

# **Citizens Advisory Committee**

2017/2018 Annual Report  
on the Comprehensive Plan

11<sup>th</sup> Annual Review  
April 3, 2019

# VIRGINIA COMPREHENSIVE PLAN LAW

- Local Comprehensive Plans are required under state law (VA Code 15.2-223):

“...every governing body shall adopt a comprehensive plan for the territory under its jurisdiction....

“At least once every five years the comprehensive plan shall be reviewed by the local planning commission to determine whether it is advisable to amend the plan.”

# CAC CHARTER

## MISSION statement

Mission: Annual review of County's actions relate(d) to the Comprehensive Plan and propose updates and revisions as needed.

# COMPREHENSIVE PLAN VISION STATEMENT (June 2005)

In the year 2025, Shenandoah County will be primarily rural community that:

- Protects its **natural resources**;
- Directs its growth to the towns, ensuring its open **agricultural character**;
- Provides a **variety of jobs** in business, light industry, tourism and sustainable agriculture;
- Maintains **moderate growth** of a demographically varied population

# COMPREHENSIVE PLAN VISION STATEMENT (Cont.)

- Supports **safe and efficient** interstate **transportation** and maintains the rural character of its primary and secondary roads;
- Affords its students **excellent and appropriate education**;
- **Serves its citizens** with public facilities and services that enhance their quality of life;
- Ensures **preservation of its natural beauty** and unique, **historic character** by strictly adhering to the **goals of the Comprehensive Plan**

# CAC GOALS OF 2018

Participate with Planning Commission and Planning Staff to prepare changes and updates of Chapter 4 (Economy) of the Comprehensive Plan.

This was a collaborative 20 month project with interested citizens, CAC, and Shenandoah County Economic Development Department.



# ACTIONS OF THE PC & BOS

- The CAC reviewed all actions taken by the Board of Supervisors in 2017 & 2018.
- Actions were found to be in compliance with the Comprehensive Plan.



# **CHAPTER 4 of the COMPREHENSIVE PLAN: DRAFT Vision Statement**

- By 2030, Shenandoah County will have a diverse economy driven by a population mix of citizens educated at high school, trade school, college and post-graduate levels. Economic opportunities will exist in technology, manufacturing, agriculture, small business, tourism and business innovation in rural, historic, environmentally conscious area of the Commonwealth attracting, encouraging and balancing population growth with ever improving educational, recreational and governmental service.

# **CHAPTER 4 of the COMPREHENSIVE PLAN DRAFT ECONOMIC DEVELOPMENT PRINCIPLES**

- Encouragement of agriculture and related businesses;
- Active Promotion of tourism based upon scenic, historic and recreational assets;
- Providing educational and vocational preparedness training consistent with career opportunities;
- Recognition of existing businesses as a key, the County will support economic gardening.

## **CHAPTER 4 of the COMPREHENSIVE PLAN DRAFT ECONOMIC DEVELOPMENT PRINCIPLES (Cont.)**

- Encouraging the establishment of small to moderate scale businesses and industries in appropriate locations;
- Encouraging entrepreneurship with incentives and a responsible regulatory climate.

