

COUNTY OF YORK

MEMORANDUM

DATE: January 5, 2015 (PC W/S 1/14/15)

TO: York County Planning Commission

FROM: Timothy C. Cross, AICP, Principal Planner

SUBJECT: Envision Hampton Roads – A Regional Strategic Plan for Hampton Roads

Section 15.2-4209 of the Code of Virginia requires each planning district commission in the state to prepare a “regional strategic plan for the guidance of the district.” The plan must be multi-jurisdictional in scope and include regional goals and objectives, strategies to meet those goals and objectives, and mechanisms for measuring progress toward the goals and objectives. The strategic plan must include those subjects necessary to promote the orderly and efficient development of the physical, social and economic elements of the district such as transportation, housing, economic development and environmental management. In developing the plan, the planning district commission is supposed to seek input from a wide range of groups in the region, including local governing bodies, the business community, and citizens’ organizations.

In accordance with this mandate, the Hampton Roads Planning District Commission (HRPDC) is working to develop this region’s first community-based regional strategic plan, entitled *Envision Hampton Roads*, and is seeking input from all seventeen localities in the region. Specifically, the HRPDC has asked all the planning departments in the region to conduct a “visioning” exercise with their respective planning commissions, the ultimate goal of which is to establish a set of guiding regional vision principles and a regional vision statement. Since no applications were received for the Commission’s January 14 regular meeting, that time will be devoted instead to a work session for the Commission to provide input into the regional vision statement for Hampton Roads.

“Visioning” has been described as “a participatory planning process that seeks to describe an agreed-upon desired future for a community. Successful visioning processes lead to broad agreement about a preferred future, which in turn leads to implementation strategies involving changes in public policy and actions. Visioning exercises help communities begin to consciously create a future by advancing a shared sense of purpose while encouraging the leadership needed to fulfill that purpose.”* For the Hampton Roads visioning exercise, the HRPDC is requesting each planning commission to imagine the region as “the best it can be in 2035” and provide an answer to the question: *What does Hampton Roads look like in twenty to thirty years?* Each commission is also asked to identify three to five regional achievements that it would like to see in the next thirty years.

Staff has compiled several vision statements (copies attached) that have been developed by other regions – both in and outside of Virginia – that have engaged in similar visioning

* American Planning Association Planners Advisory Service Quick Notes No. 15, *Visioning* (2008)

processes. They vary greatly in both length and specificity, ranging from a single sentence to an entire page. These are intended to serve not as models or as a guide but merely as examples of the ways other communities have approached the challenge of envisioning their desired future. Commission members are encouraged to think creatively about the future of the Hampton Roads region and not feel limited by what other regions have done. We will be using a version of the Nominal Group Technique (NGT), which we used successfully as part of the Comprehensive Plan review in 1996. NGT is a structured method for group brainstorming that is objective, democratic, and statistical and encourages contributions from all participants, so please come to the work session prepared to share your thoughts and ideas about the region's future with your fellow Commissioners.

The HRPDC has asked that all localities provide their input by February 28, so it is not critical that the Commission finalize its work on the regional vision statement at the January 14 work session. There will be an opportunity, if needed, to spend some time shaping the input from the work session into a formal vision statement and list of regional achievements that can be presented for discussion and approval at the Commission's regular meeting on February 11 and then submitted to the HRPDC.

More information about the *Envision Hampton Roads* project can be found on the project website: <http://envisionhamptonroads.com/>.

Attachments:

- Code of Virginia excerpts (§15.2-4209 through §15.2-4212)
- HRPDC Handout
- Sample vision statements

Code of Virginia

Title 15.2. Counties, Cities and Towns

Chapter 42. Regional Cooperation Act

§ 15.2-4209. Preparation and adoption of regional strategic plan.

A. Except in planning districts in which regional planning also is conducted by multi-state councils of government, each planning district commission shall prepare a regional strategic plan for the guidance of the district. The plan shall concern those elements which are of importance in more than one of the localities within the district, as distinguished from matters of only local importance. The plan shall include regional goals and objectives, strategies to meet those goals and objectives and mechanisms for measuring progress toward the goals and objectives. The strategic plan shall include those subjects necessary to promote the orderly and efficient development of the physical, social and economic elements of the district such as transportation, housing, economic development and environmental management. The plan may be divided into parts or sections as the planning district commission deems desirable. In developing the regional strategic plan, the planning district commission shall seek input from a wide range of organizations in the region, including local governing bodies, the business community and citizen organizations.

