



**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, February 7, 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. Election of Officers
6. Introduction of Town Manager Gary Shanaberger
7. Approval of Minutes December 6, 2021
8. Public Expression
9. Public Hearings – None
10. Old Business
  - a. 2040 Comprehensive Plan SOAR Analysis Results, Ada Hunsberger, AICP Candidate, Regional Planner, CVPDC
10. New Business
  - a. 2021 Planning Commission Annual Report and 2022 Goals
  - b. Discussion of Ex-Officio Student Representative
  - c. Moseley Heights Neighborhood Plan
  - d. Planning Commissioner recommendation to Town Council
  - e. Comprehensive Plan Goals and Objectives
11. Adjournment

**All meetings are livestreamed and can be viewed on the Town's website at [www.altavistava.gov](http://www.altavistava.gov)**

**Next Meeting: Monday, March 7, 2022, at 5:00 p.m.**

The Altavista Planning Commission held a regularly scheduled meeting on December 6th, 2021, at 5:00 p.m. in Council Chambers at Town Hall, located at 510 7th Street, Altavista, Virginia.

Members present:                 John Jordan, Chairman  
  Marie Mitchell, Vice Chair  
  Marvin Clements  
  Reggie Bennett, Vice Mayor

Member Absent:                 Jennifer Morton

Staff present:                     Sharon D. Williams, AICP, Community Development Director  
  and Planning Commission Secretary  
  John Eller, Town Attorney  
  George Sandridge, Main Street Coordinator  
  Crystal Hailey, Office Assistant

**CALL TO ORDER:**

Chairman John Jordan called the Planning Commission Meeting to order at 5:00 p.m.

**DETERMINATION OF QUORUM:**

With four of five Planning Commission members being present, Chairman Jordan confirmed a quorum.

**APPROVAL OF AGENDA:**

Chairman Jordan asked if there were any amendments to be made to the agenda, to which there were none. Upon a motion by Commissioner Marvin Clements, and seconded by Vice Mayor Reggie Bennett, the Planning Commission voted 4-0 to approve the meeting agenda as presented.

**PLEDGE OF ALLEGIANCE & INVOCATION:**

Chairman Jordan delivered an Invocation for the meeting and afterwards, the Planning Commission and attending Town Staff recited the Pledge of Allegiance.

**APPROVAL OF MINUTES:**

Vice Mayor Bennett asked that a correction be made to the November 1st, 2021 meeting minutes. He referenced the last page and stated Lynch Road should read Lynch Mill Road.

Chairman Jordan also asked for a correction to the November minutes. He referenced page three, paragraph eight, and stated the word said, in front of the word reminded, needed to be removed.

Upon a motion made by Vice Mayor Bennett, and seconded by Commissioner Clements, the Planning Commission voted 4-0 to approve the minutes from their November 2021 Planning Commission meeting as amended.

**PUBLIC EXPRESSION:**

Chairman Jordan opened the floor for public comment.  
There being no speakers to come forward, the public comment period was closed.

### **PUBLIC HEARINGS:**

There were no public hearings scheduled for this date.

### **OLD BUSINESS:**

#### a. 2040 Comprehensive Plan - SOAR Analysis

Chairman Jordan welcomed Ms. Ada Hunsberger, Regional Planner, Central Virginia Planning District Commission (CVPDC), back to the Planning Commission Meeting.

Ms. Hunsberger stated she would continue that evening with the SOAR Analysis for the town's Comprehensive Plan update by discussing the last two categories, Amenities and Town Services. She gave the Commission a brief overview of the previous two categories discussed at the last meeting, Housing and Transportation.

#### Housing

##### *Strengths:*

- Altavista is more affordable than nearby Lynchburg
- There are many lots that could be utilized for housing growth

##### *Opportunities:*

- Rehabilitation of blighted properties
- Consider how we can leverage partnerships with existing community agencies

##### *Aspirations:*

- Increase the number of affordable housing units
- Increase the overall number of housing units
- Develop new subdivision ordinances that will help support new development
- Incentives to attract new development - Develop a property maintenance code

#### Transportation

##### *Strengths:*

- Altavista Community Transit System (ACTS) offers deviated route service within 1 mile of the scheduled route
- ACTS: Low cost of service -Coordinate with schools to improve pedestrian safety at the Combined Schools
- Walkable downtown area with streetscaping

##### *Opportunities:*

- Offer Sunday transit service -Consider best use of the backup bus
- ACTS bus going into English Park
- Better inform citizens about the Virginia Breeze Bus Service
- Accessible Connection between English Park and Downtown
- Wayfinding Signage

##### *Aspirations:*

- Consider providing ACTS service to Rustburg for citizens to access County Services
- Consider expanding ACTS service to connect to Lynchburg or Town of Hurt

- Seek Grant opportunities to expand ACTS service
- Extended sidewalks along Bedford Avenue

Ms. Hunsberger said, at the January 2022 meeting, she would present the results from all of the categories the Planning Commission discussed during the SOAR Analysis. She informed the Commission, due to her maternity leave, she may not be available during the conclusion of the analysis process in February, but Kelly Hitchcock, CVPDC Planning and Development Director, was well informed and would assist Ms. Williams and the Planning Commission in doing so.

Vice Chair Marie Mitchell referenced the Housing review, under housing growth consideration, and stated the word lots should be changed to parcels.

Chairman Jordan referenced Ms. Mitchell's comment from a previous meeting regarding a land developer stating it was not feasible for him to develop in Altavista due to the town's low housing rates.

Ms. Hunsberger stated that affordable housing could be considered both a strength and a weakness.

Ms. Hunsberger moved forward in the SOAR Analysis with the Amenities category. She asked the Commission for their thoughts on meaningful and feasible uses of the Booker Building.

Vice Mayor Bennett stated there had been conversations by Town Council whether to keep the facility as a multi-use venue for weddings, banquets, concerts, tradeshow, etc., or utilize it for another use, such as a restaurant or brewery. He stated there was a consensus of Council that there needed to be improvements made to bring the facility up to a higher standard, such as adding HVAC and renovating the bathrooms. He informed the Commission that the interior floors had been refurbished, but Town Council decided not to move forward with any additional renovations until a definite use for the building had been finalized.

