



Comprehensive Plan

Joint Council and Planning
Commission Meeting

JUNE 3

Plan Overview

Tonight's Agenda

- Overview of the process
- Engagement Results
- Plan Overview: High-Level
- Chapter Review: By Topic
- Highlighting Tactics



Process Overview

PLAN PURPOSE

- Guides city policies and decisions for the next 20 years
- Sets direction for policies and investments over the next 20 years.
- Addresses changing priorities, growth, and challenges in Staunton.
- Ensures city actions align with resident and stakeholder input.

STAUNTON OBJECTIVES

- Be a concise, user-friendly document with detailed steps to achieve the city's and community's vision.
- Ensure a community-driven process that includes a variety of outreach and engagement opportunities, helping to build overall support for the final vision and tactics.
- Create a practical, actionable, and aspirational vision inclusive of all residents and stakeholders.
- Keep detailed records and analysis throughout the process, supporting the proposed steps.

ENGAGEMENT OBJECTIVES

- **Diverse Engagement Methods:** Utilized surveys, stakeholder meetings, online feedback, and public events
- **Focus on Broad Representation:** Aimed for a wide reach and inclusion of all community groups
- **Building Public Support:** Sought to develop buy-in for the comprehensive plan
- **Ongoing Community Feedback:** Continuous input loop to refine goals and strategies

CITYWIDE MEETINGS

1. January 2025
2. June 2025
3. November 2025

OTHER ENGAGEMENT

- Citizen Steering Committee
- Eleven stakeholder groups met through three rounds
- Public intercept events
- Website comments page
- Mapping survey
- A community survey on actions
- A special meeting for the deaf and blind community
- Content from past engagement processes

2024 SURVEY HIGHLIGHTS

- Strong Community Satisfaction
 - 646 residents surveyed in 2024; 82% plan to stay in Staunton
 - 85% rate Staunton highly as a place to visit
- Cultural and Downtown Strengths
 - Downtown vibrancy rated highly (71%)
 - Strong support for arts and cultural activities (81% and 71%)
- Key Challenges Identified
 - Low satisfaction with bike travel (31%)
 - Recycling and walking trails need improvement (32% and 53%)



OVERALL PLAN HIGHLIGHTS

- **Infrastructure:** Community feedback highlighted the need to address aging infrastructure, emphasizing improvements in stormwater management, utility investments, and overall resilience to flooding.
- **Housing:** The community voiced concerns around housing affordability and stability, advocating for diverse housing options that cater to varying income levels and promote sustainable living choices.
- **Transportation:** Residents expressed a desire for enhanced bike and pedestrian pathways, improved streetscapes, and safer mobility options, aiming to foster a more connected and walkable environment.
- **Economic Development:** Stakeholders emphasized the importance of supporting local businesses and investing in vacant site reinvestment, aiming to drive economic growth and enhance community vibrancy through strategic initiatives.



Community Survey Insights

STRENGTHS IDENTIFIED

The survey highlighted **community vibrancy**, including downtown activity, arts, and culture, showcasing strong support for local initiatives that enhance resident engagement and attract visitors to Staunton.

AREAS FOR IMPROVEMENT

Respondents pointed out challenges, such as limited biking and walking trails, insufficient recycling access, and concerns regarding the quality of transportation services throughout the city.

COMMUNITY INPUT

Feedback from the West End and Uniontown emphasized the importance of **reuse**, local businesses, affordability, and revitalizing neighborhood identity, which will guide future planning efforts and actions.

Stakeholder Themes

PRESERVE IDENTITY

Community members emphasize the need to maintain Staunton's unique character and identity.

IMPROVE INFRASTRUCTURE

Strengthening roads, utilities, and public services is a top priority for stakeholders.

SUPPORT LOCAL ECONOMY

Stakeholders advocate for initiatives that foster local business growth and sustainability.

ENHANCE COMMUNITY SAFETY

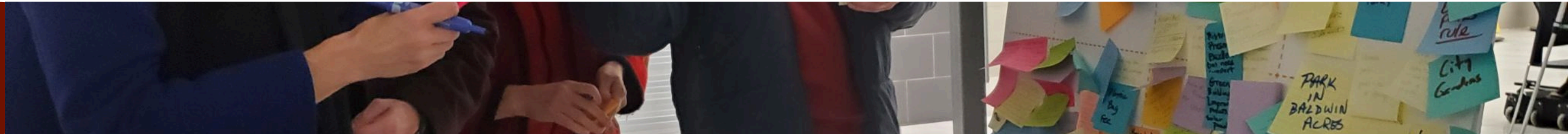
Ensuring public safety and welfare is crucial for maintaining community trust and resilience.

