

## SECTION 2

# Goals, Objectives & Strategies for the Neighborhood

## Introduction

**T**he City's new Comprehensive Plan, adopted on September 10, 2002, contains a vision of what the citizens of Lynchburg would like the City to be in 20 years. Accompanying the vision are a series of goals, objectives, and strategies designed to guide the City toward that vision. This neighborhood plan also contains goals, objectives, and strategies to guide future development in the Tyreeanna/Pleasant Valley neighborhood.

The goals outline broad policies for the neighborhood to work toward. Each of the goals has been subdivided into objectives that address more specific policy areas. The strategies listed under each objective are actual tasks or projects that need to be completed to reach the related goal and objective.

These goals, objectives, and strategies are based on those in the Comprehensive Plan and on neighborhood needs and issues identified during the process of preparing this plan. Many of the comments made during public workshops and neighborhood meetings have been incorporated. The members of the Neighborhood Plan Steering Committee have reviewed the goals, objectives, and strategies.

### **The goals are based on the following major issues facing the City and the neighborhood:**

- The impacts of incompatible land uses on the neighborhood.
- The potential for new infill housing once the current City landfill is closed.
- The significant increase in traffic that will result from the opening of the Madison Heights Bypass, James River bridge, and interchange in 2005-2006.
- The section of Route 460 between the merge with the new Route 460 and the Campbell Avenue/Route 501 interchange is now only partially controlled access, rather than the limited access that characterizes the eight miles of freeway/expressway south and north of this stretch of Route 460. This shift in level of access raises serious safety concerns.
- For economic development reasons, the City prefers the "western" alignment of the proposed Lynchburg Bypass. Improving the partially controlled access portion of Route 460 to controlled access will remove one potential obstacle to the choice of the western route.
- The closure of the City's existing landfill in approximately 2014 offers an opportunity to provide the City and the neighborhood with a major park and/or recreational facility.

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- The City's new landfill is planned to open in 2014 across Concord Turnpike from the current landfill. The interval between 2003 and 2014 allows sufficient time to plan for a landfill that will be sited and operated to minimize impacts on the neighborhood.
- The City's wastewater treatment plant is also located on the border of the neighborhood. While the odor control facility that began operating in June 2002 has decreased the odor, it is still present. When sludge is being hauled out of town (rather than landfilled), the potential for odor at the wastewater treatment plant increases due to differences in hauling methods.
- The lack of sewer service in portions of the neighborhood means that most new development is constrained and existing homes or businesses with failing drainfields do not have the alternative of connection to the sewer system.
- As suitable commercial land in the City is developed and as additional traffic flows into the City from the new Madison Heights Bypass, the City has an opportunity to create attractive gateways to welcome travelers to the City, as well as to encourage development of commercial areas to serve these travelers.
- Residents of the neighborhood, as in other City neighborhoods, will need to play an active role in implementation of this plan.

## Goals and Objectives for the Tyreeanna/Pleasant Valley Neighborhood

### Goal 1. Conserve, stabilize, and revitalize the Tyreeanna/Pleasant Valley neighborhood.

**Objective 1.A. Preservation of Existing Residential Areas.** Preserve existing residential areas from incompatible land uses and activities.

- 1) **Design Guidelines for Existing Residential Areas.** Promote the conservation and rehabilitation of existing residential areas by encouraging compliance with Design Guideline 3.0, included in Section 5.
- 2) **Sewer Service.** Determine City policy regarding provision of any future sewer service to existing residential areas that currently rely on septic systems.

**Objective 1.B. New/Infill Housing.** Encourage development of new housing, as soon as conditions in the neighborhood permit.

- 1) **Location of New/Infill Housing.** Determine which areas in the neighborhood should have additional housing based on the availability of sewer service and existing and future landfill issues.
- 2) **Design Guidelines for New Residential Areas.** Create new housing areas of character and distinction by encouraging compliance with Design Guideline 4.0, included in Section 5.

**Objective 1.C. Mixed-Use Areas.** When conditions permit, encourage development of mixed-use areas, including housing, retail, office, and other compatible uses.

- 1) **Design Guidelines for the Village Center Area.** Organize new commercial development in the proposed Village Center area by encouraging compliance with Design Guideline 5.0, included in Section 5.
- 2) **Village Center Area.** When developers express interest in new commercial development, promote the Village Center mixed use area to discourage more strip development in the City.

