



# Staunton Plan Update

February 7, 2025

City Council Retreat



A culturally rich, historic city  
with an exciting future of  
innovation, growth and  
resilience.

*You belong here!*

Vision

## Integrity

- Be a person of your word
- Be authentic in all venues
- Be courteous and polite
- Say no in a kind and respectful way
- Take up conflict directly with the person

The City of Staunton will be courteous and polite, and we will work to cultivate trust and a sense of integrity between each other and the public.

## Inclusion + Equity

- Consider how decisions affect all citizens and communities in the city
- Communicate differences in parameters of programs and services to citizens and businesses
- AND consider these differences in policy decisions
- Make everyone feel that they belong

The City of Staunton will work hard to be inclusive in our thoughts, words and deeds. We will strive to achieve diversity in representation, respect and seek various perspectives and opinions, and endeavor to achieve equitable outcomes for everyone in our community.

## Excellence

- Responsiveness (quick turnaround) so there is trust in government
- Good, proactive communication
- Improve systems and processes

The City of Staunton is committed to excellence with a focus on ongoing training and continuing education for elected officials and staff, fiscal responsibility, proactive communication, and effective government and governance.

## Engagement

- Meet people in the community informally
- Invite folks to the process
- Cast a wider net
- Be welcoming
- Educate citizens about the process
- More interaction with the public
- Discuss your shared experience as residents

The City of Staunton will aim to involve stakeholders in the decision-making process, to listen, and have open, honest communications with each other and the community.

## Environmentally Conscious

- Find ways to lower the City's carbon footprint and energy usage
- Consider the environment and spending in all you do
- "Walk the Talk"
- Consider the environmental impact of industry
- Educate yourself and staff
- Learn from other localities

The City of Staunton will seek to understand and consider the short- and long-term impacts our decisions have on the environment and the community.

# Infrastructure



Gardner Springs

The foundational and physical framework, utility systems, and transportation network that supports the City.

# Infrastructure



## *Plan for and provide appropriate water infrastructure*

- Portion of Gardner Springs pump station project funded with grant funds(\$5.9M)
- Remaining bonds initially for project to be repurposed for other water projects

### **Quick Fact**

- Pipe that runs from Staunton Dam to the city is 100 years old

Updated water and sewer rates in FY 2025 to begin to financially plan for major long-term needs.

# Infrastructure



## *Complete the infrastructure for Staunton Crossing*

- Received \$4.6M grant from the State to install sewer lines and pump station
- Received \$9M grant from the State for water infrastructure including water tower
- Completed Crossing Way that includes transit hub and commuter lot

**Design plans completed for water, sewer and water tower – in construction phase**

Staunton Crossing debt (\$15M) will be retired in FY 2028

# Infrastructure



## *Focus on creating walkable places (pedestrian focus, greenways, trails)*

- Churchville Ave Bike Plan: design complete - 2025
- Churchville Ave Streetscape (Albermarle to Thornrose): VDOT-administered – 2029
- West Beverley Sidewalks and Bike Markings: Summer 2025
- Greenville Ave Road Diet: VDOT-administered; design phase; construction 2026
- Richmond Ave Road Diet & Roundabout: discussions/revisions – in process
- Commerce Road/Lewis Creek Greenway: VDOT-administered – 2026
- Richmond Ave/Crossing Way SUP: VDOT-administered -2026
- VHSIP Intersection Improvements: design phase - 2027

### **Mobility/Transportation System** – *area with greatest room for improvement on community survey*

- Ease of travel by bicycle: 31%
- Availability of paths & walking trails: 53%

### **Related City Plans:**

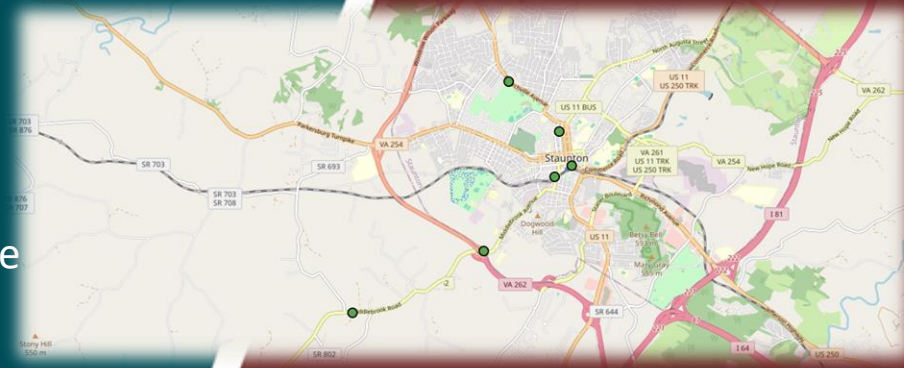
- Bike & Pedestrian Plan
- Greenways Plan
- Streetscape Plan

# Infrastructure



## *Plan for and provide stormwater infrastructure and flood mitigation solutions*

- Gypsy Hill Park Stream Restoration complete late spring 2025
- Cole Ave. Stream Restoration complete spring 2025
- Design underway for tunnel maximization project
- Stormwater fees adjusted in FY 2025, to be reviewed again in FY 2028



**Quick Fact**

➤ Flood sensors and new alert system in place and working

# Economic Development



Enhance the economic well-being and quality of life for the City through attracting new industries in target areas and supporting the expansion and retention of existing businesses. This area also addresses housing and quality of life needs required to attract and retain a qualified workforce.

