

City of Staunton Comprehensive Plan

Updates – December 2024

Agenda

- Scope of Work Refresh
- Steering Committee Updates
- Start to Engagement
- Plan Structure
- Next Steps





Scope of Work Refresh

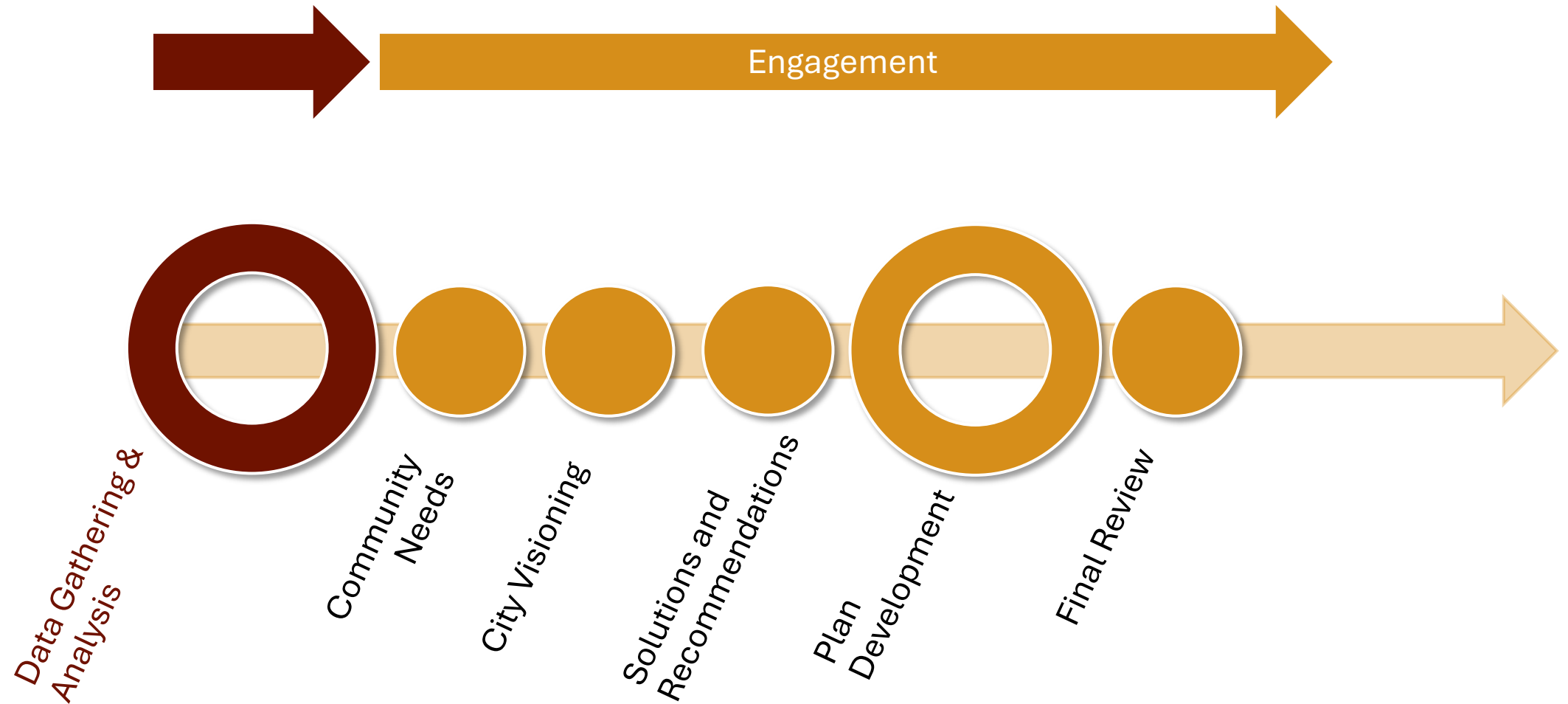


The background of the slide features a large puzzle made of interlocking pieces. Most pieces are light blue and contain a stylized icon of a person in a suit. One piece, located in the center-left, is white and also features a person icon, but it is a darker shade of blue. A human hand is shown at the bottom, with fingers carefully placing this white piece into the puzzle.

