

# Annual Report for 2013

## Citizen's Advisory Committee on the Comprehensive Plan

8<sup>th</sup> Annual Review

June 5, 2014

7:00p.m.

# VIRGINIA COMPREHENSIVE PLAN LAW

- 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

- 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

# COMP PLAN VISION STATEMENT (June 2005)

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

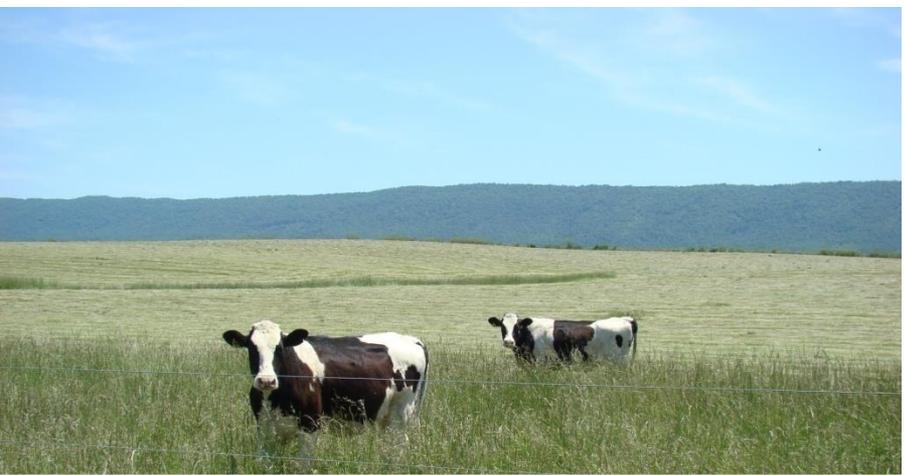
- Protects its **natural resources**
- Directs its growth to the towns, ensuring its open **agricultural character**
- Provides a **variety of jobs** in business, light industry, tourism and sustainable agriculture
- Maintains **moderate growth** of a demographically varied population

# VISION STATEMENT (cont.)

- 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**

# 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.
- Leased County Farm as demonstration project for sustainable farming
- Purchases of local agricultural products (e.g. meat and fresh produce) for use in public schools



	1997	2002	2007	2012
<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

# AGRICULTURAL & FORESTAL DISTRICTS

- Total acreage in 21 Ag & Forestal Districts = 46,417 acres
- Over 3000 acres added in past decade
- Shenandoah County has the most acreage in Ag & Forestal Districts in the valley

Renewal	District Names			Acreage
2015	- Coal Mine Hollow - Columbia Furnace - Glaize - Lebanon Church	- Liberty Furnace - 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
2023	Jerome			408
2024	Orkney Springs			1,088

# VIRGINIA AGRICULTURAL BEST MANAGEMENT PRACTICES COST-SHARE PROGRAM

From July 1, 2012 through June 30, 2013

## State Cost-Share Participation by County

	Number of Practices	Acres	Linear feet of streams protected	Funding *
<b>Clarke</b>	34	3,468	12,250	\$322,062
<b>Frederick</b>	35	5,388	18,000	\$424,032
<i><b>Shenandoah</b></i>	<i>115</i>	<i>12,349</i>	<i>79,762</i>	<i>\$1,952,136</i>
<b>Warren</b>	6	298	4,500	\$79,044

