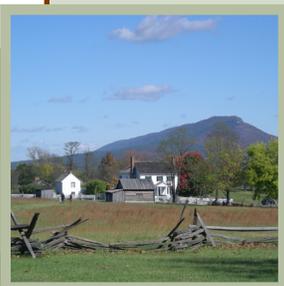




New Market Growth and Annexation Area Concept Plan

November 2007



New Market Growth and Annexation Area Concept Plan

Prepared for

Town of New Market, Virginia

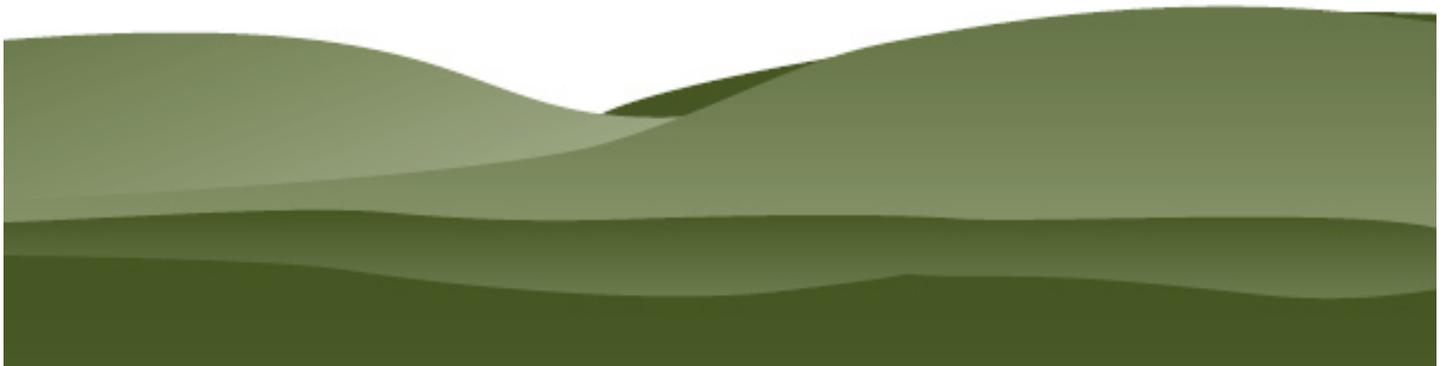
Prepared by

John D. Hutchinson V, AICP

THE JENNINGS GAP PARTNERSHIP

Staunton, Virginia

19 November 2007



Adopted by the New Market Town Council, 19 November 2007.

Town of New Market

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Mary Alice Burch, Council Member
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Table of Contents

Executive Summary	vii
Section 1: Introduction	1
1.1 Purpose	1
1.2 Scope	1
Secton 2: The Planning Process	3
2.1 The Steering Committee	3
2.2 Planning Period	3
2.3 Visioning	3
2.3.1 Strengths / Weaknesses / Opportunities / Threats	
2.3.2 Visioning Exercise	
2.3.3 Vision Statement	
2.4 Goals	9
Section 3: Future Land Demand Analysis	11
3.1 Population	11
3.1.1 Population Trends	
3.1.2 Population Projections	
3.2 Housing	15
3.2.1 Housing Trends	
3.2.2 Housing Projections	
3.3 Land Use	18
3.3.1 Land Use within the Existing Town Boundaries	
3.3.2 Zoning Permits	
3.3.3 Development Activity in Shenandoah County	
Section 4: Existing Plans	21
4.1 Town of New Market Comprehensive Plan	21
4.2 Shenandoah County Comprehensive Plan 2025	22
4.3 Annexation Agreements	23
4.4 Rockingham County Comprehensive Plan for 2020 and Beyond	23

Section 5: Natural and Cultural Resources	25
5.1 The Downtown Historic District	25
5.2 Rebel Field	25
5.3 Smith Creek	26
5.5 The New Market Civil War Battlefield	28
Section 6: Transportation	29
6.1 The Street Grid	29
6.2 Walkability	30
6.3 Through Traffic	30
6.4 Gateways	31
Section 7: The Proposed Growth and Annexation Areas	33
7.1 The Growth Areas	33
7.2 Non-residential Uses	34
7.3 Residential Uses	35
Conclusion	37
Sources	39
Appendix 1: Future Growth Area: Draft Land Use / Community Form / Illustrative Development Concepts	41
Appendix 2: Parcels in the Growth and Annexation Area by Landowner	45
Appendix 3: Maps	53
a. New Market Today	
b. Aerial Photo of New Market in 2006	
c. New Market Current Zoning	
d. New Market Land Use within Existing Town	
e. Growth and Annexation Areas	