Commissioner Clements suggested, if the Booker Building remained a multi-use facility, the town consider allowing it to be utilized for a senior center on a scheduled basis, to which the Commission was in consensus that was a good idea.

Chairman Jordan asked the Vice Mayor if the town had acquired quotes for the potential costs of additional renovations to the Booker Building.

Vice Mayor Bennett answered the town did receive estimates from Robert Lee, English Construction, for multiple renovation options. He stated the town also acquired a quote to gain an estimation of what it would cost to add a sound system to the facility.

Ms. Hunsberger reminded the Commission that in their previous conversations regarding the town utilizing the Booker Building for events, that there were limitations on Staff's time; and who would coordinate multiple events needed to be considered.

Vice Mayor Bennett said, if the town desired to utilize the Booker Building as an event venue, it could hire another town employee specifically for that purpose or consider partnering with an agency that specialized in coordinating events and the two would share in the revenue.

Vice Chair Mitchell suggested the town first upgrade the Booker Building with nicer bathrooms and possibly a small prep kitchen , and then decide on its future potential uses. She said, with the town's recent purchase of the Vista Theater, which was better suited as an entertainment venue, she favored the Booker Building as a multi-use facility.

Vice Mayor Bennett informed the Commission that Town Council was considering all feasible options.

Vice Chair Mitchell said that she considered the Booker Building a town asset, as it was located within one of the town's community parks. She referenced a previous comment by Town Council for considering the possibility of leasing the facility to an outside entity, and stated she was not in favor of doing so and believed it should stay under town ownership, to which Chairman Jordan and Commissioner Clements concurred.

Chairman Jordan said, if managed and advertised properly, he believed that English Park, the Booker Building, and the Vista Theater could turn Altavista into a desired destination point.

Vice Mayor Bennett said he believed the Booker Building was underutilized and would be a great location for spring and fall vendor expos that highlight seasonal items.

Commissioner Clements shared he favored keeping the Booker Building as a multi-use facility and suggested the town consider promoting it as Altavista's Civic Center.

Vice Chair Mitchell said she thought a study had been done on the Booker Building that asked what town citizens wanted the facility to be used for.

Ms. Williams confirmed there had been.

Chairman Jordan asked Ms. Williams to gather all of the most recent information and studies done related to the Booker Building for the Planning Commission to review at their January meeting.

Ms. Hunsberger continued the analysis and asked the Commission for their input of some meaningful and feasible uses for the Vista Theater.

Vice Chair Mitchell shared her favor with the Vista Theater being considered a Performing Arts Center for dance recitals, plays, local musician performances, and showing movies.

Ms. Hunsberger asked if public outreach would be completed by the time the Comprehensive Plan update was ready for completion.

Ms. Williams stated most likely not. She said the project engineers and design team were currently surveying the facility to determine what needed to be completed first for the structure to be safe to move forward with any renovation efforts.

Chairman Jordan asked if the town had appropriated any funds towards the renovation of the theater. Ms. Williams informed the Commission that the town had appropriated \$1 million for the Vista Theater Project to date. She stated, per the engineers and architects, the project's overall cost was estimated between \$3-\$5 million to restore the theater. Ms. Williams stated it was Staff's intent to investigate grant options and historic tax credits to assist with lowering the project's cost.

Chairman Jordan said he believed the Booker Building and the Vista Theater were both tremendous assets for the Town of Altavista. He asked for an update on the old restaurant property located across from the Vista Theater.

Ms. Williams informed the Commission that the property owner, Kimberly Cottle, intended to restore the restaurant and open by spring of 2022, and to include new outdoor seating.

There were no further questions or comments from the Commission regarding this category.

Ms. Hunsberger moved forward with the last category, Town Services, and shared with the Commission the list of services offered by Altavista that was listed on a recent citizen survey.

- Broadband Access
- Emergency Services (Fire, Police)
- Schools/Educational Opportunities
- Library Facilities
- Green Hill Cemetery
- Trash Disposal
- Snow Removal
- Leaf Pick-up
- Bulk Trash Pick-up
- Weekend Truck (available for rent)

Ms. Hunsberger asked the Commission which of the services they believed were town assets.

Vice Chair Mitchell stated she believed all of the town's services listed were assets to the citizens, to which the Commission agreed.

Ms. Hunsberger asked if any of the listed town services could be improved upon.

Vice Mayor Bennett referenced the Green Hill Cemetery. He suggested the town consider adding more small crematory spaces for individuals that wanted to be cremated and may not want an entire regular space to be buried or could not afford the cost. He said it would be helpful for single people with no other family because regular spaces were sold in pairs.

Vice Chair Mitchell said she believed the town's broadband services could be improved.

Ms. Williams informed the Commission that staff was continuing to investigate ways to improve the town's broadband. She said the Virginia Department of Housing and Community Development (DHCD) recently informed the town they were conducting a broadband study to show coverage. Ms. Williams said that DHCD made two recommendations for the town to consider: 1) adding a hotspot in Downtown Altavista, to improve connectivity while in English Park; and 2) figure out how to connect residents to the existing fiber lines.

Vice Chair Mitchell referenced Comcast and asked if the town had a longstanding agreement with them, or could other providers offer services in town.

Town Attorney, John Eller, stated the town was not contracted exclusively with Comcast for internet service and that the other providers could service Altavista.

Ms. Williams informed the Commission the DHCD indicated there may be an opportunity for another provider to partner with Mid-Atlantic, which already had existing internet fiber, to offer their service and be another option for citizens.

Chairman Jordan referenced an item on the list of town services, Trash Disposal, and said that service could be improved by offering disposal for electronic items.

Vice Mayor Bennett suggested the town investigate if a recycle company was available to come to Town Hall once a month or a couple times per year so the town could offer the service to its citizens.

