

John Jordan, Chairman Marie Mitchell, Vice Chair Reggie Bennett, Vice Mayor Marvin Clements, Commissioner Meghan Bolling, 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 **Tuesday**, **September 6**, **2022**, beginning at 5:00 p.m.

#### **AGENDA**

- 1. Call to Order
- 2. Approval of Agenda
- 3. Pledge of Allegiance & Invocation
- 4. Approval of Minutes August 1, 2022
- 5. Public Expression
- 6. Public Hearings None
- 7. Old Business
  - a. 2045 Comprehensive Plan Preamble
  - b. 2045 Comprehensive Plan Historic District & Structures
  - c. 2045 Comprehensive Plan Demographics
  - d. 2045 Comprehensive Plan Transportation
  - e. 2045 Comprehensive Plan Future Land Use Map
- 10. New Business
  - a. Comprehensive Plan Name 2040 or 2045
  - b. Neighborhoods
  - c. Comprehensive Plan Public Meeting
- 11. Adjournment

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

Next Meeting: Tuesday, October 3, 2022, at 5:00 p.m.

The Altavista Planning Commission held a regularly scheduled meeting on Monday, August 1st, 2022, 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 Reggie Bennett, Vice Mayor

Marvin Clements Meghan Bolling

Staff present: Sharon D. Williams, AICP, Community Development Director

John Eller, Town Attorney

Crystal Hailey, Assistant Town Clerk

#### **CALL TO ORDER**

Chairman John Jordan called the Altavista Planning Commission Meeting to order at 5:01 p.m.

# **DETERMINATION OF QUORUM**

With all Commissioners present, Chairman Jordan confirmed a quorum.

# **APPROVAL OF AGENDA**

Chairman Jordan asked if there were any amendments needed to the agenda, to which there were none.

Upon a motion by Vice Mayor Reggie Bennett, and seconded by Vice Chair Marie Mitchell, the Planning Commission voted 5-0 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 staff recited the Pledge of Allegiance.

# **APPROVAL OF MINUTES**

Chairman Jordan asked the Commission if they saw any amendments that needed to be made to the July 2022 meeting minutes, to which there were none.

With a motion made by Commissioner Marvin Clements, and seconded by Vice Chair Marie Mitchell, the July 5th, 2022, meeting minutes were approved as presented, with a unanimous 5-0 vote.

#### **PUBLIC EXPRESSION**

Chairman Jordan opened the floor for public comment.

Mr. John Porter, 215 Holman Rd., Cape Canaveral, Florida, came before the Commission representing his employer Clean Footprint. He referenced Altavista's motto "Treasured Past, Innovative Future" and stated that Clean Footprint wanted to be a part of the town's innovative future through their renewable energy resources, which he believed would help when marketing the town for economic development. Mr. Porter stated there were always concerns by a locality when a solar farm was introduced to its community, such as unsightly views and residential opportunities taken away for the

use of a solar farm. He stated that Clean Footprint had addressed both of those concerns in their Special Use Permit application, which would be submitted to the town soon.

Chairman Jordan thanked Mr. Porter for attending the Planning Commission meeting. He stated that Altavista would be a difficult locality to get approval from for a solar farm into its community, as the town needed questions and concerns answered and addressed properly before it allowed a discussion on the matter.

Community Development Director Sharon D. Williams informed the Commission that she and Mr. Porter needed to have additional discussions, which included a review of Clean Footprint's proposed text amendment to Altavista's Zoning Ordinance. She stated that she had not accepted a companion paper for a Special User Permit. Ms. Williams stated only after a text amendment were approved that Clean Footprint could Clean Footprint project be considered.

#### **PUBLIC HEARINGS**

a. **Ordinance Amendment #OA-22-01** An ordinance to amend Sec. 86-139 of the Zoning Ordinance relating to heights of structures in the R-1 Zoning District. Flagpoles removed as exempt structures from Sec. 86-139 and a provision to height of flagpoles is added permitting flagpoles up to 35' in height by right and requiring a Special Use Permit in excess of 35'.

Chairman John Jordan opened the public hearing at 5:10 pm.

Ms. Sharon D. Williams, Community Development Director, gave the Commission a brief overview of the proposed amendment and stated this public hearing was advertised as required.

There being no public comments, Chairman Jordan closed the hearing at 5:12pm.

With no comments or questions from the Planning Commission, Vice Chair Mitchell made a motion, which was seconded by Commissioner Clements, to recommend approval the text amendment as presented. The amendment was recommended with a 5-0 vote.

b. **Ordinance Amendment #OA-22-02:** An ordinance to amend Sec. 86-199 of the Zoning Ordinance related to heights of structures in the R-2 Zoning District. Flagpoles are removed from the list of exempt structures in Sec. 86-199 and the same provision as to the height of flagpoles was added to this section as is stated above for Sec. 86-139.

Chairman Jordan opened the public hearing at 5:13 pm.

Ms. Williams gave the Commission a brief overview of the proposed text amendment.

There being no public comments, Chairman Jordan closed the hearing at 5:14pm.

With no questions from the Commission, Vice Chair Mitchell made a motion, seconded by Commissioner Clements, to recommend approval the amendment as presented. The proposed text amendment was recommended with a 5-0 vote.

c. **Ordinance Amendment #OA-22-03:** An ordinance to amend Sec. 86-327 of the Zoning Ordinance related to heights of structures in the C-1 Zoning District. The same provision as to the height of flagpoles Is added to this section as is staled above for Sec. 86-139.

Chairman Jordan opened the public hearing at 5:15 pm.

Ms. Williams gave the Commission a brief overview of the proposed text amendment.

There being no public comments, Chairman Jordan closed the hearing at 5:16 pm.

With no comments or questions from the Planning Commission, Vice Chair Mitchell made a motion, seconded by Commissioner Clements, to recommend approval the proposed text amendment as presented. The text amendment was recommended with a 5-0 vote.

d. **Ordinance Amendment #OA-22-04:** An ordinance to amend Sec. 86-356 relating to heights of structures In the C-2 Zoning District. A provision as to height of flagpoles is added, permitting flagpoles up to 40' In height by right and requiring a Special Use Permit in excess of 40'.

Chairman Jordan opened the public hearing at 5:17 pm.

Ms. Williams gave the Planning Commission a brief overview of the proposed text amendment.

There being no public comments, Chairman Jordan closed the hearing at 5:18 pm.

With no comments or questions from the Planning Commission, Vice Chair Mitchell made a motion, which was seconded by Commissioner Clements, to recommend approval the proposed text amendment as presented. The amendment was recommended with a 5-0 vote.

e. **Ordinance Amendment #OA-22-05:** An ordinance to amend Sec. 86-388 of the Zoning Ordinance relating to heights of structures in the M Zoning District. A provision as to eight of flagpoles is added permitting flagpoles up to 50' in height by right and requiring a Special Use Permit for flagpoles in excess of 50'.

Chairman Jordan opened the public hearing at 5:19 pm.

Ms. Williams gave the Planning Commission a brief overview of the proposed text amendment.

There being no public comments, Chairman Jordan closed the hearing at 5:19pm.

With no comments or questions from the Planning Commission, Vice Chair Mitchell made a motion, and Commissioner Clements seconded the motion, to recommend approval the proposed text amendment as presented. The amendment was recommended with a 5-0 vote.

f. **Initial Zoning #RZ-22-01 of Tax Parcel 69-4-4-3:** The parcel was brought within the corporate limits of the Town of Altavista from Campbell County, by a Boundary Line Adjustment ordered by the Campbell County Circuit Court on June 24, 2022 and was effective July 1, 2022.

Chairman John Jordan opened the public hearing at 5:20 pm.

Ms. Williams stated the parcel was purchased from Campbell County and needed to have an Altavista zoning district placed on the parcel. She explained that if it was not zoned, it was regulated by the Campbell County Zoning Ordinance. Ms. Williams stated the parcel was in a well-established commercial corridor, and the properties adjacent to the parcel were zoned industrial. She said the parcel was not yet on Altavista's Future Land Use Map (FLUM), but it was on Campbell County's FLUM and industrial was the recommendation. Ms. Williams said it was staff's recommendation that the Planning Commission recommend to Town Council the initial zoning of Tax Parcel #69-4-4-3 to the Industrial (M) Zoning District.

There being no public comments, Chairman Jordan closed the hearing at 5:25 pm.

With no comments or questions from the Planning Commission, Vice Chair Mitchell made a motion, and it was seconded by Vice Mayor Bennett, to recommend approval to Town Council of the text amendment to zone Tax Parcel #69-4-4-3 as Industrial (M). The recommendation was approved by the Planning Commission with a 5-0 vote.

Chairman Jordan said asked Ms. Williams to explain the definition of each zoning district in Altavista for those people that might watch from home.

Ms. Williams informed the Commission that the town's current zoning map showed an MP District standing for mobile home park, however, the town had not allowed additional mobile home parks in several years, so the MP District would need to be removed when Altavista's Zoning Ordinance was updated. She gave a brief definition of Altavista's five zoning districts.

- o R1 District: single-family dwellings
- o R2 District: single-family and multi-family dwellings
- o C1 District: small/local businesses
- o C2 District: larger, more intense, businesses
- o M District: industrial facilities

#### **OLD BUSINESS**

a. 2040 Comprehensive Plan Update – Continued Review and Discussion

Community Development Director Sharon D. Williams informed the Commission that Ada Hunsberger, Regional Planner, Central Virginia Planning District Commission (CVPDC), would present that portion of the agenda.

Chairman Jordan asked that for a brief description and highlights of the additions or changes made.

# Economic Development (ED) Chapter

Ms. Williams informed the Planning Commission that, per their direction, staff presented the draft Economic Development Chapter to the Altavista Economic Development Authority (AEDA) for review and input. She said the AEDA did not have comments on the draft document.

Mrs. Hunsberger emphasized that Altavista served as a regional service center for its surrounding localities, as it served as a place of employment, commerce, and professional services for the region, which she believed was a large driver of economic development and contributed to a sustainable future. Ms. Hunsberger gave an overview of each section in the Economic Development Chapter of the Comprehensive Plan update: Industry, Community Partnerships,

Education, Tourism, and the new Spark Innovation Center, and referenced the updates made to the draft document. She asked for the Commission's input regarding the draft chapter.

Chairman Jordan asked Commission members if they had any questions or comments for the item.

Vice Mayor Reggie Bennett asked if the Economic Development chapter would address the high poverty rate in Altavista or would that subject be referenced in another chapter of the plan.

Mrs. Hunsberger stated it would be referenced in the Demographics chapter of the Comprehensive Plan update but could also be incorporated into the Economic Development chapter if the Commission desired.

Vice Chair Marie Mitchell stated the draft document insinuated that Altavista residents did not want to take advantage of higher paying jobs, but she believed the issue was that more educational programs were needed to help town residents achieve employment.

Ms. Williams stated the statement would be revised to provide clarity.

Chairman Jordan asked if a lack of childcare was part of the unemployment issue in Altavista; and if so, how the matter could be addressed in the Comprehensive Plan update.

Ms. Williams stated the cost of childcare was a primary issue.

Vice Mayor Bennett said, although the local YMCA assisted with childcare costs for low-income families, a lot of jobs were only available for late shifts, when the YMCA was not open. He referenced BGF and Abbott Laboratories and said both ran their facilities seven days a week, 24 hours per day, which was a disadvantage for someone without available childcare for evening or night shifts.

Chairman Jordan said he thought a large corporation like Abbott would offer childcare assistance for their employees.

Vice Mayor Bennett said Abbott provided it in some of their facilities, but not in Altavista's plant.

Mrs. Hunsberger asked if the Commission believed the childcare issue should be included in the Economic Development chapter of the Comprehensive Plan update, or in a different chapter. Chairman Jordan stated, if a lack of affordable childcare was part of the town's high unemployment rate, then it affected economic development, so he believed the matter should be addressed in that chapter of the plan.

Vice Chair Mitchell suggested that workforce development also be included in the Economic Development chapter of the Comprehensive Plan.

Chairman Jordan and the other Commission members concurred with Vice Chair Mitchell.

Mrs. Hunsberger said that she would revise the Economic Development chapter to include workforce development as requested.

Ms. Williams referenced the Goals & Objectives for the Economic Development chapter. She said it was staff's intent to capture the essence of the town's other (nine) individual plans into one cohesive document, the Comprehensive Plan; and therefore, it was important to talk about partnerships in the Economic Development chapter.

# <u>Transportation Chapter</u>

Mrs. Hunsberger informed the Commission that the maps and crash data were missing from the draft of the Transportation chapter, but she was working with the Virginia Department of Transportation (VDOT) and would incorporate the maps and data when completed.

Chairman Jordan referenced the Six-Year Improvement Program (SYIP) between the Town of Altavista and VDOT and suggested adding a column to represent "completed" projects of the plan

Mrs. Hunsberger stated she would add the requested column to the document.

Vice Mayor Bennett reminded everyone that the Town of Altavista was now a Smart Scale community and asked if Smart Scale projects were included in the Transportation chapter.

Mrs. Hunsberger answered they were and directed the Commission to the section in the Transportation chapter that mentioned the most recent project sought by the town, a roundabout at the intersection of Clarion and Lynch Mill Roads. She said the application for the project was submitted after the draft was written, but that she would add the item to the list.

Ms. Williams stated, since Altavista was in the Central Virginia Planning District Commission's (CVPDC) region, the CVPDC's Long Range Transportation Plan for 2045 was part of the Transportation chapter of Altavista's Comprehensive Plan. She said, the number beside each Altavista project was the number it was associated with in the CVPDC's long range plan. She said this reference was staff's intent to show that there were other plans available that were applicable to Altavista.

