

SUBMISSION ATTACHMENT

VII. Letter from chief administrative officer:



BOARD OF
SUPERVISORS

THOMAS D. HARVEY
North District

LARRY D. SAUNDERS
South District

ALLEN M. HALE
East District

THOMAS H. BRUGUIERE, JR.
West District

CONSTANCE BRENNAN
Central District

STEPHEN A. CARTER
County Administrator

CANDICE W. MCGARRY
Administrative Assistant/
Deputy Clerk

DEBRA K. MCANN
Director of Finance and
Human Resources

18 September, 2015

Mr. Stephen Versen, Project Manager
Virginia Department of Agriculture and Consumer Services
102 Governor Street
Richmond, Virginia 23219

Re: Agriculture and Forestry Industries Development Fund (AFID)

Dear Mr. Versen:

Please accept this communication in support of Nelson County's application to the Department of Agriculture and Consumer Services for grant funding through the Department's Agriculture and Forestry Industries Development Fund (AFID) program, which the County will utilize to assist it in completing its Rockfish Valley Area Plan (RVAP).

As the County's AFID grant abstract denotes, the Rockfish Valley Area Plan is an important next step in Nelson County's efforts to continue the development of a strong and continually vibrant agritourism industry, which bodes so well with the County's strategy to utilize its natural beauty and resources to foster economic development and sustainability through development that does not change the County's rural character and the special place that Nelson is but does positively provide for the County's and its citizenry's well-being.

The RVAP is a critically significant planning process for our community, as maintaining and balancing the agribusiness and related business growth that Nelson County is currently experiencing and fostering in the Rockfish Valley along the Route 151 Corridor is key to insuring that the attributes the County treasures are not lost. The growing interest in Nelson County as a wonderful place to do business, to have a family, to live in a progressive forward thinking community cannot overwhelm all that is good about our home. The RVAP will examine and recommend how best to maintain all that is Nelson in balance and harmony with the growth and development that is also so important to our County.

Thank you for your consideration and support of Nelson County's AFID grant application and please do not hesitate to contact me if I can provide additional input that will assist in a favorable outcome for the County's proposal.

Respectfully,

A handwritten signature in black ink that reads "Stephen A. Carter". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Stephen A. Carter
County Administrator

SUBMISSION ATTACHMENT

VIII. Letters of support from the agricultural and/or forestry industry:



29 November 2013

Nelson County Board of Supervisors
Post Office Box 336
Lovington, VA 22949

Dear Board Members:

As you know, the Rockfish Valley is an attractive destination known for its natural beauty and serenity, and a place the member businesses of Nelson 151 personally call home.

We know that as the beauty and economic vitality of this area becomes known to many, it is a matter of “when” versus “if” growth and development will occur. At our November Nelson 151 meeting, the group discussed the possibility that ongoing change is not guaranteed to be desirable or in keeping with the local character. It was noted that the County’s Comprehensive Plan was adopted over ten years ago. We feel this plan does not adequately describe the 151 corridor’s current economic success and development patterns; and by extension it does not adequately anticipate future scenarios (good or bad).

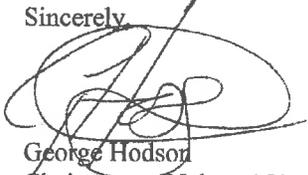
To that, we feel that there is the opportunity and the necessity to undertake some type of strategic planning process for the Rockfish Valley. The Nelson 151 group recognizes the recent completion of a VDOT Corridor Study for Route 151, but that process was limited to transportation. We believe there is a real need for a broader planning process that can produce a community vision for the 151 corridor with related goals and objectives; an asset inventory that identifies what is special about this part of the County; a summary of concerns, issues, and threats to the corridor; and a summary of recommendations for the Rockfish Valley.

We also believe any such project must include public participation. Nelson 151 members continue to be sensitive to the perspectives of longtime residents, and the group agrees that participation from the wider community is critical. The group desires this type of project in order to help ensure that the character and the economic success of the 151 corridor continued, for the ongoing benefit of residents and businesses.

We respectfully request that the Board direct Tim Padalino, Director of Planning and Zoning, and Maureen Kelley, Director of Economic Development, to work with Nelson 151 and all other corridor stakeholders to convene the strategic planning process.

Please let me know how we can assist with this very important endeavor.

Sincerely,



George Hodson
Chairperson, Nelson 151
george@veritaswines.com
540-456-8000

cc: Afton Mountain Vineyards
Blue Mountain Brewery
Bold Rock Cidery
Cardinal Point Winery
Devils Backbone Brewing Company
Flying Fox Vineyard
Hill Top Berry Farm and Winery
Pollak Vineyards
Silverback Distillery
Veritas Vineyard and Winery
Wild Wolf Brewing Company
Wintergreen Winery

4 October 2015

Mr. Stephen Versen
AFID Fund Coordinator
Virginia Department of Agriculture
and Consumer Services
102 Governor Street
Richmond, VA 23219

Mr. Versen:

The Nelson County Agricultural and Forestal District Advisory Committee strongly urges approval of Nelson County's application for grant funding intended to support the preparation of the Rockfish Valley Area Plan.

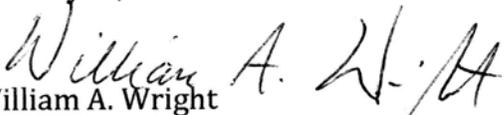
The Rockfish Valley is at present largely a rural area that is site of the county's newest Agricultural and Forestal District (2300+ acres). The impetus for forming the district was, in many cases, recognition by concerned landowners of encroaching commercial, industrial and residential development that threatens their way of life.

In recent years the county has promoted its scenic beauty, outdoor recreation opportunities and burgeoning alcoholic beverage (hard cider, wine, beer, hard liquors) industry to build an increasingly thriving tourism-based economy -- particularly in the Rockfish Valley. A by-product of that effort is the attraction of new businesses and visitors who decide to return to become either part-time or full-time residents.

If this new development is not guided by well conceived land use planning, resulting pressure on land prices will likely cause increasing conversion of agricultural and forested lands to other uses. Moreover, agritourism is becoming a more important aspect of the County's tourism mix and inclusion in such a plan should provide impetus to its maturation as such.

