

Chapter 3: Goals & Policies

Introduction

This chapter consolidates the Comprehensive Plan policies and establishes a framework for ongoing decision-making when implementing the plan. More specific descriptions of the strategies that can and will be used to achieve the Plan’s goals are included in each of the subsequent chapters of this Plan.

Goals describe desired outcomes or broad public purposes that policies and strategies are intended to help to achieve. The goals are organized by topic, but there is some overlap between each topic. The order in which the goals are listed does not imply any priority or order of importance.

Policies provide operational guidance by describing how the City will respond to certain circumstances; they indicate the direction the City should take to achieve its goals. Subsequent chapters provide greater detail that should guide policy interpretation.

The Plan Framework Map provides an overview of the main ideas and themes addressed in the Plan. The map illustrates the City’s general pattern of development and highlights areas where some degree of change is encouraged or anticipated (see chapter 6 for the map and more detailed discussion).

The Future Land Use Map (FLUM) provides a guide for future zoning and public improvement decisions. The FLUM is intended to be used in concert with the goals, policies and plan framework map to determine whether a specific zoning category is appropriate in time and location (see chapter 6 for the map and more detailed discussion).

The Area Plan Status Map located in this chapter identifies the areas that are currently or are proposed to be subject to more specific plans.

Plan Goals and Policies

Land Use and Development Policies

Goal LU-1: Land Availability. Make efficient use of land and resources in the City to serve the needs of the region through new development, redevelopment and infill that accomplishes the Plan’s goals.

- LU-1.1 Use the Planning Framework (**Exhibit 6-1**) and the Future Land Use Map (**Exhibit 6-3**) to guide zoning and capital planning decisions. Where existing facilities or other conditions do not support planned land uses, consider proffers and other means to mitigate inadequacies.



- LU-1.2 Ensure that land uses and development activities in conservation areas are compatible with applicable resources or hazards.
- LU-1.3 Encourage compatible infill using the Future Land Use Map and Planning Framework. Ensure that development regulations facilitate adaptive reuse and redevelopment of infill sites while fostering compatible land use and zoning transitions.
- LU-1.4 Consider the Planning Framework, land availability, existing land use and zoning patterns, site constraints, transportation capacity, utility availability and natural systems when evaluating zoning and Future Land Use Map amendments.
- LU-1.5 Ensure that development processes establish a coordinated process for Comprehensive Plan, Future Land Use Map (FLUM) and zoning amendments when necessary to approve development that is consistent with the Plan’s goals.
- LU-1.6 When the FLUM allows for greater density than allowed by existing zoning, determine whether a zoning change would be appropriate pursuant to policy LU-1.4 or whether the site is appropriate for density bonuses based on community benefits specified in the City’s zoning ordinance.
- LU-1.7 Coordinate with other local governments, Region 2000 and the Commonwealth to provide the development potential, facilities and services needed to accommodate projected growth, monitor growth’s impacts on the quality of life and enhance public understanding of growth issues.

Density Bonuses could be used to provide incentives for a variety of community benefits, such as open space amenities, natural resource protection or street enhancements.

Goal LU-2: Community Vitality. Foster a vibrant mix of stable neighborhoods and cultural centers, open spaces and thriving commercial and industrial areas to reinforce Lynchburg’s quality of life in partnership with Lynchburg’s citizens.

- LU-2.1 Take appropriate collaborative actions to address the challenges of declining areas.
- LU-2.2 Allow home-based businesses that are compatible with the neighborhoods in which they are located.
- LU-2.3 Improve access between neighborhoods and neighborhood support services, including public and private services that are compatible with the neighborhood character.

- LU-2.4 Encourage property owners to maintain buildings and sites in good condition through coordination with neighborhoods, continued code enforcement efforts and the City's Rental Housing Registration and Inspection program.
- LU-2.5 Ensure that regulatory procedures and standards facilitate appropriate development, redevelopment and adaptive reuse of existing structures for stable residential, mixed use, commercial and industrial development.
- LU-2.6 Promote the economic vitality of commercial corridors and efficient use of employment areas through:
- Coordination of public and private sector investment that continue to enhance their function and attractiveness; and
 - Protection of the areas from encroachment of uses that would inhibit their efficient use.
- LU-2.7 Support the revitalization of existing development and new neighborhood-oriented mixed use development in locations where such uses will promote stability and improvement.
- LU-2.8 Establish appropriate access management strategies and internal circulation patterns along commercial corridors to improve public safety and the long-term viability of these corridors.

Goal LU-3: Compatibility, Character and Design. Reinforce Lynchburg's unique character through public and private strategies that preserve historic elements, enhance transportation options, use existing infrastructure and improve access between land uses.

