICK COUNTY TODAY AND TOMORROW

4.1 HOUSING AND COMMUNITIES

EXISTING CONDITIONS: HOUSING AND COMMUNITIES

Much of the existing housing units and traditional neighborhoods in Brunswick County have developed in or near the incorporated Towns of Lawrenceville, Alberta, and Brodnax, or along the corridors of Route 46 (Christanna Highway), U.S. Route 1 (Boydton Plank Road), and U.S. Route 58 (Governor Harrison Parkway). In addition, the Lake Gaston area in the southern portion of the County has experienced increasing residential growth around the lake over the past decade.

Of the approximately 8,000 residential housing units in Brunswick County, about 28 percent were listed as vacant in 2014 and about 15 percent were built prior to 1950. The median value of owner-occupied housing in the County was \$104,200 in 2014; the median mortgage was \$1,052 and median rent was \$662. These housing values are similar to surrounding counties and housing costs are considered affordable given the median household income of \$37,028.

The small communities throughout Brunswick County each have special natural assets and facilities (e.g., post offices, churches, or schools) that provide a unique character and sense of place. These assets are important to the quality of life for residents and are reflective of the community heritage.



Above: Housing on Route 46 near Lawrenceville.



*Above: Housing on Lake Gaston
Below: Historic Post Office in Valentines*



BRUNSWICK COUNTY TODAY AND TOMORROW

CHALLENGES AND OPPORTUNITIES: HOUSING AND COMMUNITIES

During planning meetings in the County Election Districts, many citizens advised that existing housing needed improvement, and that choices were limited. They indicated a need to maintain and rehabilitate existing housing and to provide alternative types of housing for targeted markets (e.g., townhouses, small cottages with limited yards, downtown loft housing, senior living, etc.). These improvements and choices are particularly important for recruiting young people, professionals and businesses to Brunswick County. As the County successfully recruits additional employers, it will be important to offer attractive and suitable housing within the County.

Much of the new housing that has been constructed in the County has been in the Meherrin Election District near Lake Gaston. While this has boosted real estate property values and revenue for Brunswick, it has also presented challenges for public services. Like other parts of the County, this is primarily a rural area and there is no existing public water or sewer system; development is served by private wells or a central water supply, and private septic systems. As the interest grows in new housing development near Lake Gaston and around the towns, it will be important to ensure and plan for adequate water and waste management needs.

Potential Action Project - Market Rate Housing

Planned Communities – One modern, attractive example for adding market rate housing in Brunswick County is to consider new residential development that clusters homes in a planned residential subdivision that preserves open green space and scenic landscapes. Often, these types of developments are referred to as “conservation subdivisions.” This type of popular development could be an attractive housing option for Brunswick County. In Virginia, counties have the ability to adopt planned residential development districts and conservation subdivision regulations with development design standards. Brunswick County could update zoning and subdivision regulations to provide for these types of alternative residential development patterns.



Example: Serenbe, Georgia. One successful development example that incorporates agriculture as a community amenity is Serenbe outside of Atlanta, Georgia. Serenbe consists of a planned residential development with clustered homes on small lots built around an operating agricultural farm with a community supported agriculture program, common public space and landscapes, and other amenities.

Town Initiatives for Downtown Housing: In addition, the established downtowns of Lawrenceville, Alberta, and Brodnax offer opportunities for rehabilitation of existing historic buildings for mixed-use residential and commercial use. Loft apartments above downtown commercial businesses are very popular with young people and with empty nesters desiring to live close to work, services, and activities. Examples are the Peebles Building and Sledge & Barkley Building in Lawrenceville which have been studied and marketed as an opportunity for downtown mixed use.

II. Community Outreach

In developing this plan, the project team used several methods to engage community stakeholders in the discussion of housing needs and product interests. These methods included:

- Individual letters from the County Planning Director to identified realtors, developers and employers requesting participation and insight in developing the Housing Plan (over 85 mailings);
- Community housing needs survey available on the Brunswick County web page and on-line through Survey Monkey from October to December 2018;
- Community meeting on October 16, 2018 at the Brunswick Conference Center in Lawrenceville (advertised and solicited by letter); and,
- Follow-up interviews with additional stakeholders (realtors, developers, employers) for more specific information on housing needs, products, and market price points.

The information received from stakeholders was very helpful to understanding existing housing conditions and desired housing options for retaining and recruiting residents.

In general, stakeholder responses from the community outreach noted that:

- Brunswick County needs quality housing, additional job opportunities, and competitive schools. County economic conditions, employment opportunities, population incomes, and academic achievement all affect housing market conditions and demands.
- Investment in existing housing units should continue. Maintenance of homes and upgrades are important to community appearance, choices, and housing values.
- Generally, the affluent housing constructed near Lake Gaston has been by special contract and not for resale. At present, there is no public access to Lake Gaston and most lots with lake access have been built upon. In addition, the lack of public utility infrastructure in that region of the County limits substantial residential development.
- Many employees commute 30 minutes or more from within and outside of Brunswick County. Some may commute up to an hour from Petersburg, Richmond, and North Carolina.
- Realtors expressed a need for improved rental housing conditions with affordable pricing. Many clients require housing that must meet USDA or FHA standards. Recommended pricing for affordable housing (rental or owned) should range from \$650-\$1000 per month, depending on the product and location. In addition, realtors noted that quality, affordable housing is needed for single professionals (teachers, etc.). Educators cannot find quality, desirable housing, especially single-family homes.

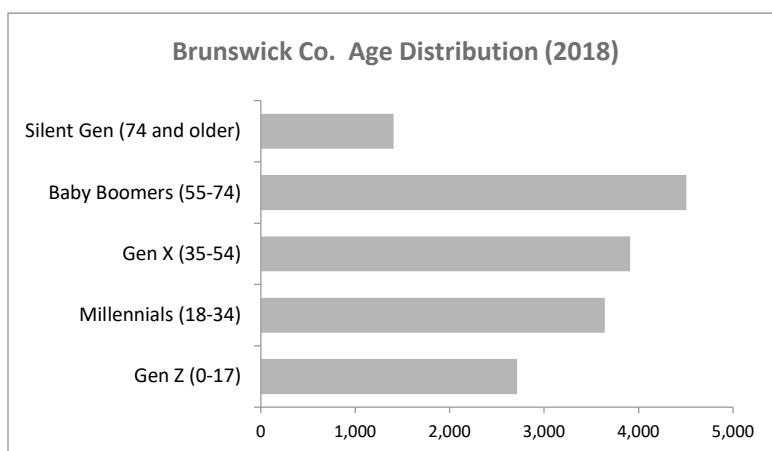
- Realtors and other respondents expressed an interest in planned communities with amenities, especially for active seniors. Seniors accustomed to living in metropolitan areas cannot find comparable housing options.
- County employees expressed a desire for attractive, modern subdivisions such as those found in nearby Richmond, Chesterfield County, and Powhatan County, Virginia. Ideally, these developments should include supporting amenities, or have them nearby.
- Stakeholders advised that there may be opportunities for expanded housing in the County in the Town of Lawrenceville, Town of Alberta, Lake Gaston, and the northern portion of Brunswick County near the Southern Virginia Community College Campus, I-85 and Fort Pickett.

III. Assessment of Housing and Market Conditions

This planning effort evaluated current demographic and housing trends that impact the housing market and identified potential opportunities for compatible, new residential products in Brunswick County. The following paragraphs summarize the findings, particularly as they relate to housing needs and opportunities. Additional details of demographic and market conditions are included in a supplemental Appendix.

Demographics

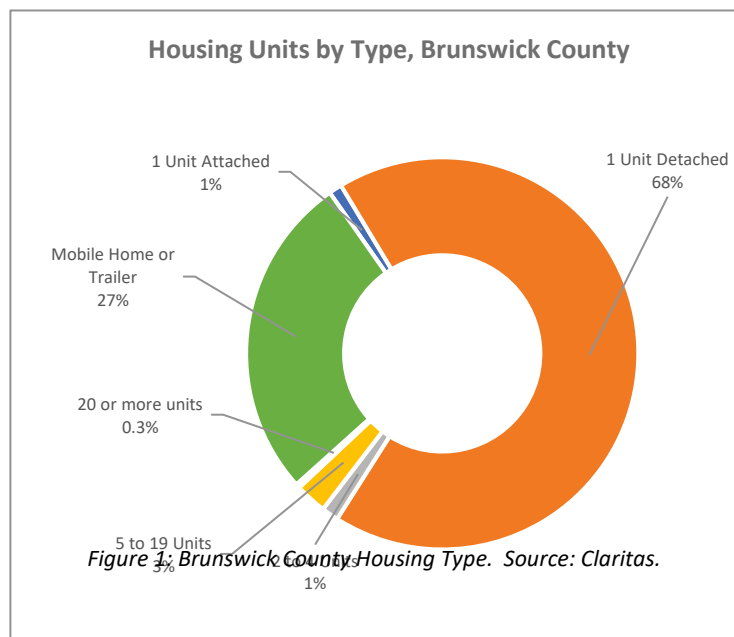
- In general, the population of Brunswick County continues to be stable. While 2010 Census data for Brunswick County and the region report a decline in population, it is important to understand that much of the decline was attributable to the closure of a prison (2009) which equated to a loss of approximately 700 inmates. In addition, County population projections over the next five years show growth in zip codes closest to Lake Gaston (Source: Claritas).
- In 2017, the median age in Brunswick County was estimated to be 43.4, which is slightly lower than the region. While the County population is aging, there are unique needs and opportunities for specialized housing products. According to the U.S. Census Bureau, American Community Survey (ACS), 37% of the population of the County are Baby Boomers or older.
- In 2018, the median household income in Brunswick County was \$41,908 (Source: Claritas), which was higher than that of the Southside Planning District Region. In 2017, over twenty



