

**Work Session Agenda
Staunton City Council
Rita S. Wilson Council Chambers
October 9, 2025
5:00 p.m.**

- | | | |
|------------------|-----------|--|
| 5:00 p.m. | 1. | Consideration of Work Session and Regular Meeting Agendas |
| 5:05 p.m. | 2. | Presentation by Virginia Main Street Program |
| 5:30 p.m. | 3. | Presentation of Central Shenandoah Planning District Commission FY 2025 Annual Report |
| 5:50 p.m. | 4. | Update on Regional P25 Radio Project |
| 6:00 p.m. | 5. | Briefing and Update of License Plate Reader (FLOCK) Technology |
| 6:30 p.m. | 6. | Closed Meeting for Discussion of the Performance of the City Manager (Includes Dinner Break Until Regular Meeting at 7:00 p.m.) |

**Regular Meeting Agenda
Staunton City Council
Rita S. Wilson Council Chambers
October 9, 2025
7:00 p.m.**

Call to Order

Pledge of Allegiance

Invocation/Moment of Silence—Edwards

Proclamation—Virginia Women’s Institute for Leadership 30th Anniversary

Mayor’s Report

Additional Items by Members of Council

REGULAR MEETING

A. Consent Agenda

A.1. Approval of Minutes

Special Meeting of September 13, 2025

Work Session and Regular Meeting of September 25, 2025

A.2. Consideration of Ordinance to Amend the FY2026 Budget Ordinance for the City of Staunton by Adding Budget Amendment Number One

A.3. Consideration of Amendments to City of Staunton Enterprise Zone Boundaries and Incentives

All items will be voted on in one (1) motion. If so requested by any member of Council, an item placed on the consent agenda shall be removed and taken up as a separate matter at the end of the Regular Meeting.

B. Public Hearing and Consideration of a Request by Paul J. Wright Jr. to Rezone 1004 Seth Drive from B-1C, Local Business District Conditional, to R-3C, Medium Density Residential District Conditional

C. Presentation of Resolution for Establishment of the City of Staunton Housing Commission

D. Discussion and Consideration of City Council Strategic Plan Areas, Goals and Strategies (Staunton Plan)

E. Update on 2025 Community Survey

Matters from the City Manager

Matters from the Public*

Adjournment

***Public Participation** For instructions on how to participate in a Public Hearing and Matters from the Public portions of the City Council meeting visit www.staunton.va.us/council.

CITY COUNCIL



AGENDA BRIEFING

Staunton, Virginia

Meeting Date:	October 9, 2025	City Council
Item #	1	
Department:	City Council	
Alignment with Staunton Plan (Value/Strategic Area):	Values: Integrity Engagement	
Subject:	Work Session and Regular Meeting Agendas	

Background: Consistent with Procedural Memorandum No. 3, attached are draft meeting agendas for City Council's consideration and for approval as Council prefers.

Suggested Motion: I move to approve the Work Session agenda and the Regular Meeting agenda [as presented] [with the following changes: as to the Work Session, the addition/deletion of _____; as to the Regular Meeting, the addition/deletion of _____].

City Manager: Leslie Beauregard

CITY COUNCIL



AGENDA BRIEFING

Staunton, Virginia

Meeting Date:	October 9, 2025	Leslie Beauregard City Manager
Item #	2	
Department:	City Manager’s Office	
Alignment with Staunton Plan (Value/Strategic Area):	Strategic Area: Economic Development	
Subject:	Presentation by Virginia Main Street Program	

Background: Courtney Mailey and Kelvin Whitehurst of Virginia Main Street, will present an overview of the Main Street program.

Since 1985, the [Virginia Main Street](#) (VMS) program has been helping to pave the way for successful and enduring community revitalization driven by the National Main Street Center's [Main Street Approach](#). Currently housed under the [Virginia Department of Housing and Community Development's](#) Economic Development and Community Vitality Division, VMS supports and promotes healthy, vibrant and sustaining downtowns and business districts across the Commonwealth, including Staunton's, which is a partnership between the City and Staunton Downtown Development Association.

Attachment: Presentation

City Manager's Recommendation: Not applicable.

Suggested Motion: Not applicable.

City Manager: Leslie Beauregard



VIRGINIA Main Street 101

City Council Work Session
Staunton, Va
October 9, 2025



**VIRGINIA DEPARTMENT OF HOUSING
AND COMMUNITY DEVELOPMENT**
Partners for Better Communities



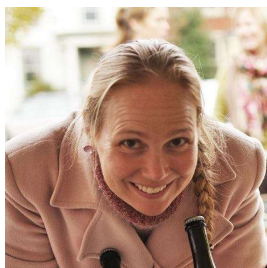


DHCD is committed to creating safe, affordable and prosperous communities to live, work and do business in Virginia.

As a Main Street America Coordinating Program, Virginia Main Street helps lead a powerful, grassroots network consisting of over 40 Coordinating Programs and over 1,200 neighborhoods and communities across the country committed to creating high-quality places and to building stronger communities through preservation-based economic development.



Meet the Team!



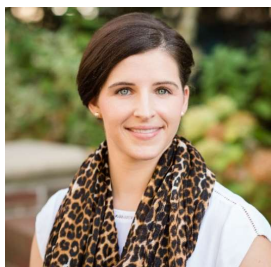
Courtney Mailey

Program Manager / State Coordinator



Amy Guzulaitis

Program
Administrator
(Southwest)



Blaire Buerger

Program
Administrator
(North)



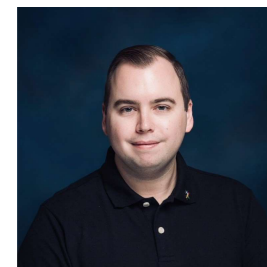
Kelvin Whitehurst

Program
Administrator
(Central / Shenandoah)



Kyle Meyer

Program
Administrator
(East)

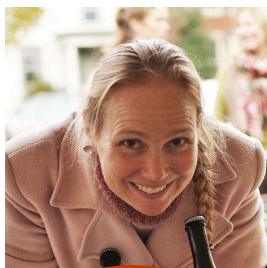


Zachary Whitlow

Program
Administrator
(South)

mainstreet@dhcd.virginia.gov | dhcd.virginia.gov/vms (Program Website) | virginiamainstreet.com (Blog)

Meet the Team!



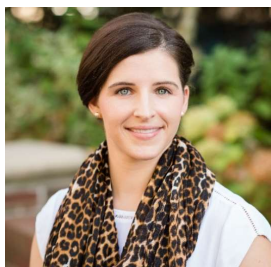
Courtney Mailey

Program Manager / State Coordinator



Amy Guzulaitis

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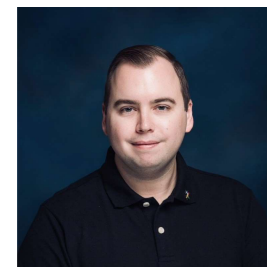
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Zachary Whitlow

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Administrator
(South)

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Overview

- VMS Three Tiers
- National Accreditation
 - Local Program Self Assessment
 - Reinvestments Stats
- State Designation
 - Biennial MOU
 - Technical Assistance, Grants, Continuing Education
- Local Collaboration
- Q&A
- Adjourn

VMS: Three Tiers



VMS Tier Levels of Participation

1

Exploring Main Street

- See the possible through Main Street Approach
- Building foundation for downtown revitalization
- Powerful, grassroots network

2

Mobilizing Main Street

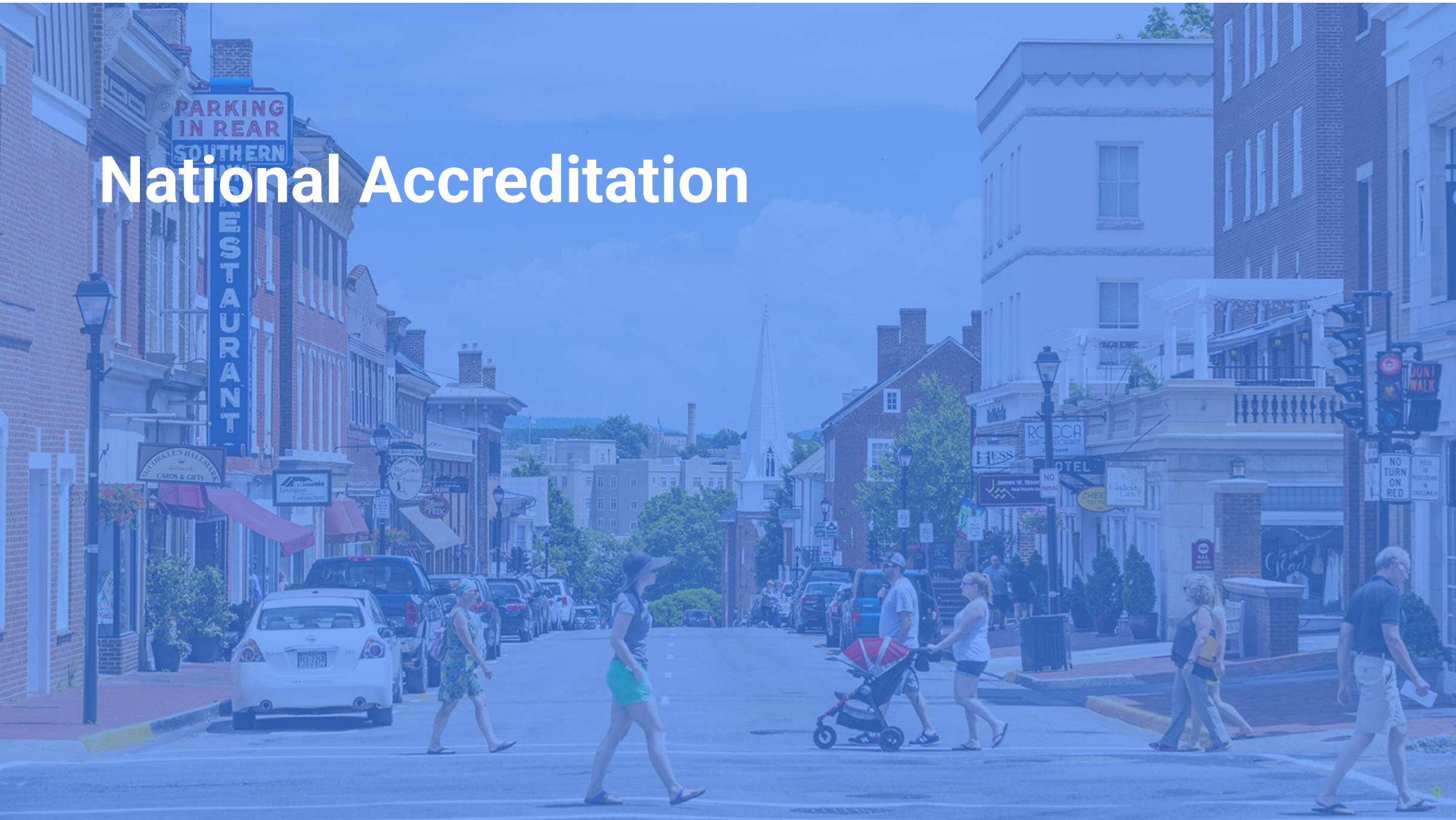
- Targeted organizational development training
- Forming downtown revitalization program
- Two-year commitment / cohort-based approach

3

Advancing Virginia Main Street

- Comprehensive downtown revitalization program
- Strategic implementation of Main Street Approach
- State designated / nationally Accredited

National Accreditation



Value of Accreditation

- Recognizes programs that operate with the highest standards
- Requirements help programs with overall sustainability
- Challenges the nonprofit board to organize and grow
- Illustrates accountability and credibility to your partners, community, and volunteers
- Increased potential grant funding and services from Virginia Main Street



Community Evaluation Standards

- **Baseline Standards of Nonprofit Best Practices**
- **Standard 1:** Broad-Based Community Commitment to Revitalization
- **Standard 2:** Inclusive Leadership and Organizational Capacity
- **Standard 3:** Diversified Funding and Sustainable Program Operations
- **Standard 4:** Strategy-Driven Programming
- **Standard 5:** Preservation-Based Economic Development
- **Standard 6:** Demonstrated Impact and Results

[MSA Community Evaluation Standards](#)



State Designation



Value of Designation

- Technical Assistance
- Grants
- Continuing Education
- Knowledge Sharing
- Reputational Credibility for Economic Development



Local Collaboration



The Main Street Approach

The Main Street Approach is a practical, adaptable framework for downtown transformation that's easily tailored to your community.



- Centered around **Transformation Strategies**, which articulate a focused, deliberate path to revitalizing / strengthening a downtown or commercial district's economy
 - Informed by / sustained through meaningful community engagement and a solid market understanding
 - Serves customer segment, responds to underserved market demand, or creates differentiated destination
- Work / activities - guided by Transformation Strategies - organized around the **Four Points**:
 - Economic Vitality
 - Design
 - Organization
 - Promotion

Transformation Strategies

- Rooted in the community's vision for the district
- Based on a solid analysis and understanding of the district's economy and its best economic opportunities
- Serves a particular customer segment, responds to an underserved market demand, or creates a differentiated destination
- Measurable, making it possible to track progress



SDDA Transformation Strategies

Community Serving

Goal 1: Attract businesses that cater to all residents. i.e., grocery, pharmacy, etc.

Goal 2: Strategically develop Central Avenue and the Wharf with Staunton residents in mind.

Placemaking

Goal 1: Develop Downtown Masterplan including Streetscape, parking, sidewalk, and wayfinding strategy to connect the Central business district to Central Avenue (this is a branding opportunity) and the Wharf

Goal 2: Offer diverse amenities, services, restaurants and retail with locals and visitors in mind.

Downtown Staunton's Cumulative Outcomes 1995 - 2024

- \$256,296,870 in Private Investment
- \$85,194,486 in Public Investment
- 2,304 jobs created/retained
- 677 business created/retained
- \$7,153,380 in volunteer time donated - more than 200,000 hours

Brush Up on the Foundations of Main Street

- [The Main Street Approach: A Comprehensive Guide to Community Transformation](#) (Main Street America)
- Virginia Main Street Essentials: Webinar Series
 - [Organization](#)
 - [Economic Vitality](#)
 - [Design](#)
 - [Promotion](#)
- [Starting a Main Street Guide](#) (Oregon Main Street)





VIRGINIA DEPARTMENT OF HOUSING
AND COMMUNITY DEVELOPMENT
Partners for Better Communities

THANK YOU



**VIRGINIA DEPARTMENT OF HOUSING
AND COMMUNITY DEVELOPMENT**
Partners for Better Communities

Contact Us

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CITY COUNCIL



AGENDA BRIEFING

Staunton, Virginia

Meeting Date:	October 9, 2025	Leslie Beauregard City Manager
Item #	3	
Department:	City Manager’s Office	
Alignment with Staunton Plan (Value/Strategic Area):	Strategic Area: Infrastructure; Built Environment; Responsive, Efficient Government	
Subject:	Presentation of Central Shenandoah Planning District Commission FY 2025 Annual Report	

Background: Ann Cundy, Executive Director of the Central Shenandoah Planning District Commission, will present the FY 2025 Annual Report and answer any questions.

The Annual Report can be found here: [CSPDC FY 2025 Annual Report](#)

Attachment: Not applicable.

City Manager's Recommendation: Not applicable.

Suggested Motion: Not applicable.

City Manager: Leslie Beauregard

CITY COUNCIL



AGENDA BRIEFING

Staunton, Virginia

Meeting Date:	October 9, 2025	Kurt Plowman Chief Technology Officer
Item #:	4	
Department:	Information Technology	
Alignment with Staunton Plan (Value/Strategic Area):	Value: Excellence Strategic Area: Infrastructure; Responsive, Efficient Government	
Subject:	Update on Regional P25 Radio Project	

Background: The City of Staunton in conjunction with Augusta County and the City of Waynesboro have been making significant progress on the Regional P25 Radio system. This presentation will provide an update on the status of the project and the timeline for completion. A power point will be presented during the work session.

Attachment: Not applicable

City Manager's Recommendation: Not applicable

Suggested Motion: Not applicable

City Manager: Leslie Beauregard

CITY COUNCIL



AGENDA BRIEFING

Staunton, VA

Meeting Date:	October 9, 2025	Chief Jim Williams Police Department
Item #	5	
Department:	Police Department	
Alignment with Staunton Plan (Value/Strategic Area):	Strategic Area: Responsive, Efficient Government	
Subject:	Briefing and Update of License Plate Reader (FLOCK) Technology	

Background: Last year, the Police Department installed fixed six license plate readers (LPRs) across various locations in the city through a cooperative contract with Flock Safety. These readers offer numerous public safety benefits, such as assisting in locating missing persons (including AMBER and senior alerts), identifying stolen vehicles and license plates, tracking wanted individuals, and generating investigative leads for reported crimes.

At the November 14, 2024 City Council Meeting, Police Chief Jim Williams provided information and addressed questions about the fixed LPRs. That presentation can be watched via the City's YouTube channel: https://youtu.be/GI8_G5XaNP0?si=wApILV1h3zkqP4L1.

Staunton Police Department developed a webpage dedicated to providing information on the LPR program which can be found here: <https://www.ci.staunton.va.us/departments/police/flock-information>.

A year into the fixed plate readers having been installed, Chief Williams will provide an update of the program and address any questions from City Council.

Attachments: Not Applicable.

City Manager's Recommendation: Not Applicable.

Suggested Motion: Not Applicable.

City Manager: Leslie Beauregard

CITY COUNCIL



AGENDA BRIEFING

Staunton, Virginia

Meeting Date:	October 9, 2025	City Council John C. Blair, II City Attorney
Item #	6	
Department:	City Council	
Alignment with Staunton Plan (Value/Strategic Area):	Value: Excellence Strategic Area: Responsive, Efficient Government	
Subject:	Closed Meeting for Discussion of the Performance of the City Manager	

Suggested Motion: I move to enter a closed meeting for discussion of the performance of the Staunton City Manager pursuant to Virginia Code Section 2.2-3711(A)(1).

Second. Discussion. Vote – Clerk of Council to poll members of Council.

After the closed meeting: I move that Council reconvene in an open meeting and certify to the best of each member's knowledge that only lawfully exempted public business matters were discussed and that only public business matters as identified in the closed meeting motion were heard, discussed or considered in the meeting.

Second. Discussion. Vote –Clerk of Council to poll members of Council.

City Manager: Leslie M. Beauregard



CITY OF STAUNTON, VIRGINIA

Proclamation

Virginia Women's Institute for Leadership 30th Anniversary

- WHEREAS,** the Virginia Women's Institute for Leadership (VWIL) at Mary Baldwin University was established in 1995 as the nation's only all-female cadet corps, offering a rigorous program that integrates military training, academic excellence, physical fitness, and leadership development within a liberal arts environment; and
- WHEREAS,** VWIL was created in partnership with the Commonwealth of Virginia and the Virginia Military Institute, affirming a commitment to expand leadership opportunities for women in the military and beyond; and
- WHEREAS,** VWIL has graduated nearly 600 cadets who have gone on to serve with distinction in the U.S. Armed Forces, public services, business, education, and civic life, carrying forward the program's mission of developing citizen-leaders of character; and
- WHEREAS,** VWIL cadets uphold the corps' values of honor, integrity, discipline, and service, and have consistently distinguished themselves through Reserve Officer Training Corps (ROTC) commissions, community engagement, academic achievement, and global leadership opportunities; and
- WHEREAS,** VWIL's commitment to holistic development has fostered a residential campus culture where cadets thrive academically, physically, and personally, contributing to Mary Baldwin University's mission to prepare inclusive leaders for a diverse and changing world; and
- WHEREAS,** VWIL celebrates three decades of excellence in 2025, marking 30 years of empowering women to lead with confidence, courage, and compassion, and honoring the legacy of its cadets, commandants, and the many faculty, staff, and alumni who have shaped the program's success.

NOW, THEREFORE, BE IT PROCLAIMED by Staunton City Council that the city recognizes the 30th anniversary of the

Virginia Women's Institute for Leadership

in the City of Staunton, and the city is proud to be home to this distinguished institution, whose presence enriches our community, empowers future generations, and exemplifies the values we hold dear.

MICHELE D. EDWARDS, MAYOR

ATTEST: _____
CLERK OF COUNCIL

CITY COUNCIL



AGENDA BRIEFING

Staunton, Virginia

Meeting Date:	October 9, 2025	City Council
Item #:	A	
Department:	City Council	
Alignment with Staunton Plan (Value/Strategic Area):	Strategic Area: Responsive, Efficient Government	
Subject:	Consent Agenda	

Background: As provided in [Council Procedure Memorandum No. 14](#), it is the policy of City Council to have the City Manager place routine, noncontroversial items on a Consent Agenda. Briefings for each item included on the Consent Agenda have been prepared in the manner and format of regular business items on the agenda, with each item described in sufficient detail to provide the public with an appropriate understanding of such item. All matters listed on the Consent Agenda will be enacted by one motion and as a single item. There will be no separate discussion of an item. If discussion is desired, the item may be removed from the Consent Agenda at the request of a member of City Council and considered separately at the end of the regular meeting agenda.

The Mayor will inquire whether any member of City Council desires to remove any item from the Consent Agenda and to place such item on the regular meeting agenda for separate consideration.

Suggested Motion (if no items removed): I move to approve the Consent Agenda, as presented.

