

## GOALS, OBJECTIVES AND STRATEGIES

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“TO PROVIDE FOR THE ORDERLY AND EFFICIENT DEVELOPMENT OF THE TOWN SO AS TO PROTECT AND PROMOTE THE HEALTH, SAFETY, AND GENERAL WELFARE OF ALL CITIZENS, THEREBY PROVIDING A DESIRABLE LIVING ENVIRONMENT FOR CURRENT AND FUTURE GENERATIONS.”

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## ECONOMIC OPPORTUNITY

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**GOAL 1:** ENHANCE AND EXPAND ECONOMIC OPPORTUNITIES BY ATTRACTING AND SUPPORTING BUSINESSES AND PROMOTE ACTIVITIES THAT GENERATE EMPLOYMENT OPPORTUNITIES AND ENCOURAGE INNOVATION AND CREATIVITY FOR ECONOMIC PROSPERITY FOR BUSINESSES AND RESIDENTS.

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**OBJECTIVES 1.1:** DEVELOP INITIATIVES, INCENTIVES AND PROGRAMS TO RETAIN AND ATTRACT BUSINESSES AND PROMOTE JOB OPPORTUNITIES THAT PRESERVES THE CHARACTER OF THE TOWN.

Strategy 1.1.1: Nurture start-up businesses in sectors such as technology, value-added agriculture, arts, entertainment, and light- manufacturing firms by coordinating with county, regional, state and other relevant agencies.

Strategy 1.1.2: Support local arts programs, including those outside of Town boundaries.

Strategy 1.1.3: Support existing tourism businesses through targeted efforts to increase and extend tourist visits.

Strategy 1.1.4: Support the Floyd County Tourism Development Council that was established in 2013 with representatives from local businesses and tourist destinations, as well as from Town of Floyd and Floyd County governments.

Strategy 1.1.5: Maintain and enhance the quality of public spaces and amenities that serve as focal features and gathering spaces.

Strategy 1.1.6: Continue to improve pedestrian facilities to enhance walkability and make streets safe for pedestrian activity.

Strategy 1.1.7: Examine innovative land use planning tools that establish economic activities and design guidelines to ensure the character of the town is preserved and enhanced.

Strategy 1.1.8: Explore opportunities for expanding and upgrading infrastructure such as water, sewer and parking facilities to attract private sector investment and redevelopment.

Strategy 1.1.9: Continue to maintain the Town's affiliate member designation in the Virginia Main Street program.

- Strategy 1.1.10: Partner with Floyd County Public Schools, and higher education institutions to support access to high quality education and training, which serves to provide a well-educated and well-trained workforce.
- Strategy 1.1.11: Maintain K-12 education as a top priority with adequate funding for people, academic space, and technology.
- Strategy 1.1.13: Support the Goals and Objectives found in the Floyd County Public Schools Master Plan.
- Strategy 1.1.12: Expand local continuing education and workforce training opportunities to enhance the competitiveness of the local workforce
- Strategy 1.1.13: Partner with New River Community College and Floyd County to establish a vocational and continuing education center for such purposes as computer classes, continuing education courses, skills development training, special seminars, and/or special employer-based training programs.
- Strategy 1.1.14: Encourage continuing adult education through public and private partnerships.
- Strategy 1.1.15: Work with partners to establish apprenticeship programs with local enterprises and through public agencies and governments.
- Strategy 1.1.16: Coordinate with New River/Mount Rogers Workforce Development Board and programs to ensure Floyd residents have the best workforce training opportunities available.

## FUTURE LAND USE

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**GOAL 1: ENHANCE THE TOWN’S CHARACTER BY ENCOURAGING APPROPRIATE DEVELOPMENT, INFILL DEVELOPMENT AND MIXED USE, AND BY INCREASING OPPORTUNITIES FOR PUBLIC SPACES.**

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**OBJECTIVE 1.1:** THE TOWN WILL ENCOURAGE INFILL DEVELOPMENT AND REDEVELOPMENT TO OPTIMIZE THE DEVELOPMENT OF LAND.

Strategy 1.1.1: Plan for public services and infrastructure to encourage and facilitate development.

Strategy 1.1.2: New developments will be encouraged to maintain common building heights, front yards and architecture to ensure compatibility with existing development.

Strategy 1.1.2: Research and identify potential “brownfields” areas and/or properties for redevelopment and reuse, and if appropriate designate the areas as such.