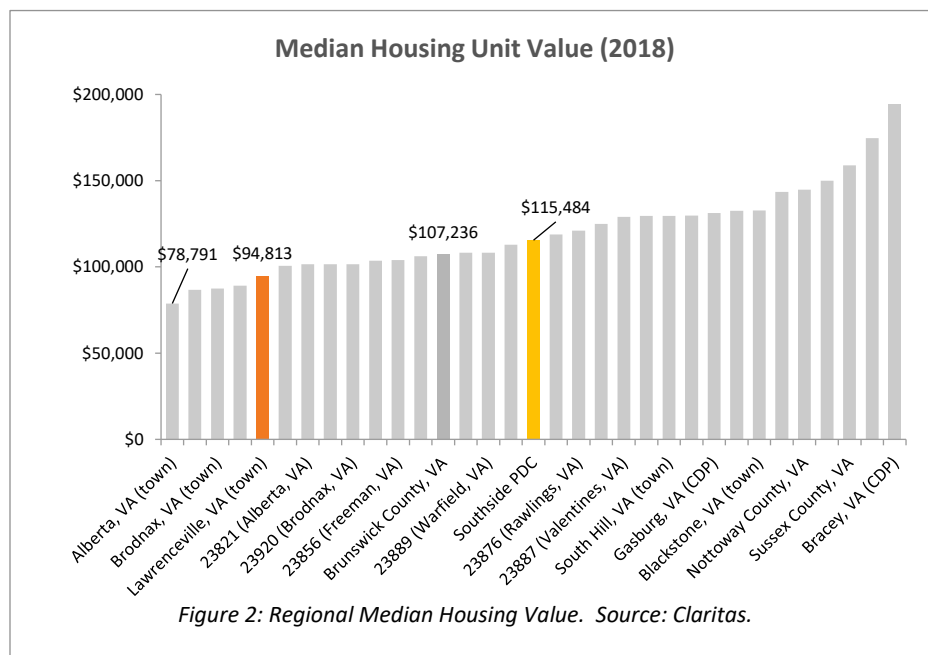
percent of the County population had incomes from \$50,000-\$75,000, and over fourteen percent had incomes of over \$100,000 (Census Bureau, ACS).

Housing

- Existing housing units in Brunswick County are predominantly owner-occupied (73%), with 68% of all units being single-family, detached housing. Only 4% of the housing units are multi-family units. There are opportunities for rental units and alternative housing types.
- At least one-half of the existing housing stock was constructed prior to 1980. In addition, like other rural areas throughout the nation, there has been limited new construction over the past decade as a result of the economic recession that began in 2009. Today, there is interest in more modern housing types and architectural styles.



- In 2018, the median housing value in Brunswick County was \$107,236, which is consistent with values in the region. It is worthy to note that housing values near Lake Gaston (where housing growth has occurred) are the highest values in the County and the region. This shows that destination housing developments have been successful.



Housing Market

In October of 2018, there were 43 homes on the market in Brunswick County. These homes ranged in asking price from approximately \$100,000 to \$1.6 million. The higher priced homes were

located near Lake Gaston or had significant acreage or land. This demonstrates that Brunswick County has a wide range of housing offerings.

Figure 5: Example Real Estate Listings in Brunswick County in October 2018. Source: Zillow.



121 Crescent Drive
Lawrenceville, VA 23868

4 beds - 3 baths - 1,800 sqft

FOR SALE **\$188,000**



75 Moss Pt
Gasburg, VA 23857

4 beds - 3 baths - 3,812 sqft

FOR SALE
\$825,000

Market Opportunities

Based on review of data, market conditions, and stakeholder input, the following opportunities exist for housing growth and development:

- Stakeholders interviewed for this housing plan advised a need in the County for:
 - ✓ Modern market-rate housing for all ages and mixed incomes (\$200,000+);
 - ✓ Senior housing with amenities, to support Brunswick's retirees; and
 - ✓ Workforce housing opportunities for educators, public safety, etc.
 - ✓ For-sale housing units in the \$100,000 to \$150,000 range (affordable);
 - ✓ For-rent units in the range of \$500 to \$750 per month (affordable);
- Brunswick County has a real opportunity to recruit developers for new housing products to meet the following specific needs:
 - ✓ Market-rate destination or conservation-type developments that take advantage of the County's rural agricultural-based economy;
 - ✓ Senior housing development, both with and without amenities (i.e., golf course, trails, etc.); and,
 - ✓ Affordable, market-rate subdivision to support the local workforce.

Example Benchmark Housing Development Applicable to Brunswick County

The following examples of built housing developments serve as a reference in understanding how other communities are investing in new housing types, styles, and development patterns.

These benchmark examples are particularly applicable to Brunswick County in that they provide reasonable price points and options that can be supported in the Brunswick market, or, they provide a specific example of a successful “destination” or “signature” housing development that could be applied successfully to Brunswick County.

Scottville

Powhatan Courthouse, Virginia

- **Type:** Planned 55+, active community.
- Architecture that is sensitive to history of town.
- 140 single-family residential lots.
- 1,000 – 2,500 square feet homes.
- \$200,000 - \$300,000 price range.
- Planned assisted living facility.
- Amenities:
 - ✓ Walking trails.
 - ✓ Parks.
 - ✓ Common areas.
 - ✓ YMCA and Library.
 - ✓ Yard maintenance.



Figure 3: Homes for sale in Scottville at Powhatan Courthouse. Source: Zillow.



Scottville is within the region just outside of Richmond. It has price points and amenities like those mentioned by stakeholders as feasible in Brunswick County.

Summerlake

Fredericksburg, Virginia

- **Type:** Planned 55+ community.
- 161 single-family, detached homes and townhomes.
- 1,500 – 2,000 square feet.
- \$175,000 - \$250,000 price range.
- Amenities:
 - ✓ Clubhouse.
 - ✓ Pool.
 - ✓ Tennis courts.
 - ✓ Lake and walking trails.
 - ✓ RV/Boat parking.



Figure 4: Summerlake in Fredericksburg VA. Source: Bright MLS, MRIS.



Begun in the 90s, Summerlake is like those types of communities described by stakeholders as needed in Brunswick County.

Durham Farms Hendersonville, Tennessee

- **Type:** Planned “destination” community focused on green-building, healthy lifestyles.
- 472-acre development.
- 1,700 – 2,000 square feet townhomes – \$300,000+.
- 2,000 – 3,500 square foot homes – \$500,000+.
- Amenities:
 - ✓ Farm style clubhouse.
 - ✓ Resort style pool.
 - ✓ Splash park and playgrounds.
 - ✓ Planned activities that focus on community engagement and interactivity.
 - ✓ Coffee-shop style café.
 - ✓ Nature trails.



Figure 5: Durham Farms in Hendersonville, TN. Source: www.durhamfarmsliving.com



Durham Farms is a “destination” community that has price points and building types that are different than what stakeholders identified; however, this type of destination community could fit within Brunswick County and attract residents because of the amenities and quality of the development.

Serenbe Fulton County, Georgia

- **Type:** Planned “destination” community focused on land conservation, eco-friendly lifestyle.
- 1,000-acre development with 1000+ homes at buildout.
- 1,000-3,000 single-family, cottages and townhomes.
- \$300,000 - \$700,000 +
- Mixed-use development including live/work spaces.
- Amenities:
 - ✓ 70% conservation land in agriculture.
 - ✓ 25-acre farm, farmers market.
 - ✓ Common green.
 - ✓ Trails.
 - ✓ Cultural amenities.
 - ✓ 250,000 square feet of commercial development, including restaurants.



Figure 6: Serenbe in Fulton County, GA. Source: www.serenbe.com.