Mrs. Hunsberger referenced the 2010 Region 2000 (now the Central Virginia Planning District Commission) Bicycle Plan that was previously completed for the Town of Altavista and asked for the Planning Commission's input and for staff's recommendation whether to keep the item in Altavista's Comprehensive Plan update or remove it.

Ms. Williams said it was staff's recommendation to leave the Bicycle Plan in the Transportation chapter, however, since 2010, some regulations had changed, and the Comprehensive Plan update was a good opportunity to review and update the Bicycle Plan, as well as incorporate new information, such as the green bikeways information staff recently received from the Vice Mayor.

Commissioner Clements referenced a previous conversation whereas the Commission discussed the desire for an additional access point from Main Street into English Park and asked if the desired project should be mentioned in the Comprehensive Plan update.

Ms. Williams stated it was a good idea to include any project desired by the town in its Comprehensive Plan, for future reference. She stated that the if the opportunity arose to apply for a grant to implement the project it needed to be referenced in some adopted document.

The Commission had a conversation regarding bicycle safety on town roads and sidewalks and there was a consensus of the Commission to add that subject to the Transportation chapter, with information about designated bike lanes.

Mrs. Hunsberger suggested the addition of education for bike safety between vehicle drivers and bicycle riders, to which the Commission concurred.

Town Attorney John Eller referenced *Section 46.2-905* of the Code of Virginia and said that riding bicycles on sidewalks was permitted in the State of Virginia, and it was up to each individual locality whether they wished to prohibit riding on sidewalks.

Mr. John Porter, Clean Footprint, raised his hand to be recognized and Chairman Jordan allowed him to comment. Mr. Porter suggested the Town of Altavista consider adding electric-car charging stations in town and to mention the potential project in their Comprehensive Plan.

Mrs. Hunsberger informed Mr. Porter that the project was already in the Transportation chapter and the Natural Resources chapter of Altavista's Comprehensive Plan update.

Ms. Williams referenced Objective #2 for the Transportation chapter, which discussed the town's desire to offer its citizens transportation to adjacent localities for work, doctor appointments, etc. She stated that she recently attended a meeting where the Greater Lynchburg Transit Company (GLTC) was discussed the possibility of extending their transit service to localities adjacent to Lynchburg. Ms. Williams said she would keep the Planning Commission updated on the progress of those discussions.

There were no additional comments or questions regarding the Transportation chapter of the Comprehensive Plan update.

#### **NEW BUSINESS**

There were no new business items to discuss.

#### **UPDATES**

#### a. Comprehensive Plan Work Session

Mrs. Hunsberger reminded the Commission of their work session scheduled for Thursday, August 4. She said that she would go over the Town Services chapter of the Comprehensive Plan update with the Planning Commission and that Ms. Williams would review the Future Land Use Map.

Ms. Williams stated that staff continued to work on the Public Services chapter and the Demographics chapter of the Comprehensive Plan update and would present the draft documents to the Planning Commission soon.

Chairman Jordan referenced the Comprehensive Plan preamble at the beginning of the document and asked if there would be a summary to the plan.

Ms. Williams answered that the Comprehensive Plan would have both and include photos.

Commissioner Bolling asked how the public would be made aware of the update.

Ms. Williams stated that once the plan update was complete, the town was required to hold public hearings to adopt the plan. She said staff also intended to have a public meeting and adopted the Comprehensive Plan would be available on the town's website, electronically, and in paper form, if needed.

Mrs. Hunsberger suggested a copy be placed at the Staunton River Memorial Library, to which the Commission concurred.

Adjournment:				
With no further business to discuss, Chairman Jordan adjourned the meeting at 6:24 p.m.				
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John Jordan	Sharon D. Williams, AICP			
Planning Commission Chair	Planning Commission			

# Town of Altavista, Virginia 2045 Comprehensive Plan



Treasured Past...Innovative Future

# Town of Altavista, Virginia 2045 Comprehensive Plan 2022 Update Adopted January 13, 2023

# **Town Council**

Michael Mattox, Mayor Reggie Bennett, Vice Mayor

Tracy Emerson Tim George

Jay Higginbotham Scott Lowman

Wayne Mitchell

# **Planning Commission**

John Jordan, Chair Marie Mitchell, Vice Chair

Marvin Clements Reggie Bennett, Vice Mayor

Meghan Bolling

# **Town Staff**

Gary Shanaberger, Town Manager

Matt Perkins, Assistant Town Manager,

Sharon D. Williams, AICP, Community Development Director

# Central Virginia Planning District Commission

Ada Hunsberger, AICP Candidate, Regional Planner

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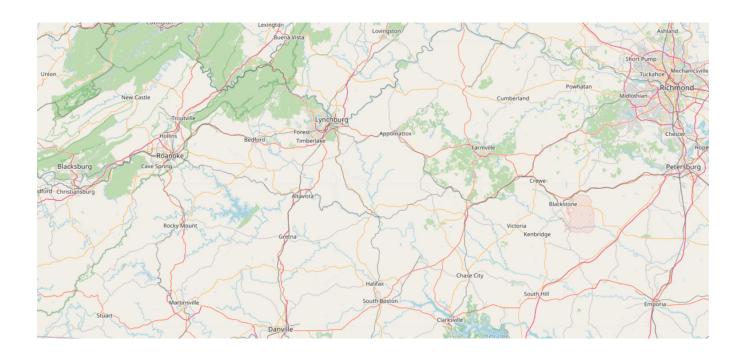
# **Altavista's Regional Location**

The Town of Altavista is in the Piedmont area of South-Central Virginia, resting along the Staunton (Roanoke) River with the majestic Blue Ridge Mountains in sight.

Altavista is approximately five square miles and is included in the Lynchburg Metropolitan Statistical Area (MSA). It is one of two incorporated areas of Campbell County. Altavista sits in a triangle formed by the cities of Lynchburg, Danville, and Roanoke.



The climate is mild, and the living is gracious. Altavista offers a laid-back atmosphere without the inconvenience of country living. Altavista boasts a diverse population attracting people from all walks of life, from entrepreneur to millionaire; from out-of-the-state to out-of-the-country, each adding their own flavor to a growing and thriving town.





# A Vision for Altavista

In the year 2022, Altavista, Virginia is an economically, environmentally, and socially vibrant community. The core of our town is its citizens, who are physically active, engaged, culturally and ethnically diverse with a deep-rooted faith that is the cornerstone of our civic pride. In Altavista there are public and private partnerships that enhance our heritage and promote the physical, spiritual, and emotional health of our citizens. There are a variety of housing options that range from single-family dwellings, apartments, and townhouses, to senior care facilities, and upper story downtown apartments.

The town has an array of recreational amenities that cater to citizens and visitors alike. From neighborhood parks to a 200-acre park along the Staunton (Roanoke) River with multiuse trails, a boat ramp, pavilions, and incredible splash pad, to a newly opened canoe launch. The Town has taken advantage of its waterfront and promotes its access to bring together families and attract visitors for an array of activities.

The Town has a multimodal transportation system that accommodates the many ways users get to their destinations. Those method include walking, biking, local and regional public transportation, water routes, and driving. Altavista continues to make upgrades to its infrastructure to accommodate future growth and ensure the stability of the town.

The Campbell County Public School System provides a world-class education that enables every student to chose and pursue any post-K12 endeavor. Altavista's youth can critically and creatively communicate and collaborate with others while displaying citizenship skills that strengthen our community.

Our neighborhoods are stable, and our community is active. In Altavista no one is ever a stranger, you are just a friend that we have not yet met.

Altavista's local government leaders are strong. The level of services provided are unparalleled. The town staff can only be described as amazing, from the extraordinary service provided by staff at Town Hall to the employees who work outdoors each day, you will find workers devoted to Altavista and its citizens.

There is a healthy balance of industry, business, residences, and services that result in a stable economy and flourishing community. There are volunteer and professional opportunities for citizens of all walks of life and ability. There are new and growing businesses in Altavista. The Town has developed a new business incubator known as the Spark Innovation Center, which provide space for local entrepreneurs to thrive.

Altavista is a wonderful place to live, work, and play.



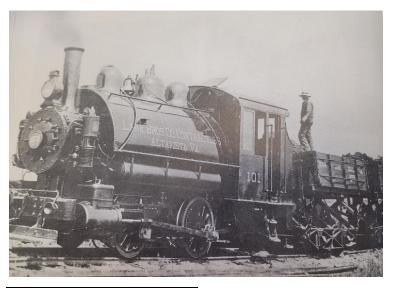
# **History**

Altavista's roots are deep. Before it was founded in 1907, the area was occupied by the Saponi Indians who lived along the Roanoke River. The land was lush with thick forests of oak, pine, poplar, sycamore, and maple trees lining the riverbank. From time to time, relics from this earlier civilization are still unearthed.<sup>1</sup>

During the early colonization of America by England, the English Crown made several large land-grants to early settlers who ventured into the American wilderness. Altavista is part of an original land-grant made to Major Charles Lynch. Lynch ran away from home at the age of 15, taking passage on a ship bound for America. As he had no money for his passage, when he arrived, he was indentured by the ship's captain as payment for the voyage to a wealthy planter named Christopher Clark. Clark took an interest in Lynch and advised him on the value of acquiring land and permitted him to serve as an apprentice to his son, a lawyer. Lynch was more of a son than servant to Clark, he was released from indentureship and was given permission to marry Clark's daughter Sarah. When he left his servitude, he was given livestock, equipment, and conveyances to begin his new life. When Lynch died the land was divided between his four sons Edward, John, Charles Jr., and Christopher. Charles Jr. inherited 6,000 acres of farmland along the banks of the Staunton, which is where Altavista would be born.<sup>2</sup>

Compared to the surrounding area Altavista is relatively young. It was first platted in 1908 and received its Charter in 1912. In comparison, Lynchburg, which began as Lynch's Ferry in 1786 was incorporated in 1805 and became an independent city in 1852; Rustburg, the seat of Campbell County, was established in 1783; and Brookneal was founded in 1802.<sup>3</sup>

The town grew out of the expansion of rail. In the early 20<sup>th</sup> century William Nelson Page, an engineer and industrialist and Huddleston Rogers, a principal of Standard Oil and one of the wealthiest men in the world, combined forces to create the Virginian Railway Company to transport coal from West Virginia to Hampton Roads. In 1905 the Lane Brothers Company, Inc. of Esmont, Virginia in Albemarle County was



awarded a contract to build 32 miles of rails in Campbell, Bedford, and Pittsylvania Counties.

The fact that Altavista evolved as a business and trade center was not surprising when one considers its inception. After the contract was awarded Henry L. Lane, President and John E. Lane, Vice President of the Lane Brothers Construction Company realized the new line they were building would intersect with the already operating Railroad. They bought three farms

Photo courtesy of A Pictorial History of Altavista, Virginia 1907-200 by Robert R. Carpenter, Jr.

<sup>&</sup>lt;sup>1</sup> 1957. Altavista Golden Jubilee August 17-24, 1957. pp.3-21.

<sup>&</sup>lt;sup>2</sup> Major Charles Lynch, I. Retrieved 28 August 2022, from https://www.geni.com/people/Major-Charles-Lynch-I/6000000002742103055

<sup>&</sup>lt;sup>3</sup> Dhr.virginia.gov. n.d. [online] Available at: <a href="https://www.dhr.virginia.gov/VLR\_to\_transfer/PDFNoms/162-5005\_Altavista\_Downtown\_HD\_2009\_NR\_Nomination\_FINAL.pdf">https://www.dhr.virginia.gov/VLR\_to\_transfer/PDFNoms/162-5005\_Altavista\_Downtown\_HD\_2009\_NR\_Nomination\_FINAL.pdf</a>>.

consisting of approximately 2,000 acres and hired engineers to layout a town with streets, sidewalks, and lots, complete with water, sewer, telephone service, and electric lines, calling it Lane's Siding, which followed the tradition of railroad towns. There was an orderly development of the town, as it had blocks dedicated to residential, commercial, and industrial areas with lots reserved for schools and train depots. A block was reserved for a hotel to be built and lots reserved on most corners for churches. Settlement was encouraged by awarding free lots to people willing to move and build houses of a certain size.

Prior to 1907, the area was isolated and there were few homes. The Lanes and the Frazier Lumber Company built seven homes to accommodate new residents. There was a lumber camp with a commissary and another camp which housed the Italian construction workers. On September 9, 1907, the first settlers arrived by train on a red caboose of the new Virginian line. Grading of the street began in preparation for the new line and ballast stone was taken from the quarry to provide a base for the new streets and rail tracks.

By March of 1908 when the weather warmed and the mud roads dried, families started arriving in Lane's Siding by wagon and train. Some even came on a Ferry that the Lane Brothers Company maintained along the river. In June the Powell-Edwards Store, which also contained the post office, was completed making it the first store other than the commissary. With the town growing, the founders realized the need for banking facilities if the town were to grow and prosper and thereby laid the plan for The First National Bank, the towns first brick building, which was



established in 1908. To this day the bank is headquartered in Altavista with numerous locations in the region. The Lane brothers formed a subsidiary company known as the Altavista Land and Improvement Company and located their offices on the second floor of the bank. Finch and Finch Funeral Home was established in 1908 and is still a fixture on Main Street.