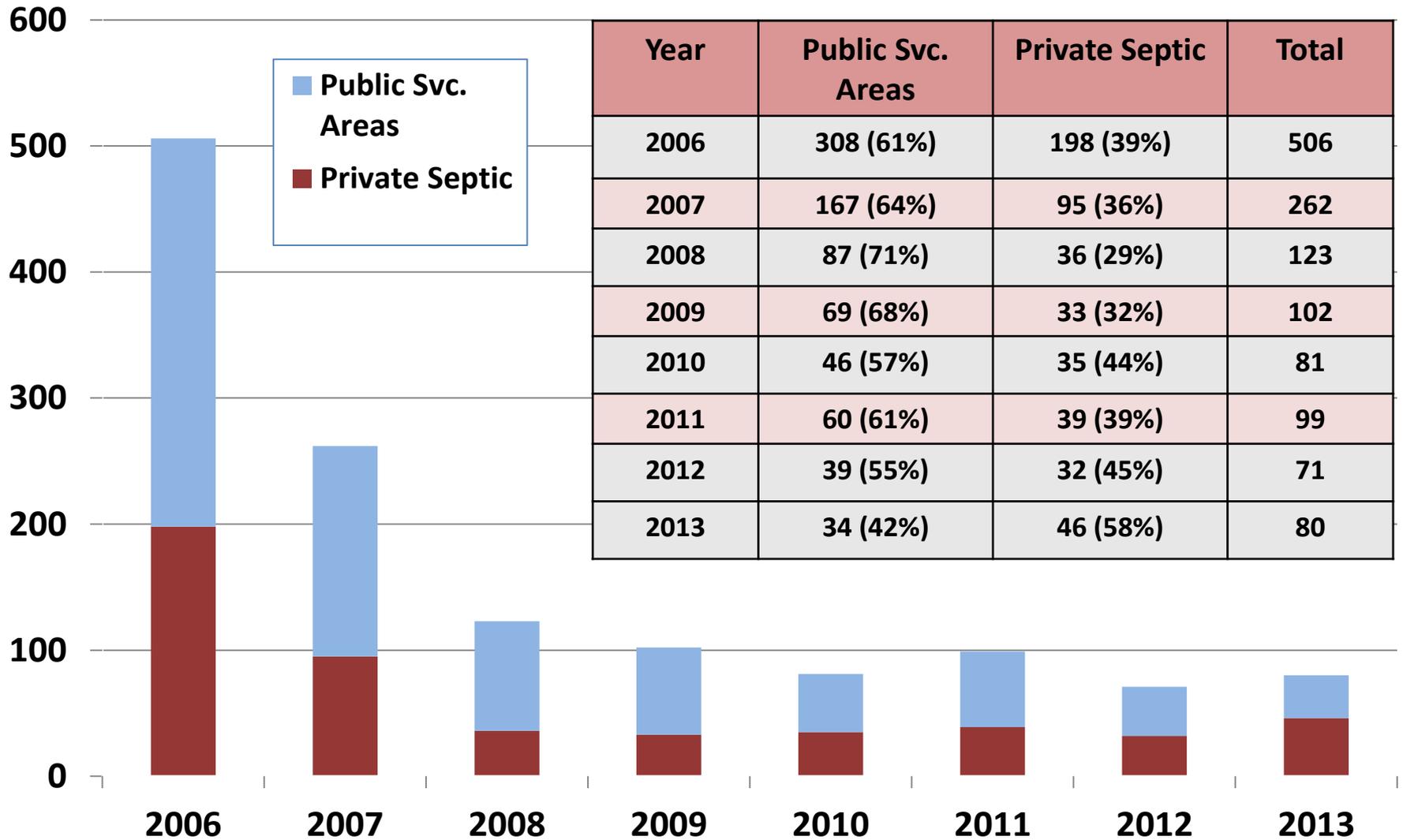
*\*Fund amounts rounded*

# CONSERVATION EASEMENT AUTHORITY

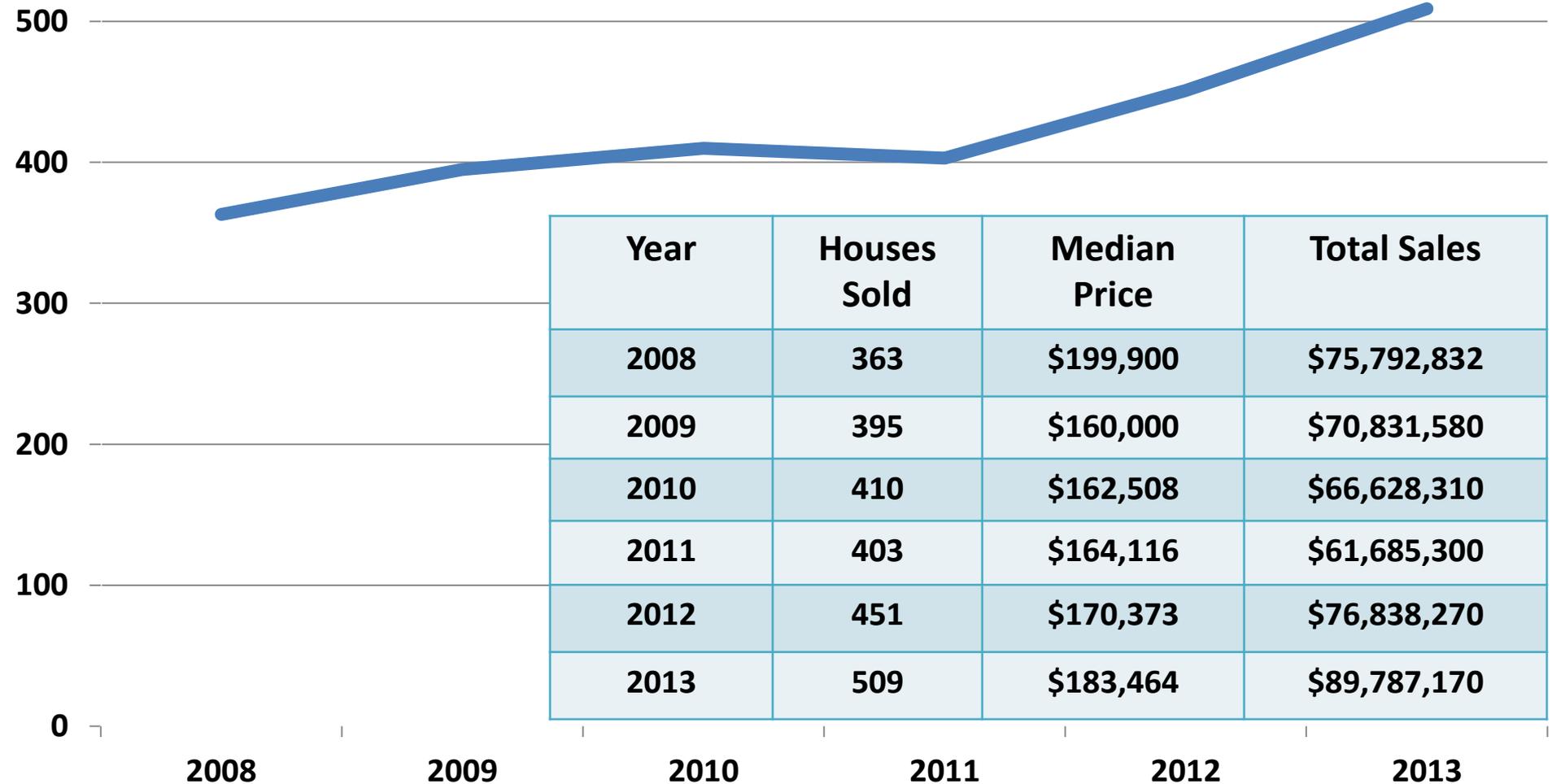
- Two easements were approved by the BOS
- Altogether 494 acres accepted in 2013, a 10% increase County-wide
- Over \$1.5M in easement value leveraged with \$100K in County funds
- Over 5,000 acres total in easement, saving taxpayer money for community services
- Open space costs approximately 33¢ for every tax dollar collected vs. \$1.30 for residential development



