

Town of Christiansburg
Comprehensive Plan Update
Draft Goals, Objectives, and Policies
For Public Review
06/11/2026

DRAFT

Submitting Comments

You may submit comments by any of the following means:

- By email to planning@christiansburg.org
- By telephone at (540) 382-6120 ext. 1158.
- By mail to Town Hall, 100 E. Main Street, Christiansburg, VA 24073 ATTN: Planning Department.
- By dropping off written comments to the Planning Department at Town Hall.

GOVERNMENT

Goals, Objectives, & Policies:



Goal 1: *Promote excellence in governance by strengthening organizational leadership and internal capacity, enhancing communications with residents and fostering meaningful community engagement and collaborative planning, and regional partnerships that enhance the Town's identity, economic vitality, and quality of life.*

Objective 1.1: Support high-performing governance by developing Town leadership and staff capacity, engaging residents meaningfully in decision-making, and strengthening regional partnerships that enhance community identity and prosperity.

Policy 1.1.1:

Invest in leadership development, professional training, and staff support systems to ensure the Town maintains a skilled, high-performing workforce capable of delivering effective and responsive public services.

Policy 1.1.2:

Enhance transparency, communication, and accountability in Town operations by regularly reviewing policies, evaluating outcomes, and encouraging innovation and process improvements across all departments.

Policy 1.1.3:

Continue to utilize citizen advisory groups to provide grassroots input and strengthen community participation in Town governance.

Policy 1.1.4:

Strengthen collaboration with Montgomery County, regional agencies, and neighboring localities to align planning efforts, share resources, and pursue initiatives that support shared economic, educational, and quality-of-life goals.

Policy 1.1.5:

Work with surrounding Public Schools and colleges to emphasize technology in the school system as a strategy to attract high-tech industry.

Policy 1.1.6:

Collaborate with Montgomery County to plan for development or redevelopment of county-owned properties, including former school properties and other strategic sites.



Community Engagement & Communication

Policy 1.1.7:

Provide accessible, inclusive, and meaningful opportunities for resident involvement in Town decision-making, using a variety of engagement tools and methods to reach diverse audiences.

Policy 1.1.8:

Regularly update and implement the Town's Communications Plan to reflect new technologies, evolving community needs, and best practices in public outreach.

Policy 1.1.9:

Adopt a proactive communication model that provides information early, reduces misinformation, and answers common questions before issues arise.

Policy 1.1.10:

Establish a Town-wide Communications Guide with consistent branding, messaging, and representation across all departments.

Policy 1.1.11:

Promote positive Town identity by highlighting community assets, events, amenities, and success stories through coordinated media and outreach efforts.

Policy 1.1.12:

Improve internal communication processes to ensure timely sharing of closures, outages, project updates, and departmental information with staff and the public.

Policy 1.1.13:

Partner with Virginia Tech School of Public and International Affairs (SPIA) and other colleges to provide internship and learning opportunities related to local government.

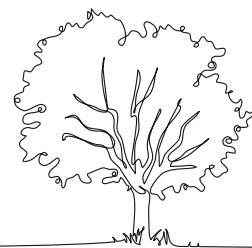
Policy 1.1.14:

Promote civic engagement by actively reaching out to residents and local schools to increase awareness of local government activities and opportunities for community participation.



ENVIRONMENT

Goals, Objectives, & Policies:



Goal 1: *Promote a healthy, resilient, and visually appealing environment by protecting natural resources, improving water and air quality, expanding green infrastructure and open space, and guiding development to minimize pollution, erosion, and stormwater impacts.*

Environment

Objective 1.1:

Advance environmental sustainability and resilience through protection of natural assets, green infrastructure and renewable energy.

Policy 1.1.1:

Limit clear-cutting and unnecessary tree removal during development by encouraging the retention of existing trees and wooded lots.

Policy 1.1.2:

Protect trees along public streets and trails and exploring the integration of tree preservation and planting requirements into the landscaping standards.

Policy 1.1.3:

Protect and enhance community's tree canopy through education, conservation efforts and appropriate regulations.

Policy 1.1.4:

Promote the use of native plant species and implement strategies to eradicate invasive vegetation.

Policy 1.1.5:

Increase solar energy use in municipal facilities and support residential adoption through incentives and simplified permitting processes.

Policy 1.1.6:

Expand access to electric vehicle charging stations in key locations and position the town as supportive of electric vehicles.

Policy 1.1.7:

Encourage developments to pursue LEED or other green certifications by exploring incentives and showcasing exemplary projects.

Policy 1.1.8:

Encourage environmentally sound construction practices, including retrofitting existing buildings.

Policy 1.1.9:

Require identification and mapping of critical environmental features such as floodplains, karst features and wetlands in development plans.

Policy 1.1.10:

Utilize existing sinkhole data and public input to identify karst features across the Town.

Policy 1.1.11:

For parcels with known karst topography, encourage the use of Best Management Practices (BMPs) during development to minimize environmental and structural risks.

Policy 1.1.12:

Discourage intensive development on parcels predominantly characterized by karst terrain, while allowing site-specific flexibility to support responsible land use.

Policy 1.1.13:

Encourage site designs that avoid altering natural topography in ways that create or intensify steep slopes.

Policy 1.1.14:

Allow development on steep slopes only when engineered solutions can ensure long-term stability and prevent erosion and reduce negative environmental impacts.

Policy 1.1.15:

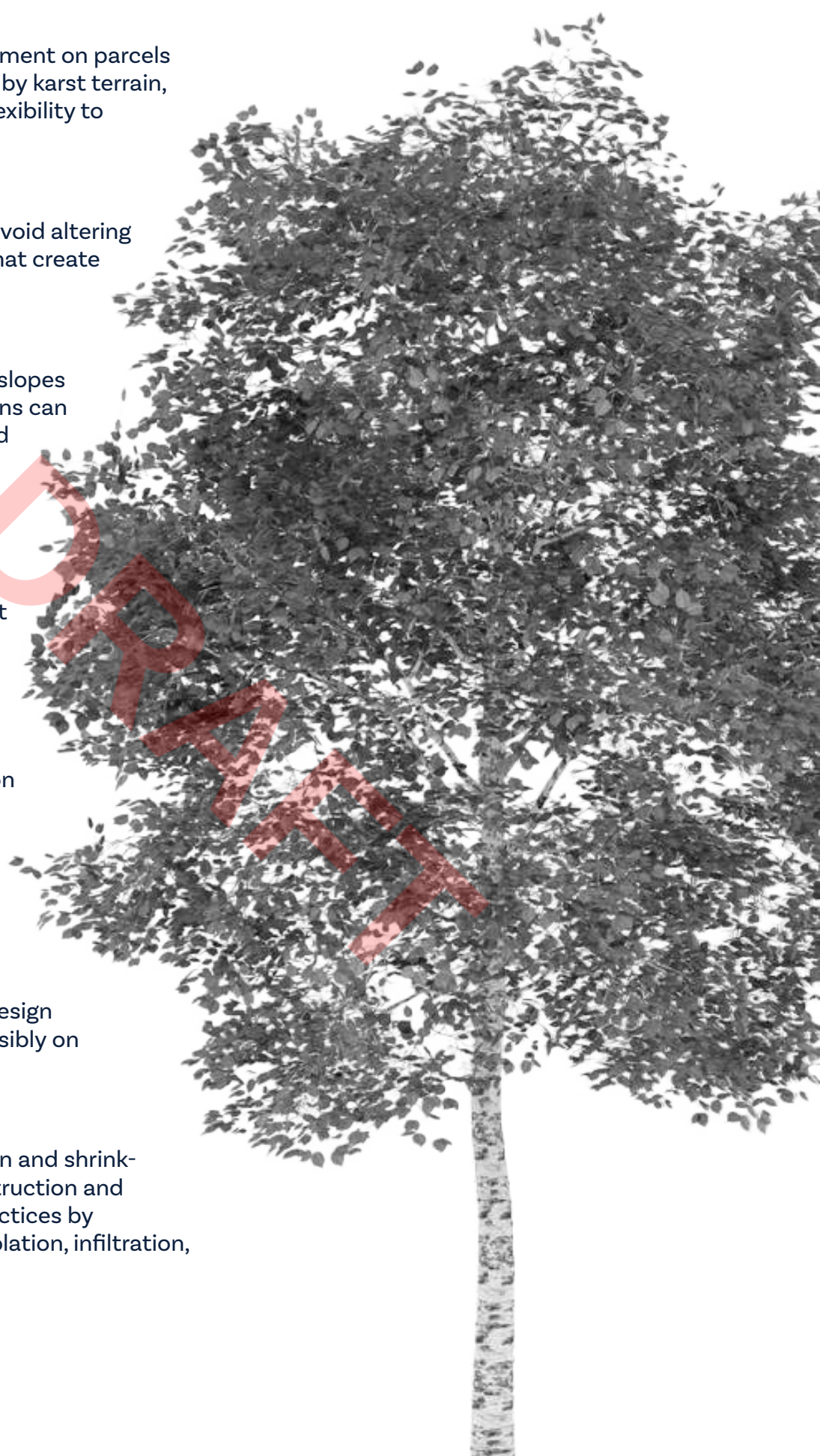
Ensure effective management of drainage, erosion, and sedimentation during and after construction on steep slopes through site inspections and long-term post construction stabilization requirements.

Policy 1.1.16:

Facilitate collaborations with local, regional, state, and academic programs to provide property owners with resources on effective design strategies for building responsibly on steep sites.

Policy 1.1.17:

Require soil type identification and shrink-swell testing for all new construction and ensure safe development practices by enforcing standards for percolation, infiltration, and runoff.



Policy 1.1.18:

Support implementation of Best Management Practices (BMPs) to reduce stormwater runoff and improve water quality by pursuing funding for outreach programs, assisting property owners' implementation, and encouraging the use of rain barrels, rain gardens, permeable pavement, green roofs, impervious surface removal, and urban tree canopy expansion.

Policy 1.1.19:

Strengthen enforcement to prevent illicit discharges in the stormwater system.

Policy 1.1.20:

Meet individual Waste Load Allocations (WLAs) for each watershed in accordance with applicable Total Maximum Daily Loads (TMDLs) and integrate these allocations into TMDL Action Plans as required under the Town's MS4 permit to guide water quality improvements.

Policy 1.1.21:

Reduce stormwater runoff and prevent flooding by requiring infrastructure upgrades improvements at existing sites undergoing redevelopment, rezoning, or major improvements.

Policy 1.1.22:

Promote the use of green infrastructure Best Management Practices (BMPs) throughout the land development process. Encourage on-site water infiltration systems that utilize natural vegetation and soil filtration to manage runoff, enhance groundwater recharge and improve water quality.

Policy 1.1.23:

Promote stream restoration projects and the use of native plantings on critical slopes to reduce erosion, enhance infiltration, and protect water quality across watersheds.

Policy 1.1.24:

Promote the use of reclaimed water and greywater reuse systems in new developments, where feasible, for irrigation and other non-potable purposes in order to conserve potable water resources.

Policy 1.1.25:

Continue to restrict improper development in the floodplain through the enforcement of the Floodplain Ordinance.

Policy 1.1.26:

Protect wetlands by ensuring new developments comply with applicable state and federal wetlands regulations, and encourage them to avoid impacts and incorporate best management practices to preserve wetland functions.

Policy 1.1.27:

Identify environmentally sensitive areas within forested and open lands and promote public education on recognizing and protecting these environments.

