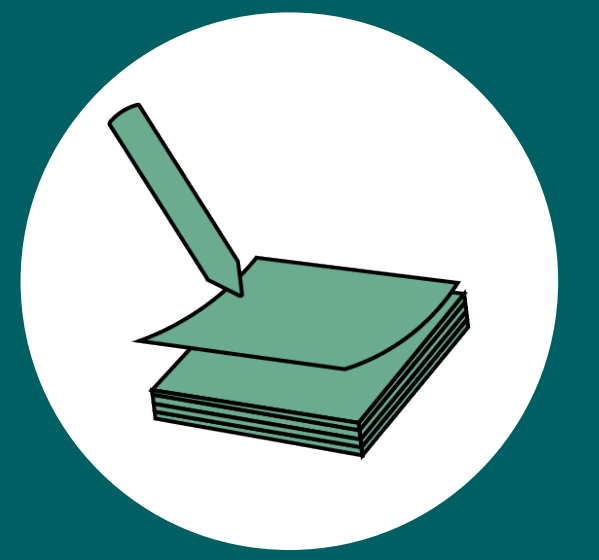


Welcome!



Staunton's West End is one of the City's high-priority areas. In the fall of 2020, members of Staunton City Council attended a West End Community meeting. Nearly a year later, the City Council held a retreat and developed the Staunton Plan, which identified the West End as a strategic focus area and committed to providing resources "to promote this community as a vibrant area that has diverse business opportunities, cultural offerings, and great potential for economic growth and stability."

This project will use a data- and community-driven process to define the area, document needs, develop community goals, and detail SMART recommendations that will offer City Council a clear path forward.

What is the West End Economic Strategic Plan?

This plan is the first comprehensive planning effort specifically focused on the West End. It will provide detailed recommendations, clear action steps, and creating accountability to facilitate a vibrant West End community.

How are current and past efforts in the West End related to this plan?

Past and current efforts in the West End inform this Plan's process. Past public engagement, collected data, and reports will be considered in each step of this process. Past and current efforts include:

- **USEPA Brownfields Grant**
- **Stormwater Management and Stream Restoration**
- **Staunton West End Business Association**
- **Historic Staunton Foundation**

How is this different from current and past efforts in the West End?

This plan will consolidate current and past efforts into a record of the community's vision and turn this vision into actionable items.



What do you expect from this process?

Project Timeline

The process of this plan is data- and community-driven. The plan has five stages as shown to the right.

Alongside this process there will be continued effort of community engagement, stakeholder discussions, collaboration with the Staunton West End Business Association and the Historic Staunton Foundation, and the inclusion of past efforts by these groups and other efforts.

To the right is the project timeline. Additionally, icons that correspond with past and current efforts specific to the West End, as shown below, are located in each phase those efforts will be folded into this plan.

Past & Current Efforts in the West End



USEPA Community-Wide Brownfields Assessment Grant



Stormwater Management & Stream Resoration



Staunton West End Business Association



Historic Staunton Foundation

Project

Data Gathering & Analysis

Data is the starting point for this project. The collected data will be used to guide community goals, recommendations, and engagement.



Identify Community Needs

Data from the previous step will help the project team and community identify West End's needs.



Visioning

With a clear understanding of trends and needs, then a vision for the future of West End will be defined.



Develop & Evaluate Recommendations

The vision, including goals and objectives, will guide the development of SMART recommendations that will chart a clear direction for the West End.



Plan Development & Adoption

Completing the plan is only the beginning. The document gives directions and details on how to achieve the community's vision, one step at a time.



Engagement

Community Needs

Fall/Winter 2023

Surveys are distributed, public intercepts at community events and meetings, and stakeholder meetings will occur to identify community needs.

Goals & Visioning

Winter 2023/2024

Stackholder and community meetings will take place to identify goals and a vision for the West End.

Alternatives

Winter & Spring 2024

A community workshop will occur to identify preferred solutions and ideas for improving the West End's overall well-being. This will inform the Develop & Evaluate Recommendations phase.

