



**TOWN OF MIDDLEBURG
COMPREHENSIVE PLAN
PUBLIC INPUT SESSION**



MONDAY, MAY 22, 2017

PRESENT: Eric Combs, Chairman
Donald Woodruff, Vice Chair
Terence S. Cooke, Member
Edward R. Fleischman, Member
H. H. Duval "Dev" Roszel, Member
Mimi Dale Stein, Member
Kevin Hazard, Councilmember (arrived late)

Mayor Betsy A. Davis
Councilmember J. Kevin Daly
Councilmember Peter Leonard-Morgan
Councilmember Trowbridge "Bridge" Littleton
Councilmember Philip Miller
Councilmember Mark T. Snyder

STAFF: William M. Moore, Town Planner
Rhonda S. North, MMC, Town Clerk

A public input session was held on Monday, May 22, 2017 at the Middleburg Community Center for the purpose of receiving public input for an update to the Town's Comprehensive Plan. The meeting was led by The Berkley Group, the consultant hired to assist in the plan's update. A quorum was present of both the Middleburg Town Council and the Middleburg Planning Commission; however, no official Town business was conducted.

Darren Coffey, Todd Gordon and Susannah Smith, of The Berkley Group, led the session. Mr. Gordon opened it at 6:00 p.m. by welcoming those present. He explained that the comprehensive plan was the vision of Middleburg for twenty years into the future. Mr. Gordon noted that it was required for all towns in Virginia and reiterated that the purpose was to set the vision for the future so the Planning Commission and Town Council would have it as a guiding document to help them as they received applications. He advised that it was intended to point them in the right direction, as identified by the residents and business owners. Mr. Gordon explained that the goal of this meeting was to help them package the vision. He noted that they would work on this for a year before the plan was adopted by the Town Council.

Mr. Gordon advised that they met earlier in the day with some stakeholders and toured the town. He stressed that they were not here to tell the Town what to do but rather were present to listen. Mr. Gordon advised that they were an experienced firm; however, they would never know as much about Middleburg as its citizens. He asked that the members of the audience sign in and give their email addresses so they could be sent the notes of this meeting, as well as notice of future events.

Mr. Gordon reviewed the process that would be used. He reiterated that they met earlier in the day with some stakeholders, such as the Windy Hill Foundation and Salamander. Mr. Gordon advised that they would meet with others and asked the audience to let him know if they had any suggestions for stakeholders.

Mr. Gordon advised the audience that this session would begin with the establishment of the town's strengths and weaknesses and the citizens' vision. He noted that there would be additional sessions in the future and advised that they would have maps and would focus on planning. Mr. Gordon reported that once a draft plan was available, they would do another session to show it and get feedback.

Mr. Gordon noted that they were experimenting with ideas for getting in touch with those residents that could not make it this evening and advised that they have developed a survey. He further advised that the plan was to post information on the Town's website for the public's review, including the draft plan once it was available. Mr. Gordon reiterated that this would be a year-long process.

Mr. Gordon stressed that the most important thing they wished to accomplish during this session was to get feedback. He advised that they have developed a small group exercise for the individuals at each table. Mr. Gordon asked that each table select a recorder to take notes and a speaker, who would present the table's ideas as the end of the exercise. He reiterated that the goal was to identify the town's strengths and weaknesses and the vision for Middleburg.

The small group exercise was held for approximately forty-five minutes, with the tables being given fifteen minutes per section. Each table then reported their results (see attachment).

Mr. Gordon thanked the audience for coming and noted that there was a larger turnout than expected. He advised that they would try to put together a plan to address what the audience raised and to preserve the community. Mr. Gordon noted that a second session would be held to explore the issues that were raised. He advised that they would also talk about transportation issues in great detail. Mr. Gordon reiterated that once a draft plan was available, they would hold another session to present it. He reminded the members of the desire to keep in touch with them and reiterated that information would be posted on the Town's website.