Policy 1.1.28:

Encourage residents and developers to avoid disturbance and consult with appropriate state or federal agencies when planning activities near environmentally sensitive areas such as wetlands, floodplains and endangered species habitats.



Policy 1.1.29:

Require dedicated open space in new developments and land use changes where appropriate.

Policy 1.1.30:

Encourage adding open space in neighborhoods that currently lack such spaces.

Policy 1.1.31:

Promote the preservation of air quality, reduction of noise and light pollution, and control of litter to protect the environment and maintain community well-being.

Policy 1.1.32:

Encourage the use of fixtures certified by the International Dark-Sky Association and install low-glare, energy-efficient streetlights in public projects.

Policy 1.1.33:

Encourage collaboration with operators of high-impact transportation and commercial facilities to reduce noise through measures such as quiet zones, operational adjustments, or physical sound barriers, particularly in proximity to residential neighborhoods, schools, and other sensitive land uses.



ECONOMIC DEVELOPMENT



Goals, Objectives, & Policies:

Goal 1: Enhance economic competitiveness by diversifying industries, strengthening local businesses, and creating opportunities that benefit the entire community.

Small Business Support

Objective 1.1:

Strengthen the foundation for local small business growth and entrepreneurship.

Policy 1.1.1:

Provide local small businesses and startups with access to resources such as mentoring, technical assistance and funding.

Policy 1.1.2:

Promote local purchasing programs to support small businesses and enhance their visibility.

Policy 1.1.3:

Streamline licensing and permitting processes to reduce barriers for new and existing small businesses.

Policy 1.1.4:

Partner with chambers of commerce and local business groups to build a strong support network for small businesses.

Policy 1.1.5:

Help small businesses adopt digital tools and e-commerce to reach wider markets.

Policy 1.1.6:

Create targeted incentives for startups and growing small businesses to thrive in the community.

Policy 1.1.7:

Provide tailored support, resources, and mentoring for new startups and existing businesses seeking to grow or relocate in Christiansburg.

Policy 1.1.8:

Explore the creation of small business hubs, incubators, or coworking spaces, with the option to potentially collaborate with universities and other organizations.

Policy 1.1.9:

Continue to provide investments that support the growth and stability of existing small businesses while encouraging entrepreneurs and small business owners to relocate or expand into Christiansburg.

Policy 1.1.10:

Explore opportunities to assist entrepreneurs and small businesses with identifying commercial real estate, navigating local government processes, connecting with resource organizations, and accessing funding opportunities.

Policy 1.1.11:

Establish and maintain regular communication and support networks for small businesses.

Policy 1.1.12:

Support small businesses in maintaining attractive, well-maintained storefronts, improving the town's visual appeal, and encouraging private investment in commercial properties.

Business Development

Objective 1.2:

Attract, retain, and grow businesses across diverse industries.

Policy 1.2.1:

Engage with existing businesses regularly to understand their needs and create opportunities for growth and retention.

Policy 1.2.2:

Focus on recruiting industries that align with local strengths, such as healthcare, manufacturing and technology.

Policy 1.2.3:

Acknowledge the town's status as a regional retail destination and continue to sustain its appeal.

Policy 1.2.4:

Continue to foster a thriving retail environment by maintaining its viability and recruiting a diverse retail mix.

Policy 1.2.5:

Continue to enhance infrastructure like broadband, transportation networks, and utilities to support new and existing businesses.

Policy 1.2.6:

Establish better connections between commercial areas with pedestrian, transit, and vehicle-friendly infrastructure.

Policy 1.2.7:

Work with local and regional organizations to market available commercial and industrial properties.

Policy 1.2.8:

Consider offering incentives to attract businesses that provide well-paying jobs and contribute to economic stability.

Policy 1.2.9:

Promote the expansion of dining, hospitality, and entertainment options to make the community more attractive to residents and visitors.

Policy 1.2.10:

Support the town's trade and manufacturing industries by highlighting their economic impact and creating opportunities to expand their reach through partnerships and targeted initiatives.

Policy 1.2.11:

Redevelop underdeveloped or vacant commercial properties into mixed-use spaces with housing, dining, retail, and offices.

Policy 1.2.12:

Continue to develop industrial parks near major transportation hubs, such as Interstate-81 interchanges, to attract employers.

Policy 1.2.13:

Highlight the region's natural and recreational resources as key selling points for attracting businesses and workers.



Economy and Workforce Development

Objective 1.3:

Develop a skilled, adaptable workforce to meet the needs of a changing economy.

Policy 1.3.1:

Collaborate with schools, community college and universities to provide training, apprenticeships, and career pathways in high-demand industries, with a specific focus on skilled trades.

Policy 1.3.2:

Encourage partnerships that connect high school students to trade programs, promote awareness of local trade businesses, and support adult CTE and upskilling centers with industry-preferred access.

Policy 1.3.3:

Promote workforce housing initiatives to ensure talent can afford to live and work locally.

Policy 1.3.4:

Expand access to childcare options to support families, enabling more people to participate in the workforce.

Policy 1.3.5:

Support eldercare programs that help Christiansburg residents in remaining active in the workforce.

Policy 1.3.6:

Collaborate with employers and care providers to develop flexible solutions that reduce barriers to employment, strengthen small business support, and improve workforce retention.

Policy 1.3.7:

Work with employers and community organizations and workforce development organizations, including pipelines from high school to trade employment, to provide continuing education and skills training for workers, enabling workers to grow professionally and remain competitive in their careers.

Policy 1.3.8:

Encourage the use of new technologies to help the workforce adapt to shifting industry needs.

Policy 1.3.9:

Collaborate with workforce development organizations, educational institutions, economic development entities, and both public and private sector partners to develop programs that upskill current employees, so they can adapt to technological advancements and meet evolving industry demands.

Policy 1.3.10:

Attract young professionals and entrepreneurs through targeted marketing campaigns.

Policy 1.3.11:

Strengthen regional partnerships to address shared economic opportunities and challenges.

Policy 1.3.12:

Collaborate with workforce development organizations, educational institutions, and industry leaders to develop programs tailored to key industries and trade-focused pathways and apprenticeships, ensuring a steady pipeline of skilled workers.

Policy 1.3.13:

Expand broadband and internet access to support remote work and attract businesses in the digital economy.



Goal 2: Foster a thriving and vibrant economic environment in Downtown, Cambria and Midtown by developing and maintaining these areas as destinations with strong identities.

Downtown, Cambria, and Midtown

Objective 2.1:

Strengthen local identity, enhance activities and boost investment in these areas to create vibrant destinations.

Policy 2.1.1:

Encourage the redevelopment of underutilized or vacant buildings through the use of targeted economic development programs, zoning, land use regulations, public investments in infrastructure, and incentives.

Policy 2.1.2:

Reduce number of vacant buildings to improve economic vitality.

Policy 2.1.3:

Promote collaboration between public and private sectors to drive redevelopment and revitalization initiatives.

Policy 2.1.4:

Develop and maintain attractive public spaces to promote economic growth and active community participation.

Policy 2.1.5:

Enhance vibrancy by attracting new investments.

Policy 2.1.6:

Strengthen efforts to create a business-friendly environment and retain businesses.

Policy 2.1.7:

Ensure land use policies and zoning regulations support redevelopment and infill development.

Policy 2.1.8:

Create a downtown area that includes a mix of employers, restaurants, and retail businesses.

Policy 2.1.9:

Revise zoning regulations to allow for a mixed-use area in Downtown.

Policy 2.1.10:

Maintain pedestrian-friendly streetscapes and bike lanes to encourage connectivity and accessibility.

Policy 2.1.11:

Promote adaptive reuse of existing historic buildings to preserve historical and cultural heritage.

Policy 2.1.12:

Coordinate capital improvement projects to enhance public areas and construct community amenities.

Policy 2.1.13:

Utilize branding and marketing to establish and reinforce local and cultural identities.

Policy 2.1.14:

Support destination attractions including but not limited to events and festivals.

Policy 2.1.15:

Explore participation in the Virginia Main Street program to support downtown development, provide resources for new and existing businesses, and strengthen the town's identity as a vibrant destination.

Cambria

Objective 2.2:

Facilitate readiness for the arrival of passenger rail in Cambria by enhancing pedestrian access, promoting walkability, and supporting infrastructure improvements to encourage economic growth and connectivity.

Policy 2.2.1:

Improve pedestrian facilities and walkability between the Amtrak platform and Cambria businesses through sidewalk improvements, crossings, and other pedestrian facilities.

Policy 2.2.2:

Install wayfinding signage to guide passengers to key destinations, including businesses, parks, and community assets.

Policy 2.2.3:

Promote investment in nearby businesses and services that cater to rail users, such as retail, dining, and rest areas for passengers during delays or schedule changes.

Policy 2.2.4:

Partner with local businesses and other car rental services to provide transportation options for Amtrak passengers, ensuring seamless mobility.

Policy 2.2.5:

Prioritize projects like the Cambria Trail to create a safe, connected corridor within the area.

Policy 2.2.6:

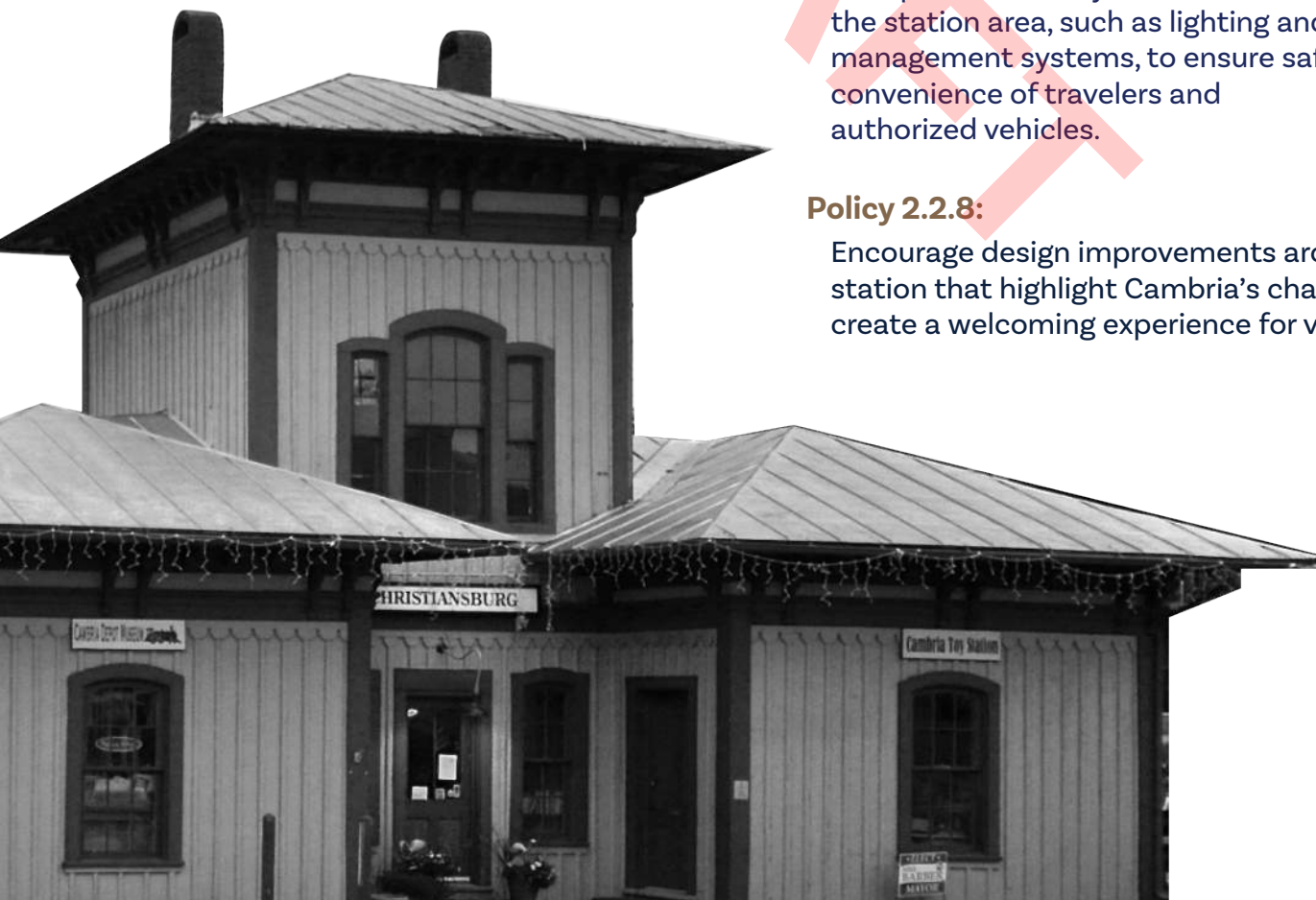
Support the continued development of pedestrian facilities connecting existing streets, such as linking Lester Drive to Roanoke Street, Depot Park, and the Amtrak station for improved accessibility.

