

**COUNTY OF ALBEMARLE
STAFF REPORT**

AGENDA TITLE: Crozet Master Plan Revision	AGENDA DATE: October 7, 2008
SUBJECT/PROPOSAL/REQUEST: Review of the Public Participation Plan for the Crozet Master Plan Revision	ACTION: INFORMATION: X
STAFF CONTACT(S): L. Catlin, D. Benish, R.Ragsdale	CONSENT AGENDA:
LEGAL REVIEW: NO	ACTION: INFORMATION:
	ATTACHMENTS: YES

BACKGROUND:

Master planning is an important strategic initiative of the County to effectively manage growth and development, while preserving the resources and enhancing quality of life for citizens of the County. Strategic initiatives are established by the Board of Supervisors in the County's Strategic Plan, which establishes the following objective related to master plans:

By June 30, 2010, increase citizen satisfaction with the County's Development Areas by completing Master Plans for all of the County's Development Areas.

As the first master plan to be completed in the County, the Crozet Master Plan (CMP) was adopted by the Board of Supervisors on December 1, 2004. The Master Plan process included an extensive public participation process and resulted in a comprehensive plan amendment that updated the land use designations for Crozet in keeping with the Neighborhood Model Principles and desires of the Crozet community. Following the adoption of the master plan, the Board appointed the Crozet Community Advisory Council (CCAC), which consists of 15-members with broad based community representation, to assist with implementation activities related to the master plan. The attached fact sheet explains more about the CCAC, which has assisted County staff on civic and community related issues, including implementation initiatives such as the Downtown Crozet Zoning District, Streetscape Projects, the library, and planning for town hall or other community project meetings. This fact sheet is provided as Attachment A.

As the Crozet Master Plan was approved in 2004, it is ready for its five-year update. The Planning Commission typically oversees the master planning process, as it did with the existing Crozet Master Plan, the Pantops Plan, and Places 29. To help with the update of the Master Plan, the CCAC has formed a number of subcommittees and focus area groups, one of which is a subcommittee to help keep the process and project on-track. The attached Public Participation Plan represents an approach recommended by staff and CCAC for the Commission's consideration. (Attachment B) As a strategic initiative, the Board prioritizes master planning for the County's Development Areas. In their October 24, 2008 strategic planning retreat, the Board will be discussing the prioritization of future master plans. After that retreat, staff will work with the CCAC subcommittee to develop a more detailed schedule of Public Participation activities. Staff is recommending that the Crozet Master Plan revision process begin next fiscal year in 2009, without initiating any future master plans before that update is complete, ahead of master plans for Neighborhoods 4 & 5 and 6 & 7. This master plan process will be staff led, based on available resources, and will not be led by an outside consultant.

RECOMMENDATIONS:

Staff recommends that the Commission review and provide direction on any changes needed regarding the attached Public Participation Plan. Staff asks that the Commission endorse the Plan reflecting their recommendations.

ATTACHMENTS:

- A. Crozet Community Advisory Council Fact Sheet
- B. Public Participation Plan for the Crozet Master Plan Revision

Meet

The Crozet Community Advisory Council



Nancy Virginia Bain (appointed 2008)

823-4481

Beverly Ergenbright (appointed 2006)

823-5816 • bergenbright@aol.com

Russell (Mac) Lafferty (appointed 2006)

296-6585 • mlafferty@embarqmail.com

Michael Marshall, Chair (appointed 2006)

823-2291 • marshall1335@embarqmail.com

Jessica Mauzy (appointed 2008)

823-5106 • emmittster@gmail.com

Jon Mikalson (appointed 2008)

823-2163 • jdm9x@virginia.edu

JoAnn Z. Perkins, Secretary (appointed 2006)

823-4987 • wperkins@charlottesville.net

Mary Rice (appointed 2006)

823-1882 • ricebooks@cville.net

William Schrader, Vice-chair (appointed 2008)

823-8420 • LVRBRO@embarqmail.com

James L. Stork (appointed 2006)

