



Altavista, Virginia

2009 Comprehensive Plan

**Adopted by the
Altavista Town Council
April 13, 2010**

TMH
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2009 Comprehensive Plan

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LISTING OF MAPS, TABLES AND FIGURES	6
PROLOGUE: A VISION OF THE FUTURE: ALTAVISTA IN 2030	7
CHAPTER I SETTING THE STAGE FOR PLANNING	10
Introduction	10
Community Planning History	11
Planning Horizon	11
Population and Location	11
The Planning Process	11
Authority	14
Plan Format and Content	15
CHAPTER II - RESPECTING OUR RESOURCES	16
Introduction	16
Community Setting	16
Geology and Soils	16
Forest Resources	18
Topography	18
Air Quality	18
Climate	18
Water Resources	18
GOALS, OBJECTIVES & ACTION PLANS	20
CHAPTER III – IDENTIFYING WHO WE ARE – HOW WE ARE CHANGING	23
Introduction	23
Population Trends	23
Age Characteristics	25
Population Projections	25

CHAPTER IV – CREATING COMMUNITY PROSPERITY	27
Introduction	27
Our Community and Regional Partnerships	28
Success Factors	30
GOALS, OBJECTIVES & ACTION PLANS.....	30
CHAPTER V MAINTAINING OUR FACILITIES AND SERVICES.....	34
Introduction	34
Water Supply and Treatment.....	34
Wastewater Collection and Treatment	35
Solid Waste Collection and Disposal.....	35
Non-Public Utilities – Other Utility Services.....	36
Emergency Services.....	37
Other Educational Services in the Area	40
Human Services/Social Services	42
Health Services/Health Care.....	42
Library Facilities	43
Cemeteries.....	43
Public Recreation Areas and Facilities	43
Other Recreational and Leisure Facilities and Events.....	45
Open Space Opportunities.....	50
Places of Worship	50
GOALS, OBJECTIVES & ACTION PLANS.....	51
CHAPTER VI LIVING IN OUR COMMUNITY	54
Introduction	54
Taking Stock – Altavista’s Housing Inventory	54
Housing Issues and Opportunities.....	56
GOALS, OBJECTIVES & ACTION PLANS.....	59

CHAPTER VII	MOVING PEOPLE, GOODS AND INFORMATION	61
Introduction		61
The Transportation Planning Process		61
Existing Transportation Facilities.....		62
Planning for the Future - Our 2035 Transportation Plan.....		65
GOALS, OBJECTIVES & ACTION PLANS.....		68
CHAPTER VIII	MANAGING A FINITE RESOURCE	70
Introduction		70
Our Existing Land Use Pattern		70
Land Use Issues.....		72
Establishing Priorities for Underused and Vacant Land Key		77
Future Land Use Map		77
GOALS, OBJECTIVES & ACTION PLANS.....		81
CHAPTER IX	CREATING OUR DESIRED FUTURE	83
APPENDIX A	PLAN ACRONYMS	105

LISTING OF MAPS, TABLES AND FIGURES

Reference	Map Title	Page
Map I-1	Altavista Location Map	12
Map II-1	Altavista Soils	17
Map II-2	Altavista Floodplains	19
Map V-1	Proposed English Park – Lower	47
Map V-2	Proposed English Park – Upper	48
Map VI-1	Vacant Parcels 5 + Acres	57
Map VII-1	Regional Airport Locations	64
Map VII-2	2035 Transportation Plan	67
Map VIII-1	Aerial Photograph	71
Map VIII-2	Central Business District	73
Map VIII-3	Virginia Main Street District	75
Map VIII-4	Zoning Map	76
Map VIII-5	Opportunities and Constraints to Development	78
Map VIII-6	Future Land Use Map	79

Reference	Table Title	Page
Table III-1	Population The Town Of Altavista In Relation To Campbell County 1920-2006	24
Table III-2	Population The Town Of Altavista And Surrounding Localities 1970-2006	24
Table III-3	Population Distribution by Age 1980 – 2000	25
Table III-4	Regional Population Projections 2010-2030	26
Table V-1	Town Owned Recreation Facilities	45

Reference	Figure Title	Page
Figure III-1	Regional Population Projections 2010-2030	26
Figure VI-1	Altavista Housing Units 1950-2000	55
Figure VI-2	Altavista Housing Unit Mix	55
Figure VI-3	Average Persons per Household 1980-2000	54

PROLOGUE: A VISION OF THE FUTURE: ALTAVISTA IN 2030

Twenty-one years ago, in 2009, a core group of dedicated citizens saw the opportunity for Altavista to be a preferred Central Virginia location for commerce, housing and outdoor recreation. Today in 2030, due to dedication and hard work, their vision is being realized.

As citizens of the Town of Altavista we have seen many positive changes in our community during the past two decades of the 21st century. These changes have resulted from the commitment of our community leaders, our businesses, and our residents, to create and live in a community with the highest quality of life.

Economically, Altavista continues to grow and develop as an employment, commerce, and personal and professional service center in Central Virginia. The Town leaders recognized the importance of the balance between industrial, commercial, and professional services, thus providing stability and a healthy economy. Manufacturing employment in the Town has gradually increased since 2009 as a result of a strategic recruitment plan. Local and regional economic development efforts have been successful in attracting new small manufacturers that renovated and adapted older vacant manufacturing facilities to meet their needs. In addition, our long time employers have expanded their local operations and employment, demonstrating that Altavista continues to be a good place to live and invest. Our local workforce has continued to keep pace with the manufacturing demands through partnerships and training opportunities provided by the local community college. Our retail centers contribute significantly to the local fiscal health and provide shopping and employment opportunities for people from throughout the region.

Although our retail base is growing, and includes national restaurant and retail chains, downtown continues to be the center point for our professional and specialty service base. Downtown is vibrant with a strong demand for retail and office space. The expansion of existing buildings and the construction of new downtown space on infill and redevelopment sites have met some of this demand. Parking issues in downtown have been addressed through effective parking management and the incorporation of new well-designed and landscaped parking areas as part of new development. Streetscape enhancements continue and have expanded to other commercial areas and to some of our older residential neighborhoods near downtown.

Downtown Altavista has emerged as a location of choice for specialty housing. New construction in our downtown is mixed use development, with commercial and office uses on the lower floors, and residential apartments and condominiums on the upper floors. This housing brought people downtown and created an expanded market for the restaurants, entertainment and retail and service establishments that opened shortly thereafter. Downtown's ambiance is due in large part to the preservation and enhancement of the varied historic structures preserved in the downtown historic district.

AltaVista's beautiful natural setting and numerous cultural and recreational opportunities contribute significantly to our area's tourism opportunities, and the high quality of life we enjoy. Working cooperatively with Campbell County and other nearby jurisdictions, we have developed and maintain an extensive system of hiking, biking and blue ways trails in and around Altavista.

Some of these trails emerged through “rails to trails” initiatives; others were developed along and are part of the Staunton River, which is one of Altavista most valuable natural resources. Bikeways connect our community parks with many of our neighborhoods and to our major shopping areas.

Our population has risen slightly in the last twenty years. Altavista is the “community of choice” in the region, based upon the availability of housing, proximity to the lakes, and the convenient access to high quality services, including Campbell County schools. People from all demographic groups occupy the new homes being constructed in our community. New housing options in Altavista including condominiums, townhouses, patio homes, and apartments have given people additional choices on where to live. Some of these housing developments have been the result of public/private partnerships between the Town and developers who wish to provide a product that is affordable to the average income family in the region.

Cooperation between Altavista and Campbell County on voluntary boundary line adjustments has resulted in the creation of new areas suitable for residential development, and has allowed the Town a continuous supply of land for development. Flexibility has been built into our residential development standards, allowing cost-effective development without sacrificing the safety and welfare of our residents. The Town has expanded its infrastructure and provides new residential developments with safe and affordable water, in addition to waste water treatment.

Investment in our older neighborhoods continues. Through private initiatives, and public matching grant programs, substandard housing in our community has been largely eliminated. Our older neighborhoods have been preserved, and enhanced by an expanded sidewalk and trail system that links our neighborhoods to downtown and community recreation areas.

Altavista has stayed “ahead of the curve” in the development and use of technology in the community. Technology is now seen as part of our basic infrastructure, and as essential as water, sewer, or electricity. All of the new homes being constructed in our community have access to today’s technological advances allowing our homes to be a place to live, work and be educated. Many of our older homes have been retrofitted to take advantage of today’s technological opportunities. Our businesses rely upon this technological access to expand their markets, provide ‘cutting edge’ services to local customers, and compete worldwide.

Our expanded population and fiscal base have allowed us to finance many needed improvements to other elements of our basic infrastructure, including our parks, our utilities and our emergency service facilities.

Our transportation system is much more balanced than it was 20 years ago, In addition to our expanded bikeway and sidewalk program, Amtrak now serves the Town and regional daily bus service now connects Altavista to the greater Lynchburg area. Virginia’s improved transportation funding formulas have allowed the full implementation of the Altavista 2035 Transportation Plan adopted in 2008.

Looking back, our high quality of life and fiscal health can best be attributed to our recognition long ago that land is a finite resource. As citizens of Altavista, long ago, we recognized that we

are stewards of the land and that effective planning is needed to ensure the resource is available for the wise use of future generations.

Although the vision described above is not yet a reality, the chapters contained in this document will be used as a roadmap to lead the Town citizens, elected officials, volunteer groups, and staff, to attain its dreams. Now, back to 2009 and let the journey begin!

CHAPTER I SETTING THE STAGE FOR PLANNING

INTRODUCTION

Introduction

This document is the Comprehensive Plan for the Town of Altavista, Virginia. It is an update to a Comprehensive Plan adopted by the Town in 2003. This 2009 update was prepared under the direction and guidance of the Town of Altavista Planning Commission with the assistance of a broad-based citizen steering committee appointed by the Town Council to provide additional community perspectives on the planning process and the plan document. Work on the plan was initiated in late March 2008 and was completed in December 2009.



Altavista is a classic American small town. It is a friendly community. Drive through the Town – or better yet – ride a bike around town and you will see all the elements of small town life- stately homes with manicured lawns, family eateries, places of worship, teenagers fishing in the river, soccer moms (and dads) standing on the sidelines, and tree lined streets. If you look close and don't ride your bike too fast you will probably see a barber pole or two. Efforts have been made to make this document user and community friendly. A friendly town requires a friendly plan.

A comprehensive plan is a long range planning tool for a community. A good plan is based upon realistic community visions of a desired future. It identifies local issues, evaluates local trends and conditions, and contains community goals, objectives and action plans that help guide decision making processes and public investment. Good plans also contain a list of persons or organizations (who) responsible for completing a goal along with timeframes (when) for implementing major plan strategies. Timeframes for implementation allow a community to evaluate its progress and serve as a measuring stick for success.

Community involvement was one of the guiding principles governing the preparation of this plan. To be effective and valid, our plan had to be based upon the knowledge, values, and aspirations of AltaVista's citizens, including our elected and appointed leaders. The citizens were provided opportunities to participate and contributed to this plan's development. They contributed their time, ideas, aspirations, and personal visions for Altavista's future. A town-wide meeting, citizen steering committee work sessions, Planning Commission work sessions, a community open house and Commission and Town Council public hearings were all used as strategies to maximize the citizen participation crucial to the development of this plan. Town staff was instrumental in providing information about current town operations and contributing their knowledge in the development of this plan's goals, objectives, and action plans.

...A good plan is based upon community visions of a desired future...

This Comprehensive Plan is an official public document adopted by the Altavista Town Council on **April 13, 2010**. The Plan will be used as a long-term guide for land use decisions related to growth and development within the Town. The plan will also be used as a general guide that

outlines public priorities and directs expenditures for public facilities and programs. In many respects the plan may be seen as a long-range work program for the Town.

Community Planning History

Altavista's Planning Commission was first appointed and established on January 14, 1947. A town subdivision ordinance and town-wide zoning was established in February 1948. Altavista adopted its first Comprehensive Plan in 1979. Updates to the original plan were adopted in 1984, 1994, and most recently in 2003.

Planning Horizon

The year 2030 was chosen as the planning horizon for this document. By law, this Comprehensive Plan shall be reviewed by the Town of Altavista Planning Commission at least once every five years. Each of these future plan reviews can serve as the basis to formally evaluate the Town's progress and community success, and the continued appropriateness of the plan's goals, objectives, and action plans.

Population and Location

The Town of Altavista is located approximately 20 miles south of Lynchburg Virginia, along Route 29 near the southwest corner of Campbell County in the Piedmont Region of Virginia. The Town is approximately 4.89 square miles in size and as of 2009 has a population of approximately 3,400. The Staunton River provides the Town's southern border, separating Altavista from the Town of Hurt, which lies within Pittsylvania County. **Map I-1** shows the location of the Town within Campbell County and its relationship to surrounding jurisdictions.

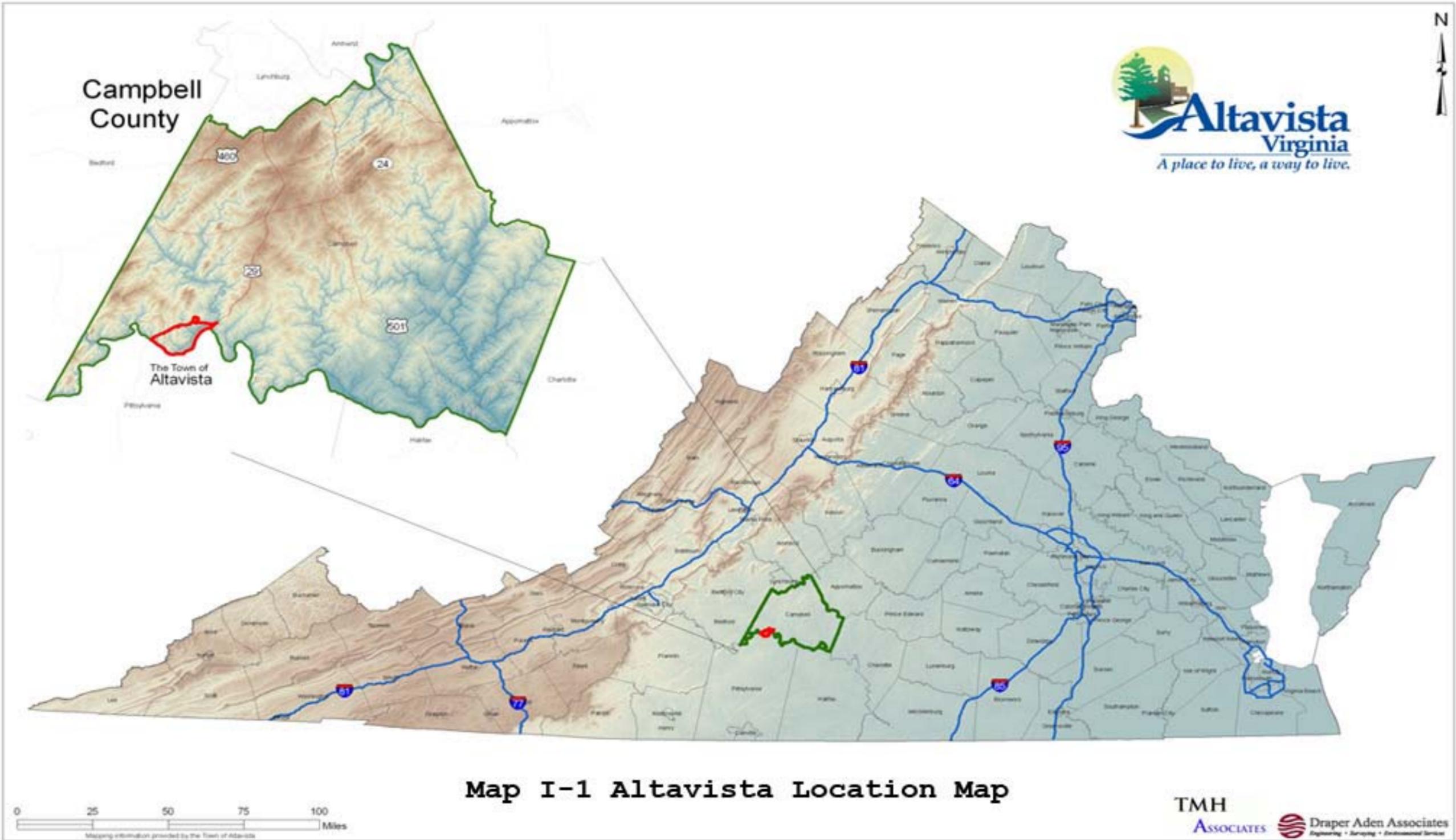
The Planning Process

This section summarizes the process used by the Town of Altavista to prepare and adopt this Comprehensive Plan. Although the following "steps" are numbered sequentially, each step was started at a time in the process to ensure effective involvement of citizens. The planning process also ensured that the Planning Commission had the information necessary to fulfill their mandated charge to prepare a plan for adoption by the Town Council

Step One: Project Kick-Off

The planning process began in late March 2008 with a project kick-off meeting attended by members of the Town Council, Planning Commission and project Steering Committee. Town staff members were also present as well as interested town and county citizens. Attendees at this meeting were provided an overview of comprehensive planning legislation in Virginia, and reviewed and discussed the process chosen by the Town to update the 2003 Comprehensive Plan.

This initial meeting was devoted to the identification of community issues that should be addressed in the plan. Many issues were identified including job creation, housing quality and diversity and desired future land use patterns. The attendees also discussed factors that would make the planning process – and plan, a success. Factors that were identified included a successful public participation component and the preparation of a plan that was user friendly and contained clear and concise strategies.



Map I-1 Altavista Location Map

Step Two: Community and Demographic Analysis

A demographic analysis was undertaken for the purpose of understanding the varied demographic characteristics of Altavista. As a part of this analysis, population, housing, and economic data were collected and analyzed so that historic trends and current conditions could be understood.

In addition to the demographic analysis, a wide variety of community and public facility data contained in the 2003 plan was reviewed and updated where necessary. Included within this category was data in the areas of the natural environment, and historical and cultural resources.

Step Three: Community Participation; Plan Development, Review and Adoption

Several techniques were used to ensure that Altavista citizens were knowledgeable of the plan update initiative and had the opportunity to contribute ideas throughout the process. In addition to the Steering Committee, broader community involvement was obtained at a community-wide meeting held in June 2008. This meeting began with participants having the opportunity to review and discuss Altavista demographic information. Most of this meeting was devoted to small group discussions on a broad range of community issues. Participants were asked to identify current town and neighborhood issues. Participants also undertook a visioning exercise using maps to graphically share their ideas on the Town's special places and town areas in need of improvement. Significant commonality of ideas and opinions emerged from the small group discussions. The Steering Committee and Planning Commission reviewed a prepared summary of the community meeting and considered these citizen comments in the development of this plan.



In July 2009 a complete draft of the plan was made available to the public. A second community meeting was held on July 23, 2009 to give citizens the opportunity to review the draft plan. All citizen comments on the draft plan were reviewed by the Steering Committee and Planning Commission.

The Steering Committee held a series of work sessions in the late 2008 and early 2009. These work sessions were open to the public. The Committee used the work sessions to discuss the format, content and direction of the new plan. At these work sessions plan issues were discussed and draft sections of the plan were reviewed.

Ideas for the plan emerged from many sources, including, demographic analysis, citizen comments, Steering Committee perspectives, Planning Commission discussions, and town staff perspectives.

The Steering Committee completed their initial review of the draft document in April 2009 and then staff began a technical review of the document and transmitted their recommendations on the plan to the Planning Commission in June 2009. A Planning Commission public hearing on

the updated Comprehensive Plan was held on September 1, 2009 and the Commission at a subsequent meeting, recommended approval of the Plan to the Town Council, which held a public hearing on **April 13, 2010** and thereafter adopted the document.

Authority

Authority for local government planning in Virginia is contained in Title 15 Section 15.2-2223 through 15.2-2232 of the Code of Virginia. This plan was prepared in accordance with these provisions. The 2009 Virginia General Assembly was in session as this document was being prepared. To the extent possible, any changes in comprehensive planning legislation adopted by the General Assembly are reflected in this document.

By State law, this plan *shall be general in nature*. It shall designate the approximate location, character, and extent of each feature shown and may indicate where existing lands or facilities are proposed to be extended, removed, relocated, vacated, narrowed, abandoned, or changed in use.

A plan, with accompanying maps, charts, and descriptive matter, may include, but need not be limited to:

1. *The designation of areas for various types of public and private development and use, such as different kinds of residential, business, industrial, agricultural, mineral resources, conservation, recreation, public service, flood plain and drainage, and other areas;*
2. *The designation of a system of transportation facilities such as streets, roads, highways, parkways, railways, bridges, viaducts, waterways, airports, ports, terminals, and other like facilities;*
3. *The designation of a system of community service facilities such as parks, forests, schools, playgrounds, libraries, public buildings and institutions, hospitals, community centers, waterworks, sewage disposal or waste disposal areas, and the like;*
4. *The designation of historical areas and areas for urban renewal or other treatment;*
5. *The designation of areas for the implementation of reasonable ground water protection measures;*
6. *An official map, a capital improvements program, a subdivision ordinance, a zoning ordinance and zoning district maps, mineral resource district maps and agricultural and forestal district maps, where applicable;*
7. *The location of existing or proposed recycling centers; and*
8. *The designation of areas for the implementation of measures to promote the construction and maintenance of affordable housing, sufficient to meet the current and future needs of residents of all levels of income in the locality while considering the current and future needs of the planning district within which the locality is situated.*

Plan Format and Content

Altavista's plan is comprised of eight additional chapters. Each chapter focuses on a component of our Town without which Altavista would not be complete. They are as follows:

Chapter II	Respecting our Resources
Chapter III	Identifying Who We Are - How We're Changing
Chapter IV	Creating Community Prosperity
Chapter V	Maintaining Our Facilities and Services
Chapter VI	Living in Our Community
Chapter VII	Moving People, Goods and Information
Chapter VIII	Managing a Finite Resource
Chapter IX	Creating Our Desired Future

CHAPTER II - RESPECTING OUR RESOURCES

NATURAL AND CULTURAL ENVIRONMENT

Introduction

A community's natural environment and cultural resources are key quality of life components. Protecting, conserving and preserving these resources ensure that the high quality of life experienced by current residents will be available for future generations.

Community Setting

The Town of Altavista is located near the southwest corner of Campbell County in the Piedmont Region of Virginia. The Town and surrounding areas are marked by hilly terrain and deep-cutting streams. Elevations within the Town limits vary between approximately 500 and 800 feet above sea level. Wooded hillsides in and around Altavista contribute to the visual character and define our "sense of place". The Town's varied topography has contributed significantly to the historic development pattern and visual character of the community. Outside of the downtown area the local road network has been influenced by topography with many roads following grade contours. Future development of Altavista's undeveloped areas should respect the Town's varied topography and be designed to minimize grading.