Policy 2.2.7:

Incorporate security measures in and around the station area, such as lighting and visitor management systems, to ensure safety and convenience of travelers and authorized vehicles.

Policy 2.2.8:

Encourage design improvements around the station that highlight Cambria's character and create a welcoming experience for visitors.



Goal 3: *Promote economic development through tourism, recreation and collaborative efforts among government, private and nonprofit planning efforts.*

Objective 3.1:

Enhance economic growth by leveraging recreation and tourism, while fostering intentional partnerships to strengthen community well-being and economic resilience.

Policy 3.1.1:

Coordinate with private sector businesses and nonprofit organizations to support initiatives that boost local economic growth.

Policy 3.1.2:

Seek opportunities to foster partnerships between the public and private sectors to improve the business climate.

Policy 3.1.3:

Establish strong partnerships with local and regional tourism industry representatives and collaborate on joint marketing efforts.

Policy 3.1.4:

Develop and implement marketing campaigns that highlight the town's recreational amenities, such as parks, trails, and events. Emphasize the town's proximity to popular destinations and unique attractions to attract visitors to extend their stay.

Policy 3.1.5:

Strengthen the town's identity to foster a sense of belonging, instill pride among residents and cultivate an economically thriving community.

Policy 3.1.6:

Promote and support local festivals and community events that attract visitors, and celebrate local culture.

Policy 3.1.7:

Highlight and improve infrastructure along the National Bike Route and regional trail systems to encourage cycling tourism and outdoor recreation.

Policy 3.1.8:

Position Christiansburg as an attractive destination for aging residents by promoting accessible amenities, recreation opportunities, and age-friendly infrastructure.

Policy 3.1.9:

Ensure historical signage meets state and federal preservation requirements while contributing to cultural tourism and wayfinding.

Policy 3.1.10:

Support the beautification of commercial properties, enhance the town's visual appeal, and encourage private investment in maintaining attractive, welcoming storefronts.



RECREATION & DESTINATION

Goals, Objectives, & Policies:



Strengthening Aquatics, Parks and Recreation, Tourism, and Sports Tourism

Aquatics

Goal 1: Promote, sustain and elevate the Christiansburg Aquatic Center as the premier regional destination for aquatics, serving the residents, athletes, and visitors.

Objective 1.1:

Foster long-term sustainability and growth of the Aquatic Center.

Policy 1.1.1:

Prioritize and fund replacement of the Aquatic Center's HVAC system to ensure continued operation and energy efficiency.

Policy 1.1.2:

Regularly review and update Aquatic Center policies, membership rates, and usage structures to reflect community needs. Ensure accessibility for residents while maintaining responsible financial practices that support operational and development goals of the center.

Policy 1.1.3:

Address current and future parking needs through creative solutions, including additional parking, shared parking agreements, or structured parking as necessary.

Policy 1.1.4:

Consider incorporating permanent lighting solutions in the parking lots for safety and security.

Policy 1.1.5:

Enhance access and connectivity to the Aquatic Center by exploring options such as incorporating it as a designated stop on the transit route.

Policy 1.1.6:

Explore the use of adjacent land for long-term expansion, including potential partnerships for community gathering spaces and administrative offices, hotel, retail, and event space to complement aquatics programming.

Policy 1.1.7:

Evaluate and implement sustainability measures, such as solar panels, to reduce long-term operating costs.

Objective 1.2:

Enhance and expand aquatics programming while strengthening partnerships to serve the diverse needs of recreational users, competitive athletes, and the broader community.

Policy 1.2.1:

Continue to provide programming and services that meet the needs of the community, enhance well-being, and support long-term growth of the Aquatic center.

Policy 1.2.2:

Continue and strengthen partnerships with groups such as New River Valley Aquatics Inc., New River Valley Diving, Virginia Tech, Radford University, the City of Radford, and Montgomery County Public Schools to grow existing programs and events.

Policy 1.2.3:

Build upon existing aquatic programs by expanding offerings to include swim teams, therapeutic programs, and wellness-focused aquatics for seniors and those with disabilities.

Policy 1.2.4:

Continue to promote the Aquatic Center as a premier host site for swimming and diving events to generate economic benefits for Christiansburg.

Policy 1.2.5:

Collaborate with local and regional partners to ensure aquatics programming continues to support both recreational users and competitive athletes.

Policy 1.2.6:

Explore the expansion of the competition pool footprint to include dedicated space for swim meet operations, office and administrative use, storage, and an official meeting room.

Policy 1.2.7:

Encourage the tourism office to establish a process for coordinating and collaborating with local businesses. This will ensure that services such as lodging, dining, and other amenities are readily available to meet the needs of traveling athletes, families, and spectators during events.

Parks & Recreation

Goal 2: *Strengthen and expand Christiansburg's parks and recreation opportunities to create inclusive spaces and programs that enrich lives, promote community wellness, and foster a healthier quality of life for all residents.*

Objective 2.1:

Continue investing in and developing modern, accessible parks, recreation centers, and trail systems that serve all residents.

Policy 2.1.1:

Modernize and expand the Christiansburg Recreation Center to address space constraints, add additional courts, and update fitness and wellness areas.

Policy 2.1.2:

Expand the availability of multi-use and turf athletic fields to meet community recreational needs while supporting tournament play and economic opportunities.

Policy 2.1.3:

Establish a balanced distribution of parks and recreation facilities throughout town, focusing on the underserved western end of Christiansburg.

Policy 2.1.4:

Continue to maintain the high-impact trails and recreation facilities, such as Huckleberry Trail, Harkrader Sports Complex and the Christiansburg Huckleberry Park.

Policy 2.1.5:

Prioritize the implementation of high-impact trail projects, such as establishing a connection from the Huckleberry Trail to Downtown.

Policy 2.1.6:

Continue to enhance connectivity between neighborhoods and recreational facilities, parks, schools and other resources.



Policy 2.1.7:

Evaluate and repurpose underutilized facilities to meet evolving recreation and wellness needs of the community.

Policy 2.1.8:

Ensure all recreational buildings are ADA accessible and designed to serve aging populations and residents with disabilities.

Policy 2.1.9:

Continue to evaluate and address the need to expand the capacity of the Parks and Recreation Department by hiring a Certified Therapeutic Recreation Specialist. This role would focus on developing adaptable recreation programs and creating accessibility and inclusive environments within facilities. This expertise is essential to meet current and growing demand for recreation offerings tailored to the aging population and individuals with diverse abilities, a need that is presently unmet in both the Town of Christiansburg and the broader region.

Objective 2.2:

Build upon the town's ongoing effort in inclusive parks offerings by further expanding recreation programming to continue serving children, adults, and individuals of all abilities.

Policy 2.2.1:

Continue to develop inclusive and therapeutic recreation programs for all ages and abilities, including targeted partnerships for adaptive sports and activities.

Policy 2.2.2:

Expand intergenerational programming and community events to foster meaningful connections across age groups.

Policy 2.2.3:

Offer a wide variety of programs by including offerings beyond athletics, such as arts, STEM, environmental education, and health and wellness activities.

Policy 2.2.4:

Enhance outreach and marketing to ensure all residents are informed of recreation opportunities and events to improve participation and awareness.

Tourism

Goal 3: Strengthen Christiansburg's tourism by promoting sports, recreation, and events that showcase its small-town charm. Highlight its identity as a family-focused community with engaging programs, activities, and facilities for all ages.

Objective 3.1:

Grow Christiansburg's reputation as a destination for outdoor recreation, events, and culture.

Policy 3.1.1:

Market Christiansburg as a regional destination for outdoor recreation, leveraging assets like the Huckleberry Trail, Huckleberry Park, and planned trails.



Policy 3.1.2:

Promote special events and festivals, such as Rockin' Christiansburg, Fourth of July Celebration, and Christmas on Main, to attract visitors and enhance local quality of life.

Policy 3.1.3:

Foster stronger collaborative partnership between the Tourism Office and the Town's Public Relations Office to effectively promote the town's tourism offerings by leveraging shared platforms and resources effectively.

Policy 3.1.4:

Highlight unique attractions like parks, trails, and historical connections to create a well-rounded visitor experience.

Policy 3.1.5:

Continue to maintain and enhance parks, playgrounds, and recreational spaces to create engaging opportunities for families and support a welcoming, family-friendly community.

Policy 3.1.6:

Partner with local organizations and businesses to offer family-focused events and activities.

Policy 3.1.7:

Highlight and promote the Town's exceptional recreational opportunities designed to accommodate children of all abilities, ensuring these offerings appeal to a diverse range of abilities, ages and interests while positioning the Town as an inclusive family friendly destination.

Policy 3.1.8:

Expand partnerships with regional tourism organizations, Virginia Tech, Radford University, and local businesses to promote Christiansburg as part of broader regional tourism strategies.

Objective 3.2:

Support infrastructure and amenities that make Christiansburg a visitor-friendly town.

Policy 3.2.1:

Encourage development of additional lodging and dining options, especially near key attractions like the Aquatic Center and downtown.

Policy 3.2.2:

Support development of a hotel and event center to attract conferences and larger events that require overnight stays.

Policy 3.2.3:

Improve connectivity between tourism destinations, parks, downtown, and neighborhoods through pedestrian-friendly infrastructure and trails.

Policy 3.2.4:

Enhance visitor amenities, including signage, parking, and accessibility improvements, as part of recreation and tourism planning.

Policy 3.2.5:

Continue to elevate downtown events and public spaces to serve both residents and visitors, creating a vibrant community hub that complements recreation and tourism assets.



Sports Tourism

Goal 4: Grow Christiansburg's role as a regional hub for sports tourism through high-quality facilities and events that generate economic impact.

Objective 4.1:

Attract and support regional and national sports tournaments and events.

