

# **Annual Report for 2014**

Citizen's Advisory Committee (CAC) on  
the County's Comprehensive Plan

**9<sup>th</sup> Annual Review**  
**November 5<sup>th</sup>, 2015**  
**7:00 pm**

# Virginia Comprehensive Plan Law

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- ▶ Local Comprehensive Plans are required under state law (VA Code 15.2-2223):
  - “...every governing body shall adopt a comprehensive plan for the territory under its jurisdiction...”
  - “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...”
  - “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

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- ▶ Mission: “On an annual basis the committee will **review the County’s actions** of the previous year as they relate to the Goals, Objectives, Strategies and Implementation Actions of the Comprehensive Plan and report its findings to the Planning Commission”
- ▶ The Committee will **review the Comprehensive Plan** on a recurring basis and propose updates and revisions as they are needed

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# Comprehensive Plan



# Comp Plan Vision Statement

(June 2005)

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In the year 2035, Shenandoah County will be a 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

# Vision Statement (cont.)

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- ▶ 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**

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# Agriculture



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

# Farms by Size

Farm Size (Acres)	Count
1-9	107
10-49	341
50-179	322
180-499	162
500-999	28
1,000+	20
<b>Total</b>	<b>980</b>

Source: 2012 US DA Agricultural Census



# Farms by Values of Sales

Values of Sales	# of Farms	Percent of Total
Less than \$2,500	283	29
\$2,500 - \$4,999	122	12.5
\$5,000 - \$9,999	152	15.5
\$10,000 - \$24,999	159	16
\$25,000 - \$49,999	90	9
\$50,000 - \$99,999	27	3
\$100,000 or more	147	15
<b>Total</b>	<b>980</b>	<b>100</b>

Source: 2012 US DA Agricultural Census

# 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	128,766,000	100

Source: 2012 US DA Agricultural Census

# Farmer Characteristics

Operators by Principal Occupation		
Farming	491	50.1%
Other	489	49.9%
<b>Total</b>	<b>980</b>	<b>100%</b>

Annual Days Worked Off the Farm		
Any days	558	57%
200+ Days	370	43%

Source: 2012 US DA Agricultural Census

# County Actions to Promote Farm Profitability

- ▶ Continued support for Cooperative Extension Office, land use taxation, tax breaks for livestock & farm equipment, Ag/Forestal Districts, CEA funding, etc.
- ▶ Purchases of local agricultural products (e.g. meat and fresh produce) for use in public schools.
- ▶ Update Zoning Chapter 165 to include farm brewing and viticulture uses.
- ▶ Promote additional agritourism opportunities through initiatives like the Beer & Wine Trail and Artisan Trail.
- ▶ Demonstration project at the County Farm in order to showcase best management practices for farm profitability.

# Virginia Agricultural Best Management Practices Cost-Share Program

From July 1, 2013 through June 30, 2015

<b>State Cost-Share Participation by County</b>				
	Number of Practices	Acres	Linear feet of streams protected	Funding *
Clarke	24	5,077.9	12,562	\$286,550
Frederick	11	1,639.1	6,508	\$127,452
Shenandoah	121	14,200.4	81,823	\$1,399,153
Warren	3	231.8	N/A	\$13,865
<b>Total</b>	<b>159</b>	<b>21,149.2</b>	<b>100,893</b>	<b>\$1,827,020</b>

Source: Lord Fairfax Soil & Water Conservation District 2013 -2015 Annual Reports

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# Preservation

# Agricultural & Forestal Districts

- ▶ Total acreage in 21 Ag & Forestal Districts = 46,410 acres
- ▶ Over 3,000 acres added since 2005
- ▶ Shenandoah County has the most acreage in Ag & Forestal Districts in the valley

<b>Renewal</b>	<b>District Names</b>	<b>Acreage*</b>
2015	Coal Mine Hollow, Columbia Furnace, Glaize, Lebanon Church, Mill Creek, Morning Star, St. Luke, Tumbling Run, Wakeman's Grove, Woodstock East, Woodstock West	20,711
2016	Ridgeley	583
2018	Bauserman-Clem-Grove, Fishers Hill-Sandy Hook, Toms Brook	4,386
2019	New Market, Cedar Spring Run	4,406
2022	Mt. Jackson	14,828
2024	Jerome, Orkney Springs	1,496