B. In planning districts in which regional planning also is conducted by multi-state councils of government, each planning district commission may prepare a regional strategic plan for the guidance of the district. If prepared in accordance with this section, such plan shall conform with the requirements of subsection A and also shall include references to the relevant provisions of the most current regional strategic plan prepared by the multi-state council of governments that includes any of the area comprising the planning district.

C. Before the strategic plan is adopted, it shall be submitted to the Department of Housing and Community Development and to the governing body of each locality within the district for a period of not less than thirty days prior to a hearing to be held by the planning district commission thereon, after notice as provided in § 15.2-2204. Each such local governing body shall make recommendations to the planning district commission on or before the date of the hearing with respect to the effect of the plan within its locality. The Department of Housing and Community Development shall notify the planning district commission prior to the hearing as to whether the proposed strategic plan conflicts with plans of adjacent planning districts.

D. Upon approval of the strategic plan by a planning district commission after a public hearing, it shall be submitted to the governing body of each locality (excluding towns of less than 3,500 population unless members of the commission) within the district for review and possible adoption. The plan shall become effective with respect to all action of a planning district commission upon approval by the planning district commission. The plan shall not become effective with respect to the action of the governing body of any locality within the district until adopted by the governing body of such locality.

E. The adopted strategic plan shall be submitted within thirty days of adoption to the Department of Housing and Community Development for information and coordination purposes.

1968, c. 224, § 15.1-1406; 1976, c. 760; 1981, c. 315; 1995, cc. 732, 796; 1997, c. 587; 1998, cc. 668, 686; 2013, c. 607.

§ 15.2-4210. Commission to act only in conformity with regional strategic plan.

When the strategic plan becomes effective as the district plan, the planning district commission shall not, except as provided in the plan, establish any policies or take any action which, in its opinion, is not in conformity with the plan.

1968, c. 224, § 15.1-1407; 1995, cc. [732](#), [796](#);1997, c. [587](#);1998, cc. [668](#), [686](#).

§ 15.2-4211. Amendment of regional strategic plan.

The strategic plan may be amended in the same manner as provided for the original approval and adoption of the plan. However, if the planning district commission determines that a proposed amendment has less than districtwide significance, such amendment may be submitted only to the governing bodies of those localities which the planning district commission determines to be affected. The amended strategic plan shall be submitted within thirty days of amendment to the Department of Housing and Community Development.

1968, c. 224, § 15.1-1408; 1995, cc. [732](#), [796](#);1997, c. [587](#).

§ 15.2-4212. Review of regional strategic plan by commission.

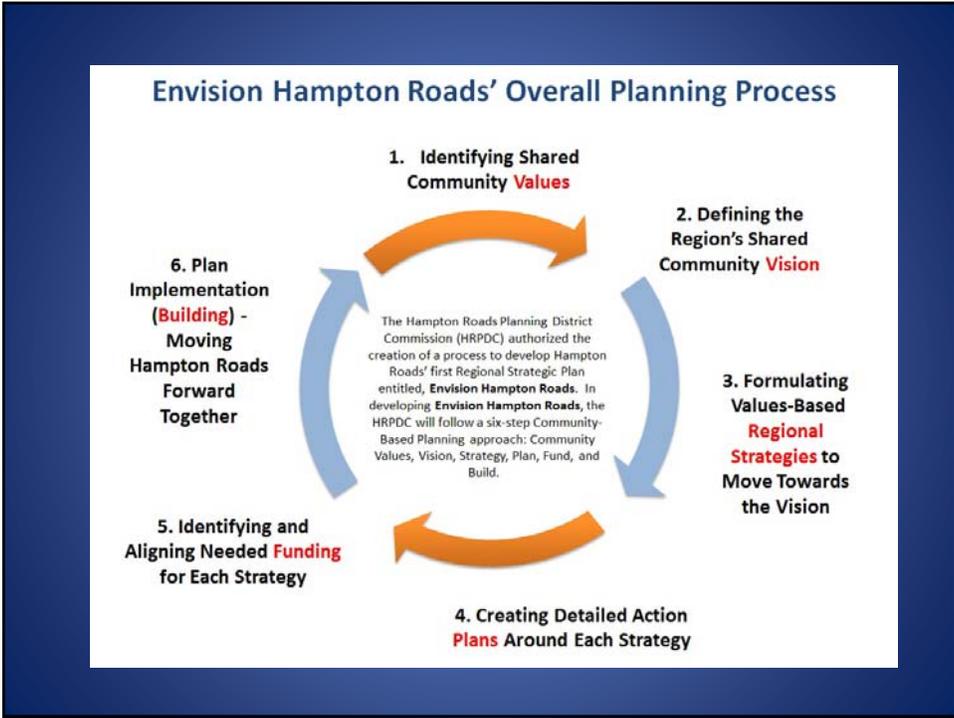
At least once every five years the regional strategic plan shall be revised and formally approved by the planning district commission. The revised plan shall not become effective with respect to the action of the governing body of any locality within the district until adopted by the governing body of such locality.