823-4900

Kelly Strickland (appointed 2008)

981-6029 • kellyandcarrie@aol.com

Terry Tereskerz (appointed 2006)

823-5781 • ttereskerz@mindspring.com

Tim Tolson (appointed 2006)

434-823-5899 • ttolson@gmail.com

David Wayland (appointed 2006)

823-7323 • dfwayl@embarqmail.com

Barbara R. Westbrook (appointed 2006)

823-6807 • westbrook42@yahoo.com

Ann Mallek, Board of Supervisors Liaison

amallek@albemarle.org

Tom Loach, Planning Commission Liaison

tcl4p@virginia.edu

What does the Crozet Community Advisory Council do?

The Crozet Community Advisory Council (CCAC) is a 15-member advisory committee appointed by the Board of Supervisors, that provides assistance to County staff and the Board on civic and community issues related to implementation of the Crozet Master Plan.

What is the make-up of the Council?

The membership is broad-based to incorporate a variety of perspectives and ideas and to provide citizens, businesspersons and representatives of active community groups a chance to be engaged and heard in a constructive and meaningful way.

When and where does the CCAC meet?

The CCAC meets on the third Thursday of each month, 7:00-9:00 p.m. at The Meadows Community Center, 5800 Meadows Drive (off of 240) in Crozet.

Who can attend a CCAC meeting?

The public is welcome and encouraged to attend any CCAC meeting. Meeting agendas will be posted on the county website at: www.albemarle.org/ccac in advance of the meetings.

How can I get involved?

- Come to CCAC meetings
- Talk with a CCAC member about Crozet projects and the Crozet Master Plan
- Encourage your friends and neighbors to participate
- Assist with committee work and special projects
- Apply to become a CCAC member when Council vacancies become available. Openings will be announced and interested citizens can apply through the Board of Supervisors webpage on the County website.

www.albemarle.org/ccac • www.albemarle.org/crozet

County Contact for CCAC Information: [Lee Catlin, lcatlin@albemarle.org](mailto:Lee.Catlin@albemarle.org)

County Contact for the Crozet Master Plan: [Rebecca Ragsdale, rragdale@albemarle.org](mailto:Rebecca.Ragsdale@albemarle.org)

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Crozet Community Advisory Council Focus Areas

At their annual planning meeting on June 14, 2008, CCAC members established a new strategy to increase the effectiveness of the Council by developing expertise and gathering community input in the following focus areas:

Focus Area	Description	Ombudsman	Supporting Members
Downtown	Downtown zoning, streetscape construction, building of the library, contact with Downtown Business Association	Mike Marshall	Jon Mikalson
Eastern Crozet:	Eastern connector planning, rezoning proposed for Eastern Crozet, old ConAgra and Acme Visible Records	Beverly Ergenbright	Bill Schrader
Western Crozet	Crozet Glen, Jarmans Gap Road, Old Trail matters	Jon Mikalson	Jim Stork
Northern Crozet	Old School, Crozet Station	Barbara Westbrook	Nancy Virginia Bain
Southern Crozet	Development on Rt. 250 and Yancey Mills	Mike Marshall	Mary Rice, Kelly Strickland
Parks/Trails	Western Park and reporting on park facilities at all parks	David Wayland	Jessica Mauzy, Terry Tereskerz, Tim Tolson, Jo Ann Perkins
Library	New Crozet Library (www.albemarle.org/newlibrary)	Bill Schrader	Tim Tolson, Terry Tereskerz
Police/Fire-Rescue	Contact these various agencies, get a picture of issues facing these agencies as Crozet grows	Kelly Strickland	Nancy Virginia Bain
Utilities—Water, Sewer and Solid Waste, Recycling	Keep informed of the proposed recycle center, water and treatment facilities.	Jessica Mauzy	David Wayland, Tim Tolson
Transportation Issues	Keep informed of transportation issues and projects	Mac Lafferty	Jessica Mauzy
Survey	Working on the survey for early fall	Tim Tolson	Terry Tereskerz, Barbara Westbrook, Jim Stork
Schools	Coordinating PTOs, linking CCAC with the schools, school population, site for new elementary school	Jo Ann Perkins	
Master Plan Update	Fringe area densities, interpreting land use colors of the Plan, further downtown zoning issues, and other refinements as identified	Tim Tolson	Mary Rice, David Wayland
Demographics	Working with County to determine the statistics that will be used in the Master Plan revision process.	Mary Rice	Beverly Ergenbright, Jo Ann Perkins

Do you have information or comments about one of the focus areas?