Scope of Work

- Citizen Advisory Committee
- Public and Stakeholder Engagement
- Data Gathering and Analysis
- Community Needs
- City Visioning
- Solutions and Recommendations
- Plan Development and Approval

Timeline





Steering Committee Updates

Citizen Advisory Committee

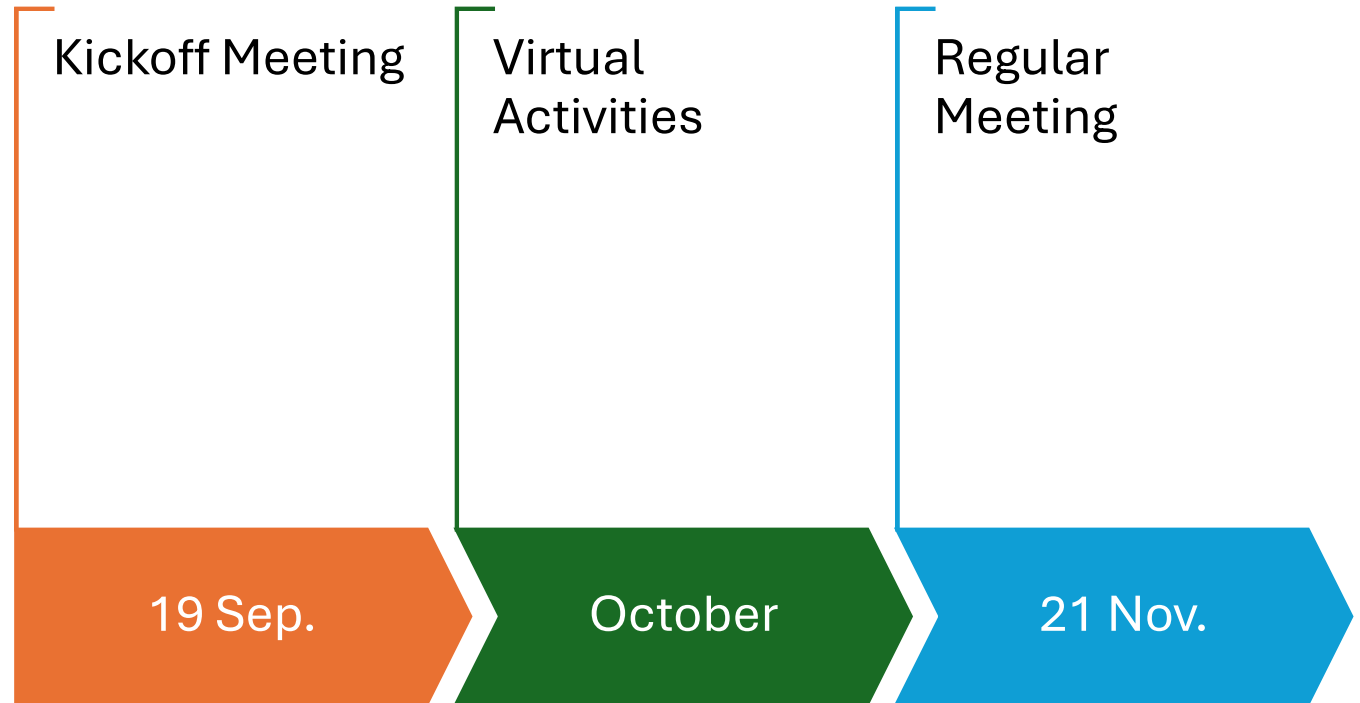
A Citizen Advisory Committee (CAC) will meet monthly and steer the process. This group will include the City's Planning Commission plus five volunteer citizens. Their role will be to:

- Define community goals,
- Oversee the development of community actions and recommendations,
- Help the consultant team identify and reach essential stakeholders, and
- Review and edit the Comprehensive Plan.

City staff will be responsible for scheduling and facilitating these meetings. EPR will provide materials as needed and participate virtually.



Committee Activities



Accomplishments

- Updated and confirmed process goals
- Identified parallel efforts
- Updated and confirmed a Public Engagement Plan
- Identified key stakeholders
- Updated and confirmed the plan structure
- Began discussions on a plan brand





Start to Engagement



Public and Stakeholder Engagement

The process should be “meaningful” in that feedback should influence and guide the plan and outcomes.

- **Public Engagement Plan:** While this document will be relatively brief, it will lay out a more detailed vision for the process, building on the framework in this scope.
- **Mining of Past Results:** Recent planning efforts yielded significant public input.



A young boy with short dark hair, wearing a green and red plaid shirt, is sitting at a desk. He is looking intently at a computer monitor, with his right hand resting on his chin in a thoughtful pose. The background is blurred, showing a typical office or classroom setting with a window and some papers.

Public and Stakeholder Engagement

- **Project Website:** The website will involve four major updates aligning with the engagement phases.
- **Communications and Social Media:** This effort also includes developing graphics and approaches for social media posts.

Public and Stakeholder Engagement

- **Stakeholder Meetings:** Small-group or one-on-one discussions offer the “deep data” and nuance needed to develop goals and objectives.
- **Public Meetings:** With three events, the schedule equates to one public meeting every six months. The three events would have different formats tailored to the four engagement phases.
- **Community Survey:** Surveys are ideal for identifying community needs and concerns.



