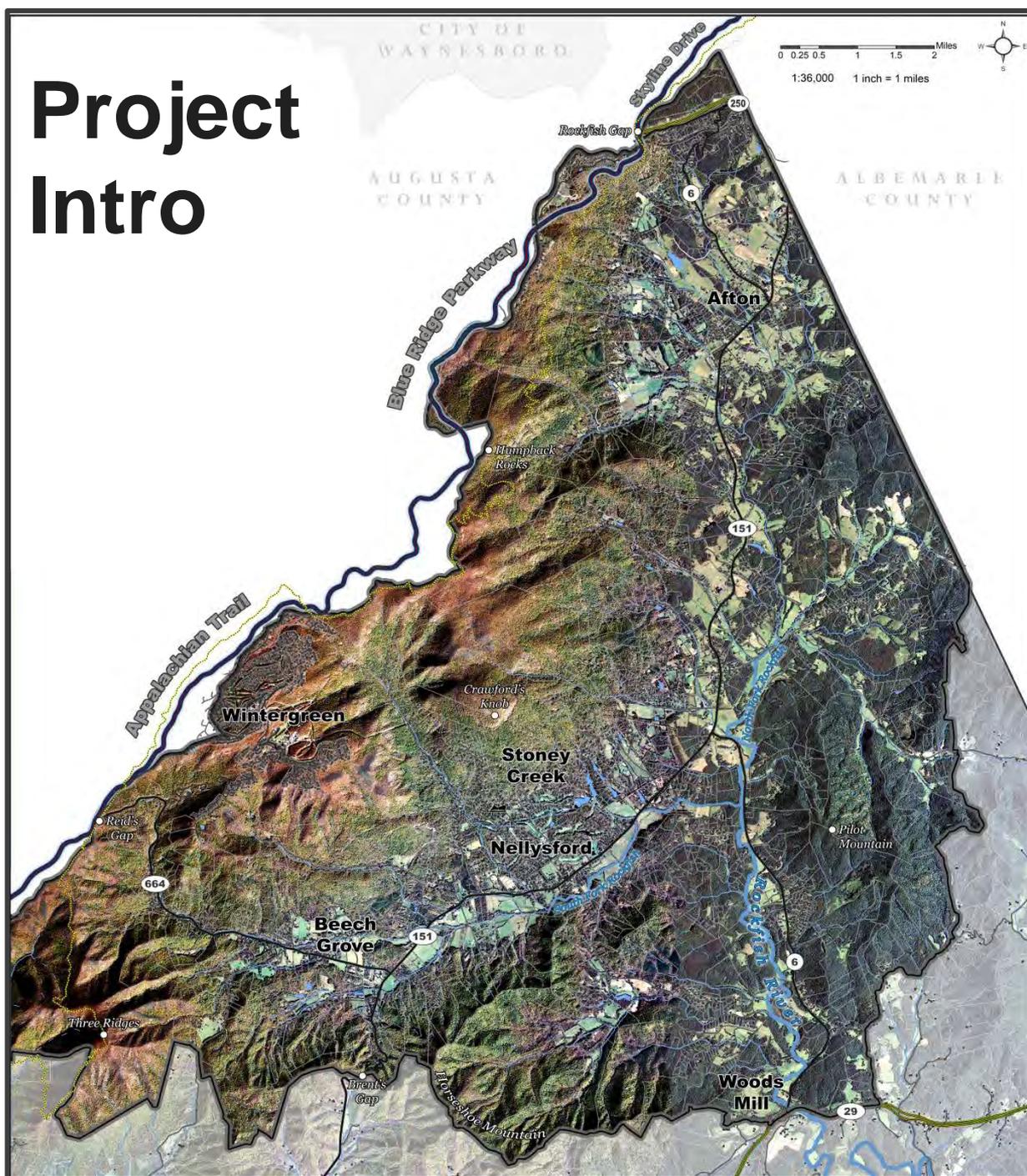




Rockfish Valley Area Plan Project Update & Listening Session

November 1, 2016

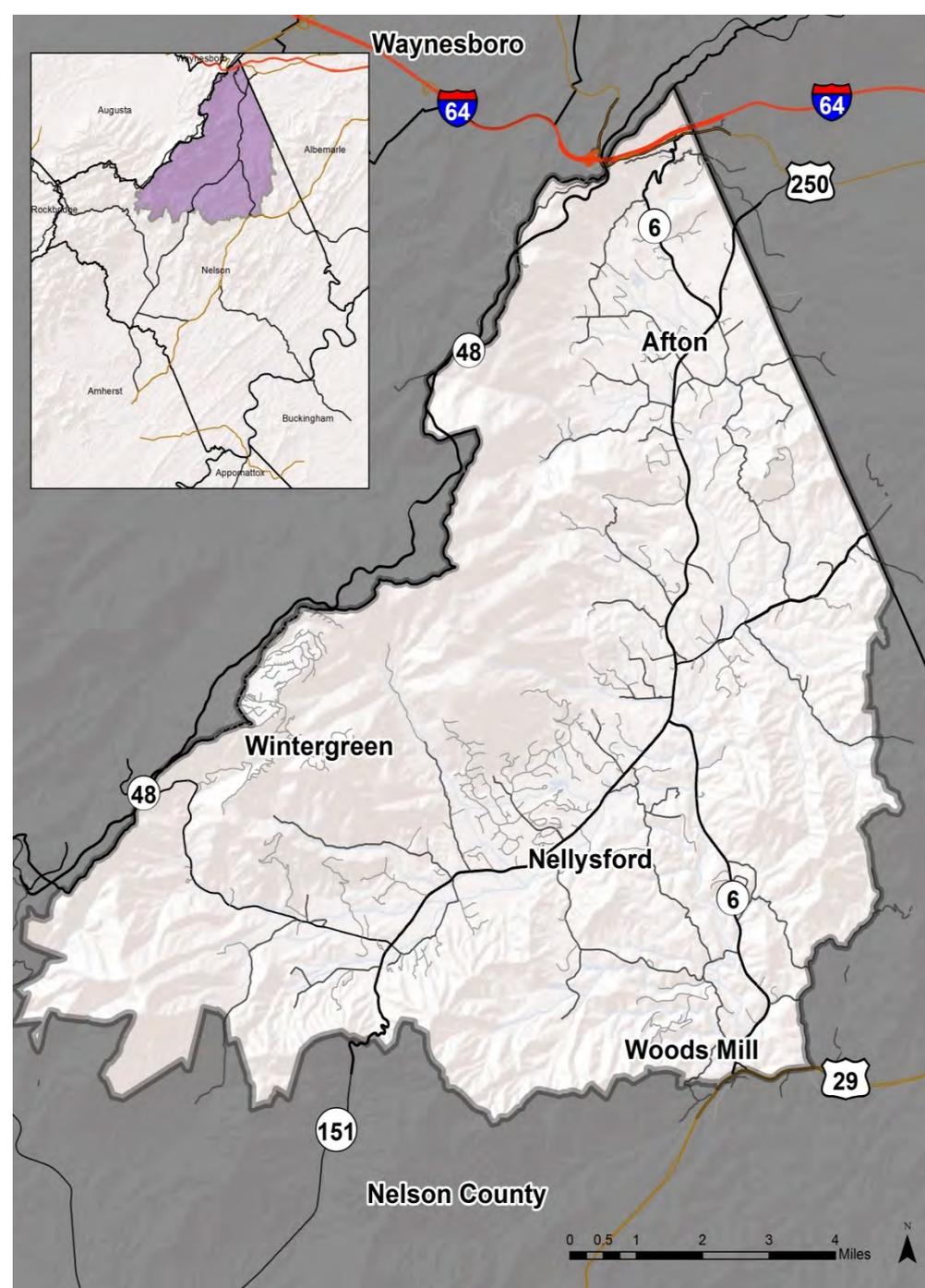
Project Intro



The Study Area

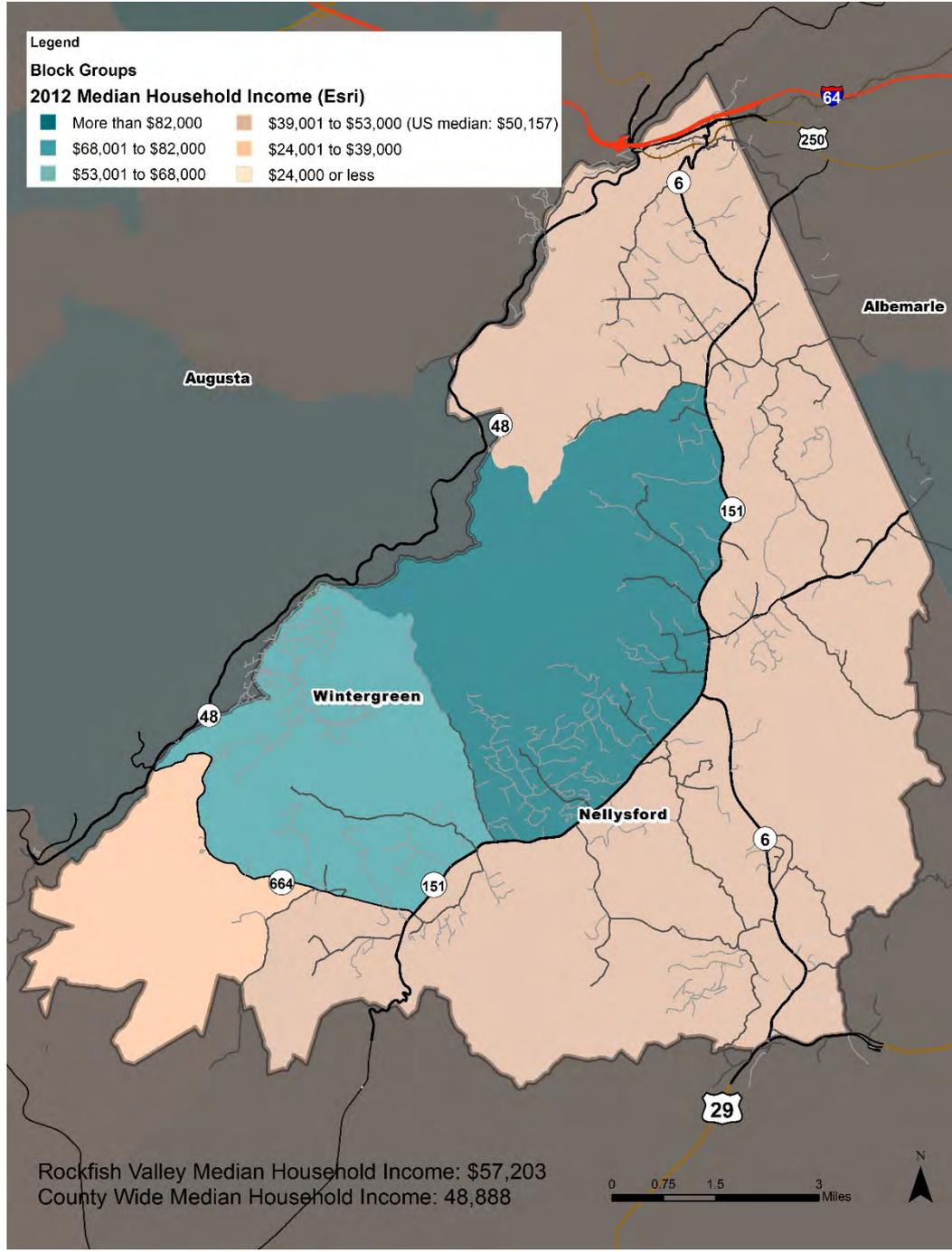
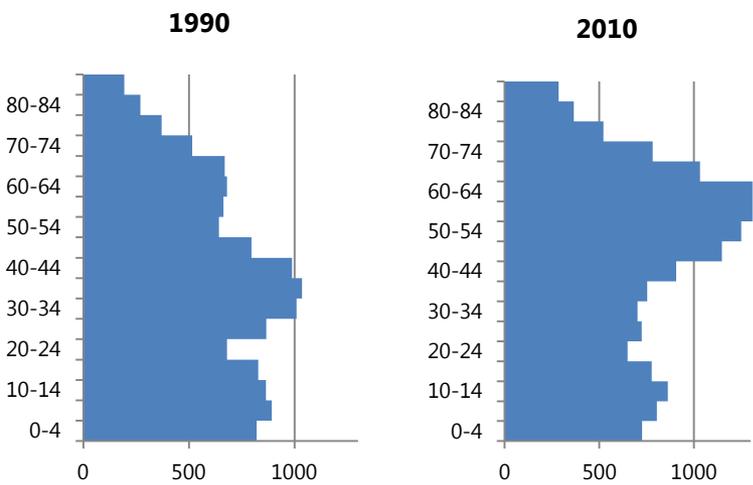
Quick Facts

- Study area size: 103 Square miles
- Population: 7,749
- Population Density: 32 persons per square mile.
- Median Age: 51
- Major Roads: Rtes. 151, 6, & 664
- Major Industries: Accommodations, services, & agriculture, and tourism



Demographics

- Ageing Population (largest age group is 50-75)
- Median age is 51
- Migration of older adults to the study area
- Higher overall income than the county average \$57,200 v \$48,888



Phase I: Community Engagement

- Ag Working Group meetings
- Community Open House meeting (June 28)
- Community Survey
- Planning Commission presentation (July 27)
- Board of Supervisors presentation (August 9)

Summary of Public Meeting #1: June 28th Community Open House

Where & When:

- June 28th at RVCC

Estimated Attendance:

- 125

Format of Meeting:

- “open house”
- interactive exhibits focused on plan topics
- informal Q&A with staff at each station
- brief presentation: plan intro, preliminary survey results, and analysis of the study area



Public Open House: Plan Topics



Agriculture



Community



Economy



Natural Resources



Transportation

Summary of Community Survey: Results & Written Responses

Total Responses:

- 431

Total Written Comments:

- 234 (54%)

Survey Format:

- available online: SurveyMonkey
- available in hard copy

Survey Extended:

- open from May 23rd to July 1st
- deadline extended to July 15th
- surveys distributed to 16 churches throughout study area

The image shows a screenshot of a community survey form. On the left, there is a section for additional comments with a Nelson County Virginia logo and a text box. On the right, the survey questions are listed. Question 1 asks how long the respondent has lived in Nelson County, with options from 0-3 years to 10+ years, and 'Not a resident'. Question 2 asks for the zip code, with a five-digit grid. Question 3 asks if the respondent owns property in Nelson County, with 'Yes' and 'No' options. Question 4 asks how often they travel through the Rockfish Valley area, with options from 'Very frequently' to 'Very rarely'. A map of the study area is shown to the right of the questions. At the bottom, there is a 'Continue' button and a thank you message.

Rockfish Valley Area Plan: Community Survey

This survey is being conducted by Nelson County and the Thomas Jefferson Planning District Commission as part of the Rockfish Valley Area Plan (RVAP). This survey will help identify local priorities, concerns, ideas, and values. Responses from the public will help guide the RVAP planning process and will shape the content of the final report. Your responses are voluntary and will remain anonymous. Thank you for participating!

The survey is also available online at the following link:
<https://www.surveymonkey.com/r/rvap>

Please submit your responses by July 1st 2016 - drop-off locations are listed at end of survey.

1. How long have you lived in Nelson County? (check one)

0-3 years
 4-6 years
 7-10 years
 10+ years
 Not a resident

2. What is your zip code? (fill in)

□ □ □ □ □

3. Do you own property in Nelson County? (check one)

Yes
 No

4. How often do you travel through the Rockfish Valley area? (check one)

Very frequently
 Somewhat frequently
 Neither frequently nor rarely
 Somewhat rarely
 Very rarely

Study Area

Continue ▶▶

Thank you for your input! Completed surveys can be returned to the Rockfish Valley Community Center or the Nelson County Planning & Zoning Dept.