1968, c. 224, § 15.1-1409; 1995, cc. [732](#), [796](#);1997, c. [587](#).

Envision Hampton Roads Long-term Regional Plan

Envision Hampton Roads

- The Hampton Roads Planning District Commission (HRPDC) has embarked on an effort to develop Hampton Roads' first community-based regional strategic plan entitled, *Envision Hampton Roads*.
- *Envision Hampton Roads* builds on the Urban Land Institute's *Reality Check Hampton Roads* and several other past and current conversations regarding regional planning in our area.
- This innovative approach to planning will give the residents of Hampton Roads the right to set the course for their community's future.
- *Envision Hampton Roads* will use interviews, social media, surveys and other means to hear from residents.
- **Goal:** to engage residents to participate in the establishment of a shared Regional Vision that ultimately creates a blueprint for the Region's future that leads to Hampton Roads being a great place to live, work, play, learn, and visit.





Overview of Step 1: Hampton Roads Regional Values & Aspirations

<p>As a region we value:</p> <ul style="list-style-type: none">• What and who we are.• Comfortable place to live; strong communities.• Diversity of people.• Diversity of landscape and localities.• Water & natural environment.• The Military.• The Region's History.	<p>As a region we aspire to:</p> <ul style="list-style-type: none">• Work to make the region better.• Be bold and forward-thinking.• Be proactive in addressing challenges and opportunities.• Show greater willingness to embrace change.• Think more regionally.• Be conscientious stewards of the region's natural assets.	<p>As a region we want our leaders to:</p> <ul style="list-style-type: none">• Address the region's transportation challenges.• Create the very best public education resources.• Bring jobs to the region...creative economy.• Replace brain "drain" with brain "gain."
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Envision Hampton Roads Long-term Regional Plan

Step 2: Creating a Shared Regional Vision



What is a Vision?

- A Vision is the art of seeing the invisible.
- It describes the future situation you want to achieve
 - What do you want your region to be?
 - What are your dreams for the region?



What is a Vision?

An old proverb says,

A vision without a plan is just a dream.

A plan without a vision is just drudgery.

But a vision with a plan can change the world.



Envision Hampton Roads Regional Vision Objective

- Develop the Region's Guiding Vision Principles
- Develop the Region's Vision Statement



Envision Hampton Roads Regional Vision Methodology

- Information will be gathered through Regional Vision Sessions that will take place throughout the Region.



Regional Vision Session



Steps in Building the Region's Vision Statement

1. Reflect on the Following:
 - ❖ Imagine Hampton Roads as "the best it can be" for 2035.
 - What does this region look like?
 - What would your community be like if you had the power to make it any way you wanted?
 - It's 2035, you notice the cover story of the newspaper or you pick up your favorite current events magazine and it features Hampton Roads. What does it say?
 - What's the latest news in the region?
 - How and where do people live?
 - What do they do for work?
2. Please answer the following questions:
 - ❖ What does Hampton Roads look like in 20 to 30 years?
 - ❖ Draft 3-5 regional achievements that you would like to see realized 30 years from now.



