

Town of Altavista, Virginia 2045 Comprehensive Plan



Treasured Past...Innovative Future

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Town of Altavista, Virginia
2045 Comprehensive Plan
2022 Update
Adopted December 13, 2023

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Contents

Contents	iii
Table of Maps & Figures	vi
Altavista’s Regional Location.....	1
A Vision for Altavista.....	2
History.....	3
Introduction.....	7
Purpose of the Plan	7
Legal Basis for the Plan.....	7
Citizen Participation in the Update.....	8
The Plan.....	8
Plan Implementation.....	8
Community Statistics	10
Population	10
Population by Age	11
Race.....	11
Population Projections.....	12
Income	13
Education	14
Conclusion	14
Housing.....	15
Existing Conditions	15
Age of Housing Stock.....	16
Housing Affordability.....	16
New Housing.....	17
Aging in Place and Universal Design.....	18
Rehabilitation.....	18
Community Partners.....	19
Conclusion	19
Goals and Objectives: Housing.....	20
Community Facilities.....	22
Introduction	22
Educational Services.....	22

Human Services/Social Services	24
Health Services/Health Care	24
Library Facilities	25
Cemeteries	25
The Train Station	25
Water Supply and Treatment.....	25
Wastewater Collection and Treatment	26
Solid Waste Collection and Disposal	26
Other Utility Services	27
Emergency Services.....	28
Conclusion	29
Goals and Objectives: Community Facilities	30
Natural & Cultural Resources	32
Community Setting	32
Recreation	32
Beautification and Preservation Efforts	33
YMCA.....	34
First Saturday Trade Lot.....	34
Geology and Soils	34
Forest Resources	38
Topography	38
Air Quality.....	38
Climate	38
Water Resources.....	39
Hazard Mitigation	40
Conclusion	40
Goals and Objectives: Natural and Cultural Environment	41
Historic District and Structures.....	44
Downtown Historic District	44
Avoca	45
Land Use	46
Residential	46
Commercial	46
Industrial.....	48
Public/Semi-Public.....	48

Future Land Use Map (FLUM).....	48
Goals and Objectives: Land Use	53
Economic Development.....	54
Primary Employment Sectors	54
Workforce Development	55
Community Partnerships	56
Spark Innovation Center.....	58
Tourism	58
Booker Building	59
Vista Theater	59
Conclusion	59
Goals and Objectives: Economic Development	60
Transportation.....	63
The Transportation Planning Process.....	63
Travel Characteristics.....	63
Existing Transportation Facilities	64
Roadways	64
Crash Data.....	67
Pedestrian Facilities.....	67
Bicycle Facilities.....	68
Rail Transportation.....	69
Public and Other Transportation Services.....	70
Virginia Breeze	70
Elderly and Disabled Transportation Service.....	71
Trucking Service	71
Air Transportation.....	71
Planning Assumptions.....	71
Planning for the Future	72
Conclusion	73
Goals and Objectives: Transportation.....	75
Public Engagement	77

Table of Maps & Figures

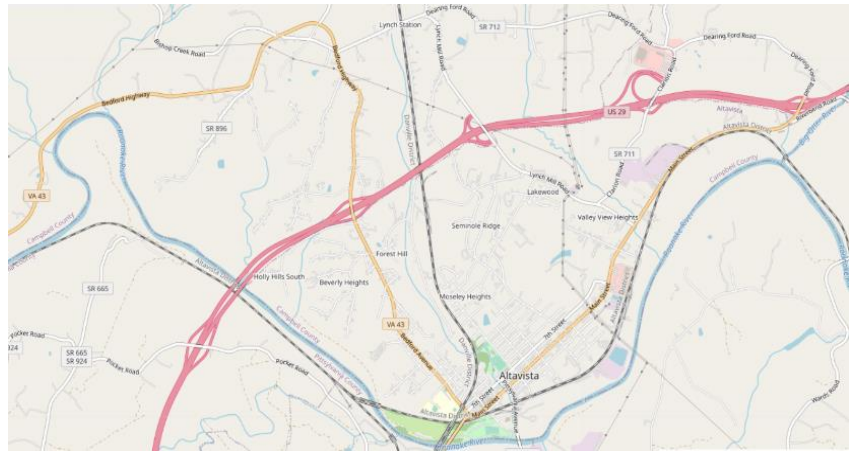
Figure 1: Total Population	10
Figure 2: Population by Age	11
Figure 3: Race and Ethnicity	12
Figure 4: Population Projections	12
Figure 5: Median Household Income.....	13
Figure 6:Household Income.....	13
Figure 7: Educational Attainment	14
Figure 8: Occupancy Rate.....	15
Figure 9: Age of Housing Stock	16
Figure 10: Monthly Housing Costs.....	17
Figure 11: Home Values	17
Figure 12: Employment by Industry	54
Figure 13: Altavista's Major Employers	55
Figure 14: Crash Severity	67
Figure 15: Tabular Summary of Transportation Projects	73
Map 1: Altavista's Regional Location.....	1
Map 2: Altavista's Location in Virginia.....	1
Map 3: Soils	36
Map 4: Floodplain.....	37
Map 5: Historic Areas	44
Map 6: Central Business District	47
Map 7: Future Land Use Map.....	51
Map 8: Zoning Map	52
Map 9: Downtown Area.....	57
Map 10: Roadways	64
Map 11: Functional Classification	65
Map 12: Level of Service 2019.....	66
Map 13: Level of Service 2045.....	66
Map 14: AADT 2019	66
Map 15: AADT 2045	66
Map 16: Potential for Safety Improvements	67
Map 17: Pedestrian Facilities.....	68
Map 18: Railways	69
Map 19: ACTS Fixed Route	70
Map 20: Trucking Routes	71
Map 21: Six Year Improvement Program Projects	73

Altavista's Regional Location

The Town of Altavista is in the Piedmont area of South-Central Virginia, resting along the Staunton (Roanoke) River with the majestic Blue Ridge Mountains in sight.

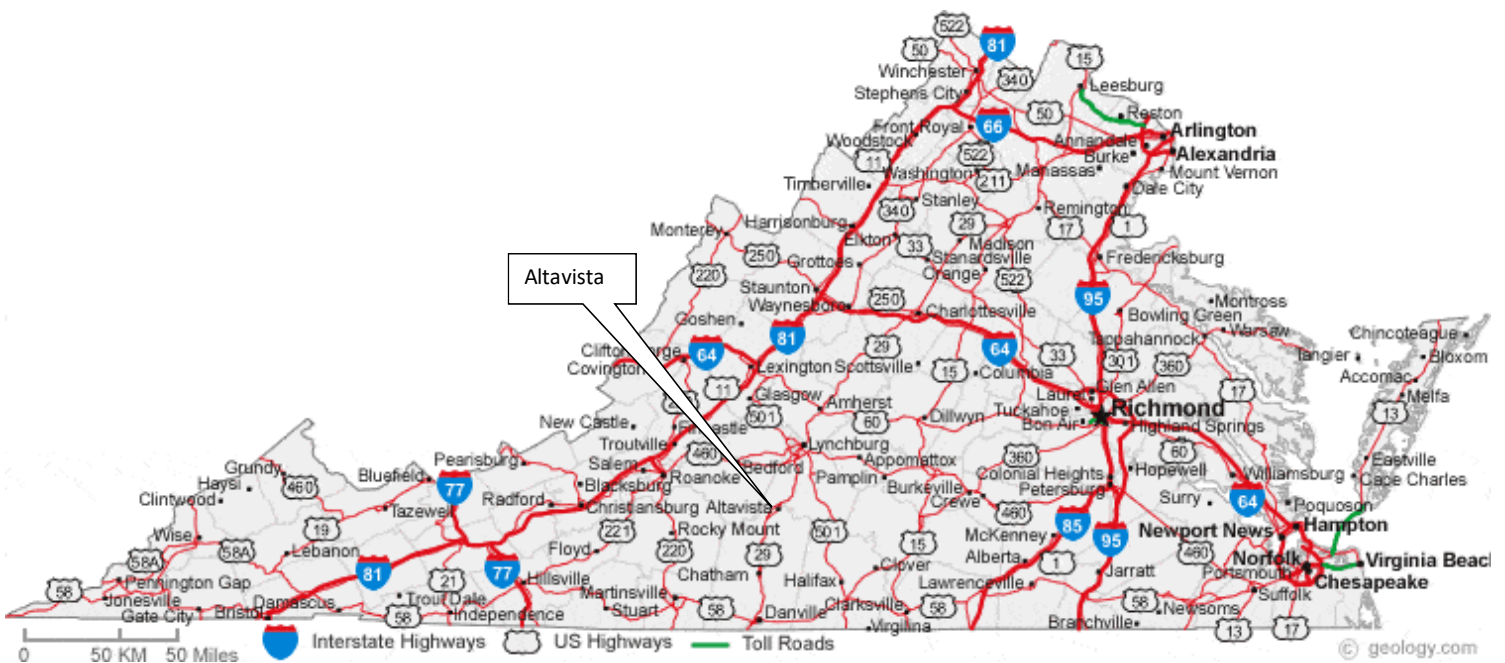
Altavista is approximately five square miles and is within the Lynchburg Metropolitan Statistical Area (MSA), a four-county area with Lynchburg City in the center. It is one of two incorporated Towns in Campbell County. Altavista sits in a triangle formed by the cities of Lynchburg, Danville, and Roanoke.

Map 1: Altavista's Regional Location



¹The climate is mild, and the living is gracious. Altavista offers a laid-back atmosphere without the inconvenience of country living. Altavista boasts a diverse population attracting people from all walks of life, from entrepreneur to millionaire; from out-of-the-state to out-of-the-country, each adding their own flavor to a growing and thriving town.

Map 2: Altavista's Location in Virginia



¹ Cole, B. Map of Virginia Cities - Virginia Road Map. Retrieved from <https://geology.com/cities-map/virginia.shtml>

A Vision for Altavista

In the year 2022, Altavista, Virginia is an economically, environmentally, and socially vibrant community. The core of our town is its citizens, who are physically active, engaged, culturally and ethnically diverse with a deep-rooted faith that is the cornerstone of our civic pride. In Altavista there are public and private partnerships that enhance our heritage and promote the physical, spiritual, and emotional health of our citizens. There are a variety of housing options that range from single-family dwellings, apartments, and townhouses, to senior care facilities, and upper story downtown apartments.

The town has an array of recreational amenities that cater to citizens and visitors alike. From neighborhood parks to a 200-acre park along the Staunton (Roanoke) River with multiuse trails, a boat ramp, pavilions, and incredible splash pad, to a newly opened canoe launch. The Town has taken advantage of its waterfront and promotes its access to bring together families and attract visitors for an array of activities.



The Town has a multimodal transportation system that accommodates the many ways users get to their destinations. Those methods include walking, biking, local and regional public transportation, water routes, and driving. Altavista continues to make upgrades to its infrastructure to accommodate future growth and ensure the stability of the town.

The Campbell County Public School System provides a world-class education that enables every student to choose and pursue any post-K12 endeavor. Altavista's youth can critically and creatively communicate and collaborate with others while displaying citizenship skills that strengthen our community.

Our neighborhoods are stable, and our community is active. In Altavista no one is ever a stranger, you are just a friend that we have not yet met.

Altavista's local government leaders are strong. The level of services provided are unparalleled. The Town staff are amazing, from the extraordinary service provided by staff at Town Hall to the employees who work outdoors each day, you will find workers devoted to Altavista and its citizens.

There is a healthy balance of industry, business, residences, and services that result in a stable economy and flourishing community. There are volunteer and professional opportunities for citizens of all walks of life and ability. There are new and growing businesses in Altavista. The Town has developed a new business incubator known as the Spark Innovation Center, which supplies space for local entrepreneurs to thrive.

Altavista is a wonderful place to live, work, and play.

History

Altavista's roots are deep. Before it was founded in 1907, the area was occupied by the Saponi Indians who lived along the Roanoke River. The land was lush with thick forests of oak, pine, poplar, sycamore, and maple trees lining the riverbank. From time to time, relics from this earlier civilization are still unearthed.²

During the early colonization of America by England, the English Crown made several large land-grants to early settlers who ventured into the American wilderness. Altavista is part of an original land-grant made to Major Charles Lynch, who divided his property among his four sons, Edward, John, Charles Jr., and Christopher, at the time of his death. Charles Jr. inherited 6,000 acres of farmland along the banks of the Staunton, which is where Altavista would be born.³

Compared to the surrounding area Altavista is relatively young. It was first platted in 1908 and received its Charter in 1912. In comparison, Lynchburg, which began as Lynch's Ferry in 1786 was incorporated in 1805 and became an independent city in 1852; Rustburg, the seat of Campbell County, was established in 1783; and Brookneal was founded in 1802.⁴

The town grew as a result of rail expansion. In the early 20th century William Nelson Page, a principal of Standard Oil and one of the wealthiest men in the world, combined forces to create the Virginian Railway Company to transport coal from West Virginia to Hampton Roads. In 1905 the Lane Brothers Company, Inc. of Esmont, Virginia in Albemarle County was awarded a contract

to build 32 miles of rails in Campbell, Bedford, and Pittsylvania Counties.



Photo courtesy of A Pictorial History of Altavista, Virginia 1907-200 by Robert R. Carpenter, Jr.

The fact that Altavista evolved as a business and trade center was not surprising when one considers its inception. After the contract was awarded Henry L. Lane, President and John E. Lane, Vice President of the Lane Brothers Construction Company realized the new line they were building would intersect with the already running Southern Railroad. They bought three farms consisting of approximately 2,000 acres and hired engineers to layout a town with streets, sidewalks, and lots, complete with water, sewer,

telephone service, and electric lines, calling it Lane's Siding, which followed the tradition of railroad towns. On September 9, 1907, the first settlers arrived by train on a red caboose of the

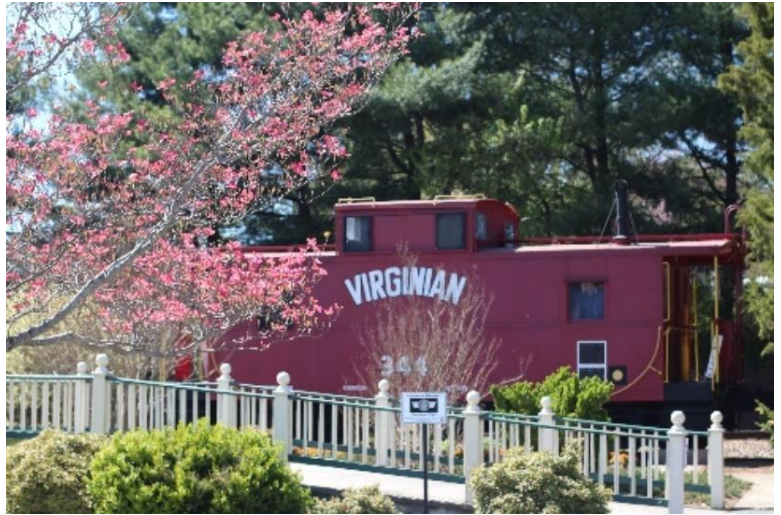
² 1957. *Altavista Golden Jubilee August 17-24, 1957*. pp.3-21.

³ Major Charles Lynch, I. Retrieved 28 August 2022, from <https://www.geni.com/people/Major-Charles-Lynch-I/6000000002742103055>

⁴ Dhr.virginia.gov. n.d. [online] Available at: https://www.dhr.virginia.gov/VLR_to_transfer/PDFNoms/162-5005_Altavista_Downtown_HD_2009_NR_Nomination_FINAL.pdf.5005_Altavista_Downtown_HD_2009_NR_Nomination_FINAL.pdf.

new Virginian line. Grading of the street began in preparation for the new line and ballast stone was taken from the quarry to supply a base for the new streets and rail tracks.

By March of 1908, the seeds of a small town were beginning. With the town growing, the founders realized the need for banking facilities if the town were to grow and prosper and thereby laid the plan for The First National Bank, the town's first brick building, which was established in 1908. To this day the bank is headquartered in Altavista with numerous locations in the region. The Lane brothers formed a subsidiary company known as the Altavista Land and Improvement Company and located their offices on the second floor of the bank. Finch and Finch Funeral Home, established in 1908 is still a Main Street fixture.



The first edition of the town's newspaper, *The Altavista Journal*, was published on Saturday, October 23, 1909, and an ad from the Altavista Land and Improvement Company stated that the town had "over 1,000 people with an unexcelled sewage system, water works, electric lights, concrete sidewalks, street guttered and macadamized."

Lane Siding continued to prosper. Between 1910-1912 several churches were organized, there was a fire department and police chief, a 4-room school was built, and Uncle Billy Lane organized the first trade lot which became the First Saturday tradition that still exists today.

The origin of the name Altavista is uncertain. One theory is the name is based on the name of a Lane family home and another suggests that the name was chosen by a contest. Either way, the name is right as the name was selected as Altavista, meaning "high view" is apt given the elevation of the town site above the river and with its commanding views over the valley.

Within two years of its founding, there were at least 15 manufacturing enterprises in operation or under construction in Altavista. In addition to the Lane Brothers, the English Construction Company run by W. B. English and the Frazier Lumber Company operated by W. S. Frazier was established on the southeast side of the town near the Virginian Railway tracks. In 1910, the Altavista Cotton Mill (later Burlington Industries) was established, and John E. Lane bought the Old Dominion Box Company building and equipped his son, John E. Lane, Jr., for the manufacturing of wooden chests. This company, first known as the Red Cedar Chest Company and later the Lane Company, grew into one of the nation's largest furniture producers and supplied employment for over 2,000 residents annually. The company thrived for many years before closing in 2002.

In 1912, the Town of Altavista was incorporated. The first Town Council meeting was held on December 3, 1912.



Altavista's post-World War II population increased and in 1950, the town had 3,332 residents. When first platted, Altavista encompassed 1.87 square miles. Residential and commercial growth within the original town boundaries was maximized and around 1960, new development began to take place outside the town limits. To preserve its tax base and to plan for future growth, the town annexed 3.13 square miles of Campbell County on December 31, 1977. The annexed area lies largely to the north and west of the

original town. This annexation resulted in a population spike to 3,849 in 1980.

Like much of Virginia, Altavista remained largely segregated through the mid-twentieth century. Separate schools were provided for African American children and much of Altavista's black population lived in a residential area known as Moseley Heights. Although separate restaurants existed for black clientele and were frequented by black railroad workers and black passengers as well as locals, there were African American-owned commercial enterprises that were patronized by everyone. Rudd Nelson ran a shoeshine business on Broad Street in one of the early-twentieth century frame buildings that was replaced around 1960 (around 619 Broad Street). The Nelson Building, located at 519 Broad Street, and located near the former Virginian Railway depot, was run as a café that served black clientele.

The 1960's saw a prosperous Altavista. In 1962 WKDE (KD Country) began broadcasting and they are still in operation today.

Altavista YMCA began operating in 1971. Abbott Labs started its manufacturing plant in 1972 and Shreve Park was built in 1979. All remain open and are among the core assets of the community.

In the 1980's there were additional municipal facilities constructed. In addition to the Town Hall expansion, a new building on Main Street was built for the Altavista Rescue Squad (1983), and a new library was constructed (1986).



The Staunton Riverfront Park, present day English Park, was built in 1993. That same year the YMCA expanded its facilities.

The Town of Altavista continues to display the self-sufficient boosterism that helped establish this small town at the turn of the twentieth century. Active economic development and wooing of commercial enterprises has meant jobs for residents.

Introduction

The Comprehensive Plan for the Town of Altavista is intended to facilitate redevelopment and an economic resurgence. The town seeks to turn its challenges into opportunities and capitalize on our location, services, and recreational amenities. The plan emphasizes the need for the Town to focus on new and improved housing, elimination of blight, and improved focus on neighborhoods that have been neglected.

Purpose of the Plan

The Comprehensive plan is a policy guide for how the community will be developed and managed. This Plan was developed through a comprehensive public process and through facilitated discussions with the Planning Commission. It includes a review of multiple Town plans with competing goals and objects, where the Community Development Director is listed as a resource for plan implementation. These plans were reviewed and incorporated into or referenced in the Comprehensive Plan update to inform readers of the availability of other plans. A paper and electronic survey was available, and the town distributed the Plan for the public to view prior to the Planning Commission public hearing.

The recommendations and land use plans were developed from an analysis of existing conditions, public input, and meetings with community stakeholders. The resulting Comprehensive Plan is intended:

- To improve the quality of our environment as it relates to social, economic, and physical realities;
- To guide future decisions of citizens, elected officials and staff as it relates to development;
- To provide for the well-being of all the community;
- To promote community goals, objectives and policies;
- To be the balance between technical and political aspects of community development;
- To eliminate duplication of private and public projects; and
- To include citizen participation in community development; thus, creating a sense of pride.

The Comprehensive Plan is a guide for elected officials and staff to use when determining the appropriate regulatory, enforcement and/or changes necessary to meet the established goals and new challenges as they arise.