FOSTER COLLABORATION

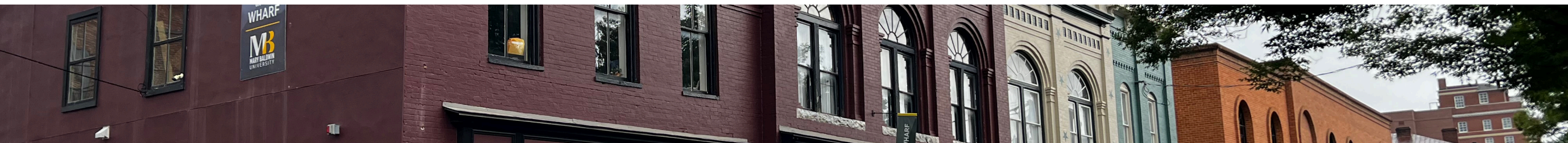
Many believe that partnerships between stakeholders will lead to more effective implementation strategies.

Plan Overview

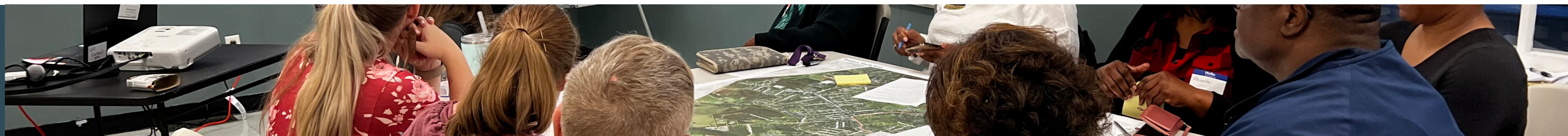
Part I. The Plan and Process



Part II. Our Built Environment



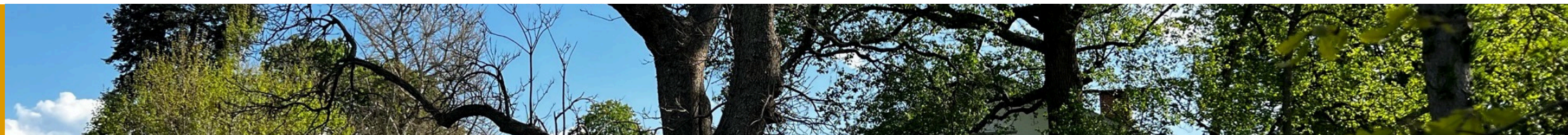
Part III. Our People



Part IV. Our Culture, Arts, and History



Part V. Connected Plans



Structure

Vision: In 2045, Staunton will be a walkable, welcoming, and vibrant city where people can access housing that fits their needs, enjoy strong public services, celebrate a rich cultural identity, and benefit from coordinated planning that guides thoughtful growth and fosters lasting community pride.

Vision by theme:

- Our Built Environment
- Our People
- Our Culture, Arts, and History

Goals by chapter: 11 core topics

Strategies and tactics by goal

A dashboard tracks metrics



2045 Vision and Major Moves

Build an Integrated Connectivity Network

Strengthen the city's physical fabric by identifying and closing gaps in the pedestrian and trail networks. This multi-chapter approach focuses on linking residents to essential destinations—including parks, schools, healthy food sources, and transit—to ensure every neighborhood has safe, low-impact access to vital community resources and public spaces.

Design Vibrant Spaces for Belonging

Activate the public realm by creating social hubs, such as a new public square, and modernizing land use ordinances to require high-quality amenities like benches and swings in new developments. Through the expansion of outdoor dining and the development of a Public Art Master Plan, the City will incentivize the inclusion of public spaces in new developments to foster a stronger sense of community and culture.