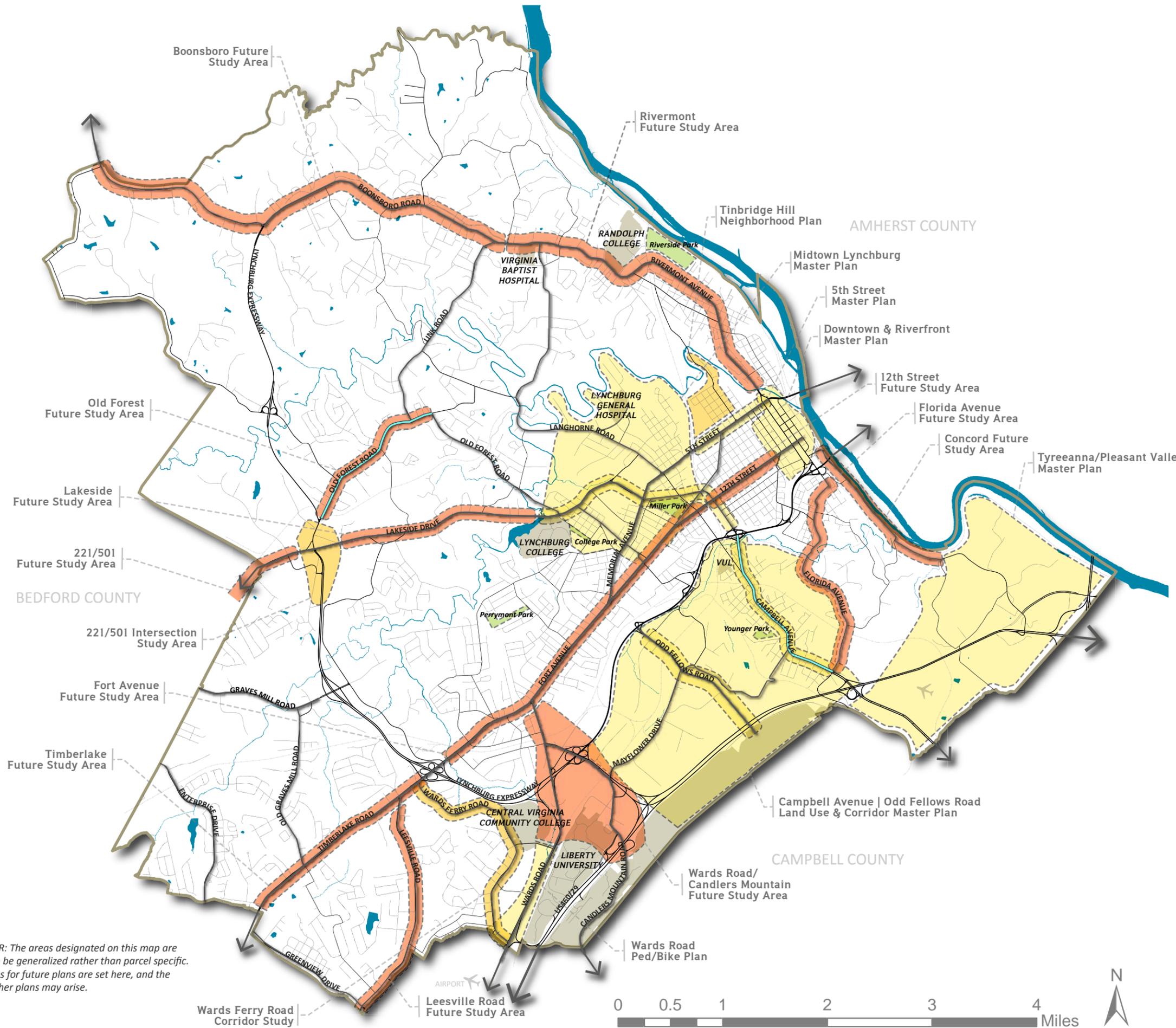
- LU-3.1 Assess the compatibility of proposed development and land uses on, adjacent properties and neighborhood character.
- LU-3.2 Coordinate site and building design with the design of streets and public facilities.
- LU-3.3 Refrain from expanding business and industrial zoning into neighborhood conservation areas unless the scale, design and use of the development is compatible with the neighborhood.
- LU-3.4 Minimize land use conflicts between commercial, industrial and residential developments through active code enforcement and design enhancements as sites are redeveloped or changes of use occur.
- LU-3.5 Facilitate creative residential, commercial and mixed-use development designs that create vibrant, healthy neighborhoods.

- LU-3.6** Ensure that developments and public improvements within Scenic Conservation Areas are designed to protect or enhance the areas' scenic and environmental qualities.
- LU-3.7** When addressing compatibility and connectivity between adjacent land uses, ensure that building orientation, building location, parking locations, parking design, lighting, walkways and other building and site design factors provide safe and convenient access to sites for drivers, pedestrians, bicyclists and transit riders. [See design discussion in Chapter 6]
- LU-3.8** Establish appropriate building and site design guidelines and standards to:
- Facilitate the use, maintenance and revitalization of historic and traditional buildings and neighborhoods;
 - Allow for context-sensitive signage that minimizes visual clutter, but provides for effective communication in ways that are compatible with neighborhood character;
 - Promote energy efficiency and green-building strategies for new development and redevelopment;
 - Ensure that designs promote public safety and emergency service provision;
 - Establish appropriate lighting requirements to maximize the effectiveness and energy efficiency of outdoor lighting while minimizing the negative effects of spillover lighting and light pollution on traffic safety and land compatibility;
 - Preserve and incorporate existing mature vegetation and trees into site designs to the greatest practical; and
 - Enhance the function of natural systems.
- LU-3.9** Explore opportunities for the relocation or redesign of nonconforming billboards and other signage, particularly near residential areas, schools, parks, historic sites and districts, scenic areas and gateways.
- LU-3.10** Encourage the development of built environments that support the integration of healthy and active living in day-to-day life and foster human interaction.

Area Plan Goals

Lynchburg has and will continue to develop detailed plans for specific neighborhoods and corridors. Following the general policies under Goal AP-1, are summaries of each of the City's adopted area and corridor plans. **Exhibit 3-1** maps the location and status of each area plan.

Exhibit 3-1 Area and Corridor Plan Status Map October 2013



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Completed Area/Corridor Plans
 These plans act as extensions of the Comprehensive Plan and have been adopted by City Council. Implementation is ongoing.
 Downtown (2000), Tyreanna/Pleasant Valley (2003), Midtown Plan (2005), 5th Street (2006), Wards Road Pedestrian and Bike Trail (2009), Campbell Avenue | Odd Fellows Road (2013)
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Current Study Areas
 Areas of the city undergoing current planning efforts.
 221/501 Intersection Study, Tinbridge Hill (anticipated 2013), Wards Ferry Road (anticipated 2013)
- 
Future Study Areas
 Areas of the city that will benefit from future plans and studies.
 12th Street, Boonsboro, Concord, Florida, Lakeside, Leesville, Link, Old Forest, Timberlake, Rivermont, Wards Road/Candlers Mountain
- 
Access Management Study Corridors
 Completed Studies on specific corridors to address traffic pattern concerns.
 Campbell Avenue, Old Forest Road
- 
Parks Master Plans
 City parks with current Master Plans. Implementation is ongoing.
 College Park, Miller Park, Riverside Park, Perrymont Park, Younger Park
- 
Major Institutions
- 
City Boundary

DISCLAIMER: The areas designated on this map are intended to be generalized rather than parcel specific. No priorities for future plans are set here, and the need for other plans may arise.