# ACTIVITIES TO PROTECT NATURAL RESOURCES

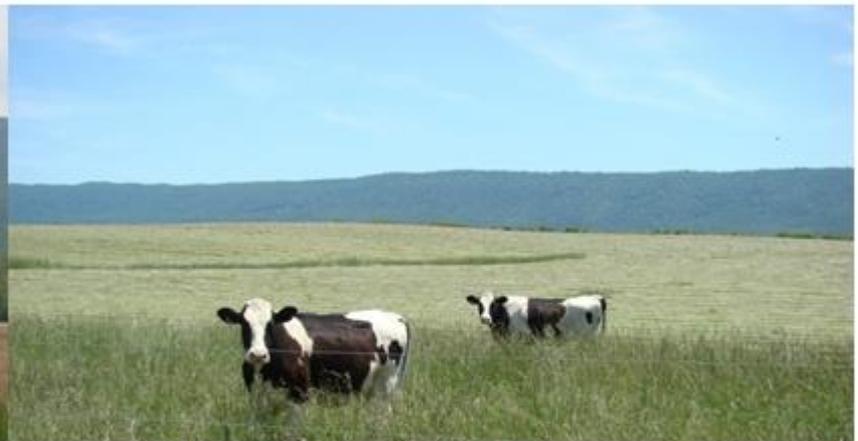
1. Renewal of four Agricultural & Forestal Districts
  - 2018 total acres: Bauserman Clem 883, Fishers Hill 2,614, Toms Brook 1,034
  - 2017 total acres: 1,140
2. In the years 2017-2018, over 5620 acres were approved and preserved through the AFD program.
3. Shenandoah County has the most acreage in Ag & Forestal Districts in the Valley (VCC 2011)

# ACTIVITIES TO PROTECT NATURAL RESOURCES (Continued)

4. In 2018 the County Board voted to become the holder of a new Conservation Easement (Crisman 32+ acres).
5. Staff assisted in annual site visits of other County Co-held Conservation Easements (Hawkins Farm)

# COUNTY ACTIONS TO PROMOTE FARM PROFITABILITY

- Continued support for Cooperative Extension Office, land use taxation, tax breaks for livestock & farm equipment, Ag & Forestal Districts.
- The County Farm as a demonstration project for sustainable farming shares profitability stories to Rotary, CEA, other organizations to raise awareness.
- Purchase of local agricultural products (e.g. meat and fresh produce) for use in public schools
- Commercial Kitchens and other local food processors building and zoning support.
- County-Town food hub Workshop with LFSWCD in 2017



	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>2012</b>
<b>Total Number of Farms</b>	<b>841</b>	<b>989</b>	<b>1,043</b>	<b>980</b>
<b>Total Acreage in Farms</b>	<b>126,844</b>	<b>133,032</b>	<b>141,286</b>	<b>133,519</b>
<b>Market Value of Ag Products Sold (\$1,000's)</b>	<b>\$73,044</b>	<b>\$69,658</b>	<b>\$101,576</b>	<b>\$128,766</b>

Source: USDA Census of Agriculture

# Market Value Breakdown

Source	Value (\$)	Percent of Total
Crops (including nurseries and greenhouses)	19,429,000	15
Livestock (All Types) + Poultry	109,337,000	85
Total (Top Commodity Farms)	128,766,000	100

Source: 2012 US DA Agricultural Census

# Virginia Agriculture Best Management Practices Cost-Share Program FY2017

From July, 1 2016 through June 30, 2017

<b>State Cost-Share Participation by County</b>					
<b>Ag-Best Management Practices Completed by LFSWCD</b>					
<b>County</b>	<b>Number of Practices</b>	<b>Acres Benefited</b>	<b>Linear Feet of Streams Protected</b>	<b>Animal Waste Facilities</b>	<b>Funding*</b>
Clarke	15	1,087	24,571	0	\$395,603
Frederick	5	889	6,990	0	\$99,725
Shenandoah	43	2,990	25,711	1	\$603,139
Warren	2	110	421	0	\$12,333
<b>District Totals</b>	<b>65</b>	<b>5,075</b>	<b>57,693</b>	<b>1</b>	<b>\$1,110,800</b>

Source: Lord Fairfax Soil & Water Conservation District 2016 Annual Report

\* Amounts rounded

# Virginia Agriculture Best Management Practices Cost-Share Program FY2018

From July, 1 2017 through June 30, 2018

## State Cost-Share Participation by County Ag-Best Management Practices Completed by LFSWCD

County	Number of Practices	Acres Benefited	Linear Feet of Streams Protected	Animal Waste Facilities	Funding*
Clarke	6	1,163	13,076	0	\$23,095
Frederick	5	517	10,728	0	\$5,584
Shenandoah	32	2,500	32,908	0	\$62,271
Warren	0	0	0	0	\$0
<b>District Totals</b>	<b>43</b>	<b>4,180</b>	<b>56,712</b>	<b>0</b>	<b>\$91,950</b>

