**TOWN OF WARRENTON, VIRGINIA**

# COMPREHENSIVE
# PLAN UPDATE

Steering Committee Meeting #2

January 16, 2019

**Michael Baker**
INTERNATIONAL

# Meeting Agenda

Introductions

Background Report – Summary issues

Refined vision framework

Exercise – Policy Idea Generation and Discussion

Next Steps

# Comprehensive Plan Update

Where are we now?

(January-February-March)

- Steering Committee #2
- Website launch
- Public workshops (Mid-morning weekday, evening event, Saturday morning)
- Stakeholder interviews
- Planning Commission and Town Council Briefings
- Vision Report

How do we want to grow and what options do we have to support that vision?

(March-April-May)

- Steering Committee Meetings (#3 & #4)
- Fiscal Impact Model and Framework Report
- Public workshops, Planning Commission and Town Council Briefings

(Summer-Fall)

Defining the path forward – drafting the policy updates

# Background Report

Purpose:

- Establish a baseline of where the Town is at today

- Capture existing conditions, key issues and community sentiments

- Frame themes and policy issues that will guide the Update

- Establish key growth and land use concepts for the high-level scenario-based analysis

- Lay the foundation for the Town's vision that will inform the Update

# Washington, DC MSA

- The Washington-Arlington-Alexandria MSA includes jurisdictions from Virginia, Maryland, and West Virginia; as well as the District of Columbia

- Jurisdictions are included based on the U.S. Office of Management and Budget (OMB) definition of "having close economic ties"

- Fauquier County (and the Town of Warrenton) fit within this definition to be included as part of the Washington MSA



**Washington-Arlington-Alexandria MSA**
Included Jurisdictions

Fauquier County

**Warrenton** ●

Source: Wikipedia
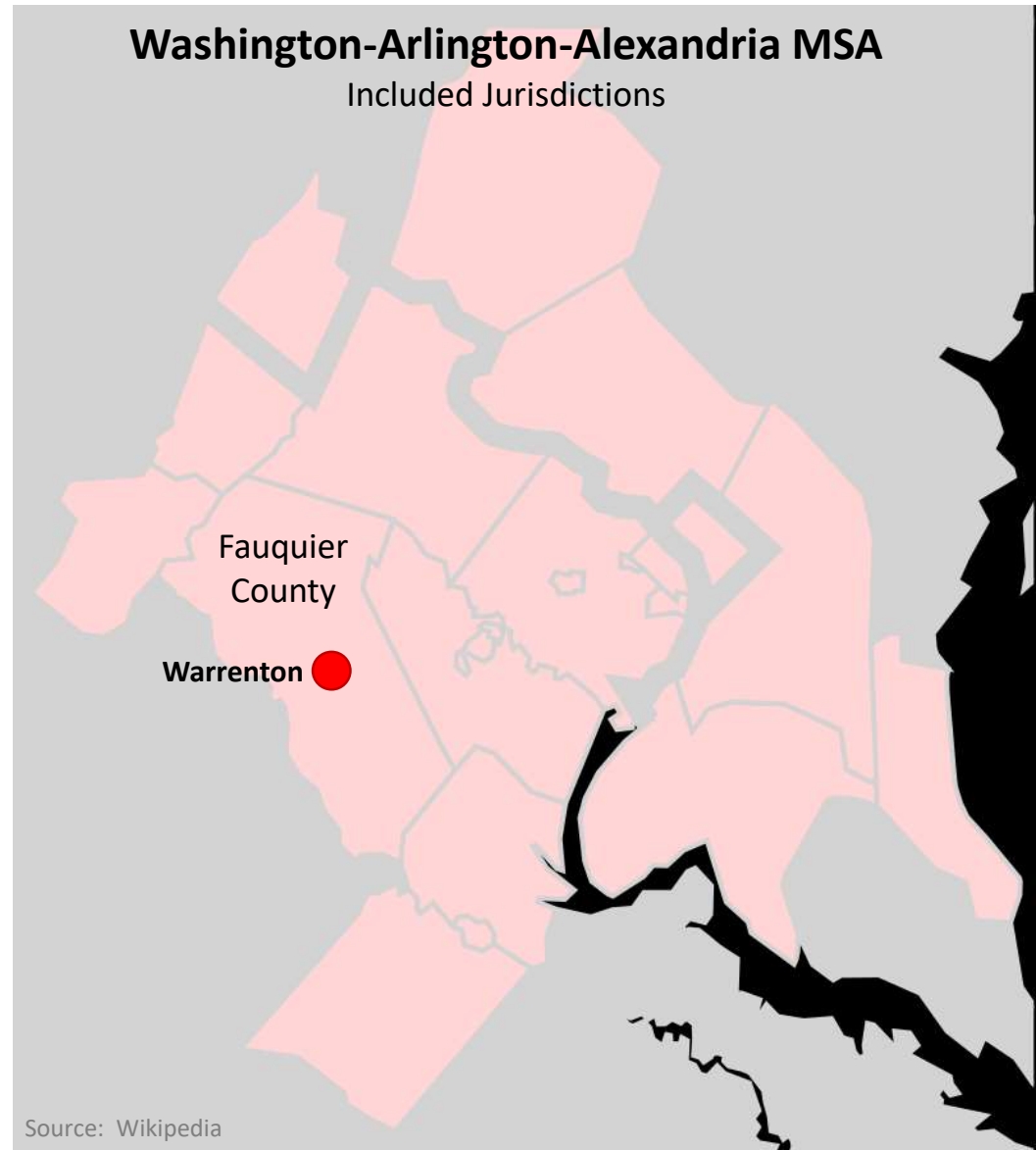
# Demographic Findings

