

SUSSEX COUNTY, VIRGINIA  
SMALL AREA PLANS

# JARRATT



**PUBLIC HEARING DRAFT  
AUGUST 2021**



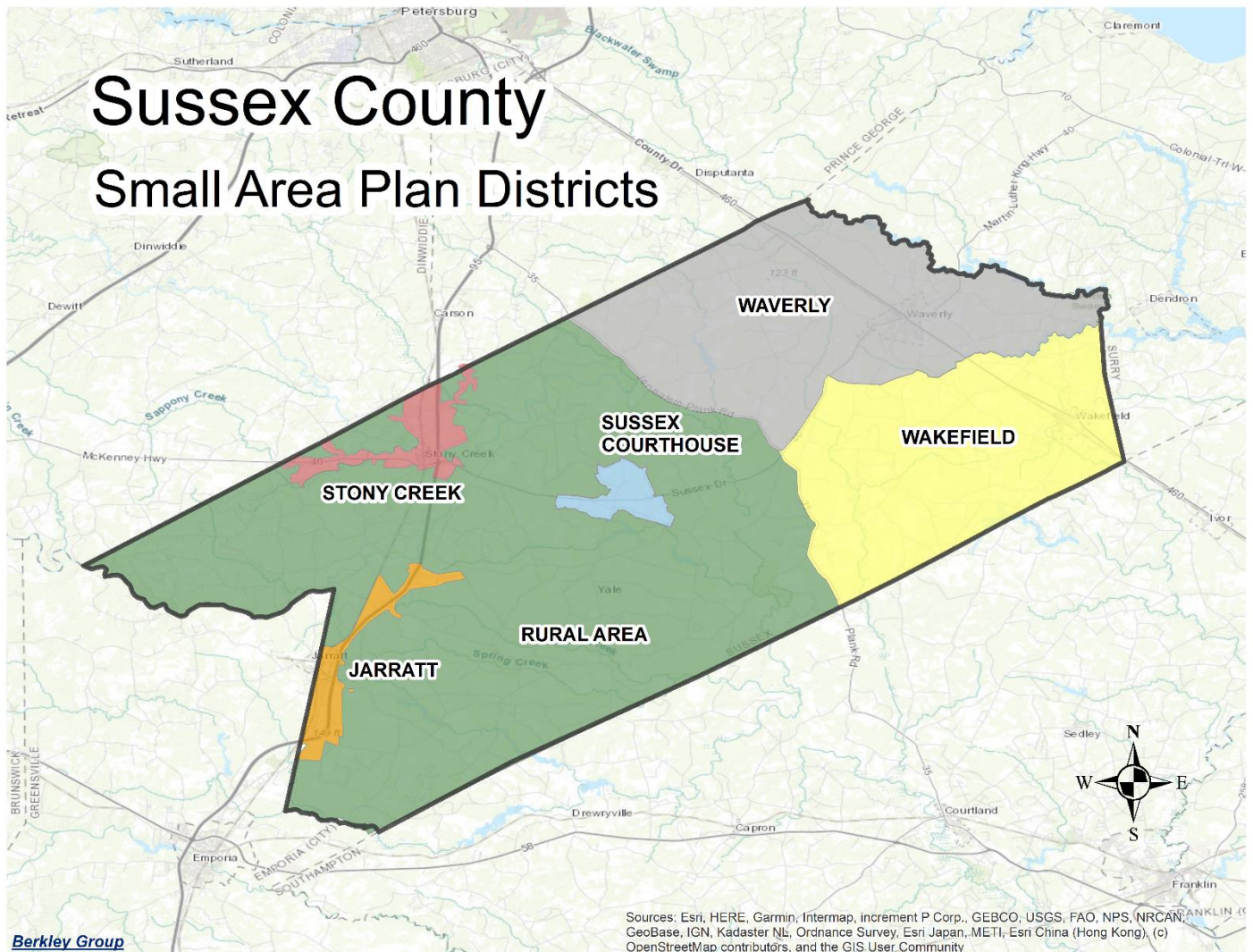
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## Preface

Sussex County is a rural yet diverse County that contains individual development areas separated by rural landscape, farms, forests, and a diverse network of waterways. Due to this disparate pattern of development, Sussex County has chosen to utilize a planning strategy that includes individualized area plans for six areas, including the rural area that lies between each of the developed areas.

Each of the geographic regions of Sussex County has a prevalent strength that is specific to the unique conditions of that area. By identifying, focusing on, and nurturing these individual strengths, the County can develop a balance of overall growth and conservation that builds a healthy ecosystem for future development. The goal is to support beneficial growth in each of the focus areas that promotes the success of the County as a whole, while protecting the elements that are important to the people, the economy, and the culture.



## Six Planning Areas

The six individual areas that create the backbone of this interdependent County planning strategy are as follows:

### **Sussex Courthouse / State Route 40 Planning Area – Civic Core**

This Planning Area contains a large government complex and new consolidated school facility. The area is of historical importance and is surrounded by large pristine farms that are important to the local agricultural heritage. It is also served by State Route 40 which is a significant local transportation route within the County.

### **Jarratt Planning Area – Interstate Services**

Located along Interstate 95 (I-95) with relatively little floodplain area and sufficient public services, this Planning Area can support higher intensity development that is reliant upon easy access to I-95. The area offers a good industrial alternative to the Waverly area due to transportation access.

### **Rural Planning Area – Conservation**

Agriculture is an important economic and cultural driver in Sussex County. Planning in this area should ensure protection of prime farmland, forests, and the hydrological network that supports the farm economy, rural heritage, tourism, and environmental diversity.

This plan will focus on Jarratt – The Hub for Interstate Services for Sussex County. This Small Area Plan is a component of the larger Sussex County Comprehensive Plan examining features, challenges, and opportunities in the constrained zone surrounding the Town of Jarratt and the three interchanges of I-95 in southeastern Sussex County. The strength of this area is the accessibility to I-95, one of the country’s busiest interstate highways and large amounts of undeveloped land near multiple interstate exits. Additionally, the existing commercial businesses and infrastructure of the Town of Jarratt serve as a foundation for future growth in the area.