A Vision for 2030

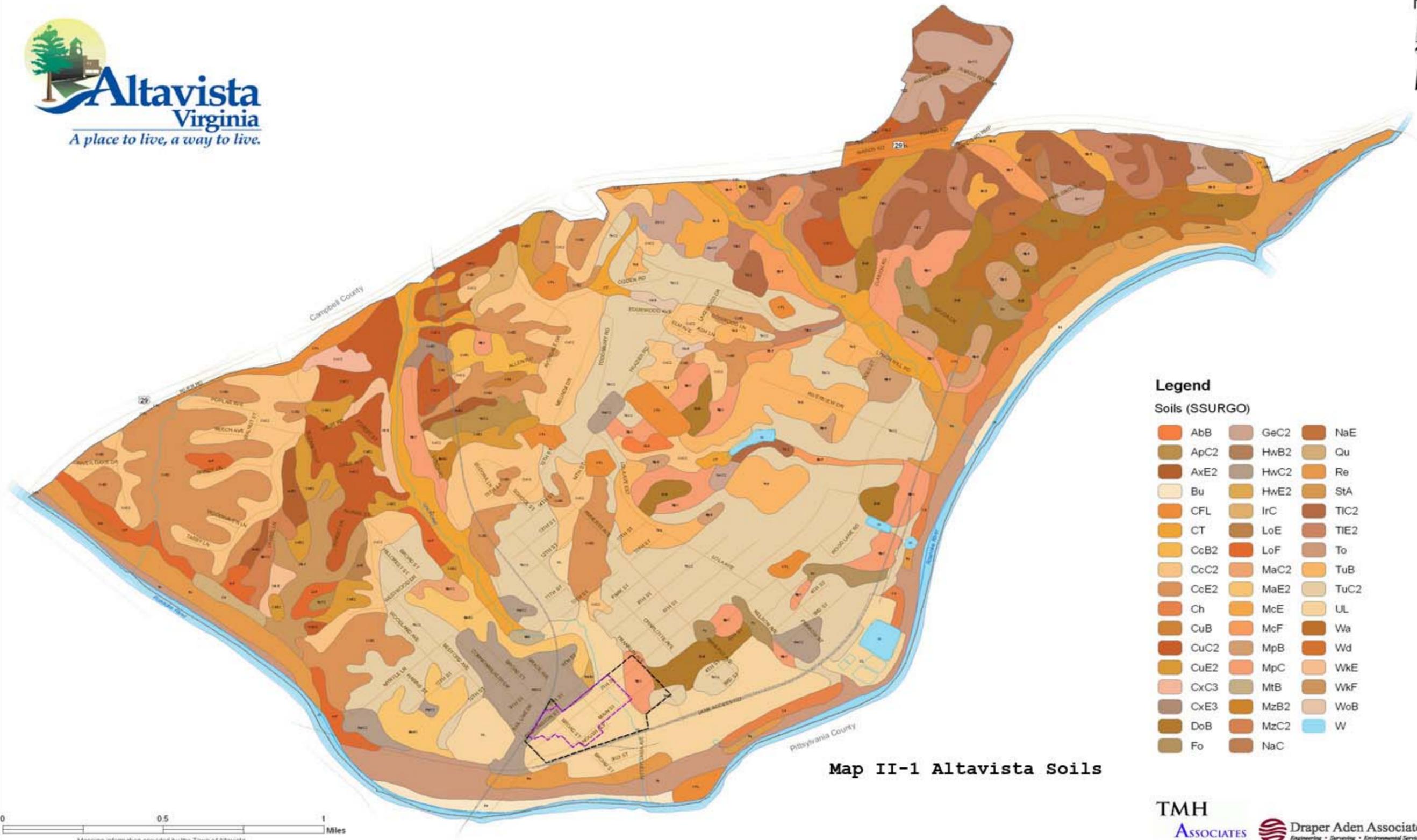
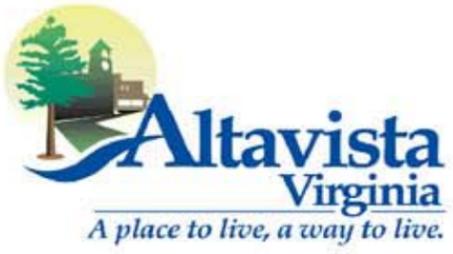
In 2030 Altavista is a community dedicated to the principles of sustainability. For over 20 years the residents of Altavista have understood their responsibility to preserve and conserve the town's natural and cultural resources. The town's natural and cultural resources are used and enjoyed without compromising the ability of future generations to meet their own needs.

Geology and Soils

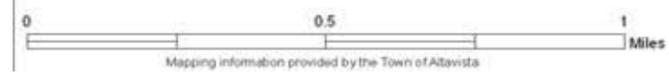
The geology in and around Altavista is characterized by a metamorphic schistose geologic structure derived from sedimentary and igneous rocks. Why is this important? It is important because it means that the Town's underlying geology generally provides a reasonably good structural base for land development.

The predominant soils found in Altavista and throughout Campbell County are typically deep, well drained, and gently sloping. **Map II-1** shows the location of the major soil classifications in the Town.¹ Generally, there are not any large areas with significant limitations for most land uses. Construction on building sites with undesirable soils can result in such problems as excessive soil erosion, septic tank failures, or flooded basements. In such areas, new structures need to be designed with care. The soil limitations on suitability for septic tanks or wells are not applicable in those areas of the Town where public water and sewage facilities are available.

¹ The Natural Resources Conservation Service provides additional information on soil types. See www.nrcs.usda.gov.



Map II-1 Altavista Soils



Forest Resources

Much of the undeveloped land area within Altavista is forestland. Oak and hickory provide most of the substantial tree cover. The land areas immediately surrounding Altavista, excluding the Town of Hurt across the Staunton River in Pittsylvania County, are approximately 70 percent forestland, with agricultural activities conducted on most of the open land.

Topography

Topography is the representation of the surface features of land best described by slope. Topography often poses costly challenges to development and may be more suitable to one form of development than to another. Areas where residential, commercial, and industrial development would be costly due to the steep slope of the terrain may make excellent locations for parks, recreation areas and open space. A part of topographical studies is flood plain location. As shown in **Map II-2**, there are areas within the Town that are in 100 year flood plains. These areas are typically in low lying ground, such as along Lynch or Briery creeks or near the Staunton River. Residential housing and in most instances commercial or industrial development has been avoided in those areas and should continue to be avoided in the future.

Air Quality

Altavista's geographic location is isolated from regional major point sources of air pollution. Although there are no air quality monitoring stations in the Town, monitoring stations in Lynchburg and nearby counties have not recorded readings that violate Clean Air Act standards. In addition, there is little or no traffic congestion and low-density population patterns do not, at this time, create conditions for unacceptable air quality. Air quality monitoring will become an increasingly important public responsibility as regional growth occurs.

Climate

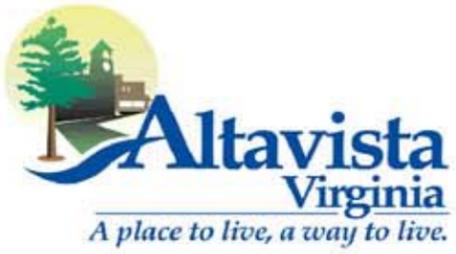
Altavista's climate offers a variety of conditions and typically has mild winters and warm humid summers. The mountains to the west mitigate the effects of most winter storms that generally move in an easterly direction. The Chesapeake Bay and Atlantic Ocean to the east contribute to the humid summers, but also help make them mild.

Infrequently, severe weather in the form of tropical storms affects the area. Though such storms are usually downgraded by the time they arrive in the Altavista area, heavy rains and strong winds have occurred. Tornadoes are extremely rare in the area. Thunderstorms, however, are relatively frequent and may occasionally produce severe lightening, high winds and hail.

Temperatures range from an average high in July and August of about 85 degrees Fahrenheit to a low in January and February of about 25 degrees Fahrenheit. Normal, annual precipitation is about 44 inches, although much of the southeastern United States has experienced lower amounts over the past several years. Snowfall is usually about 10-11 inches per year.

Water Resources

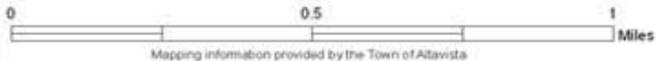
The water resources of the Town of Altavista are an important consideration for planning and development. Quantity and quality of water determines recreational opportunities, habitat suitability for wildlife, and many other factors often taken for granted. The citizens recognize the valuable asset that borders the Town to the south, the Staunton (Roanoke) River. Not only is



Legend

- ⛪ Churches
 - ⚡ Elect. Substations
 - 📖 Library
 - 🌳 Parks
 - 🎓 Schools
 - 🚒 Fire Department
 - 🚑 Resque Squad
 - 🏠 Buildings
 - 🚂 Railroads
 - 📐 Parcels
- FEMA Q3 2008**
- Flood Zones**
- 🌊 0.2% Annual Chance Flood Hazard
 - 🔵 Zone AE

Map II-2 Altavista Floodplains



Mapping information provided by the Town of Altavista



it the primary source of the Town's drinking water, to be discussed in detail in a future chapter, water for industry and commercial purposes, it is a key source of recreation for our community.

The Town is contained entirely within the Staunton River's basin, which has an average daily flow at Altavista of approximately 1.65 billion gallons. A small segment of the Town boundary lies on the Big Otter River at its confluence with the Staunton River. At least one (1) named perennial stream, Lynch Creek, traverses the Town, and there are several other perennial and intermittent streams that do likewise. Although not located within the Town limits two springs, McMinnis and Reynolds, provide an average of 500,000 gallons per day of water to the Town's water system.



The surface waters in and around Altavista are considered to be of good quality. Groundwater data is sparse and most properties utilize the Town's water system.

Altavista is located in the part of the United States where the natural resources would be considered balanced. We are not too hot, nor too cold; not too dry, nor too wet, not too flat, nor too hilly. We have good air, good water, good land and not too many people nor too much traffic.

GOALS, OBJECTIVES & ACTION PLANS

GOAL: Minimize the contamination of natural resources throughout the Altavista area, and strive to improve the physical appearance and quality of our Town.

Objective 1: Maintain or improve air quality for the betterment of the citizens, wildlife, vegetation, and water resources.

Action Plans:

- A. Construct and maintain pedestrian walkways and bikeways as alternative transportation corridors that go beyond recreational use.
- B. Consider mixed use developments, such as Planned Unit Developments and second story housing downtown that allow opportunities for citizens to perform routine daily tasks without driving.
- C. Follow recommendations contained in the Public Transportation Feasibility Study completed in February 2008.
- D. Support efforts to reduce air pollution through the burning of more efficient fuels.

Objective 2: Maintain and enhance water resources.

Action Plans:

- A. Improve the water quality of the Staunton River through stronger efforts to prevent contamination.
- B. Encourage use of water-saving devices in houses, businesses and industries, and encourage water conservation practices throughout the Town.
- C. Promote the use of the Staunton River for recreational purposes while educating and encouraging citizens to take part in maintaining this valuable resource.

Objective 3: Protect the natural beauty of the Town and surrounding environment.

Action Plans:

- A. Encourage all citizens and volunteer groups to participate in an annual town-wide clean-up.
- B. Develop a tree and flower-planting program for enhancing the Town's appearance.
- C. Adopt a tree conservation ordinance that will encourage the proliferation and discourage the destruction of desirable trees.
- D. Review the Town's Zoning and Subdivision ordinances to strengthen protection of the natural environment.
- E. Continue supporting an effective recycling program.

Objective 4: Promote the strengths of our location and natural environment.

Action Plans:

- A. Expand and enhance the public park system and public walking/biking trails
- B. Work with leaders in surrounding areas such as Smith Mountain and Leesville Lakes to develop relationships and better link our communities
- C. Use the strength of our natural environment to attract selected businesses and industries.
- D. Develop and promote the natural environment toward recreation for local use and tourist industry.

Objective 5: Minimize risks to personal safety and property from natural hazards.

Action Plans:

- A. Discourage development in areas inappropriate for such development, such as in areas of excessive slopes, poor drainage, etc.
- B. Continue studies to investigate methods of stormwater management, including on-site retention, infiltration/inflow, drainage facilities, etc.
- C. Work with the Campbell County's Erosion and Sediment Control Officer to enforce "best management practices" for reducing storm water runoff in new development projects. Report any violations.
- D. Promote increased awareness of Federal Emergency Management Association's (FEMA) federal flood insurance program.
- E. Participate with Campbell County in the updating and maintaining of the current Civil Emergency Operations Plan.

CHAPTER III – IDENTIFYING WHO WE ARE – HOW WE ARE CHANGING
POPULATION AND DEMOGRAPHIC ANALYSIS

Introduction

Understanding a community’s population trends, past, present and future, is a very important element of community planning. Population is an indicator of a demand for community services and is strongly tied to a community’s land development trends and transportation/traffic characteristics. This chapter provides an analysis of a select set of population related data for Altavista, Virginia. Data for surrounding jurisdictions are included (when applicable) for comparative purposes. The source of most data was the 2000 Census.

A Vision for 2030

In 2030 Altavista’s population has increased slightly as a result of in-migration and a larger number of young adults staying in town after high school or college due to the availability of affordable housing in town and increased job opportunities in the area.

Statistical data provides insight into a community’s characteristics at distinct points in time. By comparing multiple points in time, trends emerge, which can be used as planning tools to meet future needs. However, the statistical data itself does not provide an explanation or causation for these trends. Data interpretation and knowledge of other non-statistical community characteristics are both necessary to gain insight and draw supportable conclusions from the “numbers”. An example of such interpretive knowledge is the spike in Altavista’s population between 1970 and 1980. The fact that a boundary line adjustment occurred during this period would help in evaluating population trends, drawing conclusions and planning for future needs.

Population Trends

Table III-1 presents 20th century population data for the Town of Altavista in relation to Campbell County. Since Altavista's incorporation in 1912, the Town's population has experienced decades of both rapid growth and gradual decline. In 1970, the population of Altavista was 2,708, which were 591 fewer persons than in 1960. This marked a decline of almost 18 percent over this period and represented a continuation of the trend of declining population that began between the 1950 and 1960 Censuses. During these years, the Town's proportion of the total population of Campbell County had changed from 11.5 percent in 1950 to just 6.3 percent in 1970, as the County evolved from a rural to a suburban area.

In 1977 the Town of Altavista sought to expand its tax base and population through annexation. As a result of the successful annexation proceedings, the Town increased by approximately 3.2 square miles and 1,300 persons. The 1980 population count was 3,849, a net increase of 1,141 persons (42 percent) over the 1970 figure. A relatively insignificant decrease in Altavista’s population continued from 2000 to 2006 falling by 1.2% to 3,384 people. This rate of decrease may indicate a changing trend as the rate was less than the rate of decrease from 1990 to 2000 (7.1%) and from the peak of the Town’s population in 1980 to 1990 (4.2%)

Table III-1

**POPULATION
THE TOWN OF ALTAVISTA IN RELATION TO CAMPBELL COUNTY
1920-2006**

	1920	1930	1940	1950	1960	1970	1980	1990	2000	2006
Population	1,206	2,367	2,919	3,332	3,299	2,708	3,849	3,686	3,425	3,384
Percent of Campbell County	4.5	10.3	11.2	11.5	10.0	6.3	8.5	7.7	6.7	6.4
Percent of Increase or Decrease	X	96.3	23.3	14.1	-1.0	-17.9	42.2	-4.2	-7.1	-1.2

Source: U.S. Census: 1980 & 1990 & 2000 Census of Population, 2006 Population Estimates

Comparative analysis of data from the previous three censuses shows that Altavista was not alone in losing people during the 1980's. Table III-2 shows the population change from 1980 to 2006 for the Town of Altavista, some neighboring localities, and Region 2000 as a whole.²

Table III-2

**POPULATION
THE TOWN OF ALTAVISTA AND SURROUNDING LOCALITIES
1970-2006**

	1970	1980	Percent Change from 1970	1990	Percent Change from 1980	2000	Percent Change from 1990	2006	Percent Change from 2000
Town of Altavista	2,708	3,849	42.2	3,686	-4.2	3,425	-7.1	3,384	-1.2
Campbell County	43,319	45,424	4.9	47,572	4.7	51,078	7.4	52,667	3.1
Town of Hurt	1,434	1,481	3.3	1,294	-12.6	1,276	-1.4	1,232	-3.4
Pittsylvania County	58,789	66,147	12.5	55,655	-15.9	61,745	10.9	61,501	-0.4
Bedford County	26,728	34,928	30.7	45,656	30.7	60,371	32.2	65,784	9.0
Appomattox County	9,784	11,971	22.4	12,298	2.7	13,705	11.4	14,474	5.6
Lynchburg City	54,083	66,743	23.4	66,049	-1.0	65,269	-11.1	68,579	5.1
Region 2000	159,986	188,187	17.6	193,928	37.6	214,911	10.8	234,065	8.9

Source: 1970,1980,1990,2000 US Census; Weldon Cooper 2006 Population Estimates

² Region 2000 includes the counties of Amherst, Campbell, Bedford and Appomattox and the City of Lynchburg

Region 2000 has shown consistent growth since the 1970's, although not all Region 2000 jurisdictions have shared in this growth. Bedford County has consistently had the highest growth rates during this period and has heavily influenced the regions rate of growth. The Altavista-Hurt region has seen a reversal from the growth that it experienced during the 1970's.

Age Characteristics

The average age of a community's population can have an impact on the types of public and or community services desired or needed by citizens. For example, recreation services desired, health care needs, and housing preferences are age related.

The maturing of the "baby boom" generation coupled with a decline in our country's death rate have been two factors contributing to the aging of our national population. This national trend is evident in Altavista also. Table III - 3 provides a 1980 to 2000 breakdown of the population distribution by various age groups. During this twenty year period, there has been a general decrease in the percentage of our Town's population that is younger than 45 years old, with a reciprocal percentage increase in older age groups. In 1980, 60 percent of the population was younger than 45 years old. By 2000, this percentage had decreased to 52.9 percent. This aging trend is perhaps most evident in the 65 + age group which comprised 15.4 percent of the Town's population in 1980 and 21.8 percent in 2000 – a 42 percent increase.

Table III-3

POPULATION DISTRIBUTION BY AGE
TOWN OF ALTAVISTA
1980-2000

Age	1980	% Of Total	1990	% Of Total	2000	% Of Total
0-14	722	18.8	674	18.3	631	18.4
15-24	625	16.2	439	11.9	369	10.8
25-34	508	13.2	502	13.6	374	10.9
35-44	454	11.8	480	13.0	438	12.8
45-54	451	11.7	432	11.7	480	14.0
55-64	497	12.9	383	10.4	386	11.3
65 +	592	15.4	776	21.1	747	21.8
Total	3,849	100.0	3,686	100.0	3,425	100.0

Source: U.S. Census: 1980 & 1990 & 2000 Census of Population

Population Projections

While population projections are not available from the Census Bureau for towns, Table III-4 and Figure III-1 show 2007 population estimates and 2010-2030 population projections for the counties and cities in the region. It should be noted that in some cases the 2007 population estimates exceed the 2010 projections, indicating a more rapid regional population growth than predicted.

Bedford County is expected to have the greatest overall population increase in the region. Campbell County is expected to see modest growth, likely in the areas closest to Lynchburg due to the proximity of a large university. The areas of Pittsylvania County are not expected to grow extensively either. So, neither of the two adjacent counties are expected to grow significantly.

Table III – 4

REGIONAL POPULATION PROJECTIONS
2010-2030

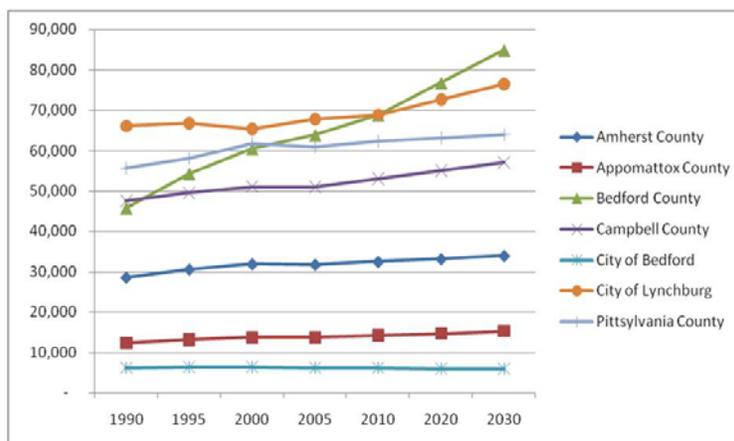
	2000	2007*	2010	2020	2030	Projected Change (%) 2000-2030
Amherst County	31,894	32,932	32,484	33,166	33,923	6.4
Appomattox County	13,705	14,543	14,188	14,713	15,254	11.3
Bedford County	60,371	66,457	68,734	76,731	84,858	40.6
Campbell County	51,078	52,112	52,972	54,948	57,023	11.6
City of Bedford	6,299	6,111	6,070	5,966	5,965	(5.3)
City of Lynchburg	65,269	69,738	68,828	72,615	76,499	17.2
Pittsylvania County	61,745	61,731	62,288	63,057	63,901	3.5

Source : US Census of the Population

* Estimate

Figure III – 1

REGIONAL POPULATION PROJECTIONS
2010-2030



CHAPTER IV – CREATING COMMUNITY PROSPERITY

COMMUNITY ECONOMICS

Introduction

Altavista’s citizens, elected and appointed officials, and business and industry owners in the Town recognize the importance of a vibrant local and regional economy and know that we must continue to devote time and resources to enhancing our economic well being - our community’s wealth.

Successful economic activities, achieved through the implementation of well designed and thought out plans, create wealth. Altavista’s wealth can be seen and described in many different forms. For example, the income earned by our citizens, the employment opportunities available in the Town and in the Region, local business investment in capital, the value of real estate, and even taxes paid for essential and desired public services, can all be seen as forms of community wealth.

A Vision for 2030

In 2030 Altavista has become a thriving employment and regional commerce center. Our local and regional economic development efforts have been successful in attracting new businesses, and in assisting with the expansion of our existing businesses. Our downtown remains vibrant and is the center of our business/commercial activity.

“Basic” economic growth – growth that results in new money being invested or spent in a community - is the most beneficial form of economic activity. Industries that export their products or services promote basic economic growth. So does tourism.