# Economic Development



## *Pursue targeted industries for development of Staunton Crossing*

- Crossing Way completed in May 2024
- Water & Sewer Infrastructure - 2026
- Full marketing effort ongoing
- Two properties sold in 2024

### Quick Facts

- Is the only publicly held site with 275 contiguous acres along the I-81/I-64 corridors
- 2024 sales = \$1.3M in revenue to City
- Debt is retired in FY 2028

# Economic Development



*Support the retention and expansion of existing businesses, attract new businesses and promote Staunton as a top tourist destination*

- Relaunch of business retention survey – Spring 2025
- Amendments to Enterprise Zone Program - 2025

**What's Next** Continue to market the city as a business-friendly place for existing and new business; continue integrated and targeted marketing and public relations for tourism

# Economic Development



## *Prioritize affordable housing and housing for working families*

- Housing Strategies Work Group
  - Produce Housing
  - Preserve Housing
  - Provide Housing Stability
- SAW Regional Housing Study Complete
  - Educate residents & comp plan update
  - Project quantifiable demand by incomes and housing types
  - Create alignment between housing & economic development
  - Address vacant/blighted properties

In the region, 5,000 households are at risk of homelessness. 265 people, comprising 186 households, who are unhoused

25% of households led by someone 62 or older spend more than 30% of income on housing

# Responsive, Efficient Gov't



2024 Employee of the Year

Focus on the ways in which the City provides services, attracts and grows its employees, and fulfills the City Council's goals.

# Responsive, Efficient Gov't



*Recruit highly qualified employees, retain employees that receive continual training and development, compensate competitively, and maintain a workforce that reflects the community it serves*

- Continued implementation of compensation & classification study recommendations in FY 2025 budget
- Completed second biannual employee engagement & satisfaction survey
- Incorporated City Values into Employee of the Month recognition
- Deep review of personnel policies and development of new caregiver and parental leave policies

## Employee Satisfaction Survey Results:

- 9/10 employees would recommend working for the City
- Significant improvements in organizational communication
- High levels of collaboration reported
- Every measure scored higher or similarly to peer comparators
- Compensation continues to be an area of dissatisfaction for employees

# Responsive, Efficient Gov't



## *Prioritize regional solutions and problem solving*

- New animal shelter under construction with spring 2025 completion date
- New and improved BRITE Transit Hub on Lewis Street opened in summer 2024
- SAW regional approach continues to determine allocations of opioid settlement funds; regional needs assessment completed in Dec. 2024

# Responsive, Efficient Gov't



## *Review and implement changes to the City's organizational structure to better achieve Council's goals*

- Community Development and Economic Development permanently split with two separate department heads
- Public Works/Engineering approved for new Deputy City Engineer in FY 2025 budget
- Continue to explore possible city organization structure changes with the FY 2026 budget

### **Significant Leadership Turnover in past two years:**

- Seven New Department Heads
- New Assistant City Manager
- New Engagement & Communications Manager