Legal Basis for the Plan

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. Per the Code of Virginia, the comprehensive plan, with the accompanying maps, plats, charts, and descriptive matter, shall show the locality's long-range recommendations for the general development of the territory covered by the plan.

This plan was prepared in accordance with these provisions.

Citizen Participation in the Update

A key step in planning is to gather input from stakeholders. This was accomplished in a variety of ways. Altavista began by asking the Planning Commissioners for their input on a Citizen Survey. Once the survey was developed it was placed on the Town's website and social media. Paper copies were made available at Town Hall, Staunton River Memorial Library, Altavista YMCA.

In the fall, staff of the Central Virginia Planning District Commission (CVPDC) attended a festival at English Park where a table was setup with an interactive survey to engage citizens and gather opinions regarding the Comprehensive Plan Update. Attendees who reported visiting Altavista infrequently, or for the first time were asked not to participate in the survey.



Once the draft of the Comprehensive Plan was complete, it was made available for the public to review and comment on. The draft was posted to the Town's website and copies were given to various partners for their review and comments. Hardcopies were placed at Town Hall, YMCA, Staunton River Memorial Library and the Chamber of Commerce for the convenience of the public. More information on the survey results is available on page 81.

As required the Town of Altavista held public hearings on the plan before the Planning Commission on November 7, 2022. At that meeting the Planning Commission recommended the update to the Comprehensive Plan.

A second public hearing was held on the plan before Town Council on December 13, 2022.

The Plan

The following is the Town of Altavista's Comprehensive Plan. It is an overview of its citizens, Town services, amenities, housing, economic development, cultural and natural resources, and details that demonstrate why Altavista is a wonderful place to live, work and play. The plan's goals and objectives will assist in guiding leaders over the next five years.


Plan Implementation

One complaint shared by professional Planners and Planning Commissioners is that once a Comprehensive Plan is updated, it often sits on a shelf and collects dust until it is reviewed 5 years after its adoption, as required by the Code of Virginia.

A Comprehensive Plan is only as useful as the ability of the Town to implement its recommendations. The Comprehensive plan is the vision, and its documents, processes, and partnerships the Town creates, which executes the vision.

There are a variety of tools available to the town to implement the Comprehensive Plan. These include:

- Regulatory documents such as the Zoning and Subdivision Ordinances;

- 
- Financial resources like the Capital Improvement Program (CIP), Annual Budget, incentives, and grants;
 - Plans such as small area neighborhood plans, recreation plans, economic development plans; and
 - Identified partners such as Altavista On Track, Chamber of Commerce, YMCA, Staunton River Memorial Library, Avoca, local nonprofits, churches and citizen advocacy groups.

During the planning process, the Planning Commission and staff considered not only the Town's needs, but the capacity of the town to implement the recommendations with its available resources or the potential to obtain resources through grants, donations, endowments, and public-private partnerships. It is important the Town acknowledges, and the public understands that the Town has a finite number of resources, which includes staff and money, and it can only undertake a manageable number of projects.

Community Statistics

The Town's residents are truly what makes Altavista a special place to live, work and visit. As you walk the Town's streets you will be greeted with a smile or a wave, and it will quickly feel like home.

Community statistics are important because they provide valuable information about the Town's residents that helps to better understand the community, anticipate future needs, and encourages sustainable development. Socioeconomic conditions have a direct impact on quality of life for residents, and by understanding these conditions, the Town can better serve its citizens.

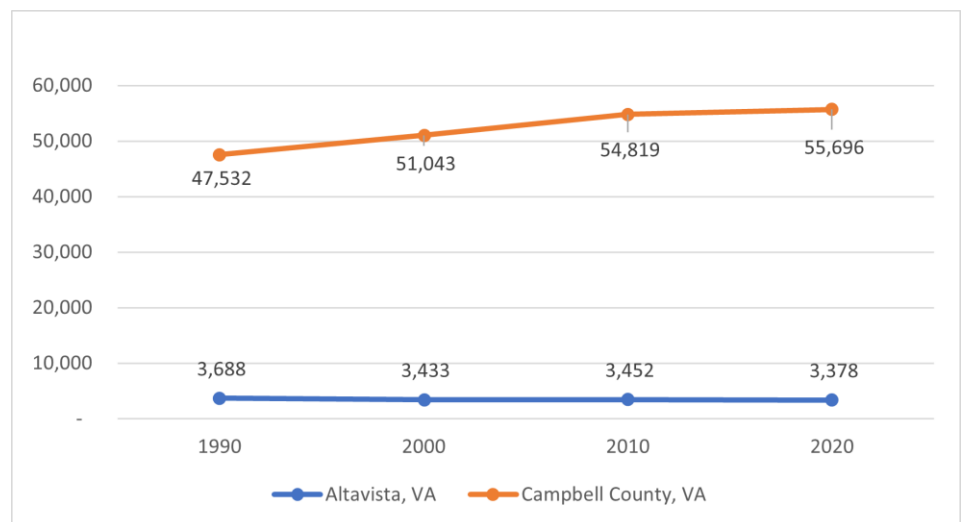


The United States Census Bureau collects data through the American Community Survey annually, and a more complete census every 10 years⁵. Using this, the Town can focus its efforts on accommodating current residents and anticipate future needs based on how the population may change over time. The 2020 decennial census data documents statistical data on the community that is used by Council, staff, organizations, businesses, and residents to guide programs and services.

Population

The Town of Altavista was incorporated in 1912, at a time when Campbell County was a more rural area than its present-day identity. Altavista experienced a steady increase in population from its incorporation until around 1960. In 1977, the Town successfully increased its boundaries by 3.2 miles, gaining 1,300 new citizens and increased the tax base through an annexation of Campbell County.

Figure 1: Total Population



⁵ <https://www.census.gov/programs-surveys/acs/about/acs-and-census.html>

The population has declined since the 1990's, around the time of the Lane Furniture Company closure. However, Campbell County's population has increased in the same timeframe, which presents opportunities for the Town to grow.

The Town will continue to create opportunities to attract new residents by strengthening its position as a regional service center. Incentives for new housing, industry and recreational opportunities can help draw new residents and further expand Altavista's economic and community development.

Population by Age

The Town's makeup impacts services, demand, and desire. An aging population is a national trend which has given rise to the need for long-term care facilities, healthcare services and workers, and other public facilities to accommodate older individuals. The ACS Census data shows Altavista's senior population sits at 17.8% , which is just slightly higher than the statewide total of approximately 15%.

The Town emphasizes the importance of "aging in place" principles to support residents being able to stay in their homes as they age. Support of mixed use development, accessible housing and amenities, and expanded pedestrian amenities benefit the Town's residents and visitors, and economic vitality by supporting health factors that support the aging in place goal. This concept is discussed further in the Housing Chapter.

One of the Town's strengths is it has a significantly young population with 23.7% of residents under the age of 18. This demonstrates the importance of investing in education, recreation, and childcare. Maintaining and attracting families is essential to the short and long-term viability of the Town. Several amenities aimed towards children include the English Park Splash Pad, library services, and YMCA youth programming. Continued investments in these family and youth services will continue to provide benefit to the community.

Race

The Town has a diverse population, with just over 35% of people reporting to identify as black, or as two or more races. This is much higher than the total of 17% in the Lynchburg Metropolitan Statistical Area which consists of the counties of Amherst, Appomattox, Campbell, Bedford, and the City of Lynchburg.

The Town and its partners work to ensure that all Town residents have equitable access to services, employment opportunities, fair housing and more. Altavista continues to seek ways to increase inclusion for all residents.

Figure 2: Population by Age

■ People in Household Age Under 18 ■ People in Household Age 18 to 64 ■ Seniors in Household

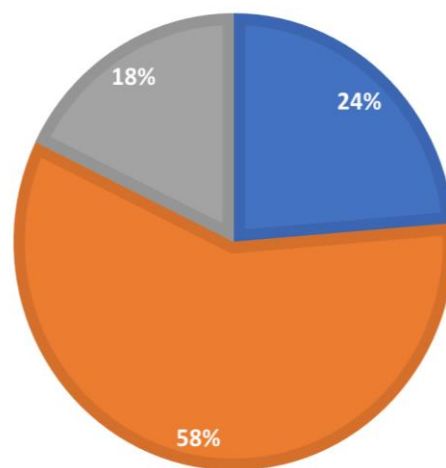
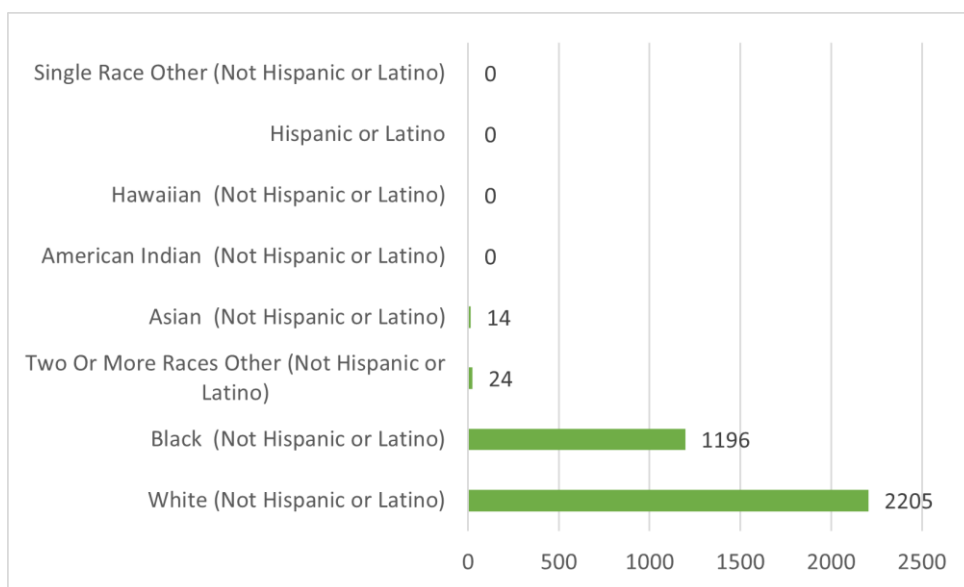


Figure 3: Race and Ethnicity



Population Projections⁶

While the Census does not provide population projections, the Weldon Cooper Center for Public Service at the University of Virginia has developed population projections at the County level as seen in the table below.

Campbell County is expected to see modest increases in population over the next 30 years, as seen in the table below. The Commonwealth is expected to grow considerably, with a 15% increase projected by 2050.

Figure 4: Population Projections

	2020 Population (US Census)	Projected 2030 Population	Projected 2040 Population	Projected 2050 Population	Projected change from 2020 to 2050
Amherst County	31,307	29,827	29,098	28,805	-3%
Appomattox County	16,119	17,018	17,956	19,163	13%
Bedford County	79,462	82,822	87,902	94,298	14%
Campbell County	55,696	55,739	57,192	59,501	7%
Pittsylvania County	60,501	56,672	55,223	54,601	-4%
Lynchburg City	79,009	81,268	86,838	93,708	15%
Virginia	8,631,393	9,129,002	9,759,371	10,535,810	15%

Altavista can capitalize on the projected growth of the surrounding localities by continuing to market itself as a regional service center. The Town can continue to focus on economic and

⁶ University of Virginia Weldon Cooper Center, Demographics Research Group. (2022). Virginia Population Projections. Retrieved from <https://demographics.coopercenter.org/virginia-population-projections>

community development to attract new residents. The Town’s ability to accommodate new businesses and industries, its rich natural and cultural resources, and the walkable downtown are all factors which help attract new businesses and residents, therefore strengthening the Town’s economy and making it more sustainable in the long term.

Income

The income of Altavista’s residents varies from the affluent to below the poverty level. These varying income levels is an indicator of the Town’s attractiveness as a place to live. In 2020, the median household income (MHI) in Altavista was \$33,265. The Town’s MHI is like that of the neighboring localities but is lower than Campbell County. While income may be lower, it cost less to live in Altavista, making the Town a great option for all income levels.

Figure 5: Median Household Income

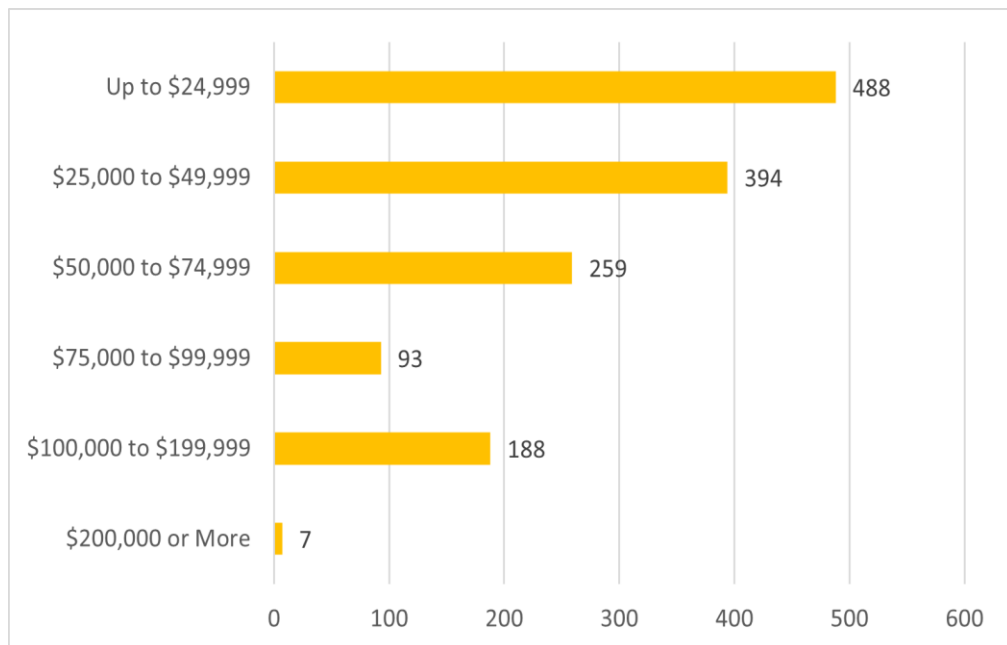
Locality	Median Household Income
Town of Altavista	\$33,265.00
Town of Appomattox	\$33,934.00
Town of Bedford	\$40,263.00
Town of Gretna	\$29,583.00
Campbell County	\$52,319.00

There are a number of households in Altavista in which residents are earning less than \$35,000 per year. One thought is that residents might have difficulty accessing higher paying jobs due to lack of education, training, or childcare.

Figure 6: Household Income

The Town will continue to support local partners that seek to provide childcare, especially for evening or overnight hours.

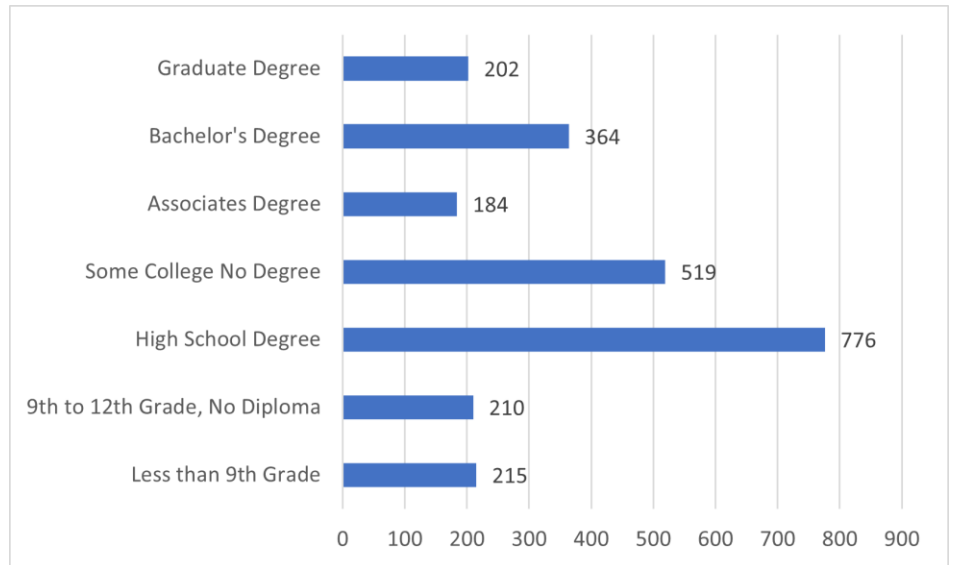
Expanded childcare would be a benefit to families seeking to obtain quality employment within the Town and region.



Education

Education gives people a better chance in life. Nearly 83% of residents have earned at least a high school diploma. Town residents have a range of educational achievements with many having bachelor's degrees and graduate degrees. What the Census does not capture are those who have attended a trade or vocational school to learn a skill necessary to enter the job market, such as dental assistant, welder, or mechanic.

Figure 7: Educational Attainment



The Town will continue to support local educational institutions that seek to expand education, trade, and certification opportunities through trade schools, colleges, and universities in the region.

In addition, the Town should collaborate with local partners, such as Virginia Career Works Lynchburg Center and the Central Virginia Workforce Development Board, to expand educational and training development. These partnerships should focus on a pathway which will allow students to match with employers that will provide both hands-on experience, job opportunities, and expanded business employment opportunities.

Conclusion

The Town has many resources and amenities to support a strong citizenry, such as access to education, jobs, and services. By capitalizing on these assets, the Town and its partners can provide support for residents seeking higher education or vocational training, which can lead to higher paying jobs, a strong financial future, and a higher quality of life.

Housing

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. Since housing plays a critical role in the economic, social, and physical well-being of the Town's residents, it is one of the Town's top priorities to ensure all people, regardless of race, social or economic status, have access to quality housing. Altavista's housing stock is accessible to residents of varying levels of income and is more affordable than neighboring localities⁷.

While housing construction is a private sector activity, the Town, mainly through the Zoning Ordinance, can facilitate housing development, redevelopment, and maintenance of existing structures to meet the needs of current and future residents.

The Town has continued to expand in size through acquisition of new land, though much of this has been either used for commercial and industrial purposes or is still undeveloped. Therefore, the Town has ample opportunities to capitalize on this through mixed use or Planned Unit Developments (PUDs) to grow its housing stock.

Existing Conditions

The Town of Altavista has a solid housing stock with affordable options to meet the needs of all households. The US Census Bureau conducts the American Community Survey (ACS) on a yearly basis, and provides information on type, cost, and value of housing units, which is further explored in the figures below. The Town's approximate 1,600 housing units, has remained relatively stable since 2010. Nearly 80% of housing is single family homes, which is typical of small towns. Of these, most are two- or three-bedroom homes.

Around 88% of housing in the Town is identified to be occupied, which is like that of surrounding localities as show in the Figure below.

Figure 8: Occupancy Rate

Locality	Occupancy Rate
Town of Altavista	88.6%
Town of Appomattox	85.8%
Town of Bedford	84.7%
Town of Brookneal	73.8%
Town of Gretna	89.6%
Campbell County	89.1%

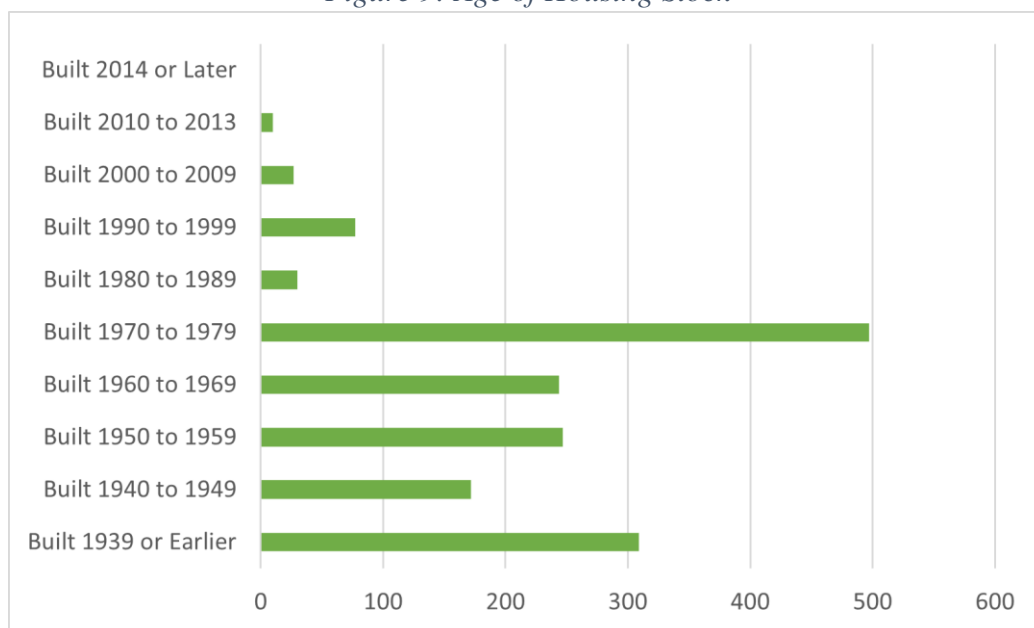
⁷ See "Housing Affordability" section for more information.