- Warrenton's population grew more rapidly between 2000-2010
  - Tied to single family housing infill development

- Recession stagnated housing growth... and population growth

- Growth exclusively persons 55+ years-old
  - 27% increase from 2010-2017
  - Net 72 person decline for persons under 45 years-old

- Prince William, Fauquier (less Warrenton), Loudoun, Stafford, and Culpeper counties all experienced growth 0-45 cohort

Pop. Growth

2000-2017

**4.1%**   **0.8%**

'00-'10   '10-'17

Age Change

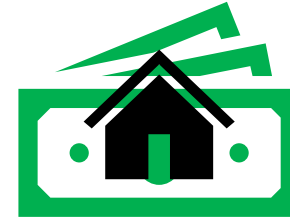2010-2017

**+625**   **-72**

55+   0-45
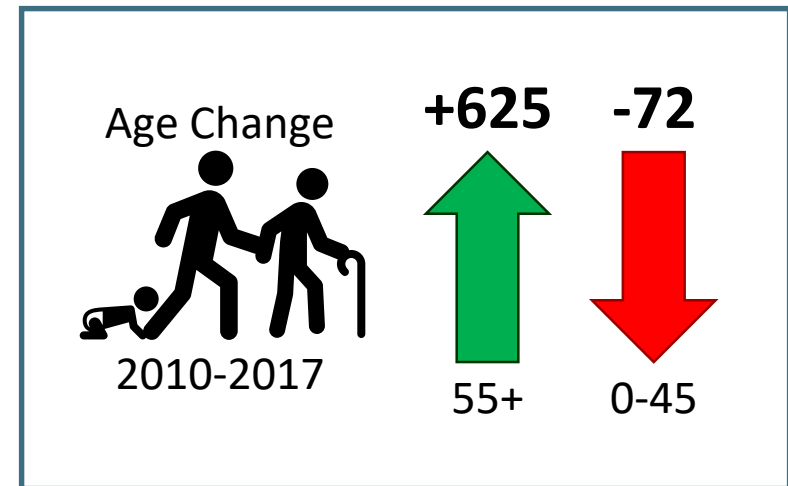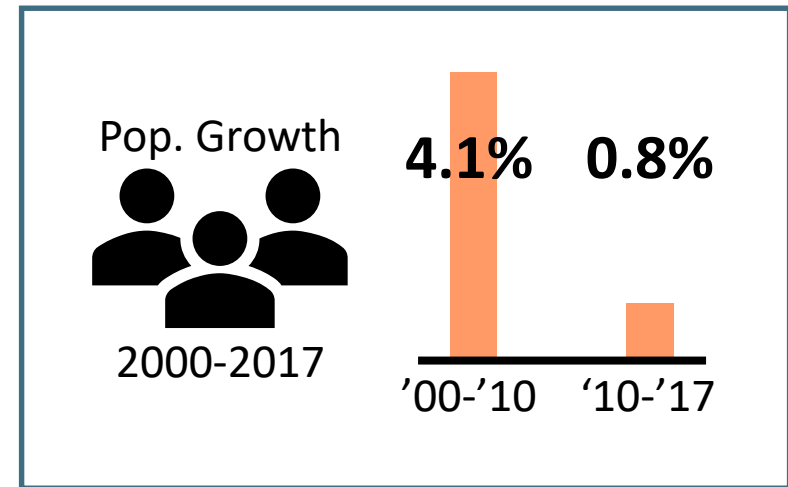
# Economic Base Findings