Prepared by:
Department of Community Development
Planning Works



Goal AP-1: Area and Corridor Planning. Recognize and reinforce the unique character of different neighborhoods and corridors in the City; preserve the elements that strengthen each area; and foster changes that enhance the areas' stability, vitality and resilience.

- AP-1.1 Develop targeted corridor and neighborhood plans to address the unique needs of specific areas of the City, including Candler's Mountain Road, Old Forest Road, Fort Avenue, Tinbridge Hill, Lakeside Drive, Timberlake Road, Boonsboro Road, Twelfth Street Corridor, Rivermont, Bedford Avenue, and Neighborhood Conservation Areas identified in the Plan Framework Map and the Plan Implementation Program¹.
- AP-1.2 For each area and corridor plan:
- A. Involve neighborhood stakeholders in the development and implementation of neighborhood, corridor and gateway planning initiatives.
 - B. Tailor capital improvement priorities and designs to address specific area needs, reinforce neighborhood character and serve as a catalyst for private investment. Use the capital planning (including VDOT coordination) and development review processes to continually enhance the appearance, function and safety of the City's gateways and corridors.
 - C. Ensure that land use and development standards reinforce the neighborhood strengths and address the neighborhood challenges.
 - D. Include improvement plans for gateways.
 - E. Identify resource conservation priorities and strategies.
 - F. Establish priorities and strategies to resolve land use conflicts through zoning, revitalization initiatives and other means that promote the adaptive reuse or compatible redevelopment of targeted buildings and properties.
- AP-1.3 Upon the completion and adoption of neighborhood and corridor plans, update the Comprehensive Plan as appropriate to ensure consistency.

¹ The Plan Implementation Program is the prioritized list of non-recurring tasks required to implement the Plan and is presented in Chapter 4.

Goal AP-2: Downtown and Riverfront. Maintain a strong, mixed-use downtown that is a focus for civic, business, residential, entertainment, art, culture and recreational activities. Celebrate and strengthen connections to the James River.

The **Downtown & Riverfront Master Plan** was adopted by the City Council in 2000. The goals of the plan are to:

- Create a Downtown walking loop.
- Connect neighborhoods and extend them into Downtown.
- Reinvent the river as a place.
- Acknowledge gateways.
- Intertwine activities, park design and economic development.



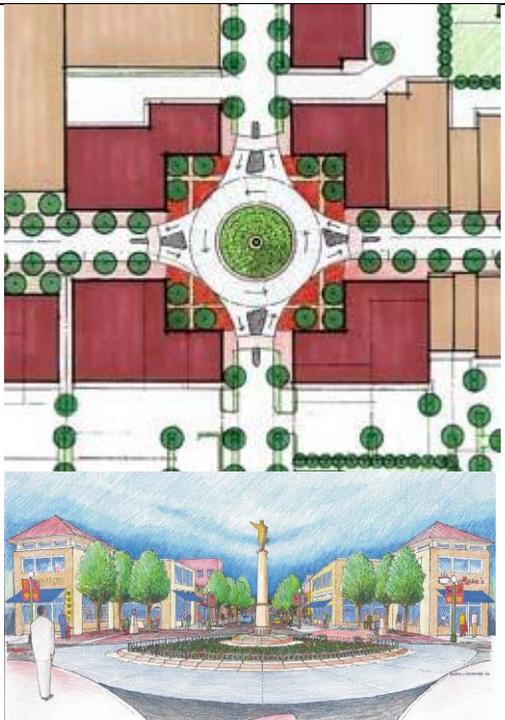
Goal AP-3: Midtown. Establish a thriving, pedestrian-oriented, mixed-use neighborhood with vibrant retail businesses and diverse housing choices having easy access to the hospital, a medical arts plaza, Miller Park, E.C. Glass High School, Lynchburg College and the transit facilities for GLTC and AMTRAK.

The **Midtown Plan** was adopted by the City Council in 2005. The goals of the plan are to:

- Respect, maintain and restore neighborhoods.
- Establish Better Streets that serve all users.
- Maintain and enhance connectivity between residential, commercial, institutional and recreational uses throughout the area.
- Preserve and enhance historic and natural resources, including scenic views.



Goal AP-4: Fifth Street. Revitalize the neighborhoods historical pedestrian-scale commercial corridor and provide easy access by residents to goods and services, transit, Blackwater Creek Trail and Downtown.

<p>The Fifth Street Plan was adopted by the City Council in 2006. The goals of the plan are to:</p> <p>Revitalize the corridor and the surrounding neighborhoods.</p> <p>Improve 5th Street so it serves the neighborhood as well as the people driving through the corridor.</p> <p>Improve the pedestrian environment throughout the neighborhood.</p> <p>Honor the history of the area through compatible design.</p> <p>Meeting the neighborhoods basic needs and promoting investments that make the neighborhood a safe, affordable and desirable neighborhood to live, learn and do business.</p>	
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Goal AP-5: Wards Road. Improve pedestrian and vehicular safety and convenience along Wards Road, as well as between Central Virginia Community College, Liberty University and area businesses.

<p>The Wards Road Plan was adopted by the City Council in 2009. The goal of the plan is to:</p> <p>Provide a vision and a blueprint for improving the pedestrian and bicycle facilities in the Wards Road retail corridor from Wards Ferry Road to Harvard Street.</p>	
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Goal AP-6: Campbell Avenue and Odd Fellows Roads. Create attractive and vibrant corridors and neighborhoods offering a mix of residential, commercial, institutional, employment and opens space uses where one can travel efficiently, safely and pleasurably by car, transit, bicycle or on foot.