We applaud and encourage the County's initiative in taking on this important task and request the AFID approve its grant request.

Thank you,


William A. Wright

Chair, Nelson County Agricultural and Forestal District Advisory Committee

SUBMISSION ATTACHMENT

X. Other documents referenced in the application that the applicant wishes to be considered as part of the application:

ROCKFISH VALLEY AREA PLAN



Project Overview

Nelson County's Rockfish Valley is widely recognized as a special place. The area's rural landscapes, Blue Ridge mountain scenery, public recreation opportunities, tourism destinations, and special events combine to create an **amazing place that is cherished and enjoyed by many**.

But these special qualities are also attracting an expanding number of visitors, as well as increasing interest and activity in new commercial development projects.

With regard to these trends and issues associated with this area, there

is an important and increasingly urgent **need to ensure that this special place is well-planned**.

As such, this Rockfish Valley Area Plan is a new local public planning effort (led by Nelson County's Department of Planning & Zoning) which contains two phases:

- *(Phase I: Area Analysis) analyze the area's trends and characteristics; and*
- *(Phase II: Area Planning) identify appropriate short-term and long-range goals and strategies for the area regarding a wide variety of public issues*

This County-led planning project is equally important and relevant for area residents, local businesses, and touring visitors.

This Area Plan project will bring much-needed focus on protecting (and improving) the area's special sense of place and high quality of life; and will attempt to determine how future growth patterns can be complimentary to, and harmonious with, the existing land uses and the invaluable qualities of the one and only Rockfish Valley.

WHY IS THIS 'AREA PLAN' PROJECT IMPORTANT?

This project will attempt to provide a community planning framework that facilitates the best possible balance between the area's future growth and economic development potential, and the careful preservation of the area's authentic local character and rural Blue Ridge landscapes. Such balance between new growth and rural tradition is a very important topic for the Rockfish Valley area.

Responsibility:

- to avoid unplanned growth and minimize incompatible or undesirable changes
- to identify future land use patterns that are desirable and appropriate
- to protect rural residential areas and other sensitive areas and resources
- to maximize quality of life for area residents

Opportunity:

- to ensure continued local economic vitality
- to help guide future development towards the most appropriate and most compatible areas
- to maximize Nelson County tourism "brand"
- to help attract desired types of growth

Timely Priority:

- the area's ongoing commercial growth – as well as anticipated future development pressures – create an urgent need for a proactive response



prepared October 2014 by
Nelson County Dept. of
Planning & Zoning

MORE INFO:

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

WHAT ARE THE PURPOSES FOR THIS 'AREA PLAN' PROJECT?

- Purpose – Community Development
- Purpose – Economic Development
- Purpose – Code of Virginia
- Purpose – Nelson County Mission Statement
- Purpose – Zoning Policy
- Purpose – Comprehensive Plan
- Purpose – Public Participation

protect & improve our high quality of life
 facilitate & support local economic vitality
 authority • responsibility • duty
 good planning = good governance
 review & improve local land use laws & plans
 protect & enhance our special sense of place
 support an informed & engaged citizenry

WHERE DOES THIS 'AREA PLAN' FOCUS?

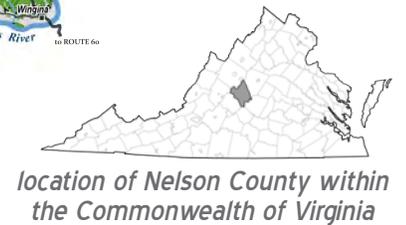
The Rockfish Valley Area Plan addresses a relatively large area, expanding well beyond the “Route 151 corridor.” The study area focuses on the entire Rockfish River watershed above Route 29. More specifically, the project encompasses most of the North District and Central Districts; including the areas of Afton, Nellysford, Beech Grove, and also Woods Mill.

The majority of the project area is comprised of the Route 151, Route 6, and Route 664 corridors. These corridors are all designated Scenic Byways; and they provide access to the majority of Nelson County’s successful tourism industry (and associated events and land uses).



study area for Rockfish Valley Area Plan:

**Route 151
Route 664
Route 6**



HOW WILL THIS 'AREA PLAN' PROJECT BE ACCOMPLISHED?

PHASE I: AREA ANALYSIS

Summary of Existing Plans:

An assembly of key recommendations from previous studies and plans pertaining to the project study area

Asset Inventory:

A document that identifies the study area’s exceptional community assets, resources, and valuable characteristics

Area Assessment Document:

A ‘Phase I summary report’ that provides an overview and synthesis of all the analysis completed in Phase I

Public Survey #1

PHASE II: AREA PLANNING

Public Survey #2

Vision Statement & Area Recommendations:

Materials that identify a vision for the area, as well as strategic goals and objectives, addressing issues such as economic development, environment, land use, transportation/mobility, and more

County Policy Review:

A review of existing local ordinances and procedures, including recommendations for updating and improving the Comp Plan and/or the Zoning Ordinance and/or Zoning Map

ROCKFISH VALLEY AREA PLAN



(Draft) Scope of Work



Prepared April 25, 2014 by
Nelson County Dept. of Planning & Zoning
for Review and Comment

Table of Contents:

Based on preliminary conversations among County staff, this document provides a (draft) Scope of Work for a proposed public planning process focusing on the Rockfish Valley. This document is organized into the following elements:

- 1. Issue Introduction** “*What is this issue all about?*”
- 2. Issue Summary & Project Justification** “*Why is this project important and beneficial?*”
- 3. Project Intent & Purposes** “*Why has this project been proposed? What are the purposes for doing this?*”
- 4. Project Scope** “*What geographic area would this project encompass?*”
- 5. Deliverables & Outcomes** “*What would this project accomplish?*”
- 6. Participants & Stakeholders** “*Who would be involved in this project?*”
- 7. Timeframe & Sequencing** “*How would this process work – and when would it happen?*”
- 8. Budget & Resources** “*What resources would this project require?*”



Humpback Mountain in early spring from Route 6 Virginia Scenic Byway (Afton Mountain Road)

Introduction:

The Rockfish Valley is widely recognized as a special place – a highlight of Nelson County and all of Virginia. The Rockfish Valley’s sense of place, natural beauty, recreation resources, and tourism destinations and events combine to make the area a place that is cherished by many. Yet these qualities are also attracting an expanding number of visitors, as well as an increasing amount of interest and activity in new commercial development projects.

