

Staunton Comprehensive Plan



UPDATE 2045

PRESENTATION TO CITY COUNCIL 10.23.25



EPRPC

WHAT WE HAVE DONE AND WHERE WE ARE GOING

- ~~Task 1: Project Management~~
- ~~Task 2: Public and Stakeholder Engagement~~
- ~~Task 3: Gather and Analyze Data~~
- ~~Task 4: Identify Community Needs~~
- ~~Task 5: Craft a Vision and Goals~~
- Task 6: Develop and Evaluate Solutions
- Task 7: Develop and Validate the Plan

*At the last update to council,
we were here*



STAKEHOLDER ENGAGEMENT - ROUND 2



To gather detailed input, stakeholder groups representing each chapter of the comprehensive plan were asked to review a set of draft goals and provide feedback on their focus area.

- **Economic Resources & Development:** This group emphasized the need to support and retain small, local businesses while remaining focused on attracting large employers. A major theme was the importance of workforce development, including better training and addressing issues like high rent and limited public transit that affect employee retention.
- **Housing:** The primary concerns were the need for a more diverse and attainable housing stock for residents at all income levels. Stakeholders also focused on the importance of reinvesting in and maintaining the quality of existing homes and neighborhoods.
- **Transportation:** Feedback centered on creating a safer, more multi-modal transportation network that better serves pedestrians and cyclists. There was also a desire for innovative street design and improved public transit.
- **Public Infrastructure:** Stakeholders in this area want the city to be more innovative, particularly with utility technologies. Key priorities include proactive management of stormwater, expanding recycling options, and diligently maintaining and replacing aging water and sewer infrastructure.
- **Education:** This group focused on the need to provide all schools with high-quality resources and a supportive environment. They also highlighted the importance of supporting teachers, expanding lifelong learning and vocational training, and increasing access to the public library's facilities and programs.

STAKEHOLDER ENGAGEMENT - ROUND 2



- **Health & Human Services:** The main goal for this group is to foster a healthier community through active living, a clean environment, and improved food security. They emphasized the need to ensure all residents have equitable access to physical, mental, and behavioral health services.
- **Public Safety & Welfare:** Stakeholders want to ensure law enforcement and emergency services are properly resourced and staffed. They stressed the importance of recruitment and retention efforts and providing better support for vulnerable populations, including those with mental and physical health needs.
- **Environmental Resources:** This group is focused on reducing the city's overall ecological footprint and practicing better stewardship of natural resources. They also support incorporating environmentally sound agricultural practices and providing more community education on sustainability.
- **Culture, Arts & Historic Preservation:** Stakeholders want to protect historic sites while still supporting innovative reuse of old buildings. They emphasized the importance of telling the diverse stories of Staunton's history and providing more robust support for the local arts community.
- **Recreation:** The key desires from this group are to provide safe and easy access to recreational facilities for all residents. They also want to see existing parks maintained, investment in aging facilities, and more educational programming that incorporates Staunton's natural and cultural resources.



SUMMER COMMUNITY WORKSHOP

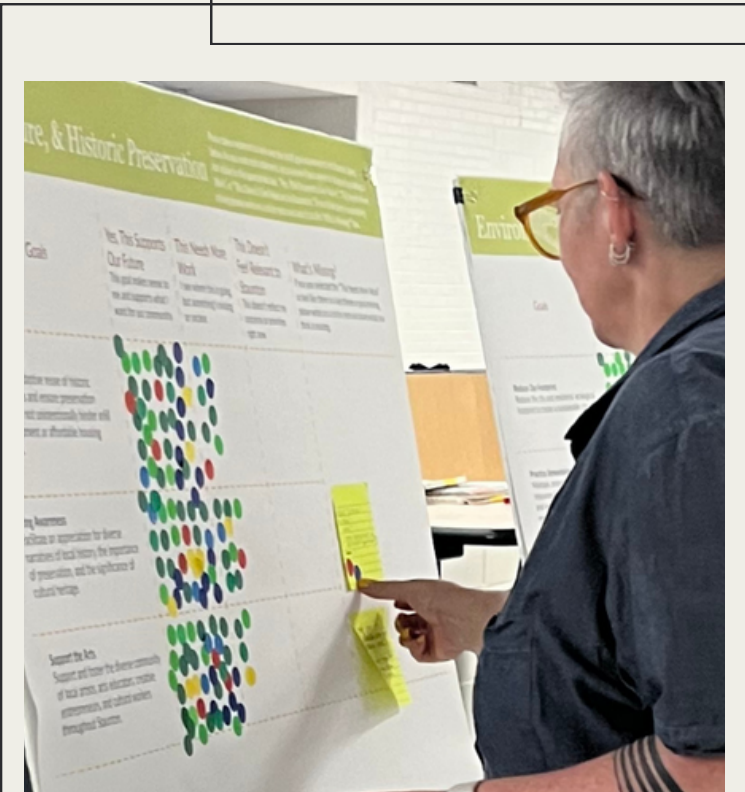
The June open house gathered even more feedback on the city's goals for each chapter.

