



ALBEMARLE COUNTY PLANNING

STAFF REPORT SUMMARY

Project Name: 2020 Crozet Master Plan Update Guiding Principles & Focus Areas	Staff: Andrew Knuppel, Planner
Planning Commission Work Session: November 19, 2019	Board of Supervisors Work Session: December 18, 2019
Owner: Multiple	Applicant: N/A (County-initiated)
TMP: Multiple Acreage: ~2,914 acres	Comprehensive Plan Amendment: Update of the Crozet Master Plan.
Magisterial District: White Hall	Future Land Use: Multiple
School Districts: Brownsville & Crozet – Elementary; Henley – Middle; Western Albemarle – High	
DA (Development Area): Community of Crozet	Topics for discussion: Phase 1 public participation & feedback; proposed Guiding Principles; 2020 Work & Engagement Plan.
Proposal: Consider feedback from Phase 1 of the public participation process, proposed Guiding Principles and Goals, and 2020 Work & Engagement Plan.	
Discussion/Recommendation: Staff recommends that the Commission review the attached background information, feedback summaries, and work & engagement plan and provide direction to staff on the questions below. Q1 Are the proposed Guiding Principles & Goals consistent with community feedback and the Comprehensive Plan's objectives? Are any topics missing? Q2 Does the Commission have any questions or concerns about its role in the Master Plan update process, as outlined in the 2020 Work & Engagement Plan?	

STAFF CONTACT:
PLANNING COMMISSION:

Andrew Knuppel, Planner
November 19, 2019 (Work Session)

PROJECT BACKGROUND AND PURPOSE OF THE WORK SESSION:

The Crozet Master Plan was first adopted on December 1, 2004 and last updated on October 13, 2010. The Master Plan establishes expectations for development that is sensitive to Crozet's "small town feel" and supports Crozet's status as a designated Development Area. Site-specific recommendations for future land uses, transportation networks, parks and green systems, and implementation projects are detailed in the Plan and support the implementation of the Comprehensive Plan's policies. The Crozet community has seen substantial growth since the last revisions to the Plan in 2010.

The Board of Supervisors directed staff to begin work on updating the Crozet Master Plan on September 4, 2019. Updating the Crozet Master Plan was identified in the 2019-2022 Community Development Work Program as beginning during the 4th Quarter of 2019 and ending with the public review process during the 4th Quarter of 2020.

The public participation process affirmed by the Board involves a phased approach to plan development (Attachment 1). An overview of these phases, their goals, and original timing is outlined below:

- Phase 1 "Community Visioning" (September – December 2019)
 - Goal: Facilitate a community visioning process.
 - Goal: Build an understanding of the importance of master planning.
 - Goal: Identify & affirm the Master Plan's Guiding Principles.
- Phase 2 "Focus Area Input & Design Strategies" (January – April 2020)
 - Goal: Workshop focus areas & specific topics.
 - Goal: Identify an implementation framework and strategies.
 - Goal: Design the Master Plan's policies & projects with the community.
- Phase 3 "Plan Refinement, Endorsements, & Draft" (April – September 2020)
 - Goal: Refine design and policy proposals.
 - Goal: Workshop draft recommendations with the PC/BOS as needed.
 - Goal: Prepare the draft Master Plan & solicit feedback from the community.
- Phase 4 "Review & Adoption" (September – December 2020)
 - Goal: Submit the Master Plan to partner agencies for review.
 - Goal: Adopt the updated Master Plan.

The purpose of this work session is to provide the Planning Commission with an update about the current status of public participation process and receive guidance on the future development of the Master Plan.

