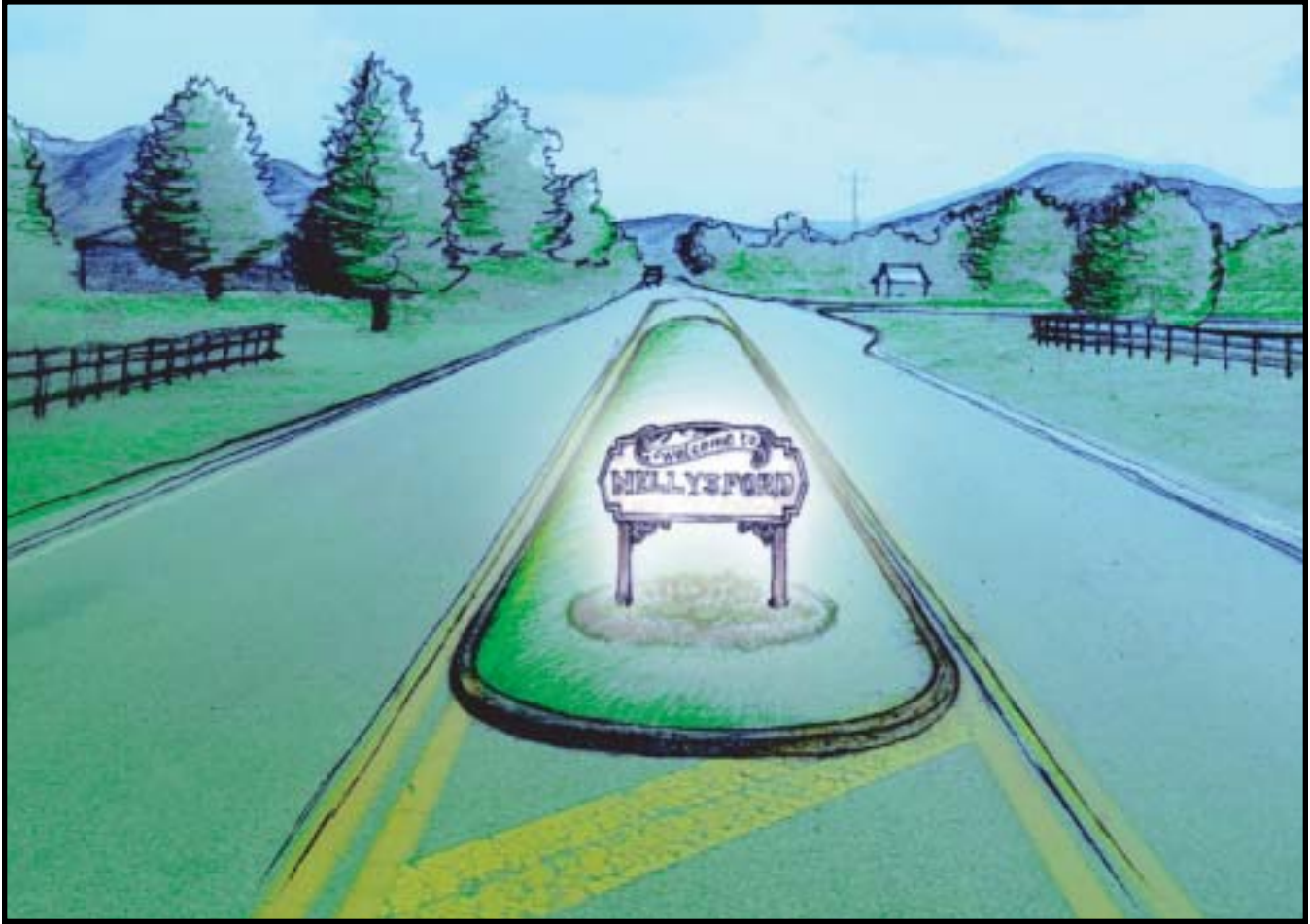


Nellysford Community Plan

Draft 12-14-06



Prepared by:

Nelson County and the
Thomas Jefferson Planning District Commission

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The Thomas Jefferson Planning District Commission wishes to thank the citizens and staff of Nelson County for their valuable contributions to the development of this plan.

Acceptance of this report as evidence of fulfillment of the objectives of this planning study does not constitute endorsement/approval of the need for any recommended improvement, nor does it constitute approval of their location and design or a commitment to fund any such improvements. Additional project level environmental impact assessments and/or studies of alternatives may be necessary.

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Executive Summary

The Nellysford Community Plan is the result of an extensive effort to collect and analyze data relevant to the greater Nellysford area to establish what Nellysford residents and businesses wish for their community.

The purpose of the Plan was to:

- Plan a safer transportation network for vehicles, pedestrians, transit, and bicycles
- Improve and enhance the overall business environment
- Identify potential development of housing opportunities
- Guide the development of new public spaces
- Guide the pattern and design of future development

The importance the community placed on the desired development of Nellysford was evident by the significant attendance at the public workshops. More than 150 citizens and business owners gathered September 26, 2005 at Rockfish River Elementary School

At the second workshop held November 22, 2005, citizens that attended the September workshop joined first-time participants for a review of the first workshop, an overview of the work to date and an open dialogue regarding the scenario offered by the project team.

On August 15, 2006 a public meeting was held to hear the specific concerns of the people who presently live within the study area on either side of Route 151. In recognition of the results from the November 22, 2005 Community Workshop, the August 15, 2006 Route 151 Property Owners Meeting, and the September 11, 2006 Business Owners Meeting, revised concepts for consideration were presented at a public meeting on September 26, 2006.

Recommendations include short term, mid term, and long term objectives in four key areas: transportation, business development, community development and community involvement.

The **Transportation** recommendations include vehicular, pedestrian, bicycling, and transit. A key long-term goal is to construct a new local road network to the west of and parallel to Route 151.

The Nellysford **Business Development** recommendations emphasize strengthening existing businesses, including their growth and long-term stability. New businesses are encouraged to locate within existing commercial centers rather than in a linear fashion along Route 151. A long-term goal is to create a new mixed-use development center to the west of Route 151 along a new road network, with connectivity to Routes 634 and 151.

Community Development recommendations entail land use strategies for both short and mid term as well as long term. These development strategies include regulatory changes to be considered in order to facilitate development consistent with these recommendations. Infrastructure recommendations are tied to the community development recommendations.

Community Involvement recommendations focus on ways for residents to actively engage one another, to support local businesses and restaurants, and to help guide the future of Nellysford.

Introduction

The Nellysford Community Plan is the result of an extensive effort to establish what Nellysford residents and businesses wish for their community and collect and analyze data relevant to the greater Nellysford area. Nellysford has undergone significant changes related to the growth of the Wintergreen resort and surrounding development. Not only has Nellysford become a destination for vacationers headed to Wintergreen it has become a year-round residence for an increasing number of people.

Nelson County contracted with the Thomas Jefferson Planning District Commission, with support from the Nellysford business community and a steering committee, to prepare this Plan. At the outset, the purpose of the Plan was to:

- Plan a safer transportation network for vehicles, pedestrians, transit, and bicycles
- Improve and enhance the overall business environment
- Identify potential development of housing opportunities
- Guide the development of new public spaces
- Guide the pattern and design of future development

From the three community workshops and community meetings with Route 151 property owners and businesses, the direction to be taken for each of these points changed over time.

At the outset, an informal steering committee was established to assist in the overall direction of the Plan and to help facilitate the community workshops. With approximately 150 residents attending the first workshop, the steering committee members facilitated the small table group discussions. The steering committee took a reduced role over time, in part due to the perception that the steering committee membership did not fairly represent the entire Nellysford community.

Planning District staff prepared background information on Nellysford to present at the first workshop, held on September 26, 2005. Planning District and Nelson County staff then prepared a scenario intended to reflect the conclusions drawn at the first workshop. This draft scenario was presented on November 22, 2005. Some participants critiqued the presentation, arguing that the proposed new development was too intense and that some of the proposed new development was situated on property the owners did not wish to develop.

A third workshop was held on September 26, 2006, preceded by a forum for Route 151 property owners and a meeting of area business owners. A substantially revised scenario was presented, with small group discussions following the presentation.

Planning Process

Work on the Nellysford Community Plan began with a review of existing studies and plans. The project team collected and analyzed existing and planned conditions to inform the public planning process. This analysis included placing proposed development within the framework of existing buildings, infrastructure and natural features. The existing transportation network was analyzed on the basis of traffic volumes, traffic patterns and access management. The resulting data provided a foundation for the public workshops. Summaries are included in the appendix.

Public Involvement

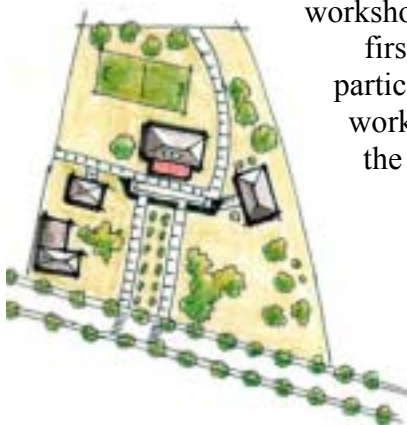
The importance the community placed on the desired development of Nellysford was evident by the significant attendance at the public workshops. Following the initial meeting by the Steering Committee, more than 150 citizens and business owners gathered September 26, 2005 at Rockfish River Elementary School to identify important enhancements and desired development patterns for the Nellysford area.



Participants listened to an overview of the project before engaging in a series of individual and small group exercises. First, the citizens and business owners wrote on Post-it notes phrases that expressed their long-term vision for Nellysford and self-sorted the results. A summary of these ideas was presented to the participants to guide the mapping exercise. In groups of 8 to 10 people, participants noted site-specific strengths, problems and possible solutions on large aerial photographs. The groups summarized their comments and suggestions, and prioritized their recommendations to report back to all those in attendance.

Following the first public workshop, the project team compiled the information collected during the exercises and combined these ideas with previous plans and studies to generate a potential scenario for future development.

This scenario was presented to the public at the second workshop held November 22, 2005. At this workshop, citizens that attended the September workshop joined



first-time participants for a review of the first workshop, an overview of the work to date and an open dialogue regarding the scenario offered by the project team.

The project team followed the November workshop with site visits, more analysis and the creation of three new scenarios based on the comments from this second workshop. The transportation network and the proposed land use in the three scenarios were analyzed during a working session at the January 24, 2006 meeting of the Rural Transportation Technical Committee. (Comprised of local planners, VDOT, RideShare, VDRPT and TJPDC staff.)

The planning process included meetings with Route 151 property owners, meetings with area business owners, and a final workshop at which the revised Plan was presented to the public for comment. This final workshop began with a presentation by Planning District staff, followed by small worktable discussions on the proposals presented. Participants then identified their key issues with each participant “voting” for the four issues that were most important to them.

Workshop Results

September 26, 2005 Workshop



On September 26, 2005, over 150 residents and business owners convened at the Rockfish Elementary School. Staff from the Thomas Jefferson Planning District Commission presented an overview of the workshop as well as some basic planning and development concepts intended to set the stage for the small group exercises. Workshop participants then gathered around tables with maps of the study area. Each group came to a consensus on key topics and then presented them to the full group. A summary of the key topics expressed at this workshop follows.

Neighborhood Mixed Use Development

Growth was a central issue at this workshop. As one participant said, we want Nellysford to grow while staying “A place where everybody still waves at each other.” Participants expressed desire to manage growth by directing future development toward a main street-style center located off Route 151, with a mixture of businesses and residences, public space, and high quality architectural standards.