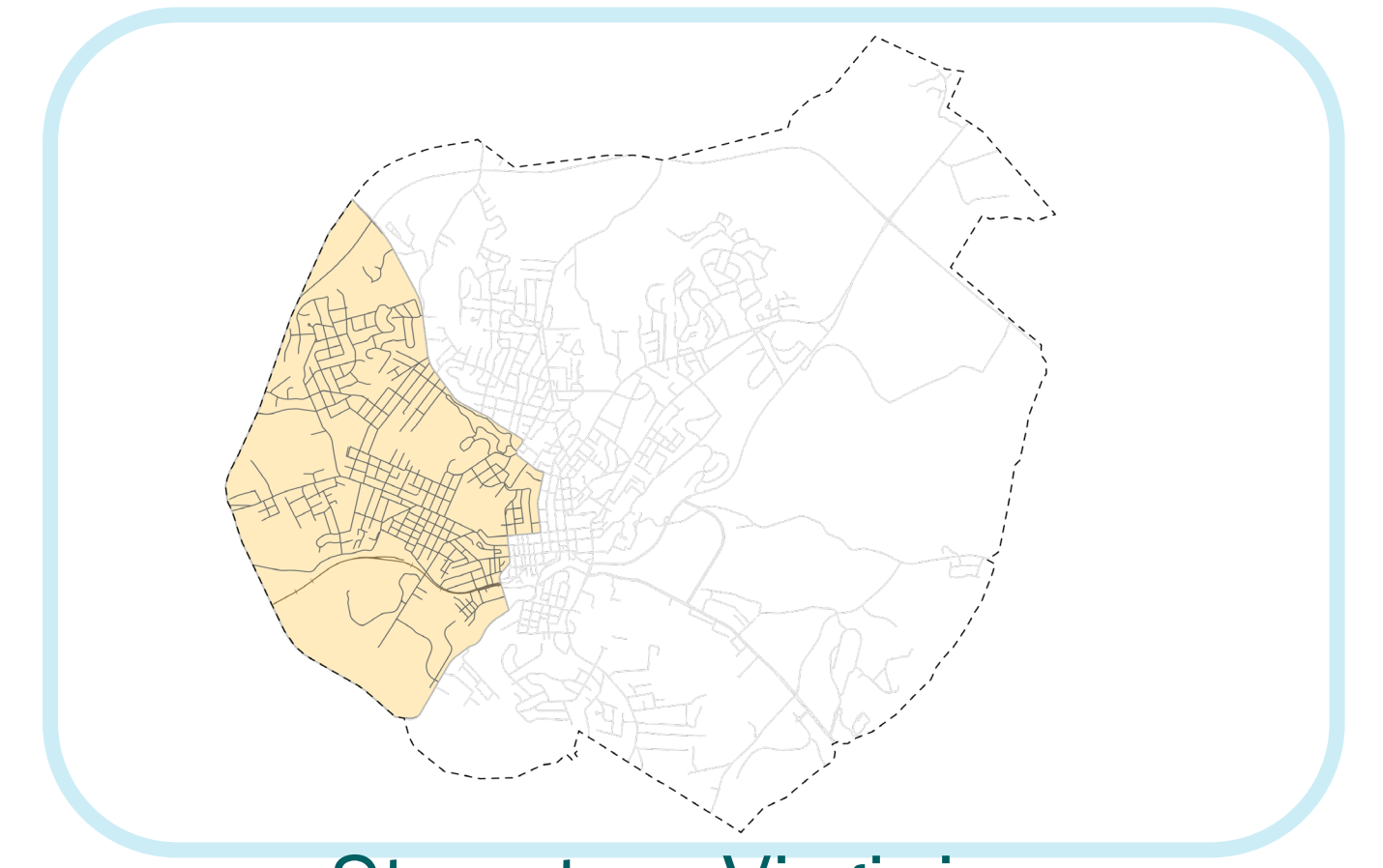
Validation

Spring 2024

A stakeholder meeting and community open house will be the final step. The plan and final recommendations will be presented.

Greater West End

Locally, City officials and residents commonly refer to Staunton's "West End," which consists of the two census tracts shown in orange. To identify a focus area for a Plan that would likely benefit the majority of the West End the City staff and consultant team completed a data analysis to identify the primary study area of the West End. Each element is identified below.