Source: Lord Fairfax Soil & Water Conservation District 2016 Annual Report

\* Amounts rounded

# POINTING GROWTH IN AND AROUND THE TOWNS

- Proposed new Zoning Residential District on Public Water & Sewer;
- Smaller Lot Sizes;
- Worked with diverse stakeholders to find common ground: realtors, environmental organizations, towns, county schools, fire & rescue, tourism

## Building Permit Applications

Permit Type	2016	2017	2018
New Residential Permit *	112	134	174
Residential Additions	262	268	348
Residential Alterations	100	126	139
<hr/>			
New Commercial Permits	6	5	17
Commercial Addition Permits	33	41	47
Commercial Alterations	53	61	59
<hr/>			
Zoning Permits	473	378	436
<hr/>			
Erosion & Sediment Permits	105	127	158

\*Note: Residential Permits 2006 #506 permits, 2012 #71 2013 #80

## NUMBER OF HOUSES SOLD

YEAR	HOUSES SOLD	MEDIAN PRICE	TOTAL SALES
2008	363	\$199,900.00	\$75,792,832.00
2009	395	\$160,000.00	\$70,831,580.00
2010	410	\$162,508.00	\$66,628,310.00
2011	403	\$164,116.00	\$61,685,300.00
2012	451	\$170,373.00	\$76,838,270.00
2013	509	\$183,464.00	\$89,787,170.00
2014	543	\$169,500.00	\$97,564,530.00
2015	595	\$167,500.00	\$114,476,605.00
2016	623	\$169,000.00	\$118,117,292.00
2017	629	\$185,000.00	\$130,142,930.00
2018	675	\$195,000.00	\$139,995,009.00