# BUILDING PERMITS FOR RESIDENTIAL DEVELOPMENT

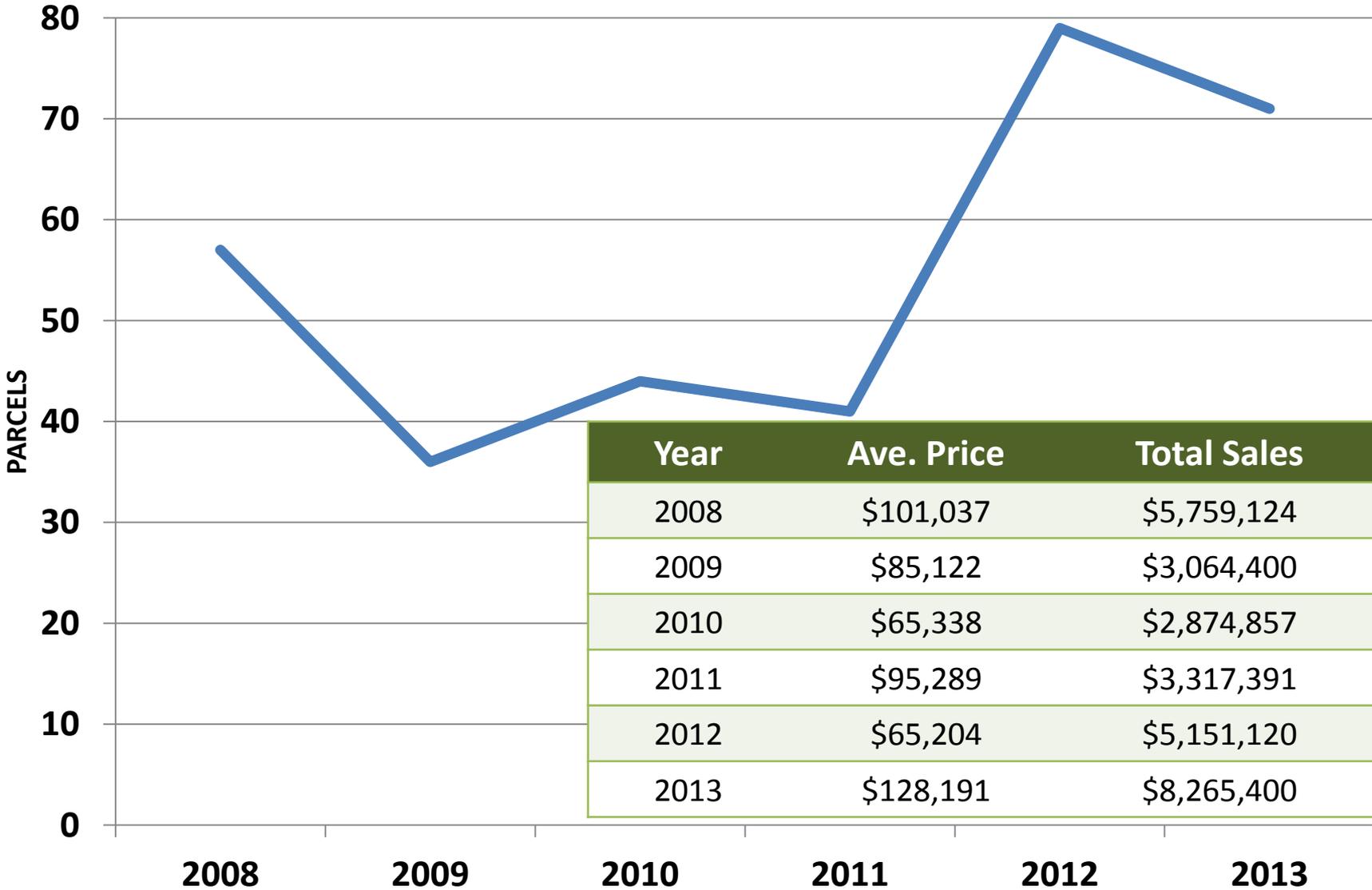


# HOUSES SOLD IN SHENANDOAH COUNTY 2008 - 2013



Source: Massanutten Board of Realtors

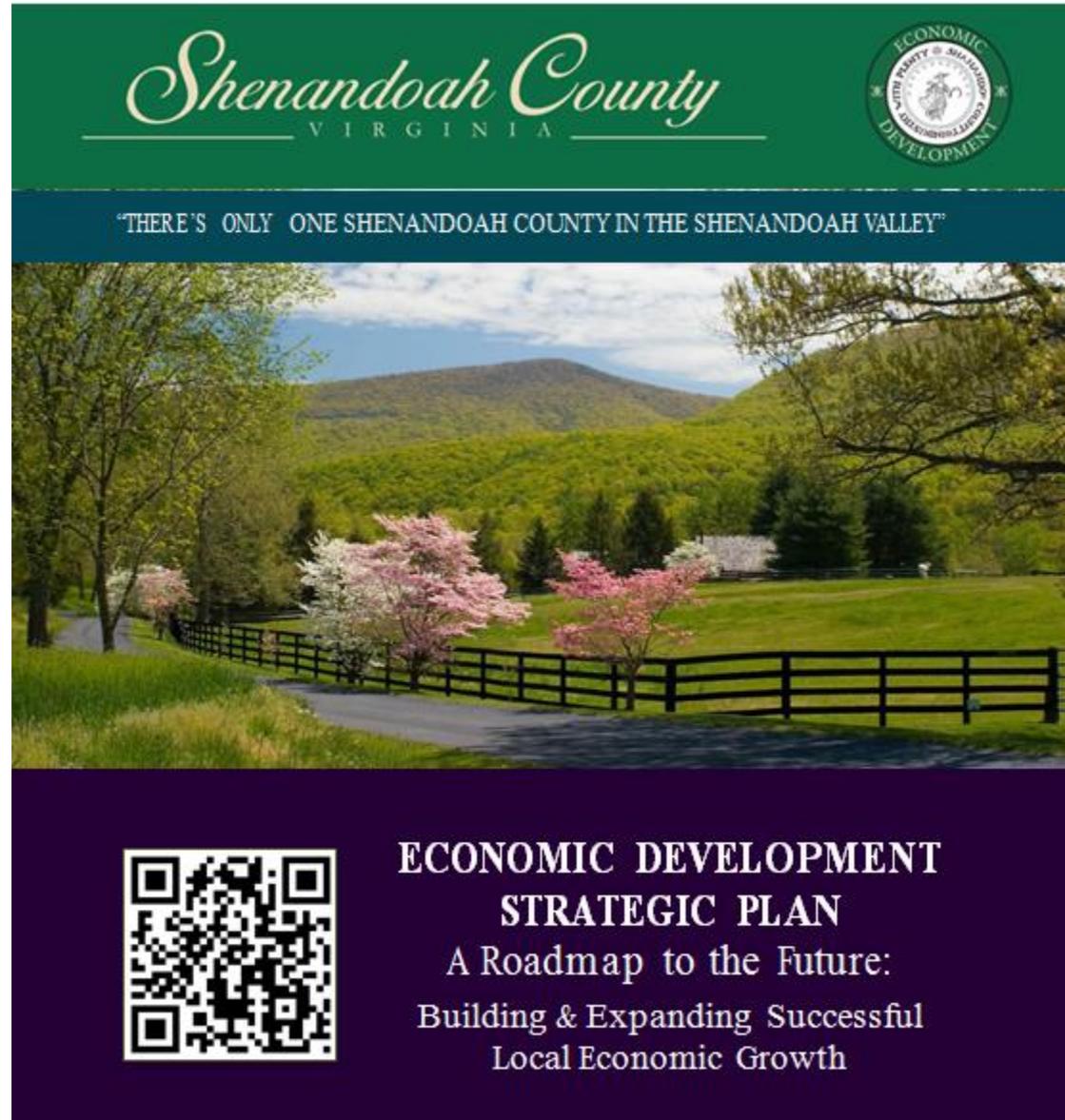
# UNIMPROVED LAND SOLD IN SHENANDOAH COUNTY 2008 – 2013



Source: Massanutten Board of Realtors

# ECONOMIC DEVELOPMENT

- Economic Development strategic planning process completed
- Initiated implementation of Plan's goals:
  1. Economic Gardening
  2. Unified Branding
  3. Workforce Development
  4. Intergovernmental Communication



The image shows the cover of the Shenandoah County Economic Development Strategic Plan. At the top, a green banner features the Shenandoah County logo in white script and the word "VIRGINIA" in small capital letters below it. To the right of the logo is a circular seal for the "ECONOMIC DEVELOPMENT" department, which includes the text "SHERIFF & SHERIFF'S OFFICE" and "DEPARTMENT OF ECONOMIC DEVELOPMENT". Below the green banner is a dark blue horizontal strip with the slogan "THERE'S ONLY ONE SHENANDOAH COUNTY IN THE SHENANDOAH VALLEY" in white capital letters. The central part of the cover is a photograph of a scenic landscape with a paved road, a black wooden fence, pink cherry blossom trees, and rolling green hills under a blue sky with light clouds. At the bottom, a dark purple banner contains a QR code on the left and the following text on the right: "ECONOMIC DEVELOPMENT STRATEGIC PLAN" in large white capital letters, followed by "A Roadmap to the Future:" in a smaller white font, and "Building & Expanding Successful Local Economic Growth" in the smallest white font.