# Conservation Easements

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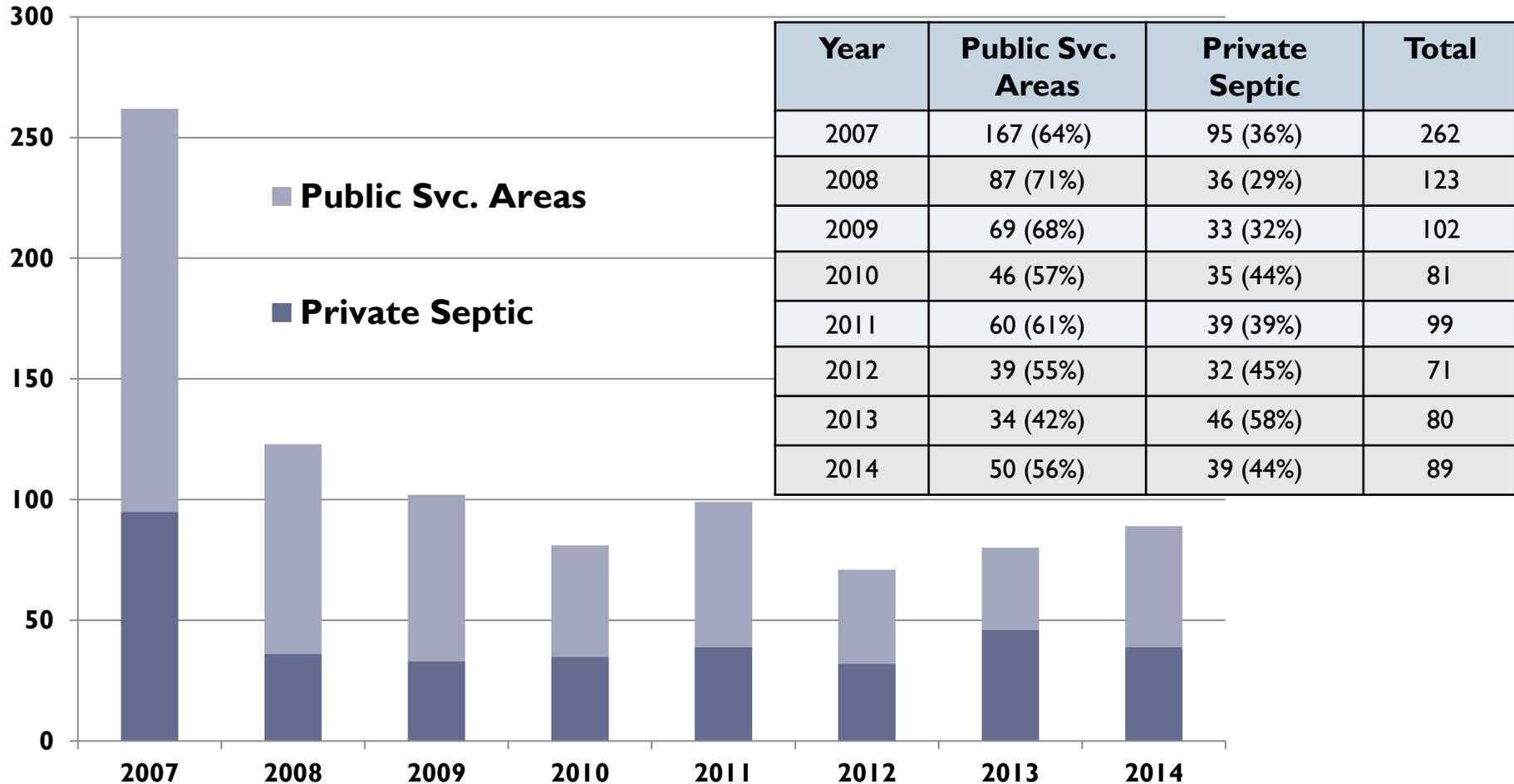
- ▶ On Sept 23, 2014 the Board of Supervisors passed a formal resolution to commit up to \$50,000 of roll-back land taxes each year to the Conservation Easement Authority.
- ▶ The Hawkins easement was finalized to encompass 308 acres jointly held by the County and the Virginia Outdoors Foundation.
- ▶ County and Potomac Conservancy staff conducted the annual stewardship visit on the Vance Family easement.
- ▶ In addition to County held easements listed above, 200 additional acres were acquired by Virginia Outdoors Foundation.

