

Lynchburg Together

Kickoff Meeting
August 31, 2023



Planning for tomorrow,
together.

Meeting Objectives

-  What is a Comprehensive Plan?
-  What is the Update Process?
-  How Is the Public Involved?
-  What Data Has Been Gathered So Far?
-  What is Your Perspective?



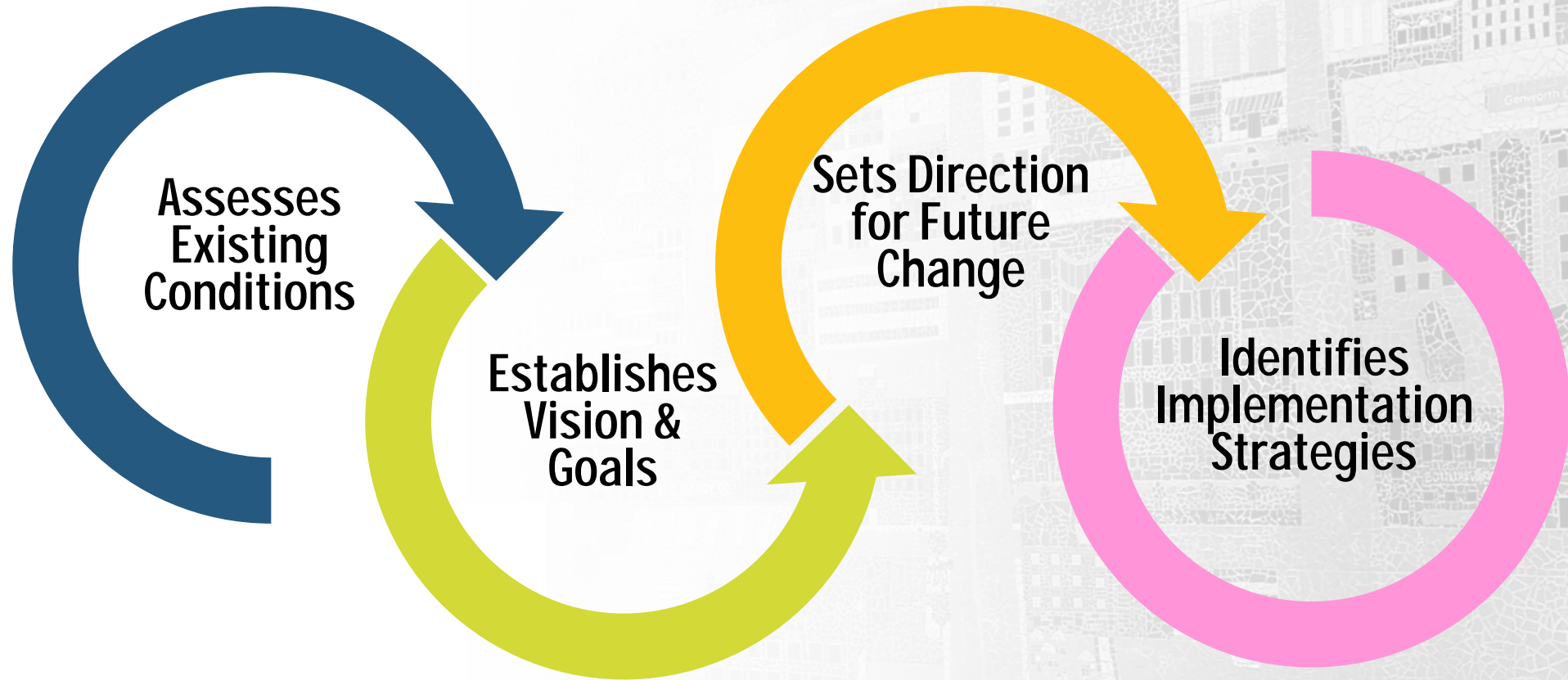
What is a Comprehensive Plan?

What is a Comprehensive Plan?*

- q A long-range planning document and decision-making guide
- q A community-guided vision for the future
- q A showcase of assets and areas for improvement
- q The guiding framework for the community's planning tools: Zoning Ordinance, Subdivision Ordinance, Capital Improvements Program, and other Plans & Studies
- q A legally required document by Virginia State Code Section § 15.2-2223

**See BG Guide to Comprehensive Planning*

What Does a Comprehensive Plan Do?

