

ACTION PROGRAM

The action program is a summary of the actions of each section of the plan, so that it can be reviewed on a continual basis. This summary can be used to help set general priorities in developing annual budgets and work plans.

GENERAL

Hold regular reviews with the planning commission on updating sections as data becomes available. Develop a sound relationship with the county so that issues of joint interest are clearly communicated.

ENVIRONMENT

- Adopt appropriate performance standards for development in sensitive environmental areas.
- Develop an ordinance defining the circumstances under which construction may or may not occur in and immediately surrounding sinkholes.
- Development proposed on slopes of 15% to 25% should be subject to appropriate performance standards, including grading and stormwater management requirements and vegetation protection to minimize environmental disruption.
- Adopt appropriate performance standards for areas with slopes greater than 25% in proposed developments.
- Continue to require landscaping plans as part of site plan and special use permit review. Consider adoption of an ordinance which would provide for the maintenance of the natural vegetative cover and prevent excessive erosion.
 - Develop a list of recommended landscaping trees and shrubs for improving existing and new development areas.
 - Continue to support the Town's erosion and sediment control and stormwater management programs.

HOUSING

- Preserve the quality of the Town's existing housing stock.
- Promote a variety of housing styles and densities.
- Preserve neighborhood identity and keep the neighborhood as the Town's basic organizational unit.
- Encourage development of large parcels in a comprehensive and balanced manner.
- Protect existing residential uses from commercial intrusion.

- Promote revitalization of substandard housing.
- Provide adequate housing for all income levels and age groups, especially the elderly and first-time homeowners.

JOBS AND THE ECONOMY

- Work closely with the Shenandoah County Director of Economic Development Director, sharing information.
- Hire a part time business enhancement coordinator for downtown business development.
- Have a committee for business recruitment, focusing on service uses downtown, restaurants in downtown, tourism enterprises, recreation, and the retirement market needs.
- Establish a program to retain and improve existing businesses through the creation of incentives to reinvest.
- Meet with existing businesses to determine their needs.
- Work with local banks to set up a no-interest or low-interest loan pool for building improvements.
- Monitor incentive programs offered or permitted by the State.

COMMUNITY FACILITIES AND SERVICES

General Government Services

- Program future town facility expansions.
- Annually revise and adopt a capital improvements program to ensure implementation of the capital facility recommendations of the Town Plan.

Public Utilities

- Periodically review water system study to identify existing old and undersized water lines in need of upgrading and necessary extensions.
- Review the 1988 stormwater management plan and revise it to reflect improvement made since that time.
- Encourage recycling as a means of reducing landfill costs by preserving landfill space.
- Coordinate its expenditure policies within the Town Plan through its annual capital improvements program.
- Periodically review utility rates.

Public Safety

- Continue to cooperate with the county in providing a utility surcharge for the Enhanced 911 system.
- Continue to provide assistance to, and endorse the efforts of, the Volunteer Fire Department and Rescue Squad.

Cultural, Recreational, and Open Space Facilities

- Complete a recreation master plan to determine areas of improvement and expansion.
- Include open space and recreation facilities requirements and incentives in appropriate development regulations.
- The Town should continue support for cultural programs and activities such as the historic Woodstock walking tour, the Woodstock Museum and the Wickham House.
- The Town should take advantage of Federal and State funding opportunities for cultural and recreation programs.

TRANSPORTATION

Parking

- Review off-street parking requirements and revise to reflect the current parking demand of various land uses.
- Review parking lot landscaping requirements and revise to reflect Town Plan policies and objectives.

Roads

- Work with Shenandoah County and Virginia Department of Transportation officials to develop a plan to upgrade and construct new roads and an additional interchange with Interstate 81 to serve the Town of Woodstock.

Sidewalks and Bikeways

- Develop a master plan for the installation of new sidewalks to complete gaps in the system. Annually survey the sidewalk system and replace and upgrade those sidewalks in need.
- Develop a safe pedestrian and bicycle networks to link residential areas to community facilities and commercial areas. Such networks could include off-street pedestrian and bike paths as well as traditional sidewalks.