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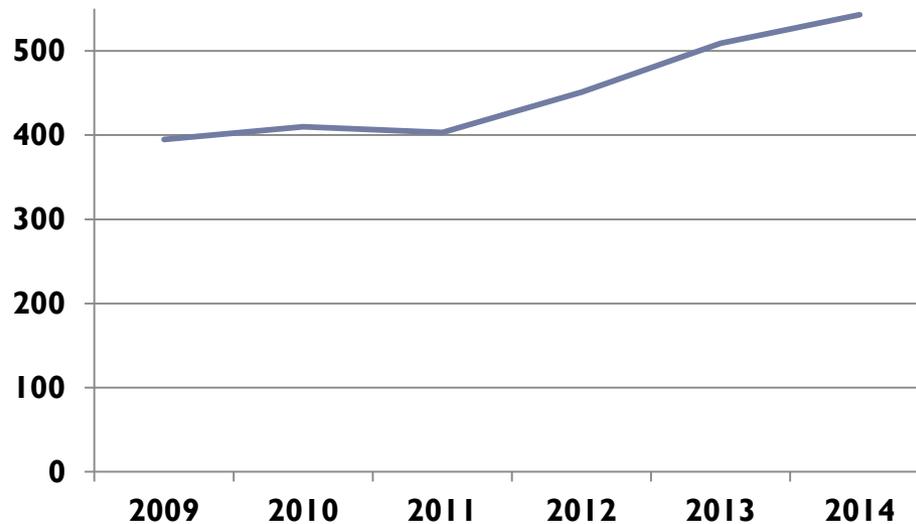
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**Economic  
Activity**

# Building Permits for New Residential Development

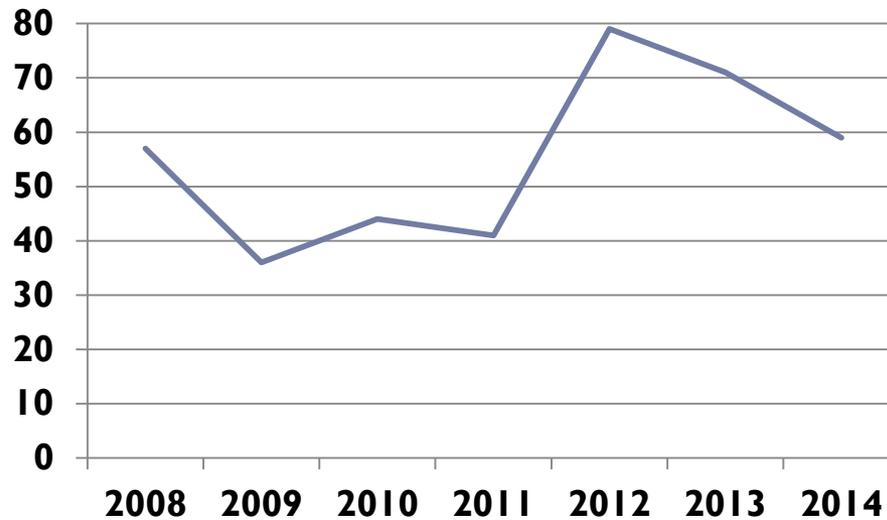


# Number of Houses Sold '09 -'14



Year	Houses Sold	Median Price	Total Sales
2009	395	\$160,000	\$70,831,580
2010	410	\$162,508	\$66,628,310
2011	403	\$164,116	\$61,685,300
2012	451	\$170,373	\$76,838,270
2013	509	\$183,464	\$89,787,170
2014	543	\$169,500	\$97,564,530

# Number of Unimproved Land Sales '09 – '14



Year	# of Sales	Ave. Price	Total Sales
2009	57	\$85,122	\$3,064,400
2010	36	\$65,338	\$2,874,857
2011	44	\$95,289	\$3,317,391
2012	79	\$65,204	\$5,151,120
2013	71	\$128,191	\$8,265,400
2014	59	\$66,996	\$3,952,800