# Special Use Permits 2017

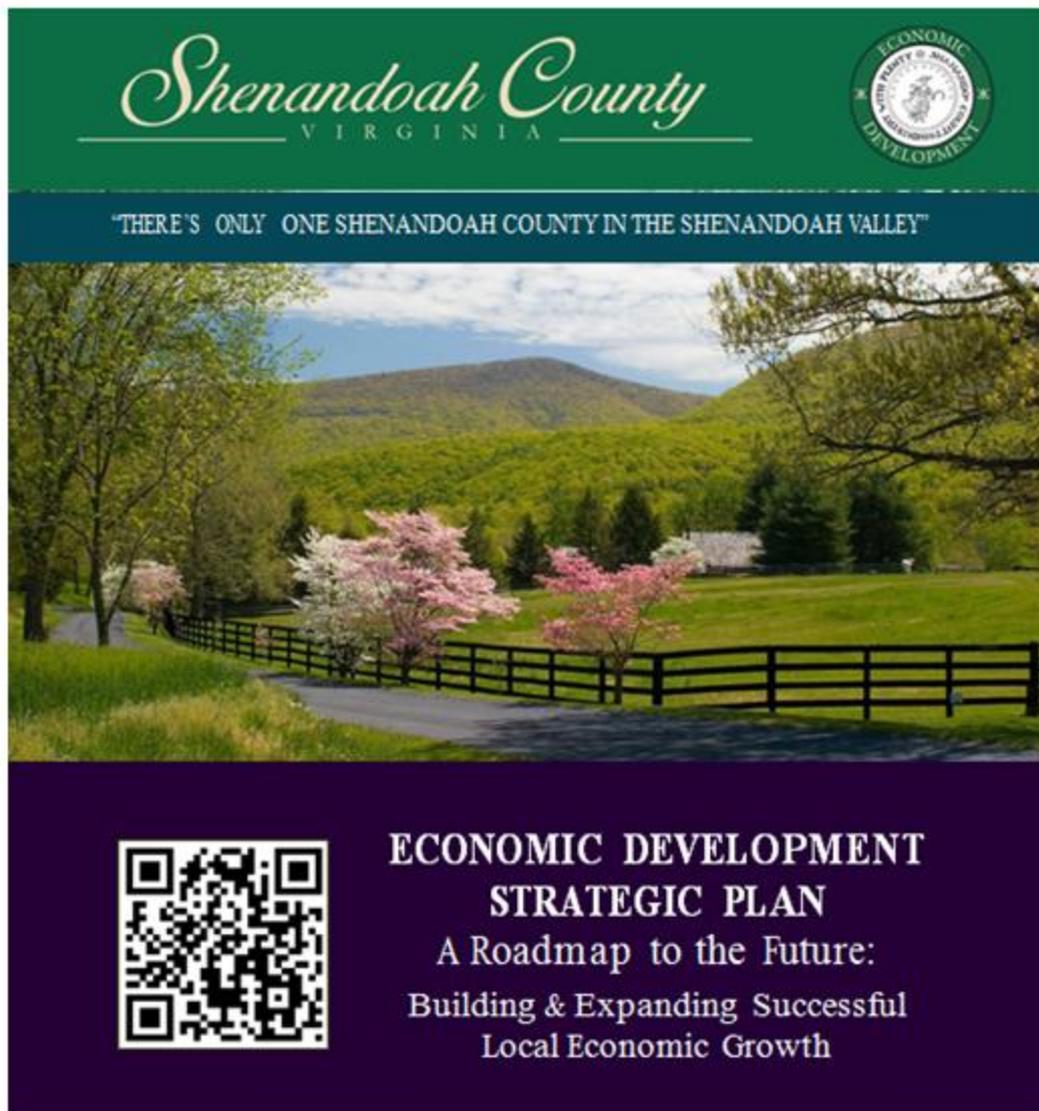
<u>Applicant</u>	<u>Zoning</u>	<u>Status</u>	<u>Parcel</u>
<u>2017</u>			
Dog Training	A-1	Approved	078-A-023
The Broadway Group	R-3	Denial	64D103-119A, 119B
Retail Store and Home Business	A-1	Approved	068-A-094
Hair Salon Home Business	R-3	Approved	015-A-148
Wholesome Foods Site Plan		Approved	
Hair Salon Home Business	A-1	Approved	57-A-205B
Public garage	A-1	Approved	98-A-050
Hair Salon Home Business	R-1	Approved	56-A-217K
Wedding Venue	A-1	Approved	82-A-010/82-A-012
Plumbing Home Business	A-1	Approved	31-A-101C

# Special Use Permits 2018

<u>Applicant</u>	<u>Zoning</u>	<u>Status</u>	<u>Parcel</u>
Sealcoat Mixing	M-1	Approved	91-A-51D
Public Garage	A-1	Denial	24-A-194H
Dutch Haven SUP Amend/ Site Plan	R-2	Approved	34-A-55 / 34-A-86
Fireside Grill Site Plan	B-2	Approved	65-A-110K
In-Home Day Care	A-1	Approved	57-A-254
In-Home Day Care / Amended	A-1	Both Approved	43-A-216B
Towing	A-1	Denial	23_A-101C
Public Garage	A-1	Approved / Amended Denied	98-A-12E
Public Garage	A-1	Approved	33-A-259

# ECONOMIC DEVELOPMENT

- Economic Development strategic planning process completed
- Office of Community Development working as a cohesive unit in order to foster efficient land development services
- Economic Gardening – Building Industry Partnerships through joint visits with school superintendent



The image shows the cover of a report titled "Economic Development Strategic Plan" for Shenandoah County, Virginia. The cover features a green header with the county name in a cursive font and a circular seal for the Economic Development office. Below the header is a dark blue banner with the slogan "THERE'S ONLY ONE SHENANDOAH COUNTY IN THE SHENANDOAH VALLEY". The central part of the cover is a photograph of a scenic landscape with a paved road, a wooden fence, and pink cherry blossom trees in the foreground, with rolling green hills and mountains in the background. At the bottom, a dark purple section contains a QR code on the left and the title "ECONOMIC DEVELOPMENT STRATEGIC PLAN" in white, followed by the subtitle "A Roadmap to the Future: Building & Expanding Successful Local Economic Growth".