Age of Housing Stock

Most of the Town's housing was built between 1940 and 1980, with a peak in the 1970's where around 500 new homes were built. The increase in housing units came at the same time as the Town annexed approximately 3.2 square miles and 1,300 residents.

Though the census data does highlight the peak of new housing in the 1970's, the 2020 Census incorrectly states that no homes were built since 2014. Town records show that from 2014 – 2022, 17 new homes were built, which is an average of two homes per year. As homes begin to age, the Town will support housing renovation and rehabilitation and seek grant funding when it becomes available.

Figure 9: Age of Housing Stock



Housing Affordability

One of the Town's top priorities is to ensure all current and future residents have access to safe and affordable housing that meets their needs. One common misconception regarding affordable housing is that affordable housing is subsidized, or government-funded housing, which is meant for low-income individuals or families. However, persons of all income levels need affordable housing. The United States Department of Housing and Urban Development (HUD) defines affordable housing as "housing [in] which the occupant is paying no more than 30% of their gross income for housing costs, including utilities". For that reason, having housing units that are accessible to people of different levels of income makes it possible to have available affordable housing for all.

The median household income in Altavista, as of 2020⁸ was reported to be \$33,265. For housing to be affordable, a household would spend a little less than \$10,000 per year on housing. As the

⁸ American Community Survey 5-year estimate (2020): Housing Financial Characteristics

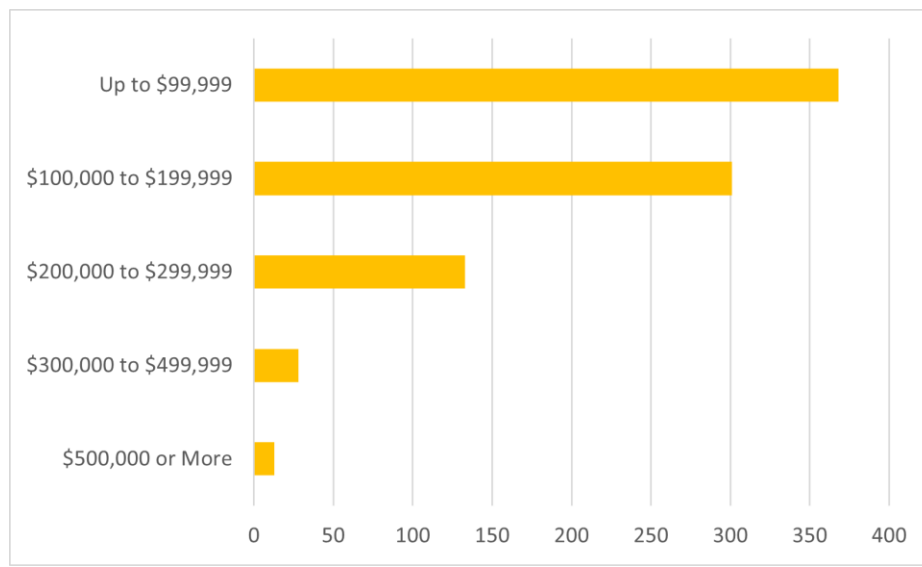
quantity and quality of housing continues to improve, it will attract new residents with higher income levels which will raise the Town’s MHI.

The concentration of home values by price chart below represents how the Town’s housing can support households of varying income levels, which is an important asset.

Figure 10: Monthly Housing Costs

Locality	Median Household Income	Median Monthly Housing Cost
Town of Altavista	\$33,265.00	\$631.00
Town of Appomattox	\$33,934.00	\$561.00
Town of Bedford	\$40,263.00	\$765.00
Town of Gretna	\$29,583.00	\$566.00
Campbell County	\$52,319.00	\$706.00

Figure 11: Home Values



As the Town grows and expands, it is critical to maintain and expand policies which further support affordable and accessible housing. There are several opportunities available to increase the number of housing units, particularly at different price points which can serve diverse households.

New Housing

As the Town continues to promote growth, it can provide opportunities for new housing to be built by supporting higher density or mixed-use development. By zoning properties for higher densities, it provides opportunities for multi-family dwellings, but also permits single family residential. The Future Land Use Map (FLUM) in the Land Use Chapter shows more parcels of land should be zoned to allow higher density residential in the future.

Aside from zoning, an opportunity to expand affordable housing units is to support developers of new Planned Unit Developments (PUD). PUDs are typically mixed use with a walkable environment. This style of development can encompass several different types of housing in one

community, including a mix of townhomes, apartments, and/or condominiums. There can also be different types of commercial uses adjacent to one another, such as small shops, offices, personal service establishments, and restaurants. These amenities, in conjunction with the visual uniformity of the units, create a safe and inviting neighborhood for residents, as well as a point of interest for visitors.

Another opportunity to provide more housing would be to encourage the introduction of more manufactured homes meeting current code requirements. The Zoning Ordinance allows manufactured homes where appropriate. Manufacturing housing is often less time consuming to build, and thus less expensive, and provides opportunities for those who might otherwise be unable to become homeowners.

Aging in Place and Universal Design

As the Town's aging population increases, it is critical to ensure that residents can comfortably "age in place." Aging in place simply means that residents can continue to stay in their homes as they get older. Common concerns are that there may be physical barriers (such as stairs, or tight areas which make the home hard to navigate with a wheelchair or walker), or that homes with large yards would require too much maintenance for older residents. Supporting Altavista's aging population and providing the ability for residents to stay in their homes as they age is a Town goal.

Expanding senior living options, such as patio style homes or senior living communities, is one option to support residents being able to stay in Altavista. There are several programs, mainly administered through non-profits, which assist in making accessible improvements to homes where residents have physical limitations. The Town can support these programs by promoting and sharing program services. Residents can also be educated on making their homes accessible (wider doorways, ramps at entryways, etc.) as they are renovating or doing maintenance on their homes. The Town also supports the concept of Universal Design, which encourages housing be built to accommodate the needs of any occupant through the installation of raised toilets, walk-in showers, grab bars, and accessible counters and cabinets.

Rehabilitation

In the development of the update to the Comprehensive Plan, Town residents were surveyed and 65% said that it was important to invest in the rehabilitation of existing housing. This sentiment is matched with the Town's efforts to seek opportunities to attain grant funding to rehabilitate properties in need of restoration. In 2021, Altavista was awarded grant funding through the Virginia Department of Housing and Community Development's (DHCD) "Acquire, Renovate and Sell" program. This program aims to "create affordable homeownership opportunities for low-to moderate income, first-time homebuyers while allowing providers increased discretion over acquisition type, region and resale⁹". With these grant funds, the Town can acquire properties in need of repair or build homes on vacant lots and turn them into habitable, affordable homes. The Town will continue to pursue these valuable grant programs and consider property maintenance programs to keep property owners accountable. Consideration of adopting and enforcing the Virginia Property Maintenance Code is an option.

⁹ <https://www.dhcd.virginia.gov/ars>

Community Partners

In addition to the Town’s efforts, there are several organizations dedicated to providing affordable housing.

Claire Parker Foundation

The Claire Parker Foundation was started in 2015, and the Claire House Project was developed to “restore our community and help kids with cancer”; “The Claire House Project takes abandoned, old homes in the community and gives them new purpose”¹⁰.

Habitat for Humanity

The Altavista Area/Campbell County Habitat for Humanity partners with selected families to provide safe homes with affordable mortgages¹¹. Since the chapter’s inception in 1997, they have built at least two homes per year. Partner families are responsible for contributing 300 hours of sweat equity, which allows families to work side by side with volunteers, in a variety of capacities, to build their new home.

Conclusion

Altavista’s existing housing stock can accommodate the needs of most residents. The Town should continue efforts to rehabilitate existing housing and encourage new development when the opportunities become available. Partnering with community organizations, seeking grant funding, and incentivizing development will allow the Town to accommodate growth in the future.

¹⁰ <https://www.claireparkerfoundation.org/aboutus>

¹¹ <https://www.altavistacampbellhabitat.org/>

Goals and Objectives: Housing

GOAL: Access to safe, affordable, and varied housing options to meet the needs of all current and prospective town residents.

Objective 1: Ensure an adequate supply of quality, diverse, affordable, and desirable housing options are available to meet the needs of current and future residents.

- a) Incentivize developers to enter our community toward speculation of mid-income housing, remodeling of present structures, and developing retirement facilities.
- b) Continually seek federal, state, and local grant funding to facilitate home rehabilitation, replacement, or purchase of substandard housing to improve safe housing stock options.
- c) Evaluate zoning and procedures for impediments to housing construction.
- d) Target and identify areas within and near the Town that are suitable for larger scale residential development.
- e) Initiate discussions with Campbell County on areas suitable for future boundary line adjustments.
- f) Seek grant funding to undertake a formal housing quality assessment.
- g) Adopt a new Subdivision Ordinance which better supports new development.
- h) Stimulate mixed-use development through incentives, strategic land assembly and partnerships.
- i) Support emerging housing trends that seek to provide quality housing at lower costs, such as container homes and 3D-printed homes.

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

- a) Continue participation in the Section 8 Rental Assistance Program through Virginia Housing and the Campbell County Social Services Department.
- b) Preserve the continuance of areas for multi-family housing and encourage the construction of additional multifamily rental units using available state and federal funding.
- c) Support efforts to provide housing for low to moderate income families.
- d) Promote the state and federal resources available to first time homebuyers, such as down payment assistance and low interest loans.
- e) Encourage energy saving in the design and maintenance of homes.
- f) Educate eligible property owners on how they can partner with the Town to take advantage of available low-interest Virginia Housing Energy Loans for installation of storm windows, insulation and caulking, heating and air conditioning replacement, or other energy conserving measures.
- g) Educate the public about weatherization programs which help alleviate the burden of increasing energy costs.

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

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

- c) Participate with federal and state programs such as the Healthy Homes Program and DHCD’s lead reduction program to utilize the programs available to help homeowners improve their living conditions.
- d) Ensure that rehabilitated properties are updated with universal design standards to ensure housing meets the needs of all persons, regardless of age or physical ability.

Objective 4: Identify and eliminate obstacles which prevent residents from “aging in place”.¹²

- a) Review the Zoning Ordinance to evaluate whether changes need to be made to better support aging in place.
- b) Partner with local agencies that support seniors and persons with disabilities to better understand housing needs and help link eligible citizens to federal or state funding opportunities.

Objective 5: Develop, promote, and maintain policies that provide a framework to maintain and enhance the quality of housing and existing neighborhoods.

- 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 and County to provide such services as schools, police and fire protection, road, and public utilities.
- c) Develop new partnerships with existing local agencies to rehabilitate existing or provide new housing.
- d) Continue to identify residential structures that are substandard and seek available grants for housing upgrades.
- e) Adopt a property maintenance code.

Objective 6: Seek to expand housing stock in order to provide additional workforce housing in support of existing industries in Altavista.

- a) Increase the percentage of local employees who live in Altavista.
- b) Incentivize local employees to reside in Altavista by ensuring the availability of workforce housing to meet their needs.
- c) Collaborate with local industry leaders to better understand the housing needs of their employees.

¹² The U.S. Centers for Disease Control and Prevention defines aging in place as: “the ability to live in one's own home and community safely, independently, and comfortably, regardless of age, income, or ability level.”

Community Facilities

Introduction

The Town of Altavista, along with its community and private partners, provide citizens with high quality services. The Town provides water, wastewater collection and treatment, emergency services, and more. Altavista's schools and social services, are provided through the Town's partnership with Campbell County. Private corporate partners provide other services including internet, telephone, and healthcare.

As a regional service center, the Town comprises essential services that serve as its foundation and define its ability to draw residents, families, visitors, and tourists. In addition to public and private services, Altavista's parks, and natural and cultural resources, serve as an amenity that contribute to the Town's charm as a great community to live, play and visit.

Educational Services

Public Schools

Campbell County Schools - Altavista schools are part of the Campbell County Public School System. The Campbell County Public School System "provides a world-class education that enables every student to choose and pursue any post K-12 endeavor". Campbell County operates 13 K-12 schools, as well as a career and technical center, and an alternative school.

Altavista Elementary School and Altavista Combined School, a middle and high school combined campus, are in the Town. Altavista Elementary offers a wide range of enrichment and extracurricular courses to meet the needs of all pre-Kindergarten to Fifth grade students.



Altavista Combined School (ACS), one of two Campbell County combined middle and high school campuses, has sixth through twelfth grade enrollment. ACS, known as the Colonels, includes 6-12th grades. ACS strives to deliver high quality academics to all students regardless of learning ability or disability status. Courses include horticultural, computer information systems, economic and personal finance, and technical drawing. Students have post graduate options that include higher education, technical or trade school, or direct employment.

In addition, to exemplary academic offerings, ACS offers a wide range of athletic opportunities, including football, soccer, swimming, track and field, cross country, and tennis. Any given evening or weekend during the academic year Town and County fans are cheering on the Colonels.

Campbell County Technical Center - The Campbell County Technical Center is located at the intersection of U.S. Route 29 and Route 24. Technical Center courses are offered in the following programs: auto body repair/technology, manufacturing technology, computer networking and repair, cosmetology, culinary arts, electricity, and nurse's aide.

Other Educational Services in the Area

There are several other educational facilities in the area providing services as well.

Early College Program- A 2-year program partnership with Central Virginia Community College (CVCC) allows 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 simultaneously. Students attend the college courses at the Campbell County Technical Center in the morning and have the option to return to their home school to take elective courses and participate in extracurricular activities.

Virginia Technical Institute (VTI) – VTI provides hands-on trade skills training in a variety of fields including electrical, plumbing, heating and air, welding, pipefitting, carpentry, masonry, multi-craft industrial maintenance, and project management. Their skills and workforce training facility that offers courses to residents throughout the region to prepare students with the technical skills needed for well-paying jobs in the area. VTI has created direct apprenticeships and job development partnerships with local employers. Students ranging from high school to adults can earn a journeyman's license in a field of their choosing through day and evening class offerings. The Institute is accredited by the National Center for Construction Education & Research (NCCER) and the State Higher Education of Virginia (SHEV).

Central Virginia Governor's School for Science and Technology - 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. Located at Heritage High School in the City of Lynchburg, courses offered are at collegiate level and the instructors broaden the horizons of each student by encouraging intensive study and debate. High school students from ACS may attend Governor's School and return to ACS for extracurricular and sports activities.

Cornerstone Learning Center – This Center provides a multi-disciplinary learning community for students in grades K – 12, and adults wishing to improve their educational credentials. Cornerstone also maintains the Homebound program for Campbell County students with temporary medical needs. The Individual Student Alternative Education Plan (ISAEP), which prepares students at-risk of dropping out of public high school to take the Tests of General Educational Development (GED) while developing career and technical education skills is also housed there. The ISAEP program fulfills compulsory attendance requirements for students who are between 16-18 years of age.

Laurel School – The LAUREL program provides classroom instruction for regional students, aged 2-21, with severe mental or physical disabilities. In addition to the specialized classroom program, other services available to eligible students include speech and language therapy, occupational therapy, physical therapy, vision and hearing-impaired services. The school is located in Lynchburg and serves students from the entire region.

Private Schools –There are numerous secular and non-secular private schools within 25-miles of the Town, with the closest being Faith Christian Academy located across the river in Hurt.

Human Services/Social Services

The Campbell County Department of Social Services (DSS) administers a variety of human service programs available to Altavista and Campbell County residents. The administrative and policy-making body of the agency is a board appointed by the County Board of Supervisors. Most services are managed through the DSS located in Rustburg.

The Department of Social Services provides support to citizens in two (2) primary areas: financial assistance and family services. The agency administers supportive services for residents, including public assistance benefits, child and adult protective services, family and adult services, childcare, and employment services. Altavista adults with development disabilities can also receive support services through Empower Day Support of Central Virginia, located in Lynchburg City.

Health Services/Health Care

The City of Lynchburg is the major medical center for Altavista, Campbell County and the region. Within the City are two (2) hospitals, Lynchburg General and Virginia Baptist hospitals, both of which are owned and administered by Centra Health, Inc. Lynchburg's General Hospital is an emergency and critical care facility specializing in cardiology, emergency medicine, oncology, neurology, and neurosurgery. LGH is nationally recognized for its oncology, cardiac, neurosciences and nursing programs. Virginia Baptist 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.

Within the Town there are family physician offices, general dentistry offices, and ophthalmology in Altavista and in the nearby communities of Hurt and Gretna, meeting the daily family medical care needs. The University of Virginia runs a dialysis center that serves both Town and surrounding area residents. Emergency and urgent care is offered in the nearby Centra Gretna Medical Center.

The Town works with area partners to explore healthcare access opportunities and facilities. Telehealth services, which grew rapidly during the height of the COVID-19 pandemic, is one such opportunity. As Commonwealth of Virginia and Town continue to invest in Broadband expansion, telehealth opportunities could provide Altavista the opportunity to expand access to primary doctors and specialists from their home, which is particularly beneficial for the elderly and those with limited physical abilities.

In the future, the Town can consider greater use of the Altavista Community Transit Service (ACTS) to expand connections to medical facilities in neighboring localities, particularly in nearby Hurt, or through connection with the Greater Lynchburg Transit Company (GLTC). If the opportunity arises, the Town could consider incentivizing a developer of an urgent care facility to meet more immediate but non-emergent issues and would serve both Town residents and those in the surrounding rural localities.

Library Facilities



Staunton River Memorial Library, built in 1986 and expanded in 2004, is an Altavista focal point. The facility includes a wonderful children's section, two tutorial rooms, a young adult area and a community conference room. The library provides the library resources, services, and information needed to 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 and is located north of the Town limits on U.S. Route 29.

Since Green Hill Cemetery has limited amounts of space, it is important that the Town create new ways to further use the space. Cremation has been on the rise in the past few decades, and as the constraints on existing space become more evident, the Town can consider the addition of a columbarium to expand the existing capacity. Additionally, the Town might consider selling more individual plots, to meet the needs of all individuals.

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.



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 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, the Town projects that there is an adequate supply and treatment capacity to serve current and projected water needs of the community’s residential, commercial, and industrial customers. The quality and capacity of the Town’s water is an essential economic development Town amenity.

The current 3.3-million-gallon water capacity offers ample water storage for the Town. The 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.

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.

The Wastewater Treatment Plant has a capacity of 3.6 MGD, a capacity well above its current average 2.0 MGD daily treatment average. The wastewater treatment facility provides an essential service not only to the businesses, industries, and residents of Altavista, but also to the Industrial Park located just outside of town and a small portion to the Town of Hurt in Pittsylvania County. 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 business economic growth and expansion capabilities.

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. Weekly solid waste collection service is provided to all residences and small businesses located within the Altavista town limits. A free container is provided by the Town making it easy for residents to support a clean Town 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. Additional Town waste and special community cleanup services offered by the Town include:

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

- Leaf Collection – Fall bulk vacuum collection and out of season leaves that are bagged can be picked up upon request.
- Special Pick Up - Bulk waste items such as old furniture, appliances, and the like, with scheduled pick-up.
- 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 for a nominal fee.
- Recycling – The Town subsidizes the cost of a private hauler to pick up recycling curbside for Town Citizens.
- Snow Removal- The Town removes snow as quickly and efficiently as possible during snow events. There are designated snow emergency routes (on major streets) which are prioritized, followed by residential and side streets.

Other Utility Services

The Town has several franchise agreements with private companies to provide other utilities to Town residents, businesses, and industries. These franchise agreements grant these companies, for specified terms and under specific conditions, permission to utilize the Town's streets, alleys, and other public rights-of-way. The specific conditions include the construction, installation, maintenance, and operation of transmission lines for the companies' particular services.

Electric Service: Dominion Virginia Power Company provides electric service to the residents, businesses, and industries located in the Town of Altavista.

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

Telephone Communications: Local telephone service is provided by Brightspeed. This includes fiber optic and switching capability. Wireless telephone service can be purchased through several digital and analog providers.

Television service is available from Comcast Cable Communications. Comcast has installed a fiber overlay which provides digital service as well as internet to Town residents.

Satellite/Dish Service – 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, ABC in Lynchburg, as well as a channel operated by Liberty University.

Broadband, Fiber Optic and Wireless – There are numerous telecommunication providers which serve Altavista and the surrounding region.

The Town of Altavista actively works with local, state and federal partners to expand broadband services to provide necessary internet services to meet the needs of the industries, businesses, and individual citizens. In particular, the Town will continue to focus on the expansion of broadband internet as opportunities become available. Virginia has prioritized investments in broadband providing an opportunity for the Town to capitalize on programs to expand services where needed. To identify needs and the areas which should be targeted for investment, the Town should follow the existing Broadband study, and update the study as needed.

Most recently, the Town has been able to provide free Wi-Fi Downtown through the Spark Innovation Center and is seeking opportunities to provide free Wi-Fi throughout other areas of Town.

Emergency Services

Altavista Police Department –

The primary enforcer of laws within the Town of Altavista is the Altavista Police Department (APD). The Police Department provides the law enforcement functions and investigative services within the Town of Altavista, with backup assistance as needed, from the Campbell County Sheriff's Office and the Virginia State Police. APD




regularly partners with area police and governmental agencies providing timely services and supporting the safe and low crime rate which is a characteristic of the Altavista community.