**OBJECTIVE 1.2:** THE TOWN WILL ENCOURAGE APPROPRIATE USE OF LAND TO MEET FUTURE NEEDS AND TO SUPPORT FUTURE GROWTH.

Strategy 1.2.1: Encourage new developments that provide a mix of housing types.

Strategy 1.2.2: Encourage mixed use development that include a mix of commercial/retail/office uses and housing options.

Strategy 1.2.3: Promote harmonious relationship between uses which are different in densities or intensities by requiring vegetative buffers to allow for appropriate transition.

Strategy 1.2.4: Retain land designated for commercial uses to boost economic and job growth.

Strategy 1.2.5: Continue to support commercial land use patterns that promote clustering of different types of retail businesses, dining establishments and commercial services to offer unique commercial experiences.

Strategy 1.2.6: The Town Council will seek intergovernmental coordination with the County to provide direction for land uses adjacent to their common boundary; evaluate infrastructure capacities to accommodate growth and

public facility investments; and investigate if there is a need for a Boundary Line Adjustment.

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**GOAL 2: MAINTAIN AND ENHANCE AESTHETICS OF PUBLIC SPACES AND PROMOTE CREATION OF MORE PUBLIC SPACES.**

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**OBJECTIVE 2.1:** THE TOWN WILL PROTECT AND MAINTAIN PUBLIC AND OPEN SPACES AND STRIVE TO INCREASE PARKLAND AND PUBLIC SPACES.

Strategy 2.1.1: The Town will preserve and increase open spaces by implementing the open space regulation.

Strategy 2.1.2: Continue to pursue State and Federal grant funds to provide for more public spaces and enhance the appearance and design elements of roadways.

Strategy 2.1.2: The Town will collaborate with other agencies to pursue funding to acquire, preserve and increase parkland, trails and public spaces.

Strategy 2.1.3: The Town will investigate alternate ways of expanding inventory of open/public spaces such as obtaining easements and donations.

## HOUSING

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**GOAL 1: THE TOWN WILL STRIVE TO PROVIDE DIVERSE, SAFE AND QUALITY HOUSING CHOICES, THAT ARE AFFORDABLE.**

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- OBJECTIVE 1.1:** ENCOURAGE CREATION AND PRESERVATION OF VARIETY OF HOUSING OPTIONS THAT ALSO REFLECT NEIGHBORHOOD VALUES.
- Strategy 1.1.1: Provide zoning categories with a range of uses and housing types.
- Strategy 1.1.2: Encourage revitalization and rehabilitation of substandard residential units.
- Strategy 1.1.3: Examine mixed use development in existing downtown buildings.
- Strategy 1.1.4: Encourage residential uses in upper floors of multistory buildings in the downtown area.
- Strategy 1.1.5: Partner with private and/or not-for-profit organization to provide affordable housing opportunities.
- Strategy 1.1.6: Encourage affordable housing developments to allow low income households have access to affordable housing.
- Strategy 1.1.7: Encourage participation with NRV HOME Consortium and County to increase housing options available
- Strategy 1.1.8: Explore grant assistance opportunities to expand housing options.
- Strategy 1.1.9: Encourage private sector to provide additional multifamily dwelling units.
- Strategy 1.1.10: Inventory substandard housing and identify programs to help rehabilitation to comply with building codes.

**OBJECTIVE 1.2:** ENCOURAGE LONG-TERM VIABILITY OF WATER AND SEWER SYSTEMS ASSOCIATED WITH HOUSING DEVELOPMENTS.

**Strategy 1.2.1:** Examine opportunities to encourage public water and sewer services on properties with private wells and septic systems.

- Encourage and educate citizens of private system maintenance requirements and potential problems associated with unsatisfactory use and conditions
- Support and coordinate with the PSA in addressing facility upgrades
- Encourage residential uses in upper floors of multistory buildings in the downtown area.

**Strategy 1.2.2:** Partner with the PSA to develop appropriate strategies to meet infrastructure needs to encourage mixed-use development, infill development and revitalization.

**Strategy 1.2.3:** Encourage outreach and inspection by the PSA concerning restaurant grease traps.

**OBJECTIVE 1.3:** ENCOURAGE DEVELOPMENT OF AMPLE HOUSING THAT MEETS THE “CONTINUUM OF CARE,” ESPECIALLY FOR ELDERLY POPULATIONS (INCLUDING RETIREMENT HOMES, ASSISTED LIVING, AND FULL CARE).

