



**Planning Commission Agenda**  
**Town of Orange Community Meeting Room – 235 Warren Street**  
**Monday, May 22, 2023**

**6:00 p.m.**

**1. Call to order.**

**Roll Call:**

Chairman Benjamin Sherman  
Vice Chair Page Sullenberger  
Commissioner Rita Carroll

Commissioner Donald Schafer  
Commissioner LJ Taylor  
Mayor Martha Roby, *Ex-Officio*

- 2. Public Comment** – *The public is invited to make brief comments that would not necessarily require scheduling a separate Agenda item. It is asked that everyone speaking please state their name and address or group affiliation, if any.*
- 3. Planning Commission Meeting Minutes of March 27, 2023.**
- 4. Continued Discussion of Comprehensive Plan Updates.**
- 5. Next Meeting – June 26, 2023, at 6:00 p.m.**
- 6. Adjournment.**

*The Town of Orange Planning Commission Agenda Package is available on the Town's website for review at [www.townoforangeva.org](http://www.townoforangeva.org)*

## Planning Commission Meeting Minutes

March 27, 2023

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The Town of Orange Planning Commission held a meeting at 6:00 p.m., in the Town of Orange Community Meeting Room. Planning Commission members present were: Chairman Benjamin Sherman, Vice-Chair Page Sullenberger, Commissioners Rita Carroll, Donald Schafer and L.J. Taylor. Staff members present were Director of Community Development John Cooley, AICP, CZA, Deputy Town Clerk Kimberly Strawser, CZA, CMC and Town Attorney Catherine Lea. Mayor Roby was also present.

### CALL TO ORDER

The Chairman called the meeting to order. The Deputy Town Clerk called roll and noted that there was a quorum present.

### PLANNING COMMISSION MEETING MINUTES OF FEBRUARY 27, 2023

Motion was made by Vice-Chair Sullenberger, seconded by Commissioner Carroll to approve the meeting minutes of February 27, 2023, as presented. On vote, Chairman Sherman – aye, Vice-Chair Sullenberger – aye, Commissioner Carroll – aye, Commissioner Schafer – abstained, and Commissioner Taylor – aye. Motion carried.

### CONTINUED DISCUSSION OF COMPREHENSIVE PLAN UPDATES

A lengthy discussion was held on the Comprehensive Plan and how to move forward with updates to the plan. The Planning Commission discussed Mission and Vision statements found in the Town's Comprehensive Plan and compiled the following ideas:

- What is our Mission statement?
- What is our Vision statement?
- Community Identity
- Education
  - Arts
- Economy
- Neighborhoods
  - Architectural
  - Development Patterns
  - Housing
- Community Health
  - Recreation

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- Infrastructure
  - Public Works
    - Water
    - Sewer
    - Roads
    - Storm sewer
    - Sidewalks
    - Trash
- Getting Around
- Recreation
  - Arts
- Public Safety

It was consensus of the Commission to continue the discussion of the Mission statement for the Comprehensive Plan at their next meeting.

NEXT MEETING

The Commission will meet on Monday, April 10, at 6:00 p.m.

With no further business to come before the Commission, the meeting adjourned at 7:02 p.m.

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Kimberly Strawser, CZA, CMC  
Deputy Town Clerk

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Chairman Benjamin Sherman



Town of Orange, Virginia

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Industrial Development Authority

## **AGENDA SUMMARY**

**May 22, 2023**

***Agenda Item #4***

### ***Continued Discussion of Comprehensive Plan Updates***

#### **SUMMARY**

Enclosed you will find the 5-acre parcels in Town map and goals for Themes 1 thru 3. Discussion will continue regarding the updates to the Comprehensive Plan.

#### **STAFF RECOMMENDATION:**

None.