The Commission was in consensus that an electronic disposal service would be a good addition to Altavista's town services.

Commissioner Clements referenced the Campbell County Landfill and stated they offered electronic disposal at its site in Rustburg. He suggested the Town of Altavista investigate the possibility of partnering with the county to bring the service to Altavista.

Ms. Williams informed the Commission that the town had tried to partner with the county for this service, but the county regulated the service by requiring each individual's address. She stated the town would continue to investigate viable options.

Ms. Hunsberger stated the CVPDC (Central Virginia Planning District Commission), operated the landfill in Campbell County, so she would gather additional information to help assist the Town of Altavista in its efforts to offer an electronic disposal service to its citizens.

Vice Mayor Bennett referenced an item recently brought to Town Council for consideration regarding an idea of the town offering a safe space at Town Hall for individuals to exchange their children between family members or to drop off and pick up online purchases.

Ms. Williams informed the Commission that APD Chief Merricks placed the item on the FY2023 Draft CIP for Town Council's consideration and potential approval.



Ms. Williams also referenced an item previously mentioned by Vice Chair Michell, which was paper shredding services. She stated that staff was continuing its efforts to bring the service to Altavista.

Vice Chair Mitchell shared her favor in having the electronic disposal service, the paper shredding service, and a prescription drug takeback all on the same day, at the same location. She suggested utilizing the Altavista Trade Lot, since it had a large parking lot and was in the center of town.

Ms. Hunsberger said she was unaware of the Town of Altavista having a drug takeback service.

Ms. Williams said that Town Council recently approved one to be located at the Police Department.

Vice Chair Mitchell suggested the town investigate what types of services other surrounding localities offered.

Vice Mayor Bennett stated the Staunton River Memorial Library previously started working on offering a visitor's center with various information about the town, but he was unsure if the project had been completed.

Ms. Williams said that the visitor center would be located at the library and she would keep everyone posted on the project's progress.

Ms. Hunsberger concluded the analysis and said she would return at the January 2022 meeting with an overview of the results from the Comprehensive Plan SOAR analysis.

Ms. Williams addressed the Planning Commission with additional information regarding the Comprehensive Plan and showed multiple other town documents that would be integrated into the final Comprehensive Plan update that had not been previously, such as the town's Hazardous Mitigation Plan, Source Water Protection Plan, Economic Development Plan, Bicycle Access Plan, the current Comprehensive Plan, the Parks and Recreation Master Plan, and the soon to be completed Altavista On Track Strategic Plan. She stated she and Ms. Hunsberger had been evaluating each plan to ensure they did not have competing goals. Ms. Williams stated the town's Comprehensive Plan needed to have cohesiveness with all of the town's plans, in order for Town Staff to have clear direction from the Planning Commission and Town Council.

Vice Mayor Bennett said he believed it would be beneficial to Town Staff and each of the town's Boards and Commissions to only have one place to find all of their plans and goals.

Chairman Jordan asked how staff intended to ensure the Comprehensive Plan would meet that goal.

Ms. Williams said at some point there needed to be a matrix created that included all of the town's plans before the Planning Commission adopted its future goals and objectives. She said that would ensure that the Commission did not make a goal that conflicted with another plan that was already approved by the Town Council.

Vice Mayor Bennett agreed with Ms. Williams that the town needed a matrix compiled of all town plans. He stated he believed the updated Comprehensive Plan, in combination with a matrix of all other plans, would be in the best interest of the town, and accordingly, hold each Board and Commission, along with Town Council, accountable for the plan.

With there being no further comments or questions from the Planning Commission in regard to the Comprehensive Plan update, Ms. Williams moved forward with the next agenda item.

**New Business:**

Ms. Williams referenced the solar company Clean Footprint and informed the Commission that they transferred their interest to another solar company and she expected to hear from them soon.

a. Informational Items:

Re: Resource Extraction

Ms. Williams informed the Commission that a company from Evington, VA was interested in conducting resource extraction on parcels in the Town of Altavista, which was permitted under the town's current Zoning Ordinance. She said resource extraction consisted of creating a borrow pit in order to extract soil and minerals from the earth. Ms. Williams stated she was unsure if the company still intended to move forward, but if so, the project would require a Special Use Permit be submitted, a public hearing with the Planning Commission, and considered by Town Council for final approval. She said this item was informational only at that point.

Chairman Jordan said, with the allowance being permitted in the town ordinance, there was nothing keeping a developer from requesting permission to conduct resource extraction.

Ms. Williams confirmed that was correct. She stated, however, before a company could receive a recommendation from Staff to proceed, they would have to submit an application with additional information that pertained to the floodplain, wetlands, and how the land would be developed. She stated, if not conducted correctly, this type of project could cause erosion and sediment issues, therefore, the developer would also be required to submit a Reclamation Plan for the property.

Re: the Frazier Farm in Altavista

Ms. Williams said she was recently contacted by a developer that was interested in pursuing the Frazier Farm as a solar energy site. She said she appreciated that the request did not involve the entire property. Ms. Williams stated she would keep the Planning Commission up to date as any new information became available to her.

b. Discussion of the 2022 Organizational Meeting, 2022 Intended Goals, and 2021 Annual Report

Ms. Williams reminded the Commission that the January 2022 meeting would be an organizational meeting and consist of electing officers. She asked the Commission to also be thinking about what goals they wanted to set for 2022, which should include the Comprehensive Plan and the previously discussed need for housing. Ms. Williams stated she would also be providing the Commission with a draft of their 2021 Annual Report, which was required by the Code of Virginia to be submitted

annually to the governing bodies from the previous year. Ms. Williams said she and Ms. Hunsberger would be presenting the Commission with an overall review of the SOAR Analysis of the Comprehensive Plan at the January 2022 meeting. She said they would have joint meetings with the AEDA, the Chamber of Commerce, and Altavista On Track, and any other groups as necessary, to gain input for the Comprehensive Plan update.