Please attend the RVAP "Community Open House" meeting at Rockfish Valley Community Center on June 28th from 6:30 pm - 8:30 pm.

Community Survey Themes

- The Rockfish Valley is a beautiful area with a special 'sense of place'
- Importance of balancing growth and development with rural preservation
- Ongoing transportation issues and concerns
- Requests for infrastructure improvements
- Atlantic Coast Pipeline

Phase I: Area Analysis

- Summary of Previous Plans & Existing Studies
- Asset Inventory
- Zoning & Land Use Patterns
- Zoning Permits & Development Trends
- Developable Lands Analysis
- Tax Revenue Assessment
- SWOT Analysis

Summary of Previous Plans *and* Existing Studies

Nelson County Comprehensive Plan

As Approved by the
Nelson County Board of Supervisors
and Nelson County Planning Commission

Adopted October 8, 2002

Prepared by
The Nelson County Planning Commission
with the assistance of
The Citizens of Nelson County
at the request of
The Nelson County Board of Supervisors

Staff support from the
Thomas Jefferson Planning District Commission
Design Resources Center, University of Virginia
Nelson County Department of Planning

Route 151 Corridor Study





July 2013
Sponsored by
Virginia Department of Transportation
Prepared by
HNTB Corporation

VDOT
HNTB

Green Infrastructure Strategies
for Nelson County Virginia

Prepared by Students in the Green Lands Class at the University
of Virginia



Printed December 10, 2010

ROCKFISH RIVER WATERSHED
TMDL
IMPLEMENTATION PLAN
TECHNICAL REPORT

Submitted to:
The Stakeholders of the Rockfish River Watershed

Prepared by:
Rockfish River IP Steering Committee

In Cooperation With:
Virginia Tech Department of Biological Systems Engineering
Center for Watershed Studies,
Virginia Department of Environmental Quality,
and
Virginia Department of Conservation and Recreation

Revised: June, 2012



Biological Systems
Engineering
Virginia Tech
WATERSHED
STUDIES
UNIVERSITY OF VIRGINIA

VT-686 DOCUMENT NO. 2012-002

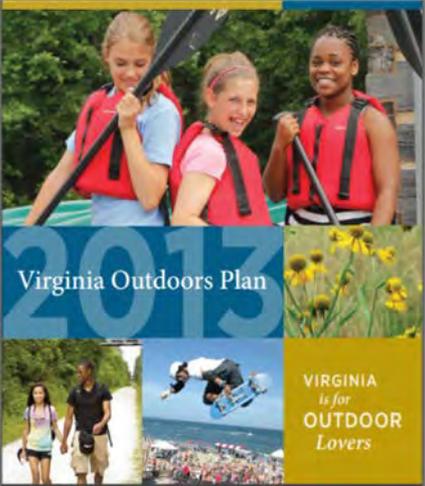
THOMAS JEFFERSON PLANNING DISTRICT COMMISSION
2030 RURAL LONG RANGE TRANSPORTATION PLAN