Campbell County Sheriff's Office – The Campbell County Sheriff's Office has law enforcement authority 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 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 in Appomattox and serves sixteen (16) counties.

Fire Protection – The Altavista Volunteer Fire Company (AVFC) is chartered in the Commonwealth of Virginia by the Town of Altavista. The AVFC utilizes vehicles and watercraft to carry out its duties. The department provides fire and emergency services to the Town of Altavista and portions of Campbell County. The mission of AVFC is to protect the lives and property of the citizens of the community through firefighting 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 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) - Campbell County Public Safety (CCPS) serves southern Campbell County, including the Town of Altavista. CCPS teams are located throughout the county with one team located at Altavista VFD. Altavista VFD provides support with its first responder



program. They can provide basic treatment in advance of career staff arriving. Each shift has a supervisor to provide support and additional care if needed.

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 in Rustburg.

Conclusion

The Town along with its public and private partners, provides high quality facilities and services which serve Altavista and the surrounding communities. As a regional service center, these amenities are a critical point of attraction, particularly for those who are visiting from rural areas. Most importantly, the Town and its staff work diligently to ensure residents have access to the services and facilities they need.

Goals and Objectives: Community Facilities

GOAL: Create and maintain high-quality community facilities and services that maintain the health, education, safety, and welfare of the community.

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

- 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: 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.

- 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 County landfill
- c) Maintain curbside recycling services and seek to provide electronics recycling.
- d) Continue to dispose of collected refuse in the regional landfill, operated by the Region 2000 Services Authority.

Objective 3: Ensure the adequacy of private utility services.


- 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.
- c) Development and Implementation of a Town-wide Broadband Plan.

Objective 4: Ensure that every resident of Altavista has a reasonable opportunity for health care.

- a) Periodically monitor the number of physicians located in the Town and work closely with healthcare providers to ensure that adequate healthcare 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 5: Insure that Altavista has high-quality emergency services.

- a) Improve available equipment and manpower for emergency medical service in the Town when feasible.
- 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 6: Support efforts to provide the finest quality education resources will allow.

- a) Encourage the use of Virginia Technical Institute (VTI). Partner with VTI to ensure increased and expanded offerings available to the community.
- b) Encourage adult education programs and increase the visibility of literacy and GED programs.
- c) Encourage additional uses of the Cornerstone Learning Center.
- 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.

Natural & Cultural Resources

Located in the southwest corner of Campbell County, the Town of Altavista has an abundance of natural and cultural resources, making it a prime location for those seeking a small town feel with lots of outdoor activities. The Staunton River serves as the foundation by which residents and visitors can enjoy and experience the Town's natural environment. English Park is an essential green space, trails, with a boat launch and splash pad where visitors of all ages, interests and mobility capabilities can enjoy.

Community Setting

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.

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.

Recreation

Altavista is rich with opportunities for citizens to enjoy many different forms of recreation. English Park, the Town's largest facility is a 231-acre regional park, adjacent to the Downtown Area. The park features four basketball courts (two full; two half), three soccer fields, a softball field, volleyball court and two picnic shelters with over 40 picnic tables. The Town has a two-mile-long multi-use trail that traverses the Staunton River and a boat launch. Direct river access is also located in the park. Additional inviting family fun features include playground equipment, and a splash pad, which draws visitors from around the region. Finally, the Booker Building serves as a rental venue

Shreve Park is a 13.75-acre park located adjacent to the YMCA. It also features playground equipment, picnic tables and a rustic amphitheater. There are also several neighborhood parks that feature playground equipment and open space. Lastly, the War Memorial Sports

Complex is maintained by the Town, while a partnership with the Altavista YMCA allows for programming and activities to be coordinated by YMCA staff.

Altavista also has several neighborhood parks, including the Bedford Avenue Park, John H. Mosely Memorial Park, and the Leonard Coleman Memorial Park. The Bedford Avenue Park is located on Bedford Avenue and Myrtle Lane and is a small 1.6-acre park with a basketball court, tennis courts, and a small playground. John Mosely Memorial Park is located on Avondale Drive and 14th Street, with 1.35 acres featuring a small playground for older children (ages 5-12), but



also has an additional two acre open green space as well. Lastly, the Leonard Coleman Memorial Park, is a one-acre park located at School St and 15th St, which features two playgrounds (one for toddlers and one for older children), an open play area and a basketball court.



Dalton’s Landing Canoe Launch is a new Staunton River access point. Located a short 7 miles up U.S. Route 43 in Lynch Station, is a self-propelled watercraft launch providing ideal family-fun, short canoe, kayak, or tube float to Altavista’s English Park. The site is open daily sunrise to sunset.

Altavista’s Parks and Trail Master Plan, published in 2018, outlines a series of recommendations to improve and expand recreational opportunities. The 2018 Plan has been the foundation for numerous projects incorporated into the Town’s Capital Improvement Program, available on the Town’s website. It focuses on objectives to expand recreational facilities, including parks, open spaces, trails, and expanded pedestrian and bicycle facilities. Top priorities of the Master Plan include expanding river access and river-based activities.

The 2018 Plan did identify the need to improve ADA access, in order to allow all residents equal access to recreation areas. The Town continues to seek ways to make accessible improvements throughout the community to ensure equitable access to all. During the development of the Comprehensive Plan, the Planning Commission has prioritized making more recreational activities available to seniors, which will further their goal of allowing residents to “age in place” (this topic is discussed further in the Housing Chapter of this plan). Ensuring spaces are accessible, partnering with other community organizations, such as the YMCA, Altavista Senior Center and the Staunton River Memorial Library will allow the Town to better support seniors in these endeavors.

There is recognized value in maximizing natural resources; continuing to invest in these spaces is essential to the tourism, quality of life and economic development benefit of attracting families, businesses, and industries to the Town.

Beautification and Preservation Efforts

To preserve the natural beauty of the Town, it is important to invest and lead initiatives to protect and enhance the natural environment. Some potential strategies to achieve this goal are:

- Support existing and create new opportunities for citizens and volunteer groups to participate in waste removal, gardening, and other Town clean-up and beautification initiatives.
- Implementation of a tree and flower planting program
- Promotion and expansion of the Adopt-A-Street program
- Investing further in streetscaping initiatives
- Erect a community garden where residents could grow fresh fruits and vegetables
- Begin offering events for bulk trash or electronics disposal.

Any combination of these efforts will contribute to preserving and enhancing the Town’s natural beauty and preserve it for years to come.

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 YMCAs in Virginia. Today’s YMCA consists of two facilities: the Athletic Center, and Family Center. Activities are provided in art, music, drama, sports, fitness, childcare, and wellness. The Athletic Center 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. 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 Altavista 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 rehabilitation programs.

The Altavista Arts Council is also part of the YMCA, which “promotes and develops artistic and cultural programs for youth and adults in the community and provides support for programs in: Arts and Education, Literary, Visual Arts, Concerts, and hosts movie nights at Shreve Park”.




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. Proceeds benefit the Altavista High School Band Boosters and the coordinators of each market.

Geology and Soils

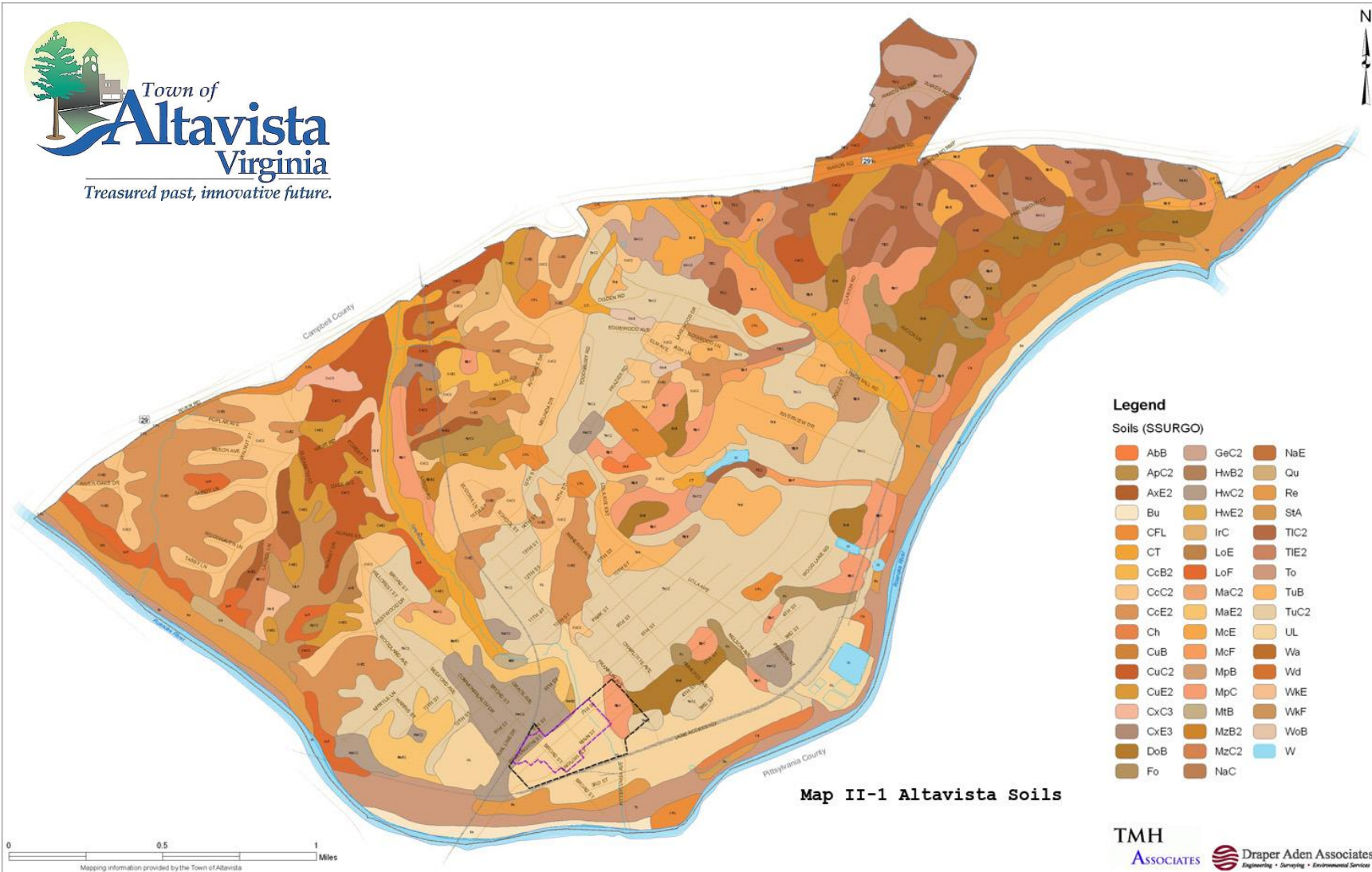
The geology in and around Altavista provides a good structural base for land development. It is characterized by a metamorphic (made under pressure) schistose structure which is made from sedimentary and igneous rocks.

The predominant soils found in Altavista and throughout Campbell County are typically deep, well drained, and gently sloping. The map below shows the location of the major soil classifications in the Town. 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



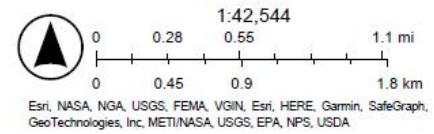
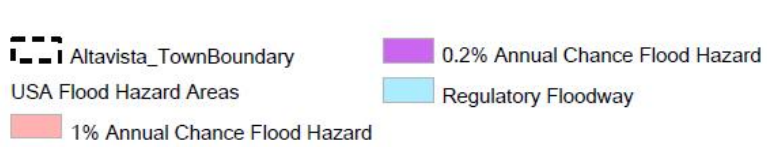
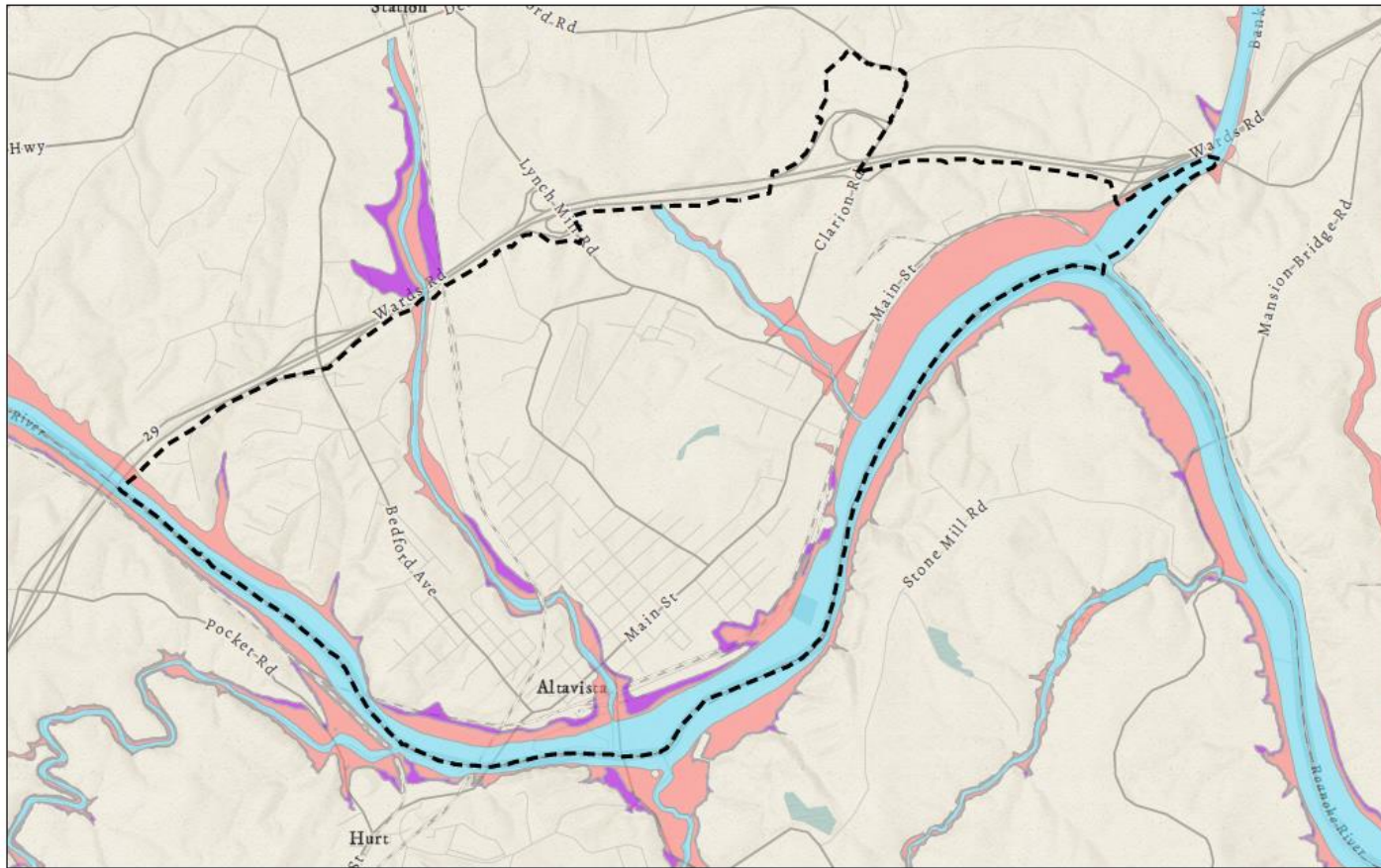
erosion, septic tank failures, or flooded basements. In such areas, new structures need to be designed with care. The soil limitations for suitability for septic tanks or wells are not applicable in those areas of the Town where public water and sewage facilities are available.

Map 3: Soils



Map 4: Floodplain

Altavista Floodplain



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. The Town's natural area and open space is one of its key advantages. Preservation of these resources is critical to maintain the Town's natural environment.

Topography

Topography is the representation of the surface features of land best described by slope. The Town has a significant number of low-lying areas, particularly around the river, with steep slopes closer to the riverbank. 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 floodplain location. As shown in Map 4, there are areas within the Town that are in 100-year floodplains. These areas are typically in low lying ground, such as along Lynch or Briery Creeks or near the Staunton River. These areas, which are not generally appropriate for development, lend themselves to forested, park, or other protected resource preserving the area's water resources.


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.

While traffic congestion does not currently pose a threat to the local or regional air quality, it is beneficial to reduce air pollution whenever possible. To maintain the best air quality in Altavista and the surrounding area, the Town should continue to encourage walking, biking, and use of the Altavista Community Transit Service (ACTS). Another way to reduce the need for individual car trips, a contributor to air pollution, is to promote mixed-use development allowing residents to access goods and services by walking or biking. One opportunity for the Town to pursue would be streetscaping measures to include tree planting to improve the walking experience by providing shade and cooler temperatures, as well as serving a dual purpose of contributing to air quality. Lastly, there are a number of opportunities and incentives available at the federal and state level for homeowners to install residential solar, another measure which can contribute to air quality protection.

Climate

Altavista is in a part of the United States where the natural resources are considered balanced. We have a temperate climate with four (4) distinct seasons, and a healthy environment that supports the opportunity for an active lifestyle.



Altavista's climate offers a variety of conditions and is typically defined by 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 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.

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 it the primary source of the Town's drinking water, the source of water for industry and commercial purposes, it is a key source of recreation for our community.

Maintaining the quality of the water supply, through continued and committed protection of sources which supply public drinking water is of vital importance to the residents of the Town of Altavista. The water supply represents a valuable resource and investment which, if degraded, could negatively impact public health and would be expensive to restore or replace. The Town should continue to coordinate with multiple jurisdictions, including Campbell County's Erosion and Sediment Control Officer, and partners to utilize streambank stabilization and other Best Management Practices (BMP) in new and redevelopment projects to minimize negative impacts of sedimentation and microbiological contamination to source waters that support the quality of public waterworks and avoid costly treatments and minimize monitoring requirements.

The Town should continue to evaluate and execute retrofit measures to reduce service disruption and facility damage to the Town's water and sanitary sewage systems.



Lastly, continuing to encourage and educate residents on how to use less water, when possible, through water saving devices and general water conservation practices in homes and businesses are all efforts to preserve the water resources.

Hazard Mitigation

Hazard mitigation is defined as any sustained action taken to reduce or eliminate long term risk to life, property, and the economy from a hazard event. As the occurrence of natural hazard events has continued to rise, it has become increasingly important to support efforts to protect natural and cultural resources and minimize the impact of weather events when possible.

A key component of effective hazard mitigation is education, for both local officials and for the public, to be aware of potential hazards and how to respond to a hazard event. Local officials and the public should know how to respond to a hazard event, as well as monitor for potential hazards. The Town should prioritize planning efforts to ensure that staff is well prepared to respond in the event of an emergency (in accordance with the Emergency Operations Plan) and invest in improvements to the Town's critical facilities which will reduce the vulnerability of these facilities.

Town officials should also work to further educate and inform the public about hazard preparedness programs such as the Federal Emergency Management Agency (FEMA)'s National Flood Insurance Program to expand flood insurance coverage.

Altavista wants to minimize the vulnerability of the Staunton River. Though the Town's access to the Staunton River is a great asset, flooding has caused erosion along the river at English Park, as well as making local roads impassable due to flood conditions. It is critical that the Town evaluate and implement streambank restoration, through green infrastructure, streambank stabilization or other appropriate best management practices that reduce stormwater runoff and sediment, along the Staunton River and its tributaries. In addition, partnering with neighboring localities (Town of Hurt, Pittsylvania County, Campbell County, etc.) to continue Staunton River Watershed protection efforts. Lastly, the Town should closely monitor water levels (particularly in times of prolonged drought or high temperatures), to ensure their ability to respond to strain on water resources and respond to community needs.

The Town must closely monitor, maintain, and protect its assets to ensure a sustainable future for the community.

Conclusion

The Town's rich natural and cultural resources are a strong asset. From the access to the Staunton River, to the Town's robust park system, Altavista is exceptional, particularly for a Town of its size. The Town should continue to expand and protect these resources as opportunities become available.

Goals and Objectives: Natural and Cultural Environment

Goal: Protect the Town's natural resources and strive to improve the physical appearance and quality of our Town.

Objective 1: Support and expand initiatives that maintain or improve the Town's air quality.

- a) Increase safe walking, biking, and transit access by maintaining and expanding active transportation corridors (e.g., sidewalks, bikeways).
- b) Support mixed use development, such as Planned Unit Developments (PUD) and second story housing downtown, to reduce car reliance for daily tasks. Support efforts to reduce air pollution through the burning of more efficient fuels.
- c) Educate homeowners about residential solar system available opportunities and incentives.
- d) Support and seek tree planting opportunities, especially along primary road corridors.

Objective 2: Expand programs and practices that protect water resources.