Focus area ombudsmen and supporting members will be gathering information from community members about their specific areas, and they welcome your input. Please feel free to call or email the CCAC members above to discuss your thoughts.

Are you interested in presenting to the CCAC?

If you'd like to speak or present at a CCAC meeting, please contact CCAC Chair Mike Marshall at marshall1335@embarqmail.net or 823-2291. Presentations must be scheduled in advance.



CCAC Meeting Dates

2008:

October 16 • November 20

2009:

January 15 • February 19

March 19 • April 16 • May 21 • June 18

July 16 • August 20 • September 17

October 15 • November 19

CCAC Reps on County Project Committees

Crozet Library

Steering Committee:

Terry Tereskerz

Bill Schrader

Mac Lafferty

Tim Tolson

Western Park Master Plan Committee:

Mac Lafferty

Jo Ann Perkins

Beverly Ergenbright

Public Participation Plan – Crozet Master Plan Revision October, 2008

Project Description:

The update is an opportunity to assess Crozet's progress in achieving the goals set in the Master Plan adopted in 2004. As a Development Area in the county's land use plan, Crozet is expected to continue to provide a place for growth to occur outside of the designated Rural Areas as part of the County's overall growth management policy. Now at the five-year mark, it is time to determine what may or may not have developed as envisioned in the plan, given the experience of four plus years of the plan in action. The update is an opportunity to revisit and revise issues of concern from all perspectives.

Work Product for this Project – The work product for this project is a revision to the Crozet Master Plan based on specific focus areas in the form of a Comprehensive Plan Amendment for adoption by the Board of Supervisors

Project Methodology:

Staff and the community will complete several preliminary analyses to measure change and identify any new trends, which will include:

- An assessment of progress to date of the objectives and implementation strategies of the Master Plan. What has and has not been accomplished as envisioned?
- Data collection based on mutually agreed upon data sources and methodology
- Background research regarding existing conditions in the Crozet community
- A mutually agreed upon survey, developed by the CCAC and staff, to survey the Crozet community and others such as County staff who use the master plan. *(The CCAC and staff will identify what they would like the survey to measure/accomplish in relation to the master plan.)*

Based on the results of the various research and analysis tasks listed above, staff and the community will identify major areas/issues of concern that need to be considered as part of the revision process, creating the specific focus areas for the update, with ample public meeting and other involvement opportunities.

The identified focus areas will be reviewed and affirmed with the Planning Commission for their input and comments, before proceeding with the Master Plan update, which will include:

- Strategies will be developed for responding to the identified focus areas using a variety of public engagement approaches to make sure the community input is broad and inclusive
- Appropriate revisions to the plan will be drafted based on the developed strategies and public input will be used to develop/comment on these strategies.

Level of Public Participation:

Public Collaboration – Collaborating with members of the public in some or all aspects of decisions, including the development of alternatives and the identification of a preferred solution.

We will look to stakeholders for direct advice and innovation in formulating solutions and incorporate their recommendations into the decisions to the maximum extent possible, using the Crozet Community Advisory Council (CCAC) to fulfill a major portion of this stakeholder role.