#### **PLANNING COMMISSION VOTE/ MOTION FOR CONSIDERATION:**

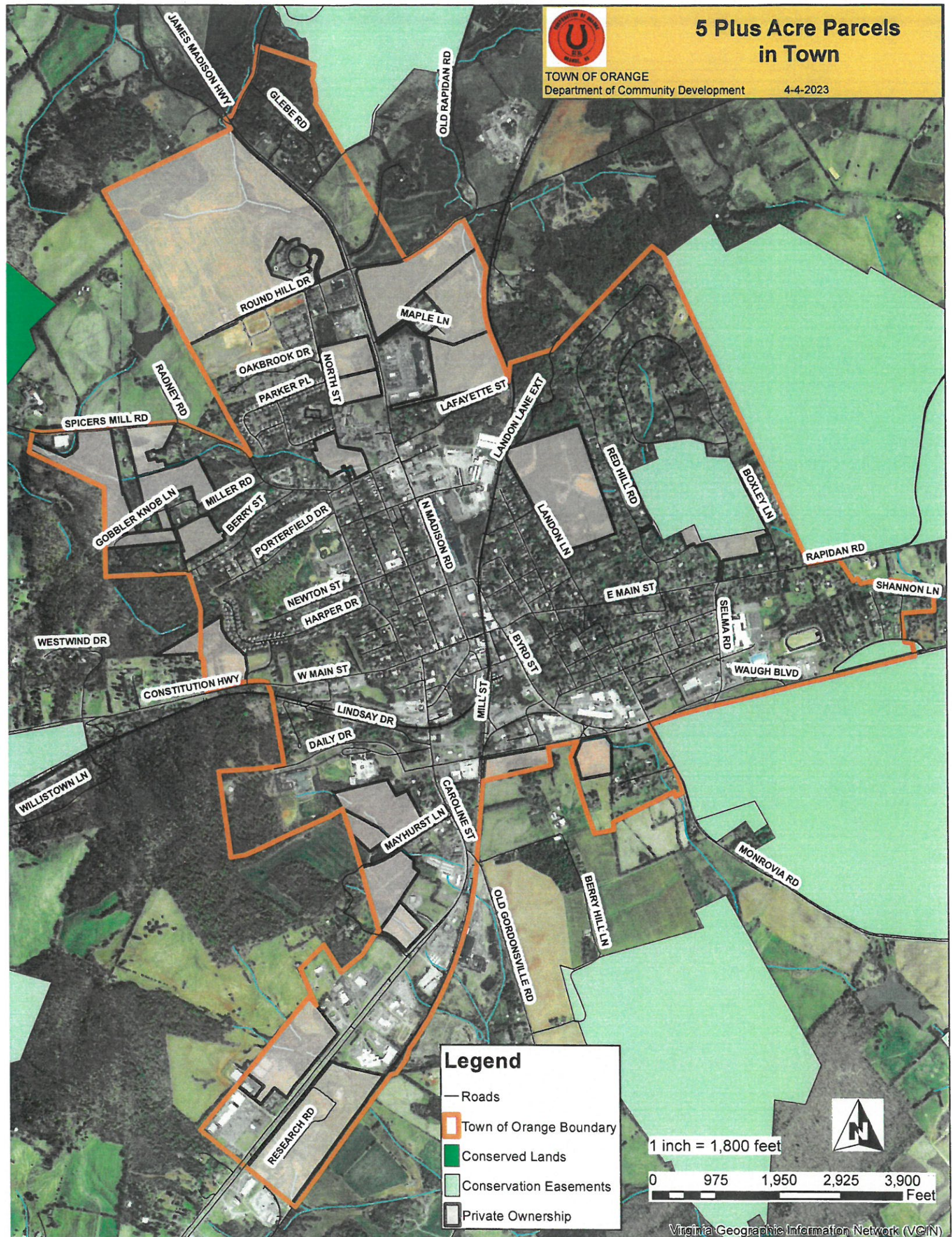
None needed.



# 5 Plus Acre Parcels in Town

TOWN OF ORANGE  
Department of Community Development

4-4-2023



## Legend

- Roads
- Town of Orange Boundary
- Conserved Lands
- Conservation Easements
- Private Ownership

1 inch = 1,800 feet

0 975 1,950 2,925 3,900 Feet



Creating not just a plan but a plan of action and implementation. That's a critical distinction. Lots of people, it seems, are good at creating plans, but it's a rare leader who knows how to move from plan to reality.

The Comprehensive Plan is supposed to be the guiding document to development within the Town. Our other documents (the zoning ordinance, the subdivision ordinance, Capital Improvement Program) are the statutory means for the Town to bring the Comprehensive Plan vision to fruition.

State code §15.2-2223 *Comprehensive Plan to be prepared and adopted; scope and purpose* states:

"The local planning commission shall prepare and recommend a comprehensive plan for the physical development of the territory within its jurisdiction and every governing body shall adopt a comprehensive plan for the territory under its jurisdiction.

In the preparation of a comprehensive plan, the commission shall make careful and comprehensive surveys and studies of the existing conditions and trends of growth, and of the probable future requirements of its territory and inhabitants. The comprehensive plan shall be made with the purpose of guiding and accomplishing a coordinated, adjusted and harmonious development of the territory which will, in accordance with present and probable future needs and resources, best promote the health, safety, morals, order, convenience, prosperity and general welfare of the inhabitants, including the elderly and persons with disabilities.