LAND USE

- Adopt a revised zoning ordinance which reflects the goals, objectives and policies of the Town Plan, including the following provisions:
 - a. Review zoning ordinance and revise zones according to residential, commercial, historic preservation and industrial policies specified in this chapter.
 - b. Revise landscaping requirement for residential, commercial and industrial districts.
 - c. Requirements for cluster housing and Planned Unit Developments (PUDs).
 - d. Guidelines for home occupations.
- Periodically update the subdivision and zoning ordinance to reflect technical advancement, new legislation, court rulings, changing conditions, and Town desires.

- Consider combining the zoning and subdivision ordinances into one land development manual.
- Review the Town Plan annually and revise the Land Use Policy Map and guidelines as needed.
- Adopt a Capital Improvements Program and revise annually.
- Actively perpetuate historic preservation by making physical improvements to the downtown area.
- Work with the county on an annexation agreement and create compatible zoning in the area designated as future Town land.
- Actively promote the Town through Economic Development.

COMMUNITY APPEARANCE

Downtown

- Set up a program to retain and improve existing businesses with incentives to reinvest
- Hire professional expertise to develop a master plan for the streetscape of the downtown area. Include trees, planters for flowers and shrubs, special sidewalk and crosswalk paving, attractive street lights, benches and banners.
- Work with the County in establishing a “Courthouse Square” event space, and a downtown “Memory Walk” in the Lawyer’s Row area.
- As part of a long range effort, embark on a program of systematically placing utility lines and structures underground or behind the buildings. At major intersections, freestanding traffic signals should be installed to reduce the visual clutter.
- Reduce the number of public signs by eliminating those which are not necessary.
- Establish a facade improvement grant program as part of a Main Street program.
- Work with property owners of vacant storefronts and encourage volunteer participation for window displays.
- Encourage public art , allocate town funds for art, providing financial support for art groups and hosting public art competitions.
- Work with the local banks to set up a no or low-interest loan pool for building improvements.

North area

- Design and implement the northern gateway project. Design and implement an attractive welcome sign. Make sure that roadside landscaping is carefully designed to remain attractive year-round. Deciduous and evergreen trees and seasonal shrubbery to provide attractive vistas with minimal maintenance requirements.
- Continue with an established design theme for landscaping into the downtown area, also including lighting and sidewalk improvements.
- Provide good pedestrian crosswalk conditions from new County office building to west side of Main Street and to the shopping center.
- Encourage the participation of the northern businesses to work on the cleanup and maintenance of their properties, and to take ownership of the improvements in the area.
- Design and implement a significant new sign for The Woodstock Tower.

South area

- Provide street trees that are compatible with the downtown streetscape theme.
- Improve existing and establish new sidewalks where needed.
- Design and implement an attractive sign and landscape improvements at the Rt. 42, Rt. 11 intersection that would direct travelers to different parts of town.
- Improve by new design, the existing Welcome to Woodstock sign at the southern town limits boundary through relocation and landscaping.
- Link to the sidewalk system in town.
- Enforce sign regulations.

West area

- Design and implement an I-81 interchange sign for Woodstock, featuring landscaping and directional signage. This sign could direct people to the historic district through the use of “trail-blazer” signs, to draw visitors through the town.
- Design and implement a distinctive feature sign at the Rt. 42/ Rt. 11 intersection, with special landscape treatment with evergreen trees and seasonal variation in shrubbery and plantings.

- Design and locate a structure to hold event banners across Main street.
- Design and implement a continuous streetscape enhancement stemming from the downtown streetscape design that carries throughout the west area of town with landscaping and lighting.
- Improve sidewalk system connecting hotels and retail outlets, improving pedestrian access. Also, install distinctive crosswalks and pedestrian scaled lighting in the fast-food areas, making it safer for pedestrian accessibility.