Policy 4.1.1:

Invest in improvements to sports tourism facilities such as Aquatic Center, Harkrader Sports Complex, Christiansburg Huckleberry Park, Recreation Center etc., and support the development of additional fields and multi-use spaces.

Policy 4.1.2:

Pursue partnerships to attract regional, state, and national tournaments that bring visitors and revenue to the community.

Policy 4.1.3:

Explore public-private partnerships for tourism-supportive infrastructure such as a hotel, event center, and retail near the recreation centers to accommodate tournament participants and families.

Policy 4.1.4:

Recognize sports tourism as a key economic driver and make sure that facilities and event coordination are aligned with maintaining and growing this impact.

Policy 4.1.5:

Partner with regional universities and organizations to co-host events and share resources that strengthen Christiansburg's position as a sports tourism destination.

Objective 4.2:

Support sports tourism growth that also benefits local residents.

Policy 4.2.1:

Balance use of athletic fields and facilities between community needs and tournament demands to ensure local access.

Policy 4.2.2:

Ensure that expansions to sports tourism facilities also enhance opportunities for local youth and adult sports leagues.

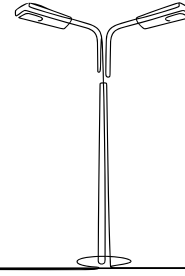
Policy 4.2.3:

Promote sports tourism events that encourage community participation and provide opportunities for residents to engage.

INFRASTRUCTURE

Goals, Objectives, & Policies:

Goal 1: *Provide a high level of service, safeguard the quality, and conserve the quantity of potable water.*



Potable Water

Objective 1.1:

Enhance or replace existing water infrastructure according to an adopted and updated capital improvement program to support future development while ensuring high level of service and reliability.

Policy 1.1.1:

Maintain and continue to develop a comprehensive water system model.

Strategy 1.1.1.A:

Utilize the water system model to assess system capacity and capability to ensure water service for both current and future customers and developments within the service area.

Strategy 1.1.1.B:

Explore ways to incorporate demand forecasting into the model.

Strategy 1.1.1.C:

Analyze need for modifications and expansion of water infrastructure to meet existing and future demand.

Strategy 1.1.1.D:

Utilize the water system model to analyze fire protection capabilities and identify areas where improvements are needed.

Policy 1.1.2:

Maintain a capital improvement program for aging infrastructure developed through modeling, SCADA systems and other assessment tools.

Policy 1.1.3:

Continue to support the New River Regional Authority and its efforts to produce and deliver high quality drinking water to its members.

Policy 1.1.4:

Protect all watersheds within the Town's corporate limits, recognizing that they are the ultimate source of drinking water for Christiansburg and other downstream public water systems.

Policy 1.1.5:

Coordinate with New River Regional Authority to protect the quality and reliability of the regional water supply system.

Policy 1.1.6:

Maintain standards and specifications for design and construction of water infrastructure.

Policy 1.1.7:

Actively oversee and inspect construction of new water infrastructure.

Policy 1.1.8:

Examine the water utility rate structure to ensure alignment with cost of provision and equitable distribution to all user classes or tiers.

Policy 1.1.9:

Adhere to the Regional Water Supply Plan and recommend updates to address needs and concerns.

Strategy 1.1.9.A:

Ensure the Regional Water Supply Plan accounts for estimated quantities and impacts of outside demand for Town water supplies in the future.

Sanitary Sewer

Goal 2: *Strive to deliver a high level of service and reliability.*

Objective 2.1:

Improve and replace existing sanitary sewer infrastructure according to an adopted and updated capital improvement program while meeting the level of service and reliability of existing infrastructure.

Policy 2.1.1:

Maintain and continue to develop a comprehensive sanitary sewer system model.

Strategy 2.1.1.A:

Utilize the sanitary sewer system model to identify system capacity and capability to provide sewer services for both current and future customers and developments within the service area.

Strategy 2.1.1.B:

Assess the need for modifications and expansion of sanitary sewer infrastructure to meet existing and future demand.

Strategy 2.1.1.C:

Explore ways to incorporate demand forecasting model.

Policy 2.1.2:

Maintain a capital improvement program for aging infrastructure developed through modeling, SCADA systems and other assessment tools.

Policy 2.1.3:

Enhance data collection and analysis to identify issues and opportunities within the sanitary sewer system.

Policy 2.1.4:

Continue the infiltration and inflow reduction program.

Policy 2.1.5:

Maintain standards and specifications for design and construction of sanitary sewer infrastructure.

Policy 2.1.6:

Actively oversee and inspect construction of new sanitary sewer infrastructure.

Policy 2.1.7:

Examine the sewer utility rate structure to ensure the cost of provision is fairly distributed to all users.



Solid Waste

Goal 3: Provide reliable, efficient, and environmentally responsible solid waste and recycling services through Town collection services and coordination with regional solid waste authorities.

Objective 3.1:

Ensure safe, efficient, and environmentally responsible collection, transfer, and disposal of solid waste.

Policy 3.1.1:

Maintain reliable curbside collection of household solid waste and recycling services for Town residents.

Policy 3.1.2:

The Town will coordinate and participate with the Montgomery Regional Solid Waste Authority (MRSWA) and the New River Resource Authority (NRRRA), in the transfer, recycling, and disposal of solid waste generated within the Town.

Policy 3.1.3:

Support regional solid waste disposal through partnership with the New River Resource Authority (NRRRA) Regional Landfill to ensure adequate long-term disposal capacity.

Policy 3.1.4:

Encourage waste reduction, reuse, and recycling through public education.

Policy 3.1.5:

Promote proper disposal of household hazardous waste and other special materials through regional collection programs.

Stormwater Management

Goal 4: Protect natural water resources and assets.

Objective 4.1:

Improve water quality by reducing the quantity of stormwater runoff, flooding and stormwater pollution.

Policy 4.1.1:

Implement the MS4 Program Plan in accordance with the state permit, including all Minimum Control Measures and Total Maximum Daily Load Action Plans.

Policy 4.1.2:

Assess, improve, and replace existing stormwater management infrastructure through modeling, Supervisory control and data acquisition (SCADA) systems and other assessment tools.

Policy 4.1.3:

Construct new stormwater management infrastructure to reduce stormwater runoff, reduce stormwater pollution, and protect the environment.

Policy 4.1.4:

Educate community members and developers about existing and updated stormwater regulations.

Strategy 4.1.4.A:

Encourage existing development to utilize current stormwater standards.

Strategy 4.1.4.B:

Develop incentives to encourage development to adopt higher stormwater standards through the use of Best Management Practices (BMP).

Strategy 4.1.4.C:

Encourage on-site water infiltration systems using natural vegetation and natural filtration systems for new developments.



Policy 4.1.5:

Maintain current standards and specifications for design and construction of stormwater management infrastructure.

Policy 4.1.6:

Actively oversee and inspect construction of new stormwater management infrastructure.

Policy 4.1.7:

Create comprehensive watershed-based stormwater models to assess infrastructure needs and analyze the benefit of regional stormwater management strategies.

Strategy 4.1.7.A:

Utilize the watershed models to identify system gaps and analyze proposed modifications and improvements to system infrastructure.

Policy 4.1.8:

Reduce stormwater runoff and prevent flooding at areas within Town susceptible to flooding issues by requiring upgrades during redevelopment.

Policy 4.1.9:

Implement the Resiliency Plan to prevent flooding in areas within Town that have been identified as being susceptible to flooding.

Policy 4.1.10:

Encourage improvements to stormwater facilities for existing neighborhoods through BMPs such as bio-retention, rain gardens, and rain barrels.

Policy 4.1.11:

Expand the use of natural plantings on critical slopes to reduce erosion and runoff and promote water quality.

Policy 4.1.12:

Preserve and improve water quality and protect the quality and reliability of the regional water supply system.

Strategy 4.1.12.A:

Continue stream restoration projects.

Strategy 4.1.12.B:

Restore streams and creeks and investigate potential for daylighting them in areas of Town.

Policy 4.1.13:

Maintain a capital improvement program, accounting for system needs identified by modeling, improvements to reduce existing flooding, and improvements needed as a result of aging infrastructure.

Policy 4.1.14:

Seek funding for stream restoration and healthy streams projects.

Policy 4.1.15:

Delineate areas that are prone to flooding or susceptible to flood damage and designate them as special flood overlay districts that require additional attenuation measures.

Policy 4.1.16:

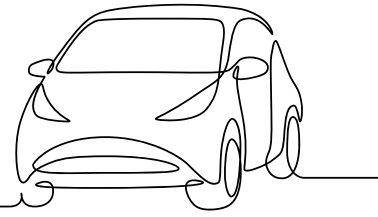
Educate citizens regarding techniques to reduce stormwater runoff.

Policy 4.1.17:

Develop incentives to assist Town residents in their conservation efforts to reduce stormwater runoff.

TRANSPORTATION

Goals, Objectives, & Policies:



Goal 1: Enhance the road network to ensure safety, efficiency, and reliability for all users, while enhancing accessibility for residents and fostering economic prosperity.

Road Network

Objective 1.1:

Maintain and optimize the road network to prioritize safety, efficiency, and reliability for all users.

Policy 1.1.1:

Collaborate with the Virginia Department of Transportation (VDOT) and regional partners to evaluate and address transportation challenges, including congestion and safety concerns.

Policy 1.1.2:

Use traffic studies to identify high-traffic areas and prioritize upgrades that improve safety, reduce delays, and strengthen long-term network resilience.

Policy 1.1.3:

Continue investing in preventative maintenance and responsive repairs to support reliable transportation infrastructure.

Policy 1.1.4:

Maintain and replace bridges within the Town to ensure safe and efficient travel.

Policy 1.1.5:

Improve stormwater infrastructure along Town-maintained roads to reduce flooding and protect water quality.

Policy 1.1.6:

Regularly review crash data and public concerns to develop strategies that reduce fatalities and serious injuries.

Policy 1.1.7:

Explore targeted intersection improvements based on traffic flow analysis.

Policy 1.1.8:

Encourage roadway designs that manage speeds, reduce conflict points, and support multiple travel options.

Policy 1.1.9:

Develop new corridor connections while discouraging cut-through traffic in residential areas.

Policy 1.1.10:

Require new developments to improve street grid connections and facilitate emergency access.

Policy 1.1.11:

Update the Street Improvements Projects & Priorities list regularly to align with evolving transportation needs.

Policy 1.1.12:

Coordinate with the New River Valley Metropolitan Planning Organization and neighboring jurisdictions on regional transportation initiatives.

Policy 1.1.13:

Leverage local resources to secure state and federal funding for transportation capital, maintenance, and operations.

Policy 1.1.14:

Increase parking availability in key areas such as Downtown and Cambria, integrating pedestrian and transit-friendly infrastructure.

Alternative Transportation & Multimodal Access

Objective 1.2:

Strengthen the transportation system by improving public transit, expanding pedestrian and bicycle infrastructure, and supporting multimodal travel.

Pedestrian & Bicycle Infrastructure

Policy 1.2.1:

Evaluate roadways and rights-of-way to identify opportunities for pedestrian and bicycle facilities.

Policy 1.2.2:

Conduct audits to identify missing or deteriorated sidewalks, prioritizing connections to schools, parks, and community destinations.

Policy 1.2.3:

Map key walking and biking routes linking neighborhoods, schools, parks, and commercial areas.

Policy 1.2.4:

Develop initiatives to complete sidewalk segments that improve access to high-traffic destinations.

