



Date of Council Meeting: March 7, 2016

**TOWN OF LEESBURG
TOWN COUNCIL WORK SESSION**

Information Memo

Subject: Envision East Market Street Town Plan Amendment

Staff Contacts: Mike Watkins, Project Manager, Department of Planning and Zoning
Susan Berry Hill, Director, Department of Planning and Zoning

Council Action Requested: None. Informational purposes only.

Staff Recommendation: Not applicable.

Commission Recommendation: Not applicable.

Fiscal Impact: Not applicable.

Work Plan Impact: Not applicable.

Executive Summary: The preparation of the East Market Street Small Area Plan has begun in earnest. The attachment to this memo serves as the first of many monthly updates to Council regarding the progress of the planning study.

Background: The East Market Street Small Area Plan was identified as a Town Plan action item with the 2012 Town Plan update. The 2012 Town Plan update identified the need to evaluate planned land use within the East Market Street Corridor; more specifically, the purpose and intent of the Regional Office land use designation. Additionally, Town Council's priorities include an evaluation of the effectiveness of the H-2 Architectural Control Overlay District and associated H-2 Design Guidelines. The Envision East Market Street planning study is intended to provide the requested analysis and visioning opportunities for the future development of the corridor.

Envision East Market Street – Progress Report #1

March 7, 2016

PURPOSE: The purpose of this report is to provide an initial description of the project, project objectives, project phases and general timeline. Subsequent monthly reports will provide periodic updates on the progress of the Envision East Market Street (EEMS) planning process.

OBJECTIVE: This project will result in a small area policy plan for the **East Market Street** area outside the Route 15 Bypass to the Town’s eastern corporate boundary. Development of a small area plan will enhance the Town Plan by providing more detailed policy direction for the East Market Street Corridor area and will provide implementation direction for how to achieve this policy direction. Themes to be addressed include, but are not limited to:

- Design
- Economic Development
- Land Use
- Natural Resources
- Transportation

AREA: The project area, as illustrated in Figure 1 below, encompasses East Market Street east of the Route 15 Bypass, south of Fort Evans Road and north of Tuscarora Creek.