Most economic development efforts focus on the “economic base” of the community. The economic base is that part of the local economy that brings in money from outside the community. Altavista’s economic base, in the past, has been dominated by manufacturing with emphasis on furniture (Lane), textiles (Burlington), and others such as Abbott Ross Laboratories, and Timken. With the loss of Lane Manufacturing and much of Burlington, the Town will need to focus efforts on diversification of that base beyond just manufacturing to achieve a more sustainable economic development plan. Today and in the future, economic base companies include businesses such as reservations and telemarketing centers, software developers, back-office processing centers for credit card companies, and online purchasing warehousing.

Additionally, we should target symbiotic industries. For example, where local manufacturers import many of their parts, supplies, and raw materials from other communities, we will actively recruit to satisfy those needs within our community.

Any business that brings in money from outside the community is an economic base industry. The economic base is the driving engine of the local economy because it brings in money that the community will spend repetitively to buy a variety of local goods and services. One dollar of economic base revenue is likely to become four to five dollars in the local economy resulting in the creation of even more jobs in the community.

Our economic development plans should emphasize a targeted industry acquisition strategy focusing on optimizing the use of our enviable and marketable resources such as the Staunton River, access to rail service, and the Route 29 corridor. For example, a soft drink bottling plant needs access to a significant water supply such as the Staunton River. Obviously, a sound land use plan is essential to successful economic development. The Land Use Plan in Chapter VIII of this Comprehensive Plan provides for the versatility to attract industry in need of large sites or those needing smaller ones, and those needing rail access or truck access to a major highway.

As the information age grows and matures, communications facilities will play an increasingly important role in attracting and expanding the economic base. In fact, at some point they may be more important than access to transportation for many industries and businesses. Altavista will continue to aggressively pursue the implementation of the latest in communications technology capabilities.

Our Community and Regional Partnerships

In addition to our Town Council, a number of local and regional organizations are working cooperatively to promote the economic vitality of our town and surrounding region. Although each of these organizations has its own mission and work program, the synergy of their activities has resulted in a healthy local economy that has weathered well the challenges of past economic downturns.

While Main Street businesses are not considered a part of the larger economic base, they are essential to the strength, stability, and sustainability of the local economy. Altavista On Track (AOT) was created by resolution of Council in 2003. Its mission is to enhance our downtown district by strengthening community identity, pride, and economic development. Following the principles of the Virginia Main Street Program, one focus of AOT is to promote the economic restructuring of our downtown district. To this end, AOT has created an Economic Restructuring Committee, whose activities are guided by a strategic plan.



The AOT Economic Restructuring Committee (ER) has the following three primary goals. First and most importantly is to support and strengthen the existing Main Street business base. This business initiative has an objective of reducing business attrition to less than 10 percent over the next 3 years. The committee plans to accomplish this by offering business consultation services, mentorship programs, informational forums, continuing education sessions, financial incentives, and recognition and appreciation events.

The second major goal of the ER Committee is to identify and recruit new businesses in the Main Street District that complement the current business mix. We are not interested in merely filling vacant spaces with just any business. We want to identify and target specific types of businesses that fill the voids in our current business mix and to recruit those who best complement or supplement existing businesses.

A third goal of the ER Committee is to develop and execute an effective and comprehensive marketing strategy for the Main Street District. This marketing program will focus on Altavista's resources such as the Staunton River and English Park, area attractions such as Avoca, the YMCA, the Staunton River Memorial Library, and "First Saturday" among others to draw customers into downtown. The marketing programs will take full advantage of technology including a commerce-oriented website with links to other economic development sites and merchant websites, advertising and promotional materials and events, and wayfinding signage. The Economic Restructuring Committee is totally committed to supporting, strengthening, and developing Altavista's Main Street Business District.

Specific activities of AOT also include, branding initiatives, Building Improvement Programs, Community Development Block Grant (CDBG) through the Department of Housing and Community Development (DHCD) for building façade and streetscape enhancements, upper story housing rehabilitation, and the creation of a Historic District in the downtown core. AOT was also instrumental in the application for Virginia Department of Transportation (VDOT) Transportation Enhancement Act grants used for streetscape and signage.

The Altavista Economic Development Authority (EDA) was created and continues to be supported by Town Council pursuant to the authority granted by the Commonwealth of Virginia. Its mission is to promote industrial and economic development, business growth, ensure the availability of a skilled labor force, and promote our community as a business friendly place. Recent work program activities of the EDA include the development of strategies to enhance business growth, create and maintain a skilled labor force, and undertake a community self-assessment.

The Altavista Area Chamber of Commerce focuses its organizational activities in two areas of service – serving the business community and providing programs and services to the general citizenry of Altavista and its environs.



The Chamber's 2009 work program highlights over 30 activities designed to further its mission – "Creating Value for Business." Included are educational opportunities for business persons, tourism development activities, business development assistance, and legislative initiatives in support of business interests.

Campbell County's Economic Development Department is charged to encourage, facilitate and support existing business and to attract new companies to Campbell County and this includes the Town of Altavista. They focus equally between small business and large industry and understand the importance of each individual company. Although the focus is larger than just the Town of Altavista the County partners with the Town's economic development efforts.

Regionally, the Region 2000 Partnership's Economic Development Council focuses on retention and growth of the existing employer base within the 2,000 square miles that make up Region 2000, as well as attracting technology-based firms to the region. The Council's activities are guided by the 2008 Strategic Plan that also emphasizes education, workforce development, and

sustainable growth. The Council has also led the effort to establish the Center for Advanced Engineering and Research.

Success Factors

Altavista (and the surrounding region) have benefited from a diversified economic base. A varied local economy is the best way to promote a stable, healthy economy and a high quality of life in the community. Our continued economic success can best be ensured by a continued focus on the following two principles.

Think Regionally – Economic growth in the region can benefit everyone. Investment and job creation in Altavista would have a direct positive impact on our local tax base and our ability to provide government services. However, growth in the region can also have a beneficial impact. Our regional perspective and approach to economic development has led us to participate in the mission and activities of the Region 2000 Economic Development Council. Our support for this organization should continue.

Be Proactive – Proactive (being prepared) means that we must have all the “pieces” in place if we are to compete effectively for new investment and job creation. We have the public facilities and services in place to support growth. We have an available labor force trained with the skills required by employers. We market our community and the region as a good place to live, work and invest. And finally, we have the land and facilities necessary to support growth.

GOALS, OBJECTIVES & ACTION PLANS

GOAL: Attain an environmentally sound, diversified, and stable economy that adequately supports the lifestyle of the citizens and provides a sufficient tax base for the Town.

Objective 1: Evaluate and enhance the Town’s Comprehensive Economic Development Strategy.

Action Plans:

- A. Continue to implement results and action items from the Campbell County/Altavista Comprehensive Economic Developments Strategy.
- B. Implement the goals established by AOT and the Economic Restructuring Committee.
 - 1. Strengthen existing businesses and recruit new ones to develop a stable and sustainable economic climate in the downtown Main Street District.
 - 2. Develop and execute an effective and comprehensive marketing program for the Main Street Business District.
 - 3. Implement a program to develop and leverage river-based activities such as scouting jamborees and recreational events.

C. Implement the goals established by EDA.

Objective 2: Seek to expand and diversify the Town's economic base.

Action Plans:

- A. Encourage the location of high quality commercial and industrial firms, while maintaining an atmosphere conducive to expansion of existing ones.
- B. Proactively seek out symbiotic industry partnerships to relocate in the community.
- C. Encourage and support the reservation of prime industrial sites in the Town's growth areas.
- D. Support vocational and other suitable training in area schools including dual enrollment and early college admission programs to allow residents to compete for employment and educational opportunities.
- E. Enhance and expand CVCC Altavista Center and Virginia Technical Institute planned for former AO Smith building.
- F. Continue to participate in regional economic development and marketing programs.

Objective 3: Sustain and Enhance Downtown and Main Street Commercial Corridor.

Action Plans:

- A. Continue to encourage exterior facade improvements by downtown property owners and ongoing streetscape improvement initiatives.
- B. Enhance and expand existing retail and business promotions (including Uncle Billy's Day and the Altavista Trade Lot) in order to refocus consumers' attention on the downtown.
- C. Seek to expand and diversify the downtown business mix by promoting additional entertainment activity.
- D. Encourage development of sales and service sector type firms.
- E. Continue participation in Virginia's "Main Street" Program.
- F. Develop a local website listing available commercial properties in the community.

Objective 4: Minimize existing and future problems that could result from expanded commercial and industrial development.

Action Plans:

- A. Use appropriate land use controls to encourage the concentration of future commercial and industrial areas rather than strip or scattered development
- B. Coordinate new commercial and industrial development with the provision of community facilities, infrastructure, and services.

Objective 5: Create a community culture where business and industry care about people, and the people care about its business and industry.

Action Plans:

- A. Work with the business and industry community through the Chamber of Commerce in order to create the desired culture.
- B. Create the culture with the people through programs sponsored by businesses and industries.
- C. Support the Economic Development Authority (EDA) to help attract new businesses and industries.
- D. Develop a partnership plan for “growing” current businesses and attracting new businesses.

Objective 6: Promote tourism by capitalizing on local and regional points of interest.

Action Plans:

- A. Increase visibility of the Town’s cultural activities, points of interest, and commercial base. Put special emphasis on promoting within the region and at Smith Mountain and Leesville Lakes.
- B. Attract tourists and visitors into the Town for economic development by promoting regional attractions and historic resources.
- C. Expand and improve First Saturday Trade Lot, Farmer’s Market, and Uncle Billy’s Day Festival.
- D. Establish and maintain an up-to-date Calendar of Events and post to the Town’s website.

- E. Continue to promote Avoca and its activities, including the annual Harvest Jubilee and Wine Festival.

CHAPTER V MAINTAINING OUR FACILITIES AND SERVICES

COMMUNITY FACILITIES AND SERVICES

Introduction

This chapter provides an inventory of the existing community facilities and services provided for, and/or available to, citizens in and around Altavista. Several key community facility concepts are important. First, adequately supporting community facilities and services such as schools, emergency services, libraries, parks and recreation, and medical facilities, together with utilities, are important indicators of the quality of life in a community. Second, the location and timing of planned community facilities can have a major impact on land use patterns. Third, community facilities and services are the visible “face of government” – citizens equate the quality of government with the quality of the facilities they see and the cost of the services they use.

A Vision for 2030

In 2030, Altavista residents continue to recognize the important role that community facilities have in shaping the Town’s quality of life. The Town’s infrastructure has expanded to meet community needs, and the parks, recreation and cultural offerings attract people from throughout the region.

Water Supply and Treatment

The Town of Altavista operates and maintains a municipal water system. The primary water sources are the Staunton River and Reed Creek in Pittsylvania County. Both of these sources are treated with chemical coagulation, flocculation, and pre- and post-chlorination at 3.0 MGD (million gallons per day) filtration plant. The Town also has two (2) spring sources – McMinnis Spring, located in Pittsylvania County, and Reynolds Spring in Campbell County – that augment the finish water supply with an average of 500,000 gallons per day. Although drought conditions in the past several years have somewhat reduced the flows of these invaluable water sources, the Town projects that there is an adequate supply and treatment capacity to serve the current and projected water needs of the community’s residential, commercial, and industrial customers. No capacity upgrades to the water system are planned.



There is a total water storage capacity of 3.3 million gallons Altavista’s water system. Our system serves approximately 1,600 connections with an average use of 2.1 MGD (million gallons per day) and a peak use as high as 2.7 MGD. The Town’s water distribution system utilizes two (2) booster pump stations to help distribute treated water throughout the Town. The Town of Altavista also sells water in bulk to the Town of Hurt, serves the Dearing Ford Business and Manufacturing Center and citizens living in North Holly Hills and Tardy Mountain Road areas just outside of town.

Altavista prides itself in providing safe and affordable water to its citizens and neighboring communities.

Wastewater Collection and Treatment

The wastewater treatment system in the Town of Altavista centers on a 3.6 MGD sewage treatment plant. The Town's wastewater treatment facility is an extended aeration/activated sludge system. Sludge is disposed of in a regional landfill. Because of the large industrial base in Altavista, a state mandated pretreatment program is in effect to control commercial and industrial discharge entering the wastewater treatment plant. In addition to the wastewater treatment plant, the sanitary sewer system utilizes one (1) 1.56 MGD and one (1) 2.04 MGD pump stations.

Sewer collection lines ranging in size from 6 inches to 36 inches serve most of the Town.

While the Wastewater Treatment Plant has a capacity of 3.6 MGD, it treats an average of 2.0 MGD. The wastewater treatment facility provides an essential service not only to the businesses, industries, and residents of Altavista, but also to the Campbell County Industrial Park located just outside of town and a small portion of the Town of Hurt in Pittsylvania County as well. In addition to contributing significantly to the overall health and safety of the community, the Town's wastewater treatment system provides a strong foundation for our locality's economic growth and expansion.

In 1996, a \$10 million upgrade and expansion of the Wastewater Treatment Plant doubled its capacity from 1.8 MGD to 3.6 MGD. Shortly after the 1996 expansion, the Town completed the extension of sanitary sewer service to all remaining neighborhoods within the Town Limits. Until then, these areas, which had been annexed in December 1977, had utilized on-site septic systems. While the Town did and does not currently require property owners to make sewer connections, many residents, once sanitary sewer was made available, did opt to connect to the Town's system in order to avoid aging and failing septic systems that could cause problems in the future.

In 2008, the Town upgraded water lines in the Franklin Avenue area and in 2009 a project to replace water and wastewater lines in the Central Business District was undertaken as part of a revitalization project. The Town realizes the importance of maintaining the infrastructure delivery and receiving systems and has plans in place to accomplish this goal.

Solid Waste Collection and Disposal

Altavista's Public Works Department provides a high-level of service to town residents and small businesses with regards to refuse collection. Solid waste collection service is provided to all residences and small businesses located within the Altavista town limits. For all residences, once a week curbside service is made available. Additionally, the Town provides a free container that provides uniformity to the collection system, ease of placement for the citizens, and cleanliness for the environment. The schools, most businesses, and apartments hire private haulers to provide solid waste collection and disposal services. The Town has a solid waste ordinance that explains the policy and regulations regarding refuse collection and disposal procedures.

The Town pays for its solid waste collection and operating expenditures out of its General Fund tax revenues. Altavista residents and small businesses pay no additional sanitation fees for the refuse services provided. The Town of Altavista offers several other services for the disposal of waste in addition to regular household waste. These include the following:

Brush Collection - Citizens must schedule with the Public Works Department.

Leaf Collection - Bulk collection provided in the Fall using a leaf vacuum machine; all other times leaves must be bagged and will be picked up when a citizen calls the Public Works Department.

Special Pick Up - For bulk waste items such as old furniture, appliances, and the like, citizens must schedule pick-up with the Public Works Department.

Weekend Truck – This service allows citizens to do large-scale cleaning projects. A Public Works employee will park a truck on a citizen’s premises for a weekend and dispose of contents at the landfill on Mondays for a nominal fee.



Also, during snow events, the Town of Altavista works around the clock to clear the roads of snow and make them as safe as possible. There are designated snow emergency routes on the major streets in town. These streets are plowed first followed by residential and side streets.

Non-Public Utilities – Other Utility Services

Other than water and sewer services, the Town of Altavista is not involved in the provision of any other utility services. Altavista residents, businesses, and industries receive their other utility services from private companies to which the Town has granted franchises. These franchise agreements that the Town has with various private utility providers, grant these companies, for specified terms and under specific conditions, permission to utilize the Town’s streets, alleys, and other public rights-of-way located within the Town’s jurisdictional boundaries. The specific conditions include the construction, installation, maintenance, and operation of transmission lines for the companies’ particular services.

Electric Service – Dominion Virginia Power Company, headquartered in Richmond, provides electric service to the residents, businesses, and industries located in the Town of Altavista. Two (2) transmission lines – one 69 Kilovolt (KV) and one 115 KV— pass through the Town and serve the community through a substation located off Business Route 29 on Lynch Mill Road. The Appalachian Power Company (APCO) owns a portion of the same right-of-way for a 138 KV transmission line.

Natural Gas Service - The Columbia Gas Company of Virginia, Inc. provides gas to residential and commercial customers in certain areas of town.

Telephone Communications – Local telephone service is provided by Embarq. This includes fiber optic and switching capability. Wireless telephone service can be purchased through

several digital and analog providers.

Television Service - Cable Television service is available from Comcast Cable Communications. Comcast has completed an upgrade of its cable system by installing a fiber overlay in order to provide digital service and high speed Internet services to residents in town.

Satellite dish service is available from several carriers. Without the aid of cable or satellite services, reception is limited to CBS, NBC, FOX, and PBS affiliate stations in Roanoke and ABC in Lynchburg and a new channel operated by Liberty University.

Broadband, Fiber Optic and Wireless - Region 2000, including Altavista is served by numerous telecommunication providers and a unique fiber optic network that includes SONET self-healing rings, digital switching capabilities and access to long-distance carriers. This network supports voice, video, and data communications.

The Town of Altavista will continue to work with the appropriate private utility providers to ensure an acceptable level of service that meets the needs of the industries, businesses, and individual citizens of the community.

Emergency Services

Altavista Police Department –The primary enforcer of laws within the corporate boundaries of the Town of Altavista is the Altavista Police Department. The Police Department provides all normal law enforcement functions and investigative services within the Town of Altavista, with backup assistance, as needed, from the County Sheriff’s Office and the State Police. The Altavista Police Department also serves with other police agencies and governmental units on a variety of regional task forces, including the Drug Task Force and the Homicide Task Force.

The Altavista Police Department operates 24 hours per day, 365 days per year, providing these policing services to the community. As of 2009, there are twelve(12) professional, sworn, certified officers in the Altavista Police Department.

Campbell County Sheriff’s Office – The Campbell County Sheriff’s Office has law enforcement authority for the County (outside of the Town’s corporate limits). The Sheriff’s Office is also responsible for operating the County’s 911 Call Center and for providing security and prisoner escort for the court system. Sheriff’s deputies also serve civil process papers, criminal warrants, and all other documents required by court order.

Virginia State Police – The Virginia State Police Department services include a 24-hour communications system, monitoring and enforcement of state highway traffic laws, supervision of vehicle inspection stations, adoption of standards for vehicle safety programs, and drug and narcotic investigations. The State Police office is located in Appomattox and serves sixteen (16) counties.

Fire Protection – The Altavista Volunteer Fire Company (AVFC) is a 32 member volunteer fire department chartered in the Commonwealth of Virginia by the Town of Altavista. Located at 1280B Main Street, the AVFC utilizes six (6) trucks, one (1) SUV, and (1) boat in carrying out

its duties. The department provides fire and emergency services to the Town of Altavista and part of Campbell County. The mission of AVFC is to protect the lives and property of the citizens of the community through fire-fighting and rescue operations along with emergency prevention training.

The department is operated as an independent corporation with funding from the Town, County, and State as well as donations and fundraisers. Campbell County, which provides an annual contribution to all of the volunteer fire departments, also provides fiscal support to these departments by paying for fuel and insurance coverage for all the equipment, facilities and members of these agencies. The AVFC has a mutual aid agreement with the Hurt Volunteer Fire Department in case of emergencies that may occur in Altavista.

Emergency Medical Services (EMS) - Altavista EMS provides 24-hour emergency medical services for the Town, portions of southern Campbell County, and portions of northern Pittsylvania County. In 2009 the agency had approximately forty (40) volunteer members comprised of a mixture of both basic life support and advanced life support providers. The agency also employs a staff of two (2) administrative personnel. A nine (9) member Board of Directors provides for total oversight of the agency's fiscal management.



The primary headquarters for Altavista EMS is located at 1510 Main Street which houses (5) ambulances, (1) crash truck, (1) rapid response vehicle, (1) multi-use 4-wheel drive vehicle, and (2) boats. Altavista EMS is funded by a variety of financial sources, including donations from private citizens and governmental contributions from Campbell County, the County of Pittsylvania, the Town of Altavista, and the Town of Hurt.

Additionally, an auxiliary staff of volunteers operates a thrift store located at 705 7th Street, which is dedicated solely to the raising of operational funds for Altavista EMS.

Animal Control – Campbell County Animal Control operates under the County's Department of Public Safety (DPS). The primary mission of Animal Control is to enforce all State Statutes and County Codes that pertain to animals. Their enforcement extends to the jurisdictional boundaries of Campbell County, including the Towns of Altavista and Brookneal. The Animal Control section is responsible for the operation of the County Animal Shelter, which is located behind Yellow Branch Elementary School at 322 Dennis Riddle Road in Rustburg.

Educational Services: Public Schools

Campbell County Schools - The Altavista schools are part of the Campbell County Public School System. Campbell County operates eight (8) elementary schools, four (4) middle schools, four (4) high schools, a career and technical center, and an alternative school. In addition, the County participates in shared regional facilities for both severely handicapped and gifted math and science students. Within each school, there exist programs for gifted and talented students as well as special education classes for those students with special needs.

All schools in Campbell County are fully accredited by the Virginia Board of Education and the four high schools are accredited by Southern Association of Colleges and Schools. Campbell County Schools serves 8700 students. Nearly forty percent (40%) of all Campbell County teachers have earned a master's degree and as of 2008 the average pupil/teacher ratio throughout the Campbell County School System is 17:1.



In 2008 all Campbell County Schools were fully accredited by the Commonwealth of Virginia and the average SOL scores in the system were at or above the State averages. College Board Scores were also at or above national averages. The Campbell County Schools' curriculum emphasizes a basic education in math, English, history/social science, science, and computer literacy. Electives are provided in the fine arts, career and technical classes, and other areas of interest to students. English 12 and career and technical courses are offered as dual enrollment courses. Students successfully completing dual enrollment courses earn high school credit and college credits.

Altavista Elementary School - In 1995, a new AES was built across town from the old AES complex. This \$5 million school, located at 2190 Lynch Mill Road, replaced all three (3) of the former elementary school facilities that had served the community. The new AES, which won Virginia's Best Masonry Design Award for 1995, offers multiple classrooms, resource rooms, a gymnasium/multi-purpose room, a cafeteria, library, and a media center. This new AES has a pupil capacity of 750 and current (2007-2008) enrollment at this school is 635 students with a classroom student-to-teacher ratio of one elementary teacher per 19.2 students.