### **Stony Creek Planning Area – Commercial Center**

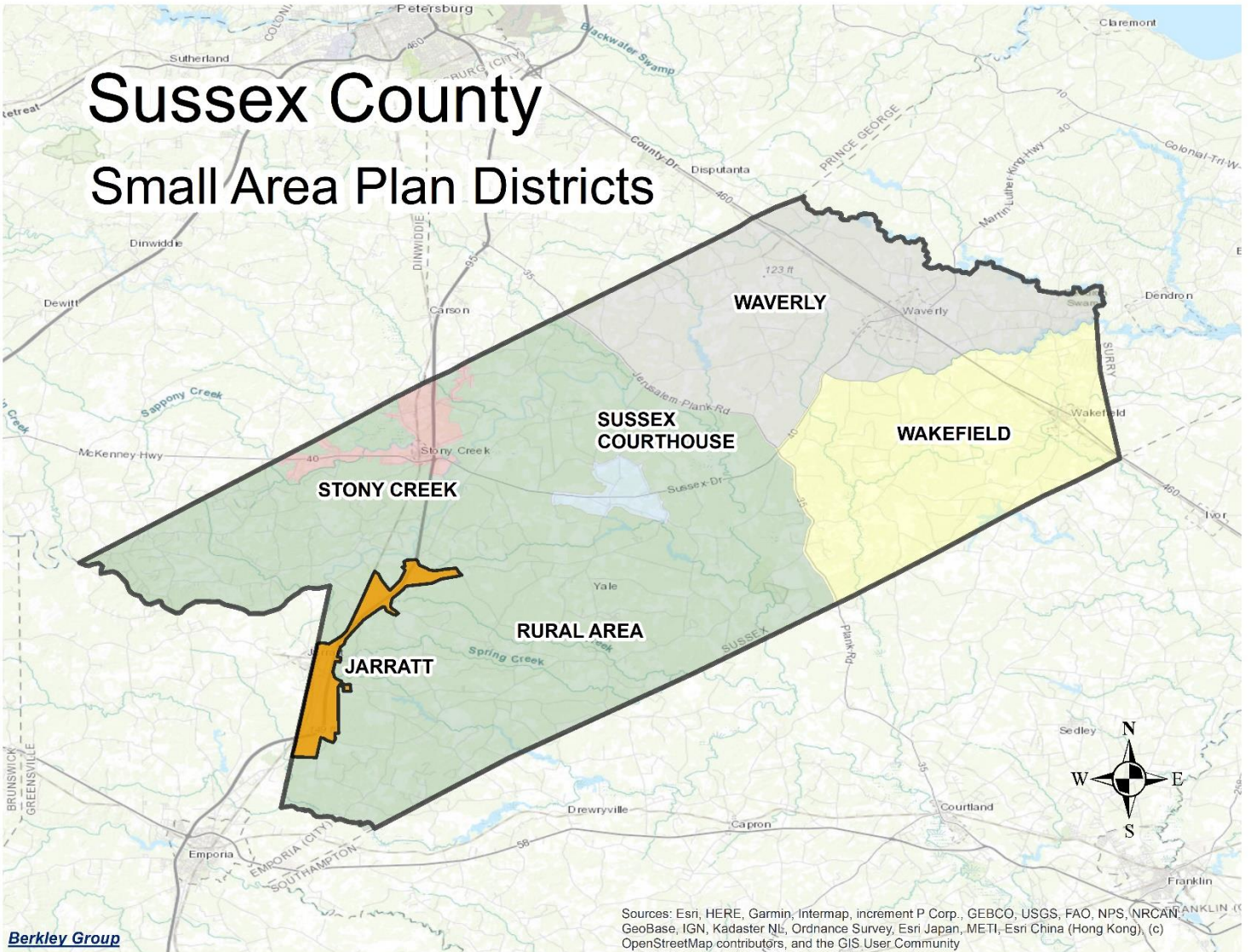
Fed by I-95 and accessible to other areas in the County, the Stony Creek area can accommodate commercial development that is missing in the rural area between Petersburg and Emporia. The large floodplain/wetland areas of this district restrict the amount of development and make it more suitable to commercial than industrial development.

### **Wakefield / Homeville / U.S. 460 Planning Area – Local Culture**

This Planning Area contains tourism, agritourism, and recreational opportunities that can be nurtured and developed. With the U.S. Route 460 access and existing tourism, Wakefield can take advantage of the passing traffic and popularity of nostalgic and rural tourism.

### **Waverly / Blackwater / U.S. 460 Planning Area – Industry Growth**

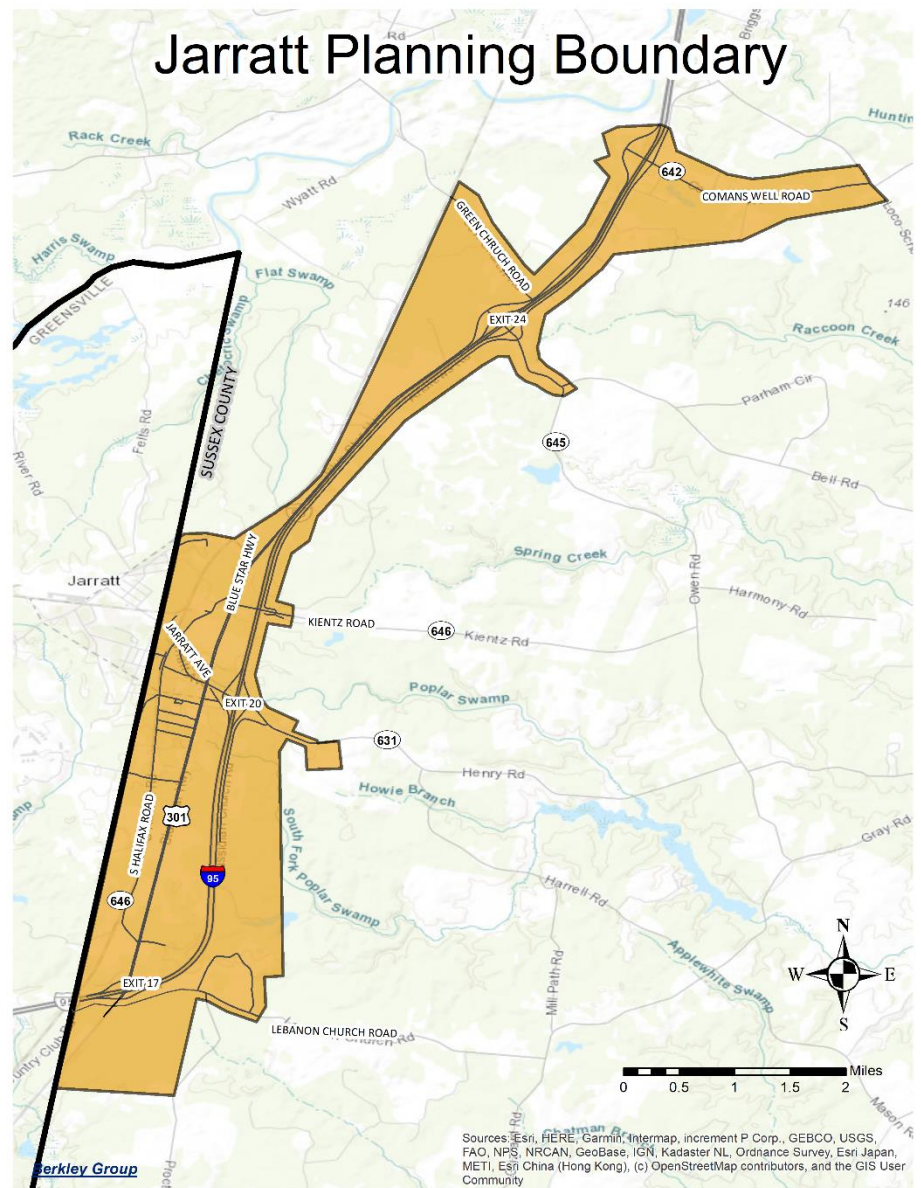
Waverly is the center for current and future industrial development. With U.S. Route 460 access and room for rural/urban expansion, Waverly is a prime location for expanded urban development patterns.



### Jarratt Planning Area

The Jarratt Planning Area is located in the southwestern portion of Sussex County. Part of the Town of Jarratt which is in Sussex County is in this Planning Area, but the land within the Town is not specifically subject to this plan. The area closely follows the contours of a 9.5-mile section of I-95 running north to south with three exit interchanges (exits 17, 20, and 24). Also located in the Planning Area, the U.S. 301 Blue Star Highway and the CSX/Amtrak “A” railroad, which run parallel to I-95. The northern boundary of the Planning Area is north of Comans Well Road (State Route 642) and Green Church Road (State Route 645). The western boundary of the Planning Area is the Sussex County border with Greensville County, however north of the Town of Jarratt, the western border closely follows the CSX railroad. The eastern boundary closely follows I-95, and the southern boundary extends along U.S. 301 until it enters Greensville County.

The entire Planning Area is approximately 8.8 square miles with 0.7 square miles located in the Sussex County portion of the Town of Jarratt. According to 2010 Census Block data, an estimated 959 residents in 411 households inhabit the Planning Area, including about 171 residents in the Jarratt Town limits within Sussex County.<sup>1</sup> The population density of the area is approximately 109 people per square mile. According to 2010 census data, 644 people live in the Town of Jarratt in both Sussex and Greensville County, although the annual estimates from the U.S. Census Bureau from 2019 suggest the Town’s population may have declined to 590 inhabitants (-10%).