Prioritize Infill Development and Adaptive Reuse

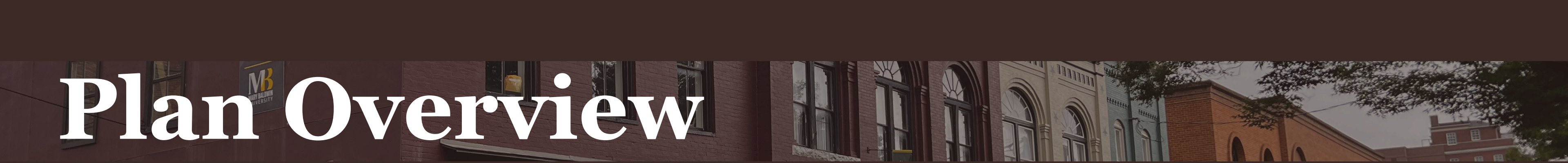
Capitalize on Staunton's existing footprint by encouraging compatible development on vacant lots and revitalizing historic structures and brownfield sites. By highlighting successful projects like the Staunton Steam Laundry, the city can provide a roadmap for new investment that strengthens our unique community character while protecting historic qualities.

Advance Proactive Environmental Stewardship

Implement responsible land and infrastructure practices to protect the city's long-term health and resilience. This includes finalizing flood-resilience measures; expanding green infrastructure, such as bioswales and permeable pavement, to manage stormwater; minimizing light pollution to keep nighttime skies dark; and launching community-wide campaigns to reduce waste and pursuing landfill-reduction plans.

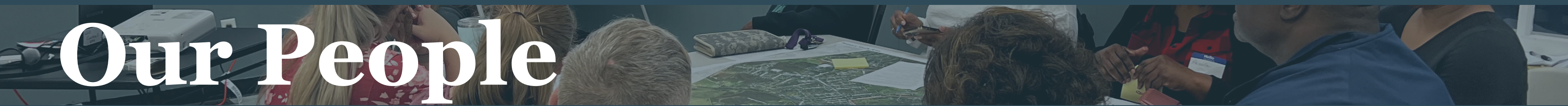
Funding Development Planning

Identify grants and other financing, catalog technical resources, and foster partnerships that will support the Comprehensive Plan's tactics. A funding development plan will help to implement the city's vision.



Plan Overview

Staunton envisions a vibrant and cohesive built environment that seamlessly integrates historic charm with modern innovation. We strive to create neighborhoods that foster connectivity and inclusivity, where pedestrian-friendly streets, diverse housing options, and thriving local businesses enhance the quality of life for all residents. Embracing our unique character and cultural heritage, we are dedicated to preserving our environmental and historical assets while promoting sustainable development that meets the diverse needs of our community. Together, we will cultivate a dynamic city that enriches experiences, supports economic growth, and celebrates the essence of Staunton.



Our People

In Staunton, we envision a vibrant and inclusive community where every resident has access to high-quality education, health services, and resources that empower them to thrive. We are committed to fostering a supportive environment that meets the diverse needs of our population, ensuring that every individual, regardless of ability, income level, or background, has the potential for a healthier, more fulfilling life.

Our community will prioritize active living and healthy access to food, while embracing sustainable practices to maintain a clean, safe environment. We will strengthen our partnerships with local organizations and resources to enhance educational opportunities and health services, promoting a culture of lifelong learning and wellness.

We strive to recruit and retain dedicated educators, healthcare providers, and emergency personnel who are equipped to respond to the unique needs of our citizens, especially our vulnerable populations. Together, we will build a resilient community that values diversity, supports holistic development, and prepares for future challenges with a united approach to health and safety.

A photograph of a historic church interior, showing wooden pews in the foreground and a chandelier hanging from the ceiling in the background. The image is used as a background for the title.

Our Culture, Arts, and History

Staunton envisions a vibrant community where our rich history, diverse arts, and cultural heritage intertwine to inspire creativity and foster a welcoming place. We commit to honoring our past through the adaptive reuse of historic structures, ensuring that preservation efforts enhance rather than hinder our growth. By supporting local artists, arts educators, and cultural organizations, we aim to cultivate a thriving arts ecosystem that enriches the lives of all residents. Together, we will create an accessible and welcoming environment that celebrates creativity and community while promoting the importance of our historical assets in shaping a dynamic future for Staunton.