Suggestion Motion (if one or more items removed): I move to approve the Consent Agenda with the exception of item(s) _____, and that item(s)_____ be moved to the end of the regular agenda for discussion and a separate vote.

City Manager: Leslie Beauregard

CITY COUNCIL



AGENDA BRIEFING

Staunton, Virginia

Meeting Date:	October 9, 2025	City Council
Item #	A.1	
Department:	City Council	
Alignment with Staunton Plan (Value/Strategic Area):	Values: Integrity Engagement	
Subject:	Approval of Minutes	

Background: Draft meeting minutes are attached for City Council's consideration and for approval as Council prefers.

Attachment:

Attachment 1—Special Meeting Minutes of September 13, 2025

Attachment 2—Work Session and Regular Meeting Minutes of September 25, 2025

Suggested Motions: I move to approve the special meeting minutes of September 13, 2025, and the work session and regular meeting minutes of September 25, 2025 [as presented] [with the following changes: _____].

City Manager: Leslie Beauregard

**STAUNTON CITY COUNCIL RETREAT****Saturday, September 13, 2025****9:00 a.m.****R.R. Smith Center**

PRESENT: Mayor Michele D. Edwards
Vice Mayor Brad D. Arrowood
Adam F. Campbell
Jeff L. Overholtzer
Corrie R. Park
Blake N. Shepherd
Alice L. Woods

ALSO PRESENT: Dr. Stephanie Davis, Virginia Tech
Leslie Beauregard, City Manager
Amanda Kaufman, Assistant City Manager/Acting Clerk of Council
Josh Knight, Engagement & Communications Manager

Mayor Edwards called the retreat to order on Saturday, September 13, 2025, at 9:12 a.m.

Councilmember Woods moved to appoint Assistant City Manager Amanda Kaufman as Acting City Clerk for the September 13, 2025 Staunton City Council Retreat. Seconded by Councilmember Overholtzer, the motion passed unanimously.

Facilitator Dr. Stephanie Davis introduced herself and the agenda for the strategic planning retreat.

The retreat was conducted throughout the day with the participation of Councilmembers and staff.

Mayor Edwards thanked everyone for their participation and Councilmembers shared optimistic remarks about the future.

A detailed report of the retreat is attached as **Attachment 1**.

ADJOURNMENT

There being no further business to discuss, the retreat adjourned on Saturday, September 13 at 4:16p.m.

Amanda Kaufman
Acting Clerk of Council

City Council Retreat Report

September 13, 2025

Draft Revisions to Staunton Plan

Vision

A culturally rich, historic city with an exciting future of innovation, growth and resilience. You belong here!

Values

Integrity	The City of Staunton will be courteous and polite, and we will work to cultivate trust and a sense of integrity between each other and the public.
Inclusion and Equity	The City of Staunton will work hard to be inclusive in our thoughts, words and deeds. We will strive to achieve diversity in representation, respect, and seek various perspectives and opinions, and endeavor to achieve equitable outcomes for everyone in our community.
Excellence	The City of Staunton is committed to excellence with a focus on ongoing training and continuing education for elected officials and staff, fiscal responsibility, proactive communication, and effective government and governance, and inspiring trust.
Engagement	The City of Staunton will strive to involve residents and stakeholders in the decision-making process, to listen, and have open, honest communications with each other and the community.
Environmentally Conscious	The City of Staunton will seek to understand and consider the short-and long-term impacts our decisions have on the environment and the community.

Strategic Area, Goals and Strategies

Timelines shown were discussed during the retreat; the City Manager will be working with staff to finalize and recommend changes to timelines where necessary

1. Strategic Area: Comprehensive Economic Development

1.a. Goal: Attract new industries and support the expansion and retention of existing businesses

Strategies:

- By November 30, 2025, City staff to provide update on Enterprise Zones
- By December 31, 2025, City staff to provide an update on regional partnerships
- By December 31, 2025, hold a meeting with Staunton Downtown Development Association and City representatives to evaluate DORA events for implementation by Spring 2026
- By December 31, 2025, City staff to provide an update on the Economic Development website
- By December 31, 2025, City staff to provide quarterly updates on Economic Development activities including RFI's

1.b. Goal: Develop a thriving, vibrant and safe downtown

Strategies

- Hold a work session by December 31, 2025 on short-term rentals (Airbnbs)
- Develop a holistic plan by July 31, 2026 for the downtown area to include:
 - Assessment of parking demands
 - Creation of green space, seating and shaded areas,
 - Improved wayfinding throughout downtown
 - Consideration of expanding Shop and Dine Out by closing Beverley Street permanently or additional days of the week
 - Improve integration of Mary Baldwin University
 - Consideration of changes related to move of Augusta County Courts
 - Evaluate opportunities and partnerships to encourage reinvestment in the train station
 - Wharf infrastructure improvements including daylighting streams

- Evaluate the City’s options on regulation including evaluation of other local governments’ policies on short-term rentals (Airbnbs), State Code Authority, enforcement of occupancy tax and other related policies and programs

1.c. Goal: Support responsible growth through effective and efficient planning and land use processes

- During 2026, as part of the Comprehensive Plan update:
 - Evaluate opportunities to update the zoning ordinance to further support, encourage and incentivize mixed-use development
 - Consider expansion of infill development, adaptative reuse, and further city investments to promote community growth and resilience
- By December 31, 2025, evaluate the implementation of a permit submission, tracking and management program
- During Calendar Year 2026, reexamine lighting ordinances, engage with Dominion and other key stakeholders, provide draft ordinance for consideration by Council
- During Calendar Year 2026, city staff to conduct proactive review of development standards currently in place and ensure standards are consistent with development goals of the Council

1.d. Goal: Support affordable housing initiatives within the city

Strategies

- By March 31, 2026, have a Housing Commission in place. The Housing Commission should consider the following:
 - Investigate the establishment of a home improvement fund
 - Support initiatives that encourage home ownership and neighborhood improvements
 - Investigate partnerships with private and nonprofit organizations
 - Establish specific goals for increasing affordable housing inventory

2. Strategic Area: Advanced Environmental Sustainability and Infrastructure

2.a. Goal: Support programs that enhance the city’s livability and serve as a model of environmental sustainability

Strategies:

- By Fall 2026, develop a plan for solar solutions, reducing city energy usage and transportation costs that includes:
 - JDR General District Court Building and other city facilities
 - City Fleet considerations, electric and hybrid vehicles
 - Building insulation
 - LEED Certification
 - Minimum standards for energy efficiency
- Efforts will be aligned with the sustainability goals in the updated Comprehensive Plan

2.b. Goal: Proactively address aging infrastructure through sustainable programs and funding sources

Strategies:

- As part of the 2027 budget process, evaluate reserve levels in conjunction with maintenance of city facilities
- By December 31, 2025, create timeline to execute a contract for Uniontown Infrastructure improvements including funding sources
- By December 31, 2025, city staff to provide an update on a Bike-Pedestrian Plan, Greenway Plan and Flood Resiliency Plan including funding availability
- By March 31, 2026, Parks and Recreation to provide an update to Council on the ability to transition to native plants in appropriate locations in the city
 - Include inventory of landscaping in the city and evaluate memorial funding

2.c. Goal: Increase sustainability and manage costs by reducing landfill usage and encouraging environmentally friendly practices

Strategies:

- As part of the FY 2027 budget process, provide data on current state of solid waste management options and practices in the city
 - Augusta Water/Landfill to provide update to City Council
- As part of the FY 2027 budget process, evaluate data from other localities on plastic bag tax implementation
- By April 30, 2026, increase education program for citizens regarding all solid waste and recycling options

- By March 31, 2026, a year into the trash modernization program, city staff to update Council on the Trash Modernization program, including yard waste and recycling programs

3. Strategic Area: Improved Quality of Life through Recreation

3.a. Goal: Enhance the quality of life for citizens through investment and innovation in parks and recreation and cultural amenities

Strategies:

- In FY2027, create a Parks and Recreation Master Plan that includes
 - School Athletic Facilities
 - Expansion of Pocket Parks
 - All City parks (GHP, MHP, Betsy Bell, etc.)
 - Basketball/Tennis Courts/Parking lot Realignment
- As part of Capital Improvement Plan review, city staff to provide an update on the Moxie Stadium Plan Review
- Ongoing - initiatives related to establishing partnerships to build a Public Arts Program

4. Strategic Area: Effective Communication with Citizens

4.a. Goal: Build a communication strategy to ensure citizens are informed about their local government

Strategies:

- By March 31, 2026, publish resource library of Staunton Citizen University for all citizen access
- By March 31, 2026, establish a protocol for updating the city's website
- During 2026, revise/revamp website to personalize the citizen experience including mobile versus desktop compatibility. Examples include:
 - online community hub for all digital city services (tax and bill payment, community/survey input, city news/updates, Public Works requests)
 - online GIS platform for information/status/schedule of city infrastructure projects (utilities, street projects, closures, sidewalks, paving)
- During 2026, evaluate an emergency communication update system for citizens (alerts)

- During 2026, encourage staff participation in artificial intelligence conferences/workshops to support efficient use of technology in delivery of services in local government and develop an AI citywide usage policy

5. Additional Tasks and Action Items

The following were also discussed during the retreat. These tasks do not naturally fall under a strategic goal because they are either more operational in nature or will be part of discussions that staff will hold with City Council during the budget process:

- Provide update to City Council on city grants obtained by the city, amounts and purpose (to start in January 2026)
- Make improvements to the city's Activity Report, such as inclusion of more year over year trend data from departments and making it more of a feature on the city's website
- With the opening of the new pool house next summer at Gypsy Hill Park, expand the pool season into Labor Day, and purchase a new pool clock
- As part of the FY 2027 and future budget processes, continually review the following:
 - Taxes, fees and other strategic revenue generation to ensure that city services and capital needs can be adequately planned and funded
 - Focus on long term for city infrastructure needs and communicate those to the community often
 - City service efficiencies and cost savings
 - Opportunities to provide services and develop initiatives at a regional level

Next Steps

The City Manager will review the strategies and timelines with city staff, propose recommended changes, and a process for keeping City Council updated and informed on the progress of each strategy. The City Manager will ask for City Council's input in order to finalize the *Staunton Plan*.



City Council
WORK SESSION
September 25, 2025
5:00 p.m.

Council Members present: Mayor Edwards, Vice Mayor Arrowood, and Councilors Campbell, Overholtzer, Park, Shepherd, and Woods.

Mayor Edwards called the meeting to order: Mayor Edwards called this meeting of Staunton City Council to order.

Councilor Overholtzer moved to approve John Blair as Acting Clerk of Council.

The motion was seconded by Councilor Woods and carried as follows:

Ms. Park	aye	Mr. Shepherd	aye
Mr. Overholtzer	aye	Vice Mayor Arrowood	aye
Ms. Woods	aye	Mayor Edwards	aye
Mr. Campbell	aye		

1. Consideration of Work Session and Regular Meeting Agendas

Consistent with Procedural Memorandum No. 3, the agendas were presented for Council consideration.

Councilor Overholtzer moved to approve the work session and regular meeting agendas as presented.

The motion was seconded by Vice-Mayor Arrowood and carried as follows:

Ms. Park	aye	Mr. Shepherd	aye
Mr. Overholtzer	aye	Vice Mayor Arrowood	aye
Ms. Woods	aye	Mayor Edwards	aye
Mr. Campbell	aye		

2. SVSS Benefits Update

Amber Bokelman, Assistant Director of Benefit Programs for the Shenandoah Valley Department of Social Services (SVDSS), provided an update on the status of the Supplemental Nutrition Assistance Program (SNAP) and Medicaid programs, including the local utilization of these

programs. She highlighted changes to SNAP eligibility and work requirements. She also spoke about potential state matches required in proportion to eligibility error rates.

Vice-Mayor Arrowood inquired about whether SVDSS would receive any extra funding to implement the changes. Ms. Bokelman said that she was not aware of any additional implementation funding, but SVDSS was resilient and would work to implement the changes.

Councilor Overholtzer inquired about whether SVDSS had an estimate on the number of local people on SNAP and Temporary Assistance for Needy Families (TANF). Ms. Bokelman said SVDSS did not have those numbers.

Councilor Shepherd asked about the use of artificial intelligence technology being used to make eligibility determinations. Ms. Bokelman said the Commonwealth of Virginia would be making decisions about the use of artificial intelligence for eligibility determinations.

Mayor Edwards asked about whether 2,000 Stauntonians who are Medicaid recipients due to the expansion of the program in the 2010s would lose their coverage. Ms. Bokelman said that they would not lose their coverage, but that they would be subject to more frequent eligibility determinations.

3. Introduction and Discussion of Commercial Property Assessed Clean Energy Program

Director of Economic Development Amanda DiMeo introduced Abby Johnson of Virginia C-PACE who stated Commercial Property Assessed Clean Energy (C-PACE) is an alternative source of financing available for commercial properties (i.e., all properties excluding 1- to 4-unit residential dwellings). Property owners can use C-PACE financing to cover 100% of the costs of projects for energy efficiency, water conservation, renewable energy generation, and resiliency upgrades. C-PACE financing includes all equipment, materials and labor costs, as well as indirect services and fees. No public dollars or taxpayer funds are used in C-PACE financing. Property owners repay the financing through a special assessment that is added to their property tax bill. If the property owner sells the property, the balance of the assessment remains with the property and seamlessly transfers to the new owner. C-PACE financing makes it easy for property owners to make improvements by eliminating upfront capital costs, providing competitive long-term financing for long-term capital improvements, and allowing property owners to transfer repayment obligations to a new owner upon sale.

Ms. Johnson also highlighted that the C-PACE program could be used for environmental remediation purposes which might be of special interest to Staunton.

Councilor Campbell asked when the program began in Virginia and how many projects had utilized the C-PACE program. Ms. Johnson stated that the program began three years ago in Virginia and four projects had utilized C-PACE.

The Council, by consensus, indicated that it would like to consider this item on a future agenda.

4. WHARF Update

City Engineer Lyle Hartt, Environmental Programs Administrator Willow Hughes, and Engagement & Communications Manager Josh Knight presented the following information: In August 2020, two devastating floods, two weeks apart, impacted the City of Staunton, principally areas in downtown and at the Wharf.

Tunnel and Street Repairs

As reported at the April 10, 2025 City Council meeting, the engineering firm of Wiley|Wilson, pursuant to a contract with the City, has concentrated their design on three areas of immediate, high-impact repairs, as reported at the April 10 City Council meeting:

- Tunnel beneath Byers Street
- Tunnel beneath West Johnson Street
- Tunnel beneath New Street

The repair goals, as stated then, are manyfold and include:

- public safety first
- minimizing disruption to the Wharf area as much as possible
- being cost-effective
- offering long-term solutions
- getting downtown streets fully functional again

Given the challenging and complex conditions, utility coordination, and required environmental permitting, it's taken a bit over six months to have a design ready for the City to issue an Invitation for Bids for repair work. Wiley|Wilson had to design for a literal top-down approach (come down through the road surface), the relocation of gas, water, sewer, and electric lines, and the replacement of tunnel walls and roof with reinforced concrete. The overall project is very complicated and has needed the time in order to create a design that will correct the issues and get the impacted streets back to full functionality.

Timeline

The timeline is still being finalized, but preliminarily and broadly, this is when each of the phases of construction and repair is anticipated to occur:

- Tunnel beneath Byers Street – January 2026 – May 2026
- Tunnel beneath West Johnson Street – May 2026 – December 2026
- Tunnel beneath New Street – Early 2027 (following the completion of West Johnson Street repairs)

The city plans to advertise for bids for all three phases in early/mid October 2025 and hopes to be under contract by December 2025.

Integral Considerations Before and During Construction

For each of the considerations below, staff has begun and continues to work on and solidify plans that will be in place before and during all construction phases.

1. Parking Plan – Each phase will have challenges of reducing on-street and surface lot parking in the Wharf (for Byers Street and Johnson Street repairs) and the RMA lot (for New Street

repairs). It will be very important to make sure that parking is accessible, available, and easy to find during construction.

2. Detours – The Invitation for Bids will include a draft detour plan that accommodates important considerations for the city, including ensuring all directions of travel have a way around the closures and can access parking near the closure areas, and truck traffic is routed to streets that can accommodate their larger size and turning movements. This will also include close coordination with our partners, including the BRITE system, our first responders and rescue squad, and making sure that Google Maps, WAZE and other map applications are current and up to date.

3. Wayfinding and Signage – It will be critical to have in place effective wayfinding and signage not only to direct detours, but to direct those visiting downtown. Signage must be clear about parking, where foot traffic can access, and that businesses on and around the Wharf are open to the public.

4. Pedestrian Access – The Wharf placemaking that is already starting to take shape will stay in place during construction phases, and the area will continue to be an inviting place for pedestrians to travel through to get to Wharf businesses and to gather. The goal will be to limit confusion as much as possible for accessing Wharf businesses by foot.

5. Feedback From and Support of Businesses – We recognize that this will impact businesses that sit specifically within and around the Wharf footprint. In April, the city first brought together Wharf stakeholders to start to discuss and share information on the ongoing changes in the Wharf District and the challenges this will present to all businesses in the area. Rather than facing these challenges alone, we believe a proactive and unified approach will be more effective. At that initial meeting, the goal was to:

- Discuss the current challenges and provide relevant updates
- Establish a direct line of communication for Wharf business owners and community
- Collect your insights on the current situation and needs
- Establish a framework for ongoing collaboration

Since that initial meeting, there have been two other meetings. City staff wants this to be a working group that will help the city focus on practical solutions to the challenges that will be presented before and during construction.

6. that has met several times and will continue to meet before and during construction phases. The stakeholders' feedback and input will be critical as we move through all phases of this project.

7. Plan of Communication – The city will maintain transparent, ongoing communication throughout the Wharf Tunnel Repairs project through multiple channels. A dedicated project page on the city website will serve as the central hub for information, featuring project timelines, progress updates, construction photos, and answers to frequently asked questions. Leading up to each construction phase, the city will issue news releases detailing upcoming work, expected duration, and any impacts to traffic flow, parking availability, and pedestrian access. These updates will be distributed to local media and shared on the city's social media channels for broader reach.

Phase I – Byers Street Repairs

The first phase will be to repair the tunnel section under Byers St. so that the street can once again be open to all modes of transportation. The entirety of the eastern portion of the Wharf parking lot will be closed. And while much of the on street parking on Byers St. will remain, some spaces may need to be closed off. There is a private residence with a driveway accessing their property and those property owners will be able to access it during construction.

Daylighting the Wharf – Longer Term Considerations and Feasibility Study

As reported at the April 10, 2025 City Council meeting, the current activities and repairs mentioned above are independent of any possible daylighting of the creeks at the Wharf. The FY 2026 Capital Improvement Plan includes \$30,000 to study feasibility of daylighting the creeks. However, staff has revisited this because this is not enough funding to fully study options for daylighting sections of the Wharf. Staff received a revised estimate of \$166,000 and will provide information on six different daylighting feasibility study scenarios.

These scenarios will include reviews of repairing the damaged tunnel, daylighting the streams in a natural channel, and daylighting the streams in a concrete channel. Stormwater modeling scenarios for the 2-, 10-, 25-, and 100-year storms with and without downstream restrictions, as well as an estimate for probable construction costs, will be provided for each scenario. Currently, the consulting engineers do not believe daylighting will yield a large flood relief benefit. However, the issues in the tunnels need to be addressed, and this study would help staff and Council determine which path forward is most suitable for the City's priorities for the Wharf and for downtown in general.

Vice-Mayor Arrowood asked if there would be dredging associated with the project. Mr. Hartt stated that there would be some dredging of debris.

Councilor Park asked about a timeline for signage. Mr. Knight estimated that October might be reasonable, but that it would be dependent on Fall plantings.

Vice-Mayor Arrowood asked about potential solutions for traffic when Johnson Street is only one way when tunnel repairs are being made. Mr. Hartt stated that staff is looking at both Byers Street and Middlebrook Avenue as potential solutions.

Councilor Overholtzer asked about next steps. Ms. Beauregard stated that the next major step would be to issue an invitation for bids in October.

Councilor Woods asked about the difference between concrete daylighting and natural daylighting. Ms. Hughes stated that the daylighting near Mill Street Grill is an example of concrete daylighting and that natural daylighting requires more space.

Councilor Campbell urged for Wiley|Wilson to pursue the natural daylighting course of action aggressively in its daylighting study. Vice-Mayor Arrowood urged the same.

Councilor Overholtzer encouraged greater public awareness of the natural daylighting option.

Council, by consensus, asked the City Manager to instruct Wiley|Wilson to not pursue the concrete daylighting scenario and to provide maintenance costs estimates on a natural daylighting scenario.

5. Closed Meeting for the Consideration of the Potential Acquisition of Real Property

Councilor Campbell moved to enter a closed meeting for to enter a closed meeting for consultation with legal counsel for a specific legal matter involving a personnel policy and the First Amendment to the United States Constitution pursuant to Virginia Code Section 2.2-3711(A)(8).

The motion was seconded by Councilor Overholtzer and carried as follows:

Mr. Shepherd	aye	Ms. Woods	aye
Ms. Park	aye	Vice Mayor Arrowood	aye
Mr. Overholtzer	aye	Mayor Edwards	aye
Mr. Campbell	aye		

Councilor Woods moved that Council reconvene in an open meeting and certify to the best of each member's knowledge that only lawfully exempted public business matters were discussed and that only public business matters as identified in the closed meeting motion were heard, discussed, or considered in the meeting.

