



August 30, 2021

Revised: November 12, 2021

Comprehensive Plan and Zoning Code Consultant Services

Town of Irvington, Virginia

Submitted by:



Contact: Will Cockrell | w.cockrell@epr-pc.com | (M) 434-981-8745 | Charlottesville, Virginia

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The Town of Irvington, Virginia ("Town") is seeking proposals from qualified professional consultants, or teams of consultants ("Consultant"), to help develop, administer, and gather and present findings of a Comprehensive Plan Survey. The Town is also interested in a proposal to update, the Town's Comprehensive Plan and Zoning Code as a result of the Survey.

COVER LETTER

Town of Irvington, Planning Commission
Attn: Brian Forrester
PO Box 174
Irvington, VA 22480
Phone: 804-436-6445

August 30, 2021

Re: Comprehensive Plan and Zoning Code, Consultant Services

Town of Irvington Planning Commission,

On behalf of EPR, P.C., I am pleased to present this **resubmittal** to assist the Town of Irvington with its Comprehensive Plan and Zoning Code update. EPR is a multi-disciplinary firm with broad expertise community planning and zoning in addition to traffic engineering, utilities, environmental protection, economic development, site design, and real estate development. Our firm has unique experience working with local planners on Comprehensive Plan and Zoning projects. The EPR team feels fully qualified to help you accomplish all the tasks listed in the RFP.

EPR is a Virginia-based firm with national planning and engineering expertise. Our ongoing technical assistance work for the U.S. Environmental Protection Agency takes us to communities nationwide to conduct strategic planning workshops that support local economies, recreational tourism, resilience, and revitalization. Our experience in our home state of Virginia have allowed us to become experts in the Code of Virginia and land use law in the Commonwealth. Our staff also has vast experience implementing zoning and subdivision regulations for local governments, big and small.

Aside from our firm's considerable skills and services, I have a lifetime of experience on the Northern Neck. While I was born and raised in Hanover County, I am the first generation in our family line born outside of the Northern Neck. Growing up, I spent summers on the Northern Neck, from Cockrell Creek (named after a relative) in Reedville, Kilmarnock, Montross, Colonial Beach, and places in between. My family frequents the region multiple times every year. We vacation in Callao, attend family reunions in Leedstown and spend time along the rivers, creeks, and the Bay.

Professionally and personally, I am eager to bring my firm's unmatched qualifications and my love for this region to planning a prosperous future for the Town of Irvington. We appreciate your consideration and are excited to assist in this effort.

Respectfully Submitted,



Will Cockrell, AICP
Project Manager
w.cockrell@epr-pc.com

FIRM OVERVIEW

EPRPC

EPR, P.C.

EPR, P.C. is a multi-disciplinary planning firm in Charlottesville, Virginia. We provide various services, including zoning and subdivision regulations, comprehensive plan updates, economic development, strategic planning, transportation engineering, urban design, and civil engineering. We proudly assist local, regional, state, and federal organizations. Founded in 2011, our company includes Certified Planners, Urban Designers, Landscape Architects, and Civil Engineers nationwide. EPR is a woman-owned professional corporation under President Lynette Wuensch's leadership and a certified Disadvantage Business Enterprise (WBE/DBE) firm.

EPR has developed a unique cross-disciplinary approach that we developed over our decade of operation. We integrate collaborative engagement with technical expertise in transportation, land use, and community design. This approach helps to translate goals and vision into actual implementation and results. We also focus on building consensus throughout the process and making our work user-friendly and accessible to everyone in the community. Our process includes a vast toolbox of public engagement strategies tailored to the community's unique needs.

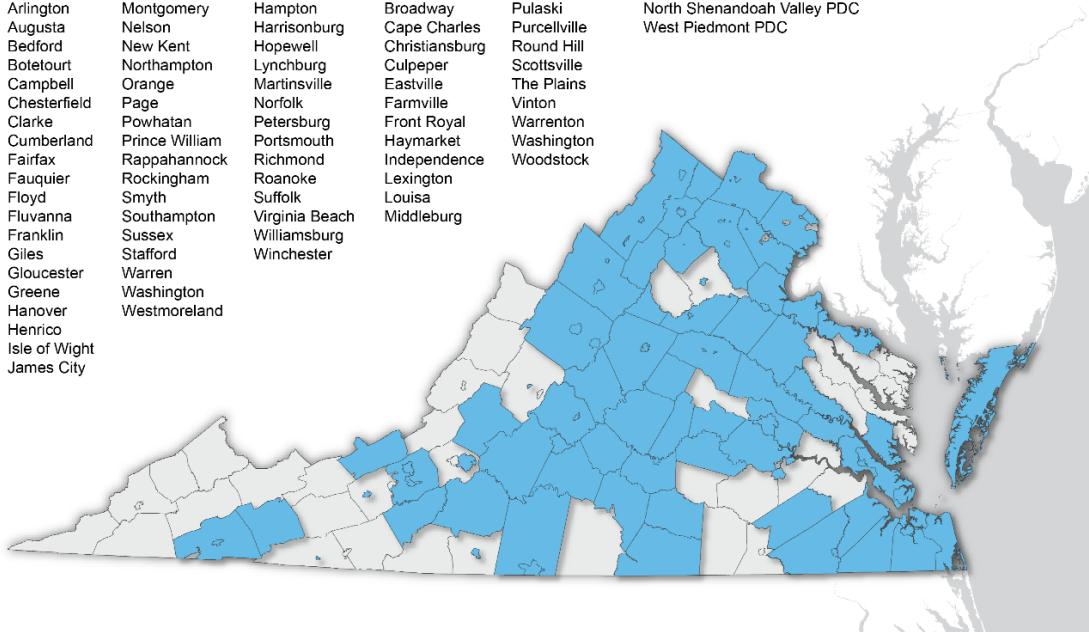
A staff of 15 seasoned professionals supports EPR project leaders, many regarded as industry leaders. We provide practical, multi-disciplinary project leadership and support to local government staff and officials throughout the United States.