Status

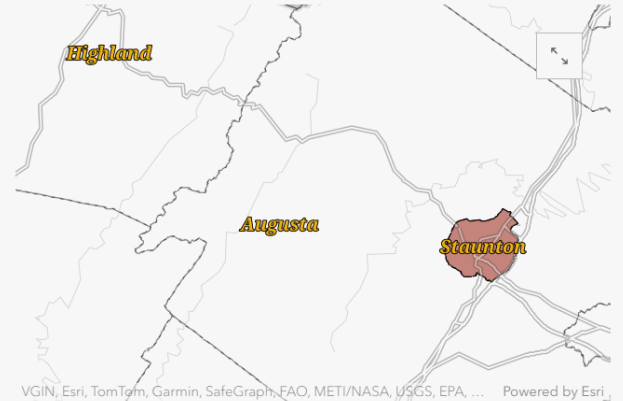
- Completed a Public Engagement Plan
- Held Multiple Steering Committee Exercises
- Scheduling Stakeholder Meetings
- Launched the Project Website
- Preparing Save the Date for the First Public Meeting

[Staunton's Plan](#) [The Process](#) [How to Engage](#) [Explore Staunton](#) [Frequently Asked Questions](#)

Staunton's Plan

Comprehensive plans are the primary policy documents in local government. In Virginia, the state Code (section 15.2) requires that all local governments develop and adopt a plan. The Code also states that localities must review the comprehensive plan every five years. Considering that the Commonwealth does not require zoning, these statutes emphasize the importance of these plans.

The comprehensive plan is a legislative to-do list that sets a vision for the next twenty years and establishes ways of accomplishing the community's goals. Being comprehensive, the document includes chapters on various topics such as land use, housing, transportation, the



VGIN, Esri, TomTom, Garmin, SafeGraph, FAO, METI/NASA, USGS, EPA, ... Powered by Esri

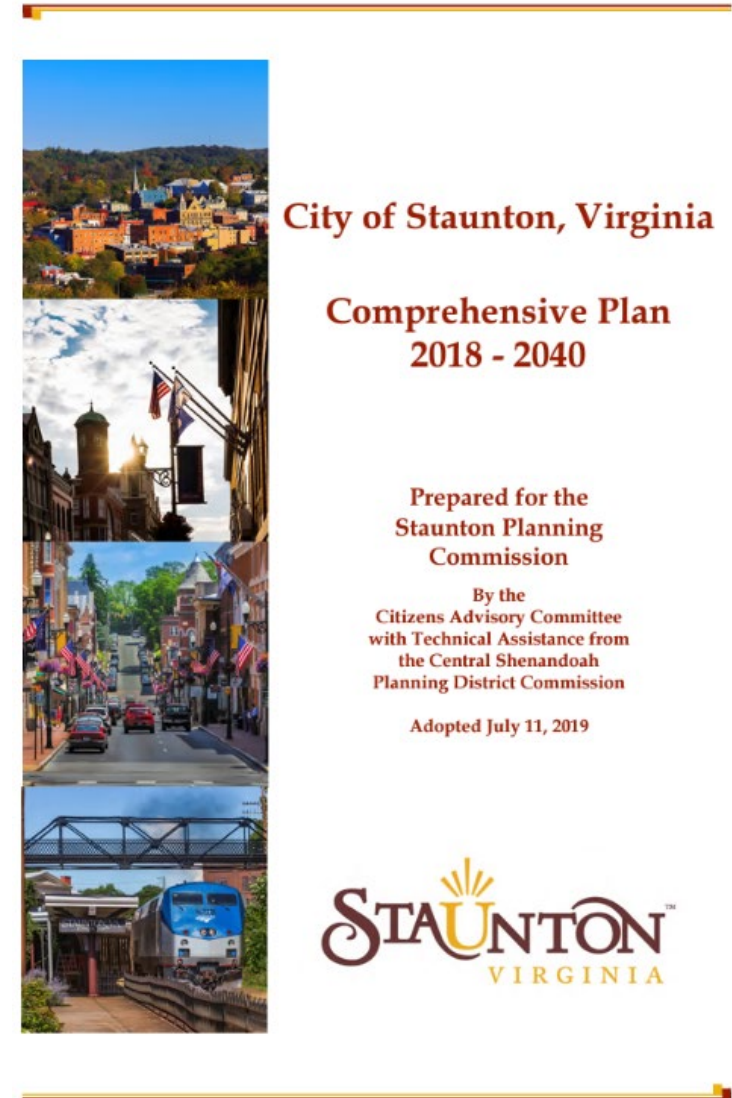
Staunton's Neighboring Localities (Click to Expand)



