

WAYNESBORO CITY COUNCIL 2025 VISION

Adopted October 23, 2006

The City Council is a proactive governing body that distinguishes itself in its strong leadership emphasizing the provision of exemplary services to our citizens through the economical and efficient use of City resources. Management of our City is based on sound practices that reflect high levels of accountability, consistency in the implementation of policies, and delivery of appropriate service levels. Waynesboro's leaders provide strong and effective leadership that creates a continuum of progress, revitalization and shared prosperity among its citizenry. Council promotes opportunities to inform and advocate for its citizens while ensuring that their ideas and visions are heard. Council strives to create positive outcomes based on fiscal responsibility, education, and collaboration.

Waynesboro enjoys a level of distinction of which all citizens can be proud. Waynesboro's citizens enjoy a strong sense of community in the midst of progress. High value is placed on hospitality, knowing your neighbor and creating a friendly environment in a city where quality of life and public safety and security is paramount to all. Council embraces progress with managed growth principles, affordability, and promotion of well-rounded opportunities for all citizens.

A Destination for Arts, Culture and Festive Events

Waynesboro is the premier venue for citizens and visitors alike to participate in and experience a rich cultural environment at the foot of the Blue Ridge Mountains. Diverse opportunities abound, from symphony orchestra, art and theater, to sporting events. Waynesboro distinguishes itself by such unique events as the Fall Foliage Festival, Fly Fishing Festival, Blue Ridge Soapbox Classic, River City Chili-Fest, and Tour of Shenandoah. We are anchored by cultural destinations such as the P. Buckley Moss Museum, Shenandoah Valley Art Center, Waynesboro Heritage Museum, Wayne Theater complex, and Virginia Artisans' Center. Enrichment opportunities are abundant in our scenic and hospitable City.

Outcome	Requirements
1. Work with (encourage/support) partners to increase the number of events in the City that make us a destination for arts, culture, and festive events (i.e. summer music, music festivals, wine tastings, chili-fest) including: <ul style="list-style-type: none">● Planning, needs assessment, inventory of available venues● Promotion; how does it fit with our brand?● Integration, coordination, logistics● ROI – considerations of investment and time it takes to build reputation	Funding with ROI
2. Advocate to maintain the Artisan's Center in Waynesboro as a viable attraction	
3. Reinvent ourselves as a tourism destination (work collaboratively on a successful strategy that includes more attention to what the City has)	Funding with ROI

Celebrating Natural Beauty through Recreation and Leisure

Encompassing the natural beauty of our rural area, the South River Greenway, Downtown Streetscape, and Sunset Park incorporate the best of both worlds – walking and biking paths along the river that connect our city parks with the ever-so-important central business district. The South River is an aesthetic and recreational asset. People fly fish and canoe in the river, hike the Appalachian Trail and bike on the Blue Ridge Parkway and Skyline Drive, and enjoy the peaceful quietness that only comes from being in a unique setting such as this. Botanical gardens in Ridgeview Park enhance the existing naturalness of the area and promote the enjoyment of the park for bird watching and leisurely strolls in the cool shadows on a hot summer day. Depending on the season, you can hear the laughter of children playing in the park, the crack of the bat, or the roar of the crowd. The community gathers enthusiastically to celebrate at the many sports and community events occurring throughout the year.

Outcome	Requirements
1. Complete the Basic Park Ball Field Complex.	New thinking Funding
2. Complete Phase 1 and initiate additional phases of the Greenway project (from Basic Park to Constitution Park)	Staff time Funding
3. Complete Phase 2 of the Streetscape project	Staff time Funding

Promoting Economic Prosperity

Community leaders in other localities look at Waynesboro and wonder how we made such great strides in the reduction of poverty and the need for subsidized housing in our City. Today, quality job opportunities are plentiful, making home ownership a reality for most citizens. Our school graduates are enabled to remain in our community with rewarding employment. Waynesboro maintains the highest median family income and the lowest unemployment rate in the area. Through entrepreneurship, the development of new and existing businesses, and the encouragement of retirees and retirement communities to locate in the City, we have broadened the tax base and increased personal wealth for our ever-growing population.

1. Expand efforts of the IDA to support economic development opportunities	Funding
2. Create a strategy to insure that we have a conducive business environment in Waynesboro, including plans, ordinances, services, and customer relations	New thinking Staff time
3. Enhance efforts to diversify job opportunities and to attract high wage professional and technical jobs	
4. Complete the west end fire station	Funding

Sustainable Development with Targeted Revitalization Districts

Growth is managed in a thoughtful way that balances residential and non-residential land uses, insuring that development is phased in a manner consistent with the City's capacity to serve such development. The City encourages reinvestment in existing neighborhoods, commercial districts, and gateway corridors. New development is beautiful and community friendly.

Outcome	Requirements
1. Complete revision of the Comprehensive Plan to insure it achieves our vision, including: <ul style="list-style-type: none"> • Controlling growth so as to provide necessary services • Maintaining the integrity of neighborhoods and commercial areas • Planning for long-term public school needs (land, etc.) 	Staff/buy time
2. Amend the Zoning Ordinance to reflect the Comprehensive Plan principles and the Council's vision, including: <ul style="list-style-type: none"> • Create uniformity in zoning to reflect desired aesthetic qualities • Promote reinvestment in older areas • Update ordinances to promote gentrification • Encourage investment in existing housing stock • Gateway corridors ordinances 	Staff/buy time
3. Plan, design, and construct sidewalks and pedestrian crossings so that we are a pedestrian friendly city	Funding
4. Put processes in place to keep our infrastructure ahead of development, including the CIP, Water/Sewer CIP, stormwater, roads, and schools	Different thinking Staff time Funding

Comprehensive Educational Opportunities

The quality of our progressive educational system is a consistent attribute, encouraging prosperous businesses to locate in our City. Waynesboro continues to set the standard for public education in our region, with the vast majority of its graduates continuing their education at the college, university, or advanced technical level. Consistently ahead of the curve, the City takes pride in having exciting and extensive educational opportunities in a comprehensive and well-integrated system that includes both public and private schools. Students may select a challenging college preparatory curriculum, state-of-the-art workforce training, advanced technology training, or regional higher education options.

Waynesboro residents enhance their quality of life and careers through a wide variety of meaningful educational options. The partnership of the City Council and the School Board exemplifies an exceptional standard of productive communication and collaborative planning. With creative joint strategies, this partnership secures equitable State and Federal funding for our well-equipped, well-maintained, and well-operated public schools.

1. Develop strategy and relationships to bring post-secondary education to Waynesboro	New thinking Staff time
2. Enhance strategies among the Economic Development Department, business	Staff time

community, and educational organizations and institutions to insure that current and future employment needs are aligned with workforce development and training opportunities, including vocational training facilities	
3. Continue our strategy for successful collaboration with the School Board	