**Shenandoah County**  
VIRGINIA

ECONOMIC DEVELOPMENT

THERE'S ONLY ONE SHENANDOAH COUNTY IN THE SHENANDOAH VALLEY

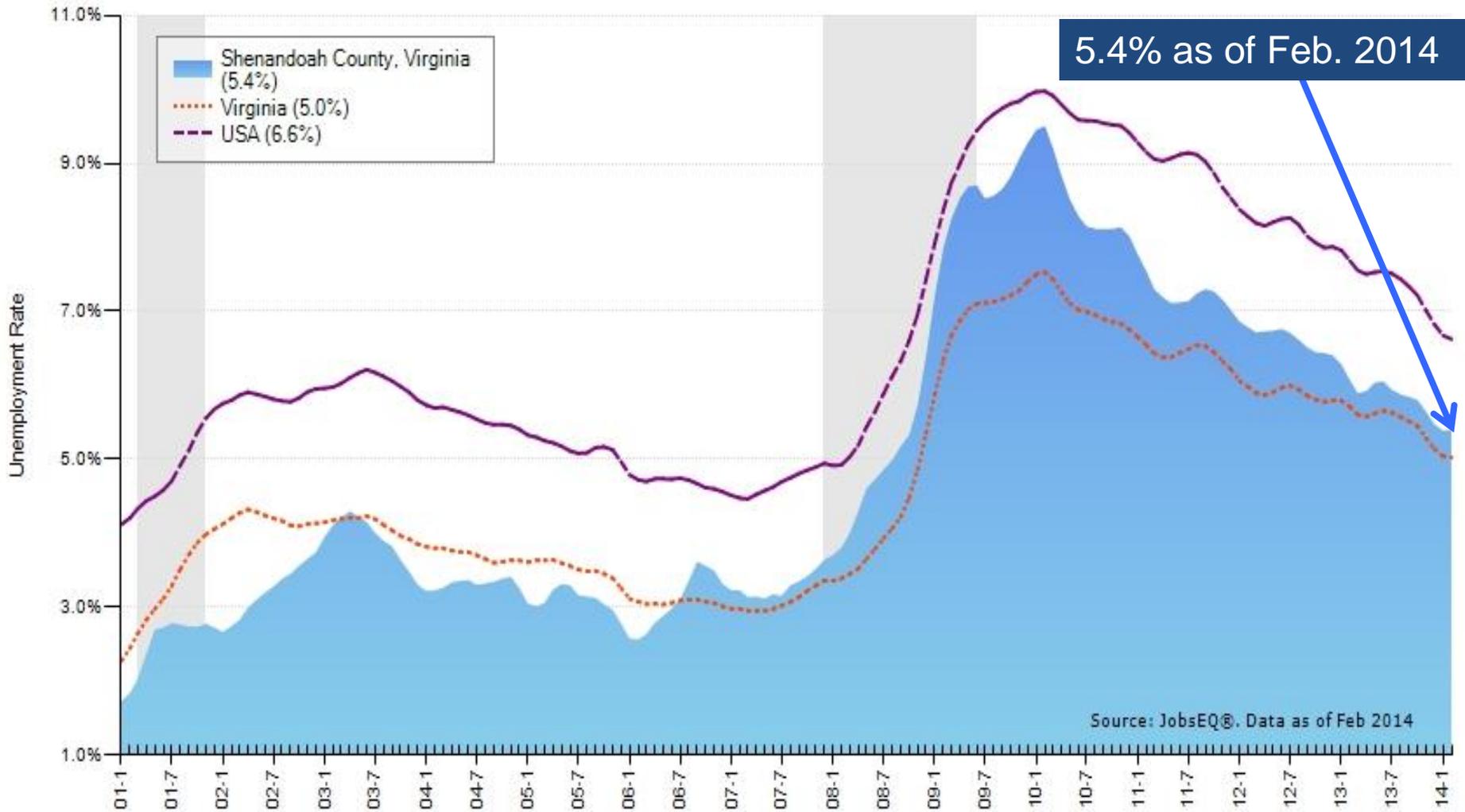
**ECONOMIC DEVELOPMENT  
STRATEGIC PLAN**  
A Roadmap to the Future:  
Building & Expanding Successful  
Local Economic Growth

# ECONOMIC DEVELOPMENT (cont.)

- Construction to extend Borden Mowery Dr. in the North Shenandoah Industrial Park (NSIP) began in 2013 and was completed last week.
- NSIP annexed by the Town of Strasburg.
- Increased participation in Shenandoah Valley Partnership (SVP)
  - Marketing Committee Active Participation
  - Marketing Mission to Colorado on behalf of SVP
  - Hosting Site Selectors in the Valley
  - Visit to VEDP in Richmond