Mr. Coffey noted that this was a unique situation in that Loudoun County was also addressing its comprehensive plan. He advised that they started their process last fall and noted that their next public meetings would be held in June. Mr. Coffey encouraged the members of the audience to go to the County's website to find the listing of the workshops and to attend and be heard. He opined that the input they heard about the County meshed with that heard during this meeting. Mr. Coffey opined that the County was concerned about maintaining the rural areas, but conflicted about encroachments. He suggested the need to make sure that Middleburg's Comprehensive Plan values were the same as the County's. Mr. Coffey opined that they were close; however, he encouraged the attendees to help ensure this by making their voices heard. He noted that this session had the best participation his company had ever had.

There being no further business, the session concluded at 7:29 p.m.

RESPECTFULLY SUBMITTED:

Rhonda S. North, MMC, Town Clerk

Middleburg Comprehensive Plan Small Group Exercise
Monday, May 22, 2017

Group 1

A. Discuss the top strengths of the community – list in order of importance:

1. Feels like a friendly town, not a suburb
2. Access to Washington DC
3. Equestrian sports
4. Schools and general level of education
5. Robust Middleburg culture
6. Ecumenical cooperation
7. Community members willing to be involved

B. Discuss the primary challenges for the community – list in order of importance:

1. Perception of an aging town, and lack of aging care
2. Affordable housing – middle income and starter homes
3. Filling empty shops – cost of rent
4. Transportation to and from Middleburg
5. Future development of Salamander

C. What should be the town's Vision Statement?

Proud of history and heritage, but not overly bound to tradition.

D. List 3 goals to implement the vision:

1. Update housing and zoning ordinances
2. Become knowledgeable of current and future population aging
3. Create commercial marketing materials, expand economic development committee, and address types of businesses to encourage

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Group 2

A. Discuss the top strengths of the community – list in order of importance:

1. Diverse and unique shopping and dining opportunities
2. Authenticity and town beauty
3. Historical prestige of the town – Mystique of Middleburg
4. Restrained commercialization
5. Walkable, animal-loving town
6. Safe environment with our own police station

B. Discuss the primary challenges for the community – list in order of importance:

1. Affordable accommodations
2. Preservation and maintenance of trees along town streets
3. Cleanliness and upkeep of streets, homes, and businesses
4. Federal Street walking and parking issues
5. Better signage for shops off the main street
6. Balance of shops and restaurants with necessary businesses like doctors and lawyers
7. Balance between commercial viability and residential nature
8. Affordability of residential and commercial rental space

C. What should be the town's Vision Statement?

To sustain economic growth while maintaining architectural, cultural, and artistic integrity as a whole.

D. List 3 goals to implement the vision:

None given.

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Group 3

- A. Discuss the top strengths of the community – list in order of importance:
1. Economic strength – village life, walkability, friendliness, center of Aldie/Upperville wheel
 2. Active community – arts, concerts, people, trails, accessibility
 3. Civic participation and support
 4. Natural beauty – conservation, land trust
- B. Discuss the primary challenges for the community – list in order of importance:
1. Weekday economy
 2. Assimilating Salamander into the community
 3. Loudoun County growth issues
- C. What should be the town's Vision Statement?
1. Controlled, thoughtful growth that respects history
 2. Regenerating town's people and bringing in younger generations
 3. Aging in place
- D. List 3 goals to implement the vision:
- None given.

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Group 4

A. Discuss the top strengths of the community – list in order of importance:

1. History and charm
2. Strong sense of community
3. Livability and sense of security
4. Commitment to protecting the natural environment
5. Charm and atmosphere
6. Charities

B. Discuss the primary challenges for the community – list in order of importance:

1. Keeping growth contained
2. Loss of small town feel
3. Water and sewer costs
4. Flexibility and adapting to change
5. Cost of commercial space

C. What should be the town's Vision Statement?

Contained growth, consistent with the character of the community.