<sup>1</sup> Due to the small size of the Planning Area, Census Block data must be used to estimate population. Data on the Census Block level is only available every ten years following the Decennial Census.



## Existing Features & Uses

The Jarratt Planning Area is uniquely situated along the Sussex County border with Greenville County near multiple major transportation corridors. The area contains a portion of the incorporated Town of Jarratt. The Town is not completely in Sussex County and is also partially in Greenville County.

The area has a variety of residential uses and densities in addition to a modest commercial presence. Most of the existing commercial uses are located within the Town of Jarratt which includes the small commercial district in the center of Town. Additionally, a large amount of traffic passes through the Jarratt Planning Area to access neighboring residential neighborhoods and employment center in the directly adjoining parts of Greenville County.

The area has minimal natural features that would inhibit development. There is some open land dedicated to agricultural and forests outside of the Town, but there are no floodplains and relatively few wetlands. A few small ponds exist but no major water features or areas with flood risks are present that would restrict development. However, some of the large natural blocks of productive forest and agriculture lands should be preserved where appropriate.

While the Planning Area has very few natural features restricting access and development, there are a few notable manmade features (I-95 and the CSX railroad).

Along the 9.5 mile stretch of I-95 within the Planning Area, there are only five (5) roads that cross the limited access interstate. This includes underpasses at Blue Star Highway (U.S 301) and Kientz Road (State Route 646), and overpasses at Henry Road (State Route 631), Owen Road (State Route 645), and Comans Well Road (State Route 642). With most development located west of I-95 near the County line; these roads are important local access points to the Planning Area from other parts of Sussex County. Similarly, the railroad only has public at-grade crossings at Ridge Road, Mayes Street, Grigg Avenue, and Jarratt Avenue (State Route 139).

Existing utilities in the area include electric power lines as well as water and wastewater service in and around the Town of Jarratt and along some portions of the Blue Star Highway (U.S. 301). These water service areas are served by the Greenville County Water & Sewer Authority. The Jarratt Sewage Treatment Plant is located just outside of Sussex County, and a new raw water storage reservoir is located northwest of Jarratt in Greenville County. Given the recent expansion of water infrastructure, processing capacity exists to expand service in the area. Most of the Planning Area receives electricity from Dominion Power, but Mecklenburg Electric Cooperative serves customers around Exit 17 off I-95. Broadband internet access is available at some locations along U.S. 301, but many residents in the Planning Area remain unserved or underserved.



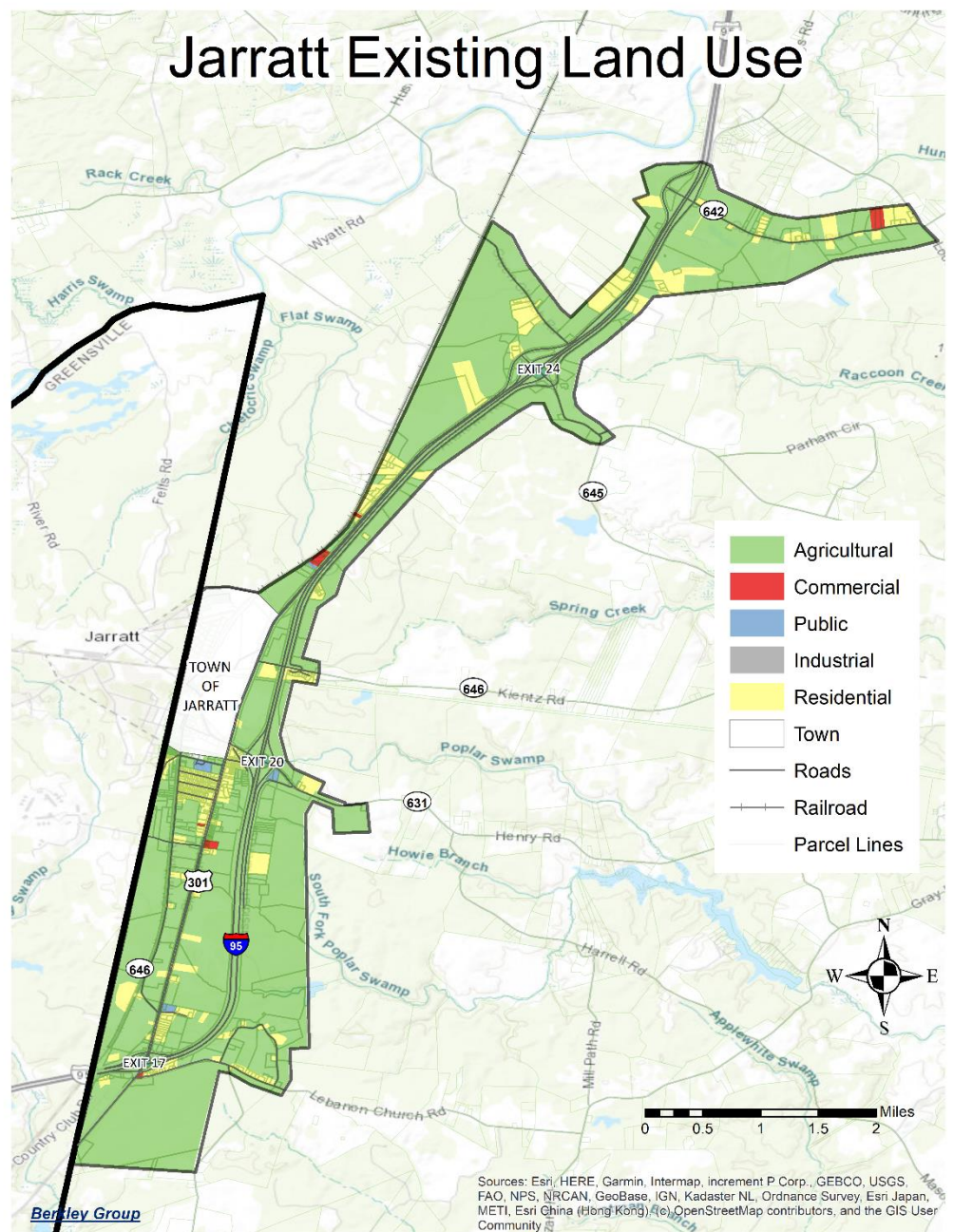


## Existing Land Use

The Jarratt Planning Area along I-95 offers some of the greatest opportunities for growth in all of Sussex County. The current pattern of development provides a foundation for future development in the area. The portion of the Town of Jarratt in Sussex County and the area directly around it contains a variety of land uses. Those areas within the incorporated Town have been categorized simply as Town and have been defined separately from other land uses in the area.

Existing development in the Jarratt Planning Area is centered around the Town of Jarratt and is closely related to development patterns and land uses in neighboring Greenville County. While the Planning Area has three interstate exits, it has relatively few uses directly associated with interstate travel as compared to other parts of the County near Stony Creek. The current pattern of development has supported some residential growth, but very limited commercial development. With large amounts of undeveloped land near existing interstate exits, the Planning Area has the capacity to support a variety of new commercial and industrial uses that may rely on dependable interstate access. The interchanges are some of the most important assets to spurring economic development in the Jarratt Planning Area.

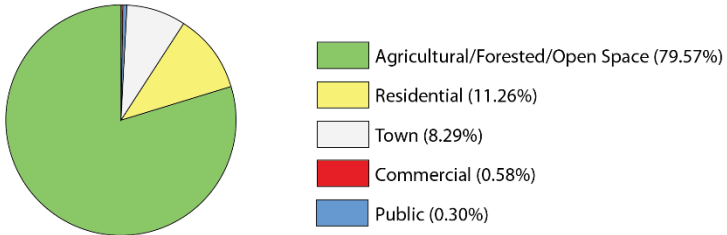
Like much of Sussex County, the majority of land (around 80%) in the Jarratt Planning Area is either agricultural or open/forested area. Commercial uses cover a very small proportion of the overall land area. Many of the more active commercial and public uses are located in the Town. The map on this page and the pie chart on the next page show the quantity and location of various land use types in the Planning Area. These graphics are also complemented by descriptions of each land use type on the following pages.