**STRATEGY 1.3.1:** Evaluate senior housing needs and identify key housing issues for the aging population.

**STRATEGY 1.3.2:** Encourage the residential developments to meet the continuum of care, including patio homes and assisted living.

**STRATEGY 1.3.3:** Encourage expansion and coordination of support services to assist aging in place.

## TRANSPORTATION

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**GOAL 1:** THE TOWN WILL STRIVE TO ENSURE A SAFE AND EFFICIENT TRANSPORTATION SYSTEM AND ENHANCE PEDESTRIAN AND BICYCLE AMENITIES AND INFRASTRUCTURE.

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- OBJECTIVE 1.1:** THE TOWN WILL COOPERATE AND COORDINATE WITH VIRGINIA DEPARTMENT OF TRANSPORTATION (VDOT) TO IMPROVE AND MAINTAIN THE ROAD NETWORK.
- Strategy 1.1.1:** Prepare and maintain the transportation element of the Comprehensive Plan as prescribed by the Code of Virginia.
- Strategy 1.1.2:** Encourage bikeway/walkway and trail improvements.
- Continue to seek and utilize grant assistance and revenue sharing opportunities to help implement sidewalk and pedestrian facility improvements.
  - Pursue funding to implement sidewalks leading to: Floyd Center for the Arts, Commerce Center, (Rt. 615 at least up to the Blue Ridge apartments), and other high traffic/pedestrian areas near town.
  - Improve downtown core business area sidewalks to meet current handicapped accessibility standards.
- Strategy 1.1.3:** Support employment mobility through public transportation and ride sharing.
- Strategy 1.1.4:** Promote ride sharing through the Ride Solutions program.
- Strategy 1.1.5:** The town will engage VDOT to discuss truck routing options when the community hosts special events.
- Strategy 1.1.6:** Improve street intersections where local routes intersect with Route 8 and US Route 221. Improve sight distance, access management, lane width, and grade breaks.



**OBJECTIVE 1.2:** THE TOWN WILL STRIVE TO PROVIDE NEEDED TRANSPORTATION FACILITIES THROUGH PARTNERSHIPS, REGULATIONS AND OTHER INNOVATIVE SOLUTIONS.

Strategy 1.2.1: Encourage development and expansion of public parking throughout the Town.

Strategy 1.2.2: Explore partnerships with private/public property owners to provide public parking, or parking that may be available for special events.

Strategy 1.2.3: Install uniform signage for all public parking areas.

Strategy 1.2.4: Develop landscaping requirements for parking lots to improve aesthetics and minimize parking visibility from street.

Strategy 1.2.5: The Town will consider the use of parking meters on some of the on-street parking in high demand areas to promote turnover so more vehicles per day could use the on-street spaces.

Strategy 1.2.6: Fueling stations, vehicle servicing facilities, parking lots and other commercial uses will be encouraged to allow for the addition of electric charging stations.

**OBJECTIVE 1.3:** PROMOTE PEDESTRIAN AND BICYCLE CONNECTIVITY.

Strategy 1.3.1: Prepare a pedestrian connectivity plan that identifies and prioritizes construction of new sidewalks, connect sidewalk gaps, addresses safety needs and ensures pedestrian comfort.

Strategy 1.3.2: Encourage new developments to provide sidewalk or sidewalk connections to existing public sidewalk or planned sidewalk.

Strategy 1.3.3: Work with Floyd County and the Floyd Tourism Office on bicycle connections between county assets such as Blue Ridge Parkway and town destinations.

Strategy 1.3.4: Install and enhance bicycle facilities such as bike racks, signage and bike lanes.

Strategy 1.3.5: Improve and maintain pedestrian safety by providing crosswalks

## TOURISM AND RECREATION

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**GOAL 1: PROMOTE AND PROTECT THE NATURAL, CULTURAL AND ART RESOURCES TO MEET THE NEEDS OF THE RESIDENTS AND INCREASE NUMBER AND LENGTH OF OVERNIGHT TOURISTS VISITATIONS.**

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**OBJECTIVE 1.1:** PROMOTE THE TOWN’S FLOURISHING COMMUNITY OF ARTS AND CULTURE BY RECOGNIZING THE VALUE OF TOWN’S MANY CULTURAL VENUES AND THEIR CONNECTION TO THE COMMUNITY.