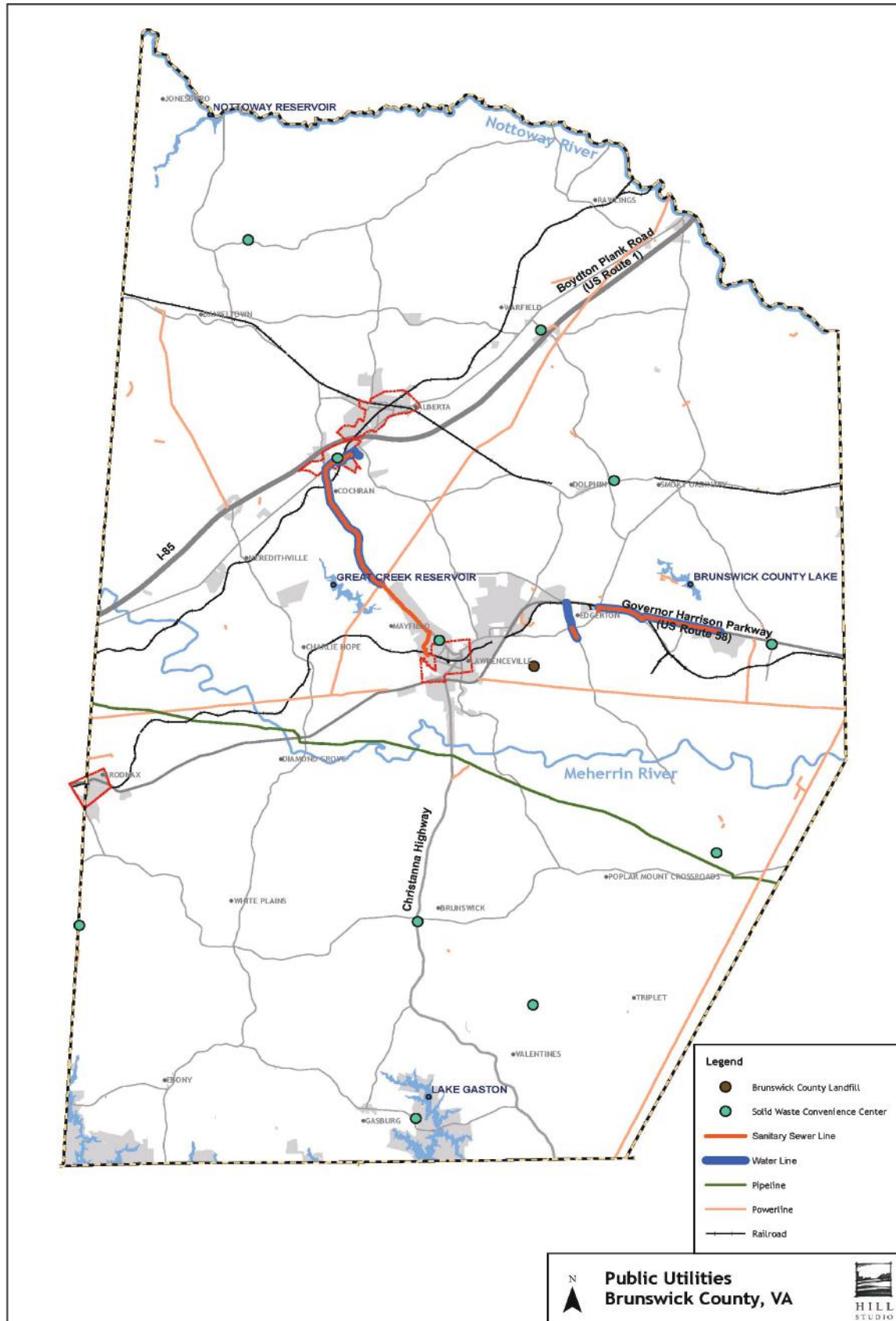
Serenbe is a conservation and agriculture-focused, new urbanist development just outside of metropolitan Atlanta in a rural community. It attracts residents because of the conservation ethic and overall lifestyle.

IV. Housing Opportunities and Preferred Development Areas

Many stakeholders that we talked with during this planning effort suggested that certain areas of Brunswick County offered opportunities for new housing based on the area's access to major highways, surrounding natural or scenic amenities, and supporting services or businesses. The project team considered these factors and defined additional parameters important for housing investment. This helped to evaluate the most desirable areas for housing development and establish a design palette of housing development concepts that could be supported in Brunswick County.

The following table provides a comparative summary of these applicable parameters and helps identify the most promising regions of the County for new housing development. A map showing the existing utility infrastructure is shown on the following page.

Housing Opportunity Areas					
Development Parameters	North County	South County	East County	West County	Towns
Water	✓		✓		✓
Sewer	✓		✓		✓
Broadband	✓		✓		✓
Highway Access	✓	✓	✓	✓	✓
Grocery or Shopping				✓	✓
School	✓	✓	✓	✓	✓
Park or Recreation	✓				✓
Trails				✓	✓
Lake or Scenic Features	✓	✓	✓		
Playground					✓
Notes: <ol style="list-style-type: none"> 1. Utilities (water, sewer, broadband) in Brunswick County generally exist in and from Lawrenceville, north to Alberta and east along U.S. Route 58. 2. Most businesses, supporting services, and park facilities in Brunswick County are within or near developed areas of the County (e.g., Towns of Alberta, Lawrenceville, Brodnax, and nearby South Hill). 3. Great Creek Reservoir (north), Brunswick Lake (east), and Lake Gaston (south) are special lake assets that are attractions for residents and visitors. Brunswick County is known for its many lakes throughout the County. 					



North County

The northern portion of Brunswick County offers unique parameters for attracting new housing development, especially with respect to available primary highway access and utility infrastructure.

- Water, sewer, and broadband infrastructure exists from Lawrenceville to Alberta along U.S. Route 46 (Christanna Highway) and along parts of U.S. Route 1 (Boydton Plank Road).
- I-85 has five interchanges in this portion of the County. They are an asset for development, offering transportation access to businesses as well as residents and employees.
- U.S. Route 1, Boydton Plank Highway, has scenery and history, and connects to the Town of Alberta and the Town of South Hill (Mecklenburg County). In addition, the highway provides access to the I-85 Business Park (114 acres) which offers employment opportunities.
- The Alberta Campus of Southern Virginia Community College continues to grow and is a destination for students and new residents.
- Fort Pickett (Nottoway County) may be a draw for new residents. The Virginia Army National Guard Maneuver Training Facility, Virginia Tech, and over twenty small businesses occupy the 45,000+ acre former base property in Blackstone, Virginia. In 2016, it was identified as site for a U.S. State Department Foreign Affairs Security Training Center (FASTC) which is expected to employ an additional 300 persons by 2020. In 2017, the campus employed over 1,100 persons.

South County

The Southern portion of Brunswick County offers quality recreational assets to attract additional housing development.

- Christanna Highway, U.S. Route 46, runs centrally through the Southern portion of the County. This highway also provides access to important tourism facilities such as Fort Christanna, the Brunswick Byways Visitors Center, and the scenic Meherrin River.
- Lake Gaston, Gasburg, and Ebony communities remain a draw for new residents because of their proximity to the lake and recreational amenities. The housing market in Brunswick County over the past decade has seen growth around Lake. However, most of the properties with lake frontage have been developed and at present, there is no public access to the lake. These factors along with the lack of public facilities for water and sewer create challenges for expanded housing development.
- Much of the Southeastern quadrant of the County is rich in prime agricultural soils which could offer a unique and desirable destination for planned agricultural communities.

West County

The western portion of Brunswick County is very accessible via U.S. Route 58, Governor Harrison Parkway. This area of the County is near the Towns of Lawrenceville, Brodnax, and South Hill (Mecklenburg County). In addition, the area hosts the Tobacco Heritage Trail, a regional draw.

East County

The Eastern portion of Brunswick County offers great potential for new housing development, particularly where it can support new economic development initiatives.

- Water, sewer, broadband, and natural gas extend to the east section of Brunswick County. This infrastructure investment supports the targeted economic development in this area, but offers opportunities for supporting, and complementary residential development. (Both Brunswick and Greenville Counties have targeted the area along U.S. Route 58 for economic growth.)
- This portion of the County hosts Brunswick Lake that could be an attraction for residential development. In addition, another specialized destination attraction, Lake Phoenix in Rawlings, lies in the Northeastern portion of the County. A third water attraction is the Meherrin River which runs west to east through the County.
- U.S. Route 58, Governor Harrison Parkway provides easy access to I-95 (Greenville County at Emporia).

V. Targeted Housing Concepts and Development Patterns

Using the information provided by the Housing and Market Assessment, the opportunities identified by stakeholders, and benchmark housing recommendations from the economist, the consulting team developed four exemplary housing development concepts that could be implemented to address the market-rate housing needs of Brunswick County. Each of these targeted development patterns build upon unique natural and built assets of Brunswick County (e.g. lakes, agriculture, small towns, scenic landscapes, trails, etc.) to produce “signature, destination” development that fits the County. The following paragraphs discuss these patterns and their application.