The motion was seconded by Councilor Overholtzer and carried as follows:

Mr. Overholtzer	aye	Ms. Park	aye
Ms. Woods	aye	Vice Mayor Arrowood	aye
Mr. Shepherd	aye	Mayor Edwards	aye
Mr. Campbell	aye		

The work session adjourned at 7:01 p.m.

John Blair
Acting Clerk of Council

**REGULAR MEETING OF STAUNTON CITY COUNCIL****Thursday, September 25, 2025****7:00 p.m.****Rita S. Wilson Council Chambers**

PRESENT: Mayor Michele D. Edwards
Vice Mayor Brad D. Arrowood
Adam F. Campbell
Jeff L. Overholtzer
Corrie R. Park
Blake N. Shepherd
Alice L. Woods

ALSO PRESENT: Leslie Beauregard, City Manager
Amanda Kaufman, Assistant City Manager
John Blair, City Attorney

Mayor Edwards called the meeting to order: Mayor Edwards called this meeting of Staunton City Council to order.

The Pledge of Allegiance was recited in unison.

The invocation/moment of silence was given by Councilor Campbell.

MAYOR'S REPORT

Mayor Edwards congratulated the local Valley Program for Aging Services (VPAS) for being designated a Dementia Friendly Community. She also highlighted VPAS' Gathering Place for those with dementia as well as their caregivers.

She also stated that she will volunteer for this weekend's Queen City Mischief and Magic.

ADDITIONAL ITEMS BY MEMBERS OF COUNCIL

Councilor Campbell complimented the Staunton West End Business Association for its recent transportation improvement forum.

He also highlighted a recent competition sponsored by the Staunton Black Business Collective and the Shenandoah Community Capital Fund to promote Black businesses in Staunton.

Councilor Woods stated that the recent African-American Heritage and Multicultural Festival was great and she was happy to see a lot of City agencies participating in the festival.

Councilor Overholtzer mentioned that he attended the recent Building Bridges forum about the Commonwealth's Attorney election. He complimented the organization for its efforts in sponsoring the forum.

Councilor Park also thanked Building Bridges for sponsoring the Commonwealth's Attorney election forum, and she said that as a government teacher she was happy to see a large turnout for the event.

Vice-Mayor Arrowood mentioned that the stream restoration project at Gypsy Hill Park is complete and that the project has greatly improved the appearance of the stream.

Councilor Shepherd highlighted that the Augusta Street United Methodist Church will be hosting a fundraiser for the Shea House restoration project.

Councilor Woods made the following motion as Chair of the Nominations Committee:

Mayor Edwards, the Nominations Committee moves to appoint:

To appoint Timothy Desimone to the Youth Commission for a 3-year term beginning October 1, 2025 and ending September 30, 2028.

To reappoint Capt. Brian Brown, Jim Printy, and Dan Wright to the Bicycle & Pedestrian Advisory Committee for a 2-year term beginning September 1, 2025 and ending August 31, 2027.

To reappoint Deneen Brannock to the Historic Preservation Commission for a 3-year term beginning Sept. 1, 2025 and ending Aug. 31, 2028.

To reappoint Rebecca Harmon to the Landscape Advisory Board for a 3-year term beginning g Sept. 1, 2025 and ending Aug. 31, 2028.

To reappoint Fred Blanton and Mary Jo Kricorian to the Lewis Creek Watershed Advisory Committee for a 3-year term beginning Sept. 1, 2025 and ending Aug. 31, 2028.

To reappoint John Byrer and Elissa McDonald to the Recreational Advisory Commission for a 3-year term beginning Sept. 1, 2025 and ending Aug. 31, 2028.

To reappoint Assistant City Manager Amanda Kaufman to the Valley Community Services Board for a 3-year term beginning Sept. 1, 2025 and ending Aug. 31, 2028.

Ms. Woods	aye	Ms. Park	aye
Mr. Shepherd	aye	Vice Mayor Arrowood	aye

Mr. Campbell
Mr. Overholtzer

aye
aye

Mayor Edwards

aye

REGULAR MEETING

A. Consent Agenda

A.1. Approval of Minutes

Work Session and Regular Meeting of September 11, 2025

A.2. Annual Report on Disposition of Surplus Property

2025 FY Sales by Budget Code and Category

Budget Code & Category	Sum of Net Results
11001-41712 General Government	\$ 35,310.00
Audio Visual Equipment	\$ 10.00
City Sports Equipment	\$ 361.00
Fire Dept Equipment	\$ 11,187.00
Office Supplies/Equipment/Furniture	\$ 1,447.00
Streets & Traffic Equipment	\$ 8,355.00
Vehicle	\$ 1,795.00
Vehicles - Heavy Equipment	\$ 12,155.00
58001-41712 Refuse & Recycling Fund	\$ 13,950.00
Vehicle	\$ 3,550.00
Vehicles - Heavy Equipment	\$ 10,400.00
Grand Total	\$ 49,260.00

Fiscal	Year	2025	Totals
Count of Categories			
11001-41712 General Government			18
Audio Visual Equipment			1
Fire Dept Equipment			1
Office Supplies/Equipment/Furniture			2
Streets & Traffic Equipment			7
Vehicle			2
Vehicles - Heavy Equipment			3
City Sports Equipment			2
58001-41712 Refuse & Recycling Fund			3
Vehicle			2
Vehicles - Heavy Equipment			1
Grand Total			21
FISCAL YEAR 2025			

FROM / TO / Item	Count of Item
4120 - PW Admin.	1
4321 - Water Department	1
2014 Jeep Patriot	1
4130 - Streets	1
4210 - Building Maint.	1
2016 Ford Explorer	1
4321 - Water Department	1
4120 - PW Admin.	1
2014 Jeep Compass	1
4220 - Equipment Maint.	1
4820 - Refuse	1
2011 Chevy Suburban	1
Grand Total	4

109

FISCAL YEAR 2025	
Row Labels	Sum of Sold Amount
11001-41712 General Government	\$ 46,735.00
58001-41712 Refuse & Recycling Fund	\$ 2,525.00
Grand Total	\$ 49,260.00

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112

113 Mayor Edwards made the following statement:

114

115 “Per Procedure Memorandum No. 14, it is the policy of City Council to have routine, non-
 116 controversial items placed on a Consent Agenda. All items on the Consent Agenda will be voted
 117 on in one motion. If separate discussion of an item is requested by any member of Council, that
 118 item shall be removed and considered separately at the end of the regular meeting agenda.”

119

120 Mayor Edwards asked if any Councilmembers desired to remove any item from the Consent
 121 Agenda to be placed on the regular meeting agenda for separate consideration.

122

123 Councilor Woods moved to approve the Consent Agenda as presented.

124

125 The motion was seconded by Councilor Overholtzer and carried as follows:

126

127 Ms. Woods	aye	Ms. Park	aye
128 Mr. Shepherd	aye	Vice Mayor Arrowood	aye
129 Mr. Campbell	aye	Mayor Edwards	aye
130 Mr. Overholtzer	aye		

131

132

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B. Public Hearing on Amendments to City of Staunton Enterprise Zone Boundary and Incentives

Assistant Director of Economic Development Jessica Blythe gave a presentation on the Enterprise Zone amendment process and the proposed amendments to the incentives and zone boundaries. Ms. Blythe shared how the Business Survey and Stakeholder meetings helped inform the amendments, as well as next steps.

Councilor Campbell asked how many businesses have come to Staunton in the past 20 years that would qualify for the proposed large business incentive. Ms. Blythe stated that one business has located in the Enterprise Zone that would have qualified for the incentive since 2015, but she did not have the data for the entire city.

Councilor Campbell also inquired if any of the façade and renovation grant money could be used for exterior site improvements such as ADA access to the building. Ms. Blythe said that potentially the funds could be used for such work, but it would need to be determined on a case-by-case basis depending on the proposal.

Vice-Mayor Arrowood said it was great to see the incentives program being revitalized.

Councilor Woods asked to be provided a larger map of the boundary changes.

Mayor Edwards asked about integrating the enterprise zone application into the new Department of Economic Development website. Ms. Blythe agreed with the concept and said that the Department would eventually like to turn the website into a “one stop shop” for prospective and expanding businesses within the city.

Mayor Edwards stated the following:

“In a moment, I will open the Public Hearing. It is a time that Council sets aside to hear from citizens and others about a specific topic.

We ask that you please give your name, your address, and then keep your remarks at five minutes or less. When you reach the five-minute time limit, I will let you know that your time limit has expired.

For our Zoom participants, please raise your hand now if you wish to speak on this particular matter. If you raise your hand during this Public Hearing, you will also be able to raise your hand during this Council meeting for other Public Hearings and Matters from the Public. Please keep your comments to five minutes. Once everyone who wishes to speak has had an opportunity, I will then close the Public Hearing.

I will now open the Public Hearing, so if you wish to speak, please approach the podium. We will alternate between individuals physically present and those that have their hands raised via the Zoom platform.”

The public hearing was opened.

Rebecca Bennett asked for one of her properties to be removed from the Enterprise Zone.

With there being no one else wishing to speak, the public hearing was closed.

C. Public Hearing for Ordinance to Amend the FY2026 Budget Ordinance for the City of Staunton by Adding Budget Amendment Number One

Chief Finance Officer Jessie Moyers stated the first budget amendment for fiscal year 2026 has been prepared for review and discussion. The total budget amendment equals \$1,684,950. This budget amendment does require a public hearing, which was properly advertised on September 18, 2025 in the *News Leader*. The following amendments are part of the total budget amendment:

City Budget Amendment—\$690,035

1. General Fund amendment of \$136,380
 - \$66,333 – Appropriate ICMA grant
 - \$16,981 – Appropriate Additional State Funds
 - \$48,975 – Appropriate Additional Comp Board revenue
 - \$4,091 – Appropriate Insurance Recovery
2. Bond Fund amendment of \$339,953
 - \$339,953.08 – Appropriate Additional Interest Earned on Bond Funds
3. Grants Fund amendment of \$22,724
 - \$4,275 – Appropriate Office of Emergency Medical Services grant
 - \$9,950 – Appropriate HEAT Equipment grant
 - \$8,499 – Appropriate First Responders Wellness grant
4. Water Fund amendment of \$190,070
 - \$190,070 – Appropriate Proceeds from Bond Issuance
5. Sewer Fund amendment of \$908
 - \$908 – Appropriate Insurance Recovery

School Budget Amendment—\$994,915

1. Education Fund amendment of \$940,239
 - \$395,796 – Appropriate Additional Basic Aid Entitlement
 - \$25,054 – Appropriate Additional Compensation Supplement
 - \$93,129 – Appropriate Additional At-Risk Program funding
 - \$101,260 – Appropriate Special Education Add-On funding
 - \$325,000 – Appropriate Medicaid Reimbursement revenue

2. School CIP Fund amendment of \$54,676

- \$5,480 – Appropriate School Security Equipment Grant
- \$49,195.77 – Appropriate Interest Earned

Vice-Mayor Arrowood asked about the source of the grant funding. Ms. Moyers stated that the Office of Emergency Management was the source of one of the grants and she could provide the Vice-Mayor with additional information after the meeting.

Councilor Shepherd asked if the education items were increases to the school budget. Ms. Moyers stated that they were increases.

Mayor Edwards stated the following:

“In a moment, I will open the Public Hearing. It is a time that Council sets aside to hear from citizens and others about a specific topic.

We ask that you please give your name, your address, and then keep your remarks at five minutes or less. When you reach the five-minute time limit, I will let you know that your time limit has expired.

For our Zoom participants, please raise your hand now if you wish to speak on this particular matter. If you raise your hand during this Public Hearing, you will also be able to raise your hand during this Council meeting for other Public Hearings and Matters from the Public. Please keep your comments to five minutes. Once everyone who wishes to speak has had an opportunity, I will then close the Public Hearing.

I will now open the Public Hearing, so if you wish to speak, please approach the podium. We will alternate between individuals physically present and those that have their hands raised via the Zoom platform.”

The public hearing was opened.

No one spoke.

With there being no one else wishing to speak, the public hearing was closed.

D. Discussion of Preliminary FY2025 Financial Results and Year End Carry Over

Ms. Moyers presented preliminary unaudited FY2025 year end results for the General Fund. Ms. Moyers also provided a high-level overview of the potential FY2025 carry over.

Councilor Woods asked for an estimate of the total surplus.

Ms. Moyers stated approximately \$5.4 million.

Councilor Overholtzer suggested a change to the capital budgeting process by using a three year average of carry over funds as a baseline for establishing the upcoming year's capital improvement budget. He also asked about unspent Virginia Department of Transportation (VDOT) road maintenance funds.

Ms. Moyers pointed out that there are staffing difficulties as well as contractor availability difficulties and stated she would be working with the Department of Public Works concerning this issue.

Councilor Shepherd stated that he had a positive view of the tax relief variance numbers.

Councilor Overholtzer asked for a comprehensive report of all the City's grant funding sources.

E. Review and Approval of FY 2027 Budget Calendar

Ms. Moyers presented the FY 2027 draft budget calendar. She asked Council to review the calendar and suggest changes that may better accommodate the schedules of Council members.

Councilor Overholtzer asked for a ranking rubric for grants to non-profit entities in the upcoming budget cycle.

Councilor Campbell asked about larger budget topics being discussed earlier in the upcoming budget cycle.

Ms. Beauregard agreed to do so.

F. Consideration of Resolution Establishing the Percentage of Relief at 33% for Purposes of the Personal Property Tax Relief Act (PPTRA)

Commissioner of Revenue Maggie Ragon stated the Personal Property Tax Relief Act of 1998 (PPTRA) was modified by legislative action taken during the 2004 and 2005 General Assembly sessions. The legislative enactments required the city to take affirmative steps to implement changes and to provide for computation and allocation of relief. The legislative enactments also provided for an appropriation to the city, commencing in 2006, for a fixed sum to be used exclusively for the provision of tax relief to owners of vehicles subject to the city's personal property tax, and to provide the opportunity for the city to fashion a program of tax relief that best serves the citizens.

On April 13, 2006, Council adopted an ordinance that defined procedures and responsibilities for implementing the changes to the PPTRA, including the method of computing the tax relief and allocation of tax relief, plus transitional provisions. The ordinance requires that Council shall set the percentage of tax relief at such a level that is anticipated to fully exhaust PPTRA relief funds provided to the City by the Commonwealth. The Commissioner of Revenue recommends the rate of 33 percent for calendar year 2025. The Commissioner of Revenue, the City Treasurer, and the

Chief Financial Officer have worked as a team to bring this matter to Council so as to implement Council's April 13, 2006 ordinance.

Councilor Overholtzer asked if the Commissioner of Revenue specifically designated vehicles as electric vehicles and/or hybrid vehicles. Ms. Ragon said she did not.

Ms. Ragon also stated that the oldest taxable vehicle in the city is a 1920 Model A Ford. The highest assessed vehicle in Staunton is a Corvette with an assessment over \$130,000. The most popular cars and trucks in the city are the Ford F150, the Chevy Silverado, the Honda Civic, Accord, and CRV; and the Toyota Camry and Corolla.

Councilor Woods moved that a resolution, as proposed, be adopted, establishing the Personal Property Tax Relief Act (PPTRA) percentage at 33 percent.

The motion was seconded by Councilor Overholtzer and carried as follows:

Ms. Woods	aye	Ms. Park	aye
Mr. Shepherd	aye	Vice Mayor Arrowood	aye
Mr. Campbell	aye	Mayor Edwards	aye
Mr. Overholtzer	aye		

MATTERS FROM THE CITY MANAGER

Ms. Beauregard presented updates and information on the following items:

The third and final public workshop for the proposed Comprehensive Plan has been scheduled for November 10, 2025 from 5:30 p.m. to 7:00 p.m. at Bessie Weller Elementary School.

Queen City Mischief and Magic will be taking place this coming weekend.

MATTERS FROM THE PUBLIC

Mayor Edwards read the following statement:

"This part of City Council's agenda is entitled matters from the public. It is a time that Council sets aside to hear from citizens and others about a wide variety of subjects. A copy of the Staunton City Council's 'Matters from the Public' rules is available in paper form at the Clerk's desk and online at the City of Staunton webpage. You are asked to familiarize yourself with those rules before commenting. Please come to the podium or raise your hand, identify yourself, and complete your remarks within five minutes."

There was no one wishing to speak.

ADJOURNMENT

There being no further business to come before Council, the meeting adjourned at 8:26 p.m.

John C. Blair, II
Acting Clerk of Council

DRAFT

CITY COUNCIL



AGENDA BRIEFING

Staunton, Virginia

Meeting Date:	October 9, 2025	Jessie L. Moyers Chief Finance Officer
Item #	A.2	
Department:	Finance	
Alignment with Staunton Plan (Value/Strategic Area):	Value: Excellence Strategic Area: Responsible, Efficient Government	
Subject:	Consideration of Ordinance to Amend the FY2026 Budget Ordinance for the City of Staunton by Adding Budget Amendment Number One	

Background: The first budget amendment for fiscal year was introduced on September 25, 2025. The total budget amendment equals \$1,684,950. This budget amendment did require a public hearing, which was properly advertised on September 18, 2025 in the *News Leader* and held at the September 25, 2025 council meeting. Consideration of the ordinance is scheduled for the October 9, 2025 council meeting.

City Budget Amendment—\$690,035

1. General Fund amendment of \$136,380
 - \$66,333 – Appropriate ICMA grant
 - \$16,981 – Appropriate Additional State Funds
 - \$48,975 – Appropriate Additional Comp Board revenue
 - \$4,091 – Appropriate Insurance Recovery
2. Bond Fund amendment of \$339,953
 - \$339,953.08 – Appropriate Additional Interest Earned on Bond Funds
3. Grants Fund amendment of \$22,724
 - \$4,275 – Appropriate Office of Emergency Medical Services grant
 - \$9,950 – Appropriate HEAT Equipment grant
 - \$8,499 – Appropriate First Responders Wellness grant
4. Water Fund amendment of \$190,070
 - \$190,070 – Appropriate Proceeds from Bond Issuance for water infrastructure, to include the design of the clear water well and the preliminary engineering report for the Uniontown water infrastructure.
5. Sewer Fund amendment of \$908
 - \$908 – Appropriate Insurance Recovery

School Budget Amendment—\$994,915

1. Education Fund amendment of \$940,239
 - \$395,796 – Appropriate Additional Basic Aid Entitlement
 - \$25,054 – Appropriate Additional Compensation Supplement
 - \$93,129 – Appropriate Additional At-Risk Program funding
 - \$101,260 – Appropriate Special Education Add-On funding
 - \$325,000 – Appropriate Medicaid Reimbursement revenue
2. School CIP Fund amendment of \$54,676
 - \$5,480 – Appropriate School Security Equipment Grant
 - \$49,195.77 – Appropriate Interest Earned

Attachment: Budget Amendment Number One

City Manager's Recommendation: Approve the proposed budget ordinance as presented.

Suggested Motion: I move to approve budget amendment number one for FY2026.