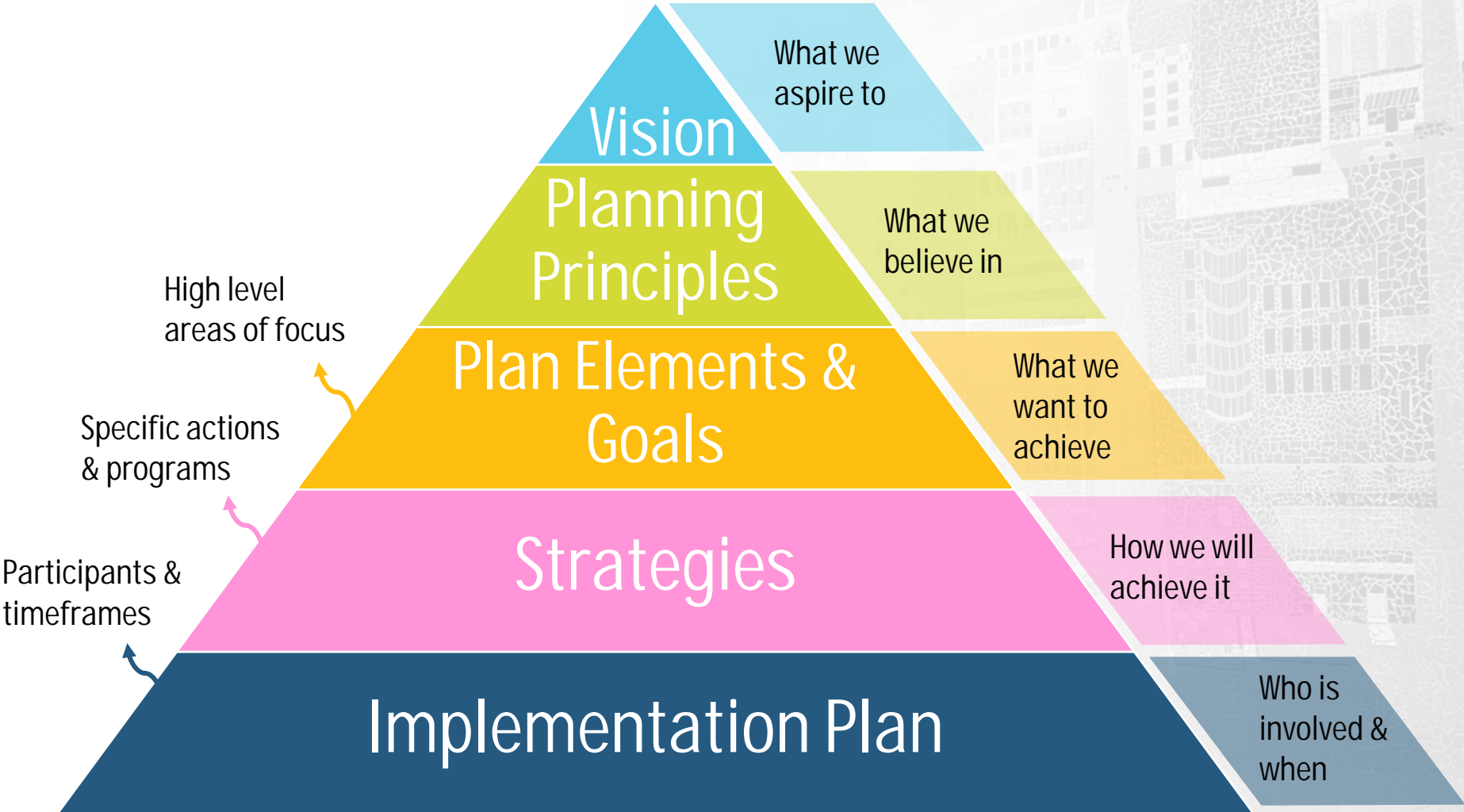


What Does the Plan Address?