- Warrenton/Fauquier County employment recovery below inner suburb communities
  - Market contraction creates opportunities closer to CBD
- Recovery not consistent across all market sectors
  - Growth in education, health, accommodation, professional services, government
  - Decline in construction, agriculture, transportation, information
  - Sector performance similar to surrounding region (growth/decline), but at more modest growth levels
- Future opportunities in Warrenton connected to land use decisions/County efforts



Fauquier County Employment Change 2006-2018
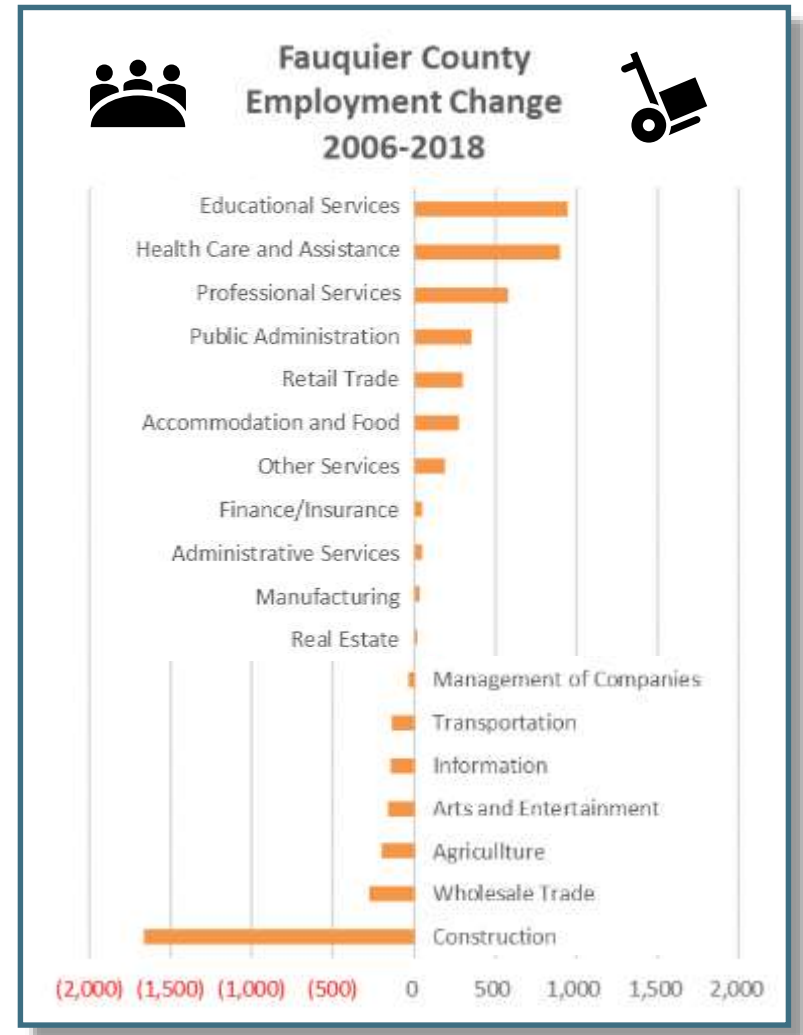
# Real Estate Market Findings

- Town's housing market almost exclusively SF housing
  - 91% of land; 94% of building Sq. Ft.
- Residential development mostly infill around Old Town
  - New residential construction focused at the top of the market
- Commercial development has been slow since the creation of Warrenton Village Center
  - 3% growth since 2010
- Almost all commercial development along Lee/Broadview/Shirley Ave.

