

Rockfish Valley Area Plan

ROCKFISH VALLEY AREA PLAN



Area Analysis & Asset-Based Strategies

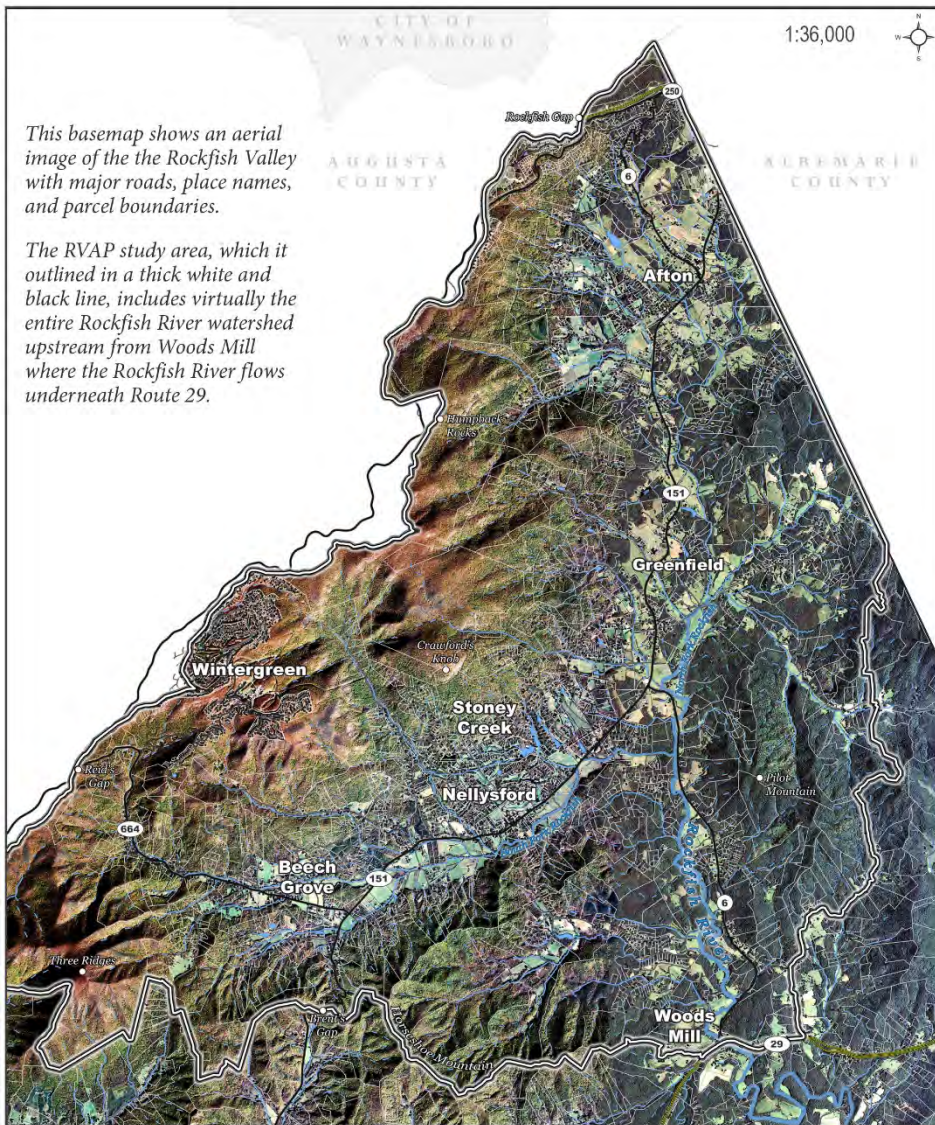


March 29, 2017

The study area includes the entire Rockfish River watershed above US29. This area contains much of the North District and Central District, from Afton to Nellysford to Beech Grove to Wintergreen, and also the area from the Martin's Store substation (VA151/VA6) over to Woods Mill (VA6/US29).

RVAP Study Area:
Upper Rockfish River Watershed





RVAP Study Area: Quick Facts

- **Size** = 103 square miles
- **Population** = 7,749
- **Population Density** = 32 persons/square mile
- **Median Age** = 51 years
- **Median Household Income** = \$57,203
- **Unemployment Rate** = 3.4%

Major Roads

- Interstate 64; Route 250; Route 151; Route 6; and Route 664
- With the exception of Interstate 64, all of these highways are designated Virginia Scenic Byways

Major Industries

- Services; Agriculture; and Tourism
- Tourism includes Wintergreen Resort; farm wineries, breweries, cideries, and distilleries; and outdoor recreation

Unique Characteristics

- The prominent, scenic terrain of the Blue Ridge Mountains;
- Proximity to some of the most popular and iconic public lands in the USA, such as the Blue Ridge Parkway, Skyline Drive/Shenandoah NP, Appalachian Trail, and George Washington NF; and
- The unique agritourism attractions include a craft beverages cluster (including craft beer, wine, hard cider, spirits, coffee, and kombucha)

Surrounding Influences

- Commuting and employment patterns with nearby Charlottesville, Lynchburg, and Staunton/Waynesboro areas
- Atlantic Coast Pipeline, which is under review by FERC (identified as a *major community concern* by survey respondents)

Why conduct an Area Plan?

Responsibility:

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

Opportunity:

- to ensure continued economic vitality
- to maximize Nelson Co. tourism “brand”
- to help attract the desired types of growth
- 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

The RVAP attempts to serve many purposes:

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; *and*
 - help to attract new commercial activity from compatible target industries
- Establish a practical framework to guide commercial development towards the most appropriate locations throughout the area

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: 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: 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

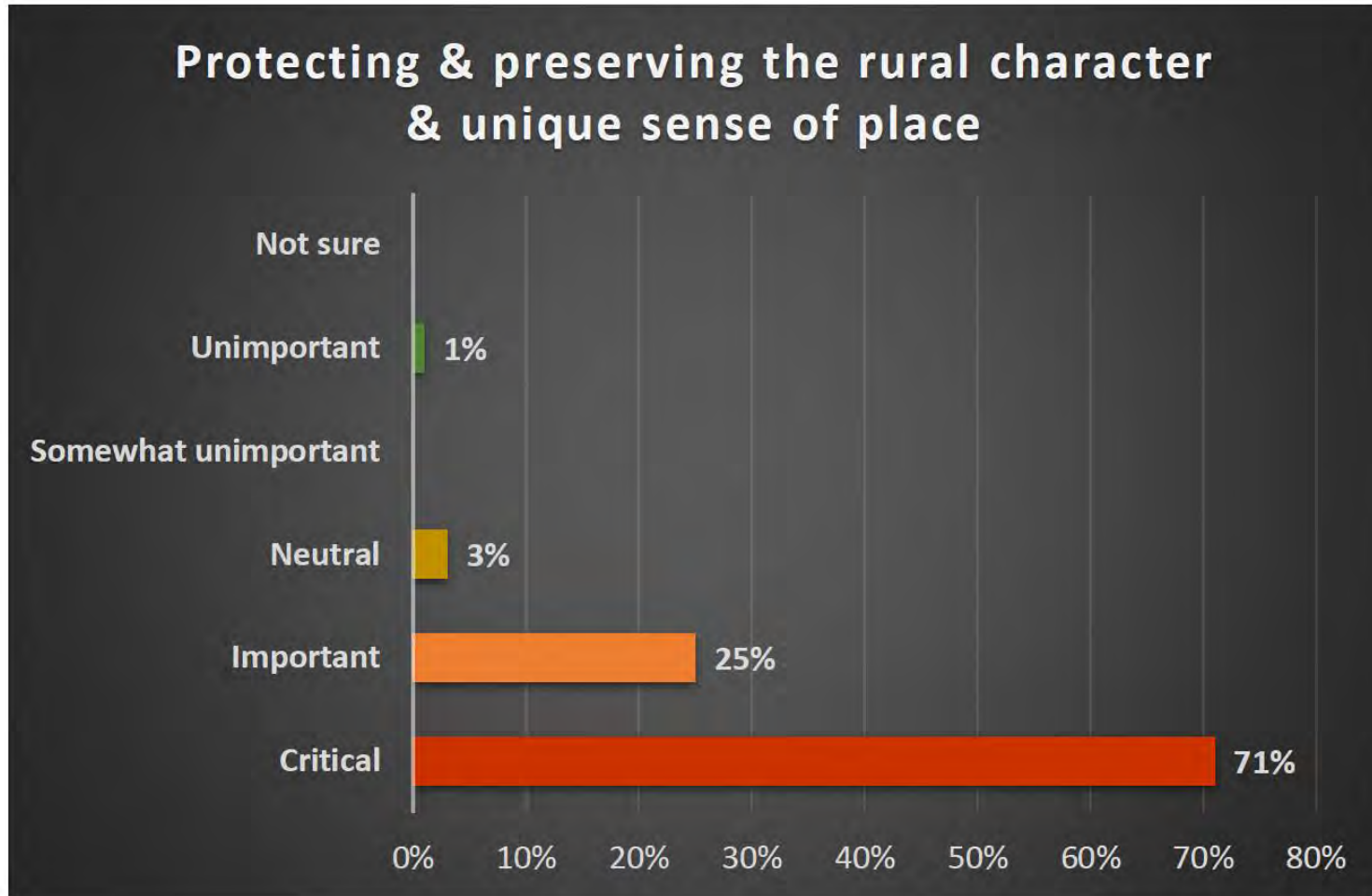
Purpose: Zoning Policy

- Identify strengths and weaknesses of how the current Zoning Ordinance tools and regulations affect this area
- Identify practical opportunities to review the Zoning Ordinance and Zoning Map for appropriate amendments

Purpose: Public Participation

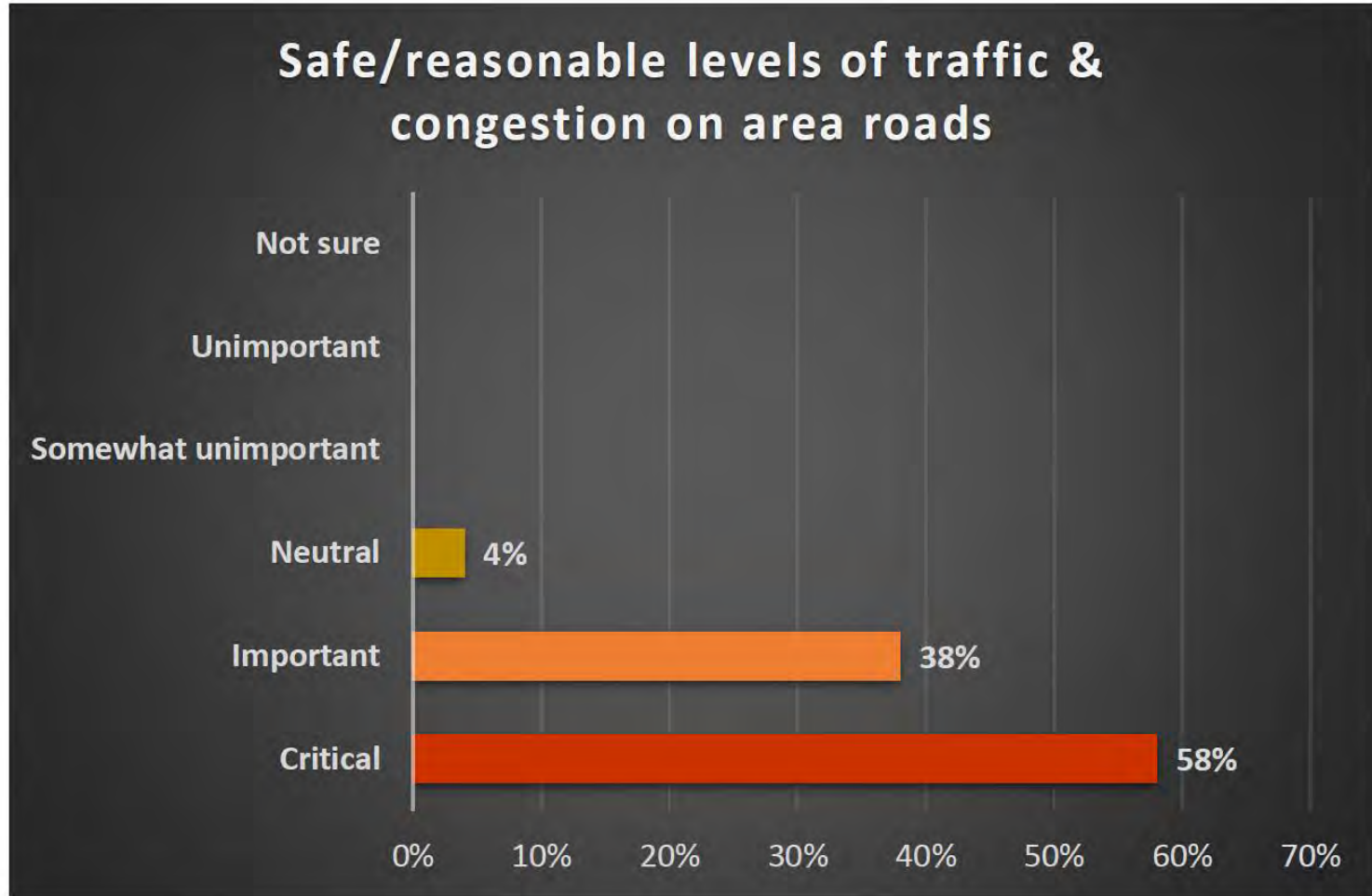
- Ensure that public participation by a broad representation of stakeholders is a genuine part of the process, which will result in recommendations that reflect the values of the area’s residents and businesses
- Develop an accurate understanding of the community’s current interests and concerns
- Identify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

