

## SECTION 6

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# Implementing the Plan

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## Introduction

**O**ne of the primary concerns when preparing this neighborhood plan is its implementation. With limited City resources, the role and involvement of the neighborhood residents and business owners is critical for successful implementation. Typically, neighborhood improvements have occurred only when the neighborhood takes the initiative.

The City encourages each neighborhood—beginning with the Tyreeanna/Pleasant Valley Neighborhood—to recognize both its needs and its inherent ability to meet those needs. As briefly discussed with the Neighborhood Plan Steering Committee, the City will consider using a process known as “asset-based community development.” With this process, a neighborhood conducts an inventory to discover the capacities, skills, and assets that its residents can use to help implement the plan. Then, whatever assets are not present in the neighborhood may be supplemented by the City.

## Steps Toward Implementation

Once the Tyreeanna/Pleasant Valley Neighborhood Plan has been adopted as part of the City's Comprehensive Plan, City staff will begin working with neighborhood residents to discover their assets. For example, many residents have participated in meetings held by the Utilities and Solid Waste Divisions for over five years. This persistence and concern could be channeled into participation in a neighborhood association (or other organization) that would monitor implementation of the plan. Similarly, the interest of the residents in the post-closure use of the City landfill indicates that they should be involved in a citywide committee to determine the future use or uses.

After adoption of this plan, the first step will be a neighborhood meeting to kick off the plan implementation process. This meeting will be hosted by the Neighborhood Services Division of the Community Planning and Development Department, in cooperation with the Planning Division, Utilities Division (Public Works Department), Waste Management Division (Public Works Department), Parks and Recreation Department, and other City departments. Representatives of the Virginia Department of Transportation (VDOT) will also be invited.

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The kickoff meeting will represent the transfer of responsibility for ongoing plan implementation from the Planning Division to the Neighborhood Services Division.

**The major agenda items for this kickoff meeting will be:**

- Present the new plan to the neighborhood and celebrate its completion.
- Introduce the concept of asset-based community development and identify neighborhood assets, capabilities, and other resources that will help in plan implementation.
- Encourage everyone to commit to work on tasks necessary for implementation.
- Encourage the formation of a neighborhood association open to all residents and business owners in the community.
- Indicate that an 8- to 12-member monitoring committee of neighborhood residents will be formed to oversee plan implementation. Members of this committee will represent the neighborhood in meetings with City officials and staff.
- Call for volunteers from the neighborhood to serve on the monitoring committee. Members of the Neighborhood Plan Steering Committee will be contacted prior to the meeting to encourage them to serve on the implementation committee. They would bring to the committee the perspectives of those who helped draft the plan.

**Following the meeting, City staff will work with the newly formed committee to:**

- Identify those skills and abilities that will be needed to carry out the various implementation strategies and that are not available in the neighborhood.
- Determine how to coordinate the neighborhood's ongoing involvement with the major roadway changes and how best to work with VDOT on these changes.
- Determine how to involve the neighborhood in the plan review process when a developer comes forward with a proposal for the Village Center area.
- Include the neighborhood in decision making for current and future public facilities in the area, such as the new landfill, sludge disposal, the wastewater treatment plant, and others.
- Represent the neighborhood whenever plans are presented to the City for rezonings, conditional use permits, subdivisions, or other planning efforts for sites in the Tyreeanna/Pleasant Valley neighborhood.
- Consider establishment of a Neighborhood Watch program.

The schedule for the kickoff meeting and subsequent activities will extend over the next two or three years, as neighborhood interest and City staff availability permit.

The Parks and Recreation Department will be responsible for establishing and conducting a formal selection process for the post-closure use(s) of the current City landfill. The process will be conducted on behalf of the entire City, since the use(s) will benefit the City as a whole.

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**Participants in the planning process shall include representatives of:**

- The Tyreeanna/Pleasant Valley neighborhood
- A variety of other City neighborhoods
- The Department of Community Planning and Development
- The Public Works Department, especially the Waste Management and Utilities divisions
- Others, as needed

This selection process will be scheduled over the next two or three years as City staff and resources become available.

Additional information about asset-based community development is given in *Building Communities from the Inside Out: A Path Toward Finding and Mobilizing a Community's Assets*, by John P. Kretzmann and John L. McKnight. A copy of this book is available for review in the Department of Community Planning and Development.

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