



# TOWN OF HAYMARKET PLANNING COMMISSION

WORK SESSION  
~ AGENDA ~

Shelley M. Kozlowski, Clerk of Council  
<http://www.townofhaymarket.org/>

15000 Washington Street, Suite 100  
Haymarket, VA 20169

Monday, December 10, 2018

6:30 PM

Council Chambers

## **I. Call to Order**

## **II. Comprehensive Plan Discussion**

### **1. Comprehensive Plan Discussion Items**

## **III. Adjournment**

## Planning Commission Comprehensive Plan Work Session Discussion on December 10, 2018

### 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 and infrastructure and capital facility plans is particularly important and is 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 not just influence the plan but to shape it. 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.*

**Previous Citizens Survey questions from 2006, (Questions shortened to thoughts for conciseness of the discussion)**

Part 1, Living in Town, General

- How Long have you lived here
- Top reasons for moving to Haymarket
- Do you attend Town Council Meetings
- Have you ever wanted to serve on a Board
- Do you feel you are informed about what is going on within the Town?
- What is the primary issue facing the Town
- How often of you go walking within the Town?
- What type of Housing Development would you support?
- Over the past several years do you think the Town Government has...
- Overall how would you rate the way Haymarket is managed?
- Garbage Collection
- Recycling Program
- Traffic Control
- Road Surface Maintenance
- Availability and Location of Parks/Green Space
- Youth Activities
- Adult Activities
- Town Special Events
- Police Protection in Your Neighborhood
- Economic outlook for Haymarket
- Real Estate Tax Rate
- Personal Property Tax Rate
- Road Improvements required?
- Should the entire Town be included in the Historic Overlay
- What public service needs to be improved
- What is the most important change needed
- Overall quality of life in Haymarket
- Annexation

Part 2, Public and Community Services

- Do you patronize businesses in Town
- Day Care Provider
- Do shops in Haymarket serve your needs
- What additional services do you want to see in Town
- Where do you buy your groceries
- Where do you go for recreation
- Do you think there is a need for recreation in town
- What kind of recreation is needed in Town
- What types of business developments needed in Town

- Do you feel your neighborhood is...?
- Do you feel fire service is...?
- Do you feel the town police service is?
- What library do you use?
- If eligible did you vote in the last election?
  - Yes/no
  - Couldn't leave work to vote
  - Why bother
  - Just moved here

### **Proposed Survey Questions for the 2019 Citizen Survey**

#### **Living in the Town, General**

- How long have you lived in the Town of Haymarket?
- What are the top reasons you moved to Town for?
- Do you feel that you are informed about what is going on within the Town?
  - If yes, how did you find out about the meetings?
    - Town Website
    - Town Hall
    - Social Media
    - Newsletter
    - Other: Please explain
- Do you attend the Town Council Meetings?
  - Do you wish to attend the meetings but have scheduling conflicts?
  - If yes, do you watch the meetings online?
- Do you have an interest in serving on a Board or getting involved in the Town?
  - If yes, what interests you?
- If eligible, did you vote in the last Town election?
- What do you think is the primary issue facing the Town?
- If you could change one thing about the Town what would you change?

#### **Lifestyle**

- How often do you go walking in the Town?
- Do you utilize the Town Park?
- Do you utilize the pet waste stations?
- Do you visit the new Arts space at the Town Museum?
- Do you partake in the Town Events? To include; Haymarket Day, the Christmas and Holiday Celebration
- Do you shop at our local Town Businesses or use business services within the Town?
- What do you like the most about our Town?

#### **Public and Community Services**

- Are you satisfied with your garbage and recycling services?

- Are you satisfied with the current traffic control measures?
  - If not, what area do you feel needs more attention?
- Are you satisfied with the road condition and maintenance in Town?
  - If not, please explain
- Are there additional public services you wish were provided to the residents?

**Police Department Questions**

- Do you have a sense of safety living in the town?
- Do you see the police department patrolling your neighborhood?
- Do you think the police department is involved with the community?
- Do you feel like the police department communicates well with the citizens?
- Is the police department approachable?

**Other Concerns and Comments and Questions.**