In 1908 the Commonwealth Hotel on Bedford Avenue was completed at the cost of \$30,000, which would equate to \$1.13 million in 2022. An ad in the November 7, 1909, Richmond Times Dispatch touted it as a new Hotel in a new million-dollar town with hot and cold water, steam heat, electric lights, with telephones in every room. There were 30 guest rooms and the hotel stood on two acres. It boasted that there was fresh mountain air, lovely valleys, best of water and a place of rest. Though it no longer exists,

The first edition of the town's newspaper, *The Altavista Journal*, was published on Saturday, October 23, 1909, and an ad from the Altavista Land and Improvement Company stated that the town had "over 1,000 people with an unexcelled sewage system, water works, electric lights, concrete sidewalks, street guttered and macadamized." The Town grew in its first year. There was a machine shop, foundry and iron working

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<sup>&</sup>lt;sup>4</sup> 1957. Altavista Golden Jubilee August 17-24, 1957. pp.3-21

<sup>&</sup>lt;sup>5</sup> Times Dispatch 7 November 1909 — Virginia Chronicle: Digital Newspaper Archive. (1909). Retrieved 30 August 2022, from https://virginiachronicle.com/?a=d&d=TD19091107.1.26&e=-----en-20-1--txt-txIN------

plant, wood working shop, brick and tile making plant, home office for a contracting and railway building company, a half-dozen stores, water plant, electrical plant, and 50 residences nearing completion.

Lane Siding continued to prosper. Between 1910-1912 several churches were organized, there was a fire department and police chief, a 4-room school was built, and Uncle Billy Lane organized the first trade lot which became the First Saturday tradition that still exists today.

No one is certain when the town's name was changed from Lane Siding. Local lore says that the Lane brothers held a meeting at which members of the Board of Directors placed different names in a hat and the name "Altavista," also the name of the Lane family home in Esmont, was selected. Another story states that a contest was held, and that the winner was awarded \$100. However, the name was selected, Altavista, meaning "high view," was apt given the elevation of the town site above the river and with its commanding views over the valley.

Within two years of its founding, there were at least 15 manufacturing enterprises in operation or under construction in Altavista. In addition to the Lane Brothers, the English Construction Company operated by W. B. English and the Frazier Lumber Company operated by W. S. Frazier were established on the southeast side of the town near the Virginian Railway tracks. In 1910, the Altavista Cotton Mill (later Burlington Industries) was established, and John E. Lane purchased the Old Dominion Box Company building and equipped his son, John E. Lane, Jr., for the manufacturing of wooden chests. This company, first known as the Red Cedar Chest Company and later the Lane Company, grew into one of the nation's largest furniture producers and provided employment for over 2,000 residents annually. The company thrived for many years before closing in 2002.



In 1912, the town development intermingled commercial, industrial, and agricultural enterprises including two tobacco warehouses, a concrete block manufacturing plant, a ballast plant, a cotton mill, a cedar chest plant, lumber companies, bottling works, a dairy, and a livery stable. General stores, groceries, druggists,

physicians, banks, dry goods, restaurants, and apparel shops also lined the downtown streets. Soon theaters, churches, and civic organizations would also sprout up in the downtown. Worker housing was often provided by boarding houses and several stores had apartments on the second floors above the commercial operations. The Altavista Journal published its first copy on October 23, 1909 and stated that the population stood at 1,200 residents and in 1930, the town's population had grown to 2,367.

In 1912 the Town of Altavista was incorporated. The first Town Council meeting was held on December 3, 1912.

With the increasing population, a second story with four rooms was added to the second floor in 1913. A school was established for African American students at 709 Franklin Street in Mosley Heights. In 1917 the white school was destroyed by fire and rebuilt in 1918 to accommodate 300 students.

The Depression of the 1930's had an impact on the Town causing the shutdown of Altavista Cotton Mill and work was scaled back at the cedar plant. It has been reported that local businesses raised money to send representatives to other areas and stated to lure an industrial prospect. In 1933 Burlington Mills began operating in the former Altavista Cotton Mill. In 1936 Vista Theater opened.

In 1938, there were two major governmental construction projects in Altavista. The town's one-and-a-half-story, brick municipal building constructed on the north side of the 500 block of 7th Street held not only administrative offices, but also the town police office and jail and the town fire and water departments. Also in 1938, the United States Post Office was constructed. The building was erected as part of the federal Public Works Administration, established in 1933 under Franklin Roosevelt's presidential order. The building is executed in a stripped Classical style, a style popular for many federal buildings of the period. The three-bay façade features a centrally located entry bay that is framed by tall limestone pilasters that carry a limestone entablature engraved with "United States Post Office."

By the mid-1930s, much of Altavista's downtown lots zoned for commercial use were developed. Main Street still held a few of the frame houses constructed two decades earlier, but these would soon give way to more modern and more permanent storefronts. By 1930, the dwelling located at 512 Main Street had been modified by the construction of a one-story, frame storefront that was occupied by Schewels Furniture Store. This dwelling was removed around 1950, after a fire, and was replaced with the present two buildings (one- and two-stories. Around 1925 a dwelling located at the corner of Main Street and Campbell Avenue was similarly modified by the construction of a projecting wooden canopy over gasoline pumps. Within a decade, Dudley Smith's Gulf Service Station, later known as Moorefield's Service Station, was one of more than a dozen service stations located along Main Street. The increased popularity of automobiles and improvement of roadways created a rapidly expanding market for gasoline and a need for auto garages and auto sales shops, all of which were located along Altavista's downtown.

Altavista's post-World War II population increased and in 1950, the town had 3,332 residents. When first platted, Altavista encompassed 1.87 square miles. Residential and commercial growth within the original town boundaries was maximized and around 1960, new development began to take place outside the town limits. To preserve its tax base and to plan for future growth, the town annexed 3.13 square miles of Campbell County on December 31, 1977. The annexed area lies largely to the north and west of the original town. This annexation resulted in a population spike to 3,849 in 1980.

Like much of Virginia, Altavista remained largely segregated through the mid-twentieth century. Separate schools were provided for African American children and much of Altavista's black population lived in a residential area known as Moseley Heights. Although separate restaurants existed for black clientele and were frequented by black railroad workers and black passengers as well as locals, there were African American-owned commercial enterprises that were patronized by everyone. Rudd Nelson ran a shoeshine business on Broad Street in one of the early-twentieth century frame buildings that was replaced around 1960 (around 619 Broad Street). The Nelson Building, located at 519 Broad Street, and located near the former Virginian Railway depot, was operated as a café that served black clientele. Charlie Cook also operated a bakery downtown. Mr. Cook later became partners with Joel F. Minnis and together they opened the Cook & Minnis Funeral Home. The latter enterprise, which opened in 1934 and operated until early 2020, was located at 608 Main Street and is within the historic district.

The 1960's saw a prosperous Altavista. In 1962 WKDE (KD Country) began broadcasting and they are still in operation today. In 1966, The Lane Company Completed an expansion which brought their building to 500,000 square feet. Schrader-Bridgeport began operating on Frazier Road.

Altavista YMCA began operating in 1971. Abbott Labs started its manufacturing plant in 1972 and Shreve Park was built in 1979. All remain open and are among the core assets of the community.

In the 1980's there were additional municipal facilities constructed. In addition to the Town Hall expansion, a new building on Main Street was built for the Altavista Rescue Squad (1983), and a new library was constructed (1986).



The Staunton Riverfront Park, present day English Park, was build in 1993. That same year the YMCA expanded its facilities.

Although Altavista suffered significant loss of jobs at the end of the twentieth and beginning of the twenty-first centuries, the void of manufacturing jobs gradually has been filled by new enterprises. Economically, Altavista continues to grow and develop as an employment, commerce, and personal and professional service center in

Central Virginia. The manufacturing employment in the Town has gradually increased since 2009 because of a strategic recruitment plan, not unlike the first recruitment of industries to the town in 1907. Local and regional economic development efforts have been successful in attracting small new manufacturers that renovated and adapted older vacant manufacturing facilities (including the Lane Company Building and the former Burlington Industries (cotton mill) facility) to meet their needs. In addition, long-time employers have expanded their local operations and employment. Abbott Laboratories, which makes pharmaceutical and nutritional products, and BGF Industries, Inc., which produces advanced composite materials such as Kevlar, are among the large employers in the area. Other local manufacturers include construction services, printing services, bearing manufacturing, tire valve manufacturing, transportation services, and conveyor system manufacturing. The presence of jobs has also helped to retain some of the younger population.

The Town of Altavista continues to display the self-sufficient boosterism that helped establish this small town at the turn of the twentieth century. Active economic development and wooing of commercial enterprises has meant jobs for residents.

# Introduction

The Comprehensive Plan for the Town of Altavista is intended to facilitate redevelopment and an economic resurgence. The town seeks to turn its challenges into opportunities and capitalize on our location, services, and recreational amenities. The plan emphasizes the need for the Town to focus on new and improved housing, elimination of blight, and improved focus on neighborhoods that have been neglected.

# Purpose of the Plan

The Comprehensive plan is a policy guide for how the community will be developed and managed. Developing the framework for this Plan was a process undertaken in 2021 between staff, Planning Commission, and the Central Virginia Planning District Commission. The process involved facilitated discussions with the Planning Commission. It included a review of multiple Town plans with competing goals and objects, where the Community Development Director was listed as a resource for plan implementation. These plans were reviewed and incorporated into or referenced in the Comprehensive Plan update to inform readers of the availably of other plans. A paper and electronic survey was available, and the town distributed the Plan for the public to view prior to the Planning Commission public hearing.

The recommendations and land use plans were developed from an analysis of existing conditions, public input, and meetings with community stakeholders. The resulting Comprehensive Plan is intended:

- To improve the quality of our environment as it relates to social, economic and physical realities;
- To guide future decisions of citizens, elected officials and staff as it relates to development;
- To provide for the well-being of all the community;
- To promote community goals, objectives and policies;
- To be the balance between technical and political aspects of community development;
- To eliminate duplication of private and public projects; and
- To include citizen participation in community development; thus, creating a sense of pride.

The Comprehensive Plan is not intended to be a binding, regulatory document. Rather, it is to guide elected official and staff when determining the appropriate regulatory, enforcement and/or changes necessary to meet the established goals and new challenges as they arise.

# Legal Basis for the Plan

Authority for local government planning in Virginia is contained in Title 15 Section 15.2-2223 through 15.2-2232 of the Code of Virginia. Per the Code of Virginia, the comprehensive plan, with the accompanying maps, plats, charts, and descriptive matter, shall show the locality's long-range recommendations for the general development of the territory covered by the plan.

This plan was prepared in accordance with these provisions.

# Citizen Participation in the Update

A key step in the planning process is to gather input from stakeholders. This can be done in a variety of ways. Altavista began by asking the Planning Commissioners for their input on a Citizen Survey. Once the survey was developed it was placed on the Town's website and social media. Paper copies were made available at Town Hall, Staunton River Memorial Library, Altavista YMCA.

In the fall, staff of the Central Virginia Planning District (CVCP) Commission attended a festival at English Park



where a table was setup with an interactive survey to engage citizens and gather opinions regarding the Comprehensive Plan Update. Attendees who reported visiting Altavista infrequently, or for the first time were asked not to participate in the survey.

Once the draft of the Comprehensive Plan was complete, it was made available for the public to review and comment on. The draft was posted to the Town's website and copies were given to various partner for their review and comment. Hardcopies were placed at Town Hall, YMCA, Staunton River Memorial Library, Chamber of Commerce for the convenience of the public.

As required the Town of Altavista held public hearings on the plan before the Planning Commission on at that meeting.....

A second public hearing was held on the plan before Town Council on.... At that meeting....

# The Plan

The following is the Town of Altavista's Comprehensive Plan. It is an overview of its citizens, Town services, amenities, housing, economic development, cultural and natural resources, and details that demonstrate why Altavista is a wonderful place to live, work and play. The plan concludes with goals and objectives for the plan, which will assist in guiding leaders over the next five years.

# **Plan Implementation**

One complaint shared by professional Planners and Planning Commissioners is that once a Comprehensive Plan is updated, it often sits on a shelf and collects dust until it is reviewed 5 years after its adoption, as required by the Code of Virginia.

A Comprehensive Plan is only as useful as the ability of the Town to implement its recommendations. The Comprehensive plan is the vision, and it is documents, processes, and partnerships the Town creates, which executes the vision.

There are a variety of tools available to the town to implement the Comprehensive Plan. Those include:

- Regulatory documents such as the Zoning and Subdivision Ordinances;
- Financial resources like the Capital Improvement Program (CIP), Annual Budget, incentives, and grants;

- Plans such as small area neighborhood plans, recreation plans, economic development plans; and
- Identified partners such as Altavista On Track, Chamber of Commerce, YMCA, Staunton River Memorial Library, Avoca, local nonprofits, churches, and citizen advocacy groups.

During the planning process, the Planning Commission and staff considered not only the Town's needs, but the capacity of the town to implement the recommendations with its available resources or the potential to obtain resources through grants, donations, endowments, and public-private partnership. It is important that the Town acknowledge, and the public understand that the Town has a finite number of resources, which includes staff and money, and it can only undertake a manageable number of projects.