June 25, 2025
at Staunton High School

105 +
Attendees

15+
Staff and Volunteers

5
Interactive Stations



WORKSHOP RESULTS

Station 1: Headlines of the Future

Participants came up with "future headlines" that painted a clear picture for Staunton:

- A city that is highly walkable and bike-friendly with safe, connected infrastructure.
- A community with more affordable and diverse housing options for all income levels.
- Enhanced green spaces and parks.
- A desire to see revitalization of key areas like the West End and Uniontown.



Station 2: How & Where Should Staunton Grow?

Attendees were asked to place dots on desired and undesired growth locations. There was a strong consensus on how and where Staunton should grow:

- **Preferred Strategy:** Overwhelmingly, residents favor adaptive reuse of existing buildings, infill development on vacant or underused land, and the redevelopment of older properties.
- **Growth Boundaries:** There is significant opposition to new development on the city's rural edges, with a clear desire to preserve outlying farmland and natural landscapes.

Station 3: Preferred Styles of Development

When shown images of different development types, participants consistently favored:

- Traditional, human-scaled architecture that reflects Staunton's existing character.
- Walkable designs with sidewalks, porches, and green spaces integrated into neighborhoods.
- "Main Street" style mixed-use buildings with retail below and residences above.

WORKSHOP RESULTS



The final three stations asked attendees to review and provide input on the draft goals for each chapter of the plan.



Station 4: Our Built Community

Economic, Housing, Transportation, Public Infrastructure

- **Key Feedback:** On the **economic** front, residents want to support local businesses and create more opportunities to attract and retain a skilled workforce. For **housing**, key themes included the need to address vacant and blighted properties and diversify housing options. **Transportation** feedback focused on creating a more multi-modal city by improving bus service, adding safe bike lanes, and prioritizing pedestrian-friendly streets. Finally, residents emphasized the importance of investing in core **infrastructure**, including maintaining water and sewer systems and improving waste and recycling services.



Station 5: Our People

Education, Health & Human Service, Public Safety & Welfare

- **Key Feedback:** For **Education**, residents suggested expanding vocational training, promoting lifelong learning, and strengthening partnerships with institutions like Mary Baldwin University and supporting city schools. In **Health & Human Services**, key ideas included improving access to healthy food and providing more support for vulnerable and unsheltered residents. Regarding **Public Safety & Welfare**, feedback emphasized a desire for community-based services and additional training for staff to better serve all members of the community.



Station 6: Our Culture & History

Environmental Resources, Culture, Arts & Historic Preservation, Recreation

- **Key Feedback:** For **Environmental Resources**, the community wants to prevent sprawl and be better stewards of the environment. In **Culture, Arts & Historic Preservation**, residents suggested ways to showcase and celebrate our local creatives. Regarding **Recreation**, key ideas included more youth activities and developing more greenways to connect the community.

OUR DRAFT GOALS & STRATEGIES



Goal: A general, overarching statement that helps define the city's overall direction in each policy area

——→ **Strategy:** A statement details the goals and explains how the city will achieve the community's vision

————→ **Tactic:** The specific, measurable action that will implement the strategy

Economic Resources & Development:

- **Support Local Economy:** Strengthen Staunton's local economy by supporting small and locally owned businesses, while also recognizing the vital role of larger employers in job creation and community investment.
 - Strategies:
 - Incentivize business startups.
 - Support business recruitment, retention, and expansion.
 - Coordinate regional workforce and infrastructure development.
 - Encourage innovation in the business community.
- **Attract Visitors:** Enhance tourism by leveraging the city's vibrant historic, artistic, and environmental characteristics, as well as its advantageous regional location.
 - Strategies:
 - Promote historic resources.
 - Support the arts and cultural centers.
 - Promote outdoor recreation assets.
 - Promote Arts and Culture tourism
 - Maximize regional location