**Adjournment:**

With no further business to discuss, Chairman Jordan adjourned the meeting at 6:23 p.m.

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John Jordan  
Planning Commission Chair

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Sharon D. Williams, AICP  
Planning Commission Secretary

# Community Resources

## Strengths:

- The Town's vast park system is a great strength and community resource.
- The Town's location proximate to the Staunton River is a strength.
- The Altavista area YMCA is an essential part of the community, especially considering its youth sports program and childcare services.
- The Avoca Museum is a strong community resource.
- There is an ample number of activities available for youth, including the Town's multiple parks, activities through the YMCA, as well as the splash pad and will soon include a town theater.

## Opportunities:

- Consider making improvements to the underdeveloped areas in English Park.
- The Town should consider finding new opportunities to provide (or partner with local agencies to provide) more community activities for senior adults. Potential partners for this effort could be the Staunton River Memorial Library, or the YMCA.
- The Town should collaborate more with the Arts Council to bring additional programs to the community.
- The Booker Building is not currently being utilized to its full potential—the Town should consider holding more events/festivals there.
- All Town events should be better advertised to increase public awareness and participation.

## Aspirations:

- The Town should continue to invest in and prioritize park improvements.
- Improvements to the existing river access points, as well as additional access points should be considered.
- The Town should add a community garden for town citizens to plant, cultivate and harvest fruits and vegetables.

### [Proposed] Results:

- Implement the Parks and Trails Master Plan to help develop and prioritize improvements to English Park. Investments in Park development should be evident through incorporation of improvement projects in the Capital Improvement Plan.
- Development of new program offerings for senior citizens using either Town funding or leveraging partnerships with community organizations (i.e., the YMCA) to expand current offerings.
- Create new arts and culture activities by partnering with the Arts Council.
- Establish a clear vision and plan for implementation of improvements to the Booker Building.
- Establish better communication methods for the Town to best advertise new events and programming to maximize community participation.
- Pursue funding opportunities to procure funds to provide additional access points to the river.
- Erect a community garden for town citizens to plant, cultivate and harvest fruits and vegetables.

### Other Considerations:

- The addition of a dog park was suggested, however, there the addition of a dog park within English Park is currently in the Town's approved FY 2023 Budget as part of the Capital Improvement Plan (CIP).
- There were discussions about potentially connecting the walking trail behind the old Lane Company Building to the existing bike trail in English Park. This item may be revisited in the future when more consensus is built amongst separate town committees and commissions.
- One opportunity would be to hold more movies in the park, however, the cost or licensing fees for showing movies could be cost prohibitive.

## Resiliency & Hazard Mitigation

### Strengths:

- The Town is a bronze designated SolSmart Community. This program helps communities become better equipped to implement solar infrastructure.

### Opportunities:

- The Town should consider implementing incentives to encourage homeowners to have residential solar, as well as improving communication with residents regarding existing opportunities for residential solar.

### Aspirations:

- The Town should install electric vehicle charging stations in the future, as the number of electric (or hybrid) vehicles continues to increase over the next few years.
- The Town should continue to explore opportunities for ACTS buses to shift from fuel to electric if costs decrease in the future.

### [Proposed] Results:

- Develop a better system to communicate information about residential solar incentives to homeowners.
- Installation of electric vehicle charging stations throughout the Town.
- The Town should pursue any available funding opportunities to transition Altavista Community Transit Buses from gas to electric.

### Other Considerations:

- The town could consider a curbside recycling program in the future; however, the cost would likely be prohibitive.

# Housing

## Strengths:

- Housing in Altavista is typically more affordable than nearby Lynchburg.
- There are many available parcels that could be utilized for housing growth.

## Opportunities:

- The Town should prioritize rehabilitation of blighted properties.
- The Town should consider how it can leverage partnerships with existing community agencies.

## Aspirations:

- Increase the number of affordable housing units.
- Increase the overall number of housing units.
- Develop new subdivision ordinances that will help support new development.
- Consider incentives to attract new development.
- Develop a new property maintenance code.

## [Proposed] Results:

- The Town should aid in rehabilitation of blighted properties which will lead to less blight and an increase in safe, habitable housing.
- Develop new partnerships with existing local agencies to rehabilitate existing or provide new housing.
- Adopt new incentives to encourage developers to invest in Altavista.
- New subdivision ordinances should be developed and adopted to support new development.
- A new property maintenance code should be adopted to help eliminate blighted properties.

## Other considerations:

- While affordability of housing has been identified as a strength, it could also be interpreted as a disincentive for developers, as the return on investment may be lower due to lower housing/rent prices.

# Transportation

## Strengths:

- The Altavista Community Transit System offers deviated route service within 1 mile of the scheduled route and offers affordable fares.
- The Town has a very walkable downtown area with streetscaping.

## Opportunities:

- The Altavista Community Transit Service should offer Sunday service.
- The Town should consider the best use of the “backup bus”.
- The Altavista Community Transit Service should extend service into English Park.
- Coordinate with schools to improve pedestrian safety at the Combined Schools.
- Better inform citizens about the Virginia Breeze Bus Service
- Accessible Connection between English Park and Downtown
- Wayfinding Signage

## Aspirations:

- Consider providing ACTS service to Rustburg for citizens to access County Services
- Consider expanding ACTS service to connect to Lynchburg or Town of Hurt
- Seek Grant opportunities to expand ACTS service
- Extended sidewalks along Bedford Avenue

## [Proposed] Results:

- Increase of Altavista Community Transit Service by implementing Sunday Service, route extensions to provide access to English Park from Downtown, and by using the “Backup Bus”.
- Develop a partnership with school officials to be encourage safer pedestrian practices at the Combined Schools.
- Develop and/or distribute marketing and educational materials to inform citizens about the existing Virginia Breeze Service.
- Invest in additional wayfinding signage to help direct citizens and visitors to amenities and Town services.



# Town Services

## Strengths:

- Green Hill Cemetery is Town owned and operated and is very affordable.