With regard to these characteristics, trends, and issues, there is an increasingly urgent need to ensure that the area is well-planned. It is imperative that the special qualities of the Rockfish Valley are identified, protected, and enhanced; and that the County establishes a

framework to ensure that future development patterns and characteristics are complimentary to, and harmonious with, the invaluable qualities of the Rockfish Valley.

The Comprehensive Plan is generally the best tool for addressing such issues. However, Nelson County’s Comp Plan was adopted in 2002, and it is outdated. The County does not currently have any up-to-date assessment or community development goals for this continuously changing, commercially successful area of the County.

As such, some kind of public planning process is presently needed, in order to establish an updated assessment reflective of

recent (and ongoing) change, growth, and development in the area; and to also develop up-to-date, fact-based, forward-thinking recommendations which anticipate future growth potential – and which also protect and enhance the area’s rural character, natural beauty, and special sense of place.

In 2013, VDOT completed the “Route 151 Corridor Study” which focused on transportation safety, traffic analysis, and mobility issues. This recent project provides a great opportunity to continue the public focus on this area, with an expanded scope of work that includes community development goals, economic development goals, and land use planning goals.

Issue Summary:

The Rockfish Valley is presently in need of a public planning process that establishes a thorough, strategic, asset-based community development framework, with an emphasis on accomplishing the following public benefits:

- to provide appropriate guidance and policies for current and future land uses;
- to ensure that private investments are well-coordinated and positioned for success;
- to maximize the efficient use of public resources and capital improvement projects;
and
- to identify, protect, and enhance the area's rich treasury of community assets.

Project Justification:

Responsibility:

- to avoid unplanned growth and undesirable change
- to identify future land use patterns that are desirable and appropriate
- to protect rural residential areas
- to maximize quality of life for area residents

Opportunity:

- to ensure continued economic vitality
- to help attract the desired types of growth
- to maximize Nelson County tourism "brand"
- to help guide development towards the most appropriate areas

Priority:

- the area's ongoing commercial growth – as well as anticipated future development pressures – create an urgent need for a proactive response

Stoney Creek watershed and Wintergreen Resort ski trails in late winter



Project Intent & Purposes:

A strategic planning process for the Rockfish Valley would provide the following:

- an inventory of the area's community assets;
- an accurate assessment of the area's current conditions and trends;
- an analysis of anticipated future opportunities, issues, and threats;
and
- asset-based development recommendations that best serve the area's families, businesses, and visitors by protecting and enhancing the Rockfish Valley's community assets, character, and sense of place.

A more descriptive summary of the important purposes for developing a Rockfish Valley Area Plan is provided on this page.

Purpose – Nelson County Mission Statement

- "It is the mission of the Board of Supervisors to maintain Nelson County as a beautiful, safe, healthy, and prosperous rural county;
- ...where citizens are involved in all aspects of their governance; and
- *...where the community is well planned to assure respect for and dedication to its traditions and resources, while continuing to improve its economic viability."*

Purpose – Economic Development

- Develop strategic recommendations that complement and strengthen the area's existing businesses and industries
- Develop strategic recommendations that help to attract new compatible commercial uses and activities
- Establish a practical framework to guide commercial investments and new developments to the most appropriate locations throughout the area

Purpose – Public Participation

- Ensure that public participation by a broad representation of stakeholders is a genuine part of the process, which will result in recommendations that reflect the values of the area's residents and businesses
- Develop an accurate understanding of the community's current interests and concerns
- Identify community concerns and desires regarding the future of the Rockfish Valley

Purpose – Comprehensive Plan

- Identify any elements of the existing 2002 Comp Plan to be updated, expanded, replaced, or otherwise revised
- Produce up-to-date, forward thinking recommendations that can be considered for adoption into the existing 2002 Comp Plan

Purpose – Community Development

- Develop strategic recommendations to protect the area's rural character, natural beauty, and special sense of place
- Develop strategic recommendations to protect rural residential areas from unplanned commercial development(s) and from other unharmonious land use changes

Purpose – Code of Virginia

- §15.2-2280: "protect and promote the public health, safety, and welfare"
- §15.2-2283: "facilitate the creation of a convenient, attractive, and harmonious community"
- §15.2-2284: The Zoning Ordinance and Zoning Map must reasonably consider the: "existing use and character; ... trends of growth or change; ... conservation of natural resources; ... [and] the encouragement of the most appropriate use of the land."

Purpose – Zoning Policy

- Identify strengths and weaknesses of how the current Zoning Ordinance tools and regulations affect this area
- Identify opportunities to update the A-1 Agricultural District policies and procedures for regulating agri-tourism and agri-business activities throughout this area
- Identify other pertinent opportunities to review the Zoning Ordinance and Zoning Map for appropriate amendments

Proposed Project Scope:

The Rockfish Valley Area Plan would address a relatively large area, expanding well beyond the Route 151 corridor. The proposed project scope roughly encompasses the entire Rockfish River watershed above Route 29 as a general geographic boundary.

Specifically, the proposed project scope would include much of the North District and Central Districts, including the area from Afton to Beech Grove and to Reids Gap; and also the area from the Martin's Store substation (at the Rockfish Valley Highway / River Road intersection) to Woods Mill (at the River Road / Route 29 intersection).

This scope provides the best opportunity for a consistent, coordinated evaluation of current (and future) issues that are common throughout the area. The majority of the project area is comprised of the Route 151 corridor and the Route 664 corridor, which share similar characteristics. They are both designated Scenic Byways passing through the heart of the Rockfish Valley; and both corridors experience the highest intensity of tourism activities and associated tourism and agri-business land uses.

The inclusion of Route 6 (to Woods Mill) will provide a broader analysis of the Rockfish Valley, and allow the Rockfish Valley Area Plan to have a logical nexus with Route 29 – another strategic corridor for Nelson County and a Corridor of Statewide Significance for the Commonwealth of Virginia.

