

# Chapter 3.

# Implementation



YOUR CITY. YOUR PLAN.



## Chapter 3 Implementation

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### Introduction

This Plan recommends an ambitious array of goals, objectives, and strategies for achieving its vision for the future. The Planning Commission and City Council recognize these recommendations cannot be implemented all at once. There are limitations of time and money that must be weighed against the desire to accomplish so much. Therefore, this chapter of the Plan sets priorities for the objectives that should be undertaken in the first five years after its adoption.

This chapter also addresses future amendments of this Plan. Circumstances change and opportunities arise; therefore, to keep this plan vital and useful, it must be reviewed regularly, and the community must be involved in those reviews.

### 2019-2023 Priorities (Priority Objective Statements)

The follow list of Priorities identifies objectives that should be prioritized over the next five years for implementation by the City and the community. This list was developed in consideration of public comments, discussions at public workshops, and discussions among Planning Commission, City Council, and city staff. Available resources and financial realities shall be recognized during the implementation.

The following 14 objectives have been identified as priorities for the next five years:

- Objective 3.1      To increase resident involvement in City affairs to promote civic pride and participation.
  
- Objective 4.1      To create positive images of the City through landscaping and design improvements at the City’s gateways, along major travel corridors, in residential neighborhoods, and in commercial and industrial areas.

- Objective 4.2 To encourage areas with a mix of uses (residential and nonresidential) and areas with different housing types and lot sizes in locations identified in the Land Use Guide.
- Objective 4.4 To provide off-street parking to adequately meet demand and provide access to key destinations, businesses, and services, without creating oversupply that increases costs for development, and impacts the community character, natural environment, and economic vitality.
- Objective 5.2 To develop approaches to increase the percentage of single-family detached and duplex housing units.
- Objective 6.1 To promote affordable housing options, including affordable rental properties and affordable homes for ownership.
- Objective 7.3 To provide support for educational programs for workforce development, apprenticeship, training and retraining to meet the demands of business and industry, as well as, improving the skills of individual community members.
- Objective 11.5 To protect and increase tree canopy cover in the City.
- Objective 11.7 To promote and implement strategies to reduce waste.
- Objective 12.1 To continue to support Harrisonburg’s parks and recreation system as a major community benefit.
- Objective 13.1 To improve the ability of people and goods to move efficiently and safely throughout the City, while considering existing and future needs of people and planned land uses.
- Objective 13.2 To increase opportunities for alternative modes of transportation (such as walking, bicycling, public transportation, and ridesharing) and to reduce motorized traffic demand on City streets.
- Objective 16.6 To promote entrepreneurial activity across all segments of the population, by providing support and incentives to attract businesses to start in the City.
- Objective 18.1 To maximize the economic potential of new infill development, and the reuse, and redevelopment of existing and underutilized structures and properties.

The City will also implement immediately some objectives and strategies that are not listed in the 2019-2023 Action Plan. These involve on-going activities, mandated activities, or activities already planned in the Capital Improvements Program.

## Revisions to Priorities

City Council reserves the right to change the priority list as objectives and strategies are completed, as circumstances change, and as new opportunities arise. It is difficult to predict the future. As the City and community pursues an objective, they may find that upon detailed study, the objective or an associated strategy recommended is not advisable. An alternative objective or strategy to meet the goal may be substituted. In addition, an objective that was identified as significant may be reduced in importance because of a change in circumstance. Another objective may be moved up on the priority list because a new funding source becomes available, another community organization has addressed or initiated efforts to address an objective, or a strong need arises. The list of priority objectives provided above is flexible and may be changed during the 2019-2023 timeframe.

It should also be noted that the inclusion of an objective or strategy in the Comprehensive Plan or Priorities list does not guarantee implementation. Council also reserves the right to evaluate the need and cost of implementing an objective or strategy in light of current conditions and priorities as implementation proposals arise.

## Amendments to the Comprehensive Plan

This Plan should be reviewed again in 2023 so that it does not become out of date. Virginia law also mandates such a review once every five years. However, updates to the Plan are not required.

Amendments to the Plan can also be made between the adoption of this Plan and the next update. For example, amendments to the Land Use Guide may be considered when proposals are significantly different from the adopted Land Use Guide or enough changes have occurred surrounding a proposed project site that the Land Use Guide should be re-evaluated. Public hearings would be held to allow citizens the opportunity to comment on proposed amendments.

## Implementation Goal, Objectives and Strategies

Goal 1. To keep the Comprehensive Plan vital and useful.

Objective 1.1 To regularly review the Comprehensive Plan's recommendations and the progress towards meeting them.

Strategy 1.1.1 To prepare and implement a schedule for regular plan updates.

Objective 1.2 To continue publicizing the process whereby community members may propose amendments to the Comprehensive Plan between five-year plan review efforts.

Strategy 1.2.1 To continue providing a description of the Plan amendment proposal process and to post application materials on the city website.

Objective 1.3 To use the Comprehensive Plan as a guide for City of Harrisonburg and community actions.

Strategy 1.3.1 To continue using the Comprehensive Plan as a guide for land use and zoning decisions, capital improvement planning, budgeting and other

City actions to address the conformance of rezonings, special use permits, the Capital Improvement Program (CIP), and public facilities improvements with the Comprehensive Plan in staff reports.

Strategy 1.3.2 To seek and encourage partnerships to implement strategies and plan objectives. Partners might include the City, other local, state, and federal agencies, local businesses, the development community