Regional Vision: West Piedmont Region

Our image serves to enhance the positive attributes of the Region as a place to live, work, play, and do business. Professional, effective marketing programs committed to the promotion and enhancement of jobs and investment through a diversified economy have been instrumental in supporting the Region's economic goals. Marketing efforts at the local, regional, and national levels emphasize three key characteristics of the Region: our close proximity to expanding industrial hubs in Virginia, North Carolina, and beyond; the availability of land and capital for new and expanding industries; a continued appreciation of quality of life that encourages development of our people, a sense of place that enhances our communities, and preservation and enjoyment of our abundant natural resources.

Our regional approach to cooperation continues to be good for business and focuses on an asset-based approach to economic development, building upon regional strengths. Our cities, counties, and towns have exhibited both creativity and flexibility in putting into place the human and physical infrastructure necessary to be economically competitive. Our approach to regional cooperation continues to involve public and private sector organizations and strengthen this relationship.

Our public/private financial partnerships will work to ensure the availability of capital for business and industrial expansions. The proactive approach to capital infrastructure helps make our Region more competitive.

Our efforts to attract new jobs and to advance expansion will remain evident throughout the Region. The Region's economic development initiatives are focused on new jobs across a diverse mix of businesses and industries. This initiative, along with the Region's low tax rates, business friendly environment, and availability of infrastructure is helping the area transition from the impacts of globalization, job losses, and changes in the Region's agricultural base. Two key characteristics of our Region's business climate are: good, proactive labor/management relations and a common-sense approach to local regulations.

Our infrastructure improvements provide an incentive for business activity in the Region. New industrial and office site locations, served by water and sewer facilities and state-of-the-art telecommunications infrastructure, provide opportunities for new and expanding enterprises throughout the Region. In addition to an inventory of developed, industrial sites, there is also an inventory of marketable industrial buildings. The development of regional business incubators aids in nurturing new business formation and new spin-off activities in the Region. Our Region has successfully lobbied for the construction of Interstate 73 and continued improvement of U.S. 29 and U.S. 58 as well as the designation of U.S. 29 from Danville to Greensboro as Interstate 785.

Our educational institutions and training centers will continue to work closely with businesses and industries to ensure that local workforce training needs are met. The Region is making strides to improve test scores, increase high school graduation rates, increase post-secondary education enrollment and completion rates, and increase technical training opportunities. The Region is preparing its students and labor pool for the workforce needs of the changing economy by identifying traditional and emerging industries which require current and future workforce, and developing industry-specific training and certifications.

Our tourism efforts continue to increase the number of tourists and tourism dollars attracted to the Region and help to reinforce our image as an appealing place to live, work, play, and do business.

Northern Neck Regional Vision

Over 40 local leaders invested 3 months in clarifying the region's values and discussing its future. After several drafts, the full group of stakeholders applauded a vision statement that represents its diverse values, its heritage, and its focus on balanced economic growth. The adopted vision statement is:

The Northern Neck is a vibrant, skilled, and diverse rural community that sustains a well-balanced, growing economy which benefits from and values its heritage and natural resources.

Southside Planning District Commission

Vision

The Southside Regional Partnership (SRP), a committee of the Southside Planning District Commission, held meetings and workshops in 1997 and developed a vision for the District. The Planning District adopted the same vision for their economic development strategy. The vision that emerged from those meetings was of a prosperous economy for the entire District, while maintaining an excellent quality of life. This prosperity would be characterized by:

- A stable, growing population
- A community that is desirable to live and work in
- An abundance and diversity of quality, well paid jobs at varying skill levels
- Well-educated and well-trained workforce
- Technologically advanced infrastructure
- Adequate infrastructure and capacity to allow for growth
- Strong comprehensive transportation system

The Southside Planning District's economic competitiveness is characterized by the following strengths: modest taxes and land costs, strong highway system, abundant non-union workforce and satisfying quality-of-life. To expand economic development in the Planning District these characteristics must be expanded to include a prepared labor force, technologically advanced facilities, adequate infrastructure, improved intermodal transportation facilities, and an improved public image as an appealing location for business and industry.

Richmond Regional Planning District Commission

VISION: We envision a high quality of life for all in the region.