- a) Coordinate with Town of Hurt, Pittsylvania County, Campbell County, and other jurisdictions to initiate Staunton River Watershed Protection efforts.
- b) Encourage use of water- saving devices and other water conservation practices in houses, businesses, and industries throughout the Town.
- c) Evaluate and execute retrofit measures to reduce service disruption and facility damage to the Town's water and sanitary sewage systems.
- d) Promote the use of the Staunton River for recreational purposes while educating and encouraging citizens to take part in maintaining this valuable resource.
- e) Maintain locality procedural response to prolonged drought or high temperature conditions to ensure ability to respond to strain on water resources and respond to community needs.
- f) Evaluate and implement streambank restoration, through green infrastructure, streambank stabilization or other appropriate best management practices that reduce stormwater runoff and sediment, along the Staunton River and tributaries.
- g) Coordinate with the Campbell County's Erosion and Sediment Control Officer to ensure utilization of Best Management Practices (BMP) in new and redevelopment projects.

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

- a) Support and increase opportunities for citizens and volunteer groups to participate in waste removal, gardening, and other Town clean-up and beautification initiatives.
- b) Develop a tree and flower-planting program.
- c) Review the Town's Zoning and Subdivision Ordinances to strengthen natural environment and resource protection.
- d) Increase business and community organizations participation in the Adopt-A-Street Program.
- e) Promote the available curbside recycling service providers.
- f) Support and seek tree planting opportunities, especially along primary road corridors.
- g) Continually seek funding opportunities and partners to expand access along the Staunton River, increase parks and public space improvements.

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

- a) Expand and enhance the public park system and public walking/biking trails.
- b) Continue to implement the Parks and Trails Master Plan to help develop improvements to the parks.
- c) Work with leaders in surrounding areas such as Smith Mountain and Leesville Lakes to develop relationships and better link our communities.
- d) Use the strength of our natural environment to attract selected businesses and industries.
- e) Develop and promote the natural environment toward recreation for local use and tourist industry.

Objective 5: Maintain and expand the Town's parks, natural spaces, and cultural amenities to provide low-costs and inviting spaces for residents and visitors.


- a) Utilize the Altavista Parks & Trails Master Plan (2018) to guide Town parks and public space improvements.
- b) Continually seek funding opportunities and partners to expand access along the Staunton River and increase parks and public space improvements.
- c) Develop bike and pedestrian access opportunities, to include trails, bike lanes, and sidewalks, to increase parks, open spaces, and cultural resource access.
- d) Seek opportunities to implement Staunton River streambank and English park stabilization and protection.
- e) Continually pursue opportunities to coordinate with local cultural institutions to provide valuable, accessible, and family-friendly activities.
- f) Establish a clear vision and plan for implementation of improvements to the Booker Building.

Objective 6: Increase recreational and community opportunities for all age groups.

- 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) Develop new program offerings for senior citizens through either Town funding or by leveraging partnerships with community organizations (such as the YMCA and Altavista Senior Center) to expand current offerings.
- d) Create new arts and cultural activities in partnership with the Arts Council.
- e) Install a community garden for Town citizens to plant, cultivate and harvest fruits and vegetables.

Objective 7: Mitigate natural hazard impacts to personal safety and property through education, programs and policies.

- a) Initiate evaluation and execute improvements to harden the Town's critical facilities to reduce vulnerability from natural, cyber, and technological hazards.

- 
- b) Develop vulnerability analysis, security plans, and where necessary, implement protection measures at public utilities and other critical Town facilities.
 - c) Discourage development in areas inappropriate for development, such as in areas of excessive slopes, poor drainage, etc.
 - d) Continue studies to investigate methods of stormwater management, including on-site retention, infiltration /inflow, drainage facilities, etc.
 - e) Educate the public, businesses, and organizations on hazard preparedness, on programs such as the National Flood Insurance Program to expand flood insurance coverage.
 - f) Develop a public hazard communication outreach with emphasis on joining the County's public information system.
 - g) Promote increased awareness of Federal Emergency Management Association's (FEMA) federal flood insurance program.
 - h) Participate with Campbell County in the updating and maintaining of the current Civil Emergency Operations Plan.
 - i) Expand communication and coordination with AEP, thereby creating standard operating procedures regarding dam release and river turbidity to protect Town water and wastewater infrastructure.

Historic District and Structures

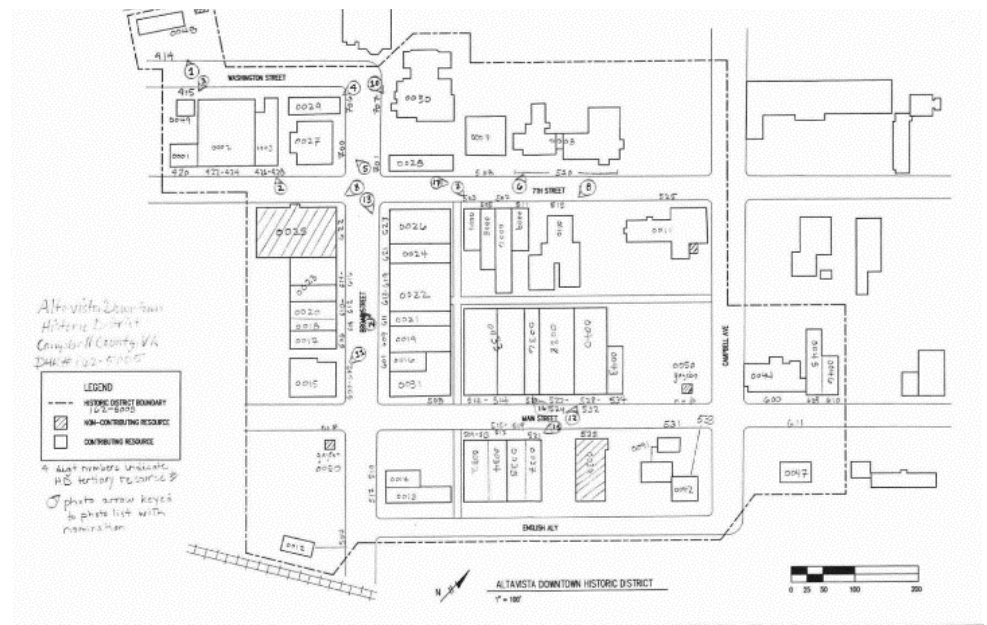
Downtown Historic District

The Altavista Downtown Historic District encompasses approximately 14 acres in the heart of the Town of Altavista and comprises the town's Central Business District. Altavista, which was chartered in 1912, is located at the southern end of Campbell County and lies adjacent to the curving course of the Staunton (Roanoke) River on its southern and southeastern boundary. This area has been the historic commercial core of the Town of Altavista since its founding in 1908. The district contains numerous commercial buildings dating from the first decade of development, especially along Broad Street. While some minor street revisions were made to residential areas during the early twentieth century, the town, and in particular the downtown core, retain its original street grid. The Altavista downtown district features a concentration of historic commercial, government, and religious buildings that reflect architectural styles representative of their respective periods from the early 20th century through the 1960s.

In recent years, downtown Altavista has emerged as a location of choice for specialty housing. Renovations of historic buildings have included mixed uses that combine commercial and office uses on the lower floors, and residential apartments and condominiums on the upper floors. The General Store & Inn and the Ogden-Henderson Building are both great examples. This trend replicates the pattern of use that was prevalent in downtown during the first decades of the town's existence when many of the multi-storied commercial buildings provided housing options for residents on the upper floors. The increase in downtown housing created a market for restaurants, entertainment, retail and service establishments that has followed. Downtown's ambiance is due in large part to the preservation, enhancement and reuse of historic structures in the downtown commercial historic district.

Preservation of historic buildings and the renovation and reuse of buildings has resulted in the retention of unique buildings and the unique character of Downtown. The Altavista Downtown District is listed on the National Register of Historic Places and the Virginia Landmark Register. Altavista is also a designated town in Virginia's Main Street Program and its historic district is part of the district.¹⁴

Map 5: Historic Areas



¹⁴ https://www.dhr.virginia.gov/VLR_to_transfer/PDFNoms/162-5005_Altavista_Downtown_HD_2009_NR_Nomination_FINAL.pdf

Avoca



Avoca is a Virginia landmark, listed in the National Register of Historic Places and is maintained as a historical museum. Avoca was originally the private residence of Colonel Charles Lynch (1736-1796). He established his home here in 1755 as part of a land grant from King George II to his father, in 1740, and called it Green Level. Colonel Charles Lynch was a planter and distinguished himself as a lawmaker and a soldier during the turbulent times of the Revolutionary era. The property was passed down through the Lynch family and upon the death

of Charles Henry Lynch (1800-1874), the property went to his niece, Mary Anna Dearing Fauntleroy. Her grandson, Dr. Lindley Murray Winston, deeded the property to the Town of Altavista in 1981 as a memorial to his family. At that time, the property consisted of the main house, brick kitchen, smokehouse, milk house, farm office, and approximately ten acres.

Avoca is a country Victorian house constructed in 1901, after the original and second dwellings were destroyed by fire in 1879 and 1900. The house is a commissioned work of the Lynchburg Architect, John Minor Botts Lewis. Avoca is one of the state's foremost expressions of the Queen Anne style, a style distinguished by complex rooflines, a variety of surface treatments and window types, and numerous porches and projections. Avoca's interior has no less visual interest than the exterior. The hall is dominated by a grand staircase with a rounded balcony projecting from a landing. The collections, displays, programs and interpretations of the home are planned to take account of the cultural and natural history of the region.

Because the house was unoccupied since the mid-1970's, there was need for interior repair before it could be opened to the public. In the meantime, the small Staunton River Valley Museum was opened weekends in the brick kitchen. Prior to its opening, the kitchen, exterior painting of the main house, and seed money were provided by E. R. English and Abbot Laboratories. Gradually, through the generosity and hard work of benefactors and volunteers, one room at a time in the main house was stabilized. Gifts of furniture enhanced the revitalization efforts and in 1986 Avoca opened for tours.

Avoca offers a wide spectrum of American history which spans from Native American times through the early twentieth century. It is also available for rent. In the summer months the Altavista Chamber of Commerce hosts a monthly TGIF event with food and music on Avoca's lush lawn.¹⁵

¹⁵ <http://www.avocamuseum.org/history-1>

Land Use

Land use and land use decisions are the foundation by which all other factors - transportation, economic and community development, and overall quality of life, are impacted. Altavista's land uses, mixed with its diverse amenities have influenced the Town's ability to serve as a regional service center. Land uses can change over time— parcels can be developed, redeveloped, and otherwise changed. In developing a land use policy, it is important to consider how to create sustainable goals for the Town.

The Town has continued to pursue the annexation of land from Campbell County as opportunities have arisen, and this newly acquired land provides ample opportunities to incorporate desirable land uses that further support the needs of residents and the Town's economic future.

The Town's Zoning and Subdivision Ordinances determine the current land uses, and how the land could be developed or redeveloped at this time. Alternatively, the Comprehensive Plan includes a Future Land Use Map (FLUM) which is a guide for the future development of Altavista. 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.

Residential

The Town has a healthy mix of residential areas and there are ample affordable housing options for current and future residents. Most citizens live 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.
3. Mill Village area north of the Central Business District. The single-family neighborhoods are low and moderate density; however, some higher density neighborhoods exist in the older sections of town.

In the Northern part of the Town near Lola Avenue and Lola Avenue Extension, there is a mixture of garden apartments and townhomes.

There are some areas in which both residential and commercial or industrial land uses co-exist, such as along the Lola Avenue Extension- Avondale Drive-Frazier Road area.

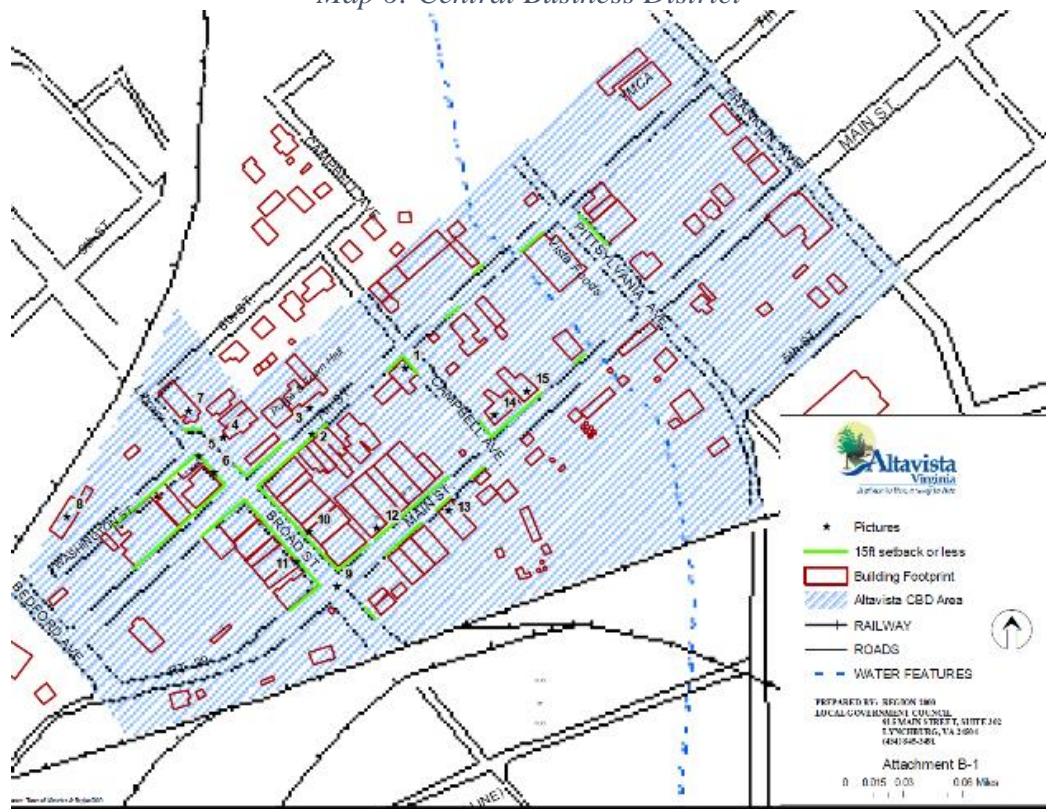
The Future Land Use Map incorporates more areas that permit higher density residential areas for land to be developed (or redeveloped) into more housing units if the opportunity arises. Incorporating higher density residential helps create more affordable housing and more efficient use of land.

Commercial

Commercial land uses in the town are in three major areas. First, the Central Business District (CBD), bounded by Franklin Avenue and the two railway lines of Norfolk Southern, is the historic center of Altavista.

Map 6: Central Business District

The Central Business district consists of many different land uses, mainly commercial uses: 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. This downtown core provides a walkable area for residents to explore smaller businesses and is a focal point for those visiting the Town.




Altavista on Track (AOT) is an organization comprised of volunteers that exists for the purpose of enhancing and maintaining our downtown district by strengthening community identity, pride, and economic development. Additionally, AOT works to enhance economic development throughout the Main Street Corridor and other commercial areas in town. Since 2007 AOT has been instrumental in assisting the Town with receiving State and Federal funds that were used to accomplish downtown enhancement, redevelopment, and revitalization.

Development and redevelopment opportunities continue to exist in the downtown area for both retail and mixed-use venues. Altavista has some undervalued and vacant buildings, 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 the downtown area. Such uses will increase housing options in our town, bring people downtown, and create diversity in land uses.

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 parking lot.

Lastly, there is the commercial area located at the intersection of the Route 29 Bypass and Clarion Road. National retailers and franchise restaurants have located here, offering a diversity of products and services previously unavailable in a single location in town. This area, which was incorporated



into the Town limits at our border with Campbell County, has great potential for additional commercial development due to the availability of land, adequate utilities, and its accessibility.

As a vital employment and commercial center for southern Campbell County and the other surrounding counties, the town attracts commercial customers from a wide service area. As the Town continues to expand its commercial areas, it should further encourage the incorporation of different types of attractions. As the Town is able, supporting the introduction of these desired types of establishments will further the Town's status as a regional service center and contribute to the strong quality of life of its residents.

Industrial

The town's history as an industrial hub continues to have a strong influence on land used in the Town. Altavista is a major industrial center in the region and serves as a center of employment for the surrounding localities. One of the main advantages the Town can provide to industrial facilities is the convenient access to transportation with direct access to US 29 and the railway.

Public/Semi-Public

The Town has a significant amount of land being used for public/semi-public uses. The schools, park system, Green Hill Cemetery, and other town-owned land occupy most of this land. In addition, churches and similar uses are included.

Future Land Use Map (FLUM)

As the Town continues to grow and develop, the Future Land Use Map (FLUM) will guide the way land will be used within the Town. The Planning Commission and Town Council use the FLUM as one source of information when planning for public facilities, as well as rezoning, and evaluating land use requests.

The Town's priority in developing the Comprehensive Plan is to ensure in the future, land that is prime for new development or redevelopment is flexible.

There are several areas which are designated as "Economic Opportunity Areas" meaning that the parcel can be developed for industrial, commercial, or residential purposes. This designation allows decision makers flexibility to support future developers in a multitude of opportunities.


Throughout the Comprehensive Plan development, the Planning Commission supported allowing higher density housing in areas of Town in which it is appropriate, as a means of ensuring the Town continues to provide affordable and efficient housing.

Overall, while the future land use map does not affect the current zoning, it provides guidance for the Town to support sustainable development in the future.

Future Land Use

Nine (9) future land use categories are shown on the future land use map. They are as follows:

Open Space - These are river related floodplain and steeply sloped areas in the eastern and 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 except for Town-owned water dependent uses deemed appropriate by Town Council. Any new or expanded development in the flood fringe areas must be sensitive to environmental site conditions and be elevated above the floodplain.

Residential - Low Density – Low-Density Residential areas are developed with single family homes on lots of varying size. This pattern of development will be appropriate in the future as infill development within existing neighborhoods like the Lakewood and Beverly Heights, and in select areas where location, access, topography, or adjacent land uses would make higher density development inappropriate. The density of new residential development in this land use category should range from 2-4 dwelling units per acre. Supportive uses such as recreation, schools, and places of worship are common in these areas.

Residential – Medium Density - Medium-Density Residential area are developed with single family homes on smaller lots of varying size, and includes townhouses, and small multi-family residential developments in existing neighborhoods such as Mosley Heights and Avondale Drive. Land uses in these areas may include single family dwellings, townhouses, apartments, or condos and should be of high design quality, including, landscaping, transportation connectivity, and community spaces. Residential densities for this land use category should range from 5-7 dwelling units per acre. Supportive uses such as recreation, 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 – This land use category applies to Altavista’s unique and historic downtown and aims to preserve and revitalize this area through building rehabilitation, adaptive reuse, and infill development that fits the scale, design, and character of the area. Uses should be service related and create pedestrian oriented environments such as retail, office, personal service, entertainment uses, and food establishments. The introduction and expansion of upper-story residential uses are encouraged. New structures should be constructed with a zero-foot lot line. 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 auto oriented uses and large-scale commercial uses such as shopping centers and big-box retailers. Because of traffic generated by these large uses, special concern must be given to site design issues like access, turning movements, and the design capacity of existing roads.

Institutional – These are larger scale properties devoted to public or quasi-public uses. They include government offices, recreation facilities, cemeteries, schools, places of worship and offices of civic organizations.