Specific comments included:

- Protecting Route 151 by directing growth to parallel roads
- Integrating new development with existing (and proposed) developments
- Employing focused development as a rural preservation strategy
- Developing a diversity of housing types to serve a range of ages and income levels
- Designing and building new development in Nellysford to maximize efficiency and safety for all transportation modes, including bicycle, pedestrian, transit and auto facilities

Economic Development

Building on the concept of Main Street development, participants noted the need for economic development, both to support existing businesses and to recruit desired new businesses. Suggestions included:

- Ensuring adequate water and sewer to accommodate expected growth
- Identifying priority establishments, including: medical clinic, pharmacy, coffee shop, restaurants, gas station, car wash, grocery store, farmers market, florist; crafts/artist colony, museum, movie theater, theme park, bed and breakfast



Transportation

In addition to growth, many participants expressed concerns regarding associated traffic increases, including pedestrian and bicycle needs. A need for transit service to and from Nellysford was also noted. Comments included:

- Avoiding the installation of traffic lights by creating a parallel road network serviced by roundabouts
- Improving the safety of Route 151 with safer intersections coupled with speed control and access management
- Creating a multi-modal transportation system with the construction of pedestrian and bicycle facilities and coordinating future development to connect with these features
- Improving transit service to and from Wintergreen, Charlottesville, and Waynesboro

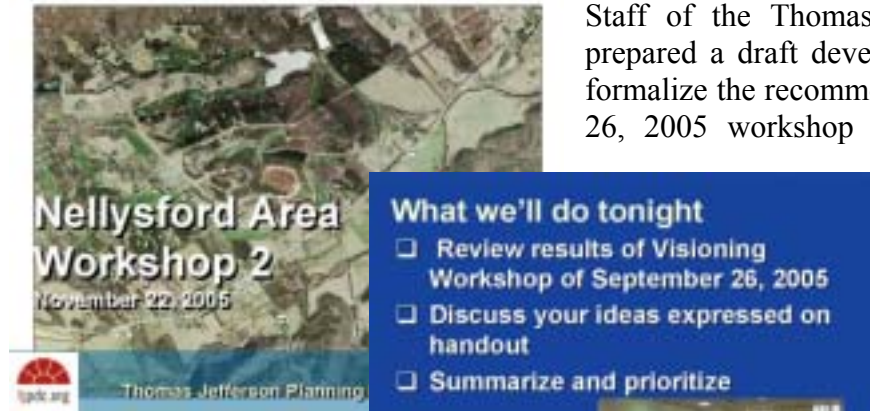
Environmental and Social Resources

The rich environmental and social resources of Nellysford and the surrounding area were noted throughout the workshops. Participants desired a built environment and transportation system that acknowledge and respect these resources. Specific comments included:



- Adhering to green building standards, including “Green Streets”
- Protecting the natural heritage of the area by promoting outdoor recreation
- Emphasizing the environmental importance of the Blue Ridge Mountains
- Creating local trails to connect Nellysford to surrounding natural areas
- Constructing a county park in Nellysford
- Developing community facilities such as a community center, teen center, library, and non-profit center to disseminate knowledge about the environment, and foster community identity and allow continued social interaction within the community.

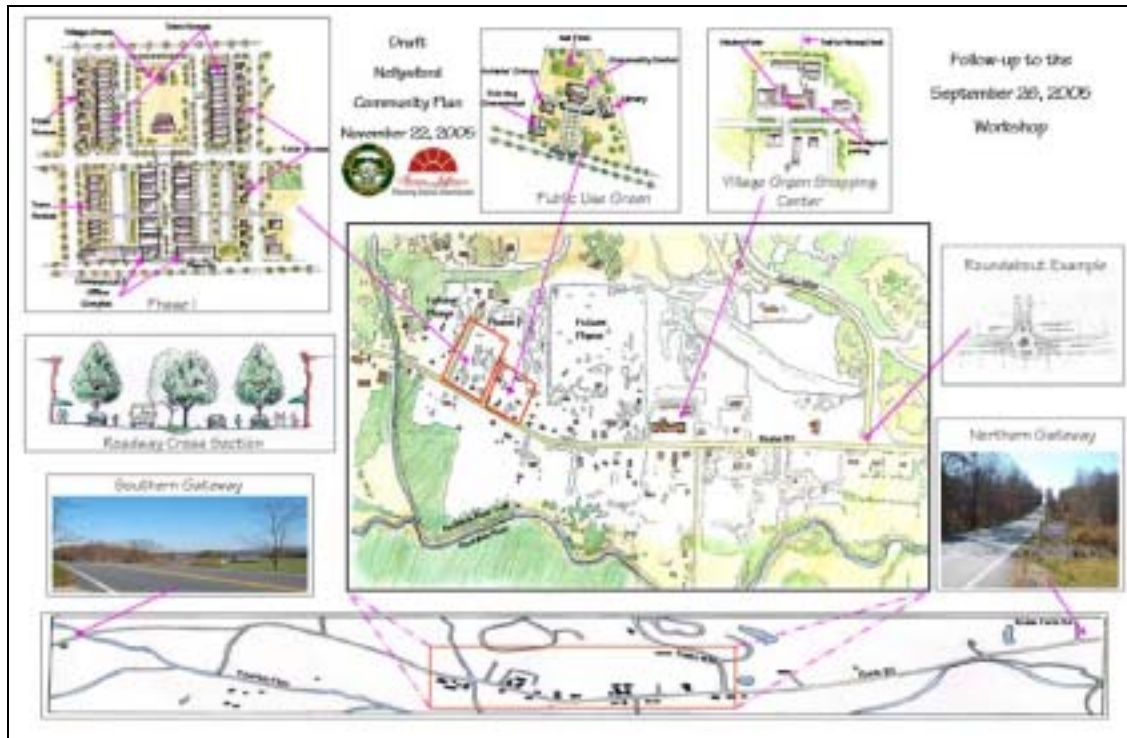
November 22, 2005 Workshop



Staff of the Thomas Jefferson Planning District prepared a draft development scenario intended to formalize the recommendations from the September 26, 2005 workshop and to respect the right of individual property owners to choose if and when to develop their property. In so doing, future land use suggestions focused on property near the current Pheasant Run road.

The reaction to this proposal was largely negative for two main reasons. First, the location of the proposed new development did not incorporate or connect with the existing Valley Green Shopping Center, widely seen as the center of Nellysford. And second, the intensity of proposed development appeared too great, with a central core of businesses and professional offices and townhouses, patio homes and single-family homes. A community center, library complex was envisioned adjacent to the main development area, called a Public Use Green; a separate scenario for the Valley Green Shopping Center was prepared; and a roundabout proposed at the intersection of Routes 151 and 634 at the Stoney Creek subdivision. These future land use and transportation scenarios were presented in an 11" x 17" handout that is reprinted below.





During a hands on session that followed the presentation, more specific comments were written and are summarized here:

Recreation

Recreation issues centered around proposed trails and community parks. During this and the previous workshop, a connection from Nellysford to Wintergreen was encouraged. This could take the form of a tram or even a golf cart-style path. Workshop participants also expressed concern over a proposed Rockfish River trail, voicing the dual concerns of safety and infringement on existing River front property owners.

- Tie in walking trails
- Recognize trail/park separately
- Map/Acknowledge Spruce Creek Park
- Tie into Wintergreen: bike lane/cart trails
- Check practicality of Rockfish River walk
- Farmers market needs to be shown; detail possibilities



Transportation

In response to the proposals presented at this workshop, participants identified ways to change and improve the proposals and added new issues.

- Welcome sign best placed in a median
- Show safety improvements on Rt. 151 with more drawings and specific designs
- Bypass concept not shown: local street network as alternative
- Research through vs. local traffic counts
- Reconcile issue of integrating Stoney Creek and Wintergreen with transit
- Mark Rt. 151 issues for vehicles, bikes, pedestrians a priority



Housing

The majority of concerns focused on the density of housing and the type of housing proposed. Workshop participants said the number of residential units proposed and the types of housing, particularly town homes and patio homes, will create too much density.

- Clearly show assisted living
- Village green has support, but town homes and patio homes not brought out at September workshop
- Number of residences in ideas presented may create too much growth
- Patio home development is already planned—additional units not economically viable

Growth

How to allow for growth while preserving the rural character of Nellysford was the overarching concern.

- Emphasize rural character
- Getting strip mall in 3 distinct areas not a fully integrated concept
- Rural atmosphere is shoved out
- Rural atmosphere & Phase 1 not shown in sync
- Is there a prototype community to study?
- How a community like this grows: get examples
- Issue of population control: Too much density; What would be best to serve current residences
- Focus on residents here
- Number of residences in ideas presented may create too much growth
- Where to put water and sewer facilities
- Tie into County Comprehensive Plan
- Recognize this will occur over time; phasing
- Regarding rural atmosphere—comparison with old towns not same as all new growth
- Need an improved medical care center, light diagnostic center

Planning and Design

Sign and particularly architectural guidelines met with participant concern over the imposition of too many regulations. However, to ensure the aesthetics and pattern of future growth, both sign and architectural guidelines may be important to set a theme, even if their use is voluntary.

- Sign Guidelines
- Draw big picture ideas for future discussion
- Pencil in already approved development and those proposed
- Drawings and specific design need to look at most important
- Welcome Sign best placed in a median
- Draft architecture guidelines for consideration

August 15, 2006 Route 151 Property Owners Meeting

This property owners meeting was held to hear the specific concerns of the people who presently live within the study area on either side of Route 151. There was a clear feeling among these property owners that their views were not sufficiently heard at the two previous workshops. This meeting was intended to be the forum to present these views.

The sometime acrimonious meeting resulted in a high degree of frustration among long time residents with the Board of Supervisors and the County itself for allowing such a study to go forward. The overwhelming view of these residents was to leave Nellysford like it is and let it develop itself. There was an unfounded fear that the county would invoke eminent domain to implement the proposed Plan, taking owners' land to build the proposed development. Board of Supervisors members said no such thing would occur. There was a general distrust for developers and contractors as well, feeling the developers and contractors influenced the Plan unfairly.

Three issues were presented in a Statement to the Thomas Jefferson Planning District Commission dated August 15, 2006. They are:

The importance of the views of long time residents

Long time residents feel separate and distinct from Rodes Farm and Stoney Creek communities of Wintergreen. Long time residents see Nellysford as their home, as has been the case for many years. They lived in Nellysford prior to Wintergreen and see Wintergreen as having its own community. As a result, long time residents believe that the Nellysford Community Plan should be their views and not those of the greater Wintergreen community.

Response to the November 22, 2005 Draft Plan

Within the Growth Management section both the Places to Gather and Community Services sections should be eliminated. Moreover, these sections, long time residents feel, would not be supported by the Wintergreen community anyway as it would allow public access to a private community. Long time residents did not want a central gathering place, a main street, a visible center of town, a community center, teen center, library and center for non-profits. Such proposals could be realized within Wintergreen but not on or adjacent to Route 151. Perhaps most importantly, diverting local Route 151 traffic onto new roads parallel and perpendicular to Route 151 will destroy the properties of long time residents.

The Impact of Water and Sewer

From their experience, long time residents argue that the area covered by this Plan is facing a potentially severe water shortage. As a result, long time residents believe the Nellysford Community Plan should make no provision for future growth other than single residential lots and what may legally be done by right. Residents argued that the current, 20 year old Wintergreen water system is overextended. The 2004 amendment to the master plan of Wintergreen allows an additional 350 units but residents feel available water will be insufficient to meet the demand. Long time residents said they doubt that there will be enough water for the 350 new units, let alone the degree of development proposed at the November 22, 2005 workshop. Therefore, the Phase I development proposed on November 22, 2005 should be eliminated entirely from the Plan. Long time residents proposed that the revised Nellysford Community Plan provide for no further growth except for single family residential and business growth until the county and commonwealth come up with the money to determine what future growth is feasible in view of the water shortage.

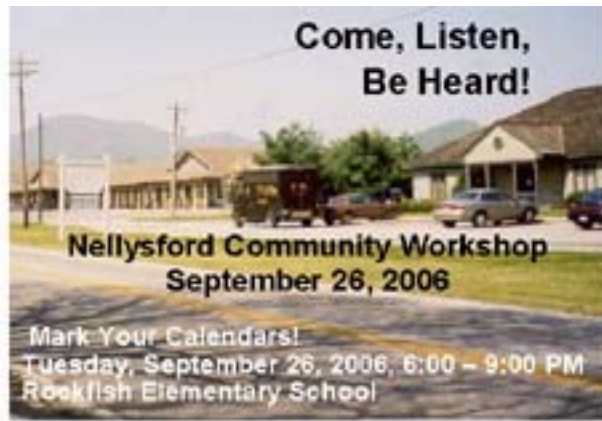
September 11, 2006 Business Owners Meeting

Staff of the Thomas Jefferson Planning District Commission and staff and elected officials from Nelson County attended the September 11, 2006 meeting of the Nellysford Area Merchants Association (NAMA). The purpose of this meeting was to better understand the needs of area merchants and how their concerns could be incorporated into the final Plan.