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**3) Landfill Issues.** Limit the impacts of the existing and future landfills on commercial development in the proposed Village Center area.

**Goal 2. Provide the citizens of the Tyreeanna/Pleasant Valley neighborhood with a safe, efficient, effective, and well-planned transportation network to the maximum extent possible in order to enhance economic development and redevelopment opportunities while preserving the integrity and character of the neighborhood and its natural areas.**

**Objective 2.A. A Connected Neighborhood.** Create a connected neighborhood through a grid system of streets, sidewalks, trails, and green spaces.

**1) Design Guidelines.** Establish this connected neighborhood by encouraging compliance with Design Guideline 7.0, included in Section 5.

**Objective 2.B. Future Controlled Access on Route 460.** Enable the partially controlled access portion of Route 460 to be converted to controlled access to facilitate safer travel on Route 460 and to encourage the choice of the “western” route for the proposed Lynchburg Bypass.

**1) Access Management.** Limit direct access onto Route 460, as recommended in the Access/Corridor Management Study prepared by Parsons Brinckerhoff Quade & Douglas, Inc.

**2) Alternate Access.** Encourage developers of vacant parcels to provide access from other roadways and encourage those with existing access to convert to an alternate access whenever possible.

**3) Design Guidelines for Route 460.** To mitigate the impacts of Route 460, encourage compliance with Design Guideline 2.0, included in Section 5.

**Objective 2.C. Neighborhood Circulation Network—Short- and Long-Term.** Provide a means for residents to travel to and from the portions of their neighborhood on each side of Route 460, without driving on Route 460.

**1) Pleasant Valley Boulevard.** Designate the “old” section of Route 460 from the City limits to the new Route 460 as “Pleasant Valley Boulevard.” This designation will acknowledge the Pleasant Valley neighborhood just as “Tyreeanna Road” acknowledges that neighborhood. Designs for this boulevard may include provisions for bicycle and pedestrian traffic and parking in the outer lanes.

**2) Holcomb Path Road/Tyreeanna Road Intersection.** Promote design changes at this intersection to permit safe access to and from the neighborhood while accommodating through traffic on Route 460.

**3) Loop Circulation System.** Create a loop circulation system, which allows residents to travel throughout the neighborhood without using Route 460.

**4) A Second Bridge over Route 460.** Evaluate the need for and timing of construction of a second bridge over Route 460 in the vicinity of the Holcomb Path Road/Tyreeanna Road intersection. Consider possible disruptions to adjacent residential areas by construction of the bridge and access roads leading to the bridge.

**5) Long-Term Circulation Network.** Create an interchange at the intersection of Concord Turnpike and the new Route 460 that includes a bridge over Route 460 so that traffic can flow unimpeded on Route 460. This will also enable local traffic and travelers who wish to patronize businesses in the neighborhood to have access to all parts of the neighborhood without traveling directly on Route 460. In the event that an interchange is not possible or feasible, develop an alternate long-term circulation network that allows access to/from the neighborhood and does not impede through traffic on Route 460. One possible network is shown on the Tyreeanna/Pleasant Valley Village Center Area: Proposed Long-Term Road Network map.

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**Objective 2.D. Commercial Areas Along the Existing Route 460.** Provide alternate access for businesses with frontage directly on the controlled access portion of Route 460.

- 1) **Access for New Development.** As new development is proposed for parcels fronting directly on Route 460, require that developers provide access from an interior road or other location rather than directly from Route 460.
- 2) **Building Orientation.** Orient the fronts of new buildings internally to the neighborhood and away from Route 460, but encourage new development to present an attractive view for through travelers with the use of landscaping and finished rear building facades. (See Design Guidelines 2.3 and 6.0, included in Section 5)

**Goal 3. Provide adequate public facilities and services to support the neighborhood's and the City's long-range planning goals and objectives.**

**Objective 3.A. Post-Closure Use of City Landfill.** Determine and implement the most appropriate post-closure use(s) for the City's current landfill.

- 1) **Post-Closure Use(s).** The Parks and Recreation Department, along with Public Works Department staff, shall conduct a planning process to identify and study possible post-closure uses for the existing landfill and then develop plans to implement one or more of these uses. Consideration shall be given to both short- and long-term uses, the costs and benefits of each possible use, and the benefits to both the neighborhood and the City.
- 2) **Neighborhood Participation.** Include representatives from the Tyreeanna/Pleasant Valley neighborhood on the advisory committee that recommends post-closure use(s).