EPR Core Services Include:

- Comprehensive Plans
- Transportation Planning
- Zoning Audits and Codes
- Economic Development
- Public Involvement and Facilitation
- Corridor Studies
- Site Planning
- Food Systems Planning
- Development Site Selection
- Land Use Planning
- Feasibility Studies
- Multimodal Planning and Design
- Roadway Design
- Traffic Impact Studies
- Parking Studies
- Landscape Architecture
- Urban Design
- Grant Application Support
- Stormwater Studies and Design
- Scenario Planning

Virginia Localities and Agencies that EPRC's staff has worked with:

Counties	Cities	Towns	Regional Agencies	Villages
Accomack	King William	Charlottesville	Abingdon	Middletown
Albemarle	Louisa	Chesapeake	Altavista	Mineral
Amelia	Loudoun	Danville	Amherst	Mount Jackson
Amherst	Mecklenburg	Fredericksburg	Blacksburg	Orange
Arlington	Montgomery	Hampton	Broadway	Pulaski
Augusta	Nelson	Harrisonburg	Cape Charles	Purcellville
Bedford	New Kent	Hopewell	Christiansburg	Round Hill
Botetourt	Northampton	Lynchburg	Culpeper	Scottsville
Campbell	Orange	Martinsville	Eastville	The Plains
Chesterfield	Page	Norfolk	Farmville	Vinton
Clarke	Powhatan	Petersburg	Front Royal	Warrenton
Cumberland	Prince William	Portsmouth	Haymarket	Washington
Fairfax	Rappahannock	Richmond	Independence	Woodstock
Fauquier	Rockingham	Roanoke	Lexington	
Floyd	Smyth	Suffolk	Louisa	
Fluvanna	Southampton	Virginia Beach	Middleburg	
Franklin	Sussex	Williamsburg		
Giles	Stafford	Winchester		
Gloucester	Warren			
Greene	Washington			
Hanover	Westmoreland			
Henrico				
Isle of Wight				
James City				



PROJECT TEAM

We assembled a team of experienced and award-winning specialists for the Town's Comprehensive Plan update. Our team includes planners, designers, engineers, economic development and housing specialists, and staff experienced with demographic analysis. The following bios offer a snapshot of our key staff and what we bring to the team.

EPR, P.C.

Principal: Vlad Gavrilovic, AICP

Vlad Gavrilovic is a principal with EPR and has over 30 years of experience in integrating land use, urban design, and transportation planning practice. He has managed a wide variety of complex projects throughout his career. He has designed innovative and context-sensitive solutions for communities throughout the country. His experience includes land use and transportation planning, multi-modal transportation design, urban design, environmental planning and facilitation, public involvement, and consensus-building.



Project Manager: Will Cockrell, AICP

Will Cockrell spent his career in the public sector, working in local government and regional planning. For ten years, Will worked with the Thomas Jefferson Planning District Commission (TJPD), serving many different roles, including Director of Planning and MPO Coordinator. He managed the Charlottesville-Albemarle Metropolitan Planning Organization (CA-MPO), TJPD Rural Transportation Program, the Planning Program, and Environmental Planning Programing. Before joining the Planning District, Will worked as the senior planner for Louisa County. During that time, he also took on the role of Acting-Director of Community Development.



In 2013, Will started teaching at the University of Virginia. He currently teaches government and planning methods in the School of Architecture. Will runs the Certified Zoning Administrators (CZA) course for the Virginia Association of Zoning Officials (VAZO) and regularly contributes to VCU's Land Use Education Program. In 2018, the American Planning Association, Virginia Chapter recognized Will with the President's Award for leadership qualities.

Task Manager: Todd Gordon, AICP, PMP

Todd Gordon has over 15 years of professional experience as a land-use planning, transportation, and project management consultant for local, regional, and state governments. His work focuses on creating clear and concise community strategies based on sound analysis and local participation. He is well-versed in public involvement workshops, community surveys, and stakeholder facilitation that drive engaging and realistic plans. Todd has also worked extensively in the real estate development industry on-site analysis, entitlement, site planning, and project management, guiding numerous private sector real estate projects from concept to construction.



Todd's experience in public and private sector planning allows him a unique perspective on the growth and development of rural, suburban, and urban places. It produces integrated and realistic plans for neighborhood and community growth.