Policy 1.2.5:

Expand non-motorized facilities in existing neighborhoods and incorporate pedestrian improvements into Town projects.

Policy 1.2.6:

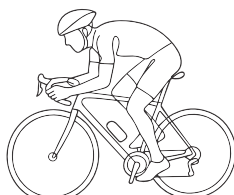
Extend the Huckleberry Trail to Downtown, connecting Christiansburg High School and the Aquatic Center.

Policy 1.2.7:

Enhance crosswalks, signal timing, signage, and other safety features for pedestrians and bicyclists.

Policy 1.2.8:

Apply for federal and state funding dedicated to sidewalk gaps and accessibility improvements.



Policy 1.2.9:

Promote funding strategies such as grants, voluntary utility bill round-ups, and cost-sharing.

Policy 1.2.10:

Encourage property owners to fill sidewalk gaps during redevelopment.

Policy 1.2.11:

Create incentives for bicycle amenities such as parking and storage.

Policy 1.2.12:

Promote bicycle and pedestrian safety through education, outreach, and infrastructure improvements.

Policy 1.2.13:

Encourage transportation options, including electric-assist bicycles, that improve mobility and accessibility in areas with steep terrain and support travel for residents of all ages and abilities.

Bus Transit

Policy 1.2.14:

Maintain and enhance bus services throughout Town and improve connections to regional transit systems.

Policy 1.2.15:

Improve amenities at bus stops to increase comfort and convenience.

Policy 1.2.16:

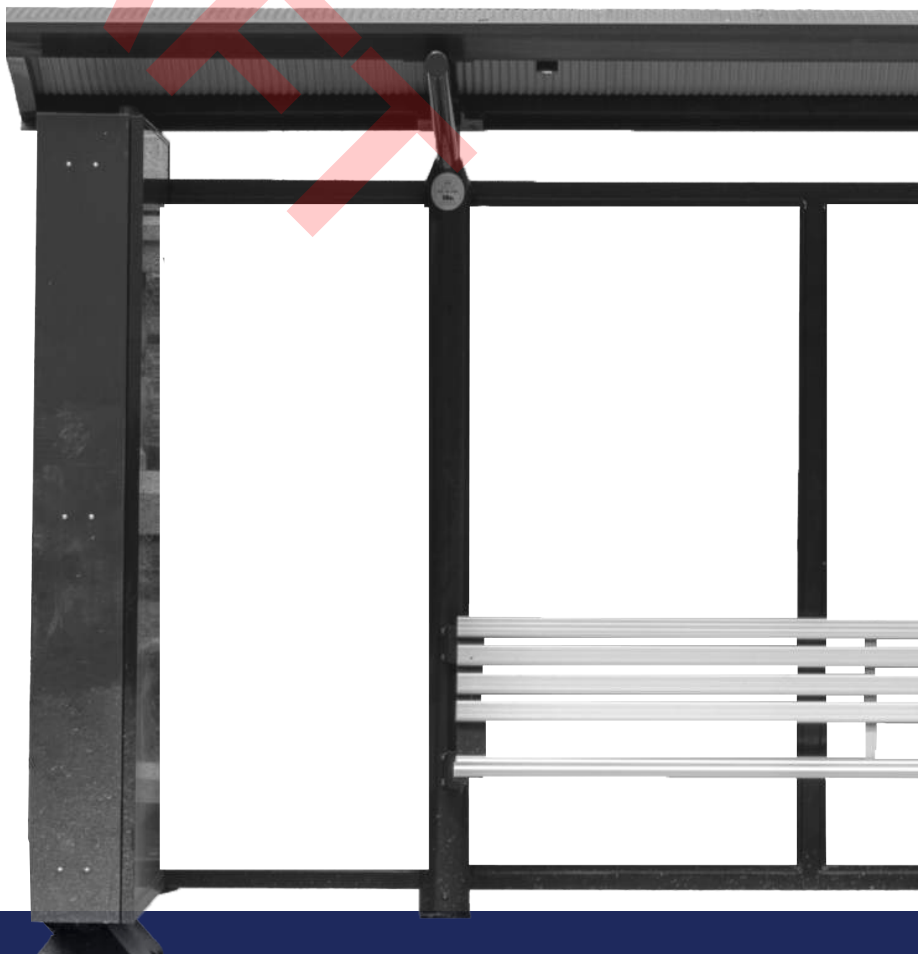
Advocate for strategic regional transit planning to expand services and improve connectivity.

Policy 1.2.17:

Coordinate with the Town of Blacksburg and Montgomery County to support long-term expansion of public transit.

Policy 1.2.18:

Support accessible transportation services, including paratransit, by coordinating with regional transit providers and community organizations that serve seniors and individuals with disabilities.



Passenger Rail

Policy 1.2.19:

Collaborate with the New River Valley Passenger Rail Station Authority to support station operations and maintenance.

Policy 1.2.20:

Position Christiansburg as a regional entry point by enhancing connectivity and efficient operations.

Policy 1.2.21:

Integrate multimodal options such as bus service, pedestrian access, and bike facilities near the station.

Policy 1.2.22:

Extend the trail system to the station and advocate for widened sidewalks in the Cambria area.

Policy 1.2.23:

Improve wayfinding, signage, and transit information around the station.

Policy 1.2.24:

Encourage economic growth near the station by promoting retail, services, and hospitality businesses.

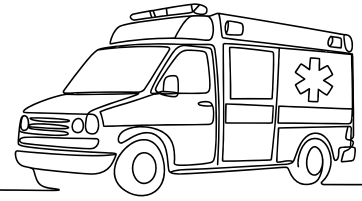
Policy 1.2.25:

Collaborate with regional partners to evaluate the potential need for additional passenger rail station or platform infrastructure as service expands in the New River Valley.



PUBLIC SAFETY

Goals, Objectives, & Policies:



Police

Goal 1: *Ensure Christiansburg remains a safe, secure, and resilient community by supporting a Police Department that fosters strong partnerships, exemplifies professional excellence, and advances innovative, prevention-focused practices. The Department will work to protect life and property, enhance overall quality of life, and continue fostering the community's confidence in public safety.*

Objective 1.1: Strengthen professional excellence, accreditation and performance to ensure a high performing Police Department.

Policy 1.1.1:

Maintain state accreditation and pursue national accreditation to ensure consistent professional standards and deliver exemplary law enforcement services. Upon achieving national accreditation, assess the continued need for state accreditation to avoid duplication and maintain operational efficiency.

Policy 1.1.2:

Develop and maintain competitive compensation, benefits and personnel policies to help recruit, train, and retain skilled personnel, ensuring effective and responsive coverage that meets the Town's evolving service needs.

Policy 1.1.3:

Support continuous professional development, cross-training, and leadership programs for staff.

Policy 1.1.4:

Maintain clear performance expectations and response-time standards that reinforce excellence and community confidence.

Policy 1.1.5:

Encourage data-driven decision-making and innovation in law enforcement strategies.

Objective 1.2: Provide modern facilities and infrastructure to support efficient operation and future growth.

Policy 1.2.1:

Evaluate and modernize police facilities to meet operational and growth needs, including potential options such as expansion, renovation, or construction of a new or satellite station.

Policy 1.2.2:

Invest in technology and equipment that improve safety and efficiency.

Policy 1.2.3:

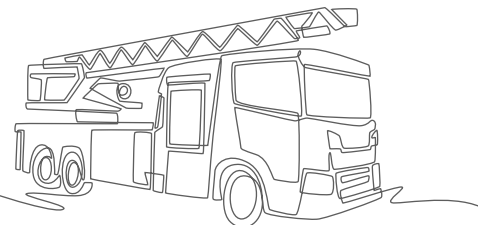
Explore facilities enhancements that incorporate secure parking, evidence storage, and technology infrastructure consistent with best practices.

Policy 1.2.4:

Continue to integrate long-term facility and technology needs into the Town's capital improvement plan.

Policy 1.2.5

Pursue state and federal grant opportunities and other external funding sources to support police programs, equipment, technology, training, and other department needs.



Objective 1.3: Promote community partnership and public engagement to enhance public safety.

Policy 1.3.1:

Strengthen community relationships through accessibility, and regular public engagement.

Policy 1.3.2:

Expand citizen education and preparedness programs that promote awareness, safety, and mutual trust.

Policy 1.3.3:

Maintain active partnerships with schools, civic organizations, and neighborhood groups to address local concerns and promote youth involvement.

Policy 1.3.4:

Continue to use outreach tools, including social media and public forums, to communicate with residents and businesses.

Objective 1.4: Expand regional cooperation and interagency coordination to enhance emergency response, communication, and resource efficiency.

Policy 1.4.1:

Strengthen partnerships with Montgomery County, Blacksburg, Radford, and Virginia Tech through shared dispatch, training, and mutual aid agreements.

Policy 1.4.2:

Maintain interoperable communication systems among police, fire, rescue, and emergency management agencies.

Policy 1.4.3:

Coordinate with Fire, Rescue, and Emergency Services to support rescue operations, emergency response planning and explore opportunities for resource alignment.

Policy 1.4.4:

Pursue cost-saving opportunities that enhance efficiency and reduce duplication of services.

Policy 1.4.5:

Ensure the Police Department participates in the review of major site plans, and rezonings to incorporate safety and security considerations early in the development process.

Policy 1.4.6:

Encourage site design to support emergency access, lighting, visibility, and natural surveillance.



Fire

Goal 2: *Ensure a safe and well-protected community by delivering high-quality, efficient fire protection, prevention, and education services that safeguard life and property, and enhance overall quality of life.*

Objective 2.1: Strengthen staffing and training to provide effective and timely fire protection.

Policy 2.1.1:

Promote volunteer recruitment, recognition, and retention programs to sustain long-term community involvement.

Policy 2.1.2:

Maintain a strong volunteer department supported by paid staff to ensure consistent response and coverage.

Policy 2.1.3:

Expand paid staffing incrementally as service demands grow and operational needs such as inspection and prevention efforts increase.

Policy 2.1.4:

Pursue grant opportunities to support staffing, training, and equipment needs.

Policy 2.1.5:

Support ongoing training to maintain professional readiness.

Objective 2.2: Modernize facilities, equipment, and infrastructure to support operational needs and future community growth.

Policy 2.2.1:

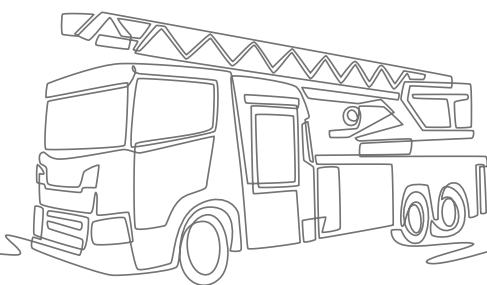
Evaluate the existing Fire Station and prioritize renovation, expansion, or replacement to meet modern safety and operational standards.

Policy 2.2.2:

Assess and identify emerging growth areas to guide planning and funding of fire stations to improve coverage and reduce response time.

Policy 2.2.3:

Explore opportunities to achieve appropriate hydrant spacing such as 500-foot standard and coordinate with relevant departments to support adequate fire flow and water system reliability in developing areas.



Objective 2.3: Strengthen partnerships and community engagement to enhance fire prevention, preparedness, and coordinated response.

Policy 2.3.1:

Enhance mutual-aid agreements with Montgomery County, Blacksburg, and neighboring jurisdictions to improve emergency response capacity.