Average House Values By Year Built

| '80-'89 | '90-'99 | '00-'09 | '10-'18 |
|---------|---------|---------|---------|
| $228,563 | $374,110 | $358,476 | $637,350 |
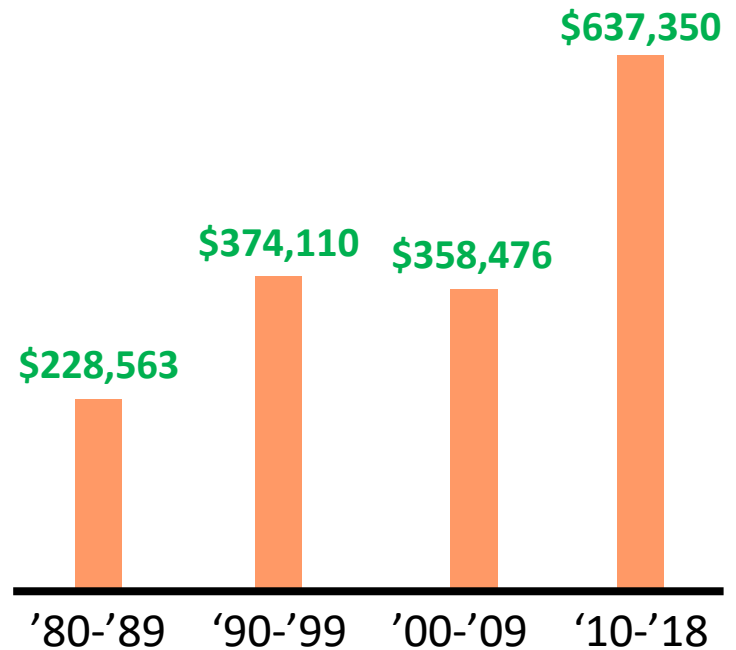
# Economic Conclusions

- Growth occurring on infill sites close to Old Town
  - Preference to be near services and amenities
  - Build out has slowed growth
- Lack of housing diversity (non-single family detached options) is limiting population growth
  - Price points unobtainable across the household income spectrum
  - Job growth influenced by housing suitability
- Warrenton's location/land use choices impacting economic potential
  - Being on the edge of regional market can limit opportunities
- There is an inherent conflict in the Town's growth policy
  - Want conveniences/amenities and job growth
  - Protective of small town scale and higher density development
- Existing commercial areas must continue to be the focus of redevelopment, infill and reinvestment

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# Economic Conclusions

Policy ideas for discussion:

- Do we implement a proactive business recruitment effort to attract businesses that align with workforce skillsets?

- Are we comfortable with the necessary increase in local consumer base (read: more people) reduce empty storefronts and repurpose existing commercial areas sustainably?

- How do we balance entertainment/social/recreation attraction to increase tourism and attract a more diverse workforce with "maintain small town" sentiment?

- What is our tolerance for accommodating stores that do not cater to resident needs and sacrificing access to parking to build up the tourism market?

- Where are the most logical locations to accommodate the higher density (4 to 5-story), mixed-use (predominantly rental residential) development necessary to meet the stated economic development goals in the 2018 Economic Development Strategy Plan?
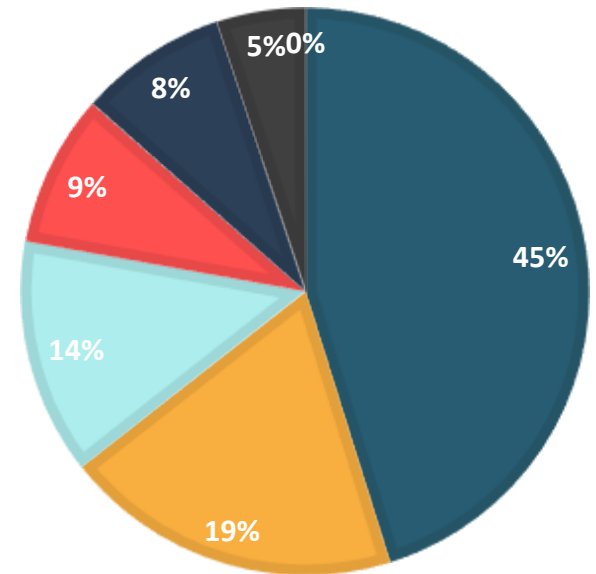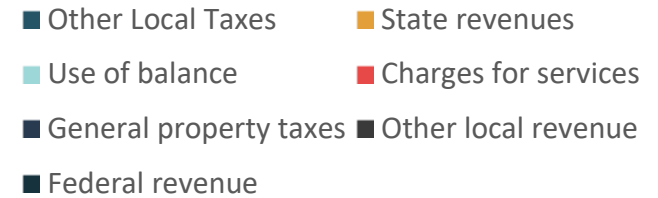
# Fiscal Sustainability

- Current revenue base $15.7M FY 2019

- **Predominantly (45%) relies retail/commercial taxes** coming from the highly traveled auto-oriented corridors

- If growth continues in the town, some future infrastructure needs will require funding beyond current revenue streams

*Policy ideas for discussion*:

- With the shifting trends in retail – should we seek ways to further diversify our tax base?

- Are there additional policies or changes in policies needed to ensure revenue generation (taxes, fees and proffers) keeps pace with population and employment growth and change in terms of type and location?