EPR Support Staff

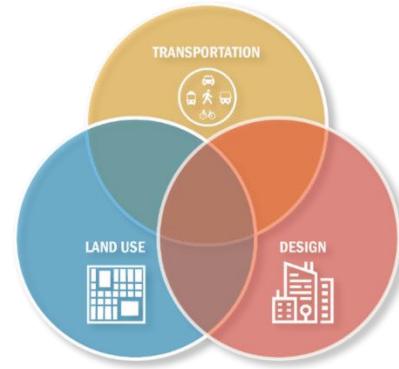
A complete office of 15 staff supports EPR's key staff. This team is well-versed in GIS, scenario planning, environmental planning, traffic analysis, infrastructure analysis, graphic design, and many more talents to ensure a successful planning process for the Town of Irvington.

PROJECT METHODOLOGY

We believe that EPR's philosophy and approaches align well with Irvington's requested services. The project manager reviewed the existing comprehensive plan and other local planning documents to prepare the following scope. With our planning experience and my lifetime familiarity with the area, our team has a strong understanding of the desired products.

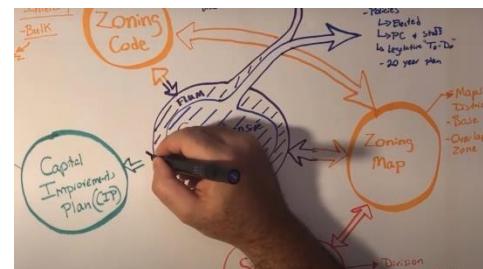
PHILOSOPHY

EPR is a multidisciplinary firm that believes in holistic approaches to planning. We find that this approach aligns well with comprehensive plan processes. Our work reflects the intersect of our land use planning, transportation, and design staff. While the comprehensive plan consists of various elements or chapters, we specialize in helping our local government partners develop interwoven policies and strategies that address multiple goals at once.



POLICY TO IMPLEMENTATION

Our staff has first-hand experience with planning implementation from diverse backgrounds. The project manager started in local government and served as acting Director of Community Development at Louisa County. He knows what localities need from their comprehensive plan and has experience implementing local policies. The task manager has experience in the real estate and development field, bringing a private sector perspective. Our team includes engineers who know costing and design for civil infrastructure.



PARTNER TO LOCAL LEADERSHIP

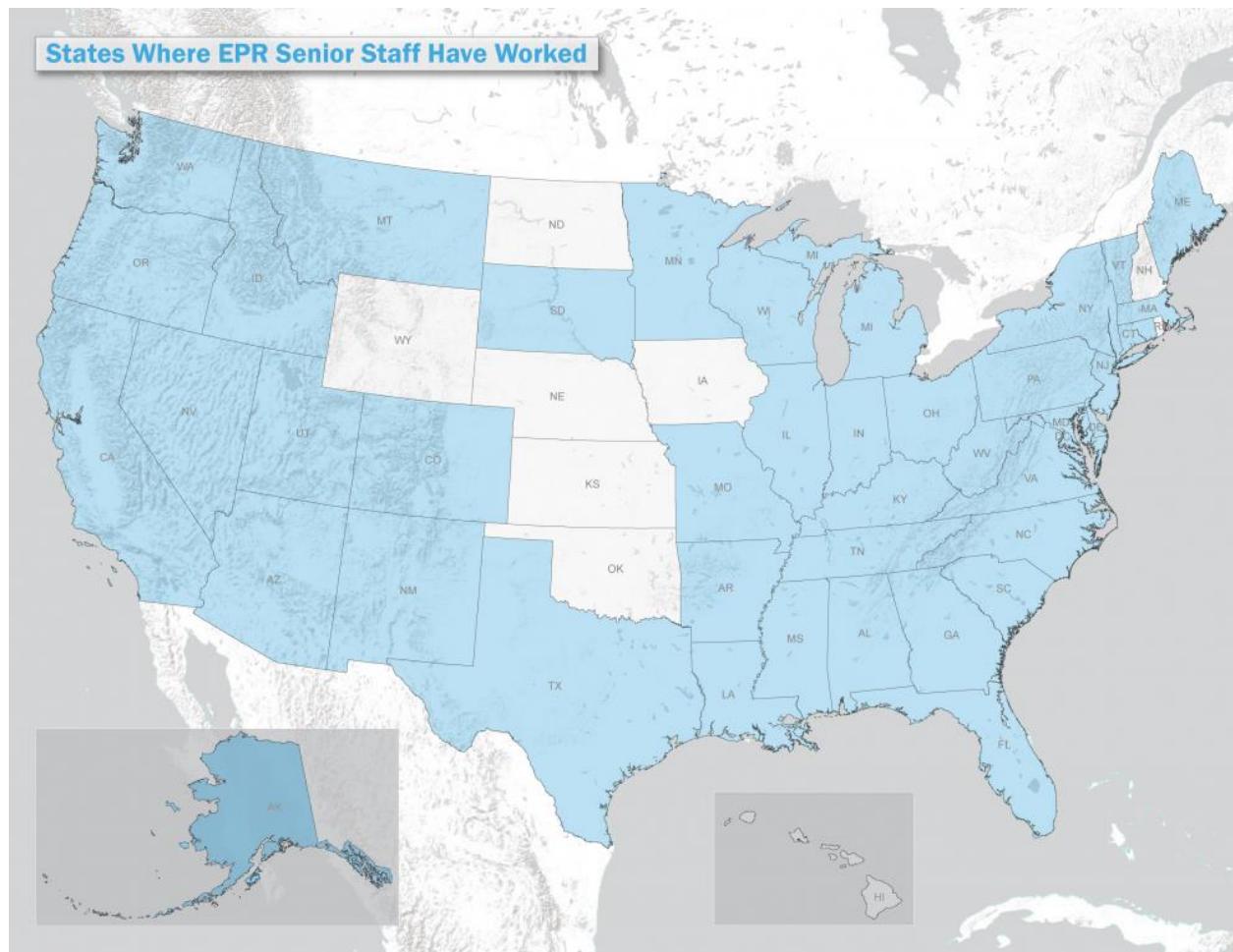
EPR prefers to work as an extension of local staff, leaders, and expertise, finding that a seamless workflow between consultants and locals provides our clients with better plans and processes. The project manager brings his local government experience to these efforts. He served nearly every function in a local planning office, from zoning inspections, site plan review, plat review, rezoning cases, conditional use permits, working with local officials, and other responsibilities.