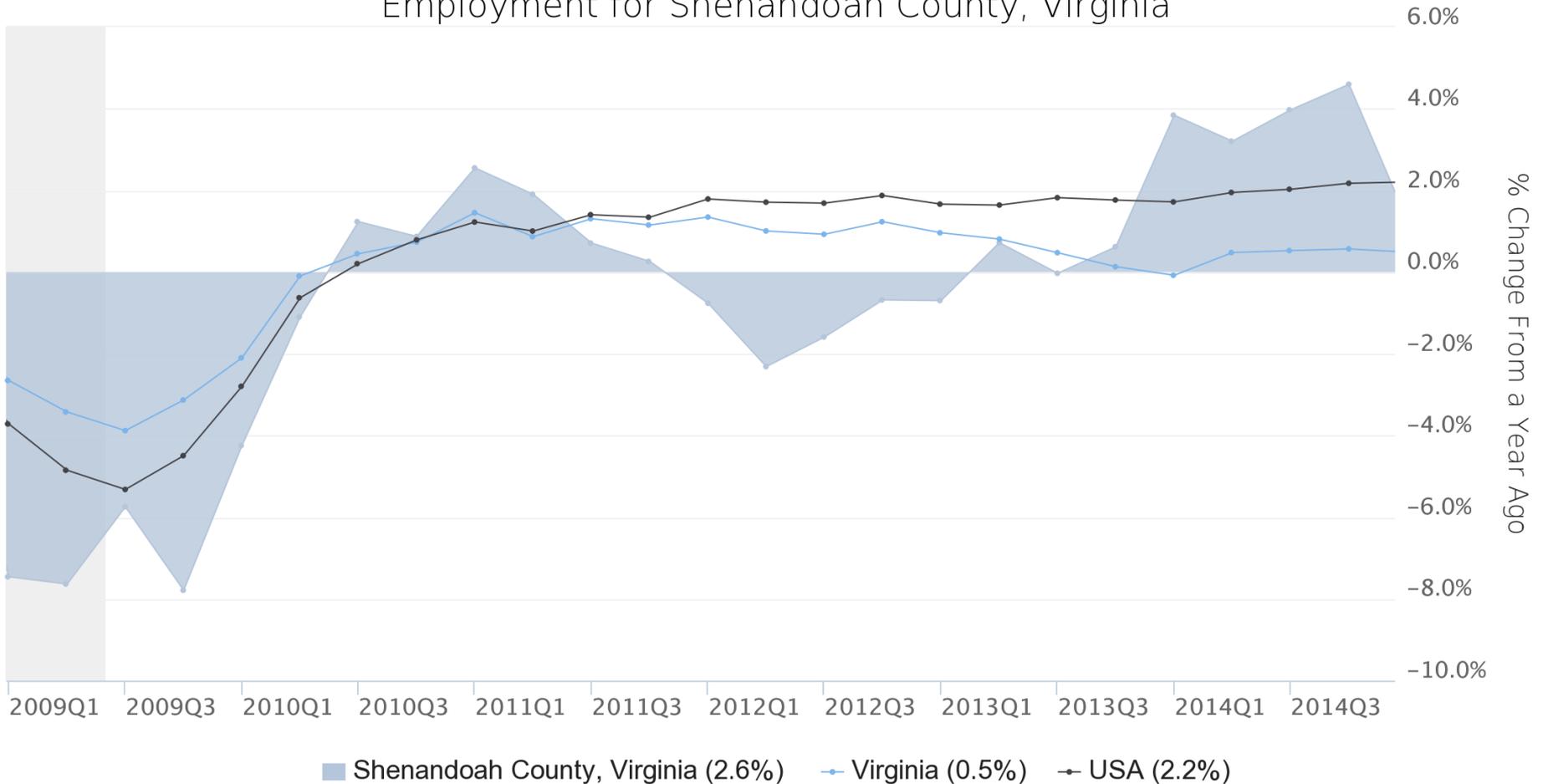
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**Economic  
Development**