Q5:



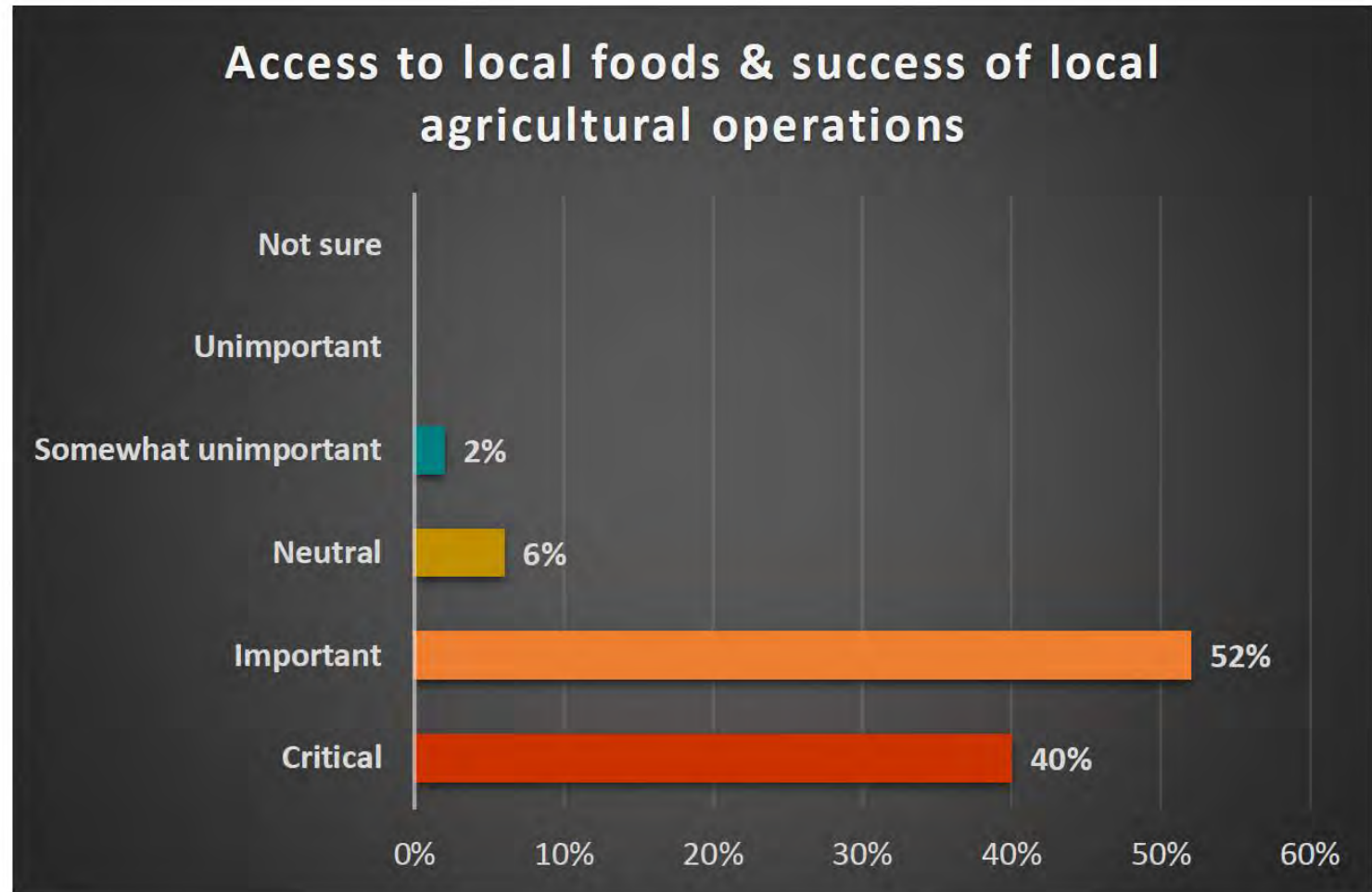
(Q5): 96% said it is important to protect and preserve the Rockfish Valley's rural character and unique sense of place. 71% said it is critically important.

Q8:



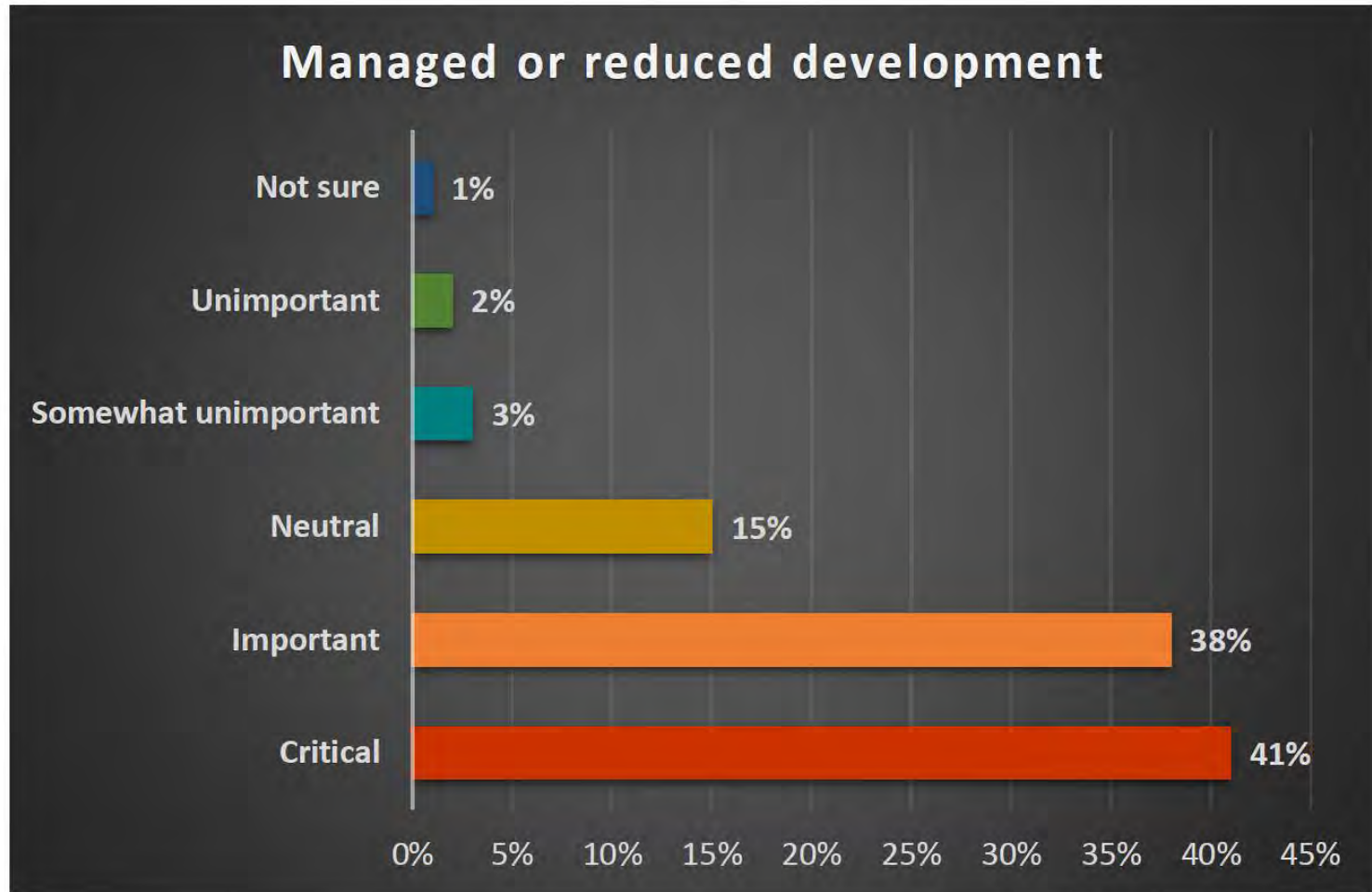
(Q8): 96% said safe/reasonable levels of traffic and congestion on roads is important. 58% said it is critically important.

Q21:



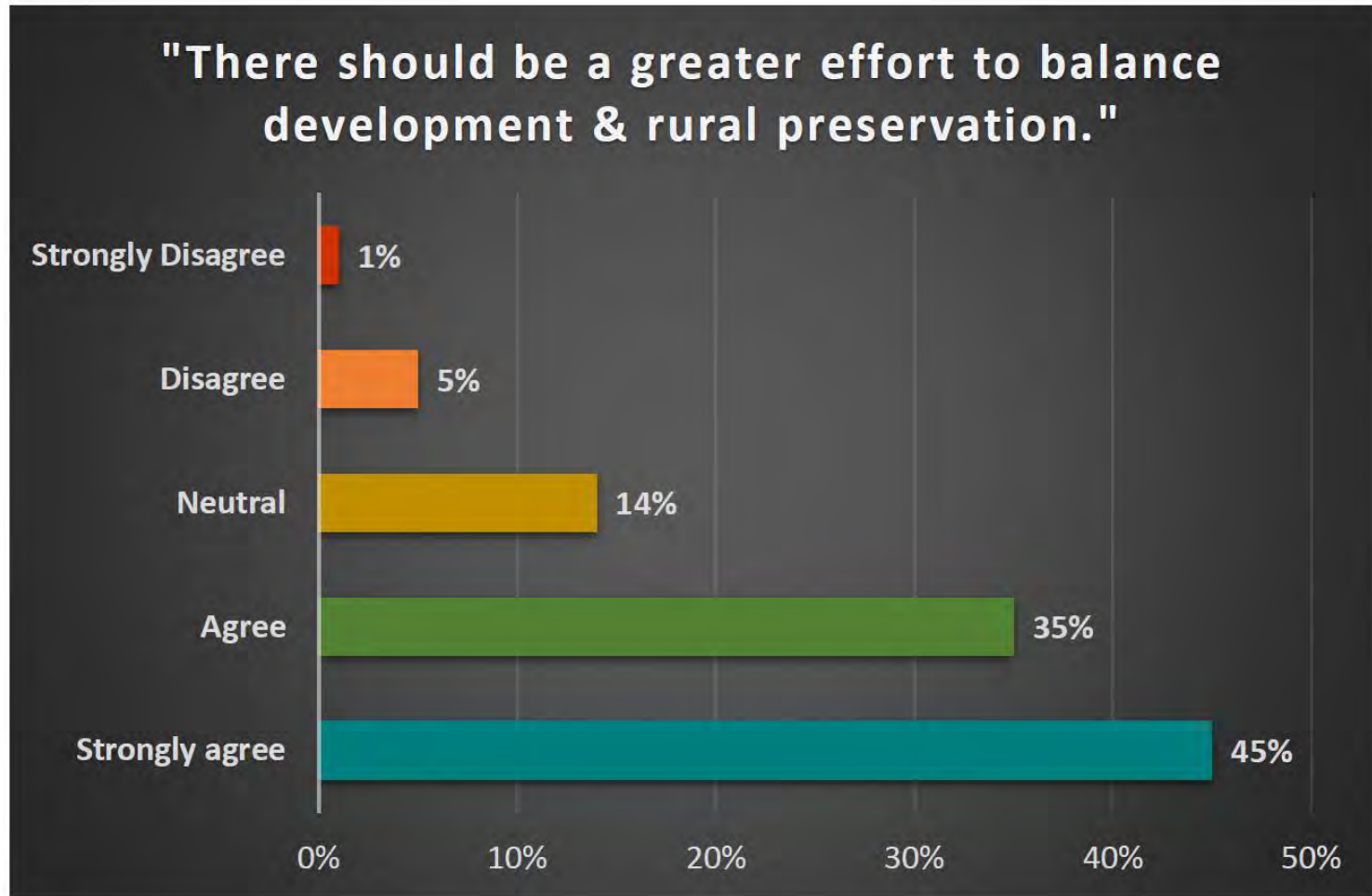
(Q21): 92% give importance to access to local foods and the success of local farms and local farmers.