<p>The Campbell Avenue and Odd Fellows Road Plan was adopted by the City Council in 2013. The goals of the plan are to:</p> <p>Create streets that better serve the needs of all users, including pedestrians, bicyclists, motorists, trucks and transit riders.</p> <p>Promote private investment in development and redevelopment within the corridors and surrounding neighborhoods.</p>	
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Goal AP-7: Tyreeanna. Revitalize and redevelop Tyreeanna to create a vibrant mixed-use neighborhood with strong connections to the River and Downtown in coordination with of the City’s long-term landfill plans.

<p>The Tyreeanna/Pleasant Valley Neighborhood Plan was adopted by the City Council in 2003. The goals of the plan are to:</p> <p>Conserve, stabilize, and revitalize the Tyreeanna/Pleasant Valley neighborhood.</p> <p>Provide transportation and other public facilities to enhance development opportunities while preserving the integrity and character of the neighborhood and its natural areas.</p> <p>Revitalize commercial corridors and districts in coordination with residents and land owners.</p>	
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Goal AP-8: Tinbridge Hill. Update the neighborhood’s master plan to identify creative ways to address substandard housing, crime, employment opportunities, recreation and infrastructure needs.

The **Tinbridge Hill Neighborhood Plan** will be considered by the City Council in 2014. The goals of the plan are to:

Inventory the condition of the neighborhood, including areas of stability/change, resources and opportunities for community-based partnerships to address those needs.

Encourage the participation of young adults to achieve a sustainable leadership structure.

Develop a plan model that can be used to identify assets and challenges, as well as focus community resources in other areas.



Economic Development Policies

Goal ED-1 Economic Development Strategy. Evaluate and execute the recommendations of the Economic Development Strategic Plan, incorporating actionable suggestions and developing new programs/projects where necessary

- ED-1.1. Create a multi-year strategy of programs, activities, and projects to achieve the City’s overall economic development and redevelopment objectives.
- ED-1.2. Identify resources (e.g., public, private, nonprofit), how these resources will be used, and for what programs/investment opportunities.
- ED-1.3. Create an implementation schedule and focus on those activities and projects with the greatest chance of success.

Goal ED-2 Quality of Place and Market Readiness. Lead and coordinate existing efforts regarding business development, encouragement of entrepreneurship, and recruitment strategies.

- ED-2.1. Ensure opportunities for existing businesses to expand in appropriate locations.
- ED-2.2. Coordinate existing marketing and recruitment strategies for new businesses.
- ED-2.3. Ensure the preservation of development sites for large-scale, job producing projects.
- ED-2.4. Encourage redevelopment of appropriate core and inner-ring locations and buildings enhancing access, market readiness and quality of place.

Goal ED-3. Business Climate and Access to Resources. Implement appropriate City policies designed to maximize citywide economic development strategies.

- ED-3.1 Review and amend existing or implement new City policies to maximize economic development potential.
- ED-3.2 Consider offering appropriate public incentives to achieve citywide economic development and redevelopment objectives.

Neighborhoods & Housing Policies

Goal NH-1: Neighborhood Conservation. Conserve and nurture the improvement of the City's neighborhoods to produce safe and desirable places for all residents to live.

- NH-1.1 Maintain an active community educational outreach program to increase public awareness of the importance of quality design and good property maintenance.
- NH-1.2 Promote the establishment of Neighborhood Watch programs to enhance public security and assist in law enforcement efforts.
- NH-1.3 Coordinate with the Housing Collaborative, local lenders, builders, the Virginia Housing and Development Authority and other agencies to improve access to programs and funding for renovation, rehabilitation and maintenance of older housing.
- NH-1.4 Continue and expand the use of code enforcement to promote rehabilitation or renovation of blighted housing.
- NH-1.5 Pursue the removal and redevelopment of dilapidated and condemned structures that are poor candidates for rehabilitation. Where groups of structures are condemned, facilitate demolition and land assembly to foster more rapid redevelopment.
- NH-1.6 Continue to support efforts of the Housing and Homeless Coalition to identify opportunities to address the needs of the City's homeless population.
- NH-1.7 Monitor affordable and attainable housing supplies and coordinate with public and private agencies to:
 - Rehabilitate substandard housing units. Emphasis should be placed on programs that require an investment of funds and/or labor on the part of the owner commensurate with the owner's resources.
 - Support initiatives to increase permanent affordable rental and housing ownership opportunities.

The Housing Collaborative includes a variety of public, and private stakeholder groups working together to address housing issues.

- Ensure that the supply of housing for individuals and families with special needs (e.g., elderly and physically or mentally challenged) are met.
- Promote programs that assist eligible individuals in retaining their homes.

- NH-1.8 Nurture neighborhood partnerships that facilitate self-sufficiency and enable families and individuals to maintain their housing, remain in their neighborhoods and age in place.
- NH-1.9 Ensure that zoning regulations facilitate the creation of a variety of safe, affordable and innovative housing options that serve the community's diverse needs, including the establishment of small lot, attached units and other housing types that achieve densities established in the future land use map.
- NH-1.10 Encourage construction of new, sensitively designed housing options that blend into mature neighborhoods.
- NH-1.11 Allow for accessory dwellings in single family districts consistent with standards addressing such issues as maximum unit size, adequacy of on-site or on-street parking, entry location and other factors necessary to assure compatibility.
- NH-1.12 Continue to coordinate with local colleges and universities to identify and address student housing needs within appropriate locations.

Goal NH-2: Neighborhood Character. Promote well-designed mixed-use residential neighborhoods that incorporate a variety of housing types and densities with pedestrian-oriented streets, small-scale neighborhood oriented services and parks to where residents are able to live, work and play close to home.

- NH-2.1 Connect neighborhoods through street, sidewalk and trail improvements.
- NH-2.2 Enhance neighborhood access to work, shopping, parks, schools and public services through better sidewalk, street, transit, trail and bikeway connections.

History, Culture, Arts and Education Policies

Goal HCA-1: Historic Preservation. Preserve/conservate significant historic and cultural resources through the collaborative efforts of the City; historic and cultural groups; local schools and colleges; and other local, state, and federal preservation groups and organizations.