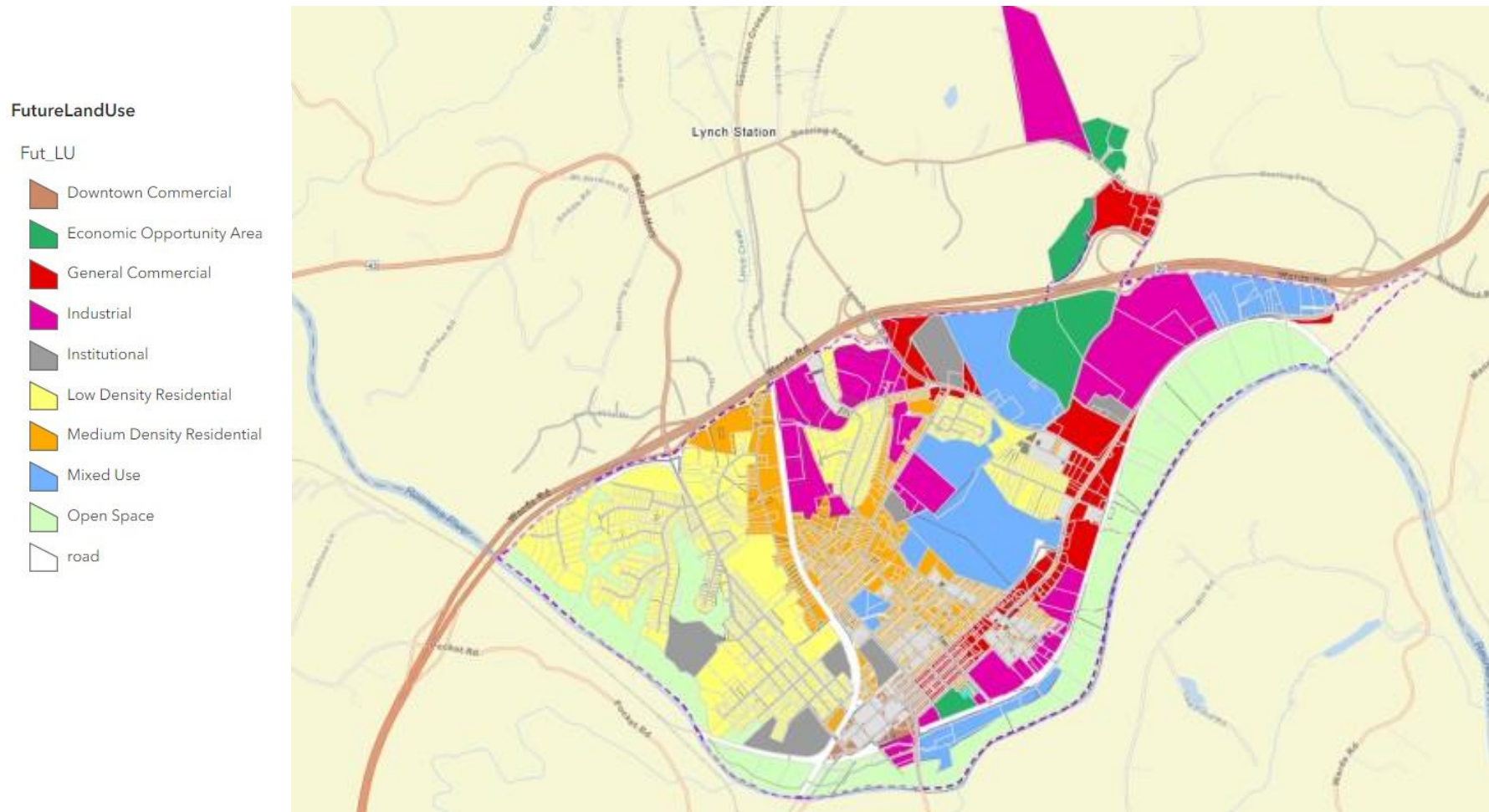
Industrial – These are areas currently occupied by industrial uses and areas suitable for future industrial development due to their location, topography, and/or access to rail or major highways.



Land uses in these areas should include a range of light to heavy manufacturing, warehouse and distribution, offices, and technology businesses.

Economic Opportunity Area - These are properties, which due to their location and size are suitable for either commercial, industrial, mixed uses or adaptive reuse. The development of these areas should foster expansion of the tax base, provide economic stability, and stimulate job retention and job creation. They may provide opportunities for homeownership or quality affordable rental units. Recreation and cultural uses are appropriate in these areas, as well.

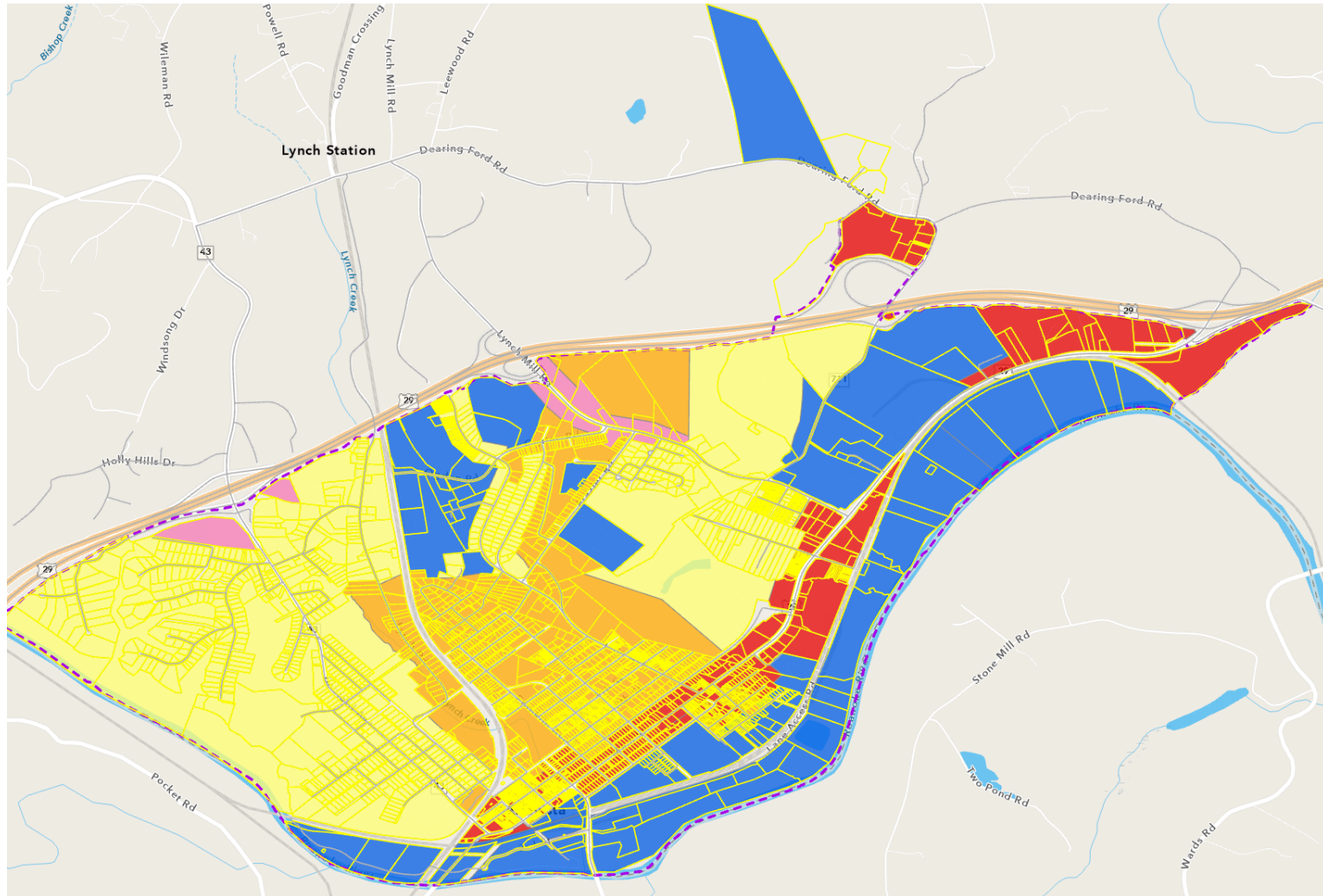
Map 7: Future Land Use Map



The map can be viewed online using this link:

<https://www.arcgis.com/apps/mapviewer/index.html?webmap=780920cbae61453d9cb5cfedbfd46c62>

Map 8: Zoning Map



This map can be viewed online using the following link:

<https://altavista.maps.arcgis.com/apps/mapviewer/index.html?webmap=d2c12074409c447080d477a85b6bb81c>



Goals and Objectives: Land Use

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

Objective 1: Encourage a compact but reasonable development pattern.

- a) Continue current initiatives to promote downtown as the 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 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.

- 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.

- 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 biennially 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.

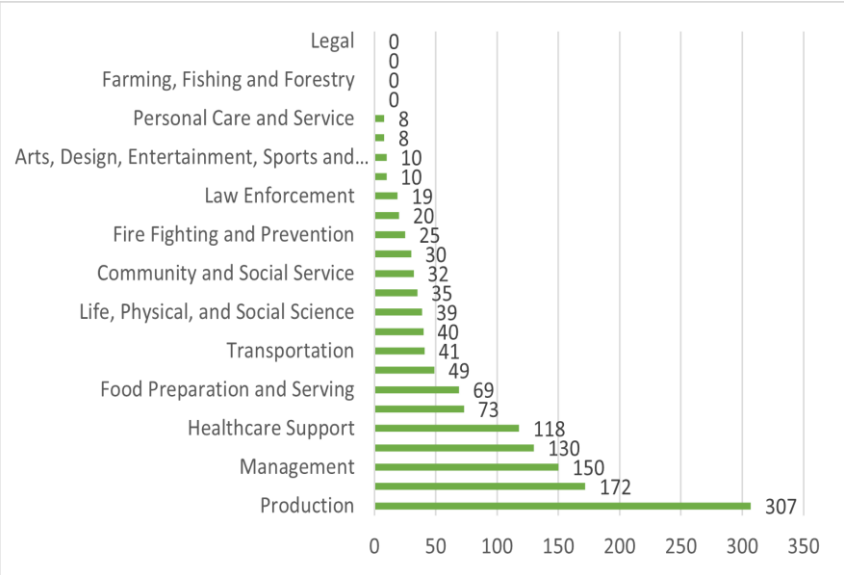
- a) Explore the future expansion of the Town's boundaries into unincorporated Campbell County.
- b) Continue to participate in land use decisions with Campbell County for parcels that are adjacent to the current town boundary.

Economic Development

The Town of Altavista has a vibrant local economy, consisting of local businesses, manufacturing facilities, and essential community services, including public schools. The Town developed into a manufacturing hub with the opening of Lane Furniture in 1901, and while the Lane factory closed in the early 2000’s, the Town still supports several other manufacturing facilities. The Town’s small businesses and many amenities all contribute to the local economy. The Town engages in several partnerships which further economic growth and development and create a sustainable future for the Town.

Altavista serves as a regional service center providing , commerce, education and personal/professional services for the Town and surrounding county residents. This position as a service center is a primary driver and foundation for the Towns economic development. Residents from the surrounding areas commute to Altavista for work, school, or other daily activities such as banking and shopping. Maintaining quality services and expanding the Town’s amenities contribute to quality of life for current residents and the bedrock by which Altavista will attract new residents and visitors.

Figure 12: Employment by Industry



Primary Employment Sectors

Altavista’s history as an industrial hub continues to support the Town’s economic base and is the primary source of employment. The Town has several features which make it a prime location for industries— most importantly, it’s transportation options. The Town has access to Route 29, which allows for easy transport of goods to areas throughout the state and beyond, as well as rail access which would accommodate industries seeking rail or truck access. There is access to water via the Staunton River, which benefits several different types of industries.

As shown in the figure below, industrial production remains a primary employer, followed by office and administrative support, management, sales, and healthcare support. In addition, the table below shows Altavista’s major employers, and their products and services. Since production plays such an integral role in many of these employer operations, it is likely the Town will continue to hold employment in these types of fields. The Town can continue to strengthen its status as a manufacturing hub by incentivizing new industries to locate in the town.

Figure 13: Altavista's Major Employers

Company	Product/Service
Abbott Nutrition	Nutrition products
BGF Industries	Technical fabric products
Moore's Electrical & Mechanical	Contractor
Schrader Pacific	Industrial & automotive products
Graham Packaging	Plastic products
Standard Insurance	Insurance
Mid-Atlantic Printers	Commercial printer
PCM Industrial Services	Maintenance, Repair & Construction
Bennett's Mechanical	Contractor
Rage Plastics	Injection Molding


With the existence of the Dearing Ford Industrial Park, and developable land, the Town is in a prime position to encourage employment expansion. Encouraging the symbiotic relationship between businesses and local stakeholders is a Town priority to advance its economic base and support the livelihoods of residents. With its industrial roots, as well as growing number of acres ready for development, the Town's downtown, and service amenities provide a competitive foundation to attract new industries.

Workforce Development

The Town has a wide range of employment opportunities in several different industries, many of which provide higher paying jobs. As such, the Town attracts a significant number of commuters from neighboring localities. In order to best support residents, the Town continues to seek opportunities for workforce development to help residents attain the higher paying local jobs that are available. Obstacles residents may face would be a lack of training/higher education, as well as the inability to access transportation or childcare. Another factor to consider is that many industrial jobs require entry level employees to work overnight, and both transportation and childcare are less readily available in the evening hours.

To best meet the needs of residents, the Town should coordinate with local educational institutions, such as Virginia Technical Institute (VTI) and Central Virginia Community College, and work to develop training programs which provide direct pathways to employment. There can be a symbiotic relationship developed in which residents can seek training at local educational institutions, and once trained, can be placed with a job opportunity in Altavista.

The Town should support community organizations and other local institutions to assist with childcare, particularly at night. The Town should inform residents of childcare subsidy programs at the state level, which help working families afford childcare. Seeking to expand existing community childcare programs to be able to provide childcare overnight would be of great benefit to residents. In regard to transportation, the Town should work with regional and local partners to find innovative ways to help transport workers to their places of employment.



As the Town welcomes new industries in the future, it should carefully consider the ways in which they can assist current residents in taking advantage of new employment opportunities.

Community Partnerships

The Town of Altavista's economy is supported by several agencies, including Altavista on Track (AOT), the Altavista Economic Development Agency (EDA), Altavista Area Chamber of Commerce, Campbell County's Department of Economic Development, and the Lynchburg Regional Business Alliance. Each of these organizations plays a vital role in the maintenance and expansion of the local economy. These public-private partnerships contribute to a strong quality of life which helps support a sustainable economic base.

Altavista On Track (AOT)

Altavista On Track (AOT) is a nationally accredited 501(c)(3) nonprofit, and affiliate of both the National and Virginia Main Street Programs. AOT works with the Town to revitalize the Downtown district through business assistance to Downtown businesses, as well as cultural development by organizing several community events downtown each year.

Following the principles of the Virginia Main Street Program, one focus of AOT is to promote the economic vitality of the Downtown district. To this end, AOT has created an Economic Vitality Committee, whose activities are guided by a strategic plan. The AOT Economic Vitality Committee (EVC) has the following two primary goals. First and most importantly is to support and strengthen the existing Main Street business base. The committee plans to accomplish this by increasing the community awareness of Altavista On Track, offering business consultation services from the Small Business Development Center, financial incentives, and business recognition and appreciation events. The second major goal of the EVC is to continue to execute an effective and comprehensive marketing strategy for the Main Street District. AOT is committed to supporting, strengthening, and developing Altavista's Main Street Business District.

Specific activities of AOT include the following: building improvement loan programs, business start-up grant programs, and the recognition of an Historic District in the downtown core. AOT also expanded the Main Street District to include more businesses. AOT will continue to seek funding to increase arts and culture downtown, as well as market recreational opportunities at Town parks and along the Staunton River.

Map 9: Downtown Area



Altavista Economic Development Authority (AEDA)

The Altavista Economic Development Authority (AEDA)’s mission is to promote industrial and economic development, business growth, ensure the availability of a skilled labor force, and promote the community as a business-friendly place. The AEDA is responsible for providing guidance on the implementation of the 2019 Economic Development Strategic Plan (EDSP), guides business and industry retention, improvement, and expansion. The EDSP includes recommendations that supports Downtown local businesses.

The Town’s Downtown Investment District grant program stimulates private sector investment, economic growth, and job creation in Altavista by offering grants consistent with this policy and all applicable laws. The program provides grants for façade improvements, rent subsidies, signage, design, partial exemption for certain rehabilitated real estate and various utility connection fees.

Altavista Area Chamber of Commerce

The Altavista Area Chamber of Commerce is a membership-based organization engaging in business initiatives to move the local business climate and quality of life forward in the Altavista Area¹⁶. The Chamber represents the interests of its members and showcases the Town as a desirable place to live,

¹⁶ <https://www.altavistachamber.com/about/>

work and visit. The Chamber manages digital resources, including a virtual event calendar, business directory and social media outlets. The Chamber hosts networking events and advocacy/business trainings throughout the year.

The Chamber is located in the historic Train Station. Located in the Downtown, the facility also serves the community as a meeting room for business organizations, civic clubs, and individuals for private event rental. Owned by the Town, the Train Station also provides office space to the B.B. and Minnie Lane Foundation.

Campbell County’s Economic Development Department

Campbell County’s Economic Development Department mission is to encourage, facilitate and support existing business and to attract new companies to Campbell County. Although their focus is larger than just the Town of Altavista, the County partners with the Town’s economic development efforts while working with the Altavista Economic Development Authority. As Altavista continues to expand its industries, it can champion regional growth by bringing new industries to the area.

Lynchburg Regional Business Alliance (LRBA)

Regionally, the Lynchburg Regional Business Alliance (LRBA) focuses on retention and growth of the existing employer base within the 2,000 square miles that make up the four county, one city Central Virginia Planning District area, as well as attracting technology-based firms to the region. The LRBA’s activities are guided by the regional Comprehensive Economic Development Strategy (CEDS) that also emphasizes education, workforce development, and sustainable growth.

Spark Innovation Center

The Spark Innovation Center is a state-of-the-art coworking and innovation space in the heart of historic downtown Altavista. It houses everything a business owner needs to work, create, and thrive. The Center has resources workers may need and includes offices, workstations, meeting/event spaces, and a 3D printing lab. Spark is uniquely positioned to be a regional destination for remote workers, entrepreneurs, and business professionals. The Town anticipates this vital community space will serve as a catalyst for new business and will encourage people to relocate to the Town once they see the amenities it provides.



Tourism

Altavista welcomes its guests, as tourism plays an important role in the local economy. Altavista’s vast array of natural and cultural resources helps to support the Town’s Tourism industry.

The Town also boasts several cultural attractions including the Avoca Museum, YMCA, and Staunton River Memorial Library. Each of these cultural intuitions hosts community events which can help drive further economic development, particularly from those in surrounding communities. The Town’s new Visitor’s Center, located in the Staunton River Memorial Library, can further empower tourists to seek out all that Altavista has to offer.

The Town, along with its partners (AOT, Chamber of Commerce, Campbell County, etc.) should continue to pursue advertisement and marketing of Altavista’s local points of interest. Furthermore, the Town should seek new opportunities to host community events which draw in new tourists, and further promote the Town’s amenities. More details on the natural and cultural resources and the goals associated with preserving and promoting them is available in the Natural and Cultural Resources chapter.

Booker Building

The Booker Building is a rental venue space located in English Park. The Town had a feasibility study completed for the Booker Building in 2019, which indicated that the top five potential uses for the Booker building (as identified by stakeholders) were:

- 1. Event center and rental
- 2. Brewery and tasting room
- 3. Restaurant
- 4. Parks & recreation programs
- 5. Farmers’ market



Since the Booker Building is currently being used as an event center and rental, the Planning Commission has recommended the Town seek to use the Booker Building for this purpose. In addition, the Commission encourages the Town to make the necessary improvements to the building, including restroom renovations and installation of air conditioning, as soon as fiscally possible.

Vista Theater

In 2020, the Town purchased the Vista Theater, which was a landmark theater that has been vacant for decades. The Town has begun feasibility studies to better understand how the space can best be used. The goal of the Town is to develop the theater into a local attraction which will encourage further tourism in the Town.

Conclusion

Altavista has a strong economic base and has the resources to continue to attract both new industry and development in the future. Encouraging local residents to seek further educational opportunities allows them to access higher paying jobs and having so many high-quality amenities incentivize visitors to live in Altavista. Altavista will continue to have a vibrant economy for years to come.

Goals and Objectives: Economic Development

Goal: Attain an environmentally sound, diversified, and stable economy that provides a sufficient tax base and quality of life resources that support the citizens and attracts businesses and visitors.

Objective 1: Continually seek to attract high quality commercial and industrial firms and support efforts that are conducive to expansion and success of existing businesses.

- a) Engage and participate in local, regional, and state economic development and marketing programs.
- b) Foster small business development and cultivate start-up businesses by capitalizing on educational institutions and local institutional knowledge, through partnerships with Virginia Technical Institute (VTI), the Chamber of Commerce and the Spark Innovation Center.
- c) Actively collaborate with local and regional economic development partners in business retention and expansion efforts.
- d) Encourage and support the reservation of prime industrial sites in the Town's growth areas.
- e) 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.
- f) Enhance and expand the Virginia Technical Institute and encourage other regional higher education intuitions to consider investing in Altavista.
- g) Market Altavista to potential businesses, visitors, and community members through a variety of channels to increase awareness of Altavista's successful business climate, thriving downtown area, natural resources, and recreation opportunities.
- h) Create and develop a community owned industrial site or park to allow for expansion of existing industrial base and encourage new investment.
- i) Continually evaluate, implement, and enhance as needed, the Town's Comprehensive Economic Development Strategy (CEDS) and the AEDA Economic Development Plan.

Objective 2: Evaluate and enhance the Town's Comprehensive Economic Development Strategy.

- a) Continue to implement results and action items from the Campbell County Comprehensive Economic Development Strategy and the AEDA Economic Development Plan.
- b) Develop guiding principles to facilitate EDA decision making.
- c) Implement the goals established by AOT and the Economic Vitality Committee, and those as established by the AEDA.
- d) Execute a robust and continual communication and marketing program to promote community events and programming.

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

- a) Encourage exterior facade improvements by downtown property owners and ongoing streetscape improvement initiatives.
- b) Explore opportunities that assist interior property improvements, including secondary story housing, for buildings in the downtown businesses district.

- c) Enhance and expand existing retail and business promotions through Town sponsored community events.
- d) Seek to expand and diversify the downtown business mix by promoting additional entertainment activity.
- e) Encourage development of sales and service sector type firms.
- f) Support Altavista-On-Track (AOT) and continued participation in Virginia's Main Street Program.
- g) Develop a local comprehensive database listing on the website of available commercial and industrial properties in the community and keep the site up to date.
- h) Strengthen existing businesses and recruit new ones to develop a stable and sustainable economic climate in the downtown Main Street District.
- i) Continually utilize and seek to implement AOT and the Economic Vitality Committee, goals, and program strategies.