Altavista Combined School - The Altavista Combined School, located at 904 Bedford Avenue, combines the Altavista Middle School (grades 6-8) and the Altavista High School (grades 9-12) into one institution. AMS essentially operates a school within a school at the Altavista Combined School (ACS), under a single principal and has a total pupil capacity of 850 students for grades 6-12, of which the middle school's capacity is 400 pupils. During the 2007-2008 school year, ACS served a total of 754 students -- 325 from the middle school and 429 from the high school. The classroom student-to-teacher ratio was one teacher per 14.2 students.

In 2008 the U.S. News & World Report—in collaboration with School Evaluation Services, a K-12 education and data research and analysis business that provides parents with education data on Schoolmatters.com—analyzed academic and enrollment data from more than 21,000 public high schools to find the very best across the country. These top schools were placed into gold, silver, bronze, or honorable mention categories. Altavista High School was one of 27 schools to receive a Bronze Award and the only school within the Region 2000 area to receive an award.

Campbell County Technical Center - The Campbell County Technical Center (previously known as the Campbell County Vocational-Technical Education Center or "Vo-Tech") is located at the intersection of U.S. Route 29 and Route 24. Technical Center courses are offered in the following vocations: auto mechanics, auto servicing, auto body, cosmetology, food service, carpentry, electricity, early childhood education, nurse's aide, computer networking hardware

operations, A+ computer systems technology, criminal justice, nuclear energy technologies, and emergency medical technician. Student apprenticeships are offered in all programs.

Other Educational Services in the Area

In addition to the two (2) Campbell County public schools located in Altavista, there are several other educational facilities in the area that support the needs of Altavista's school age population:

CVCC Altavista Center- The Central Virginia Community College (CVCC) Altavista Center plays a critical role in the economic development of the area. It opened in January 2001 at the Altavista Office Park (formerly the Lane Corporate Office Building) at 701 5th Street near downtown.



The Center offers a wide spectrum of day and evening programs in credit and credit-free modes. It also provides customized training in workforce development for business and industry. Delivery systems include traditional classroom instruction, on-line classes, compressed video (interactive TV in real time), computer assisted programs, Lab-in-box learning, and hybrid courses which combine on-line learning and compressed video.

Assessment services available are COMPASS placement testing, Work Keys assessments, and career and interest inventories. Other on-site services include career advisement, enrollment and collection of tuition and fees. Financial assistance is available for those students who qualify.

The Center also offers GED classes through the Campbell County Adult Education Center and has numerous partnerships with various agencies and industry in the area.

The CVCC Altavista Center will continue to play a critical role in the future of Altavista. In addition to the CVCC Altavista Center, there are sixteen (16) public and private two-year and four-year colleges/universities, many of which offer graduate programs, within approximately a 50-mile radius of Altavista.

Early College Program- The Early College Program is a unique and exciting partnership with Central Virginia Community College. Early College is a 2 - year program designed to allow selected juniors to earn an Advanced Studies high school diploma from their home school and an Associate of Arts and Science Degree in General Studies from CVCC at the same time. Students will attend the college courses at the Campbell County Technical Center in the morning and have option of returning to their home school in the afternoon to take elective courses and participate in extra-curricular activities.

Virginia Technical Institute (VTI) – Approved in 2009, VTI plans to provide hands-on training in a variety of fields, including electrical, plumbing, heating and air, sheet-metal, welding, pipe-fitting, carpentry, masonry, multi-craft industrial maintenance, and project management. With the size of the building, VTI hopes to include other educational opportunities that will provide

further training and certification. Unique to VTI will be the leadership training that will further enhance the students' opportunities in the marketplace.

Students ranging from high school to adults should have the opportunity to earn a journeyman's license in a field of their choosing by attending classes two nights a week for three hours over four years. VTI plans to use curriculum from the National Center for Construction Education and Research which is a nationally accredited trade curriculum based out of the University of Florida. The Institute plans to be accredited through the State Council of Higher Education for Virginia.

Central Virginia Governor's School for Science and Technology - Located at Heritage High School in the City of Lynchburg, the Central Virginia Governor's School for Science and Technology is a regional school dedicated to providing area students with extended learning experiences in math, science and technology. The courses offered are at collegiate level and the instructors try to broaden the horizons of each student by encouraging intensive study and debate.

Otter River Resource Center – The Resource Center is a non-profit sheltered workshop facility that serves the counties of Campbell and Pittsylvania. Cooperating in the venture are the Town of Altavista, the Town of Hurt, the City of Danville, the Community Services Boards of Lynchburg and Danville, the Department of Rehabilitative Services, and private industry. The purpose of Center is to assist individuals with disabilities to achieve greater independence and self-esteem through a variety of programs including work adjustment training and pre-vocational training – a program funded by Medicaid waiver. The Center has the capacity to serve forty (40) clients and currently employs thirty (30) people.

South Central Area Health Education Center (SCAHEC)- SCAHEC is an independent, non-profit organization located in Altavista and serves the counties of Amherst, Appomattox, Bedford, Campbell, Henry, Franklin, Patrick, Pittsylvania and the cities of Bedford, Danville, Lynchburg, and Martinsville. The program offers nurse aid and medication aid classes and is a regional test site for Nurse Aid Certification. Upon completion of the program a student is eligible to take the State exam for certification. This program serves approximately 100 students each year.

Fray Educational Center – Located in Rustburg, the Fray Educational Center provides experiences and opportunities for students in grades 6 through 12 to be successful academically regardless of how and why they entered the program. In addition to the core public school curriculum, vocational classes, GED preparation, and behavior specialists are available. The school opened for the 1993-94 school year with 5 students and 3 staff and 2008 had 160 students and 17 staff. The Fray Educational Center serves students from all of the middle and high schools in Campbell County.

Laurel School - The Laurel School is a regional school for students with severe disabilities. It is located in Lynchburg and serves the counties of Bedford, Campbell, Amherst, and Appomattox, as well as the City of Lynchburg.

Private Schools – There are no private schools at any level above daycare located within the corporate limits of the Town of Altavista. There are, however, several private schools located within a 25-mile radius of Altavista. The closest of these, Faith Christian Academy located across the river in Hurt, is a private faith-based school that provides educational services for preschool and grades K-12. Founded in 1989, this private school is an integral part of the greater Altavista community. Faith Christian Academy had 170 students enrolled in 2008/2009 and employs numerous teachers who reside in Altavista. The student/teacher ratio in 2008 was 10:1.

Human Services/Social Services

The Campbell County Department of Social Services administers a variety of human service programs available to residents of Altavista and Campbell County in accordance with state and federal regulations. The mission of the Department is to promote self-reliance and provide protection for Virginians through community-based services. The administrative and policy-making body of the agency is an eight (8)-member board appointed by the County Board of Supervisors. The local Social Services Department is located in the Campbell County Courthouse Complex in Rustburg, and employs a staff of sixty-five (65) people.

The Department of Social Services provides services in two (2) primary areas: financial assistance and social work services. Developing and upgrading program information systems for the Department of Social Services will continue to be a priority. Recently, the sixteen (16) different programs offering services such as financial assistance, child welfare, adult, and employment services have implemented automated databases and now have the ability for automated case processing. Over the long term, the Campbell County Department of Social Services expects a moderate increase in clientele, necessitating a similarly modest increase in staff in order to effectively continue implementation of these programs. In the future, the focus of the Department of Social Services will continue to shift from crisis intervention to prevention services. Service implementation will then begin prior to family crisis, and intervention will be more in line with education rather than family restructuring.

Health Services/Health Care

The City of Lynchburg is the primary major medical center for the Altavista area. The City has two (2) hospitals, both of which are owned and administered by Centra Health, Inc. Lynchburg's General Hospital is a 270-bed emergency and critical care center specializing in cardiology, emergency medicine, orthopedics, neurology, and neurosurgery. LGH is recognized nationally for its orthopedic and cardiac programs.

Virginia Baptist Hospital, founded in 1924, is a 317 licensed bed facility serving Central Virginia with quality health care for the whole family. It is the regional hospital for cancer care, women's and children's care, mental health and chemical dependency treatment, outpatient surgery, physical rehabilitation, and home health. Virginia Baptist Hospital has received Press Ganey's prestigious Summit Award, healthcare's most coveted symbol of achievement in patient satisfaction. Of the 6,000 hospitals in the United States, only one percent received this honor, making Virginia Baptist Hospital only one of 60 hospitals in the nation to earn this award.

In addition to the two hospitals in Lynchburg, there are several family physician offices and several general dentistry offices in Altavista and in the nearby communities of Hurt and Gretna.

Although these smaller facilities can generally provide for the general health maintenance needs of Altavista area citizens, their hours of operation and facilities are not designed to respond to the urgent care needs of local citizens. Lynchburg hospitals are the closest option for emergency/urgent care patients. For this reason, Altavista area citizens might benefit from the development and operation of a 24 hour urgent care center. The need and feasibility of such a center should be formally explored.

Library Facilities

Staunton River Memorial Library is a focal point of Altavista, located at 500 Washington Street, built in 1986 and expanded in 2004. The expansion of the library in 2004 increased the building by over 1,400 square feet. This expansion added a new Children's section, two tutorial rooms, a Young Adult Area and a Community Conference Room.



Staunton River Memorial Library contains over 35,000 volumes and serves an area population of approximately 8,000, with a continual growth in the number of registered borrowers. The library is dedicated to providing the library resources, services, and information necessary to anticipate and meet the evolving educational, informational and cultural needs of the public it serves.

Cemeteries

The Town of Altavista owns, operates, and maintains the Green Hill Cemetery located at the end of Westwood Drive. In addition to Green Hill Cemetery, there is one private cemetery, Altavista Memorial Park, which also serves the Altavista area. It is located north of the Town limits on U.S. Route 29.

Public Recreation Areas and Facilities

The Altavista area offers its residents and guests many different forms of recreation. Parks and recreation facilities in the Town of Altavista are operated and maintained primarily by the Town although some operation/maintenance on certain facilities is shared with the Altavista Area YMCA. In addition, to Altavista's neighborhood and community parks, residents have access to the Staunton River. The parks and recreation opportunities in the Town contribute significantly to our quality of life.

In 2007, the Town of Altavista maintained two community parks and three neighborhood parks. A third community park, War Memorial Sports Complex, is maintained through a partnership with the Altavista Area YMCA. *Table V -1* lists the Town's parks, the facilities provided and the activities that may be enjoyed by our citizens and visitors.



The Town, in late 2007 and early 2008, upgraded two existing youth baseball fields in English Park for community use and for league use by the Altavista Area YMCA. In addition, the Town with guidance from the Recreation Committee has begun revitalizing the neighborhood parks and has successfully

completed the work at Lola/Avondale Park and has completed work on conceptual design for the Bedford Avenue Park. The open space at Avondale/14th Street could be an opportunity for additional recreational facilities.

Campbell County has received Master Plan approval for the concept for a new park, which will also be called English Park to provide continuity with the Town's current English Park. (Map V-1 and Map V-2.) This park is part of a county wide effort to build parks in each of the high school attendance areas, as well as a centralized park. The proposed English Park will be located on approximately 146.30 acres adjacent to the Staunton River. The park will provide multiple forms of recreation by having an active area and a passive area.

A Local Facilities Needs Assessment was conducted to identify immediate and future recreational facility needs based on area demographics. This assessment indicated that the following items were needed: youth baseball/softball fields, youth soccer fields, multi-use fields, concessions and bathrooms, as well as multi-use trails, a dog park, picnic areas, shelters and pavilions, playgrounds and river access. Citizens who participated in this plan update process have suggested that a skateboard park be included as a youth recreational area and Town Council has approved the concept of a skate park.

The Town of Altavista with Campbell County jointly applied for a Recreational Access Grant in 2008 and received grant funding totaling \$310,000. The County agreed to provide the matching funds totaling \$115,000 and the State will match with an additional \$115,000 for a total funding of \$540,000. This money will be used to build an access road into the park and a bikeway path. Additionally, volunteers constructed a bridge in 2008 to provide immediate access to the County's park, which now provides opportunities for walking, biking and running.

The availability and quality of Altavista's public park spaces and recreational opportunities are just two more indicators of value the Town places on its citizens and visitors alike.

**Table V-1
Town Owned Recreation Facilities**

Park/Facility	Type	Park Acreage	Playground	Picnic	Restrooms	Trails	Baseball/Softball	Basketball	Tennis	Soccer	Volleyball	Horseshoes	Other
English Park	Community Park	24.00	■	■	■	■	■	■		■	■	■	Gazebos, Pavilions, Boat Landing
Shreve Park	Community Park	3.40	■	■	■								Open Space, Rustic Amphitheater
War Memorial Sports Complex	Community Park	3.0			■		■						Batting Cages, Concession Stand, War Monuments
Lola/Avondale Park	Neighborhood Park	1.32	■										Open Space
15th Street/School Street	Neighborhood Park	1.2	■					■					Backstop
Bedford Avenue	Neighborhood Park	1.0	■					■	■				
Avondale/14th Street	Open Space	2.76											Open Space with backstop
Booker Building	Activity Building				■								Used for special events

Other Recreational and Leisure Facilities and Events

The Altavista area offers its residents and guests many different forms of recreation. The following is a list from which residents can find a way in which to spend leisure time:

Altavista Area YMCA – Altavista is one of the smallest communities in the country to have a full YMCA facility, and it is now one of the six largest independent YMCA’s in Virginia. Today’s YMCA consists of two facilities, the Athletic Center and Family Center, which encompass over 70,000 square feet and are valued at over \$5 million dollars.

The annual operating budget of the Altavista Area YMCA approaches \$2.5 million dollars. Programs are provided for over 3,000 members and 5,000 program participants. Over 125 employees provide activities in art, music, drama, sports, fitness, childcare, and wellness.

The Athletic Center, built in 1994 and expanded in 2004, houses a state of the art Wellness Center, full size gymnasium, indoor walking track, group exercise studio, racquetball court, and large multi-purpose room. Unique to the Altavista Area YMCA is the lounge area, which provides public Internet access, social area, library, and art gallery.



The Family Center is home to the YMCA childcare and aquatics programs. Over 650 children ages 16 months through seventh grade participate in the YMCA’s Discovery Place program at the Family Center and six elementary schools in Campbell and Pittsylvania counties. The YMCA is the location of the only public indoor swimming pool between Danville and Lynchburg. The junior Olympic-size pool enables the YMCA to offer water exercise, swim lessons, swim team and rehab programs.

Outdoor facilities include three championship tennis courts, four athletic fields and the HAGS playground structure. The athletic fields are owned by the Town of Altavista and are shared cooperatively with Altavista High School, churches and civic groups.

The Altavista Area YMCA is a non-profit organization managed by a twenty-one (21) member Board of Director’s made up of volunteers throughout the area.

Avoca Museum –Avoca is a Virginia Historical Landmark and is on the National Register of Historical Places. Owned by the Town of Altavista, Avoca Museum is one of the premier cultural attractions in Central Virginia. Located on Main Street at the north end of town, Avoca is the home site of Colonel Charles Lynch, Revolutionary soldier and statesman. The current Main House, the third home on the site, was built in 1901 and is one of the best examples of Queen Anne-style architecture on the East Coast.



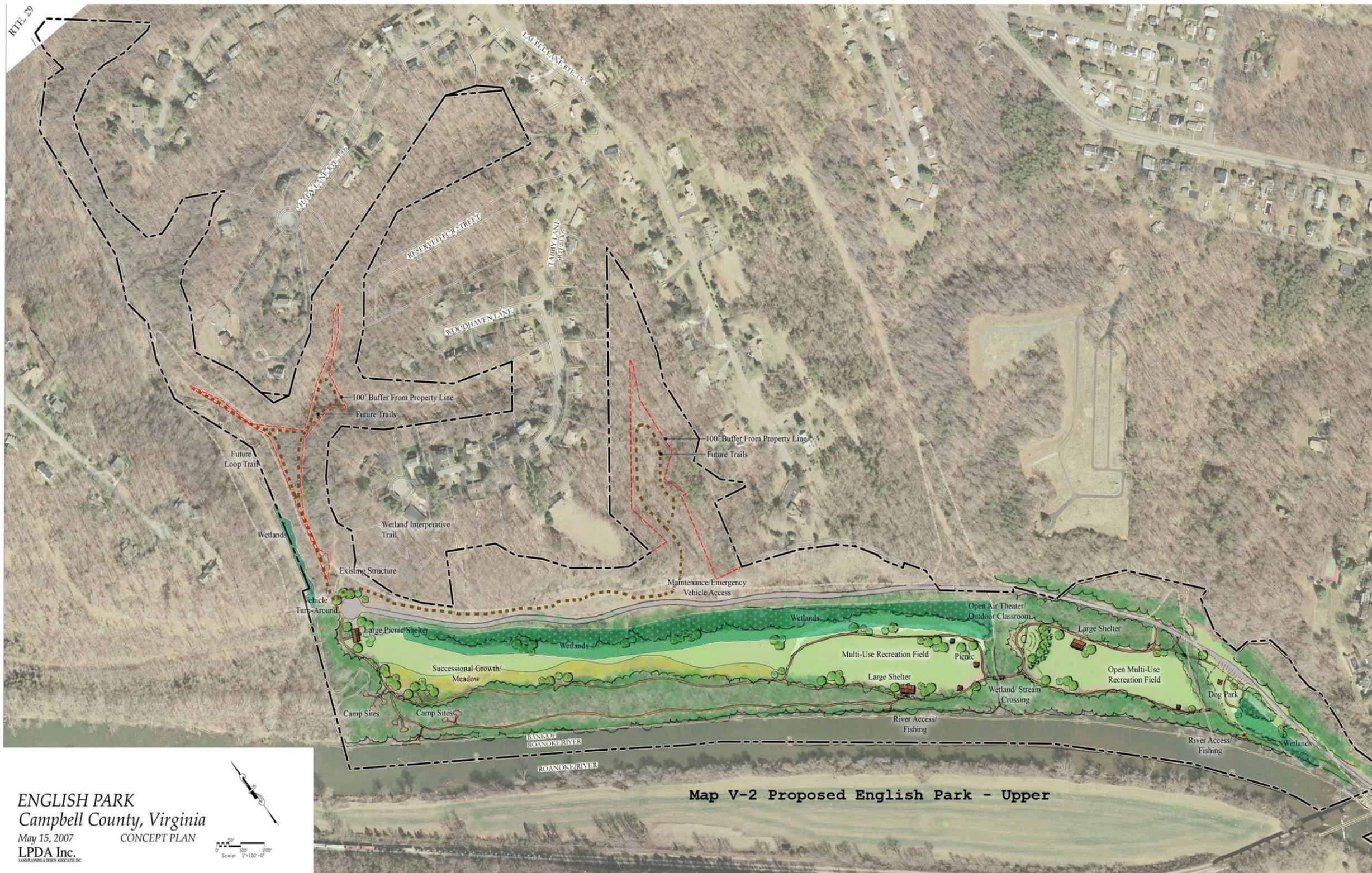
The museum collects the history of Altavista and the surrounding region. It preserves that history through both permanent and rotating exhibits. Open to the public from April through the last Friday in October, Avoca welcomes thousands of tourists each year



ENGLISH PARK
 Campbell County, Virginia
 March 22, 2007 CONCEPT PLAN
 LPDA Inc.
LAND PLANNING & DESIGN ASSOCIATES, INC.



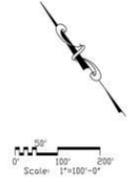
Map V-1 Proposed English Park - Lower



Map V-2 Proposed English Park - Upper

ENGLISH PARK
Campbell County, Virginia
May 15, 2007
LPDA Inc.
LAND PLANNING & DESIGN ASSOCIATES, INC.

CONCEPT PLAN



Avoca also serves as the cultural center for the Town, as it hosts a variety of special events each year. The keystone event is the Harvest Jubilee Wine, Blues & Jazz Festival. Featuring award-winning music and wine, the Festival entertains local citizens and attracts large numbers of tourists each autumn. Avoca is the site of the Chamber of Commerce's TGIF celebration and VistaFlix, movies on the lawn. The manicured grounds are also available for private parties and have become a favorite site for beautiful outdoor weddings.

In 2007 a 3-acre arboretum, featuring a pond, fountain, garden, scatter garden, picnic area, and 1,500 feet of walkway was completed. The Breen Level Gallery features a history of Altavista and Lane Company. The Fauntleroy Gallery features Juliet Fauntleroy's large Native American exhibit with an emphasis on arrowheads.

Altavista Arts Council – The Altavista Arts Council was formed in January 2001 to promote, support, and enhance the cultural offerings in the Town of Altavista in the fine arts. The Arts Council supports programs in music, literature, theater, dance, and the visual arts. It also promotes arts education through programs offered through the local schools and the YMCA.

First Saturday Trade Lot – The First Saturday Trade Lot traces its roots almost to the founding of Altavista. Established in 1916 and traditionally held the first Saturday of every month, this Trade Lot, located at the intersection of Pittsylvania Avenue and 7th Street, attracts traders and shoppers from a multi-state area. The popularity of the event has increased to a level such that this is now a two-day event – operating both the first Friday and first Saturday of each month. Proceeds benefit the Altavista High School Band Boosters and the coordinators of each market.

Uncle Billy's Day Festival – An annual celebration, held the first weekend in June, commemorates the founding of the First Saturday Trade Lot by the late William G. “Uncle Billy” Lane, Sr. The celebration itself dates back to 1949. Organized by the Altavista Volunteer Fire Company, local civic and nonprofit groups and hard-working community volunteers the two-day festival includes live music, crafts, games, children's entertainment, food, and fireworks. Also included are art, automobile, and photography shows. This event originally was held at the First Saturday Trade Lot, and while Uncle Billy's Day still is held in conjunction with the First Saturday Trade Lot activities, many of the activities in recent years have expanded to the English Park and Downtown Central Business District.



Altavista Farmers' Market – The Farmers' Market was started in 2001 at the Trade Lot to provide an outlet for citizens to obtain fresh fruits and vegetables, and for area farmers to sell their crops. It is open on a regular basis two days per week during the growing season, although one can often find growers selling their products all during the week during peak seasons.

Lakes – The Staunton River forms the southern boundary of the Town of Altavista. Upstream from the Town are Smith Mountain and Leesville Lakes. Constructed by Appalachian Power Company in the creation of a hydroelectric generation system, these lakes offer one of the south's finest inland water recreational facilities. Smith Mountain Lake, the larger of the two with more

than 500 miles of shoreline and numerous vacation retreats, is located 35 minutes from town. Leesville Lake is located approximately 15 minutes away and is known for its fine sport fishing. Both the lakes and the river provide opportunities and facilities for boating, swimming, fishing, and other water sports.

The Train Station – The former Southern Railway Station, located downtown, was renovated in 1987 and serves the community as a meeting room for business organizations, civic clubs, and individuals for various events. The Altavista Area Chamber of Commerce has its office in the building and handles the rental of the Train Station. Also housed in the Train Station is the Minnie and Bernard Lane Foundation with its focus on community support.