# Responsive, Efficient Gov't

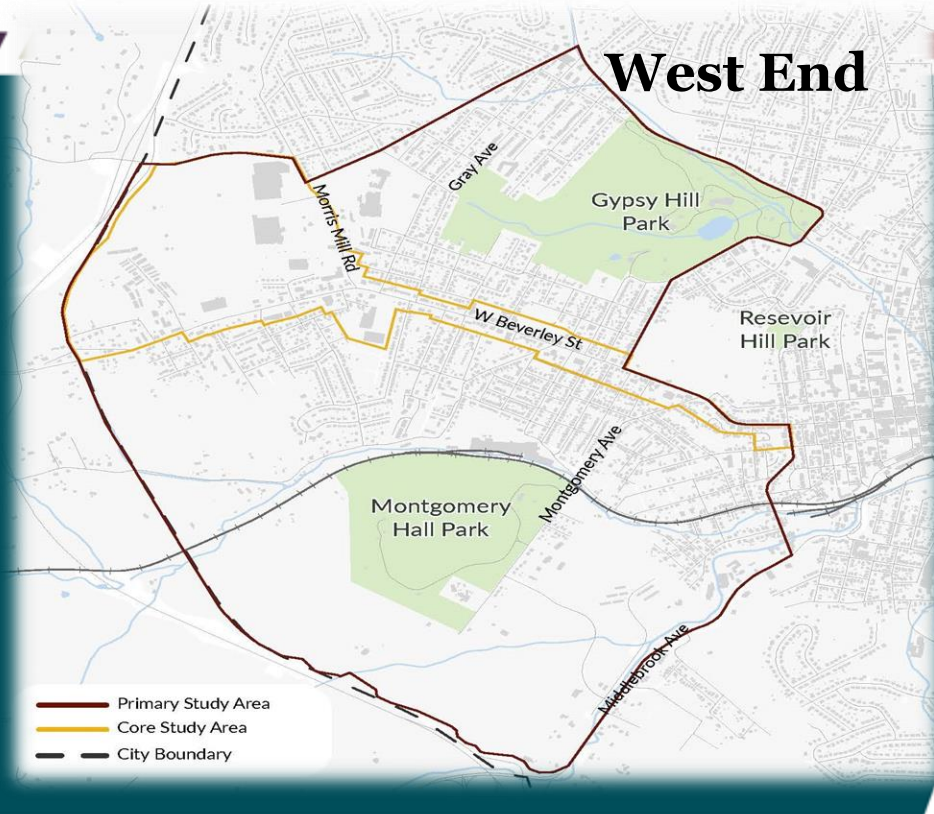


## *Develop an effective communications and engagement function*

- Increasing capacity for organization-wide communication; more room for innovation
- Growing social media presence
- Adding subscribers to Gov Delivery (test and emails)
- Recite Me assistive toolbar – added to website
- Budget in Brief; Improved CIP document;

*Working on interactive project pages and GIS map for website*

# West End



A commitment to providing resources to Staunton's West End – to promote this community as a vibrant area that has diverse business opportunities, cultural offerings, and great potential for economic growth and stability.

# West End

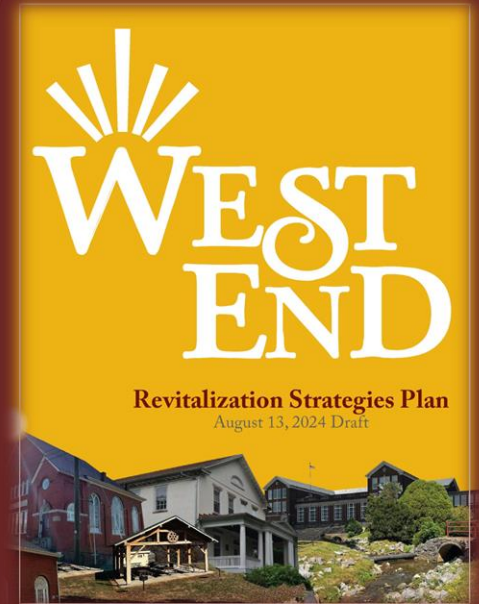


## *Implementation of the West End Revitalization Plan*

- West End revitalization plan completed mid 2024 and adopted in December 2024 as part of the Comprehensive Plan
- City Council dedicated one penny of real estate tax revenue to a West End reserve starting in FY 2024 (\$287,000)

### **Quick Fact**

- West End Revitalization Plan funded with ARPA Funds
- The West End has an active business association with over 85 members



# Built Environment



**J & DR District Court Facility**

Focus on facilities owned and maintained by the City, with an eye on not only what is needed in the current environment, but in future years as city space needs evolve and change.

# Built Environment



## *Separation of City J&DR court operations from Augusta County*

- Bids were within planned budget
- J&DR District Courthouse project website with current and frequent updates
- Project is on time – complete by November 2025

### **Quick Fact**

- J&DR District Court will be ready for business in fall 2025

# Built Environment



## *Plan for the future of public safety facilities*

- Police/Fire & Rescue Space Needs Assessment completed
- Reserve set up in Capital Budget for Phase I of Police Facility (Land Acquisition & Design)
- Fire Station #1 – Roof Repaired in February 2025

### **Quick Facts**

- Two fire stations serve the 20 sq. mile city as well as portions of Augusta County and MBU

# Built Environment

## *Understand capacity needs and focus on repurposing facilities for City use*

- Reviewing all City space needs – public library (funded space needs assessment), warehouse/storage, Office on Youth, Blue Ridge Court Services, etc.
- Beginning engagement on visioning remainder of J&DR District Courthouse property
- GHP Poolhouse design underway

### Quick Fact

- City staff maintains and improves over **369,000 sq. ft.** of city facility space



# Strategic Goals & Objectives

- Discuss and Revise Strategic Goal Areas
- Discuss and Revise Actions/Objectives
  - *Changes you want to see in each strategic goal area*
  - *Are these the highest priority?*
  - **Manageable** - two to four actions/objectives under each Strategic Goal
  - **Measurable** – reporting progress