# EXISTING CONDITIONS

## JARRATT

Jarratt Existing Land Use



### Residential

Existing residential development is scattered throughout the Planning Area, with the densest clusters located near U.S. 301 on the outskirts of the Town of Jarratt. Residential development is comprised mostly of low-density single-family dwellings with some smaller lot single-family detached dwellings closer to the Town. The area also has a number of vacant or underutilized residential lots that present an opportunity for residential redevelopment.

Collectively, there are approximately 400 residential units in the Planning Area, including about 85 units in the Town. Where water and sewer services are available in and around the Town, there are denser residential neighborhoods along Carver, Marion, and Maclin Avenues, as well as Mayes Street. Due west, another cluster of residential dwellings are along Mangum and Moores Lanes between U.S. 301 and I-95. Farther from Town, there are clusters of rural residences on Lebanon Church Road (State Route 609) and Comans Well Road (State Route 642). Many of these rural dwelling units consist of mobile or manufactured homes. There is also some residential development that fronts the section of U.S. 301 that is a divided highway.

Additionally, the Nottoway River Commons Apartments located partially in the Town of Jarratt and partially in unincorporated Sussex County is a 44-unit multifamily development and is one of the few higher density residential developments in the County. The apartments were built in 1992 with the use of Low-Income Housing Tax Credits (LIHTC) and is limited to low and middle-income households with an income up to 60% of the Area Median Income (AMI). Moreover, these apartments are

one of the few federally subsidized affordable housing options in the surrounding area, with most other similar developments located near Emporia.



### Commercial

Limited commercial development exists in the Jarratt Planning Area outside of the Town. Existing businesses include trucking and self-storage businesses located on Blue Star Highway north of the Town of Jarratt. There is also a small country store on Comans Well Road in the far northern part of the Planning Area. All other commercial uses in the Planning Area are located inside of incorporated Jarratt. Near the intersection of U.S. 301 and Jarratt Avenue close to Exit 20 there are two gasoline stations with small restaurants as well as a car dealership and a dollar store. On Jarratt Avenue in the commercial district of the Town of Jarratt there is a post office, a bank, a local hardware store, and a restaurant. There are numerous other vacant commercial buildings along the corridor that have the potential for future reuse.



Other than the few existing commercial sites, residents and employees in the area often travel to neighboring localities to access larger restaurants, grocery stores, and

other services. Exit 20 is the only interstate exit in the Planning Area that offers any commercial development, but it remains far less developed than other nearby exits.

### **Industrial**

No major industrial land use currently exists in the Planning Area. Within the Town of Jarratt, the Virginia Department of Corrections has a warehouse for food and produce that serves surrounding Department of Corrections facilities. The County, however, has marketed at least three separate sites within the Planning Area for future industrial use. One is located west of I-95 along Henry Road (State Route 631), and two other sites are near Lebanon Church Road (State Route 609) and I-95, Exit 17. Just west of the Planning Area, the Greenville County Correctional Facility and the Boar's Head meat wholesale facility in Greenville County are major local employers. Additionally, the Greenville County industrial park is located less than 3 miles south of the Planning Area along U.S. 301.

### **Agricultural/Forested/Open Space**

As with much of Sussex County, this Planning Area is mostly composed of agricultural, open space, or forested land use. On the existing land use map, these areas are labeled simply as agricultural. The area has an even distribution of forested land and agricultural land. Compared to other parts of the County, some of the

undeveloped areas in the Jarratt Planning Area hold less environmental value because they are constrained by their proximity to I-95, U.S. 301, and the CSX railroad. The Sussex Comprehensive Plan has established that some of the undeveloped land near I-95 should be used for residential, commercial, and industrial development. The Planning Area also has a portion of an abandoned railroad that has previously been designated for the future extension of the Tobacco Heritage Trail. Although this natural corridor is bisected by I-95, it has potential for improved use in the future as a section of a multi-use trail that continues into rural Sussex County and Greenville County.

### **Public**

The Jarratt Planning Area has very few public areas in active use. The Town of Jarratt has a lighted youth baseball field and a small community room available for public use in neighboring Greenville County. Notable institutional structures include Chapel Hill Baptist Church, Hassidiah Baptist Church, Lebanon Baptist Church, and Jerusalem Baptist Church.

Additionally, the former Jefferson Elementary School on Mayes Street is also located in the Planning Area. The building is vacant and in disrepair, but the property has playground areas and a basketball court. If properly managed and revitalized, this site is an important asset to the quality of life for surrounding residents.

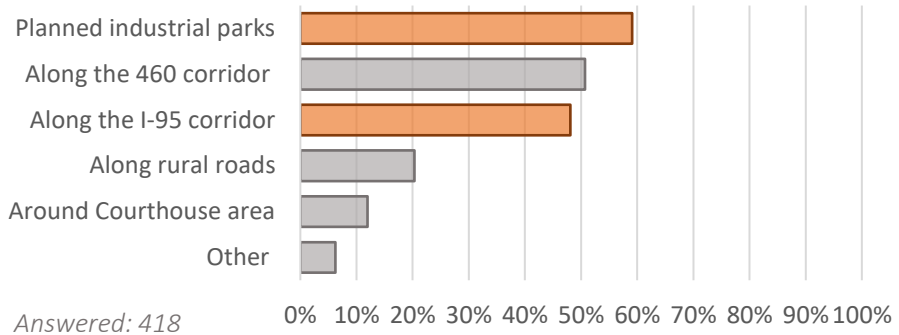


## Public Input

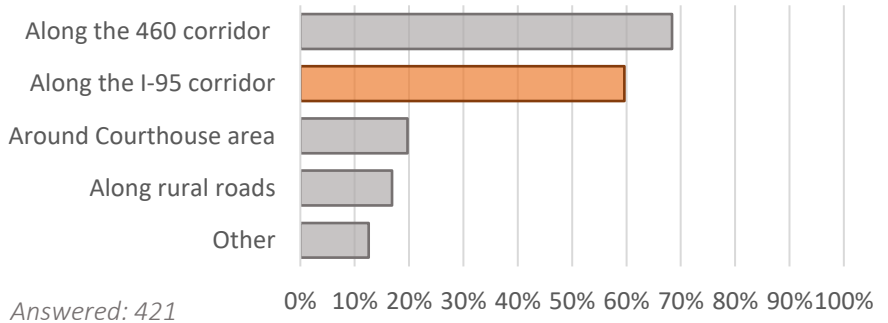
Local stakeholder meetings and county-wide surveys provide a brief understanding of public opinion about the current status and future of the Jarratt Planning Area. Based on input, there is a recognition that the features of the Jarratt Planning Area (I-95 and planned industrial sites) make it a good candidate for additional commercial and industrial development along with associated housing development. Additionally, input recognizes the need for the development and extension of public facilities.

Given the location of the Planning Area along the heavily trafficked I-95 corridor and near existing industrial uses in Greenville County, the Jarratt Planning Area offers opportunities for development that would complement existing features of the Planning Area. Accordingly, as suggested by public input, concentrating development with a higher intensity of uses in the Jarratt Planning Area allows the County to expand economic opportunity with minimal impact on the overall rural character of the County. The Jarratt Planning Area already has a level of development that would make further development appropriate to strengthen the County's economic base.