Proposed Project Scope: Afton - Woods Mill - Reids Gap



Proposed Project Deliverables:

PHASE I: AREA ANALYSIS

Summary of Existing Plans:

A document providing a review, analysis, and synthesis of key recommendations from each previous study or plan pertaining to the proposed project scope

Asset Inventory:

A document that identifies and describes the Rockfish Valley's exceptional community assets, resources, attractions, and valuable characteristics

Area Assessment:

A report that provides an analysis of trends, issues, concerns, "threats," and opportunities... This will include an area-wide analysis focused on existing zoning patterns, land use patterns, future development scenarios, and favorable opportunities for commercial entrance sites

*Historic Dodd Cabin on
Route 664 Scenic Byway (Beech Grove Road)*



PHASE II: AREA PLANNING

Public Survey:

A public outreach process conducted in both an online format and a traditional format (provided by mail)...

This effort will solicit public perspective(s) on issues, concerns, "threats," and opportunities, which will influence and inform the project team's efforts, and be incorporated into the Area Plan documents

Vision Statement & Area Recommendations:

Materials that identify strategic goals and objectives for the area's economic development, physical development, environment, land use, and transportation/mobility issues

County Policy Review:

A detailed report that identifies specific recommendations for potential updates to the Comprehensive Plan and/or potential amendments to the Zoning Ordinance and Zoning Map, in order to best facilitate the public's desired outcomes for this area

Anticipated Project Outcomes:

- Board of Supervisors adoption of Area Plan (either as a stand-alone document or element of the Comprehensive Plan)
- Development of a clear, coordinated vision for facilitating positive economic development activity and inducing private investment (with an emphasis on attracting targeted industries into the most appropriate locations)
- Development of a clear vision and strategies for the protection and enhancement of the area's rural character, sense of place, and quality of life
- Identification of deficiencies with existing land use policies and patterns
- Identification of important opportunities to adaptively update the Zoning Ordinance and/or Zoning Map (including formal actions by the Governing Body to amend the Zoning Ordinance and/or amend the Zoning Map; with an emphasis on):
 - Specific, reasonable recommendations for updated zoning policies which respond to current development activities and which anticipate future growth potential; and
 - Specific land use policy recommendations for the Rte. 151 and Rte. 664 corridors, which are the fastest-changing, highest-profile portions of the Rockfish Valley

Proposed Project Team:

○ **Project Management & Administration:**

Tim Padalino – Project Manager

Primary Roles and Responsibilities:

- Coordinate and collaborate with TJPDC staff
- Communicate with Nelson County BOS
- Lead the design and delivery of public events and other participatory efforts
- Lead the production, management, and editing of all project deliverables
- Provide project oversight / quality control

Steve Carter and Maureen Kelley – Lead Project Support Team

Primary Roles and Responsibilities:

- Provide participation, assistance, and guidance for all aspects of project
- Coordinate, collaborate, and communicate with County Supervisors (SC)
- Coordinate, collaborate, and communicate with various project area stakeholders (MK)

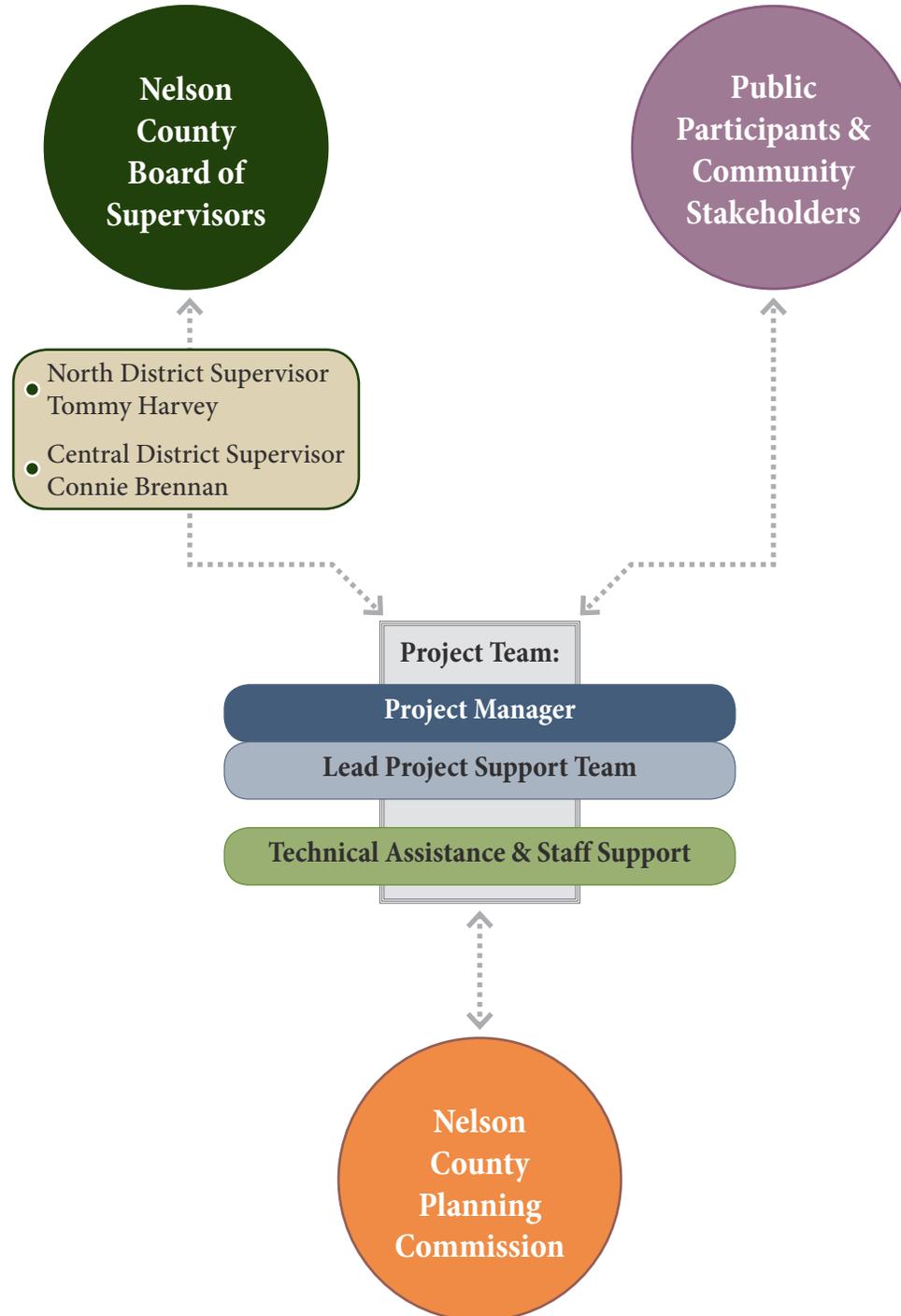
○ **Technical Assistance:**

TJPDC Staff – Project Team Tech. Assistance

Primary Roles and Responsibilities:

- Provide technical assistance with land use analysis and mapping
- Assist with the design and delivery of public events / outreach efforts
- Assist with public outreach and communications: online survey, website setup and management, etc.
- Provide additional assistance with other preparation, tasks, and deliverables (TBD)

Proposed Project Participants:



Proposed Sequence & Timeline:

PREPARATION

2013

December 2013 - May 2014

- internal County preparation and process design, to include:
 - Board-approved final Scope of Work
 - Board-approved Project Team participants and roles
 - Board-approved project schedule, public meetings schedule, and project budget

PHASE I: AREA ANALYSIS

2014

(late) May

- conduct project kick-off meeting with project team members

June - July

- project team prepares Phase I (Area Analysis) presentation materials for initial “open house” public meeting

June - July

- conduct Phase I community survey(s) and compile public input

(late) July

- conduct initial public meeting (“open house” to present [draft] Phase I deliverables; present community survey responses; and conduct informal public engagement)

(early) August

- project team makes revisions to Phase I deliverables based on project team meetings and informal feedback from first “open house” public meeting

PHASE II: AREA PLANNING

August - September

- project team prepares Phase II (Area Planning) presentation materials for second public meeting

August - September

- conduct Phase II community survey(s) and compile public input

(middle) October

- conduct second public meeting (present [draft] Phase II deliverables; present community survey responses; and solicit public comments and questions)

October - November

- project team makes revisions to Phase II deliverables based on project team meetings, feedback from second public meeting, and any additional public comments

November - December

- project team prepares presentation materials for entire Area Plan for final public meeting

December

- conduct third and final public meeting (present entire Area Plan project; and solicit public comments)

2015

December - January 2015

- project team makes any necessary final revisions

January or February 2015

- finalize deliverables and present to BOS for consideration

Project Budget & Resources:

A primary requirement will be staff time, with the following time commitments anticipated for County staff:

- Tim Padalino: 12-16 hours weekly on average (*with additional time likely being required in advance of key deadlines, public meetings, and/or presentations*)
- Maureen Kelley: 4-8 hours weekly on average
- Steve Carter and/or Candy McGarry: 2-4 hours weekly (total) on average

Another primary consideration for County resources would be the establishment of a partnership with the Thomas Jefferson Planning District Commission (TJPDC) for staff support and technical assistance.

County staff have already initiated preliminary discussion with TJPDC staff about their potential role(s) in this project; and County staff will continue those discussions in greater detail to begin negotiating the terms of a possible partnership which would provide Nelson County with staff support and technical assistance on this project.

Other resources to consider include postage and office supplies to send information materials to area residents and businesses. This anticipated cost is currently unknown; and could be reduced significantly by timing this (possible) one-time mailing to be included in official County correspondence that would already need to be mailed out to the public (such as Commissioner of Revenue mailings).

Additional resources might include materials related to the proposed public meetings, although this would be minor (and would likely be accounted for in existing Department budget(s) for “Printing & Binding” 81010-3006 and/or “Office Supplies” 81010-5401).





Rockfish Valley Area Plan: Project Work Products & Timeline

Prepared by Nelson County Dept. of Planning & Zoning
August 29, 2014

Phase I “Area Analysis”

Summary & Description of Each Work Product

- 1) **Summary of Existing Plans** and previous studies pertaining to the Rockfish Valley, including a review, analysis, and synthesis of key recommendations from each. (“**Task A-1**”)

TJPDC will assist County staff with review and summary of all existing plans and/or studies pertaining to the proposed study area. County staff will identify all existing plans and provide copies to TJPDC staff to be reviewed, summarized, and synthesized. Project team will work to organize the existing studies into themes (transportation, environment, etc.).

- Nelson County Comprehensive Plan (2002)
- Route 151 Corridor Study (2013)
- Downtown Nellysford Plan (2007)
- Previous Route 151 Corridor Study (early 2000’s)
- Economic Development Plan(s) (mid-2000’s target study))
- Local, Regional, and/or State Tourism Plan(s) (?)
- TJPDC Bicycle and Pedestrian Plan (2004)
- Virginia Outdoors Plan (2007 / 2012)
- Nelson County Green Infrastructure Plan: “Healthy Watersheds, Healthy Communities” (2010)
- VA Main Street info (Nellysford = affiliate member)
- Rural Historic District info (existing: Greenwood-Afton / proposed: South Rockfish)
- Rockfish Valley Corridor Water and Sewer Study (2002)
- Broadband Project Plan (?)
- Water Study (1990’s) (?)
- Region 2000 Water Supply Plan (?)
- TJPDC Build-Out Analysis (1990’s) (?)
- VA DEQ Rockfish River TMDL Study (2012)
- Original Nelson County Comprehensive Plan (1972)

Specific Work Products / Project Team Point Person:

- i. “Summary & Synthesis of Existing Plans” document / TJPDC

Subtasks:

- i. Identify, locate, and distribute copies of plans
- ii. Coordinate on who reviews each document
- iii. Identify each document’s key themes, issues, recommendations, strategies, etc.
- iv. Copy applicable content from each document into “summary & synthesis” document

Deadline: Friday, September 26

- 2) **Asset Inventory** that identifies the project area's many resources and valuable characteristics.