## Opportunities:

- As cremation is on the rise, and constraints on existing space become more evident, the Town should consider innovative ways to capitalize on the rise in cremation services.
- Consider ways to expand existing Broadband service by completing a Broadband study to identify needs and opportunities.

## Aspirations:

- The Town should make electronics recycling and shredding services available (potentially in partnership with Campbell County).
- The Town should invest more resources in Marketing and Tourism for visitors to be able to better utilize the Town's many amenities.

## [Proposed] Results:

- Develop a plan to best utilize the space available at Green Hill Cemetery.
- Development and Implementation of a Town-wide Broadband Study.
- Introduction of a bi-annual electronics recycling event and concurrent document shredding day.
- Expanded Town investment in Marketing and Tourism resources which leads to increased awareness of amenities and businesses in Altavista.

## Other Considerations:

- Broadband is not limited by contract to any one provider, which would allow the Town to coordinate with new providers more easily, given new providers express interest.
- A safe zone for online transactions was proposed, however, this has already been included in the Capital Improvement Program.

## Town Amenities (The Booker Building and Vista Theater)

### Strengths:

- The Town's ownership of the Booker Building and Vista Theater are great strengths.

### Opportunities:

- Improve the Booker Building by adding central air conditioning/heating, a prep kitchen, and upgrading the restrooms.

### Aspirations:

- Develop the Vista Theater into a performance center.

### [Proposed] Results:

- Establish a clear vision and plan for implementation of improvements to the Booker Building.
- Create a business plan, proforma, marketing plan and implementation plan for the Booker Building (adopted from Parks and Trails Master Plan).

### Other Considerations:

- Specific recommendations for the Vista Theater should be incorporated into the plan once the Town has had the opportunity to garner public comment in Spring 2022.



# TOWN OF ALTAVISTA PLANNING COMMISSION ANNUAL REPORT - 2021

## COMMISSIONERS

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

## OVERVIEW

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The Altavista Planning Commission is comprised of five citizens appointed by Town Council. The Commission fulfills the duties identified in Section 15.2-2221 of the Code of Virginia. The Planning Commission is the official planning body for review of the future growth and development of the Town of Altavista pursuant to the adopted Comprehensive Plan and Town Ordinances. The Community Development Department is the lead department that supports the work of the Planning Commission by providing planning guidance and technical review. The Town Attorney serves a valuable role in advising the Planning Commission and staff – when needed – on land use matters. Town citizens also provide critical contributions through input and involvement during citizen comment periods and public hearings.

## MEMBERSHIP

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NAME	TERM EXPIRES
Marvin Clements	December 2022
Vice Mayor Reggie Bennett ( <i>Council Liaison</i> )	December 2024
John Jordan, Chair	November 2022
Marie Mitchell, Vice Chair	April 2022
Jennifer Morton	October 2024

## STAFF

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NAME	POSITION
Sharon D. Williams, AICP	Community Development Director
George Sandridge	Main Street Coordinator/ AOT Executive Director

## REGULATORY CASES

Case #	DATE OF COMMISSION ACTION	COMMISSION Action	Date of Council Action	Town Council Vote	APPLICANT	REQUEST
OA-21-01	April 5, 2021	Recommend Approval (4-0)	April 13, 2021	Approved (6-0)	Town of Altavista	An Ordinance to amend Sec. 86-428 Signage in The Downtown Revitalization Overlay District (DRO) to increase the number and square footage permitted.
OA-21-02	Withdrawn by Applicant	N/A	N/A	N/A	Clean Footprint, LLC	An Ordinance Amendment to add solar farms as a permitted use.
OA-21-03	April 5, 2021	Recommend Approval (4-0)	April 13, 2021	Approved (6-0)	Town of Altavista	An Ordinance to amend Sec. 58-32 Planning Commission to provide that the salaries of the Planning Commission shall be fixed by Town Council by resolution with no specific amount stated in the code.
OA-21-04	April 5, 2021	Recommend Approval (4-0)	April 13, 2021	Approved (6-0)	Town of Altavista	An Ordinance to amend Sec. 86-22 Zoning Related Definitions to permit ADA accessible ramps to project into required yard where no other alternative is feasible.
OA-21-05	June 7, 2021	Recommend Approval (5-0)	July 13, 2021	Approved (7-0)	Town of Altavista	An Ordinance to amend Section 86-561 of the Zoning Ordinance to add an exception to the off-street parking requirement in the Central Business District (CBD) for business located within a 200' radius of a public parking lot.
OA-21-06	June 7, 2021	Recommend Approval (5-0)	July 13, 2021	Approved (5-2)	Town of Altavista	An Ordinance to amend Section 86-124 of the Zoning Ordinance to permit metal roofs in the Downtown Revitalization Overlay District (DRO) and to allow other metal finishes with a Special Use Permit (SUP).
OA-21-07	June 7, 2021	Recommend Approval (5-0)	July 13, 2021	Approved (7-0)	Town of Altavista	An Ordinance to amend Section 86-22 of the Zoning Ordinance to define the Central Business District (CBD).
OA-21-08	July 6, 2021	Recommend Approval (5-0)	August 10, 2021	Approved (7-0)	Town of Altavista	An Ordinance to amend Section 86-427(3) to permit Food Banks in the Downtown Revitalization Overlay (DRO) District with a Special Use Permit (SUP).

## Ordinance Amendments

Case #	DATE OF COMMISSION ACTION	COMMISSION Action	Date of Council Action	Town Council Vote	APPLICANT	REQUEST
OA-21-09	July 6, 2021	Recommend Approval (5-0)	August 10, 2021	Approved (7-0)	Town of Altavista	An Ordinance to amend Section 86-427(2) to permit home occupations in the Downtown Revitalization Overlay (DRO) District w/o a Special Use Permit
OA-21-10	July 6, 2021	Recommend Approval (5-0)	August 10, 2021	Approved (7-0)	Town of Altavista	An Ordinance to amend Section 86-454(d)(2) to permit home occupations in an accessory structure w/o a Special Use Permit

## COMMUNITY DEVELOPMENT ADMINISTRATION

### Additional Text Amendment(s):

- OA-21-11 to amend Section 62-151 “Weed Control” to allow one (1) Notice of Violation to cover the entire growing season was approved by Town Council on April 13, 2021.