MEANINGFUL PUBLIC ENGAGEMENT

Public and stakeholder engagement is a core service at EPR. We are technical assistance consultants on several Environmental Protection Agency's (EPA) programs, conducting stakeholder engagement across the country. In this capacity, we are well-versed in virtual meetings and in-person workshops. The national map below highlights where EPR facilitated these processes.

EPR develops detailed engagement plans to define outreach goals in our planning processes and determine strategies that match those goals. As the planning progresses, different outreach strategies are needed. With comprehensive plans, the process typically begins with an "Issues-Based Approach," then transitions into a "Goals-Based Approach" and even an "Opportunities-Based Approach." Each phase requires different techniques, stakeholders, and tools. The engagement plan sets this schedule and identifies the appropriate actions at each stage.

EPR recommends a diverse and robust process with this transportation plan to ensure a representative sample. This effort would include a mixture of in-person meetings and virtual strategies.



SCOPE OF WORK

The following scope of work outlines an 18-month process that consists of five tasks, with several detailed subtasks. The final deliverables will be a plan and code audit that is:

- User-friendly,
- Accessible,
- Integrated into other planning efforts, and
- Focused on detailed guidance and results.

OVERVIEW OF TASKS

Tasks	Sub-Tasks
Phase I: Comprehensive Plan Survey	Task I-1: Pre-Survey Town Tour and Meeting Task I-2: Survey Development Task I-3: Sample Frame Task I-4: Survey Distribution Task I-5: Survey Reporting Task I-6: Existing Comprehensive Plan assessment
Phase II: Comprehensive Plan Update or Redevelopment	Task II-1: Public Engagement Task II-2: Community assessment Task II-3: Existing conditions Task II-4: SWOT Analysis Task II-5: Plan Development
Phase III: Zoning Code	Task III-1: Code Audit Task III-2: Public Engagement Task III-3: Report on Code Recommendations Task III-4: Report Presentations

Integrated in each task is project management. EPR typically develops a Project Management Plan that serves as a charter document for the process. It formalizes regular calls with local leaders, defines schedules and milestones, and functions as an administrative and more detailed version of the contracted scope of work.

PHASE I: COMPREHENSIVE PLAN SURVEY

EPR's project manager, Will Cockrell, is an adjunct faculty member in Urban and Environmental Planning at the University of Virginia. His Planning Methods class includes coursework on surveys. He will use his knowledge and experience to develop the survey instruments, define a sample frame and distribution plan, and create a report that guides the next steps in the process.

Task I-1: Pre-Survey Town Tour and Meeting

EPR will meet town officials on site for a tour of Irvington and will meet with Town Council. This step will help to prepare for the surveying effort.

Task I-2: Survey Development

An engagement plan will identify the Town's goals for this effort. EPR will help local officials determine goals and objectives for the survey. The pre-survey work will be critical to achieving a successful engagement process.

Task I-3: Sample Frame

The sample frame is the target audience. EPR will work with local officials to match the right survey approach to the audience. This task will include the development of initial strategies for distribution.

Task I-4: Survey Distribution

Distribution strategies are critical for an effective surveying effort. EPR will assemble a list of approaches for reaching the entire sample frame and increasing the overall response rate. This task will include options for online and in-person distribution. EPR will prepare a hardcopy version appropriate for printing and mailing.

Task I-5: Survey Reporting

EPR will develop a summary report and presentation to document and analyze the survey results. The report will include the subsequent steps and how to use these results in the comprehensive plan process. This task will include a post-survey meeting that will review survey results and identify next steps.

Task I-6: Existing Comprehensive Plan assessment

EPR will begin by reviewing the existing Comprehensive Plan and any other relevant documents. The process will evaluate goals, policies, and recommendations to determine which are still pertinent. This task will also help determine the extensiveness of the update.