Housing

- **Make Housing Attainable:** Promote affordable housing options for people of all incomes, needs, and abilities.
 - Strategies:
 - Incentivize the development of affordable housing units.
 - Aim to diversify the housing stock to meet the needs of all residents.
 - Allow innovative housing.
- **Support Housing Stability:** Promote housing opportunities and housing stability wrap-around services for residents of all income levels, preferences, and abilities.
 - Strategies:
 - Raise awareness and improve access to resources.
 - Collaborate with programs that provide services to help residents stay safe, stable, and housed.
 - Maximize regional collaboration
- **Reuse Structures:** Recognize the value of existing and historic homes while striking a balance between revitalization and affordability.
 - Strategies:
 - Develop financial incentives for adaptive reuse of underutilized structures.
 - Limit displacement in neighborhoods undergoing reinvestment.

Transportation

- **Make It Safe:** Increase the safety and security of the transportation system for all users.
 - Strategies:
 - Prevent serious injury and fatal crashes.
 - Reduce pedestrian and bicycle collisions.
 - Improve experience for transit riders, pedestrians, and cyclists.
- **Offer Options:** Provide an efficient, reliable transportation system for pedestrians, bicyclists, and transit users, including traditionally underserved populations.
 - Strategies:
 - Maintain and enhance the pedestrian network.
 - Establish a robust bike network.
 - Maintain and expand transit service.
- **Make Streets Complete:** Design city streets that accommodate a range of travel methods while offering high-quality public spaces.
 - Strategies:
 - Customize street profiles, installing biking, walking, and transit options where appropriate.
 - Beautify city streets to be more welcoming and vibrant.
- **Maintain It:** Maintain existing transportation systems and facilities and promote efficient system management.
 - Strategies:
 - Maintain city streets and roads.
 - Maintain the pedestrian network.
 - Maintain the transit system.
 - Promote maintenance efforts.

Public Infrastructure

- **Manage Stormwater:** Maintain, protect, and enhance the integrity of stormwater management practices by integrating engineered and natural solutions.
 - Strategies:
 - Use green infrastructure strategies to manage stormwater.
 - Focus on improving areas prone to repetitive flooding.
- **Manage Waste:** Continue and expand the collection, recycling, and disposal of solid waste to provide for the well-being of residents and the environment.
 - Strategies:
 - Enhance waste collection and disposal services.
 - Expand convenient recycling options.
- **Maintain and Replace It:** Continue to maintain, replace, or phase out aging infrastructure.
 - Strategies:
 - Lengthen the lifespan of infrastructure.
 - Replace or phase out outdated infrastructure and capital.
 - Promote maintenance and replacement efforts.
- **Provide Reliable Water and Sewer:** Provide access to safe and reliable water and sewer services.
 - Strategies:
 - Maintain sustainable and long-term capacity.
 - Avoid dead-end water lines and install new connections to address problem areas.
 - Ensure equitable investment in water and sewer service areas.

Education

- **Equip the Schools:** Provide all Staunton Public Schools with high-quality resources and supportive environments for students and teachers, regardless of ability, demographics, or income level.
 - Strategies:
 - Ensure that all schools exceed their facility and educational needs.
 - Provide up-to-date technology, instructional tools, and training.
 - Strengthen partnerships to connect students with community resources and career pathways
 - Support expanding educational opportunities
- **Staff It:** Engage in efforts to recruit and retain teachers and school personnel.
 - Strategies:
 - Support training, professional development, and workplace wellness.
 - Offer competitive wages and amenities.
 - Promote whole-child development and remove barriers to learning
- **Support Our Libraries:** Provide increased access to high-quality library facilities and programs.
 - Strategies:
 - Support libraries as vital community centers.
 - Address capacity issues.