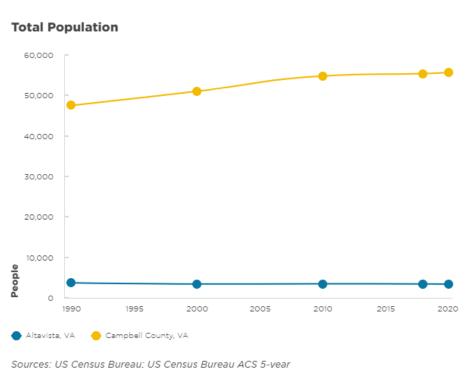
# **Demographics**

Community statistics, or Demographic data, provides valuable information that helps to better understand the community, anticipate future needs, and encourage sustainable development. The United States Census Bureau collects data through the American Community Survey annually, and a more complete census every 10 years. By analyzing the data, the Town can focus efforts on accommodating current residents, and anticipating how the population may change over time. The 2020 decennial census data documents statistical data on the community that is used by Council, staff, organizations, and residents to guide programs and services to meet current and anticipated future needs.

# **Population**

The Town of Altavista was incorporated in 1912, at a time when Campbell County was a more rural area than its present-day suburban identity. Altavista experienced a steady increase in population from its incorporation until around 1960. In 1977 the Town sought to expand its tax base and population through annexation. As a result of the successful annexation proceedings, the Town increased by approximately 3.2 square miles and 1,300 persons. However, the population has been on a steady decline since the 1990's, around the time of the Lane Company closure. In contrast, Campbell County's population has steadily increased in the same timeframe.

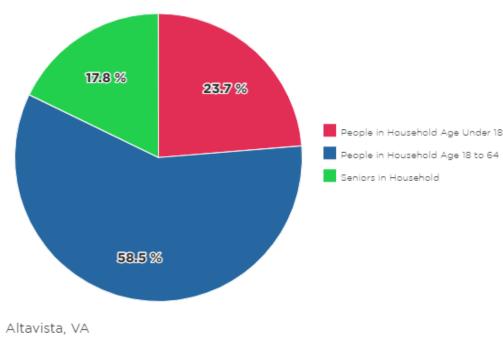
The Town should continue to create opportunities to bring new residents by furthering its position as a regional service center. Incentives for new housing, industry and recreational opportunities can help draw new residents and further expand Altavista's economic and community development.



# Population in Households by Age Groups

# Age

Knowledge of a community's age impacts community services demand and desire. National trends show there will be a significant increase in the aging population, which will precipitate the need for long term care facilities, more healthcare services and workers, and housing and public facilities which can accommodate older individuals. By accommodating healthcare needs in the Town, and servicing



Sources: US Census Bureau ACS 5-year 2016-2020

surrounding communities, the Town can continue to build on its economic and community development, as well as support aging in place principles.

Alternatively, the Town also has a significant young population (23.7% of residents under 18), which indicates the importance of education, recreation, and childcare investment.

# **Population Projections**<sup>1</sup>

While the Census does not provide population projections, the Weldon Cooper Center for Public Service at the University of Virginia has developed population projections at the County level as seen in the table below.

Campbell County is expected to see modest increases in population over the next 30 years, while Bedford and Campbell County are projected to see considerable increases in population by 2050.

	2020	Projected	Projected	Projected
	Population	2030	2040	2050
	(US	Population	Population	Population
	Census)			
Amherst County	31,307	29,827	29,098	28,805
Appomattox County	16,119	17,018	17,956	19,163
Bedford County	79,462	82,822	87,902	94,298
Campbell County	55,696	55,739	57,192	59,501
Pittsylvania County	60,501	56,672	55,223	54,601
Lynchburg city	79,009	81,268	86,838	93,708

As many of the surrounding localities are expected to experience growth, the Altavista should expand marketing its position as a regional service center. The Town can continue to focus on economic and community development to capitalize on regional growth to further attract new residents. The Town's ability to accommodate new industry, its rich natural and cultural resources, and the walkable downtown are all factors which help attract new businesses and residents, therefore strengthening the Town's economy and making it more sustainable in the long term.

<sup>&</sup>lt;sup>1</sup> University of Virginia Weldon Cooper Center, Demographics Research Group. (2022). Virginia Population Projections. Retrieved from https://demographics.coopercenter.org/virginia-population-projections

# **Industry**

Altavista's history as an industrial hub has continued to influence the employment opportunities of the Town today. The most popular occupation continues to be production, followed by office and

administrative support, management, sales and healthcare support.

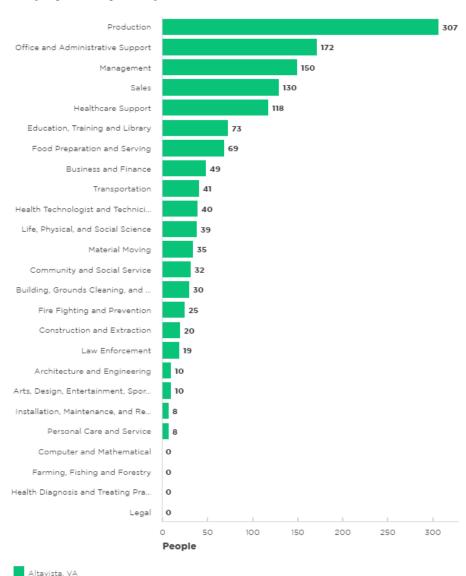
As the Town seeks a sustainable economic future, it is critical to continue to incentivize new industries and employers to relocate to Altavista.

With the annexation of the Dearing Ford Industrial Park, and more developable land, the Town is in a prime position to encourage the future expansion of employers.

# **Poverty**

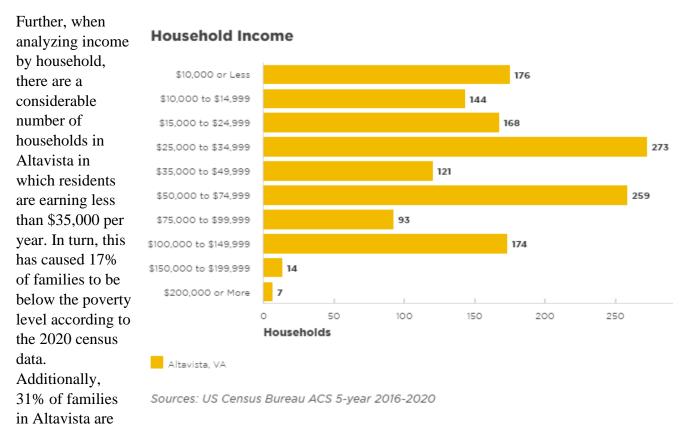
In 2020, the median household income (MHI) in Altavista was \$33,265. The Town's MHI is similar to that of the neighboring Town of Hurt but is significantly lower than Campbell County and Pittsylvania County. In addition, in comparison to the Lynchburg Metropolitan Statistical Area (MSA), which includes the Counties of Amherst, Appomattox, Campbell, Bedford and the City of Lynchburg, the median household income is much lower.

#### **Employment by Occupation**



Sources: US Census Bureau ACS 5-year 2016-2020

Locality	Median Household Income (2020)
Town of Altavista	\$33,265
Campbell County	\$52,319
Town of Hurt	\$37,986
Pittsylvania County	\$49,250
Lynchburg Metropolitan Area	\$56,983



receiving SNAP (Supplemental Nutrition Assistance Program, also known as Food Stamps).

The biggest barrier to households being able to have higher incomes is the difficulty of residents in accessing high paying jobs.

Compared to the statewide metrics, the Town has a very high unemployment rate which has steadily increased since 2000.

To better support families, and further economic opportunities, the Town should work with local partners to assess the needs of residents and address socio-economic barriers that prevent people from accessing high paying jobs.

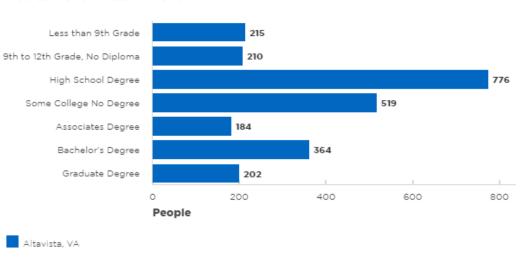
One barrier to accessing employment opportunities in the Town is the lack of childcare, particularly for evening or overnight hours. While the census does not provide data on childcare at the Town level, since Unemployment Rate
13.3%
Altavista, VA
4.6%
Virginia
Sources: US Census Bureau ACS 5-year 2016-2020

there is a significant population of children under 14 (20%), childcare is a necessary part of allowing parents of these children to access jobs. The Town should work with existing community partners to expand their operations, as well as encourage additional childcare facilities to open in the Town, as opportunities arise. In addition, since childcare expenses can often be a burden to low-income families, the Town should provide further information to residents about the available state programs which help with the cost of childcare for low to middle income families.

#### **Education**

Most Town residents have a high school degree, and while some have a bachelor's degree, very few have attained a graduate degree. Unfortunately, the Census data does not account for those who have attended trade school, so it is difficult to capture how many

#### **Educational Attainment**



how many Sources: US Census Bureau ACS 5-year 2016-2020 residents have

completed these type of training programs.

The Town should seek opportunities to partner with local educational institutions to encourage residents to further their education, through trade schools or colleges and universities. By seeking out these higher levels of education, Town residents will be better equipped to take advantage of the opportunities which

are available in local industries. Many local jobs require higher levels of education, which forces residents to seek lower paying jobs in Town, or jobs in nearby localities.

In addition, the Town should collaborate with local partners to encourage the development of a pathways program which would allow students to match with employers and give both hands-on experience, and potential job opportunities at the successful completion of their schooling.

# Housing

# **Existing Conditions**

While the Town has continued to expand through acquisition of new land, much of this land has been

either used for industrial purposes or is still undeveloped. Therefore, despite the Town's physical growth, the number of new housing units has continued to decrease since the bulk of the Town's housing was built between 1940 and 1980. The US Census Bureau conducts the American Community Survey (ACS) on a yearly basis, and provides information on the type, cost and value of housing units, which is further explored below.

The Town has approximately 1,600 housing units, which has remained relatively stable since 2010. The vast majority of housing is two-to-three-bedroom single family homes, which is typical of small towns. In 2020, it was estimated that 59% of housing units were owner occupied, therefore, 41% of units were rented.

# Altavista, VA

Sources: US Census Bureau ACS 5-year 2016-2020

The number of *occupied* housing units has decreased slightly (1,574 in the 2010 American Community Survey 5-year estimate, to 1,429 in 2020). The Town's decreasing number of occupied housing units is coupled with a higher vacancy rate. In 2020, 184 units were assumed to be vacant, which is approximately 12%. A generally acceptable vacancy rate is typically around 5%. Though there is a high vacancy rate, this may be attributable to the high volume of blighted properties in the Town.

#### **Housing Units**

#### Altavista, VA

Total Housing Units	<b>1,613</b> Housing units
Total Occupied Housing Units	<b>1,429</b> Occupied housing units
Owner Occupied Housing Units	843 Occupied housing units
Total Renter Occupied Housing Units	<b>586</b> Occupied housing units
Sources: US Census Bureau ACS 5-year 2016-2020	

# **Housing Affordability**

The Town's top priority is to ensure that all current and prospective town residents have access to safe and affordable housing options to meet their needs. One common misconception regarding affordable housing is that affordable housing is subsidized (or government owned), and that it is meant for low-income individuals or families. However, persons of all incomes need affordable housing. The United States Department of Housing and Urban Development (HUD) defines affordable housing as "housing [in] which the occupant is paying no more than 30% of their gross income for housing costs, including utilities. Therefore, having housing units that are accessible to people of different levels of income make it possible to have available affordable housing for all.

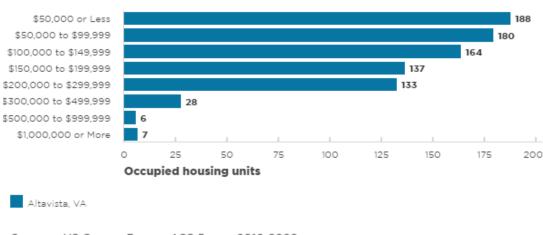
The median household income in Altavista, as of  $2020^2$  was reported to be \$33,265. This is significantly lower than the median household income in Campbell County, which was \$52,319, but only slightly lower than the neighboring Town of Hurt, in Pittsylvania County which had a median household income of \$37,986. While the median household income is lower, so are the median housing costs, and the median home value.

#### Median Household Income

Locality	Median Household Income (2020)	Median Housing Costs (2020)
Town of Altavista	\$33,265	\$631
Campbell County	\$52,319	\$706
Town of Hurt	\$37,986	\$824
Pittsylvania County	\$49,250	\$643
Virginia	\$76,398	\$1,308

<sup>&</sup>lt;sup>2</sup> American Community Survey 5-year estimate (2020): Housing Financial Characteristics

#### **Home Value**



Sources: US Census Bureau ACS 5-year 2016-2020

As the Town considers encouraging growth and further expansion, it is critical that they establish policies which further support affordable and accessible housing. There are several opportunities available to increase the number of housing units, particularly at different price points which can serve diverse household types.

The first is to prioritize the rehabilitation of existing properties. The Town has initiated this process by applying for and being awarded grant funding through the Virginia Department of Housing and Community Development's (DHCD) "Acquire, Renovate and Sell" program. This program aims to "create affordable homeownership opportunities for low-to moderate income, first-time homebuyers while allowing providers increased discretion over acquisition type, region and resale<sup>3</sup>." With these grant funds, the Town is able to acquire blighted or otherwise vacant properties and turn them into habitable, affordable housing options. The Town should continue to pursue opportunities such as this program, but also should consider ways to keep property owners accountable in the maintenance of their structures. Consideration of adoption and enforcement of a property maintenance code is an option.

Another opportunity the Town has to garner more affordable housing units would be to incentive developers to build new planned unit developments (PUD). Planned Unit Developments are typically mixed use and create a walkable environment for its residents. The advantages of a planned unit development are that they are uniform in structure and are efficient in providing a larger quantity of units at once.

