



TOWN OF HAYMARKET PLANNING COMMISSION

WORK SESSION
~ AGENDA ~

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15000 Washington Street, Suite 100
Haymarket, VA 20169

Monday, December 16, 2019

6:00 PM

Council Chambers

I. Call To Order

II. Comprehensive Plan Work Session

1. Comprehensive Plan Working Document

III. Haymarket Hotel Venture, LLC Discussion

IV. Adjournment

Planning Commission Comprehensive Plan Work Session Discussion on December 18, 2019

Goals for the Town's Citizen Survey

- Define who we are, where we want to go, and how we plan to get there
- Others?

Foundation of Strategic Planning is the five long-term key focus areas:

- Organizational Excellence
- Public Infrastructure
- Economic Development
- Safe, Livable and Family-Friendly Community
- Sustainability and Environmental Stewardship

What is a Comprehensive Plan?

A comprehensive plan is a statement of policy and intent about the future growth and development of the community.

The comprehensive plan should be the central organizing umbrella under which other plans, regulations, and initiatives exist. The comprehensive plan should establish an overall vision for the community and include a plan for physical growth, development, and preservation of the land within the planning area. It should also show how different parts of the community – such as land use, transportation, other community facilities, housing, parks and open space, natural and cultural resources, economic development, and others – tie together.

How a Comprehensive Plan Should Be Used?

1. Vision
 - a. It should depict an overarching vision for the community. Citizens want to know that their leadership is doing more than just reacting and responding to day-to-day issues. Citizens want their leadership to have a longer-range vision for the community. The comprehensive plan should create a positive image of the town.
2. Review
 - a. It should be used as a guide to individual development approvals. For example; when developers or landowners request zone changes or other development approvals, their consistency with the comprehensive plan should be assessed.
3. Drafting
 - a. It should be used as a basis for land-use regulations and other implementing tools, such as zoning, subdivision regulations and infrastructure financing tools. For example – the plan should express the goals for land use – including location, intensity and density, impact mitigation, and design quality – that can be implemented through the land-use regulations.
4. Building
 - a. It should be used as a basis for capital improvement plans and other, more focused and specific area plans. The relationship between a comprehensive plan, infrastructure and capital facility plans are particularly important and a linkage often lacking in the

local community planning process. Too often, capital facility plans are made without coordination with the comprehensive plan, particularly the land-use element of that plan.

Framework for Successful Comprehensive Plans

- Organizing to Plan
- Citizen Participation
- Research and Analysis
- Goals and Objectives
- Plan Recommendations
- Implementation and Administration of the Plan

Step 1:

Defining Community Values – Citizen Participation: Remember the reason “WHY” we are involving the citizens.

- **Information** – Citizens should be able to keep up with the planning process, even if they choose not to attend public meetings. This public information function is a basic part of the outreach process.
- **Influence** – Citizens should be able to influence and shape the plan. To do that, you need to include structured ways for citizens to do hands-on work.
- **Support** – The process also should result in consensus on and support for the plan. The citizens of your community should have a sense of ownership of the plan, and that almost never happens unless they have had a hand in crafting it.

Effective Methods to ensure that plans are based on solid community participation include but are not limited to; Community Workshops, Focus Group Interviews, Scientific Valid Surveys, Keypad Polling, Web Interaction, Design Workshops

Brief Discussion with the Planning Commission on the Purpose, Objectives and Goals of the Comprehensive Plan Update

General Guiding Thoughts for a Citizen Survey

“Rules” for Completing a Citizen Survey:

1. *Identify why a survey is needed and it is intended to do.*
2. *Determine how much your community is willing (able) to spend on the survey.*
3. *Put a team in place to analyze the results when they come back.*
4. *Identify the target population and sample.*
5. *Determine how many people should be surveyed and how to reach them.*
6. *Ask the right questions in the right way.*
7. *Ask the right person.*
8. *Test the survey and adjust if necessary.*
9. *Conduct the survey, check for bias, and interpret the results.*