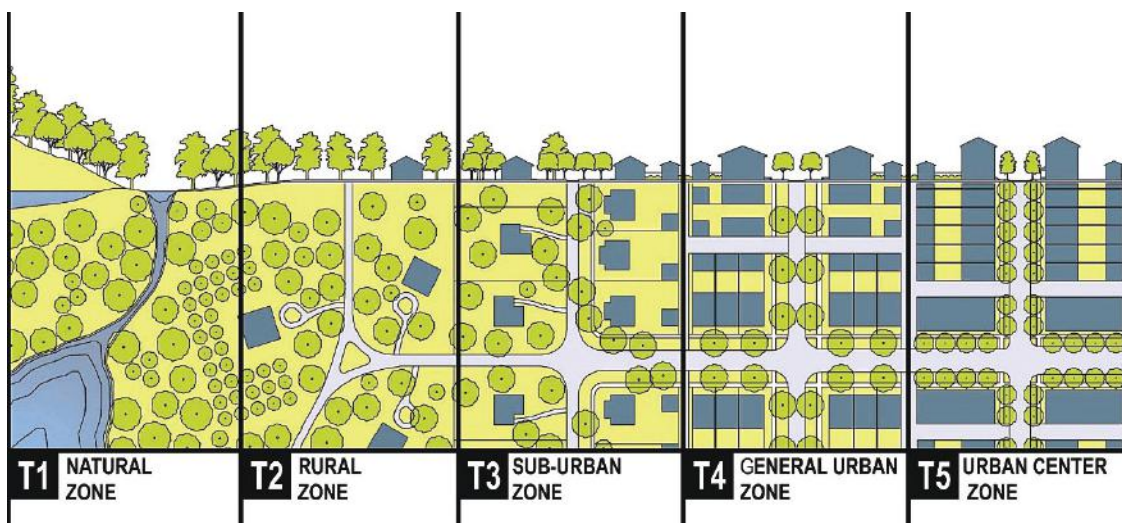
Illustrations of the development patterns follow the overview and include examples for site development, housing types, architectural styles, sample floor plans, amenities, and market price ranges applicable to Brunswick County.

In-Town Development Pattern

This development pattern provides a mixture of housing choices (single-family homes, townhouses, and apartments) surrounding a community green located within a developed, town (urban) environment. This concept plan has been applied as an example to a County-owned property in Lawrenceville (Park Street School Site); however, the development concept can be adapted and applied to many other properties by selecting the desired housing type(s).

This development pattern is appropriate for the developed towns within Brunswick County. Suitable sites could accommodate one or more of the suggested housing types.

Market Goals: 1,000 - 1,800 square feet units with recommended price point of \$100,000 - \$175,000.



Above graphic describes “development transects” for areas ranging from open, natural to urban centers (towns and cities). The master planning tool is used frequently as a reference for understanding building density and form in communities. Note the dense development patterns for lots and buildings in urban (town) areas. Source: Duany Plater Zyberk.

Below graphic (left) describes a typical block development pattern seen in small towns and cities. Note small lots, dense housing, street alignment, consistent building setback, and rear access using alleys. Right graphic illustrates a planned development within a town that incorporates development around a central community green space.



In-Town Development Pattern

Development Concept:

This development pattern provides a mixture of housing choices (homes, townhouses, and apartments) surrounding a community green located within a developed, town environment. This concept plan has been applied to a vacant County-owned property in Lawrenceville as an example; however, the development concept could be adapted and applied to many other properties and towns in Brunswick County by selecting the appropriate housing type(s).

Development Size:

5 acres minimum.

Development Amenities:

- Single-family, attached (2 units) with garage.
- Single-family, detached with garage.
- Multi-family apartments with parking.
- Central community green with amenities (e.g., play areas, community building, open space, gardens, etc.).
- Vehicular circulation system that enhances green and maintains pedestrian safety.
- Connected pedestrian facilities (e.g., sidewalks, trails).



Design Standards:

- Single family housing, detached.
- Single family housing, attached (townhomes or two-family).
- Multi-family housing may be an appropriate option depending on neighborhood and site conditions.
- Small residential lots, clustered development.
- Coordinated, adopted architectural styles and design palette for all housing types.
- Maintenance of common spaces by home-owners association (adopted covenants).
- House size – 1,000 – 1,800 square feet.
- Recommended price point – \$100,000 - \$175,000; rent or mortgage \$600-\$1,200/month.



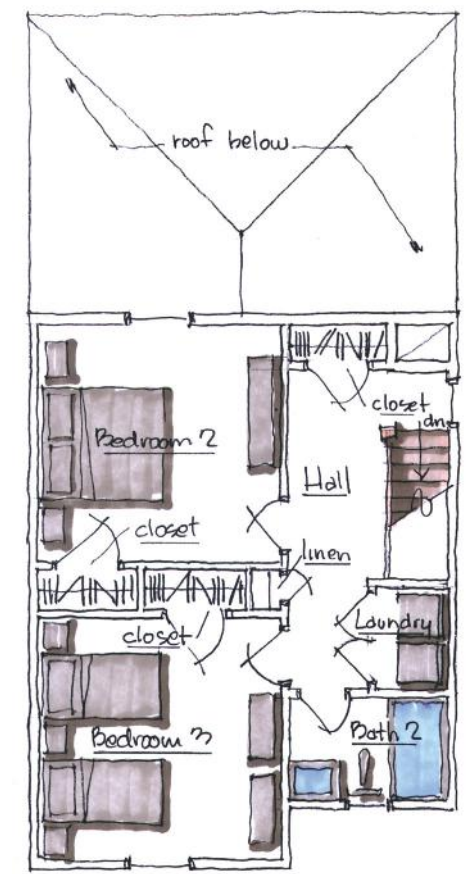
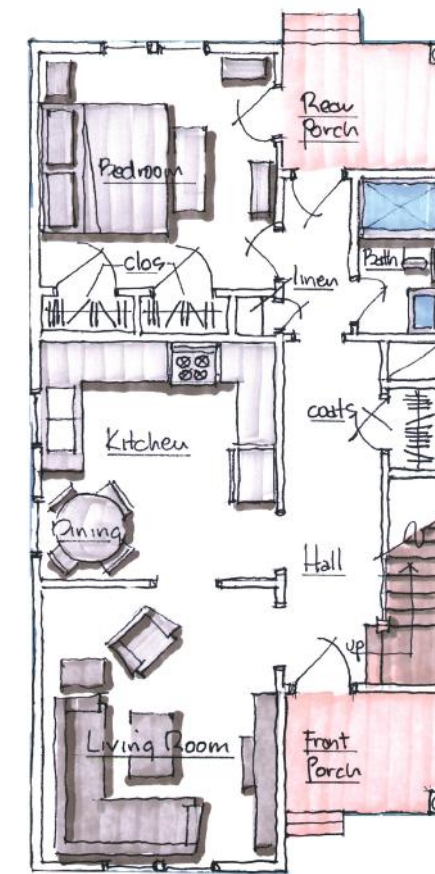
Example of multifamily housing or townhomes with rear garages.