The comprehensive plan shall be general in nature, in that it shall designate the general or approximate location, character, and extent of each feature, including any road improvement and any transportation improvement, shown on the plan and shall indicate where existing lands or facilities are proposed to be extended, widened, removed, relocated, vacated, narrowed, abandoned, or changed in use as the case may be."

So, I am thinking that included with the top three action items (items which are measurable and able to be implemented) we look at the goals we wish to attain in each of the Themes within the Comprehensive Plan. These goals would be general in nature and be for the Immediate time frame, 1 to 3 years, the short term, 3 to 10 years, and the long term, 10 + years. The goals would be in line with "The comprehensive plan shall be general in nature".

At some point we will need to discuss what studies, if any, the Planning Commission would like to undertake in support of this plan update.

When is the right time to get started? Who are the right people to lead this effort? What obstacles will they face? And how can we help them succeed?

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My plan with the goals is to take them all and create a narrative instead of a bulleted list but I need the list to work from.

You will see from the rest of the document that I have gotten up to Theme 7. Some themes have more goals/action items listed than others. I need your help to not only fill in the holes in the information but to make sure that what I have put in the document you agree with.

What I would like to do at our next meeting, May 22, 2023, is begin with Theme #1 and work through the goals, action items. Once we have the theme goals written down with the action items, we can move on to Theme 2. I would like to get everyone to agree to the goals and action items for each theme before we move on. This may not be possible in all cases, but that is how I would like to proceed.

The quotes in the header and footer are just quotes that I liked and help me to focus on what I believe the plan should be. Not only a plan but also a plan of action and implementation (when used in conjunction with the zoning ordinance, subdivision ordinance, capital improvement plan, and any economic development strategies that are developed for the Town such as the ODA Downtown Development Planning Service 2016 report prepared by Barman Development Strategies or the 2021 Downtown Strategic Vision by Retail Strategies. These reports will be included as an appendix.

Some comments and questions from past discussions are listed below:

1. How do we connect our themes?
2. Create a sustainable workforce that entices business to come to Orange
3. How do we synthesize all of this information into actionable items/goals? Employment Match, work force analyzation, Job matching recruiter
4. How do we connect workers to businesses where their abilities match the businesses need
5. What existing industries are close to Orange which other businesses could "tag" off of?
6. How can we use the ESRI data to the benefit of the Town?
7. Ideas, Momentum, Championship

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## **Vision:**

Town of Orange

Comprehensive Plan Updated Vision Statement

Approved by Planning Commission June 24, 2013 (Tweaked by Planning Commission Nov, 2018)

“The Town of Orange is a rural, historic Virginia town that cares responsibly for its citizens and its heritage. Orange wishes to promote development and investment in the town which fosters long term sustainable growth that expands the economic, educational, cultural, housing, recreational, and transportation opportunities for all residents. The town further seeks to preserve its architectural and environmental assets as its legacy to future generations of town citizens.”

Page Sullenberger submitted a draft mission statement on 3-28-2023:

Our mission is to support a vision for the Town of Orange that describes a rural, small-town community that values its natural and cultural resources and promotes quality, diversity and participation in all areas of community life.

When is the right time to get started? Who are the right people to lead this effort? What obstacles will they face? And how can we help them succeed?

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## Theme 1 – ECONOMY

We envision an economy where our existing assets (small size, low cost of living, architectural history, clean air and water, diversity of plants and animals, fields and forests, civic organizations and our friendly people) are seen as the foundation of our economic development. We look for businesses that work with localities as partners as we strive to ensure all of our citizens have the opportunity to succeed.

### Immediate Goals (1 to 3 years):

- a. Make it easier to get to where you want to go using your preferred transportation method. (Driving, walking, bike, scooter, etc.)
- b. Improve the overall look and walkability of Downtown
- c. Determine what types of jobs are needed in the Town – Nurses/IT (4-22-19)
- d. Determine what types of businesses to target and go after them – ODA is working on a grant to potentially help with this.
- e. Ensure that existing businesses know how much we appreciate them being here

### Short Term Goals (3 to 10 years):

- a. Review all commercial/industrial areas in Town to determine if there are impediments to existing businesses expanding or new businesses opening their doors
- b. Identify local successful companies and talk with them about what they are looking for – Klockner, Aero Jet, Lohmann – Job Match recruiter (4-22-2019)
- c. Work with local businesses to see what they need in terms of materials, labor, etc. and how can we help them meet these demands/needs/etc.