- HCA-1.1 Establish and maintain an easily accessible inventory of historic sites and structures in coordination with local individuals and organizations.

- HCA-1.2 Develop appropriate standards and guidelines for the review and treatment of historic sites and structures within or outside of designated historic districts.
- HCA-1.3 Identify the range of financial and other incentives available for preservation of historic sites and structures. Make this information readily available to the property owners, developers and the local real estate industry.
- HCA-1.4 Support efforts to increase:
- The programs available to property owners in historic districts to aid in preservation efforts.
 - Access to and awareness of local historical and cultural resources, as well as the value and benefits of resource preservation.
 - Public information on the restoration, rehabilitation, preservation and maintenance of historic resources.
- HCA-1.5 Identify and eliminate unnecessary disincentives for the maintenance or restoration of historic sites and properties and modify standards and procedures to facilitate:
- Demolition, where appropriate;
 - Compatible land uses;
 - Property maintenance; and
 - Development that is sensitive to historic resources in historic districts.
- HCA-1.6 Ensure that City-owned historic structures and sites are identified and preserved by using design elements (e.g., lighting, walls, paving material and curbstones) that are applicable to historic features.

Goal HCA-2: Arts and Culture. Celebrate the rich cultural heritage of the area and promote the City and region as a destination for culture, arts, recreation, and history.

- HCA-2.1 Improve access to and connections between important heritage sites, cultural resources, natural areas and tourist-oriented destinations. Help visitors find these resources through improved wayfinding signage, guidebooks and on-line information.
- HCA-2.2 Establish a public arts policy that encourages the provision of public art in public and private locations.
- HCA-2.3 Promote places to celebrate the arts through efforts such as the Academy Theater restoration.

Goal HCA-3: Education. Continually improve the quality and availability of educational opportunities for all ages.

- HCA-3.1 Support the growth of educational institutions as they work with the community to develop compatible facilities and transitions, especially in and around the residential neighborhoods.
- HCA-3.2 Connect educational institutions to commercial areas and neighborhoods through a variety of transportation options.
- HCA-3.3 Promote diverse learning opportunities through community centers, libraries and other facilities that develop a citizenry and workforce who embrace technology and have life-long learning opportunities.

Goal HCA-4: Community Engagement. Engage the community, build social capital and encourage citizen leadership.

- HCA-4.1 Provide accessible, transparent access to information concerning land use issues to all citizens.
- HCA-4.2 Collaboratively improve the health and quality of life in built and natural areas of the City by listening to concerns, gaining historic context and understanding community values.

Natural Systems

Goal NS-1: Preservation/Enhancement. Preserve or enhance natural systems for use and enjoyment of future generations, as well as their environmental benefits.

- NS-1.1 Encourage regional coordination in managing natural systems.
- NS-1.2 Improve and maintain the health of the City's watersheds through development and implementation of a comprehensive water quality master plan.
- NS-1.3 Provide incentives (e.g. stormwater credit program, etc.) for the private preservation of environmental resources, including, but not limited to:
 - Preservation of significant wooded open space;
 - Dedication of greenway, trail and open space easements;
 - Preservation of unique or critical habitats;
 - Protection of floodplains and riparian buffers;
 - Implementation of "Green" building and site design practices; and
 - Environmental remediation or retrofits.
- NS-1.4 Promote responsible management and development of lands adjacent to important natural resources that provide a pleasant, healthy and safe environment for human activities by:
 - Minimizing fill or development within 100-year floodplains and wetlands, except as required for water resources management and passive recreational projects;

- Limiting development of steep slopes adjacent to streams, floodplains and wetlands;
- Protecting unique and critical habitats;
- Protecting and enhancing scenic resources, such as City parks and trails, the old City Cemetery, the riverfront and Point of Honor; and
- Eradicating invasive plant species.

NS-1.7 Encourage the dedication or purchase of riparian buffers that contribute to stream protection and water quality improvement.

Goal NS-2: Mitigation. Minimize the negative effects of human activities (such as new development, redevelopment, installation of infrastructure, and resource use and disposal, among others) on natural systems.

NS-2.1 Facilitate the use of “green” site and building techniques that improve the City’s air quality, use renewable resources, manage water resources, reduce energy consumption and improve mobility.

NS-2.2 Encourage the adaptive reuse of existing buildings, “grey field” and “brownfield” redevelopment through a variety of incentives.

NS-2.3 Protect the natural views from the trail system and other public spaces.

NS-2.4 Encourage individuals, families and organizations to become more effective stewards of the environment.

Parks & Recreation

Goal PR-1: Conservation. Conserve public open space and historic park resources.

PR-1.1 Implement the greenway plan and evaluate opportunities to expand the system along the City’s streams and other green corridors.

PR-1.2 Connect greenways to parks, natural areas, schools and other community facilities, such as the James River Heritage Trail through trails and sidewalks to facilitate bike and pedestrian access.

PR-1.3 Encourage the dedication or purchase of riparian buffers that contribute to stream protection and connectivity of the greenway system.

PR-1.4 Develop and maintain individual parks and recreation facility plans that provide a healthy balance of recreational use and natural resource protection.

PR-1.5 Encourage appropriate recreational use of and access to the James River and Blackwater Creek “blueways.”

PR-1.6 Incorporate historic preservation, cultural landscape preservation and cultural resource interpretation in plans for historic parks.

PR-1.7 Include interpretive signage in parks, greenways and blueways to promote a better understanding of the historic, cultural and environmental resources.

PR-1-8 Develop resource management plans for all natural areas within the park and trails system.

PR-1.9 Provide environmental education and interpretative programs.

Goal PR-2: Education and Community Health. Promote a culture of lifelong learning and healthy/active living.

PR-2.1 Improve access to healthy foods at the Lynchburg Community Market and center programs.

PR-2.2 Work collaboratively with community partners to promote wellness programs and the Live Healthy Lynchburg initiative.

PR-2.3 Provide access to after-school programs and support the efforts of Lynchburg City Schools.