Q11:



(Q11): 79% said managed or reduced development is important.

Q23:



(Q23): 80% agreed that, “There should be a greater effort to balance development and rural preservation.”

Tax Revenue Assessment & Comparisons

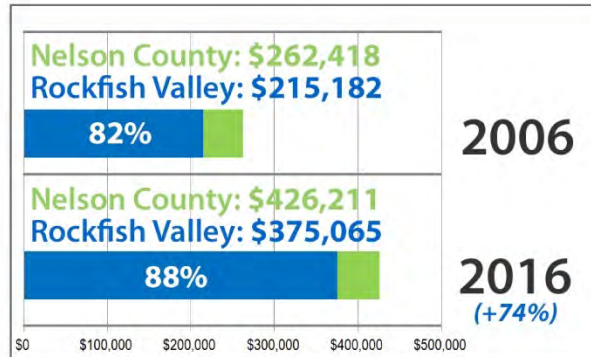
Comparisons of annual tax revenues from tourism-related industries from 2006 and 2016 illustrate the following:

The Rockfish Valley is the economic engine of Nelson County.



Lodging Tax Revenue Comparisons:

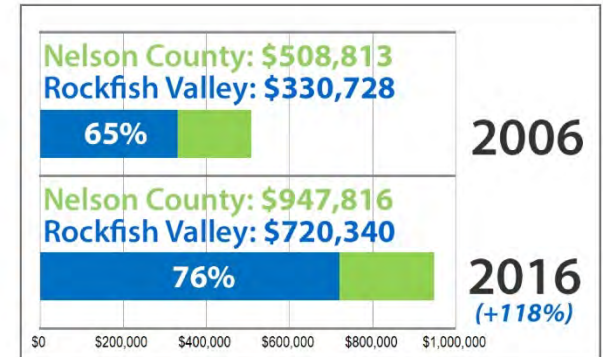
(Rockfish Valley & Nelson County)
and
(2006 & 2016)



- The number of lodging establishments in the Rockfish Valley increased from 19 in 2006 to 44 in 2016. (This number more than doubled over that decade – a 132% increase.)
- The 2016 Lodging Tax revenue from the Rockfish Valley was approximately \$160,000 more than in 2006. (This was a 74% increase.)
- The Rockfish Valley's contribution to Nelson County's total Lodging Tax revenue increased from 82% of Countywide revenue in 2006 to 88% in 2016.

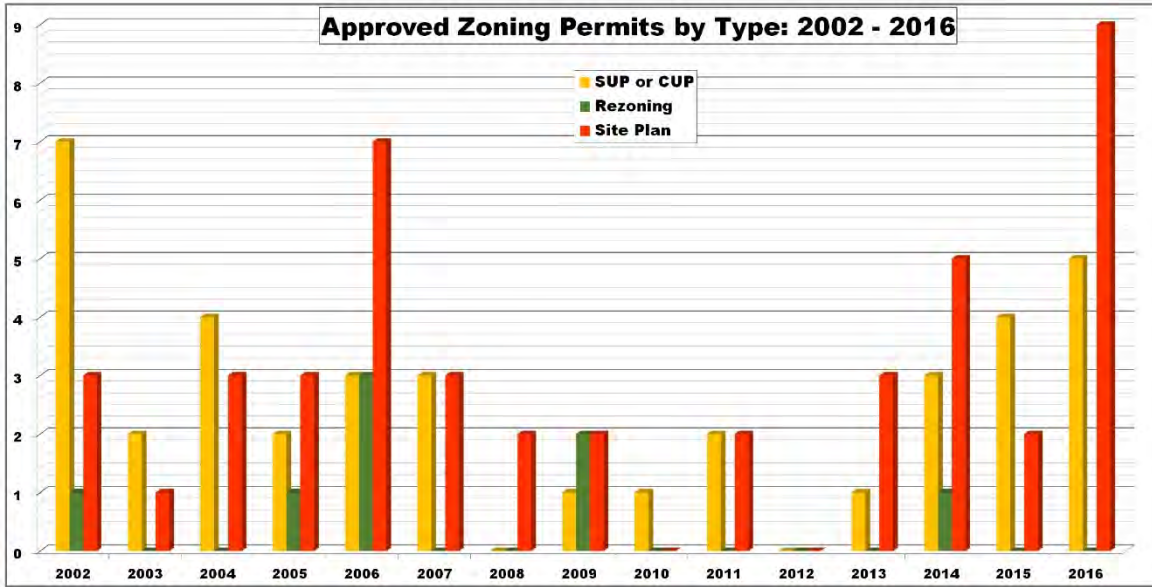
Meals Tax Revenue Comparisons:

(Rockfish Valley & Nelson County)
and
(2006 & 2016)



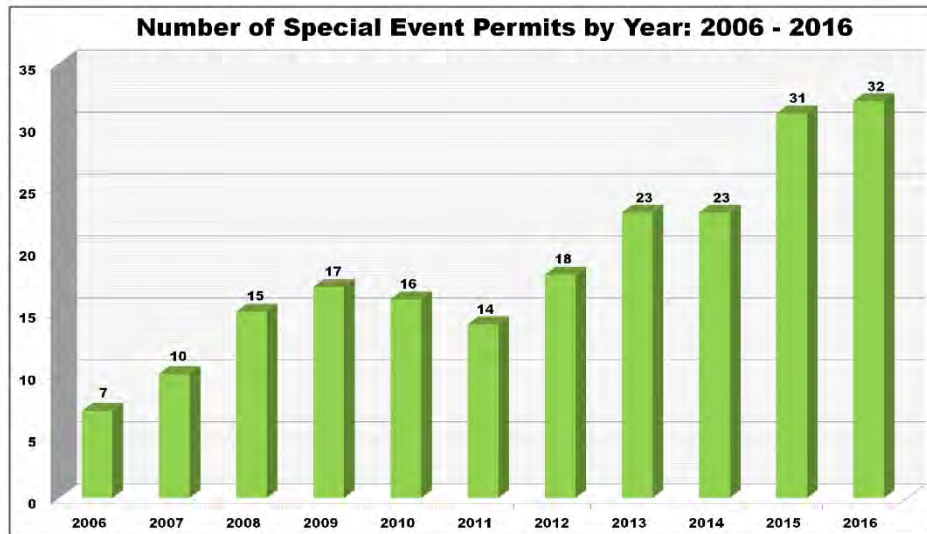
- The number of restaurants in the Rockfish Valley increased from 16 in 2006 to 27 in 2016. (This was a 69% increase.)
- The 2016 Meals Tax revenue from the Rockfish Valley was approximately \$390,000 more than in 2006. (This number more than doubled over that decade – a 118% increase.)
- The Rockfish Valley's contribution to Nelson County's total Meals Tax revenue increased from 65% of Countywide revenue in 2006 to 76% in 2016.

Approved Zoning Permits by Type: 2002 - 2016



- 2006 contained a spike in approved rezoning applications: three such approvals (totaling 8 parcels) were granted in the Rockfish Valley that year; a total of 5 other rezonings were approved in the other 14 years.
- The 5-year period between 2008 and 2012 generally reflects the lack of economic development that occurred nationwide during the recession. During those five years, only 12 total zoning approvals were granted. In comparison, 13 total zoning approvals were granted in 2006 alone; 9 were granted in 2014 alone; and 14 were granted in 2016 alone.
- In general, zoning permit approvals in the Rockfish Valley have been characterized by a steady decrease in rezonings and a steady increase in special use permits (SUP). The increase in approved SUP is particularly notable in 2015 and 2016; and based on zoning permit applications that are currently under review, it is possible that this trend may continue into 2017.

Number of Special Event Permits by Year: 2006 - 2016



Approved Special Events Permits

This graph (left) shows the annual number of approved Special Events Permits (SEP) for all of Nelson County. This is a Countywide total – these figures are not specific to just the Rockfish Valley. But the growing number of SEP Countywide is also reflective of the trend within the Rockfish Valley.

- Between 2010 (16 SEP) and 2013 (23 SEP), there was a 44% increase in approved Special Events Permits Countywide.
- Between 2013 and 2016 (32 SEP), there was another 39% increase in approved Special Events Permits Countywide.

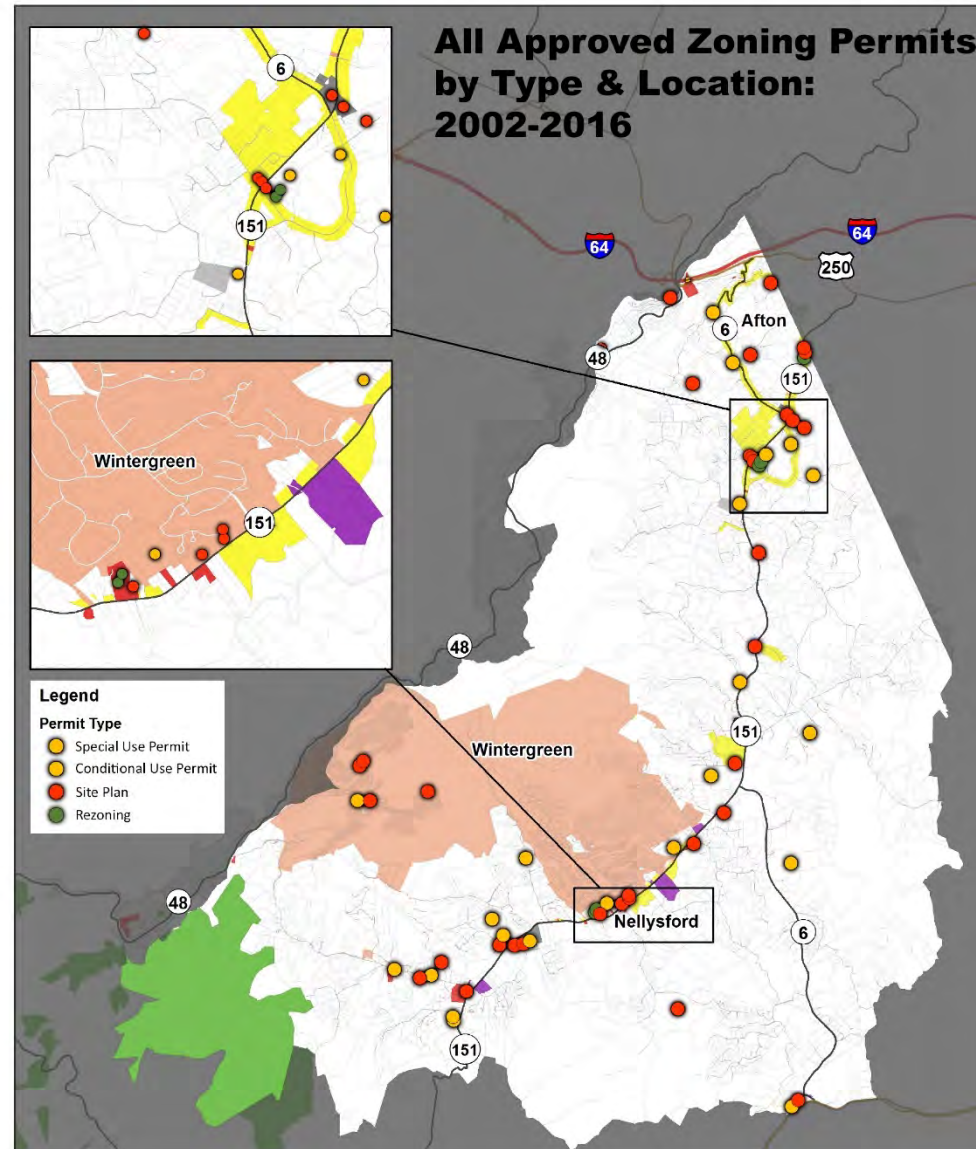
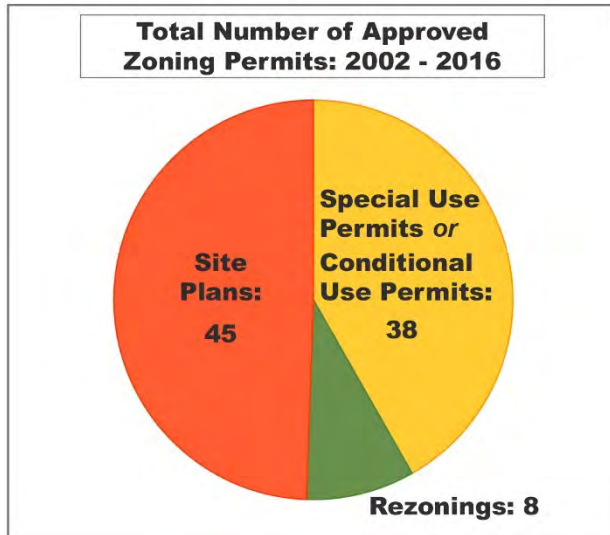
In January 2017, the Nelson County Board of Supervisors enacted new Zoning Ordinance amendments for “Temporary Events, Festival Grounds, and Out-of-Door Accessory Uses” which provide new provisions and regulations for certain events, and which exempt other types of events and activities.