Wayside Park – Located adjacent to the Town of Hurt on business 29S, Wayside Park provides picnic areas, open spaces, and hiking trails in a lovely wooded setting along the banks of Sycamore Creek. This park of 53 acres, maintained by Pittsylvania County, will always remain a recreational area for the enjoyment of local residents and visitors as provided in Mr. John L. Hurt’s grant. Routinely open from May 1 to October 1 for day time activities, it is also available for overnight use by civic groups, such as Scouts, through a sign up with the “key keeper” at the Town of Hurt office.

Open Space Opportunities

The scenic views and natural spaces within and around the Town are valued by the residents of Altavista. The open farmland, rolling landscapes, and river vistas can be seen by the many visitors that pass through on Route 29 Bypass. The overall quality of life benefits from, and is enhanced by, these scenic qualities. The Town should be active in identifying and conserving/preserving these special areas for the greater benefit of the community.

Places of Worship

Places of worship have been an important part of the fabric of our town as long as Altavista has been in existence. Like neighborhoods, parks, and businesses these places are part of what makes our community a unique and desirable place to live. There are a wide variety of denominations and spiritual beliefs represented in Altavista and the surrounding area. The following list, which may not be all inclusive, is meant to show the variety represented in our town: Catholic, Church of Christ, Church of God & Church of God of Prophecy, Episcopal, Independent and Southern Baptist, Kingdom Hall of Jehovah’s Witness, Methodist, Pentecostal Holiness, Presbyterian, Wesleyan, and various non-denominational churches. These communities of faith contribute greatly to Altavista’s quality of life and are a source of volunteers for many civic initiatives.



GOALS, OBJECTIVES & ACTION PLANS

GOAL: Create and maintain high-quality community facilities and services

Objective 1: Continue to meet community water supply and wastewater treatment needs.

Action Plans:

- A. Upgrade water and wastewater treatment facilities as needed to provide for future growth.
- B. Continue to annually develop and maintain a Capital Improvements Plan to provide sound fiscal guidance and direction in developing water and wastewater improvements.
- C. Upgrade and/or extend distribution facilities inside the corporate limits to provide adequate service to all residents and businesses.
- D. Consider a partnership with Campbell County to identify areas outside the Town's corporate limits that may be suitable locations for future extensions of town utilities.

Objective 2: Ensure the adequacy of private utility services.

Action Plans:

- A. Evaluate the need for the expansion of natural gas service to additional areas of the Town and County not currently served.
- B. Encourage the continued enhancement of telephone and high-speed Internet services.

Objective 3: Encourage the development of cultural facilities.

Action Plans:

- A. Investigate possible funding available for the development of cultural facilities, and determine the feasibility for different types to locate in Altavista.
- B. Hold public forums on a regular basis to determine the facilities needed and desired by the community.
- C. Support local not-for-profit organizations' efforts to develop, expand or maintain cultural facilities in the Town.
- D. Continue to support and maintain Avoca Museum as a cultural center of Altavista.

GOAL: Maintain the health, education, safety, and welfare of the community through the provision of exemplary community services.

Objective 1: Continue to provide the residents and businesses of Altavista with a solid waste collection and disposal system that meets the community's long-term solid waste management needs.

Action Plans:

- A. Periodically evaluate the Town's collection methods and pursue opportunities to improve operational efficiencies and effectiveness.
- B. Support and/or expand the Town's recycling programs to reduce the amount of waste deposited in the regional landfill.
- C. Evaluate the feasibility of implementing curbside recycling service.
- D. Continue to dispose of collected refuse in the Concord Turnpike Regional landfill, operated by the Region 2000 Services Authority.

Objective 2: Insure that every resident of Altavista has a reasonable opportunity for health care.

Action Plans:

- A. Periodically monitor the number of physicians located in the Town and work closely with health care providers to insure that adequate health care is available for the people of this community.
- B. Investigate the possibility of additional medical facilities in the Town.
- C. Evaluate assisted living care possibilities.

Objective 3: Ensure that Altavista has high-quality emergency services.

Action Plans:

- A. Improve available equipment and manpower for emergency medical service in the Town when feasible. Work with Campbell County and Altavista EMS to evaluate the need and possible implementation of paid staff to supplement the volunteer system.
- B. Obtain technical assistance and law enforcement funding to improve equipment and manpower capabilities. Encourage additional educational training for the Town Police Officers.
- C. Review and increase the number of fire hydrants as needed for protection.

Objective 4: Increase recreational and community opportunities for all age groups.

Action Plans:

- A. Enhance organized recreational programs for all age groups and develop additional programs as necessary to diversify recreational offerings and facilities.
- B. Evaluate and pursue support for a community center.
- C. Research the need, interest and feasibility in the development of a bike/walking path from Beverly Heights area to English Park.
- D. Expand youth programs as well as a senior program center as an extension of the YMCA.
- E. Evaluate viable alternatives for facilities such as the Armory.

Objective 5: Support efforts to provide the finest quality education resources will allow.

Action Plans:

- A. Encourage the use of CVCC Altavista Center. Partner with CVCC to ensure increased and expanded offerings available to the community.
- B. Encourage additional use of the vocational technical center.
- C. Encourage adult education programs and increase the visibility of literacy and GED programs.
- D. Offer support to Campbell County in its efforts to maintain a library system that continues to meet the needs of the Town and County residents.
- E. Encourage the youth in our community to become more involved in our local government by working with the local schools.
- F. Support the Fine Arts and the programs of the Altavista Arts Council.

CHAPTER VI LIVING IN OUR COMMUNITY

HOUSING AND NEIGHBORHOODS

Introduction

Tree lined streets. Older stately homes. Wrap around porches. These are the images that one might see as they drive through many small towns in America. They are images that one can see driving in and through Altavista. Like many communities, Altavista is a community of neighborhoods. Although these neighborhoods vary in age, density, values, and housing styles, they are the centers of community life. They are the places where families gather, children are raised, grass is cut, church is attended, and people call home. It may be a cliché, but neighborhoods are comprised of both housing and homes.

A Vision for 2030

Altavista has a vibrant and stable housing market. A variety of housing styles for rent or sale exist that are affordable to residents of all income levels. Substandard housing has been eliminated. Our neighborhoods are safe and are well maintained by property owners who take pride in their property.

Most housing construction, and thus neighborhood creation, is a private sector activity that responds to market demands. A local government's role in housing production is limited yet important. Plans such as this document express a community sentiment on the type of housing desired by the community. Zoning laws establish the desired location, type and density of housing. Local governments can establish standards for access, water provision and wastewater disposal and in many cases provide these services. In some cases the local government's role in housing production is more direct. Subsidies or partnerships to promote the construction of affordable housing are two examples of more direct action.

Taking Stock – Altavista's Housing Inventory

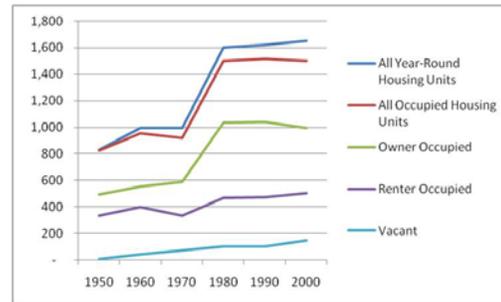
Planning for the future can be challenging, but we benefit from an understanding of the past trends and present conditions during the planning process. *Appendix A* contains a summary of relevant Altavista Census data pertaining to housing, housing types, and housing conditions. In summary this data shows that:



SEE NEXT PAGE

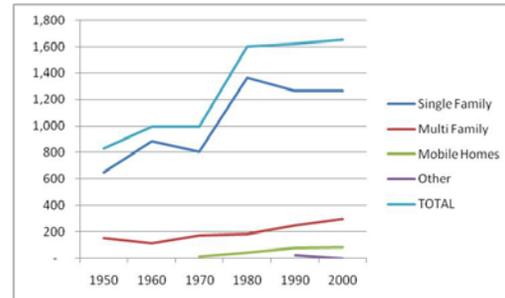
- The number of housing units in the Town has been increasing. Increases can be attributed to new development and past annexations.

**Figure VI-1
Altavista Housing Units
1950-2000**



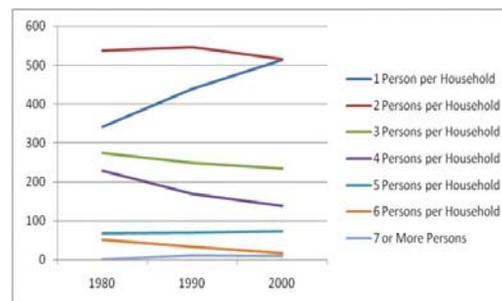
- Most housing units are single family, and the ratio of single family to non single family units has remained steady through the years.

**Figure VI-2
Altavista Housing Unit Mix**



- The average number of persons per house hold has steadily decreased reflecting smaller family sizes and an increase in single person households.

**Figure VI-3
Average Persons Per Household
1980-2000**



In addition, average housing prices in Altavista have risen consistently but steadily and at times have outpaced average family income, and the quality of Altavista's housing stock has improved through the years.

Housing Issues and Opportunities

Issue #1 - Availability of Land for Housing Construction. One factor that affects housing construction is land availability. Although housing construction is market driven and primarily a private sector activity, land must be available if the private sector is to meet this demand. Map VI – 1 shows the location of vacant parcels in Altavista that are five acres or greater in size. Not all of these parcels are likely available for residential development – topography, access, environmental conditions, zoning, and availability for sale are all factors that influence development potential.

Although the total number of dwelling units in the Town has increased significantly since 1970, the vast majority of this increase can be attributed to annexation during the 1970's. Since 1980, the Town has seen a net increase of 48 new dwelling units- an average of less than two new homes a year. During this period, the total number of single family units has declined by over 100 units, thus the Town's net increase in housing can be attributed to multi-family construction which comprises 18 percent of the Town's housing stock.

The Town will undertake a formal assessment of its vacant land resources to determine its inventory of "ready to go" acreage suitable for residential development. As a part of this process, the Town, in partnership with Campbell County, has looked at vacant properties in Campbell County near the Town's border and worked with the County in the development of a Future Land Use Map for both vacant and occupied properties. Housing that has been constructed in these areas since the last major town/county boundary line adjustment are arguably within the Town's community of interest. These developed properties and vacant land near the Town's border may be justifiable additions to the Town during any future boundary line adjustment initiative.

Issue # 2: - Housing Affordability Although definitions vary slightly, it is generally accepted that housing is affordable to an individual or family if they do not need to spend more than 30 percent of gross monthly income on housing costs. 'Housing costs' include mortgage, utilities, insurance, and maintenance. Housing affordability has been an issue across Virginia with population growth and the corresponding demand for residential property driving up land and housing costs. Altavista is taking steps to help ensure that there are housing choices for all income level households in the Town. One such measure is the second story housing in the Central Business District that was part of the Community Development Block Grant received in 2009. A second measure is the consideration of a boundary line adjustment that would provide additional affordable building sites.

Development codes should be evaluated to see if they place unnecessary and costly restrictions on new housing developments. Although paid by the housing developer or builder of the new home, these "costs of development" are passed on to the buyer of the new home, increasing its cost and decreasing the homes affordability.



Legend
[Green outline] Undeveloped Parcels
Selected parcels shown are greater than 5 acres and vacant or have improvement values less than \$30,000.

Map VI-1 Vacant Parcels 5+ Acres



0 0.5 1 Miles
Mapping information provided by the Town of Altavista

Similarly, the Altavista's Zoning and Subdivision Ordinances should be evaluated to ensure that they allow and designate sufficient areas in the Town for a full range of housing types. For example, codes that allow and encourage single story small lot patio homes, upper story housing in downtown commercial districts, zero lot line or cluster developments allow developers to reduce development costs. Additionally, planned unit developments that incorporate a mixture of residential types integrated with commercial and civic components promote housing diversity have the same positive impacts.

A community's older homes are often the most affordable based upon their smaller size, lack of modern features, and depreciated value due to normal wear and tear or lack of required maintenance. Programs designed to help maintain these older homes can be an important component of a locality's efforts to promote affordability.

More aggressive approaches to promoting affordable housing are also available to localities. State and federal funding programs allow localities to partner with private development companies or local non-governmental organizations to develop land and construct housing. Public funds can be used to develop the necessary residential infrastructure. In exchange, the developer agrees to build more affordable units, and/or limit the sales price of new units to a level that is affordable to lower income residents.

Issue #3 – Promoting Housing in the Downtown Area – Downtown Altavista is the commercial center of town. Businesses located downtown make available a wide variety of goods and services for town and county residents. Promoting housing in and near the downtown area makes good economic sense for both the business and the customer – businesses benefit from the increased customer base and customers benefit from the proximity of the businesses to their homes, thus reducing travel time and travel costs. Downtown area residents also increase the potential for evening activities. Restaurants, theatres, and cultural venues all benefit from increasing the number of downtown area residents.

Altavista should fully evaluate the potential for downtown housing. A mixed-use development with first floor commercial and upper floor residential is one approach. Another approach is to allow higher density housing in areas close to the downtown core. These issues should be considered by the Town as the Zoning Ordinance and districts are reviewed.

Issue #4 – Redeveloping substandard neighborhoods and commercial areas – Altavista has neighborhoods and commercial properties that are blighted and may be prime for redevelopment. This issue presents both challenges and opportunities. Challenges include finding developers who are willing to take the risk and invest money in these blighted areas but also gaining support of owners of the blighted properties. Opportunities are similar in that there are investment opportunities and redevelopment can benefit the community as a whole.

Issue #5 – Exploring the need for patio type homes – There is a need to ensure adequate housing for an aging population. As the mean age for Altavista's population continues to rise, the need for this type home seems to be future need for our community. Altavista should fully evaluate the potential for this need and if the need is determined to be accurate, a plan to provide such housing should be developed.

GOALS, OBJECTIVES & ACTION PLANS

GOAL: To achieve affordable housing in a healthy environment for all town citizens

Objective 1: Ensure an adequate supply of quality and affordable housing to meet the needs of the citizens of Altavista.

Action Plans:

- A. Work with and encourage developers to enter our community toward speculation of mid-income housing, remodeling of present structures, and developing retirement facilities.
- B. Facilitate the rehabilitation or replacement of substandard housing units in Altavista.
- C. Evaluate zoning and building codes and procedures for impediments to housing construction.
- D. Target and identify areas within and near the Town that are suitable for larger scale residential developments. - Initiate discussions with Campbell County on areas suitable for future boundary line adjustments.
- E. Undertake a formal housing quality assessment.
- F. Research and consider amending the zoning code to allow and provide incentives for downtown housing.

Objective 2: Enable low to moderate-income families in Altavista to live in quality yet affordable housing.

Action Plans:

- A. Continue participation in the Section 8 Rental Assistance Program through Virginia Housing Development Authority (VHDA) and the Campbell County Social Services Department.
- B. Ensure the continuance of areas for multi-family housing and encourage the construction of additional multifamily rental units using available state and federal funding.
- C. Encourage eligible property owners to take advantage of available low-interest VHDA Energy Loans for installation of storm windows, insulation and caulking, heating and air conditioning replacement, or modification and other energy conserving measures.
- D. Support efforts to provide housing for low to moderate income families.

Objective 3: Provide equal opportunity in housing for all persons, regardless of race, creed, color, sex, or national origin.

Action Plans:

- A. Evaluate the need for a local fair housing ordinance.
- B. Administer all government projects in a manner that will promote equal opportunity in housing.

Objective 4: Develop, promote and maintain local government policies that provide a framework to maintain and enhance the quality of housing and existing neighborhoods.

Action Plans:

- A. Encourage the removal of condemned structures that are beyond repair.
- B. Encourage orderly residential growth timed in accordance with the fiscal capabilities of the Town to provide such services as schools, police and fire protection, road and public utilities.
- C. Coordinate with Campbell County on locations for Urban Development Areas.
- D. Ensure that development occurs in a way that enhances the natural and man-made environment and does not damage, destroy, or detract from it.
- E. Encourage energy saving in the design and maintenance of homes.
- F. Continue to identify residential structures that are substandard and seek Community Development Block Grants for housing upgrades.

CHAPTER VII MOVING PEOPLE, GOODS AND INFORMATION

TRANSPORTATION

Introduction

Altavista's transportation system is comprised of more than highways. Regional air transportation, recreational waterways, bikeways and pedestrian opportunities are all elements of the Town's transportation network, linking Altavista to the region and points beyond. Together, these elements allow for the efficient movement of people and goods. It is essential that we continually plan for the construction and enhancement of these transportation elements. Doing so allows the economic viability of our town to be retained and enhanced.

It is important to remember the strong reciprocal linkage between land use planning and transportation planning. Our land use decisions will directly impact the adequacy of existing transportation networks. Conversely, our transportation planning decisions will have a great impact on community growth patterns, and the availability and adequacy of public facilities. Our primary transportation system is and will continue to be an urban road network.

The general pattern of physical development and the location and character of housing, community facilities, commercial businesses, and industrial areas are all directly affected by the location and availability of transportation. For example, low-cost, readily available transportation tends to promote low-density development, while limited transportation usually results in a denser development pattern.

This chapter discusses the major elements of Altavista's transportation system with a focus on our public highway network.

The Transportation Planning Process

Transportation planning in Virginia is undertaken through a partnership of state, local, and federal participants. This transportation planning process relies on the Virginia Department of Transportation (VDOT) to identify needs and recommend improvements and assist the localities in setting priorities for these improvements. The Commonwealth and/or Federal government provide the majority of funding for slated improvements. Local governments also have the responsibility of making wise land use and community facility decisions that respect the integrity of the existing transportation system and/or anticipate planned and funded improvements.

Because transportation systems greatly influence the rate and direction of growth, planning for those systems is an important consideration. VDOT, the Town of Altavista, and Campbell County coordinate efforts to plan, maintain, and develop our transportation facilities by insuring land use compatibility, safety, and the unobstructed movement of people, goods, and services.

A Vision for 2030

In 2030 Altavista's transportation system continues to provide for the efficient movement of people and goods. Thanks to a progressive land use policy, our highway network has the capacity to serve our personal travel and commerce needs. Amtrak service has been reestablished in the town and our expanded system of bikeways allows for safe commuting and recreational travel.

Existing Transportation Facilities

Transportation facilities within Altavista include approximately four (4) miles of primary roadways, twenty-six (26) miles of secondary roadways, and six (6) miles of railways. In addition, there are major highways, railways, and regional airports outside the boundaries of Altavista that affect access to and from the Town.

Roadways

Several major highways are easily accessible from the Town of Altavista. These include three (3) inter-regional highways: U.S. Routes 29, 460, and 501 and two interstate highways: U.S. Routes 81 and 64.

U.S. Route 29 is a multi-lane, divided, north-south federal highway passing from Washington, D.C., through Lynchburg, Altavista, and Danville in Virginia and Greensboro and Charlotte in North Carolina, before ending in Georgia. According to VDOT statistics nearly 12,000 vehicles pass by Altavista each day using this highway. U.S. Route 29 is a limited access highway that also creates the northern border for the Town limits and has four (4) interchanges that provide easy access into the Town.

U.S. Route 460 runs east-west from Norfolk, Virginia, to Lexington, Kentucky, connecting Lynchburg with the Hampton Roads area to the east and with Roanoke and the main highways to the west. At Roanoke, Route 460 connects with Interstate 81, a north-south interstate that starts at the Canadian border above Watertown, New York, and passes through the Shenandoah Valley before ending near Knoxville, Tennessee. U.S. Route 501, a northwestern- southeastern highway, connects Lynchburg with the Shenandoah Valley to the north and west, while to the south and east it connects South Boston and Central North Carolina.

Altavista is also the starting point for Virginia Route 43 (Bedford Highway), which the State has classified as a “State By-Way” because of its scenic rustic landscape. This two-lane paved roadway winds from Altavista through Leesville and Bedford before climbing to the majestic Peaks of Otter and descending into the Shenandoah Valley. The highway serves traffic to and from Smith Mountain and Leesville Lakes, and is a connector between the Town and the Blue Ridge Parkway.

The State of Virginia classifies roads in three (3) broad categories: primary roadways (maintained by the Virginia Department of Transportation), secondary roadways (maintained by the Town of Altavista), and private roads. Primary roadways, which include all roads with state and federal route designations under 600, are a statewide network connecting cities, towns, and other points of interest. Secondary roadways are both a county and town network of roads that makeup basic access routes.

The Town maintains and improves its own Secondary roadway system. VDOT provides funding to the Town for assuming these duties and periodically inspects the secondary system to insure that proper maintenance is being performed.

Air Transportation

Altavista has no licensed airports within its borders. There are several air transportation facilities within the region to serve the needs of the Town's people.

Lynchburg Regional Airport – Located approximately 20 minutes north of Altavista at the intersection of US 29 and US 460 in Campbell County, just south of the Lynchburg City limits, is the Lynchburg Regional Airport. This commercial service airport, owned and operated by the City of Lynchburg, has two (2) runways (7,100 and 3,387 feet) both suitable for instrument landings.

Roanoke Regional Airport – The Roanoke Regional Airport is a commercial service facility located off Interstate 581 in Roanoke City. The airport has two (2) runways (6,800 and 5,800 feet), both of which are instrument landing strips.



Danville Regional Airport – The Danville Regional Airport is a general aviation facility located adjacent to US Route 58 near the intersection of Virginia Route 729. The airport has two (2) lighted runways (6,500 and 4,021 feet).

Falwell Aviation, Inc. – Falwell Aviation, Inc. is a general aviation facility located on US Route 460 in the City of Lynchburg. The airport has one runway 2,950 feet in length.

Brookneal-Campbell County Airport – This general aviation facility is located off US Route 501 on Virginia Route 797 in Campbell County, six (6) miles north of the Town of Brookneal. The airport has one (1) 3,800-foot lighted runway suitable for instrument approaches.

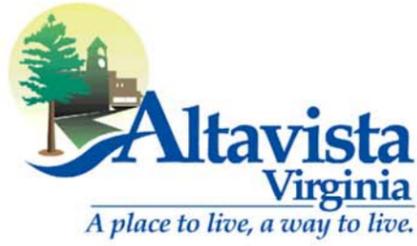
New London Airport – New London Airport is located on State Route 709 just inside of the Bedford County line, six (6) miles south of Forest, Virginia. This general aviation facility has one (1) runway measuring 3,170 feet.