PHASE II: COMPREHENSIVE PLAN UPDATE OR REDEVELOPMENT

To create a foundation for the Comprehensive Plan, the EPR Team will analyze demographic and housing data. Population trends and projections will drive the demand for new housing over the next decade. Examining changes in the population, including average household size, racial composition, median household income, and age, will help understand the Town's future growth. The update will

include a fundamental analysis of the local economy, environmental features, transportation, and other topics addressed in the plan.

Task II-1: Public Engagement

EPR specializes in public and stakeholder engagement, working with communities across the country through EPA technical assistance programs. We believe in a multifaceted process that uses customized engagement goals that guide specific strategies.

Sub-Task II-1.1: Public Engagement Plan

EPR starts these processes with a Public Engagement Plan that determines engagement goals, measures of success, strategies that implement stated goals, and schedules. Each phase of the process is different from the other, requiring a different method for accomplishing the objectives of each step.

Sub-Task II-1.2: Public Outreach

Our office will work in a variety of formats to help promote opportunities for local public engagement. Public outreach may include drafting press releases, social media content (Twitter, Facebook, LinkedIn, etc.), web content, or working with local newspapers or other media, to help the Town promote the planning process. Each forum requires unique messaging, image resolutions, and strategies.

Sub-Task II-1.3: Comprehensive Plan – Stakeholder Interviews

While surveys effectively engage a larger sample frame, interviews provide greater detail, nuisance, and vividness that are not possible with any other approach. EPR will conduct a dozen interviews with critical local stakeholders. The process may include stakeholder groups with multiple individuals formed with each discussion. Interviews may occur in person or via phone.

Sub-Task II-1.4: Comprehensive Plan – Public Meetings

Comprehensive Plan processes typically include public meetings. This scope assumes three forums. The first would be early in the process. The second will involve a more detailed conversation in the middle of the timeline. The third will be an opportunity to review the draft plan.

Task II-2: Community assessment

EPR will collect information on the Town to develop a fuller understanding of existing and future issues. It will include a review of property records, assessment of aerial photography, a site visit, and a windshield survey of the Irvington. This effort will help to identify the essential issues and desirable qualities for Irvington, as discovered in the Survey findings.

Task II-3: Existing conditions

An early task will be community assessment. EPR will collect and analyze data to develop a “State of the Town” document that will serve as content for the updated Comprehensive Plan. The report will include information on housing, demographics, the local economy, transportation, and other topics.

Task II-4: SWOT Analysis

EPR recommends a SWOT analysis that identifies Strengths, Weaknesses, Opportunities, and Threats to the Town. Data from previous tasks will populate this exercise. It will help Irvington determine how to build on its strengths, overcome weaknesses, take advantage of future opportunities, and mitigate upcoming threats.

Task II-5: Plan Development

EPR will develop content, graphics, and a format for the plan with information from the previous tasks and a robust engagement process. Our office will provide two presentations to the Planning Commission to review the document. Local officials are responsible for facilitating final approval with the Town Council.

PHASE III: ZONING CODE

With the Comprehensive Plan complete, EPR will develop a code audit. A final report will document consistencies with the new plan. It will also offer recommendations for increasing the zoning ordinance and creating greater uniformity between local laws and policies.

Task III-1: Code Audit

As the main policy document, the Comprehensive Plan will serve a central role with a code audit. EPR will review the zoning ordinance and develop an inventory of code sections that conflict with local policies.

Task III-2: Public Engagement

The zoning audit should also include stakeholder interviews. This task will consist of 10 interviews, which could involve stakeholder calls. For the zoning code, developers and others that commonly use the local regulations should be the primary target audience.

Task III-3: Report on Code Recommendations

EPR will develop a final report on the code audit, documenting conflict areas between policies and laws. The report will also include recommendations, best practices, and next steps.

Task III-4: Report Presentations

EPR will make a presentation of the findings to the Town's Planning Commission and Council. Our office will follow up with amendments to the audit based on Commission and Council comments. EPR will be available to answer questions and provide follow-up responses.

TIMELINE

Starting the update in September 2021, the process will span 18 months, illustrated below. This timeline is flexible, depending on the Town's needs.

Phase	Months																	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
1																		
2																		
3																		

- **Phase I:** Comprehensive Plan Survey
- **Phase II:** Comprehensive Plan Update or Redevelopment
- **Phase III:** Zoning Code

COST

The proposed budget is \$91,240. The following table presents a detail breakdown of costs by task.

Phases		Budget
Phase I	Comprehensive Plan Survey	\$19,800
Phase II	Comprehensive Plan Update or Redevelopment	\$45,540
Phase III	Zoning Code	\$21,660
Direct Expenses (travel, printing, etc.)		\$4,240
Totals:		\$91,240

ATTACHMENTS

- Resumes
- References



VLAD GAVRILOVIC, AICP

PRINCIPAL

EDUCATION

University of Virginia
M.A. Urban and
Environmental Planning,
1985

University of Illinois
B. Arch. Architecture, 1983,

REGISTRATIONS

American Institute of
Certified Planners
No. 91410

AFFILIATIONS

**Virginia Land Use
Education Program**
Planning Commissioner's
Academy; Instructor, 2012-
present

**University of Virginia,
Department of Planning,**
Adjunct Faculty, Instructor
in Environmental Planning
and Design, 2000-2003

**George Washington
University,**
CCEW Division of Landscape
Design, Instructor in Design
Theory, 1992-1995

Vlad Gavrilovic is a principal with EPR and has over 30 years of experience in the integration of land use, urban design, and transportation planning practice. He has managed a wide variety of complex projects throughout his career and has designed innovative and context sensitive solutions for communities throughout the country. His experience includes land use and transportation planning, multi-modal transportation design, urban design, environmental planning, and facilitation, public involvement, and consensus building.