Area Analysis: Development Trends & Zoning Permit History

Analysis of Approved Zoning Permits, 2002–2016

This analysis identified and mapped all zoning permits that were approved for properties in the Rockfish Valley between 2002 and 2016.

Specifically, this included all approved rezonings, special use permits, and site plans (as well as conditional use permits, until they were discontinued in 2010). This 15-year time frame was selected in order to better understand how much growth and development has occurred (and where) since the most recent version of the Comprehensive Plan was adopted in 2002.



Zoning Maps

Residential (R-1)

- The RV contains relatively few locations zoned R-1, even though residential properties are located in many areas.
- R-1 Districts are located in Afton, Avon, and Greenfield.
- Nellysford also contains parcels zoned R-1, located in the immediate vicinity of A-1, B-1, SE-1, and RPC-MU zoning.
- Almost all R-1 zoning is linear “roadside” zoning; many R-1 parcels are “split-zoned” (R-1 in front / A-1 in rear).

Residential Planned Community (RPC)

- The RV contains the only RPC District in Nelson County.
- The RPC consists of Wintergreen Resort and Stoney Creek.
- RPC zoning allows various uses and structures, subject to the approved “Master Plan” designations for different “sectors” located throughout the RPC District.
 - For example: the RPC–Multiple Use Sector in Nellysford is effectively a B-1 Business District.

Business (B-1) and Service Enterprise (SE-1)

- B-1 (Business) zoning and SE-1 (Service Enterprise) zoning is found at various locations throughout the RV – mostly along Routes 151, 6, or 664.
- The current zoning map does not contain any locations in the RV that are suitable for supporting a true business “district” or a traditional mixed-use commercial village.

Industrial (M-2) and Limited Industrial (M-1)

- The RV contains a small amount of M-1 and M-2 zoning in Afton (along Critzers Shop Rd. and Mill Ln.) and in Nellysford (Rockfish Valley Hwy. in the Spruce Creek area).
- Some M-1 and M-2 locations seem random relative to adjacent zoning designations and land uses. This is partially because some properties were originally zoned M-2 due to the existence of industrial uses at that time – some of which have been discontinued.

100-year Floodplain (FP)

The Floodplain District exists along many streams, creeks, and river bottoms throughout the Rockfish Valley. It exists as a “zoning overlay district,” which creates additional regulatory restrictions in addition to the underlying zoning regulations. The Floodplain District locations are established by the boundaries of the 100-year floodplain, as defined by FEMA.

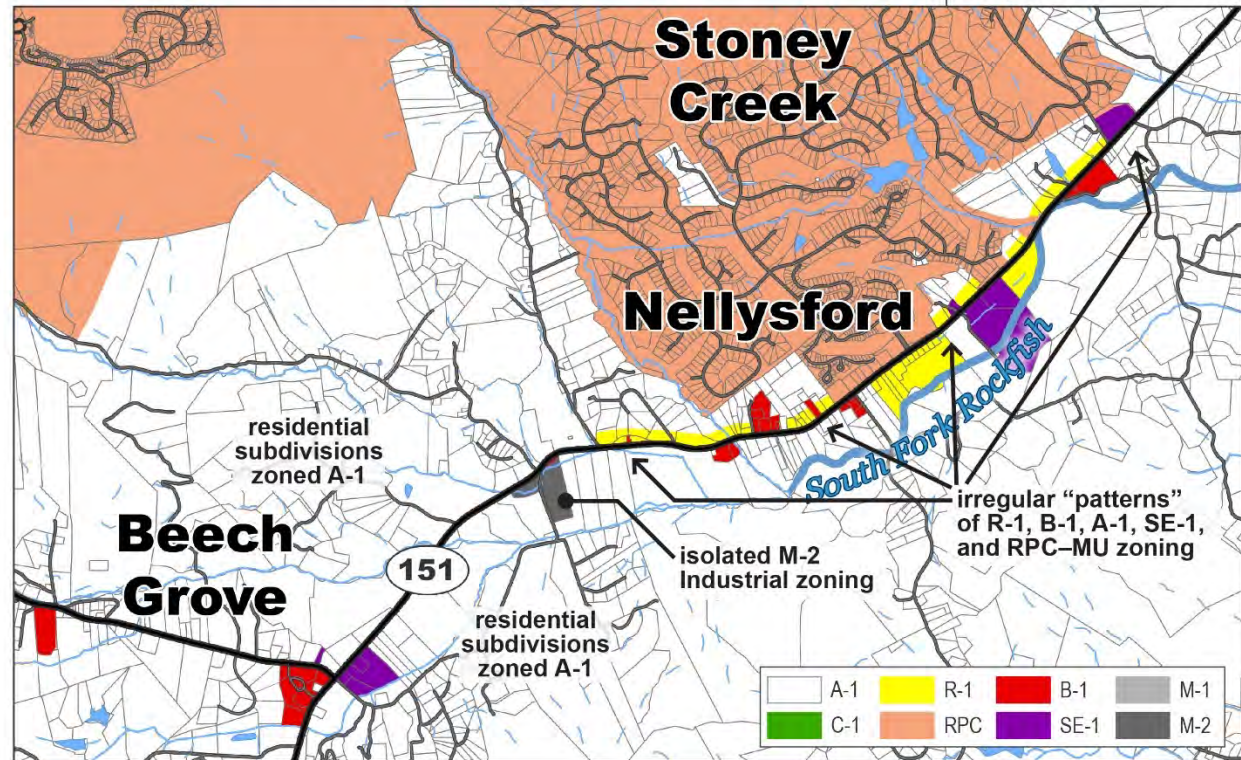
Conservation (C-1)

- The only C-1 zoning in the RV are in the Three Ridges Wilderness Area of the George Washington National Forest.

Agricultural (A-1)

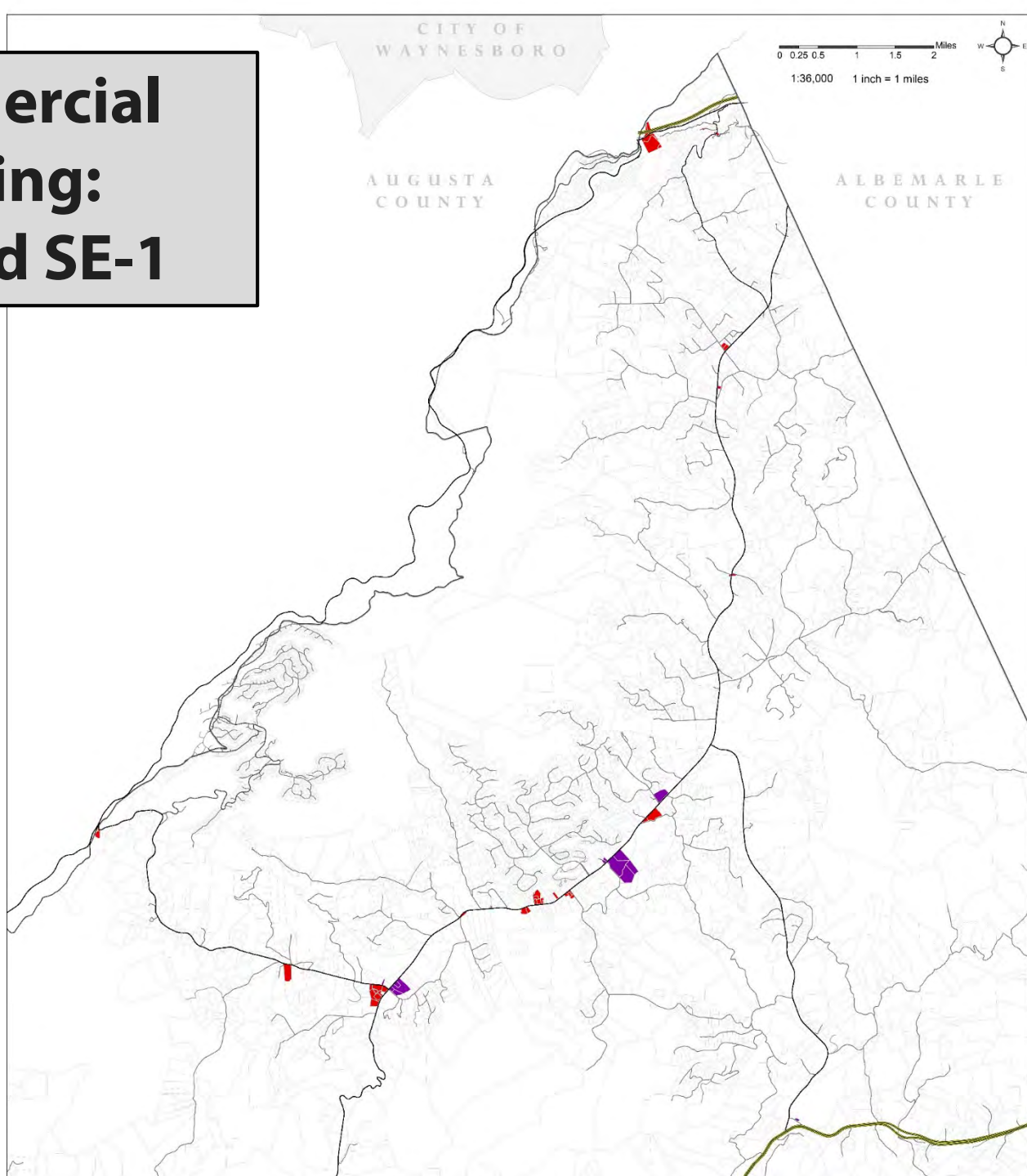
- The A-1 District covers a large majority of the RV.
- The A-1 District is effectively a “rural mixed use” district:
 - large amount of A-1 properties are used for residential dwellings, including numerous residential subdivisions;
 - relatively small percentage is farming or other ag; and
 - large number and wide variety of permissible land uses, either by right or special use.