- Transportation
- Land Use
- Historic Resources, Art & Culture
- Parks & Recreation
- Natural Resources
- Economic Development
- Housing & Neighborhoods
- Community Facilities & Infrastructure

What Are The Parts of the Plan?



Why Update a Comprehensive Plan?

- q Local priorities & vision change with time
- q The natural & built environment change with time
- q Strategies to achieve the plan's vision & goals must be updated & adjusted
- q Five-year review legally required by Virginia State Code §15.2-2223



What is the Update Process?

How is the Plan Updated?*

Input & Data Gathering

Drafting

Reviewing & Refining

Plan Kickoff

- q Finalize Project Schedule & Public Engagement Plan
- ✓ Develop Project Brand
- ✓ Kickoff with Staff
- ✓ Kickoff Worksession

Data Gathering

Summer – Fall 2023

- ✓ Conduct Plan Diagnostic
- q Conduct Baseline Conditions & Data Analysis / Identify Key Issues & Opportunities
- ✓ Department Interviews
- q City Council Retreat & Interviews (Nov)

Community Engagement

Fall 2023

- q Engage the Community
- q Compile Public Engagement Results / Identify Key Issues & Opportunities
- q Project Website Goes Live / Interactive Engagement Begins
- q Public Survey
- q 4 Public Workshops
- q 8 Focus Groups

Plan Drafting

Winter – Fall 2024

- q Develop Plan Outline, Vision & Goals
- q Draft Chapters with Staff & PC
- q 5 Worksessions with PC (Jan, Mar, May, Jul, Sep 2024)
- q Drafts Posted Online for Public Review/Online Comment Tracker Available

Community Feedback

Fall 2024

- q Present Plan for Review
- q Compile Summary of Public & VDOT Comments
- q Public Open House
- q VDOT Review

Refinement & Adoption

Winter – Spring 2025

- q Incorporate Final Edits to Plan
- q Present Plan for Adoption
- q Final Review Worksession with PC & CC
- q PC Public Hearing
- q CC Public Hearing

**See Meeting Schedule*

Who is Involved?



What is YOUR Role?

- ✓ Encourage Community Participation
- ✓ Provide Input & Ideas
- ✓ Review Drafts & Provide Feedback (PC)
- ✓ Attend Worksessions (PC)
- ✓ Hold Public Hearing (PC)



How Can the Public Get Involved?

Public Engagement Plan*

	Educate & Inform			Listen & Consult			Receive Feedback			GOAL
	 <p>Flyers & Guides</p> <p>The Project Team will produce and distribute (both through print and online platforms) flyers, postcards, and educational guides, to advertise and educate the community about the Comprehensive Plan and opportunities to engage in the Plan update process.</p>	 <p>Project Website</p> <p>The project website hosts all information about the Plan, including drafts, links to online engagement, and educational materials. Website subscribers are included on an email list to receive updates about Plan engagement.</p>	 <p>Interactive Engagement</p> <p>Additional engagement such as the online "Interactive Map" and "I Love Lynchburg" campaign provide alternative ways for people to engage in the planning process. These strategies can be geared towards youth and other audiences.</p>	 <p>Public Survey</p> <p>The public survey is a detailed data gathering tool that asks the general public to answer a series of questions about planning topics pertinent Lynchburg. The survey will be made available both online and in print formats. The survey will be open for 60 days.</p>	 <p>Public Workshop</p> <p>Public workshops are an opportunity for the community to come together and work in small groups to identify priority needs for their community. Four public workshops are currently scheduled and will be held both on weekday evenings as well as weekend afternoons.</p>	 <p>Focus Groups</p> <p>Focus groups bring small groups of community experts together to discuss planning topics in detail. Eight focus groups are scheduled and will address topics such as education & workforce, housing & neighborhoods, and economic development.</p>	 <p>Draft Review</p> <p>Throughout the drafting and plan development process, drafts of chapters and Plan content will be available for public review. An online comment form will be used to collect public comments during the drafting phase of the project.</p>	 <p>Public Open House</p> <p>The Public Open House is an opportunity for the public to gather and review the draft Comprehensive Plan, provide feedback, and ask questions. The Open House is the Project Team's opportunity to make sure we heard the community accurately during the data gathering phase.</p>	 <p>Public Hearing</p> <p>After refining the Plan based on public feedback, the Plan will be presented at two Public Hearings. At these Public Hearings, members of the public can offer additional comment and edits on the draft Comprehensive Plan.</p>	ACTION
Input & Data Gathering	✓	✓	✓	✓	✓	✓				PROJECT PHASE
Drafting	✓	✓	✓				✓			
Reviewing & Refining	✓	✓					✓	✓	✓	
	See Sample Postcard	lynchburgtomorrow.com	See Youth Coloring Sheet	See Draft Survey		See Draft Focus Group List				