PR-2.4 Develop recreation program plans and partnerships to provide a full array of recreation opportunities for the newly renovated Miller Center.

PR-2.5 Fully utilize parks, trails and facilities to meet the recreational needs of city residents, placing emphasis on underserved populations.

PR-2.6 Increase opportunities for physical activity for all residents by creating and promoting participation in fitness and wellness programs, as well as emphasizing after school and summer youth programs.

Goal PR-3 Recreation. Provide access to parks, trails, and recreation facilities and programs.

PR-3.1 Coordinate with public and private entities, including the public school system to maximize access to and sustainable use of recreational facilities for all residents.

PR-3.2 Assess the demand/need for future parks, trails, recreation facilities and programs. Develop a master plan to meet those needs that includes appropriate level of service standards for parks and recreational facilities and programs.

PR-3.3 Maintain a 10-year capital plan to acquire, develop, improve and rehabilitate parks and recreation facilities in accordance with the adopted master plan and levels of services.

PR-3.4 Coordinate with public and private entities (e.g., schools, colleges, universities and other organizations) to make the most efficient use of parks and facilities and maintain adopted levels of service. Establish and maintain joint facilities use agreements to maximize the use of available facilities while enabling each entity to meet its priority needs in its

facilities.

- PR-3.5 Seek sufficient funding from all available public and private sources to maintain adopted levels of service for park lands, recreational facilities and recreational programs. Funding should address improvement, operations, maintenance and rehabilitation costs.
- PR-3.6 Ensure that all residents have safe and convenient access to indoor and outdoor recreation facilities.
- PR-3.7 Implement existing park and trail master plans and develop site specific plans where needed.

Transportation

Goal T-1: Supportive Transportation System. Provide safe, efficient, effective, and well-planned transportation systems and facilities that enhance economic development and redevelopment opportunities while preserving the integrity and character of the affected neighborhoods, historic districts, downtown and natural resources.

- T-1.1 Continue to strengthen the City’s role in the development and implementation of the region’s Long-Range Transportation Plans and Short Term Work Program. Ensure that the LRTP and STWP are consistent with existing and planned land uses, as well as projected growth trends in the City.
- T-1.2 **Exhibit 12-1** is the City’s transportation plan that should be used to:
 - Establish the functional classification of City streets; and
 - Identify and prioritize transportation system improvement needs for streets and trails.
- T-1.3 Establish target levels of service (for vehicles, bicycles pedestrian and transit) and use those levels of service to evaluate the need for street improvements, transportation system management measures and access design improvements during the capital planning and development review processes.
- T-1.4 Prioritize improvements to the transportation system based on safety considerations; existing deficiencies; multimodal and environmental considerations; opportunities to improve street connectivity; physical, economic and policy constraints; contribution to neighborhood

The **Long Range Transportation Plan (LRTP)**, which is maintained and updated by the Central Virginia Metropolitan Planning Organization, is intended to guide transportation system changes for the next 25 years.

The **Short Term Work Program (STWP)** guides transportation system improvements for the next 6 years

character; impact on historic and environmental resources; required right-of-way; target levels of service (see policy T-1.3); public safety access; regional connectivity; and system continuity.

- T-1.5 Manage access to promote safety and convenience of along streets and on abutting properties for all modes of transportation.
- T-1.6 Include the City's bikeway system as part of the City's overall transportation system and include bike lanes and bikeways within the City's capital improvement planning process.
- T-1.7 Commit adequate resources for the cost-effective operation and maintenance of streets, including pavement, bikeways, sidewalks, streetscape and stormwater management improvements.
- T-1.8 Coordinate with VDOT, private property owners and adjacent jurisdictions to improve the appearance of the City's gateways and entry corridors.
- T-1.9 Preserve the City's history and protect neighborhoods by maintaining context sensitive street designs to maintain safe speeds (see Exhibit 3-2). The following streets shall not be widened through the addition of lanes or removal of existing parking lanes unless the City Council determines that no other alternatives can be found to safely accommodate traffic:
- John Lynch Bridge
 - Fifth Street, from the Lynch Bridge to Memorial Avenue
 - Twelfth Street, from Commerce Street to Fort Avenue
 - Rivermont Avenue, from the Blackwater Creek bridge to VES Road
 - Boonsboro Road, from VES Road to US Route 501
 - Boonsboro Road, from US Route 501 to the Western Corporate Boundary
 - Langhorne Road, from Rivermont Avenue to Memorial Avenue
 - Link Road, from Boonsboro Road to Old Forest Road
 - Trent's Ferry Road, from Boonsboro Road to the Northern Corporate Boundary
 - Memorial Avenue, from Fifth Street to Fort Avenue
 - Fort Avenue, from Park Avenue/ Kemper Street to Memorial Avenue
- T-1.10 Coordinate with Amtrak to continue and expand rail passenger service.
- T-1.11 Identify and facilitate efficient use of sites with rail access.
- T-1.12 Coordinate with Campbell County and Lynchburg Regional Airport Commission to protect the airport from incompatible land use encroachments and to foster development of industrial uses that capitalize on the airport's passenger, freight and general aviation services.

T-1.13 Maintain the Airport Master Plan to ensure that improvements meet FAA requirements to accommodate regional jets and larger aircraft.

T-1.14 Coordinate with Campbell County and the Lynchburg Regional Airport Commission to develop an airport commerce park to stimulate economic activity and efficient use of the airport.

Goal T-2: Better Streets and Enhanced Mobility. Enhance mobility for all residents through safe and convenient access to transportation choices that attend to the needs of pedestrians, bicyclists, transit riders and motorists. Streets should help move goods and people, while accommodating trees, stormwater, and other utilities that enhance Lynchburg's livability.

T-2.1 Increase active living by supporting a variety of safe and effective transportation options.

T-2.2 Develop a multi-modal transportation system that supports a vital and growing economy, is economically sustainable, safe, affordable and environmentally friendly and offers seamless connections between transportation modes.

T-2.3 Coordinate street design with the density and design of adjacent residential, mixed-use and non-residential development to enhance transportation options and mobility.