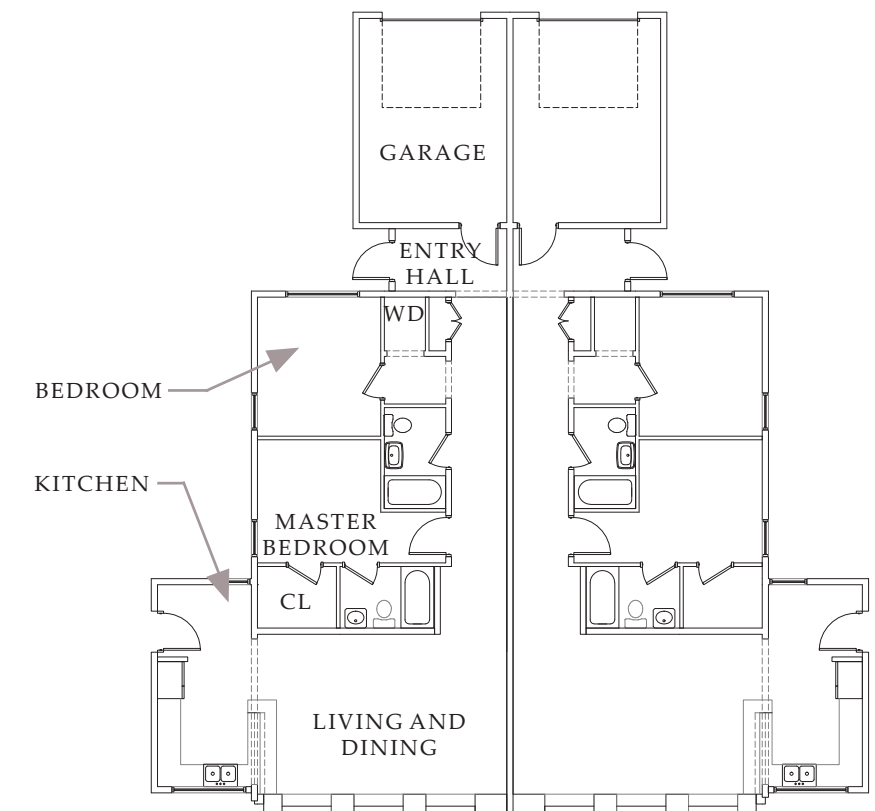
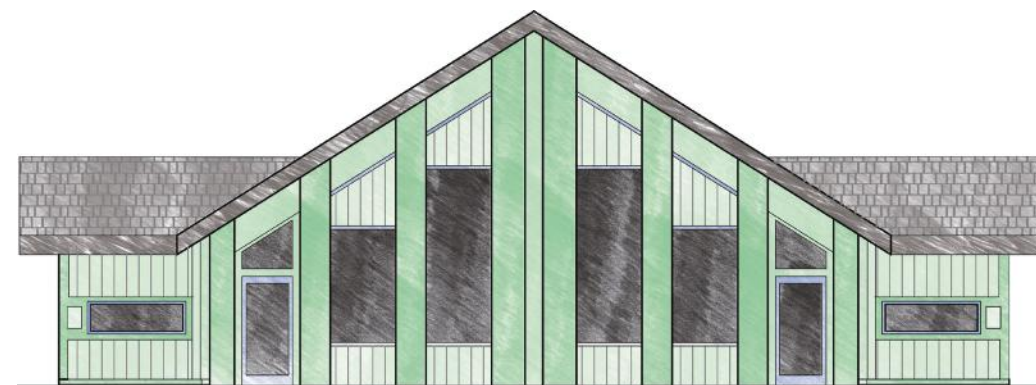
Development Opportunities:

This development pattern is appropriate for the developed towns within Brunswick County. Suitable sites could accommodate one or more of the recommended housing types.

Typical Two Story Townhome - 3 bedroom with master on the ground floor - 1,400 sq ft



Typical Single Family Attached - 2 bedroom unit with attached garage - 950 sf per unit

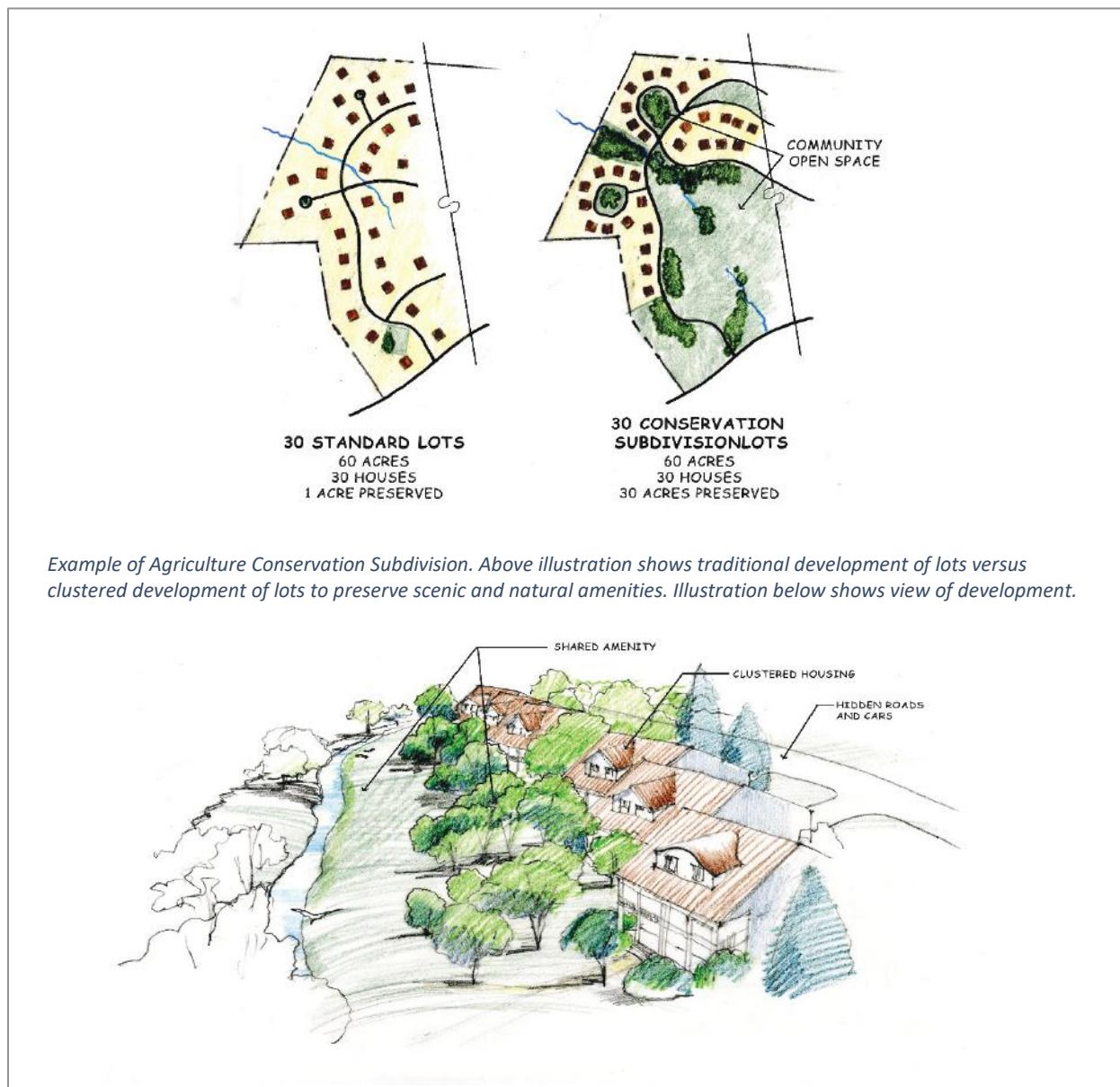


Agriculture / Conservation Development Pattern

This development pattern provides planned residential development in a rural, agricultural area using clustered development while retaining large areas of common space as farmland or open space. This minimizes infrastructure costs and maximizes the scenic and natural amenities as common space. This pattern could be developed as a destination community.

This development pattern has opportunities for much of the countryside of Brunswick County. Ideally, such a development would be near a major primary road (i.e., U.S. Route 46, Christanna Highway, U.S. Route 58, Governor Harrison Parkway, or U.S. Route 1, Boydton Plank Road).

Market Goals: 2,000 square feet or less units with recommended price point of \$150,000 - \$250,000.



Agriculture-Conservation Development Pattern

Development Concept:

Land in a rural, agricultural area is developed for market-rate housing in a planned pattern that clusters homes together while retaining large areas of common space as farmland or open space. This minimizes infrastructure costs and maximizes the scenic and natural amenities as common space.

Development Size:

Preferred minimum 50 acres, so that Virginia conservation easement criteria can apply.

Development Amenities:

- Gateway entrance road.
- Small business area for supporting amenities such as a country store, farm stand, farm to table restaurant, community kitchen, park or playground, etc.
- Community amenities such as access roads, trails, utility systems for water and septic.
- Covenants for leased farm plots or other use of common space.
- Optional equestrian facilities and stable.
- Trails Network
- All homes have views to active agriculture



