



Staunton Plan Update

October 9, 2025
City Council Meeting

Staunton Plan



- First developed and adopted in 2023 and refreshed in 2024
- Significant changes in 2025 resulting from February and September 2025 retreats
- Intended to help guide both strategic priorities and operational initiatives
- It is meant to be a living document that requires updates



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STAUNTON PLAN

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GUIDING THE PRIORITIES & FOCUS OF CITY COUNCIL & STAFF

The Staunton Plan includes **values** to guide how the City does the work, and a **vision of the future**, and five focus areas, called **strategic goal areas**, that guide what work should be prioritized. There are also **objectives** identified within the **strategic goal areas** that define those areas where Council would like to see change and are measurable.



The Staunton Plan was reviewed and discussed during City Council's retreat on February 7 & 8, 2025. City staff provided an [update](#) on the current progress of the Staunton Plan at that retreat.



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

You belong here!

Vision

(has not changed)



- *Integrity*
- *Inclusion & Equity*
- *Excellence*
- *Engagement*
- *Environmentally Conscious*

Values

(have not changed)



Values



Alignment with Values

- Employee(s) of the Month and Year
- City services and initiatives



While enjoying time with his family at a local park, Sgt. Minix of the Staunton Sheriff's Office jumped into action to help a child in a medical emergency. His calm presence and quick thinking are a true reflection of his dedication to public service.

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.

Values



August is Wellness Month! While we focus on personal well-being, our city staff work hard to keep our parks, facilities, and infrastructure in top shape — because a healthy city supports a healthy 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.



Thanks to their Crisis Intervention Training, BRCS staff are asking open-ended questions, actively listening with empathy, and offering affirmations to better support their clients.

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.

Values STAUNTON[™] PLAN



When we say "You Belong Here" - we really mean it. The City of Staunton strives to be inclusive in our thoughts, words, and deeds. We welcome inclusion, equity, and diversity in all that we do.

INCLUSION & 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.

Values



STAUNTON[™]
VIRGINIA

Firefighters for Literacy is one of many ways that Staunton's Fire & Rescue Department stays connected to the community. This year a first grader from Bessie Weller earned the ride home in a firetruck!

ENGAGEMENT

The City of Staunton will aim to involve stakeholders in the decision-making process, to listen, and have open, honest communications with each other and the community.

September 13, 2025 Retreat



- Continued work started at February retreat
- Revised strategic areas, goals and strategies for two year period
- Timelines continue to be reviewed by City Manager and staff
- Other suggested changes within this presentation

1. Comprehensive Economic Development

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

Strategies

- Provide update and progress on Enterprise Zones
- Provide update and progress on the new Economic Development website
- Re-establish quarterly updates on Economic Development activities (Staunton Crossing RFI's, etc.)

1. Comprehensive Economic Development



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

Strategies

- **Coordinate with Staunton Downtown Development Association to evaluate Designated Outdoor Refreshment Areas (DORA) events for implementation by Spring 2026***
- Develop a holistic plan for the future of Downtown, elements to include but not limited to:
 - ✓ Parking
 - ✓ Wayfinding
 - ✓ Wharf improvements (daylighting being investigated)
 - ✓ Shop and Dine Out
 - ✓ Green space, seating
 - ✓ Partnerships (Mary Baldwin, others)

1. Comprehensive Economic Development

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

Strategies

- 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, adaptive reuse, and further city investments to promote community growth and resilience
- Provide update and progress of implementation of the online permit, tracking and management program

1. Comprehensive Economic Development

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

Strategies

- Reexamine lighting ordinances, engage with Dominion and other key stakeholders, provide draft ordinance for consideration by Council
- Conduct proactive review of development standards currently in place and ensure standards are consistent with development goals of the Council
- **Evaluate city's ordinances and regulations regarding Airbnb's (work session as first step)***

1. Comprehensive Economic Development

1.d. Support affordable housing initiatives within the city

Strategy

- Put in place a City Council appointed Staunton Housing Commission that do the following:
 - ✓ move the Housing Strategy's goals and strategies forward
 - ✓ provide expertise and guidance regarding the amount and quality of affordable and workforce housing in the City

2. Advanced Environmental Sustainability and Infrastructure

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

Strategy

- Explore and develop a plan for solar solutions that aligns with sustainability goals in the Comprehensive Plan and reduces city energy usage and transportation costs, to include but not limited to:
 - ✓ 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

2. Advanced Environmental Sustainability and Infrastructure

2.b. Proactively address aging infrastructure **with a focus on environmental sustainability***

Strategies:

- By December 31, 2025, create timeline to execute a contract for Uniontown Infrastructure improvements including funding sources
- Provide an update and progress on the Flood Resiliency Plan
- Provide update and progress on the Bike/Pedestrian and the Greenway Plans

2. Advanced Environmental Sustainability and Infrastructure

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

Strategies

- As part of the FY 2027 budget process
 - ✓ Provide information on current state of solid waste management options and practices
 - ✓ Explore and evaluate data from other localities on plastic bag tax implementation

2. Advanced Environmental Sustainability and Infrastructure



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

Strategies

- Increase education program for citizens regarding all solid waste and recycling options
- Update Council on the Trash Modernization program, including city yard waste and recycling programs (March 2026)

3. Improved Quality of Life through Recreation



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

Strategies

- In FY2027, propose a budget to engage with a consultant to do a Parks and Recreation Master Plan that includes but is not limited to the following:
 - ✓ School Athletic Facilities
 - ✓ Expansion of Pocket Parks
 - ✓ All City parks (GHP, MHP, Betsy Bell, etc.)
 - ✓ Basketball/Tennis Courts/Parking lot Realignment
- Provide update on the Moxie Stadium Plan Review (this could also fall in the Master Planning Process)

3. Improved Quality of Life through Recreation

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

Strategies

- Explore, establish partnerships and develop initiatives to build a Public Arts Program
- Provide update to Council on the ability to transition to native plants in appropriate locations in the city
 - ✓ Include, but not limited to, inventory of landscaping in the city and evaluate memorial funding*

4. Effective Communication with Citizens

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

Strategies

- Publish resource library of Staunton Citizen University
- Establish a protocol for updating the city's website
- 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)

4. Effective Communication with Citizens

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

Strategies

- Evaluate a more robust emergency communications and alert system
- Encourage staff participation in artificial intelligence conferences/workshops to support efficient use of technology in delivery of services in local government, including development of an AI citywide usage policy

Other Action Items

- 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
 - ✓ Long term for city infrastructure needs and communicate those to the community often
 - ✓ City service efficiencies and cost savings
 - ✓ Reserve levels in conjunction with maintenance of city facilities
 - ✓ Opportunities to develop initiatives and provide services at a regional level

Other Action Items

- 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

Next Steps

- City Manager continues to review the strategies and timelines with city staff
- At the November meeting, will bring recommended timelines and a process/schedule for keeping City Council updated and informed on the progress of each strategy
- Will be asking departments for performance measures to align with strategies during the FY 2027 budget process

Discussion

Is there something missing?

Any changes?