In addition to these air facilities, Richmond International, Piedmont Triad International in Greensboro, North Carolina, and Raleigh-Durham International are all located within two (2) hours of Altavista, and the two (2) international airports in Washington, D.C. are located approximately four (4) hours away. **(Map VII-1)**

Rail Transportation

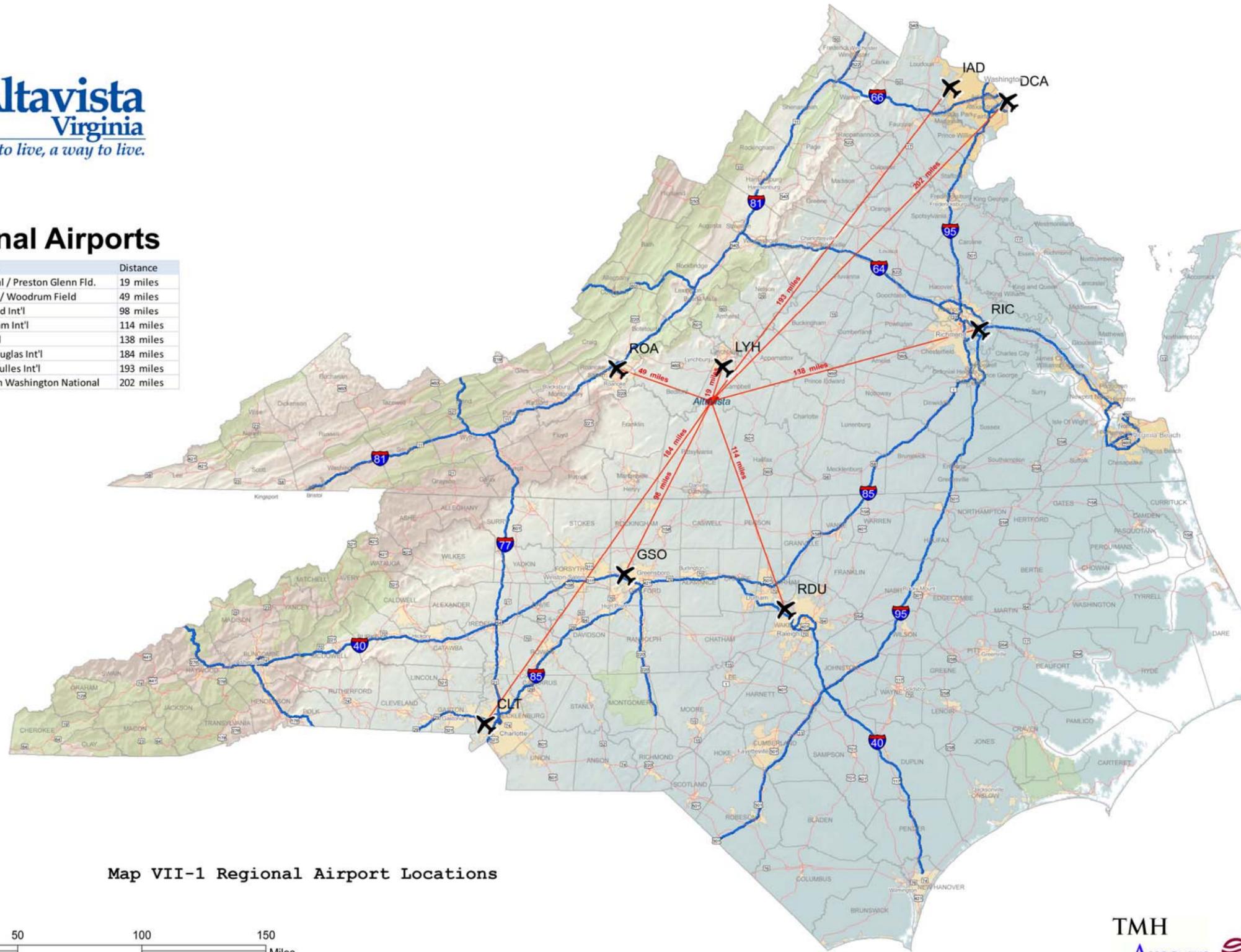
The Norfolk Southern Railway Company has two (2) main lines passing through Altavista. One runs in an east-west direction and parallels U.S. Route 29 Business. This line has approximately 4.3 miles of track within the Town limits, excluding spur lines and sidings. The other line runs in a north-south direction parallel to State Route 626 (Lynch Road). Approximately two (2) miles of this line are within Altavista's borders.

In the early 1980's, shortly after the merger of the Norfolk and Western Railroad with the Southern Railway, a connector linking the two lines was built in the neighboring Town of Hurt, just to the South of Altavista. This major undertaking allowed Norfolk Southern trains to cross from one line to the other, opening each line to new areas of the country. In the years since, the



Regional Airports

Code	Airport Name	Distance
LYH	Lynchburg Rgnl / Preston Glenn Fld.	19 miles
ROA	Roanoke Rgnl / Woodrum Field	49 miles
GSO	Piedmont Triad Int'l	98 miles
RDU	Raleigh-Durham Int'l	114 miles
RIC	Richmond Int'l	138 miles
CLT	Charlotte / Douglas Int'l	184 miles
IAD	Washington Dulles Int'l	193 miles
DCA	Ronald Reagan Washington National	202 miles



Map VII-1 Regional Airport Locations

Hurt Connector has become one of the most heavily traveled sections of rail in the Norfolk Southern system.

Rail Service - Freight service is available from Norfolk Southern. While no rail passenger service is available in the Town of Altavista, Amtrak's "Crescent," passes through the Town (without stopping) on its way between New York and New Orleans. Amtrak offers one (1) trip each way daily on its "Crescent" line, making scheduled stops in Lynchburg and Danville and two (2) trips daily from Lynchburg to Washington, D.C.

Public and Other Transportation Services

There is no local fixed-route or fixed schedule bus service within the Town of Altavista. Generally, such public transit systems are found in larger jurisdictions. However, the Town should keep an open mind towards considering opportunities for public transit and opportunities to partner with other nearby localities including the Greater Lynchburg Transit Company .

Elderly and Disabled Transportation Service - There is an increasing recognition of the transportation needs of the elderly and disabled citizens in the Central Virginia area. The Central Virginia Area Agency on Aging has assumed primary responsibility for providing these transportation services.

In February 2009 the *Town of Altavista Public Transportation Feasibility Study* was completed in cooperation with the Virginia Department of Rail and Public Transportation. Town Council established committees to review the findings and determine the next step as the recommendations and options contained in the study were considered.

Trucking Service - Numerous interstate and intrastate motor freight companies serve the Central Virginia area and provide extensive service coverage to major markets and ports throughout the eastern United States and some areas of the Midwest and Canada. The trucking industry extensively utilizes U.S. Route 29, since it is the primary north-south route serving the length of the Virginia Piedmont area and linking the Altavista/Campbell County economic area with the urbanizing areas of the East, Mid-Atlantic, and Sun Belt markets.

Planning for the Future - Our 2035 Transportation Plan

Working in partnership with the Virginia Department of Transportation (VDOT), we developed a 2035 Transportation Plan for our community. The purpose of this plan was to evaluate our existing transportation system and future demands in our town and recommend a set of transportation improvements that could best meet our community's existing and future transportation infrastructure needs. This 2035 Transportation Plan is incorporated into this Comprehensive Plan by reference.

The study area for our 2035 Transportation Plan coincided with the boundary line of the Town. The development of the transportation plan followed a process that included data collection, review, and analysis. Review and analysis of this data were combined with a review and analysis of previous transportation and land-use plans and other studies. Plan recommendations are based on a comprehensive review of the capacity, safety, and geometry of our existing roadway

system. They are also based on other issues that affect our community's transportation system (such as parking, other modes of transportation, and goods movement).

Plan recommendations are divided into three phases. Phase One recommendations apply to existing deficiencies and our most immediate transportation needs of the area. Phase Two recommendations apply to transportation improvements needed by the interim year 2020, and Phase Three recommendations are long-term projects needed by 2035. Map VII – 2 shows the location of these recommended project areas. A summary of the plan's recommendations is as follows:

Phase One: Base Year (2010)

- Main Street and Pittsylvania Avenue. Widen Pittsylvania Avenue from two to four lanes as well as widening the turning radius and lane reconfiguration at the intersection of Main Street.
- Lynch Mill Road and Altavista Elementary School: Construction of new left-center turn lane and right turn lanes at existing elementary school entrances.



- Main Street Corridor: Modify and consolidate entrance ways to improve safety and access along the corridor.
- Main Street Bridge over Staunton River: Construct new two-lane bridge with multi-use trail over Staunton (Roanoke) River.

Phase Two: Interim Year (2020)

- Main Street and Lynch Mill Road. Add dedicated right turn lane on Lynch Mill Rd. Widen corners of intersection on Lynch Mill Road to improve turning radius and extend culvert.
- Lynch Mill Road and Clarion Road Realignment, Widening, and lane reconfiguration of the intersection of Clarion Road and Lynch Mill Road.



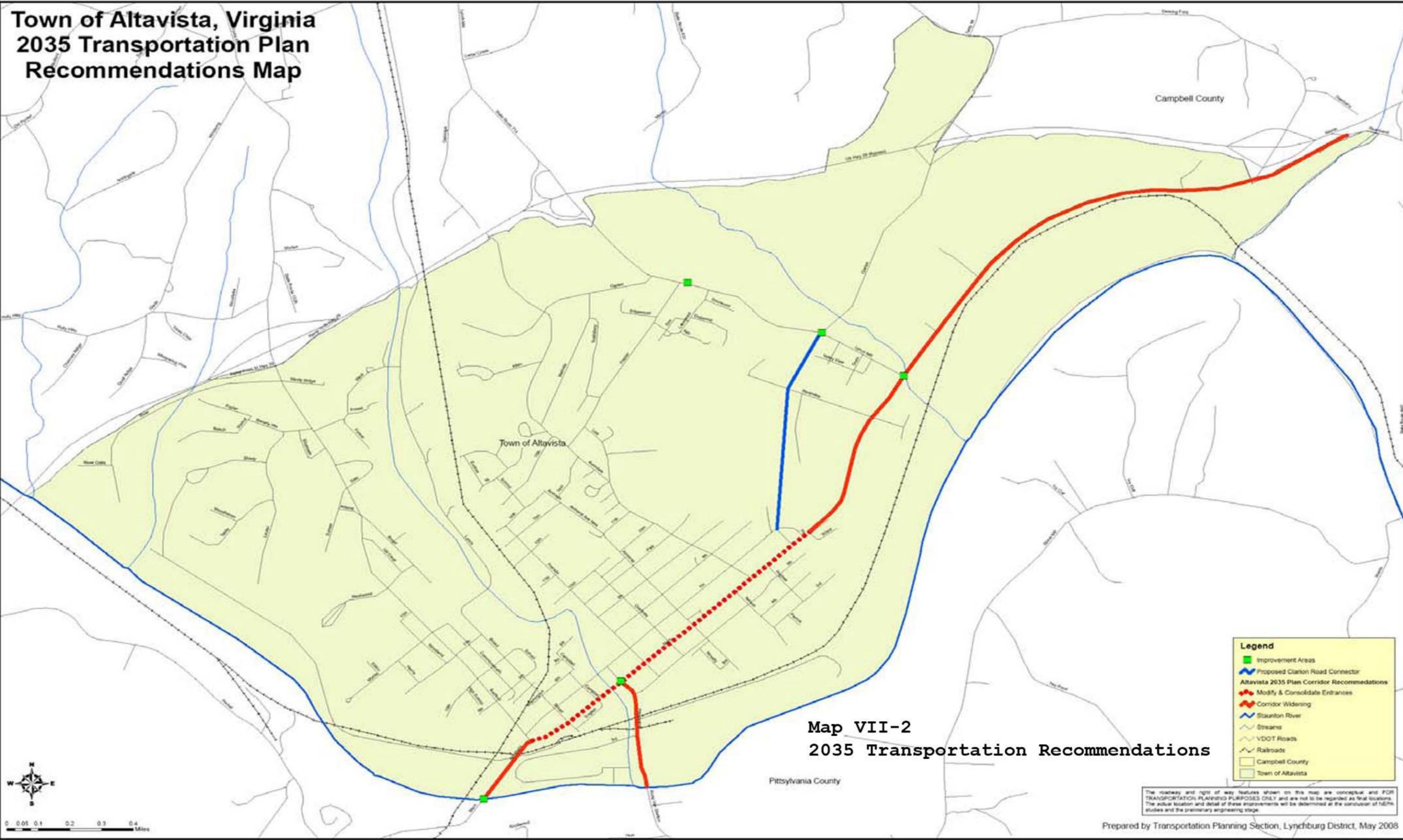
Phase Three: Study Year (2035)

- Main Street Widening. Widen Main Street to four lanes from 7th Street to Corporate Limits.

Local Recommendations

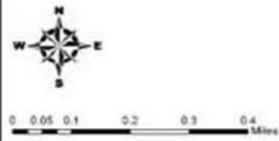
- Clarion Road Connector. Construct new two lane road connecting Clarion Road and 7th Street.

**Town of Altavista, Virginia
2035 Transportation Plan
Recommendations Map**



**Map VII-2
2035 Transportation Recommendations**

- Legend**
- Improvement Areas
 - Proposed Clarion Road Connector
 - Altavista 2035 Plan Corridor Recommendations
 - Modify & Consolidate Entrances
 - Corridor Widening
 - Staunton River
 - Streams
 - VDOT Roads
 - Railroads
 - Campbell County
 - Town of Altavista



The roadway and right of way features shown on this map are conceptual and FOR TRANSPORTATION PLANNING PURPOSES ONLY and are not to be regarded as final locations. The actual location and detail of these improvements will be determined at the conclusion of NEPA studies and the preliminary engineering stage.

Prepared by Transportation Planning Section, Lynchburg District, May 2008

Other Recommendations

Our plan includes an assessment of the availability of modes of transportation other than private automobiles. The Plan also considers the quality of the local transportation system for the movement of goods for commercial purposes.

Regarding other modes of travel, the plan makes the following recommendations:

- Town officials should research the establishment of a public transportation system.
- Support the inclusion and connectivity of sidewalks, trails, and bicycle accommodations as a modal choice. The Downtown Altavista Master Plan, September 2006 identifies specific pedestrian accommodations. Pedestrian and bicycle access should be expanded to connect residential areas with recreational, educational, and other major activity centers in the area.

GOALS, OBJECTIVES & ACTION PLANS

GOAL: Promote a safe, effective, efficient and environmentally sound transportation system in the Town of Altavista.

Objective 1: Maintain and improve the physical conditions of and the services provided by Altavista's roadway system.

Action Plans:

- A. Maintain and improve the primary and secondary road systems within the Town.
- B. Upgrade existing roadways as required by increased traffic volumes and other changing conditions.
- C. Implement the proposed improvements outlined in the Altavista 2035 Transportation Plan.
- D. Carefully consider the location of new roadways to be built in and around the Town of Altavista to assure that these roads best serve vehicular traffic patterns.
- E. Protect town neighborhoods by reducing “cut-through” traffic volume on residential streets.
- F. Encourage the involvement of all segments of the population in important transportation decisions.

Objective 2: Consider the viability of new and/or improved public transit services in the Town of Altavista and the surrounding area.

Action Plans:

- A. The Town of Altavista Public Transportation Feasibility Study concludes the Town would benefit from a public transportation system. As funds are available through the Department of Rail and Public Transportation (DRPT) and an application has been submitted, the Town should continue to explore funding sources and support for such a system.
- B. Routinely inquire about the restoration of passenger train service for the Town, or bus connection to Amtrak in Lynchburg or Danville.
- C. Consider new and/or expanded public transit and para-transit for the elderly and handicapped citizens using the Town of Altavista Public Transportation Feasibility Study as a guide.
- D. Consider the feasibility of creating a 'hub' for expanding a public transportation system into the surrounding communities. Work with interested entities to partner with in this endeavor.

Objective 3: Participate, regionally, in promoting regional air, rail, and other non-roadway transportation services. This endeavor is likely to be directed by Region 2000 Local Government Council.

Action Plans:

- A. Encourage, as needed within the region, and more specifically in the Altavista area, the provision of increased regional air and rail transportation services (freight and passenger service) for area citizens and businesses.
- B. Promote regional transportation improvements through coordination with adjacent localities.
- C. Provide pedestrian and bicycle access in areas where access is appropriate.
- D. Ensure quality and adequate parking availability in all areas and for all uses.

OUR LAND USE PLAN

Introduction

We must make wise decisions on how land within Altavista is used. Although most land uses are not permanent, once a land use is established it may be decades or longer before there is a change. Vacant land is developed, land uses change, and buildings are constructed and razed, while human activities on land rise and wane. For each stage in a property’s life cycle there are impacts that affect our quality of life and our community’s financial health. As citizens of Altavista we have an obligation to make land use decisions that are sustainable and improve quality of life for ourselves and future citizens of our town.

Our Existing Land Use Pattern

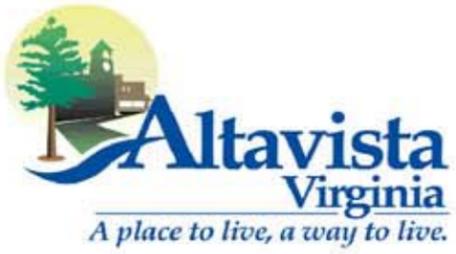
Map VIII-1 is an aerial photograph of Altavista that highlights the Town’s existing land use pattern. The following land uses are prevalent in our community.

A Vision for 2030
In 2030, Altavista has a sustainable land use pattern that provides for all land use needs. The Town has an expanding housing market and commercial base to meet the needs of a growing population. Our development codes have been revised to promote flexibility and innovation. Mixed-use developments are the most popular form of new development with many residents living within walking distance of neighborhood commercial shopping and service areas.

Residential - Residential land uses comprise approximately 15 percent of all land uses in town. This percentage is much lower than is found in many small towns but that can be a positive aspect because it indicates good planning on the part of those who originally laid out the Town and in the development of the original zoning districts in 1948. Although single-family homes are our most common housing type, other types of housing are also present in our community.

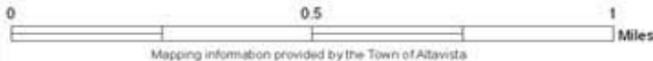
Most of our citizens live in one of three (3) areas of town: 1) west of the old Southern Railway line of the Norfolk Southern system, 2) north in the Lola Avenue Extension- Avondale Drive area, and 3) in the Mill Village area north of the Central Business District. Our single-family neighborhoods are primarily of low and moderate density, however, some higher density neighborhoods exist in the older sections of town. In most areas, our neighborhoods are well defined with few incompatible uses. There are some areas in our community where commercial and residential uses exist together, such as along Main Street, or where industrial and residential areas exist together, such as in the Lola Avenue Extension- Avondale Drive-Frazier Road area.

Besides single-family homes, there are a number of multi-family units and established mobile home parks in the Town. Most of the multi-family units are in the northern section of our town, located on or near Lola Avenue and Lola Avenue Extension, and include a mixture of garden apartments and town houses. In addition, there are also duplexes and single-family conversions in other areas. There are a number of mobile homes in town, but almost all of them are located in the mobile home parks, on 9th Street, Riverview Road and Main Street at the north end of town. The parks are well maintained and safe for the residents who call them home.



Legend
Aerial: USDA NAIP, May 22 2008

Map VIII-1 Aerial Photograph



Commercial - Commercial land uses in our town are located in three major areas. One area – the Central Business District (CBD) – (Map VIII-2) bounded by Franklin Avenue and the two railway lines of Norfolk Southern, is the historic center of Altavista.



Our Central Business District is a well-defined area. The area consists of commercial facilities, such as offices for business and professional firms of various sizes, banks, hardware, furniture, specialty shops, and some operations that could be classified as light industrial.

A second commercial area is on North Main Street and includes the Town & Country Shopping Center. This area might be called a “strip commercial” area and is characterized by a number of individual commercial lots each with their own driveway access

Our newest commercial area in town is located at the intersection of the Route 29 Bypass and Clarion Road. National retailers have located here, offering a diversity of products and services previously unavailable in a single location in town. This area, which is at our border with Campbell County, has great potential for additional commercial development due to the availability of land, adequate utilities, and its accessibility.

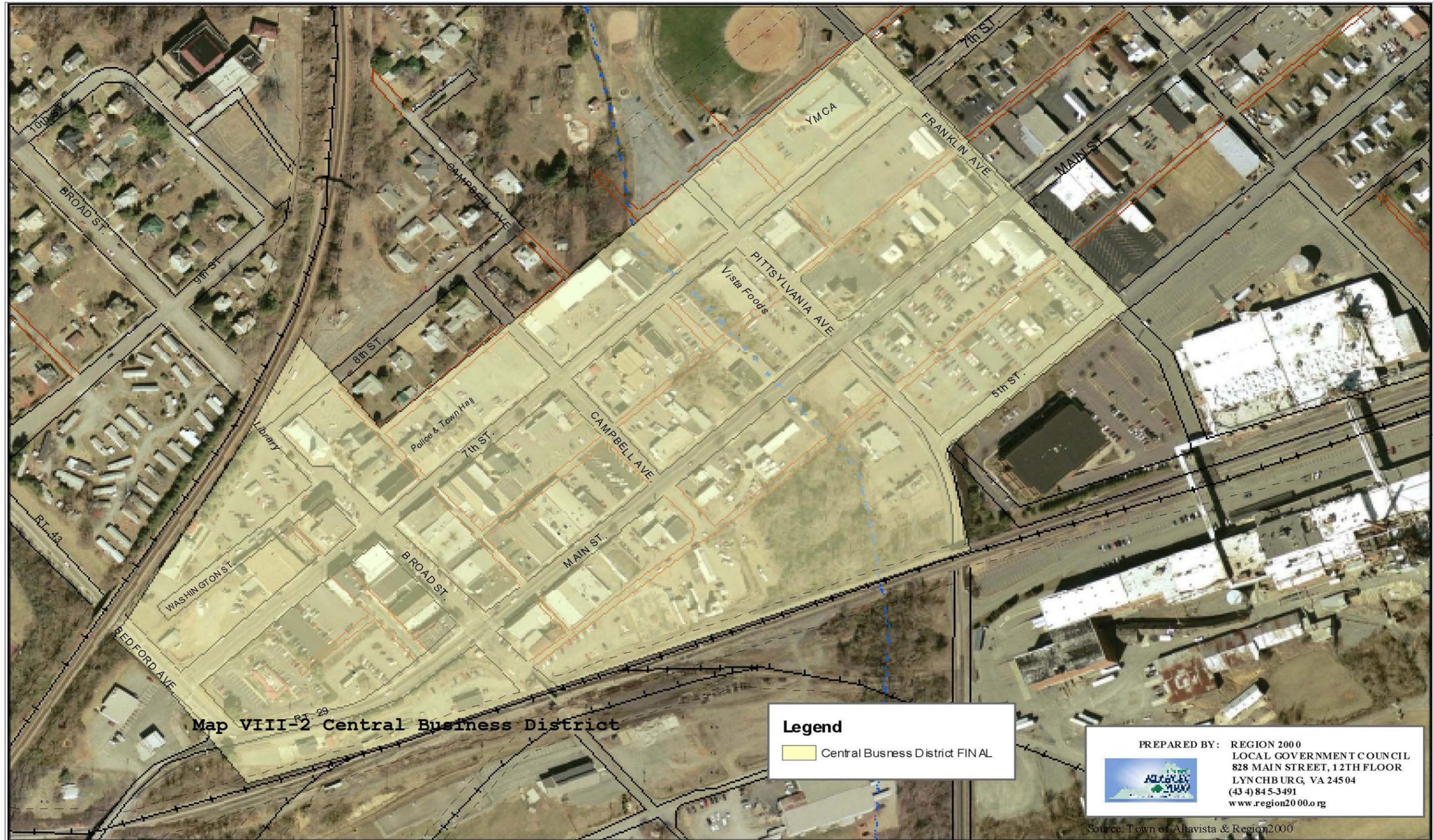
Because of Altavista's importance as an employment and commercial center for southern Campbell County, our town attracts commercial customers from a wide service area. Commercial facilities in Lynchburg, however, exert a strong influence over the commercial development and retail service area of our community. The region offers a wide selection of goods and services.

