



John Jordan, Chairman
Marie Mitchell, Vice Chair
Reggie Bennett, Vice Mayor
Marvin Clements, Commissioner
Jennifer Morton, Commissioner

Sharon D. Williams, AICP,
Planning Commission Secretary &
Director of Community Development

The Regular Meeting of the Planning Commission of the Town of Altavista, Virginia will be held in Town Council Chambers of Town Hall on Monday, April 4, 2022, beginning at 5:00 p.m.

AGENDA

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Pledge of Allegiance & Invocation
5. Introduction of Assistant Town Manager Matt Perkins
6. Approval of Minutes – February minutes not available
7. Public Expression
8. Public Hearings – None
9. Old Business
 - a. 2040 Comprehensive Plan Goals and Objectives
 - Economic Development
 - Housing
10. New Business - None
11. Updates
 - a. Moseley Heights Planning Grant
 - b. Reappointment of Vice Chair Mitchell
 - c. DAWN Relocation and Special Use Permit
11. Adjournment

All meetings are livestreamed and can be viewed on the Town's website at www.altavistava.gov

Next Meeting: Monday, May 2, 2022, at 5:00 p.m.

Economic Development

GOAL: Attain an environmentally sound, diversified, and stable economy that adequately supports the lifestyle of the citizens and provides a sufficient tax base for the Town.

Objective 1: Evaluate and enhance the Town's Comprehensive Economic Development Strategy.

- Continue to implement results and action items from the Campbell County /Altavista Comprehensive Economic Developments Strategy and the AEDA Economic Development Plan.
- Develop guiding principals to facilitate EDA decision making.
- Implement the goals established by AOT and the Economic Vitality Committee, and those as established by the AEDA.
- Strengthen existing businesses and recruit new ones to develop a stable and sustainable economic climate in the downtown Main Street District.
- Market Altavista to potential businesses, visitors, and community members through a variety of channels to increase awareness of Altavista's successful business climate, thriving downtown area, natural resources, and recreation opportunities.
- Establish better communication methods for the Town to best advertise new events and programming to maximize community participation.
- Implement a program to develop and leverage river-based activities such as a half day canoe trip.
- Create and develop a community owned industrial site or park to allow for expansion of existing industrial base and encourage new investment.
- Implement the goals established by AEDA.

Objective 2: Seek to expand and diversify the Town's economic base.

- Encourage the location of high quality commercial and industrial firms, while maintaining an atmosphere conducive to expansion of existing ones.
- Foster small business development and cultivate start-up businesses by capitalizing on educational institutions and local institutional knowledge, through partnerships with Virginia Technical Institute (VTI), the Chamber of Commerce and the Spark Innovation Center.
- Proactively seek out symbiotic industry partnerships to relocate in the community
- Encourage and support the reservation of prime industrial sites in the Town's growth areas
- Support vocational and other suitable training in area schools including dual enrollment and early college admission programs to allow residents to compete for employment and educational opportunities.
- Enhance and expand the Virginia Technical Institute and encourage other regional higher education intuitions to consider investing in Altavista.
- Continue to participate in regional economic development and marketing programs.

Objective 3: Sustain and Enhance Downtown and Main Street Commercial Corridor.

- Continue to encourage exterior facade improvements by downtown property owners and ongoing streetscape improvement initiatives.
- Explore opportunities to assist businesses improve the interior of their properties, in addition to the already existing façade improvement programs.
- Enhance and expand existing retail and business promotions through Town sponsored community events in order to refocus consumers' attention on the downtown.
- Seek to expand and diversify the downtown business mix by promoting additional entertainment activity.
- Encourage development of sales and service sector type firms.
- Continue participation in Virginia's "Main Street" Program.
- Develop a local comprehensive database listing on the website of available commercial and industrial properties in the community and keep the site up to date.

Objective 4: Minimize existing and future problems that could result from expanded commercial and industrial development.

- Use appropriate land use controls to encourage the concentration of future commercial and industrial areas rather than strip or scattered development.
- Coordinate new commercial and industrial development with the provision of community facilities, infrastructure, and services.
- Encourage redevelopment of brownfield sites and the reuse of existing properties and buildings.

Objective 5: Create a community culture where business and industry care about people, and the people care about its business and industry.