Tables

	<u>Page</u>
Table 1: Population New Market and Surrounding Areas 1990 to 2005	11
Table 2: Population Change 1990 to 2005	11
Table 3: Population Change in New Market and Nearby Towns 1990 to 2005	12
Table 4: Population Growth North and South of New Market	12
Table 5: Population for Towns and Shenandoah County: 1990 to 2005	13
Table 6: Population for New Market and Rockingham County: 1990 to 2005	13
Table 7: Population Projections for New Market based on Shenandoah County	14
Table 8: Population Projections for New Market based on Rockingham County	14
Table 9: Housing Unit Additions in Shenandoah County and its Towns	16
Table 10: Growth in Housing in Shenandoah County and its Towns	17
Table 11: Town Housing and Population as a Percentage of Shenandoah County	17
Table 12: Housing Projections for New Market based on Shenandoah County	18
Table 13: 2003 Land Uses within New Market	18
Table 14: Current Land Uses within New Market	19
Table 15: New Market Zoning Permits 2000 to 2006	19
Table 16: Shenandoah County Development Activity 2000 to 2006 in Unincorporated Areas	20
Table 17: Protected Battlefield Land at New Market	28
Table 18: Parcels by Growth Area	33
Table 19: Growth Area Parcels by Zoning	34
Table 20: Future Non-residential Uses in the Development Area	35
Table 21: Future Residential Uses and Densities in the Development Area	36

Executive Summary

This concept plan was created by the Town of New Market to delineate where it wants to grow in adjacent areas of Shenandoah and Rockingham counties over the next 30 to 40 years. It focuses on issues related to potential future growth areas, outside the existing Town boundaries, as opposed to land already within the Town. The growth area described in this report is expected to meet the Town’s needs until the year 2040 or 2045, between three and four decades in the future.

Town Council appointed a Growth and Annexation Areas Steering Committee to assist the Council, the Planning Commission, and staff in creating the plan. The committee created the “vision statement” below that describes succinctly what the plan is intended to achieve: a vision of what New Market’s growth area will be like in the year 2040 if the plan is implemented.

New Market is a town of about 4,000 residents, having attracted most of the growth that might have occurred in adjacent areas of Shenandoah and Rockingham counties. The growth area is largely built on compact development patterns that reflect older areas of Town. Its unique character has been enhanced by the extension of the streets, design features, and streetscapes of the historic district into the growth area.

This vision statement and the planning goals that support it are expressed graphically in a conceptual map and described verbally in this report, as well as a PowerPoint presentation that illustrates what the growth and annexation area could look like if this vision is achieved.

The population is projected to approximately double in the next 30 to 40 years, growing from a 2000 population of 1,732 to 3,671 in 2040. This is an increase of 101 percent (1,841 people).





In order to reach this projection, the Town will have to grow at a rate of two percent annually, slightly faster than it has grown over the last three decades (1.8 percent annually).

The number of dwellings is also projected to more than double in the next 30 to 40 years, growing from 808 in 2000 to about 1,902 around the year 2040. These projections assume the Town

and Shenandoah and Rockingham counties successfully implement the goal of concentrating new residential development into the towns, including New Market.

Shenandoah County’s growth management strategy is based on the premise that most growth will take place in and around the six towns and two public service authorities within the county. It also relies on the towns for the provision of water and sewer service.

Rockingham County’s plan states that the county should coordinate its actions closely with the Towns and “take the necessary measures to ensure that new development will be concentrated mainly in areas served by public water and sewer (designated as Urban Growth Areas).” New Market is the only logical provider of water and sewer service for any new development that occurs in the US Route 11 corridor in northern Rockingham County or southern Shenandoah County.