Business owners focused on a desire for action, wanting to see the plan completed and improvements identified and funded. Road safety, pedestrian circulation in the existing “downtown”, and improvements to the character of downtown businesses, were priority issues. Specific comments included:

- “Welcome to Nellysford” signs at both northern and southern ends of Nellysford
- Support existing businesses and encourage new businesses, consistent with the village feel desired for Nellysford.
- The recognition that sidewalks may not be realistic or desired in front of existing homes but should be added to facilitate links between existing businesses and in new developments
- Ensure adequate water and sewer services
- Consider second story apartments above stores.
- Consider trolley service to connect the broader Nellysford community, including Wintergreen, to the downtown
- Plan for a village center concept to create a better identity for Nellysford
- Add streetlamps along Route 151
- Add crosswalks along Route 151

September 26, 2006 Workshop



In recognition of the results from the November 22, 2005 Community Workshop, the August 15, 2006 Route 151 property owners meeting, and the business owners meeting, TJPDC staff prepared revised concepts for consideration at this September 26, 2006 Community Workshop. This workshop, held at the Rockfish Elementary School, began with a presentation of the revised concepts.

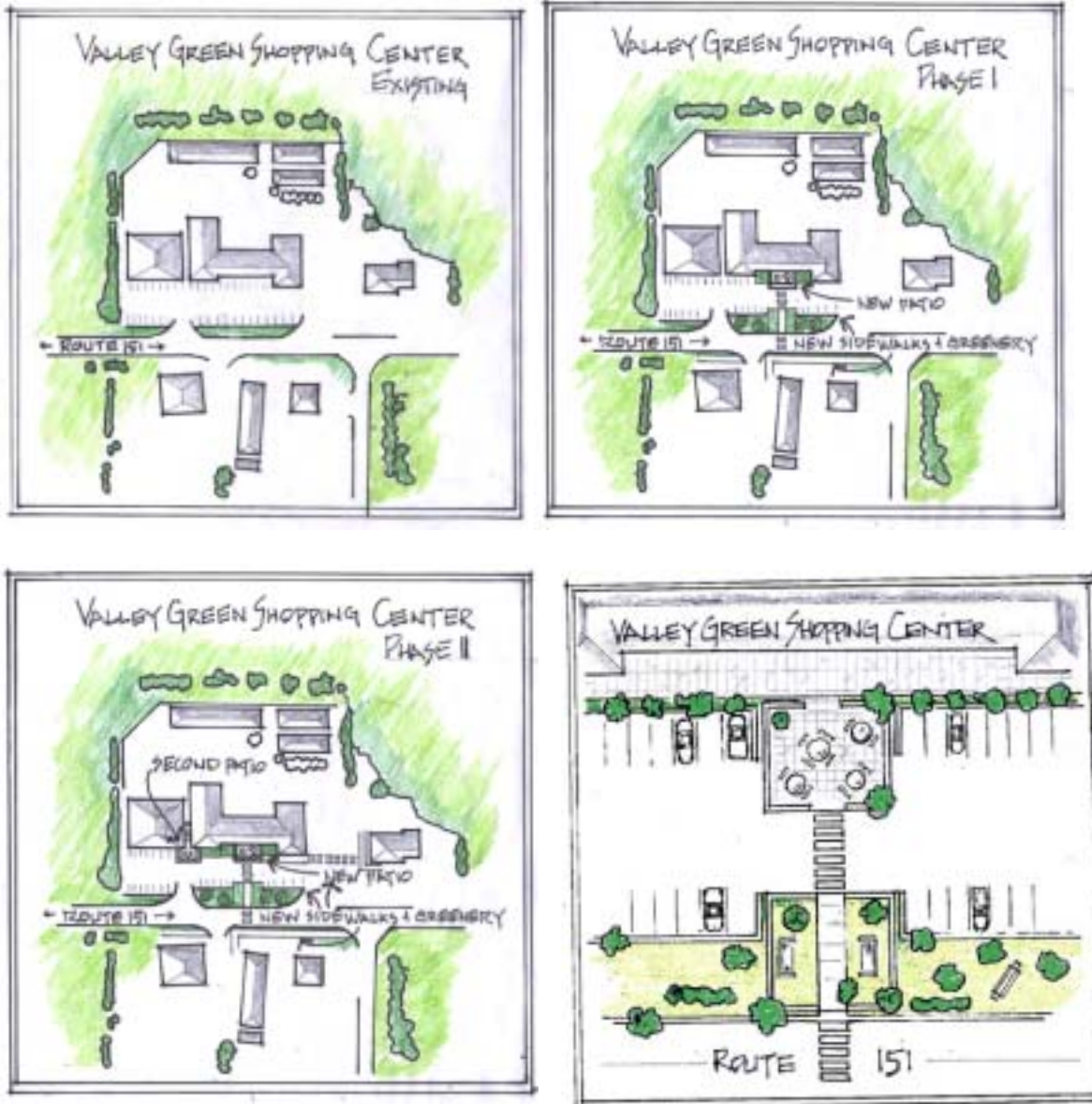
There were four main elements in the presentation:

- A two-phase proposal for Valley Green Shopping Center
- A two phase proposal for the Routes 151 and 634 intersection at Stoney Creek
- Expanded Transportation Network
- Future Growth Concepts

Valley Green Shopping Center

Based on the recognition that the parking lot in the front of the shopping center is underused and needlessly large, a two-phase redevelopment was proposed for this parking lot. As the following diagrams show, the existing parking lot allows for good reuse options, including an outdoor patio connected to a green, open space, located on the Route 151 side of the parking lot. This approach softens the impact of the asphalt on the visitor and provides for outdoor eating and visiting with neighbors.

Phase II expands slightly on the first by adding a second patio in the space between the two buildings. This second seating area can be linked to the first one by a landscaped walkway. Phase II includes a defined crosswalk to link VGSR over to the businesses across Route 151.

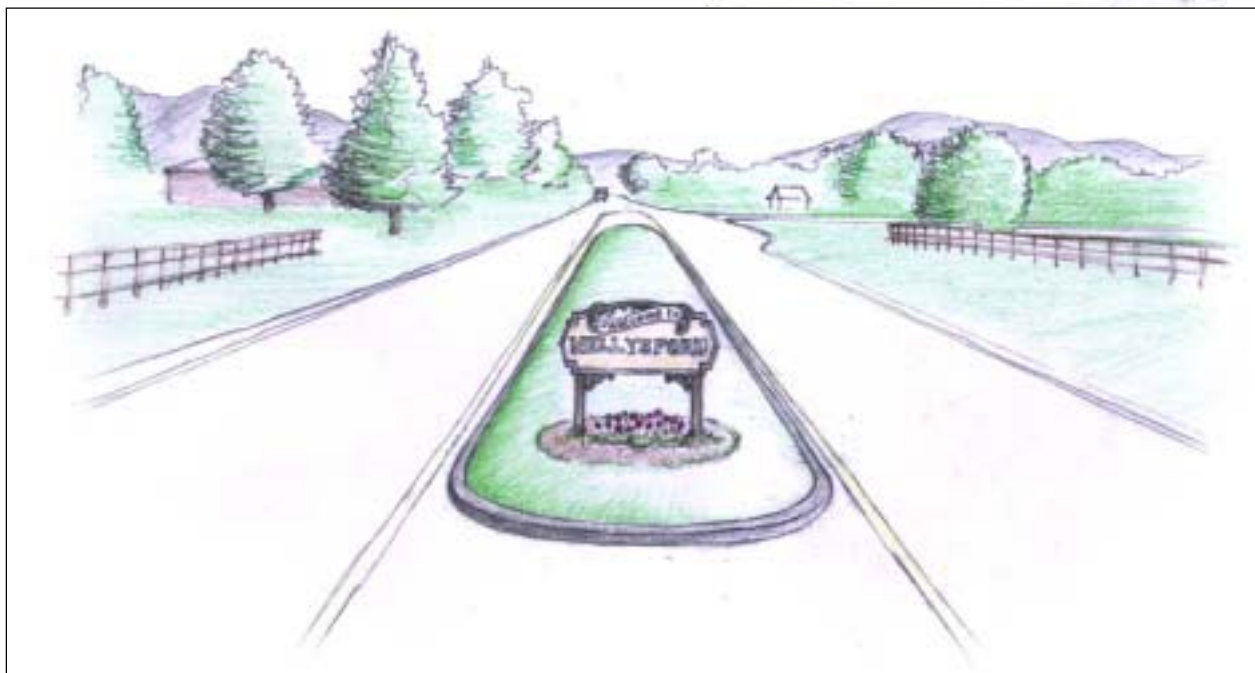


In finer detail (lower right), the patio concept is shown as a seating area with tables and chairs, trees and shrubs, greenspace with two benches, parking incorporated into the site more appropriately, and two new places to gather.

Routes 151 and 634
Intersection at Stoney Creek

The Routes 151 and 634 intersection at the Stoney Creek Subdivision may be seen as a northern gateway to Nellysford. This intersection lends itself to a median island with a welcome to Nellysford sign. At this September 26, 2006 workshop, two proposals were made for this intersection: first, a median island and second, a roundabout. The median island and welcome sign are shown below:

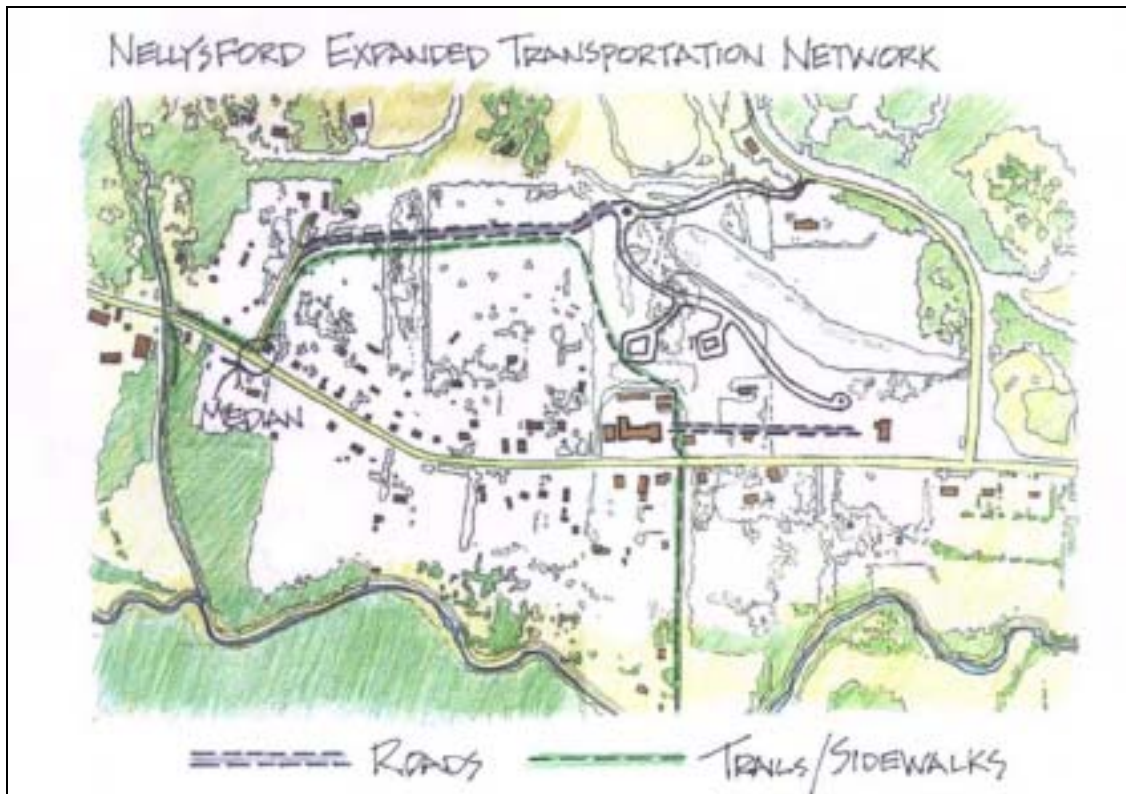
A roundabout can serve an additional purpose. It not only acts as a gateway, it manages vehicle movements more efficiently, it increases safety for motorists and pedestrians, and it calms traffic without sacrificing efficiency. In particular, a roundabout slows traffic without stopping it completely and therefore can serve as a tool for slowing speeding traffic through the main, “downtown” Nellysford.