Industrial –Industrial land uses account for approximately 15 percent Altavista’s land area. We are a major industrial center in Central Virginia and are the location of over 30 percent of the manufacturing employment in Campbell County. Most of our industrial land uses have good access to either a railroad or a highway or both. As is typically in communities with a river as a boundary or flowing through it, our industrially zoned land is near the river and within or near a federally- regulated 100 year floodplain. This development pattern is not uncommon, as manufacturing industries often locate near water sources.

Public/Semi-Public -- Public and semi-public uses occupy over five (5) percent of the land in Altavista. This is a large amount, particularly when compared to other towns similar in size. The three schools, the National Guard Armory, our park system, Green Hill Cemetery, and other town-owned land occupy most of this land. Also included in the total amount are services and facilities that are either private and/or public on a voluntary basis such as churches and fraternal organizations.

Land Use Issues

Several land use related issues emerged during the preparation of this plan. These issues were identified by citizens who attended the community meeting, by the steering committee and by



our town staff who participated in the plan update process. A brief synopsis of each issue follows.

Preserving and Enhancing Downtown's Character

It is critical that downtown remain a vibrant commercial, service and office location. Many of our current community planning initiatives are centered on downtown, which is the historic and commercial center of our community. It is a focal point for understanding the history and culture of our community. Daytime population in our community increases as citizens from outside Altavista travel to town for employment and for the array of services and specialty retail. We have seen a renewed commitment to its history, its vitality, and its important role as an economic engine.



We are a Virginia Main Street Community and are working hard to achieve the goals of that program. Our efforts are led by Altavista on Track (AOT), an organization comprised of volunteers that exists for the sole purpose of enhancing our downtown district (Map VIII-3) by strengthening community identity, pride and economic development. AOT is made up of a Board of Directors and four (4) committees: Economic Restructuring, Design, Promotions and Organization. This program structure has a history of success throughout the Country.

In recent years AOT has been instrumental in assisting the Town with receiving State and Federal funds that will be used to accomplish downtown enhancement, redevelopment and revitalization. Some of these grant funds, along with matching funds from the Town and AOT, will be used to undertake a historic survey of the downtown area. Other town funds will be used to replace and improve water and wastewater lines and add storm sewer lines within the Central Business District. Still other grant money will be combined with town funds and private investment to enhance the public streetscape and building facades in downtown. This public/private partnership is a true indication of the pride we take in our community and shows our commitment to invest in our community to create a bright future.

Development and redevelopment opportunities exist in the downtown area for both retail and mixed use venues. Vacant properties along with under used buildings exist, but new redevelopment in the downtown area should align with the goals of the Virginia Main Street Program, thereby making these properties and structures more desirable. Mixed and complementing uses with pedestrian oriented developments are desired for our downtown area. Such uses will increase housing options in our town, bring people downtown, and promote the diversity in land uses that promotes economic vitality.

Land Use Management Tools

Our zoning (Map VIII-4) and subdivision ordinances are the two main tools we use to manage the location and character of development in our community. Together with the Capital Improvement Program and this Comprehensive Plan, we are attempting to guide the community's growth in a manner that will promote our long-term fiscal soundness and enhance our quality of life. To accomplish this objective, our zoning and subdivision



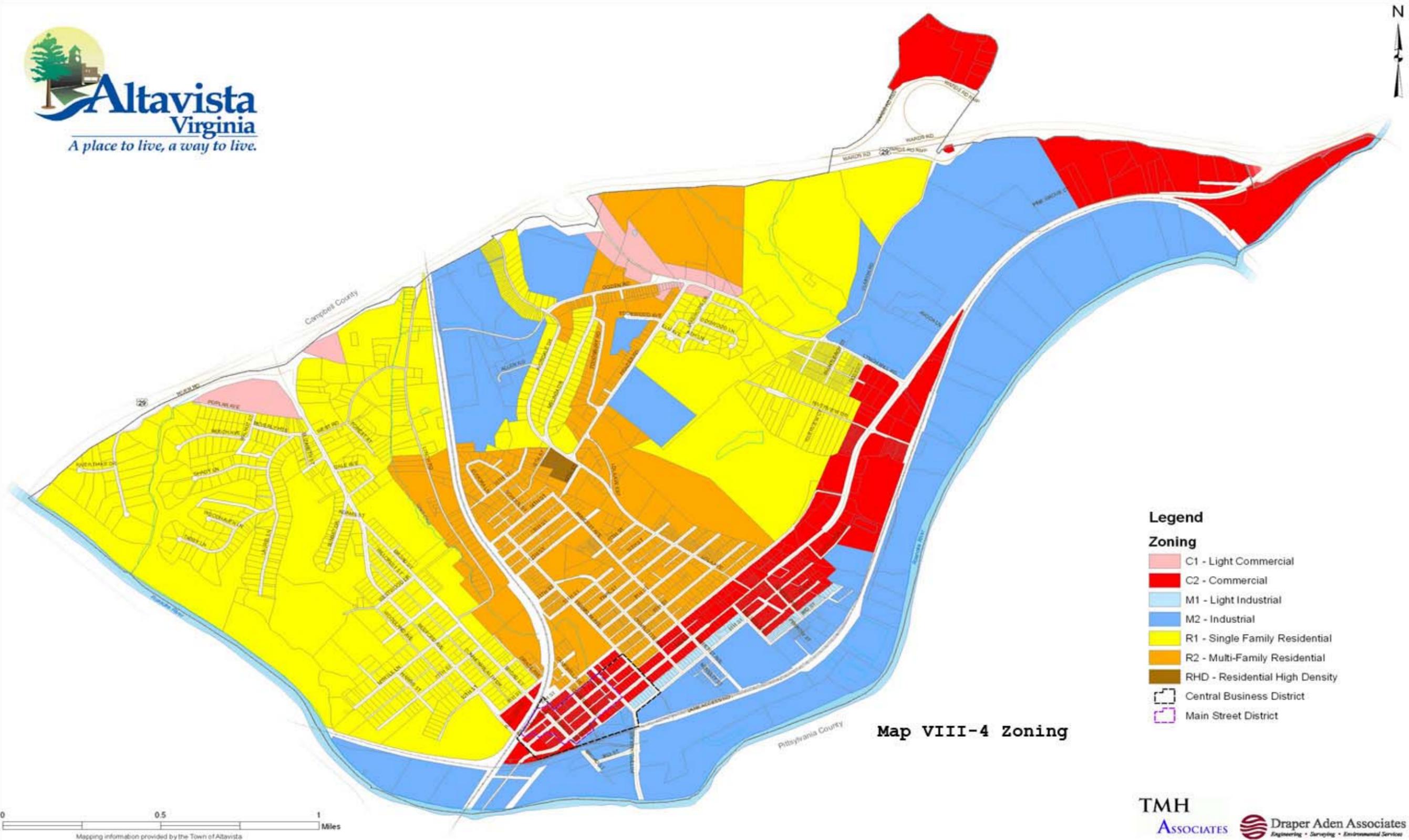
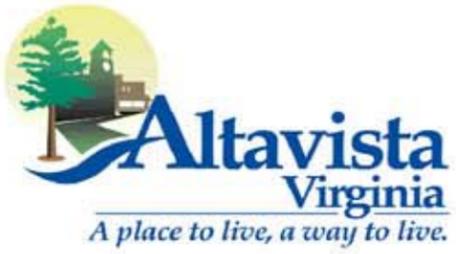
Map VIII-3 Virginia Main Street District

Legend
 Virginia Main Street District FINAL

PREPARED BY: REGION 2000
 LOCAL GOVERNMENT COUNCIL
 828 MAIN STREET, 12TH FLOOR
 LYNCHBURG, VA 24504
 (434) 845-3491
 www.region2000.org



Source: Town of Altavista & Region2000



- Legend**
- Zoning**
- C1 - Light Commercial
 - C2 - Commercial
 - M1 - Light Industrial
 - M2 - Industrial
 - R1 - Single Family Residential
 - R2 - Multi-Family Residential
 - RHD - Residential High Density
 - Central Business District
 - Main Street District

Map VIII-4 Zoning

0 0.5 1 Miles
 Mapping information provided by the Town of Altavista



ordinances will be evaluated and revised. Specific areas for evaluation include provisions for promoting choices in community design (cluster, neo-traditional), housing type (patio homes, condominiums, etc), commercial standards (access, landscaping, lighting, signage etc.), and adding planned unit developments as an option in appropriate areas. The development of a Future Land Use Map (FLUM) - described in more detail below- will guide the Planning Commission, Town Council and staff in directing specific types of development to the appropriate areas of town.

Establishing Priorities for Underused and Vacant Land Key

Map VI-1 (Chapter VI) shows the location of properties in Altavista that were vacant in 2009 and are five (5) acres or greater in size. Map VIII-5 highlights slope and flood plain data for these properties that helps to identify their development potential. These maps show that many of our larger vacant parcels are within a designated floodplain or have slopes greater than fifteen percent. This information helps us set priorities for the development of these properties.

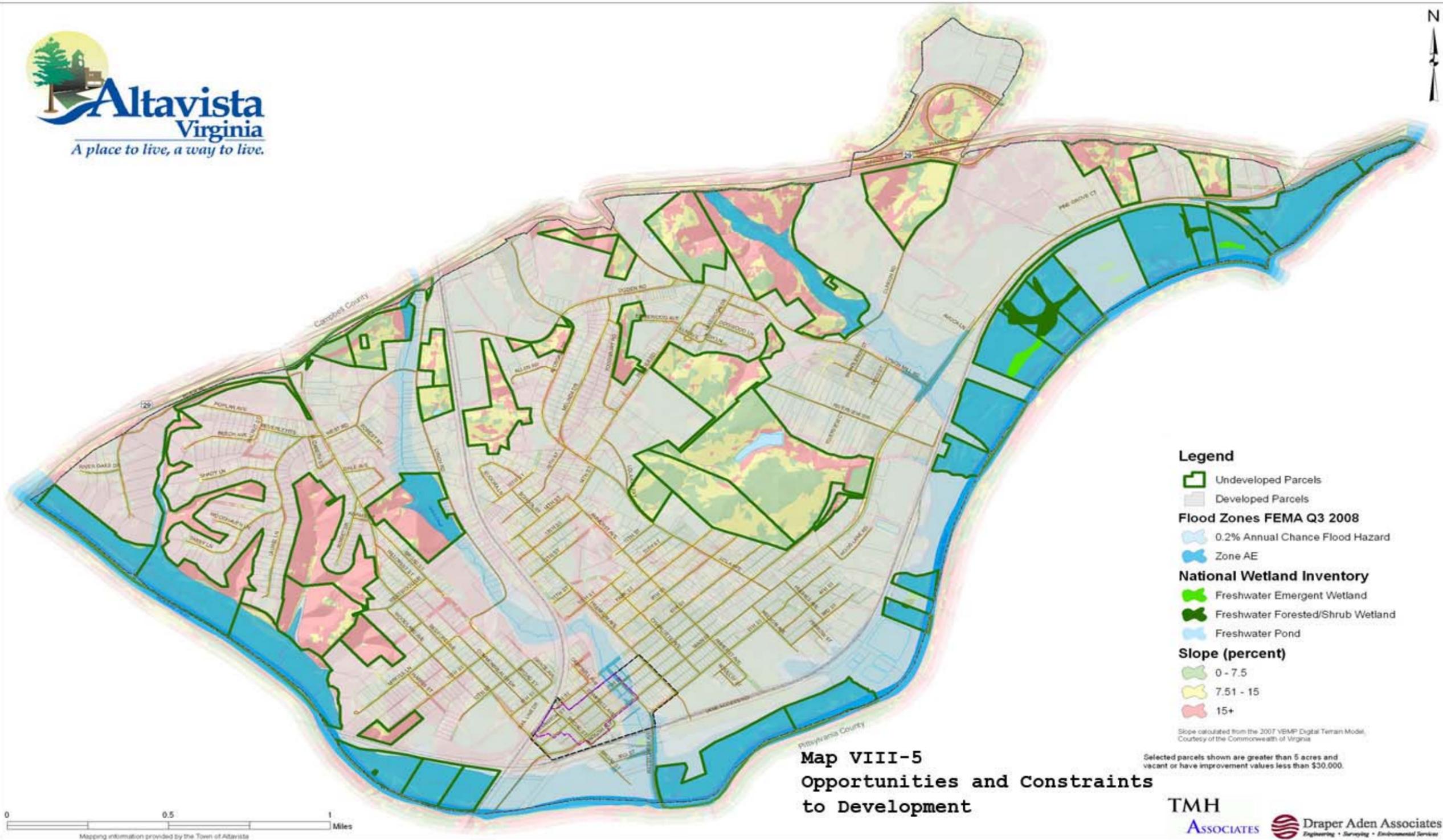
Future Land Use Map

Map VIII-6 is the Future Land Use Map (FLUM) for Altavista. This is a guide for the future development of Altavista. Both public and private sector decision-makers may use this map. The Planning Commission and Town Council can use the Future Land Use Map (FLUM) as one source of information when planning public facilities or evaluating land use requests. The map also serves as a guide for private investment, indicating the location and type of future desired development.

The FLUM presents a generalized overview of desired land use locations within the Town. Although GIS technology has allowed this map to be parcel specific, decision makers should consider this map to be a generalized recommendation of the locations for desired future land uses. As a generalized map, a mixture of supporting land uses may be found in any designation. The specific location of future land uses will be determined by the zoning ordinance. When required by the zoning ordinance, the Planning Commission and Town Council will review the ordinance to determine the compliance of a requested or proposed action for specific land use. Such a review will consider the compatibility and benefits of the use, the policies and guidance provided in this plan, and the land use impacts of a specific use on the surrounding neighborhood and larger community.

Ten future land use categories are shown on the future land use map. They are as follows:

Open Space – Conservation - These are river related floodplain and steeply sloped areas in the western portion of our town. They are undeveloped except for our major public park. Due to their environmental characteristics, these areas should continue to be devoted to public and open space uses and remain undeveloped.



- Legend**
-  Undeveloped Parcels
 -  Developed Parcels
 - Flood Zones FEMA Q3 2008**
 -  0.2% Annual Chance Flood Hazard
 -  Zone AE
 - National Wetland Inventory**
 -  Freshwater Emergent Wetland
 -  Freshwater Forested/Shrub Wetland
 -  Freshwater Pond
 - Slope (percent)**
 -  0 - 7.5
 -  7.51 - 15
 -  15+

Slope calculated from the 2007 VBMP Digital Terrain Model, Courtesy of the Commonwealth of Virginia

Map VIII-5
Opportunities and Constraints
to Development

Selected parcels shown are greater than 5 acres and vacant or have improvement values less than \$30,000.

Open Space – Development- These are floodplain areas along the river in the eastern portion of our town. These areas have historically been zoned for industrial uses and some of these properties are used for industrial activities. Although development in the floodplain at or above the 100 year flood elevation is not encouraged or desired, we recognize that these properties do have development rights. Any new or expanded development in these areas must be sensitive to environmental site conditions, be elevated above the floodplain and flood proofed.

Residential - Low Density – These are areas in our town that are now developed as primarily single family homes or are vacant or underdeveloped properties that due to their size, location, topography, and access are suitable for low density development. Supportive uses such as parks, schools, and places of worship are common in these areas.

Residential – Medium Density - These are areas in our town now developed as primarily smaller lot single family homes. A few locations are developed as multi-family housing (apartments, townhouses, etc) or are vacant or underdeveloped properties that due to their size, location, topography, surrounding land uses, and access are suitable for a higher density development. Supportive uses such as parks, schools, and places of worship are also common in these areas.

Mixed Use – These are larger vacant or underdeveloped parcels in our town that are suitable for larger scale development that includes a mixture of residential housing types/densities, and compatible commercial and office uses. They should be master planned and designed as cohesive communities. Specific uses and site designs for mixed use developments should be evaluated closely to ensure proper access, neighborhood compatibility, and community design.

Downtown Commercial – Our downtown core is typically referred to as the Central Business District (CBD). Uses and structures in downtown should be pedestrian oriented and of an architectural design and scale that is compatible with existing uses downtown. Multi-storied buildings are preferred to promote a mixture of uses in one building. Existing buildings that are historically or architecturally significant should be preserved and/or adapted for reuse. New auto-oriented land uses, and large-scale “big box” retail are not appropriate in the downtown core. New structures downtown should be constructed close to adjacent rights-of-way. Parking, if provided, should be located at the rear of buildings and heavily landscaped.

General Commercial - These areas are generally located along North Main Street and at major highway intersections. They are suitable locations for highway/auto oriented uses and large scale commercial uses such as shopping centers and “big box” retailers. Because of traffic generated/attracted by these large uses, special concern must be given to site design issues such as access and turning movements, and the design capacity of public access roads

Institutional – These are larger scale properties devoted to public or quasi-public uses such as cemeteries, schools, and larger scale places of worship.

Industrial – These areas which are now occupied by industrial uses but are suitable for future industrial development due to their location, topography, and/or access to rail or major highways. Many of the areas designated industrial are located within flood prone areas. Thus future

development of these properties must be elevated above the 100 year flood elevation or flood proofed

Economic Opportunity Area - These are undeveloped properties that due to their location and size are suitable for either commercial or industrial uses.

GOALS, OBJECTIVES & ACTION PLANS

GOAL: To encourage an orderly, efficient, and environmentally sustainable land use pattern.

Objective 1: Encourage a compact but reasonable development pattern.

Action Plans:

- A. Continue current initiatives to promote downtown as our town's central place of commerce.
- B. Promote the mixed use development of larger vacant parcels of land.
- C. Evaluate and possibly revise the Town's development codes to allow for Planned Unit Developments and other methods to achieve the growth objectives and recommendations contained in this plan.
- D. Participate in discussions with developers and with the owner(s) of any large key parcel of land to ascertain availability for development.

Objective 2: Coordinate development with the provision of community services.

Action Plans:

- A. Review annually the five-year Capital Improvements Plan for efficient provision of community services, facilities, and infrastructure.
- B. Coordinate new commercial and industrial development with the provision of community services, facilities, and infrastructure.
- C. Use the Comprehensive Plan as a guide for all types of future development.

Objective 3: Continue the partnership of the private and public sectors working together to realize the best possible natural and human environments.

Action Plans:

- A. Continue support for Altavista on Track and other local non-profit organizations that focus on improving the quality of life in Altavista.
- B. Meet annually with other Planning Commissions in Region 2000 to share and coordinate local initiatives.

Objective 4: Consider boundary line adjustment in order to better meet the needs of our dynamic community.

Action Plans:

- A. Explore the future expansion of the Town's boundaries into unincorporated Campbell County.
- B. Continue to participate in land use decisions with Campbell for parcels that are adjacent to the current town boundary.

CHAPTER IX CREATING OUR DESIRED FUTURE

A SUMMARY OF OUR GOALS, OBJECTIVES AND ACTION PLANS

NATURAL AND CULTURAL ENVIRONMENT

GOAL: Minimize the contamination of natural resources throughout the Altavista area, and strive to improve the physical appearance and quality of our Town.

Objective 1: Maintain or improve air quality for the betterment of the citizens, wildlife, vegetation, and water resources.

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Action Plans	Time Frame	Responsibility
A. Construct and maintain pedestrian walkways and bikeways as alternative transportation corridors that go beyond recreational use.	Short 1 to 3 Years	Town Council Public Works Committee
B. Consider mixed use developments, such as Planned Unit Developments and second story housing downtown that allow opportunities for citizens to perform routine daily tasks without driving	Short 1 to 3 Years	Planning Commission and Zoning Administrator
C. Follow recommendations contained in the Public Transportation Feasibility Study completed in February 2008.	Short 1 to 3 Years	Town Council and Staff
D. Support efforts to reduce air pollution through the burning of more efficient fuels.	Medium 4 to 7 Years	Town Council

Objective 2: Maintain and enhance water resources.

Action Plans	Time Frame	Responsibility
A. Improve the water quality of the Staunton River through stronger efforts to prevent contamination.	Continuous	Community Citizens, Town Commercial Businesses and Industry, Town Staff
B. Encourage use of water-saving devices in houses, businesses and industries, and encourage water conservation practices throughout the Town.	Medium 4 to 7 Years	Town Citizens, Staff and Town Council
C. Promote the use of the Staunton River for recreational purposes while educating and encouraging citizens to take part in maintaining this valuable resource.	Short 1 to 3 Years	Altavista On Track, Chamber of Commerce, Town Council, & Recreation Committee

Objective 3: Protect the natural beauty of the Town and surrounding environment.

Action Plans	Time Frame	Responsibility
A. Encourage all citizens and volunteer groups to participate in an annual town-wide clean-up.	Continuous	Entire Community
B. Develop a tree and flower-planting program for enhancing the Town's appearance.	Medium 4 to 7 Years	Public Works and Staff
C. Adopt a tree ordinance that will encourage the proliferation and discourage the destruction of desirable trees.	Short 1 to 3 Years	Planning Commission
D. Review the Town's Zoning and Subdivision ordinances to strengthen	Short 1 to 3 Years	Zoning Administrator, Planning Commission, Staff

Action Plans	Time Frame	Responsibility
protection of the natural environment.		
E. Continue supporting an effective recycling program.	Continuous	Town Council & Staff

Objective 4: Promote the strengths of our location and natural environment.