PHASE 1 PUBLIC PARTICIPATION PROCESS & FEEDBACK

Engagement opportunities and discussion topics in Phase 1 have included:

- **Community Workshop #1: Introduction to the Master Plan** (September 9, 2019)
 - Why Crozet?
 - What are our hopes & concerns for Crozet's future?
 - How are the 2010 Vision & Guiding Principles working today?
 - What's one thing you would change today?
 - A summary of feedback from this event is available in Attachment 2.
- **Coffee Talk / Office Hours #1** (September 19, 2019)
- **Community Workshop #2: Community Character & Connections** (October 1, 2019)
 - What are the qualities we associate with "small town feel"?
 - What types of jobs and businesses would we like to see in Crozet?
 - How can we support housing choice and affordability in Crozet?
 - What are the community's important centers (for recreation, shopping & services, gathering, work/school) and how do we access them?
 - A summary of feedback from this event is available in Attachment 3.
- **Pop-Up Table at Crozet Trails Crew 5K** (October 12, 2019)
 - What are the community's important centers (for recreation, shopping & services, gathering, work/school) and how do we access them? (from Workshop #2)
- **Coffee Talk / Office Hours #2** (October 17, 2019)
- **Character & Connectivity Tours** (October 26, 2019)
 - Topics discussed on the Character Tour included:
 - What are the attributes that create an effective "edge" that transitions from a developed to a rural character?
 - What are the most important attributes of St. George Avenue that should be respected in new development or redevelopment?
 - How can we preserve and uplift untold histories that may not meet conventional standards for "architectural significance"?
 - What uses may be appropriate in the Three Notch'd Road corridor in the future?
 - How can Crozet develop in a way that reflects the history and character we've discussed today while also incorporating modern design standards?
 - Topics discussed on the Connectivity Tour included:
 - What are our perceptions of comfort and safety for pedestrians, cyclists, and autos in these areas: Crozet Avenue (downtown and outside of downtown), Jarman's Gap Road, Old Trail, Rockfish Gap Turnpike, Tabor Street/High Street/Park Road, Eastern Avenue, Park Ridge Drive, and Three Notch'd Road?
 - What improvements, if any, would you recommend in these areas?
 - What do you like about these streets?
- **Community Workshop #3: Guiding Principles & Phase 2 Focus Areas** (November 7, 2019)
 - See "Guiding Principles & Discussion Topics".

Many of these events were supplemented with online feedback opportunities for those who were unable to attend. Upcoming and ongoing public participation opportunities include a third Coffee Talk / Office Hours session on November 21, 2019 and an online feedback opportunity for Community Workshop #3, which will close on November 22, 2019.

PROPOSED GUIDING PRINCIPLES & GOALS

The third goal of Phase 1 was to “identify & affirm the Master Plan’s Guiding Principles.” Achieving clarity across the Master Plan’s principles, recommendations, and maps has been a recurring community concern heard by staff. Staff has used the 2010 Master Plan, community feedback from Phase 1 and the 2017 Crozet Community Survey, and existing conditions data to draft updated Guiding Principles.

To achieve consistency with recent County plans, staff proposes structuring the updated Crozet Master Plan around four main chapters: Connectivity, Character, Conservation, and Implementation. Each chapter will have a Guiding Principle (a vision statement), multiple Goals (focus areas) supporting the Guiding Principle, and specific Recommendations supporting each Goal. While Phase 1 has focused on drafting Guiding Principles and broad Goals, Phase 2 is designed to develop these Goals and create their Recommendations.

These Guiding Principles and Goals were introduced at Community Workshop #3 on November 7, 2019, which sought feedback about how well the proposed Guiding Principles captured the community’s vision for the future and which Goals should be discussed while developing each chapter. The presentation boards from this Workshop explaining how these Guiding Principles & Goals were created are in Attachment 4. As public input is ongoing, the below Guiding Principles and Goals are the same as those presented at the Workshop, although they may be modified to respond to feedback.

Connectivity

Guiding Principle: Create a multimodal transportation network that is safe and accessible for all residents, regardless of age, race, income, and ability.

Goals: Network connectivity; safety and access for all users; local and regional transit.

Preliminary Feedback: Most respondents supported focuses on network connectivity and local and regional transit.

Character

Guiding Principle: Support Crozet’s “small town” character through development that is compatible in scale and design, offers housing choice, and respects its history.