Current Zoning Map:
Nellysford

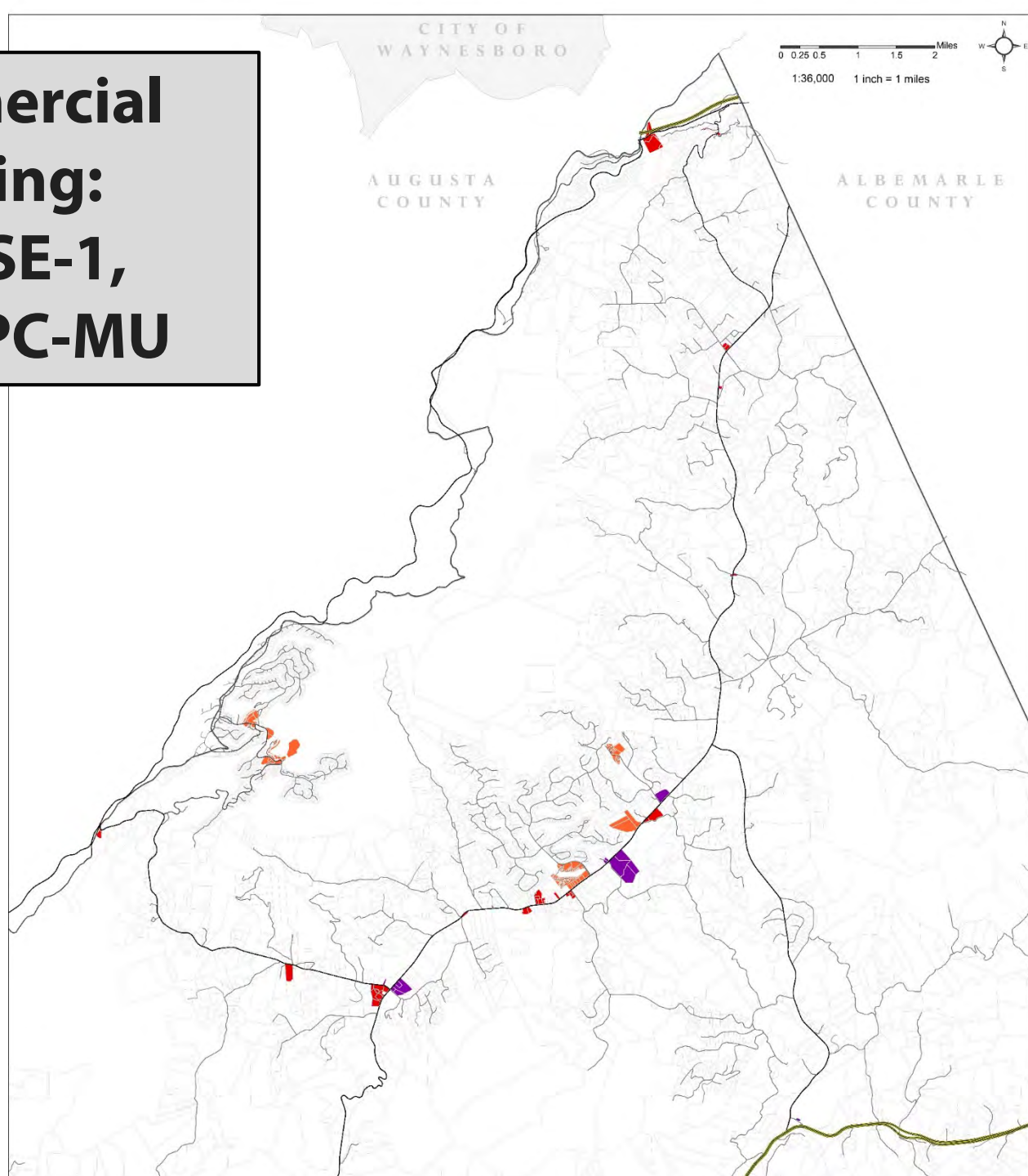


Zoning and Land Use Analysis

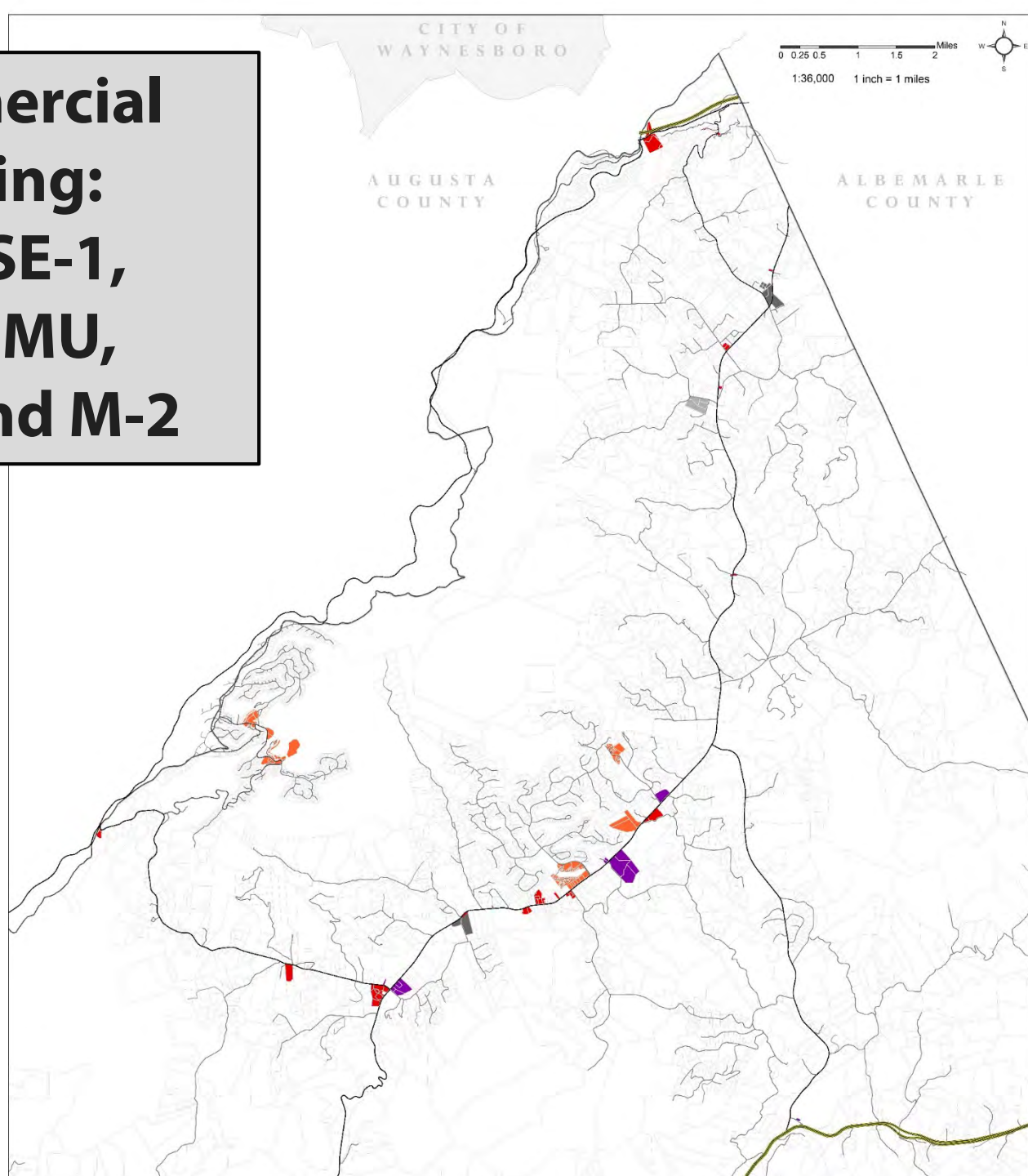
Commercial Zoning: B-1 and SE-1



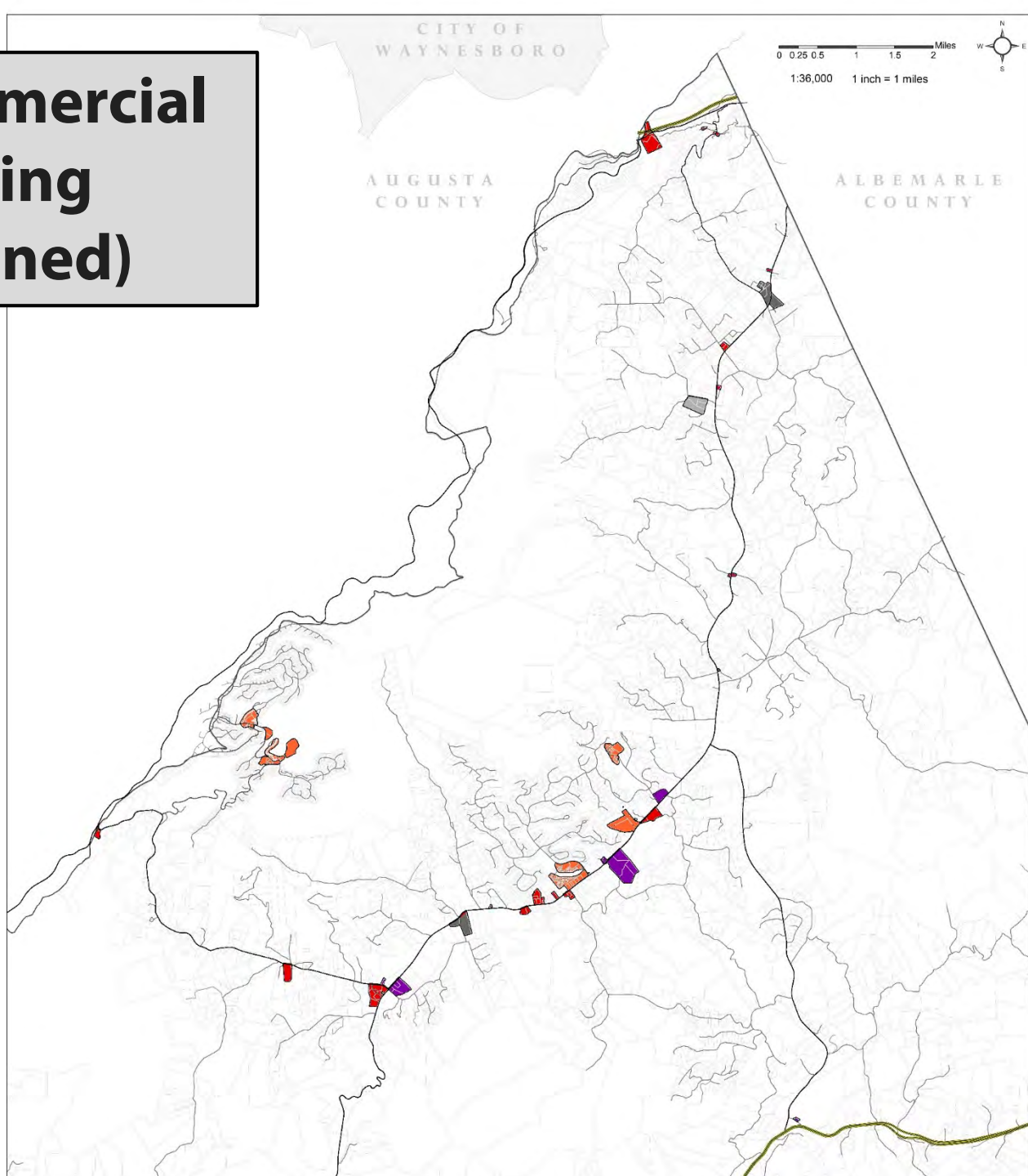
Commercial Zoning: B-1, SE-1, and RPC-MU