*Shenandoah County*  
VIRGINIA

ECONOMIC DEVELOPMENT

"THERE'S ONLY ONE SHENANDOAH COUNTY IN THE SHENANDOAH VALLEY"

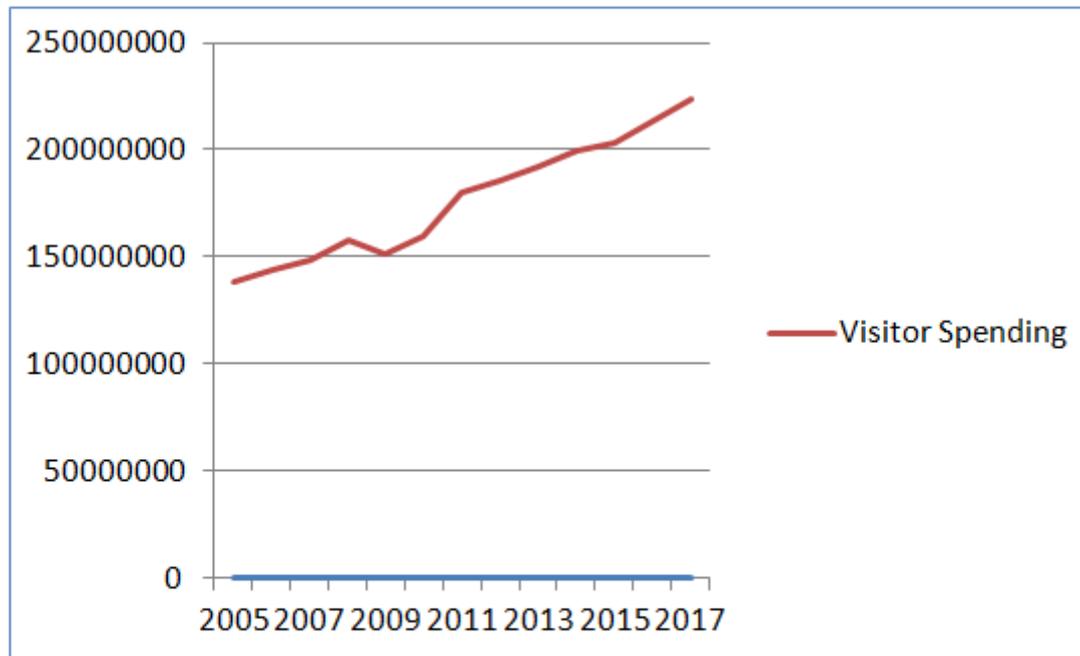
**ECONOMIC DEVELOPMENT  
STRATEGIC PLAN**  
A Roadmap to the Future:  
Building & Expanding Successful  
Local Economic Growth

*Shenandoah  
County*



# 2017 Economic Impact Data

- 5.0% increase in travel related expenditures
- \$10.5 million increase
- \$223,671,059
- #1 in the Shenandoah Valley
- #23 in Virginia



# Travel Writers

THE BLOG

## 27 Fantastic Things to Do in Northern Virginia

🕒 04/28/2016 06:38 pm ET | Updated May 29, 2016



**STOP:** [Woodstock Courthouse Museum and Visitors Center, Woodstock](#). A symbol of Shenandoah, this is the oldest working courthouse west of the Blue Ridge. Until 2012, trials were still held here, but local citizens wanted this historic building opened to the public. On this spot is also where, in January 1776, Pastor John Peter Muhlenberg had his Patrick Henry moment. Ending his sermon with, "There is a time to preach and a time to fight. This is the time to fight," Muhlenberg threw off his frock to reveal his Continental Army uniform. The current building has stood here since 1795, and was a prison for both Union and Confederate soldiers whose graffiti you can still see on the walls. *Thurs – Sat. 11-4, free.*

THE HUFFINGTON POST

INFORM • INSPIRE • ENTERTAIN • EMPOWER

# Ad Campaign

**\$50,000**

Marketing Leverage  
Grant  
Through  
Virginia Tourism Corp.