City Manager: Leslie Beauregard

Ordinance No. 2025-
AN ORDINANCE TO AMEND
THE FY2026 BUDGET ORDINANCE
FOR THE CITY OF STAUNTON
BY ADDING BUDGET AMENDMENT NUMBER ONE

BE IT ORDAINED, by the City Council of the City of Staunton, Virginia, that the FY2026 Budget is amended as follows:

GENERAL FUND - 110

Anticipated Revenue

Recovered Costs	\$	4,091
Operating Grants and Contributions		<u>132,289</u>
Total Revenue	\$	136,380

Appropriations

General Government	\$	66,333
Judicial Administration		66,031
Public Safety		61
Public Works		<u>3,955</u>
Total Appropriations	\$	136,380

GRANTS FUND - 215

Anticipated Revenue

Capital Grants and Contributions	\$	<u>22,724</u>
Total Revenue	\$	22,724

Appropriations

Public Safety	\$	<u>22,724</u>
Total Appropriations	\$	22,724

BOND FUND - 395

Anticipated Revenue

Miscellaneous Revenue	\$	<u>339,953</u>
Total Revenue	\$	339,953

Appropriations

Capital Projects	\$	<u>339,953</u>
Total Appropriations	\$	339,953

WATER FUND - 530

Anticipated Revenue

Prior Year Fund Balance (Bond funds)	\$	<u>190,070</u>
Total Revenue	\$	190,070

Appropriations

Capital	\$	<u>190,070</u>
Total Appropriations	\$	190,070

SEWER FUND - 540

Anticipated Revenue

Miscellaneous Revenue	\$	908
Total Revenue	\$	908

Appropriations

Operations	\$	<u>908</u>
Total Appropriations	\$	908

EDUCATION FUND - 900

Anticipated Revenue

Operating Grants and Contributions		<u>940,239</u>
Total Revenue	\$	940,239

Appropriations

Operations	\$	940,239
Total Appropriations	\$	940,239

SCHOOL CIP FUND- 966

Anticipated Revenue

Miscellaneous Revenue		49,196
Recovered Costs	\$	5,480
Total Revenue	\$	54,676

Appropriations

Capital Projects	\$	54,676
Total Appropriations	\$	54,676

GRAND TOTAL BUDGET AMENDMENT NO 1	\$	1,684,950
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INTRODUCED: September 25, 2025

PUBLIC HEARING: September 25, 2025

PUBLIC HEARING ADVERTISEMENT DATE: September 18, 2025

Approved this _____ day of _____ 2025

Effective Date: _____

CERTIFIED: _____

ATTEST: _____

Morgan Smith

Executive Assistant to the City Manager

Michele Edwards

Mayor of Council

CITY OF STAUNTON			
FY 2026 BUDGET AMENDMENT NO. 1			
		AMOUNT	
	LEDGER CODE	REVENUE	EXPENDITURE
GENERAL FUND			
GENERAL GOVERNMENTAL ADMINISTRATION			
<u>GENERAL GOVERNMENT</u>			
Noncapital Grant	11013-45551	\$ 66,333	
Salary	11011210-51006-xxxxx		\$ 33,333
Moving Expenses	11011210-52840-xxxxx		\$ 5,000
Misc Expenses	11011210-55205-xxxxx		\$ 25,000
Travel and Training	11011210-55005-xxxxx		\$ 3,000
To appropriate ICMA grant			
JUDICIAL ADMINISTRATION			
<u>CLERK OF THE CIRCUIT COURT</u>			
Circuit Court Technology trust funds	11023-45318-40310	\$ 16,981	
Technology Trust Funds for records management/indexing	11022160-55429-40310		\$ 16,981
To adjust appropriate additional Comm of VA funds from the Supreme Court of Virginia			
VA Comp Board Revenue	11023-45317	\$ 48,975	
Comp Board Salaries	11022160-51007		\$ 48,272
FICA Tax	11022160-52010		\$ 703
Appropriate additional comp board funds for new position			
Insurance Recovery	11021-41928	\$ 75	
Maint and Repair of Vehicles	11022170-53105		\$ 75
To appropriate insurance recovery			
PUBLIC SAFETY			
<u>POLICE DEPARTMENT</u>			
Insurance recovery	11031-41928	\$ 61	
M&R Vehicles	11033110-53105		\$ 61
To appropriate insurance proceeds			
PUBLIC WORKS			
<u>ADMINISTRATION</u>			
Insurance Recovery	11041-41928	\$ 1,674	
M&R Vehicles	11044130-53105		\$ 1,674
To appropriate insurance proceeds			
Insurance Recovery	11041-41928	\$ 2,281	
M&R Vehicles	11044130-53105		\$ 2,281
To appropriate insurance proceeds			
TOTAL GENERAL FUND		\$ 136,380	\$ 136,380

BUDGET AMENDMENT NO. 1 GENERAL FUND SUMMARY

GENERAL FUND REVENUE SUMMARY

General Revenues		
Recovered Costs		4,091
Judicial	75	
Public Works - Insurance Proceeds	3,955	
Public Safety - Insurance Proceeds	61	

Non-Capital Grants and Contributions 132,289

CITY OF STAUNTON			
FY 2026 BUDGET AMENDMENT NO. 1			
		AMOUNT	
	LEDGER CODE	REVENUE	EXPENDITURE
General Government	66,333		
Judicial	65,956		
		\$ 136,380	-
GENERAL FUND EXPENDITURE SUMMARY			
General Government		\$ 66,333	
Judicial Administration		66,031	
Public Safety		61	
Public Works		3,955	
Total General Fund Expenditures		\$ 136,380	-
CIP BOND FUND			
Bond Interest Income	39501-41510-74614	\$ 339,953.08	
JDR Courthouse (Bond Funds)	39544210-58529-74614		\$ 339,953.08
To appropriate additional interest earned on bond funds			
TOTAL CIP BOND FUND		\$ 339,953.08	\$ 339,953.08
GRANTS FUND			
<u>Fire Department</u>			
OEMS Grant Funds	21533-45558-40232	\$ 4,275	
Non-capital equipment	21533210-55486-40232		\$ 4,275
To appropriate grant from Office of Emergency Medical Services			
<u>POLICE DEPARTMENT</u>			
Misc State Grant	21534-45560-40260	\$ 9,950	
Special Equipment	21533110-58341-40260		\$ 9,950
Appropriate HEAT Equipment Fund			
DCJS Grant	21533-45559-40263	\$ 8,499	
Special Equipment	21533110-58341-40263		\$ 8,499
Appropriate First Responders Wellness Grant			
TOTAL GRANTS FUND		\$ 22,724	\$ 22,724
WATER FUND			
Proceeds from bond issuance	53001-41930	\$ 190,070	
Water Storage Tank	53004399-58390-75114		\$ 162,570
Water Lines	53004399-58365-75014		\$ 27,500
To appropriate bond funds			
TOTAL WATER FUND		\$ 190,070	\$ 190,070
SEWER FUND			
Insurance Recovery	54001-41928	\$ 908	
Maint & Repair Vehicles	54004420-53105		\$ 908
To appropriate insurance proceeds			
TOTAL SEWER FUND		\$ 908	\$ 908

CITY OF STAUNTON			
FY 2026 BUDGET AMENDMENT NO. 1			
		AMOUNT	
	LEDGER CODE	REVENUE	EXPENDITURE

FY 2026 BUDGET AMENDMENT NO. 1 SUMMARY

CITY GOVERNMENT FUNDS

GENERAL FUND	\$	136,380
BOND FUND	\$	339,953
GRANTS FUND	\$	22,724
WATER FUND	\$	190,070
SEWER FUND	\$	908
TOTAL CITY GOVERNMENT FUNDS	\$	690,035

EDUCATION FUNDS

EDUCATION FUND	\$	940,239
SCHOOL CIP FUND	\$	54,676
TOTAL EDUCATION FUNDS	\$	994,915
TOTAL FY2026 BUDGET AMENDMENT NO. 1	\$	1,684,950

**STAUNTON CITY SCHOOLS
FY 2026 BUDGET AMENDMENT
AMENDMENT NO. 1**

EDUCATION FUND 900		REVENUES	EXPENDITURES
STATE AND FEDERAL GRANT REVENUE/PROGRAMS			
Basic Aid Entitlement	900300-42202	395,796.00	
Compensation Supplement	900300-42258	25,054.00	
At-Risk Regular Program	900300-42265	93,129.00	
Salary	97309095-51110		8,052.00
Group Life	97309095-52001		95.01
FICA	97309095-52010		615.98
VRS	97309095-52020		1,144.19
Health Ins Credit	97309095-52023		82.94
VRS	97309095-52024		80.52
Workers Comp	97309095-52025		26.97
Disability	97309095-52035		26.97
Salary	91103188-51120		(66,704.25)
Salary	91103188-51120-RT-00		(3,510.75)
Group Life	91103188-52001		(828.54)
FICA	91103188-52010		(5,371.45)
VRS	91103188-52020		(9,977.55)
Health Ins Credit	91103188-52023		(723.21)
VRS	91103188-52024		(702.15)
Workers Comp	91103188-52025		(235.22)
VEC	91103188-52030		(11.00)
Disability	91103188-52035		(224.69)
Salary	91413188-51127		77,237.00
Group Life	91413188-52001		911.40
FICA	91413188-52010		5,908.63
VRS	91413188-52020		10,975.38
Health Ins Credit	91413188-52023		795.54
VRS	91413188-52024		772.37
Workers Comp	91413188-52025		258.74
VEC	91413188-52030		11.00
Disability	91413188-52035		247.16
Supplemental Salaries	91102587-51620		6,000.00
FICA	91102587-52010		459.00
Workers Comp	91102587-52025		20.10
Supplemental Salaries	91103588-51620		21,000.00
FICA	91103588-52010		1,680.00
Other Purchased Services	91103588-53569		(6,000.00)
Salary	91311295-51110		6,056.98
Group Life	91311295-52001		71.47
FICA	91311295-52010		463.36
VRS	91311295-52020		860.70
Health Ins Credit	91311295-52023		62.39
VRS	91311295-52024		60.57
Workers Comp	91311295-52025		20.29
Disability	91311295-52035		19.38
Salary	91412187-51127		1,642.00
Group Life	91412187-52001		19.38
FICA	91412187-52010		125.61
VRS	91412187-52020		233.33
Health Ins Credit	91412187-52023		16.91
VRS	91412187-52024		16.42
Workers Comp	91412187-52025		5.50

**STAUNTON CITY SCHOOLS
FY 2026 BUDGET AMENDMENT
AMENDMENT NO. 1**

Disability	91412187-52035		5.25
Supplemental Salaries	91103189-51620		12,914.00
FICA	91103189-52010		987.92
Workers Comp	91103189-52025		43.26
Supplemental Salaries	91411182-51620		5,000.00
IA Salary	91101281-51151		26,978.00
Group Life	91101281-52001		318.34
FICA	91101281-52010		2,063.82
VRS	91101281-52020		3,833.57
Health Ins Credit	91101281-52023		277.87
VRS	91101281-52024		269.78
Workers Comp	91101281-52025		90.38
VEC	91101281-52030		11.00
Disability	91101281-52035		86.33
Supplemental Salaries	91102287-51151		3,926.18
Group Life	91102287-52001		46.33
FICA	91102287-52010		300.35
VRS	91102287-52020		557.91
Health Ins Credit	91102287-52023		40.44
VRS	91102287-52024		39.26
Workers Comp	91102287-52025		13.15
Disability	91102287-52035		12.56
Supplemental Salaries	91102187-51120		1,596.66
Group Life	91102187-52001		18.84
FICA	91102187-52010		122.14
VRS	91102187-52020		226.89
Health Ins Credit	91102187-52023		16.45
VRS	91102187-52024		15.97
Workers Comp	91102187-52025		5.35
Disability	91102187-52035		5.11
Other Purchased Services	91311295-53569-SVRP		(126.00)
Therapy	92229095-53522-SVRP		(411.00)
Joint SVRP	91103295-57810-SVRP		53,934.00
Admin Salaries	91104184-51110		5,495.00
Group Life	91104184-52001		64.84
FICA	91104184-52010		420.37
VRS	91104184-52020		780.84
Health Ins Credit	91104184-52023		56.60
VRS	91104184-52024		54.95
Workers Comp	91104184-52025		18.41
Disability	91104184-52035		17.58
Professional Salaries	92169095-51130		9,327.00
Group Life	92169095-52001		133.66
FICA	92169095-52010		866.52
VRS	92169095-52020		1,609.57
Health Ins Credit	92169095-52023		116.67
VRS	92169095-52024		113.27
Workers Comp	92169095-52025		37.95
VEC	92169095-52030		1.00
Disability	92169095-52035		36.25
Contingency	91101100-59100		329,822.04
To appropriate additional state revenues			

**STAUNTON CITY SCHOOLS
FY 2026 BUDGET AMENDMENT
AMENDMENT NO. 1**

Special Ed Add-On Contingency To appropriate SPED Add-on	900300-42212 91101295-59100	101,260.00	101,260.00
Medicaid Revenue Contingency To appropriate Medicaid reimbursements	900300-42950-DMAS 91101100-59100	\$ 325,000	\$ 325,000
TOTAL STATE AND FEDERAL GRANT PROGRAMS		\$ 940,239.00	\$ 940,239.00

TOTAL EDUCATION FUND		\$ 940,239.00	\$ 940,239.00
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SCHOOL CIP FUND 966		REVENUES	EXPENDITURES
Other State Grant Revenue CIP Undesignated To appropriate additional grant funds	966400-42999-SSE24 K9009000-58100	\$ 5,480.00	\$ 5,480.00
School Building Security Equipment	K6609081-58215-SSE25		\$ 15,566.78
School Non-Capital Equipment	K6609088-56486-SSE25		\$ 11,635.34
School Building Security Equipment	K6609083-58215-SSE25		\$ (27,201.87)
CIP Undesignated To close SSE25 grant	K9009000-58100		\$ (0.25)
School Building Security Equipment	K6609095-58215-SSS25		\$ (577.46)
CIP Undesignated To close SSS25 grant	K9009000-58100		\$ 577.46
CIP Undesignated	K9009000-58100		\$ 40.00
Replace HVAC/Chiller To close CIP project	K6609087-58104		\$ (40.00)
Interest Income Earned CIP Undesignated To appropriate interest earned through FY2025	966100-40102 K9009000-58100	\$ 49,195.77	\$ 49,195.77
TOTAL SCHOOL CIP FUND 966		\$ 54,675.77	\$ 54,675.77

GRAND TOTAL BUDGET AMENDMENT NO. 1		\$ 994,914.77	\$ 994,914.77
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\$ 0.00

CITY COUNCIL



AGENDA BRIEFING

Staunton, Virginia

Meeting Date:	October 9, 2025	Amanda DiMeo Director, Economic Development Jessica Blythe Assistant Director Economic Development John Blair City Attorney
Item #	A.3	
Department:	Economic Development	
Alignment with Staunton Plan (Value/Strategic Area):	Strategic Area: Economic Development Value: Excellence	
Subject:	Consideration of Amendments to City of Staunton Enterprise Zone Boundaries and Incentives	

Background: On September 25, 2025, the Staunton City Council heard a presentation and conducted a public hearing about amending the Staunton Enterprise Zone's boundaries and incentives. The Council expressed approval for the amended incentives and boundaries.

Upon Council approval, the attached Incentive Regulations, Resolution, and Ordinance will be forwarded to the Virginia Department of Housing and Community Development (DHCD). DHCD must approve the boundary and incentive amendments. If DHCD approves the amendments, they will become effective on January 1, 2026.

Attachments:

Attachment 1- Enterprise Zone Regulations
Attachment 2- Enterprise Zone Ordinance
Attachment 3 -Enterprise Zone Resolution

City Manager's Recommendation: Approve the regulations, resolution, and ordinance as presented.

Suggested Motion: I move to approve the regulations, resolution, and ordinance as presented.

City Manager: Leslie M. Beauregard

**CITY OF STAUNTON
ENTERPRISE ZONE
REGULATIONS
ADOPTED BY THE STAUNTON CITY MANAGER
AND APPROVED BY THE STAUNTON CITY COUNCIL**

The Virginia Department of Housing and Community Development has approved Enterprise Zone Number 17 for the City of Staunton pursuant to Virginia Code Section 59.1-542. The City of Staunton is authorized to provide incentives to properties and businesses located with Enterprise Zone pursuant to Virginia Code Section 59.1-543.

The Enterprise Zone incentives are promulgated as regulations adopted by the City Manager and approved by the Staunton City Council pursuant to Staunton City Code Section 3.45.050.

Definitions:

These Enterprise Zone regulations hereby adopt, mutatis mutandis, the Definitions found in Section 13VAC5-112-10 of the Virginia Administrative Code. The following additional definitions are adopted to apply to these regulations:

“In good standing” means that the business firm or new business firm has satisfied all of the requirements of the commissioner of revenue and of the treasurer of the city, including the payment in full of all license taxes, real estate taxes, and other taxes, levies, fees, charges, interest, and penalties, and has paid in full all other fees, charges, and claims of any nature whatsoever imposed by or owed to the city or related entities of the city. The determination of whether a business firm is *“in good standing”* shall be made by the enterprise zone administrator upon consideration of a certification provided by the commissioner of revenue, the treasurer of the city, and by any other authorized official of the city or related entities of the city and upon consideration of other information as the zone administrator deems appropriate.

Applications:

In order to be eligible for any of the incentives detailed in these regulations, the business or property owner shall fill out an application and provide it to the Staunton Enterprise Zone Administrator. The Administrator must approve the application pursuant to these regulations in order for the Applicant to receive the incentive. No applications for retroactive expenses will be approved by the Staunton Enterprise Zone Administrator.

Incentives:

Large Business Investment Incentive:

Eligibility: In order to qualify for this incentive, all of the following conditions must be met:

A. The business must be located within the Staunton Enterprise Zone, and it must be in good standing.

B. The business must be a new business or expanding its operations.

C. The business must make a minimum investment of \$750,000 in machinery and tools pursuant to the criteria detailed in Virginia Code Section 58.1-3507, as amended or \$400,000 in business personal property. The classification of the property in question shall be determined by the Staunton Commissioner of the Revenue.

D. The new or expanding business must create at least 10 new full-time jobs paying at least three hundred percent (300%) of the federal minimum wage. Each new job must provide health benefits to the employee.

Availability: The Large Business Investment Incentive is not exclusive to one classification of taxation. If a new business or expanding business that meets the eligibility requirements makes the minimum machinery and tools and business personal property tax thresholds, the business may take advantage of both the machinery and tools as well as business and personal property tax rebates.

Description of Incentive: Subsequent to all of the eligibility requirements being met, the Commissioner of the Revenue shall provide the applicable business personal property or machinery and tools tax paid by the eligible business in the immediately preceding tax year. This shall be the “baseline” for purposes of this incentive.

After the equipment is purchased, the business shall pay the applicable machinery and tools and/or business personal property tax to the City of Staunton.

In the first year of the increased tax payment, the Staunton Economic Development Authority shall refund the business fifty percent (50%) of the increased machinery and tools and/or business personal property tax above the baseline.

In the second year of the increased tax payment, the Staunton Economic Development Authority shall refund the business forty percent (40%) of the increased machinery and tools and/or business personal property tax above the baseline.

In the third year of the increased tax payment, the Staunton Economic Development Authority shall refund the business thirty percent (30%) of the increased machinery and tools and/or business personal property tax above the baseline.

Enhanced Large Business Investment Incentive: If a business meets all of the eligibility criteria for the large business investment incentive and invests \$5,000,000 in machinery and tools and/or business personal property, then the business shall be entitled to two additional years of tax rebates in addition to the above three year percentages.

In the fourth and fifth year of the increased tax payment, the Staunton Economic Development Authority shall refund the business twenty percent (20%) of the increased machinery and tools and/or business personal property tax above the baseline.

Source of Funds: This incentive shall be paid through the foregone machinery and tools and/or business personal property taxes being rebated to the business owner.

Façade and Renovation Grant Incentive:

Eligibility: In order to qualify for this incentive, all of the following conditions must be met:

- A. The business must be located within the Staunton Enterprise Zone, and it must be in good standing.
- B. The building must be zoned for commercial or mixed-use uses.
- C. The business must make a minimum investment of \$5,000 for exterior improvements and limited interior improvements to commercial properties designed to enhance the building appearance and improve the customer experience. The maximum investment eligible for this incentive is \$30,000.
- D. If the applicant is a business tenant, then they must present evidence satisfactory to the Staunton Enterprise Zone Administrator that the property owner has provided the business with permission to make the improvements.

Description of Incentive: A grant from the City of Staunton's Department of Economic Development for 33% of the costs of the exterior/interior improvements to the business.

Timeline: The business owner must receive the approval from the Staunton Enterprise Zone Administrator before beginning work on the project.

The business owner must obtain all necessary permits and comply with the applicable building codes, design guidelines, and zoning ordinances.

The project must be complete within twelve (12) months of receiving approval from the Staunton Enterprise Zone Administrator to begin work on the project. If the project is not complete within this timeframe, it shall be ineligible to receive the grant payment that is part of the Façade and Renovation Grant Incentive.

Fast Track Incentive: If a business owner meets all of the eligibility criteria for the Façade and Renovation Grant Incentive, but invests between \$2500 and \$4999 for exterior improvements and limited interior improvements, business owner may still receive the grant for 33% of the costs of the exterior/interior improvements to the business if the project is completed within six (6) months of receiving approval from the Staunton Enterprise Zone Administrator to begin work on the project.

Source of Funds: The funding for this incentive shall be through an appropriation from the Staunton City Council to the Department of Economic Development. The funds shall be provided to incentive applicants on a first-come/first-serve basis until the funds are exhausted in a fiscal year.

Small Business Technology and Training Grant Incentive:

Definition: “Technology” shall mean investments that improve a business’s operational efficiency, competitiveness, or service delivery through the use of modern tools. Examples include:

- Hardware (computers, servers, point-of-sale systems, manufacturing technology, etc.)
- Software (accounting, design, customer management, e-commerce, security, etc.)
- Digital infrastructure (broadband installation, networking equipment, cloud systems).

Eligibility: In order to qualify for this incentive, all of the following conditions must be met:

A. The business must be located within the Staunton Enterprise Zone, and it must be in good standing.

B. The business must have fewer than fifty employees.

C. The business must commit, in writing, to the Staunton Enterprise Zone Administrator that it intends to remain in operation in its current location for at least two years.

D. The business must make a minimum technology investment of \$2,500.

Description of Incentive: A grant from the City of Staunton’s Department of Economic Development will provide a grant of up to \$5,000 for technology improvements and employee training to help small businesses modernize operations. Such technology improvements include industry-specific technology packages and include hardware, software, and training costs related to using the technology.

Timeframe: The business owner must receive an approved application from the Staunton Enterprise Zone Administrator before making any technology or training purchases.

The applicant shall receive and implement the technology and training within six months of the application receiving approval from the Staunton Enterprise Zone Administrator.

The applicant shall be reimbursed upon presenting evidence satisfactory to the Staunton Enterprise Zone Administrator that the project is complete.

Matching: For any business with 11 to 50 employees receiving the Small Business Technology and Training Grant, the business is responsible for 25% of the cost of the eligible project.

Source of Funds: The funding for this incentive shall be through an appropriation from the Staunton City Council to the Department of Economic Development. The funds shall be provided to incentive applicants on a first-come/first-serve basis until the funds are exhausted in a fiscal year.

Job Creation Performance Grant Incentive:

Definition: “Skills training” shall mean instruction or programs that directly improve employees’ ability to perform job functions, advance within the company, or meet industry standards.