How Are We Getting the Word Out?

Print Flyers & Guides; Integration with Project Website & City's Social Media;
Press Releases; Newspaper Ads



GET INVOLVED! LEARN MORE!

Comprehensive Plan Update

City of Lynchburg



-  Take the online community survey
-  Submit an entry for "I Love Lynchburg"
-  Attend a community workshop

Scan me for more information on how to get involved!

Lynchburgtogether.com

Project Website

lynchburgtogether.com



[Home](#) [Get Involved](#) [Document Library](#) [FAQ](#) [More](#)

Planning for tomorrow, together.

The City of Lynchburg is updating its Comprehensive Plan, a document that will chart the course for the Lynchburg of tomorrow. This includes guidance for the next twenty years of investments and decision-making for land use and development, community facilities, housing, transportation, economic development, and more.

As a member of our community, you have an important role to play in helping shape Lynchburg's future vision, values, and priorities!



Get Involved

Learn about how you can participate in the update process!



Learn More

Got questions about the Comprehensive Plan? We've got answers!

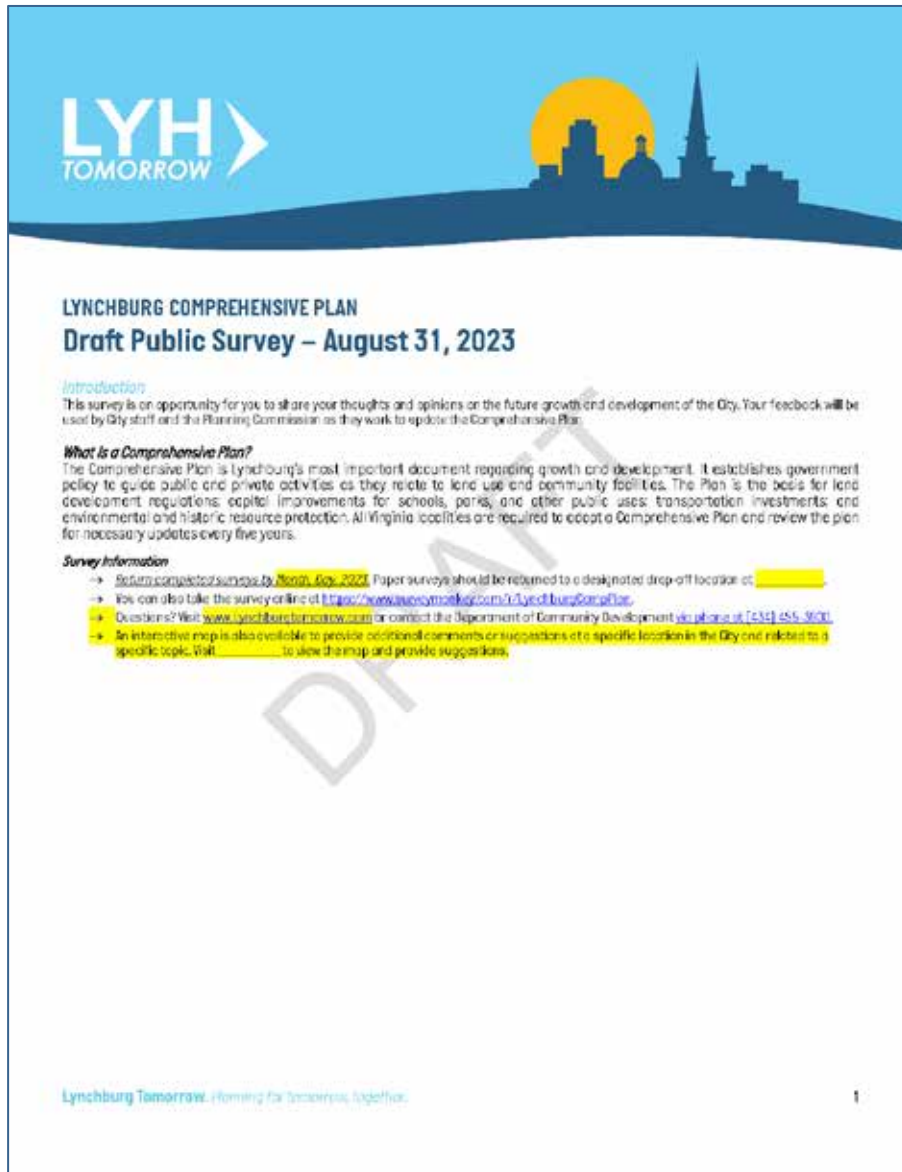


Document Library

Review the diagnostic of the existing Comprehensive Plan, meeting presentations, and draft Plan chapters.

Public Survey*

- q Available online and in print
- q Open for 60 Days



The image shows the cover page of a draft public survey for the Lynchburg Comprehensive Plan. The header features the 'LYH TOMORROW' logo with a stylized city skyline and a sun. The title is 'LYNCHBURG COMPREHENSIVE PLAN Draft Public Survey – August 31, 2023'. The page includes sections for 'Introduction', 'What is a Comprehensive Plan?', and 'Survey Information'. A large 'DRAFT' watermark is visible across the page. The survey information section contains three bullet points with some text highlighted in yellow.

LYNCHBURG COMPREHENSIVE PLAN
Draft Public Survey – August 31, 2023

Introduction
