Rockfish Valley Area Plan Update
(Phase I):
Area Analysis & Community Engagement
Project Intro
Summary of Previous Plans and Existing Studies
Summary of Public Meeting: June 28th Community Open House

Where & When:
• June 28th at RVCC

Estimated Attendance:
• 125

Format of Meeting:
• “open house”
• interactive exhibits focused on plan topics
• informal Q&A with staff at each station
• brief presentation: plan intro, preliminary survey results, and analysis of the study area
Public Open House: Plan Topics

- Agriculture
- Community
- Economy
- Natural Resources
- Transportation
Public Open House: Participation
Summary of Community Survey: Results & Written Responses

Total Responses:
• 431

Total Written Comments:
• 234 (54%)

Survey Format:
• available online: SurveyMonkey
• available in hard copy

Survey Extended:
• open from May 23rd to July 1st
• deadline extended to July 15th
• surveys distributed to 16 churches throughout study area
# Survey Word Cloud

<table>
<thead>
<tr>
<th>WORD</th>
<th># OF OCCURRENCES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Development</td>
<td>69</td>
</tr>
<tr>
<td>2. Businesses</td>
<td>54</td>
</tr>
<tr>
<td>3. Traffic</td>
<td>44</td>
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<tr>
<td>4. Beauty</td>
<td>43</td>
</tr>
<tr>
<td>5. Rural</td>
<td>39</td>
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<tr>
<td>6. Store</td>
<td>37</td>
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<tr>
<td>7. Natural</td>
<td>23</td>
</tr>
<tr>
<td>8. Growth</td>
<td>23</td>
</tr>
<tr>
<td>9. Tourism</td>
<td>21</td>
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<tr>
<td>10. Local</td>
<td>20</td>
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</tbody>
</table>
(Q1): 63% have lived in Nelson County for 10+ years. Only 5% were not County residents.
(Q3): 95% own property in Nelson County.
(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.
(Q6): 87% said access to recreational amenities (such as parks) is important. 35% said it is critically important.
(Q7): 93% said access to reliable telecommunications and broadband service is important. 
56% said it is critically important.
(Q8): 96% said safe/reasonable levels of traffic and congestion on roads is important. 58% said it is critically important.
(Q21): 92% give importance to access to local foods and the success of local farms and local farmers.
(Q22): 98% agreed that, “Maintaining working farm lands, forests, and orchards in the Rockfish Valley is important to preserving the area’s rural character.”
(Q23): 80% agreed that, “There should be a greater effort to balance development and rural preservation.”
(Q11): 79% said managed or reduced development is important.
Summary of Responses by Topic

**Economic Development:**

- Regarding economic vitality (including job creation and job growth): 51% said this is important, while 48% felt this is unimportant or felt neutral.

- Regarding access to employment opportunities in Nelson County: 49% said this is important, while 50% felt this is unimportant or felt neutral.

- Regarding increased or continued development: 31% said this is important, 42% said this is unimportant, and 26% felt neutral.
All Zoning Districts
B-1 and SE-1 Districts
M-1 and M-2 Districts
Public Lands: USFS and NPS
Conservation Easements
Rural Historic Districts
Potential Developable Lands

- Wetlands
Potential Developable Land

- Wetlands
- 100 Year Flood Plain
Potential Developable Land

- Wetlands
- 100 Year Flood Plain
- Conservation Easement
Potential Developable Land

- Wetlands
- 100 Year Flood Plain
- Conservation Easement
- Ag Forestal District
Potential Developable Land

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

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

- Wetlands
- 100 Year Flood Plain
- Conservation Easement
- Ag Forestal District
- Public Lands
- Steep Slopes (25%)
- Parcels 5 Acres (or less) with Existing Structure
Summary of S.W.O.T. Analysis:

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

Environmental Resources
Charming Rural Character
Scenic Vistas
Local Agriculture

Community Pride & Involvement
Relatively High Household Income
Economic Engine
S.W.O.T. Analysis: Strengths

Environmental Resources
- Charming Rural Character
- Scenic Vistas
- Local Agriculture

Community Pride & Involvement
- Relatively High Household Income
- Economic Engine
- Proximity to Public Lands (?)
S.W.O.T. Analysis: Weaknesses

- Inadequate Growth Management
- Lack of Transportation Options
- Limited Access to Nature
- Non-Diversified Economic Base
S.W.O.T. Analysis: Opportunities

- Broadband / Fiber Services
- Local Business: Succeed + Expand
- Agribusiness + Agritourism
S.W.O.T. Analysis: Opportunities

- Broadband / Fiber Services
- Local Business: Succeed + Expand
- Agribusiness + Agritourism
- Trails + Parks: Increased Access
S.W.O.T. Analysis: Threats

- Atlantic Coast Pipeline
- Diminished Scenic Resources
- Unplanned Development
- Aging Population
# S.W.O.T. Analysis: Recommended Action Items (Short-Term)

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

- Finalize Asset Inventory & Asset Maps
- Finalize SWOT Analysis
- Complete analysis and mapping of Zoning Permit Actions (2002 – 2016)
- Finalize Business Clusters Analysis and Tax Revenue Assessment
- Revise and finalize Land Use Analysis
Next Steps

• Finalize Developable Lands Map
• Complete Code Audit & Ordinance Review
• Conduct public meeting #2 ("listening session")
• Prioritize (draft) Strategic Recommendations & Toolkit of Action Items
• Create final Area Plan report
Q&A / Discussion