### Long Term Goals (10+ years):

- a. Entice business to locate in Towns. How can we position the Town to be attractive to manufacturers, dot.coms, big box, small box so that there are sustainable employment opportunities for Town residents. (4-22-2019)
- b. Help create a sustainable workforce that will help businesses grow
- c. Help to create an economy where people who grew up in Orange have the ability to either stay in the area and work or to go away to school and then come back to work. (4-22-19)
- d. How do we plan for change? Example Doubleday Books and American Press (books and magazines) both now gone. How can we set up the Town to weather changes?

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**Dreams/Fantasy/Utopian Goals:**

- a. Creating a diverse economy where businesses are clamoring to be located on Main Street which in turn forces professional offices to decide whether to pay the higher rents or move.

**Action Items:**

1. Create an Economic Development Strategy
2. Create an Economic Development Plan of action and implementation for the Town.
3. Create a Master Marketing Plan for the Town.
4. Encourage the Orange Downtown Alliance to focus on their service area

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## Theme 2 – PUBLIC FACILITIES/INFRASTRUCTURE/Community Facilities

The Town of Orange provides various services to the citizens, businesses and visitors in our Town. Services provided to Town residents encompass more than just water, sewer and trash disposal services. Public Facilities including parks, green spaces, Police Station, Town Hall, Public Works Facility, Water Plant, Sewer Plant, broadband, telecommunications, street lights, storm water conveyance,

### Immediate Goals (1 to 3 years):

- a. Operate our water and sewer facilities to continue to provide valuable services to our users at a competitive rate based on industry standards
- b. Water availability – Manage, protect, conserve, maintain and improve the quality and quantity of water available to the Town of Orange citizens, businesses and water customers.
- c. Continue to improve the existing water and wastewater conveyance systems

### Short Term Goals (3 to 10 years):

- a. Work with developers and property owners to implement low maintenance Low Impact Development (LID) practices in all new development. Opportunities to implement LID within existing development should also be investigated.
- b. Recycling -
- c. Goal

### Long Term Goals (10+ years):

- a. Replace aging infrastructure
- b. Goal
- c. Secure adequate water sources serving the Town of Orange water customers

### Dreams/Fantasy/Utopian Goals:

- a.

### Action Items:

1. Extend water and sewer service to unserved and underserved areas within the Town
2. Replace Standpipe and refurbish the concrete water storage reservoir
3. Identify and create alternative sources of water for use by Town residents other than the Rapidan River. As part of this, work with State and Federal politicians.

### Orange Volunteer Fire Department ISO 3

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### Theme 3 – EDUCATION

We envision an educational environment where all of our citizens are able to further their learning experiences allowing them to grow intellectually, spiritually and artistically. Whether their path is along the traditional education tract leading to college, technical training to support trades, continuing education for those looking to enhance or perhaps change careers, providing learning opportunities for those seeking knowledge/new experiences or if you are seeking to share your knowledge with others we want to help foster an environment where these, as well as other, opportunities exist for all of our citizens. Need support from the community. All these programs need to start now, every day we wait is another day we won't have the education system we need.

#### Immediate Goals (1 to 3 years):

- a. Provide all students opportunities within the Town to enhance their learning/education
  - a. GEDs
  - b. Trades Education
  - c. Distance Learning
  - d. Continuing Education – Professionals, Stay at Home Parents, Retirees
- b. Work to create a comprehensive list of all entities with educational programs within the Town
  - a. Orange County Schools – The Orange County High School, Prospect Heights Middle School, Orange Elementary and the Taylor Education Administrative Complex (TEAC) are all located within the Town
  - b. Grymes Memorial School
  - c. The Arts Center of Orange
  - d. Orange School of Performing Arts
  - e. The Music Room
  - f. The Boys and Girls Club
  - g. Headstart
  - h. Orange County Parks and Recreation
  - i. Orange County Library
  - j. VA. Extension Service
  - k. High School Nursing Program
  - l. High School Technical School
  - m. Others
- c. Talk to local companies about what skills they are in need of today.

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**Short Term Goals (3 to 10 years):**

- a. Use VDOT's Safe Route To Schools program to install sidewalks along streets leading to all three schools in Town
- b. Goal
- c. Goal

**Long Term Goals (10+ years):**

- a. Focus on identifying students strengths and then build on their strengths
- b. Goal
- c. Goal

**Dreams/Fantasy/Utopian Goals:**

- a. Creating a learning environment where all residents of the Town are able to achieve their educational passions.

**Action Items:**

When is the right time to get started? Who are the right people to lead this effort? What obstacles will they face? And how can we help them succeed?