Culture, Arts & Historic Preservation

- **Preserve It:** Support adaptive reuse of historic structures and ensure preservation tools do not unintentionally hinder infill development or affordable housing efforts.
 - Strategies:
 - Support the reuse of existing and historic buildings.
 - Facilitate necessary updates to historic buildings.
 - Promote historic resources.
- **Support the Arts:** Support and foster the diverse community of local artists, arts educators, creative entrepreneurs, and cultural workers throughout Staunton.
 - Strategies:
 - Support and expand arts and cultural organizations.
 - Support public art to improve placemaking and reinvestment.
 - Support the arts infrastructure of performance spaces and operational support.

Recreation

- **Make Parks Accessible:** Provide safe and easy access to and within recreational facilities and programs for all residents regardless of age, abilities, demographics, or economic status.
 - Strategies:
 - Enhance parks and recreation offerings.
 - Identify and improve routes to parks.
 - Diversify the park and recreational amenities.
 - Create access through additional, smaller parks and open spaces.
- **Upkeep It:** Maintain upkeep and update aging recreational facilities.
 - Strategies:
 - Perform cost evaluations of new construction versus renovations.
 - Replace aging facilities.
 - Employ options to extend the lifespan of park facilities.



Health & Human Services

- **Make It Healthy:** Foster community health through active living, healthy food access, and a clean environment.
 - Strategies:
 - Support food access, prioritizing locally grown food.
 - Promote active living.
 - Promote a clean environment.
- **Make It Accessible:** Provide education and support to ensure access to physical, mental, and behavioral health services and resources for all residents, regardless of age, income level, or ability.
 - Strategies:
 - Support access to physical, mental, and behavioral health resources.
 - Address barriers to care.
 - Cultivate partnerships with community organizations and health providers.
 - Support prevention, treatment, and recovery services.

Public Safety & Welfare

- **Staff It:** Engage in efforts to recruit and retain law enforcement and emergency services personnel.
 - Strategies:
 - Support training, professional development, and workplace wellness.
 - Offer competitive wages and amenities.
 - Support responders during large festivals and events.
 - Ensure that facilities and equipment are
- **Prepare and Respond:** Prepare for, mitigate, and respond to hazardous events.
 - Strategies:
 - Provide public education on disaster recovery planning and preparedness.
 - Enhance city preparedness for hazardous events.
- **Serve the Vulnerable:** Support vulnerable populations by considering the needs and diversity of call responses, providing different methods of support for people, including access to communication, mental and physical health, and substance use disorder.
 - Strategies:
 - Support responders to address capacity issues related to lift-assist requests.
 - Ensure that responders are trained to support diverse needs.

Land Use

- **Protect Local Character:** Ensure new development thoughtfully and seamlessly blends with surrounding neighborhoods, especially in historic areas, and enhances Staunton's distinctive character.
 - Strategies:
 - Protect and preserve Staunton's historic buildings and resources.
 - Preserve Staunton's qualities and ensure that new development is consistent with those characteristics.
- **Connect It:** Ensure that neighborhoods and other developments are designed to offer convenient connections for walking, biking, taking transit, and other transportation options.
 - Strategies:
 - Establish complete local streets with convenient access between neighborhoods and connections among new developments.
 - Retrofit existing neighborhoods with new connections.
- **Make It Vibrant:** Enhance Staunton's quality of life by supporting businesses, reinvesting in empty spaces, and creating places that everyone can enjoy.
 - Strategies:
 - Foster infill development in existing neighborhoods and developed areas.
 - Support the reuse of existing and historic buildings.
 - Give special attention to commercial and job centers.
 - Enhance cultural assets.
 - Limit urban sprawl.