Eligible training may include:

- Technical/industry certifications (e.g., OSHA, IT, healthcare, trades)
- Workforce development or apprenticeship programs
- Specialized equipment training

Eligibility: In order to qualify for this incentive, all of the following conditions must be met:

- A. The business must be located within the Staunton Enterprise Zone, and it must be in good standing.
- B. The business must commit, in writing, to the Staunton Enterprise Zone Administrator that it shall continue operations for twenty-fourth months after receiving the Job Creation Performance Grant Incentive.
- C. Each new position that receives the Job Creation Performance Grant Incentive shall average a minimum of thirty-two hours per week, pay at least 300% of the federal minimum wage, and offer health benefits to the employee.
- D. Each new position can not be a position transferred from another location.
- E. Each new position can not be filled by immediate family members of the business owner.
- F. Positions in retail, personal services, or food and beverage service are not eligible for the Job Creation Performance Grant Incentive.

Description of Incentive: The business shall receive a \$500 grant for each new position created that meets the eligibility criteria.

The business may receive a \$250 grant for each new position created that meets the eligibility criteria for skills training.

If an employee is retained by the business for eighteen consecutive months in an eligible position after the position is approved to receive the Job Creation Performance Grant Incentive, the business shall receive a \$250 retention bonus for the eligible position.

Timeline: The business shall not receive the \$500 grant until the employee has been employed in the eligible position for eleven consecutive months.

Maximum: No business may receive more than \$20,000 from the Job Creation Performance Grant Incentive.

Source of Funds: The funding for this incentive shall be through an appropriation from the Staunton City Council to the Department of Economic Development. The funds shall be

provided to incentive applicants on a first-come/first-serve basis until the funds are exhausted in a fiscal year.

Marketing Support Grant Incentive:

Definition: “Marketing expenses” means out-of-pocket costs paid by a business firm for advertising, public relations, graphic design work and printing related to advertisement, promotion, or brand development, or other out-of-pocket costs paid for business promotion.

Eligibility: In order to qualify for this incentive, all of the following conditions must be met:

- A. The business must be located within the Staunton Enterprise Zone, and it must be in good standing.
- B. A new business can not have been in operation for more than twenty-four (24) months before it submits an application for the Marketing Support Grant Incentive. An business that has been in operation for twenty-five (25) or more months at the time of its application must demonstrate through its application that it is either expanding its operations or that it is launching new products or services not previously offered by the business.
- C. The business must invest \$2000 to \$5000 in marketing expenses.
- D. The business must commit, in writing, to the Staunton Enterprise Zone Administrator that it shall continue operations for twenty-fourth months after receiving the Marketing Support Grant Incentive.
- E. The marketing expenses cannot be used for normal marketing expenses (i.e. sign) or for political advertising or illegal activities.

Description of Incentive: The City of Staunton will provide a fifty percent (50%) matching reimbursement grant on eligible marketing expenses.

Staunton Bonus: If the marketing expenses are produced by a firm with its primary business operations located within the City of Staunton, the City of Staunton will provide a one hundred percent (100%) matching reimbursement grant on eligible marketing expenses.

Timeline: The marketing expenses must be approved by the Staunton Enterprise Zone Administrator before any expense is incurred.

The marketing expenses must be fully expended within twelve (12) months of the Staunton Enterprise Zone Administrator approving the business’s application for the Marketing Support Grant Incentive.

Copies: Any business that receives the Marketing Support Grant Incentive shall provide the Staunton Enterprise Zone Administrator with a copy of all materials produced from the marketing expenses.

Authority:

The regulations are adopted pursuant to the Authority found in Title 59.1 of the Code of Virginia and concomitant regulations found in the Virginia Administrative Code.

The Staunton City Manager has adopted these regulations and they are approved by the Staunton City Council. These regulations may only be amended by the Staunton City Manager with the concurrence of the Staunton City Council.

The Staunton Enterprise Zone Administrator is permitted to adopt an application consistent with these regulations upon approval as to form by the Staunton City Attorney.

Michele D. Edwards, Mayor

Leslie M. Beauregard, City Manager

APPROVED AS TO FORM:

John C. Blair, II, City Attorney

1 **AN ORDINANCE AMENDING TITLE 3, CHAPTER 3.45**
2 **OF THE STAUNTON CITY CODE**
3 **TO AMEND PROVISIONS RELATED TO THE BOUNDARIES**
4 **AND INCENTIVES OF THE STAUNTON ENTERPRISE ZONE**
5

6 **Recitals**
7

8 **A.** The Staunton City Council enacted Title 3, Chapter 3.45 of the Staunton City
9 Code to provide for the establishment and administration of an Enterprise Zone;

10 **B.** In order to promote business and industrial growth within the Staunton Enterprise
11 Zone, the City Council wishes to amend the boundaries and incentives of the Enterprise Zone;

12 **C.** This matter has been properly advertised, heard, and considered; and
13

14 **D.** These recitals are an integral part of this ordinance.
15

16 **NOW, THEREFORE, BE IT ORDAINED** by the Council of the City of Staunton,
17 Virginia that Title 3, Chapter 3.45 of the Staunton City Code is **HEREBY AMENDED,**
18 **RESTATED, AND REORDAINED** as follows and indicated by the strikethroughs and
19 underlined text:
20

21 **Chapter 3.45**
22 **Enterprise Zone**
23

24 **3.45.010 Statement of purpose.**

25 In accordance with Title 59.1, Chapter ~~22~~ 49, of the Virginia Code, it is the purpose of this
26 chapter to promote business and industrial growth within the area designated as the Staunton
27 enterprise zone by means of tax incentives, deferrals, grants, and other incentives and initiatives
28 to stimulate real property improvements and new job creation that will serve the best interests of
29 the city of Staunton.
30

31 **3.45.020 Boundaries and date established – Transition.**

32 (1) The boundaries of the Staunton enterprise zone are as set forth on the map entitled “Staunton
33 Enterprise Zone Map-Effective January 1, 2026”, as maintained in the office of the Staunton
34 enterprise zone administrator, the provisions of which map are incorporated fully herein by
35 reference. The Staunton enterprise zone as shown on the map is established and designated
36 effective January 1, 2026, solely for purposes of eligibility for benefits that may be provided by
37 the Commonwealth of Virginia under the applicable provisions of Title 59.1 of the Virginia Code
38 and implementing regulations of the Commonwealth of Virginia.
39

40 (2) With respect to the enterprise zone set forth on the map entitled “Staunton Enterprise Zone
41 Map-Effective January 1, 2026” dated January 1, 2026, the benefits provided in
42 SCC 3.45.040 and 3.45.050, and the regulations promulgated under SCC 3.45.070, shall be
43 measured from January 1, 2026.
44

(3) Any application made on or after January 1, 2026, for incentives shall be regarded as an application as to the zone established and the corresponding benefits allowed by the city under the provisions of this chapter in effect for such purposes as of January 1, 2026. Any application made before January 1, 2026, shall be regarded as an application made as to the zone established and the corresponding benefits allowed by the city under the provisions of this chapter in effect for such purposes immediately prior to January 1, 2026. No business firm which received any benefits allowed by the city under the provisions of this chapter in effect for such purposes immediately prior to January 1, 2026, shall be eligible for benefits allowed by the city under the provisions of this chapter in effect as of January 1, 2026, unless and until the business firm satisfies all of the requirements as to the zone established and benefits allowed by the city as of January 1, 2026.

3.45.030 Definitions.

As used in this chapter:

(1) "Average number of full-time employees" means the number of full-time employees during each payroll period of a business firm's taxable year divided by the number of payroll periods.

(a) In calculating the average number of full-time employees, a business firm may count only those full-time employees who worked at least one-half of the normal work days during the payroll period. Paid leave time may be counted as work time.

(b) For a business firm which uses different payroll periods for different classes of employees, the average number of full-time employees of the firm shall be defined as the sum of the average number of full-time employees for each class of employees.

(2) "Business firm" means any for-profit business entity, incorporated or unincorporated, which is authorized to do business in the commonwealth of Virginia.

(a) The term "business firm" includes partnerships and small business corporations electing to be taxed under Subchapter S of the federal Internal Revenue Code, and which are not subject to state income tax as partnerships or corporations, but the taxable income of which is passed through to and taxed as income of individual partners and shareholders.

(b) The term "business firm" does not include homeowners associations as defined by the Internal Revenue Code, Section 528.

(3) "Employee of a zone establishment" means a person employed by a new business firm who is on the payroll of the firm's establishment(s) within the zone. In the case of an employee who is on the payroll of two or more establishments of the firm, both inside and outside of the zone, the term "employee of a zone establishment" refers only to such an employee assigned to the firm's zone establishment(s) for at least one-half of the normally scheduled workdays for such employee.

(4) "Full-time employee" means an employee of a zone establishment who works at least 35 hours per week during the business firm's weekly payroll period, or two or more individuals who together share the same job position and together work 35 hours per week during the business firm's weekly payroll period for that one position, provided the time worked totals at least 1,750 hours during the business firm's taxable year. The term "full-time employee" does not include a partner member or shareholder in the new business firm or an unpaid volunteer worker.

(5) "In good standing" means that the business firm or new business firm has satisfied all of the requirements of the commissioner of revenue and of the treasurer of the city, including the payment in full of all license taxes, real estate taxes, and other taxes, levies, fees, charges, interest, and penalties, and has paid in full all other fees, charges, and claims of any nature

whatsoever imposed by or owed to the city or related entities of the city. The determination of whether a business firm is “in good standing” shall be made by the enterprise zone administrator upon consideration of a certification provided by the commissioner of revenue, the treasurer of the city, and by any other authorized official of the city or related entities of the city and upon consideration of other information as the zone administrator deems appropriate.

(6) “Marketing expenses” means out of pocket costs paid by a business firm for advertising, public relations, graphic design work and printing related to advertisement, promotion, or brand development, or other out of pocket costs paid for general business promotion.

(7) “New or expanding business” means an enterprise which has increased its number of employees, expanded its facilities, or invested additional new capital in facilities, plant or equipment as part of a written plan and effort to grow its revenues and profits.

(8) “Property owner” includes any person or entity, regardless of form, having legal title to real property.

3.45.040 Deferral of increased assessed property value.

(1) Any business firm or property owner who makes repairs, renovations or other structural or interior improvements to their industrial or commercial property in the enterprise zone, increasing the assessed value of the property by at least 40 percent, shall receive a five-year deferral of increased assessment of property value for real estate tax purposes with respect to such improvements.

(2) The business firm or property owner claiming the deferral shall file in the Staunton enterprise zone administrator’s office an application on the form approved by the city assessor, requesting the deferral provided hereunder by not later than January 1st of the real estate tax year for which the exemption is claimed.

(3) No business firm or property owner shall be eligible for the deferral provided hereunder unless:

(a) The required building permits have been obtained;

(b) The business firm or property owner is in good standing;

(c) The city assessor has verified in writing to the Staunton enterprise zone administrator that the requirement to increase the assessed value by at least 40 percent has been satisfied; and

(d) A final certificate of occupancy has been issued by the city.

(4) Any business firm or property owner qualifying for the deferral of increased assessment of property value and who, as part of a new development or redevelopment, has not less than 50 percent pervious surface area of the commercial or industrial property, may receive one additional year of deferral.

3.45.050 Certain grant incentives.

(1) A business firm in good standing shall be eligible to apply for one or more of the following specific grants through an annual application process administered by the enterprise zone administrator on behalf of the economic development authority (EDA) of the city of Staunton, to the extent not inconsistent with the terms of a contribution agreement to be entered into between the EDA and the city, in amount(s) equal to:

(a) One thousand dollars per full-time employee of a zone establishment when such business firm creates a minimum of 15 new full-time jobs, provided:

(i) Each such employee earns at least 300 percent of the federal minimum wage;

(ii) The new business firm has been in full operation in the transaction of business in the enterprise zone for at least one year immediately prior to applying; and

(iii) The total grant available to any one business is limited to \$25,000;

(b) Fifty percent of the machinery and tools or personal property tax collected by the city for a period of three years when such business firm has acquired and is assessed each such year on a basis that reflects an increase of at least \$1,000,000 in additional machinery and tools or an increase of at least \$500,000 in additional personal property, respectively, when compared to the year immediately prior to the three-year period. The amount of the grant shall be calculated based on the increase in machinery and tools tax or personal property tax paid by the business and not the total amount.

(2) A business firm in good standing shall be eligible to apply for one or more of the following specific grants available on a first come, first served basis beginning July 1st of each year from the EDA of the city of Staunton, to the extent not inconsistent with the terms of a contribution agreement to be entered into between the EDA and the city, in amounts(s) equal to:

(a) Three thousand dollars as a reimbursement of or grant towards the business firm's interest rate buy down on start-up or expansion loan; refund of broadband connection fees; \$2,000 cultural amenity package, providing tickets and entrance opportunities for Staunton's local arts and cultural destinations; or \$500.00 cash grant for each full-time job created for up to five employees when such employee(s) earn at least 300 percent of the federal minimum wage, as long as the business firm is a new or expanding business firm that meets the definition of a "creative class" target section within the professional, scientific, and technical services sector (NAICS 54), including: 5413 architectural, engineering, and related services; 5414 specialized design services; 5415 computer systems design and related services; 5416 management, scientific, and technical consulting services; 5417 scientific research and development services; 5418 advertising, public relations, and related services; and 5419 other professional, scientific, and technical services.

(b) Fifty percent of marketing expenses in the first six months after opening for new target sector destination retailers in the central business district and Newtown portion of the enterprise zone and a two-year membership to the Staunton Downtown Development Association (SDDA) at no cost, provided:

(i) The grant available to any one business is \$5,000 plus the value of the two-year membership to the SDDA.

(ii) If the marketing is conducted with or through a Staunton-based business, reimbursement shall be made at a 100 percent rate rather than a 50 percent match, but the \$5,000 incentive cap remains applicable.

(iii) It shall be available only to target section destination retailers including furniture stores, supermarkets or other nonconvenience grocery stores, quality apparel stores, musical instrument retailers, high-end auto dealerships, and book and music retailers.

(c) Two hundred dollar scholarship to the Staunton Creative Community Fund, Inc.'s business plan development course available only to minority entrepreneurs when \$50.00 is paid as a deposit for course attendance.

(3) If the total amount of grants for which eligible business firms and new business firms have applied exceeds the annual appropriation for such grants, then the amount of grant that each business firm and new business firm is eligible for shall be prorated in a proportional amount.

(4) Such grants shall immediately terminate upon such business firm's relocation outside the enterprise zone.

3.45.060 Other certain incentives:

183 ~~Repealed by Ord. 2010-17.~~

184
185 **3.45.0730 Other incentives established by regulation.**

186 Regulations and rules prescribing procedures effectuating the purpose of this chapter ~~shall~~ may
187 be promulgated by the city manager and approved by the city council. Such regulations and rules
188 shall include, but not be limited to, the incentives available to properties located within the
189 Staunton Enterprise Zone as of January 1, 2026 ~~enumerated in this chapter.~~

190
191 **3.45.0840 Designation of enterprise zone administrator.**

192 The Staunton department of economic development is hereby designated to administer the
193 enterprise zone with the director of economic development or designee serving as enterprise
194 zone administrator.

195
196 **3.45.0950 Application for incentive created herein.**

197 Business firms may make application for the various incentives set forth pursuant to the
198 regulations adopted by the city manager and approved by the city council ~~herein~~ to the enterprise
199 zone administrator on forms provided by the city of Staunton and available at the office of
200 economic development.

201
202 **3.45.10060 Validity.**

203 If any section, paragraph, subdivision, clause, or provision of this chapter be adjudged invalid by
204 a court of competent jurisdiction, such adjudication shall not operate to affect the validity of any
205 other part hereof.

206
207 **3.45.11070 Termination date.**

208 This chapter shall terminate, unless continued pursuant to application made to the
209 Commonwealth of Virginia, Department of Housing and Community Development, on
210 December 31, ~~2020~~ 2044.

211
212
213
214 In all other respects, the provisions of Title 3 of the Staunton City Code remain the same
215 and are hereby restated, confirmed, and reordained.

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225 Introduced: September 25, 2025

226 Adopted: October 9, 2025

227 Effective Date: January 1, 2026

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Michele D. Edwards, Mayor

ATTEST: _____
John Blair,
Acting Clerk of Council

DRAFT

WHEREAS, the City of Staunton has the designated zone, identified as Enterprise Zone 17 that provides a combination of State and Local incentives to promote economic development; and

WHEREAS, this proposed amendment and expansion will serve to benefit economic and industrial expansion of the City of Staunton to meet the goals and objectives of the Virginia Enterprise Zone Program.

Given under my hand this 9th day of October, 2025.

ATTEST:

John Blair
Acting City Clerk

CITY COUNCIL



AGENDA BRIEFING

Staunton, Virginia

Meeting Date:	October 9, 2025	Tim Hartless Planning Manager
Item #	B	
Department:	Community Development— Planning and Zoning	
Alignment with Staunton Plan (Value/Strategic Area):	Strategic Areas: Infrastructure; Responsive, Efficient Government	
Subject:	Public Hearing and Consideration of a Request by Paul J. Wright Jr. to Rezone 1004 Seth Drive from B-1C, Local Business District Conditional, to R-3C, Medium Density Residential District Conditional	

Background: Paul J Wright Jr. is requesting a rezoning of 1004 Seth Drive from B-1C, Local Business District Conditional, to R-3C, Medium Density Residential District Conditional. The property is located in the planned development area known as Middlebrook Park on the east side of Seth Drive, adjacent to Lewis Creek and Middlebrook Avenue. City records indicate the lot includes approximately 2.68 acres of land which is currently vacant and undeveloped.

Middlebrook Park is a planned development consisting of B-1C, Local Business Conditional, I-1C, Light Industrial Conditional, and R-3C, Medium Density Residential Conditional, zoning. The Staunton City Council approved conditional zoning for this area in 2003. The conditional zoning includes provisions for additional landscape buffering, special sign regulations, limits on outside storage, and responsible lighting requirements including requiring: uniform light fixture styles across an entire site, limit of 24 feet to the height of all light poles, lighting must be contained within the site to limiting light spillover, and must not be directed toward the sky. The purpose of the conditional zoning is to help ensure compatibility between this development and the surrounding uses which are mostly single-family residential. The conditional zoning

proposed for this lot is the same R-3 conditional zoning previously approved in other areas of Middlebrook Park.

A current zoning map, proposed rezoning map, and recommended land use map of the requested area are attached.

Analysis: Attachment 1 in the meeting packet includes a conceptual plan which shows an example of how this property could be developed if the conditional rezoning is approved. The conceptual plan shows two multi-family buildings, one with five units and a second with six units, as well as the necessary parking. Other uses accessed from Seth Drive are all multi-family and the plan shows a concept which is in keeping with the surrounding area.

City staff conducted a review of the proposed rezoning, during which it did not identify any issues detracting from approval. The property is located within a FEMA defined flood plain and the flood plain may impact the development of the site. During site plan review, the Flood Plain Administrator will evaluate the plan for compliance with the flood plain requirements.

Surrounding zoning within Middlebrook Park is R-3C, Medium Density Residential Conditional and I-1C, Light Industrial Conditional, and across Middlebrook Avenue is R-2, Low Density Residential, developed with mostly single-family homes, and R-4C, High Density Residential Conditional which is the site of Middlebrook Trace Apartments.

The “Generalized Land Use and Development Guide, Future Land Use Map” *Staunton, Virginia, Comprehensive Plan 2018 – 2040*, designates this area as Medium Density Residential with a suggested density of between 4 and 20 units per acre. These areas contain a variety of housing types such as single-family, duplex, and two or three story apartments. The proposed rezoning is consistent with this designation.

Planning Commission Recommendation:

At its meeting on September 18, 2025, the Planning Commission conducted a public hearing. During the public hearing no one spoke in opposition to the conditional rezoning and on a 4-0 vote, the Commission unanimously voted to recommend approval of the request.

Attachments:

Attachment 1—Application and Supporting Documents

Attachment 2—Vicinity Map

Attachment 3—Current Zoning

Attachment 4—Proposed Rezoning

Attachment 5—2018-2040 Future Land Use Map for the Area

Attachment 6—Draft Ordinance

Suggested Motion: I move that Council adopt the ordinance and approve the conditional rezoning as recommended by the Planning Commission.

City Manager: Leslie Beauregard



Applicant: PJ Wright Jr Date: 08/06/2025

Address: 1449 Laurel Hill Rd, Verona, VA 24482

Telephone #s: Primary: 540-430-3070 Secondary: _____

Email address: _____

If the applicant is NOT the owner of the property in question, explain. A copy of a pending contract or option agreement shall be attached hereto and made a part of this application.

Name of person to be notified in addition to the applicant and/or property owner:

Name: William S. Moore

Address: 104 Industry Way, Suite 102, Staunton, VA 24401

Phone #: 540.248.3220

Email address: bill.moore@westwoodps.com

Location of property:
1004 Seth Dr.

Legal description of property:
LOT 1 SEC. 2-2.682 AC (TM# 440)

Purpose of request: Rezone to match adjacent parcels and allow construction of MF buildings.