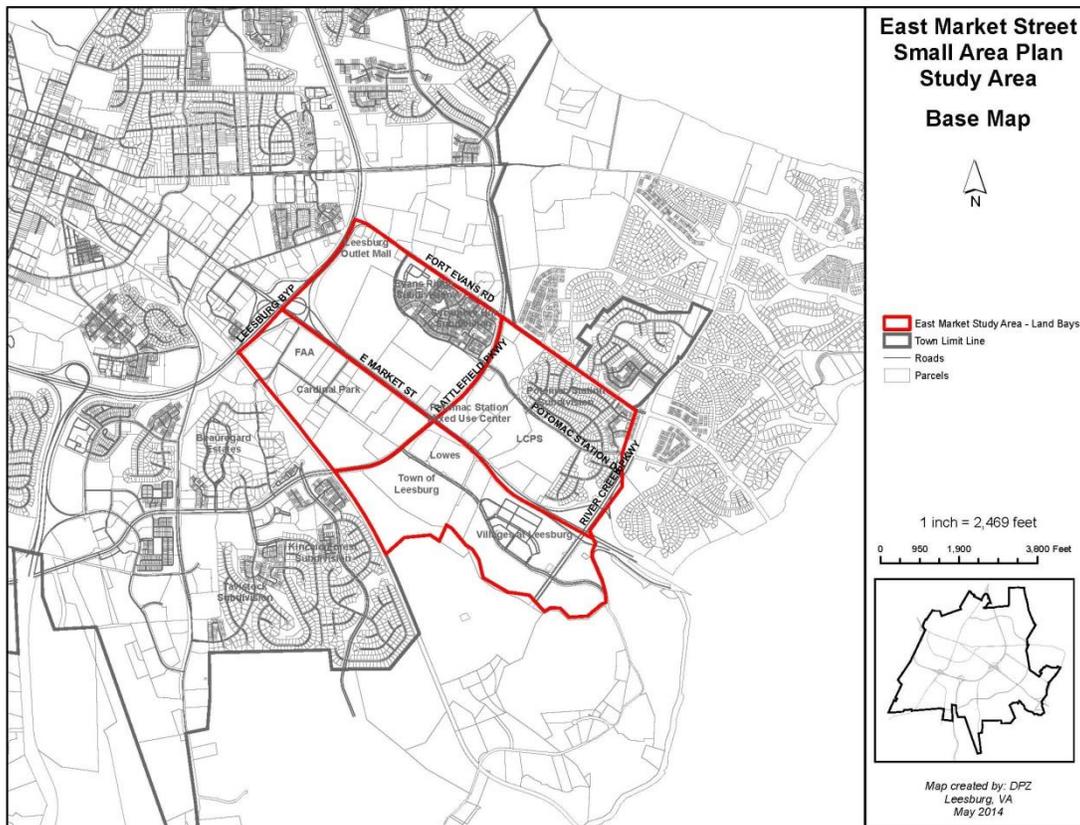


Figure 1. East Market Street Plan Area

TEAM: The EEMS project has already begun. Town staff has developed a project charter and has organized into an EEMS Team. Team members include:

- Mike Watkins, Project Manager
- Susan Berry Hill, Project Advisor
- Tom Scofield, Project Analyst
- Scott Parker, Project Analyst
- Chip Umbaugh, Project Analyst
- Debi Parry, Project Analyst

Additional support to the EEMS Team is provided by various Town departments and graduate students from the University of Virginia. Town staff will support the project based on their respective roles within the Town organization. The graduate students support role in the project is based on their academic backgrounds and as part of their Capstone graduation project. Support members include:

- Calvin Grow, Transportation Engineer
- Betsy Arnett, Public Information Officer
- Marantha Edwards, Economic Development Director
- Ethan Strickler, UVA Graduate Student and Capstone Project Manager
- Elize Cruz, UVA Graduate Student
- Abigail Sandburg, UVA Graduate Student
- John Barber, UVA Graduate Student
- Zack Hanson, UVA Graduate Student (former Leesburg resident)

PROCESS: The Envision East Market Street planning process is anticipated to take 12 months to complete and has been divided into 5 tasks.

Task 1 is the informative phase in which project members will be gathering data to better understand the project area. The information collected will be described in a series of white papers. The white papers will provide a narrative regarding existing conditions and background and information regarding:

- Existing Conditions
- Place-making/Design
- Transportation
- Land Use

Task 2 is the public engagement phase where project members will begin to solicit public input. The public input in the initial portion of this phase is intended to better understand citizens' perceptions of the planning area and to generate awareness of the planning process affecting the project area. The tools that will be used to complete this task include:

- Leesburg Listens: This is an application through the Town's webpage that will feature surveys, questionnaires and interactive mapping to provide feedback, comments and concerns.
- Planning Department's Project Page: This information tool will mimic the project pages that are developed for ongoing land development applications. Citizens will be able to find background information, current status and future tasks and meetings.

- Interviews: Phone and one-on-one interviews with key stakeholders will be used to gather initial insights of the current planning area and initial thoughts for the future.

Task 3 is the visioning phase. Project members will facilitate community meetings with stakeholders through a series of community meetings.

Task 4 is the vision development phase. Project members will begin the process of processing comments, suggestions and recommendations made by the public. Staff anticipates the development of potential “visions” for the EEMS project area.

Task 5 is the vision review phase. In this phase, the project team will prepare a draft document for Planning Commission and Town Council’s review. This phase includes:

- Planning Commission public hearings and recommendation
- Town Council public hearings and adoption

CURRENT ACTIVITY: During the month of March the project team is:

- Preparing Content for Leesburg Listens
- Preparing White Paper #1, Existing East Market Street:
- Preparing a scope of work for the required VDOT traffic impact analysis

NEXT STEPS: During the months of **March** and **April** the project team is:

- Monitoring feedback from Leesburg Listens
- Augmenting content on Leesburg Listens
- Preparing White Paper #2, Placemaking/Design
- Conducting Community Meeting #1
- Coordinating modeling with VDOT and traffic consultant