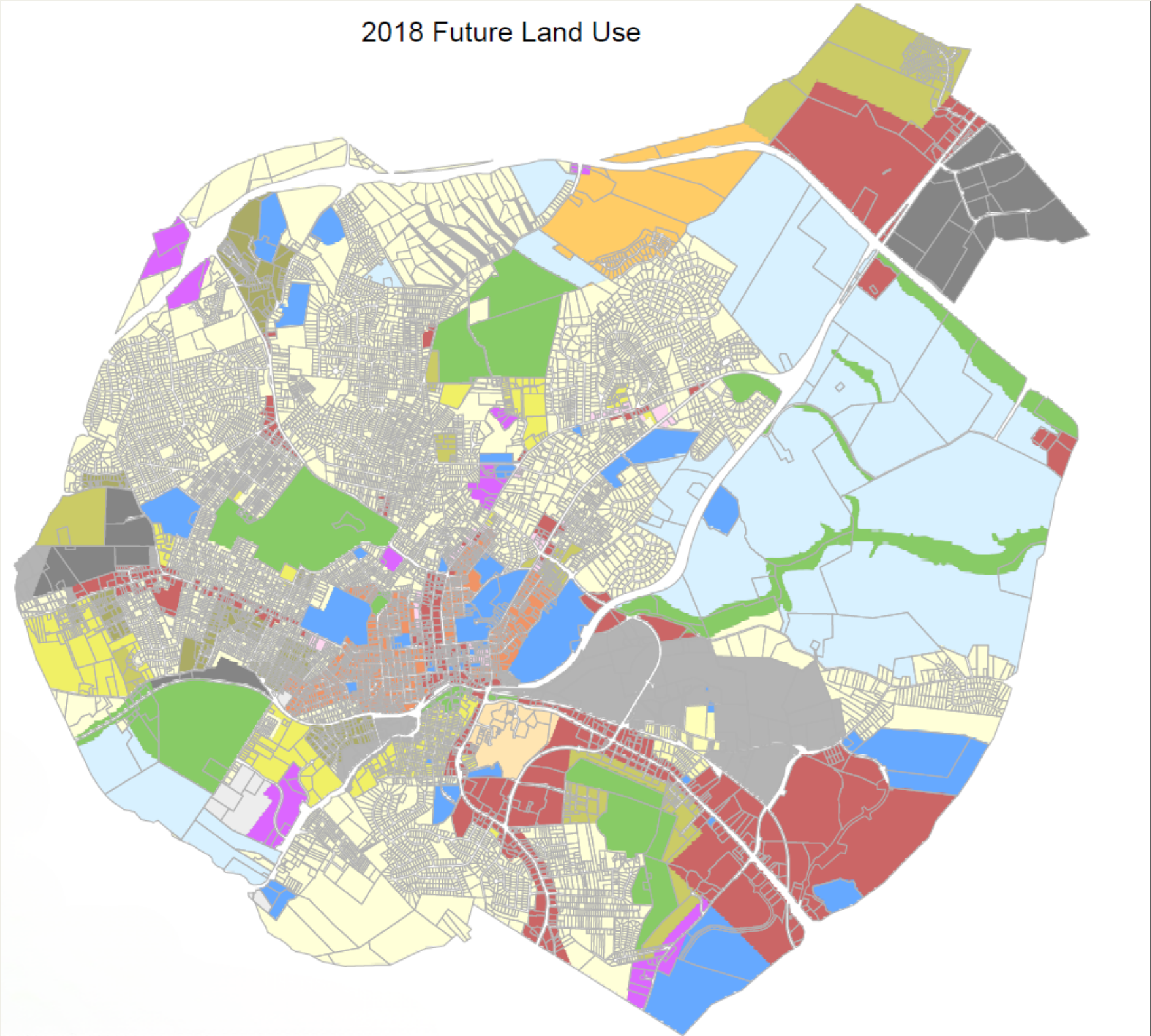


FUTURE LAND USE MAP UPDATE



As part of the comprehensive plan update, we are revising the Future Land Use Map to make it more user-friendly and aligned with our community's goals. This process involves simplifying the map by condensing the number of land use categories. Key changes include creating a new "Downtown" designation to preserve the character of our city center and establishing a "Mixed-Use Corridor" category to encourage vibrant, walkable development along key thoroughfares.

New Proposed Category	Current Category
Low-Density Residential	Low-Density Residential
	Low-Density Planned Residential
Traditional Neighborhoods	Neighborhood Residential
	Traditional Neighborhood Development
Multi-Family Residential	Medium Density Residential
	Medium-Density Planned Residential
	High-Density Residential
Mixed-Use Corridor	None
Downtown Core	None
General Commercial	Business
	Planned Business
	Professional
General Industrial	Light Industrial
	Heavy Industrial
	Planned Industrial
Recreation and Open Space	Conservation/Recreation/Open Space
Heritage Farmland	Planned Farm Development
Public/Semi Public	Public/Semi-Public



WHAT'S NEXT?

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Next Event



COMPREHENSIVE PLAN

COMMUNITY WORKSHOP

MONDAY, NOVEMBER 10, 5:30 - 7:00 PM

AT BESSIE WELLER ELEMENTARY SCHOOL