# TRACKING EMPLOYMENT

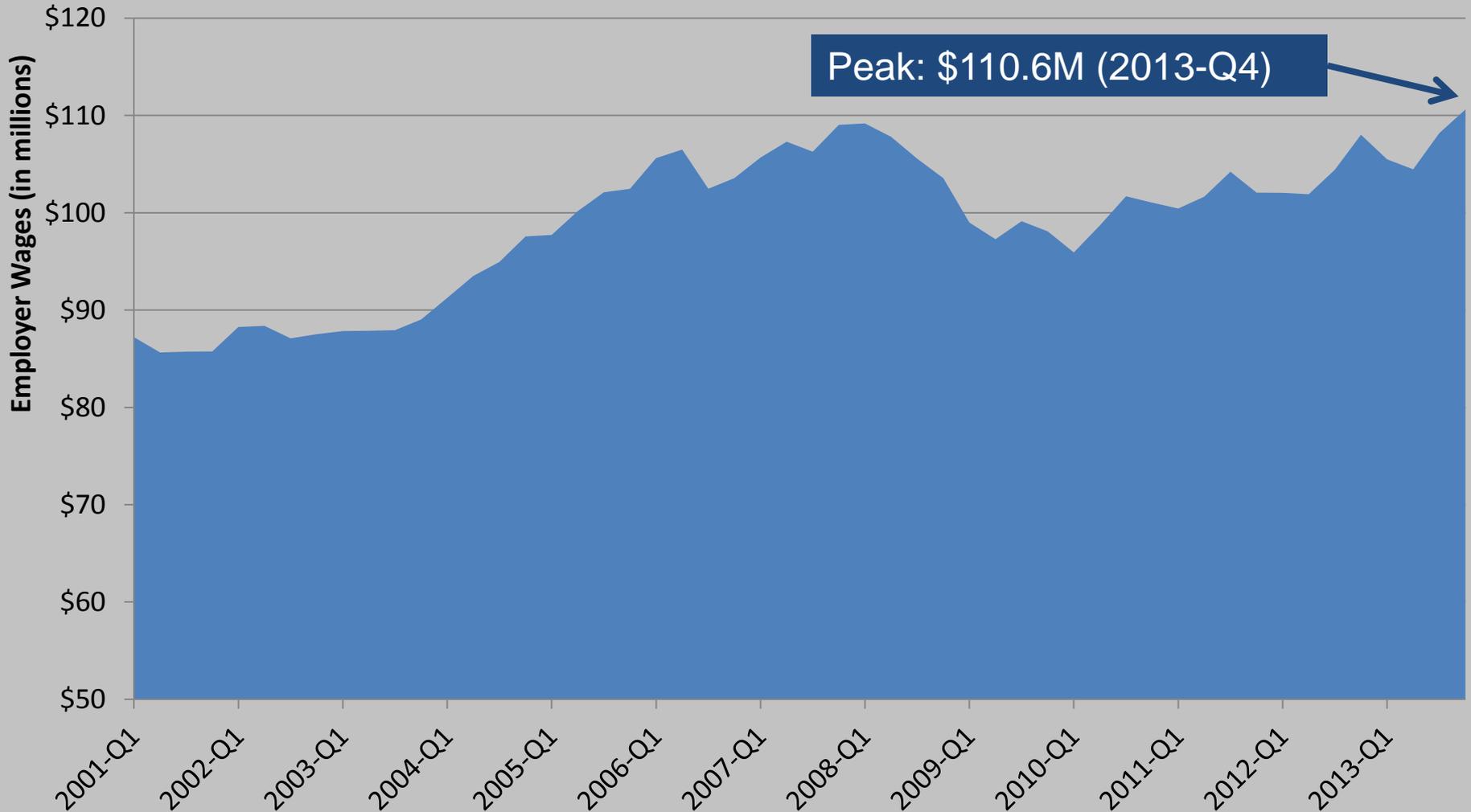
## Seasonally Adjusted Unemployment Rate for Shenandoah County, Virginia



# TRACKING WAGES

2013 saw the highest total wages ever in the history of Shenandoah County.