**TOWN OF WARRENTON REVENUES BY SOURCE**

- ■ Other Local Taxes
- ■ State revenues
- ■ Use of balance
- ■ Charges for services
- ■ General property taxes
- ■ Other local revenue
- ■ Federal revenue



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# Water and sewer infrastructure

- Expanded capacity will be needed to accommodate projected growth

- Recent studies confirm **adequate water supply** capacity for projected growth through 2028 with recent reactivation of Well #3; and planned activation of Well#4 by 2020.

- Existing and **planned wastewater treatment infrastructure may not be able to keep up** with projected demands. However more study and follow up needed to confirm specifics relative to DEQ limits on discharge rates and capacity of the system.
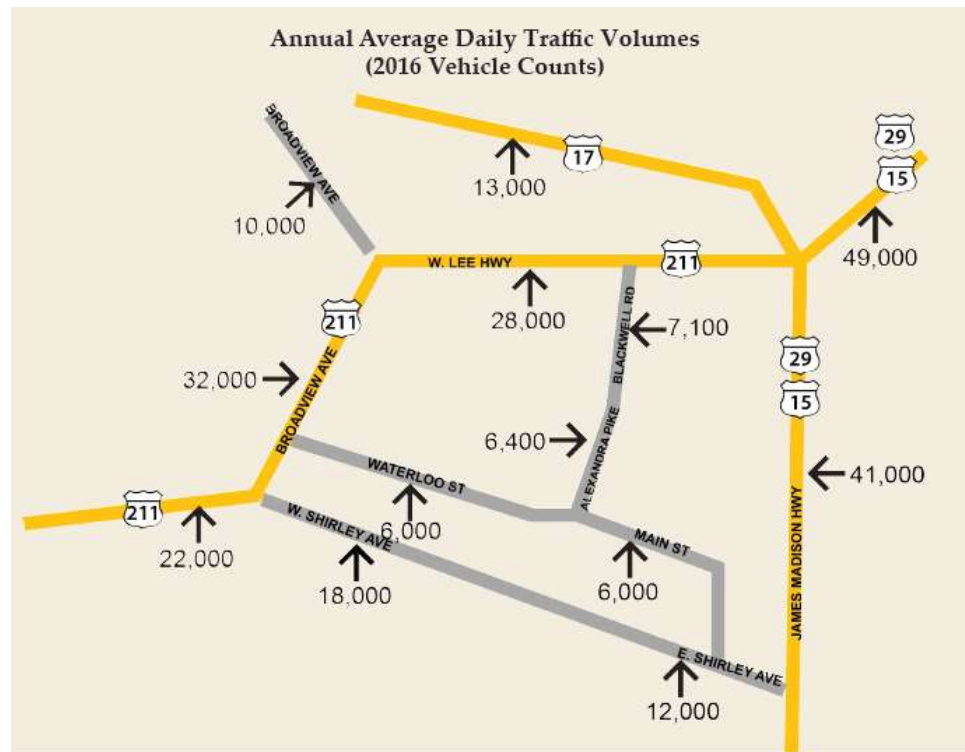
*Policy ideas for discussion*:

- Should we better align our water/sewer expansion goals with our growth vision (e.g. where does expansion go and what kind of growth will in enable?) to direct growth into our UDA's and reinforce goals for rural/natural buffers outside of town?

- Should we rewrite our policies on proffers to better align with specific water/wastewater infrastructure expansion needs?

# Multimodal transportation

- Peak hour congestion and safety issues exist along some of the main arterials.

- West Lee Highway and Broadview Avenue carry the highest number of car trips per day

- Broadview Avenue improvements underway to make this more of a destination corridor with slower speeds and more walking/biking accommodations.

*Policy ideas for discussion*:

- Should we consider a complete streets based policy approach whereby we identify by the land uses and functional needs surrounding the area.



2016 Traffic Volumes

# Multimodal transportation

- 61% of people living in Warrenton work outside of Warrenton

- Average commute times are 30 minutes or higher

*Policy ideas for discussion*:

- As the Town seeks to attract younger families and millennials and maintain some of its attractiveness as a 'bedroom community,' should we have a policy to invest in more non-SOV commute options?