County staff will compile maps, photographs, and researched information identifying the Rockfish Valley's most important community assets. These will (tentatively) be arranged into the following themes:

- Natural Assets
 - Landscape and Terrain
 - Water Resources
 - Soils
 - Forest
 - Wildlife Biodiversity and supporting Core Habitats
- Cultural & Historical Assets
 - Historic Sites and Cultural Landscapes
 - Traditional Agriculture, Orchards, Vineyards, and Farmers' Market(s)
 - Breweries and Brew Ridge Trail
 - Monticello Artisan Trail
 - Wintergreen Resort
 - Blue Ridge Parkway
 - Trails (Appalachian Trail, Bicycle Route 76, Rockfish Valley Foundation Trail System, Claudius Crozet Blue Ridge Tunnel)
 - Special Events Industry (Music and Art Festivals)
- Meta-Assets
 - Geography & Locational Assets
 - Four Season Climate

Specific Work Products / Project Team Point Person:

- i. "Rockfish Valley Asset Inventory" document / Nelson County staff

Subtasks:

- i. Review and research existing materials for information on specific assets (soils survey, historic resources inventory, green infrastructure data, etc.)
- ii. Prepare InDesign template for document
- iii. Develop narrative copy and image resources
 - a. Assemble and/or acquire photographs of specific assets
 - b. Create thematic maps to portray location(s) of assets

Deadline: Thursday, December 18

- 3) **Zoning and Land Use Analysis** that identifies and evaluates existing zoning patterns, including the development of a detailed map of existing land uses for all properties (regardless of zoning). County staff will share all necessary GIS data and other information required by TJPDC to conduct this analysis and produce deliverables. (“Task A-II”)

Specific Work Products / Project Team Point Person:

- i. “Zoning Map(s)” / Nelson County staff
- ii. “Existing Land Use Map” / TJPDC
- iii. “Land Use Analysis” narrative summary document / TJPDC

Subtasks:

- i. Develop Zoning Maps:
 - a. Overall Zoning Map of entire study area
 - b. Overall Zoning maps of sub-areas
 - i. Afton
 - ii. Nellysford
 - iii. Beech Grove
 - iv. Woods Mill
 - c. Thematic Zoning Maps:
 - i. Business and Service Enterprise District(s)
 - ii. Residential District(s)
 - iii. RPC District
 - iv. Industry District(s)
- ii. Coordinate with TJPDC staff on establishing a methodology for developing the land use inventory
 - a. Utilize permitting data (see Work Products 4-i, 4-ii, 4-iii, and 4-iv)
- iii. Coordinate with TJPDC staff on development of existing land use maps (deliverable 3-ii)
- iv. Coordinate with TJPDC staff on creating land use analysis document (deliverable 3-iii)

Deadline: Friday, September 26

- 4) **Zoning Permit Mapping** that identifies and maps the location of all existing Special Use Permits/Conditional Use Permits, existing businesses, home occupations, and telecommunication towers and other telecommunication infrastructure. County staff will compile and prepare County records to TJPDC for review, analysis, and mapping. (“Task A-III”)

Specific Work Products / Project Team Point Person:

- i. GIS shapefile: Communication Tower Permits / TJPDC
- ii. GIS shapefile: Special Use Permits and Conditional Use Permits / TJPDC
- iii. GIS shapefile: Home Occupations and Existing Businesses / TJPDC
- iv. GIS shapefile: Telecommunication Infrastructure / TJPDC
- v. “Analysis of Zoning Permits” narrative summary document / TJPDC

Subtasks:

- i. Coordinate with Stormy Hopkins on review of County (Planning & Zoning) records
- ii. Compile tabular list of different permit types
 - a. SUP and CUP
 - b. Communication Tower Permits
- iii. Collaborate with TJPDC staff on turning the tabular data into spatial data (GIS shapefiles)

Deadline: Friday, September 26

- 5) **Area Business Inventory and Tax Revenue Analysis** that utilizes existing County data to provide analysis on tax revenues generated within study area. County staff will collaborate with TJPDC staff to establish a “join” between GIS parcels data and ProVal land records data, with County providing support and resources (as needed) to synchronize these two County databases. (“Task A-IV”)

Specific Work Products / Project Team Point Person:

- i. GIS Shapefile: “project area boundary” / TJPDC
- ii. “Tax Revenue Analysis” narrative summary document / TJPDC

Subtasks:

- i. Coordinate with TJPDC staff on creation of project area boundary shapefile using County parcels data and proposed study area boundary (as depicted in ‘Scope of Work’ document)
- ii. Nelson County staff obtains from Timmons Engineering the necessary “joined” spatial data (Parcels shapefile + ProVal land records database)
- iii. Coordinate with Commissioner of Revenue (Ms. Jean Payne) and Director of Economic Development & Tourism (Ms. Maureen Kelley) to assist TJPDC staff in developing the existing business inventory and the tax revenue analysis

Deadline: Thursday, December 18

- 6) **Area Transportation Analysis** that reviews existing infrastructure and summarizes issues. This will take into consideration the recent Route 151 Corridor Study and also provide a area-wide review of transportation infrastructure issues. (“Task A-V”)

Specific Work Products / Project Team Point Person:

- i. “Analysis of Transportation Infrastructure: Conditions & Needs” document / TJPDC

Subtasks:

- i. Host TJPDC staff on study area “site visit” (July 29th)
- ii. Review existing transportation plans and policies
- iii. Identify locations which are highly suitable for commercial entrances, and location which are not conducive to commercial entrances
- iv. Develop “suitability map” for locations along primary roadway corridors which are low suitability, average, and high suitability for commercial entrance locations

Deadline: Thursday, December 18

- 7) **Area Assessment Summary** that provides an overview analysis of trends, issues, concerns, “threats,” and opportunities. This document will incorporate public survey results, as well as other analysis (such as deliverables 2, 3, 4, 5, and 6).