Expanded Transportation Network

The transportation network proposed at this workshop included new roads, trails and sidewalks. It incorporated the results from the September 26, 2005 workshop, where many participants identified a new road parallel and connected to Route 151. In configuring this new road network, one possible location for a parallel road was identified that respected property lines yet would function to give local traffic an alternative to Route 151. The parallel road could connect to Route 151, as well as Route 634 at the Stoney Creek development by way of the proposed Stone Orchard Drive in the Stone Orchard subdivision.

The proposed Stone Orchard Drive would only be constructed if and when the individual property owners chose to develop their property. It was configured to tie into Route 634 (Monocan Drive) just to the west of the Tuckahoe School complex. Stone Orchard Drive was also configured with a roundabout to which the proposed new road paralleling Route 151 could link. This link thus connects one end of the proposed new road to Route 634 via Stone Orchard Drive. The other end of the proposed new road would link to Route 151 at the present Pheasant Run road with a median island proposed at this terminus.



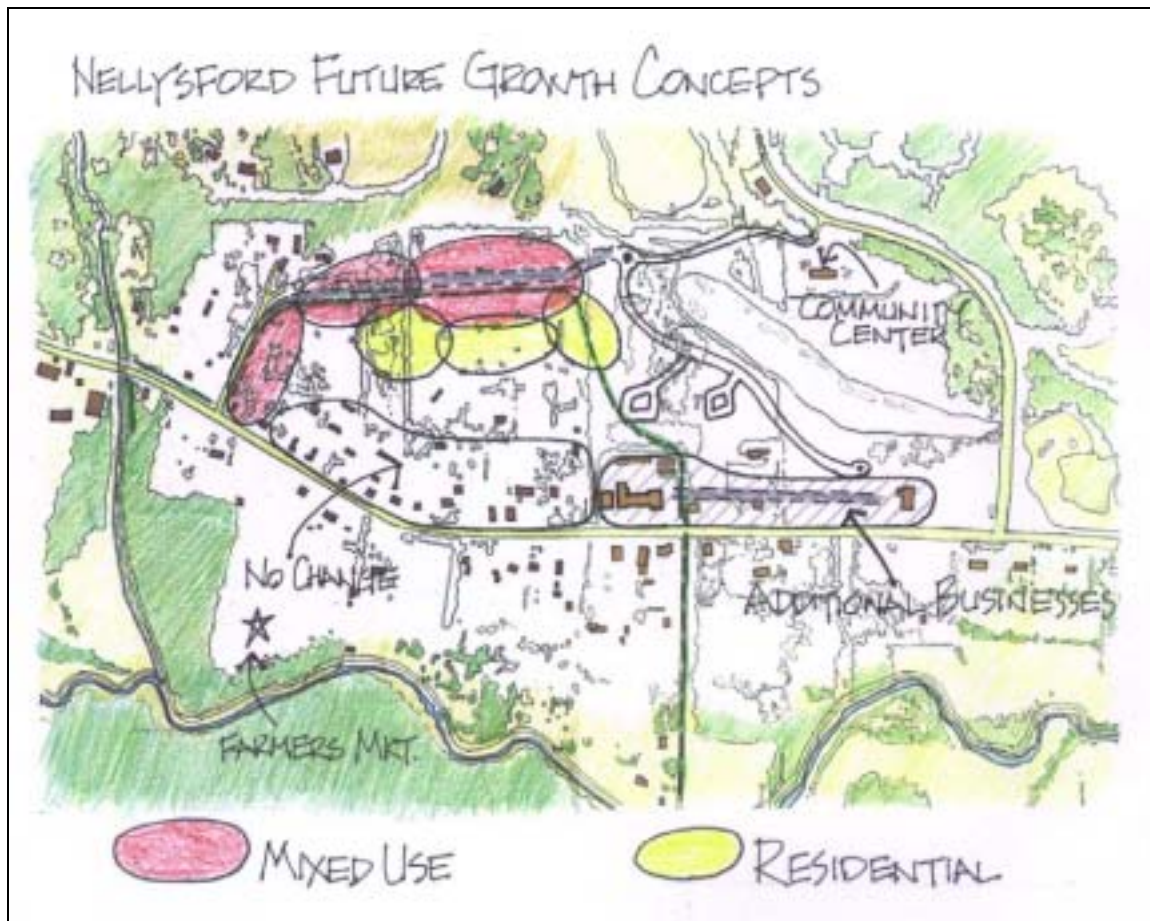
A limited internal access road is proposed from the Valley Green Shopping Center and northward to internally connect existing and new shops and businesses. This new internal access road is proposed to alleviate the number of curb cuts necessary to access these buildings. This concept is described as internal access management and by making all buildings accessible from one or two entries from Route 151, the flow of traffic on Route 151 is improved. This is also consistent with a “park once and walk” concept that allows shoppers to park at one place and be

able to walk to the various shops and businesses in this area. A network of internal sidewalks will facilitate this park once and walk concept.

At this September 26, 2006 workshop, a series of sidewalks and trails was proposed. As new development occurs on the new road, sidewalks should be built concurrent with new development. As is described in the following Future Growth Concepts section, this new road parallel to Route 151 should develop more compactly and have full pedestrian access via sidewalks and trails. A trail network was proposed to connect this future growth area to the Valley Green shopping complex and the Rockfish River on the eastern side of Route 151. Any new trails should link to existing trails, creating a network of trails for both recreation and access to the greater Nellysford community.

Future Growth Concepts

The future growth concepts proposed at this workshop are linked to the transportation network and to economic development opportunities. Future growth concepts link to the transportation network by focusing development on and adjacent to the new road proposed parallel to Route 151 and by encouraging new, additional businesses, linking to the internal access road proposed from the Valley Green Shopping Center northward.



In response to the sentiment expressed at the August 15, 2006 property owners meeting, a “no change” zone was proposed along Route 151 (see Nellysford Future Growth Concepts illustration on the previous page). This no change area would allow any uses allowed in the Nelson County Zoning Ordinance, but propose no new development in this plan.

Both mixed-use development and residential development were proposed for the new growth area defined by the new road parallel to Route 151. Mixed-use development calls for a variety of uses, commercial, professional offices, medical and dental clinics and the like, as well as apartments on the upper floor of these buildings. They are to be located on either side of the proposed new road, with residential development to the east. Residential developments, primarily single-family homes, were recommended.

The following issues, were identified by workshop participants after they reviewed the proposals:

- No Changes Along Existing Residential Areas on Route 151
- Improve Safety and Reduce Speeding on Route 151
- Improve Business Climate for existing Businesses
- Need Restaurants, Shops...
- Intersection Improvements a Routes 151 and 634 at Stoney Creek
- Pedestrian Crossing at Valley Green Shopping Center
- Streetscape Improvements
- New Road Parallel to Route 151
- Patio Concept at Valley Green Shopping Center
- Trail System
- Bike Lanes
- More Sidewalks
- Create an Identity for Nellysford – A New Center of Activity
- Entry Signs to Nellysford
- Set up Downtown Sidewalk Committee
- Farmers Market
- Community Center
- Gateway Signs
- Median at Southern End of Nellysford

Recommendations

Introduction

The following recommendations include short term, mid term and long term objectives in four key areas: transportation, business development, community development, and community involvement.

The **Transportation** recommendations include vehicular, pedestrian, bicycling, and transit. A key-long term goal is to construct a new local road network to the west of and parallel to Route 151.

The Nellysford **Business Development** recommendations emphasize strengthening existing businesses, including their growth and long-term stability. Second, new businesses are encouraged to locate within existing commercial centers rather than in a linear fashion along Route 151. Third, a long- term goal is to create a new mixed use development center to the west of Route 151 along a new road network, with connectivity to Routes 634 and 151.

Community Development recommendations entail land use strategies for both short and mid term as well as long term. These development strategies include regulatory changes to be considered in order to facilitate development consistent with these recommendations. Infrastructure recommendations are tied to the community development recommendations.

Community Involvement recommendations focus on ways for residents to actively engage one another, to support local businesses and restaurants, and to help guide the future of Nellysford.



Transportation

Short Term

- Prepare a more detailed plan to improve the aesthetics and accessibility of Route 151, using an implementation committee to provide citizen input and to identify funding sources
- Work with VDOT to ensure bike lanes can be added where feasible when repaving or expanding Route 151.



- Create a Sidewalk Committee to work with and gain consensus from merchants and residents in the alignment of new sidewalks and improved downtown business district circulation. Also, expand internal access among businesses along Route 151 using expanded sidewalk connections and internal road for vehicles (currently from Valley Green Shopping Center to Rice and Rice Dentists.) (Figure 1)

Figure 1 Nellysford Downtown Welcome Sign

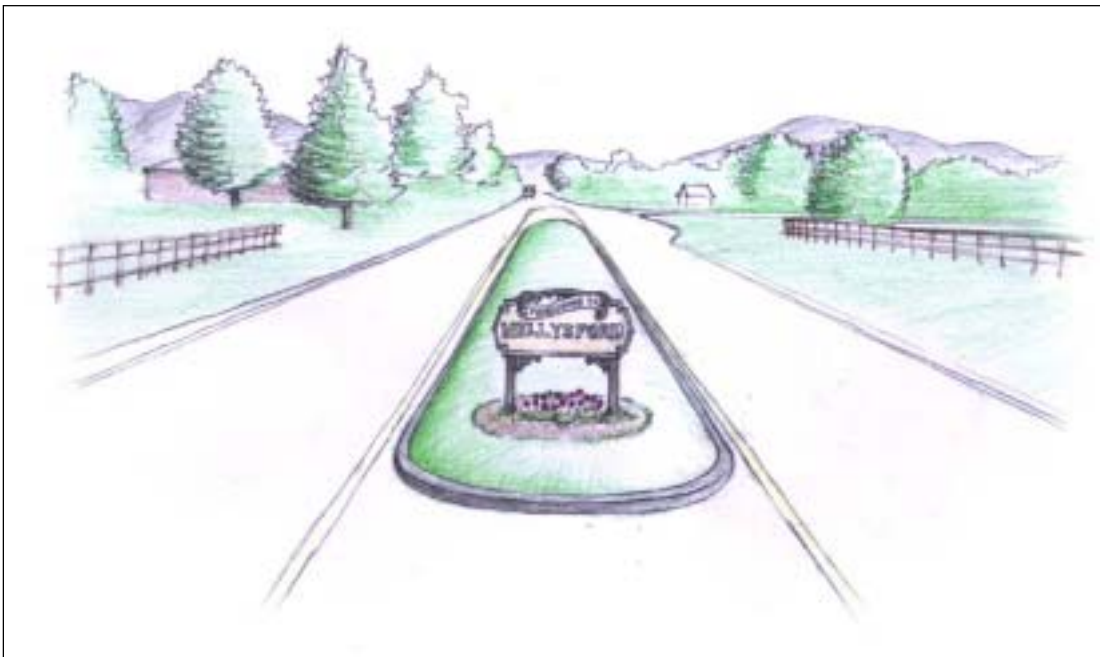


Figure 2 Nellysford Downtown Welcome Sign

- Place “Welcome to Nellysford” sign along Route 151 just south of Stoney Creek
- Place “Welcome to Nellysford” sign at intersection of Routes 151 and 634 at the entrance to Stoney Creek (see Figure 2)
- Continue to work with VDOT to reduce speed limits, particularly between entrance to Stoney Creek and Valleymont Market



Figure 3 Route 151 Improvements

Mid Term

- Implement first phase of detailed plan to improve the aesthetics and accessibility of Route 151 through, for example, streetscape improvements to include crosswalks, sidewalks; trees, street lamps (Figure 3)
- Work with VDOT to make spot improvements as needed along Route 151, to include a median at designated crosswalks, to create a pedestrian refuge island for greater pedestrian safety.
- Continue improvements to Route 151, expanding on short-term streetscape improvements
- Establish Transit Stop for JAUNT fixed-route service co-located with a Park and Ride lot at a central location and promote their use through the region’s RideShare Program
- Encourage the placement of parking behind any new commercial development to create a more attractive streetscape along Route 151

Long Term

- Implement second phase of detailed plan to improve the aesthetics and accessibility of Route 151 through, for example, streetscape improvements to include crosswalks, sidewalks; trees, street lamps.
- Plan for a new road network parallel to and to the west of Route 151 to be implemented over time as any new development occurs on individual property. (Figure 4)