Goals: Housing variety and choice; appropriate design and scale; mixed-use activity centers; rural edges; placemaking, arts, and culture.

Preliminary Feedback: Two top priorities include exploring housing variety & choice and appropriate design and scale. Some felt that mountain views should be acknowledged under Character.

Conservation

Guiding Principle: Enhance Crozet’s natural beauty and the surrounding rural areas with an integrated network of parks and gathering spaces, trails, and greenways that support outdoor recreation and natural resource conservation.

Goals: Community parks & outdoor recreation opportunities; trail & greenway connectivity; access to rural & regional amenities; natural resource conservation and sustainability.

Preliminary feedback: Respondents felt community parks & outdoor recreation opportunities; trail & greenway connectivity; and natural resource conservation and sustainability should be the main focuses in developing this chapter. Some felt that the language in the Guiding Principle should be adjusted to “Preserve and enhance Crozet’s natural beauty” to reflect its current assets.

Implementation

Guiding Principle: Provide strategic & timely support for community partnerships, local economic development, policy changes, and capital investments to support a changing Crozet.

Goals: Community partnerships; economic development initiatives; zoning & policy updates; capital improvements; project prioritization.

Preliminary Feedback: Some respondents felt there should be additional language about managing timing and impacts of new development. The leading topic for future discussion was zoning & policy updates.

2020 WORK & ENGAGEMENT PLAN

Staff has drafted a preliminary work & engagement plan (Attachment 5) to detail how community input will be utilized through the rest of the Master Plan update process.

Phase 2 has been extended through May to include a second Community Workshop focused on Character, for a total of five Community Workshops in Phase 2. The updated plan also reflects technical work conducted by staff and external studies that will be used to inform the Master Plan's development.

The engagement plan (including meeting dates and focused conversation topics) will be further refined and developed in the coming weeks as staff receives further direction and community input.

STAFF QUESTIONS FOR THE COMMISSION:

The purpose of this work session is for the Commission to provide guidance on the future development of the Master Plan.

Q1 Are the proposed Guiding Principles & Goals consistent with community feedback and the Comprehensive Plan's policies? Are any topics missing?

The Phase 2 process will be designed to refine and develop the identified Goals and draft Recommendations. The proposed Community Workshops are organized around a single chapter/Guiding Principle, and Community Workshop activities and Focused Conversations will likely align with specific Goals.

Because Master Plans implement the Comprehensive Plan's policies and are developed through a community-driven process, staff seeks input from the Commission on any additional topics that it feels need to be addressed during the public participation process.

Q2 Does the Commission have any questions or concerns about its role in the Master Plan update process, as outlined in the 2020 Work & Engagement Plan?

Following the conclusion of the Community Workshops & Focused Conversations in Phase 2, staff will begin drafting the Master Plan and working with the Crozet Community Advisory Committee (CCAC) to refine recommendations for each chapter, confirm alignment with the Guiding Principles, and connect topic areas. Prior to public hearings, staff will return to the Planning Commission for work sessions focused on Character & Connectivity (August 2020) and Conservation & Implementation (September 2020).

STAFF RECOMMENDATIONS

Staff recommends that the Planning Commission review and discuss the above background information and attached summaries and provide direction to staff on the questions above. Staff will be working to further refine this framework in the coming weeks and welcomes additional suggestions from the Planning Commission. A refined set of Guiding Principles and Goals and a 2020 Work & Engagement Plan will be shared with the Board on December 18, 2019.

Attachments:

Attachment 1 – Public Participation Process Overview (8/19/2019)

Attachment 2 – Community Workshop #1 Feedback Summary (9/26/2019)

Attachment 3 – Community Workshop #2 Feedback Summary (10/11/2019)

Attachment 4 – Community Workshop #3 Proposed Guiding Principles & Goals Boards (11/7/2019)

Attachment 5 – 2020 Work & Engagement Plan (draft 11/11/2019)