- Work with the business and industry community through a business visitation program coordinated with the Town of Altavista, the Campbell County Office of Economic Development, the Altavista Chamber of Commerce, and the Lynchburg Regional Business Alliance.
- Create the culture with the people through programs sponsored by businesses and industries.
- Support the Altavista Office of Economic Development (AOED) and the Altavista Economic Development Authority (AEDA) to help attract new businesses and industries.
- Develop a partnership plan for "growing" current businesses and attracting new businesses
- Actively collaborate with local and regional economic development partners in business retention and expansion efforts.

Objective 6: Promote tourism by capitalizing on local and regional points of interest.

- Increase visibility of the Town's cultural activities, points of interest, and commercial base. Put special emphasis on promoting within the region and at Smith Mountain and

Leesville Lakes.

- Attract tourists and visitors into the Town for economic development by promoting regional attractions and historic resources through marketing brochures, social media, and our website. Participate with regional tourism partners and the Virginia Tourism Corporation.
- Expand and improve Town sponsored community events.
- Establish and maintain an up-to-date Calendar of Events and post to the Town's website and partner with the Altavista Chamber of Commerce and AOT to increase promotion of activities in the community.
- Continue to promote the Avoca Museum and its activities and events.
- Consider the development of a visitors' center to promote the community and regional activities.
- Promote the new Visitor's Center at the Staunton River Memorial Library.
- Build out entertainment and recreational amenities that support family-friendly activities, encourage visitation to Altavista and add to the Town's character.
- Invest in additional wayfinding signage to help direct citizens and visitors to amenities and Town Services.

GOAL: Create and maintain high-quality community facilities and services

Objective 1: Continue to meet community water supply and wastewater treatment needs.

- Upgrade water and wastewater treatment facilities as needed to provide for future growth.
- Continue to annually develop and maintain a Capital Improvements Plan to provide sound fiscal guidance and direction in developing water and wastewater improvements.
- Upgrade and/or extend distribution facilities inside the corporate limits to provide adequate service to all residents and businesses.
- Consider a partnership with Campbell County to identify areas outside the Town's corporate limits that may be suitable locations for future extensions of town utilities.

Objective 2: Ensure the adequacy of private utility services.

- Evaluate the need for the expansion of natural gas service to additional areas of the Town and County not currently served
- Encourage the continued enhancement of telephone and high-speed Internet services.

Objective 3: Encourage the development of cultural facilities.

- Investigate possible funding available for the development of cultural facilities and determine the feasibility for different types to locate in Altavista.
- Establish a clear vision and subsequently a business plan, proforma, marketing and implementation plan for the Booker Building.
- Hold public forums on a regular basis to determine the facilities needed and desired by the community

- Support local not-for-profit organizations' efforts to develop, expand or maintain cultural facilities in the Town.
- Continue to support and maintain Avoca Museum as a cultural center of Altavista.
- Develop the Vista Theater into a performance center.

GOAL: Maintain the health, education, safety, and welfare of the community through the provision of exemplary community services.

Objective 1: Continue to provide the residents and businesses of Altavista with a solid waste collection and disposal system that meets the community's long-term solid waste management needs.

- Periodically evaluate the Town's collection methods and pursue opportunities to improve operational efficiencies and effectiveness.
- Support and/or expand the Town's recycling programs to reduce the amount of waste deposited in the County landfill
- Promote existing curbside recycling services and consider additional recycling events such as an electronics recycling or document shredding event as opportunities arise.
- Continue to dispose of collected refuse in the Concord Turnpike Regional landfill, operated by the Region 2000 Services Authority.

Objective 2: Insure that the Town is providing services to support access to healthcare for all residents.

- Continue to allow deviated route service by the Altavista Community Transit Service to help citizens connect to medical appointments.
- Pursue service expansion of the Altavista Community Transit Service to connect to medical facilities in Lynchburg and the Town of Hurt.
- Develop supportive zoning practices which allow for the development of new healthcare facilities as opportunities arise.

Objective 3: Insure that Altavista has high-quality emergency services.

- Improve available equipment and manpower for emergency medical service in the Town when feasible.
- Obtain technical assistance and law enforcement funding to improve equipment and manpower capabilities. Encourage additional educational training for the Town Police Officers.
- Review and increase the number of fire hydrants as needed for protection.

Objective 4: Increase recreational and community opportunities for all age groups.