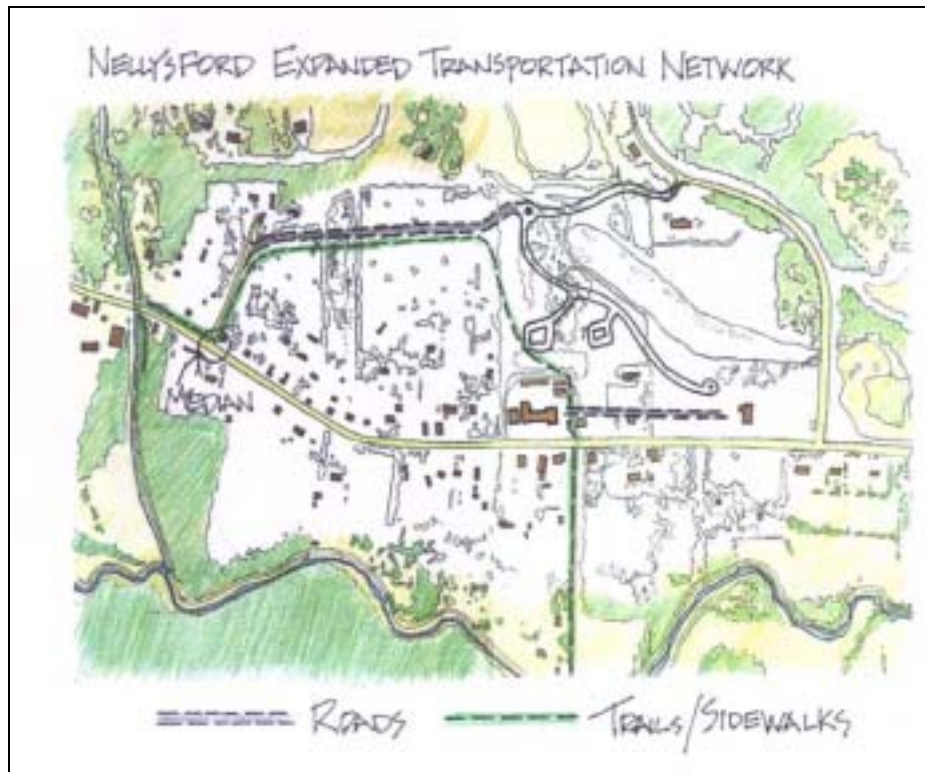


Figure 4 New Road to the West of Route 151

- To the North, link new road to roundabout at Hill Crest Subdivision, thereby connecting new road to Route 634 (Stony Creek entrance road) via Stone Orchard Drive.
- To the South, connect new parallel road to Route 151 approximately at the current Pheasant Run.
- Confirm conceptual design locations and details with VDOT and a local implementation committee to get consensus on location of possible medians. Key locations include the intersection of Routes 151 and 634 at Stony Creek, the intersection of Route 151 and the current Pheasant Run (at new intersection created by new road running parallel to Route 151), and at new major intersections created by other new development.

Nellysford Business Development

Short Term

- Attract a greater market share for existing businesses:
 - This includes targeting the approximately 330 workers in Nellysford and the large number of Wintergreen workers nearby
 - The parking area in the front of the Valley Green Shopping Center has excess parking, some of which could be converted to outdoor patio seating in order to capture a new clientele and create an informal community meeting space. (Figure 5)



Figure 5 Valley Green Shopping Center Phase I

- Position Nellysford as a neighborhood dining and entertainment center for residents of the western part of the County and for Wintergreen guests.
- Strengthen the supply of community-serving businesses such as a general store offering a wide range of practical goods and services of interest to community residents.
- Take advantage of Nellysford's affiliate status with the Virginia Main Street Program. Consider membership in the National Main Street Network and the Virginia Downtown Development Association

- Identify a site and seek funding for a permanent structure for the Nellysford Farmers Market
- Encourage attractive, low-key signs with coordinated design for all businesses as a means of better publicity for them and to enhance the aesthetics of the overall Nellysford community.

Mid Term

- Further capitalize on the infill development potential of the Valley Green Shopping Center by expanding the patio project to include additional green space along Route 151 as well as a pedestrian connection linking it to the patio. (Figure6)



Figure 6 Valley Green Shopping Center Phase II



Figure 7: Valley Green Shopping Center with Patio Seating

- Encourage additional commercial and office development with Valley Green as a focal point, thereby creating a business cluster that makes walking from one establishment to another convenient and enjoyable.
- Create a more favorable business climate geared toward the recruitment of the key needs identified by workshop participants and the market study dated July 29, 2005 (and discussed in more detail in the existing context section.)

Long Term

- Encourage a cluster of commercial and professional offices within the mixed-use area as designated on the Future Land Use Map. (See figure 9) Such businesses should connect with Nelson County’s interests, traditions, and industries and serve both a local and regional market in a “park once” district and walk to shops and services district.
- Increase new business opportunities through a small business incubator, perhaps co-located with a Community Center/Nellysford Library.

Community Development

Short Term

- Minimize the impact of new growth on existing residences along Route 151 by recognizing a “no change” zone (a no change zone means no development except for the by-right development options as described in the Zoning Ordinance) along the Route 151 corridor (figure 8).



Figure 8 No Change Zone along Rt. 151 (diagram approximate)

- Protect the eastern side of Route 151 from intensive non-residential development
- Gather public opinion and support for community uses within the flood plain area. Options for discussion may include facilities for recreation and trails with links to a larger Nellysford trail network and possible farmers market and park location.

Mid Term

- Consider adding a Nellysford “overlay” zone to the Zoning Ordinance that specifies and facilitates the long term growth scenario outlined in this Plan
- Seek grants and loans for mortgage assistance, down payment and closing cost assistance, to encourage affordable housing options to include single family residences and accessory apartments. Accessory apartments include, for example, apartments above a garage, a stand-alone building on an existing parcel, or a basement apartment.
- Protect Nellysford’s scenic beauty, open spaces and mountain vistas by focusing growth in village-scaled development, as described in the Long Term Land Use recommendations

Long Term

- Focus future growth to the west of Route 151, anchored by a new road parallel to and to the west of Route 151. This should be implemented over time, if and when individual property owners choose to re-develop.

- Create a mixed-use district to include a clearly defined main street and a combination of small, primarily local, shops and professional businesses and apartments above businesses and single family homes (figure 9)
- Develop primarily single family residences within and to the east, south, and north of the central business district
- Link development with the availability of adequate water and sewer service
- Encourage rural broadband service as a means of stimulating “live/work” arrangements and new businesses

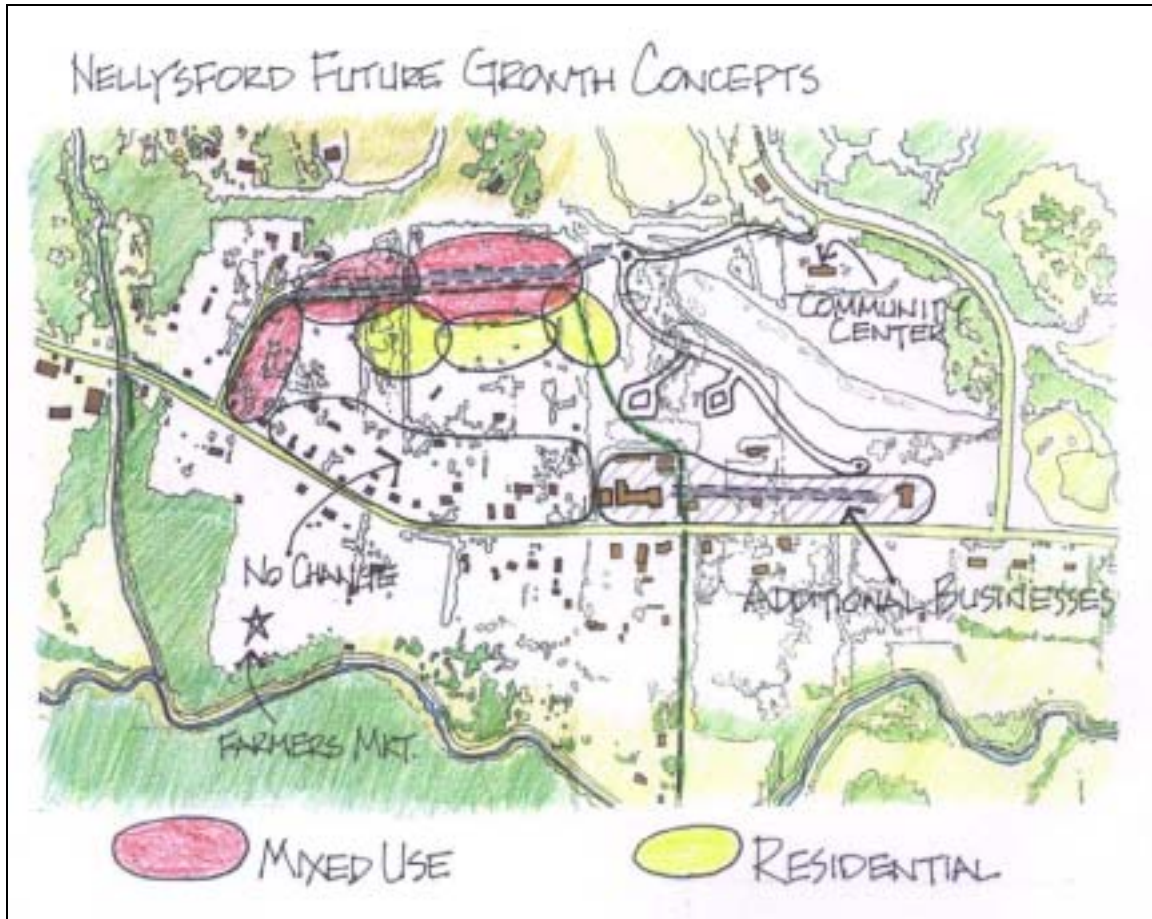


Figure 9: Nellysford Future Growth Concepts

Community Involvement

Short Term

- Organize a civic participation event such as a community-wide flea market or parade
- Institute a monthly “Dine and Shop in Nellysford” evening as an opportunity for community residents from throughout the area to get to know each other and to support local businesses
- Create a “I Brake for Nellysford” bumper sticker campaign



- Simulate a Route 151 pedestrian median crosswalk on Route 151 at Valley Green Shopping Center, with VDOT support of a temporary crossing defined by orange construction cones, to be conducted during a Saturday community event.
- Promote the social and environmental benefits of a small, village-scaled community
- Develop a coupon book that offers discounts to patrons of Nellysford businesses as a method to capture new customers for existing businesses

Mid Term

- Explore the feasibility of a Nellysford library, a public tennis court or other recreational facilities located in the heart of Nellysford
- In the development of Route 151 streetscape improvements, offer residents the opportunity to sponsor benches, bricks in walkways, or similar streetscape features.