Virginia Outdoors Plan

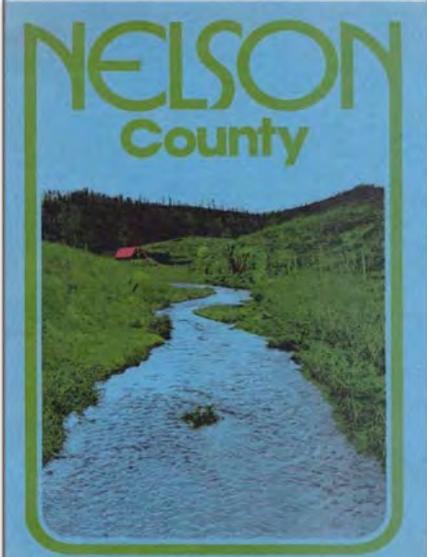
2013

VIRGINIA
is for
OUTDOOR
Lovers



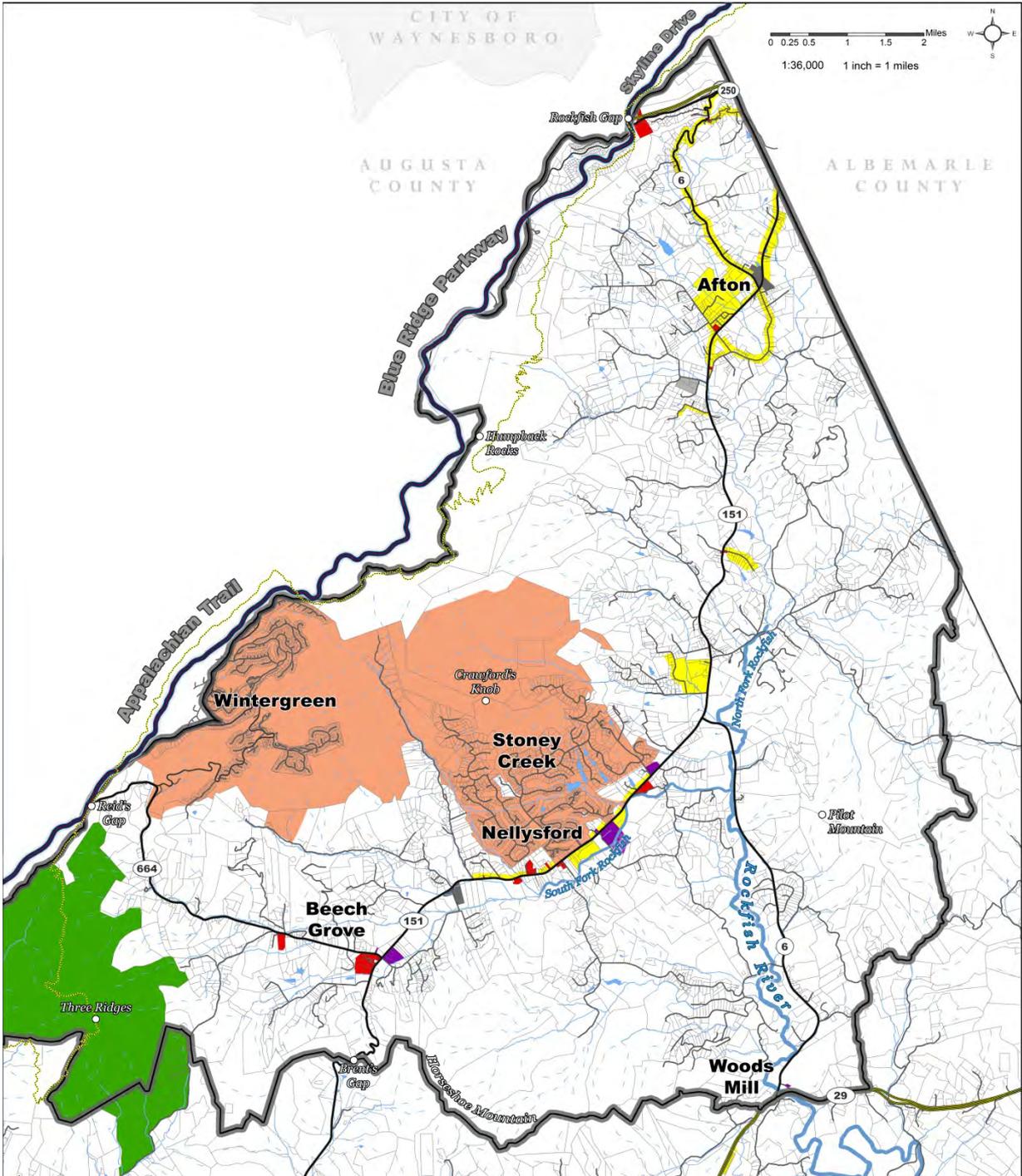
DCR
DEPARTMENT OF CONSERVATION AND RECREATION

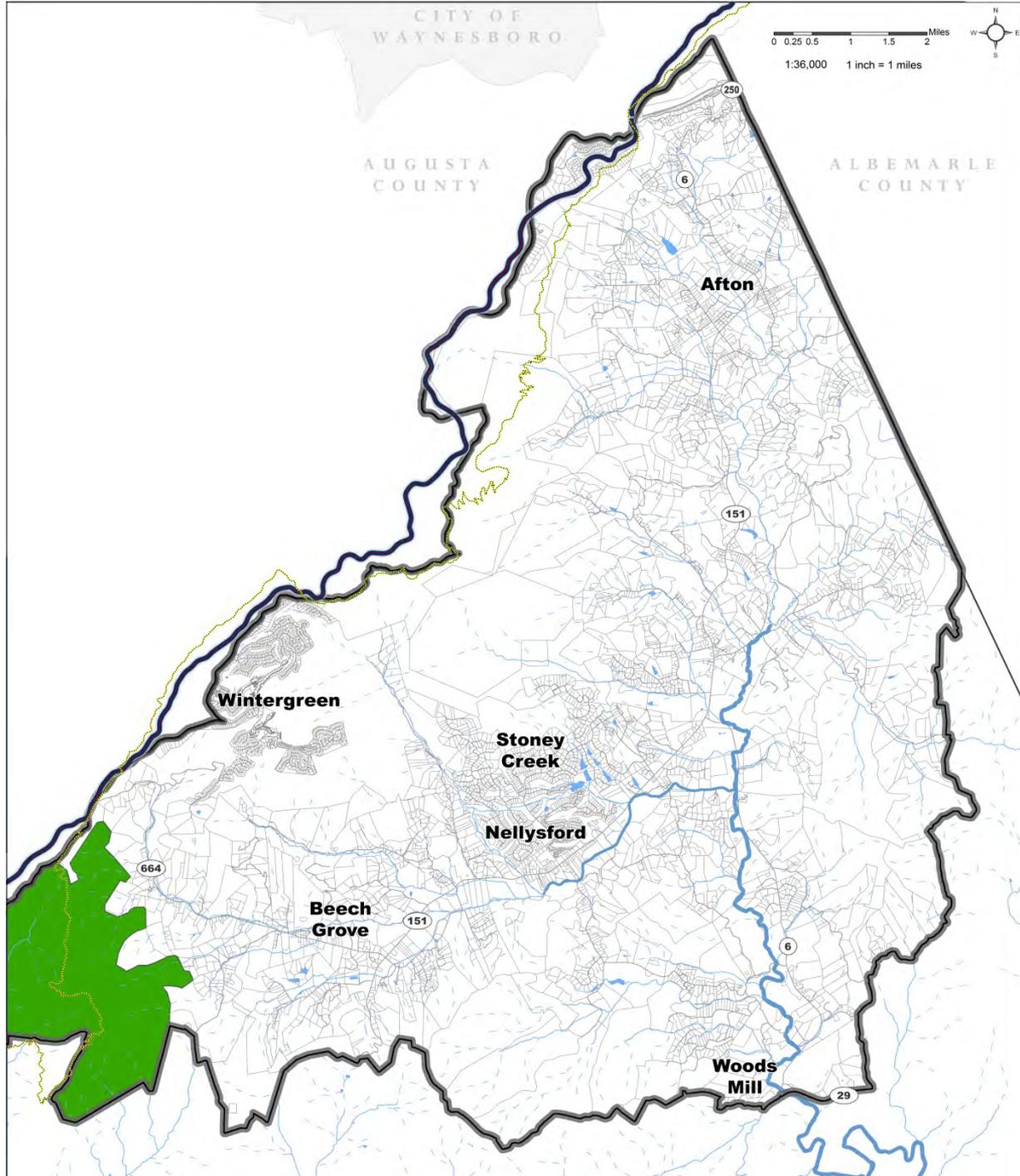
NELSON
County



Zoning & Land Use Patterns

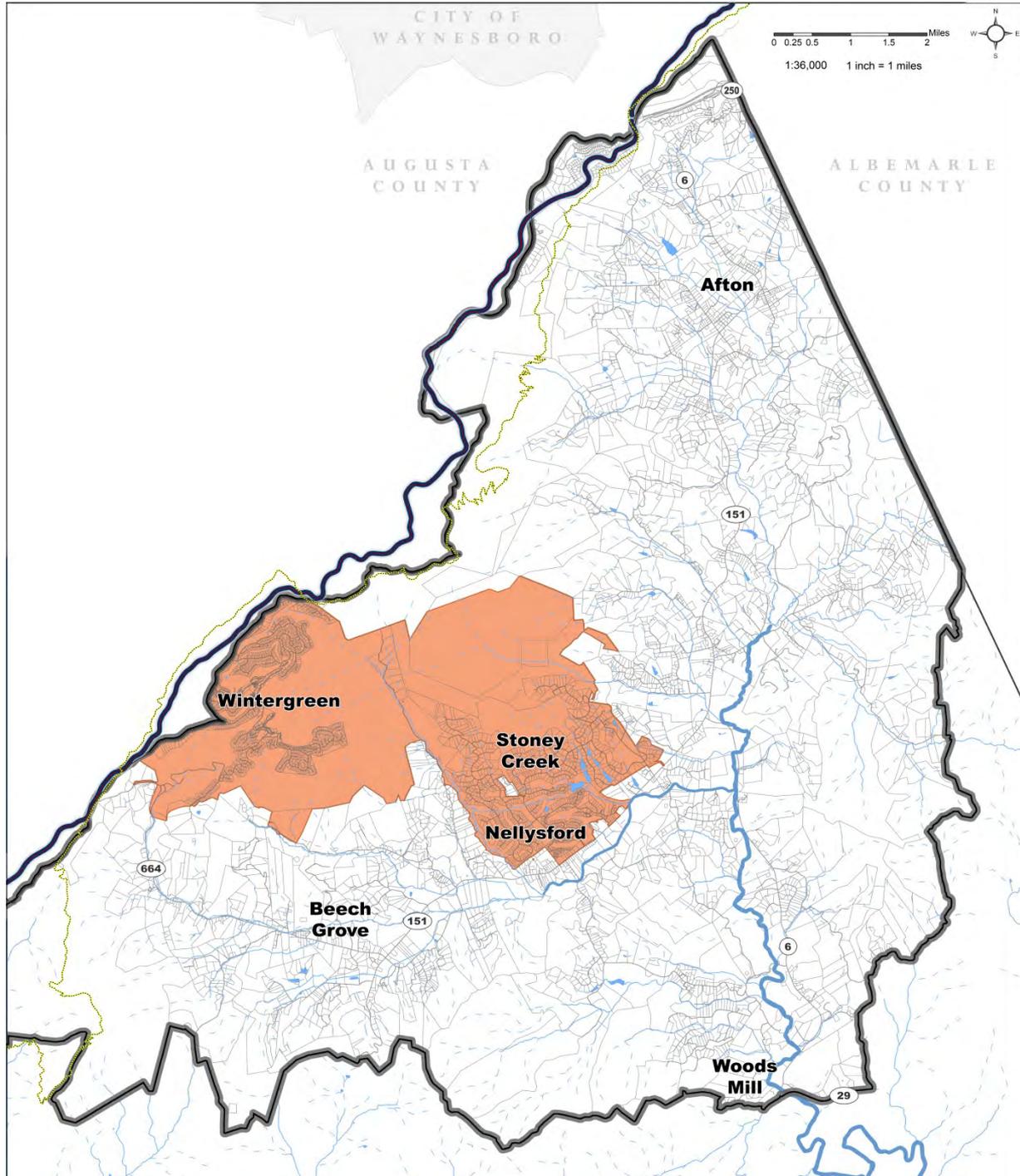
All Zoning Districts





C-1 District

RPC District



CITY OF WAYNESBORO

AUGUSTA COUNTY

ALBEMARLE COUNTY

0 0.25 0.5 1 1.5 2 Miles
1:36,000 1 inch = 1 miles



Afton

Wintergreen

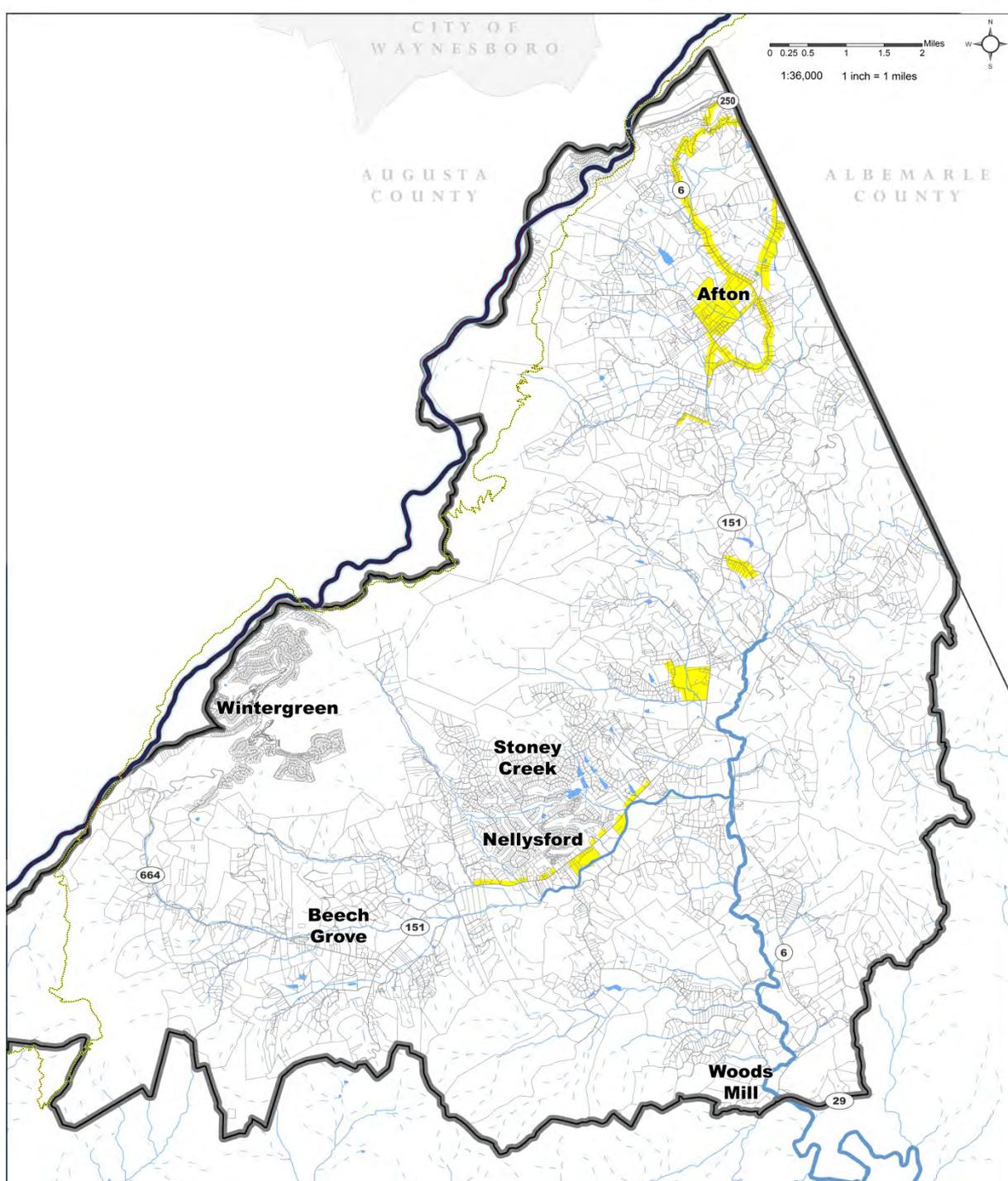
Stoney Creek

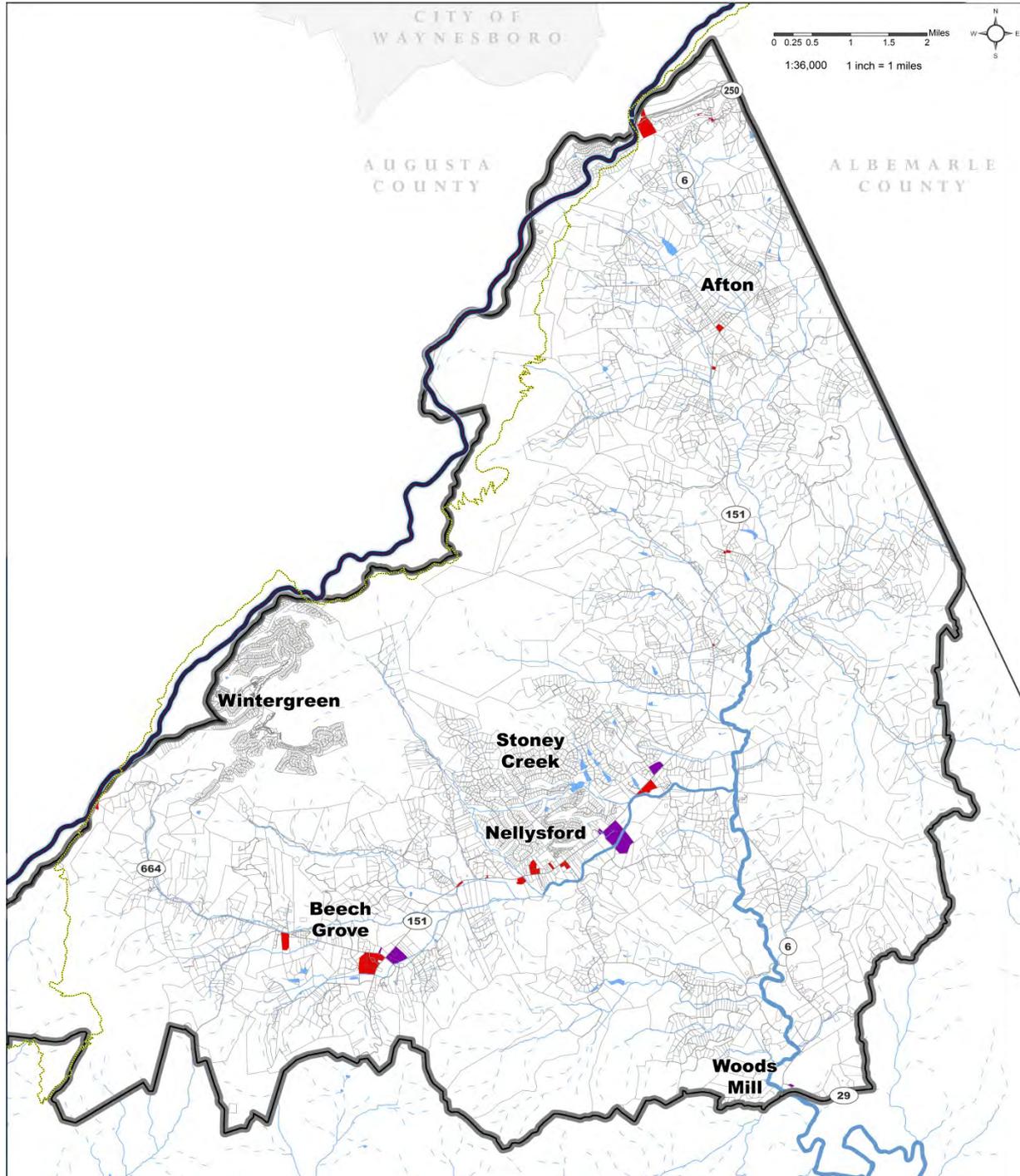