Staunton, Virginia

Evaluation Criteria

Land Use & Urban Design

Business Locations

Brownfield Grant Locations

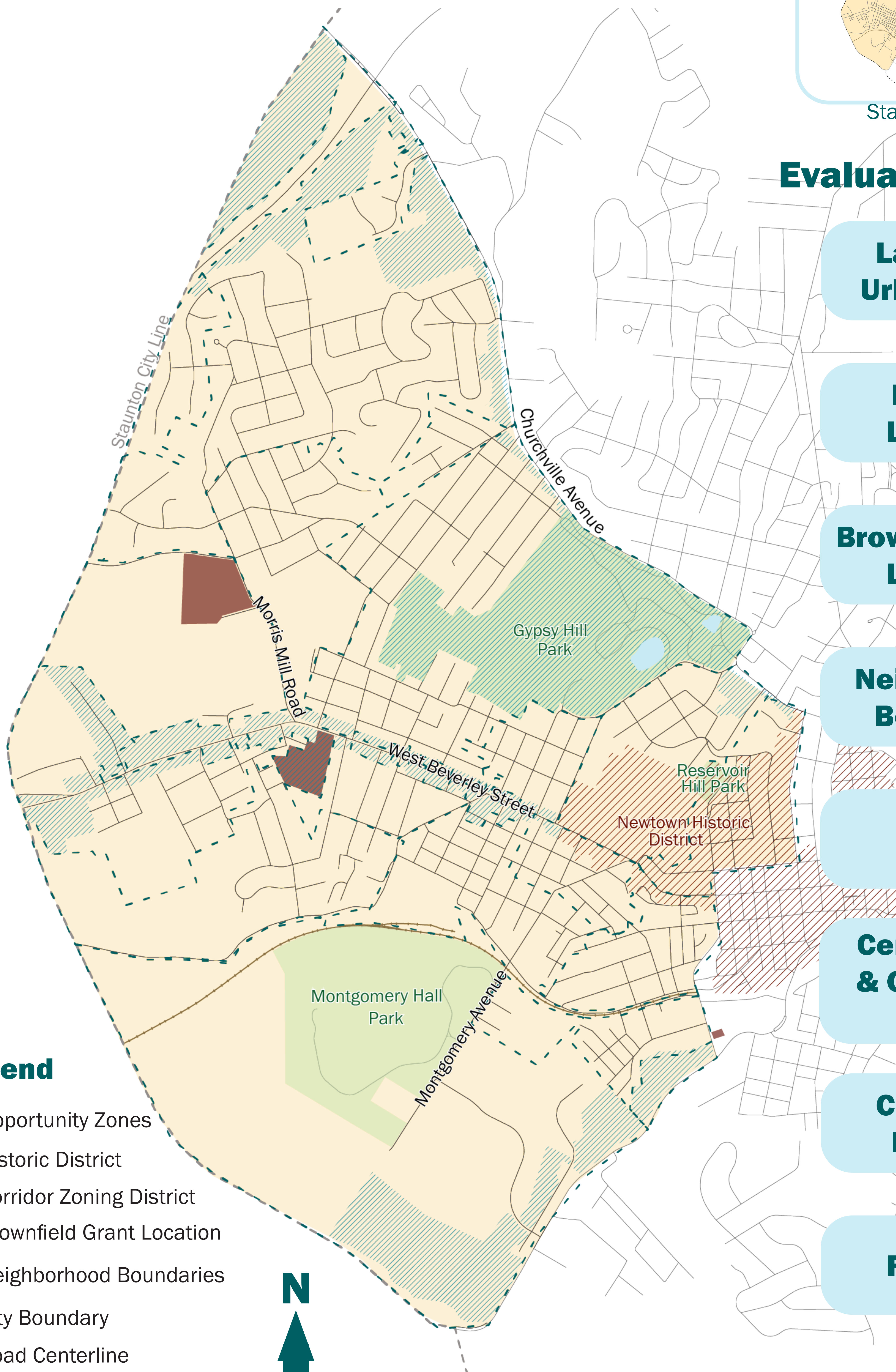
Neighborhood Boundaries

Historic Districts

Census Tracts & Opportunity Zones

Community Facilities

Fieldwork

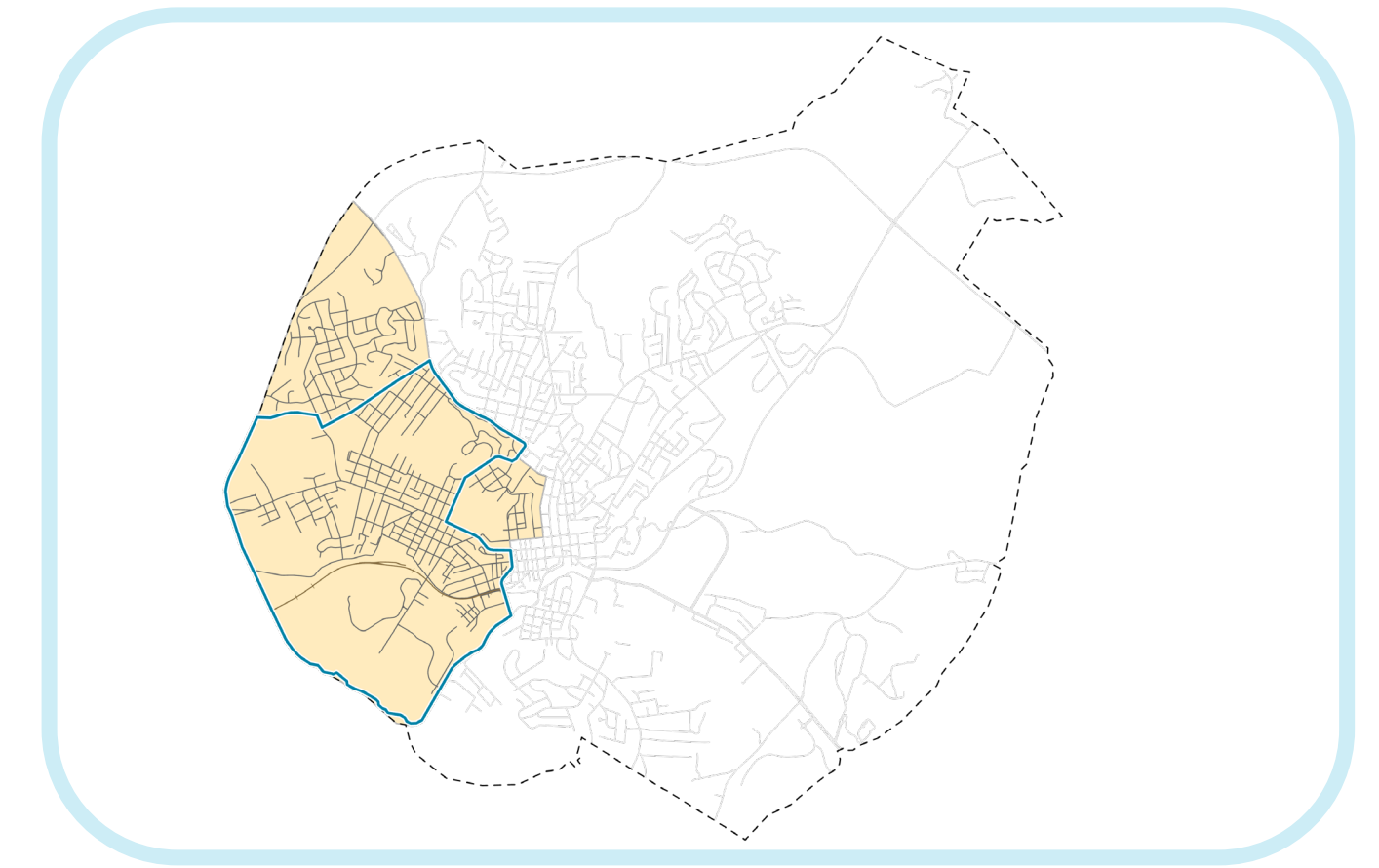


Legend

- Opportunity Zones
- Historic District
- Corridor Zoning District
- Brownfield Grant Location
- Neighborhood Boundaries
- City Boundary
- Road Centerline

Primary Study Area

After completing a data-driven analysis the City staff and consultant team identified the Primary Study Area or what data identifies as the West End. Neighborhoods and businesses excluded from the Primary Study Area will still benefit from this plan and locally still a part of the West End. The Primary Study Area is primarily for centralizing strategies. Below landmarks are included for better visualization.