# Employment '09 - '14

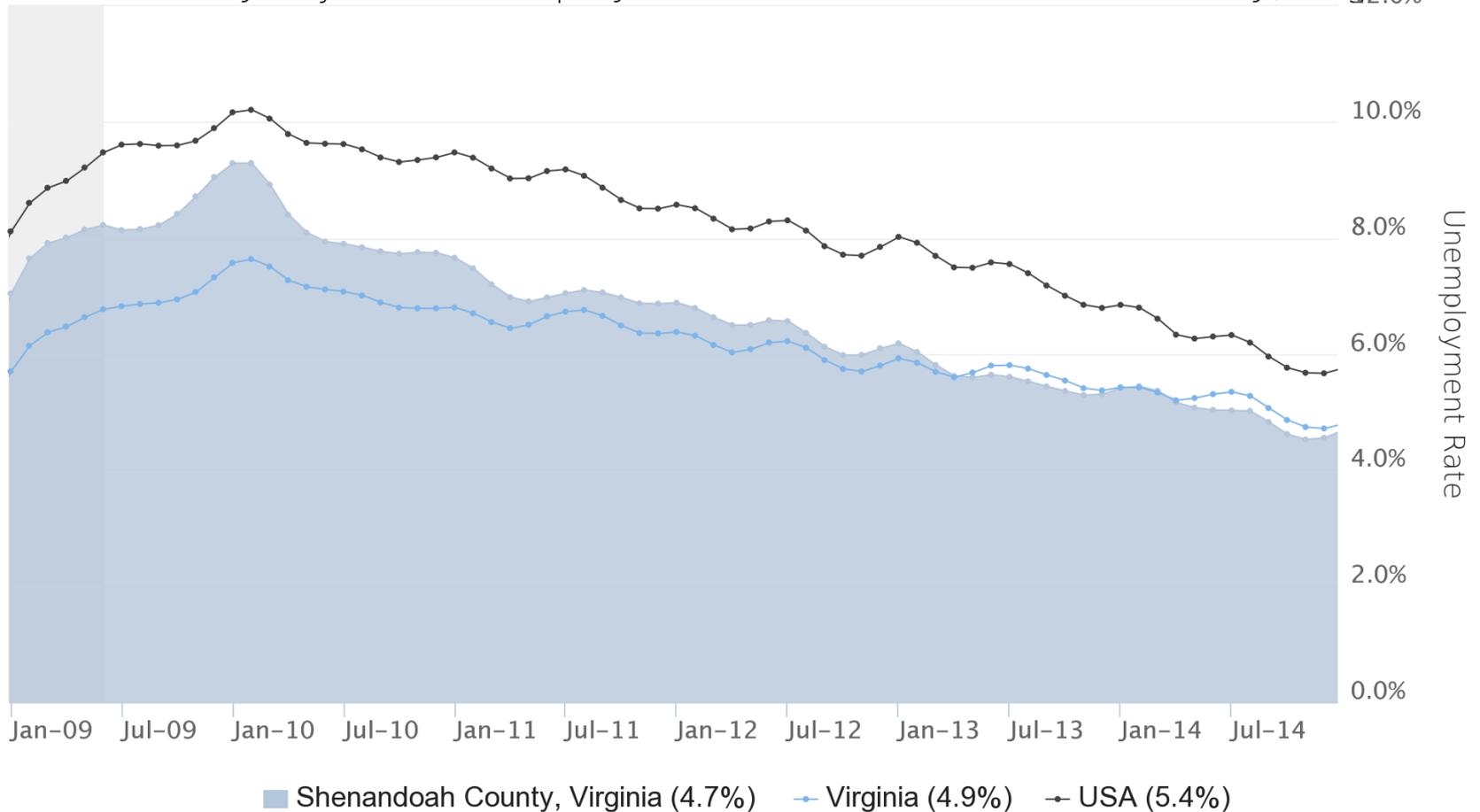
Employment for Shenandoah County, Virginia



Source: JobsEQ®, Data as of 2015Q2, The shaded areas represent national recessions.