Nellysford

Beech Grove

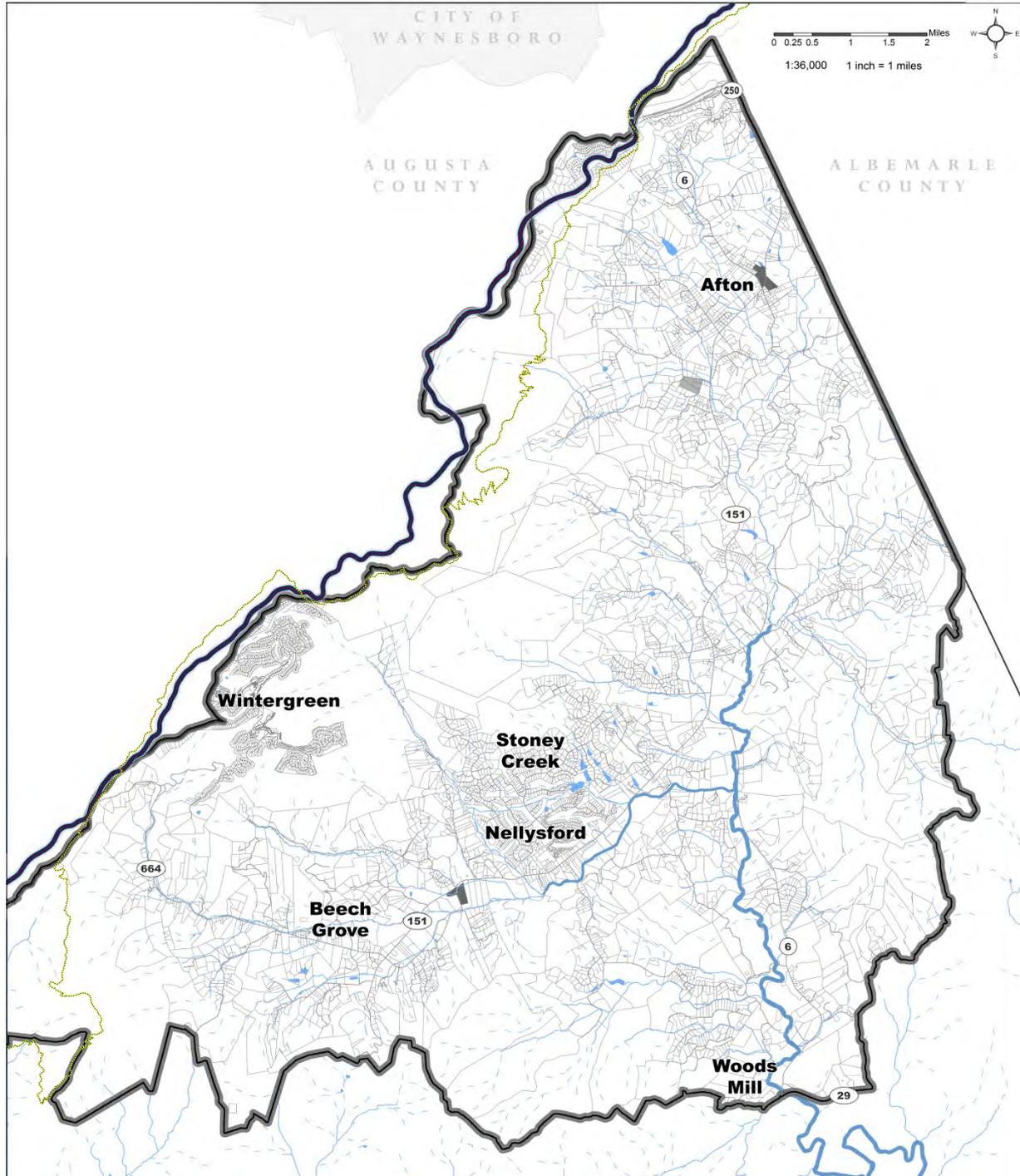
Woods Mill

R-1 District

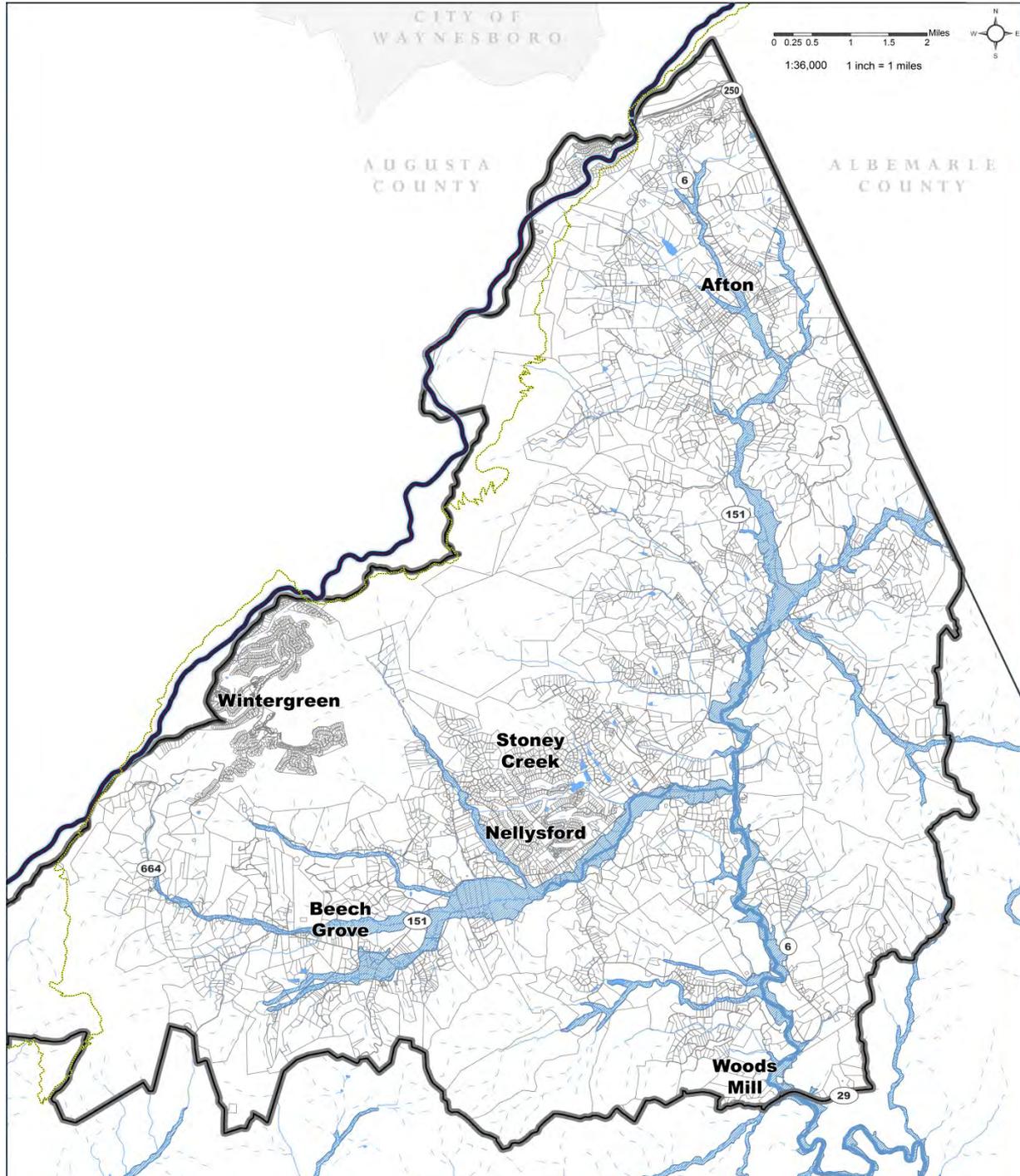




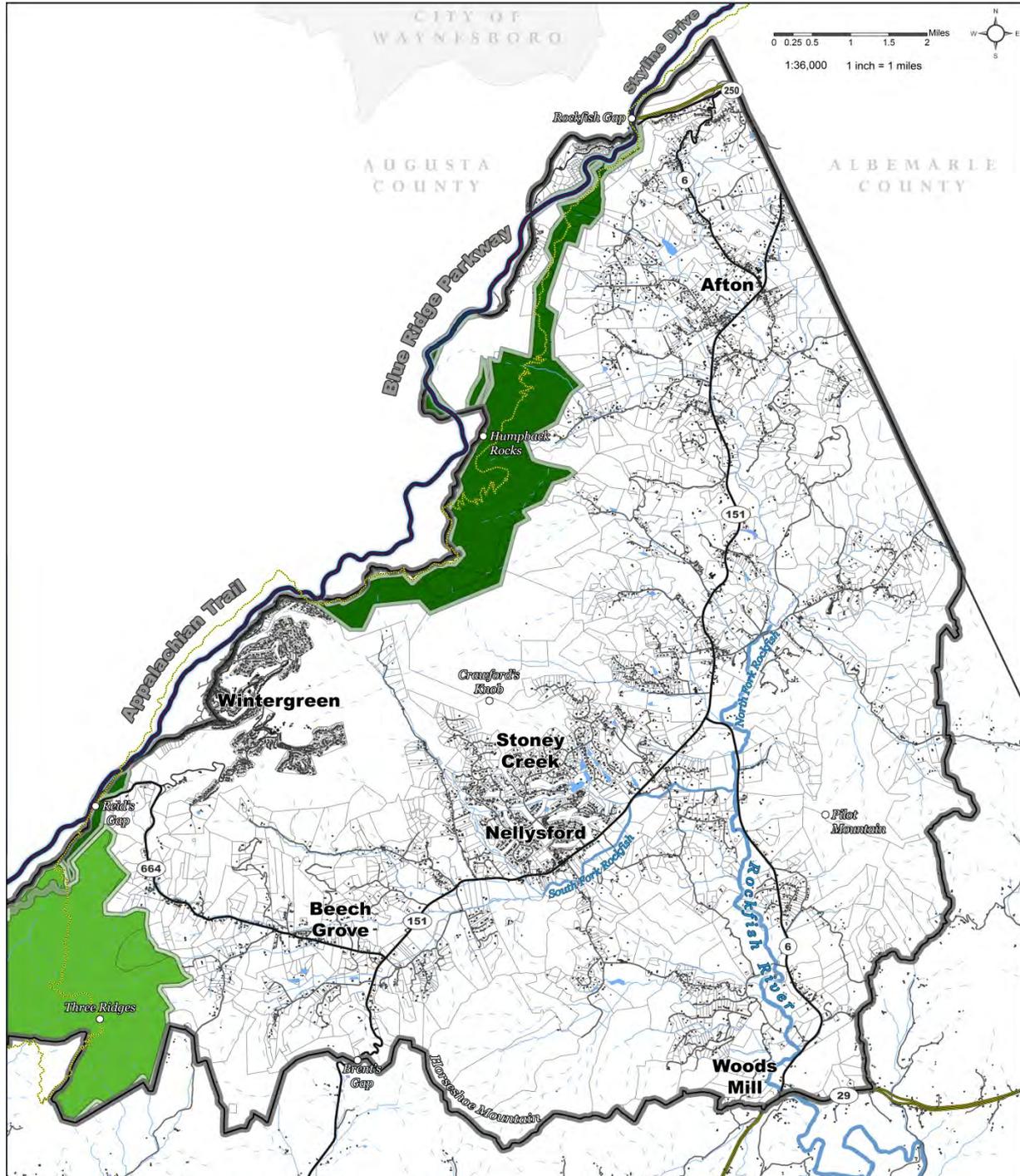
B-1 *and* SE-1 Districts



M-1 *and* M-2 Districts

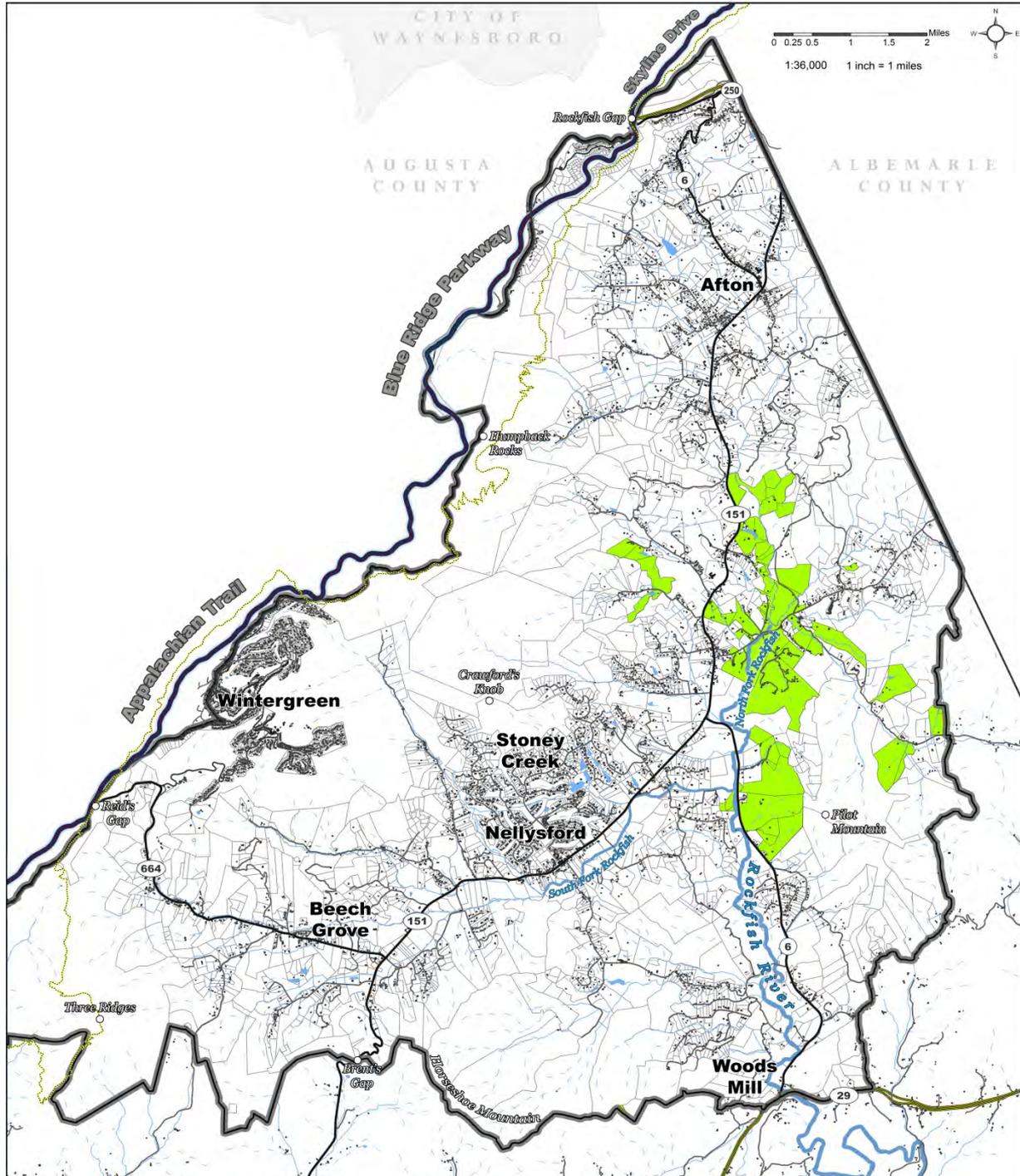


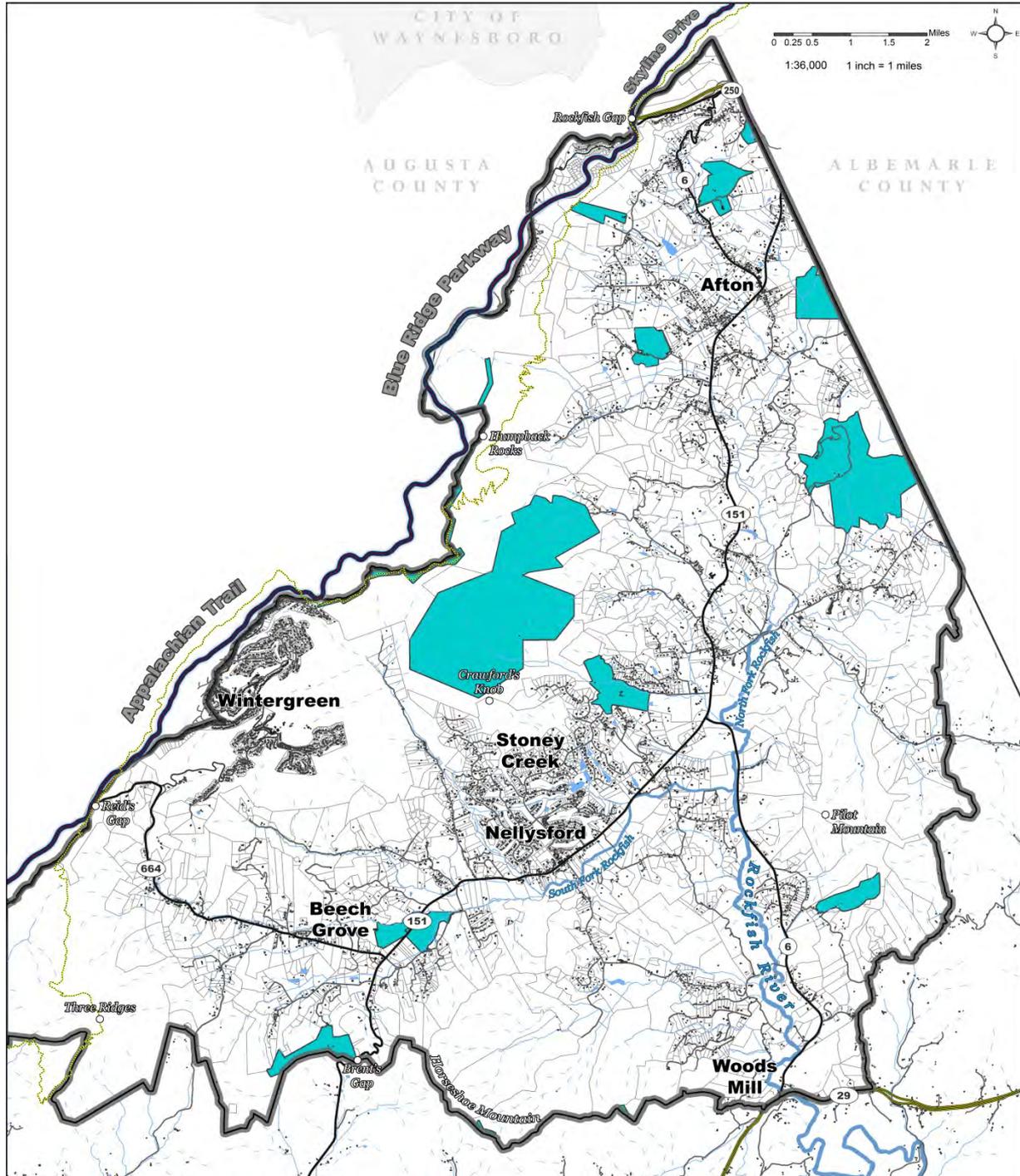
FP Overlay District



Public Lands: USFS *and* NPS

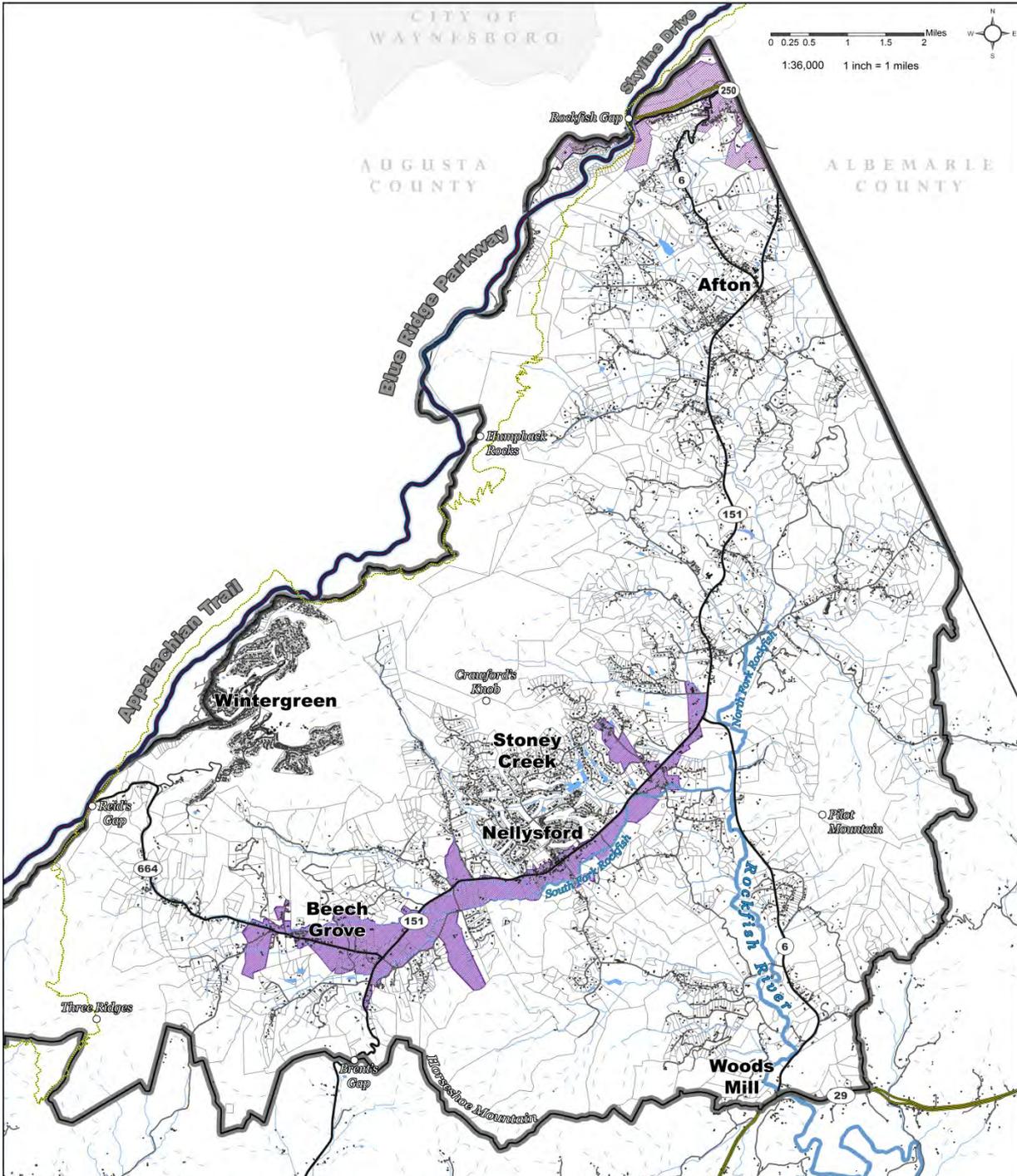
Ag-Forestal Districts



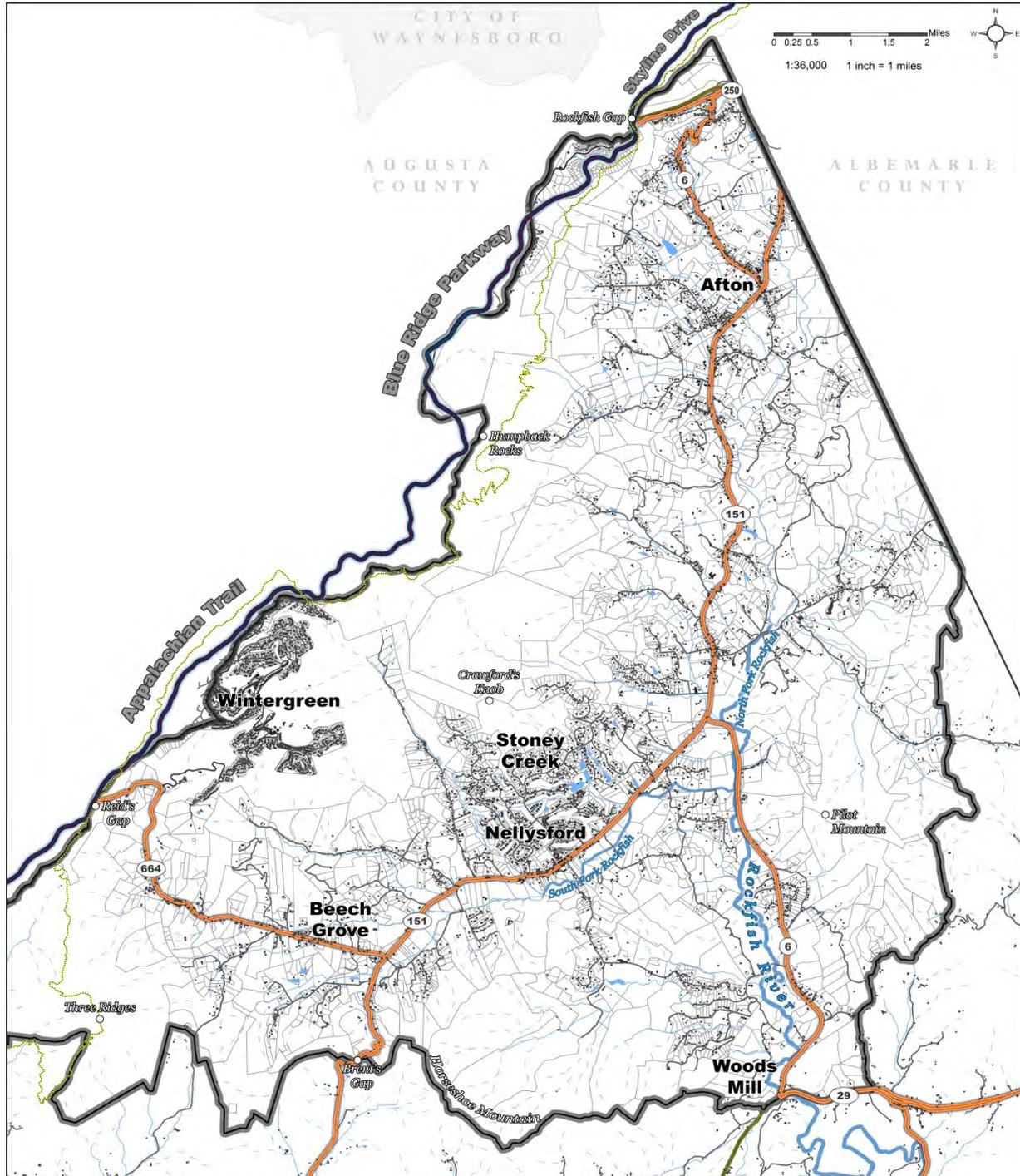


Conservation Easements

Rural Historic Districts

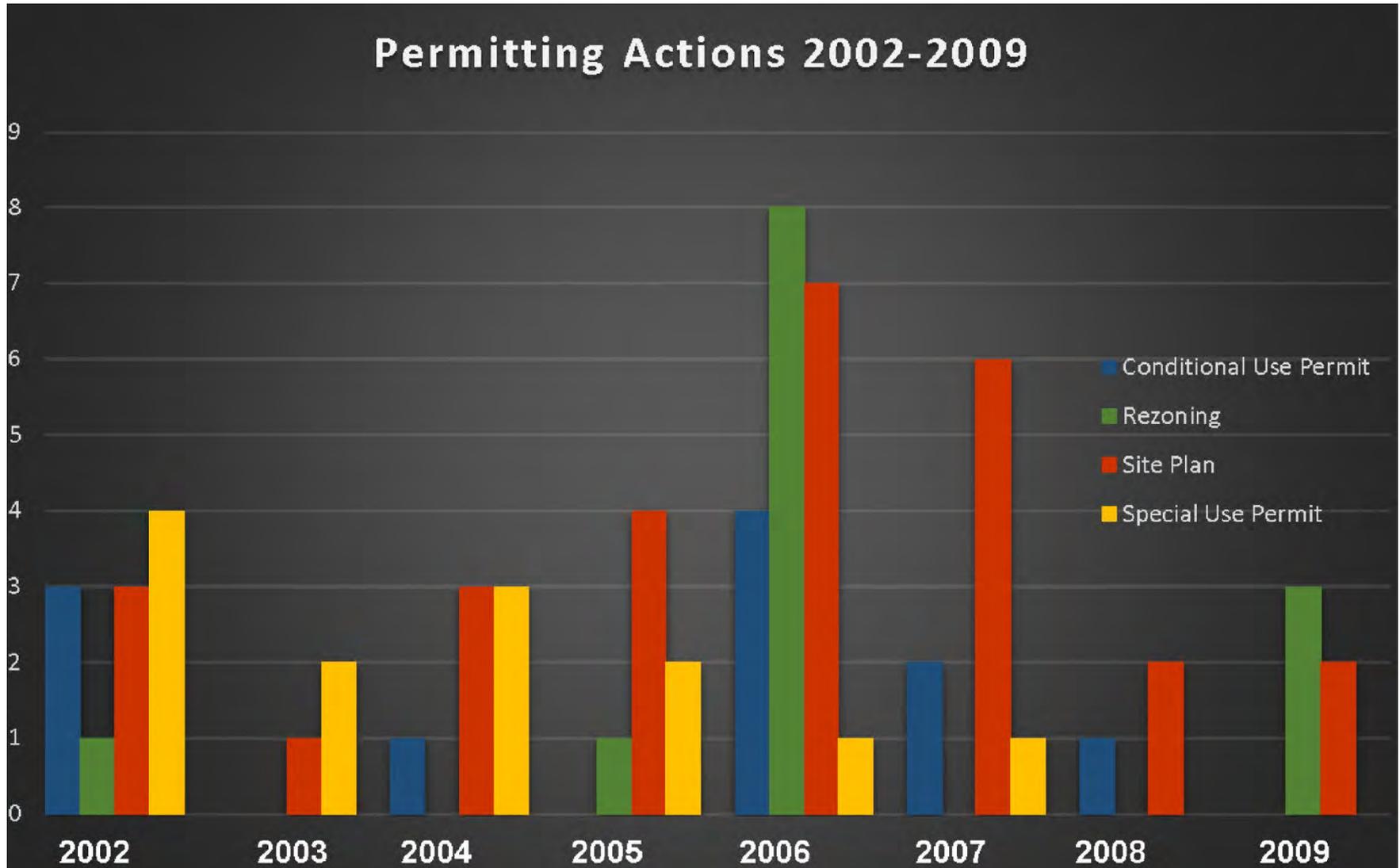


Scenic Byways