## Shenandoah County Wages



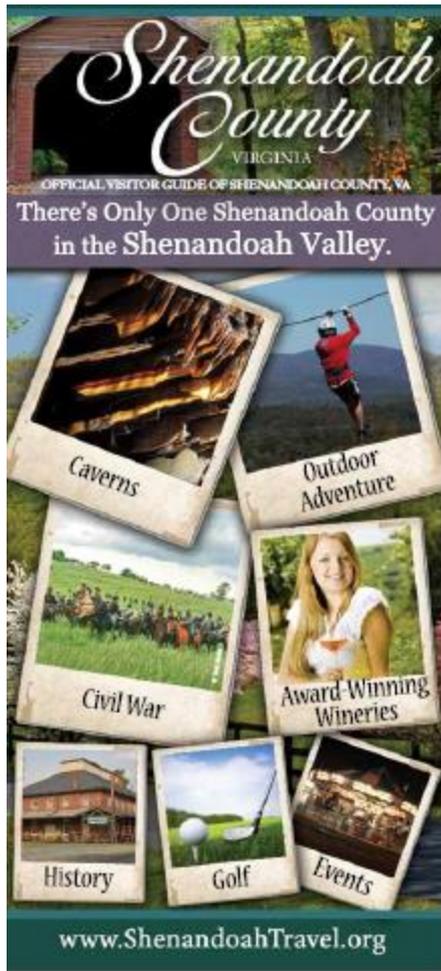
Source: JobsEQ. Data as of 2013-Q4

# SHENANDOAH COUNTY TOURISM

- 1,600 tourism-related jobs in county
- \$185 million in tourism expenditures
- \$5.27 million generated in local tax revenue
- Vineyards and Events among most popular website pages
- Over \$160,000 in earned media (August – December)



# SHENANDOAH COUNTY VISITOR GUIDE



- Comprehensive Visitor Guide representative of the entire county
- Featuring towns, attractions, lodging, restaurants, and events
- 75,000 copies printed
- Available at 11 State Welcome Centers, local visitor centers and attractions
- Mailed to all advertising leads and travel requests
- Approximately 50,000 distributed between 5/13 – 2/14

# SHENANDOAH COUNTY ARTISAN TRAIL



- The *O Shenandoah County Artisan Trail* officially launched in October, 2013
- The trail connects unique lodging, locally-sourced restaurants, art galleries and home studios, and agri-artisans.
- Largest single county Artisan Trail in Virginia with 77 participants
- Earned Media Recognition in Washington Post, USA Today, NY Times and more.

# SHENANDOAH COUNTY SCHOOLS OVERVIEW

- Average Daily Membership: 6,010
- Schools: 3 elementary, 3 middle, 3 high schools, 1 technical center
- All nine SCPS fully accredited
- SCPS is 1 of 18 school divisions that met all Federal Annual Measureable Objectives (SCPS in top 14% of school divisions in the state)
- Drop out rate: 0.28% compared to state average of 1.26%
- Hosts Governor's School for region

# SCHOOL FACILITIES UTILIZATION EFFICIENCY

<b>Facility Utilization</b>	Utilization
Enrollment 09/30/13	Percentage
Ashby Lee Elem.	76.6%
W.W. Robinson Elem.	100.3%
Sandy Hook Elem.	103.7%
North Fork Middle	49.3%
Peter Muhlenberg Middle	67.4%
Signal Knob Middle	67.5%
Stonewall Jackson High	57.7%
Central High	77.6%
Strasburg High	83.3%

# SCHOOL EXPENDITURES

School Year	# of Students	Operations Expenditures	Spending /Student	% change vs. Prior Year	State Average \$/student
2008-2009	6,186	\$62.5M	\$10,113	+3.19%	\$11,316
2009-2010	6,002	\$56.6 M	\$9,433	-6.7%	\$11,020
2010-2011	6,088	\$61.6M	\$10,115	+7.2%	\$10,793
2011-2012	6,145	\$66.1M	\$10,741	+6.2%	\$10,756
2012-2013	6,164	\$64.7M	\$10,502	-2.2%	\$10,496

# SIGNIFICANT ACTIONS OCCURRING IN 2013

- Strasburg acts to annex NSIP
- County/CEA Accept First Conservation Easement
- County Accepts Wagner Farm Gift
- Shenandoah County Artisan Trail Launched
- Landfill Methane Collection Commenced

# SIGNIFICANT ACTIONS OCCURRING IN 2013 (cont.)

- First Shenandoah County Visitor's Guide Published
- Edinburg School Project (with Charterhouse and SAAA) Completed
- Toms Brook Future Growth Area Study Presented to the County

# ACTIONS OF PC & BOS

- The CAC reviewed all actions taken by the Board of Supervisors in 2013.
- Actions were found to be in compliance with the Comprehensive Plan

# CAC GOALS FOR 2014

Participate with Planning Commission and Community Development Office to prepare changes/updates to the Comprehensive Plan, in the following order:

1. Chapter 8 – Transportation (per VA Code *15.2-2223.B*)
2. Incorporate 2010 Census updates to Chapters 4 (Economy), 5 (Population), and 6 (Housing)

# SUMMARY

- The Planning Commission & Board of Supervisors actions in 2013 were consistent with the Comprehensive Plan
- The County took a number of actions in support of the goals of the Comprehensive Plan
- The CAC will continue to diligently implement its charter in 2014