Specific Work Products / Project Team Point Person:

- i. “Area Assessment Summary” document / Nelson County staff

Subtasks:

- i. Develop SWOT analysis
 - a. Identify strengths
 - b. Identify weaknesses
 - c. Identify opportunities
 - d. Identify threats
- ii. Identify other trends and issues pertinent to the study area

Deadline: Thursday, December 18

- 8) **Public Survey** conducted in both an online format and a traditional format (provided by mail) to solicit public perspective(s) on issues, concerns, “threats,” and opportunities;

Specific Work Products / Project Team Point Person:

- i. “Rockfish Valley Property Owners Survey” (questions) / Nelson County staff
 - a. Paper copy format (plus mailing materials – envelope and postage)
 - b. ‘Survey Monkey’ online format with corresponding paper format
- ii. “Rockfish Valley Visitors Survey” (questions) / Nelson County staff
 - a. ‘Survey Monkey’ online format with corresponding paper format
- iii. “Rockfish Valley Survey Results” (summary of public input) / Nelson County staff

Subtasks:

- i. Prepare draft survey questions
 - a. “Property Owners Survey”
 - b. “Visitors Survey”
- ii. Coordinate with TJPDC on translating questions into Survey Monkey format
- iii. Distribute surveys to residents
- iv. Conduct on-site, in-person surveys at key locations and events
- v. Coordinate with PDC on assimilation of feedback / survey results

Deadline: Thursday, December 18

Notes on Work Product 8 – “Public Survey”:

The sequence of survey activity will be as follows:

- Release survey online and distribute paper copies
- Conduct 1st public meeting; distribute additional copies of survey, raise awareness, increase participation
- Close public survey response period
- Conduct 2nd public meeting; present survey results
- Move on to 3rd public meeting

Revised Timeframe & Sequencing – Phase I:

December 2013 – May 2014	internal County preparation and coordination with TJPDC, including Board-approved final Scope of Work (note: Phase I approved May 13)
August 19 th	conduct project kick-off meeting with project team members
August - October	project team coordination and preparation of presentation materials for project introduction at initial public “open house”
September ...	project team begins public survey, to be conducted in a variety of formats (citizen comments and questions collected by mail, online, and in person)
September 24 th	project team conducts project presentation at Planning Commission regular meeting
October (middle)	conduct initial public meeting to introduce project and present initial project materials and progress; and to distribute survey (formal presentation followed by decentralized “open house” format)
October – December	project team continues to prepare project materials (incorporating feedback received at first public meeting and through survey responses)
October – December	project team conducts additional informational meetings with community stakeholders (as requested) and completes public survey
January 2015 (early)	conduct second public meeting (present first draft of project deliverables and present final results from survey questions and comments)
January – February 2015	staff make revisions based on second public meeting and any additional public comments
February 2015 (late)	Planning Commission public hearing (present final draft of deliverables and conduct public hearing)
March or April 2015	Board of Supervisors public hearing

Project Deliverables & Outcomes

Proposed Deliverables – Phase II “Area Plan”

*(*see Scope of Work document (dated April 25) for more project info)*

*(*Phase II not in progress; to be determined by BOS upon completion of Phase I)*

Vision Statement and Corridor Recommendations that identify strategic goals and objectives regarding the area’s economic development, physical development, environment, land use, and transportation/mobility issues; and

Policy Review that identifies recommendations for potential updates to the Comp Plan and/or potential amendments to the Zoning Ordinance and Zoning Map, in order to best facilitate the community’s desired outcomes for this area

Specific Work Products / Project Team Point Person:

- i. TBD

Subtasks:

- i. TBD

Proposed Deadline: TBD

Anticipated Outcomes:

- Board of Supervisors adoption of Area Plan (either as a stand-alone document or element of the Comprehensive Plan);
- Development of a clear, coordinated vision for attracting continued economic development activity and inducing private investment (with an emphasis on attracting targeted industries into the most appropriate locations);
- Development of a clear vision and strategies for the protection and enhancement of the area’s rural character, sense of place, and quality of life;
- Identification of deficiencies with existing land use policies and patterns, and identification of opportunities to adapt the existing Zoning Ordinance and/or Zoning Map – including formal actions by the Governing Body to amend the Zoning Ordinance and/or Zoning Map; with an emphasis on...
 - o Specific land use policy recommendations for the Rte. 151 corridor and Rte. 664 corridor, which are the fastest-changing, highest-profile portions of the Rockfish Valley; and
 - o Specific recommendations for reasonable, common-sense, updated zoning regulations which respond to current development patterns and interests, and which anticipate future growth potential



ROCKFISH VALLEY AREA PLAN: Public Survey for Phase I

For Nelson County Residents & Property Owners

OPTIONAL:

- Name: _____
- Location of residence or property:
 - Address: _____
 - Voting District: North Central West South East
 - I am a resident of the Rockfish Valley: Yes No
- Duration of residence:
 - I have resided in Nelson County since _____ / for _____ years
 - I was born and raised in Nelson County: Yes No

- *Prepared October 2014 by Nelson County Department of Planning & Zoning*
- *Return to: Dept. of Planning & Zoning, 80 Front St., Lovingston, VA 22949*
- *Electronic copies of this survey, and a link to the online version, are available online:*
www.nelsoncounty-va.gov/departments/planning-zoning/rockfish-valley-area-plan/

Please evaluate the following elements of community life, specific to the project study area:

A. Quality of Life for Residents:
 Overall level of importance = 1 2 3 4 5 6 7 8 9 10
Less Important *More Important*

Please **evaluate** these specific elements of “A. Quality of Life” by selecting a numerical value for each item, with “1” = least important and “10” = most important; **AND prioritize** each element by placing a numerical rank next to each item, with “1” being the highest priority:

Priority Ranking #	Description of “Quality of Life” element and individual ranking (1-10):
___ / 7	a. Protecting and preserving the authentic identity, rural character, and unique sense of place: 1 2 3 4 5 6 7 8 9 10 <i>Less Important</i> <i>More Important</i>
___ / 7	b. Access to amenities & activities (parks, trails, recreational activities, etc.): 1 2 3 4 5 6 7 8 9 10 <i>Less Important</i> <i>More Important</i>
___ / 7	c. High-quality, up-to-date Comprehensive Plan for guiding future land use, growth, and development (local framework for locations, types, and total amount of development): 1 2 3 4 5 6 7 8 9 10 <i>Less Important</i> <i>More Important</i>
___ / 7	d. Access to reliable telecommunications & broadband service(s): 1 2 3 4 5 6 7 8 9 10 <i>Less Important</i> <i>More Important</i>
___ / 7	e. Responsive, supportive local government services: 1 2 3 4 5 6 7 8 9 10 <i>Less Important</i> <i>More Important</i>
___ / 7	f. Reasonable levels of traffic and congestion on area roads: 1 2 3 4 5 6 7 8 9 10 <i>Less Important</i> <i>More Important</i>
___ / 7	g. Other: (<i>optional – please specify</i>) 1 2 3 4 5 6 7 8 9 10 <i>Less Important</i> <i>More Important</i>

Comments about Quality of Life for Residents?