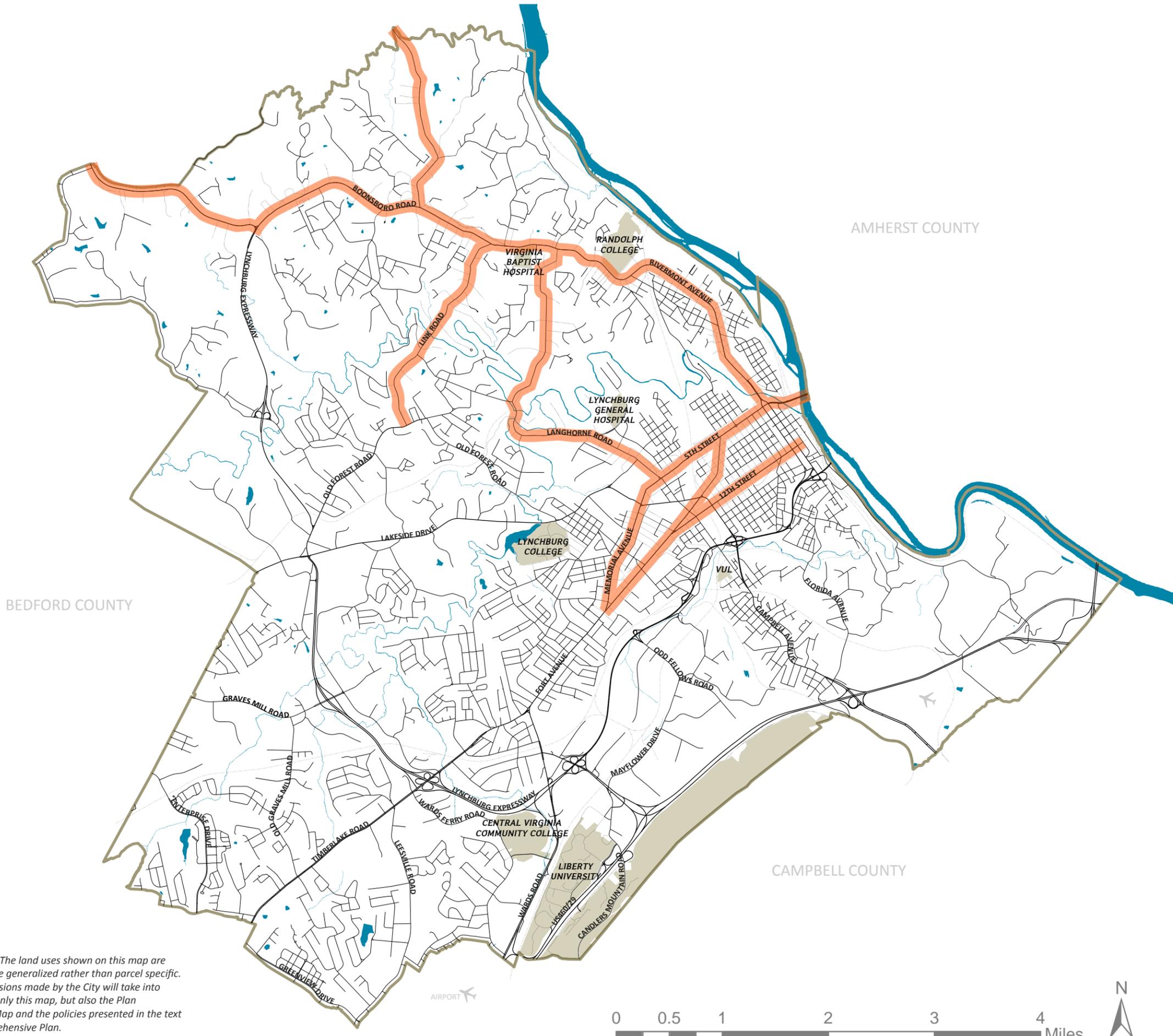
T-2.4 Coordinate with private property owners and neighborhood groups to identify opportunities to better connect streets, pedestrian and bicycle facilities.

T-2.5 Promote transit supportive design for development within walking distance of existing and proposed transit routes.

T-2.6 Coordinate with Greater Lynchburg Transit Company to ensure that street and site designs facilitate safe and efficient transit service provision.

T-2.7 Coordinate bikeway and trail design and construction with the provision of adequate on-street facilities to connect neighborhoods with schools, parks, shopping areas, other community facilities and regional trails.

**Exhibit 3-2
Constrained Streets**
*(See Goal T-1.9)
October 2013*



- Constrained Streets
- Corporate Limit
- Major Institutions

DISCLAIMER: The land uses shown on this map are intended to be generalized rather than parcel specific. Land use decisions made by the City will take into account not only this map, but also the Plan Framework Map and the policies presented in the text of the Comprehensive Plan.

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Public Utilities

Goal PU-1: Water, Sewer and Storm Systems. Comply with all regulatory requirements to provide the citizens of Lynchburg with safe, dependable and affordable services with sufficient system capacities to meet the City's long-term requirements.

- PU-1.1 Maintain water, sewer and storm services master plans that address capacity, maintenance, funding and capital improvement needs, as well as key system operational issues.
- PU-1.2 Provide utility improvements and services in a cost effective manner.
- PU-1.3 Continue to maintain the existing City-owned infrastructure systems, through replacement or rehabilitation when required.
- PU-1.4 Meet the goals of the Combined Sewer Overflow (CSO) Long Term Control Plan.
- PU-1.5 Monitor the true costs of utilities and use this information as a basis for fiscal policies for maintenance, operations, extensions and rates.
- PU-1.6 Consider long-term efficiencies for the provision of all services in the renewal, rehabilitation, replacement and construction of utilities.
- PU-1.7 Evaluate and employ effective and efficient technology to support utility operations and maintenance.
- PU-1.8 Maintain rates that meet operational, capital and regulatory needs.
- PU-1.9 Negotiate external water and sewer service contracts to ensure that:
 - The service does not increase costs for existing ratepayers;
 - The City has adequate capacity to meet existing and projected demands;
 - The service does not detract from local economic development efforts; and
 - Extensions do not promote development with detrimental impacts on the City's transportation system, neighborhoods, natural environment or public facilities.
- PU-1.10 Coordinate with the Commonwealth of Virginia and other entities to protect the quality and quantity of the City's drinking water supply in the Pedlar Reservoir and James River.
- PU-1.11 Maintain the City's sanitary sewer system to ensure that waste flows are safely collected and treated while developing policies and adequately maintaining the sanitary sewer system in a manner that prevents unpermitted sanitary sewer overflows (SSOs).
- PU-1.12 Develop a policy to fund and extend City sewer service to areas served by existing or failing septic systems.