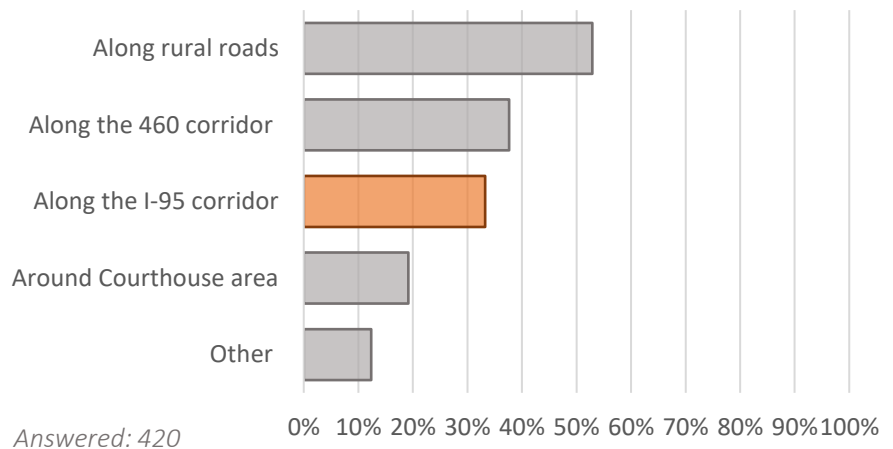
### Where should new (non-farm) industry be generally located?



### Where should new, non-farm commercial business and shopping areas generally be located?



### Where in the County should new housing be concentrated?



## SWOT Analysis

The Jarratt Planning Area has a host of assets and challenges. The SWOT analysis identifies the Strengths, Weaknesses, Opportunities, and Threats faced by the Planning Area. These are internal and external factors that help plan the best uses for land and best investments for the community.

|          | POSITIVE   | NEGATIVE  |
|----------|--|---|
| INTERNAL | <p><b>Strengths (Positive characteristics of the Planning Area that give it an advantage over others.)</b></p> <p>Availability of large tracts of developable land for future public and private use.</p> <p>Relative affordability compared to Virginia’s Richmond and Tidewater hubs, both in land prices and in tax structure.</p> <p>Transportation access via I-95 and U.S. 301 – Blue Star Highway – a four lane divided highway (two-lane north of Jarratt) with good capacity and low traffic volume.</p> <p>Available utilities to supply potential industrial and commercial development as well as possible rail access.</p> <p>Topographic and other conditions make site development in the Jarratt area relatively easy compared to other areas.</p> <p>Presence of a major railroad corridor to support industrial development.</p> | <p><b>Weaknesses (Negative characteristics of the Planning Area that could harm its revitalization.)</b></p> <p>The area’s low population provides a very small and aging workforce.</p> <p>Safety concerns along U.S. 301 where private driveways enter the four-lane divided highway.</p> <p>Inadequate screening and buffering of existing commercial uses from surrounding uses.</p> <p>I-95, U.S. 301 and the CSX railroad parallel each other north/south through the Planning Area and serve as a physical barrier to east/west movement through the area.</p> <p>Distance and travel times to other communities in Sussex County and the County Government Complex.</p> |
| EXTERNAL | <p><b>Opportunities (External influences that can be used to the advantage of the Planning Area.)</b></p> <p>Proximity to major employers and industrial uses in surrounding localities brings traffic into the area and serves as a foundation for economic growth and development.</p> <p>Large amounts of developable land with visibility and access to a high-volume and low traffic interstate highway system.</p> <p>Distance and commute time to the Richmond metropolitan area makes the area attractive for commuters looking for a more rural lifestyle.</p> <p>Amenities in neighboring localities (commercial businesses and recreation) are assets due to their close proximity.</p>   | <p><b>Threats (External factors that could prevent improvement of the Planning Area.)</b></p> <p>Proximity to Greensville County and reliance on the Greensville County Sewer and Water Authority means that the Planning Area is susceptible to external administrative decisions.</p> <p>Potential business owners and residents may prefer the more established and substantial commercial uses and services in neighboring Greensville County and Emporia.</p> <p>Recent trends in the use of industrial sites (data centers, solar facilities) in Virginia may not bring large amounts of permanent jobs or benefits to local tax income.</p>                              |

## Transportation Analysis

Future uses in the Jarratt Planning Area (Interstate Services) should be coordinated with transportation routes and other existing assets in the area (See also: Existing Features & Uses). The transportation features of the Planning Area are central to its future growth.

The following table shows the Virginia Department of Transportation (VDOT) average daily traffic (ADT) count estimates in 2019 for each major road in the Planning Area. While future development may increase traffic volumes, it is anticipated that most roadways in the Planning Area are sufficient to accommodate potential growth. A brief overview of existing and future uses for each major route follows.

Additionally, this analysis incorporates various construction priorities, programmed projects, identified deficiencies, and recommendations from existing VDOT publications and plans such as the VTrans Mid-Term Needs, projects listed in the Six-Year Improvement Program, and traffic deficiencies identified in the Crater Planning District Commission (PDC) Rural Transportation Plan.

| <b>VDOT Average Daily Traffic Count Estimates, 2019</b> |                      |
|---|----------------------|
| <b>Transportation Corridor</b>                          | <b>Traffic Count</b> |
| <b>Interstate 95</b>                                    |                      |
| At Greenville County Line                               | 37,000               |
| At Owen Road (State Route 645)                          | 38,000               |
| North Exit Ramp at Exit 17                              | 440                  |
| South Exit Ramp at Exit 17                              | 160                  |
| North Exit Ramp at Exit 20                              | 320                  |
| South Exit Ramp at Exit 20                              | 580                  |
| North Exit Ramp at Exit 24                              | 90                   |
| South Exit Ramp at Exit 24                              | 220                  |
| <b>Blue Star Highway (U.S. 301)</b>                     |                      |
| At Greenville County Line                               | 3,800                |
| At Jarratt Avenue (State Route 139)                     | 3,100                |
| At Owen Road (State Route 645)                          | 900                  |
| <b>Jarratt Avenue/Henry Road (State Route 139/631)</b>  |                      |
| At Greenville County Line                               | 2,000                |
| At U.S. 301   | 1,900                |
| East of I-95  | 620                  |
| <b>Comans Well Road (State Route 642)</b>               |                      |
| At U.S. 301   | 290                  |



Interstate 95

I-95 is undoubtedly the Planning Area's most significant transportation route and its greatest asset for attracting commercial and industrial development to the area. The corridor is considered a Corridor of Statewide Significance (CoSS) by VDOT. The Planning Area extends along a roughly 9.5 mile stretch of I-95 running north and south with three exit interchanges. The first exit in Sussex County heading north from Greensville County is Exit 17 at U.S. 301, followed by Exit 20 at Henry Road (State Route 631) close to the Town of Jarratt, and Exit 24 at Owen Road (State Route 645). U.S. 301 runs parallel to I-95 on the western side of the interstate, while Andrews Road and Hassidiah Church Road parallel I-95 to the east through much of the Planning Area. Presently, only Exit 20 offers any commercial activity near the interchange, while Exit 24 is lightly used primarily for locally generated trips. Exit 17 also has minimal development near the highway but does provide direct access to U.S. 301 where existing commercial and industrial uses are present in bordering Greensville County. Currently, the three exits in the Jarratt Planning Area have less surrounding development and therefore less traffic as compared to the County's other two interstate exits in the Stony Creek Planning Area.

Accordingly, both Sussex County and the Town of Jarratt should cooperate to ensure that new development is encouraged in locations that best take advantage of the area's high accessibility. Consequently, VDOT has recommended improvements to on and off ramps of I-95 and their intersections with local roads in the coming years if industrial and commercial traffic increases in the area.



U.S. Highway 301 Corridor (Blue Star Highway)

The Blue Star Highway (U.S. 301) is a parallel route to Interstate 95 that has local connections with the Planning Area's three I-95 interchanges. This route provides local circulation and access to potential development sites with high visibility near I-95. South of the Town of Jarratt, U.S. 301 is a four-lane highway with a median. It transitions into a two-lane highway as it continues north from Town. Traffic counts on the route are much higher on the four-lane portions of the highway in and around the Town of Jarratt.