Implementation

Funding

- Pursue funding for safety improvements and aesthetic enhancements for Route 151 from VDOT Safety and TEA Enhancement Grants
- Include key Route 151 streetscape improvements in the County Capital Improvement Plan (CIP), phased over a period of several years
- Explore the United States Department of Agriculture grant program to subsidize the cost of a permanent farmers market building
- Utilize private development
- Take advantage of Nelson County Community Development Foundation programs for the development of affordable housing
- USDA Rural Business Enterprise fund for business development
- USDA Low Interest Loan for infrastructure improvements
- VDOT Safety Grant supports intersection improvements, bicycle and pedestrian improvements
- VDOT Secondary Road Funds are allocated by the Board of Supervisors and, in addition to secondary road improvements, can support sidewalk development
- The Commonwealth Transportation Board allocates VDOT Primary Road Funds at the district level. The County may make a statement at the CTB public hearing regarding County priorities
- Department of Conservation and Recreation for park and trails and entryway signage
- Virginia Rural Broadband Planning Initiative for community communications planning

Implementation Process

- Review and adoption of Plan by Board of Supervisors
- Incorporate Plan recommendations and land use strategies in the Nelson County Comprehensive Plan and in the Zoning Ordinance
- Prioritize the short term recommendations in this plan and implement those top priority items
- Establish Sidewalk Committee
- Create more detailed design for Route 151 streetscape improvements in preparation for funding applications

Appendix

Appendix A

Existing Context

Existing Plans and Studies

The Planning District staff reviewed and summarized recommendations from the following existing documents and plans:

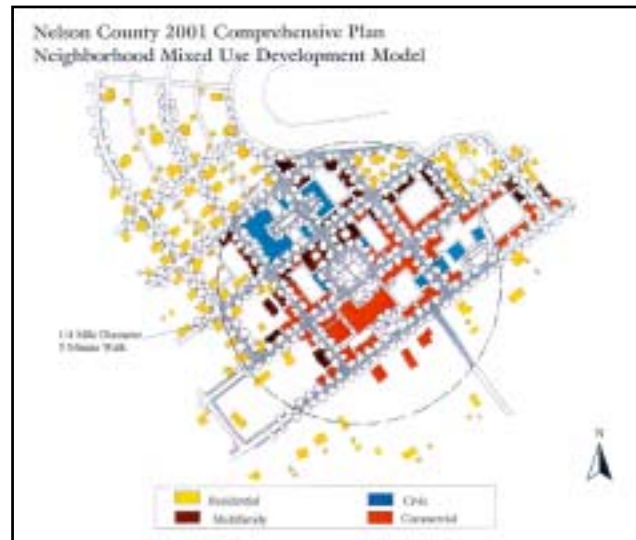
- 2002 Nelson County Comprehensive Plan
- UnJAM 2025
- Sales Gap Analysis for Nelson County, Virginia
- Nellysford Safety, Mobility, and Access Management Study
- VDOT Route 151 Corridor Study

This review allowed staff to consider and build upon existing findings and recommendations in developing a framework for the Nellysford Community Plan. The sources identified range from a regional perspective to a county-wide vision to a specific local analysis, giving Planning District staff a detailed sense of the project context.

A. 2002 Nelson County Comprehensive Plan

The 2002 Nelson County Comprehensive Plan provides goals and strategies to assist citizens and decision-makers in understanding the County, managing change, and coordinating future growth. The goals and associated principles of the Comprehensive Plan include:

- Enhancing the county’s tax base by maintaining and encouraging a diverse and vibrant local economy
 - Accomplished by encouraging a diverse mix of businesses, discouraging strip development, encouraging limited access and internal access management, supporting adequate setbacks, vegetative buffering, and dark sky lighting. Support small-scale commercial development as infill and in designated development areas.
- Supporting tourism as a way to diversify the economy
 - Accomplished by linking local tourism to regional programs; Promoting local tourist industries, greenways and other recreational opportunities
- Recognizing the importance of the county’s agricultural economy
 - Supporting a local farmers market; Protecting prime farmland from development
- Maintaining the county’s rural character



- Directing development to established development areas to accommodate growth without invading agricultural and forestal lands.

In addition, the 2002 Comprehensive Plan proposes the Neighborhood Mixed Use Development Model for the Nellysford area. This Model encourages a combination of uses that are focused around a central gathering place. The document also advocates creating walkable communities, which allow residents and visitors to park their cars and easily and safely access nearby businesses, residences and public amenities on foot. The Neighborhood Mixed Use Development Model discourages development along—or bisected by—primary roads. Instead, it calls for a system of internal roads that alleviate transportation pressures on primary roads and focus development around an established central meeting place. By encouraging development within a

quarter mile diameter of a central, usually commercial hub, this model enhances internal walkability. Parking lots should be placed behind buildings or in other areas where the visual impact of the lot on the surrounding neighborhood is minimized. Dark sky lighting—by which standards for lighting fixtures minimize light pollution to maintain visibility of the stars—and unobtrusive signage is encouraged for all new development. Water and sewer service is needed to manage the density proposed in the Neighborhood Mixed Use Model.



Appropriate land uses under this model include both single family and multifamily residential, a variety of commercial establishments, professional offices, civic and public uses, and parks or recreation facilities. Some of the preferred uses include a grocery store, restaurants, cultural and entertainment facilities, a drugstore, doctor and dentist offices, and churches and other religious institutions. To encourage public use, a library, farmers market and space for recreation are appropriate. Over time, a neighborhood mixed use community may expand to offer a wider range of retail and civic uses. Multifamily dwellings, commercial and office buildings may be up to three stories in height.

B. UnJAM 2025

County citizens at the Planning District’s UnJAM 2025 work sessions identified Nellysford as an area to concentrate transportation improvements, including expanded pedestrian and bicycle infrastructure, and to encourage continued development of the area as a village for shopping and services. Major recommendations applicable to Nellysford are as follows:

- Route 151 from Routes 6 to 250 is a fast growing residential area, with cut-through truck traffic on Routes 151 and 6 a problem. Safety improvements could include creating a parkway feel with 45 mph speed limit as well as a separate trail for pedestrians.
- As a major intersection leading to the popular Wintergreen resort, which draws thousands of visitors each year, the intersection of Routes 151 and 250 also needs improvements. Some residents have suggested a roundabout at this intersection to improve safety and handle projected traffic volumes and turning movements.
- Because Nellysford serves a growing community, it is important to address increasing demand on transportation infrastructure. The primary roadways and intersections in Nellysford should be re-engineered to improve safety and access management, with an emphasis on providing bike lanes, sidewalks, and crossing features.
- Enhanced transit service is important for County residents commuting to Charlottesville, Lynchburg, and Waynesboro. Making transit a more viable option for commuters, and improving single occupant vehicle alternatives such as Rideshare, will help protect the County’s scenic and rural nature. UnJAM participants reported that JAUNT’s fixed route service on Route 29 should be expanded to Route 151 and complimented with a new fixed route service on Route 250, with tie-ins to park and ride lots. The need for further expansion of commuter routes will surface as the county continues to grow.

C. Sales Gap Analyses for Nelson County, Virginia

Completed in July 2005 by The Community Land Use and Economics Groups, LLC, this study analyzes the economic climate of downtown Nellysford and Lovingson in Nelson County. The document assesses current industries, demographics, and population data to make recommendations for economic progress. According to the report, “Nellysford’s future is tied to Wintergreen [Resort] in many ways—and its short-term potential lies in providing an expanded range of specialty goods and services to Wintergreen visitors and residents of the western side of the County, particularly in the Rockfish District.”

Recommendations:

- Begin by capturing a greater share of the district’s captive market. In the case of Nellysford, this includes approximately 330 workers in Nellysford and the large number of Wintergreen workers nearby.
- Position Nellysford as a neighborhood dining and entertainment center for residents of the western part of the County and for Wintergreen guests. The study notes a considerable unmet market demand for restaurants and entertainment.
- Strengthen the supply of community-serving businesses in the County. As an alternative, the study suggests developing a general store that offers a wide range of practical goods and services of interest to community residents.
- Focus on developing a synergistic cluster of four or five key businesses. Such businesses should connect with Nelson County’s interests, traditions, and industries. These businesses could augment the profitability of their scenic physical location with sales via online commerce. Specific types of businesses mentioned by the study include mountain bikes, specialty antiques and collectibles, and dinner theatre.

D. Nellysford Safety, Mobility, and Access Management Study

This study was prepared in June 2002 by the Rural Transportation Technical Committee of the TJPDC. Focused primarily on Route 151, the Committee acknowledged the projected growth of the Rockfish District and the expected increase in traffic on the road (nearly doubling by the year 2025).

The study area encompasses a zone along Route 151 from one-quarter (0.25) mile north of Route 634 (West) at Stony Creek to Valleymont Market shopping center. This includes properties adjacent to approximately 1.2 miles of Route 151, and comprising more than 30 businesses and about 40 residents.



Study Area Extent

- . Improve inter-parcel access for all travel modes to relieve traffic on Route 151.
- . Perform speed study to determine need for speed limit reduction
- . Install sidewalks (approximately 4200 feet)
- . Install crosswalks at three locations
- . Install bicycle lanes on 151 and parking racks at key locations
- . Cut trails where appropriate, use easements or property acquisition for public use.
- . Add a transit stop and park-and-ride lot within shopping center parking lot
- . Improve lighting without negative impact to roadway safety or rural setting.

E. VDOT Route 151 Corridor Study

Prepared in December 2001, the Virginia Department of Transportation Route 151 Corridor Study analyzed a section of the rural highway from Route 664 to Route 250. The study includes short-range and long-range recommendations, as presented in the following tables.

Short-Range Recommendations

Route	Intersecting Route	Deficiency Statement	Recommendation	Estimated Cost
151	613	Safety Concerns	Lower grade at intersection	\$650,000
151	6 (south intersection)	Safety Concerns	Add additional southbound left turn lane on Route 151 and a westbound left turn lane on Route 6	\$600,000
6/151	635S	Safety Concerns (community center)	Add northbound left turn lane on Route 151 and an eastbound left turn lane on Route 635	\$600,000
6/151	635N	Safety Concerns (inadequate sight distance)	Add southbound left turn lane on Route 151 and a westbound left turn lane on Route 635	\$600,000
6/151	709S	Safety Concerns	Current project for additional left turn lane and intersection realignment	Project Complete
151	784	Safety Concerns (inadequate sight distance)	Improve horizontal and vertical alignment of intersection	\$400,000
6/151	840	Safety Concerns (inadequate sight distance)	Slope embankments to provide sight distance in southeast and southwest quadrants for northbound approach. Align Route 840 intersection island with Route 151 southbound right turn lane	\$100,000

Long-Range Recommendations

Route	Intersecting Routes	Deficiency Statement	Recommendation	Estimated Cost
6	Route 29	Intersection Capacity	Traffic signal when warranted. Included in Route 29 Corridor Development Study, Phases II and III	\$200,000
151	From intersection Route 634 (south) to intersection Route 6 (south)	Safety/Geometrics	Improve existing roadway: two 12 ft. lanes with 6 ft. paved shoulders marked a bicycle lanes. Additional right-of-way for ultimate 4 lanes; additional lanes to be constructed when warranted	\$4,081,000
6/151	From: intersection Route 6 (south) To: Intersection Route 638 (south)	Safety/Capacity	Improve existing roadway: two 12 ft. lanes with 6 ft. paved shoulders marked a bicycle lanes. Additional right-of-way for ultimate 4 lanes; additional lanes to be constructed when warranted	\$6,582,000
6/151	From: intersection Route 638 (south) To: Intersection Route 6 (north)	Safety/Capacity Eastbound and westbound left turn lanes operate at level of service “D” at intersection with Route 6	Improve geometrics and increase capacity: four 12 ft. lanes with 6 ft. paved shoulders marked as bike lanes. Add left turn lane to eastbound approach (Route 6). Add left turn lane to westbound approach (Route 638). Traffic signal when warranted.	\$3,545,000
151	Route 250	Northbound left turn lane operates at a level of service “F”.	Add northbound left turn lane on Route 151. Traffic signal when warranted.	\$300,000

Existing Conditions

An understanding of existing conditions in the Nellysford Study Area set the stage for a meaningful discussion focusing on land use, transportation, and economics. The study area extends from just north of Route 634 (West) at Stony Creek along Route 151