Policy 2.3.2:

Explore cost-sharing arrangements to support sustainable service delivery in coordination with primary service partners and jurisdictions.

Policy 2.3.3:

Expand community education and outreach initiatives, such as school fire-safety programs, and public information campaigns.

Policy 2.3.4:

Increase public awareness of fire prevention, hazard mitigation, and emergency preparedness through local communication platforms.

Policy 2.3.5:

Encourage interdepartmental coordination during development review to ensure safe access, effective circulation, emergency response, and fire resilient building design.

Policy 2.3.6:

Encourage community involvement in public safety initiatives and recognize contributions that support emergency preparedness and resilience.

Emergency Medical Services (EMS)

Goal 3: *Ensure a high-quality, reliable, and community-centered Emergency Medical Services (EMS) department that meets the community's current and future needs by sustaining response capacity, strengthening the workforce, updating facilities and technology, and expanding preventive initiatives.*

Objective 3.1: Continue to maintain a well-trained, fully staffed, and operationally prepared EMS Department capable of meeting established response standards.

Policy 3.1.1:

Maintain continuous emergency service coverage with staffing levels that adapt to increasing demand.

Policy 3.1.2:

Continue to sustain and expand professional training to ensure competency and compliance with industry standards, ensuring the department consistently exceeds benchmarks and maintains competitive advantage.

Policy 3.1.3:

Ensure response time performance meets the Disaster Emergency Response Agency (DERA) standard.

Policy 3.1.4:

Strengthen coordination with Town leadership through regular meetings to review staffing, training, and operational needs.



Objective 3.2: Strengthen community health, outreach, and emergency preparedness through education, partnerships, and preventive programs.

Policy 3.2.1:

Explore opportunities to expand public training through schools, nursing homes, community groups and other local partners.

Policy 3.2.2:

As service capacity allows, the EMS department will pursue growth of the Community Paramedicine Program to reduce non-emergency 911 use and support residents with medical and social needs.

Policy 3.2.3:

Continue collaboration with hospitals and regional partners, including interfacility transports with LewisGale and coordination with Emergency Management.

Policy 3.2.4:

Update and maintain the Emergency Operations Plan (EOP), aligning EMS readiness with emergency preparedness, disaster response, and interdepartmental training.

Policy 3.2.5:

Promote citizen preparedness through public education and outreach on topics such as cardiac arrest survival, stroke recognition, and disaster readiness.

Policy 3.2.6:

Actively pursue state, federal, and private grant opportunities and other external funding sources to support EMS operations, services, and improvements.

Policy 3.2.7:

Invest in and modernize EMS technology to improve emergency response, efficiency, and patient care.



HOUSING

Goals, Objectives, & Policies:



Variety of Housing & Community Connectivity

Goal 1: *Promote a variety of housing opportunities to meet community needs and enhance connectivity to improve the overall quality of life of the community.*

Objective 1.1: Increase diverse housing types to cater to the different needs of residents of different ages, income levels and preferences.

Policy 1.1.1:

Expand the variety of housing options to meet needs of various community members such as young families, seniors, professionals, and service workers. This includes accommodation of different needs and preferences for housing size, design, location, and price.

Policy 1.1.2:

Identify and implement zoning regulations that support a diverse mix of housing types.

Policy 1.1.3:

Encourage infill development on vacant or under-utilized land to maximize the efficient use of land.

Policy 1.1.4:

Provide strategic investments in public infrastructure to encourage mixed-use development in downtown areas, incorporating residential component to the development.

Policy 1.1.5:

Develop and implement incentives to promote environmental protection and encourage efficient-energy design.

Policy 1.1.6:

Encourage integration of green building practices in new housing developments to reduce environmental impacts and lower utility cost for residents.

Policy 1.1.7:

Evaluate zoning and development regulations to allow or expand the use of accessory dwelling units (ADUs) as a way to increase housing options, support aging in place, and provide additional affordable housing opportunities.

Policy 1.1.8:

Encourage the adaptive reuse of vacant or underutilized institutional properties such as schools and churches, and civic buildings for residential or mixed-use development where appropriate.



Objective 1.2: Enhance neighborhood connectivity and link housing areas to amenities and essential services.

Policy 1.2.1:

Assess existing neighborhoods to identify opportunities to create connections to trails and sidewalks.

Policy 1.2.2:

Identify gaps in trail and sidewalk networks.

Policy 1.2.3:

Promote neighborhood designs with sidewalks, crosswalks, and pedestrian amenities such as benches and lighting.

Policy 1.2.4:

Strive to ensure that all roadways are designed for safe access by all users, including pedestrians, cyclists, and transit riders.

Policy 1.2.5:

Encourage mixed-use zoning that integrate residential, commercial, and recreational spaces fostering vibrant and walkable communities.

Policy 1.2.6:

Prioritize projects connecting residential areas to parks, schools, and commercial centers.

Affordability

Goal 2: *Facilitate the provision of housing that is affordable for all income levels.*

Objective 2.1: Encourage the private and non-profit sector build a diverse range of dwelling units in various types, sizes and costs to meet the affordable housing needs of both existing and future populations of the Town. Additionally pursue partnership for affordable housing initiative and support the preservation of existing affordable housing.

Policy 2.1.1:

Create incentives for developers and non-profit to build affordable housing.

Policy 2.1.2:

Collaborate with private developers and non-profit organizations to create a mixed-income housing development.

Policy 2.1.3:

Continue supporting local and regional partnerships to provide affordable housing opportunities to residents.

Policy 2.1.4:

Support the development of affordable housing and provide financial assistance programs.

Policy 2.1.5:

Preserve existing affordable housing by assisting property owners in securing grants or subsidized loans to prevent physical deterioration.

Policy 2.1.6:

Encourage the preservation and revitalization of aging townhouse communities through reinvestment, property maintenance, and partnerships that support rehabilitation and homeownership opportunities to maintain housing affordability and long-term neighborhood stability.

Policy 2.1.7:

Align community development efforts, including the expansion of infrastructure, amenities, and economic development, with housing initiatives to ensure balanced community growth.



Safety & Accessibility

Goal 3: *Enhance the availability of safe and accessible housing for all community members.*

Objective 3.1.1: Create safe and accessible housing options to meet the needs of the community, including individuals with special needs and the elderly.

Policy 3.1.1:

Upgrade and maintain infrastructure to improve safety and accessibility.

Policy 3.1.2:

Continue enforcing maintenance standards on rental housing.

Policy 3.1.3:

Enhance safety of housing through building codes, regular inspections and community safety programs.

Policy 3.1.4:

Continue to implement and improve the Building Department's program for condemning dilapidated properties.

Policy 3.1.5:

Promote the design and maintenance of public spaces within neighborhoods, such as parks and playgrounds, with safety features like clear sightlines, adequate lighting, and regular maintenance.

Policy 3.1.6:

Offer incentives to developers and non-profit who include affordable and accessible housing units in their projects.

Policy 3.1.7:

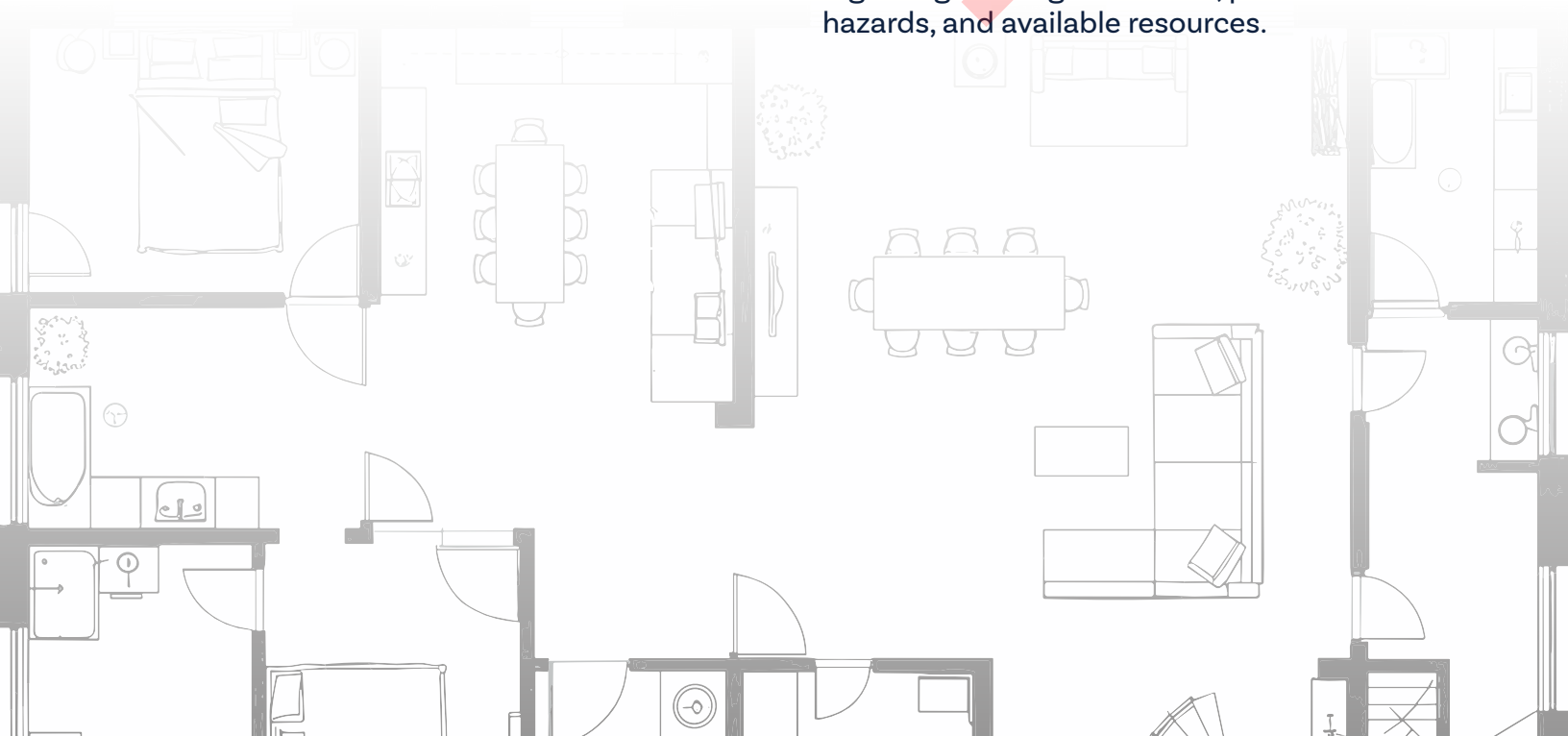
Encourage a wide range of housing types and choices within neighborhoods including accommodations for those with special needs.

Policy 3.1.8:

Foster housing with universal design features to support aging in place and ensures accessibility for people with special needs.

Policy 3.1.9:

Promote housing maintenance and safety through partnerships with community organizations, collaboration among local departments, education and outreach to residents and property owners regarding housing conditions, potential hazards, and available resources.



FUTURE LAND USE

Goals, Objectives, & Policies:

Directing Growth and Infrastructure Efficiency

Goal 1: *Direct growth areas with the greatest opportunity for continued physical and economic development in a manner that makes efficient use of existing and planned infrastructure, supports compact and connected development patterns, and protects established residential neighborhoods from incompatible uses.*

Objective 1.1: Guide growth and development in a coordinated manner by aligning land use decisions with infrastructure, transportation, and community context to support efficient development, neighborhood compatibility, and a balanced mix of uses that strengthen long-term economic vitality and community well-being.