Goal PU-2: Stormwater Management. Manage stormwater to protect residents, property and the environmental integrity of local/regional waterways and ecosystems.

- PU-2.1 Maintain a stormwater management master plan that addresses capacity, meets regulatory requirements, and provides for adequate funding and resources to address operational, maintenance and capital needs.
- PU-2.2 Design and operate stormwater improvements to minimize:
 - Risks to people and property from flooding;
 - Erosion and sedimentation;
 - Negative impacts on water quality and natural systems; and
 - Ongoing maintenance and operations costs.
- PU-2.3 Coordinate stormwater management projects with the expansion of the greenways, trails system and other City or private capital projects whenever feasible.

Goal PU-3: Improved Water Quality. Improve water quality in the City's streams and James River.

- PU-3.1 Develop and use the Comprehensive Water Quality Master Plan to achieve local, state, regional and federal water quality standards through:
 - the implementation of the City's Combined Sewer Overflow (CSO)-Long Term Control Plan (LTCP);
 - compliance with the Phase II Municipal Separate Storm Sewer System (MS4) Permit;
 - compliance with the Regional Wastewater Treatment Plant Virginia Pollution Discharge Elimination System (VPDES) permit requirements;
 - meeting the implementation plan goals of the local Bacteria Total Maximum Daily Load (TMDL), the Chesapeake Bay, and other future TMDLs; and
 - compliance with the [TAM1]State Stormwater Management Programs.
- PU-3.2 Coordinate land use, transportation and stormwater management decisions to employ best management practices that minimize contamination of waterways.
- PU-3.3 Incorporate stormwater quantity and quality management improvements in streetscape improvements.

PU-3.4 Coordinate development review procedures with the implementation of best management practices to maintain or improve water quality to the greatest extent practical.

Goal PU-4: Solid Waste Management. Address the City’s long-term solid waste management needs in a safe, efficient and environmentally responsible manner.

PU-4.1 Coordinate regional solid waste management efforts to reduce the waste stream, increase the proportion of wastes that are recycled and safely dispose of wastes.

PU-4.2 Provide for collection services that facilitate recycling and the efficient separation of wastes.

PU-4.3 Evaluate the potential for composting and reusing organic wastes.

Goal PU-5: Bio-solids Management. Address the City’s long-term bio-solids management needs in a safe, efficient and environmentally responsible manner.

PU-5.1 Implement the recommendations of the Regional Wastewater Treatment Plant Solids Master Plan.

PU-5.3 Dispose of or use bio-solids in an environmentally conscious and economical manner.

PU-5.2 Evaluate beneficial uses of bio-solids including but not limited to: land application, methane generation, and power generation.

Public Facilities and Services

Goal PFS-1: Serving City Needs. Provide efficient and effective public services to support the needs of citizens, businesses and neighborhoods through the funding and implementation of the Capital Improvement Program and operating budget that ensure existing public facilities are safe, effective and well-maintained.

PFS-1.1 Plan and develop new facilities and/or maintain/renovate existing facilities to meet the City’s needs.

PFS-1.2 Leverage investment in public facilities to meet multiple public needs and to foster private investment that achieves neighborhood and City-wide goals.

PFS-1.3 Coordinate the design of public facilities and utilities to minimize life-cycle costs for maintenance and operation.

PFS-1.4 Consider long-term efficiencies for the provision of all services in the in the renewal, rehabilitation, and replacement of solid waste management facilities.

- PFS-1.5 Coordinate facility and service planning among City Departments and the City Schools with the intent of:
- Making more efficient use of facilities for multiple purposes;
 - Providing safe and convenient access by intended users;
 - Integrating facility access with transportation and transit plans;
 - Providing appropriate educational and recreational opportunities in conjunction with building and site development;
 - Incorporating space for public meetings; and
 - Providing safe places for residents and visitors to Lynchburg.
- PFS-1.6 Develop and use level of service indicators to:
- Establish appropriate measures for each department’s effectiveness in providing public services;
 - Facilitate annual budgeting by identifying capital and operational needs; and
 - Facilitate long-range planning for capital needs.
- PFS-1.7 Design and operate public facilities to provide appropriate access to all intended users and coordinate facility design with transportation system improvements.
- PFS-1.8 Ensure that fire and emergency medical service facilities are located, designed and equipped to meet the demands of existing and planned development patterns.
- Goal PFS-2: Regional Coordination.** Continue to reinforce the City’s role as a regional partner in public education, higher education, transportation, utilities, environmental stewardship and health care.
- PFS-2.1 Explore alternatives to improve operational efficiencies through regional coordination and service provision.
- PFS-2.2 Coordinate with public and private service providers to enhance access to health care facilities and services.
- Goal PFS-3: Public Awareness.** Increase awareness of the quantity and quality of the public and private facilities and services available to City residents.
- PFS-3.1 Continually improve access to public information about public facilities and services through the City’s web site and other venues.
- PFS-3.2 Involve citizens in the development and review of level of service standards as well as plans for new public facilities.
- PFS-3.3 Provide accurate and timely information to the public about changes in facilities and services, planned improvements and opportunities for community involvement.
- PFS-3.4 Coordinate the City’s public education efforts with those of other institutions in the City of Lynchburg.