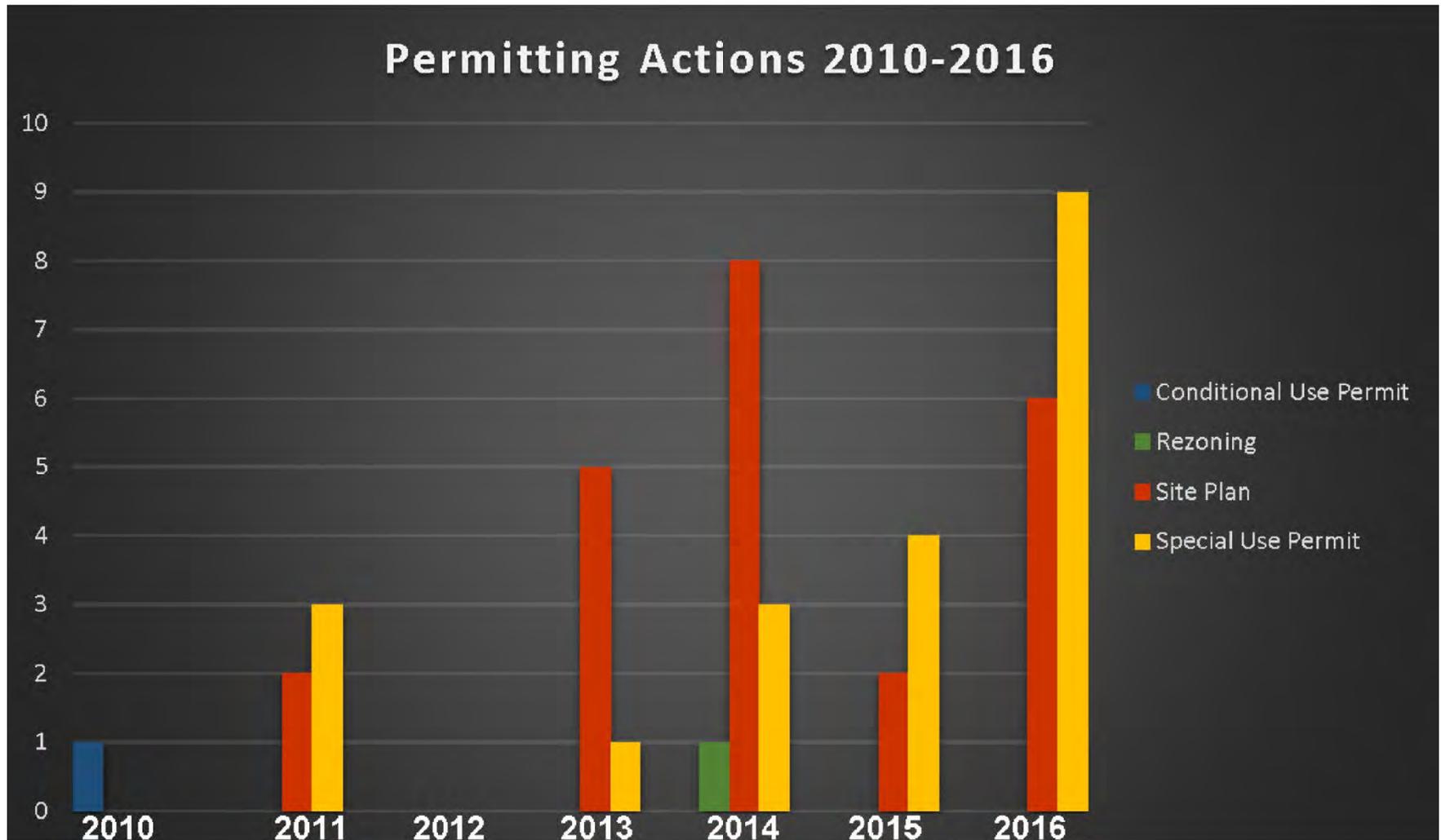


Zoning Permits & Development Trends

Zoning Permit Approvals: 2002 - 2009

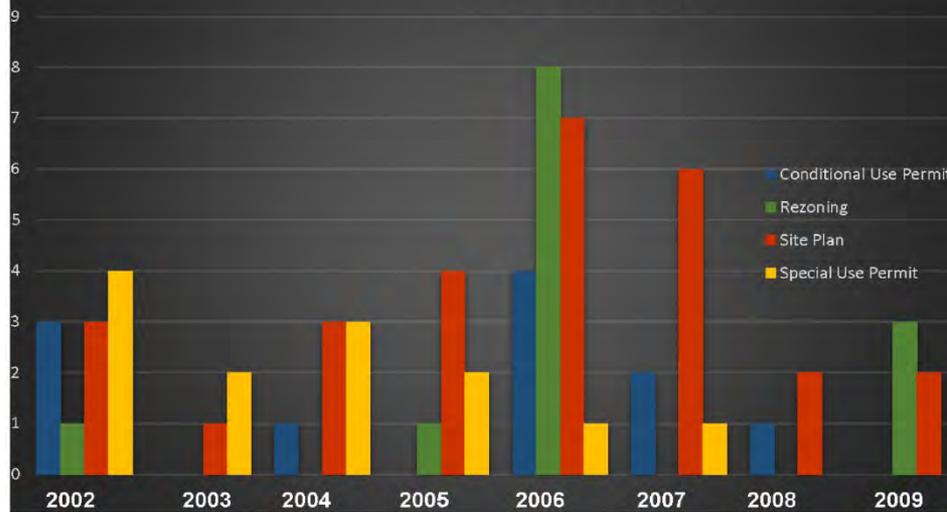


Zoning Permit Approvals: 2010 - 2016

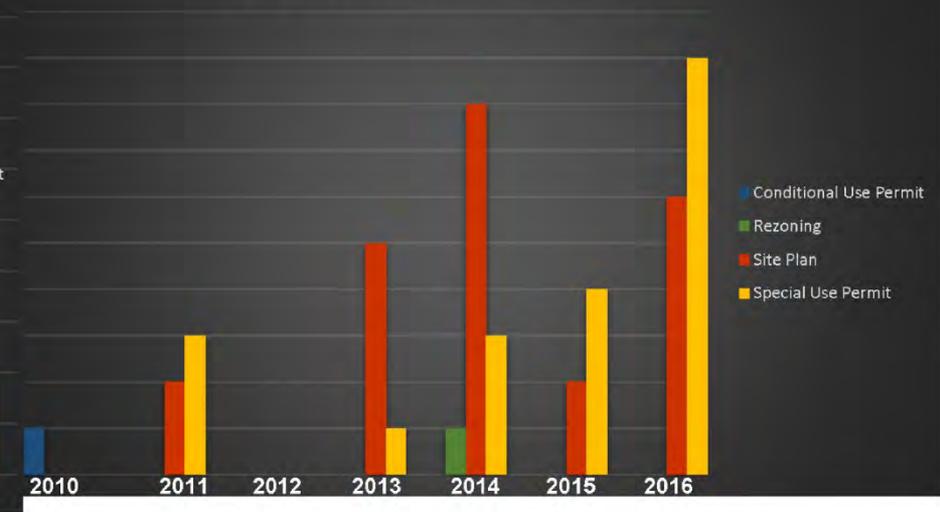


Zoning Permit Approvals: 2002 - 2016

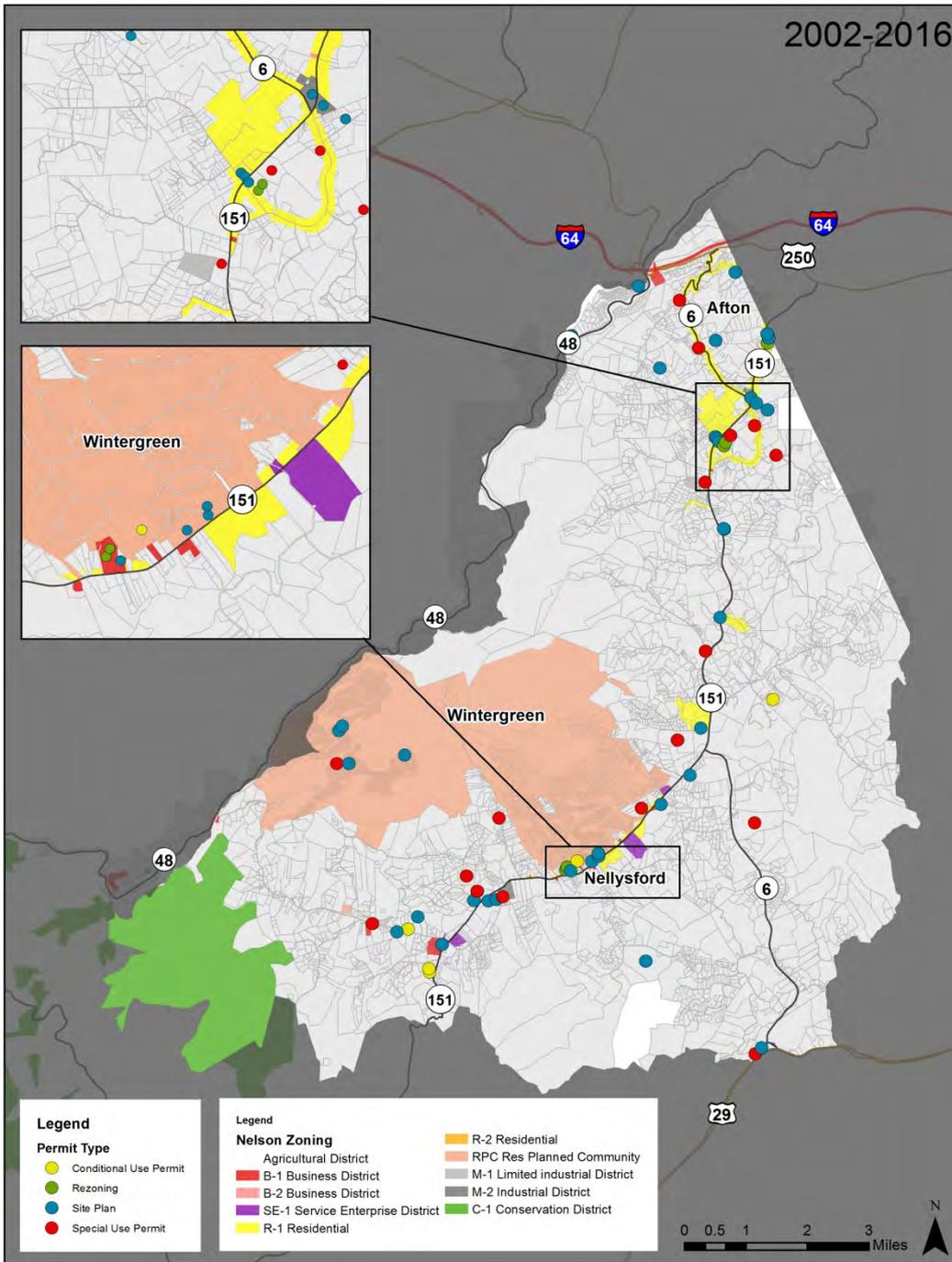
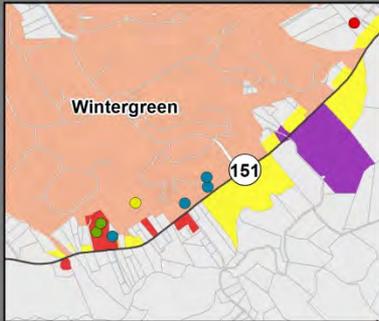
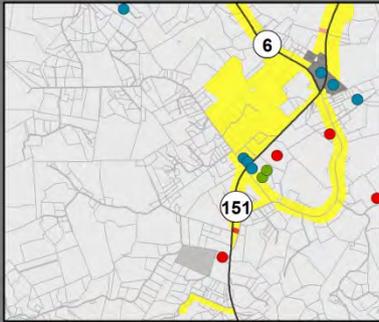
Permitting Actions 2002-2009



Permitting Actions 2010-2016

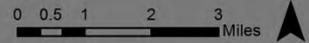


2002-2016



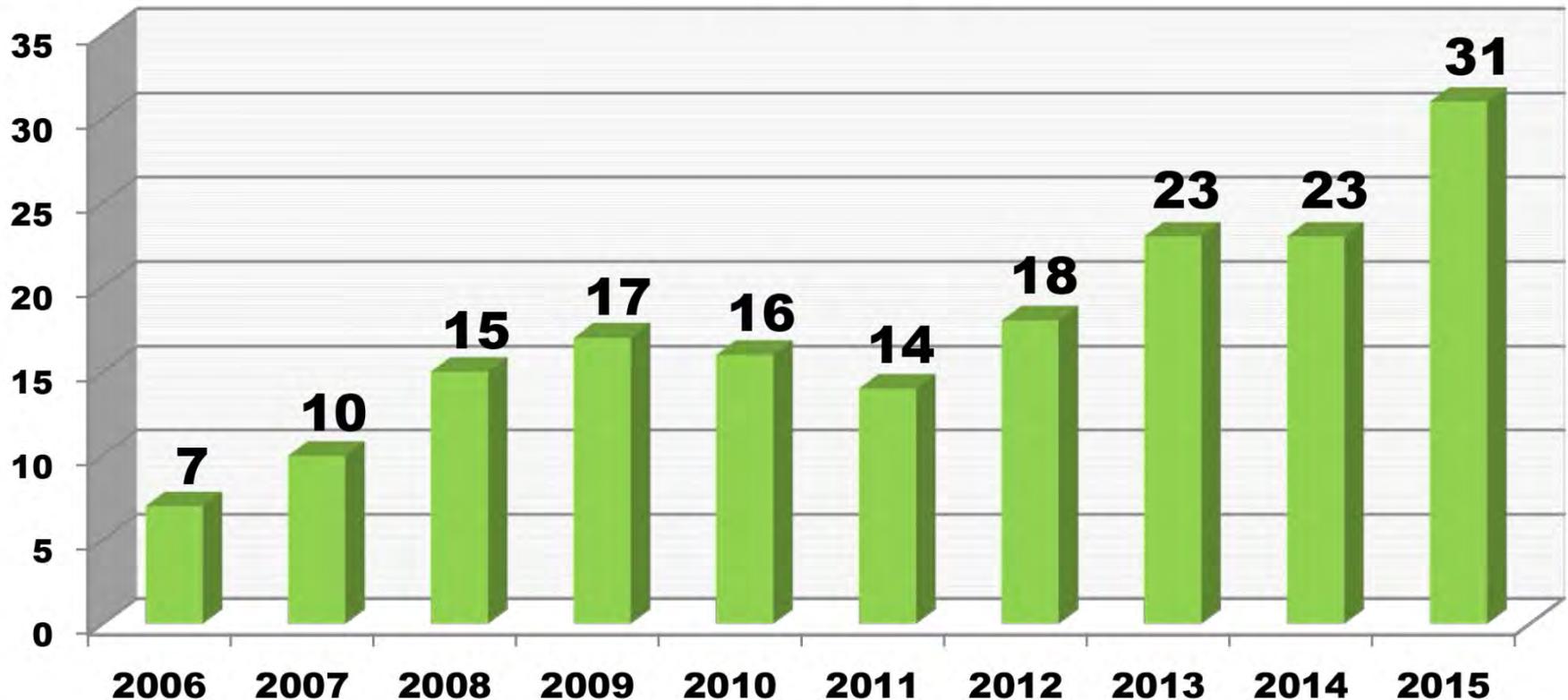
- Legend**
- Permit Type**
- Yellow circle: Conditional Use Permit