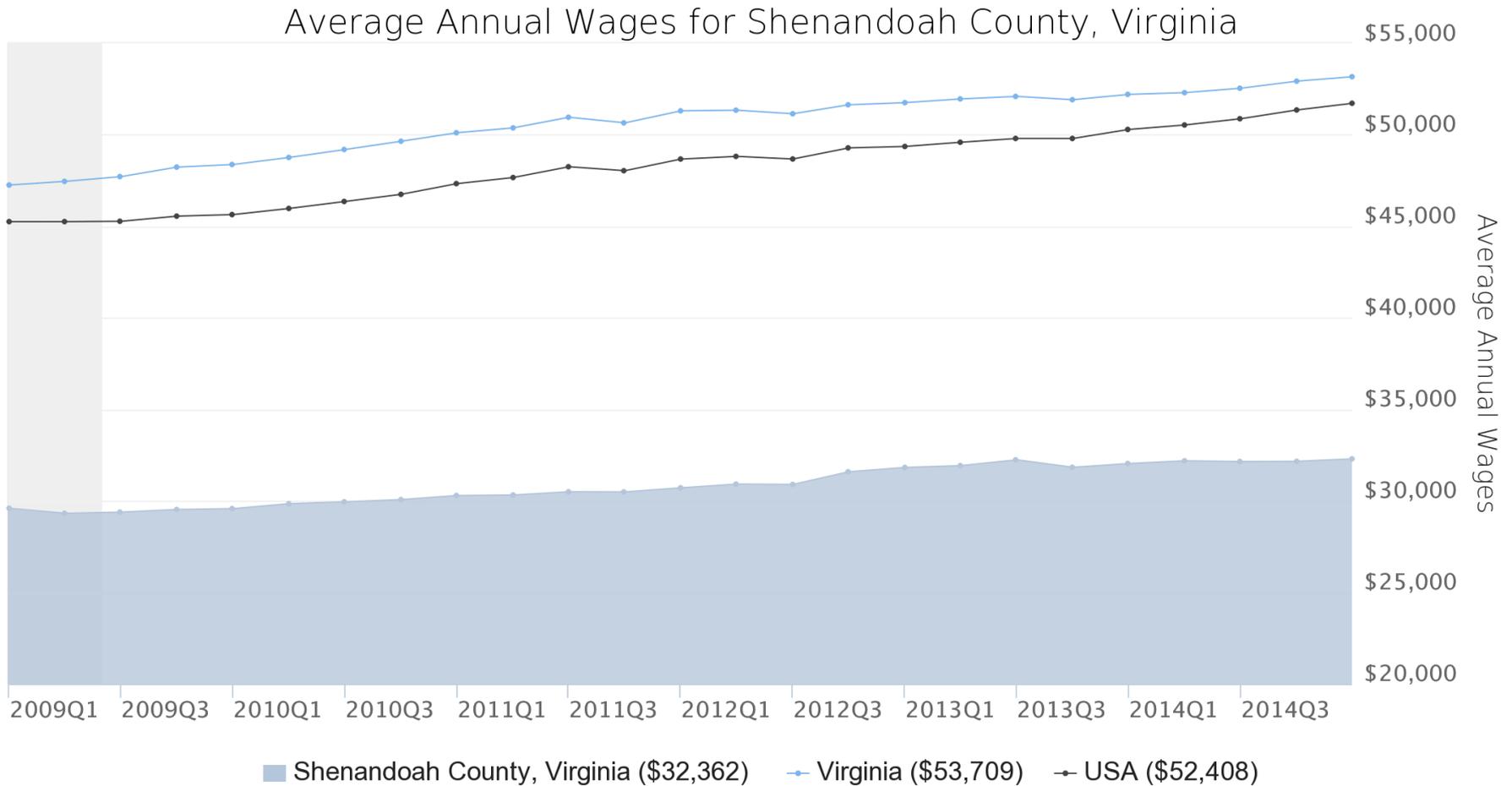
# Unemployment '09-'14

Seasonally Adjusted Unemployment Rate for Shenandoah County, Virginia



Source: JobsEQ®, Data as of Jun 2015, The shaded areas represent national recessions.

# Average Annual Wages '09 – '14



Source: JobsEQ®, Data as of 2015Q2, The shaded areas represent national recessions.