Our Region 2040: Houston-Galveston Area Council (TX)

The vision of *Our Region 2040* is that our region be one of the world's greatest places to live, work, and succeed, by the year 2040.

Region 2000 (Cities of Bedford and Lynchburg; Counties of Amherst, Appomattox, Bedford and Campbell; Towns of Altavista, Amherst, Appomattox and Brookneal)

Vision

The Region 2000 Partnership will provide regional leadership to focus partner efforts on common goals through synchronized and integrated planning and action. Region 2000 communities, citizens and businesses will manage sustainable growth and change to preserve the characteristics of the high quality of life; strengthen job, business, and wealth creation opportunities; be a welcoming community known for cooperation and creativity; and work together on issues to help the Region be a better place to live and work.

Roanoke Valley-Alleghany Regional Commission

Vision Statement

The Roanoke Valley-Alleghany Region will be recognized for its outstanding outdoor amenities, quality of life, and higher wage employment opportunities. The region will grow and prosper while preserving its natural beauty and resources. Businesses and individuals of all ages will be attracted to the region because of its accessibility, affordability, commitment to lifelong learning, vibrant arts and culture, diversity, and hospitality.

Our Vision for the Future

We are living the dream. Beautiful mountains. Clean rivers and streams. People who care. The Roanoke Valley is filled with promise. To make the most of these opportunities, we will work to provide quality education, access to healthcare, work and career opportunities, responsible stewardship of the environment, and greater regional cooperation. As we strive to fulfill our promises, we will be the destination for individuals, families and businesses who share our same dream.

Livability Guiding Principles

- Protect the beauty and ecology of the Roanoke Valley.
- Provide a healthy and equitable quality of life for all of our citizens.
- Celebrate the diversity of our region and its contribution to our culture.
- Embrace both our traditions and new innovations to create economic vitality.
- Anticipate and adapt to change with responsible leadership.
- Build on the assets of our local communities to strengthen our regional collaboration.
- Invest in regional infrastructure improvements that meet the communities’ needs of the 21st century.
- Promote excellence in education, job training, and a culture of lifelong learning.

Envision San Jose

The General Plan Vision

The *Envision San José 2040* Vision identifies the values that the people of San José want their City to embody through its physical development and the delivery of municipal services as they are directed through the *Envision San José 2040 General Plan*. This Vision was articulated through an extensive engagement with a large and diverse number of the community's residents and stakeholders in a community-focused planning process in order to enable the ongoing use and implementation of the General Plan as a document that upholds and advances the overall values of the San José community. These community members and stakeholders worked together with a community Task Force to develop the Plan's Vision, goals and policies. The stakeholder Task Force included thirty-seven dedicated community members, representing political, business, resident, development, religious, and labor interests, appointed by the City Council to guide the General Plan update. Throughout the four year Envision process, they were joined by numerous volunteer community members who participated in the Task Force meetings, at community workshops and through online engagement activities. Community engagement was a fundamental objective of the Envision process. The Vision upon which the *Envision San José 2040 General Plan* is based is a direct expression of the community's values and hopes for the City's future.

The Vision sets forth seven guiding community values to articulate an over-arching vision statement: "San José embodies the energy and vitality of its unique human, natural and economic resources." The seven community values are:

- **Innovative Economy** – San José's economy thrives on innovation, providing job opportunities for all and ample fiscal resources for a vibrant community.
- **Environmental Leadership** – San José is a model of an environmentally sustainable and healthy city, a leader in green technology and a vigilant steward of its resources for present and future generations.
- **Diversity and Social Equity** – San José celebrates, embraces and involves a diverse blend of cultures and achieves social, cultural and economic equity.
- **Interconnected City** – San José residents' activities of daily life are in close proximity and easily accessible by walking, bicycling and public transit.
- **Healthy Neighborhoods** – San José's neighborhoods are attractive, affordable, and safe places to live with residents engaged in their community.
- **Quality Education and Services** – San José residents and businesses receive a broad range of high quality services and enjoy excellent educational opportunities for all.
- **Vibrant Arts and Culture** – San José is a vibrant center for multi-faceted arts and cultural programs, celebrating its heritage and inspiring the creative energy of the community and a rich quality of life.