# Marketing Leverage Grant





JOINING LOCAL  
PRODUCERS WITH  
CONSUMERS

March 2019-  
- 45 Producers  
- 11 From Shenandoah County  
- 167 Consumers



# WWI & WWII Commission



# 2018 Highlights: IDA Sites

- All sites originally assessed at Tier 2
- Working with Draper Aden to perform due diligence work at NSIP
- Will be a Tier 3 by end of fall
- Exploring grant opportunities to continue development to Tier 4
- Develop site concepts for prospects

# Site Readiness

- 15 Sites Characterized
  - 5 IDA Properties
  - 10 Privately Owned



# Existing Business Development

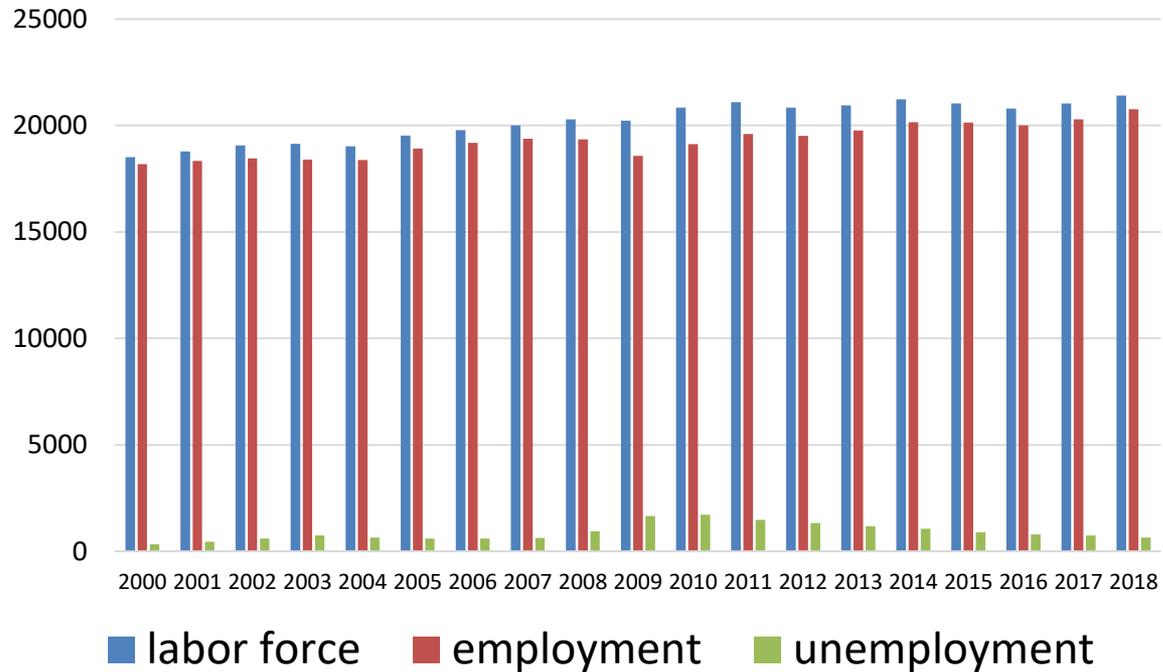
- RevUp ShenCo
- Farm 2 Fork Affair 2019
- Starting a Small Business
- Worlds of Work
- Manufacturing Week Tours
- Business Education Roundtable