Objective 4: Support commercial and industrial development within the Town that respects, coordinates, and enhances the Town's character, land use and natural resources.


- 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.
- c) Encourage redevelopment of brownfield sites and the reuse of existing properties and buildings.

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

- a) Work with the business and industry community through a business visitation program coordinated with the Town of Altavista, the Campbell County Office of Economic Development, the Altavista Chamber of Commerce, and the Lynchburg Regional Business Alliance.
- b) Create the culture with the people through programs sponsored by businesses and industries.
- c) Support the Altavista Economic Development Authority (AEDA) to help attract new businesses and industries.
- d) Develop a partnership plan for growing current businesses and attracting new businesses.

Objective 6: Increase visitors and tourism by promoting and capitalizing on local and regional points of interest.

- a) Increase visibility of the Town's cultural activities, points of interest, and commercial base.
- b) Promote regional attractions and historic resources through marketing brochures, social media, and our website.
- c) Continually participate with regional tourism partners and the Virginia Tourism Corporation.
- d) Expand and improve Town sponsored community events.
- e) Maintain a robust and up-to-date Calendar of Events on Town's and stakeholders' websites and social media accounts.

- 
- f) Invest in additional wayfinding signage to help direct citizens and visitors to amenities and Town Services.
 - g) Support local not-for-profit organizations' efforts to develop, expand or maintain cultural facilities in the Town.

Objective 7: Develop new and expand existing programs which help Town Residents access better employment opportunities.

- a) Seek to partner with businesses and educational institutions to provide training programs that provide direct pathways to employment.
- b) Encourage citizens to take advantage of childcare subsidization programs in order to be able to access more employment opportunities.
- c) Partner with local institutions to expand existing and create new childcare programs.
- d) Seek opportunities to assist residents in accessing transportation to their workplace.

Transportation

Altavista has a robust transportation system, comprised of highways, local roads, bikeways, and pedestrian facilities which allows for the efficient and equitable movement of people and goods. Key advantages are the Town's direct access to both railway and US 29, providing ease of access and materials movement essential for industrial and commercial business. Finally, the Town is primarily a walkable community, with a wide range of sidewalks or low-volume roads that support healthy walking and biking. This is especially true in the Town's historic Downtown core, the focal point for visitors and residents alike, to enjoy restaurants, library, shops and parks.

The Transportation Planning Process

The transportation planning process in Virginia consists of a partnership of local, state, regional and federal agencies. Local stakeholders identify needs and work cooperatively with other agencies to develop strategies to address and improve transportation facilities. The majority of these improvements are funded by either the Commonwealth or through federal funding opportunities. State agencies, such as VDOT, assist the Town in the pursuit of funding for improvements, and help to prioritize or anticipate necessary improvements.

Transportation project planning in the Town is articulated in the region's Rural Long Range Transportation Plan (RLRTP), which is updated on a five-year basis by the Central Virginia Planning District Commission (CVPDC), in partnership with the CVPDC member localities and State and Federal partners. Implementation of the RLRTP is executed through the Transportation Improvement Program (TIP), which is a four-year-statewide evaluation program which includes transportation project priorities and funding allocations for approved projects. Lastly, VTrans, Virginia's Statewide Transportation Plan, sets forth an assessment of capacity needs for all corridors of statewide significance, regional networks, and improvements to promote urban development areas. An interactive map of the VTrans needs is available at <https://www.vtrans.org/interactvtrans/map-explorer>.

Travel Characteristics

The U.S. Census Bureau collects data on an annual basis through the American Community Survey (ACS) regarding the commuting patterns of Altavista residents. This data can help paint a better picture of where residents are working, and how they are getting to work. The mean (average) travel time to work is 23 minutes. In comparison, Lynchburg (City) has a mean travel time of 18 minutes, whereas Campbell County has a mean travel time of 24 minutes.

Additional ACS data reports that 67% of residents worked in a different locality, and 92% of people drove to work (either alone or by carpool). These data points help us better understand where, and how residents get to work. In the future, the Town can consider employing different economic development strategies to encourage Town residents to be able to live and work in the Town which will further development in the Town, as well as reduce the amount of overall vehicle miles traveled.

Altavista is the starting point for Virginia Route 43 (Bedford Highway), classified as a State Scenic Byway as a result of its scenic, rustic landscape. Virginia byway designation requires a segment of road have the following physical criteria:

- 1. Provides important scenic values and experiences.
- 2. Diversity of experiences in transition from one landscape scene to another.
- 3. Link or provide access to scenic, scientific, historic, or recreational points.
- 4. Bypasses major or high-speed roads for variety and leisure in motoring.
- 5. Landscape control and management along the route is feasible.
- 6. Route is susceptible to techniques to provide for user safety.
- 7. Contributes to scenic byway distribution within the State.

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.

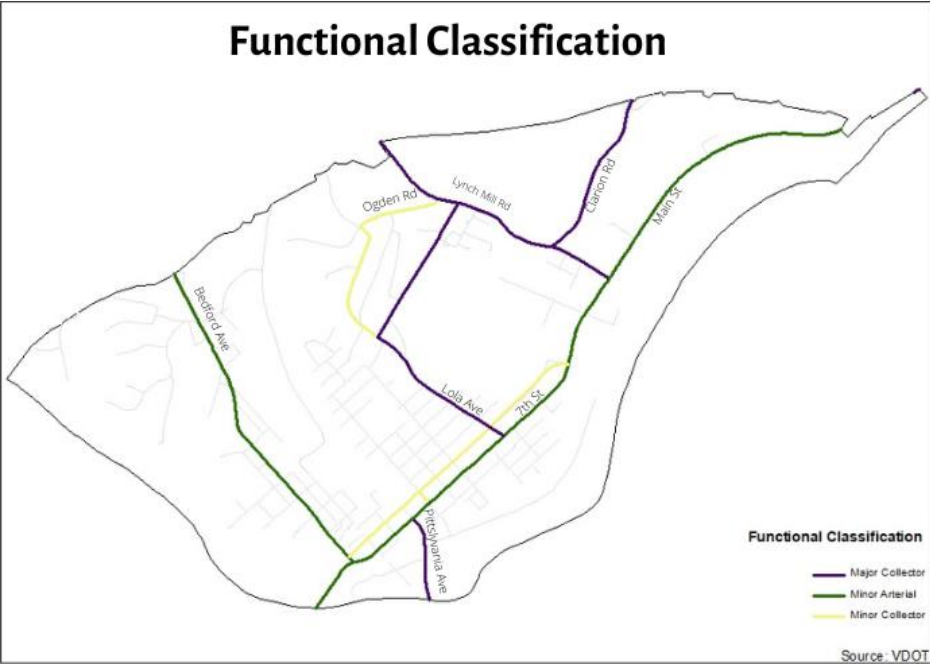
Bedford Highway, known within the Town borders as Bedford Avenue, serves as a primary community connector and includes the location of the combined Altavista Middle and High School, numerous churches, and many neighborhoods that feed into this road.

Functional Classification

Roadways in the Commonwealth of Virginia are grouped into classes/systems according to the character of services they are intended to provide. The Virginia Department of Transportation (VDOT) and the Transportation Mobility and Planning Division (TMPD) are responsible for maintaining the Commonwealth’s official Federal Functional Classification System. The Transportation Mobility Planning Division (TMPD) determines the functional classification of a road using the guidelines established by the Federal Highway Administration (FHWA). The

FHWA classifies roadways into four categories: major collector, minor collector, major arterial and minor arterial. More information about these classifications can be found at: https://www.fhwa.dot.gov/planning/processes/statewide/related/highway_functional_classifications/section02.cfm#Toc336872975.

Map 11: Functional Classification



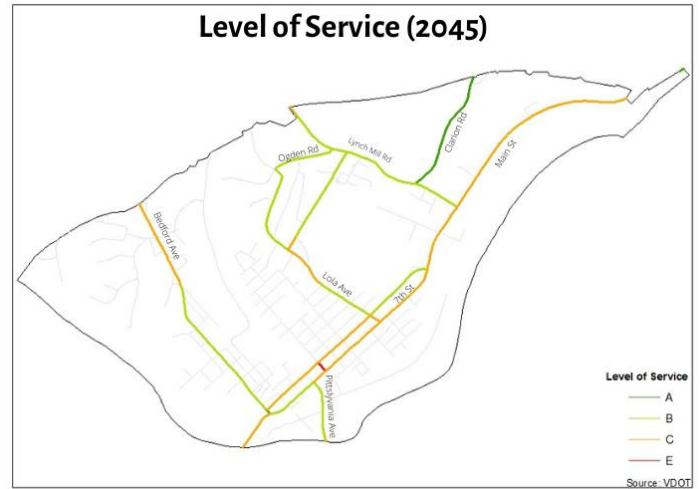
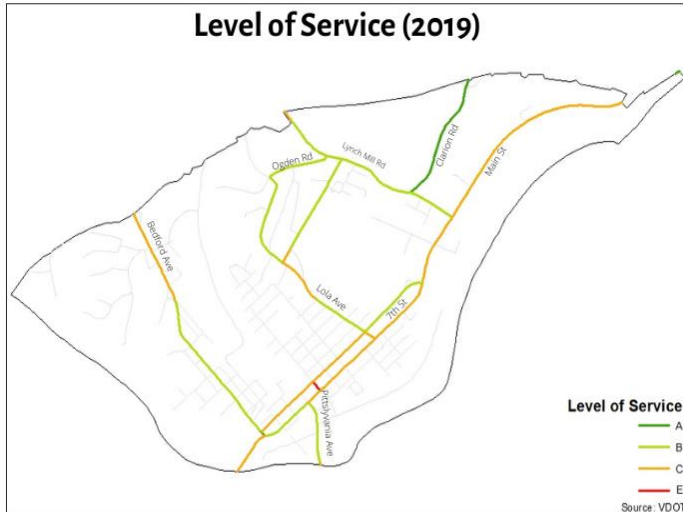
Current & Projected Traffic Volumes, and Level of Service

VDOT provides traffic volume data for all VDOT-maintained roadways within the town. Traffic volume data is shown as Annual Average Daily Traffic (AADT), or the total number of vehicle traffic on a roadway in a year, divided by 365 days. Level of service is a metric used in transportation data analysis to help define public policy concerning highway performance. Level of service reflects driver satisfaction, through various factors that impact congestion, including speed, travel time, traffic interruption, safety and delays.

VDOT uses six levels of service (A-F), with LOS A representing “a free flow of traffic with low volumes and high speeds with little or no delays. Drivers are virtually unaffected by others in the traffic stream”, and LOS F representing when demand volumes exceed roadway capacity, causing congestion. Motorists will seek other routes and it will impact adjacent streets. More information on Level of Service is available at <https://www.virginiadot.org/projects/resources/LOS-defined.pdf>. Roads in Altavista have a desirable level of service, as show in the maps below.

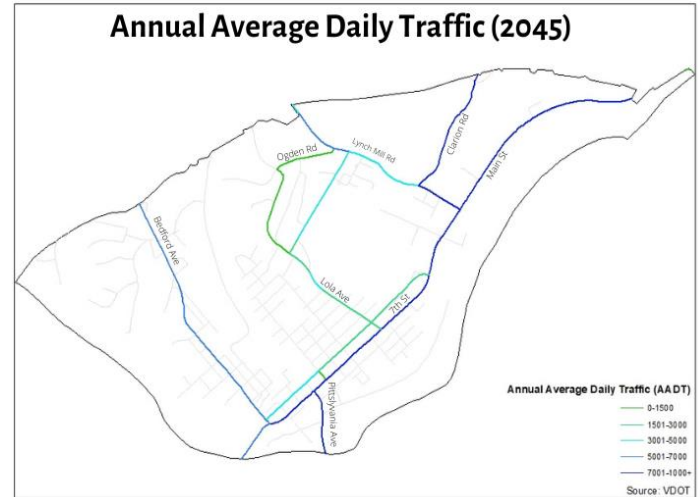
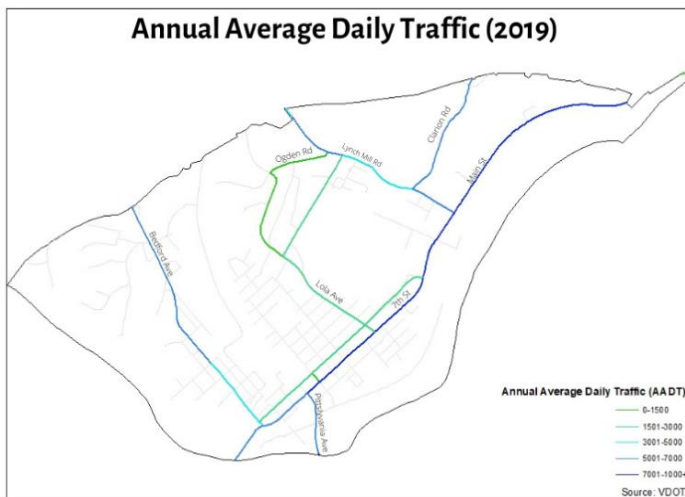
Map 12: Level of Service 2019

Map 13: Level of Service 2045



Map 14: AADT 2019

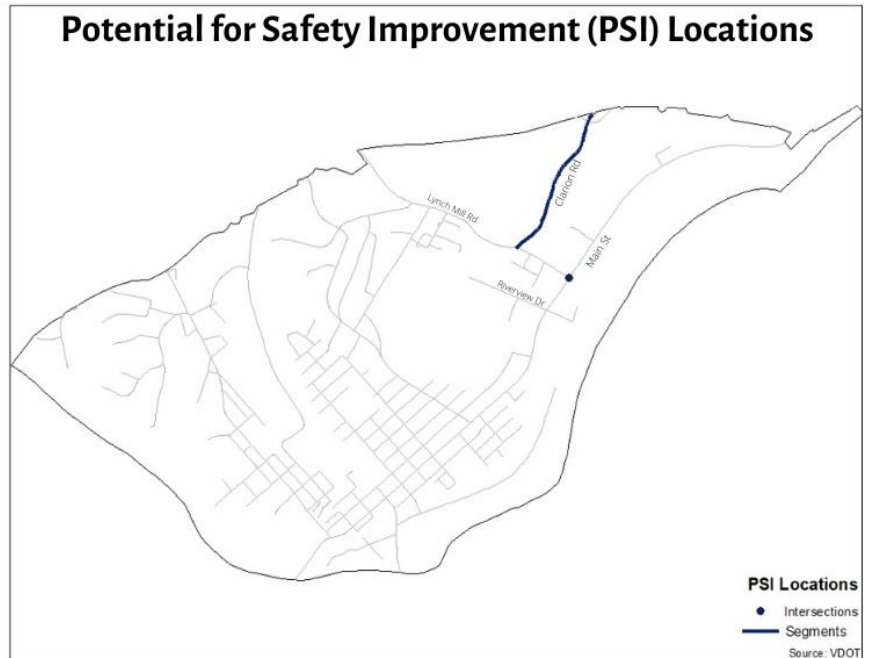
Map 13: AADT 2045



Crash Data

Safety is the most important factor in evaluating existing conditions and the need for future improvements. VDOT publishes crash data for public view by type in 5-year tables, as seen below. In addition, VDOT identifies locations labeled as “Potential for Safety Improvement” segments or intersections. Potential for Safety Improvement (PSI) identification is completed by comparing the predicted number of crashes to the observed number of crashes in that area. If a location has more crashes than expected, there is the Potential for Safety Improvement. Two PSI locations have been identified in the Town; The first is a segment (Clarion Rd, ranked 122 in the District), and the other is the intersection of Lynch Mill Rd and Main Street (ranked 73 in the District). The Lynch Mill Rd and Main Street intersection was recently improved with a southbound turn lane.

Map 14: Potential for Safety Improvements



From 2016 to 2020, the Town has seen a significant reduction in the number of injury crashes as seen in the table below.

Figure 14: Crash Severity

Crash Severity	2016	2017	2018	2019	2020
Fatal Injury	1	1	1	0	0
Severe Injury	0	1	0	0	1
Visible Injury	12	7	9	10	5
Non-visible Injury	11	19	13	1	1
Total	24	28	23	11	7

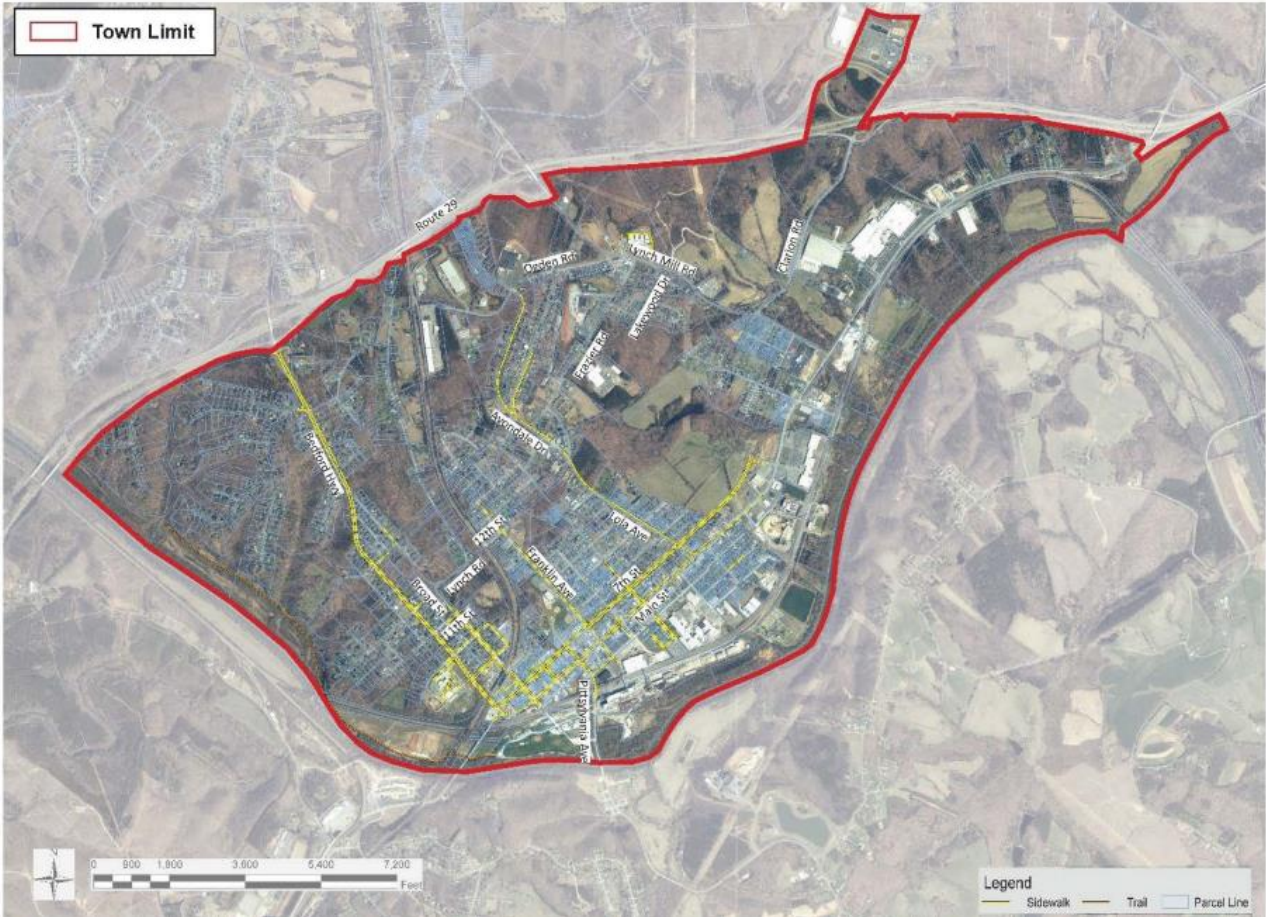
Pedestrian Facilities

The Town of Altavista is, for the most part a walkable community. This is especially true within the Town’s downtown area, which allows residents to access businesses in the downtown, park spaces and water recreation at nearby English park. The overall walkability is also a strong driver of economic development in the Downtown area.

While the Town does boast a large number of pedestrian facilities, it is important that some of these facilities are not ADA (Americans with Disabilities Act) compliant, making it difficult for some persons to traverse the area.

The pedestrian network is centered around the Downtown District, but there are also sidewalks present along key streets in the residential areas as well, namely along Bedford Avenue, Main Street, and Avondale Drive. Further development and expansion of the existing sidewalk network further into the residential areas would greatly increase the walkability of the Town and encourage residents to use sidewalks as a mode of transportation. Sidewalks should be incorporated on Lynch Mill Road and Frazier Road.

Map 15: Pedestrian Facilities



Planting street trees to increase the comfort for walkers by offering shade, will further encourage walking where sidewalks already exist. The Parks and Trails Master Plan explains potential pedestrian improvements in further detail. The Town should continuously seek opportunities to retrofit existing facilities with ADA accessibility and expand sidewalks.