REPRESENTATIVE PROJECTS

Comprehensive Plan Update – James City County, Virginia

EPR is leading a multidisciplinary team to assist James City County in updating its comprehensive plan. The project involves an innovative scenario planning process with integrated computer modeling for land use, transportation, and fiscal impacts. The project has had record-breaking public participation through both in-person and online forums and will be used to chart a new course for the County based on both technical analysis tools and extensive citizen input. Vlad is the overall leader of a five-firm consulting team in this two-year update process.

Hampton Roads Regional Connectors Study – Hampton Roads Transportation Planning Organization.

Vlad is currently part of a team of consultants developing a study of major highway and interstate connectors for a \$1 billion plus improvement program for this metropolitan region of over 2 million people in Virginia. The study will involve developing a regional vision for transportation and economic development, analyzing alternative economic and transportation scenarios and modeling corridor investment strategies. His role is as a strategic adviser on the scenario planning efforts and performance-based planning and leader of portions of the analysis to establish corridor improvement needs.]

Comprehensive Plan Update – Chesterfield County, Virginia

Vlad was the overall project director leading an interdisciplinary team on the first comprehensive plan update in over 20 years for this suburban County of over 300,000 population.



WILL COCKRELL, AICP

SENIOR PLANNER

YEARS OF EXPERIENCE

17

EDUCATION

University of Virginia

Certificate in Public Administration, Expected 2020

University of Virginia

Master of Urban and Environmental Planning, 2005

University of Virginia

Bachelor of Urban and Environmental Planning with Architecture Minor, 2003

REGISTRATIONS

American Institute of Certified Planners
No. 185643

AFFILIATIONS

American Planning Association, Virginia Chapter, Board Member:
Vice President of Sections, 2011 to 2014

Vice President of Chapter Affairs, 2014 to 2016

Vice President of External Affairs, 2016 to 2018

Will Cockrell recently joined EPR-PC, in March 2019. He spent his career in the public sector, working in local and regional government. For ten years, Will worked at the Thomas Jefferson Planning District Commission (TJPDC), serving many different roles, including Director of Planning. At various times, he managed the Charlottesville-Charlottesville Metropolitan Planning Organization (CA-MPO), TJPDC Rural Transportation Program, the Planning Program and Environmental Planning Programming. Prior to joining the Planning District, Will was the senior planner for Louisa County, located in Central Virginia. During that time, he also took on the role of Acting-Director of Community Development. He is a member of the American Institute of Certified Planners and holds a Master's in Urban Environmental Planning from the University of Virginia's School of Architecture, with a Concentration in Land Use Planning. He has a Bachelor's in Urban Environmental Planning, along with a Minor in Architecture, also from UVA.

REPRESENTATIVE PROJECTS

2021 Comprehensive Plan Update – Town of Ashland, Virginia

Will serves as the project manager for the Town of Ashland's 2021 Comprehensive Plan update. The process is underway, as Will continues to coordinate with his staff to develop small area sketch plans, analyze public input, and draft revisions to the document.

Henrico Next – Henrico County, Virginia

Will is the project manager for updating the transportation element of Henrico County's Comprehensive Plan. EPR is part of a larger consultant team developing Henrico Next, the County's current update. The planning process will continue into 2023.

Countywide Transportation Plan – Montgomery County, Virginia

Will is the project manager for Montgomery County's transportation plan effort. Will's team focuses on a data-driven process that will span twelve months. When complete, this document will feed into an update of the Comprehensive Plan.



TODD GORDON, AICP, PMP

SENIOR PLANNER

YEARS OF EXPERIENCE

17

EDUCATION

University of Virginia
Master of Urban and Environmental Planning, 2004

University of Virginia
Bachelor of Urban and Environmental Planning, 2003

REGISTRATIONS

American Institute of Certified Planners
No. 024955

Certified Project Management Professional

Todd Gordon has extensive professional experience as a planning and project management consultant for local, regional, and state governments. His work is focused on creating clear and concise community strategies based on sound analysis and local participation. Todd has also worked extensively in the real estate development industry on site analysis, site planning, and project management, guiding private sector real estate projects from concept to construction. Todd's experience in both public and private sector planning allows him a unique perspective on the growth and development of communities and produces integrated and realistic plans for growth.

REPRESENTATIVE PROJECTS

Comprehensive Plan Update – James City County, Virginia

Todd managed a multi-disciplinary team of consultants in the update of James City County's Comprehensive Plan in partnership with local planning staff. Promoting a balanced growth vision for a fast-growing Virginia community, this Comprehensive Plan goes well beyond typical Comprehensive Plan efforts in its public engagement and scenario planning work. The project convened multiple avenues of public involvement, from online surveying to in-person engagement in each of the county's voting districts. Specialized scenario planning applied computer models to assess the land use, transportation, and economic impacts of potential future development scenarios.