Dicussssion
Question
Comments

Chapter Review: By Topic

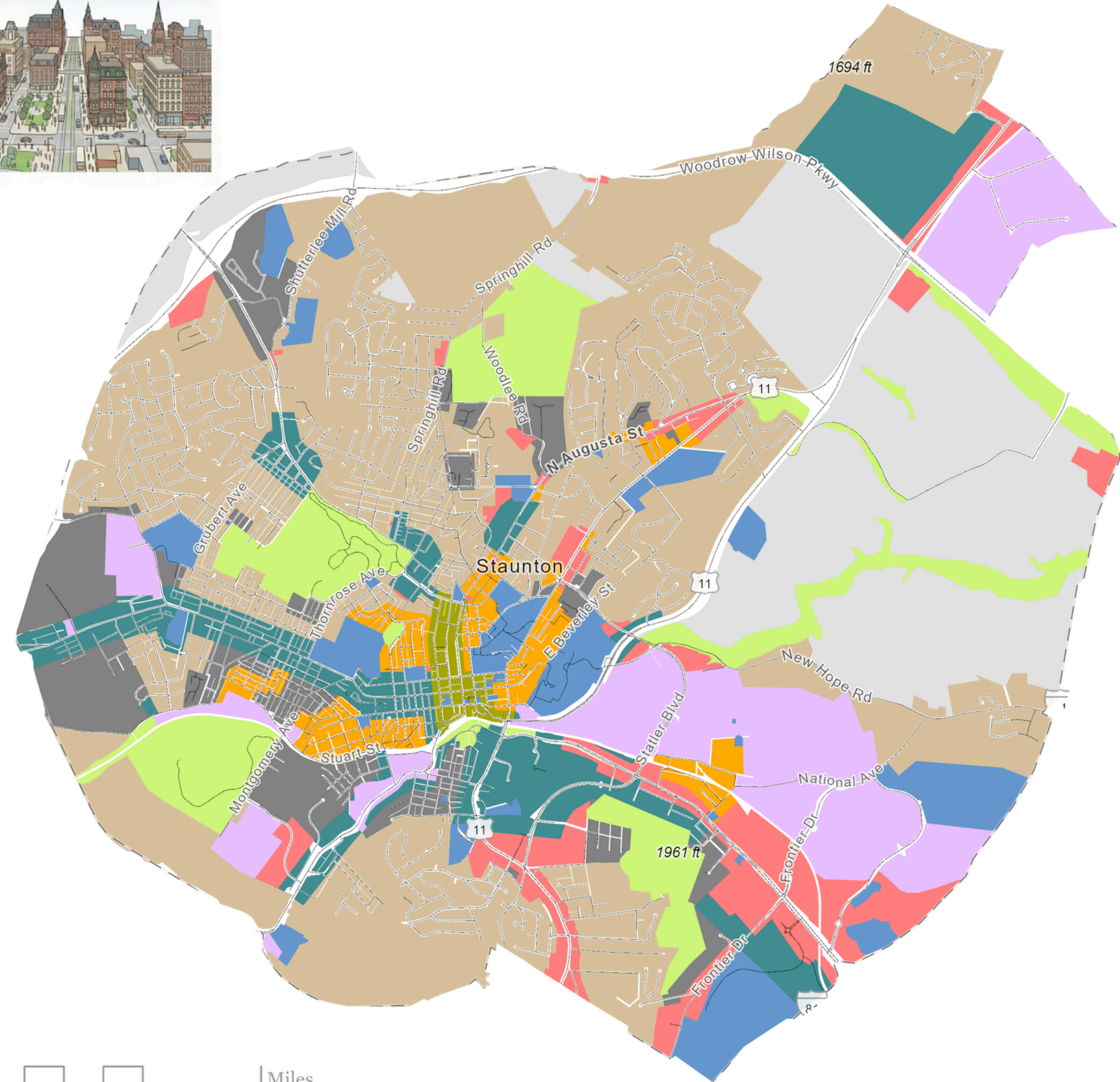
- **Chapter 5:** Land Use Vision
- **Chapter 6:** Economic Development
- **Chapter 7:** Housing
- **Chapter 8:** Transportation
- **Chapter 9:** Public Infrastructure
- **Chapter 10:** Education
- **Chapter 11:** Health and Human Services
- **Chapter 12:** Public Safety
- **Chapter 13:** Environment
- **Chapter 14:** Culture, Arts, and History
- **Chapter 15:** Recreation

Chapter 5: 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.
 - LU.A-1: Protecting and preserving Staunton's historic buildings, viewsheds, and natural resources.
 - LU.A-2: Ensuring that new development is context-sensitive, and compatible with surrounding neighborhoods, historic resources, natural features, and the city's overall character.
- **Connect It:** Ensure that neighborhoods and other developments are designed to offer convenient connections for walking, biking, taking transit, and other transportation options.
 - LU.B-1: Establishing complete local streets with convenient access between neighborhoods and connections among new developments.
 - LU.B-2: Retrofitting 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.
 - LU.C-1: Fostering infill development in existing neighborhoods and developed areas.
 - LU.C-2: Supporting the reuse of existing and historic buildings.
 - LU.C-3: Giving special attention to commercial and job centers.
 - LU.C-4: Enhancing cultural assets.
 - LU.C-5: Encouraging efficient development patterns that minimize land consumption.