**Objective 3.B. Development of the New City Landfill.** Plan and construct the new City landfill to be located on City-owned property north of Concord Turnpike to minimize the negative impacts on the Tyreeanna/Pleasant Valley neighborhood.

- 1) **Planning Timeframe.** Determine the schedule for planning, engineering, and constructing the new City landfill so that it is ready for use when the current landfill closes. Consider participation in a regional landfill or other waste management facility as an alternative to development of the new City landfill.
- 2) **Design Guidelines for the New Landfill.** Mitigate the potential impacts of the new landfill on the surrounding neighborhood by encouraging compliance with Design Guideline 2.0, included in Section 5.
- 3) **Interim Actions.** Begin investigating and evaluating possible locations for filling in the new landfill as soon as possible. This will enable the City to decide where to locate any berms and/or additional vegetation to mitigate impacts on the neighborhood and to protect views of the area from the James River and the Madison Heights Bypass bridge.
- 4) **Conserve Existing Landscaping.** Preserve existing trees and other landscaping in the area of the new City landfill, where possible, to ensure that adequate buffering is available when the City opens the new landfill in approximately 2014. Vegetation should be removed only after plans for the new landfill are complete.
- 5) **Buffers.** When preliminary plans are made for areas to be filled in the new landfill, begin planting trees and other landscaping material to provide adequate buffering.
- 6) **Grading of New Landfill Site.** Avoid grading any of the proposed new landfill site until plans for the landfill are prepared. This will preserve areas that might serve as berms around landfill areas.
- 7) **New Landfill Technologies.** When preparing plans for the new landfill, evaluate and, if possible, employ new technologies and methods that will maximize the life of the landfill, mitigate the impacts of the landfill (and related sludge disposal methods) on the neighborhood, and shorten the post-closure monitoring period.

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**8) Sludge Disposal Methods.** When preparing plans for the new landfill, evaluate the feasibility of alternative sludge disposal methods to determine whether another method would lessen impacts on the neighborhood.

**Objective 3.C. Sewer Service.** Include the Tyreeanna/Pleasant Valley neighborhood in the City's Sewer/Wastewater Master Plan (included in the FY04 CIP). This study should address sanitary sewer service for all unsewered areas of the City in order to assign priorities for the potential provision of sewer to unsewered areas.

**1) Feasibility Study.** Determine the feasibility of providing sufficient sewer system capacity to meet the long-term requirements for commercial and residential development and redevelopment throughout the neighborhood, including the most cost-efficient location for lines and pumping station(s).

**2) Sewer Service Alternatives.** Investigate alternative means of waste disposal for those areas where sewer service is impractical or not cost-effective.

**3) Assistance for Failing Drainfields.** Encourage owners of unsewered property to consult the Health Department for advice and assistance with failing and any other drainfield problems. Whenever possible, provide information to property owners about methods that they can use to repair or replace failing drainfields.

**Objective 3.D. Water Service.** Increase awareness of the availability of City water throughout the Tyreeanna/Pleasant Valley neighborhood.

**1) Information Availability.** Continue to provide information on the City's website, in utility bills, and other locations about the availability of City water and the costs to connect.

**Objective 3.E. Public Safety.** Evaluate the impact of the new Route 460 on Police, Fire and Emergency Service (EMS) response times to various locations throughout the Tyreeanna/ Pleasant Valley neighborhood.

**1) Neighborhood Meetings.** Support the continuing efforts of VDOT and City staff to arrange neighborhood meetings to outline the changes and schedule for new roads, detours, and related matters in the area. Invite representatives from the police, fire, and EMS departments, as well as the City schools transportation office.

**2) Public Safety Improvements.** Adjust police, fire, and EMS response routes as roadway changes and detours warrant.

**Objective 3.F. Neighborhood Amenities.** Provide for neighborhood recreational facilities, bicycle/pedestrian trails, and other amenities to improve the quality of life.

**1) Provision of Amenities.** Consider the potential for including neighborhood amenities each time a development proposal, road design, or other activity is considered for this neighborhood.