Bicycle Facilities

All roads in the Town can be used by bicyclists, however, providing bicycle friendly facilities will promote the use of bicycles as a safe and viable transportation mode within the town. The town’s Bicycle Accommodation Plan, as well as the Parks and Trails Master Plan, detail potential on-road facility improvements to better accommodate bicyclists. One way to further encourage bicycling is to install “Bikes on Road” signs or pavement markings/sharrows. For example, these signs are recommended to be installed along portions of Bedford Avenue, 7th street, Main Street and Clarion

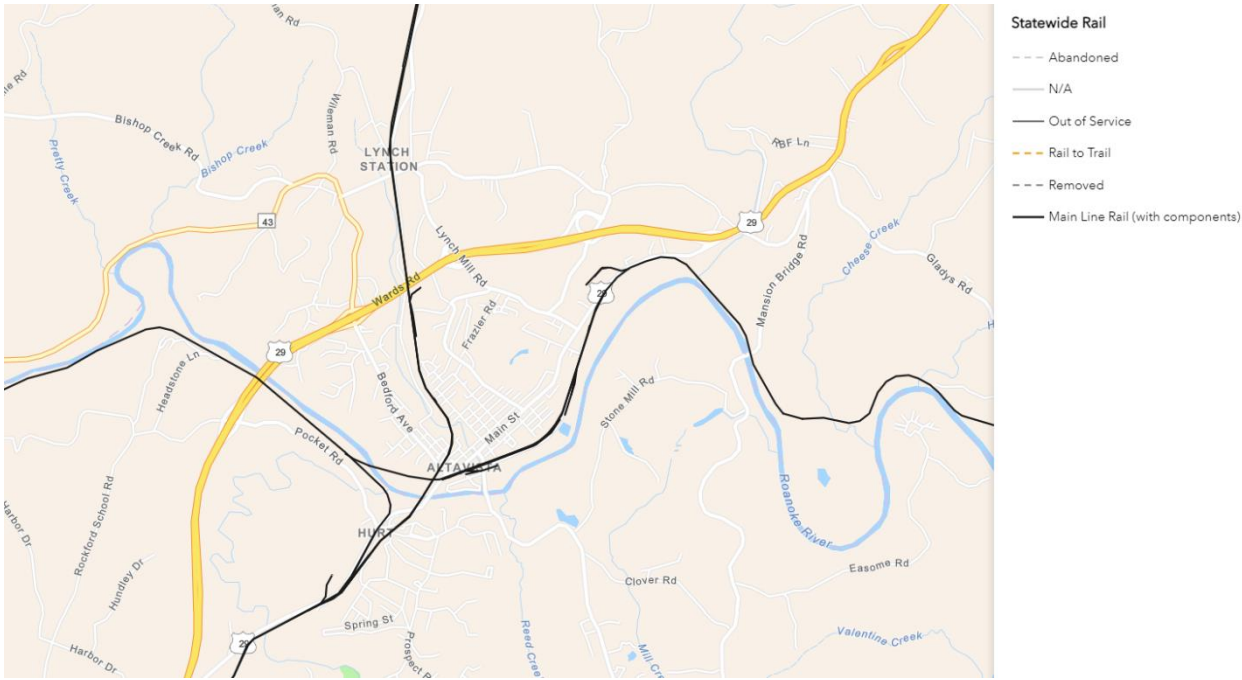
Rd (as well as a number of other locations). In addition, there are several portions of road which are wide enough to accommodate bicycle lanes or shared use paths, such as on 7th Street from Franklin Avenue to Main Street. Roadway reconfigurations can be used as a traffic calming measure and can also provide opportunities for on road bicycle lanes.

Implementing striping and marking changes with the repaving program is a cost-effective approach for adding bike lanes and improving safety by reducing crashes, speed, and crossing conflicts for pedestrians¹⁸. Lastly, the Town can incorporate more bicycle racks on Town property, or by outreach to local businesses and community agencies to coordinate bicycle facilities on their properties. More information on VDOT approved bicycle improvements is available at https://www.virginiadot.org/programs/bikeped/biking_and_pedestrian_treatments.asp#.

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.

Map 16: Railways



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

¹⁸ https://www.virginiadot.org/programs/bikeped/roadway_reconfiguration.asp

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 (Kemper Station) and Danville (Danville Station) and two (2) trips daily from Lynchburg to Washington, D.C on the Northeast Regional Service.

Public and Other Transportation Services

The Altavista Community Transit System (ACTS) began operations in January 2011. ACTS, operated by the Town of Altavista, is a fixed-deviated route, serving all citizens within the Town limits. ACTS 16-mile loop covers all major areas of interest within the Town limits but will also deviate to the Hurt Medical Center. Fares are 50¢ per trip but many riders take advantage of the 3 10-punch passes for \$10 or an unlimited 30-day pass for \$20.

A generous Town citizen has provided free fares each summer, June through September, since 2011.

ACTS’ operations and CIP budgets are partially funded through State and Federal grants that are administered by the Virginia Department of Rail and Public



Source: Virginia Department of Rail and Public Transit

Transportation (VDRPT) and include matching local funds. ACTS Transportation Plan (TDP) includes plans to expand into other localities; however, a partner within one of those jurisdictions would need to be identified and willing to provide financial support.

Virginia Breeze

The Virginia Breeze Piedmont Express, which is operated by the Virginia Department of Rail and Public Transit (DRPT) offers service from Danville to Washington, D.C., with a stop in Altavista (located in the Altavista Shopping Center). Currently, there is one Northbound and one Southbound trip scheduled daily, and this service provides an affordable connection between Altavista and Washington, D.C. The northbound bus arrives in Altavista at 8:55 am and arrives in D.C. at 2:00 pm.

The southbound bus departs Washington, D.C. at 10:05 am and arrives in Altavista at 3:15 pm. The Town should inform the public of this service and promote its use when possible.

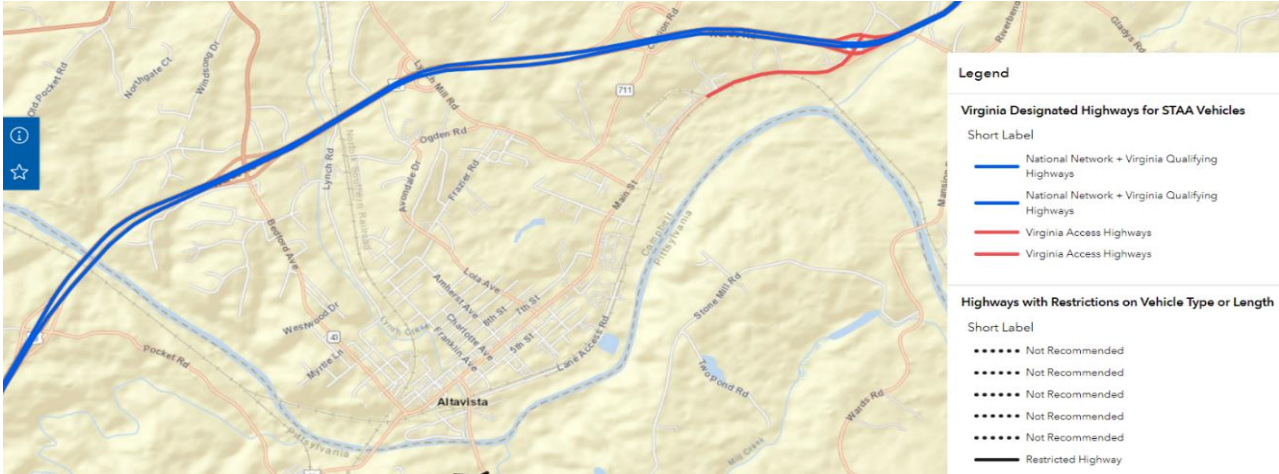
Elderly and Disabled Transportation Service

There are an increasing recognition of the transportation needs of the elderly and disabled citizens in the Central Virginia area. The Central Virginia Alliance for Community Living (CVACL) has assumed primary responsibility for providing these transportation services. However, in order to allow seniors to “age in place” (this concept is discussed further in the Housing Chapter) the town should consider expanding transportation services to medical facilities and other activity centers (i.e., the Dialysis Center or Social Services) in localities adjacent to the town, to better serve the elderly and persons with disabilities.

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.

Map 18: Trucking Routes



Air Transportation

Two primary airports, Lynchburg Regional in Lynchburg, Virginia and Piedmont Triad International in Greensboro, North Carolina can be easily accessed by a short drive.

In addition to these air facilities, Charlottesville Albemarle, Richmond International, Roanoke Regional, and Raleigh-Durham International are all located within two (2) hours of Altavista. The two (2) international airports in Washington, D.C. are located approximately four (4) hours away.

Planning Assumptions

The Town’s population increased steadily from 1920 through 1950, leveled off in the 1960s, and then began to decline by 1970. By 1980, the population had grown (largely due to an annexation)

and held steady in the early 2000's but now has slowly started to decline. While there has not been population growth, Altavista is focused on growing as a regional service center, and the community may see increased traffic in the future due to these factors.

Redevelopment and infill leading to higher densities may continue in the downtown district as well as along the Main Street (U.S. 29 Business) commercial corridor, and new development is certain to continue in and near the existing commercial development on Clarion Road. Maintaining safe, efficient, multimodal connectivity between these areas and the Town's residential neighborhoods will be an ongoing concern.

Planning for the Future

The Town, in partnership with the Virginia Department of Transportation (VDOT), developed a 2035 Transportation Plan which was adopted in 2008. The purpose of the plan was to evaluate the transportation system and future anticipated demands in the Town, and to recommend improvements that could meet the community's existing and future transportation infrastructure needs. 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).

While many of the projects identified in the plan have already been executed, some of the projects still have yet to be funded, and are identified below:

- Lynch Mill Road and Altavista Elementary School: Construction of new left-center turn lane and right turn lanes at existing elementary school entrances. The Town applied for SMART SCALE (formally known as HB2) grant funding in 2015 to complete this project, but the application was not funded. The Town will consider reapplying for funding for this project in the future.
- Main Street Corridor: Modify and consolidate entrance ways to improve safety and access along the corridor.
- Lynch Mill Road and Clarion Road: Realignment, Widening, and lane reconfiguration of the intersection of Clarion Road and Lynch Mill Road.
- Main Street Widening: Widen Main Street to four lanes from 7th Street to Corporate Limits.
- Clarion Road Connector: Construct new two-lane road connecting Clarion Road and 7th Street.

There are some general recommendations in the plan, including support for the inclusion of sidewalks, trails, and bicycle accommodations. Since the inception of the Transportation Plan, there have been new plans developed which detail opportunities to improve bicycle and pedestrian accommodations, including the Parks and Trails Master Plan.

The Town has also been seeking ways to improve the intersection at Lynch Mill Rd and Clarion Rd. In 2018, Altavista submitted a SMART SCALE application to fund a roundabout at this intersection, but the project was not selected for funding at that time. The Town plans to continue seeking funding for transportation improvements at this intersection.

Conclusion

The Town’s transportation network lends itself to providing efficient and equitable movement of people and goods. By continuing to pursue opportunities to implement the project recommendations shown in the figure below, as well as responding to community needs, the Town will continue to provide a safe, and robust transportation system.

Map 19: Six Year Improvement Program Projects

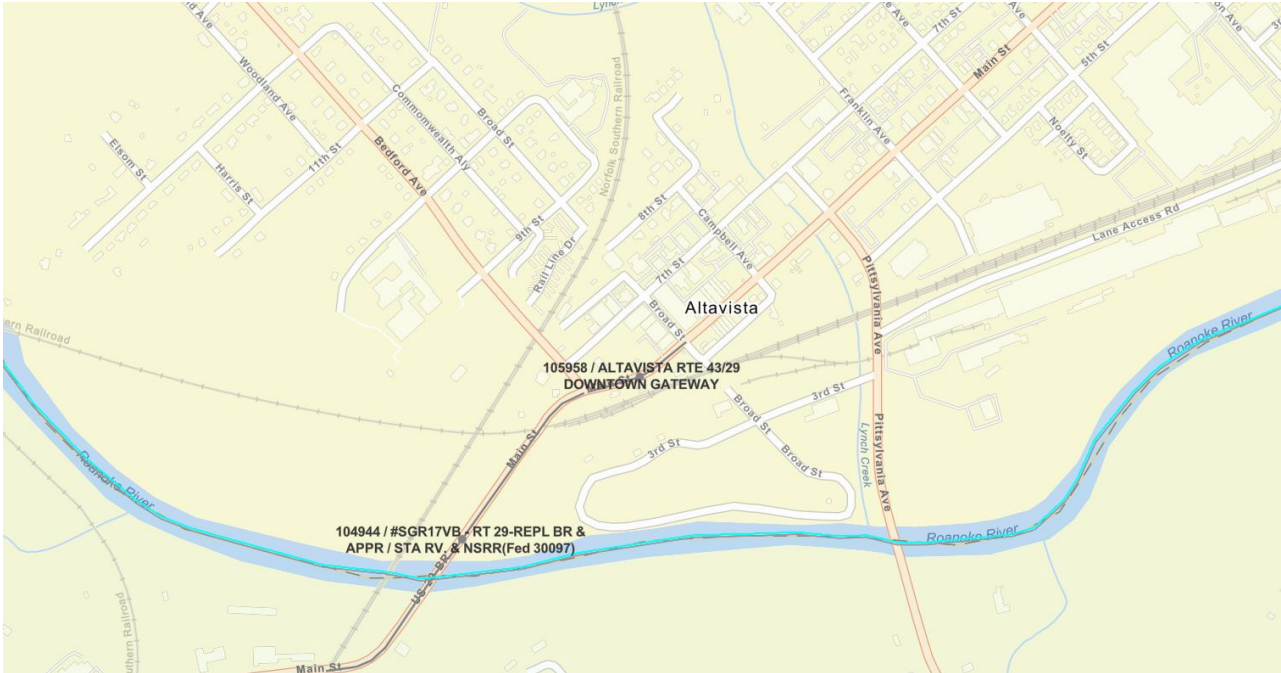


Figure 15: Tabular Summary of Transportation Projects

UPC	PROJECT DESCRIPTION	Project Status
VDOT SIX-YEAR IMPROVEMENT PROGRAM (SYIP) FY23 FINAL		
105958	Altavista RTE 43/29 Downtown Gateway	Completed
104944	#SGR17VB - RT 29-REPL BR & APPR / STA RV. & NSRR (FED 30097) [Rt.29 Bridge Replacement without added capacity]	Completed

CONNECT CENTRAL VIRGINIA LONG RANGE TRANSPORTATION PLAN 2045	
4	VA 711 (Clarion Road) from Town Limits to VA 712 East; Study identified Geometric Deficiency; two lanes (24 feet).
5	US 29 Business (Main Street) from 7th Street to Bedford Avenue; Study identified that the corridor does not have sufficient access management; Modify and consolidate entrances along corridor to improve safety and access along corridor.

9	US 29 Business from 7th Street to Northern Town Limit; Segment will operate at LOS D in 2035; expansion to four lanes.
11	Lynch Mill Road at US 29 Business (Main Street); Lynch Mill Road lacks a dedicated right turn bay, which causes congestion. Add right turn bay on Lynch Mill Road.
15	VA 714 (Lynch Mill Road) from Northern Town Limits to VA 626; Identified Geometric Deficiency; two lanes (24 feet)
16	Pittsylvania Avenue from US 29 Business (Main Street) to South Corporate Limits; Corridor has safety issues due to existing cross-section and intersection approach to Main Street; Widen Pittsylvania Avenue to 4 lanes.
18	US 29 Business at VA 688 (Pittsylvania Avenue); Numerous entrances/exits within functional area of the intersection. Intersection turn radius does not accommodate truck traffic, can lead to safety issues. Intersection had 27 crashes for 2003- 2005 period. In the short term, improve turn radius to accommodate truck traffic and modify lane use at intersection (no specific lane use identified yet). In the long term, consider access management to consolidate entrances on northeast and southeast corners and in conjunction, consider redeveloping vacant lots.
19	US 29 Business (Main Street) from South Corporate Limits to North End of Bridge. Study identified need for additional lanes over the river to mitigate congestion. Construct new two-lane bridge over river with a multi-use trail.
21	Lynch Mill Road at Clarion Road; Lack of turn lanes on all approaches and the skewed intersection affects traffic flow. Realign intersection with roadway widening to accommodate appropriate turn lanes on all approaches.
24	Lynch Mill Road at Altavista Elementary School; Study identified that Lynch Mill Road has a lack of right and left turn lanes into the school. Add left turn bays in the southbound direction and right turn bays in the northbound direction of Lynch Mill Road at school entrances

2010 REGION 2000 BICYCLE PLAN	
Avondale Drive from Lola Avenue Ext. to Ogden Road - Signage; Widen Outside Lane	
Bedford Avenue from US 29 Bypass to Main Street - Wide Outside Lane and Pave Shoulder	
Eighth Street from Broad Street to Campbell Avenue - Signed Share Road	
Eleventh Street from Bedford Avenue to Broad Street - Signed Share Road	
Lola Avenue from Main Street to Frazier Road - Combination Share Road and Wide Outside Lane	
Main Street from Seventh Street to northern town limit - Signed Share Road; Pave Shoulder	
Main Street from Bedford Avenue to Pittsylvania Avenue – Signed Share Road	
Ogden from Lynch Mill Road to Avondale Drive - Signed Share Road	
Pittsylvania Avenue from Seventh Street to southern town limit - Signed Share Road and Wide outside Shoulder	
Seventh Street from Bedford Avenue to Main Street - Signed Share Road; Wide Outside Lane	

Goals and Objectives: 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.


- 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
- g) Develop a partnership with school officials to encourage safer pedestrian practices at the Combined School.
- h) Install electric vehicle charging stations in the future, as the number of electric and hybrid vehicles continues to increase.

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

- a) Continue and expand the Altavista Community Transit System (ACTS).
- b) Routinely inquire about the restoration of passenger train service for the Town, or bus connection to Amtrak in Lynchburg or Danville
- c) Consider expanding ACTS for the elderly and handicapped citizens utilizing the 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 within this endeavor.
- e) Pursue any available opportunities to transition ACTS buses from gas to electric or hybrid vehicles.
- f) Consider expanding the ACTS by providing Sunday Service and by using the “Backup Bus.”
- g) Alter the current ACTS service to provide direct service from Downtown to English Park.
- h) Create new ACTS route extensions to provide access to Lynchburg, Rustburg and the Town of Hurt.

Objective 3: Participate, regionally, in promoting regional air, rail, and other non-roadway transportation services, in collaboration with the Central Virginia Planning District Commission

- 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.
 - e) Distribute marketing and educational materials to inform citizens about the existing Virginia Breeze Service.

Objective 4: Prioritize active transportation activities throughout the Town, particularly in the Downtown area.

- a) Incorporate bicycle and pedestrian accommodations in coordination with existing and planned infrastructure projects.
- b) Improve pedestrian access in the parks and develop accessible connections between parks and Downtown.
- c) Pursue funding for bicycle and pedestrian improvements when opportunities become available.
- d) Explore opportunities to prioritize accessible public facilities for people of all abilities.

Public Engagement

A key step in the planning process is to gather input from stakeholders. Altavista began by asking the Planning Commissioners for their input on a Citizen Survey. Once the survey was developed it was placed on the Town's website and social media. Paper copies were made available at Town Hall, Staunton River Memorial Library, Altavista YMCA.

In addition, staff of the Central Virginia Planning District Commission (CVPDC) attended a festival at English Park in the Fall where a table was setup with an interactive survey to engage citizens and gather opinions regarding the Comprehensive Plan Update. Attendees who reported visiting Altavista infrequently, or for the first time were asked not to participate in the survey.

The survey was divided into several categories: natural and cultural resources, housing, transportation, and town services/facilities.

Natural and Cultural Resources

Survey participants were asked about their top priorities in regard to recreation. The top responses were that residents would like to see community events (festivals, concerts, etc.), open green space, multi-use trails and play areas for older children. In addition, when asked about improvements which will help ensure the Town has a resilient and sustainable future, most residents were in support of shade trees, streambank stabilization, green infrastructure and recycling.

Housing

Participants were asked which types of housing they would like to see, to identify challenges and consider ways they would like the Town to support strategies to enhance housing opportunities. Residents identified single family homes, mixed use developments and senior living facilities as most desirable. Some challenges identified were worn down/vacant properties and limited number of homes available for purchase. In conjunction with that sentiment, residents most desired the Town to invest in rehabilitation programs.

Transportation

Nearly 65% of residents were in favor of incorporating street trees, sidewalks, and street trees to create a stronger pedestrian network in the Town. These types of pedestrian improvements were prioritized throughout several questions. Another priority of residents was to see expanded access to Lynchburg through the ACTS bus service.

Town Services

Participants were overwhelmingly positive regarding the quality of services provided by the Town, including services such as trash and snow removal, and those provided by other entities such as the schools and library services.