 - Green circle: Rezoning
 - Blue circle: Site Plan
 - Red circle: Special Use Permit

- Legend**
- Nelson Zoning**
- Red: B-1 Business District
 - Pink: B-2 Business District
 - Purple: SE-1 Service Enterprise District
 - Yellow: R-1 Residential
 - Orange: R-2 Residential
 - Light Orange: RPC Res Planned Community
 - Grey: M-1 Limited industrial District
 - Dark Grey: M-2 Industrial District
 - Green: C-1 Conservation District



Zoning Permit Approvals: Special Event Permits

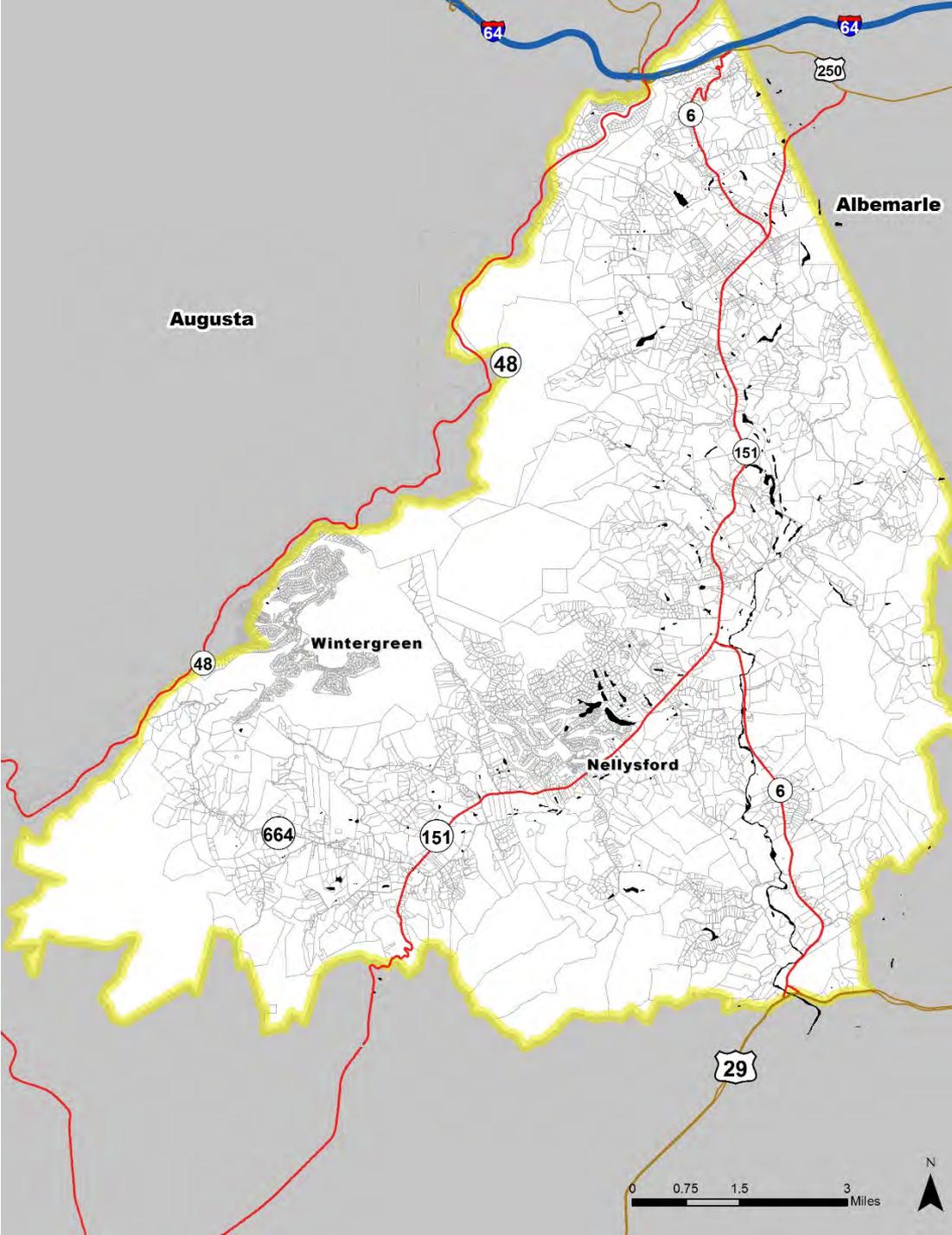
**Annual Number of Special Event Permits:
2006 - 2015**