In order to achieve the Town's goal of being able to support appropriate housing for all residents, it must consider those who may need physical accommodations. The Town has a significant aging population, which is discussed further in the demographics chapter. There are a few ways in which the Town can support the aging population.

In order to allow residents to age in place, and remain in their homes as they get older, the Town should partner with local agencies that support seniors and persons with disabilities to better understand

<sup>&</sup>lt;sup>3</sup> https://www.dhcd.virginia.gov/ars

housing needs. There are programs, mainly through non-profits, which can assist in making accessible improvements to homes when residents have physical limitations. The Town can support these programs by partnering with such agencies to spread awareness about the programs when feasible.

In addition, supporting multigenerational housing can help allow residents to stay in their homes by allowing family members to stay nearby and aid on an as needed basis. While the Town's zoning is supportive of mother-in-law dwellings, there should be periodic reviews of the zoning ordinance to evaluate whether changes should be made in order to further support multigenerational living. As new housing is built, patio-style homes should be encouraged. These homes are one story making them easy to get around, and their outdoor areas would be small and easy to maintain and are a great option in place of multigenerational housing.

Lastly, if there are opportunities to encourage the development of a senior living facility, the Town should consider providing development incentives to give further housing options to the aging population.

# **Historic District and Structures**

#### **Downtown Historic District**

The Altavista Downtown Historic District encompasses approximately 14 acres in the heart of the Town of Altavista and comprises the town's Central Business District. Altavista, which was chartered in 1912, is located at the southern end of Campbell County and lies adjacent to the curving course of the Staunton (Roanoke) River on its southern and southeastern boundary. This area has been the historic commercial core of the Town of Altavista since its founding 1908. The district contains numerous commercial buildings dating from the first decade of development, especially along Broad Street. While some minor street revisions were made to residential areas during the early twentieth century, the town, and in particular the downtown core, retain its original street grid.

Prior to the establishment of Altavista, the area was made up largely of farmland and open land. Rural roadways were in place, but the area was remote. Corn, tobacco, and livestock were the mainstays of these farms. In the decade following the Civil War, the Southern Railway, which in 1894 absorbed the Lynchburg & Danville line, traversed the southern part of Campbell County, and crossed the Staunton River on a wooden trestle bridge near the town of Hurt. The Sothern's well-known "Fast Mail" train, also known as the "Old 97," followed the tacks that came the soon-to-be area of Altavista, traversing what is now Main Street, crossing through the site of the old Piedmont General Hospital, and continuing to the north. The Southern operated freight and passenger lines. In the late 1890s, Henry Huttleston Rogers (1840-1909), a Philadelphia financier, industrialist, and a vice president of the Standard Oil Company, had been involved with several expanding western railroads including the Lackawanna and the Union Pacific lines. Beginning in 1902, Rogers was also involved with short line railroads in West Virginia, one of which grew into the successful Virginian Railway. At its completion, the line ran 600 miles from the coalfields in West Virginia to the ports in Norfolk. Rogers purchased the Deepwater Railway in West Virginia and the Tidewater Railway in Virginia, and then quietly embarked on constructing intermediary lines to connect the two routes. Construction of a 32-mile section from Mansion to Moneta, Virginia, was awarded to the Lane Brothers Construction Company of Esmont, Virginia.14 The Lane Brothers firm, founded in 1888 and incorporated in 1901, was operated by brothers John Edward Lane, Jr., and Henry Lee Lane. Their younger brothers, James and Wesley Lane, would later join the firm. The construction company engaged in building railroads, waterworks, and hydroelectric power plants. Altavista would not be the first time the brothers had engaged in town planning. When the Lane Brothers firm completed a railroad between Albemarle and Nelson County, they purchased 1,000 acres and founded and developed the village of Esmont, their home and firm headquarters. The company was hugely successful with operations in the eastern part of the United States and Canada, and for many years the company was one of the largest contracting firms in the country having constructed more than 1,000 miles of railroad. When the Lane Brothers realized that the line of the Virginian Railway would cross the main line (Washington to Atlanta) of the Southern Railway near the Staunton River, they determined that the junction would be a good place to develop a town. The brothers purchased 2,000 acres of farmland in the area including the Brooks, Jenks, and Dillard farms. The Dillard Farm was said to contain rock deposits suitable for paving material, which would be used to pave the streets of the new town. The firm took a year to delineate a suitable town plat and sent out engineers to zone the area for residential, business, and manufacturing sites, as well as to determine convenient locations for schools, churches, public buildings, and a hotel (the Commonwealth Hotel). "Streets were laid out and provision made for a reservoir, water system and sewerage. Telephone and electric lines were established and, in cooperation with the railroads, locations for the train depots were chosen."16

The Lane Brothers transferred their land holdings to the Altavista Land and Improvement Company, a company subsidiary, and in December 1908, the town plat was approved by the company's board and filed with the county clerk. The same day the Lane Brothers Company moved from Esmont to the new town.17 Building in the downtown core began almost immediately. The Lane Brothers constructed a few houses along 8th Street (north of the historic district) and the Frazier Lumber Company, another important early local industry, constructed three houses along Main Street. The commercial district was also under construction with several general stores and the First National Bank, which also held the Lane Brothers' offices, erected by 1908.

Although the development of the town had been rapid, it was by no means unplanned or disorderly and Altavista never presented an image of a "company town." Instead, the thoughtful pre-planning and designation of areas zoned for specific purposes (i.e., residential, commercial, industrial), proved to be an asset as newcomers to the town sought out locations for businesses and homes. Speculation was not permitted, so that buildings were occupied immediately, and purchasers of lots were required to spend a certain amount on the proposed building, which was determined by the location of the lot.

In 1938, two major governmental construction projects in Altavista enhanced the architectural character of the commercial downtown core. The town's one-and-a-half-story, brick municipal building constructed on the north side of the 500 block of 7th Street held not only administrative offices, but also the town police office and jail and the town fire and water departments. The Colonial Revival-style brick building was designed by Lynchburg-based architect Samuel P. Craighill (1833-1957) and was constructed by the Altavista firm of W. B. English Lumber Company. In 2002, a large addition, designed by dBF Architects of Charlottesville, was constructed to the north end of the town hall, which provided additional office space and a large town council chamber.

Also in 1938, the United States Post Office was constructed. The building was erected as part of the federal Public Works Administration, established in 1933 under Franklin Roosevelt's presidential order. The contractor for the project was James J. Barnes Construction Co. of Logansport, Indiana, and Louis A. Simon was the Supervising Architect of the Treasury Department. The tall one-story building is clad with red brick laid in a five-course American bond pattern with limestone and granite details, is covered by a flat roof with a parapet, and is set on a concrete foundation. The building is executed in a stripped Classical style, a style popular for many federal buildings of the period. The three-bay façade features a centrally located entry bay that is framed by tall limestone pilasters that carry a limestone entablature engraved with "United States Post Office." The interior was enhanced with an oil-on-canvas mural painted by Maryland native Herman Maril (1908-1986). The painting, titled "A Growing Community," depicted a local view of the Virginian Railway station and the Lane factory beyond with mountains rising in the background and a farmstead nearby. The painting was completed in 1940. The presence of the town hall, the post office, and the First National Bank, along the 7th Street corridor continue to serve as the governmental and financial hub of the active downtown.

By the mid-1930s, much of Altavista's downtown lots zoned for commercial use were developed. Main Street still held a few of the frame houses constructed two decades earlier by the Frazier Lumber Company, but these would soon give way to more modern and more permanent storefronts. By 1930, the dwelling located at 512 Main Street had been modified by the construction of a one-story, frame storefront that was occupied by Schewels Furniture Store. This dwelling was removed around 1950, after a fire, and was replaced with the present two buildings (one- and two-stories. Around 1925 a dwelling located at the corner of Main Street and Campbell Avenue was similarly modified by the construction of a projecting wooden canopy over gasoline pumps. Within a decade, Dudley Smith's Gulf Service Station, later known as Moorefield's Service Station, was one of more than a dozen service stations located along Main Street. The increased popularity of automobiles and improvement of roadways created a rapidly expanding market for gasoline and a need for auto garages and auto sales shops, all of which were located along Altavista's downtown. S.P. "Pete" Bralley operated a station at 500 Main Street (1925-1935) and later at 601 Main Street.

In recent years, downtown Altavista has emerged as a location of choice for specialty housing. Renovations of historic buildings have included mixed uses that combine commercial, and office uses on the lower floors, and residential apartments and condominiums on the upper floors, including The General Store & Inn and the Ogden-Henderson Building. This trend replicates the pattern of use that was prevalent in downtown during the first decades of the town's existence when many of the multi-storied commercial buildings provided housing options for residents on the upper floors. The increase in downtown housing created a market for restaurants, entertainment, and retail and service establishments that has followed. Downtown's ambiance is due in large part to the preservation and enhancement and reuse of historic structures in the downtown commercial historic district.

Preservation of historic building and the renovation and reuse of buildings has resulted in the retention of unique buildings and the unique character of the downtown. Altavista is also a designated town in Virginia's Main Street Program. Since 2004, Altavista on Track, Altavista's Economic Development Committee, has worked to support local businesses and facilitates the Main Street program locally. The town is also a founding member of Virginia's Region 2000 Partnership, which is a public-private partnership in Central Virginia dedicated to economic development, business expansion and development, and workforce training initiatives.

#### Avoca



Avoca was originally the private residence of Colonel Charles Lynch (1736-1796). He established his home here in 1755 as part of a land grant from King George II to his father, in 1740, and called it Green Level. Colonel Charles Lynch was a planter and distinguished himself as a lawmaker and a soldier during the turbulent times of the Revolutionary era. The property was passed down through the Lynch family and upon the death of Charles Henry Lynch (1800-1874), the property went to his niece, Mary Anna Dearing Fauntleroy. Her grandson, Dr. Lindley Murray Winston, deeded the property to the Town of Altavista in 1981 as a memorial to his family. At that time the property consisted of the main house, brick kitchen, smokehouse, milk house, farm office, and approximately ten acres.

Avoca is a country Victorian house constructed in 1901, after the original and second dwellings were destroyed by fire in 1879 and 1900. The house is a commissioned work of the Lynchburg Architect, John Minor Botts Lewis. Avoca is one of the state's foremost expressions of the Queen Anne style, a style distinguished by complex rooflines, a variety of surface treatments and window types, and numerous porches and projections. Avoca's interior has no less visual interest than the exterior. The hall is dominated by a grand staircase with a rounded balcony projecting from a landing. The collection, displays, programs and interpretations are planned to take account of the cultural and natural history of the region.

Because the house was unoccupied since the mid-1970's, there was need for interior repair before it could be opened to the public. In the meantime, the small Staunton River Valley Museum was opened weekends in the brick kitchen. Prior to its opening, the kitchen, exterior painting of the main house, and seed money were provided by E. R. English and Abbot Laboratories. Gradually, through the generosity and hard work of benefactors and volunteers, one room at a time in the main house was stabilized. Gifts of furniture enhanced the revitalization efforts and in 1986 Avoca opened for tours.

Avoca offers a wide spectrum of American history which spans from Native American through the early twentieth century. It is also available for rent. In the summer months the Altavista Chamber of Commerce hosts a monthly TGIF event with food and music on Avoca's lush lawn.

Avoca is available Avoca is a Virginia landmark, listed in the National Register of Historic Places and is maintained as a historical museum.

# **Transportation**

#### Introduction

Altavista has a robust transportation system, comprised of highways, local roads, bikeways, and pedestrian facilities which allows for the efficient and equitable movement of people and goods.

# **Land Use and Transportation**

It is important to consider the impact transportation planning and land use planning have on one another. Land use decisions directly impact the adequacy of existing transportation networks. Conversely, transportation planning decisions will have a great impact on community growth patterns, quality of life and the availability and adequacy of public facilities. The general pattern of physical development and the location and character of housing, community facilities, commercial businesses, and industrial areas are all directly affected by the location and availability of transportation.

The primary transportation system is the Town's road network, however, the Town should continue to promote more walking and biking when possible. The Downtown District is currently the most walkable part of Town, and this provides a great foundation to expand to a larger pedestrian network. Expansion of walking and biking opportunities will help to reduce vehicle emissions, promote a healthy lifestyle, and improve air quality.

# **The Transportation Planning Process**

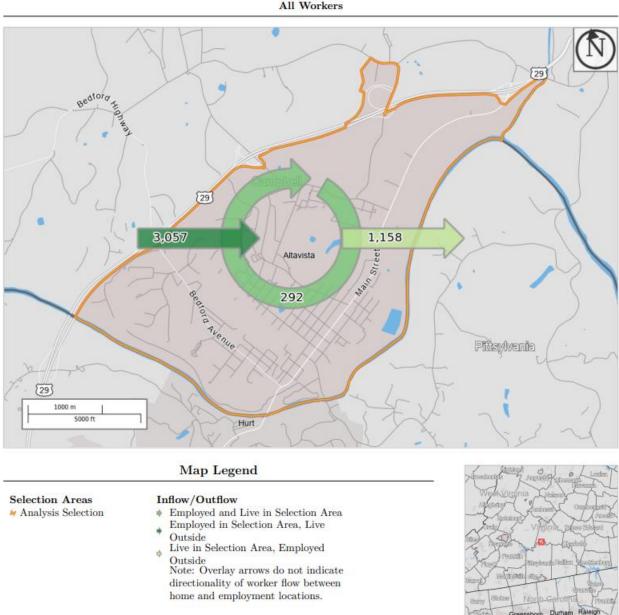
The transportation planning process in Virginia consists of a partnership of local, state, regional and federal agencies. Local stakeholders identify needs and work cooperatively with other agencies to develop strategies to address and improve transportation facilities. The majority of these improvements are funded by either the Commonwealth or through federal funding opportunities. State agencies, such as VDOT, assist the Town in the pursuit of funding for improvements, and help to prioritize or anticipate necessary improvements.