Public Participation Goals:

- Provide educational opportunities for Crozet residents regarding general planning processes and the existing Crozet Master Plan
- Gather public feedback about community desires for the revision of the Crozet Master Plan
- Establish realistic expectations about the process and timeline for completion of the revision
- Provide transparent process for how public input is used in developing alternative and strategies
- Disseminate community input to ultimate decision makers for their consideration
- Keep public informed about any revisions to the updated Master Plan as it moves through the review process

Role of the Crozet Community Advisory Council

As the Board of Supervisors’ appointed Advisory Council for implementation of the Crozet Master Plan, the CCAC will play a critical role in advising on and assisting with the revision process, including the public participation elements. Because of significant community interest in the revision, the CCAC will invite citizens who are interested in a more indepth role in the revision beyond the public meetings that will be held to attend CCAC meetings where the master plan revision is an agenda item and to participate in those discussions.

County staff will work with the CCAC to design all elements of the public engagement process and to regularly discuss the effectiveness of community involvement. The CCAC has also formed a number of subgroups focused on different topic areas, and members of those subgroups will be responsible for researching and providing insights on those topics as the plan revision process continues and for serving as community liaisons regarding those issues.

As with all Comprehensive Plan amendments, the Planning Commission will provide the overall guidance and decision-making on the master plan revision process.

Other Stakeholders:

- Downtown Crozet Association
- Crozet Community Association
- Crozet residents
- Crozet organizations
- Crozet businesses
- Crozet school communities

Schedule of Public Participation Activities:

Publicity/Outreach Tools will include:

- Citizen planning academy opportunities, refresher sessions on the existing Master Plan
- Public meetings/open houses/other forums will be scheduled as appropriate to provide ample community comment on and involvement in the master plan revision process
- Dedicated website with public comment opportunity

- Frequently Asked Questions list
- Press release schedule to coincide with project milestones
- Notice to the community when public discussions/decisions are occurring

Roles and Responsibilities:

Staff – work with the community to prepare revisions to the Master Plan to present to the Planning Commission and Board of Supervisors for their approval, ensure the effectiveness of the public participation process, provide review and recommendations to the ultimate decision makers in accordance with established county policies and plans, keep community informed about progress of the revisions through the legal review process, record and honor public input, communicate how public input has shaped decisions about the study, present final recommendations to the Planning Commission and the Board of Supervisors

Crozet Community Advisory Committee – The CCAC will play a critical role in advising on and assisting with the revision process, including the public participation elements. County staff will work with the CCAC to design all elements of the public engagement process and to regularly discuss the effectiveness of community involvement. The CCAC has also formed a number of subgroups focused on different topic areas, and members of those subgroups will be responsible for researching and providing insights on those topics as the plan revision process continues and for serving as community liaisons regarding those issues.

Planning Commission – The Planning Commission directs updates to the Comprehensive Plan, and will be expected to manage this update in their legally prescribed role. The Commission will affirm the public participation plan for the Master Plan update, and conduct its required public process, including work sessions and a public hearing, on the draft master plan revisions, resulting in a recommendation to the Board of Supervisors

Board of Supervisors – The Board of Supervisors has the final decision making authority for approving all updates to the Comprehensive Plan. The Board of Supervisors will conduct their required public process, including work sessions and a public hearing, on the draft master plan revisions, with the opportunity to adopt the amended master plan

The Feedback Loop:

The public participation plan will ensure dissemination of public input to decision makers and back to the public at large to demonstrate how comments and concerns have been recorded and understood and accurately communicated. It will also show the public how their input has been translated and how it influenced the outcome of the project. Examples of the feedback loop include:

- The Crozet Master Plan website will be kept up to date on all meetings and other events
- All comments generated at public meetings will be recorded and available for review on the county website and will be available for decision-makers during their review
- Major revisions to the project will be communicated to the community prior to being presented to the Planning Commission and/or Board of Supervisors
- All public meetings will be posted to the website and open to the public for their attendance
- The Crozet Amail list will be used to keep interested citizens up to date
- Press releases and other materials will be sent out as appropriate to keep the community informed about the progress of the project

Evaluation:

We will use evaluation as an ongoing tool to assess and improve the public participation plan as the project moves forward, including the following strategies:

- Informal feedback
- Questionnaires/surveys
- End of project evaluation to see if goals are met