Staunton, Virginia



Fisher Auto Parts



Gypsy Hill Park




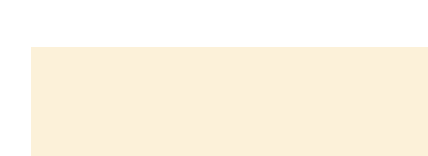


Thornrose Cemetery



Rural Land



Legend

-  Primary Study Area
-  Greater West End
-  City Boundary
-  Road Centerline

Past Engagement



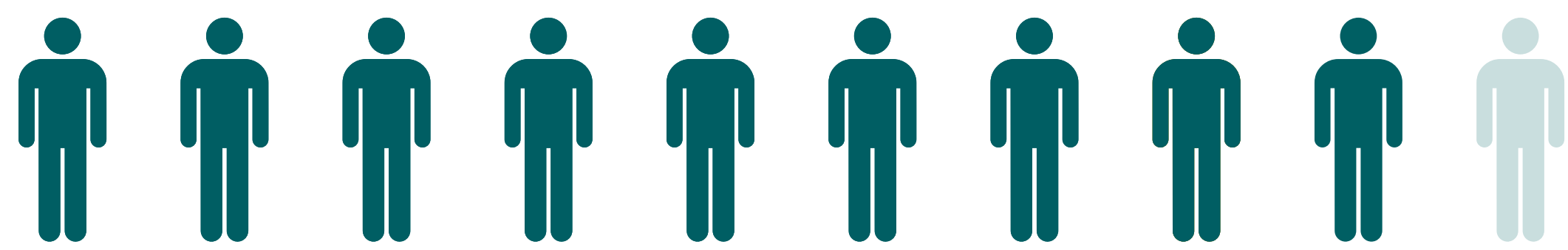
In April 2021, a survey for the **USEPA's Community-Wide Brownfields Assessment Grant** was completed by West End residents and business owners. The purpose of the survey was to achieve the ongoing study's goal of a true community-driven revitalization strategy for the priority sites. Residents and business owners identified current pressing issues in the West End, what they think of the West End now, and their vision for the future of the neighborhood.

Below is collected data from this past effort. Incomplete data was provided but the the following data will be used throughout this plan's process in addition to the plan's new engagement efforts.

Past Engagement Survey Results



Of **355** responses,
7.8 out of 10 (78%) were West End Residents;
1.2 out of 10 (12%) were City staff representatives, community stakeholders, faith-base organization representatives, or non-profit organization representatives; and,
1 out of 10 (10%) were business owners.



9 out of 10 (90%) of respondents were homeowners.

Top 3 Pressing Issues in the West End:

- Availability/quality of goods & services
- Neighborhood reputation
- Storefront appearance

Common Words Used to Describe the West End in the Present:

- Neglected
- Forgotten
- Depressed

Common Words Used to Describe the West End in the Future:

- Welcoming
- Green
- Vibrant
- Livable

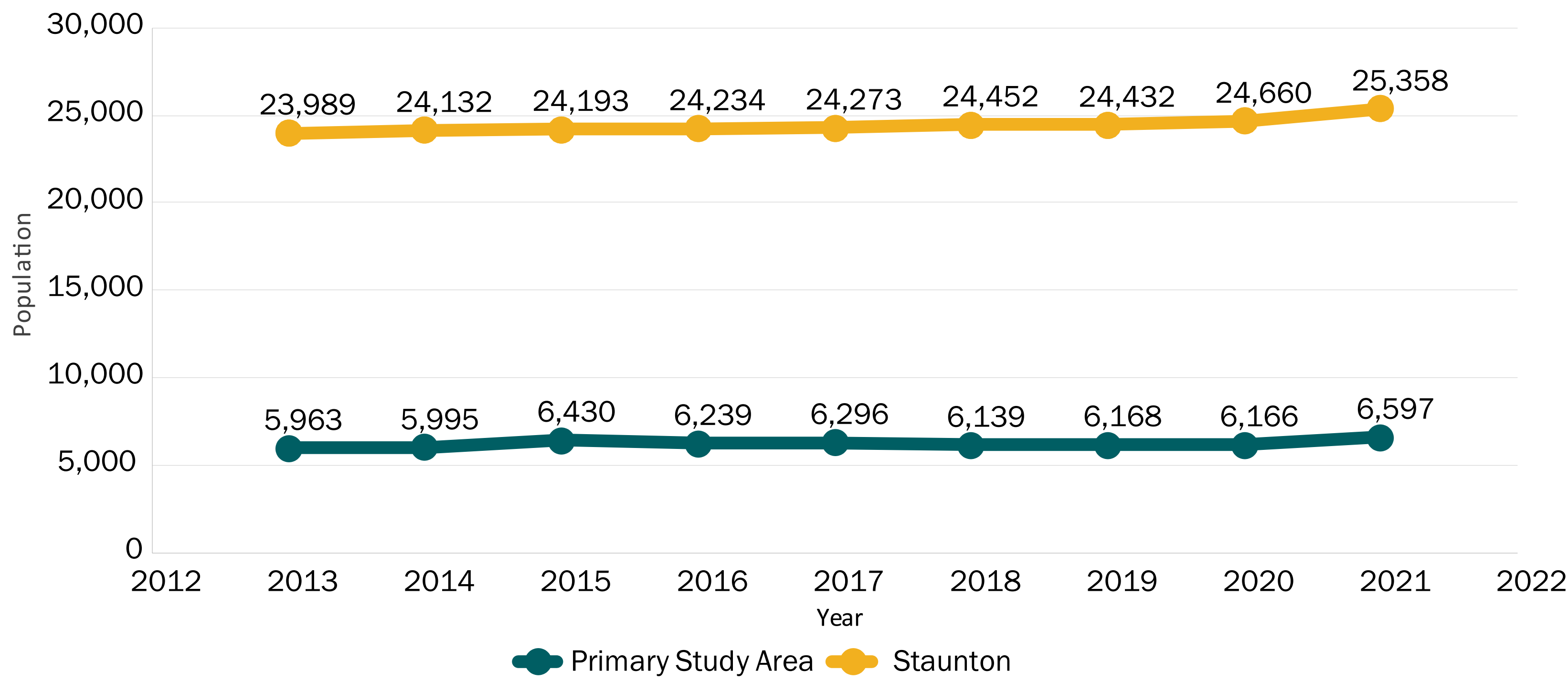
What have we missed?