Transportation project planning in the Town is articulated in the region's Rural Long Range Transportation Plan (RLRTP), which is updated on a five-year basis by the Central Virginia Planning District Commission (CVPDC), in partnership with the CVPDC member localities and State and Federal partners. Implementation of the RLRTP is executed through the Transportation Improvement Program (TIP), which is a four-year-statewide evaluation program which includes transportation project priorities and funding allocations for approved projects.

#### **Travel Characteristics**

The U.S. Census Bureau collects data on an annual basis through the American Community Survey (ACS) regarding the commuting patterns of Altavista residents. This data can help paint a better picture of where residents are working, and how they are getting to work. The mean (average) travel time to work is 23 minutes. In comparison, Lynchburg (City) has a mean travel time of 18 minutes, whereas Campbell County has a mean travel time of 24 minutes. However, both Campbell County and the City of Lynchburg are significantly larger localities, meaning that it's possible their

residents are still living and working in the same locality. In the case of Altavista, a 23-minute commute would likely mean that residents are working outside of the Town.



Inflow/Outflow Counts of All Jobs for Selection Area in 2019
All Workers

Additional ACS data reports that 67% of residents worked in a different locality, and 92% of people drove to work (either alone or by carpool). The above map reflects the census data which shows the inflow and outflow of employees, by whether they live inside or outside the selection area: 3,057 live outside and work in Altavista, 292 both live and work in Altavista, and 1,158 live in and work outside Altavista.

These data points help us better understand where, and how residents get to work. In the future, the Town can consider employing different economic development strategies to encourage Town residents to be able to live and work in the Town which will further development in the Town, as

well as reduce the amount of overall vehicle miles traveled.

# **Existing Transportation Facilities**

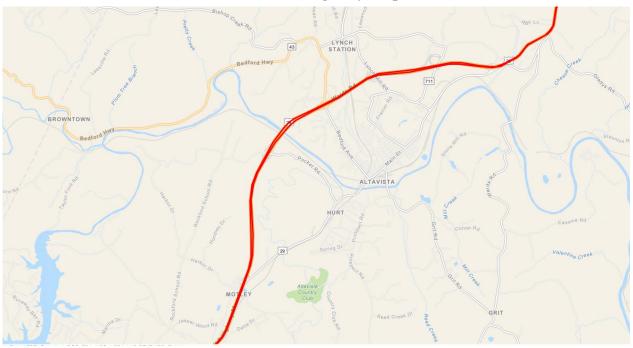
Transportation facilities within Altavista include approximately four (4) miles of primary roadways, twenty-six (26) miles of secondary roadways, and six (6) miles of railways.

# Roadways

Several major highways are easily accessible from the Town of Altavista. These include three (3) inter-regional highways: U.S. Routes 29, 460, and 501 and two interstate highways: U.S. Routes 81 and 64.

Part of the National Highway System (NHS), U.S. Route 29 is a multi-lane, divided, north-south federal highway passing from Ellicott City, Maryland, through Lynchburg, Altavista, and Danville in Virginia and Greensboro and Charlotte in North Carolina, before ending in Pensacola, Florida. U.S. Route 29 Bypass is a limited access highway that also creates the northern border for the Town limits and has four (4) interchanges that provide easy access into the Town, while U.S. 29 Business serves as Main Street and is the primary north-south roadway within the Town.

# **National Highway Map**



Source: VDOT

In addition, U.S. Route 460 (also part of the NHS) runs east-west from Norfolk, Virginia, to Frankfort, Kentucky, connecting Lynchburg with the Hampton Roads area to the east and with Roanoke and Interstate 81 to the west. At Roanoke, Route 460 connects with Interstate 81, a north-south interstate that starts at the Canadian border above Watertown, New York, and passes through the Shenandoah Valley before ending near Knoxville, Tennessee. U.S. 460 is also designated as a

part of the Strategic Highway Network (STRAHNET), a network of highways which are important to the United States' strategic defense policy and which provide defense access, continuity and emergency capabilities for defense purposes.

U.S. Route 501, a northwestern-southeastern highway, connects Lynchburg with the Shenandoah Valley to the north and west, while to the south and east it connects South Boston and Central North Carolina.

Altavista is also the starting point for Virginia Route 43 (Bedford Highway), which the State has classified as a State Byway because of its scenic rustic landscape. In order to be considered for designation as a scenic highway or Virginia byway, a segment of road must substantially meet the tests of the following physical criteria:

- 1. The route provides important scenic values and experiences.
- 2. There is a diversity of experiences as in transition from one landscape scene to another.
- 3. The route links together or provides access to significant scenic, scientific, historic or recreational points.
- 4. The route bypasses major roads or provides opportunity to leave high-speed routes for variety and leisure in motoring.
- 5. Landscape control and management along the route is feasible.
- 6. The route is susceptible to techniques to provide for user safety.
- 7. The route contributes to good distribution within the State of elements of the scenic highway and byway system.

This two-lane paved roadway winds from Altavista through Leesville and Bedford before climbing to the majestic Peaks of Otter and descending into the Shenandoah Valley. The highway serves traffic to and from Smith Mountain and Leesville Lakes and is a connector between the Town and the Blue Ridge Parkway.

In the Town, Bedford Highway serves as a primary community connector and includes the location of the combined Altavista Middle and High School, numerous churches, and many neighborhoods that feed into this road.

# **Functional Classification**

Roadways in the Commonwealth of Virginia are grouped into classes/systems according to the character of services they are intended to provide. The Virginia Department of Transportation (VDOT) and the Transportation Mobility and Planning Division (TMPD) are responsible for maintaining the Commonwealth's official Federal Functional Classification System. The Transportation Mobility Planning Division (TMPD) determines the functional classification of a road using the guidelines established by the Federal Highway Administration (FHWA).

The FHWA classifies roadways by their geographical areas (rural, urbanized and small urban). Definitions for each geographical area are provided below:

• **Rural** – areas outside of the boundaries of small urban and urbanized areas.

- **Urbanized** areas designated by the US Census Bureau having a population of 50,000 or more.
- **Small Urban** urban places, as designated by the US Census Bureau, having a population of 5,000 or more not within an urbanized area.

Rural roadways are classified into four major systems: rural principal arterials, rural minor arterials roads, rural major and minor collector roads, and rural local roads. Further information on the differences between these roadways is available in the Plan Appendix.

In Altavista, portions of Pittsylvania Avenue, Lola Avenue, Frazier Road, Lynch Mill Road, and Clarion Road are classified as major collectors, while portions of Avondale Drive, Ogden Road, and Seventh Street are classified as minor collectors.

Functional Classification	Number of Roadway Miles
Major Collector	3.896 Miles
Minor Arterial	4.971 Miles
Minor Collector	2.697 Miles

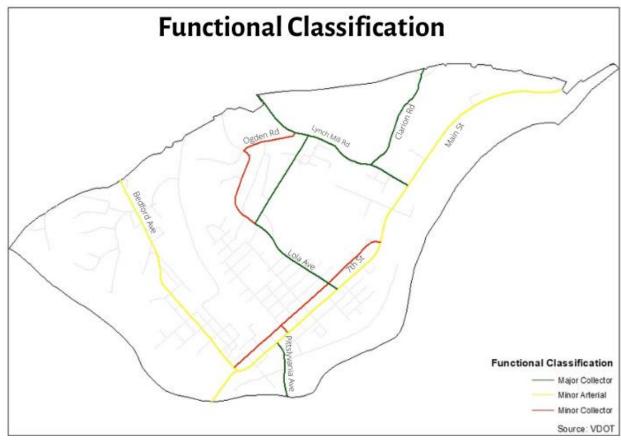


Figure 1

# Current & Projected Traffic Volumes, and Level of Service

VDOT provides traffic volume data for all of the VDOT-maintained roadways within the town. This data is shown through the Annual Average Daily Traffic (AADT), which is the total volume of vehicle traffic on a specific roadway for a year, divided by 365 days. Level of service is a metric used in transportation data analysis to help define public policy concerning highway performance. Level of service reflects driver satisfaction, through various factors that impact congestion, including speed, travel time, traffic interruption, safety and delays.

VDOT uses six levels of service (A-F), with LOS A representing "a free flow of traffic with low volumes and high speeds with little or no delays. Drivers are virtually unaffected by others in the traffic stream", and LOS F representing when demand volumes exceed roadway capacity, causing congestion. Motorists will seek other routes and it will impact adjacent streets. More information on Level of Service is available in the Plan Appendix.

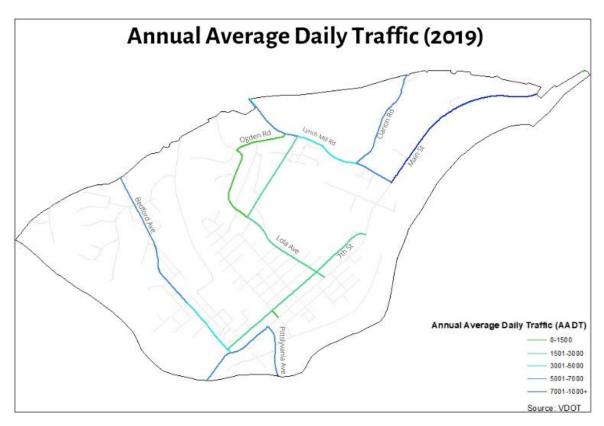


Figure 2

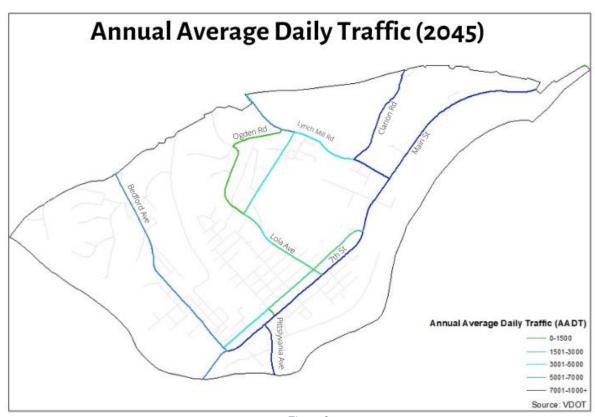


Figure 3



Figure 4

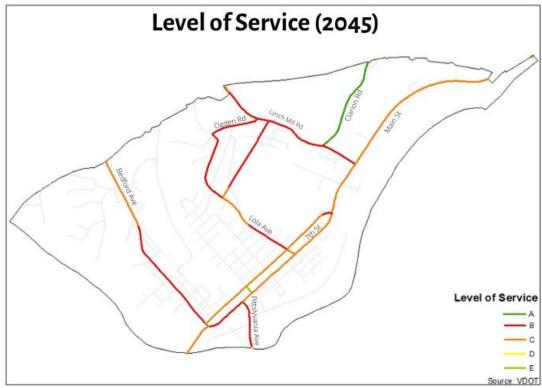


Figure 5

# Crash Data

Safety is the most important factor in evaluating both existing conditions and evaluating the need for future improvements. VDOT publishes crash data by type in 5 year tables, as seen below. In addition, VDOT identifies locations which are labeled as "Potential for Safety Improvement" segments or intersections. Potential for Safety Improvement (PSI) identification is completed by comparing the predicted number of crashes to the observed number of crashes in that area. If a location has more crashes than expected, there is the Potential for Safety Improvement. There are two PSI locations that VDOT has identified in the Town; The first is a segment (Clarion Rd, ranked 122 in the District), and the other is the intersection of Lynch Mill Rd and Main Street (ranked 73 in the District).

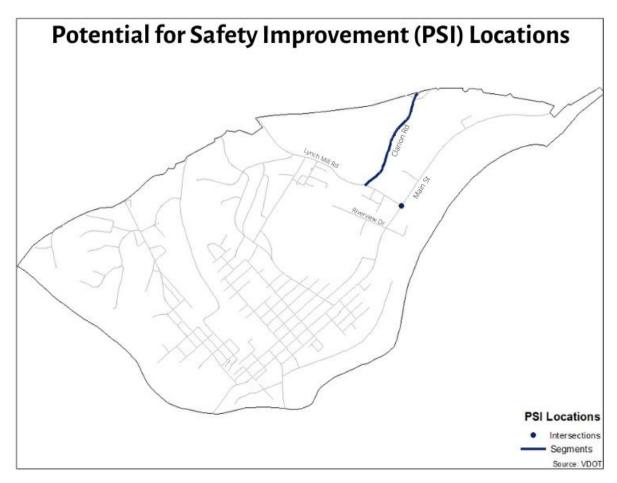


Figure 6

# Crashes Per Year by Type (2016-2020)

Year

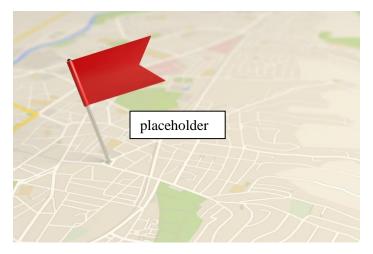
Type of Crash	2016	2017	2018	2019	2020
Rear End	11	13	10	13	11
Deer	5	7	10	3	5
Other Animal	0	0	1	0	1
Backed Into	1	0	1	2	1
Angle	10	18	9	9	11
Head On	3	0	2	1	2
Side Swipe	8	2	1	2	3

Non-Collision	1	1	0	1	0
Fixed Object (Off-road)	9	11	9	9	16
Fixed Object (In Road)	0	1	0	1	0
Other	0	0	0	0	2
Total	48	53	43	41	52

# Pedestrian Facilities

The Town of Altavista has a walkable downtown area, which allows residents to access businesses in the downtown, as well as park spaces and water recreation at nearby English park. The overall walkability is also a strong driver of economic development in the Downtown area.