U.S. 301 supports a significant amount of the existing commercial activity in the Planning Area. Though a limited number of residential lots exist, future residential development directly on U.S. 301 should be avoided as VDOT discourages single driveways along the route. Opportunities to expand commercial and industrial activity should take advantage of existing driveways and curb cuts along U.S. 301 to ensure a high level of service is maintained along the corridor. U.S. 301 is the main route used for local trips in the Planning Area, so proposed developments should consider access and safety along the corridor. Safety improvements along with proper signage and landscaping of new developments will help to improve the ability to support new development along the route.

U.S. 301 also continues south into Greensville County where motels, restaurants, and the Greensville County industrial park are located less than 2 miles from Sussex County. Sussex County should encourage development along this section of the corridor closest to the County border to complement existing development from Exit 13 at U.S. 301 in Greensville County up to Exit 17 at U.S. 301 in Sussex County.



Jarratt Avenue/Henry Road (State Route 139/631)

Henry Road (State Route 631) is a two-lane secondary road that leads directly into the Town of Jarratt from the east where it becomes Jarratt Avenue (State Route 139) and passes through the middle of the Town of Jarratt. In the Town, Jarratt Avenue serves a small commercial district at the western edge of Sussex County where on-street parking and pedestrians are more common in the Planning Area. The County should continue to promote pedestrian and safety improvements within this portion of the corridor.

In 2019, an average 620 vehicle trips were made along Henry Road to the east of the Town of Jarratt and U.S. 301 on Henry Road, and 1,900 trips were made to the west of U.S. 301 through the Town. West of U.S. 301, the corridor is an important local route supporting commercial activity. East of U.S. 301, the route is less developed, but offers opportunity for industrial development due to its accessibility. Any significant development would likely require expansions and other roadway improvements to accommodate increased congestion and larger trucks.



Railroad Corridor

The CSX rail line in the Planning Area runs from north to south through the area and is a tremendous asset for proposed industrial development. Within the Planning Area, the railway has two tracks running in both directions. However, the railway also divides much of the area and acts as a barrier to proposed residential

development, particularly south of the Town of Jarratt. Currently, the line is only utilized for the transportation of cargo and offers no direct access to passenger transportation services in the area. To the south of Town, there are currently three at-grade rail crossings at Ridge Road (State Route 397), S. Halifax Road (State Route 646) near Lee Road, and Mayes Street (Local Route 1102).

### Transportation Improvements

A few notable transportation improvements are recommended for the Jarratt Planning Area. VTrans Mid-Term planning priorities include Priority 4 (Low) improvements to I-95 at the interchanges of Exit 17 and 20 if additional commercial or industrial development occurs nearby. VTrans also identifies the intersection of Jarratt Avenue, Henry Road, and U.S. 301 for Priority 4 improvements. The VTrans improvements are tied to the Industrial and Economic Development Areas (IDEA) located in the Planning Area. These include a proposed industrial site on Henry Road (State Route 631) and two industrial sites near Lebanon Church Road (State Route 609) and U.S. 301. The area does not have any projects on VDOT's Six-Year Improvement Program (SYIP).

Recommendations in the Crater PDC and VDOT Rural Transportation Plan include short term restriping improvements on U.S. 301 and Jarratt Avenue and better signage at the Exit 17 interchange of I-95 to resolve safety concerns. The plan also recommends a long-term goal of reconstructing Owen Road (State Route 645) near I-95 to widen and address geometric deficiencies.

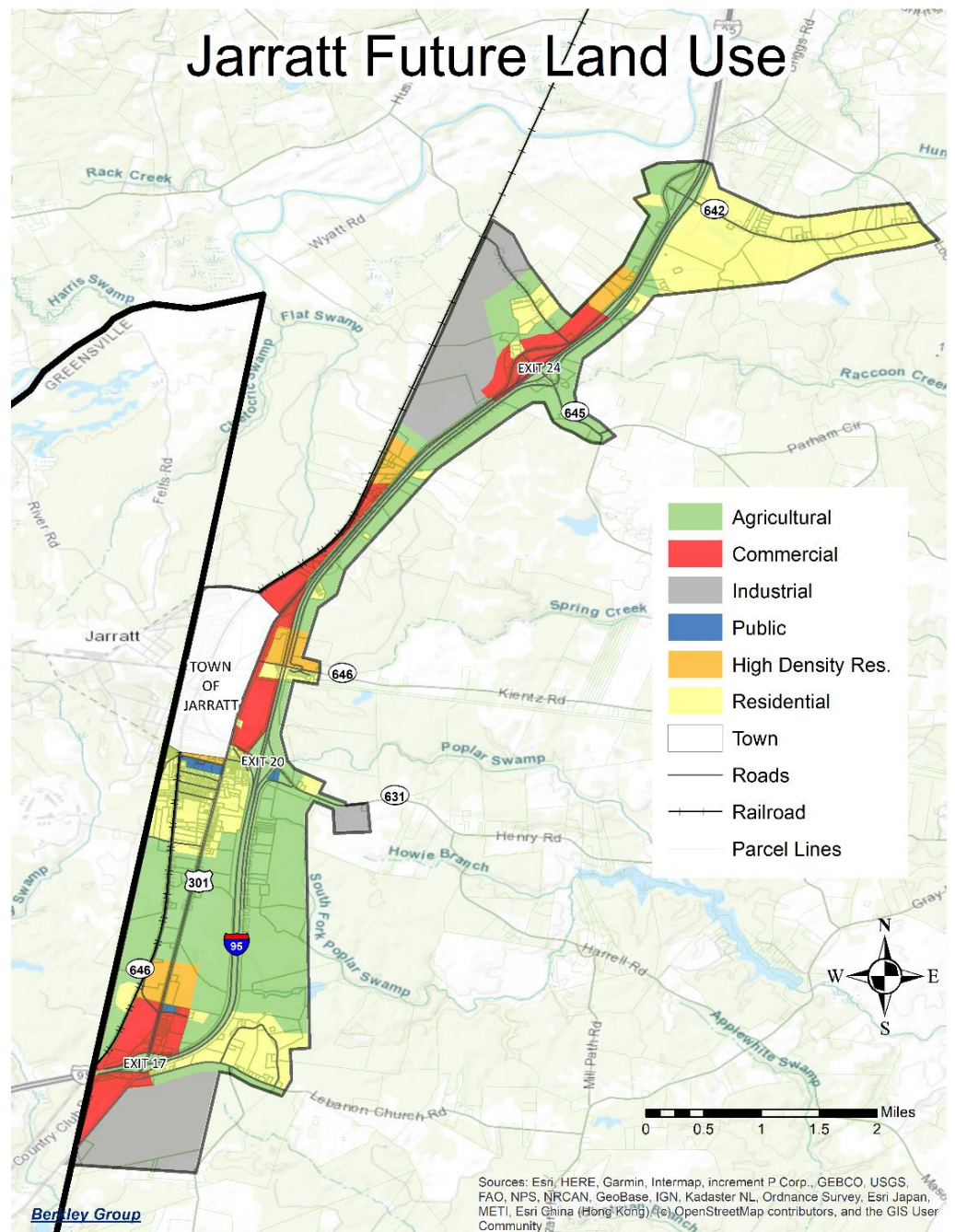


## Future Vision & Planning

With some of the highest traffic volumes in Sussex County, combined with large areas of accessible developable land, the Jarratt Planning Area has the potential to serve as a corridor of development associated with interstate access. Additionally, the Planning Area's proximity to commercial and industrial activity in surrounding localities provides a foundation for the extension of development into Sussex County around the Town of Jarratt and I-95. Moreover, the cultural presence of the Town of Jarratt, the existing utility capacity, and the established residential neighborhoods provide a foundation to expand residential development as new employers create demand for additional housing.