Puget Sound Regional Council — VISION 2040

Our vision for the future advances the ideals of our people, our prosperity, and our planet. As we work toward achieving the region's vision, we must protect the environment, support and create vibrant, livable, and healthy communities, offer economic opportunities for all, provide safe and efficient mobility, and use our resources wisely and efficiently. Land use, economic, and transportation decisions will be integrated in a manner that supports a healthy environment, addresses global climate change, achieves social equity, and is attentive to the needs of future generations.

Regional Goals

The following overarching goals provide the framework for each of the six major policy sections of VISION 2040 that appear in Part III.

Environment. The region will care for the natural environment by protecting and restoring natural systems, conserving habitat, improving water quality, reducing greenhouse gas emissions and air pollutants, and addressing potential climate change impacts. The region acknowledges that the health of all residents is connected to the health of the environment. Planning at all levels should consider the impacts of land use, development patterns, and transportation on the ecosystem.

Development Patterns. The region will focus growth within already urbanized areas to create walkable, compact, and transit-oriented communities that maintain unique local character. Centers will continue to be a focus of development. Rural and natural resource lands will continue to be permanent and vital parts of the region.

Housing. The region will preserve, improve, and expand its housing stock to provide a range of affordable, healthy, and safe housing choices to every resident. The region will continue to promote fair and equal access to housing for all people.

Economy. The region will have a prospering and sustainable regional economy by supporting businesses and job creation, investing in all people, sustaining environmental quality, and creating great central places, diverse communities, and high quality of life.

Transportation. The region will have a safe, cleaner, integrated, sustainable, and highly efficient multimodal transportation system that supports the regional growth strategy, promotes economic and environmental vitality, and contributes to better public health.

Public Services. The region will support development with adequate public facilities and services in a coordinated, efficient, and cost-effective manner that supports local and regional growth planning objectives.

One Valley, One Vision 2040: Doña Ana County, New Mexico Regional Plan

Our Vision

We want to make Doña Ana County and all its communities a truly great place to live, work, and play for residents of all ages, backgrounds, cultures, and economic levels.

Our vision encompasses planned and managed growth in areas such as jobs, economy, tourism, infrastructure, and encourages new opportunities that improve quality of life.

In this plan, we envision strong economic growth in the region. We prepare to take advantage of arising opportunities to provide new and better jobs and to increase the economic vitality of the area for all of our residents.

As we map out our future we recognize the value of our mountains, desert environment, rivers, agriculture, and private-property rights and live within the limitations of the unique land and natural resources.

We envision a development plan that embraces the rich historical and cultural heritage of Doña Ana County, its ties with Mexico and Texas, and an integrated multimodal transportation network that connects people with each other as well as with economic, housing, recreational, and educational opportunities.

Metro Vision 2035 Plan: Denver Region Council of Governments

Metro Vision Guiding Vision

With regional cooperation as its keystone, the Metro Vision plan promotes a high quality metropolitan setting within which its people will live, work, and recreate. To advance and sustain this future, the region must function as an association of interrelated communities. Recognizing this, the economic, cultural and geographical significance of downtown Denver to the region must be acknowledged.

The health of downtown Denver, urban cores and the surrounding communities is necessary for, and synergistically linked to, the success and vitality of the region. To promote the health of all communities in the region, an equitable sharing of the costs and benefits of regional development is needed. This sharing could provide every community the resources to respond to the impacts of growth consistent with a vision for itself, while giving each a stake in quality planning and development for the health of the region as a whole.

Effective and efficient cooperative use of limited resources, whether financial, societal or natural, is essential to achieve the goals of the plan and progress toward a sustainable future. Through the implementation of the regional plan, the region can be a place where its people live close to where they work and play, where a balanced transportation network connects mixed-use urban centers, where urban communities are defined by significant open space, and where cultural diversity and respect for the natural environment are celebrated.

The physical and cultural diversity of the many communities which comprise the Denver region creates the opportunity for a wide variety of economic development initiatives and living styles. Individual communities should prosper by contributing to regional efforts in regional facilities, transportation, air quality, water quality, water supply, waste management, provision of open space and land use mix. In turn, a stronger, more “livable” region will serve to strengthen and sustain its individual communities.