- Road Centerline
- Downtown Core
- General Commercial
- General Industrial
- Heritage Farmland
- Low Density Residential
- Mixed Use
- Multi-Family Residential
- Public/Semi-Public
- Recreation & Open Space
- Traditional Neighborhood



Chapter 6: Economic 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.
 - ED.A-1: Incentivizing business startups.
 - ED.A-2: Supporting business recruitment, retention, and expansion.
 - ED.A-3: Coordinating regional workforce and infrastructure development.
 - ED.A-4: Encouraging 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.
 - ED.B-1: Promoting historic resources.
 - ED.B-2: Supporting the arts and cultural centers.
 - ED.B-3: Promoting outdoor recreation assets.
 - ED.B-4: Promoting arts and culture tourism.
 - ED.B-5: Maximizing regional location.

Chapter 7: Housing

- **Reuse Structures:** Recognize the value of existing and historic homes while striking a balance between revitalization and affordability.
 - H.A-1: Supporting the reuse of existing and historic buildings.
 - H.A-2: Fostering infill development in existing neighborhoods and developed areas.
- **Make Housing Attainable:** Promote affordable housing options for people of all incomes, needs, and abilities.
 - H.B-1: Incentivizing the development of affordable housing units.
 - H.B-2: Aiming to diversify the housing stock to meet the needs of all residents.
 - H.B-3: Allowing innovative housing.



- **Support Housing Stability:** Promote housing opportunities and housing stability wrap-around services for residents of all income levels, preferences, and abilities.
 - H.C-1: Raising awareness of and improving access to resources that assist with housing stability.
 - H.C-2: Collaborating and supporting programs that provide services to help residents stay safe, stable, and housed.
 - H.C-3: Maximizing regional collaboration

Chapter 8: Transportation

- **Offer Options:** Provide an efficient, reliable transportation system for pedestrians, bicyclists, and transit users, including traditionally underserved populations.
 - T.A-1: Maintaining and enhancing the pedestrian network.
 - T.A-2: Establishing a robust bike network.
 - T.A-3: Maintaining and expanding transit service.
- **Make Streets Complete:** Design city streets that accommodate a range of travel methods while offering high-quality public spaces.
 - T.C-1: Customizing street profiles, installing biking, walking, and transit options where appropriate.
 - T.C-2: Beautifying city streets to be more welcoming and vibrant.

- **Maintain It:** Maintain existing transportation systems and facilities and promote efficient system management.
 - T.B-1: Maintaining city streets and roads.
 - T.B-2: Maintaining the pedestrian network.
 - T.B-3: Maintaining the transit system.
 - T.B-4: Promoting maintenance efforts.
- **Make It Safe:** Increase the safety, comfort, and perceived safety of the transportation system for all users.
 - T.D-1: Preventing serious injury and fatal crashes.
 - T.D-2: Reducing pedestrian and bicycle collisions.
 - T.D-3: Improving experience for transit riders, pedestrians, and cyclists.



Chapter 9: Public Infrastructure

- **Manage Stormwater:** Maintain, protect, and enhance the integrity of stormwater management practices by integrating engineered and natural solutions.
 - I.A-1: Using green infrastructure strategies to manage stormwater.
 - I.A-2: Focusing 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.
 - I.B-1: Enhancing waste collection and disposal services.
 - I.B-2: Expanding convenient recycling options.

- **Maintain and Replace It:** Continue to maintain, replace, or phase out aging infrastructure.
 - **T.D-1:** Lengthening the lifespan of infrastructure.
 - **T.D-2:** Replacing or phasing out outdated infrastructure and capital.
 - **T.D-3:** Promoting maintenance and replacement efforts.
 - **T.D-4:** Strategically expanding and modernizing infrastructure where needed to support community growth, efficiency, and service quality.
- **Provide Reliable Water and Sewer:** Provide access to safe and reliable water and sewer services.
 - **I.C-1:** Maintaining sustainable and long-term capacity.
 - **I.C-2:** Avoiding dead-end water lines and installing new connections to address problem areas.
 - **I.C-3:** Ensuring equitable investment in water and sewer service areas.

Chapter 10: 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.
 - E.B-1: Ensuring that all schools exceed their facility and educational needs.
 - E.B-2: Providing up-to-date technology, instructional tools, and training.
 - E.B-3: Strengthening partnerships to connect students with community resources and career pathways.
 - E.B-4: Supporting expanding educational opportunities.