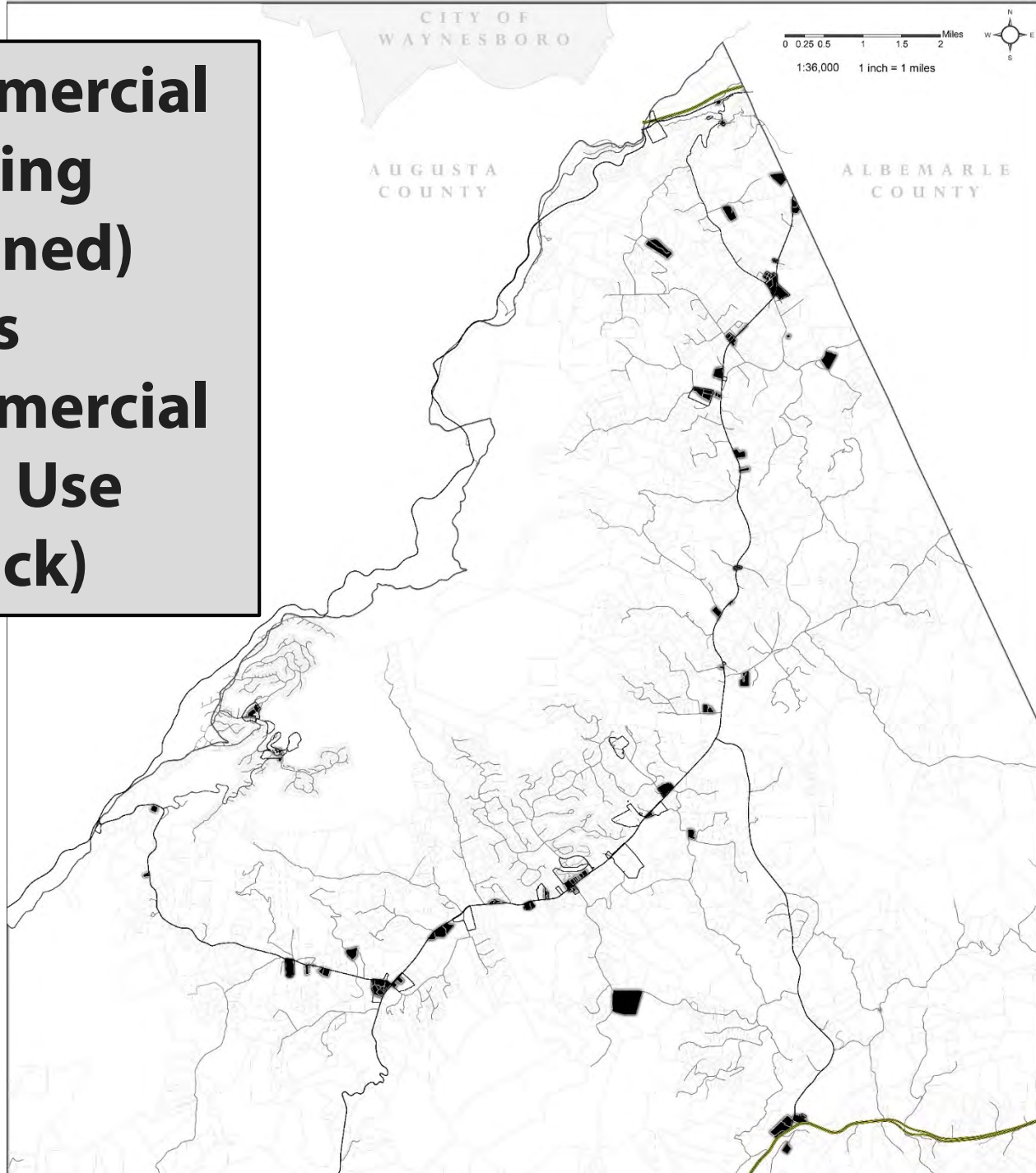
**Commercial
Zoning:
B-1, SE-1,
RPC-MU,
M-1, and M-2**



All Commercial Zoning (outlined)



**All Commercial
Zoning
(outlined)
vs
All Commercial
Land Use
(black)**



Recommended Goals, Objectives, and Strategies

Area Planning: Strategic Recommendations by Topic



Agriculture



Community



Economy



Natural Resources



Transportation

Area Planning: Strategic Recommendations by Topic



Agriculture



Goal A-1: Increase and strengthen the agricultural economy within the Rockfish Valley, as measured by number of ag operations, volume of ag products, or value of ag products.

Objective A: Ensure that County plans and policies support the protection and productive use of lands that are most suitable for farming.

- i. Update the Comprehensive Plan to identify “prime” agricultural soils, and other soils most suitable for ag operations.
- ii. Ensure that the Zoning Map and Zoning Ordinance adequately support and protect agricultural landscapes and family farms in the Agricultural A-1 zoning district.
- iii. Consider adoption of specific recommendations identified by the Green Infrastructure Center’s 2011 “Nelson County Policy Guide” and “Nelson County Stewardship Guide.”

Obj. B: Expand the following agricultural sectors within the Rockfish Valley: tree fruit/orchards; grapes/vineyards; and barley (or other grains for malting or distilling).

- i. Increase all three target sectors by 10% or more within 5 years, as measured by production volume, sales volume, or total value of products.
- ii. Increase one or more target sectors by 50% or more within 5 years, as measured by production volume, sales volume, or total value of products.
- iii. Increase amount of land in tree fruit/orchards production and in grapes/vineyards production at existing farm wineries.

Goal A-2: Identify and support key resources, activities, and partnerships that will strengthen and increase the success of existing farms and ag operations.

Obj. A: Improve local opportunities for direct-to-consumer agricultural sales.

- i. Promote and support the development of a permanent year-round community farmers market location in the Rockfish Valley.

Obj. B: Increase awareness among property owners and ag operators about relevant resources, programs, and info.

- i. Assemble and provide educational resources on voluntary land use practices, such as conservation easements and Agricultural & Forestal District programs.

- ii. Assemble and provide educational resources on farming best practices.
- iii. Assemble and provide contact info for agencies and organizations that provide property owners and ag operators cost-sharing opportunities or technical assistance.
- iv. Conduct an annual event for local ag producers and agritourism operators to discuss best practices; promote Nelson agriculture; and foster collaboration among local producers. This annual event would incorporate FFA and 4-H participants; and would be conducted in partnership with all relevant farm-related organizations such as Virginia Cooperative Extension, VDACS, Virginia Tech, Farm Bureau, TJSWCD, NRCS, Virginia Cattlemen’s Association, Virginia Wineries Association, Virginia Craft Brewers Guild, and others.



The Rockfish Valley, like all of Nelson County, is home to an authentic agricultural heritage and a rich tradition of agricultural excellence.

A successful agritourism industry is now rooted in the Rockfish Valley area, including orchards, vineyards, farm wineries, craft breweries, and farm distilleries.



Area Planning: Strategic Recommendations by Topic



Community



Goal C-1: Develop and implement common-sense growth management policies that balance development and rural preservation.

Objective A: Identify appropriate future development areas as well as rural preservation areas.

- i. Evaluate suitability of locations in Afton, Rockfish Gap, Nellysford, and Beech Grove for designation as future development areas.
- ii. Identify sections of the highway corridors and other parts of the Rockfish Valley that are high-priority areas for the preservation of rural character or protection of scenic resources.

Obj. B: Conduct a focused effort to update County policies, plans, and ordinances to create a stronger framework for balancing development and rural preservation.

- i. Review and update the Comprehensive Plan, with particular emphasis on updating the Future Land Use Plan and Map.
- ii. Review zoning map in areas designated as future development areas and designated rural preservation areas, and identify appropriate modifications for further evaluation.

Goal C-2: Increase access to public space(s) within the Rockfish Valley.

Obj. A: Connect with local stakeholders and explore shared interest(s) and ideas relating to a potential place-making project.

- i. Conduct a vision-casting workshop in collaboration with community stakeholders, to evaluate public interest and feasibility of establishing a new “central gathering place” in the Nellysford area.
- ii. Convene committed stakeholders to more formally establish of a collaborative partnership, for the purpose of successfully advancing a public “place-making” project.

Goal C-3: Increase access to natural landscapes and outdoor recreation amenities.

Obj. A: Complete the Blue Ridge Tunnel rehabilitation and rails-with-trails project.

Obj. B: Utilize the Old Howardsville Turnpike as a recreational facility (hiking trail) connecting the Rockfish Valley to the crest of the Blue Ridge.

- i. Explore all opportunities to partner with local, state, and federal agencies and non-profit groups.

Obj. C: Establish a greenway or multi-use path between Wintergreen Resort, Stoney Creek, Nellysford, and Beech Grove.

- i. Explore all opportunities to partner with local community stakeholders; local, state, and federal agencies; and non-profit groups to establish a new recreational amenity.
- ii. Maximize the value of any such new amenity by successfully connecting with existing trails and other community assets.

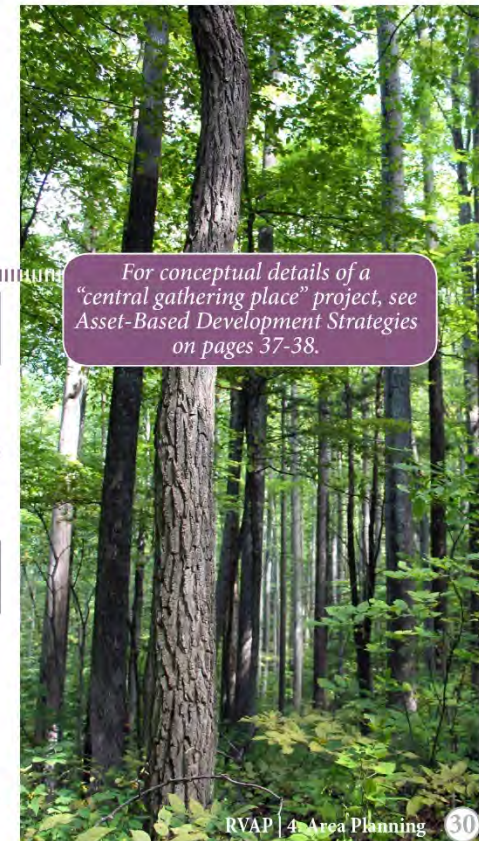
Goal C-4: Prepare for the specific needs of an aging population.

Obj. A: Address the changing needs of the community by specifically providing community services that are consistent with Nelson County’s demographic trends of an aging population.

Goal C-5: Protect and promote local history and culture.

Obj. A: Protect local historical resources and promote local cultural heritage.

- i. Support and promote the South Rockfish Rural Historic District.
- ii. Incorporate historical interpretative signage into any place-making project in the Nellysford area and at scenic overlooks.



For conceptual details of a “central gathering place” project, see *Asset-Based Development Strategies* on pages 37-38.

Area Planning: Strategic Recommendations by Topic



Economy



Goal E-1: Recognize (and capitalize on) connections between local economic vitality and rural character.

Objective A: Continue to utilize the area's rural character, natural scenery, and attractive sense of place as the foundation for sustained economic vitality.

Obj. B: Preserve and protect the area's rural character as a critically important element of the local economy.

Goal E-2: Protect community identity and rural character from undesired change.

Objective A: Prevent land development and commercial or industrial growth from diminishing the area's special sense of place, by ensuring that development is compatible with existing landscapes and land uses, and also compatible with future land use plans.

i. Update the "Future Land Use Plan" in the Comprehensive Plan.

ii. Identify appropriate future development areas as well as rural preservation areas.

iii. Encourage and facilitate the location of new development, redevelopment, and business expansion within designated future development areas.

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Goal E-3: Capitalize on the Rockfish Valley's proximity to National Parks and other recreational amenities.

Obj. A: Position and promote the area as a gateway into the Blue Ridge Parkway, Shenandoah National Park & Skyline Drive, the Appalachian Trail, and the George Washington National Forest.

i. Continue to coordinate with NPS, USFS, VDOT, VA DCR, and local partners to maximize the recreational and economic potential of the Blue Ridge Tunnel and Rockfish Gap area.

ii. Explore opportunities to better capitalize on U.S. Bicycle Route 76, including potential connection(s) with the Blue Ridge Tunnel or other amenities and attractions in the Rockfish Gap area.

Goal E-4: Support and promote economic development opportunities in agriculture and agritourism.

Obj. A: Promote family farms and direct-to-consumer sales.

Obj. B: Promote agritourism as a way to sustain the profitability of farms and to preserve a rural landscape and lifestyle.

Obj. C: Offer partnership and collaborative leadership towards locating and developing

a permanent, indoor/outdoor farmers market facility – ideally as a key component within a walkable place of commerce, recreation, leisure, and public amenities.

i. Bring together major stakeholders and all interested community members; and help facilitate a coordinated "place-making" effort. This would most logically be focused on the Nellysford area.

Goal E-5: Support growth in the outdoor recreation industry.

Obj. A: Attract and locate outfitters, tour guides, or similar businesses that provide outdoor rec services and activities in the Rockfish Valley (and throughout Nelson County).



Nelson Farmers Market Co-Op ("Producers Only")

Obj. B: Promote the Rockfish Valley's many community assets to help attract outdoor rec industry jobs (including production and light manufacturing of gear and equipment, product assembly, product repair, etc.).

Goal E-6: Support strong coordination and information-sharing among the business community.

Obj. A: Create annual fact sheet(s) on new business creation and economic growth within the study area.

Obj. B: Enhance open channels of communication between business owners and County government.

Obj. C: Review/streamline requirements for new business registration.

Goal E-7: Emulate "best practices" and apply "lessons learned" from comparable rural VA communities.