Strategy 1.1.1: The Town shall continue to work with community partners to develop and market cultural and community events and programs at various community venues such as the Warren G. Lineberry Memorial Park.

Strategy 1.1.2: The Town shall partner with public and private entities to promote and encourage nature, cultural heritage and education-based tourism.

Strategy 1.1.3: Continue to support the preservation efforts of historic resources in the community.

Strategy 1.1.4: The Town shall participate and partner with County and regional entities that relate to tourism development that may affect the Town’s character and resources and will continue to support the Floyd County Tourism office.

**OBJECTIVE 1.2:** PROMOTE TOURISM INITIATIVES TO MAINTAIN AND ENHANCE FLOYD AS AN ATTRACTIVE DESTINATION.

Strategy 1.2.1: Improve tourism amenities and recreational opportunities to attract locals and visitors.

Strategy 1.2.2: The Town shall continue to further develop its wayfinding system to include pedestrian directional signs, parking facilities signage and attraction identification.

Strategy 1.2.3: Identify and assess concerns of tourism on community life to better understand and take appropriate steps to address issues.

## COMMUNITY FACILITIES AND PROGRAM

**GOAL1:** THE TOWN WILL CONTINUE TO PROVIDE ADEQUATE PUBLIC FACILITIES AND SERVICES.

**OBJECTIVE 1.1:** MAINTAIN DEPENDABLE PUBLIC FACILITIES AND SAFETY SERVICES.

### WATER & SEWER

Strategy 1.1.1: The Town will continue to coordinate with the Floyd-Floyd County Public Service Authority (PSA) to maintain the high quality of water supply.

Strategy 1.1.2: Continue to partner with the PSA in proactively planning to meet future water supply needs and maintain reliable service.

Strategy 1.1.3: Encourage replacement of aged infrastructure and continue regular maintenance to prolong the useful life of the water and sewer system.

### SOLID WASTE

Strategy 1.1.4: Study Waste Management Services in the Town and County for potential consolidation of available resources

- Promote recycling within the Town through education and awareness program
- Explore local opportunities for recyclable materials.

Strategy 1.1.5: Encourage more residents and businesses to recycle and reduce the amount of solid waste generation.

Strategy 1.1.6: Utilize evolving technology to the extent possible to deliver public services.

### FIRE AND RESCUE

Strategy 1.1.7: Continue to promote volunteerism within the community.

- Work to increase volunteers in Rescue and Community Services.
- Promote and assist volunteer organizations that furthers the goals of the comprehensive plan.

## PARKS AND RECREATION

OBJECTIVE 1.2: EXPAND RECREATIONAL OPPORTUNITIES AND FACILITIES.

Strategy 1.2.1: Encourage development of an indoor recreation center, and outdoor multi-use facilities.

- Encourage Public and Private Partnerships to increase recreational opportunities for Town residents.
- The Town will explore the possibility of partnering with the County to build a health, wellness and recreation facility.

Strategy 1.2.2: Work with Floyd County to explore development of walking, hiking, biking, and multi-use trails in the Town and County.

Strategy 1.2.3: Explore opportunities to acquire more land to create parks, play spaces and other public places.

## COMMUNITY PROGRAMS

OBJECTIVE 1.3: ENCOURAGE AND APPRECIATE THE MANY VOLUNTEERS WHO SERVE THE COMMUNITY.

Strategy 1.3.1: Encourage local press to recognize volunteer efforts.

Strategy 1.3.2: Encourage special recognitions by Town Council as opportunities allow.

Strategy 1.3.3: Encourage volunteerism through education about ways to be involved in the community.

OBJECTIVE 1.4: ENHANCE THE BEAUTY OF THE TOWN.

Strategy 1.4.1: Encourage public-private partnerships for landscaping and greening public spaces.

- Support and promote green initiatives in cooperation with the efforts of private enterprise.
- Explore opportunities for funding partnerships and grants, such as those available through, but not limited to, the Tree City USA program and Virginia's urban forestry grant program.

## EDUCATION

**OBJECTIVE 1.5:** THE TOWN WILL ENCOURAGE HIGH QUALITY EDUCATION TO ENSURE EACH STUDENT ACHIEVE THEIR POTENTIAL.

**Strategy 1.5.1:** Support the expansion of educational opportunities for all students and adults.

**Strategy 1.5.2:** Encourage co-location of activities and facilities within school property.

**Strategy 1.5.3:** Promote programs that will link education with community needs.

**Strategy 1.5.4:** Encourage and support creation of community based educational programs that provide awareness to nature-based and cultural activities.