Map Provided: YES ☒ NO ☐

Present zoning classification of property: B-1C

Requested zoning classification: R-3C

List permits pending approval of this rezoning: N/A

Fee Paid (\$250) YES ☒ NO ☐ *check or cash only

Applicant must provide 19 copies of complete application

Signature of applicant: PJ Wright
(Owner / Agent)

August 6th, 2025

Re: Rezoning Application
1004 Seth Dr.
Staunton, Virginia
Balzer Project: R0069374.00

This rezoning request for 1004 Seth Drive proposes a change from B-1C (Local Business-Conditional) to R-3C (Medium Density Residential-Conditional) to better align the property's zoning with surrounding land uses and support a new multifamily residential development. The property is directly adjacent to and bordered by parcels currently zoned medium density residential, including a neighboring site that has already been developed with multifamily units of the same design proposed for this parcel. The city of Staunton's 2018 Future Land Use Plan indicates the subject property as Medium Density Residential. The existing business zoning no longer reflects the character or demand in this area, which has transitioned away from commercial use and become predominantly residential in nature. Given the lack of commercial activity and the abundance of nearby residential zoning, the current designation creates a disconnect between the property and the established development pattern. The proposed rezoning would provide continuity along Seth Drive and support cohesive growth that complements the surrounding neighborhood.

The developer intends to construct multifamily housing that mirrors the adjacent community, ensuring consistency and compatibility with nearby residences. This type of housing will contribute to the City of Staunton's broader goals of providing diverse and attainable housing options. The location offers appropriate access to existing infrastructure and services, and the proposed use will not create undue traffic or utility burdens. Rezoning to residential also eliminates the potential for less compatible commercial uses under the current zoning, resulting in a more stable and predictable residential environment. The change supports both the short- and long-term planning objectives of the city, particularly in areas where infill development is encouraged. A conceptual layout has been included with this application to illustrate a possible building arrangement and demonstrate its alignment with existing adjacent development.

Sincerely,

WESTWOOD PROFESSIONAL SERVICES



William S. Moore, PE

MIDDLEBROOK PARK SEC. 2 LOT 1

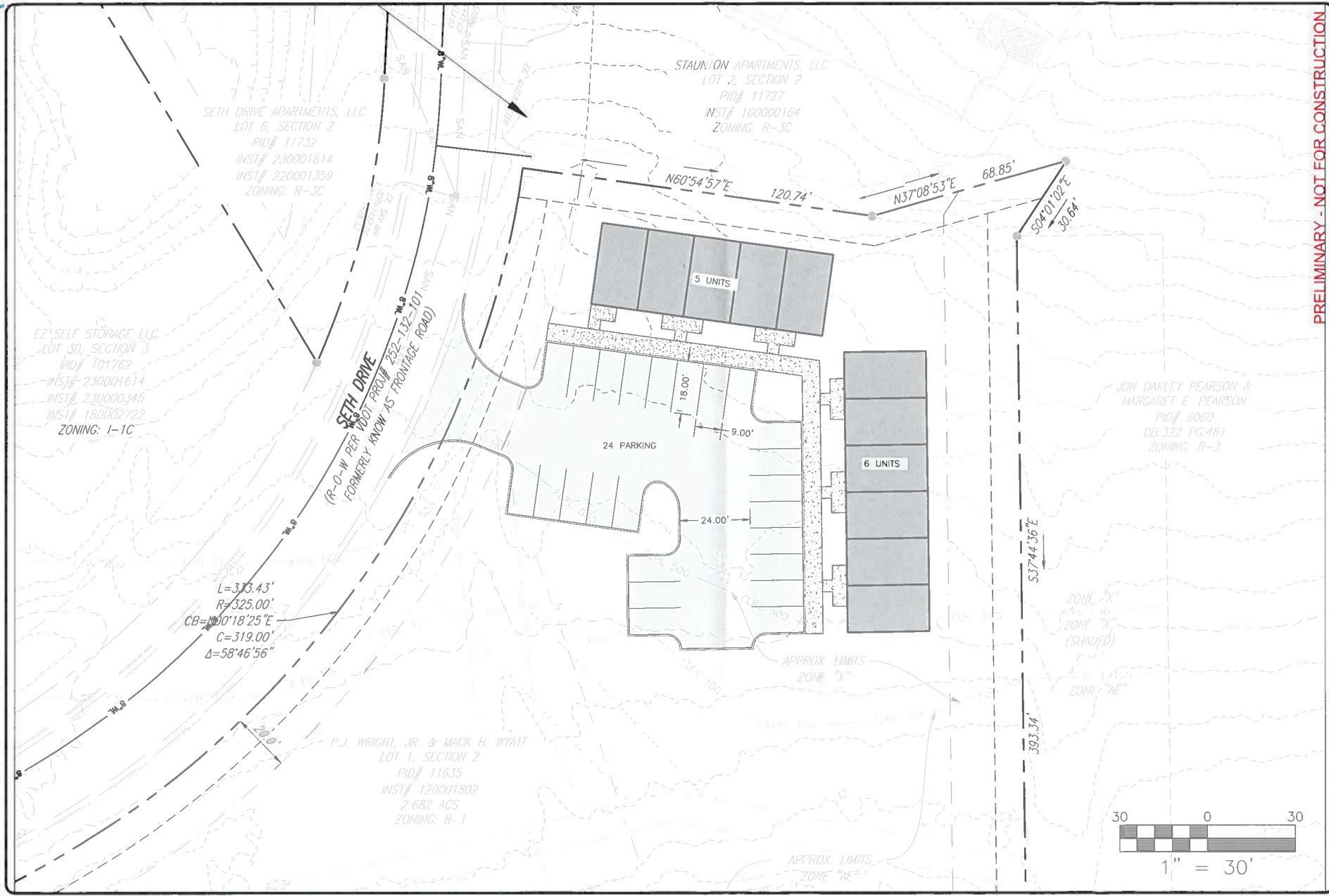
CONCEPT

DRAWN BY STP
CHECKED BY WSM
DATE 07/31/2025
SCALE 1" = 30'
REVISIONS

1 of 1

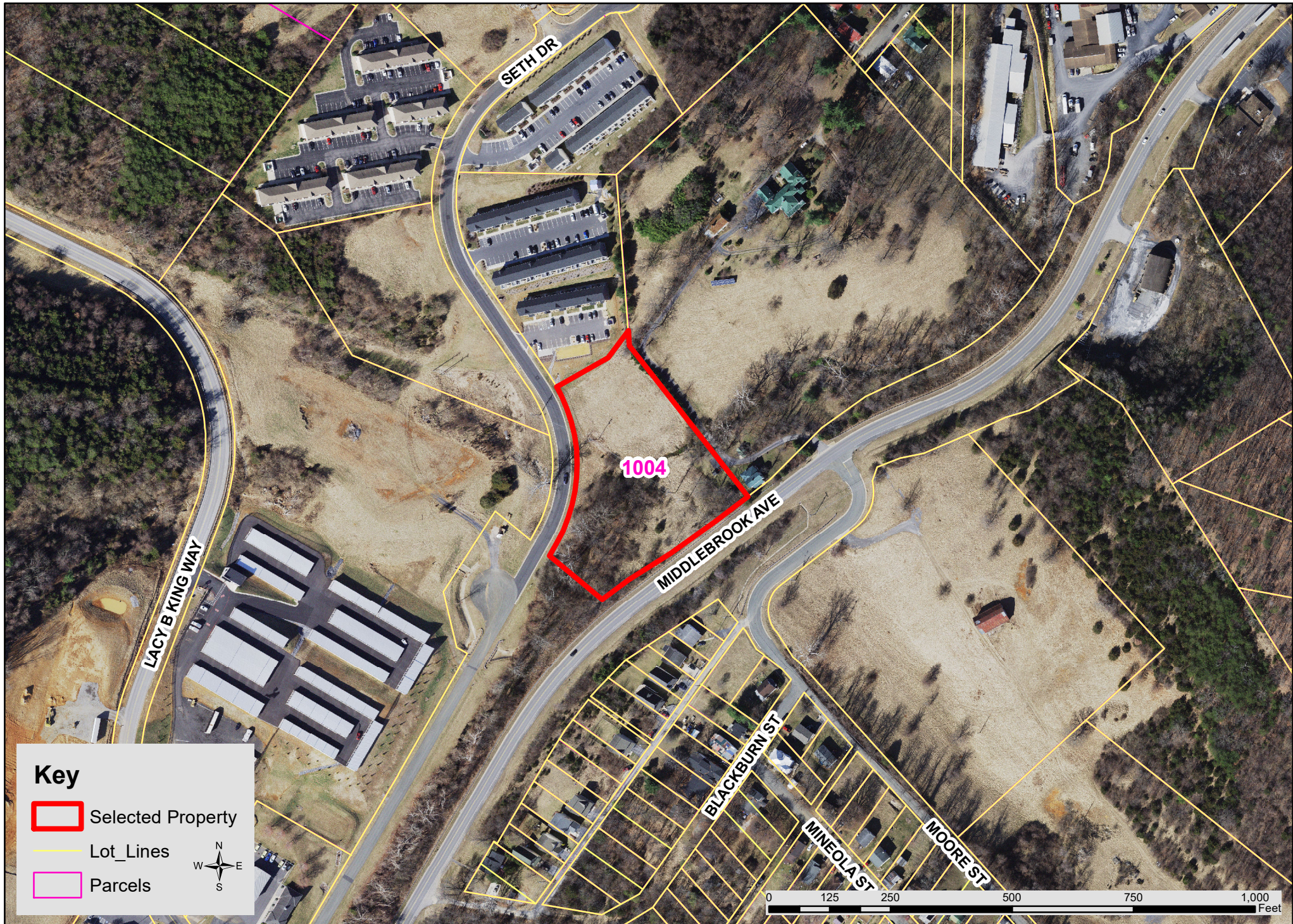
PROJECT NO R0069374.00

PRELIMINARY - NOT FOR CONSTRUCTION



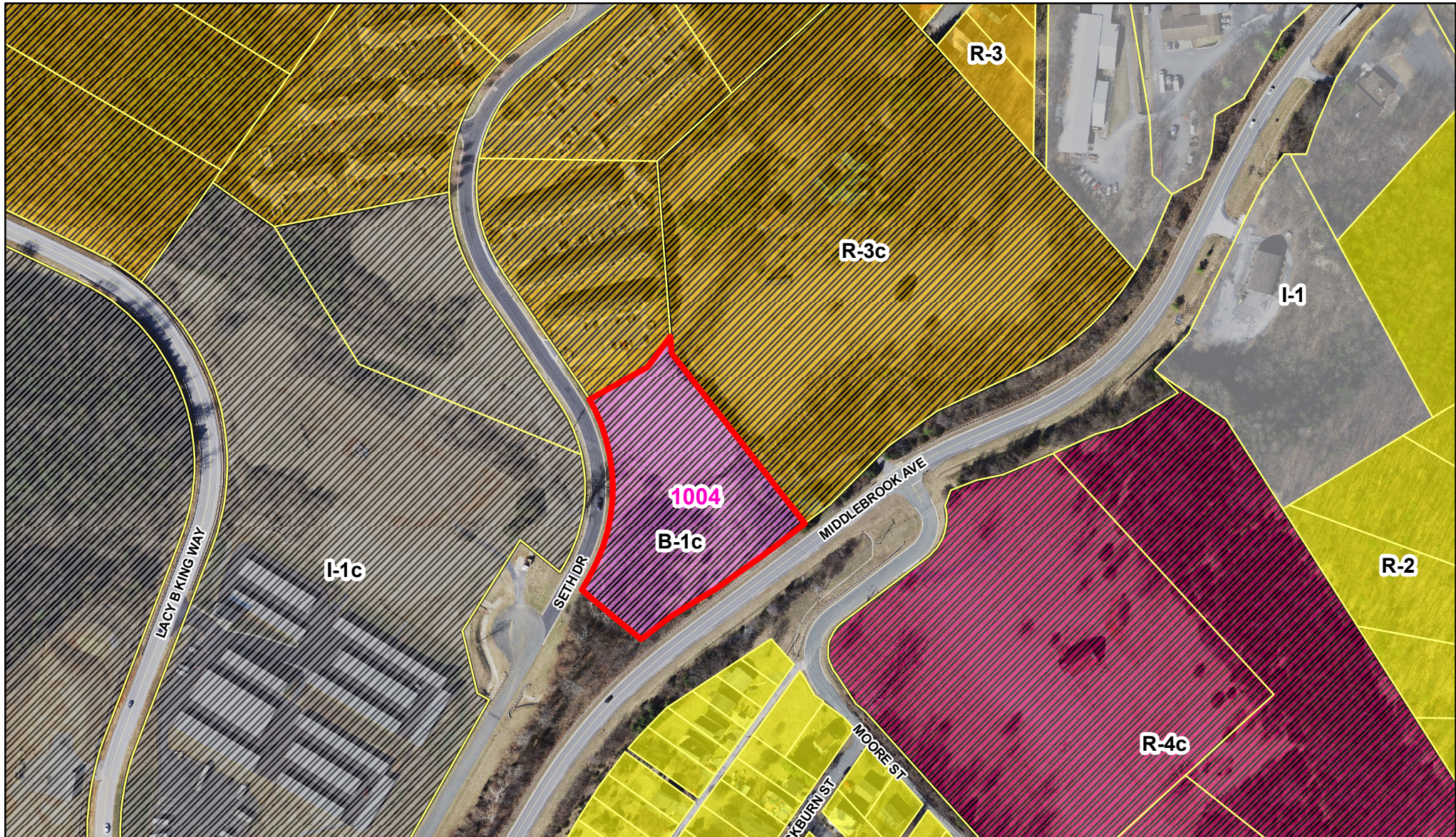
Vicinity Map: 1004 Seth Dr

Attachment 2



Current Zoning: 1004 Seth Dr

Attachment 3



Zoning

B-1
B-1(conditional)
B-2
B-2(conditional)

B-3
B-5
B-5(conditional) outline
HE-1
I-1

I-1(conditional)
I-2
I-2(conditional)
I-3(conditional)
P-1

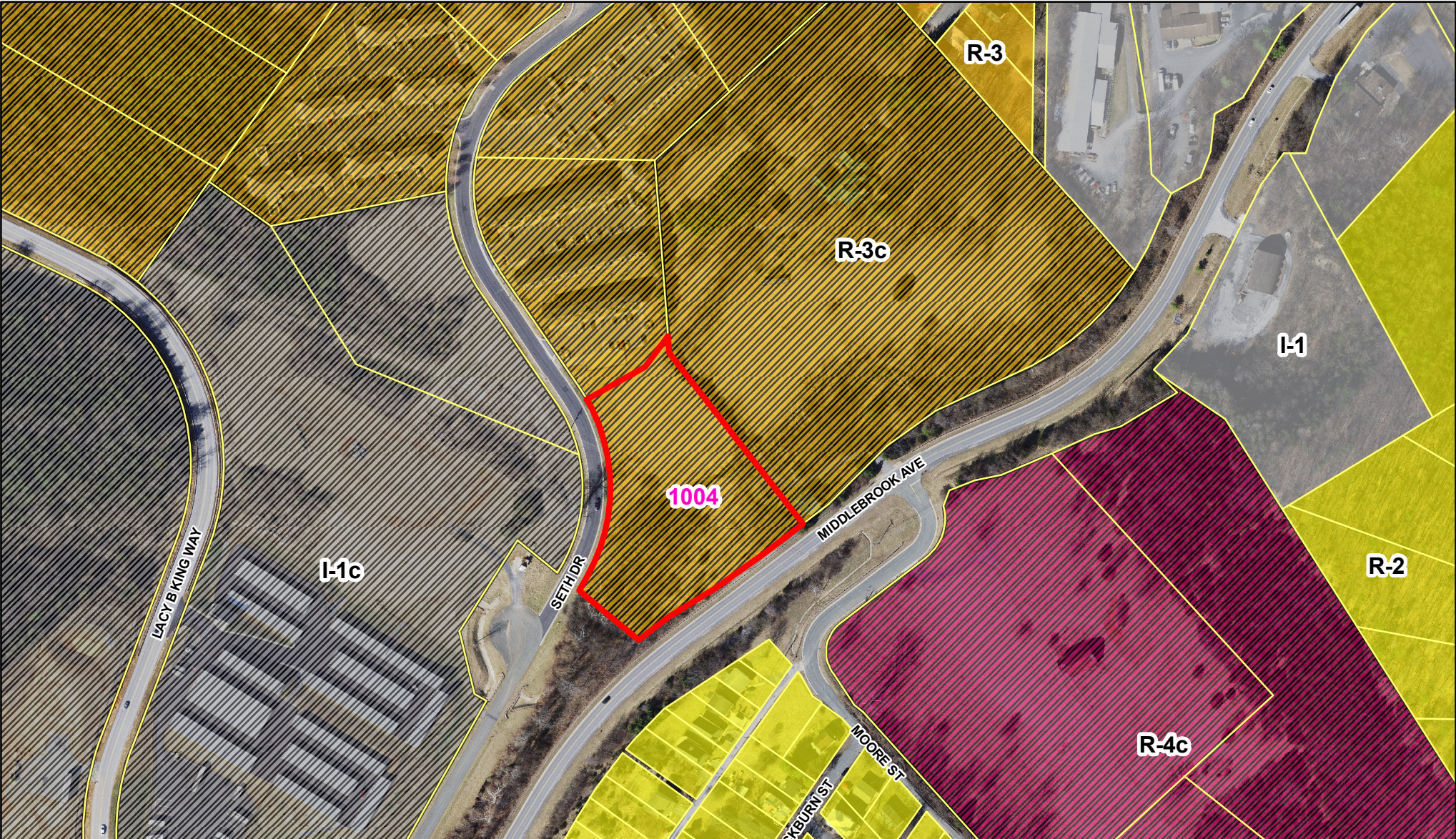
P-1(conditional)
R-1
R-2
R-2(conditional)
R-3

R-3(conditional)
R-4
R-4(conditional) outline
TND-I (conditional) outline
Traditional Residential Development District

Additional Layers

Selected Property
Lot_Lines

Proposed Rezoning: 1004 Seth Dr



Zoning

B-1	B-3
B-1(conditional)	B-5
B-2	B-5(conditional) outline
B-2(conditional)	HE-1
	I-1

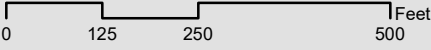
I-1(conditional)	I-2
I-2(conditional)	I-3(conditional)
I-3(conditional)	P-1

P-1(conditional)	R-1
R-2	R-2(conditional)
R-3	

R-3(conditional)	R-4
R-4(conditional) outline	TND-I (conditional) outline
Traditional Residential Development District	

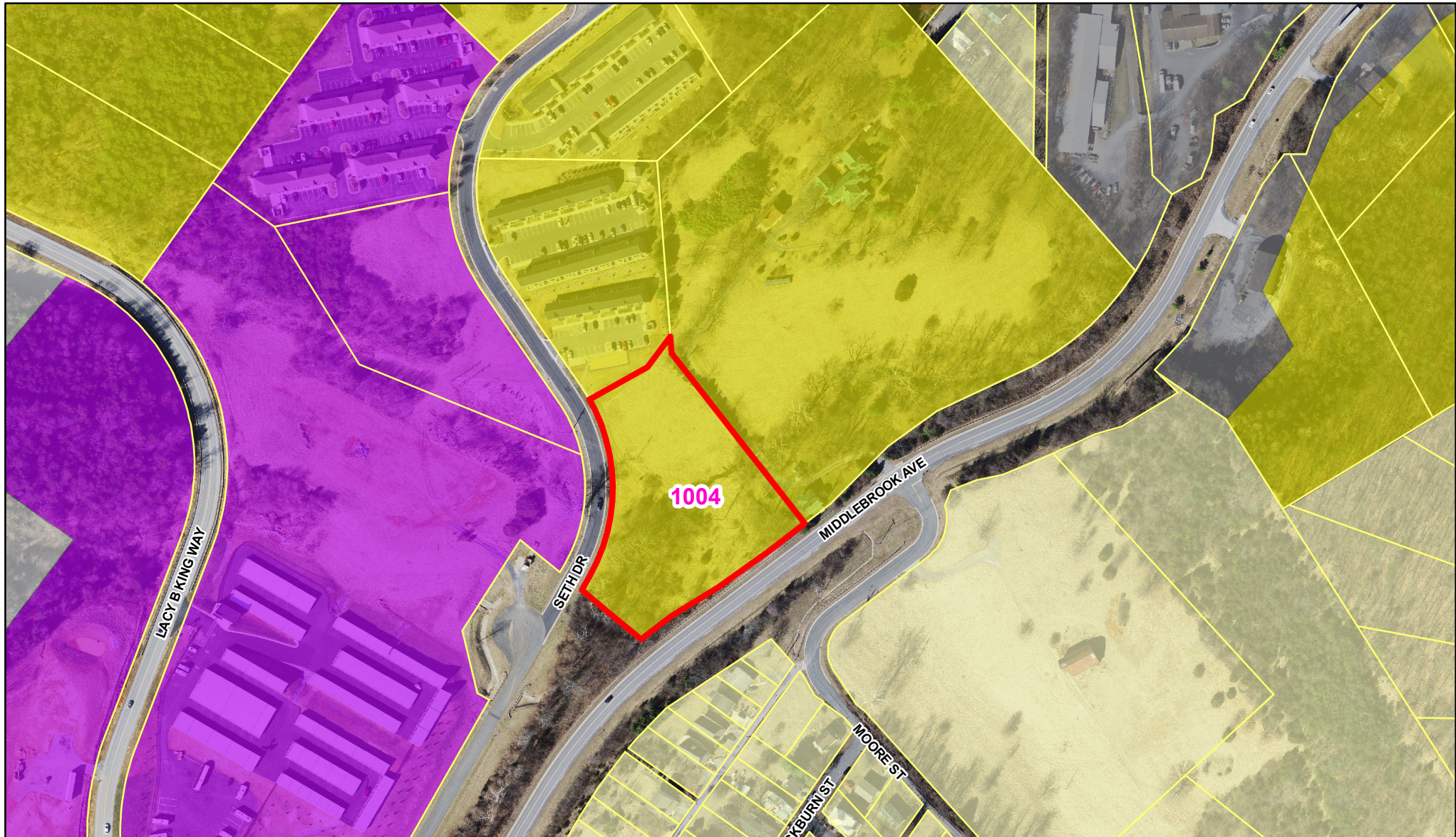
Additional Layers

	Selected Property
	Lot_Lines



Future Land Use: 1004 Seth Dr

Attachment 5



Future Land Use



- CONSERVATION/RECREATION/OPEN SPACE
- PLANNED FARM DEVELOPMENT
- PUBLIC/SEMI-PUBLIC

- LOW DENSITY RESIDENTIAL
- LOW DENSITY PLANNED RESIDENTIAL
- MEDIUM DENSITY RESIDENTIAL
- MEDIUM DENSITY PLANNED RESIDENTIAL
- HIGH DENSITY RESIDENTIAL