The geographic location of the Jarratt Planning Area will require a committed collaboration between Sussex County, Greenville County, and the Town of Jarratt. With the Town being in both counties, and with some portions of unincorporated Sussex County receiving water and sewer service from Greenville County, Sussex County must share ideas, goals, and development plans with neighboring localities to fully maximize the potential of the area.

Part of the future vision builds upon a future land use analysis that projects ideal land uses for targeted locations in the Planning Area shown in the Future Land Use Map, with associated recommendations to follow. It should be noted that residential use secondary to agricultural operations or scattered rural residential or commercial parcels are not reflected in recommended future uses. This does not mean those existing individual uses should be discontinued, but rather that the recommended land use map reflects the primary future uses.



## Future Land Use Analysis

The recommended future uses are based on a variety of factors, such as existing development, the location of marketed sites for economic development, best land use practices, environmental conditions, zoning, and access to public utilities. Future land use recommendations for the Jarratt Planning Area include the addition of residential land uses and expansion of commercial and industrial uses in suitable locations with appropriate siting strategies. With I-95 access and available utilities, the Jarratt Planning Area is an ideal location for new industrial development and commercial services along I-95. The area can also support additional residential development to accommodate a productive workforce in the area. The recommendations also support continuation of productive agriculture and preservation of the County's rural character.

### **Commercial**

The Jarratt Planning Area's location along I-95 makes it ideally situated to take advantage of commercial uses that depend on interstate access. The Planning Area has three interstate interchanges, each having ample land area for new development. Most new commercial development slated for the Planning Area should be located along U.S. 301 which parallels I-95 and offers good visibility and a high level of service for local traffic.

Development at the I-95 interchanges and along U.S. 301 will ideally be concentrated into higher-density commercial centers, rather than occurring in strips along the area's major roadways. The presence of vacant and/or abandoned commercial structures in the Planning Area provide ample opportunities for reuse and should also guide the location of future commercial uses.

Currently, the intersection of U.S. 301 and Henry Road (State Route 631) near Exit 20 offers the best opportunity to expand the existing commercial presence in the Planning Area. This area has the most readily available access to public utilities and already has a small established commercial presence. New commercial development at the Exit 17 and Exit 24 interchanges will be more limited in the short-term due to limited public facilities. Some commercial development may also be

viable north of the Town of Jarratt along U.S. 301 where a small commercial presence also already exists.

Proper design and regulation are important components of commercial growth in the area. Much of the extent of U.S. 301 in the Planning Area is a four-lane divided highway with few places that support left turns. As a result, commercial use should be restricted to existing intersections along U.S. 301 to guarantee safe access to commercial uses. Additionally, new and existing commercial uses should be properly screened and buffered from residential uses. The Planning Area has both rural residential housing units as well as defined residential neighborhoods near the Town of Jarratt and U.S. 301 that should not be infringed upon by commercial uses.

New commercial development must also consider the needs of residents in both Sussex County and neighboring Greenville County. Commercial uses focused on interstate services should complement the needs of the local community. Access to healthy food and quality healthcare are specific needs within the local community. Locally-oriented businesses should be encouraged within the Town of Jarratt and can make use of existing, available commercial buildings. The small commercial district in the Town of Jarratt, however, is not suitable for supporting more expansive commercial uses that generate large amounts of traffic from the interstate due to the limited road and parking capacity on Jarratt Avenue. Larger commercial uses that may generate more vehicle trips should remain concentrated along U.S. 301.

### **Industrial**

The potential for industrial growth in the Jarratt Planning Area is dependent on access to I-95. Accordingly, all potential industrial sites in the Planning Area are near interstate exits. The Boars Head Meat Processing facility west of Jarratt in Greenville County and the Greenville County industrial park just south of the Planning Area are important assets to help attract new industrial uses within the Planning Area in Sussex County.

Proposed areas for industrial uses include sites that have been actively marketed through the Virginia Economic Development Partnership (VEDP). As a result, this plan

remains ambitious and flexible about the area that could be used for industrial uses. The County has helped market at least three separate sites within the Planning Area for future industrial use that are designated on the future land use map. One is located west of I-95 along Henry Road (State Route 631), and two other sites are near Lebanon Church Road (State Route 609) south of Exit 17 off I-95. Each of these sites currently has easy access to I-95 with minimal surrounding residential or commercial development. As the County continues to explore the best use for these sites, significant residential development in these areas should be avoided. Additionally, impacts associated with new industrial development should be properly mitigated, including sufficient screening and buffering from adjacent land uses.

### **Residential**

New residential development within the Planning Area should be concentrated in and around the Town of Jarratt where public utilities are most readily available. Redeveloping and modernizing some of the vacant housing structures present within the Planning Area should also be emphasized. Finally, improving the local amenities, services, and access to existing residential structures should be improved.

As the possibility of new employment sites arise in the Planning Area, additional housing development should be considered. The County should encourage a wide variety of housing unit types, including single-family homes, townhomes, and apartments close to the Town and U.S. 301. Most new residential housing units in the Planning Area near the Town of Jarratt should be built in the form of clustered neighborhoods close to the Town. The existing Nottoway River Commons Apartments is an appropriate clustered residential development for the area and similar developments should be encouraged as demand necessitates. Locations with potential for high density residential development are noted on the Future Land Use Map and include apartments and multifamily dwellings. These areas are typically closer to locations that may see commercial development. Larger rural residential lot development may be allowed along Comans Well Road (State Route 642) and Lebanon

Church Road (State Route 609) in the extreme northern and southern parts of the Planning Area.

The County must also take steps to actively improve the state of existing residential neighborhoods. Specifically, Carver, Maclin, and Marion Avenues to the south of the Town of Jarratt - where the Planning Area's most dense residential development already exists - should be a focus of infrastructure improvements. A Community Development Block Grant (CDBG) could provide opportunities to add sidewalks, improve stormwater drainage in the neighborhoods, support housing restoration, and create new homeownership opportunities. A similar effort in Greenville County's Washington Park neighborhood may serve as a useful example.

Finally, the County should avoid any new linear residential development along U.S. 301. The presence of driveways entering a divided four lane highway is unsafe, and new residential housing units may not be properly buffered from the roadway. Additionally, the County should support safety and access improvements to existing housing units along U.S. 301, while minimizing the impacts created by new residential development.

### **Public**

The Jefferson Elementary School site should remain as a public use. Opportunities to redevelop or renovate the site as an asset for the local community should be considered. A CDBG grant could also be used to redevelop the Jefferson Elementary site for public use, such as a community center to serve as a hub for the neighborhood. Partnering with non-profit community organizations may also provide opportunities to maximize the use of the site as a public recreational area.

### **Agricultural/Forested/Open Space**

The Jarratt Planning Area serves an important role in helping to maintain the rural character of other parts of the County. With the presence of Interstate 95, U.S. 301, and a railroad within a relatively small area, the Planning Area already has a significant presence of physical infrastructure. As a result, the presence of additional development with a higher intensity of uses is more appropriate in the Jarratt Planning Area than in many

other parts of the County. Accordingly, by steering larger developments into the Jarratt Planning Area, the rural character of Sussex County can be largely preserved elsewhere.

Compared to other parts of the County, the Jarratt Planning Area is likely to have fewer large blocks of undeveloped land. This means that the County should strategically identify and preserve the tracts of land in the Planning Area with the best forest conservation values and farmland suitability. These areas are labeled as Agricultural on the future land use map. Additionally, with multiple transportation corridors serving as a barrier to wildlife movement and habitat connectivity in the Planning Area, the County should also carefully consider opportunities to maintain and improve natural landscape connectivity.