Developable Lands Analysis

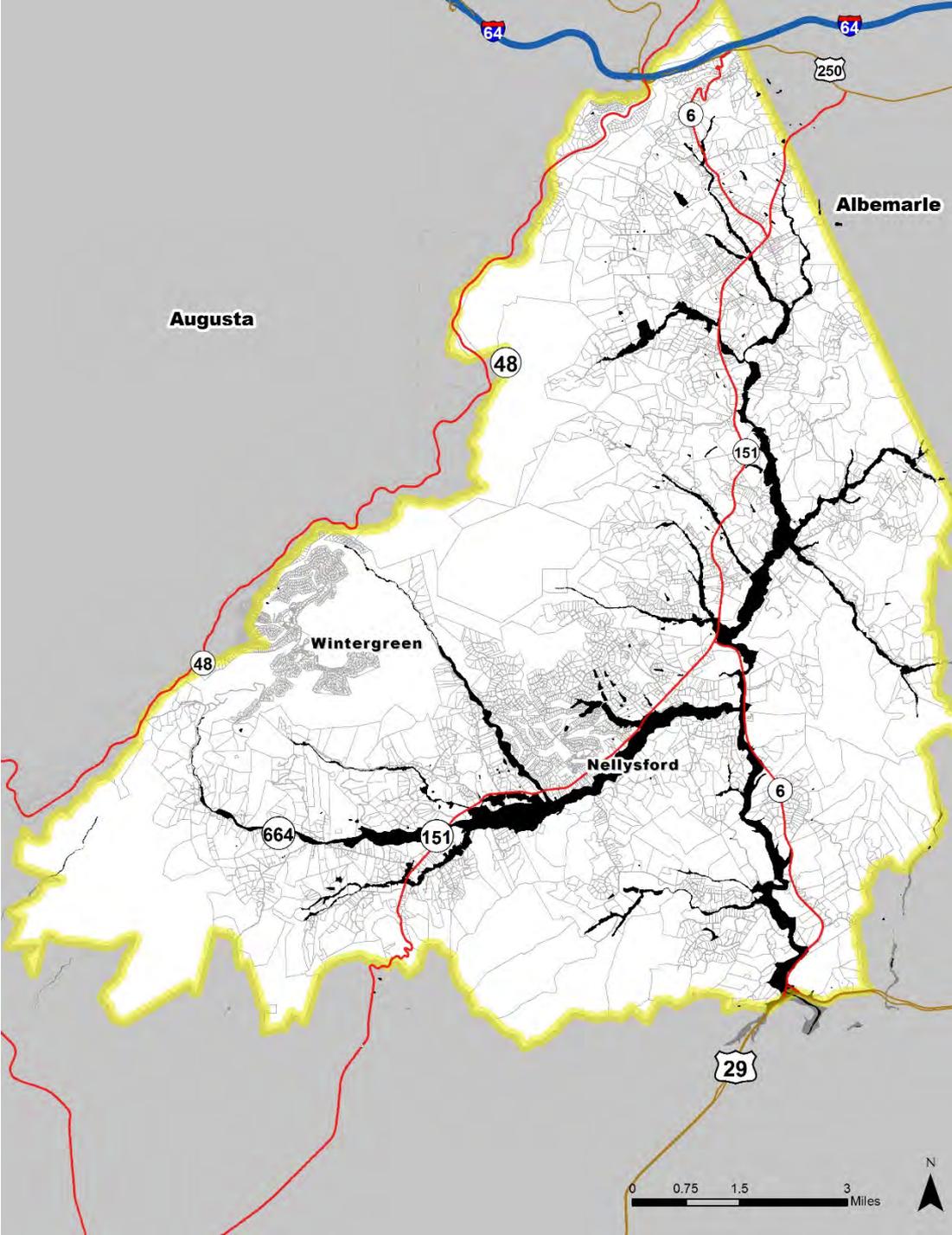
Potential Developable Lands

- Wetlands



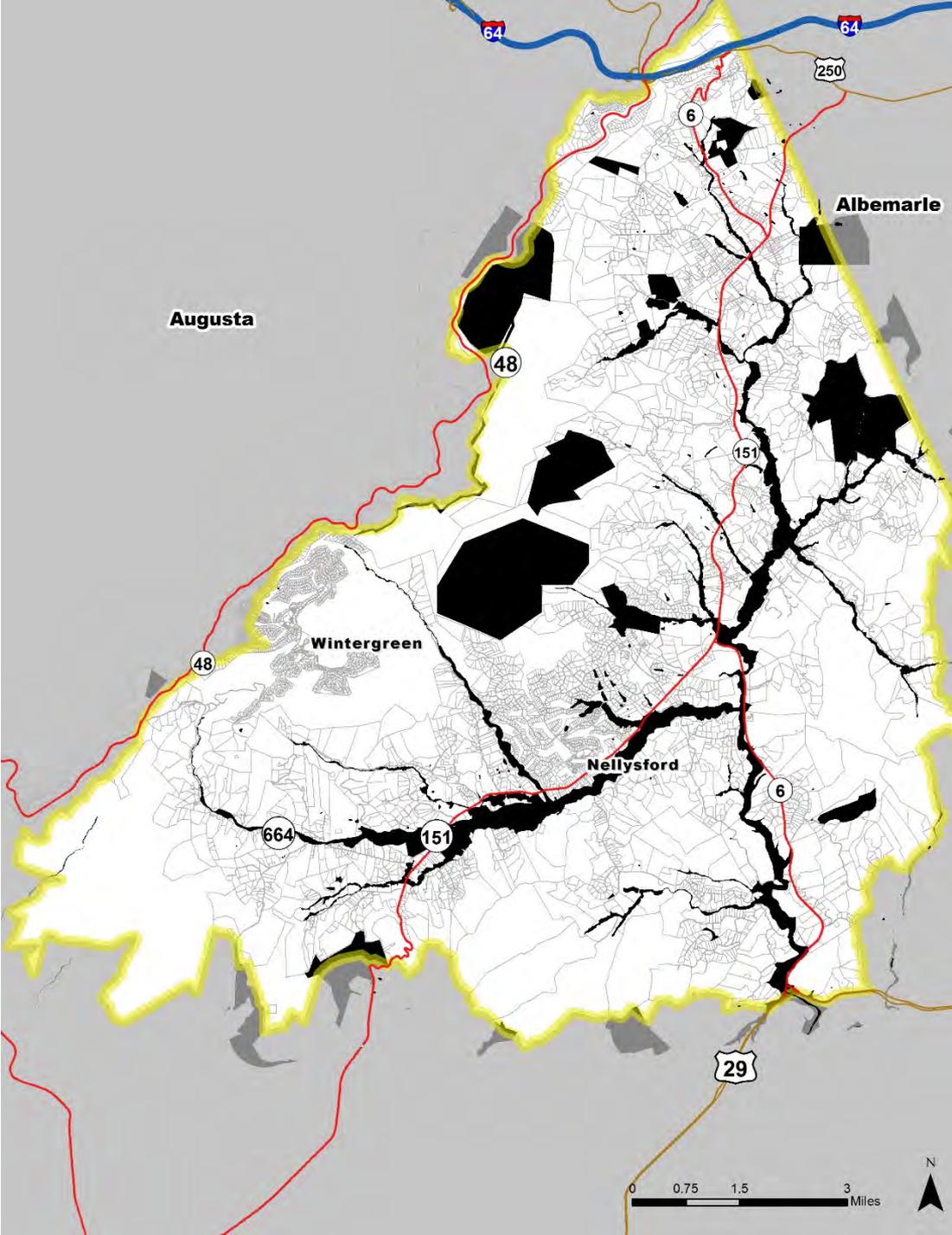
Potential Developable Land

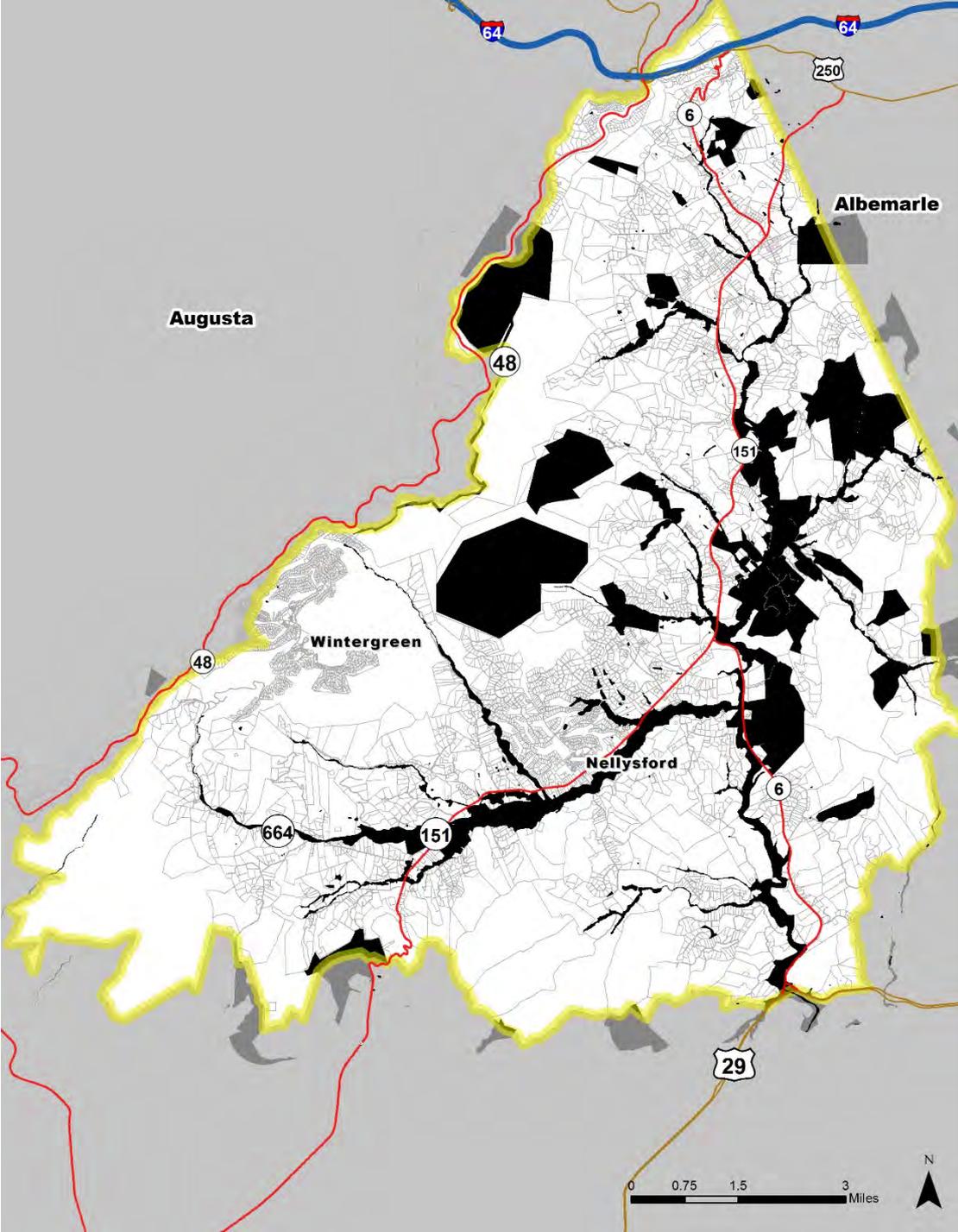
- Wetlands
- 100 Year Flood Plain



Potential Developable Land

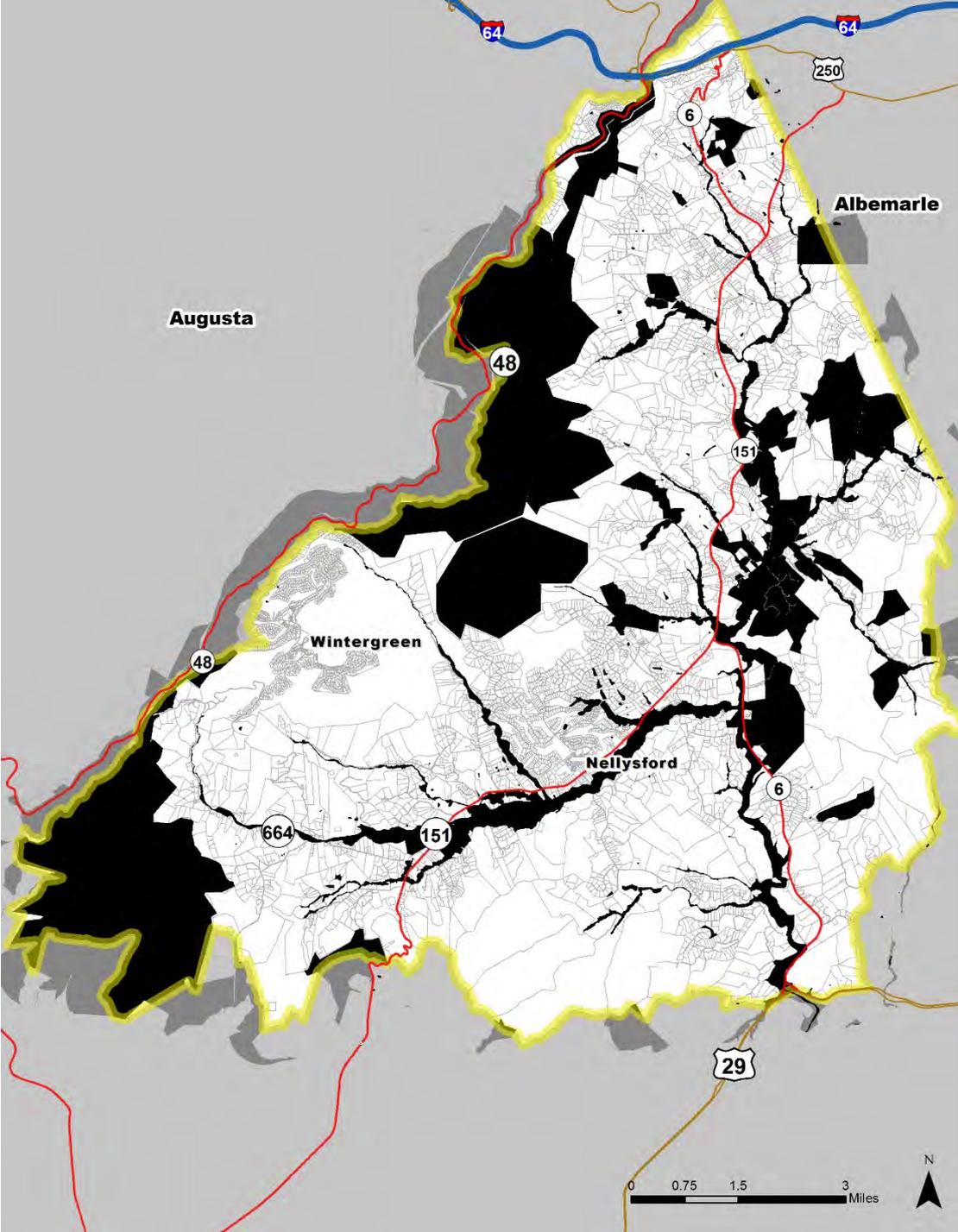
- Wetlands
- 100 Year Flood Plain
- Conservation Easement





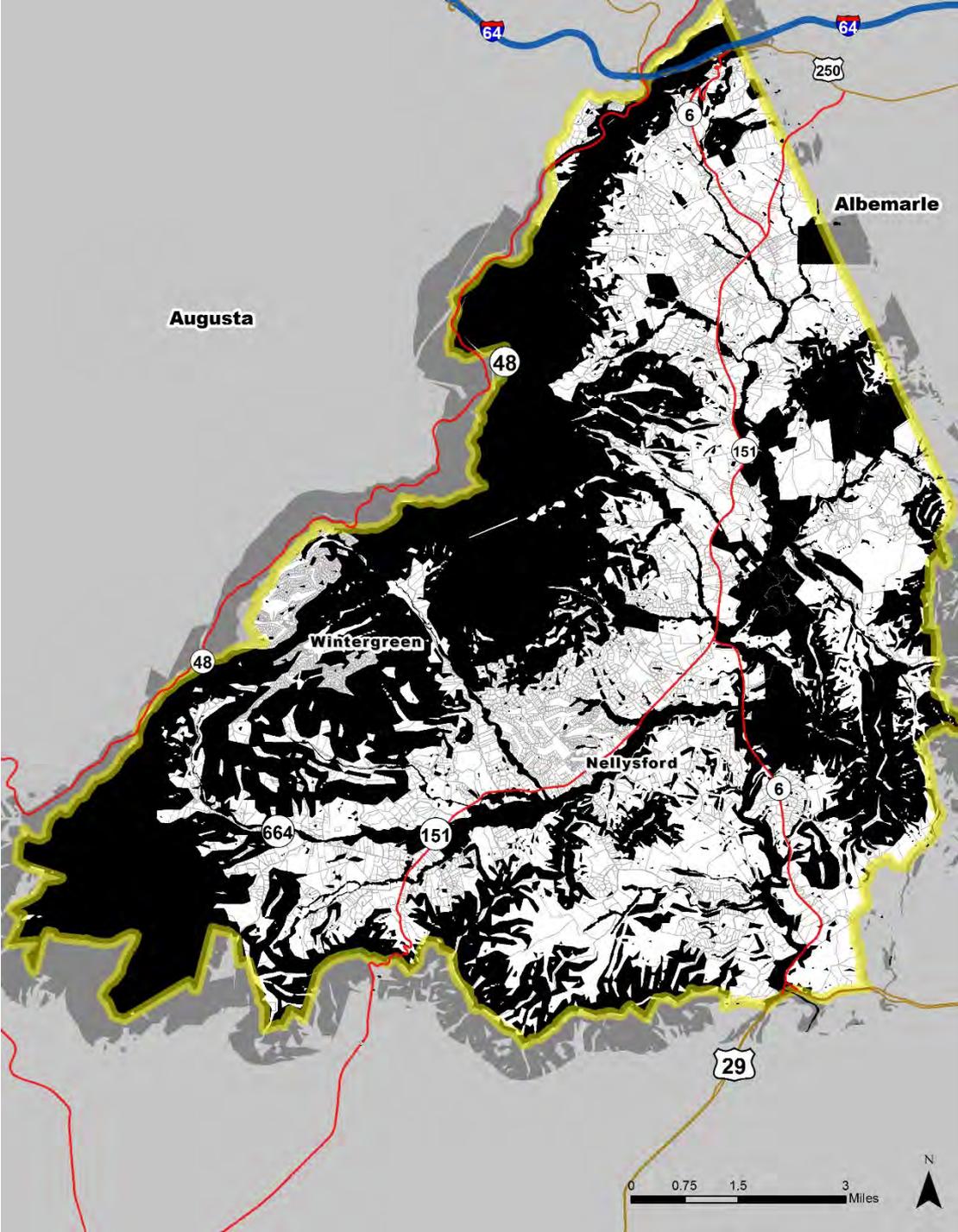
Potential Developable Land

- Wetlands
- 100 Year Flood Plain
- Conservation Easement
- **Ag Forestal District**