- TRADITIONAL NEIGHBORHOOD DEVELOPMENT
- LOW DENSITY PLANNED RESIDENTIAL
- NEIGHBORHOOD RESIDENTIAL
- PROFESSIONAL

- PLANNED BUSINESS
- BUSINESS
- PLANNED INDUSTRIAL
- LIGHT INDUSTRIAL
- HEAVY INDUSTRIAL

Additional Layers

- Selected Property
- Lot_Lines

0 125 250 500 Feet

Ordinance No. 2025-____

**AN ORDINANCE REZONING
FROM B-1C, LOCAL BUSINESS DISTRICT CONDITIONAL,
TO R-3C, MEDIUM DENSITY RESIDENTIAL DISTRICT CONDITIONAL,
ALL OF THAT CERTAIN TRACT OR PARCEL OF LAND
LOCATED AT 1004 SETH DRIVE
(PARCEL IDENTIFICATION NUMBER 11635),
IN THE CITY OF STAUNTON, VIRGINIA**

Recitals

A. It appears by deed dated July 24, 2012, recorded in the Clerk's Office of the Circuit Court of the City of Staunton, Virginia, as Instrument Number 120001802, that Paul J. Wright, Jr. and Mack H. Wyatt acquired from Lake Front Properties, LLC, the property that is known by present numbering as 1004 Seth Drive ("the property") with further description provided in the deed, a copy of which is annexed and incorporated herein by reference;

B. Paul J Wright, Jr. has applied to the City of Staunton for a zoning classification change for the property, under the provisions of the Staunton City Code, from B-1C, Local Business District Conditional, to R-3C, Medium Density Residential District Conditional;

C. The proposed rezoning is consistent with the provisions of Staunton City Code Section 18.215.060(1) and is necessary so that the owner may sell or develop the property for multi-family housing purposes;

D. The Planning Commission of the City of Staunton conducted a public hearing on the request at its September 18, 2025 meeting and after study, review, and consideration of the comments made during the public hearing, has properly heard the matter and recommended approval;

E. This matter has been properly advertised, heard, and considered; and

F. These recitals are an integral part of this ordinance.

NOW, THEREFORE, BE IT ORDAINED by the Council of the City of Staunton, Virginia, that the property known as 1004 Seth Drive (Parcel Identification Number 11635), in the City of Staunton, Virginia, is **HEREBY REZONED** from B-1C, Local Business District Conditional, to R-3C, Medium Density Residential District Conditional, on the basis that the rezoning would serve the interests of public necessity, convenience, general welfare, and good zoning practice.

BE IT FURTHER ORDAINED that the R-3C, Medium Density Residential District Conditional, zoning of the property shall be the same R-3C, Medium Density Residential District Conditional, zoning enacted by Staunton City Council and adopted through ordinance number 2003-03 approved on February 13, 2003, a copy of which is annexed and incorporated herein by reference.

Introduced:

Adopted:

Effective Date:

Michelle D. Edwards, Mayor

ATTEST: John C. Blair,
Acting Clerk of Council

CITY COUNCIL



AGENDA BRIEFING

Staunton, VA

Meeting Date:	October 9, 2025	Rebecca Joyce Housing Planner and Grants Coordinator
Item #	C	
Department:	Community Development	
Alignment with Staunton Plan (Value/Strategic Area):	Strategic Area: Economic Development Values: Inclusion And Equity; Engagement	
Subject:	Discussion of Resolution for Establishment of the City of Staunton Housing Commission	

Background: The March 23, 2023 Staunton City Council Work Session included an agenda item that was added at the request of Council member Brad Arrowood, to discuss the establishment of a Staunton Housing Commission.

Starting in September 2024, the planning process began to create the City's first Housing Strategy. The Housing Strategy provides a framework that comprehensively describes the approach the City plans to take to meet it's housing objectives. At its July 24, 2025 meeting, Council was given an overview of the goals, strategies, and action plan of the Housing Strategy. The Housing Strategy includes the formation of a Housing Commission.

The purpose of the Housing Commission is to move the Housing Strategy's goals and strategies forward and to provide expertise and guidance regarding the amount and quality of affordable and workforce housing in the City. The Resolution establishing a Housing Commission is included for review by Council. A vote for approval of the resolution will be held at a Council meeting at a later date.

Previous updates on Community Development's Housing Division and the Housing Strategy can be viewed [here](#).

Attachments:

Attachment 1—Proposed Resolution

Attachment 2—Housing Strategy – Goals, Strategies, and Action Plan

City Manager's Recommendation: Review and discuss the proposed resolution and provide feedback to staff.

Suggested Motion: City Council will consider the resolution at a future Council meeting, to be scheduled depending on the feedback provided to staff.

City Manager: Leslie M. Beauregard

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**RESOLUTION
OF THE
COUNCIL OF THE CITY OF STAUNTON, VIRGINIA
TO ESTABLISH A HOUSING COMMISSION**

Recitals

A. The provisions of Virginia Code Section 15.2-1411 and Staunton City Charter, Chapter II, Section 11, Paragraph Twenty-First, authorize the Staunton City Council ("Council") to establish advisory boards and commissions.

B. Formation of a Housing Commission is included in the Action Plan of the City of Staunton's Housing Strategy.

C. The City's Housing Planner and Grants Coordinator presented the Goals, Strategies, and Action Plan of the Housing Strategy including the formation of a Housing Commission to Council at their meeting on July 24, 2025.

D. Council now desires to memorialize the establishment of the Housing Commission, as a public body, and outlines the parameters for its membership, function, and expected work that will benefit Council and the City of Staunton as the City seeks to understand and implement policies, programs, and procedures to address affordable and workforce housing.

E. These recitals are an integral part of this Resolution.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Staunton, Virginia, as follows:

1. The Commission is established and will be composed of 9 members, one of whom will be elected by the constituent members as the Chair and another of whom as the Vice Chair to help lead the Commission. The Commission will be a public body subject to the applicable requirements of the Virginia Freedom of Information Act and members should be aware of those requirements.

2. Members of the Commission shall serve terms of three years commencing upon the date of their appointment by City Council. For the purposes of establishing staggered terms, initial appointments of two-thirds of commission members may be for terms of one (1) year or two (2) years, if City Council so determines.

a. The application process shall be designed to ensure that Commission membership composition supports the housing goals of the City as included in the City of Staunton's Housing Strategy.

b. Commission members will meet on a quarterly basis throughout the calendar year beginning in 2026.

- 46 c. Six of the nine members appointed to Commission for terms beginning in 2026
47 shall be members of the Staunton Housing Strategy Work Group. These six
48 members shall be appointed to one (1) year or two (2) year terms. The other
49 three appointees shall be individuals who did not serve on the Staunton Housing
50 Work Group. Subsequent appointments to the Commission shall not require
51 Staunton Housing Strategy Work Group membership.

52
53 3. The Commission shall have the following duties:

- 54
55 a. Partner with the City's efforts to move the goals and strategies of the City of
56 Staunton's Housing Strategy forward.
- 57 b. Provide expertise and guidance to the City Council and City leaders on ways to
58 increase the amount and quality of affordable and workforce housing in the
59 City.
- 60 c. Participate in an advisory role in creation of the City's Community Block Grant
61 Program's Annual Action Plan that is submitted to the U.S. Department of
62 Housing and Urban Development every August. Up to two members of the
63 Housing Commission, who don't have a direct conflict of applying for or
64 receiving CDBG funding, may participate in this advisory role.
- 65 d. Communicate concerns of community members related to housing to the City
66 Council and city leadership.
- 67 e. Conduct periodic reviews of the City's Housing Strategy and recommendations
68 based on current research and potential changes in the Staunton community.
- 69 f. Provide an annual written report to City Council about the Commission's
70 activities for the previous calendar year.
- 71 g. Perform additional functions or duties as may be so identified by the City
72 Council or City Manager or Designee.

73
74 4. The Director of the Community Development Department shall be responsible for
75 the assignment of staff support to the Commission in the exercise of its functions, powers, and
76 duties.

77
78 5. All meetings of the Commission shall be open to the public and otherwise held in
79 accordance with the Virginia Freedom of Information Act.

80
81 6. Nothing in this resolution shall modify or curtail the functions, duties or authority
82 of other public bodies.

83
84
85 Adopted this ____ day of _____ 2025.

86
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93

Michele D. Edwards, Mayor

Attest: _____

John Blair
Acting City Clerk

DRAFT

Section 9a: Assumptions, Goals, and Strategies

The strategies will be implemented over an 18-month period, July 2025 to December 2026.

Assumptions

- Everyone has a right to safe, sound, affordable housing. Housing activities planned and implemented by the City will take into consideration all of the members of the community.
- Housing is healthcare. Like any other aspect of healthcare each person's situation is unique and requires solutions that meet their individual needs.
- Housing is a complex social issue and improving it is also complex with many moving parts.
- It is challenging, frustrating, and rewarding work to make a positive difference tackling a social issue. It is o.k. to feel uncomfortable with the process.
- Addressing housing challenges in a community cannot be solved by one organization or group of individuals on their own. To improve the housing challenges in the City of Staunton, it will take involvement of federal, state, and local government organizations, the private sector, nonprofit and for-profit housing and other service providers, and committed individuals.
- Programs, activities, or actions developed through the City of Staunton Housing Strategy will not duplicate existing housing efforts in the community or Staunton-Augusta-Waynesboro region.

Goals

The strategies are centered around three goals:

1. **Produce** Housing
2. **Preserve** Housing
3. **Provide** Housing Stability

Strategies

1. **CDBG Funds** – Continue to commit CDBG Entitlement program funds for infrastructure projects that assist the City’s housing partners who build affordable housing for persons with low-to-moderate incomes; to the City’s housing partners for who repair, rehabilitate, and/or make accessible existing homes owned by persons with low-to-moderate incomes; and to nonprofit organizations that provide services that directly or indirectly increase persons with low-to-moderate incomes ability to find housing or thrive in their current housing situation.
2. **Housing Fund** – Research the potential of establishing a dedicated Housing Fund that would supply funding for affordable and workforce housing development and other housing activities; supply funding for rehabilitation and repair of existing housing stock, blight removal, and other housing activities; and supply funding for services that provide the stability people need to find housing or thrive in their current housing situation as well as other housing activities. Forming a Housing Fund would provide the financial structure into which contributions could be made by the city, and/or public or private housing partners. A Housing Fund could allow for a consistent level of annual funding to be able to plan and budget for housing programs or projects each year.

Produce Housing

3. **Community Land Trust/Deed-restricted Homeownership** – Advocate for the creation of more permanently affordable housing by the City’s housing partners through the identification and development of potential housing suitable to be part of a local or the Statewide Community Land Trust Program or through deed restrictions.
4. **Accessory Dwelling Units (ADUs)** – Explore the zoning and other requirements needed to encourage additional housing options on existing properties through the addition of Accessory Dwelling Units, available financing options available for property owners to construct/renovate ADUs, and implementation of a city-wide education program regarding ADU requirements, costs, uses and other essential topics for their success.

Preserve Housing

5. **Redevelopment Strategies** – Prepare redevelopment strategies for underutilized properties identified through the Housing Conditions Windshield Survey. The survey will be conducted during the strategy implementation period.
6. **Landlord Education, Recruitment, and Retention** – In partnership with the City’s housing providers, host a workshop to educate landlords about the benefits of participating in the Housing Choice Voucher Program.

7. **Land Bank** – Explore the potential of a city or regional landbank through examination of existing land banks in other communities.

Provide Housing Stability

8. **Services for Unhoused Persons** – Facilitate services in the City for unhoused community members including; daytime activity centers, residential shelters, emergency heating/cooling sheltering, supportive housing, permanent housing, and wrap-around services. Conduct an assessment of local services available, gaps in service provision, and potential funding sources available to sustain existing programs and increase capacity of community services for unhoused persons in the City.
9. **HUD-certified Housing Counseling Services** – Work with local housing providers, regional organizations, or housing providers from other areas to explore the potential to have HUD-certified housing counseling services provided in the city or regionally.
10. **Legal Services For Renters** – Avoid and/or reduce the number of Evictions whenever possible by promoting accessibility of legal counsel for tenants facing evictions.
11. **Community Housing Advocate Training** – In partnership with the City’s housing providers, host a workshop for interested persons who are considered “trusted members” of the community to educate them on housing concepts, services, and resources providing them with the basic knowledge they need to become “Community Housing Advocates”.

Implementation Framework

In order for the proposed strategies to be successful, the following activities will also occur during the 18-month implementation phase from July 2025 to December 2026.

1. **Housing Commission**
City Council will determine if they would like to proceed with the formation of a Housing Commission who would continue to help shape housing policy and programs for the City beyond the Staunton Housing Strategy’s Implementation Phase.
2. **Housing Conditions Windshield Survey and Assessment**
The City will apply for grant funding to conduct a survey that will examine the condition of the City’s housing stock, assess local needs, and offer recommendations to bridge gaps in workforce and housing for persons with low-to-moderate incomes.
3. **Housing and Housing Stability Services Grant Resources Guide**
A resource guide will be compiled listing federal, state, and non-governmental grant opportunities available for the City and its partnering organizations that address housing issues and supportive services that provide housing stability.

It is the task of the Housing Planner to shepherd the City of Staunton Housing Strategy and associated housing projects through completion, along with appropriate city staff as needed. Valuable input from stakeholders and the City's partnering organizations will also inform the implementation process.

During the implementation phase, quarterly progress reports will be posted on the Housing Strategy page of the City's website to update stakeholders and community members of activities and accomplishments.

DRAFT

Section 9b: Action Plan

1. Strategy	CDBG Funds	
City Staff Involved	City Manager Director of Community Development Assistant Director of Finance Housing Planner and Grants Coordinator	
Advisory Boards and Partnering Organizations	City Housing Commission Organizations that receive CDBG subrecipient funding	
Funding Needed	HUD CDBG Entitlement Program annual allocation	
Potential Funding Sources	HUD	
Resources Needed	No new resources are needed. Program administered by city staff.	
Implementation Timetable 1q July – Sept. 2025 2q Oct. – Dec. 2025 3q Jan. – Mar. 2026 4q April – June 2026 5q July – Sept. 2026 6q Oct. – Dec. 2026	1q: Approval of AAP. Subrecipient contracts drafted.	4q: AAP drafted. Public hearings held.
	2q: New fiscal year begins. Subrecipient contracts signed. CAPER completed and approved.	5q: Approval of AAP. Subrecipient contracts drafted.
	3q: Subrecipient monitoring visits.	6q: New fiscal year begins. Subrecipient contracts signed. CAPER completed and approved.
Benchmarks For Success	A majority of CDBG funds will be used to support rehabilitation of housing units and wraparound services that provide housing stability.	

2. Strategy	Housing Fund
City Staff Involved	City Council City Manager Director of Community Development Director of Finance Housing Planner and Grants Coordinator
Advisory Boards and Partnering Organizations	City Housing Commission

Funding Needed	Starting at \$30,000 and increasing in \$5,000 increments until it reaches \$50,000 between FY2026 – FY2030.	
Potential Funding Sources	City's Capital Investment Program City's Annual Budget	
Resources Needed	Financial management of the Housing Fund. Project administration for projects developed from the funds.	
Implementation Timetable 1q July – Sept. 2025 2q Oct. – Dec. 2025 3q Jan. – Mar. 2026 4q April – June 2026 5q July – Sept. 2026 6q Oct. – Dec. 2026	1q: Research successful Housing Trust Fund projects in other communities.	4q: Determine projects to be funded.
	2q: Draft a policy that describes types of projects and distribution of Housing Funds.	5q: Start eligible projects.
	3q: Review of draft policy by appropriate city staff and the Housing Commission.	6q: Complete eligible projects.
Benchmarks For Success	Up to three small sites, previously unoccupied, available for housing development through rehab or blight removal.	

3. Strategy	Community Land Trust/Deed-restricted Homeownership	
City Staff Involved	Director of Community Development Housing Planner and Grants Coordinator	
Advisory Boards and Partnering Organizations	City Housing Commission Community Foundation of the Central Blue Ridge (CFCBR) SAW Habitat for Humanity (SAW HFH) SAW Housing Staunton Redevelopment Housing Authority (SRHA)	
Funding Needed	TBD for implementation of strategy.	
Potential Funding Sources	TBD for implementation of strategy.	
Resources Needed	Time for research and drafting of strategy.	
Implementation Timetable 1q July – Sept. 2025 2q Oct. – Dec. 2025 3q Jan. – Mar. 2026 4q April – June 2026	1q: Research begins.	4q: Strategy reviewed by City Manager, Director of Community Development, and Executive Directors of CFCBR, SAW HHHF, and SRHA.

5q July – Sept. 2026 6q Oct. – Dec. 2026	2q: Research completed.	5q: Strategy reviewed by Housing Commission.
	3q: Strategy drafted.	6q: Strategy presented to City Council.
Benchmarks For Success	A Community Land Trust/Deed-restricted Homeownership strategy for the City is in place.	

4. Strategy	Accessory Dwelling Units (ADUs)	
City Staff Involved	Director of Community Development Community Development Department Staff Housing Planner and Grants Coordinator	
Advisory Boards and Partnering Organizations	City Housing Commission	
Funding Needed	TBD for implementation of strategy.	
Potential Funding Sources	TBD for implementation of strategy.	
Resources Needed	Time for research and drafting of strategy.	
Implementation Timetable	1q: Research begins.	4q: Strategy reviewed by City Manager, Director of Community Development, and Community Development Staff.
	2q: Research completed.	5q: Strategy reviewed by Housing Commission.
	3q: Strategy drafted.	6q: Strategy presented to City Council.
Benchmarks For Success	An Accessory Dwelling Units Strategy for the City is in place.	

5. Strategy	Redevelopment Strategies	
City Staff Involved	Director of Community Development Community Development Department Staff Housing Planner and Grants Coordinator	
Advisory Boards and Partnering Organizations	City Housing Commission Renewing Homes of Greater Augusta (RHGA) SAW Habitat for Humanity (SAW HFH) Staunton Redevelopment Housing Authority (SRHA)	

Funding Needed	TBD for implementation of strategy.	
Potential Funding Sources	TBD for implementation of strategy.	
Resources Needed	Time for research and drafting of strategy.	
Implementation Timetable 1q July – Sept. 2025 2q Oct. – Dec. 2025 3q Jan. – Mar. 2026 4q April – June 2026 5q July – Sept. 2026 6q Oct. – Dec. 2026	1q: Research begins.	4q: Strategy reviewed by City Manager, Director of Community Development, RHGA, SAW HFH, SRHA.
	2q: Research completed. Windshield Inventory Survey conducted.	5q: Strategy reviewed by Housing Commission.
	3q: Strategy drafted.	6q: Policy presented to City Council.
Benchmarks For Success	A strategy for redevelopment for the City is in place.	

6. Strategy	Landlord Education, Recruitment, and Retention	
City Staff Involved	Housing Planner and Grants Coordinator	
Advisory Boards and Partnering Organizations	City Housing Commission Staunton Redevelopment Housing Authority (SRHA) SAW Housing Valley Mission Valley Community Services Board Valley Supportive Housing	
Funding Needed	Minimal for meeting materials	
Potential Funding Sources	Community Development Department, SRHA	
Resources Needed	Curriculum and educational materials	
Implementation Timetable 1q July – Sept. 2025 2q Oct. – Dec. 2025 3q Jan. – Mar. 2026 4q April – June 2026 5q July – Sept. 2026 6q Oct. – Dec. 2026	1q: - - -	4q: Hold educational meeting.
	2q: - - -	5q: Reserve a location for second meeting. Advertise and market second meeting.
	3q: Develop curriculum and education materials. Reserve a location for meeting. Advertise and market meeting.	6q: Hold second educational meeting.
Benchmarks For Success	Two educational opportunities for landlords are held.	