Please evaluate the following elements of community life, specific to the project study area:

B. Economic Vitality:

Overall level of importance = 1 2 3 4 5 6 7 8 9 10
Less Important *More Important*

Please **evaluate** the following elements of “B. Economic Vitality” by selecting a numerical value for each item, with “1” = least important and “10” = most important; **AND prioritize** each element by placing a numerical rank next to each item, with “1” being the highest priority:

Priority Ranking #	Description of “Economic Vitality” element and individual ranking (1-10):
___ / 8	<p>a. Growth & improvement in Tourism industry:</p> <p>1 2 3 4 5 6 7 8 9 10 <i>Less Important</i> <i>More Important</i></p>
___ / 8	<p>b. Growth in Special Events & Private Events industries:</p> <p>1 2 3 4 5 6 7 8 9 10 <i>Less Important</i> <i>More Important</i></p>
___ / 8	<p>c. Increase in “Blue-Collar” job opportunities (vocational trades, manufacturing and industry, service industry):</p> <p>1 2 3 4 5 6 7 8 9 10 <i>Less Important</i> <i>More Important</i></p>
___ / 8	<p>d. Increase in “White-Collar” job opportunities (professional vocations):</p> <p>1 2 3 4 5 6 7 8 9 10 <i>Less Important</i> <i>More Important</i></p>
___ / 8	<p>e. Expansion of existing businesses:</p> <p>1 2 3 4 5 6 7 8 9 10 <i>Less Important</i> <i>More Important</i></p>
___ / 8	<p>f. Attraction of new businesses:</p> <p>1 2 3 4 5 6 7 8 9 10 <i>Less Important</i> <i>More Important</i></p>
___ / 8	<p>g. Regulation of new development appearance (signage, lighting, building materials, landscaping, etc.):</p> <p>1 2 3 4 5 6 7 8 9 10 <i>Less Important</i> <i>More Important</i></p>
___ / 8	<p>h. Other: (<i>optional – please specify</i>)</p> <p>1 2 3 4 5 6 7 8 9 10 <i>Less Important</i> <i>More Important</i></p>

Comments about Economic Vitality?

Please evaluate the following elements of community life, specific to the project study area:

C. Public Infrastructure:

Overall level of importance = 1 2 3 4 5 6 7 8 9 10
Less Important *More Important*

Please **evaluate** the following elements of “C. Public Infrastructure” by selecting a numerical value for each item, with “1” = least important and “10” = most important; **AND prioritize** each element by placing a numerical rank next to each item, with “1” being the highest priority:

Priority Ranking #	Description of “Public Infrastructure” element and individual ranking (1-10):
___ / 6	<p>a. Public roads that provide safe and efficient vehicular mobility:</p> <p>1 2 3 4 5 6 7 8 9 10 <i>Less Important</i> <i>More Important</i></p>
___ / 6	<p>b. Non-vehicular transportation options (sidewalks, greenways, etc.):</p> <p>1 2 3 4 5 6 7 8 9 10 <i>Less Important</i> <i>More Important</i></p>
___ / 6	<p>c. Access to attractive public spaces (parks, trails, playing fields, etc.):</p> <p>1 2 3 4 5 6 7 8 9 10 <i>Less Important</i> <i>More Important</i></p>
___ / 6	<p>d. Emergency services (volunteer fire departments and rescue squads):</p> <p>1 2 3 4 5 6 7 8 9 10 <i>Less Important</i> <i>More Important</i></p>
___ / 6	<p>e. Educational resources (school, library, etc.):</p> <p>1 2 3 4 5 6 7 8 9 10 <i>Less Important</i> <i>More Important</i></p>
___ / 6	<p>f. Other: (<i>optional – please specify</i>)</p> <p>1 2 3 4 5 6 7 8 9 10 <i>Less Important</i> <i>More Important</i></p>

Comments about Public Infrastructure?

Please evaluate the following elements of community life, specific to the project study area:

D. Environmental Issues:

Overall level of importance = 1 2 3 4 5 6 7 8 9 10
Less Important *More Important*

Please **evaluate** the following elements of “D. Environmental Issues” by selecting a numerical value for each item, with “1” = least important and “10” = most important; **AND prioritize** each element by placing a numerical rank next to each item, with “1” being the highest priority:

Priority Ranking #	Description of “Environmental Issues” element and individual ranking (1-10):
___ / 6	a. Clean water & watershed protection (fishing, swimming, agriculture, etc.): 1 2 3 4 5 6 7 8 9 10 <i>Less Important</i> <i>More Important</i>
___ / 6	b. Clean air (air quality, level of visibility, etc.): 1 2 3 4 5 6 7 8 9 10 <i>Less Important</i> <i>More Important</i>
___ / 6	c. Preserving mountain scenery and other scenic viewsheds: 1 2 3 4 5 6 7 8 9 10 <i>Less Important</i> <i>More Important</i>
___ / 6	d. Conserving and restoring green infrastructure (wildlife habitat and biodiversity, “core habitat” forests and connections, etc.): 1 2 3 4 5 6 7 8 9 10 <i>Less important</i> <i>More Important</i>
___ / 6	e. Dark night skies (minimal light pollution, maximum night sky visibility): 1 2 3 4 5 6 7 8 9 10 <i>Less important</i> <i>More Important</i>
___ / 6	f. Other: (<i>optional – please specify</i>) 1 2 3 4 5 6 7 8 9 10 <i>Less important</i> <i>More Important</i>

Comments about Environmental Issues?