Please write your comments about this process on a sticky note and place within this box.

Demographic Data

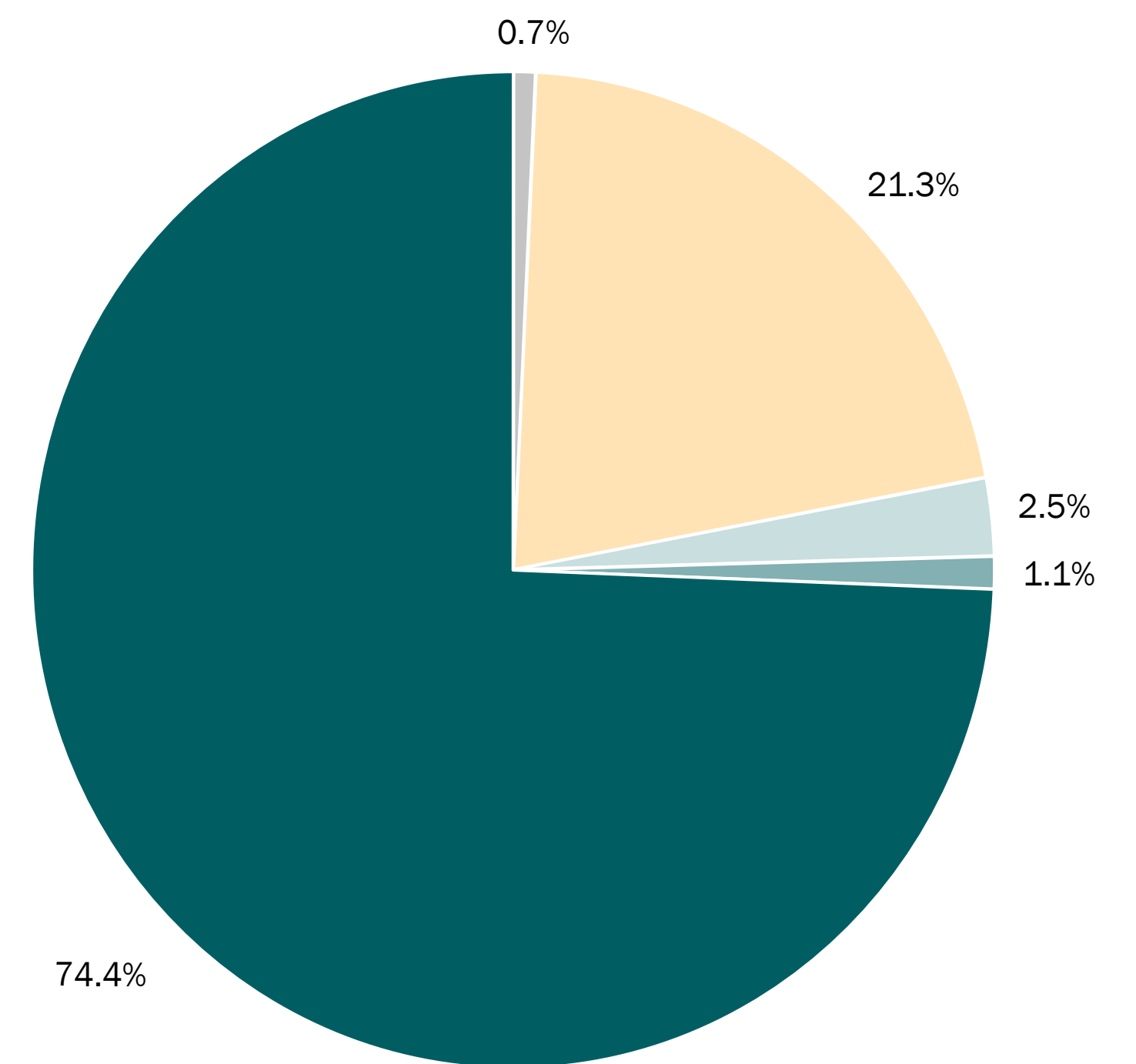
The following data is from the initial research phase for this plan. Initial research focused on demographic and business trends and conditions within the primary study area and the city of Staunton.