Plan Structure

Existing Comprehensive Plan

- Adopted in 2019
- Includes eleven chapters:
 - Chapter 1: Goals and Objectives
 - Chapter 2: Land Use and Development Guide
 - Chapter 3: History
 - Chapter 4: Demographics
 - Chapter 5: Physical Features
 - Chapter 6: Economy
 - Chapter 7: Government Structure and Finance
 - Chapter 8: Community Services and Infrastructure
 - Chapter 9: Housing
 - Chapter 10: Transportation
 - Chapter 11: Existing Land Use



A close-up photograph of a brick wall. The bricks are mostly reddish-brown and weathered, with some missing mortar. One brick in the center is painted bright yellow, standing out from the others. The wall is on the left side of the slide, and a white curved shape separates it from the text on the right.

Plan Structure

- The Plan at a Glance
- Part I: The Plan and Process
- Part II: Our Built Community
- Part III: Our People
- Part IV: Our Culture and History
- Connected Plans: The Comprehensive Plan Extended
- Appendix



Part I: The Plan and Process

- **Chapter 1 – Introduction**
 - Explaining Comprehensive Plans
 - How to Use the Plan
 - Background and Plans
- **Chapter 2 – The Process**
 - Guiding Principles
 - The Planning Process
 - Public and Stakeholder Engagement
 - Plan Maintenance
- **Chapter 3 – Highlighted Community Trends**
 - Summary of Demographic Changes
 - Projections into the Future
- **Chapter 4 – Staunton’s Vision**
 - What Makes Staunton Home
 - Guiding Principles and Values

Part II: Our Built Community

- **Chapter 5 – Land Use Vision**
 - Land Use Designations
 - Future Land Use Map
- **Chapter 6 – Economic Resources and Development**
 - Industry
 - Small Businesses
 - Entrepreneurship
 - Agritourism
- **Chapter 7 – Housing**
 - Workforce Housing
 - Aging in Place
 - Aging Housing Stock
 - Future Housing Needs
- **Chapter 8: Transportation**
 - State of the System
 - Travel Needs
 - Transportation Map
 - Transportation Recommendations List
- **Chapter 9 – Public Infrastructure**
 - Water and Sewer
 - Broadband
 - Telecommunications

Under the policy sections, language would tie each topic to the City’s Vision and Guiding Principles. Each chapter would also include goals, strategies, and tactics related to the topics discussed. The chapters should be concise; the appendix can store more detailed information and explanations.

Part III: Our People

- **Chapter 10 – Education**
 - Early Childhood/Childcare
 - K-12
 - Higher Education
 - Training/Vocational Education
 - Libraries
- **Chapter 11 – Health and Human Services**
 - Healthcare/Behavioral Health
 - Social Services
 - Senior Services
 - Food Insecurity
 - Unhoused Populations
- **Chapter 12: Public Safety and Welfare**
 - Sheriff
 - Fire and EMS
 - Courts and Law
 - 911 Authority
 - Animal Control



Part IV: Our Culture and History

- **Chapter 13 – Environmental Resources**
 - Natural Resources
 - Resiliency
 - Energy
 - Sustainability
- **Chapter 15 – Cultural and Historic Preservation**
 - Arts and Culture
 - Historic Preservation
 - Scenic Resources
 - Tourism
- **Chapter 16 – Recreation**
 - Parks and Public Facilities
 - Outdoor Recreation
 - Programming



Connected Plans: The Comprehensive Plan Extended

Create a framework for Additional Plans that serve as an extension of the Comprehensive Plan:

- Citywide Bike and Pedestrian Plan
- City Greenways Plan
- The West End Revitalization Strategies Plan
- The Uniontown Neighborhood Plan



Appendix



Community Trends Report



Staunton's Voice



Plan Tracking Sheet



Annual Review Report



Staunton's History



Government Structure



Next Steps

Data Gathering and Analysis

Data collection and analysis are essential early steps in wise policymaking. The effort will include work on all chapters, as each element will have maps, data, and analysis of each component.

- **Data Collection by Chapter:** Staff will work with City departments to identify those data sets.
- **SWOT Analysis:** This document will guide the development of goals, recommendations, and policies.
- **City and Trends Report:** The document will identify the existing conditions for all comprehensive plan elements.



Community Needs

A photograph of a concrete sidewalk with a large, deep crack running diagonally across it. The sidewalk is made of several slabs separated by expansion joints. To the right of the sidewalk is a patch of grass. The image is partially obscured by a white curved shape on the left side of the slide.

The project team will define and document community needs with data and public comments.

- **Needs Inventory:** This deliverable will include a map and table that catalogs the type of issues and the theme (connected with the chapter or element).
- **Needs Prioritized by Chapter:** Issues of the highest importance will help form the City's core policy statements.



Questions