



# Memorandum

*Planning Division • Community Development*

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To: Planning Commission

From: Tom Martin, AICP, City Planner

CC: Bonnie Svrcek, City Manager, Reid Wodicka, Deputy City Manager, Walter Erwin, City Attorney, Kent White, Director Community Development, Kevin Henry, Zoning Administrator

Date: August 8, 2018

Re: Downtown 2040 Master Plan

For the past year, the City of Lynchburg and the consultant team of Hill Studio, Arnett Muldrow, Alta Planning and Hurt & Proffitt have been drafting a plan to address the future growth and development of Downtown. The Downtown 2040 plan builds on the successes achieved by the implementation of the 2000 Downtown & Riverfront Master Plan and sets even greater goals for the next 20 years.

Community outreach and participation were fundamental components in developing the Downtown 2040 Plan and guided the team's recommendations. Engagement and outreach included: Project webpage, kick-off event where attendees learned about "why place matters" and "loving the place you live", on-line survey with over 900 responses, five public listening sessions, nine pop-up events around the city and a three day design workshop.

The resulting Downtown 2040 Plan addresses a number of areas including Historic and Architectural Resources, Parks and Trails, Parking, Mobility and Accessibility, Utilities, Streetscape, Refuse and Safety, Connecting Communities and Economic Development.

A public presentation of the plan will be conducted on Monday, August 6 at 6 p.m. at the Lynchburg Regional Business Alliance located at 300 Lucado Place. A series of seven other presentations at pop-up events and community group meetings are also scheduled.

At the August 8, 2018 Planning Commission work session, staff will be available to answer questions and give an in depth overview of the plan prior to the scheduled August 22, 2018 Planning Commission public hearing.

If you would like to learn more about the plan prior to the work session, please contact me at (434) 455-3909, [tom.martin@lynchburgva.gov](mailto:tom.martin@lynchburgva.gov) or visit the plan website at [www.downtown2040.com](http://www.downtown2040.com).