
STUDY AREA BOUNDARIES

**WEST END
REVITALIZATION
STRATEGIES
PLAN**



Process Document

DEFINING

Staunton's West End

The City of Staunton is developing the first holistic plan for its West End neighborhoods. Determining study area boundaries was an initial step in this planning process. Locally, City officials and residents commonly refer to the "West End," but there were no official boundaries. Consultants worked with local staff to identify a methodology that defined the study's limits, aiming to determine:

- How residents identified themselves and their community,
- What areas would be the focus of revitalization efforts, and
- A more precise definition of the West End's boundaries.

Limitations:

However, the recommendations presented in the West End Revitalization Strategies Plan will benefit residents, property owners, and businesses outside these boundaries. Some programs apply to businesses and residents citywide, and other recommendations call for amenities available to everyone in the surrounding areas. Also, the study boundaries do not necessarily serve as a final say on what the "West End" is. Regardless of this plan, there will be residents and property owners who identify with the West End or believe they should not be included within the boundaries. The following methodology was thorough and the best attempt at creating a study area for the study.

The City will also begin work on a citywide Comprehensive Plan in the summer of 2024. If your home, business, or property is outside these areas, stay tuned for this future planning effort to document community needs, set a vision, and establish policies for moving Staunton forward together.

Methodology:

Identifying a study area is a challenging and serious task. However, the following factors were meticulously considered to determine the West End boundaries, ensuring the accuracy and reliability of the study.

- **Public Feedback:** In 2021, the City initiated a survey and community meetings that actively sought participants' views on the West End's borders. The consultants carefully reviewed and applied this valuable feedback, underscoring the community's active role in shaping the study area.
- **Census Geographies:** The Revitalization Strategies Study involved a robust economic analysis that required accurate data. By following census boundaries, the consultant team could use more accurate data for its analysis.
- **Brownfield Sites:** The City's previous Brownfield Study identified sites that could be redeveloped and be part of the area's revitalization efforts.
- **Historical Resources:** Consultants referred to historical documents, landmarks, and historic resources as a reference.
- **Neighborhood Boundaries:** The study team also referred to past neighborhood boundaries and worked with residents who grew up in the West End to identify those areas.
- **Land Use and Design:** The City's consultants conducted field visits, identified common building characteristics, and logged existing land uses to determine the community's identity. They also referred to the City's future land use plan.
- **Businesses and Community Facilities:** The consultants documented the local businesses, identified neighborhood services, and considered other destinations in the West End that defined the community.
- **Community Need:** The City's consultant team also reviewed census data, including household income, and documented areas with the greatest need.

Tiered Study Areas:

The Revitalization Strategies Plan will include language about different study areas. These distinctions serve the study's various purposes. Goal A focuses on a "vibrant commercial corridor." To direct those actions, the plan shows a "core study area" along West Beverley Street. A **primary study area** identifies the "primary" focus of the overall effort and includes the neighborhoods surrounding the West Beverley corridor.

The plan also acknowledges a "greater West End," where residents and businesses could identify as part of the area. While not technically within the plan's focus, these additional neighborhoods should still benefit from the proposed recommendations.



West End Study Area

- Core Study Area
- Primary Study Area
- Roadway
- Census Tracts
- Building Footprints