7. Strategy	Land Bank	
City Staff Involved	Director of Community Development Community Development Department Staff Housing Planner and Grants Coordinator	
Advisory Boards and Partnering Organizations	City Housing Commission Community Foundation of the Central Blue Ridge (CFCBR) SAW Habitat for Humanity (SAW HFH) SAW Housing Staunton Redevelopment Housing Authority (SRHA)	
Funding Needed	TBD for implementation of strategy.	
Potential Funding Sources	TBD for implementation of strategy.	
Resources Needed	Time for research and drafting of strategy.	
Implementation Timetable 1q July – Sept. 2025 2q Oct. – Dec. 2025 3q Jan. – Mar. 2026 4q April – June 2026 5q July – Sept. 2026 6q Oct. – Dec. 2026	1q: Research begins.	4q: Strategy reviewed by City Manager, Director of Community Development, and Executive Directors of CFCBR, SAW HHHF, and SRHA.
	2q: Research completed.	5q: Strategy reviewed by Housing Commission.
	3q: Strategy drafted.	6q: Strategy presented to City Council.
Benchmarks For Success	A Land Bank Strategy for the City is in place.	

8. Strategy	Services for Unhoused Persons	
City Staff Involved	Housing Planner and Grants Coordinator	
Advisory Boards and Partnering Organizations	City Housing Commission Building Bridges for the Greater Good City's Faith-Based Community New Directions SAW Housing Staunton Redevelopment Housing Authority (SRHA) Valley Mission Valley Community Services Board Valley Homeless Connection Valley Supportive Housing WARM	

Funding Needed	No funding needed for this 18-month period.	
Potential Funding Sources	Will be looking for additional grant funding sources to support the City's unhoused community members.	
Resources Needed	City Housing Planner and Grant Coordinator's time for collaboration with organizations listed above and for grant funding research.	
Implementation Timetable 1q July – Sept. 2025 2q Oct. – Dec. 2025 3q Jan. – Mar. 2026 4q April – June 2026 5q July – Sept. 2026 6q Oct. – Dec. 2026	1q: Compile current list of resources and organizations that serve unhoused community members in the City.	4q: Conduct research and apply for available funds that will assist organizations that serve unhoused community members in the City.
	2q: Survey organizations that serve unhoused community members in the City regarding their most pressing needs.	5q: Conduct research and apply for available funds that will assist organizations that serve unhoused community members in the City.
	3q: Conduct research and apply for available funds that will assist organizations that serve unhoused community members in the City.	6q: Conduct assessment of current state of needs of unhoused community members in the City and create an action plan of next steps.
Benchmarks For Success	Additional resources and services are available the City's unhoused community members.	

9. Strategy	HUD-certified Housing Counseling Services
City Staff Involved	Housing Planner and Grants Coordinator
Advisory Boards and Partnering Organizations	City Housing Commission Central Shenandoah Planning District Commission (CSPDC) SAW Habitat for Humanity (SAW HFH) SAW Housing Staunton Redevelopment Housing Authority (SRHA)
Funding Needed	No funding needed for this 18-month period.
Potential Funding Sources	Will be exploring federal funding and other sources once it is determined how. Where, and by whom counseling services might be provided.
Resources Needed	City Housing Planner and Grant Coordinator's time for collaboration with organizations listed above.

Implementation Timetable 1q July – Sept. 2025 2q Oct. – Dec. 2025 3q Jan. – Mar. 2026 4q April – June 2026 5q July – Sept. 2026 6q Oct. – Dec. 2026	1q: Meet with collaborating organizations to discuss what opportunities exist to provide housing counseling in the City, SAW and CSPDC regions.	4q: Implement housing counseling services if able.
	2q: With collaborating organizations, come up with an action plan for establishing counseling service implementation and costs involved with service provision.	5q: Implement housing counseling services if able.
	3q: - - -	6q: Implement housing counseling services if able.
Benchmarks For Success	HUD-certified Counseling Services are more widely available to City of Staunton residents.	

10. Strategy	Legal Services For Renters	
City Staff Involved	Housing Planner and Grants Coordinator	
Advisory Boards and Partnering Organizations	City Housing Commission Blue Ridge Legal Services Community Action Partnership of SAW SAW Housing Staunton Redevelopment Housing Authority (SRHA) Valley Community Services Board Valley Homeless Connection	
Funding Needed	None	
Potential Funding Sources	NA	
Resources Needed	City Housing Planner and Grant Coordinator's time for collaboration with organizations listed above.	
Implementation Timetable 1q July – Sept. 2025 2q Oct. – Dec. 2025 3q Jan. – Mar. 2026 4q April – June 2026 5q July – Sept. 2026 6q Oct. – Dec. 2026	1q: Work with collaborating organizations to educate renters in the City regarding the legal requirements and their rights regarding the eviction process. Advocate for free or low-cost legal services for those with low-to-moderate incomes.	4q: Work with collaborating organizations to educate renters in the City regarding the legal requirements and their rights regarding the eviction process. Advocate for free or low-cost legal services for those with low-to-moderate incomes.

	2q: Work with collaborating organizations to educate renters in the City regarding the legal requirements and their rights regarding the eviction process. Advocate for free or low-cost legal services for those with low-to-moderate incomes.	5q: Work with collaborating organizations to educate renters in the City regarding the legal requirements and their rights regarding the eviction process. Advocate for free or low-cost legal services for those with low-to-moderate incomes.
	3q: Work with collaborating organizations to educate renters in the City regarding the legal requirements and their rights regarding the eviction process. Advocate for free or low-cost legal services for those with low-to-moderate incomes.	6q: Work with collaborating organizations to educate renters in the City regarding the legal requirements and their rights regarding the eviction process. Advocate for free or low-cost legal services for those with low-to-moderate incomes.
Benchmarks For Success	More renters in the City will be aware of their rights as renters and better understand the legal requirements of eviction. A list of educational opportunities will be maintained for the 18-month period.	

11. Strategy	Community Housing Advocate Training	
City Staff Involved	Housing Planner and Grants Coordinator	
Advisory Boards and Partnering Organizations	City Housing Commission Community Foundation of the Central Blue Ridge (CFCBR) Staunton Redevelopment Housing Authority (SRHA) SAW Housing Valley Homeless Connection (VHC)	
Funding Needed	Minimal for meeting materials	
Potential Funding Sources	Community Development Department	
Resources Needed	Curriculum and educational materials	
Implementation Timetable 1q July – Sept. 2025 2q Oct. – Dec. 2025 3q Jan. – Mar. 2026	1q: - - -	4q: - - -
	2q: - - -	5q: Develop curriculum and education materials. Reserve a location for advocate meeting. Advertise and market meeting.

4q April – June 2026 5q July – Sept. 2026 6q Oct. – Dec. 2026	3q: - - -	6q: Hold advocate meeting.
Benchmarks For Success	Curriculum will be developed and first meeting of Housing Advocates held.	

Section 9c: Action Plan Matrix

Strategy	Q1: 07 – 09.2025	Q2: 10 – 12.2025	Q3: 01 – 03.2026	Q4: 04 – 06.2026	Q5: 07 – 09.2026	Q6: 10 – 12.2026
1. CDBG Funds	Approval of Annual Action Plan Subrecipient Contracts Drafted	New Fiscal Year Begins CAPER Written And Approved Subrecipient Contracts Signed	Subrecipients Monitoring Visits Subrecipient Application Process	Annual Action Plan Drafted Public Hearings Held	Approval of Annual Action Plan Subrecipient Contracts Drafted	New Fiscal Year Begins CAPER written and approved Subrecipient Contracts Signed
2. Housing Fund	Research successful Housing Trust Fund projects in other communities.	Draft a policy that describes types of projects and distribution of Housing Funds.	Review of draft policy by appropriate city staff and the Housing Commission	Determine projects to be funded.	Start eligible projects.	Complete eligible projects.
3. CLT-DRH	Research begins.	Research completed.	Strategy drafted.	Strategy reviewed by City Manager, Director of Community Development, and Executive Directors of CFCBR, SAW HHFH, and SRHA.	Strategy reviewed by Housing Commission.	Strategy presented to City Council.
4. ADUs	Research begins.	Research completed.	Strategy drafted.	Strategy reviewed by City Manager, Director of Community Development, and Community Development Staff.	Strategy reviewed by Housing Commission.	Strategy presented to City Council.

5. Redevelopment	Research begins.	Research completed.	Strategy drafted.	Strategy reviewed by City Manager, Director of Community Development, RHGA, SAW HFH, SRHA.	Strategy reviewed by Housing Commission.	Strategy presented to City Council.
6. Landlord ERR	- - -	- - -	Develop curriculum and education materials. Reserve a location for meeting. Advertise and market meeting.	Hold educational meeting.	Reserve a location for second meeting. Advertise and market second meeting.	Hold second educational meeting.
7. Land Bank	Research begins.	Research completed.	Strategy drafted.	Strategy reviewed by City Manager, Director of Community Development, and Executive Directors of CFCBR, SAW HFH, and SRHA.	Strategy reviewed by Housing Commission.	Strategy presented to City Council.
8. Unhoused Services	Compile current list of resources and organizations that serve unhoused community members in the City.	Survey organizations that serve unhoused community members in the City regarding their most pressing needs.	Conduct research and apply for available funds that will assist organizations that serve unhoused community members in the City.	Conduct research and apply for available funds that will assist organizations that serve unhoused community members in the City.	Conduct research and apply for available funds that will assist organizations that serve unhoused community members in the City.	Conduct assessment of current state of needs of unhoused community members in the City and create an action plan of next steps.

9. House Counseling	Meet with collaborating organizations to discuss what opportunities exist to provide housing counseling in the City, SAW and CSPDC regions.	With collaborating organizations, come up with an action plan for establishing counseling service implementation and costs involved with service provision.	- - -	Implement housing counseling services if able.	Implement housing counseling services if able.	Implement housing counseling services if able.
10. Legal Services	Work with collaborating organizations to educate renters in the City regarding the legal requirements and their rights regarding the eviction process. Advocate for free or low-cost legal services for those with low-to-moderate incomes.	Work with collaborating organizations to educate renters in the City regarding the legal requirements and their rights regarding the eviction process. Advocate for free or low-cost legal services for those with low-to-moderate incomes.	Work with collaborating organizations to educate renters in the City regarding the legal requirements and their rights regarding the eviction process. Advocate for free or low-cost legal services for those with low-to-moderate incomes.	Work with collaborating organizations to educate renters in the City regarding the legal requirements and their rights regarding the eviction process. Advocate for free or low-cost legal services for those with low-to-moderate incomes.	Work with collaborating organizations to educate renters in the City regarding the legal requirements and their rights regarding the eviction process. Advocate for free or low-cost legal services for those with low-to-moderate incomes.	Work with collaborating organizations to educate renters in the City regarding the legal requirements and their rights regarding the eviction process. Advocate for free or low-cost legal services for those with low-to-moderate incomes.
11. Advocates Training	- - -	- - -	- - -	- - -	Develop curriculum and education materials. Reserve a location for advocate meeting. Advertise and market meeting.	Hold advocate meeting.

CITY COUNCIL



AGENDA BRIEFING

Staunton, Virginia

Meeting Date:	October 9, 2025	City Council Leslie Beauregard City Manager
Item #	D	
Department:	City Council City Manager’s Office	
Alignment with Staunton Plan (Value/Strategic Area):	Values: Integrity, Inclusion & Equity, Excellence, Engagement, Environmentally Conscious Strategic Areas: Infrastructure, Economic Development, Responsive, Efficient Government, West End, Built Environment	
Subject:	Discussion and Consideration of City Council Strategic Plan Areas, Goals and Strategies (Staunton Plan)	

Background: On September 13, 2025, City Council conducted a retreat facilitated by Dr. Stephanie Davis. City Council will consider the minutes and retreat report (**Attachment 1**) during the October 9, 2025 Consent Agenda.

During the regular meeting, the City Manager will review the strategic areas, goals, strategies and timelines, propose recommended changes, and a process for keeping City Council updated and informed on the progress of each strategy. The City Manager will ask for City Council's input in order to finalize the *Staunton Plan*.

Attachment: City Council Retreat Report

The City Manager will propose changes to the retreat report for City Council to consider in order to finalize the *Staunton Plan*. That information will be provided prior to the October 9th meeting.

City Manager's Recommendation: Provide input to the City Manager on the strategic areas, goals, strategies and timelines. Should Council concur with the City Manager's recommended changes, and other input provided by City Council during the meeting, Council could then adopt the strategic areas, goals and strategies that will become City Council's revised *Staunton Plan*.

Suggested Motion: I move that City Council adopt the revised strategic areas, goals and strategies, known as the *Staunton Plan*.

City Manager: Leslie Beauregard

City Council Retreat Report

September 13, 2025

Draft Revisions to Staunton Plan

Vision

A culturally rich, historic city with an exciting future of innovation, growth and resilience. You belong here!

Values

Integrity	The City of Staunton will be courteous and polite, and we will work to cultivate trust and a sense of integrity between each other and the public.
Inclusion and Equity	The City of Staunton will work hard to be inclusive in our thoughts, words and deeds. We will strive to achieve diversity in representation, respect, and seek various perspectives and opinions, and endeavor to achieve equitable outcomes for everyone in our community.
Excellence	The City of Staunton is committed to excellence with a focus on ongoing training and continuing education for elected officials and staff, fiscal responsibility, proactive communication, and effective government and governance, and inspiring trust.
Engagement	The City of Staunton will strive to involve residents and stakeholders in the decision-making process, to listen, and have open, honest communications with each other and the community.
Environmentally Conscious	The City of Staunton will seek to understand and consider the short-and long-term impacts our decisions have on the environment and the community.

Strategic Area, Goals and Strategies

Timelines shown were discussed during the retreat; the City Manager will be working with staff to finalize and recommend changes to timelines where necessary

1. Strategic Area: Comprehensive Economic Development

1.a. Goal: Attract new industries and support the expansion and retention of existing businesses

Strategies:

- By November 30, 2025, City staff to provide update on Enterprise Zones
- By December 31, 2025, City staff to provide an update on regional partnerships
- By December 31, 2025, hold a meeting with Staunton Downtown Development Association and City representatives to evaluate DORA events for implementation by Spring 2026
- By December 31, 2025, City staff to provide an update on the Economic Development website
- By December 31, 2025, City staff to provide quarterly updates on Economic Development activities including RFI's

1.b. Goal: Develop a thriving, vibrant and safe downtown

Strategies

- Hold a work session by December 31, 2025 on short-term rentals (Airbnbs)
- Develop a holistic plan by July 31, 2026 for the downtown area to include:
 - Assessment of parking demands
 - Creation of green space, seating and shaded areas,
 - Improved wayfinding throughout downtown
 - Consideration of expanding Shop and Dine Out by closing Beverley Street permanently or additional days of the week
 - Improve integration of Mary Baldwin University
 - Consideration of changes related to move of Augusta County Courts
 - Evaluate opportunities and partnerships to encourage reinvestment in the train station
 - Wharf infrastructure improvements including daylighting streams

- Evaluate the City’s options on regulation including evaluation of other local governments’ policies on short-term rentals (Airbnbs), State Code Authority, enforcement of occupancy tax and other related policies and programs

1.c. Goal: Support responsible growth through effective and efficient planning and land use processes

- During 2026, as part of the Comprehensive Plan update:
 - Evaluate opportunities to update the zoning ordinance to further support, encourage and incentivize mixed-use development
 - Consider expansion of infill development, adaptative reuse, and further city investments to promote community growth and resilience
- By December 31, 2025, evaluate the implementation of a permit submission, tracking and management program
- During Calendar Year 2026, reexamine lighting ordinances, engage with Dominion and other key stakeholders, provide draft ordinance for consideration by Council
- During Calendar Year 2026, city staff to conduct proactive review of development standards currently in place and ensure standards are consistent with development goals of the Council

1.d. Goal: Support affordable housing initiatives within the city

Strategies

- By March 31, 2026, have a Housing Commission in place. The Housing Commission should consider the following:
 - Investigate the establishment of a home improvement fund
 - Support initiatives that encourage home ownership and neighborhood improvements
 - Investigate partnerships with private and nonprofit organizations
 - Establish specific goals for increasing affordable housing inventory

2. Strategic Area: Advanced Environmental Sustainability and Infrastructure

2.a. Goal: Support programs that enhance the city’s livability and serve as a model of environmental sustainability

Strategies:

- By Fall 2026, develop a plan for solar solutions, reducing city energy usage and transportation costs that includes:
 - JDR General District Court Building and other city facilities
 - City Fleet considerations, electric and hybrid vehicles
 - Building insulation
 - LEED Certification
 - Minimum standards for energy efficiency
- Efforts will be aligned with the sustainability goals in the updated Comprehensive Plan

2.b. Goal: Proactively address aging infrastructure through sustainable programs and funding sources

Strategies:

- As part of the 2027 budget process, evaluate reserve levels in conjunction with maintenance of city facilities
- By December 31, 2025, create timeline to execute a contract for Uniontown Infrastructure improvements including funding sources
- By December 31, 2025, city staff to provide an update on a Bike-Pedestrian Plan, Greenway Plan and Flood Resiliency Plan including funding availability
- By March 31, 2026, Parks and Recreation to provide an update to Council on the ability to transition to native plants in appropriate locations in the city
 - Include inventory of landscaping in the city and evaluate memorial funding

2.c. Goal: Increase sustainability and manage costs by reducing landfill usage and encouraging environmentally friendly practices

Strategies:

- As part of the FY 2027 budget process, provide data on current state of solid waste management options and practices in the city
 - Augusta Water/Landfill to provide update to City Council
- As part of the FY 2027 budget process, evaluate data from other localities on plastic bag tax implementation
- By April 30, 2026, increase education program for citizens regarding all solid waste and recycling options

- By March 31, 2026, a year into the trash modernization program, city staff to update Council on the Trash Modernization program, including yard waste and recycling programs

3. Strategic Area: Improved Quality of Life through Recreation

3.a. Goal: Enhance the quality of life for citizens through investment and innovation in parks and recreation and cultural amenities

Strategies:

- In FY2027, create a Parks and Recreation Master Plan that includes
 - School Athletic Facilities
 - Expansion of Pocket Parks
 - All City parks (GHP, MHP, Betsy Bell, etc.)
 - Basketball/Tennis Courts/Parking lot Realignment
- As part of Capital Improvement Plan review, city staff to provide an update on the Moxie Stadium Plan Review
- Ongoing - initiatives related to establishing partnerships to build a Public Arts Program

4. Strategic Area: Effective Communication with Citizens

4.a. Goal: Build a communication strategy to ensure citizens are informed about their local government

Strategies:

- By March 31, 2026, publish resource library of Staunton Citizen University for all citizen access
- By March 31, 2026, establish a protocol for updating the city's website
- During 2026, revise/revamp website to personalize the citizen experience including mobile versus desktop compatibility. Examples include:
 - online community hub for all digital city services (tax and bill payment, community/survey input, city news/updates, Public Works requests).
 - online GIS platform for information/status/schedule of city infrastructure projects (utilities, street projects, closures, sidewalks, paving).
- During 2026, evaluate an emergency communication update system for citizens (alerts)

- During 2026, encourage staff participation in artificial intelligence conferences/workshops to support efficient use of technology in delivery of services in local government and develop an AI citywide usage policy

5. Additional Tasks and Action Items

The following were also discussed during the retreat. These tasks do not naturally fall under a strategic goal because they are either more operational in nature or will be part of discussions that staff will hold with City Council during the budget process:

- Provide update to City Council on city grants obtained by the city, amounts and purpose (to start in January 2026)
- Make improvements to the city's Activity Report, such as inclusion of more year over year trend data from departments and making it more of a feature on the city's website
- With the opening of the new pool house next summer at Gypsy Hill Park, expand the pool season into Labor Day, and purchase a new pool clock
- As part of the FY 2027 and future budget processes, continually review the following:
 - Taxes, fees and other strategic revenue generation to ensure that city services and capital needs can be adequately planned and funded
 - Focus on long term for city infrastructure needs and communicate those to the community often
 - City service efficiencies and cost savings
 - Opportunities to provide services and develop initiatives at a regional level

Next Steps

The City Manager will review the strategies and timelines with city staff, propose recommended changes, and a process for keeping City Council updated and informed on the progress of each strategy. The City Manager will ask for City Council's input in order to finalize the *Staunton Plan*.

CITY COUNCIL



AGENDA BRIEFING

Staunton, Virginia

Meeting Date:	October 9, 2025	Amanda Kaufman Assistant City Manager Josh Knight Engagement & Communications Manager
Item #	E	
Department:	City Manager’s Office	
Alignment with Staunton Plan (Value/Strategic Area):	Strategic Area: Responsive, Efficient Government Values: Excellence; Engagement; Inclusivity	
Subject:	Update on 2025 Community Survey	

Background: The City of Staunton has engaged the National Community Survey (NCS), administered through Polco, to conduct the biennial community satisfaction survey. This statistically valid, randomized survey measures quality of life and satisfaction with government services. Areas covered in the survey include economy, mobility, community design, utilities, safety, natural environment, inclusivity, engagement, and livability.

This is the second time the City has conducted this survey through NCS, with the first being in early 2024. Having two years of results will provide deeper insights into resident satisfaction through the creation of trend data.

Of the 3,000 households randomly selected to participate in this survey, each should have received a mailed invitation in the past week or should be receiving one shortly. The invitation includes a link to complete the survey online. A paper version of the survey will also be mailed to the same households about a week after the first mailing, for those who prefer to participate in that format. All responses are completely confidential and anonymous.

For the households not included in the random sample, there will be an opportunity to participate via a community-wide online version in late October. Both the community-wide survey and the randomly sampled, statistically significant survey will remain open until November 11. Results are expected to be available in early 2026.

A brief summary presentation of the 2025 community survey will be provided during the regular meeting.

City Manager's Recommendation: Not applicable.

Suggested Motion: Not applicable.

City Manager: Leslie M. Beauregard