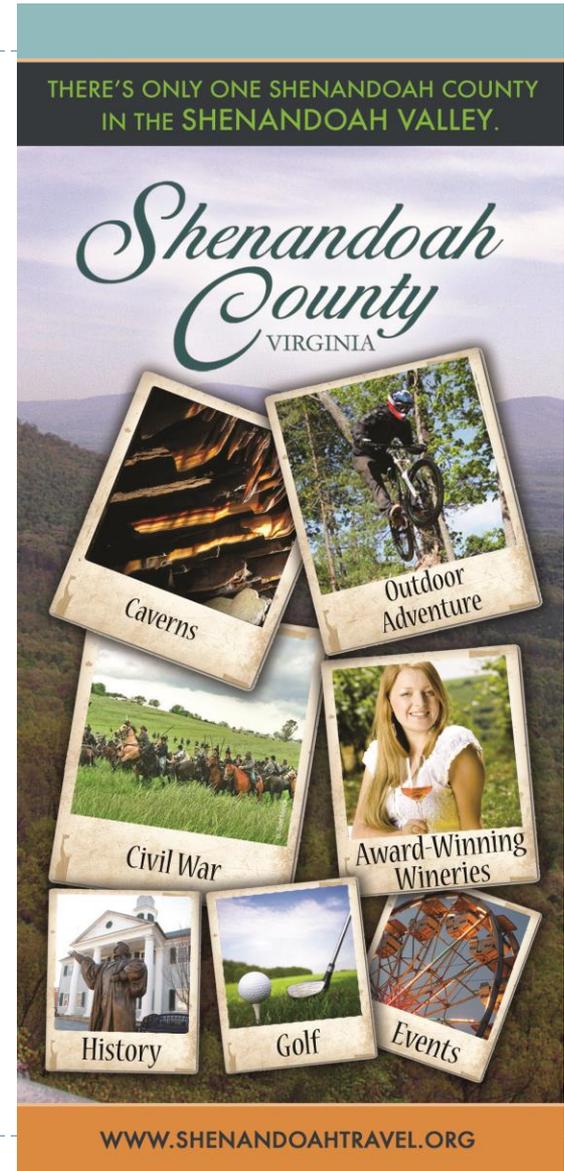
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# Shenandoah County

# **Tourism**

# Shenandoah County Tourism

- ▶ Tourism doesn't take from priority programs, it helps pay for them.
- ▶ \$5.5 million in local taxes were raised by tourism in 2013.
- ▶ Tourism supported over 1,600 local jobs with salaries totaling over \$31M salaries in 2013
- ▶ The Tourism Office updated the Shenandoah County Visitors Guide.



# Tourism (continued)

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- ▶ Efforts generated over \$900,000 in earned media in 2014.
  - ▶ Includes stories in USA Today, NY Times, CBS Morning, Huffington Post, Eastern Home & Travel, Associated Press, Smithsonian Magazine and more
- ▶ County named a Virginia Green certified destination for its efforts to conserve resources and minimize environmental impacts.
- ▶ Social Media
  - ▶ New website, 57% increase in twitter followers
  - ▶ 442% increase Facebook followers
  - ▶ 230% increase in Facebook post reach

# 2015 Tourism Objectives

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- ▶ Print Outdoor Recreation Guide
- ▶ Launch of a new Outreach Recreation Video for use on social media and internet commercials
- ▶ Redesign of Shenandoah County Wine Trail Marketing materials to include new vineyards and local craft breweries
- ▶ International marketing through Capital Region USA
- ▶ Expanding Route 11 Yard Crawl to neighboring counties
- ▶ Fish Virginia First
- ▶ Reprinting Shenandoah County Visitors Guide
- ▶ FAM Tour of Family Travel Writers
- ▶ Development of Seven Bends State Park
- ▶ Proposal to host Bike Virginia 2016

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# Public Schools

# Shenandoah County Public Schools Overview (2014-2015)

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- ▶ Average Daily Membership: 5,944
- ▶ Schools:
  - ▶ 3 Elementary, 3 Middle, 3 High schools, 1 Technical center
- ▶ All nine SCPS fully accredited for 14 consecutive years
  - ▶ 4 school are accredited with warning
- ▶ Drop out rate: .25% (State Average: 1.2%)
- ▶ Employee recognized as Virginia State Teacher of the Year
- ▶ Hosts Governor's School for Region