### Applications

- **79 Zoning Permits were issued in 2021**

**37 of the Zoning Permits were for new businesses or changes in ownership in 2021**

Name	Location	Type of Business
Joy Garcia	610 7 <sup>th</sup> St	Massage Therapist
Karlton Davis	1632 Toddsbury Rd	Janitorial*
Tammarah Robinson	1103 Amherst Ave	Home Décor*
Ashby Robinson	1103 Amherst Ave	Notary*
Terry Austin	624 Main St	Office for non-profit
Hut Central, LLC	105 Clarion Rd	Pizza Hut
Allison Hayes	517 Main St	Hair Salon
Chris Perkins	600 Broad St	Barbershop
Yellowhammer Salon Group, LLC	125 Clarion Rd	Hair Salon (inside Walmart)
Jonathan Wilson	303 Ogden Rd	Office for Towing Company*
John Shorter	1000-B Main St	Subway
John Shorter	125 Clarion Rd	Subway
Kimberly Cottle	525 Main St	Restaurant
A Touch of Crafts	8 Ash Ln	Crafts (online)*
Stuart Herndon	2129 Laurel Ln	Lawncare*
Unity Funeral Home	610 Main St	Funeral Home
Respect My Drip, LLC	600 Broad St	Retail-Clothing
Noheley Hubbard	600 Broad St	Stylist
Amanda Hubbard	600 Broad St	Stylist
Zakiya Monroe	600 Broad St	Stylist
Demetrice Glenn	1532 Main St	Junk Removal*

Keystone Novelties	1301 Main St	Fireworks – temporary
Lisa Powers	1823 Sunset Dr	Janitorial*
Leann Yeatts	519 Main St	Dance Studio
T-Mobile Leasing, LLC	105 Clarion Rd	Cell Provider
T-Mobile Financial, LLC	105 Clarion Rd	Cell Provider
T-Mobile Northeast, LLC	105 Clarion Rd	Cell Provider
Arabella’s	815 Main St	Florist
Cottle Multimedia, Inc	531 Main St	Sign Company
CMMI Management Group, LLC	531 Main St	Property Management
CHCPE, LLC	804 Main St	HVAC
Burke’s Outlet	1301 Main St	Retail
Wandering Donut 2	1280 Main St	Mobile Restaurant
Sweet Izzy’s	1005 Main St	Retail Home Goods
Airstrip Grill	1522 Main St	Mobile Restaurant
Cherisse Davenport	521 Main St	Personal Service (body sculpting)
Ginny Perkins	2187 Lynch Mill Rd	Retail (home décor)

\* H. O. – Home Occupation

**Three (3) new single-family dwellings were built or under construction in 2021**

1302 3<sup>rd</sup> Street      1304 Woodland Avenue      1106 Bedford Avenue

**Violations**

During 2021, staff received 73 confirmed code enforcement complaints. Sixty-nine (69) complaints were abated.

**COMMUNITY DEVELOPMENT SPECIAL PROJECTS**

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Town staff began working on establishing a Town-based Geographical Information System (GIS). This will allow staff to share information about utilities, streets, zoning and overlay districts, and the recommended Future Land Use designations from the Comprehensive Plan. Currently, this information is not available on the Campbell County GIS application. Once complete, staff will be able to post portions of the system to the website to create a public facing application that will allow users to access this information. Before the start of this project, information was only available on paper.

The town began renovating the vacant fire station next to Town Hall into an accelerator, incubator, and coworking space known as Spark Innovation Center. The facility is expected to open to the public in June of 2022. Staff is working with providing programming to meet the needs of the citizens and businesses in Altavista and the surrounding area.

The Town’s application to the Virginia Department of Housing and Community Development (DHCD) for its Acquire Renovate, Sell (ARS) Grant was awarded. This is a program funded by DHCD that will allow the town and its partners to purchase undervalued homes, renovate, and sell them. It also permits funds to be used for new construction. Under the program

guidelines a maximum of \$45,000 in ARS funds will be awarded per project to restore the home to a comparable market state. The \$45,000 will include \$2,000 for performance deliverables (acquisition: \$500, renovation: \$1,000, resale: \$500) incurred by the provider and \$2,500 for the rehab specialist. The remaining \$40,500 will be available for renovation draws and contingencies. Funding is available through a performance pool on a first-come basis. ARS will not provide administrative/developer fees to the providers, however, ten percent of the net proceeds of the sale can be used towards administrative costs.

## ALTAVISTA ON TRACK SPECIAL PROJECTS

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On October 2<sup>nd</sup>, 2021, Altavista On Track hosted the first annual Uncle Billy's BBQ/Bourbon/Beer Festival. The event was attended by 1,100-1,500 people.

Altavista On Track awarded Downtown Business Investment Grants (DBIG) to four (4) downtown businesses: Clipperz Kutz, Heavenly Hair, Miss Lee's Dance Expressions, and Cottle Multimedia. This grant provided three (3) months of rent and utility subsidies to assist businesses with getting started without incurring the large upfront costs. As of December 31, 2021, AOT awarded **\$6,760** to downtown businesses. In July, AOT received official notice from The Office of the Governor that it received a \$20,000 Downtown Investment Grant from the Department of Housing and Community Development (DHCD). This grant allowed AOT to expand its existing Downtown Business Investment Grant to offer six (6) additional businesses up to \$5,000 in grant funding. Each qualifying business will be eligible for up to \$1,000/month in rent assistance for 3 months, \$250/month in utility assistance for 3 months, \$250 in permitting reimbursements, and \$1,000 in marketing reimbursement for website development, advertising, etc.