Comprehensive Plan Update – Town of Abingdon, Virginia

Todd served as project manager and primary author as EPR staff updated the long-range strategic vision of this southwest Virginia community. Based in both in-person and virtual public input, this plan advanced strategies for Abingdon's traditional strengths of tourism and outdoor recreation as well as new strategies for economic development and the protection of community character. The plan's major elements include plans for future land use and enhanced transportation infrastructure.

Development Scenario Visualization – City of Winchester, Virginia

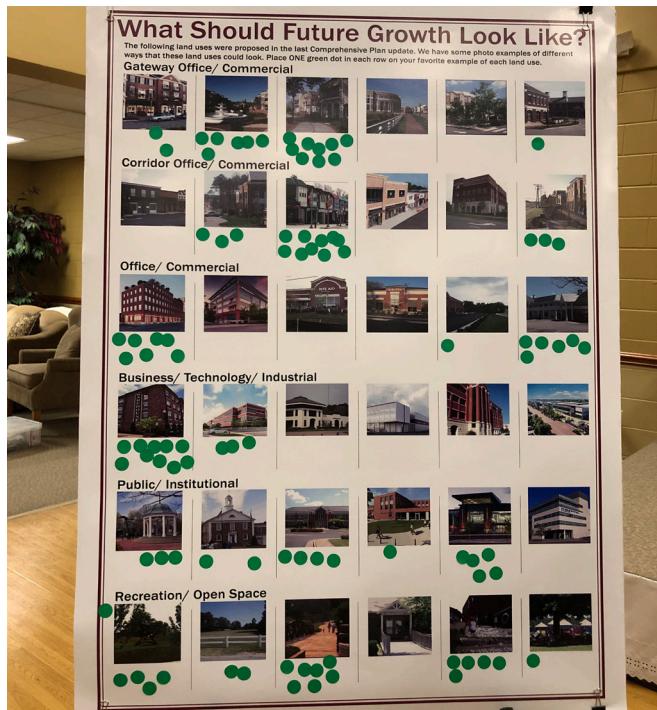
Todd worked with the City of Winchester to support the update of the city's Comprehensive Plan by creating and updating development scenarios for select local sites. This work created illustrated plan-view and three-dimensional graphics imagining future infill, redevelopment, and new development in line with the plans and goals of the city's Comprehensive Plan.

Abingdon Comprehensive Plan Update

Town of Abingdon, Virginia

The Town of Abingdon is located in southwestern Virginia and is a regional hub for arts and culture. The town is facing pressure to preserve its small town charm while still allowing for growth. The Town's Comprehensive Plan is one tool for managing growth to preserve local character while promoting local prosperity.

EPR, P.C. is engaged in an ongoing effort to update the Town of Abingdon's Comprehensive Plan for the next 25 years. EPR is working closely with planning staff, elected leaders, and local committees to engage residents through new means, including in-person events and interactive online presentations. In addition to best practices in growth management and long-range strategic planning, EPR is performing a policy review, updating the vision and goals, and analyzing existing conditions to allow Town leaders to make informed developmental decisions.



CLIENT REFERENCE: Jason Boswell, Abingdon Director of Planning

jboswell@abingdon-va.gov | (276) 492-2137

SCHEDULE: January 2019 - June 2020

PROJECT COSTS: \$72,000

EPR-PC

902 E. Jefferson St. #101

Charlottesville, VA 22902

(434) 202-5082 | epr-pc.com

Comprehensive Housing Assessment and Market Study

City of Harrisonburg, Virginia

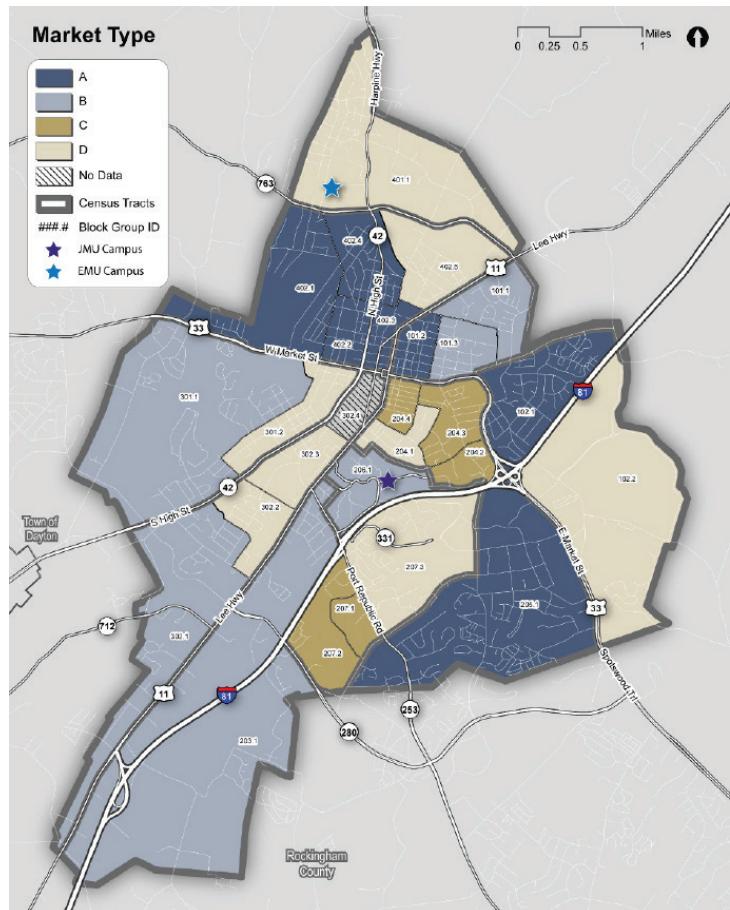
Harrisonburg's City Council has embraced, as a part of its strategic vision and Priorities, a policy of Available Housing for All. A necessary component of this vision was to complete a comprehensive assessment of current housing conditions, affordability, and opportunities.