School Year	# of Students	Operations Expenditures	Spending / Student
13-14	6,205	\$59.3M	\$9,561

Source: Shenandoah County Public Schools

# School Utilization '13 - '14

School Level	Enrollment	Capacity	Utilization
Elementary	2,919	2,941	99%
Middle	1,438	2,291	63%
High	1,885	2,620	72%
<b>Total</b>	<b>6,242</b>	<b>7,852</b>	<b>79% (avg)</b>

Capacity in these tables is based upon a 2006 study and academic program in place at that time.

Capacity is being re-evaluated in 2015 based on the academic program in place at this time.

# School Utilization (cont)

Northern Cluster			
School	Enrollment 9/30/2014	Capacity	Utilization
Sandy Hook Elementary	1,001	953	105%
Signal Knob Middle	494	713	69%
Strasburg High	637	810	79%
<b>Total</b>	<b>2,132</b>	<b>2,476</b>	<b>86% (avg)</b>

Central Cluster			
School	Enrollment 9/30/2014	Capacity	Utilization
WW Robinson Elementary	1,261	1,192	106%
Peter Muhlenberg Middle	611	893	68%
Central High	781	1,002	78%
<b>Total</b>	<b>2,653</b>	<b>3,087</b>	<b>86% (avg)</b>

Capacity in these tables is based upon a 2006 study and academic program in place at that time.

Capacity is being re-evaluated in 2015 based on the academic program in place at this time.

# School Utilization (cont)

Southern Cluster			
School	Enrollment 9/30/2014	Capacity	Utilization
Ashby Lee Elementary	657	796	83%
North Fork Middle	333	685	49%
Stonewall Jackson High	467	808	58%
<b>Total</b>	<b>1,457</b>	<b>2,289</b>	<b>63% (avg)</b>

Capacity in these tables is based upon a 2006 study and academic program in place at that time.

Capacity is being re-evaluated in 2015 based on the academic program in place at this time.

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**Comprehensive Plan  
Chapter Updates**

# Comprehensive Plan Updates

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- ▶ Submitted Chapter 8 – Transportation – to VDOT
- ▶ VDOT comments and recommendations returned 08/2015
- ▶ CAC amended and resubmitted to VDOT 10/2015
- ▶ CAC will then submit to the Planning Commission and Board of Supervisors approval in late 2015 or early 2016
  
- ▶ 2015-2016 Goal: Update chapters with 2010 US Census information and other relevant data sources.
  - ▶ Chapter 4 – Economy
  - ▶ Chapter 5 – Population
  - ▶ Chapter 6 – Housing

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**Board of Supervisors  
Significant Actions**

# Significant Board Actions 2014 (1/2)

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- ▶ Refused to endorse resolution for partial transfer of terms to People, Inc. for a parcel of land in Woodstock and authority to build senior housing as previously approved and funded by use of a HUD grant. (2/11/14)
- ▶ Rejected request to modify Mt. View Rendering Special Use Permit to accept materials from processing plants in Broadway, VA and Morefield, WV on an emergency basis. (9/9/14)
- ▶ Resolved to fund the Conservation Easement Authority from roll-back taxes, not to exceed \$50,000 in any given year. (9/23/14)

# **Significant Board Actions 2014** (2/2)

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- ▶ Approved Revision to Chapter 3, Land Use, of the Comprehensive Plan. (9/23/14)
- ▶ Zoning changes to support and expand farm breweries, vineyards, and agritourism to facilitate added income streams for farmers and land owners. (9/23/14)
- ▶ Approved transfer of the Old Woodstock Elementary School property to the Town of Woodstock. (10/14/14)
- ▶ Renewed Jerome and Orkney Springs Agricultural and Forestal Districts comprising 1,496 (3/25/2014)

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# CAC

# Summary

# Summary

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- ▶ The CAC reviewed all actions taken by the Board of Supervisors in 2014.
- ▶ The actions of the Board of Supervisors were consistent with the County's Comprehensive Plan.
- ▶ The CAC will continue to diligently implement its charter in 2015-2016.