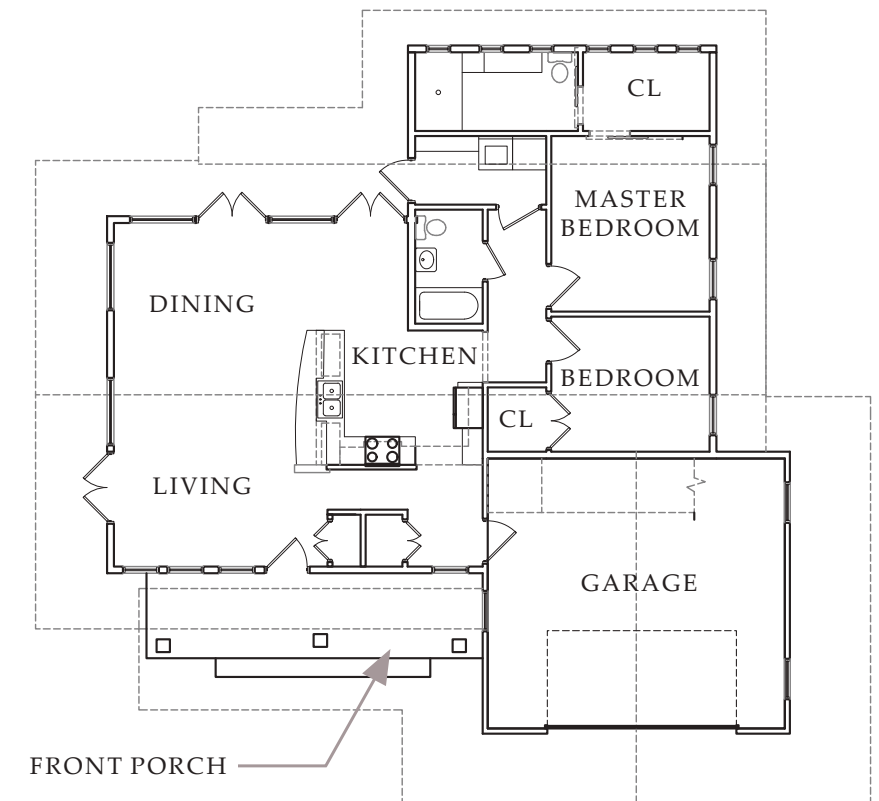
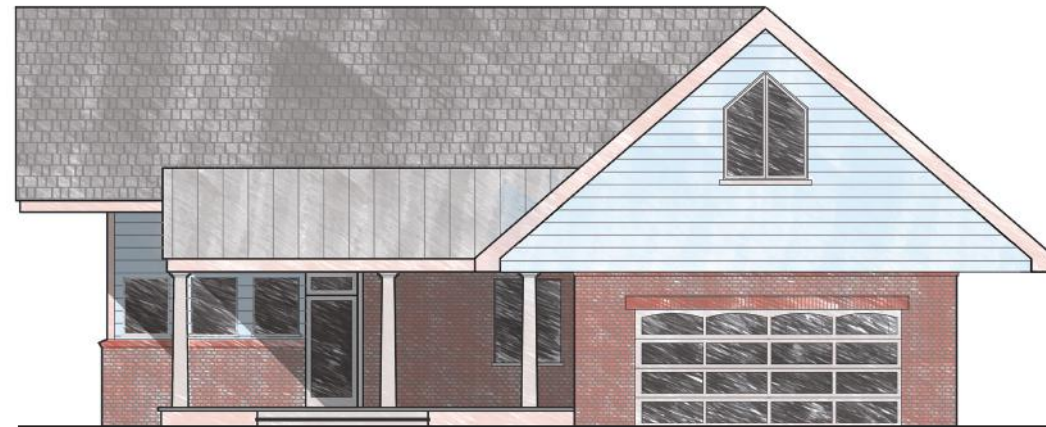
Design Standards:

- Single family housing, detached.
- Small residential lots, clustered development.
- Adopted architectural styles and design palette for houses and accessory structures.
- Maintenance of common spaces by home-owners association (adopted covenants).
- House size - 2,000 square feet or less.
- Recommended price point – \$150,000 - \$250,000.

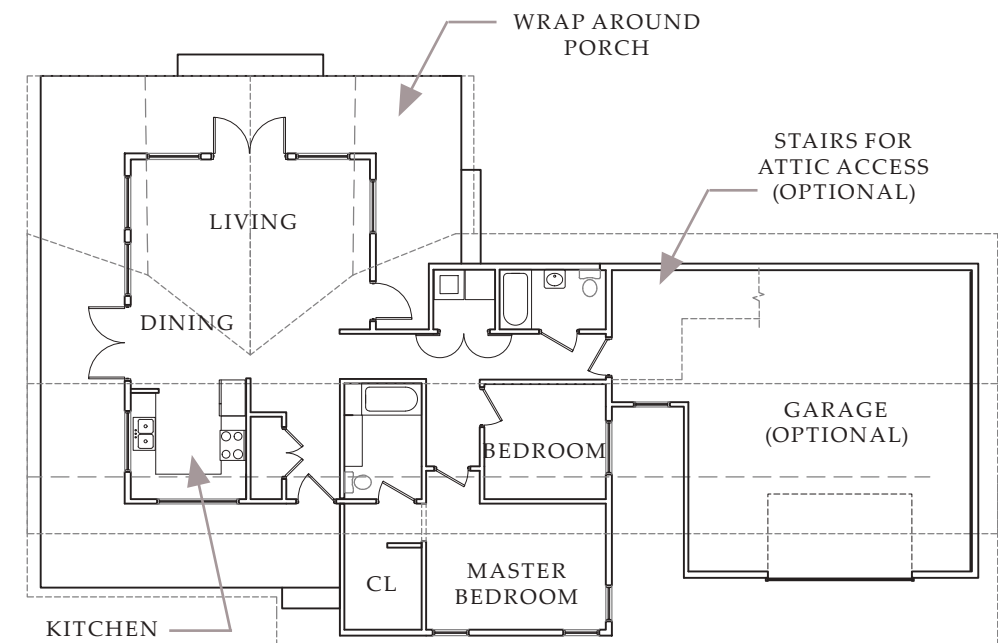


Development Opportunities: This development pattern has opportunities for much of the countryside of Brunswick County. Ideally, such a development would be located in close proximity to a major primary road (i.e., U.S. Route 46, Christanna Highway, U.S. Route 58, Governor Harrison Parkway, or U.S. Route 1, Boynton Plank Road).

Typical Single Family - 2 bedroom with garage and optional attic access - 1,125 sf



Typical Single Family - 2 bedroom with optional garage and attic access - 1,450 sf

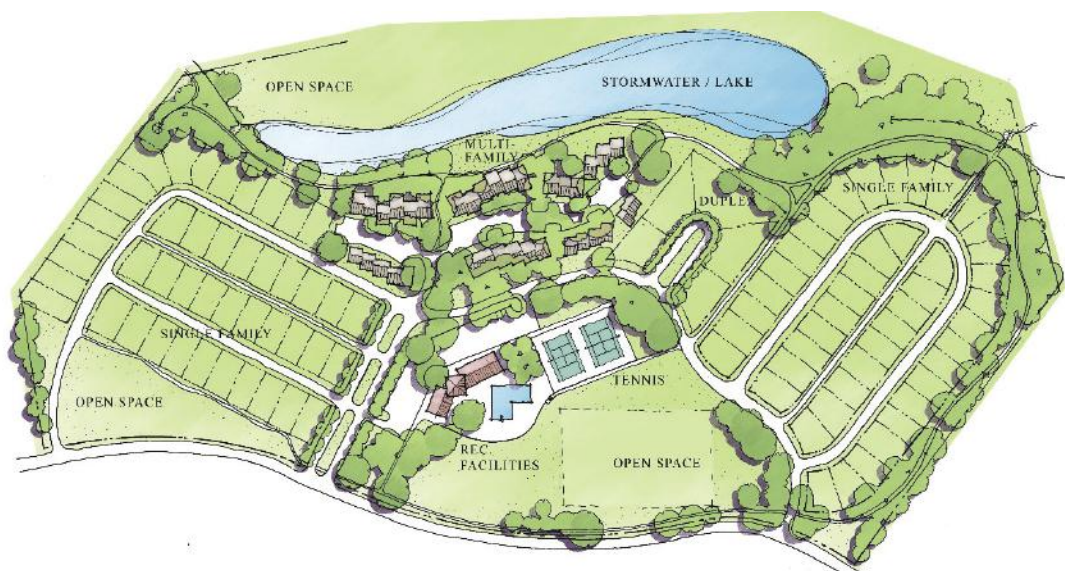


Park / Lake Development Pattern

This development pattern builds upon a common natural asset such as a park or lake as a destination setting for a residential neighborhood. The development is positioned to allow all residents to take advantage of scenic views, common spaces and landscape assets.

This development pattern could apply to much of the countryside of Brunswick County where there may be an existing lake or park. Ideally, such a development would be near a major primary road (i.e., U.S. Route 46, Christanna Highway, U.S. Route 58, Governor Harrison Parkway, or U.S. Route 1, Boydton Plank Road).

Market Goals: 3,000 square feet or less units with recommended price point of \$175,000 - \$300,000.



Example of Planned Community with Lake. Housing types could vary. Amenities could be added to meet specific community needs or interests. Above illustration provides plan view and the illustration below is an aerial perspective view of the planned community.



Park / Lake Development Pattern

Development Concept:

This development concept builds upon a common natural asset such as a park or lake as a destination setting for a residential neighborhood. Development is positioned to allow all residents to take advantage of scenic views, common spaces and landscape assets.

Development Size:

Minimum 85 acres

Development Amenities:

- Gateway entrance road.
- Lake or Park as a central asset and attraction.
- Connecting pedestrian trails.
- Common community facilities such as picnic shelter, playground, clubhouse, boat dock, parking and loading area, etc.
- Utility systems for water, septic, etc.