:

Action Plans	Time Frame	Responsibility
A. Expand and enhance the public park system and public walking/biking trails.	Short 1 to 3 Years	Recreation Committee, Town Council, Staff
B. Work with leaders in surrounding areas such as Smith Mountain and Leesville Lakes to develop relationships and better link our communities.	Short 1 to 3 Years	Altavista On Track, Chamber of Commerce, Staff
C. Use the strength of our natural environment to attract selected businesses and industries.	Medium 4 to 7 Years	Economic Development Authority, Chamber of Commerce, AOT & Staff
D. Develop and promote the natural environment toward recreation for local use and tourist industry.	Medium 4 to 7 Years	Recreation Committee, AOT, YMCA, Staff

Objective 5: Minimize risks to personal safety and property from natural hazards.

Action Plans	Time Frame	Responsibility
A. Discourage development in areas inappropriate for such development, such as in areas of excessive slopes, poor drainage, etc.	Continuous	Zoning Administrator, Zoning & Subdivision Ordinances

B. Continue studies to investigate methods of storm water management, including on-site retention, infiltration /inflow, drainage facilities, etc.	Long 8+ Years	Public Works & Staff
C. Work with the Campbell County's Erosion and Sediment Control Officer to enforce "best management practices" for reducing storm water runoff in new development projects. Report any violations.	Continuous	Staff
D. Promote increased awareness of Federal Emergency Management Association's (FEMA) federal flood insurance program.	Long 8+ Years	Staff
E. Participate with Campbell County in the updating and maintaining of the current Civil Emergency Operations Plan.	Short 1 to 3 Years	Staff

ECONOMIC DEVELOPMENT

GOAL: Attain an environmentally sound, diversified, and stable economy that adequately supports the lifestyle of the citizens and provides a sufficient tax base for the Town.

Objective 1: Evaluate and enhance the Town's Comprehensive Economic Development Strategy.

Action Plans	Time Frame	Responsibility
A. Continue to implement results and action items from the Campbell County	Continuous	Campbell County and Town of Altavista

Action Plans	Time Frame	Responsibility
/Altavista Comprehensive Economic Developments Strategy.		
B. Implement the goals established by AOT and the Economic Restructuring Committee.	Continuous	AOT, ER Committee
1. Strengthen existing businesses and recruit new ones to develop a stable and sustainable economic climate in the downtown Main Street District.	Short 1 to 3 Years	AOT, ER Committee
2. Develop and execute an effective and comprehensive marketing program for the Main Street Business District.	Short 1 to 3 Years	AOT, ER Committee
3. Implement a program to develop and leverage river-based activities such as scouting jamborees and recreational events.	Medium 4 to 7 Years	AOT, ER Committee
C. Implement the goals established by EDA.	Continuous	EDA

Objective 2: Seek to expand and diversify the Town's economic base.

Action Plans	Time Frame	Responsibility
A. Encourage the location of high quality commercial and industrial firms, while maintaining an atmosphere conducive to expansion of existing ones.	Continuous	AOT, EDA, Chamber of Commerce, Town Council, Staff

Action Plans	Time Frame	Responsibility
B. Proactively seek out symbiotic industry partnerships to relocate in the community	Continuous	EDA and Region 2000 LGC
C. Encourage and support the reservation of prime industrial sites in the Town's growth areas	Continuous	Staff, Planning Commission, property owners
D. Support vocational and other suitable training in area schools including dual enrollment and early college admission programs to allow residents to compete for employment and educational opportunities.	Medium 4 to 7 Years	Campbell County School Board & Administration, CVCC Altavista Center administration & staff, EDA
E. Enhance and expand CVCC Altavista Center and Technical Training Center planned for former AO Smith building.	Short 1 to 3 Years	CVCC Altavista Center administration & staff, proposed Technical School Center administration, Altavista EDA
F. Continue to participate in regional economic development and marketing programs.	Continuous	Town Council, AOT, Chamber of Commerce, EDA

Objective 3: Sustain and Enhance Downtown and Main Street Commercial Corridor.

Action Plans	Time Frame	Responsibility
A. Continue to encourage exterior facade improvements by downtown property owners and ongoing streetscape improvement initiatives	Short 1 to 3 Years	Town Council, AOT, Staff
B. Enhance and expand existing retail and business promotions (including Uncle Billy's Day and the Altavista Trade Lot) in order to refocus consumers' attention on the	Continuous	AOT Promotions Committee, Town Council, Altavista Volunteer Fire Company AOT Promotions

Action Plans	Time Frame	Responsibility
downtown.	Continuous	Committee, Town Council, Altavista Volunteer Fire Company
C. Seek to expand and diversify the downtown business mix by promoting additional entertainment activity.	Continuous	AOT, Altavista Art's Council, Chamber of Commerce
D. Encourage development of sales and service sector type firms.	Continuous	AOT, Chamber of Commerce, Staff
E. Continue participation in Virginia's "Main Street" Program.	Continuous	Town Council, AOT
F. Develop a local website listing available commercial properties in the community.	Short 1 to 3 Years	AOT, Chamber of Commerce, Staff

Objective 4: Minimize existing and future problems that could result from expanded commercial and industrial development.

Action Plans:	Time Frame	Responsibility
A. Use appropriate land use controls to encourage the concentration of future commercial and industrial areas rather than strip or scattered development.	Continuous	Planning Commission, Town Council, Zoning Administrator
B. Coordinate new commercial and industrial development with the provision of community facilities, infrastructure, and services .	Continuous	Planning Commission, EDA, Staff

Objective 5: Create a community culture where business and industry care about people, and the people care about its business and industry.

Action Plans	Time Frame	Responsibility
A. Work with the business and industry community through the Chamber of Commerce in order to create the desired culture	Continuous	Chamber of Commerce
B. Create the culture with the people through programs sponsored by businesses and industries .	Continuous	Chamber of Commerce, EDA, AOT
C. Support the Economic Development Authority (EDA) to help attract new businesses and industries.	Continuous	Town Council
D. Develop a partnership plan for “growing” current businesses and attracting new businesses	Continuous	AOT, Chamber of Commerce, EDA

Objective 6: Promote tourism by capitalizing on local and regional points of interest.

Action Plans	Time Frame	Responsibility
A. Increase visibility of the Town’s cultural activities, points of interest, and commercial base. Put special emphasis on promoting within the region and at Smith Mountain and Leesville Lakes.	Continuous	(AOT, Avoca Staff, Chamber of Commerce, Arts Council)
B. Attract tourists and visitors into the Town for economic development by promoting regional attractions and historic resources.	Continuous	AOT, Avoca, Chamber of Commerce, EDA, Staff AOT, Avoca, Chamber of Commerce, EDA, Staff

Action Plans	Time Frame	Responsibility
C. Expand and improve First Saturday Trade Lot, Farmer's Market, and Uncle Billy's Day Festival.	Continuous	AVFC, AOT, Chamber, Town Council
D. Establish and maintain an up-to-date Calendar of Events and post to the Town's website .	Short 1 to 3 Years	Staff, AOT, Chamber of Commerce
E. Continue to promote Avoca and its activities, including the annual Harvest Jubilee and Wine Festival.	Short 1 to 3 Years	Avoca Board of Directors and Staff

COMMUNITY FACILITIES AND SERVICES

GOAL: Create and maintain high-quality community facilities and services

Objective 1: Continue to meet community water supply and wastewater treatment needs.

Action Plans	Time Frame	Responsibility
A. Upgrade water and wastewater treatment facilities as needed to provide for future growth.	Long 8 + Years	Town Council and Staff)
B. Continue to annually develop and maintain a Capital Improvements Plan to provide sound fiscal guidance and direction in developing water and wastewater improvements.	Continuous	Staff and Town Council Staff and Town Council

Action Plans	Time Frame	Responsibility
C. Upgrade and/or extend distribution facilities inside the corporate limits to provide adequate service to all residents and businesses.	Continuous	Staff and Town Council
D. Consider a partnership with Campbell County to identify areas outside the Town's corporate limits that may be suitable locations for future extensions of town utilities.	Continuous	Utilities Committee and Staff

Objective 2: Ensure the adequacy of private utility services.

Action Plans	Time Frame	Responsibility
A. Evaluate the need for the expansion of natural gas service to additional areas of the Town and County not currently served	Medium 4 to 7 Years	Staff in cooperation with Columbia Gas of Virginia
B. Encourage the continued enhancement of telephone and high-speed Internet services.	Continuous	AOT, Chamber of Commerce & Staff in cooperation with service providers

Objective 3: Encourage the development of cultural facilities.

Action Plans	Time Frame	Responsibility
A. Investigate possible funding available for the development of cultural facilities, and determine the feasibility for different types to locate in Altavista.	Short 1 to 3 Years	Arts Council, Town Council

B. Hold public forums on a regular basis to determine the facilities needed and desired by the community	Continuous	Recreation Committee, Planning Commission
C. Support local not-for-profit organizations' efforts to develop, expand or maintain cultural facilities in the Town.	Continuous	Town Council, Staff
D. Continue to support and maintain Avoca Museum as a cultural center of Altavista.	Continuous	Town Council & Avoca Board of Directors

GOAL: Maintain the health, education, safety, and welfare of the community through the provision of exemplary community services.

Objective 1: Continue to provide the residents and businesses of Altavista with a solid waste collection and disposal system that meets the community's long-term solid waste management needs.

Action Plans	Time Frame	Responsibility
A. Periodically evaluate the Town's collection methods and pursue opportunities to improve operational efficiencies and effectiveness.	Medium 4 to 7 Years	Town Staff, Public Works Committee
B. Support and/or expand the Town's recycling programs to reduce the amount of waste deposited in the County landfill	Continuous	Public Works Committee, Town Staff
C. Evaluate the feasibility of implementing curbside recycling service.	Medium 4 to 7 Years	Public Works Committee, Town Staff
D. Continue to dispose of collected refuse in the Concord Turnpike Regional landfill, operated by the Region 2000 Services Authority.	Continuous	Public Works Staff

Objective 2: Insure that every resident of Altavista has a reasonable opportunity for health care.

Action Plans	Time Frame	Responsibility
A. Periodically monitor the number of physicians located in the Town and work closely with health care providers to insure that adequate health care is available for the people of this community.	Medium 4 to 7 Years	Planning Commission & Staff in cooperation with health care providers
B. Investigate the possibility of additional medical facilities in the Town.	Medium 4 to 7 Years	Planning Commission & Staff in cooperation with health care providers
C. Evaluate assisted living care possibilities.	Medium 4 to 7 Years	Planning Commission & Staff in cooperation with private developers

Objective 3: Insure that Altavista has high-quality emergency services.

Action Plans	Time Frame	Responsibility
A. Improve available equipment and manpower for emergency medical service in the Town when feasible. Work with Campbell County and Altavista EMS to evaluate the need and possible implementation of paid staff to supplement the volunteer system	Continuous	Altavista Volunteer Fire Company, Altavista EMS, Town Council, Campbell County Board of Supervisors
B. Obtain technical assistance and law enforcement funding to improve equipment and manpower capabilities. Encourage additional educational training for the Town Police Officers.	Continuous	Altavista Police Department

C. Review and increase the number of fire hydrants as needed for protection.	Medium 4 to 7 Years	Public Works Staff
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Objective 4: Increase recreational and community opportunities for all age groups.

Action Plans	Time Frame	Responsibility
A. Enhance organized recreational programs for all age groups and develop additional programs as necessary to diversify recreational offerings and facilities.	Continuous	Recreation Committee & YMCA staff
B. Evaluate and pursue support for a community center.	Medium 4 to 7 Years	Town Council and Staff
C. Research the need, interest and feasibility in the development of a bike/walking path from Beverly Heights area to English Park.	Medium 4 to 7 Years	Recreation Committee, Planning Commission & Staff in cooperation with Campbell County Recreational Department
D. Expand youth programs as well as a senior program center as an extension of the YMCA.	Medium 4 to 7 Years	YMCA staff
E. Evaluate viable alternative for facilities such as the Armory.	Short 1 to 3 Years	Town Council and staff

Objective 5: Support efforts to provide the finest quality education resources will allow.

Action Plans	Time Frame	Responsibility
A. Encourage the use of CVCC Altavista Center. Partner with CVCC to ensure increased and expanded	Continuous	Town Council, Chamber of Commerce, AOT, CVCC Altavista Center Administration

Action Plans	Time Frame	Responsibility
offerings available to the community		
B. Encourage additional use of the vocational technical center.	Continuous	School Guidance & Administration
C. Encourage adult education programs and increase the visibility of literacy and GED programs.	Medium 4 to 7 Years	CVCC & School Guidance office
D. Offer support to Campbell County in its efforts to maintain a library system that continues to meet the needs of the Town and County residents.	Continuous	Campbell Library Staff, Campbell County Board of Supervisors, Town Council
E. Encourage the youth in our community to become more involved in our local government by working with the local schools.	Continuous Continuous	Town Council, Staff, Chamber of Commerce, AOT, Planning Commission Town Council, Staff, Chamber of Commerce, AOT, Planning Commission
F. Support the Fine Arts and the programs of the Altavista Arts Council.	Continuous	Town Council and entire community

HOUSING

GOAL: To achieve affordable housing in a healthy environment for all town citizens

Objective 1: Ensure an adequate supply of quality and affordable housing to meet the needs of the citizens of Altavista.

Action Plans	Time Frame	Responsibility
A. Work with and encourage developers to enter our community toward speculation of mid-income housing, remodeling of present structures, and developing retirement facilities	Medium 4 to 7 Years	Staff Planner, Planning Commission
B. Facilitate the rehabilitation or replacement of substandard housing units in Altavista.	Medium 4 to 7 Years	Town Council, Staff, Property Owners
C Evaluate zoning and building codes and procedures for impediments to housing construction.	Short 1 to 3 Years	Planning Commission & Staff Planner
D. Target and identify areas within and near the Town that are suitable for larger scale residential developments. - Initiate discussions with Campbell County on areas suitable for future boundary line adjustments.	Medium 4 to 7 Years	Town Council, Town Manager & EDA
E. Undertake a formal housing quality assessment.	Medium 4 to 7 Years	Town Council & Staff
F. Research and consider amending the zoning code to allow and provide incentives for downtown housing.	Short 1 to 3 Years	Town Council, Planning Commission & Staff

Objective 2: Enable low to moderate-income families in Altavista to live in quality yet affordable housing.

Action Plans	Time Frame	Responsibility
A. Continue participation in the Section 8 Rental Assistance Program through Virginia Housing Development Authority (VHDA) and the Campbell County Social Services Department	Continuous	All current and future property owners of such housing units
B. Ensure the continuance of areas for multi-family housing and encourage the construction of additional multifamily rental units using available state and federal funding.	Continuous	Staff Planner, Town Council & Planning Commission
C. Encourage eligible property owners to take advantage of available low-interest VHDA Energy Loans for installation of storm windows, insulation and caulking, heating and air conditioning replacement, or modification and other energy conserving measures.	Continuous	DSS Staff, Staff Planner
D. Support efforts to provide housing for low to moderate income families.	Continuous	Town Council & Citizens

Objective 3: Provide equal opportunity in housing for all persons, regardless of race, creed, color, sex, or national origin.

Action Plans	Time Frame	Responsibility
A. Evaluate the need for a fair housing ordinance.	Long 8 + Years	Town Council, Planning Commission & Staff

B. Administer all government projects in a manner that will promote equal opportunity in housing.	Continuous	Staff
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Objective 4: Develop, promote and maintain local government policies that provide a framework to maintain and enhance the quality of housing and existing neighborhoods.

Action Plans	Time Frame	Responsibility
A. Encourage the removal of condemned structures that are beyond repair.	Medium 4 to 7 Years	Property Maintenance Committee, Town Council & Staff
B. Encourage orderly residential growth timed in accordance with the fiscal capabilities of the Town to provide such services as schools, police and fire protection, road and public utilities.	Continuous	Town Council, Planning Commission & Staff
C. Coordinate with Campbell County on locations for Urban Development Areas.	Continuous	Planning Commission, Town Council & Staff
D. Ensure that development occurs in a way that enhances the natural and man-made environment and does not damage, destroy, or detract from it.	Continuous	Planning Commission, Town Council, Staff
E. Encourage energy saving in the design and maintenance of homes.	Continuous	Town Staff
F. Continue to identify residential structures that are substandard and seek Community Development Block Grants for housing upgrades.	Continuous	Property Maintenance Committee & Staff

TRANSPORTATION

GOAL: Promote a safe, effective, efficient and environmentally sound transportation system in the Town of Altavista.

Objective 1: Maintain and improve the physical conditions of and the services provided by Altavista's roadway system.

Action Plans	Time Frame	Responsibility
A. Maintain and improve the primary and secondary road systems within the Town	Continuous	Public Works Staff and VDOT
B. Upgrade existing roadways as required by increased traffic volumes and other changing conditions.	Continuous	VDOT
C. Implement the proposed improvements outlined in the Altavista 2035 Transportation Plan	Long 8 + Years	Town Council, VDOT & Staff
D. Carefully consider the location of new roadways to be built in and around the Town of Altavista to assure that these roads best serve vehicular traffic patterns.	Continuous	VDOT & Town Staff
E. Protect town neighborhoods by reducing "cut-through" traffic volume on residential streets.	Continuous	Street Committee, Altavista Police Department, Town Council & Staff
F. Encourage the involvement of all segments of the population in important transportation decisions	Continuous	Town Council & Staff

Objective 2: Consider the viability of new and/or improved public transit services in the Town of Altavista and the surrounding area.

Action Plans	Time Frame	Responsibility
<p>A. The Town of Altavista Public Transportation Feasibility Study concludes the Town would benefit from a public transportation system. As funds are available through the Department of Rail and Public Transportation (DRPT) and an application has been submitted, the Town should continue to explore funding sources and support for such a system.</p>	<p>Short 1 to 3 Years</p>	<p>Town Council, Staff</p>
<p>B. Routinely inquire about the restoration of passenger train service for the Town, or bus connection to Amtrak in Lynchburg or Danville</p>	<p>Medium 4 to 7 Years</p>	<p>Planning Commission, Town Council & Staff</p>
<p>C. Consider new and/or expanded public transit and para-transit for the elderly and handicapped citizens using the Town of Altavista Public Transportation Feasibility Study as a guide.</p>	<p>Short 1 to 3 Years</p>	<p>Town Council, Staff</p>
<p>D. Consider the feasibility of creating a ‘hub’ for expanding a public transportation system into the surrounding communities. Work with interested entities to partner with in this endeavor</p>	<p>Short 1 to 3 Years</p>	<p>Town Council, Staff</p>

Objective 3: Participate, regionally, in promoting regional air, rail, and other non-roadway transportation services. This endeavor is likely to be directed by Region 2000 Local Government Council.

Action Plan	Time Frame	Responsibility
A. Encourage, as needed within the region, and more specifically in the Altavista area, the provision of increased regional air and rail transportation services (freight and passenger service) for area citizens and businesses	Medium 4 to 7 Years	Staff, EDA, local industry & businesses
B. Promote regional transportation improvements through coordination with adjacent localities	Medium 4 to 7 Years	Town Council, VDOT, Region 2000 LGC & Staff
C. Provide pedestrian and bicycle access in areas where access is appropriate.	Short 1 to 3 Years	Recreation Committee, Town Council, & Staff
. D. Ensure quality and adequate parking availability in all areas and for all uses.	Continuous	Town Council, Staff Planner, & Developers

LAND USE

GOAL: To encourage an orderly, efficient, and environmentally sustainable land use pattern.

Objective 1: Encourage a compact but reasonable development pattern.

Action Plans	Time Frame	Responsibility
A. Continue current initiatives to promote downtown as our town’s central place of commerce.	Continuous	AOT, Chamber of Commerce, Planning Commission, & Staff

B. Promote the mixed use development of larger vacant parcels of land	Continuous	Planning Commission, Town Council, EDA, & Staff
C. Evaluate and possibly revise the Town's development codes to allow for Planned Unit Developments and other methods to achieve the growth objectives and recommendations contained in this plan.	Short 1 to 3 Years	Planning Commission, Town Council, & Staff
D. Participate in discussions with developers and with the owner(s) of any large key parcel of land to ascertain availability for development.	Continuous	Staff, EDA, Planning Commission, & Town Council

Objective 2: Coordinate development with the provision of community services.

Action Plans	Time Frame	Responsibility
A. Review annually the five-year Capital Improvements Plan for efficient provision of community services, facilities, and infrastructure	Short 1 to 3 Years	Staff & Town Council
B. Coordinate new commercial and industrial development with the provision of community services, facilities, and infrastructure	Continuous	Staff
C. Use the Comprehensive Plan as a guide for all types of future development.	Continuous	Town Council, Planning Commission, developers, EDA, AOT, & Staff

Objective 3: Continue the partnership of the private and public sectors working together to realize the best possible natural and human environments.

Action Plans	Time Frame	Responsibility
A. Continue support for Altavista on Track and other local non-profit organizations that focus on improving the quality of life in Altavista.	Continuous	Town Council, Staff
B. Meet annually with other Planning Commissions in Region 2000 to share and coordinate local initiatives.	Continuous	Planning Commission

Objective 4: Consider boundary line adjustment in order to better meet the needs of our dynamic community.

Action Plans	Time Frame	Responsibility
A. Explore the future expansion of the Town's boundaries into unincorporated Campbell County	Medium 4 to 7 Years	Town Council, Planning Commission & Staff- as directed by Council
B. Continue to participate in land use decisions with Campbell for parcels that are adjacent to the current town boundary.	Continuous	Town Council, Planning Commission, & Staff

APPENDIX A PLAN ACRONYMS

ACS	Altavista Combined School
AES	Altavista Elementary School
AMS	Altavista Middle School
AOT	Altavista On Track
AVOC	Altavista Volunteer Fire Company
CBD	Central Business District
CDBG	Community Development Block Grant
CVCC	Central Virginia Community College
DHCD	Virginia Department of Housing and Community Development
DPS	Campbell County Department of Public Safety
EDA	Altavista Economic Development Authority
EMS	Emergency Medical Services
ER	Economic Restructuring Committee (Altavista On Track)
KV	Kilovolt
MGD	Million Gallons Per Day
SCAHEC	South Central Area Health Education Center
VDOT	Virginia Department of Transportation
VTI	Virginia Technical Institute
YMCA	Young Men's Christian Association