- **Staff It:** Engage in efforts to recruit and retain teachers and school personnel.
 - B.C-1: Supporting training, professional development, and workplace wellness.
 - B.C-2: Offering competitive wages and amenities.
 - B.C-3: Promoting whole-child development and removing barriers to learning.
- **Support Our Libraries:** Provide increased access to high-quality library facilities and programs.
 - E.A-1: Supporting libraries as vital community anchors for learning and access.
 - E.A-2: Addressing capacity issues.

Chapter 11: Health and Human Services

- **Make It Healthy:** Foster community health through active living, healthy food access, and a clean environment.
 - HH.B-1: Supporting food access, prioritizing locally grown food.
 - HH.B-2: Promoting active living.
 - HH.B-3: Promoting 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.
 - HH.A-1: Supporting access to physical, mental, and behavioral health resources.
 - HH.A-2: Addressing barriers to care.
 - HH.A-3: Cultivating partnerships with community organizations and health providers.
 - HH.A-4: Supporting prevention, treatment, and recovery services.

Chapter 12: Public Safety

- **Staff It:** Engage in efforts to recruit and retain law enforcement and emergency services personnel.
 - PS.B-1: Supporting training, professional development, and workplace wellness.
 - PS.B-2: Offering competitive wages and amenities.
 - PS.B-3: Supporting responders during large festivals and events.
 - PS.B-4: Ensuring that facilities and equipment are modernized and maintained.
- **Prepare and Respond:** Prepare for, mitigate, and respond to hazardous events.
 - PS.C-1: Providing public education on disaster recovery planning and preparedness.
 - PS.C-2: Enhancing 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.
 - PS.A-1: Supporting responders to address capacity issues related to lift-assist requests.
 - PS.A-2: Ensuring that responders are trained to support diverse needs.

Bonus: Planning for Disabilities

The City of Staunton will work to be a national hub for the deaf and blind community, and a welcoming place that accommodates people of all abilities.

- The Virginia School for the Deaf and the Blind is hard to find and needs better signage that refers to the school by the correct name.
- Residents asked for independent housing that caters to the deaf and blind.
- First responders and city staff should have personnel who know sign language.
- Consider P3 services in public spaces.
- Improve pedestrian needs for all abilities.
- Raise awareness with first responders.
- Consider a citywide accessibility audit.

Chapter 13: Environment

- **Make It Clean and Healthy:** Make land use decisions that ensure that Staunton's air, water, and land are clean and healthy.
 - EN.B-1: Protecting natural areas that are important to the local ecology.
 - EN.B-2: Improving and maintaining clean waterways.
 - EN.B-3: Maintaining clean and healthy air quality.
 - EN.B-4: Balancing agricultural and environmental resources with new development.
- **Practice Stewardship:** Maintain, protect, and enhance natural resources for the health of both humans and ecosystems, both locally and regionally.
 - EN.A-1: Implementing green infrastructure strategies.
 - EN.A-2: Promoting energy efficiency, low-impact design, dark sky practices, and other practical sustainability measures.

Chapter 14: Culture, Arts, and History

- **Preserve It:** Support adaptive reuse of historic structures and ensure preservation tools do not unintentionally hinder infill development or affordable housing efforts.
 - ACH.B-1: Supporting the reuse of existing and historic buildings.
 - ACH.B-2: Facilitating necessary updates to historic buildings.
 - ACH.B-3: Promoting historic resources.
- **Support the Arts:** Support and foster the diverse community of local artists, arts educators, creative entrepreneurs, and cultural workers throughout Staunton.
 - ACH.A-1: Supporting and expanding arts and cultural organizations.
 - ACH.A-2: Supporting public art to improve placemaking and reinvestment.
 - ACH.A-3: Supporting the arts infrastructure of performance spaces and operational support.

Chapter 15: 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.
 - R.A-1: Enhancing parks and recreation offerings.
 - R.A-2: Identifying and improving routes to parks.
 - R.A-3: Diversifying the park and recreational amenities.
 - R.A-4: Creating access through additional, smaller parks and open spaces.
- **Upkeep It:** Maintain upkeep and update aging recreational facilities.
 - R.B-1: Performing cost evaluations of new construction versus renovations.
 - R.B-2: Replacing aging facilities.
 - R.B-3: Employing options to extend the lifespan of park facilities.

Dicussion
Question
Comments