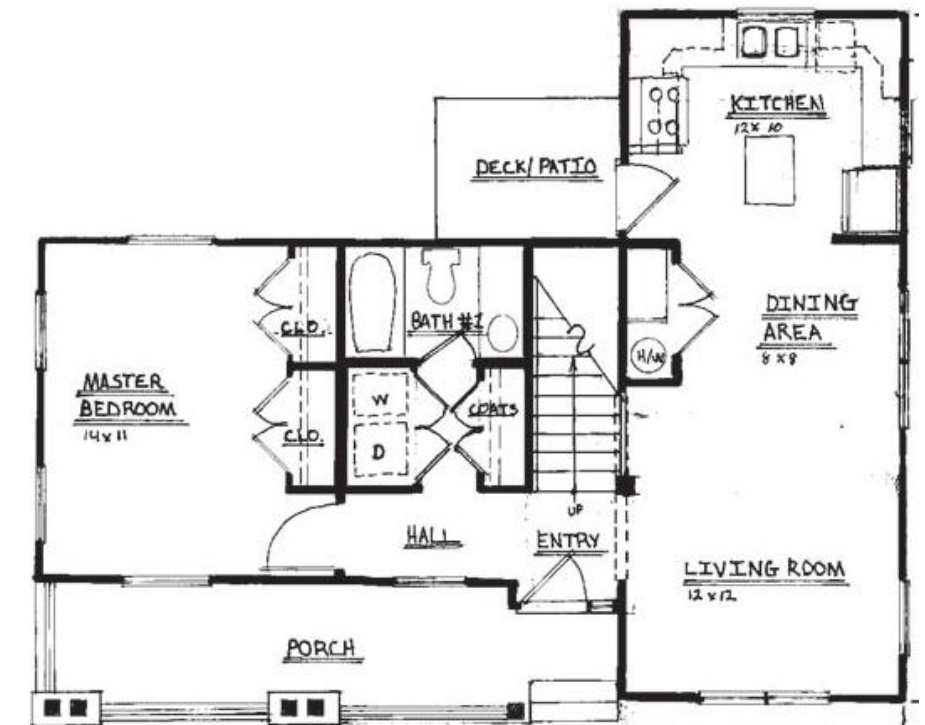


Design Standards:

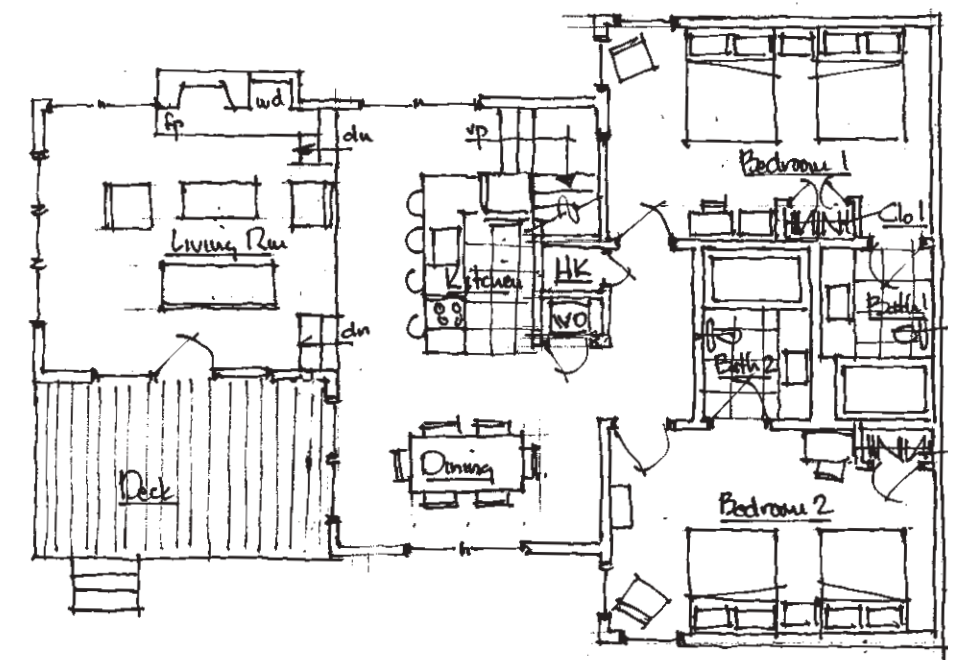
- Single-family housing, detached.
- Single-family housing, attached could provide an alternative housing option for retirees who want minimal site maintenance and the surrounding amenities.
- Medium to large residential lots typical, arranged to maximize use and access to common areas around lake or park.
- Adopted architectural styles and design palette for houses and accessory structures.
- Maintenance of common spaces by home-owners association (adopted covenants).
- House size - 3,000 square feet or less.
- Recommended price point – \$175,000 - \$300,000.



Typical Single Family Cottage - 3 bedroom with Master suite on the ground floor - 1,200 sq ft



Typical Single Family Cottage - 2 bedroom with optional attic access - 1,100 sf



Development Opportunities:

This development pattern could apply to much of the countryside of Brunswick County where there may be an existing lake or park. Ideally, such a development would be located in close proximity to a major primary road (i.e., U.S. Route 46, Christanna Highway, U.S. Route 58, Governor Harrison Parkway, or U.S. Route 1, Boydton Plank Road).

Rural Subdivision Development Pattern

This development pattern applies to a multi-lot, rural residential subdivision as an alternative to linear, deep single-lot development along a public road. The concept allows for multiple lots attractively arranged on a new road that connects to the existing road.

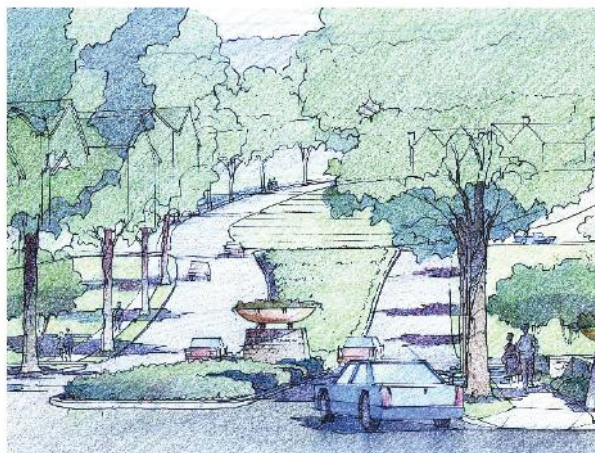
This development pattern has opportunities in much of Brunswick County especially in areas located near a major primary road (i.e., U.S. Route 46, Christanna Highway, U.S. Route 58, Governor Harrison Parkway, or U.S. Route 1, Boydton Plank Road).

Market Goals: 1,500 – 2,000 square feet units with recommended price point of \$125,000 - \$200,000.



Above illustration shows a typical subdivision with connecting streets that can be found in both rural or urban communities. Gateway entrances, tree-lined streets, and community green spaces can provide additional attractions.

Illustration below shows a planned subdivision that includes multi-family, two-family, and single-family dwellings. The right graphic illustrates the importance of a gateway entrance road into a neighborhood.



Rural Subdivision Development Pattern

Development Concept:

This development pattern applies to a multi-lot rural residential subdivision as an alternative to linear single-lot development along a public road. The concept allows for multiple lots attractively arranged on a new road that connects to the existing road.

Development Size:

Minimum of 2 acres; variable parcel and lot sizes.

Development Amenities:

- New road that provides expanded opportunities and road frontage for many lots (as opposed to linear lot development on an existing road that limits developable land).
- Gateway and road amenities such as landscaped areas for a subdivision sign or shared open space.
- Common utility systems for water and septic, if applicable.



N
▲ DRAWINGS NOT TO SCALE

Design Standards:

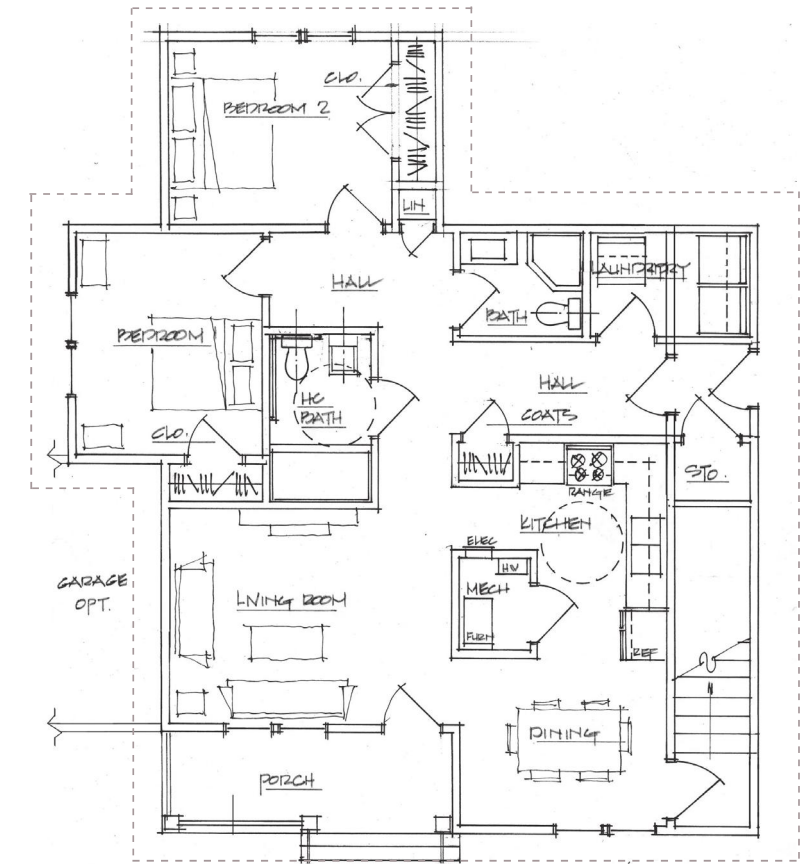
- Single family, detached housing.
- Road should meet Virginia Department of Transportation standards.
- Landscaping recommended along road frontage and in common areas.
- Consistent lot patterns.
- Design palette for homes optional.
- Housing size – 1,500 – 2,000 square feet.
- Recommended price point - \$125,000 - \$200,000.