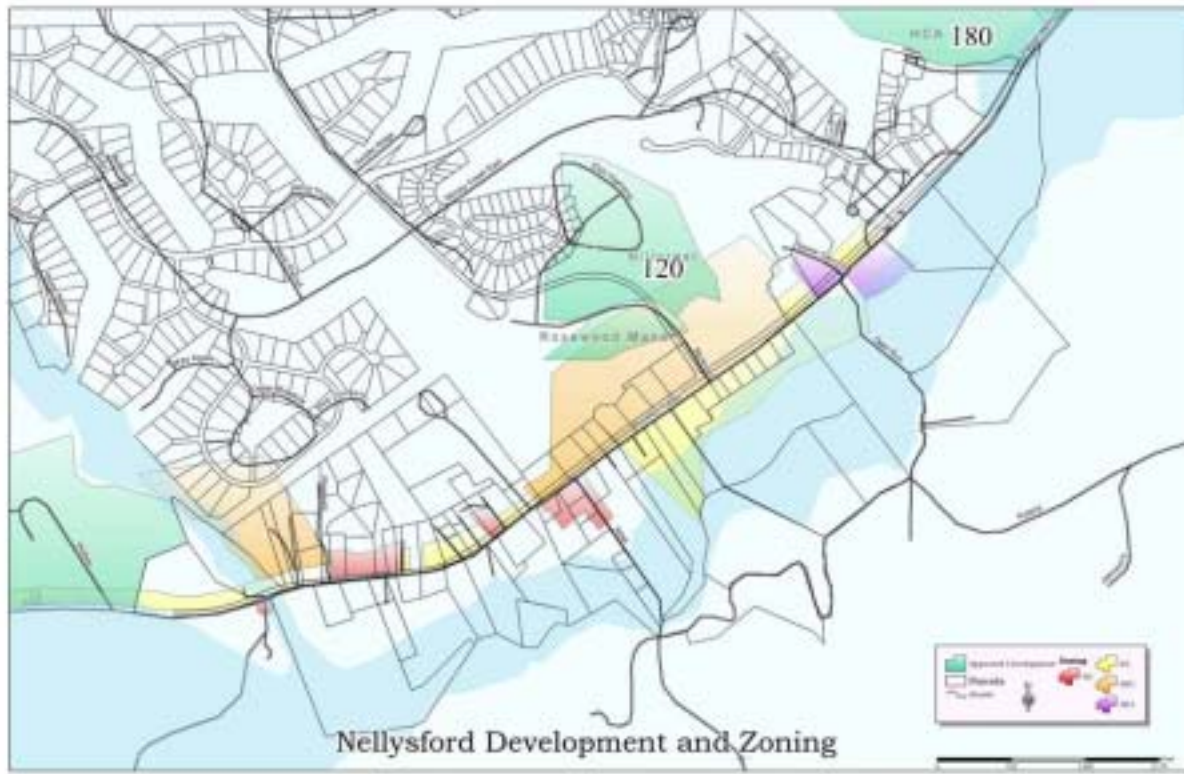
Land Use

Staff identified and mapped existing zoning, existing land use in the Study Area, and land use based on already approved, but not yet built, new development. The following aerial photograph shows the existing building footprints. Most existing development is focused along Route 151 and in the Stony Creek Subdivision.



Figure 9: Existing Building Footprints

Existing zoning and future development can be shown graphically as well:



Three zoning districts are represented in the Nellysford Study Area: Residential 1; Residential Planned Community; and Service Enterprise 1. Due to significant land development constraints posed by the floodplain area to the west of the Rockfish River, development is located close to Route 151 and westward.

Future development, as also shown on this map, includes several large residential developments that are situated on the outskirts of Nellysford proper. This sprawl pattern has been the typical land use pattern occurring in Nellysford.

Transportation

Transportation in the study area is dominated by motor vehicles. Neither bike lanes nor sidewalks are present in the Study Area, except for sidewalks within existing shopping areas. Level of service along Route 151 from its intersection with Route 664 to Route 634 is rated “C” as is the segment from Route 634 to Route 6. The level of service concept is a qualitative measure of traffic conditions along a roadway. There are six levels of service designations. Each is given a letter from “A” to “F” with “A” representing the best and “F” representing the worst. Rural roadways are typically designed for a level of service “C” or better. Each level of service describes a range of traffic conditions experienced by roadway users in terms such as speed, travel time, traffic interruptions, freedom to maneuver, and comfoRoute

**Route 151 Corridor
Existing Level of Service**

				1999 AM Peak Hour Base Conditions	1999 PM Peak Hour Base Conditions
Route	From	To	1999 Ave. Daily Traffic	Level of Service	Level of Service
151	Route 664	Route 634	4050	C	C
151	Route 634	Route 6 S	3700	C	C

According to VDOT, the level of service for the intersection of Routes 151 and 664 is “A” as is the intersection of route 151 and Route 634. The intersection of Routes 151 and 6 also are rated “A” except for turning left from Route 6 westbound onto Route 151 southbound, which is designated a “B”.

Economics

From the Sales Gap Analyses for Nelson County, Virginia:

- Overall in Nelson County, taxable retail sales have grown by about 12 percent since 2000, most significantly in “food”, “general merchandise”, machinery and equipment”, and “miscellaneous”.
- The County’s average sales per retail business are significantly below those of surrounding areas and significantly below the state average.
- Nelson County’s average sales per retail business are significantly below those of surrounding areas and significantly below the state average.

Area	Average sales per business
Nelson County	\$749,000
Charlottesville Metropolitan Statistical Area	2,340,000
Lynchburg Metropolitan Statistical Area	2,142,000
Staunton-Waynesboro Micropolitan Statistical Area	1,905,000
Commonwealth of Virginia	2,453,000

TABLE: Average sales per retail business in Nelson County and vicinity (including national retail chains other than discount superstores). *Primary source: 2002 Census of Retail Trade. Extracted from Sales Gap Analyses for Nelson County, Virginia.*

- Compared to Lovingsdon, Nellysford has more of a concentration of retail and restaurants (30% to 17%). The majority of businesses in both areas perform at an average level, relative to similar businesses in the region.

	Livingston	Nellysford
Retail	12%	21%
Restaurants	5%	9%
Professional offices	18%	25%
Service businesses	22%	19%
Wholesalers	3%	-
Manufacturers	3%	-
Other	37%	25%

TABLE: Composition of businesses and other uses in Livingston and Nellysford. Extracted from *Sales Gap Analyses for Nelson County, Virginia*.

- Nellysford residents tend to go to Waynesboro and Staunton to shop, and its retail is affected most strongly by its proximity to the Wintergreen resoRoute
- A portion of the study analyzed data from a third-party source that assigned residential neighborhoods in the County and in Nellysford zipcode to one of 65 segments. The results from ESRI showed that Nelson County residents share several important characteristics—a love of the County’s scenic beauty; a tendency toward simple, uncomplicated living; interest in gardening and do-it-yourself projects. The data was also noteworthy for not including segments heavily interested in shopping or consumerism. Specific to Nellysford, the data suggests a large percentage of Nellysford residents might be more incline to spend slightly more on general consumer goods and services such as clothing or home furnishings.
- The more affluent households of the Rockfish Districts generate more market demand for restaurants than the District’s less affluent households.
- The County is losing sales in all major retail sales categories—groceries; restaurants meals; apparel; furniture, home furnishings, and floor coverings; and gasoline stations and automotive service stations. That is, Nelson County residents are spending more money than local businesses capture, indicating that they are shopping outside the County. The report cautions against assuming that lost sales makes retail development easy. It states that for several reasons, retail development can be much more difficult in situations in which a district’s retail identity is weak, as is the case in Nellysford. Such circumstances require strong marketing and sustained visibility.

Appendix B

NELLYSFORD COMMUNITY PLAN: WORKSHOP I

September 26, 2005 Workshop Results

On September 26, 2005, over 150 residents and business owners met to identify the most important enhancements for the Nellysford community. As one participant said, we want Nellysford to grow while staying “A place where everybody still waves at each other.” The following is a summary of the ideas expressed at this workshop.

Growth Management

Places to Gather

- Create a “Main Street”
- Create an identifiable destination
- Small sitting areas
- Focused, compact growth
- A visible center of town
- A County Park

Design Guidelines

- Protect night sky
- Parking in rear of stores
- Good architectural standards
- Street trees and plantings
- Restrict light and noise
- Low profile signs
- Enhance the historic character
- Maximum of 2, or 3 story buildings
- Litter receptacles

How to Grow

- Preserve large tracts of rural land by focusing compact development in villages
- Integrate Wintergreen and Stoney Creek
- No development between hardware store and post office
- Develop old Nellysford School
- Side streets off of Route 151
- Not as strip malls

Economic Development

Types of Commerce

- Medical Clinic
- Coffee shop
- Restaurants
- Crafts/Artist Colony
- Florist

- Grocery Store
- Bed and Breakfast
- College
- Pharmacy
- Farmers Market
- Car Wash
- Movie Theater
- Museum
- Gas Station
- Tourist-Oriented
- Theme Park

Where and What

- Not at Route 151 and Route 664 Intersection
- In a Commercial Center
- Small, local stores rather than big box and chain stores
- No Heavy Industry

Transportation

Traffic

- No traffic light
- Divert local 151 traffic onto new roads parallel and perpendicular to 151
- Safer intersections with Route 151
- Reduce speed limit on 151
- Reduce heavy truck traffic
- Widen Route 151

Pedestrians

- Ensure safe flow of pedestrians
- Add sidewalks in new development to connect with existing development

Bicyclists

- Add bike lane on Route 151
- Include needs of bicyclists in future development

Transit

- Transit to and from Wintergreen
- Transit Charlottesville and Waynesboro
- Transit for persons with disabilities and the elderly
- Upgrade Rockfish Air Park

Housing

- More affordable housing
- No extremely high density
- Senior housing
- Elder care
- Locate off of Route 151

- Historic preservation

Public Services

Infrastructure

- Adequate water and sewer
- Underground utility lines

Community Services

- County park on east side of Route 151
- Community center
- Teen center
- Library
- Center for non-profits

Environment

- Protect natural heritage
- Promote outdoor activities
- Emphasize the environmental importance of the Blue Ridge

Small Group Prioritizing Exercise

Group 1

Group Issues

- Common signage for Merchants
- Need for more commercial businesses such as: drug store, restaurants, and a co-op market as part of a new pedestrian mall.
- A new pedestrian mall that encourages the development of local businesses.
- Affordable housing for Nellysford.

Mapping Exercise

- New Housing to be built in the NE section of the Village Center.
- Adjacent to the SW area of the Village Center, a new roundabout and pedestrian crossing are needed.
- Two Lanes for 151, with roundabouts placed as needed with at least one pedestrian crossing.
- A new bike/walk trail that follows the Rockfish River and has a series of links to 151.
- Build a Compact village center that is pedestrian friendly between 634 and Vallemont Market
- The village growth boundaries would remain along 151 in the form of a corridor.
- New business/residential mixed use development as a two story building with the housing to be on top across from Village Green

Group 2

Group Issues

- Maintain commercial, retail, office, and residential density in center of town and with pedestrian friendly gathering places and walkways
- Two story town center with businesses
- Green space for parks and farmers market
- Two roundabouts on Rt. 151b (Reduce speed to 35mph)
- Pedestrian/bike way along Route 151
- Walkways into town center
- River walkway to town center and outward
- Synergy with Wintergreen projects

Mapping Exercise

- River walkway
- Two roundabouts: one at the convenience market west of town and one on the intersection of 634 and 151 east of town
- Pedestrian bike / walkway along 151
- Two story town center near existing Village Green with business area
- Green walkways into town center and parks
- Green space for parks and farmers market
- Reduce speed to 35 mph

Group 3

Group Issues

- Retain rural nature trails
- Traffic Calming: roundabout and medians
- Limit speed to 35mph through town
- No semi-trucks
- New bike paths
- Village type development: side street behind valley green, connecting roads, include library, underground utilities, ensure sufficient water, and sewage
- Permanent Farmer's Market
- Beautiful park-like area for people to meet

Mapping Exercise

- Improve intersection at Route 627 and 151.
- Traffic Gateway Median east of town
- Median west of town in front of mini-shopping area.
- Farmers market west of town at Routes 627/151 intersection
- Wildlife / Hiking trail along Monocan Drive, then to follow the Rockfish River west
- Roundabout on Route 634 and Route 151 intersections
- Tree Lined Main street of Nellysford

- Bike path to run along 151 from far west of town to new school east of town
- Bike path to run from south on 634 across 151 to north on 634 to circumnavigate lakes
- Village style development near the northwest corner of Village Green Shopping Center with new median on Route 151.
- Bury utilities

Group 4

Group Issues

- Roundabout at each end of Nellysford
- Parallel service road (service)
- Public gathering space.
- Riverside greenway
- Preserve mom and pop retail
- Pedestrian friendly: bike, walking, golf carts

Group 5

Group Issues

- 151 traffic flow: one lane should be designated for speed as an alternate roadway
- New bike trail, walking path, and no trucks allowed.
- River park with trail and picnic area
- Shopping Village concept: grocery store, restaurant, specialty shops, low rise buildings
- Reasonably priced multi-family housing, maximum two stories
- Ferrari dealership

Mapping Exercise

- Keep 151 two lanes - control speeding, reduce truck traffic, make speed 30 mph through Nellysford
- River park area to be along the south side of river
- Transit to Waynesboro and Charlottesville
- 2 story village concept with pharmacy, restaurant, grocery store, library and novelty shops
- New community center on 634 by the assisted living center
- Biking and walking trail along 151.
- New high density condos/houses and an apartment complex between Rodes Farm and Route 634, north and/or south of Route 151
- A new bike and walk trail north of Nellysford and connect to the bike/walk trail on route 151.
- Encourage a Bus Rapid Transit route to Wintergreen