Population Trends

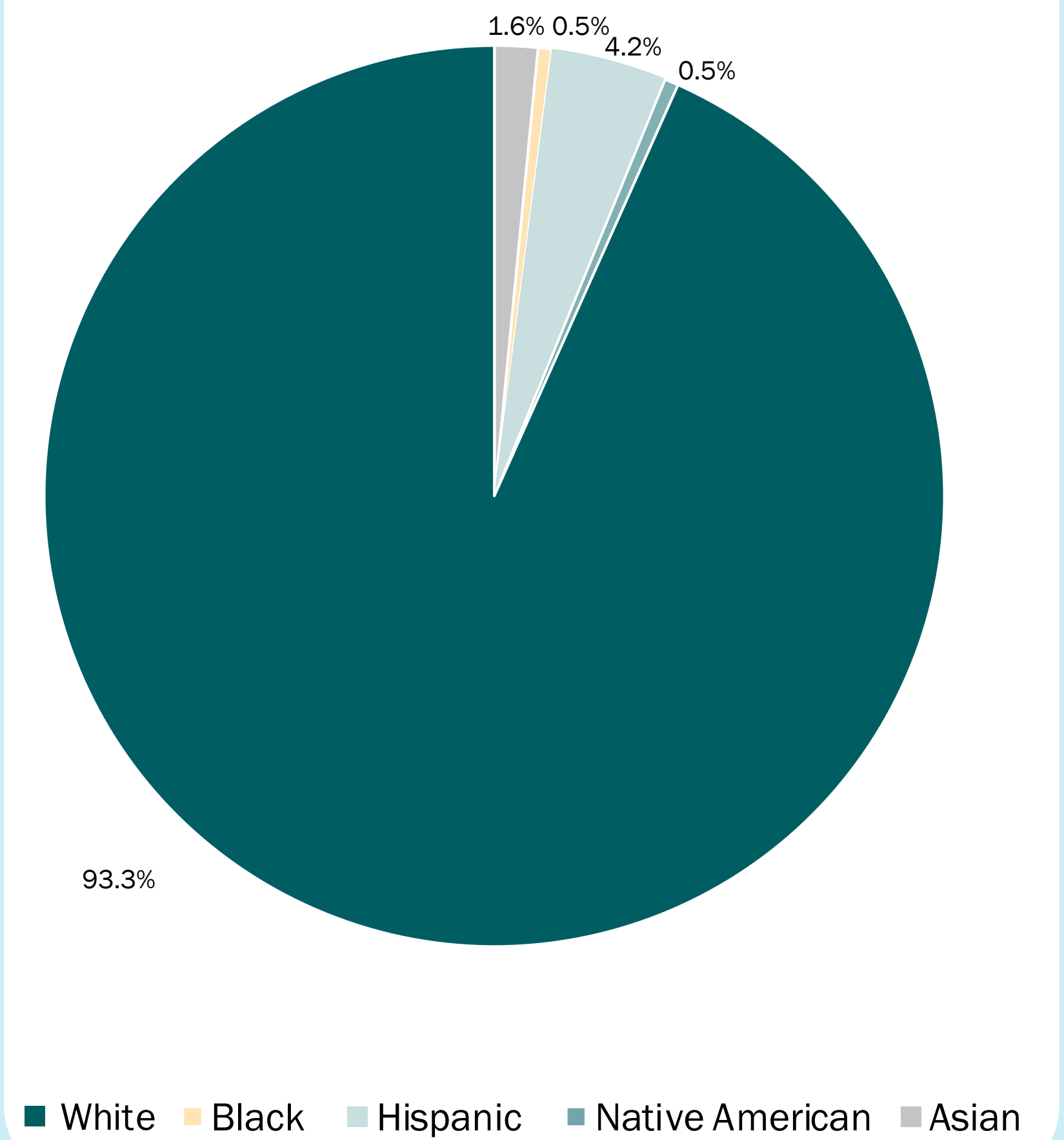


Race & Ethnicity

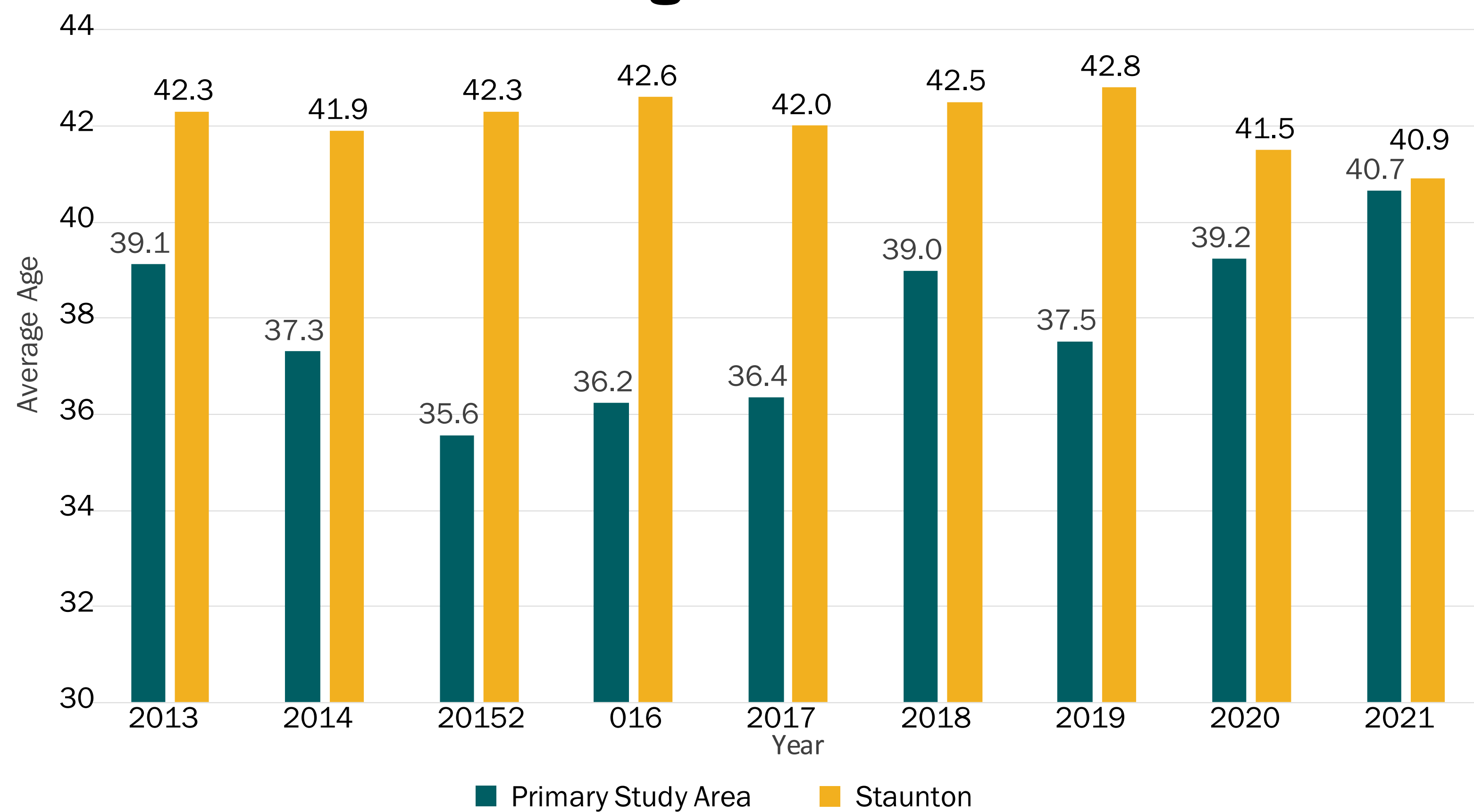
Primary Study Area



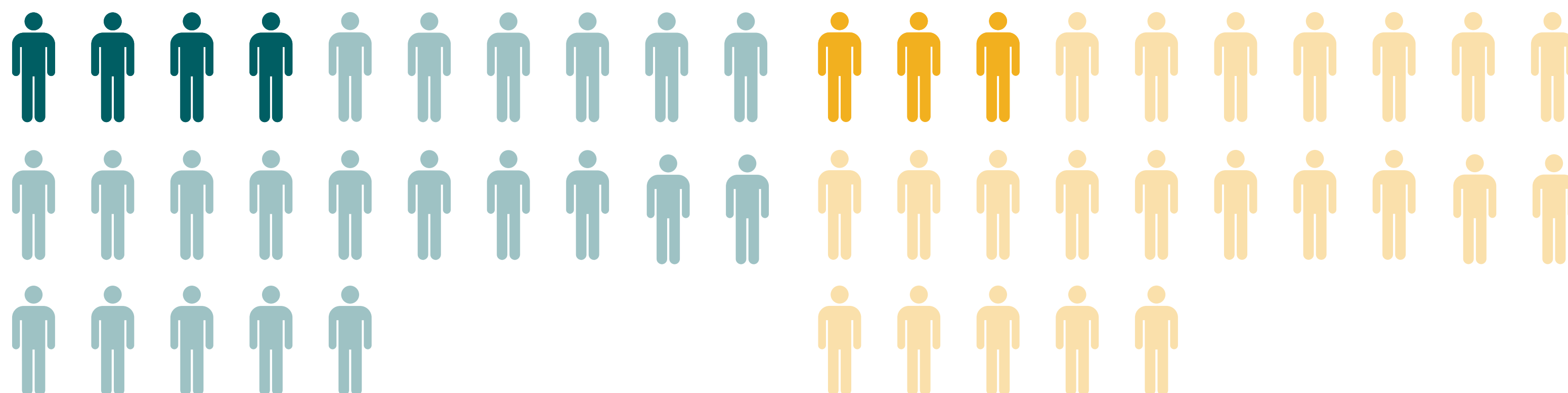
Staunton



Age Trends



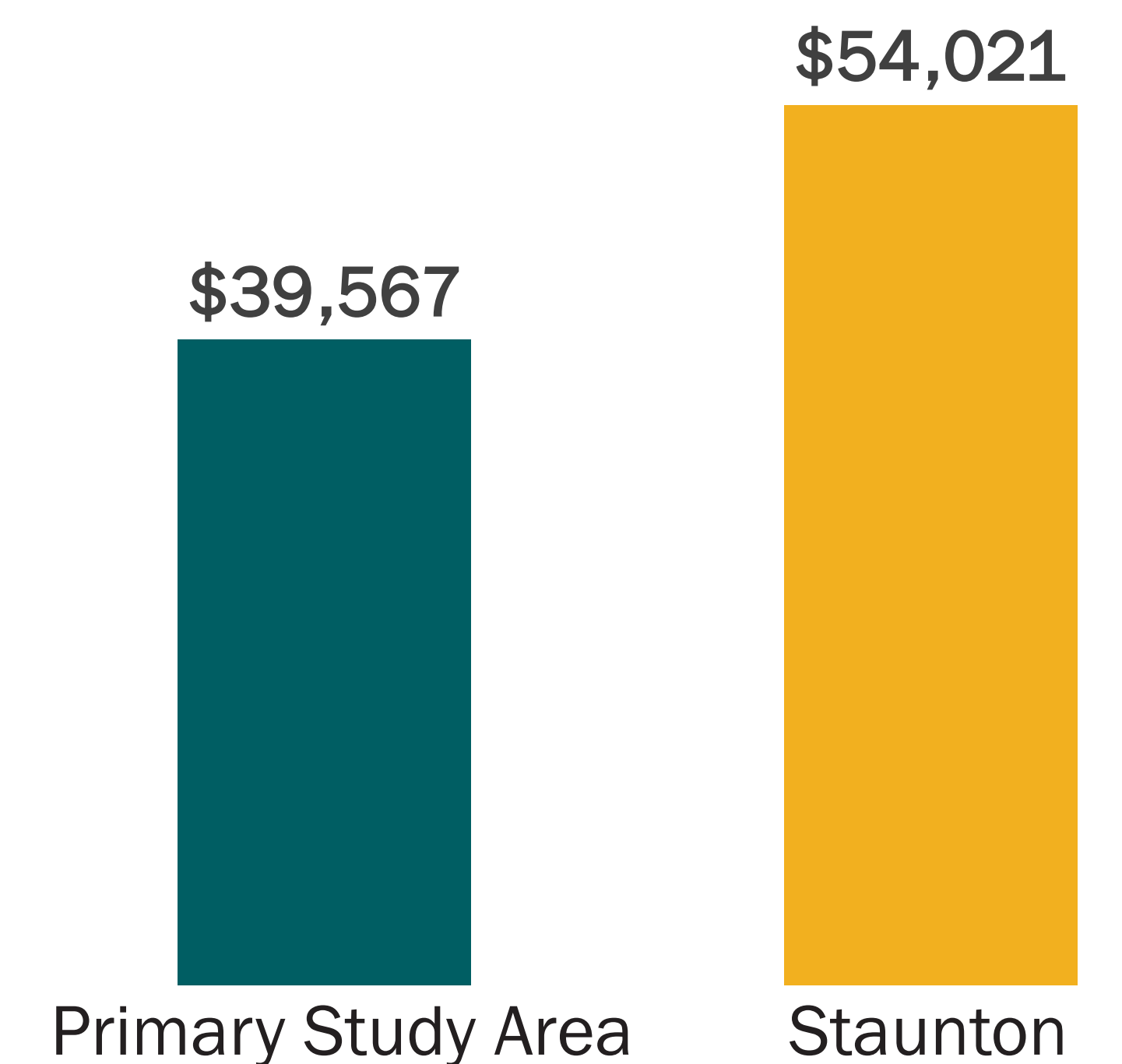
Poverty