To address this need the City contracted with EPR, in partnership with Mullin & Lonergan Associates and Fourth Economy, in July 2020 to complete a citywide Comprehensive Housing Assessment and Market Study. Conducted in close partnership with City staff and community stakeholders, this study includes data on demographics, economic conditions, homeownership market, rental housing markets, students and student housing, housing with supportive services, current programs, organizations, and projects, trends and needs, financial gaps, and barriers.

The study provides an analysis of affordability for homeownership and renting throughout all population and income segments of the City, details current housing stock, and analyzes barriers preventing the market from effectively responding to the housing demands.

Recommendations based on nationwide best practices plot a path toward Available Housing for All by remaking local regulations and using City-owned property to stimulate the housing market.

EPR hopes the study provides a better understanding of the local housing market and that the recommendations assist the entire community in working together to make improvements for all current and future Harrisonburg residents.

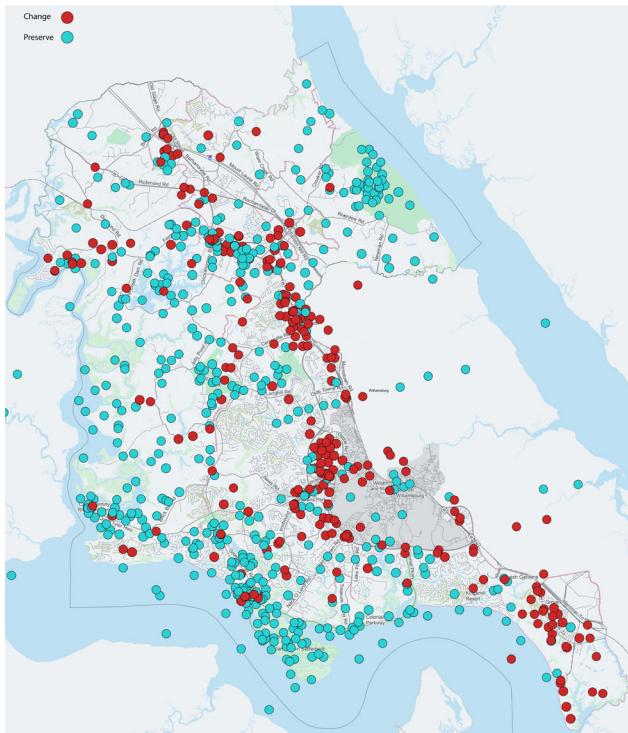


Comprehensive Plan Update

James City County, Virginia

James City County surrounds the city of Williamsburg, VA and contains some of the nation's most important historic sites. As the County continues to grow, new residential and service sector development creates pressure on existing transportation infrastructure, rural lands, important environmental assets, and other public facilities. The County's Comprehensive Plan is one tool for managing growth to preserve local character while promoting local prosperity.

EPR, P.C. is engaged in an ongoing effort to update James City County's Comprehensive Plan for the next 25 years. EPR brings its multi-disciplinary approach to this project, combining land use, transportation, urban design, and environmental analysis, while leading a team of sub-consultants with special expertise in transportation modeling, fiscal impact analysis, and innovative community engagement to produce a highly detailed and comprehensive strategy for an engaged community.



Community Engagement

EPR is working closely with planning staff, elected leaders, and local committees to engage residents of James City County in planning for the future of their community. The engagement process is grounded in a public engagement strategy document, driven by the goal to reach at least twice as many residents as previous plans, and guided by a Citizen Participation Team of leading residents. Engagement activities have included opinion surveys, visual preference exercises, interactive online mapping, and live polling during simulcast public open houses in each of the County's magisterial districts to inform a plan that meets the vision of County residents at every step.

Scenario Modeling

In addition to best practices in growth management and long-range strategic planning, EPR is bringing data-driven scenario modeling to James City County for the first time. Using a variety of local and national data sources, along with the CommunityViz modeling system, EPR planners are testing the future impacts of growth and development levels, trends, and strategies on land consumption, traffic, pedestrianism, emissions, and the County's fiscal balance. This scenario modeling is one more way that EPR is helping community leaders to make informed and rational decisions about community issues.