The organization awarded three (3) façade grants to downtown businesses (Steve's Florist, Three Into One Community Project, and the General Store & Inn) totaling \$6,166. These grants provided downtown businesses an opportunity to update the exterior of their buildings through small renovation projects (new paint, awning replacement, etc.). Four additional businesses submitted applications, with the renovation work expected to be completed in spring 2022.

AOT hosted the 15<sup>th</sup> Annual Giblett Jog 5K at English Park on November 25, 2021 (Thanksgiving Day). The race was attended by 335 runners, which set a new record for the number of signups. AOT also received 18 corporate sponsorships totaling \$7,250. Noah Tindale from Lynchburg placed first in the male category and Rachel Steffen from Athens, GA, placed first in the female category.

## PLANNING COMMISSION 2022 WORK PLAN

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- Complete the 2040 Comprehensive Plan update.
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**Planning Commission Staff Report**  
**Ex-Officio Representative**  
**February 7, 2022**

**Request:**

Recently a vacancy on the Planning Commission occurred when one of the Commissioner Morton moved to Pittsylvania County. The Planning Commission discussed the vacancy and possible recommendation to Town Council. The Planning Commissioners stated that they wanted to see someone younger appointed. The Community Development Director shared with the Commissioners that in some localities, as student representative is appointed, in a non-voting capacity. This idea was scheduled to be discussed by the Planning Commission at their January 3, 2022, meeting, which was cancelled.

This change in membership should be submitted to Town Council for their approval. Staff has placed this item on the Agenda for the Planning Commissioners to discuss if they would like to request that Town Council authorize a student representative as an Ex-Officio Planning Commissioner.

Vice Chair Mitchell has offered to speak with Altavista Combined School about the position, if created, and will present a list of names to Town Council for the appointment should the request move forward.



**Planning Commission Staff Report  
Moseley Heights Neighborhood Plan  
February 7, 2022**

**Request:**

Several members of the Moseley Heights community have expressed concern over the perceived lack of attention given to their neighborhood. Concerns have ranged from sidewalk, lighting, blight, overgrown weeds, and a general lack of attention from some property owners.

Staff has considered applying for a Planning Grant from the Virginia Department of Housing and Community Development to perform an assessment and create a small-scale neighborhood plan. Staff will be seeking input from the Planning Commission on if they would support such a request.

**Planning Commission Staff Report  
Recommendation to Town Council on Planning Commissioner Vacancy  
February 7, 2022**

**Request:**

Planning Commissioner Jennifer Morton moved to Pittsylvania County and is no ineligible to serve. Town Council will need to appoint a citizen to fill her unexpired term through October 2024.

As per our standard practice, Town Council has asked if there is a recommendation from the Planning Commission. Staff is aware of two (2) citizens that are interested in serving and will provide additional information at the meeting.

1. Taylor Berger – Park Street
2. Yoko Maddy – Beech Avenue

## Natural and Cultural Environment

**GOAL : Minimize the contamination of natural resources throughout the Altavista area and strive to improve the physical appearance and quality of our Town.**

Objective 1: Maintain or improve air quality for the betterment of the citizens, wildlife, vegetation, and water resources.

- Construct and maintain pedestrian walkways and bikeways as active transportation corridors that go beyond recreational use.
- Consider mixed use developments, such as Planned Unit Developments and second story housing downtown that allow opportunities for citizens to perform routine daily tasks without driving
- Follow recommendations contained in the Public Transportation Feasibility Study completed in February 2008.
- Support efforts to reduce air pollution through the burning of more efficient fuels.
- Educate homeowners about the opportunities and incentives available to incorporate residential solar energy systems.

Objective 2: Maintain and enhance water resources.

- Improve the water quality of the Staunton River through stronger efforts to prevent contamination.
- Initiate a Staunton River and Watershed Protection coordination with Hurt, Pittsylvania County, Campbell County, and other surrounding jurisdictions.
- Encourage use of water- saving devices in houses, businesses, and industries, and encourage water conservation practices throughout the Town.
- Evaluate and execute retrofit measures to reduce service disruption and facility damage to the Town's water and sanitary sewage systems.
- Promote the use of the Staunton River for recreational purposes while educating and encouraging citizens to take part in maintaining this valuable resource.
- Maintain locality procedural response to prolonged drought or high temperature conditions to ensure ability to respond to strain on water resources and respond to community needs.
- Evaluate and implement streambank restoration, through green infrastructure, streambank stabilization or other appropriate proactive, along the Staunton River and tributaries to lessen stormwater impact to Town's water & sanitary sewer system, public park and public spaces.

Objective 3: Protect the natural beauty of the Town and surrounding environment.

- Encourage all citizens and volunteer groups to participate in an annual town-wide clean-up.
- Develop a tree and flower-planting program for enhancing the Town's appearance.

- Review the Town’s Zoning and Subdivision ordinances to strengthen protection of the natural environment.
- Work with businesses and community organizations to promote the Adopt-A-Street Program.
- Promote the available curbside recycling service providers.

Objective 4: Promote the strengths of our location and natural environment.

- Expand and enhance the public park system and public walking/biking trails.
- Continue to implement the Parks and Trails Master Plan to help develop improvements to the parks.
- Work with leaders in surrounding areas such as Smith Mountain and Leesville Lakes to develop relationships and better link our communities.
- Use the strength of our natural environment to attract selected businesses and industries.
- Develop and promote the natural environment toward recreation for local use and tourist industry.

Objective 5: Minimize risks to personal safety and property from natural hazards.

- Initiate evaluation and execute improvements to harden the Town’s critical facilities to reduce vulnerability from natural, cyber and technological hazards.
- Develop vulnerability analysis, security plans, and where necessary implement, protection measures at public utilities and other critical Town facilities.
- Discourage development in areas inappropriate for development, such as in areas of excessive slopes, poor drainage, etc.
- Continue studies to investigate methods of stormwater management, including on-site retention, infiltration /inflow, drainage facilities, etc.
- Work with the Campbell County’s Erosion and Sediment Control Officer to enforce “best management practices” for reducing stormwater runoff in new development projects. Report any violations.
- Educate the public, businesses, and organizations on hazard preparedness, on programs such as the National Flood Insurance Program to expand flood insurance coverage.
- Develop a public hazard communication outreach with emphasis on joining the County’s public information system.
- Promote increased awareness of Federal Emergency Management Association’s (FEMA) federal flood insurance program.
- Participate with Campbell County in the updating and maintaining of the current Civil Emergency Operations Plan.
- Expand communication and coordination with AEP, thereby creating standard operating procedures, regarding dam release and river turbidity to protect Town water and wastewater infrastructure.



