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# WILLIAMSBURG LAND CONSERVANCY

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*Preserving Our Land, Water, & Way of Life*





# Williamsburg Land Conservancy

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- Founded in 1990 as the Historic Rivers Land Conservancy as a 501(c)(3) organization
- Changed name to the Williamsburg Land Conservancy in 1996 for great regional recognition



# Conservancy Mission

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Protecting and preserving  
significant natural, scenic,  
agricultural and historic lands  
in the James and York Rivers  
watersheds

# 2006 Officers and Board of Directors

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## Officers

### President

**Bill Williams**

### Vice President

**Bill Frymoyer**

### Secretary/Treasurer

**Missy Zimmerman**

### Immed. Past President

**Jack Schmidt**

### Executive Director

**Caren Schumacher**

## Board Members

**Burt Baker**

**Stan Brown**

**David Bush**

**Randy Chambers**

**Leanne Dubois**

**Tim Cleary**

**Kathy Howell**

**Jerre Johnson**

**Rich Krapf**

**Lamont Myers**

**Alain Outlaw**

**Bob Pinto**

**Mark Rinaldi**

**Debi Schaefer**

**Dianne Spence**



# Funding Sources

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- Tax-deductible donations
- Local government
- Community civic organizations
- Fundraising events
- Grants
- Bequests



# Conservancy Strategy

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Measure success by counting total acreage in the James and York Rivers watershed protected by any means.

- Purchase of Development Rights (PDR)
- James City & York Counties/City of Wmsbrg
- Army Corp. of Engineers
- Virginia Outdoors Foundation
- The Nature Conservancy



# Conservancy Strategy

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Seek to achieve success by shaping public policy and by working through public-private partnerships.

- Active involvement in Comprehensive Plan Reviews
- Builders for the Bay
- Route 5 Tree Buffer
- Rural Lands Study
- Historic Triangle Corridor Enhancement Project
- And more.....



# Land the Conservancy Protects

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The Conservancy currently protects close to 2,700 acres.

# York River Preserve

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# The Williamsburg Winery

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# James City County Greensprings Trail

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# Governor's Land

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# Greenswamp Farm

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# Route 5 Tree Buffer

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# Virginia Capital Trail Property

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# Church on the Main

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# Villas on Shady Banks

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# 2005-06 Key Projects

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*It takes more than holding  
conservation easements to  
protect land!*

# Historic Triangle Corridor Enhancement

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# **Historic Triangle Corridor Enhancement Program**

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- A collaborative effort between the  
Williamsburg Land Conservancy and**
  - Greater Wmsbrg Chamber & Tourism Alliance**
  - Wmsbrg Area Assoc. of REALTORS**
  - Wmsbrg Council of Garden Clubs**
  - VA Coop. Ext./Master Gardeners**
  - Friends of Powhatan Creek**



# Historic Triangle Corridor Enhancement

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- ❑ Selected Jamestown Road as initial project
- ❑ Received strong support from public officials
- ❑ Followed York County prototype and created matching grant program for neighborhoods and businesses that is funded by JCC
- ❑ Accepted responsibility for Jamestown 2007 Beautification Program

# Benefits of Corridor Program

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# James City County Land Conservation and Greenspace Bond Referendum

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- Work began in 2004 when Bruce Goodson attended Government Relations Committee meeting and showed an interest and support for alternative funding for the PDR program.
- In 2005 worked with county staff and officials to get bond on ballot.
- Successfully lobbied the BOS to raise bond from \$15 million to \$20 million

# James City County Land Conservation and Greenspace Bond Referendum

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**WILLIAMSBURG**  
**LAND CONSERVANCY**  
*Preserving Our Land, Water, & Way of Life*

## **Land Conservation Bond Issue Passes by 78% to 22%!**

**Passage of this bond issue will result in  
a greener, more livable James City County  
for all the decades to come.**

The Williamsburg Land Conservancy  
thanks all the voters of James City County.

# Virginia Capital Trail



# Rural Lands Conservation Easement Workshop

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# Starting off 2006 with a Bang!

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# America's Anniversary Garden





# Program Elements for 2006

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- ❑ Develop and implement Ecotourism program
- ❑ Follow-up on successfully-passed Bond Referenda
- ❑ Review current James City County Comprehensive Plan and prepare for 2008 update
- ❑ Hold Public Education Forums to educate community on key growth issues



# Program Elements for 2006 (cont'd)

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- Continue to monitor WLC-protected properties
- Grow current public outreach programs
- Increase Conservancy revenue stream
- Continue Historic Triangle Corridor Enhancement (HTCE) Program
- Continue to work with landowners to protect and preserve their land



# Church on the Main

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A project to help enhance  
one of our community's  
historic gems

# Aerial View







# Church on the Main

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**Make Your Mark on History**

**A memorial paver program**

**that is raising the funds to**

**pay for the project**



# The Future

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Growth in the Historic Triangle is inevitable! If growth occurs in the wrong places – our scenic, historic and environmentally sensitive areas – the character of our community will be gone forever.



# Smart Growth

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The Conservancy supports a Smart Growth strategy that ensures the Historic Triangle is a place where people will want to live, work and visit, and provides for the economic prosperity of our local businesses



# Let's Get Smart!

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Smart Growth is development that serves the economy, community and the environment.

- Supports economic development and jobs
- Creates strong neighborhoods with a range of housing, commercial and transportation options
- Healthy communities that provide families with a clean and green environment



# Let's Get Smart! (cont'd)

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Principles of Smart Growth include:

- Preserve open space, farmland, natural beauty and critical environmental areas
- Create a range of housing opportunities and choices
- Encourage community and stake holder collaboration in development decisions



# Closing Thought

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“The world we all share is given to us in trust. Every choice we make regarding the earth, air and water around us should be made with the objective of preserving it for all generations to come.”

August A. Busch III  
Chairman and President  
Anheuser-Busch Companies, Inc.



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