D. List 3 goals to implement the vision:

1. More stores and restaurants that stay open later
2. Incentivize lower rents to encourage new business
3. Find ways to attract commerce from surrounding communities

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Group 5

A. Discuss the top strengths of the community – list in order of importance:

1. Community
2. Beauty and image of town and surrounding countryside
3. Authenticity
4. Diversity
5. Effective government and resulting sense of safety

B. Discuss the primary challenges for the community – list in order of importance:

1. Infrastructure – parking, roads, water, maintenance, etc.
2. Long term strategic plan which protects our strengths as a community from unplanned change
3. Attracting appropriate retail, restaurants, and other businesses to enhance economic growth
4. Providing amenities and services for the younger, diverse population

C. What should be the town's Vision Statement?

Middleburg is an authentic community with a rich history, surrounded by Virginia hunt country. While we recognize that change is constant, our vision is to accomplish change through careful planning and community engagement.

D. List 3 goals to implement the vision:

1. Fixing and improving critical infrastructure – including parking
2. Planning housing for young professionals
3. Detailed strategic plan and execution model

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Group 6

A. Discuss the top strengths of the community – list in order of importance:

1. Economically prosperous
2. Civic minded
3. Friendly and welcoming
4. Beautiful main street
5. Safe community
6. Historic significance and museum
7. Free parking
8. People take care of their property

B. Discuss the primary challenges for the community – list in order of importance:

1. High rent
2. Sidewalks good in some areas, bad in others
3. Improve internet
4. Lack of young families with children
5. Emergency services

C. What should be the town's Vision Statement?

Look to the future and preserve the past.

D. List 3 goals to implement the vision:

1. Protect what we have
2. Comprehensive plan
3. Town zoning ordinance
4. Trolley?

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Group 7

A. Discuss the top strengths of the community – list in order of importance:

1. Walkability, safety
2. History / architecture
3. Destination / charm / special events
4. Friendliness and manners / customer service
5. Equestrian / scenery
6. Financial stability

B. Discuss the primary challenges for the community – list in order of importance:

1. Strategic business plan to create a synergy in the community, both as a destination and encourage residents to support businesses
2. Consistent hours / incentives for locals
3. Parking
4. Retaining quality businesses
5. Night life and entertainment

C. What should be the town's Vision Statement?

We seek to maintain and strive to be a community with shared values charm, and historical feel; jewel of one of the finest equestrian / wine countries in the state.

D. List 3 goals to implement the vision:

1. Support new businesses / community engagement
2. Comprehensive economic strategy
3. Alignment among neighboring towns

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Group 8

- A. Discuss the top strengths of the community – list in order of importance:
1. Small size and sense of community
 2. History, character, authentic experience, beauty
 3. Lots of visitors and untapped potential – proximity to large population centers
 4. Gorgeous horse farms, wineries, and resorts
 5. Artistic and intellectual opportunities
- B. Discuss the primary challenges for the community – list in order of importance:
1. More housing to support growth
 2. Federal Street and infrastructure
 3. Attracting younger residents
 4. Affordability of retail space and rents
 5. Keeping suburbs at bay – work with county to protect the transition zone
- C. What should be the town's Vision Statement?
- None given.
- D. List 3 goals to implement the vision:
1. Protect town nature, character, and charm, while growing with the county
 2. Maintain ourselves as a tourist destination
 3. Economic development plan and integration of planning with county

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Group 9

A. Discuss the top strengths of the community – list in order of importance:

1. Sense of community
2. Surrounding open space – PEC, VLT, etc.
3. Equestrian hub
4. Cultural aspects – community center, sporting library, museum, etc.
5. Historic district architectural review preserves history / beauty of the town
6. Windy Hill – community philanthropy

B. Discuss the primary challenges for the community – list in order of importance:

1. Economy of the town
2. Encroachment of development
3. Utilities
4. Parking
5. Availability of affordable housing

C. What should be the town's Vision Statement?

Preserve Middleburg's unique and natural sense of community by promoting a vibrant local economy and rich cultural activities

D. List 3 goals to implement the vision:

1. Improve business atmosphere through business retention attraction programs with a focus on business mix
2. Encourage cultural events that benefit community and visitors
3. Infrastructure to improve livability and workability of town