### ***Town of Jarratt***

Sussex County should welcome new commercial and residential development in the Town of Jarratt as a positive contribution to the County's tax base. Due to limitations of road capacity and available lot sizes within the Town, most large-scale development is likely to occur outside of the Town boundaries. However, the Town does have a number of small undeveloped sites and vacant commercial buildings that may be attractive to new commercial or mixed-use investment. The County should work with Town officials to coordinate local planning efforts with the intention of utilizing the larger Planning Area.

### ***Coordination with Adjacent Localities***

The Jarratt Planning Area's proximity to Greenville County and the Town of Jarratt makes it unique compared to other Sussex County Planning Areas. As a result, the localities must coordinate development activities to ensure benefit to all residents in the area. Since many Sussex County residents in the Planning Area rely on water and sewer service from Greenville County, Sussex County must maintain a strong intergovernmental relationship to fully maximize the potential of the Jarratt Planning Area. This includes involving officials from the Town of Jarratt and Greenville County in any major developments that will require public facilities. Moreover, the presence of the Mid-Atlantic Advanced Manufacturing Site (MAMaC) industrial site just outside of the Planning Area in Greenville County is an important consideration for Sussex County. If developed, the industrial megasite would likely generate increased interest in commercial and residential development in Sussex County, particularly near Exit 17, which will be a main access point to the industrial site.

## Implementation Recommendations

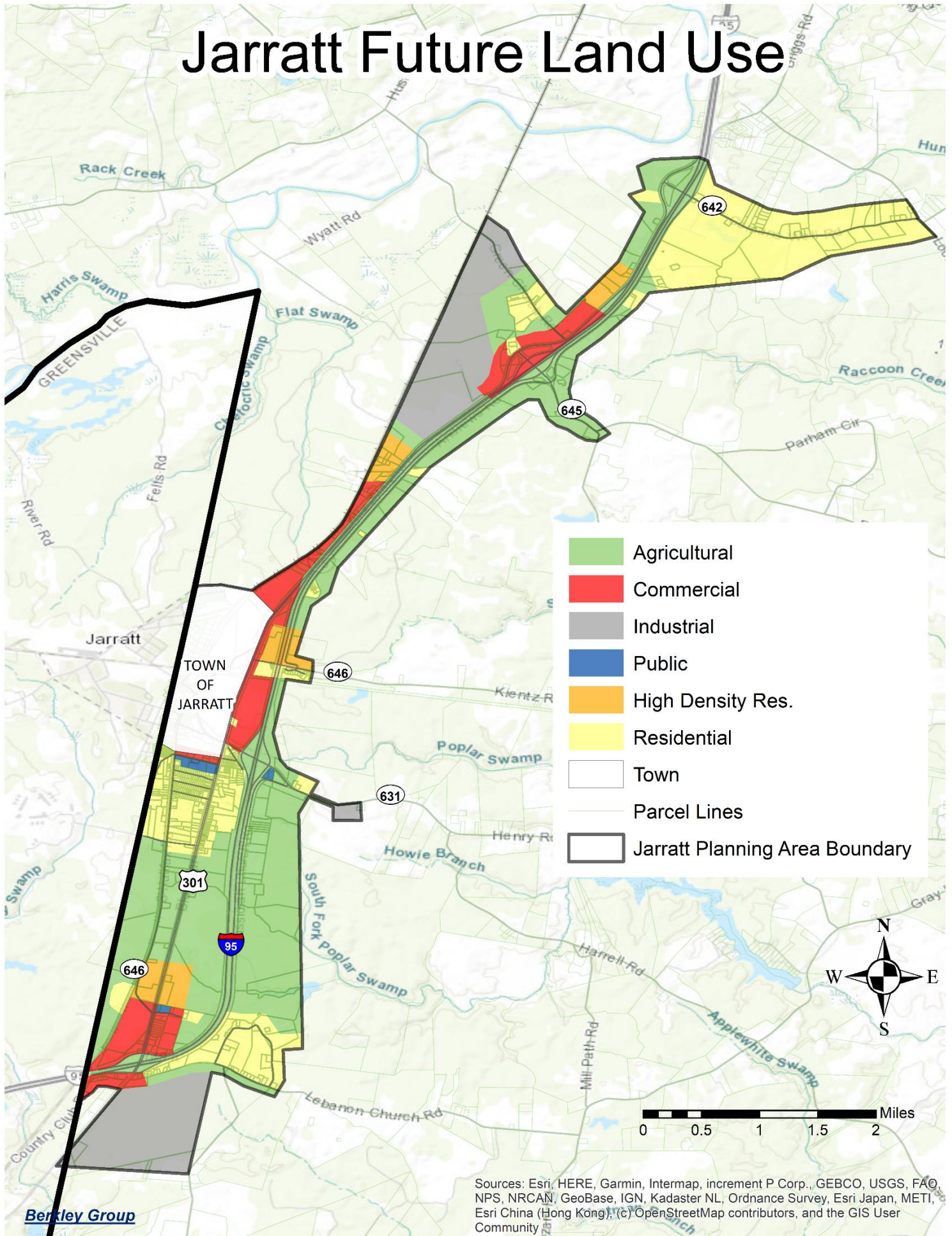
Recommendations for the Jarratt Planning Area build on the potential of the area as Sussex County’s center of interstate services supporting both commercial and industrial uses. The recommendations focus on identifying opportunities for appropriate development and preserving agriculture and open space.

| Implementation Task   | Cost Scale | Time Scale <sup>2</sup> | Responsible Party              |
|---|------------|-------------------------|--------------------------------|
| Enforce and expand proper buffering and landscaping requirements for commercial and industrial uses to protect adjacent residential uses.   | \$         | Short-term              | Planning and Zoning Department |
| Update County zoning ordinance to encourage cluster development, deter the development of prime farmland and woodlands, and preserve the rural character of the County.   | \$\$       | Short-term              | Planning and Zoning Department |
| Review and update the zoning ordinance to allow for some variation in density to increase affordable housing options in the area.   | \$\$       | Short-term              | Planning and Zoning Department |
| Continue to work with utility providers, local businesses, and County residents to extend broadband internet service to all unserved and underserved homes and businesses.  | \$\$       | Short-term              | County Administrator           |
| Update the zoning of specific properties to prepare portions of the Planning Area near interstate exits for concentrated commercial development, and direct future commercial development into designated growth areas. | \$\$       | Short-term              | Planning and Zoning Department |

<sup>2</sup> Short-term (1-5 years); Medium-term (5-10 years); Long-term (10+ years)

| Implementation Task   | Cost Scale | Time Scale <sup>2</sup> | Responsible Party              |
|---|------------|-------------------------|--------------------------------|
| Explore pursuing a Community Development Block Grant (CDBG) to revitalize residential neighborhoods around Jarratt to improve housing conditions, promote homeownership, and add pedestrian infrastructure.                           | \$\$       | Medium-term             | Planning and Zoning Department |
| Consider establishing a highway corridor overlay district to preserve and improve the appearance along U.S. 301.  | \$\$       | Medium-term             | Planning and Zoning Department |
| Partner with a community-oriented nonprofit organization or private developer to renovate the former Jefferson Elementary School site to be used by the neighborhood as a place for formal and informal recreation and community use. | \$\$\$     | Medium-term             | County Administration          |
| Collaborate with Greenville County, and the Town of Jarratt to coordinate growth and investment in and around Jarratt.  | \$         | Medium-term             | County Administration          |
| Implement necessary utility improvements/expansions along state routes where residential and commercial growth is projected in the Planning Area.   | \$\$\$\$   | Medium-Long-term        | County Administration          |
| Support extension of the Virginia Tobacco Heritage Trail into Sussex County through Jarratt and continuing into rural parts of the County along the existing unused right-of-way.   | \$\$\$     | Long-term               | County Administration          |

# Jarratt Future Land Use



**Berkley Group**

Sources: Esri, HERE, Garmin, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), (c) OpenStreetMap contributors, and the GIS User Community