While the Town does boast a large number of pedestrian facilities, it is important that some of these facilities are not ADA (Americans with Disabilities Act) compliant, thus making it difficult for some persons to traverse the area.



The pedestrian network is centered around the Downtown District, but there are also sidewalks present along key streets in the residential areas as well, namely along Bedford Avenue, Main Street, and Avondale Drive. Further development and expansion of the existing sidewalk network further into the residential areas would greatly increase the walkability of the Town and encourage residents to use sidewalks as a mode of transportation. In particular, sidewalks should be incorporated on Lynch Road and Frazier Road. Additionally, streetscaping can help further encourage walking where sidewalks already exist, by creating a sense of place and safety for residents. The Parks and Trails Master Plan explains potential pedestrian improvements in further detail.

As opportunities arise, it is critical that the town seek out funding opportunities that would allow the expansion of existing facilities to be made accessible. In addition, if funding becomes available to build new infrastructure which would promote walkability in the community, the Town should purse those opportunities as they become available.

# **Bicycle Facilities**

All roads in the Town can be used by bicyclists, however, providing bicycle friendly facilities will foster the use of bicycles within the town. The town's Bicycle Accommodation Plan, as well as the Parks and Trails Master Plan both detail potential improvements to the road network which would better accommodate bicyclists. One way to further encourage bicycling is to install "Bikes on Road" signs or pavement markings/sharrows. For example, these signs are recommended to be installed along portions of Bedford Avenue, 7th street, Main Street and Clarion Rd (as well as a

number of other locations). In addition, there are several portions of road which are wide enough to accommodate bicycle lanes or shared use paths, such as on 7th Street from Franklin Avenue to Main Street. Lastly, the Town can incorporate more bicycle racks on Town property, or by outreach to local businesses and community agencies to coordinate bicycle facilities on their properties.

# Rail Transportation

The Norfolk Southern Railway Company has two (2) main lines passing through Altavista. One runs in an east-west direction and parallels U.S. Route 29 Business. This line has approximately 4.3 miles of track within the Town limits, excluding spur lines and sidings. The other line runs in a north-south direction parallel to State Route 626 (Lynch Road). Approximately two (2) miles of this line are within Altavista's borders.

In the early 1980's, shortly after the merger of the Norfolk and Western Railroad with the Southern Railway, a connecter linking the two lines was built in the neighboring Town of Hurt, just to the South of Altavista. This major undertaking allowed Norfolk Southern trains to cross from one line to the other, opening each line to new areas of the country. In the years since, the Hurt Connecter has become one of the most heavily traveled sections of rail in the Norfolk Southern system.

Rail Service - Freight service is available from Norfolk Southern. While no rail passenger service is available in the Town of Altavista, Amtrak's "Crescent," passes through the Town (without stopping) on its way between New York and New Orleans. Amtrak offers one (1) trip each way daily on its "Crescent" line, making scheduled stops in Lynchburg (Kemper Station) and Danville (Danville Station) and two (2) trips daily from Lynchburg to Washington, D.C on the Northeast Regional Service.

Public and Other Transportation Services



The Altavista Community Transit System (ACTS) began operations in January 2011. ACTS, operated by the Town of Altavista, is a fixed-deviated route that serves all citizens within the Town limits. ACTS 16-mile loop covers all major areas of interest within the Town limits but will also deviate to the Hurt Medical Center. In its first year of operation it provided nearly 11,000 rides and grew to over 23,000 in 2014 & 2015. Fares are 50¢ per trip but many riders take advantage of the 3 10-punch passes for \$10 or an unlimited 30-day pass for \$20.

One of the best marketing strategies has been provided by a generous citizen of the Town who has provided free fares each summer since 2011 for the months of June, July, August, and September. ACTS' operations and CIP budgets are partially funded through State and Federal grants that are administered by the Department of Rail and Public Transportation and include matching local funds. ACTS Transportation Plan (TDP) includes plans to expand into other localities; however, a partner within one of those jurisdictions would need to be identified and willing to provide financial support.



# Virginia Breeze

The Virginia Breeze Piedmont Express, which is operated by the Virginia Department of Rail and Public Transit (DRPT) offers service from Danville to Washington, D.C., with a stop in Altavista (located in the Altavista Shopping Center). Currently, there is one Northbound and one Southbound trip scheduled daily, and this service provides an affordable connection between Altavista, points north, and ultimately, Washington, D.C. The northbound bus arrives in Altavista at 8:55 am and arrives in D.C. at 2:00 pm. The southbound bus departs Washington, D.C. at 10:05 am and arrives in Altavista at 3:15 pm. The Town should inform the public of this service and promote its use when possible.

# Elderly and Disabled Transportation Service

There is an increasing recognition of the transportation needs of the elderly and disabled citizens in the Central Virginia area. The Central Virginia Alliance for Community Living (CVACL) has assumed primary responsibility for providing these transportation services. However, in order to allow seniors to "age in place" (this concept is discussed further in Chapter (INSERT #), the town should consider expanding transportation services to medical facilities and other activity centers (i.e. the Dialysis Center or Social Services) in localities adjacent to the town, to better serve the elderly and persons with disabilities.

# **Trucking Service**

Numerous interstate and intrastate motor freight companies serve the Central Virginia area and provide extensive service coverage to major markets and ports throughout the eastern United States and some areas of the Midwest and Canada. The trucking industry extensively utilizes U.S. Route 29, since it is the primary north-south route serving the length of the Virginia Piedmont area and linking the Altavista/Campbell County economic area with the urbanizing areas of the East, Mid-Atlantic, and Sun Belt markets.

# **Air Transportation**

Altavista has no licensed airports within its borders. There are several air transportation facilities within the region to serve the needs of the Town's people.

Lynchburg Regional Airport (LYH) – Located approximately 20 minutes north of Altavista at the intersection of US 29 and US 460 in Campbell County, just south of the Lynchburg City limits, is the Lynchburg Regional Airport. This commercial service airport, owned and operated by the City of Lynchburg, has two (2) runways (7,100 and 3,387 feet) both suitable for instrument landings. LYH has up to 14 daily arriving and departing flights and provides a variety of flight times for all passengers. Regional carrier service is provided by American Eagle Airlines, an affiliate of American Airlines through Charlotte International Airport, which allows for seamless connections throughout the U.S. and abroad.

Roanoke-Blacksburg Regional Airport (ROA) – The Roanoke – Blacksburg Regional Airport is a commercial service facility located off Interstate 581 in Roanoke City. The airport has two (2) runways (6,800 and 5,800 feet), both of which are instrument landing strips. ROA offers over 40 flights daily through a variety of major airlines including: Allegiant Air, American, Delta, or United Airlines. Passengers can get nonstop or convenient connecting service to dozens of cities.

ROA is approximately 50 miles from Town and about a 1-hour drive.

Charlottesville Albemarle Airport (CHO) - A non-hub commercial service airport offering one-stop international and domestic destinations, as well as daily non-stop flights around the U.S. The airport is served by Delta, United and American Airlines offering up to 50 non-stop flights daily to and from Charlotte, Philadelphia, New York/LaGuardia, Washington/Dulles, Atlanta, and Chicago. CHO is located about 8 miles north of the City of Charlottesville, 1 mile west of Route 29 on Airport Road. The airport is approximately 100 miles, a two-hour drive, from the Town.

**Danville Regional Airport (DAN)** – The Danville Regional Airport is a general aviation facility located adjacent to US Route 58 near the intersection of Virginia Route 729. The airport has two (2) lighted runways (6,500 and 4,021 feet). DAN is a general aviation airport and does not offer commercial air service.

**Falwell Aviation, Inc.** – Falwell Aviation, Inc. is a general aviation facility located on US Route 460 in the City of Lynchburg. The airport has one runway 2,950 feet in length.

**Brookneal-Campbell County Airport** – This general aviation facility is located off US Route 501 on Virginia Route 797 in Campbell County, six (6) miles north of the Town of Brookneal. The airport has one (1) 3,800-foot lighted runway suitable for instrument approaches.

**New London Airport** – New London Airport is located on State Route 709 just inside of the Bedford County line, six (6) miles south of Forest, Virginia. This general aviation facility has one (1) runway measuring 3,170 feet.

In addition to these air facilities, Richmond International, Piedmont Triad International in Greensboro, North Carolina, and Raleigh-Durham International are all located within two (2) hours of Altavista, and the two (2) international airports in Washington, D.C. are located approximately four (4) hours away.

# **Planning Assumptions**

The Town's population increased steadily from 1920 through 1950, leveled off in the 1960s, and then began to decline by 1970. By 1980, the population had grown (largely due to an annexation) and had held steady in the early 2000's, but has slowly started to decline. While there has not been population growth, Altavista is focused on growing as a regional service center, and the community may see increased traffic in the future due to these factors.

Redevelopment and infill leading to higher densities may continue in the downtown district as well as along the Main Street (U.S. 29 Business) commercial corridor, and new development is certain to continue in and near the existing commercial development on Clarion Road. Maintaining safe, efficient, multimodal connectivity between these areas and the Town's residential neighborhoods will be an ongoing concern.

#### **Planning for the Future**

The Town, in partnership with the Virginia Department of Transportation (VDOT), developed a

2035 Transportation Plan which was adopted in 2008. The purpose of the plan was to evaluate the transportation system and future anticipated demands in the Town, and to recommend improvements that could meet the community's existing and future transportation infrastructure needs. Plan recommendations are based on a comprehensive review of the capacity, safety, and geometry of our existing roadway system. They are also based on other issues that affect our community's transportation system (such as parking, other modes of transportation and goods movement).

While many of the projects identified in the plan have already been executed, some of the projects still have yet to be funded, and are identified below:

- Lynch Mill Road and Altavista Elementary School: Construction of new left-center turn lane and right turn lanes at existing elementary school entrances. The Town applied for Smart Scale (formally known as HB2) grant funding in 2015 to complete this project, but the application was not funded. The Town will consider reapplying for funding for this project in the future.
- Main Street Corridor: Modify and consolidate entrance ways to improve safety and access along the corridor.
- Lynch Mill Road and Clarion Road: Realignment, Widening, and lane reconfiguration of the intersection of Clarion Road and Lynch Mill Road.
- Main Street Widening: Widen Main Street to four lanes from 7th Street to Corporate Limits.
- Clarion Road Connector: Construct new two-lane road connecting Clarion Road and 7th Street.

Additionally, there are some general recommendations in the plan, including support for the inclusion of sidewalks, trails, and bicycle accommodations as a modal choice. Since the inception of the Transportation Plan, there have been new plans developed which detail opportunities to improve bicycle and pedestrian accommodations, including the Parks and Trails Master Plan.

Lastly, though not mentioned in the 2035 Transportation Plan, the Town has been seeking ways to improve the intersection at Lynch Mill Rd and Clarion Rd. In 2018, Altavista submitted a Smart Scale application to fund a roundabout at this intersection, but the project was not selected for funding at that time. The Town plans to continue seeking funding for transportation improvements at this intersection.

Tabular Summary of Recommended Transportation Projects within the Town of Altavista



UPC	PROJECT DESCRIPTION	Project Status			
VDOT SIX-YEAR IMPROVEMENT PROGRAM (SYIP) FY23 FINAL					
105958	Altavista RTE 43/29 Downtown Gateway	Completed			
104944	#SGR17VB - RT 29-REPL BR & APPR / STA RV. & NSRR(FED 30097) [Rt.29 Bridge Replacement without added capacity]	Completed			
	CONNECT CENTRAL VIRGINIA LONG RANGE TRANSPORTATION PLAN 2045				
4	VA 711 (Clarion Road) from Town Limits to VA 712 East; Study identified Geometric Deficiency; two lanes (24 feet).				
5	US 29 Business (Main Street) from 7th Street to Bedford Avenue; Study identified that the corridor does not have sufficient access management; Modify and consolidate entrances along corridor to improve safety and access along corridor.				
9	US 29 Business from 7th Street to Northern Town Limit; Segment will operate at LOS D in 2035; expansion to four lanes.				
11	Lynch Mill Road at US 29 Business (Main Street); Lynch Mill Road lacks a dedicated right turn bay, which causes congestion. Add right turn bay on Lynch Mill Road.				
15	VA 714 (Lynch Mill Road) from Northern Town Limits to VA 626; Identified Geometric Deficiency; two lanes (24 feet)				
16	Pittsylvania Avenue from US 29 Business (Main Street) to South Corporate Limits; Corridor has safety issues due to existing cross-section and intersection approach to Main Street; Widen Pittsylvania Avenue to 4 lanes.				

