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
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
Asset Inventory
Zoning & Land Use Patterns
B-1 and SE-1 Districts
M-1 and M-2 Districts
FP Overlay District
Public Lands: USFS and NPS
Conservation Easements
Rural Historic Districts
Scenic Byways
Zoning Permits & Development Trends
Zoning Permit Approvals: 2002 - 2009

Permitting Actions 2002-2009
Zoning Permit Approvals: 2002 - 2016
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

<table>
<thead>
<tr>
<th></th>
<th>2006</th>
<th>2016</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Licenses</td>
<td>75</td>
<td>360</td>
<td>380%</td>
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</tbody>
</table>

Business Growth

## Tax Revenue Assessment

### Meals Tax in Nelson County: 2006 to 2016

<table>
<thead>
<tr>
<th></th>
<th>2006</th>
<th>2016</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meals Tax in Nelson</td>
<td>$508,813</td>
<td>$947,816</td>
<td>86.27%</td>
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<tr>
<td>Restaurants in Nelson</td>
<td>44</td>
<td>64</td>
<td>45.45%</td>
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</table>

### Meals Tax in the Rockfish Valley: 2006 to 2016

<table>
<thead>
<tr>
<th></th>
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<th>2016</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meals Tax in Rockfish Valley</td>
<td>$330,728</td>
<td>$720,340</td>
<td>117.80%</td>
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<tr>
<td>Restaurants in Rockfish Valley</td>
<td>16</td>
<td>27</td>
<td>68.75%</td>
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</table>
## Tax Revenue Assessment

### Lodging Tax in Nelson County: 2006 to 2016

<table>
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<tr>
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<th>2016</th>
<th>% Change</th>
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</thead>
<tbody>
<tr>
<td>Lodging Tax in Nelson</td>
<td>$262,418</td>
<td>$426,211</td>
<td>62.41%</td>
</tr>
<tr>
<td>Lodging Establishments in Nelson</td>
<td>51</td>
<td>96</td>
<td>88.23%</td>
</tr>
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</table>

### Lodging Tax in the Rockfish Valley: 2006 to 2016

<table>
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<tr>
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<th>2016</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lodging Tax in Rockfish Valley</td>
<td>$215,182</td>
<td>$375,065</td>
<td>74.30%</td>
</tr>
<tr>
<td>Lodging Establishments in Rockfish Valley</td>
<td>19</td>
<td>44</td>
<td>131.57%</td>
</tr>
</tbody>
</table>
Summary of S.W.O.T. Analysis:

- **Strengths**
- **Weaknesses**
- **Opportunities**
- **Threats**
S.W.O.T. Analysis: Strengths

- Environmental Resources
- Community Pride & Involvement
- Charming Rural Character
- Relatively High Household Income
- Scenic Vistas
- Economic Engine
- Local Agriculture
- 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)

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