Figure 1. Town of Floyd Future Land Use Map

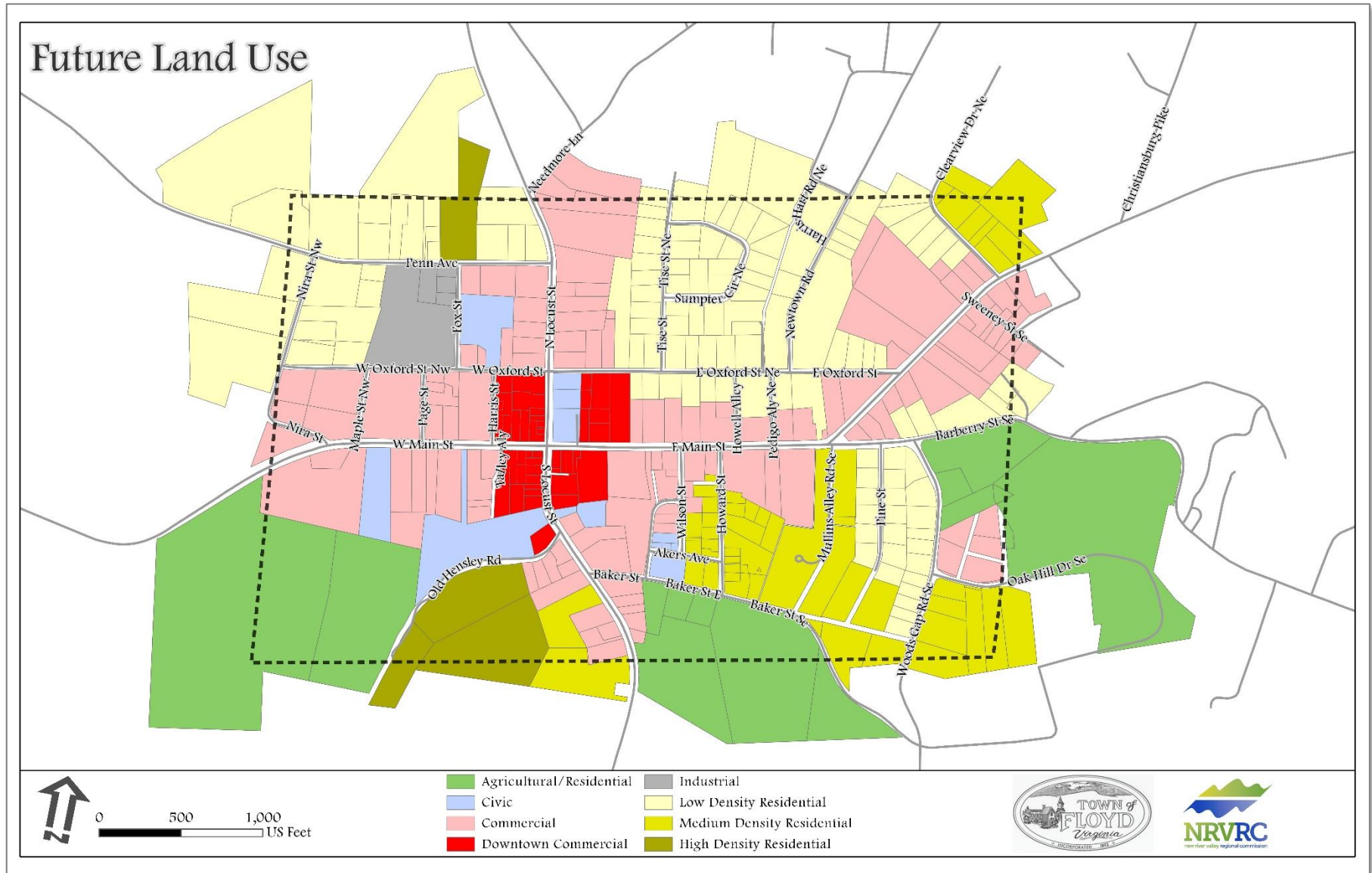


Figure 2. Town of Floyd Zoning Map