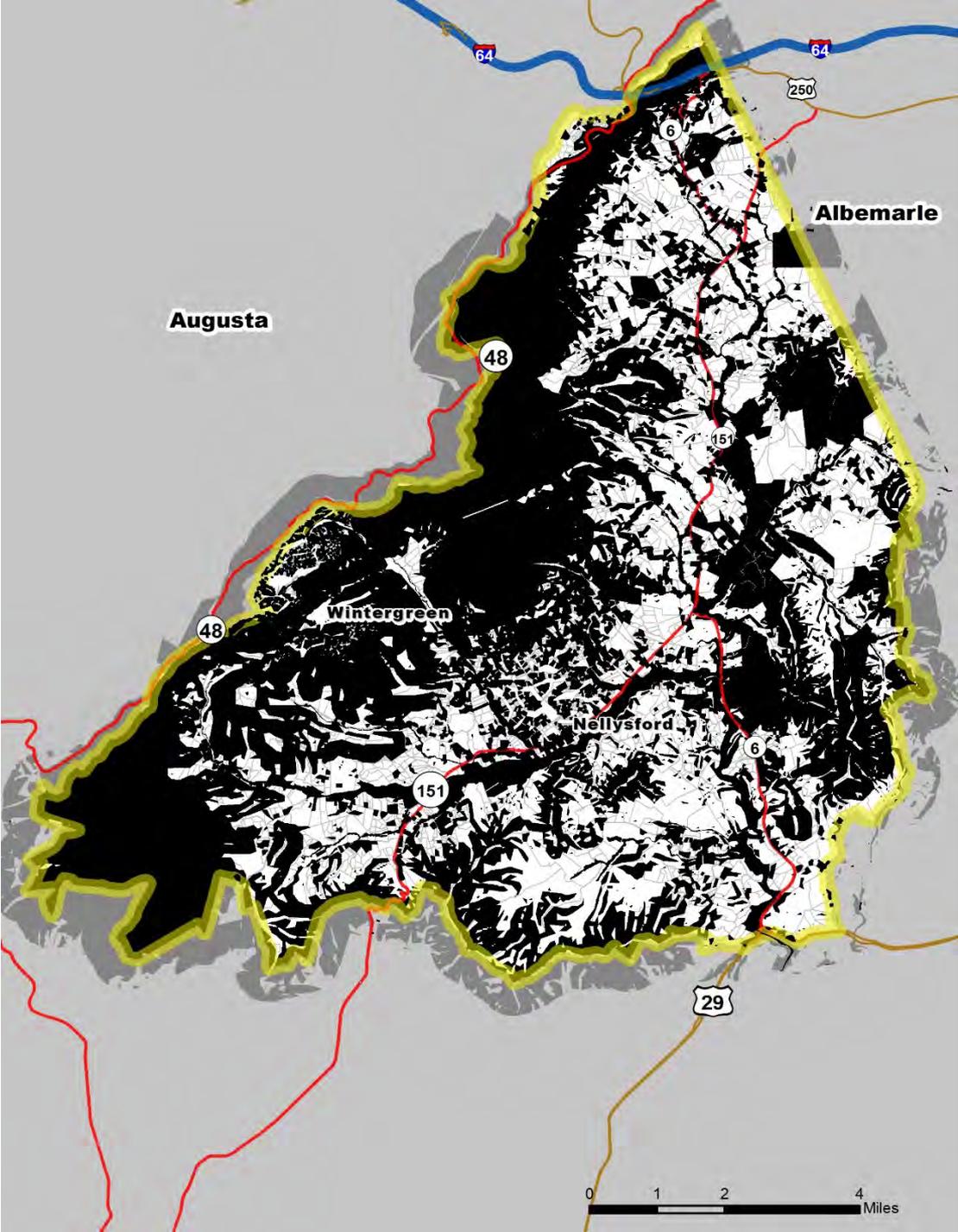
Potential Developable Land

- Wetlands
- 100 Year Flood Plain
- Conservation Easement
- Ag Forestal District
- Public Lands



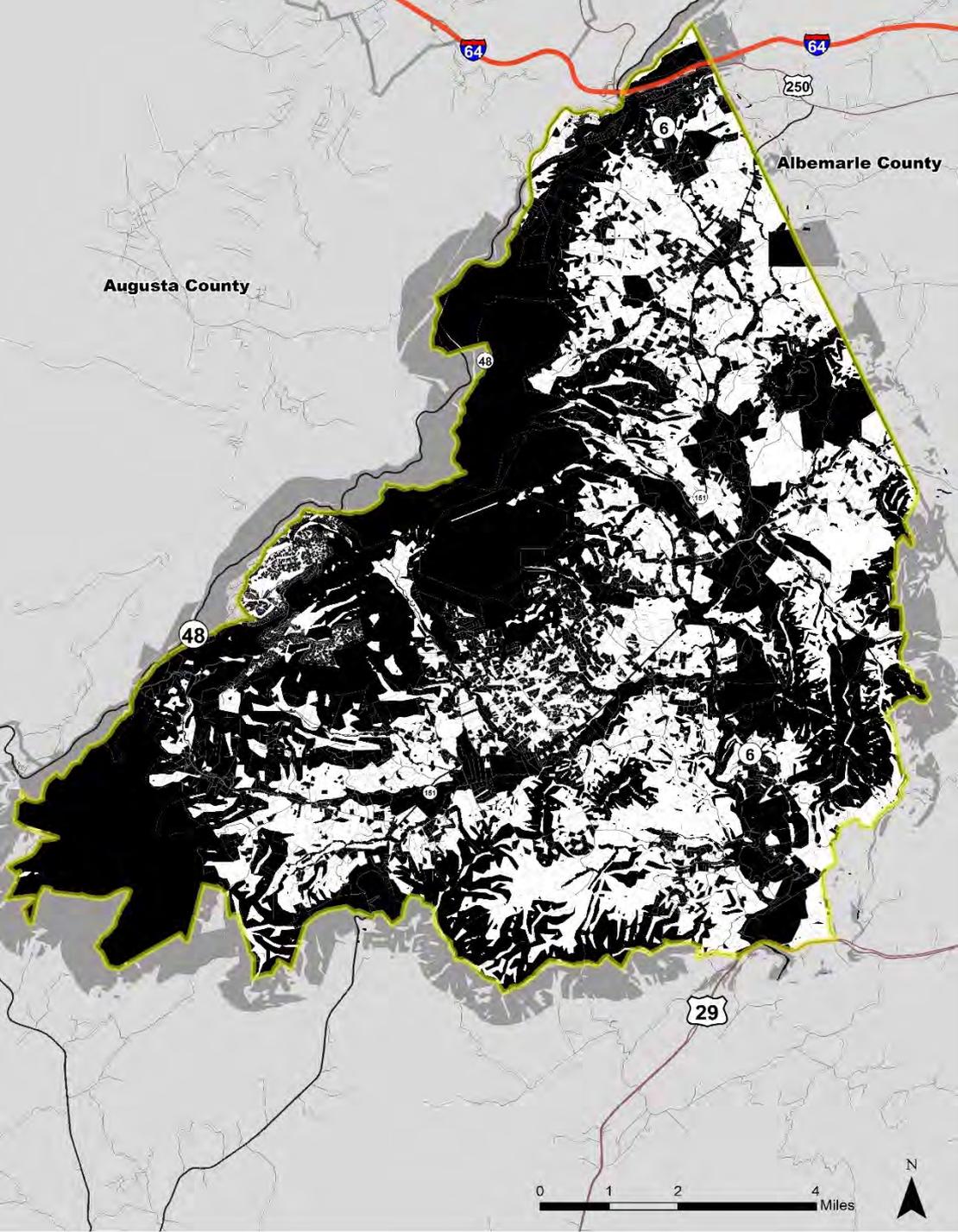
Potential Developable Land

- Wetlands
- 100 Year Flood Plain
- Conservation Easement
- Ag Forestal District
- Public Lands
- Steep Slopes (25%)



Potential Developable Land

- Wetlands
- 100 Year Flood Plain
- Conservation Easement
- Ag Forestal District
- Public Lands
- Steep Slopes (25%)
- **Parcels 5 Acres (or less) with Existing Structure**



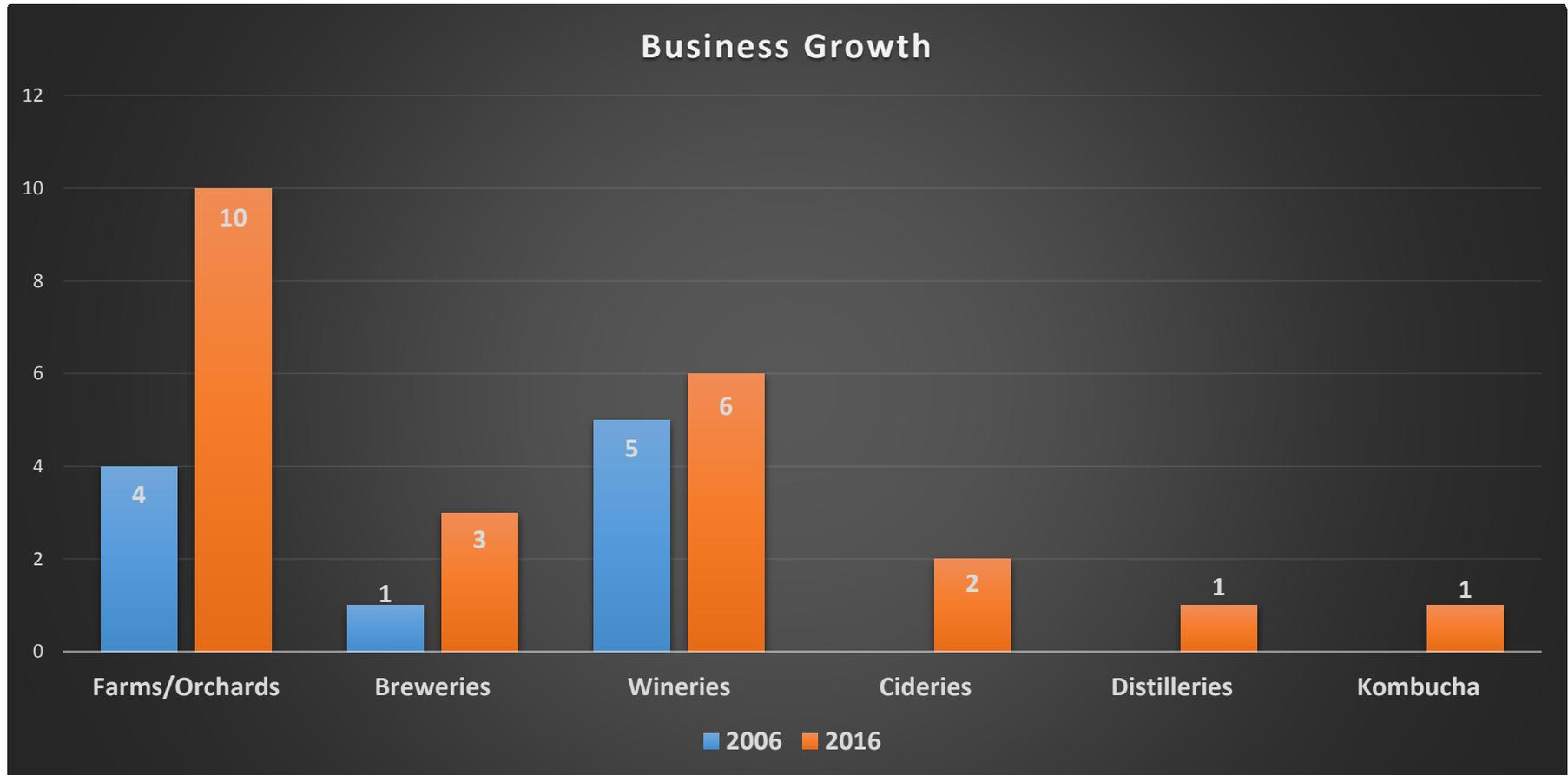
Potential Developable Land

- Wetlands
- 100 Year Flood Plain
- Conservation Easement
- Ag Forestal District
- Public Lands
- Steep Slopes (25%)
- Parcels 5 Acres (or less) with Existing Structure
- **Parcels adjacent to low suitability road segments**

Tax Revenue Assessment

Business Licenses in Nelson County: 2006 to 2016

	2006	2016	% Change
Business Licenses	75	360	380%





Tax Revenue Assessment

Meals Tax in Nelson County: 2006 to 2016

	2006	2016	% Change
Meals Tax in Nelson	\$508,813	\$947,816	86.27%
Restaurants in Nelson	44	64	45.45%

Meals Tax in the Rockfish Valley: 2006 to 2016

	2006	2016	% Change
Meals Tax in Rockfish Valley	\$330,728	\$720,340	117.80%
Restaurants in Rockfish Valley	16	27	68.75%



Tax Revenue Assessment

Lodging Tax in Nelson County: 2006 to 2016

	2006	2016	% Change
Lodging Tax in Nelson	\$262,418	\$426,211	62.41%
Lodging Establishments in Nelson	51	96	88.23%

Lodging Tax in the Rockfish Valley: 2006 to 2016

	2006	2016	% Change
Lodging Tax in Rockfish Valley	\$215,182	\$375,065	74.30%
Lodging Establishments in Rockfish Valley	19	44	131.57%

Summary of S.W.O.T. Analysis:

Strengths

Weaknesses

Opportunities

Threats

S.W.O.T. Analysis: Strengths

Environmental
Resources

Charming
Rural Character

Scenic Vistas

Local Agriculture

Community Pride
& Involvement

Relatively High
Household Income

Economic Engine

Proximity to
Public Lands

S.W.O.T. Analysis: Weaknesses

Inadequate Growth Management

Lack of Transportation Options

Limited Access to Nature

Non-Diversified Economic Base

S.W.O.T. Analysis: Opportunities

Broadband / Fiber Services

Local Business: Succeed + Expand

Agribusiness + Agritourism

Trails + Parks: Increased Access

S.W.O.T. Analysis: Threats

Atlantic Coast Pipeline

Diminished Scenic Resources

Unplanned Development

Aging Population

S.W.O.T. Analysis: Recommended Action Items (Short-Term)

Action:	Description:	Deliverable:
Comprehensive Plan	Update the Plan to establish a holistic and up-to-date growth management strategy.	Comp Plan Update
Aging Population	Develop strategies for embracing the County's aging population.	Comp Plan Update
Asset-Based Development Strategy	Develop an asset-based development strategy to maximize and synchronize economic development priorities and community development goals.	Comp Plan Update
Parks and Recreation	Conduct an assessment of opportunities for parks and recreation facilities in the Rockfish Valley.	Comp Plan Update
Code Audit	Evaluate effectiveness of ordinances at preserving rural character and protecting scenic vistas.	Report Document
Traffic Counts	Coordinate with VDOT to conduct additional traffic counts on weekends and peak season.	New Data

Phase II: Area Planning

- "Community Vision" for Rockfish Valley
- Recommended strategies:
 - Focus Areas: Environment ... Agriculture ... Economy ... Transportation ... Community
 - Identifying strategies and tools for "growth management"
 - Identifying "priority growth areas" and "rural preservation" priorities
- Recommended updates to local Ordinances and Plans

DRAFT Community Vision

"The Rockfish Valley area is unique community with a special sense of place, a high quality of life, and a strong place-based economy which includes tourism, events, resort attractions, and traditional agriculture. ...

The Rockfish Valley's green infrastructure assets, scenic resources, and authentic rural character are critically important local features. Together, these attributes define the area's sense of place which is so cherished by residents and visitors alike. ...

The Rockfish Valley area enjoys a sustained, harmonious balance between (local place-based economic vitality) and (preservation of the incredible community assets which are the very foundation of the area's quality of life, sense of place, and commercial success)."

Listening Session

- Ground rules:
 - Only one speaker at a time (microphone).
 - Please keep comments brief.
 - Practice neighborly respect (regardless of values and viewpoints).
 - All remarks will be captured during meeting, and will be summarized for public review after the meeting.
 - All remarks will be taken into consideration during RVAP Phase II ("Area Planning").

<http://www.nelsoncounty-va.gov/departments/planning-zoning/rockfish-valley-area-plan/>