



Frederick County, Virginia Comprehensive Plan Charter & Public Participation Plan (PPP)

Comprehensive Plan Update

Frederick County is working with community members, key stakeholders, and appointed and elected officials to update its Comprehensive Plan and envision what the future looks like for the County in 2050. The planning process will take approximately two (2) years and will address future land use, transportation, rural areas, housing, community facilities, infrastructure and economic development.

The Code of Virginia § 15.2-2223 authorizes localities to prepare and adopt comprehensive plans *“with the purpose of guiding and accomplishing a coordinated, adjusted and harmonious development.”*

Frederick County’s currently adopted plan was last updated in 2021.

Guiding Principles

The Frederick County comprehensive planning process should invite meaningful and robust community engagement. It is important to take creative steps to actively engage all community members “where they live, work, and play.” The Public Participation Plan (PPP) outlines how community stakeholders and partners will be engaged in the planning process for the development of Frederick County’s new Comprehensive Plan. Outreach and participation will be **inclusive, transparent, and integral** to the success of the planning effort. Ultimately, the Plan should reflect the communities’ shared values, a unified vision, and goals and implementation strategies to implement the communities’ vision.

Public Participation Plan (PPP) Objectives

To best envision the future for Frederick County, a fully involved community is essential to developing effective policies that support the community’s vision. The planning process will be:

Inclusive:

- The planning process is open to all.
- Engagement should emphasize participation of non-typical participants in the planning process (youth/students, young families, non-English speakers, low income, people of color)
- A variety of event styles, feedback methods, meeting times, and locations will be offered to best engage all segments of the population.

Transparent:

- The planning process will be clear, documented, and easily accessible.

- Planning documents will be made available in various formats, including print, digital, and Spanish. Physical copies will be made available at various community facilities (such as libraries).
- Summaries of public meetings posted will be posted to the project website for all to see.
- When feasible, public meetings may be recorded or live streamed for anyone to view (or review).

Integral:

- The comprehensive plan is a public document. The public process and feedback gathered informs the staff and appointed/elected officials.
- Public participation happens early and frequently throughout the process.
- Public engagement is critical to the success of the planning effort.

Public Participation Goals:

Goal #1: Develop a shared understanding of the comprehensive planning process, collect key data points, identify shared values and key challenges to community over the next 25 years. This may include identifying missing elements (or land uses) in the community.

Goal #2: Consolidate diverse feedback into a single document with measurable outcomes and implementation strategies.

Goal #3: Build community support for final planning documents and ultimately plan adoption.

Engagement Strategies & Tools:

Phase I – Stakeholder Interviews & Community Reconnaissance (5-6 months)

Implementation Strategies:

- Board of Supervisors (BOS) individual interviews.
- Planning Commissioner (PC) interviews.
- Interviews (and needs assessment) with other key stakeholders:
 - Utility providers (Frederick Water, First Energy, Washington Gas)
 - Frederick County Public Schools (FCPS)
 - Parks & Recreation department
 - Fire & Rescue Services
 - Economic Development Authority (EDA)
 - Winchester Regional Airport (OKV)
- Assemblage of a list of professional organizations, civic groups, homeowner's/community associations, non-profits, businesses, and other community groups (churches) that will be engaged in the planning process.
- Review key demographic information compiled during Community Profile for future target outreach for participation.
- Launch project website.
- Aerial Imagery & Photo Inventory.
- Community Tours (may include key stakeholders, where appropriate)

- Key areas & features (Rural Community Centers, towns, hamlets)
- Community facilities
- Neighborhoods
- Joint work session #1 summarizing Phase I efforts; identify “topic-based focus areas” for Phase 2.

Key Outcomes: Comprehensive understanding of existing community “pulse,” existing facilities, key data points, photography for use in subsequent phases and list of topic-based focus areas for community meetings in Phase 2.

Phase 2 – Topic Based Events & Community Surveying (6 months)

Implementation Strategies:

- Community-wide mailer # 1 (meeting dates/locations, survey #1, project website link)
- Topic based community meetings (around County; focus group format).
 - Topic-Based Focus Areas
 - Transportation
 - Housing, Growth & Community Facilities
 - Water, Natural & Historic Resources
 - Industry & Commerce
 - Rural Areas, Agribusiness & Agritourism
- Small format town halls (HOAs/Neighborhoods, churches, students, special interest groups)
- Pop-up meetings at other community events (County Fair, festivals, other community events organized by others).
- Topic-based focused video series on project website.
- “Minute plus” surveys for meeting participants.
- Community survey # 1.

Key Outcomes: Comprehensive understanding of community “baseline,” key areas of concern regarding future growth, basic principles of community “vision,” and build network of those interested parties and individuals for use in subsequent phases.

Phase 3 – Prioritization & Plan Formulation (3-5 months)

Implementation Strategies:


- Joint work session #2 summarizing Phase 2 efforts; BOS/PC prioritization as key checkpoint to affirm community engagement to date; scenario planning effort (high, medium & low growth).
- Staff will draft a new plan and prepare relevant documents (including maps).
- Comprehensive Plans and Programs Committee (CPPC) meeting(s) to review the initial draft plan.

Key Outcomes: Completed draft of 2050 Comprehensive Plan with initial endorsement by CPPC.

Phase 4 – Community Meetings (4 months)

Implementation Strategies:

- Community-wide mailer # 2 (meeting dates/locations, survey #2).

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- Large format community meeting to present draft plan (minimum of 1 per magisterial district).
 - Small format town halls (HOAs/Neighborhoods, churches, students, special interest groups)
 - “Minute plus” surveys for meeting participants.
 - Community survey #2.

Key Outcomes: Affirmation of community opinion on draft 2050 Comprehensive Plan. Additional areas of concern require plan revisions, additions, or deletions.

Phase 5 – Plan Presentation & Adoption (3-6 months)

Implementation Strategies:

- Joint work session # 3 summarizing Phase 3 & Phase 4 efforts; presentation of draft Plan to appointed and elected officials. Seeking authorization to advertise for public hearings.
- CPPC meeting to provide recommendations on final draft Plan.
- VDOT Chapter 529 Review (approximately 90-days).
- Public hearings (PC & BOS).

Key Outcomes: Endorsement and adoption of 2050 Comprehensive Plan (Mid-2027).