This survey is an opportunity for you to share your thoughts and opinions on the future growth and development of the City. Your feedback will be used by City staff and the Planning Commission as they work to update the Comprehensive Plan.

What is a Comprehensive Plan?
The Comprehensive Plan is Lynchburg's most important document regarding growth and development. It establishes government policy to guide public and private activities as they relate to land use and community facilities. The Plan is the basis for land development regulations; capital improvements for schools, parks, and other public uses; transportation investments; and environmental and historic resource protection. All Virginia localities are required to accept a Comprehensive Plan and review the plan for necessary updates every five years.

Survey Information

- Return completed surveys to Lynch, Va. 22204. Paper surveys should be returned to a designated drop-off location at [redacted].
- You can also take the survey online at <https://www.surveymonkey.com/s/lynchburgsurvey>.
- Questions? Visit www.lynchburgtomorrow.com or contact the Department of Community Development via phone at (757) 455-9100.
- An interactive map is also available to provide additional comments or suggestions at a specific location in the City and related to a specific topic. Visit [redacted] to view the map and provide suggestions.

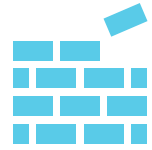
Lynchburg Tomorrow. Planning for tomorrow, together.

**See Draft Survey*

Focus Groups*



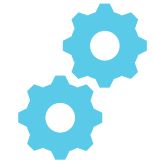
Housing &
Neighborhoods



Land Use &
Development



Business &
Economy



Community
Facilities &
Services



Education &
Workforce
Development



Environmental
Stewardship &
Natural
Resources



Mobility &
Transportation



Historic
Resources, Parks,
Recreation & Arts

**See Focus Group List*

Public Workshops

4 Workshops, Dates TBD, At Least 1 on Weekend





**What Data has been
Gathered?**

Comprehensive Plan Diagnostic*

The background of the slide features a faded image of a classical building with a series of arches and windows. In the upper right corner, there are branches of pink cherry blossoms. The overall aesthetic is clean and professional.