**Goal 4. Promote the improvement and revitalization of commercial corridors and districts.**

**Objective 4.A. New Gateway Area.** Plan and develop an attractive, well-functioning gateway area at the point where westbound traffic on Route 460 enters the City of Lynchburg so travelers to and through Lynchburg will know they have arrived in the City and will be able to take advantage of nearby commercial areas.

**1) Gateway Area Designs.** When preparing designs for the gateways, consult the guidelines listed under Design Guideline 1.0, included in Section 5.

**2) Gateway Information.** Provide adequate signs in each gateway to identify the City and other locations, as needed.

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**3) CIP Funding.** Include funding in the City’s Capital Improvement Program (CIP) for new landscaping and signage in the neighborhood gateway areas.

**Objective 4.B. New Commercial Districts.** Encourage development of a new commercial area, the “Village Center,” on the southeast side of Route 460 by providing good access and visibility. This area will serve the travelers on Route 460, the Tyreeanna/Pleasant Valley neighborhood, and nearby areas in Campbell and Amherst counties.

**1) Village Center Development Proposals.** When development is proposed for this area, or any portion of it, evaluate the possibility of adding additional land uses to establish a mixed use area. (See strategies under Objective 1C. Mixed Use Areas)

**2) Commercial Services for Travelers.** In addition to local residents, market the Village Center to potential developers as the site for travel service businesses.

**Objective 4.C. Businesses along the “Old 460.”** Encourage the City’s Office of Economic Development, the Greater Lynchburg Chamber of Commerce, and other such organizations to assist those businesses now located along the existing Route 460, which will be bypassed by most traffic when the new Route 460 opens.

**1) Affected Businesses.** Encourage the City’s Office of Economic Development to make every effort to retain existing businesses that will be affected by the opening of the new section of Route 460.

**2) Available Assistance.** Notify all of the affected businesses of any City, state, or other sources of assistance for marketing, relocation, or other needs.

**Goal 5. Coordinate the timing of major land use changes in the neighborhood with road and infrastructure improvements and changes.**

**Objective 5.A. Timing of the Village Center.** Refrain from upzoning the Village Center area until a comprehensive internal road network and public water and sewer service are proffered or are in place. Avoid small-scale, disjointed commercial rezonings.

**Objective 5.B. Timing of the New Medium Density Residential Area.** Refrain from upzoning the planned Medium Density Residential Area adjacent to the Village Center until a comprehensive internal road network and public water and sewer service are made available. Avoid rezonings to more dense residential zoning districts than R-2 until these facilities are proffered or in place.

**Objective 5.C. Timing of the Planned Employment Area South of Route 460.** Control the access of any redevelopment of the Falwell Airport into new employment uses by prohibiting direct access to Route 460 and requiring access from Campbell Avenue.

**Objective 5.D. Timing of the Planned Employment Area North of Route 460 / West of the Railroad Tracks (Truck Body Area).** Refrain from rezoning any additional land in this area to industrial or business districts until alternative access is proffered or provided. No additional access to Route 460 shall be permitted.

**Goal 6. Enable Tyreeanna/Pleasant Valley neighborhood residents and business owners to participate in implementation of this Neighborhood Plan.**

**Objective 6.A. Neighborhood Involvement in Future Planning Activities.** Include members of the Neighborhood Plan Implementation Committee (see below) in all of the City’s planning activities that will affect the Tyreeanna/Pleasant Valley neighborhood. The City shall also make every effort to ensure that members of the Neighborhood Plan Implementation Committee are included in planning activities conducted by other local and state agencies, such as the Virginia Department of Transportation (VDOT).

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**1) Neighborhood Plan Implementation Committee (NPIC).** Establish a committee with 8 - 12 members whose purpose will be to work with City staff on implementation of this neighborhood plan. This committee will be the contact for any City department working in the neighborhood.

**2) Neighborhood Association.** Establish a neighborhood association to serve the needs of the entire area.

**3) Neighborhood Involvement.** Determine the most effective structure for neighborhood involvement in future planning activities, including the number and charter of committees, their membership, and their reporting channels.

**Objective 6.B. Neighborhood Capacity Development.** Determine how to improve the capacity of the neighborhood to enhance the quality of life available to its residents.

**1) Asset-based Community Development.** Conduct a community development assessment to guide the neighborhood in identifying its assets, such as identifying individuals with special skills who can assist in implementation of this plan.

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