- Enhance organized recreational programs for all age groups and develop additional programs as necessary to diversify recreational offerings and facilities.
- Evaluate and pursue support for a community center.
- Follow recommendations put forward by the Parks and Recreation Master Plan for enhancing bicycle and walking paths.
- Research the need, interest and feasibility in the development of a bike/walking path from Beverly Heights area to English Park.
- Expand youth programs as well as a senior program center as an extension of the YMCA
- Develop new program offerings for senior citizens through either Town funding or by leveraging partnerships with community organizations (such as the YMCA and Altavista Senior Center) to expand current offerings
- Create new arts and cultural activities in partnership with the Arts Council.
- Erect a community garden for Town Citizens to plant, cultivate and harvest fruits and vegetables.

Objective 5: Support efforts to provide the finest quality education resources will allow.

- Encourage the use of Virginia Technical Institute (VTI) Partner with VTI to ensure increased and expanded offerings available to the community.
- Encourage adult education programs and increase the visibility of literacy and GED programs.
- Encourage additional uses of the Cornerstone Learning Center.
- Offer support to Campbell County in its efforts to maintain a library system that continues to meet the needs of the Town and County residents.
- Encourage the youth in our community to become more involved in our local government by working with the local schools.
- Support the Fine Arts and the programs of the Altavista Arts Council.
- Seek opportunities to develop a cohort of student learning at the Spark Innovation Center.

Objective 6: Continue to improve Town Services and add new offerings when possible.

- Develop a plan to best utilize the space at Green Hill Cemetery and consider providing columbarium services and the sale of individual plots.
- Implement existing broadband recommendations and partner with Campbell County to seek improvements and new recommendations as they become available.

Housing

GOAL: To achieve affordable housing in a healthy environment for all town citizens

Objective 1: Ensure an adequate supply of quality and affordable housing to meet the needs of the citizens of Altavista.

- Incentivize developers to enter our community toward speculation of mid-income housing, remodeling of present structures, and developing retirement facilities

Housing

GOAL: Access to safe, affordable, and varied housing options are available to meet the needs of all town residents.

Objective 1: Ensure an adequate supply of quality, diverse, affordable, and desirable housing options are available to meet the needs of current and future residents.

- **Incentivize** developers to enter our community toward speculation of mid-income housing, remodeling of present structures, and developing retirement facilities
- Continually seek federal, state, and local grant funding to facilitate home, rehabilitation, replacement, or purchase of substandard housing to improve safe housing stock options.
- **Evaluate zoning and procedures for impediments to housing construction.**
- Target and identify areas within and near the Town that are suitable for larger scale residential development.
- Initiate discussions with Campbell County on areas suitable for future boundary line adjustments.
- **Seek grant funding to undertake a formal housing quality assessment.**
- **Adopt a new subdivision ordinance which better supports new development.** Stimulate mixed-use development through incentives, strategic land assembly and partnerships.

Objective 2: Enable low to moderate-income families in Altavista to live in quality yet affordable housing.

- Continue participation in the Section 8 Rental Assistance Program through Virginia Housing and the Campbell County Social Services Department
- Ensure the continuance of areas for multi-family housing and encourage the construction of additional multifamily rental units using available state and federal funding.
- **Promote the state and federal resources available to first time homebuyers, such as purchase incentives and educational opportunities.**
- Encourage energy saving in the design and maintenance of homes.
- **Encourage eligible property owners to take advantage of available low-interest Virginia Housing Energy Loans for installation of storm windows, insulation and caulking, heating and air conditioning replacement, or modification and other energy conserving measures. Additionally, encourage homeowners to participate in similar federal/state programs such as DHCD's lead reduction program, and others.**
- **Educate the public about weatherization and healthy homes programs.**
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Objective 3: Provide equal opportunity in housing for all persons, regardless of race, creed, color, sex, or national origin.

- Evaluate the need for a fair housing ordinance.

- Administer all government projects in a manner that will promote equal opportunity in housing.

Objective 4: Develop, promote and maintain policies that provide a framework to maintain and enhance the quality of housing and existing neighborhoods.

- Encourage the removal of condemned structures that are beyond repair.
- Encourage orderly residential growth timed in accordance with the fiscal capabilities of the Town to provide such services as schools, police and fire protection, road and public utilities.
- Develop new partnerships with existing local agencies to rehabilitate existing or provide new housing.
- Continue to identify residential structures that are substandard and seek available grants for housing upgrades.
- Adopt a property maintenance code to reduce the number of blighted properties.