Policy 1.1.1:

Regularly evaluate existing and projected development patterns, current land use and zoning, infrastructure capacity, market demand, and community context for all land use categories in order to refine the Future Land Use Map and align it with desired land use patterns, infrastructure capacity, and long-term community needs.

Policy 1.1.2:

Guide growth and development in a logical and consistent manner by directing them to areas with existing or planned infrastructure.

Policy 1.1.3:

Protect established residential neighborhoods by ensuring new development is compatible with surrounding uses through the use of buffers and other appropriate techniques.

Policy 1.1.4:

Encourage the use of design and landscaping to create smooth transitions between areas of different development intensity.

Policy 1.1.5:

Develop and implement consistent development standards to promote quality development and support orderly growth throughout the community.

Policy 1.1.6:

Periodically inspect developments for compliance with site plan for signage, stormwater management, and other features.

Policy 1.1.7:

Revise zoning designations, where appropriate, to align with the Comprehensive Plan and Future Land Use Map, while considering existing land uses and desired future development patterns.

Policy 1.1.8:

Ensure land use decisions are coordinated with transportation planning to support access, mobility, and avoid future traffic congestion.

Policy 1.1.9:

Promote connected and walkable neighborhoods that support safe, convenient movement and pathway connections between areas of the community.

Policy 1.1.10:

Encourage interconnection between commercial developments to allow shared access and internal circulation, reducing the need for vehicles to reenter public streets to reach adjacent businesses.

Policy 1.1.11:

Maintain a balanced mix of residential, commercial, industrial, and mixed-use development to support a complete and economically resilient community.

Policy 1.1.12:

Encourage attractive and safe pedestrian-friendly environments through site design landscaping and traffic-calming strategies.

Policy 1.1.13:

Encourage shared stormwater management and parking solutions among adjacent developments, particularly in redevelopment areas, older neighborhoods, and flood-prone areas to improve efficiency, reduce impacts, and enhance overall aesthetics.



Community Character

Goal 2: *Promote development that strengthens small-town character, protects civic and open spaces, and supports a high quality of life for all residents.*

Objective 2.1:

Maintain and enhance the community's small-town character by promoting development that fits its surroundings and reflects the unique identity of individual neighborhoods and areas.

Policy 2.1.1:

The Town will undertake small area studies and neighborhood plans to establish land use strategies that reflect the unique character and needs of specific areas, particularly those experiencing growth, decline and/or in need of redevelopment.

Policy 2.1.2:

Strengthen and elevate the community's identity by enhancing aesthetics and promoting a cohesive, attractive image that fosters pride among residents, welcomes visitors, and supports local businesses and employers.

Policy 2.1.3:

Create visual connections between neighborhoods that reflect the Town's brand and identity while maintaining distinct neighborhood character.

Policy 2.1.4:

Provide and maintain quality public spaces that serve community needs, support and reinforce Christiansburg's identity by improving gateways, enhancing core areas through consistent streetscaping and landscaping, supporting community-building events, and encouraging flexible community gathering spaces.

Policy 2.1.5:

Support the continued operation and growth of the farmers' market as valued community amenities that strengthen local business, provide access to local food and community gathering opportunities.

Policy 2.1.6:

Support educational, cultural, and historic assets that reflect the community's identity and create opportunities for new residents to learn about and connect with the community.

Policy 2.1.7:

Continue to encourage volunteerism among residents of all ages to strengthen community connection and civic pride.



Economic Opportunity & Employment Centers

Goal 3: *To support economic growth and job creation by identifying appropriate locations for employment centers and encouraging development intensities and scales that are compatible with surrounding areas, strengthen the local economy, and expand access to employment opportunities throughout the community.*

Objective 3.1:

Support economic growth and job creation by ensuring suitable locations for employment and commercial uses and encouraging compatible development patterns.

Policy 3.1.1:

Promote a balanced mix of residential, commercial, and industrial land uses in order to provide adequate support services, quality employers, and a sustainable tax base.

Policy 3.1.2:

Develop strategies to retain and support existing commercial and industrial uses that provide employment opportunities, economic benefits, and essential services for community members.

Policy 3.1.3:

Encourage innovative economic development initiatives in suitable land use areas that support job creation while maintaining compatibility with surrounding uses and community character.

Policy 3.1.4:

Protect designated industrial areas from the encroachment of non-industrial uses and preserve land intended for industrial and related activities. Allow office, business, and commercial uses as complementary uses when they are clearly associated with or serve primary industrial operations.

Policy 3.1.5:

Ensure the provision of adequate and appropriately located land for commercial and employment uses to support economic growth, job creation, and access to services throughout the community.

Policy 3.1.6:

Encourage commercial land uses to locate in accessible, compatible, and clustered areas, with priority near other non-residential uses such as employment centers and mixed-use areas.

Policy 3.1.7:

Support Regional Mixed-Use development that builds on existing mixed-use areas and strengthens the Town's role as a regional retail destination for the New River Valley region.



Infill & Redevelopment

Goal 4: To encourage high-quality infill and redevelopment in existing developed areas by reusing underutilized land, strengthening downtowns and neighborhoods, improving connectivity, and supporting reinvestment that is compatible with surrounding development and community character.

Objective 4.1:

Promote infill and redevelopment that strengthens sense of place, improves connectivity, and supports reinvestment.

Policy 4.1.1:

Encourage infill and redevelopment projects to strengthen sense of place through quality design, well-designed public spaces, and connectivity to trail and pedestrian networks.

Policy 4.1.2:

Direct new development and redevelopment to vacant and underutilized lands within existing developed areas, including downtown and commercial corridors, where infrastructure, facilities, and services are available or can be efficiently provided.

Policy 4.1.3:

Prioritize redevelopment of aging shopping centers, strip commercial corridors, and large-format retail sites.

Policy 4.1.4:

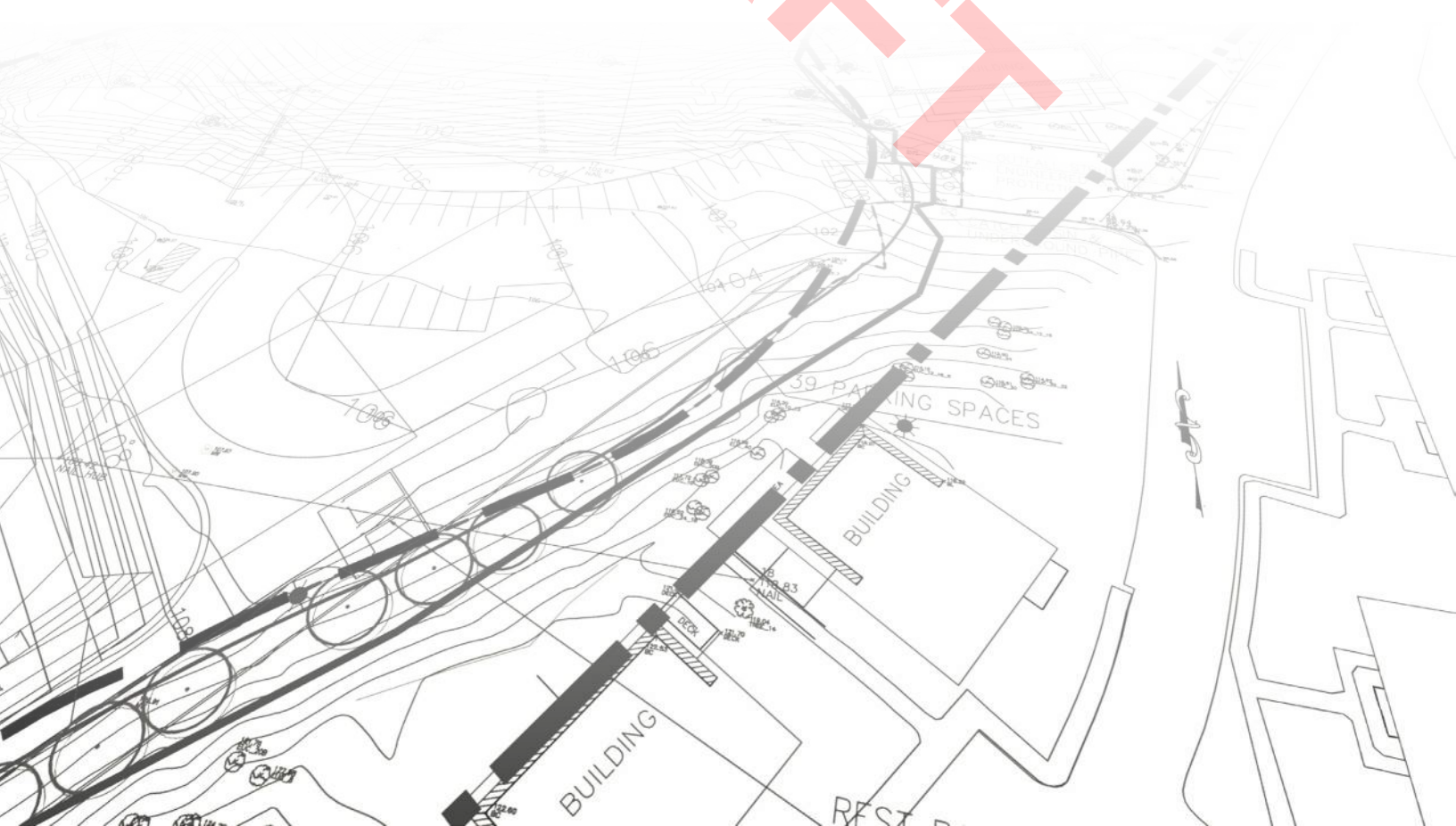
Promote redevelopment that maximizes the use of existing water, sewer, and transportation infrastructure to reduce long-term public costs and improve service efficiency.

Policy 4.1.5:

Ensure new development within train station areas supports pedestrian-oriented design, compatible land uses, and smart, economically viable development.

Policy 4.1.6:

Support phased redevelopment strategies that allow sites to transition incrementally from auto-oriented, single-use development to walkable, mixed-use environments with interconnected street networks and reduced reliance on surface parking.



Environmental Quality

Goal 5: *To enhance natural and scenic resources by protecting open spaces, sensitive lands, and waterways, integrating green infrastructure into development and redevelopment, and supporting environmental quality and community resilience.*

Objective 5.1:

Ensure development and redevelopment practices protect sensitive environmental features, preserve open space and scenic resources, incorporate green infrastructure, and reduce environmental impacts.

Policy 5.1.1:

Encourage development in environmentally sensitive areas to be thoughtfully sited and designed, with mitigation measures that protect natural resources.

Policy 5.1.2:

Protect sensitive environmental features, including floodplains and karst areas, in new development.

Policy 5.1.3:

Encourage the preservation and integration of scenic views, woodlands, and natural areas into development and redevelopment to support environmental quality.

Policy 5.1.4:

Encourage the use of green infrastructure and effective stormwater management practices in new development and subdivisions to reduce runoff, and protect waterways.

Policy 5.1.5:

Promote cluster development that preserves open space and protect natural resources while allowing compatible development.

Policy 5.1.6:

Encourage the inclusion of community gardens within appropriate open space to support local food access and strengthen environmental stewardship.