- Do we need a policy or action to support increased engagement in regional transportation discussions and investments?
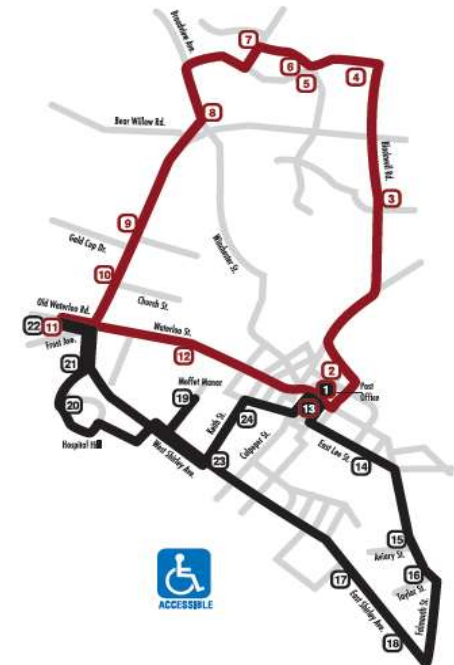
**COMMUTER SERVICES**
*A better way to get there!*

*Commuter Services promotes ride sharing, carpooling, commuter buses and more in the rural communities of Northern Virginia www.rrcommute.org*

*Circuit Rider*

*The recently expanded Circuit Rider bus provides daily service in town every hour from 7:30 -5pm weekdays*

# Multimodal transportation

- Aspirations exists to support more active lifestyles (people walking and biking more) within the community, yet people primarily still move around town to access daily destinations by car.

*Policy ideas for discussion*:

- Should we have a more targeted multimodal transportation policy to support future transportation needs through more robust options?

- How should we build from the Walkability Audits and Complete Streets, future transportation priorities, additional roadway mobility enhancements, trails, transit expansion, sidewalks, etc.?

- How should we build from U/VDA to align land use, housing and multimodal transportation options to maximize people's ability to walk, bike, take transit, carpool or make shorter car trips to key destinations (schools, restaurants, parks, retail, social activities, etc.)?

- How do our parking policies encourage or discourage auto-only access?



**TOWN OF WARRENTON**
**Existing Sidewalks & Trails**
**Public & Private**

Legend
— Existing Sidewalks (aprox. 250,000 linear feet)
— Existing Trails (aprox. 42,000 linear feet)
— Streets
- - - Town of Warrenton Boundary

January 3, 2018

0   0.25   0.5 Miles

# Housing and Neighborhoods

- As described in the economic analysis, the population of Warrenton is changing and regional growth pressures suggest that the town isn't keeping up with demands for different housing options.

*Policy ideas for discussion*:

- Do we need new policies to encourage aging in place whereby older adults have housing options to downsize or redevelop their properties as their needs change?

- Do we need policies in place to protect the 'market rate' affordable single family neighborhoods?

- Do we need new policies to ensure we can build different housing types that appeal to a younger generation seeking more affordable, rental options, townhomes and small scale single family residential in walkable neighborhoods?

# Background report

- Any key policy issues for discussion not yet mentioned?

# Updated Draft Vision Framework

- Achieve long term **economic and fiscal health**
  - Ensure vibrancy of Old Town and revitalization of commercial corridor
  - Grow number of locally owned businesses
  - Connect the Town with the regional technology economy and make the town a Smart City with advanced IT services
  - Expand transportation and broadband options to connect residents to job centers elsewhere
  - Ensure a balanced and viable fiscal strategy that doesn't overburden tax-payers but enables strong local services and amenities
  - Ensure the Town is a resilient community
  - Build economic development strategy, arts and culture initiative and community development around the community's historic assets with emphasis on events, activities and small business growth

- Achieve improvements in overall **community health**
  - Ensure the Town is a place for all ages – young adults, families, older adults, etc.
  - Diversify housing options
  - Make active transportation options (walking, biking, bus, carpooling, etc.) safer and more viable for local residents

- Enhance and preserve the **Town's distinct character**
  - Leverage the community's historic character to support local job growth oriented around its special assets
  - Accommodate new growth while enhancing the existing sense of place
  - Create complete neighborhoods
  - Target new growth into designated U/VDA growth centers
  - Ensure access and preservation of natural areas

# Exercise: Draft Visioning Themes

| Economic Development | Community Health | Community Character | Other | Other |
|---|---|---|---|---|
| Fiscal Sustainability | Walkability | Traditional Town Design | | |
| Location | Active Lifestyles | Streetscape Design | | |
| Jobs | Amenities for all ages | Complete neighborhoods | | |
| Broadband | Housing options | Access to natural areas | | |
| Resilience | Arts and Culture | Character preservation | | |

*Tell us what **Policy Issues** could guide and organize the Update*