# Tourism Zones

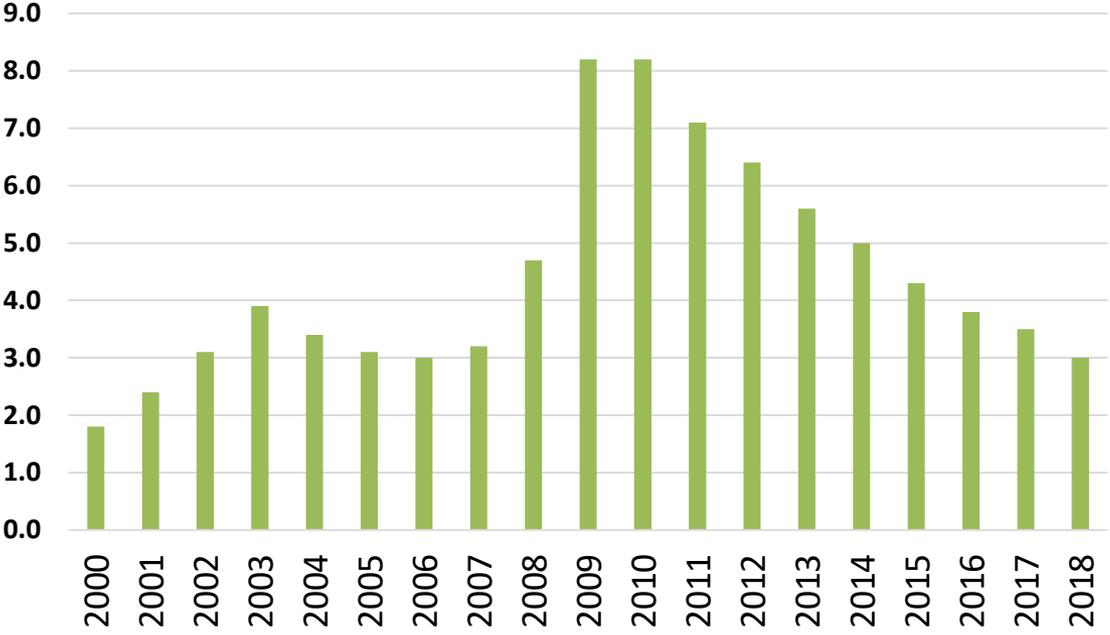
- Incentives to encourage new & existing business development in the county
- Develop criteria and application to incentivize identified target sectors and gaps in our existing framework
- Criteria tied to jobs and investment
- Open the door to broader industrial development incentives

# County Work Force



Source: Local Area Unemployment Statistics (2018 Estimated Annual Data)

# County Unemployment Annual Rates



Local Area Unemployment Statistics  
Original Data Value

# SHENANDOAH COUNTY SCHOOLS OVERVIEW

- Average Daily Membership: 5894 (as of October 1, 2018)
- Schools: 3 elementary, 3 middle, 3 high schools, 1 technical center
- 9/9 SCPS fully accredited
- Drop out rate: 0.71% compared to state average of 1.28%



## SCHOOL EXPENDITURES

School Year	# of Students	Operations Expenditures	Spending/Student	% Change vs. Prior Year	State Average \$/Student
2008-2009	6,186	\$62.5 M	\$10,113	3.19%	\$11,316
2009-2010	6,002	\$56.6 M	\$9,433	-6.70%	\$11,020
2010-2011	6,088	\$61.6 M	\$10,115	7.20%	\$10,783
2011-2012	6,145	\$66.1 M	\$10,741	6.20%	\$10,756
2012-2013	6,164	\$64.7 M	\$10,502	-2.20%	\$10,496
2013-2014	6,205	\$59.3 M	\$9,561	-9.00%	\$11,242
2014-2015	6,111	\$61.9 M	\$10,137	6.00%	\$11,523
2015-2016	6,063	\$62.9 M	\$10,377	2.40%	\$11,745
2016-2017	5,991	\$64.3 M	\$10,737	3.50%	\$12,171
2017-2018	5,993	\$66.1 M	\$11,038	2.80%	not finalized by VDOE

# SUMMARY

- Board of Supervisor Actions in 2017 and 2018 have been in keeping with the Comprehensive Plan for Shenandoah County

# Citizens Advisory Committee

Thank you