Obj. A: Research comparable rural Virginia communities, and identify relevant "lessons learned" and local "best practices."

i. Compare Virginia best practices to Nelson County plans and policies.

ii. Identify "low-hanging fruit" types of opportunities in the Rockfish Valley to adopt best practices (with local modifications).

Area Planning: Strategic Recommendations by Topic



Natural Resources



Goal NR-1: Ensure the sustainable use and protection of water resources quantity and quality.

Objective A: Protect groundwater resources from depletion and pollution.

- i. Partner with regional and state agencies and universities to evaluate the Rockfish Valley's groundwater resources, including analysis of the local carrying capacity for residential, agricultural, recreational, and industrial uses.
- ii. Incorporate the Groundwater Pollution Prevention Map as a tool in long-range planning and current development review activities.

Obj. B: Protect surface water resources and surrounding riparian corridors, floodplains, and wetlands.

- i. Update and improve floodplain management program and policies.
- ii. Explore potential value of participating in (voluntary) "Community Rating System" program with NFIP and FEMA.
- ii. Include Wetlands as an available Layer on the County's online GIS.

Goal NR-2: Protect the quality, integrity, and connectivity of the natural landscape network.

Obj. A: Support the protection of the area's "natural landscape network" and "green infrastructure cores."

- i. Consider adoption of updates to Comp Plan and amendments to Zoning Ordinance, as recommended in the *Nelson County Policy Guide* and *Nelson County Stewardship Guide* (Green Infrastructure Center, 2011).
- ii. Incorporate green infrastructure resource mapping and analysis into the County's Site Plan review process.
- iii. Create *performance incentives* in the Site Plan review process for project details that incorporate Low Impact Development practices, conservation of high-quality green infrastructure resources, and protection of steep slopes.



Goal NR-3: Recognize (and take advantage of) the connections between scenic resources, viewshed protection, tourism, and rural economic vitality.

Obj. A: Identify and protect priority scenic viewsheds along Scenic Byways.

Obj. B: Ensure that new commercial and industrial development is planned, designed, and constructed with appropriate context-sensitive details.

- i. Adopt new Site Plan Checklist standards applicable to new development projects within a "RV Corridor" area, in order to:
 - Create a clear, consistent set of *required minimum standards* for details such as screening, landscaping, setbacks, signage, and exterior lighting; and
 - Create *performance incentives* in the Site Plan review process for project details that exceed minimum "RV Corridor" requirements.

*Three Ridges Wilderness Area,
George Washington National Forest*



Humpback Rocks, Blue Ridge Parkway

Area Planning: Strategic Recommendations by Topic



Transportation



Goal T-1: Continue to implement priority recommendations in VDOT's 2013 Route 151 Study.

Objective A: Collect more accurate roadway data for Rte. 151 and Rte. 6 traffic.

- i. Coordinate with VDOT to conduct traffic counts that better capture seasonal and weekend conditions, to compliment the existing traffic data which only represents mid-week traffic patterns.
- ii. Evaluate split between personal vehicles and commercial truck traffic.

Obj. B: Continue to request transportation funding through VDOT's SMART SCALE competitive funding program.

- i. Consider the cost-effective strategy of committing County funds as a one-time "local match" for SMART SCALE projects. That would significantly strengthen the SMART SCALE application scoring, and significantly improve project(s) feasibility.

Motorists and bicyclist, Route 151



Goal T-2: Improve road safety.

Obj. A: Coordinate with VDOT and other stakeholders to reconsider reduced speed limits along the Rte. 151 tourism corridor.

- i. Evaluate the possibility of reducing the speed limit from 55 MPH to 45 MPH between Rte. 250 and Brent's Gap.

Obj. B: Conduct speed study to identify appropriate speed limits in Nellysford.

- i. Evaluate the possibility of reducing speed limit from 45 to 35 MPH through Nellysford.

Obj. C: Coordinate with public safety officials to improve safety and reduce risks.

- i. Assess possibility of enhanced highway patrol enforcement (with specific focus on speeding as well as impaired driving).
- ii. Utilize available resources or programs to increase public awareness and information about safe driving.

Goal T-3: Improve public signage throughout the Rockfish Valley and at important "gateway" locations.

Obj. A: Coordinate with VDOT to evaluate and improve existing signage.

- i. Identify location(s) of outdated signs; remove or replace such signs.

- ii. Identify opportunities to consolidate or otherwise simplify existing public signage.
- iii. Identify any situations requiring maintenance or repair.

Obj. B: Implement a new community signage project, with improved wayfinding and tourism information using attractive and consistent new signs.

- i. Design and install welcome signage at "gateway" locations to create a sense of arrival and to strengthen the area's tourism brand. This would also alert drivers of their entry into a high-activity tourism zone with challenging road conditions (hills/curves).
- ii. Design and install milepost signage to help tourists navigate the roadways and find their destinations more safely.

Goal T-4: Support Park-n-Ride lots.

Obj. A: Improve and formalize existing Park-n-Ride lots at appropriate locations.

- i. Evaluate existing informal lots, including locations at the intersection of Route 6 and Route 151; the intersection of Route 6 and US-29; and along Route 664.
- ii. Identify needed improvements at each location, including possible surface treatment, lighting, trash and recycling features, or other improvements.

Obj. B: Evaluate the demand and the value of establishing new Park-n-Ride locations.

- i. Partner with VDOT, TJPDC, and Ride-Share to identify potential locations and to pursue available resources and assistance.

Goal T-5: Improve transportation alternatives and options for all users.

Obj. A: Continue to support regional transit service (i.e. JAUNT), including fixed routes and on-demand service, to address needs of an aging population and the mobility-impaired.

Obj. B: Encourage addition of sidewalks, bike lanes, or similar "multi-use path" in Nellysford, especially during new development and redevelopment activities.

- i. Incorporate "best practices" that maximize safety, including design details and also signage to alert drivers about increased presence of pedestrians, bicyclists, etc.

Obj. C: Plan for a more complete and better-connected transportation network.

- i. Evaluate opportunity(s) to implement parallel service roads, including bicycle and pedestrian accommodations, in appropriate locations that have higher concentrations of commercial activity and traffic congestion.

4. PHASE II: AREA PLANNING

Vision Statement for the Rockfish Valley:

The Rockfish Valley is a special place in Virginia's Blue Ridge Mountains.

The Rockfish Valley area is defined by a powerful sense of place; a high quality of life; a unique local economy; and a deep sense of community pride.

This community is successfully cultivating a healthy rural economy sustained by agriculture and tourism, while also proactively protecting rural character and community assets.

Powerful Sense of Place:

The Rockfish Valley's **powerful sense of place** is defined by rich natural heritage and historic cultural heritage, including:

- the Blue Ridge Mountains, forests, and woodland wildlife;
- all four seasons of natural beauty;
- authentic agricultural heritage and rural historic landscapes;
- evolving agritourism land uses and activities.

The area's sense of place and community assets are well protected – and successfully promoted – for the mutual benefit of residents, local businesses, and visitors alike.

High Quality of Life:

The Rockfish Valley's **high quality of life** is defined by:

- abundant natural beauty, authentic rural character, and scenic byways and backroads;
- proximity to public lands, trails, and other amenities;
- access to a high-quality community center, schools, and other community assets;
- access to a safe, efficient transportation network; and
- a strong sense of community and local civic pride.

The area's many assets, strong sense of community, and special sense of place support and sustain a strong connection between area residents and the place they proudly call 'home.'

Unique Local Economy:

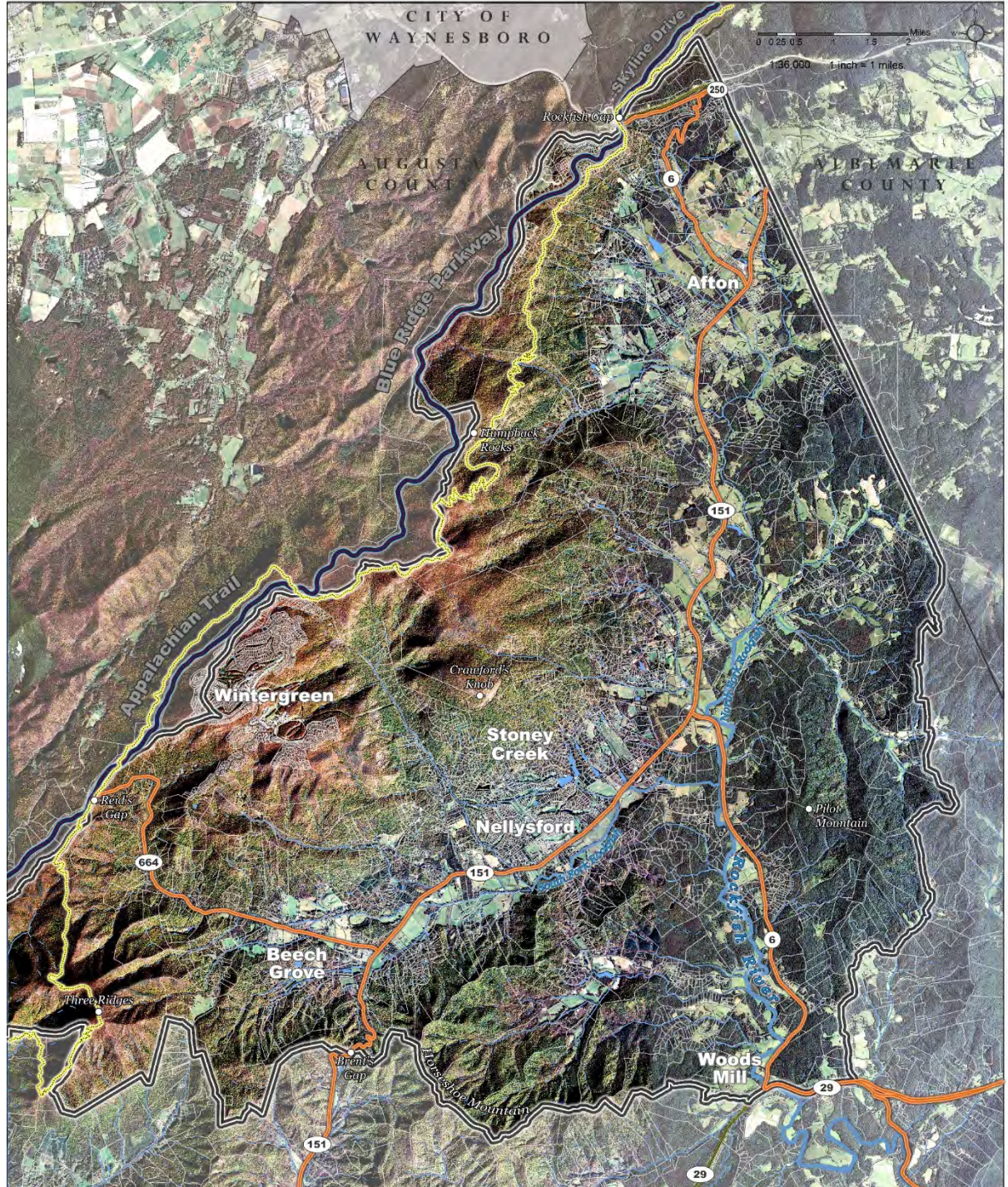
The Rockfish Valley's **unique local economy** is sustained through a blend of agriculture, tourism, and other place-based industries such as agritourism, special events, outdoor recreation and trails, and resort attractions.