## 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

- Facilitate the rehabilitation or replacement of substandard housing units in Altavista.
- 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 developments.
- Initiate discussions with Campbell County on areas suitable for future boundary line adjustments.
- Seek grant funding to undertake a formal housing quality assessment.
- Promote home purchasing and rehabilitation programs through federal and state agencies such as Virginia Housing, Virginia Department of Housing and Community Development and the United States Department of Agriculture.
- 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.
- Promote the state and federal resources available to first time homebuyers, such as purchase incentives and educational opportunities.
- Research and consider amending the zoning code to allow and provide incentives for town wide housing.
- Adopt a new subdivision ordinance which better supports new development.

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.
- Support efforts to provide housing for low to moderate income families.
- Stimulate mixed-use development through incentives, strategic land assembly and partnerships.

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 local government 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.
- Ensure that development occurs in a way that enhances the natural and man-made environment and does not damage, destroy, or detract from it.
- Encourage energy saving in the design and maintenance of homes.
- Continue to identify residential structures that are substandard and seek available grants for housing upgrades.
- Promote the available programs and resources to aid in rehabilitation of blighted properties which will lead to less blight, and an increase in safe, habitable housing.
- Adopt a property maintenance code to reduce the number of blighted properties.

## Transportation

### **GOAL: Promote a safe, effective, efficient, and environmentally sound transportation system in the Town of Altavista.**

Objective 1: Maintain and improve the physical conditions of and the services provided by Altavista's roadway system.

- Maintain and improve the primary and secondary road systems within the Town
- Upgrade existing roadways as required by increased traffic volumes and other changing conditions.
- Implement the proposed improvements outlined in the Altavista 2035 Transportation Plan
- Carefully consider the location of new roadways to be built in and around the Town of Altavista to assure that these roads best serve vehicular traffic patterns.
- Protect town neighborhoods by reducing “cut-through” traffic volume on residential streets.
- Encourage the involvement of all segments of the population in important transportation decisions
- Develop a partnership with school officials to encourage safer pedestrian practices at the Combined School.
- Install electric vehicle charging stations in the future, as the number of electric and hybrid vehicles continues to increase.

Objective 2: Consider the viability of new and/or improved public transit services in the Town of Altavista and the surrounding area.

- Continue and expand the Altavista Community Transit System (ACTS).
- Routinely inquire about the restoration of passenger train service for the Town, or bus connection to Amtrak in Lynchburg or Danville
- Consider expanding ACTS for the elderly and handicapped citizens utilizing the Public Transportation Feasibility Study as a guide.
- Consider the feasibility of creating a ‘hub’ for expanding a public transportation system into the surrounding communities. Work with interested entities to partner within this endeavor.
- Pursue any available opportunities to transition ACTS buses from gas to electric or hybrid vehicles.
- Consider expanding the ACTS by providing Sunday Service and by using the “Backup Bus”.
- Alter the current ACTS service to provide direct service from Downtown to English Park.
- Create new ACTS route extensions to provide access to Lynchburg, Rustburg and the Town of Hurt.

Objective 3: Participate, regionally, in promoting regional air, rail, and other non-roadway transportation services. This endeavor is likely to be directed by the Central Virginia Planning District Commission.

- Encourage, as needed within the region, and more specifically in the Altavista area, the provision of increased regional air and rail transportation services (freight and passenger service) for area citizens and businesses
- Promote regional transportation improvements through coordination with adjacent localities
- Provide pedestrian and bicycle access in areas where access is appropriate.
- Ensure quality and adequate parking availability in all areas and for all uses.
- Distribute marketing and educational materials to inform citizens about the existing Virginia Breeze Service.

Objective 4: Prioritize active transportation activities throughout the Town, particularly in the Downtown area.

- Incorporate bicycle and pedestrian accommodations in coordination with existing and planned infrastructure projects.
- Improve pedestrian access in the parks, and develop accessible connections between parks and Downtown.
- Pursue funding for bicycle and pedestrian improvements when opportunities become available.
- Explore opportunities to prioritize accessible public facilities for people of all abilities.

## Land Use

**GOAL: To encourage an orderly, efficient, and environmentally sustainable land use pattern.**

Objective 1: Encourage a compact but reasonable development pattern.

- Continue current initiatives to promote downtown as our town's central place of commerce.
- Promote the mixed-use development of larger vacant parcels of land.
- Evaluate and possibly revise the Town's development codes to allow for Planned Unit Developments and other methods to achieve the growth objectives and recommendations contained in this plan.
- Participate in discussions with developers and with the owner(s) of any large key parcel of land to ascertain availability for development.

Objective 2: Coordinate development with the provision of community services.

- Review annually the five-year Capital Improvements Plan for efficient provision of

- community services, facilities, and infrastructure
- Coordinate new commercial and industrial development with the provision of community services, facilities, and infrastructure
- Use the Comprehensive Plan as a guide for all types of future development.

Objective 3: Continue the partnership of the private and public sectors working together to realize the best possible natural and human environments.

- Continue support for Altavista on Track and other local non-profit organizations that focus on improving the quality of life in Altavista.
- Meet biennially with other Planning Commissions in Region 2000 to share and coordinate local initiatives.

Objective 4: Consider boundary line adjustment in order to better meet the needs of our dynamic community.

- Explore the future expansion of the Town's boundaries into unincorporated Campbell County
- Continue to participate in land use decisions with Campbell for parcels that are adjacent to the current town boundary.