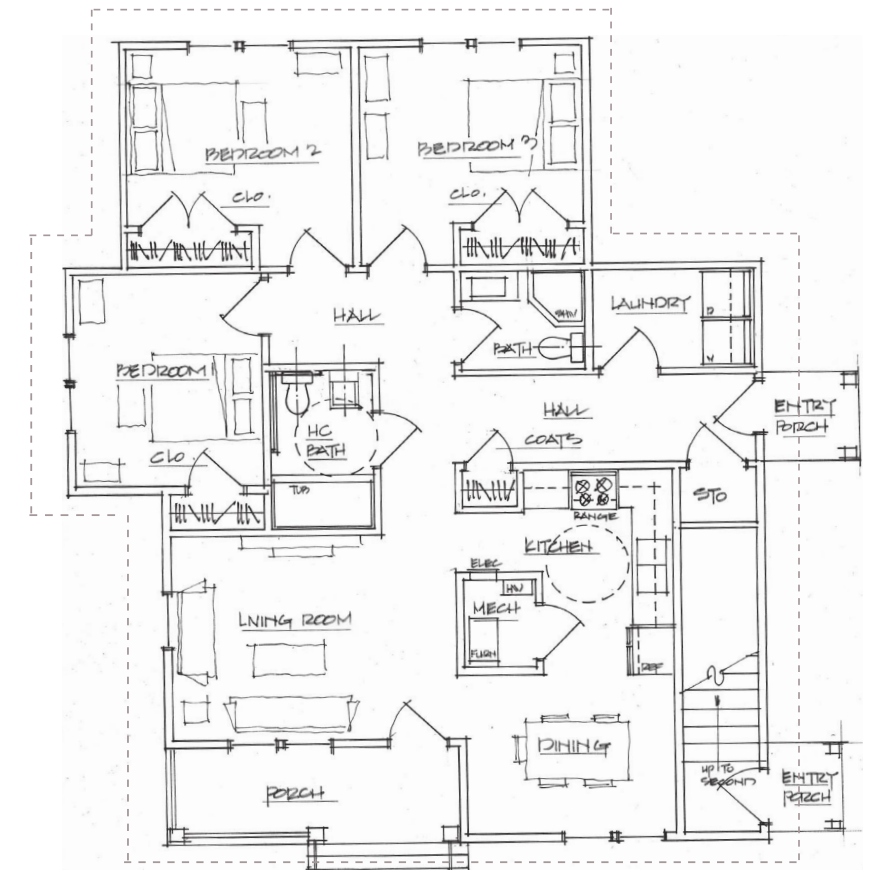
Development Opportunities:

This development pattern has opportunities in much of Brunswick County especially in areas located near a major primary road (i.e., U.S. Route 46, Christanna Highway, U.S. Route 58, Governor Harrison Parkway, or U.S. Route 1, Boydton Plank Road).

Typical Single Family Detached - 2 bedroom with optional 3rd above and attached garage - 1,500 sq ft



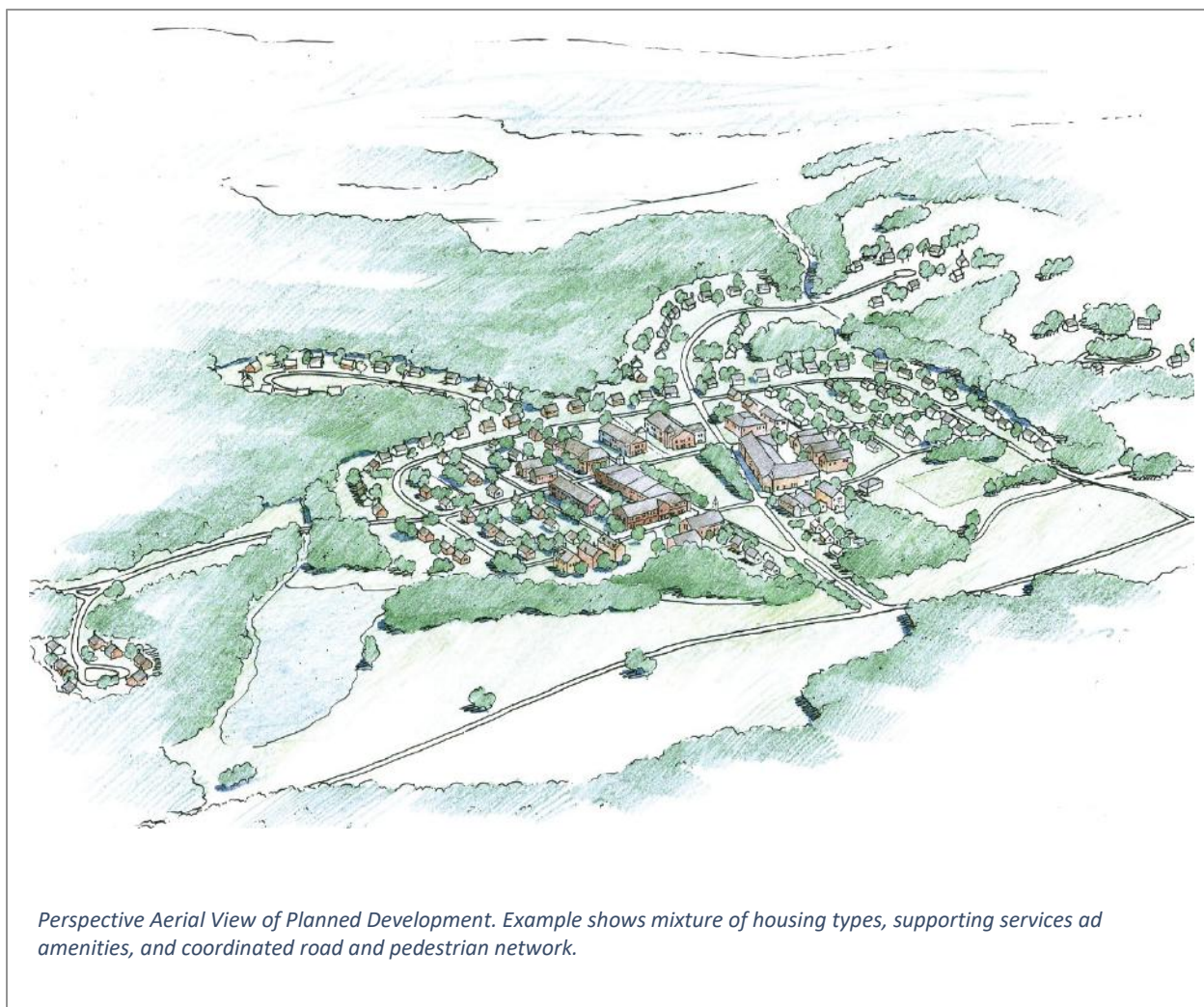
Typical Single Family Attached - 3 bedroom Unit (Second Floor similar) - 1,025 sq per ft unit



VI. Implementation

To achieve the desired growth and economic prosperity envisioned for the future of Brunswick County, there must be active partner outreach and project solicitation to improve and secure new housing development. Such initiatives will complement and support economic development efforts and help to retain and attract workforce professionals.

The 2037 Brunswick County Comprehensive Plan set forth three strategies for strengthening Housing and Communities. These strategies recommend facilitating market rate housing, addressing property rehabilitation and maintenance, and pursuing state and federal funding to remediate substandard housing conditions. Based on the findings and recommendations of this housing study, additional strategies will effectively position Brunswick County in pursuing identified housing opportunities (see Supplemental Appendix for specific administrative strategies). Multiple partners are required for successful implementation. Local government can be a leader and a facilitator; however, other private and public sector partners must be active participants and contributors.



Perspective Aerial View of Planned Development. Example shows mixture of housing types, supporting services and amenities, and coordinated road and pedestrian network.