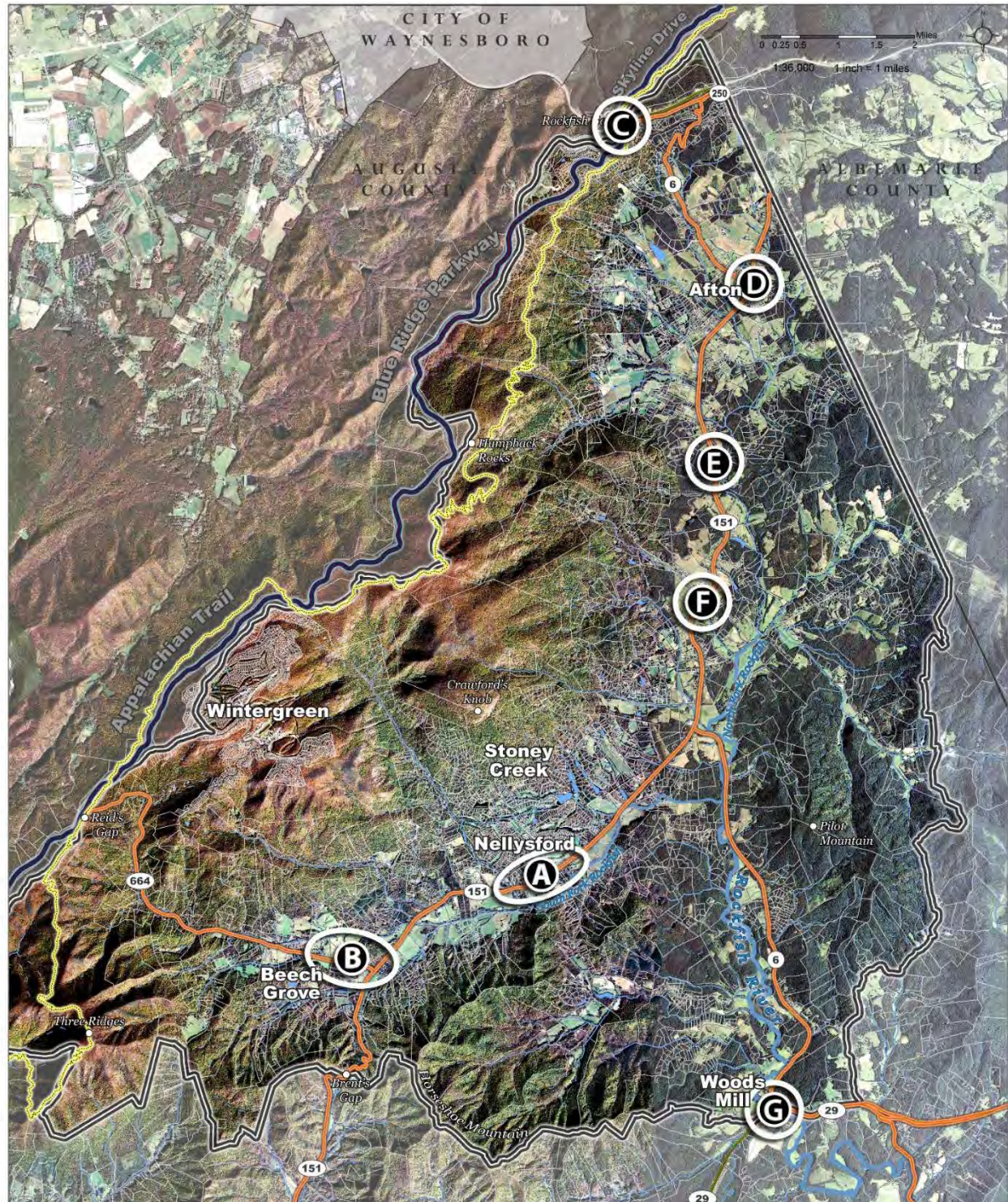
Local economic vitality is sustained by a strong commitment to buying local, and a growing culture of collaboration and partnership among local businesses.

The area enjoys a sustained, harmonious balance between place-based economic vitality and the preservation of the incredible community assets.

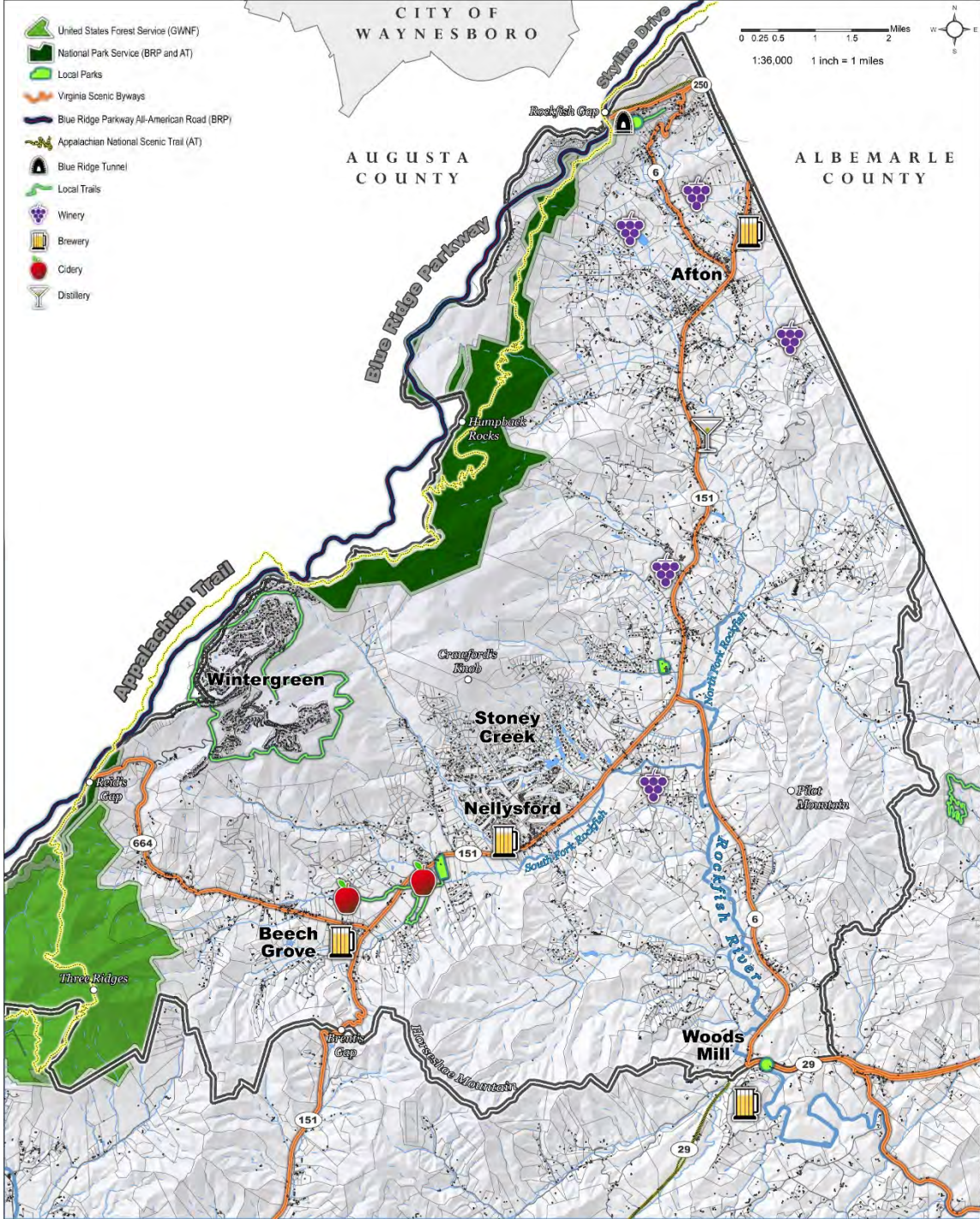
Growth Management

CITY OF
WAYNESBORO





Asset-Based Development Strategies



-  United States Forest Service (GWNF)
-  National Park Service (BRP and AT)
-  Local Parks
-  Virginia Scenic Byways
-  Blue Ridge Parkway All-American Road (BRP)
-  Appalachian National Scenic Trail (AT)
-  Blue Ridge Tunnel
-  Local Trails
-  Winery
-  Brewery
-  Cidery
-  Distillery

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



CITY OF WAYNESBORO

AUGUSTA COUNTY

ALBEMARLE COUNTY

Afton

Humpback Rocks

Wintergreen

Stoney Creek

Nellysford

Beech Grove

Woods Mill

Three Ridges

Flat Mountain

Cragford's Knob

Roanoke Mountain

Southfork Roadcut

Rockfish River

Humpback

Rockfish Gap

Skyline Drive

Appalachian Trail

Blue Ridge Parkway

Rockfish Gap

Pratts Gap

664

151

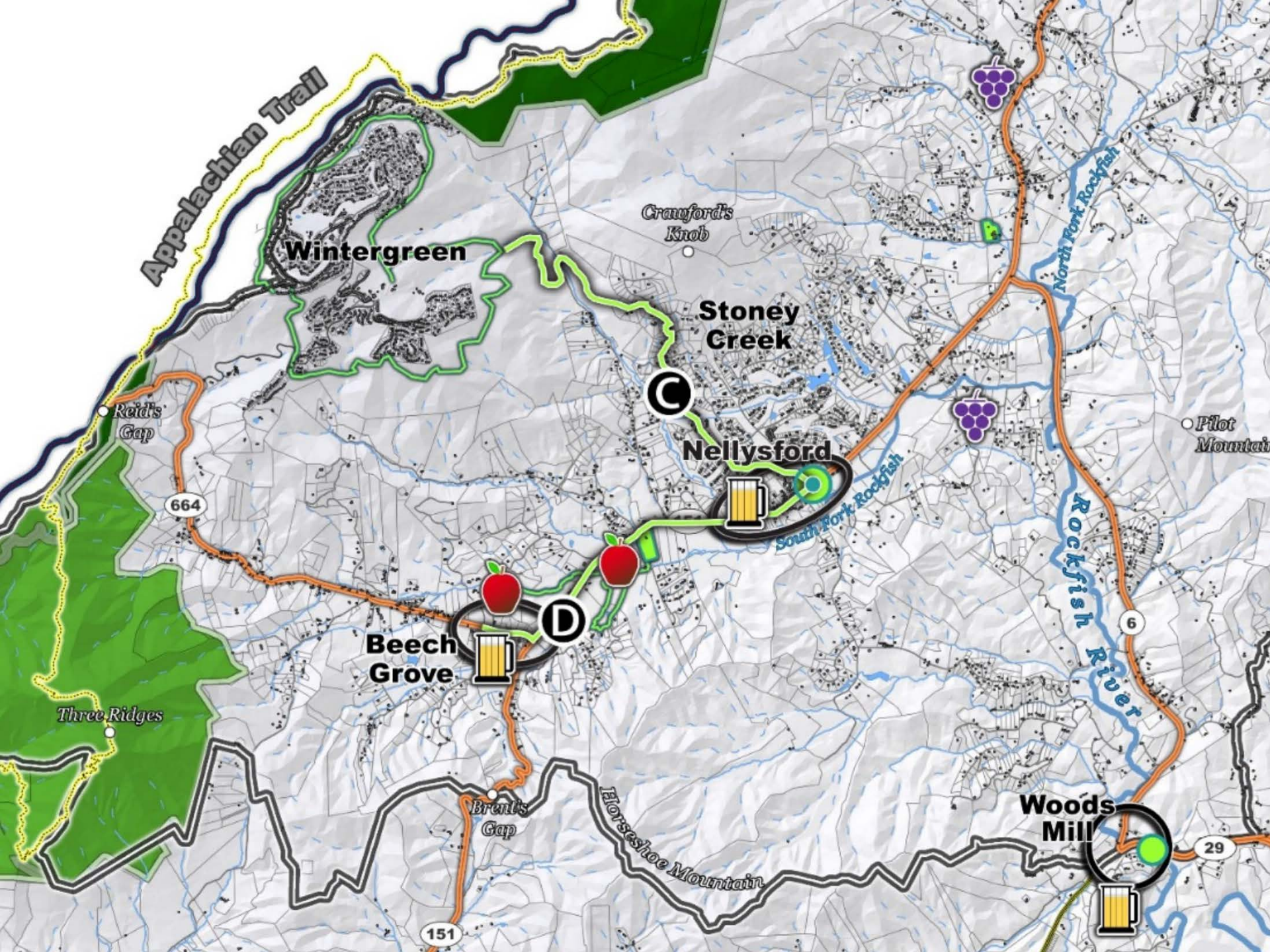
29

6

151

250

6



Appalachian Trail

Wintergreen

Cranford's Knob

Stoney Creek

Nellysford

Reid's Gap

664

6

Pilot Mountain

Three Ridges

Beech Grove

D

Beer

Apple

Brent's Gap

151

Horseshoe Mountain

Woods Mill

29

Beer

ROCKFISH VALLEY AREA PLAN



Agriculture



Natural Resources



Community



Economy



Transportation

Additional information, including appendix items, large-format maps, and other RVAP materials, can be found at:

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

Blue Ridge Mountains (Afton)



Historic Dodd Cabin (Beech Grove)



Pauls Creek (Nellysford)