In the Primary Study Area, **4** out of every **25** people (16%) lived below the poverty line in 2021.

In the City of Staunton, **3** out of every **25** people (12%) lived below the poverty line in 2021.

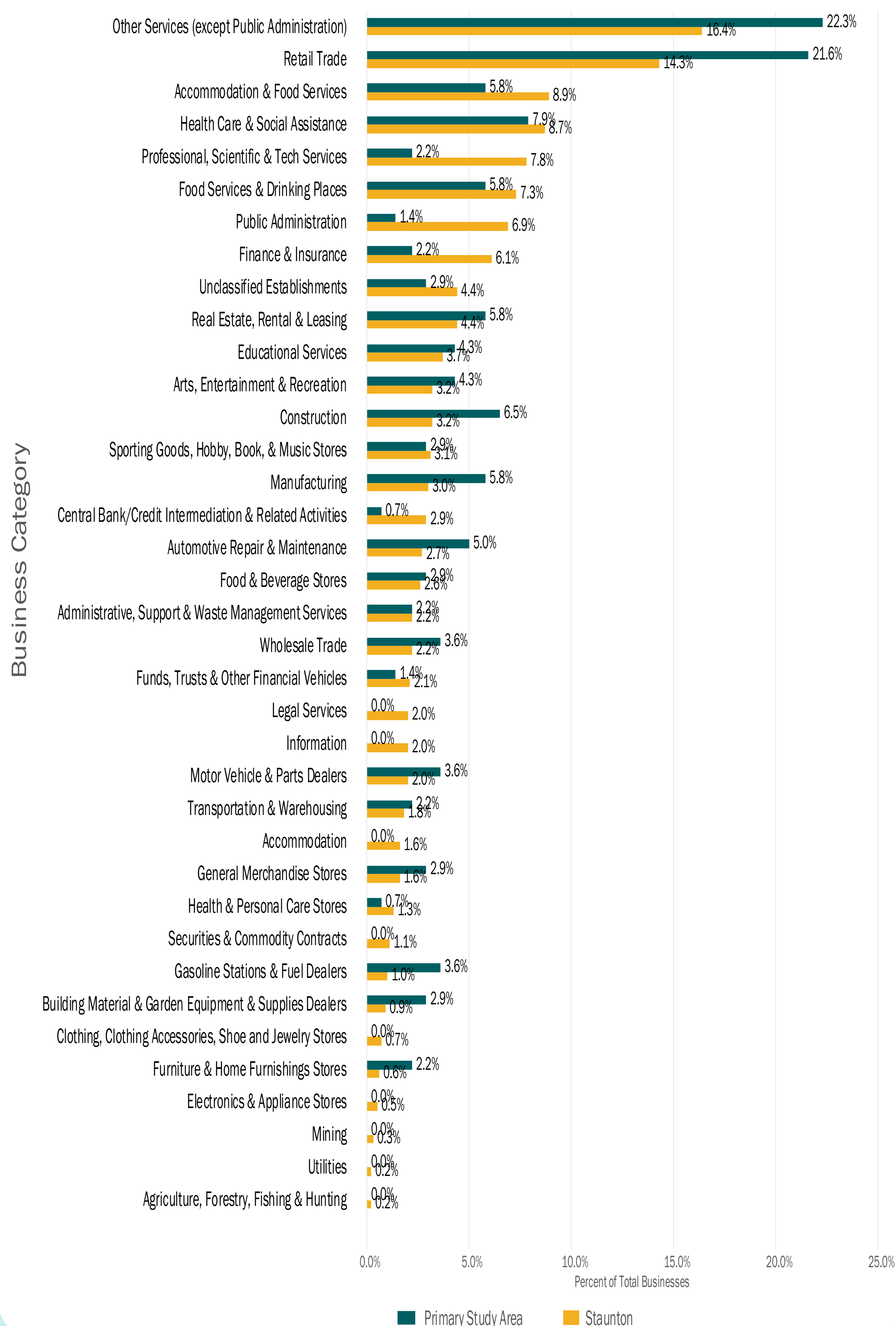
Median Household Income (2023)



Business Data

The following data is from the initial research phase for this plan. Initial research focused on demographic and business trends and conditions within the primary study area and the city of Staunton.

Business Summary



Employment Summary