Assessed the 2014 Comprehensive Plan for Compliance with Virginia State Code: Title 15.2, Chapter 22, Article 3

Assessed the 2014 Comprehensive Plan for Best Practices, Clarity, and Readability

**See Comprehensive Plan Diagnostic*

Code of Virginia Compliance Key Findings

1

Update data to reflect current community conditions & population projections

2

Update Transportation section to meet VDOT requirements, including VTrans & other studies

3

Address Code required topics, including but not limited to housing

4

Growth areas and the Land Use Map should be updated to reflect community needs and population projections

Best Practices Key Findings

1

Expand discussion of housing, housing choice, and housing types

2

Include regional coordination policies and strategies throughout the Plan

3

Include an Implementation Matrix in the implementation section with actions & accountability for each strategy

4

Update plan structure for readability & use; draw connections between issues, opportunities and strategies

Department Interviews*

Interviews Conducted with Lynchburg City Departments to identify planning needs, issues, opportunities, and resources.

**See Initial Department Interviews Summary*





**What is Your
Perspective?**

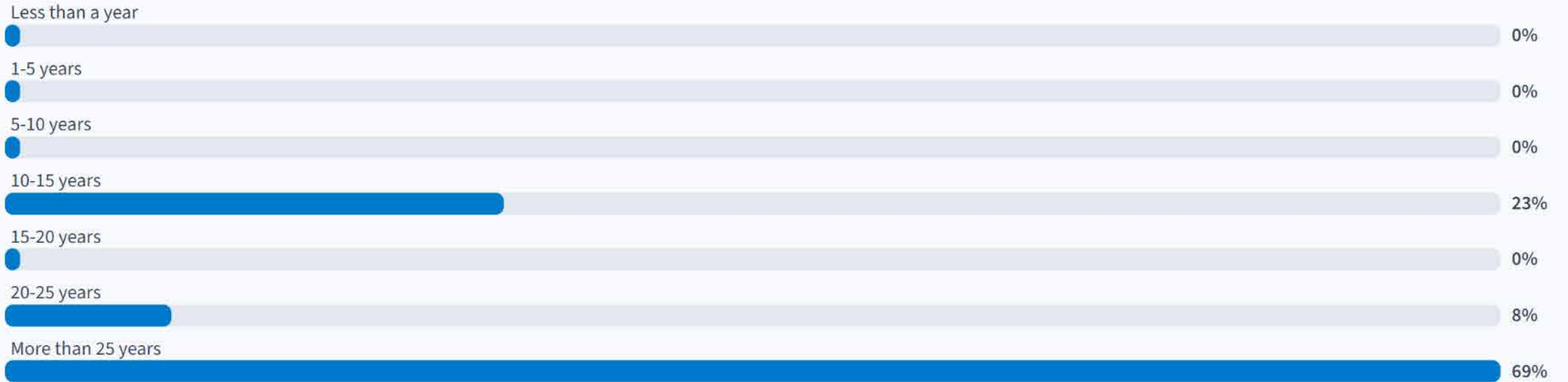
Discussion



For this portion of the presentation, you will need your phone or other electronic device.



How long have you lived in the City of Lynchburg/Lynchburg Area?



Instructions

Responses



Clear responses

What does the City do well?



What can the City improve on?



What specific Goals or Projects would you like to see the City focus on?

build outdoor amphitheater at riverfront park

👍 5 🗨️ 0

Housing all levels

👍 4 🗨️ 0

River

👍 3 🗨️ 0

Education

👍 5 🗨️ 0

Downtown

👍 4 🗨️ 0

Workforce development

👍 2 🗨️ 0

Add to our trail connectivity

👍 6 🗨️ 1

Affordable housing

👍 3 🗨️ 0

River

👍 2 🗨️ 0

Land& buildings for Economic development

👍 5 🗨️ 0

River access in lower basin area

👍 3 🗨️ 0

Reduce urban density

👍 2 🗨️ 1

Improve public schools

👍 4 🗨️ 0

Building outdoor amps t

👍 4 🗨️ 1

School renovations

👍 1 🗨️ 0

Next Steps



Lynchburg
VIRGINIA

q Finalize the Website

q Schedule Public Workshops

q Finalize & Publish Public Input Survey

q Finalize & Invite Focus Group Session Participants

q Advertise Public Engagement Opportunities

Thank you!