Urban Development Areas (UDA)

Goal 6: Cambria UDA – is approximately 41.89 Acres and its boundary generally follows the contours of the current General Business (B-3) Zoning District. Targeted growth should be focused along Cambria Street through the adaptive reuse or redevelopment of existing buildings and developable parcels to allow for commercial uses along the ground floor with residential above, while developing policies that protect the character of the Cambria neighborhood.

Policy 6.1:

Develop a Specific Plan for the Cambria UDA that implements the principles of TND through an urban design framework that includes adaptive reuse guidelines for the buildings, identifying potential zoning recommendations and incentives, capital improvement priorities and suggestions for improved linkages to current and planned parks and trail improvements.

Policy 6.2:

Develop a Streetscape Plan that establishes sidewalk finishes, street trees and associated streetscape details for Cambria Street that are to be implemented by public and private development.

Policy 6.3:

Develop a managed parking system or specific surface parking facility to provide needed parking for commercial uses and avoid parking impacts on adjacent residential neighborhoods.

Policy 6.4:

Develop a pedestrian wayfinding signage system that includes a Cambria identification or gateway sign located at a prominent location, as well as retail kiosks, historic district designation identification signs and street banners, as needed, to promote Cambria businesses.

Policy 6.5:

Partner with organizations, schools and non-profits to promote the arts in Cambria, including locating public art to mark key paths of movement.

Policy 6.6:

Develop adaptive reuse guidelines for the rehabilitation of historic structures located within the Historic District of Cambria that are based on the Secretary of the Interior's Standards for Rehabilitation, and allow for the possibility of receiving either Federal or State historic preservation tax credits.

Goal 7: Downtown UDA – is approximately 191 Acres and is defined by a roadway network that includes N. Franklin, Depot, First and Main streets. Targeted growth should include a mix of infill and new mixed-use development with active commercial use at the ground level.

Policy 7.1:

Develop a Specific Plan for the Downtown UDA that implements the principles of TND through an urban design framework that includes a strategy for infill and design guidelines for new development, identifying potential zoning recommendations and incentives.

Policy 7.2:

Develop a Streetscape Plan for the Downtown UDA, based on recent improvements along Main Street, in order to create a consistent public space. The Streetscape Plan should be based on a Complete Streets approach that promotes street designs that enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities. The Streetscape Plan should identify sidewalk finishes and details, crosswalk designs, street tree typologies and general specifications that implement a consistent public realm experience.

Policy 7.3:

Develop a pedestrian wayfinding signage system that includes a downtown identification or gateway sign located at a prominent location, as well as retail kiosks and street banners, as needed, to promote downtown businesses.

Policy 7.4:

Continue to promote downtown as a public event center for the Town, and evaluate the necessary policies and process in-place that facilitates additional street festivals and art events.

Policy 7.5:

Partner with organizations, schools and non-profits to promote the arts in downtown, including locating public art to mark key paths of movement.

Policy 7.6:

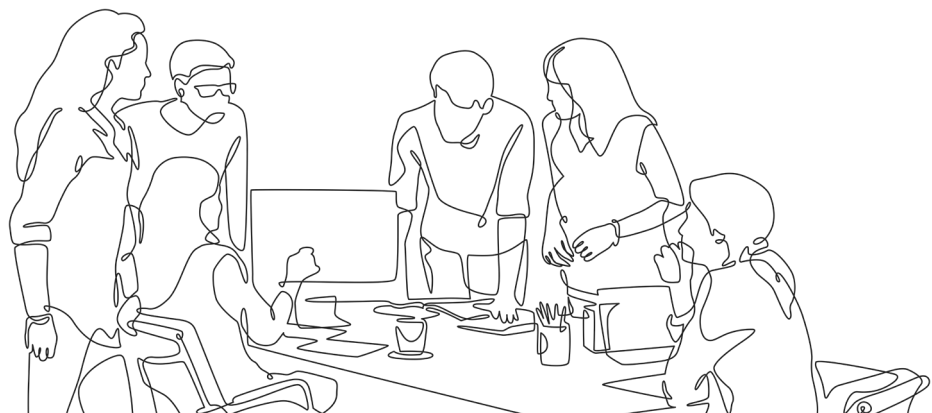
Study the potential of creating a Special Service District with a value capture model based on future developments within the Downtown UDA that could be used to finance right-of-way improvements.

Policy 7.7:

Develop adaptive reuse guidelines for the rehabilitation of historic structures located within the Historic District of Downtown that are based on the Secretary of the Interior's Standards for Rehabilitation, and allow for the possibility of receiving either Federal or State historic preservation tax credits.

Policy 7.8:

Develop a Downtown Parking Management Plan to address future parking challenges in the downtown area as surface parking lots convert to future development, and to serve as a framework for the implementation of parking management and supply strategies in the downtown area. A Downtown Parking Management Plan should support and encourage continued investment in the downtown core; identify, plan, or establish potential reserve of parking supply to facilitate future development; and mitigate spillover parking into residential neighborhoods.



Goal 8: Institute UDA - is approximately 257.5 Acres, its boundary is centered along N. Franklin Street, and its outer edges are defined by Norfolk and Southern Railway to the south and U.S Route 460 to the north. Targeted growth should reinforce the current institutional, residential and commercial uses, future passenger rail train station and promote connectivity to the Huckleberry Trail.

Policy 8.1:

Develop a Master Plan for the Institute UDA that implements the principles of TND through an urban design framework that includes a strategy for redevelopment of existing commercial strip malls, design guidelines for new development, development that complements the current institutional uses and future passenger rail train station, and connectivity to the Huckleberry Trail, identifying potential zoning recommendations and incentives.

Policy 8.2:

In order to implement the principles of traditional neighborhood design, the Institute UDA should have its own Streetscape and Pedestrian Plan, based on an urban design framework that includes (1) “**Complete Streets**” approach that promotes street

designs that enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities, and; (2) a **Pedestrian Plan** that safely links the major residential developments to the west with Christiansburg High School, the Recreation Center and the commercial areas located along North Franklin Street.

Policy 8.3:

Improve public safety, alleviate traffic congestion, and potentially provide economic development enhancements through improvements at the intersection of North Franklin and Cambria streets that include the proposed elimination of the fifth leg, planned entrance consolidation, and provision of pedestrian signalization that should address safety concerns.



Goal 9: Mall UDA – is approximately 885.5 Acres and is defined by the intersection of N. Franklin Street and Peppers Ferry Road. The Mall UDA can accommodate greater levels of growth due to the availability of sizable developable parcels. Targeted growth over time must address the lack of pedestrian connectivity within and between existing developments and between large street blocks that are separated by wide street corridors. Targeted growth in the Mall UDA should focus on redeveloping existing commercial strip malls into viable mixed-use developments that are walkable and are supported by alternative modes of transportation, in order to maintain and expand the Mall area's role as the premier regional mixed-use shopping center district and park.

Policy 9.1:

In order to implement the principles of TND, a Master Plan should be developed for the Mall UDA that includes a strategy for redevelopment or repurposing of existing commercial strip malls with potentially new mixed-use development, design guidelines for such development, pedestrian connectivity within and between large parcels, and to the Huckleberry Trail, identifying capital improvement priorities and potential zoning recommendations and incentives.

Policy 9.2:

In order to implement the principles of traditional neighborhood design, the Mall UDA should have its own Streetscape and Pedestrian Plan, based on an urban design framework that includes:

- (1) “Complete Streets”** approach that promotes street designs that enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities, and
- (2) a Pedestrian Plan** that promotes pedestrian pathways and an open space network that links parking with existing and future commercial and/or mixed use residential development that includes pedestrian linkages to the Huckleberry Trail.



Policy 9.3:

Promote the utilization of the Marketplace Shopping Center that could include using the existing layout or transforming the center into a mixed-use residential development with pedestrian plazas and park promenades.

Policy 9.4:

Support the possibility of developing a Transit Center located in the Mall UDA. The Transit Center may be studied as part of larger public/private Transit Oriented Development (TOD) opportunity that could potentially include commercial and residential development. Coordinate with VDOT and other Park & Ride facilities currently being planned.

Policy 9.5:

Study the potential of creating a Special Service District with a value capture model based on future developments within the Mall UDA that could be used to finance right-of-way improvements.

Policy 9.6:

Promote Huckleberry Trail as a key attraction for attracting new residential and commercial growth to the Mall UDA.

Policy 9.7:

Improve public safety, alleviate traffic congestion, and potentially provide an economic development impact with the proposed North Franklin Street and Peppers Ferry Road Connector Project that will alleviate congestion at two of the busiest traffic signals in the New River Valley.

Policy 9.8:

The Town should look for an opportunity for grade separated pedestrian/bike connectivity on both sides of N. Franklin Street.



Future Land Use Classifications

The Future Land Use Map visualizes how the Town may develop and grow in the long term future. In contrast, the Zoning Map is typically utilized as a tool to implement the Future Land Use Map. Explanations of the classifications for the Future Land Use Map are given below.

Residential Low Density:

Areas designated for low-density residential are intended to accommodate a range of housing types consistent with applicable zoning districts, such as Agricultural and Rural Residential. Development in these areas is characterized by a lower-density, more open residential pattern with larger lots and reduced building coverage, while allowing for a mix of housing types as permitted by zoning.

Residential Medium Density:

Medium density residential areas are intended to accommodate a mix of housing types at moderate densities, consistent with applicable zoning districts such as Single-Family Residential and Two-Family Residential. These areas may include townhouses, duplexes, and small-scale multifamily development.

Residential High Density:

High density residential areas are intended for more compact housing forms at densities within areas that are within the Urban Development Area (UDA) or other areas where such development is appropriate. These areas may include multifamily housing, apartments, and other attached housing types consistent with applicable zoning districts. These areas are generally located near activity centers or mixed-use areas and designed to support walkability while maintaining compatibility with surrounding land uses.

Commercial:

Commercial areas are intended for retail, office, service, and similar commercial activities that provide goods, services, and employment opportunities for local and regional markets. Typical uses include shops, offices, personal and professional services, restaurants, and related commercial activities. Development in these areas should be designed to support accessibility, compatibility with surrounding uses, and efficient use of infrastructure, with supporting elements such as parking, loading, and site amenities that are incidental to primary commercial uses.

Parks and Open Space:

This category includes public and private parks, greenways, recreational facilities, and preserved open spaces intended for active and passive recreation. It may also include cultural, civic, and institutional resources such as cemeteries and museums where appropriate. Dedicated open space within individual subdivisions is not included in this classification.



Downtown Mixed Use:

Downtown Mixed Use areas are intended to accommodate a mix of residential, commercial, office, civic, and entertainment uses in a compact, pedestrian-oriented environment. Development may include vertical or horizontal mixed-use formats and is intended to support vibrant activity, walkability, and a cohesive town center.

Industrial:

Industrial areas are intended for manufacturing, processing, warehousing, distribution, and related industrial activities. Accessory uses such as offices, loading areas, and parking that directly support industrial operations are appropriate within this classification.

Mixed Use with Buffer (Industrial):

These areas are intended to accommodate industrial and industrial-supporting uses with reduced external impacts. Development in these areas should incorporate buffering, transitions, and design considerations to ensure compatibility with adjacent, less-intensive land uses.

Mixed Use with Buffer (Residential & Business):

This classification allows for higher-intensity residential uses and low-impact commercial, or business uses in areas that transition between residential and commercial environments. Development should include buffering and design strategies to minimize impacts and maintain compatibility with surrounding land uses.