18	US 29 Business at VA 688 (Pittsylvania Avenue); Numerous entrances/exits within functional area of the intersection. Intersection turn radius does not accommodate truck traffic, can lead to safety issues. Intersection had 27 crashes for 2003- 2005 period. In the short term, improve turn radius to accommodate truck traffic and modify lane use at intersection (no specific lane use identified yet). In the long term, consider access management to consolidate entrances on northeast and southeast corners and in conjunction, consider redeveloping vacant lots.	
19	US 29 Business (Main Street) from South Corporate Limits to North End of Bridge. Study identified need for additional lanes over the river to mitigate congestion. Construct new two-lane bridge over river with a multi-use trail.	
21	Lynch Mill Road at Clarion Road; Lack of turn lanes on all approaches and the skewed intersection affects traffic flow. Realign intersection with roadway widening to accommodate appropriate turn lanes on all approaches.	
24	Lynch Mill Road at Altavista Elementary School; Study identified that Lynch Mill Road has a lack of right and left turn lanes into the school. Add left turn bays in the southbound direction and right turn bays in the northbound direction of Lynch Mill Road at school entrances	
	2010 REGION 2000 BICYCLE PLAN	
	Avondale Drive from Lola Avenue Ext. to Ogden Road - Signage; Widen Outside Lane	
	Bedford Avenue from US 29 Bypass to Main Street - Wide Outside Lane and Pave Shoulder	
	Eighth Street from Broad Street to Campbell Avenue - Signed Share Road	
	Eleventh Street from Bedford Avenue to Broad Street - Signed Share Road	
	Lola Avenue from Main Street to Frazier Road - Combination Share Road and Wide Outside Lane	
	Main Street from Seventh Street to northern town limit - Signed Share Road; Pave Shoulder	
	Main Street from Bedford Avenue to Pittsylvania Avenue – Signed Share Road	
	Ogden from Lynch Mill Road to Avondale Drive - Signed Share Road	
	Pittsylvania Avenue from Seventh Street to southern town limit - Signed Share Road and Wide outside Shoulder	
	Seventh Street from Bedford Avenue to Main Street - Signed Share Road; Wide Outside Lane	

#### **VTrans**

Section 33.1-23.03 of the Code of Virginia directs the Commonwealth Transportation Board, with the assistance of the Office of Intermodal Planning and Investment, to develop a Statewide Transportation Plan (hereafter, VTrans) setting forth an assessment of capacity needs for all corridors of statewide significance, regional networks, and improvements to promote urban development areas.

Within VTrans, strategies have been developed for each of the Commonwealth's twelve Corridors of Statewide Significance. Strategies for the Seminole Corridor (of which the Town of Altavista is a part) are listed below. Transportation planning activities in Altavista should, whenever possible, relate to VTrans.

- Improve urban capacity through traffic management, access management, development of parallel and grid streets to separate local and through traffic, and possible use of ITS (Intelligent Transportation System) technologies.
- Increase capacity through intersection improvements, construction of interchanges, and signal coordination at strategic locations.
- Increase freight rail capacity and continue to allow for passenger rail service.
- Improve safety by addressing high crash rate areas and making necessary improvements.
- Improve transit, especially in rural areas, by expanding existing fixed-route services and offering increased demand response services and services for the elderly and disabled.
- Increase Park and ride capacity by expanding existing lots and adding new facilities at strategic locations.

An interactive map of the VTrans needs is available at <a href="https://www.vtrans.org/interactvtrans/map-explorer">https://www.vtrans.org/interactvtrans/map-explorer</a>.

# **Funding Opportunities for Transportation Improvement Projects**

There are multiple funding options available to finance transportation projects. The following list is a product of the *Connect Central Virginia 2045* Long Range Transportation Plan (LRTP).

#### **SMART SCALE**

**Purpose**: SMART SCALE is the statewide program that intends to distribute funding based on a standard and objective evaluation of projects that will determine how to effectively help the state achieve its transportation goals.

**Funding**: there are two main pathways to funding within the SMART SCALE process—the District Grant Program (DGP) and the High Priority Projects Program (HPPP). A project applying to funds from the DGP is prioritized with projects from the same construction district. A project applying for funds from the HPPP is prioritized with projects statewide. The CTB then makes a final decision on which projects to fund.

Eligible Projects: Projects must address safety improvements to a Corridor of Statewide Significance, Regional Network, or Urban Development Area (UDA). Project types can include highway improvements such as widening, operational improvements, access management, and intelligent transportation systems, transit and rail capacity expansion, pedestrian and bicycle improvements (if in a UDA or on a Regional Network) and transportation demand management including park and ride facilities.

**Eligible Applicants**: Projects may be submitted by regional entities including MPOs and PDCs, along with public transit agencies, counties, cities, and towns that maintain their own infrastructure. Projects pertaining to UDAs can only be submitted by localities.

**Evaluation Criteria:** There are five factors evaluated for all projects: Safety, congestion mitigation, accessibility, environmental quality, land use and economic development.

# **Highway Safety Improvements Program (HSIP)**

**Purpose**: Established by the federal transportation legislation MAP-21, this program is structured and funded to make significant progress in reducing highway fatalities and injuries on all public roads.

**Funding**: The Federal share for highway safety improvements is 90%, with certain types of projects (including, as relevant to this study, maintaining retro-reflectivity of pavement markings and the installation of traffic signs) eligible to be funded at 100%. If project cost is higher than what was originally submitted, the project manager and sponsor will be responsible for identifying sources for funding those estimates.

**Eligible projects**: Projects involve the identification of high-crash spots or corridor segments, an analysis of crash trends and existing conditions, and the prioritization and scheduling of improvement projects.

Eligible applicants: Local governments, VDOT District and Regional Staff

#### **Evaluation criteria:**

- Evaluated on a statewide basis rather than on a local or district basis.
- Locations or corridors where a known "substantive safety" problem exists as indicated by location-specific data on severe crashes, and where it is determined that the specific project action can with confidence produce a measurable and significant reduction in the number and/or consequences of severe crashes.
- To achieve the maximum benefit, the focus of the program is on cost-effective use of funds allocated for safety improvements.
- Priority will be given to projects having higher total number of deaths and serious injuries.

# **Transportation Alternatives Program (TAP)**

**Purpose**: This program is intended to help local sponsors fund community-based projects that expand non-motorized travel choices and enhance the transportation experience by improving the cultural, historical, and environmental aspects of transportation infrastructure. It focuses on providing pedestrian and bicycle facilities and other community improvements.

**Funding**: TAP is not a traditional grant program and funds are only available on a reimbursement basis. It is therefore important to have the necessary funding available to pay for services and materials until appropriate documentation can be submitted and processed for reimbursement. The program will allow a maximum federal reimbursement of 80% of the eligible project costs and requires a 20% local match.

# Eligible projects:

- Pedestrian and bicycle facilities such as sidewalks, bike lanes, and shared use paths.
- Pedestrian and bicycle safety and educational activities such as classroom projects, safety handouts and directional signage for trails (Safe Routes to School)
- Preservation of abandoned railway corridors such as the development of a rails-to-trails facility.

**Eligible applicants**: Any local governments, regional transportation authorities, transit agencies, natural resource or public land agencies, school districts, local educational agencies, or school, tribal government, and any other local or regional government entity with responsibility for overseeing transportation or recreation trails.

#### **Evaluation criteria:**

- Number of federal enhancement categories.
- Inclusion in a state, regional, or local plan.
- Public/private venture-cooperation (multi-jurisdictional).
- Total cost and matching funds in excess of minimum.
- Demonstratable need, community improvement.
- Community support and public accessibility.
- Compatibility with adjacent land use.
- Environmental and ecological benefits.
- Historic criteria met, significant aesthetic value to be achieved and visibility from a public right of way.
- Economic impact and effect on tourism.

#### **VDOT Revenue Sharing Program**

**Purpose**: This program provides additional funding for use by a county, city, or town to construct, reconstruct, improve, or maintain the highway systems within such county, city, or town and for eligible rural additions in certain counties of the Commonwealth. Locality funds are matched, dollar for dollar, with state funds, with statutory limitations on the amount of state funds authorized per locality.

**Funding**: Application for program funding must be made by resolution of the governing body of the jurisdiction requesting funds. Project funding is allocated by resolution of the CTB. Project costs are divided equally between the Revenue Share Fund and locality funding.

#### Eligible projects:

• Supplemental funding for projects listed in the adopted Six-Year Improvement Plan.

- Construction, reconstruction, or improvement projects not included in the adopted Six-Year Improvement Plan.
- Improvements necessary for the specific subdivision streets otherwise eligible for acceptance into the secondary system for maintenance (rural additions).
- Maintenance projects consistent with the department's operating policies.
- New hard surfacing (paving).
- New roadway.
- Deficits on completed construction, reconstruction, or improvement projects.

Eligible applicants: Any county, city, or town in the Commonwealth of Virginia

#### **Evaluation criteria:**

- Priority 1: Construction projects that have previously received Revenue Sharing funding.
- Priority 2: Construction projects that meet a transportation need identified in the Statewide Transportation Plan or projects that will be accelerated in a locality's capital plan.
- Priority 3: Projects that address deficient pavement resurfacing and bridge rehabilitation.
- Priority 4: All other projects.

#### **VDOT Road Maintenance**

The VDOT Road maintenance category of funding covers a wide variety of maintenance and operations activities. Road maintenance funds comprise the majority of VDOT's scheduled funding (versus new construction). Road maintenance funding addresses needs having to do with pavement management, signals, pavement markings, signs, stripes, guardrails, and ITS (Intelligent Transportation Systems) assets that are considered to be of critical safety and operational importance. Maintenance funding also addresses operation services comprising ordinary and preventative maintenance work such as cleaning ditches, washing bridge decks, patching pot-holes, debris removal, snow and ice removal, emergency response, incident management, mowing, and equipment management.

# **Goals & Objectives**

# 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 Townof 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.

# **Transportation Appendix**

#### Functional Classification:

Roadways in the Commonwealth of Virginia are grouped into classes/systems according to the character of services they are intended to provide. The Virginia Department of Transportation (VDOT) and the Transportation Mobility and Planning Division (TMPD) are responsible for maintaining the Commonwealth's official Federal Functional Classification System. The TMPD determines the functional classification of a road using the guidelines established by the Federal Highway Administration (FHWA).

The FHWA classifies roadways by their geographical areas (rural, urbanized and small urban). Definitions for each geographical area are provided below:

- **Rural** areas outside of the boundaries of small urban and urbanized areas.
- **Urbanized** areas designated by the US Census Bureau having a population of 50,000 or more.
- **Small Urban** urban places, as designated by the US Census Bureau, having a population of 5,000 or more not within an urbanized area.

Rural roadways are classified into four major systems: rural principal arterials, rural minor arterials roads, rural major and minor collector roads, and rural local roads. Rural roadway system characteristics are listed below (from FHWA Functional Classification Guidelines – Section II – Concepts, Definitions, and System Characteristics):

#### • Rural Principal Arterial

- o Serves corridor movements having trip length and travel density indicative of substantial statewide or interstate travel.
- Connect all or nearly all Urbanized Areas and a large majority of Urban Clusters with 25,000 and over population
- Provide an integrated network of continuous routes without stub connections (dead ends)

#### • Rural Minor Arterial

- Link cities and larger towns and form an integrated network providing interstate and inter-county service
- Be spaced at intervals, consistent with population density, so that all developed areas of the State are within a reasonable distance of an arterial highway
- Provide service to corridors with trip lengths and travel density greater than those served by Rural Collectors and Local Roads and with relatively high travel speeds and minimum interference to through movement

# • Rural Collector Roads (Major)

- Provide service to any county seat not on an arterial route, to the larger towns not directly served by the higher systems, and to other traffic generators of equivalent intra-county importance, such as consolidated schools, shipping points, county parks, important mining and agricultural areas, etc.
- o Link these places with nearby larger towns and cities or with Arterial routes
- o Serve more important intra-county travel corridors.

#### • Rural Collector Roads (Minor)

- o Be spaced at intervals, consistent with population density, to collect traffic from local roads and bring all developed areas within a reasonable distance of a Collector
- o Provide service to smaller communities not served by a higher class facility
- o Link the locally important traffic generators with their rural hinterland.

#### Rural Local Roads

- o Serve primarily to provide access to adjacent land.
- Provide service to travel over short distances as compared to higher classification categories
- o Constitute the mileage not classified as part of the Arterial and Collector systems

#### Level of Service:

Levels of service are used as measures of highway performance in transportation planning analysis and help define public policy concerning highway performance. They are also used in traffic impact analyses to determine local traffic of proposed developments. Levels of service reflect driver satisfaction with the various factors that impact congestion, including speed, travel time, traffic interruption, safety, and delays. VDOT uses six levels of service to describe highway flow conditions as derived from the "Highway Capacity Manual".

- LOS A: Represents a free flow of traffic with low volumes and high speeds with little or no delays. Drivers are virtually unaffected by others in the traffic stream.
- LOS B: Is in the range of stable flow, but the presence of other users in the traffic stream begins to be noticeable. This level affords above average driving conditions.
- LOS C: Is also in the range of stable flow but marks the beginning of individual users becoming significantly affected by interactions with others in the traffic stream. This level is normally utilized as a measure of "average conditions" for design of facilities in suburban or rural locations.
- LOS D: Represents high density but stable flow. Speed and freedom to maneuver are severely restricted and the driver experiences a generally poor level of comfort. Small increases in traffic flow will generally cause operational problems.

- LOS E: Represents operating conditions at or near the capacity level. Operations at this level are usually unstable because small increases in traffic flow, or minor perturbations within the traffic stream, will cause breakdowns in flow.
- LOS F: Is used to characterize demand volumes which exceed roadway capacity as complete. Congestion occurs. Under these conditions motorists seek other routes in order to bypass congestion, thus impacting adjacent streets.