Group 6

Group Issues

- Keep the rural flavor
- Good Traffic Flow
- Pedestrian and Bike Friendly with slow moving golf cart paths
- Village style center with a hometown feeling
- Connection to Stoney Creek
- More Pocket Parks with connection to a Rockfish River Greenway
- Enforce Architectural Standards

Mapping Exercise

- Walking paths to and from town including greenway along Rockfish River.
- Bike paths from Stoney Creek to town center, with designated signage
- Golf cart paths for use in town and in the back of town.
- Medians/Roundabouts landscaped in center of town
- Create Main interest into Stoney Creek
- Create a town character like Duck, North Carolina or Hilton Head.
- Existing downtown buildings to be refaced/restructured to incorporate country “old town” look/atmosphere.
- No Outlet malls or timeshares. No fast food chains and no Flashing signs.
- Traffic Calming/Speed Reduction Plan especially Rodes Farm
- New non-stop JAUNT Shuttle
- Shops for comfort foods, ice cream, coffee, donuts
- Grocery store, variety of boutiques, florist, gifts, and dry cleaners.
- Wintergreen Real Estate office style of building- no higher
- Improve the looks by regulation and or removal of auto graveyards along 151 and Adial Road
- Pocket park with playgrounds, exercise/health trail, jogging, dog walking, located along greenway with mature plantings of trees
- Low density housing and improved affordability
- Divided highway for main street Nellysford with pedestrian crossings.
- Water Quality Assessment study

Group 7

Group Issues

- Greenway along Rockfish River
- Large town square and 2-3 additional smaller squares
- Two roundabouts at each end of Nellysford
- Recreation Area along Rockfish River
- Farmers Market
- Country Inn as focal point of town square for commercial, residential activities, and for overnight stop

Mapping Exercise

- A greenway parallel to the Rockfish River from the 2 points where the river intersects Rt. 151 with 2 connecting trails to Rt. 151 near Village Green Shopping Center and at Rt. 151/761 intersection
- A central town square adjacent to Village Green with Country Inn (Crawford Inn) as anchor to include green space and sidewalks
- A new road parallel to Rt. 151 from new central town square to the southern intersection of Rt. 151 and the Rockfish River
- 3 Additional town squares on road parallel to Route 151, also with green space and sidewalks
- A series of grid style roads connecting town squares to Rt. 151 and its parallel road
- A roundabout on Rt. 151 at the central town square and one at Rt. 151/664 intersection
- A pavilion/farmers market adjacent to the Rockfish River at the site of the central town square roundabout or in one of the town squares
- A recreational facility along the Rockfish River
- Park and Ride lots at each town square

Group 8

Group Exercise

- Water and Sewer
- Central Market Area with shops and apartments
- Bandstand and Recreation Park
- A gathering Place
- Roundabout on Route 151/Route 6/Avon Road Intersection to help slow trucks.
- Bike path/Greenway along the Rockfish River
- Mixed and Diversified Housing
- More Historical Architecture
- Transportation to Charlottesville and Wintergreen

Map Exercise

- Tramway
- Transportation to Charlottesville as well as medical facilities and mountain tops.
- Mixed Use Area for commercial and residential activities
- New Roundabout at Route 6
- New traffic median at shopping area.
- More bike and walking trails. Bike paths via the existing powerline easements and open space areas.
- Parallel road along 151
- Restaurants and small shops
- Water and Sewer Infrastructure

- Grocery store
- Town Square Shops
- Drug Store
- Central Market Area and diversified housing
- A Gathering Places

Group 9

Mapping Exercise

- Wintergreen shuttle bus for locals
- Bike Trail along Route 151 from 634 interchange to the west side of the Village
- Special bike pedestrian path along Village Main Street.
- Create Green space along Rockfish River.
- Park and Ride and Roundabout at the 664/151 intersection
- Study Floodplain, determine zones, and enforce
- 151 and 627 intersection warrants further study
- New road to 29, more direct route.
- Create a State Park/lake for fishing, boating, etc.
- Preserve steep slope protection measures.
- Enforce speed limits on Route 6, 151, and 664.
- New sewer lines for new development near Village Green Center.

Group 10

Group Issues

- Study Floodplain to see how many houses are in the flood zones
- Enforce zoning in the area.
- Create flood map with analysis of potential hazards.
- Incorporate new streetscape into new plan.
- Connect parking areas at the Bank, Family Practice, and Valley Green
- New buildings should have consistent architectural styles or size.
- New hike/ bike paths that tie into existing path
- Provide new housing northwest of the junction of 634/151.
- Improve airport and airstrip
- Storm water retention for new building projects.
- New storm drain system.
- Expand the public water/sewer.

Mapping Exercise

- New Park to be located on southeast side of 151/664 Junction.
- New bike/sidewalk paths to run through town and NE on 634.
- Create new side street for existing and new near Village Green.
- Median Island on 151 in Village.
- Improve the intersections on Route 151

- Include sidewalks in town along 151
- New left hand turn lane at 6/151 and add sidewalks and stop ahead signs.
- At the intersection east of the junction of 634/151, add a bus stop sign for loading and unloading children.
- Roundabout at 664 and 151
- Create a new Park along the Rockfish River through a Conservation Easement.
- New viable shuttle system from Stoney Creek to Mountain Village down Beech Grove to 151 and then up along 634.
- Improve traffic intersection at 151/Rhodes Farm.
- New traffic light for 627 and 151.
- At Village Green, add a side road for the shopping center along with a new pharmacy

Group 11

Group Issues

- No fast food chains...
- No stoplights in Nellysford.
- Sewer and water for downtown businesses.
- Control litter.
- No motels.
- Permanent pavilion/amphitheater/park for a farmer's market and multi-functional events
- Hiking trail along the Rockfish River.
- A four-lane highway will bring too much traffic to Nellysford.

Map Exercise

- A lower speed limit through Nellysford.
- Strict architectural controls.
- Create new Bike Trail along 664 and 151 from Wintergreen to entrance of Stoney Creek.
- Create a new town center. Re-create the existing mall to include greenspace and a more pedestrian oriented environment.
- Limit light pollution
- Access from Bank to the Post Office without driving on Rt.151.
- Preserve rural quality
- No time-share condos
- Conduct a 100 mile "day destination" study on Nellysford on how to make it a more attractive "historical place" for people from Charlottesville and other villages
- New cell phone tower.

Group 12

Group Issues

- At the connection points with Rt. 151 East and West of town, a new bypass will have two roundabouts, one on either end.
- Change 151 speed limit to 35 mph.
- Preserve a variety of small businesses for the future of Nellysford.
- Maintain the village character.

Mapping Issues

- New Rt.151 bypass with a 55 mph speed zone running between the River and the existing right of way of 151
- A farmer's market near the junction of Rt. 634 and 151
- New access from the north side of Rt. 151 to run parallel and connect to Rt. 634
- New village center with streetscape to include landscaping and sidewalks, as well as bike lanes, especially on the north side of 151

Group 13

Group Issues

- Parking in the rear of buildings/businesses that front 151 on the north side of Main Street
- Two roundabouts installed –one west and one east of town on the edge
- Village Square as a centerpiece of the town

Mapping Exercise

- New street grid dividing main street into three parcels based on large parcels on north side of 151
- 6-7 Median Strips along 151
- Landscaped Sidewalk with Street Lights along R. 151

Group 14

Group Issues

- Improve Intersection for 613 and 151
- Roundabout at 634/151 intersection
- Sidewalks in town center
- Pedestrian walkway-connecting to a new Senior Living Center northeast of the village near Route 634

Mapping Exercise

- Two new roadways in back of the town center area that connect to 151 on either side of town and from new Roundabout east of town
- New public park to be placed on the southeast corner of the town center on the south side of 151.

- New Park and Ride to be sited on the south side of 151 in center/edge of town center
- Traffic control medians placed in the center of the village on 151.
- Bike and walking trails on the south edge of the village that would begin at the new public park and follow the curve of the Rockfish River
- Farmer’s Market off the northwest quadrant of new roundabout at Rt. 634/151 intersection
- Preserve natural areas of Nellysford
- Farmers market to be permanent and located near 151/634
- More regular JAUNT Transit Service

Group 15 (151)

Group Issues

- A County Park southeast of Town.
- Ban large truck traffic from junction of 151/Rt. 6. Otherwise, for local deliveries only
- Roundabout at Rt. 6 and 151 to discourage trucks.

Mapping Exercise

- Valley Green Center should be redesigned/revitalized (as a village concept/gathering place) with a roundabout in the front of it. Incorporate brick pavers and tree-lined streets
- Residents want to see more coffee shops, a library, outdoor seating, two story buildings all along a three square block plan. This plan is to be pedestrian friendly and would remain in the same location as the present Center.
- Roundabout to be positioned at R. 151/664 Junction
- Walking trail with multiple access points along the Rockfish River
- Bike trail on 151 through the west side of the village all the way east to 664/151 Junction.
- Enforce & protect rural zoning standards to promote rural beauty for Rockfish Valley
- Educate/promote and encourage rural conservation easements to preserve rural beauty forever

Appendix C

NELLYSFORD COMMUNITY PLAN: WORKSHOP II

November 22, 2005 Workshop Results

Recreation

- Map/Acknowledge Spruce Creek Park
- Tie in walking trails
- Recognize trail/park separately
- Tie into Wintergreen: bike lane/cart trails
- Check practicality of River walk

Transportation

- Welcome Sign best placed in a median
- Show safety improvements on Rt. 151 with more drawings and specific designs
- Bypass concept not shown: local street network as alternative
- Research through vs. local traffic counts
- Reconcile issue of integrating Stoney Creek and Wintergreen with transit
- Mark Rt. 151 issues for vehicles, bikes, pedestrians a priority
- Roundabout at airport is confusing-lacking directional signage

Housing

- Clearly show assisted living
- Village green has support, but town homes and patio houses not brought out at September workshop
- Number of residences in ideas presented may create too much growth
- Patio home development is on the books—additional units not economically viable

Growth

- Emphasize rural character
- Getting strip mall in 3 distinct areas not a fully integrated concept
- Rural atmosphere is shoved out
- #1 rural atmosphere & Phase 1 not shown in sync
- Is there a prototype community to study?
- How a community like this grows: get examples
- Issue of population control: Too much density; What would be best to serve current residences
- Focus on residents here
- Number of residences in ideas presented may create too much growth
- Where to put water and sewer facilities
- Tie into county comprehensive plan
- Recognize this will occur over time; Phasing

- Regarding rural atmosphere—comparison with old towns not same as all new growth
- Need an improved medical care center, light diagnostic center

Economics

- Farmers market needs to be shown; Detail possibilities
- Architectural/design guidelines

Plan and Design

- Architectural/design guidelines
- Signage
- Add scale to map
- Community must decide on #1 effort
- Draw big picture ideas for future discussion
- Pencil in already approved development and those proposed
- Drawings and specific design need to look at most important
- Bigger regional map
- Welcome Sign best placed in a median
- Draft architecture guidelines for consideration

Preservation

- Rural atmosphere is shoved out
- Look at rural protection county-wide: rural character can mean different things
- Undeveloped vistas: need to define

Appendix D
NELLYSFORD COMMUNITY PLAN: WORKSHOP III
September 26, 2006 Workshop Results

Workshop Dot Exercise Results

No Changes Along Existing Residential Areas on Route 151	75
Improve Safety and Reduce Speeding on Route 151	37
Improve Business Climate for existing Businesses	19
Need Restaurants, Shops...	17
Intersection Improvements a Routes 151 and 634 at Stoney Creek	15
Pedestrian Crossing at Valley Green Shopping Center	15
Streetscape Improvements	15
New Road Parallel to Route 151	14
Patio Concept at Valley Green Shopping Center	13
Trail System	13
Bike Lanes	7
More Sidewalks	6
Create an Identity for Nellysford – A New Center of Activity	5
Entry Signs to Nellysford	3
Set up Downtown Sidewalk Committee	2
Farmers Market	2
Community Center	2
Gateway Signs	1
Median at Southern End of Nellysford	0