The Steering Committee considered New Market’s natural and cultural resources in planning for growth area. Primary among these are Rebel Field where Valley League Baseball is played; the downtown historic district; Smith Creek and its flood plain; the well head protection area that provides the Town’s drinking water; and the New Market Civil War battlefield.

Like most older cities and towns in Virginia, New Market was originally constructed on a grid pattern. Streets were laid out to cross at right angles forming rectangular blocks. Blocks were divided into parcels of land on which buildings were constructed. When new areas were slated for inclusion in the Town, streets and blocks were platted in advance of development, repeating and complementing the street patterns of older areas.



A primary goal identified by the Steering Committee was to follow this historic development pattern by extending the historic district street grid into the Growth Area. These patterns have been carried over conceptually to a proposed “New Town District” east of the existing Town on both sides of US Route 211. This New Town District is planned to be built using “New Urbanist” and “traditional neighborhood design” principles.

One benefit of extending the historic district street grid into the growth area is that a grid will increase connectivity and the flow of traffic. By providing alternative routes through and around Town the grid will remove traffic from Congress Street. Built into the grid, a new “Boulevard” is also proposed extending from US Route 211 east across the New Town District, to US Route 11 north.

When land is deducted for streets, sidewalks, flood plains and such, the growth area has almost 800 acres of buildable land available for residential uses and about 150 acres of land available for non-residential uses.

At the core of the New Town District, space is provided for 350,000 to 400,000 square feet of community and destination scale retail. An additional 50,000 to 100,000 square feet of neighborhood retail space is planned in an adjacent mixed use area and 60 acres is planned for business and manufacturing uses north of the New Town District core.

Residential uses are also concentrated in the New Town District, becoming less dense as one moves away from the core and the existing business district. Closest to the core, multi-family residential units are planned at densities exceeding eight dwelling units per acre and townhouses built at ten dwelling units per acre.

Moving away from the core toward Smith Creek, single family homes are proposed to be built on individual lots averaging about a quarter-acre in size. On the margins of the New Town District and in the other four growth areas, low density cluster development is proposed at a maximum gross density of two acres per development unit.

All totaled, the proposed growth areas provide enough land to accommodate:

- between 1,000 and 1,500 new homes;
- up to 500,000 square feet of retail, small office, and other commercial uses; and
- 400,000 square feet for larger manufacturing or white collar employers.

The space provided is more than adequate to accommodate the new development that can reasonably be anticipated to occur in southern Shenandoah County and northern Rockingham County over the next 30 to 40 years.

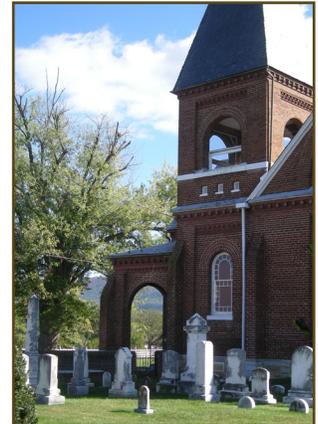


Section 1

Introduction

1.1 Purpose

This concept plan was created by the Town of New Market to delineate where it wants growth to occur in adjacent areas of Shenandoah and Rockingham counties, outside the existing Town boundary. The plan identifies the general areas where various uses will occur over the next 30 to 40



years and land that should be conserved in open space and low density public and private uses. This plan will be adopted as an amendment to the existing Town of New Market Comprehensive Plan: Embracing Our Future While Celebrating Our Past which was adopted in March 2004.

In the preparation of this plan, the New Market Planning Commission and Town Council have made careful and comprehensive surveys and studies of the existing conditions and trends of growth, and of the probable future requirements of the Town's territory and inhabitants. The purpose of this plan is to guide and accomplish a coordinated, adjusted, and harmonious development of the territory which will, in accordance with present and probable future needs and resources, best promote the health, safety, morals, order, convenience, prosperity, and general welfare of the inhabitants, as called for by the Code of Virginia (§15.2-2223).

1.2 Scope

This plan focuses on issues related to potential future growth areas, outside the existing Town boundaries, as opposed to land already within the Town. It is intended to provide preliminary land use and transportation concepts that will inform the ongoing negotiations between the Town and Shenandoah County regarding a friendly annexation agreement. It is limited in its scope and is not meant to be a development plan for the future growth areas, an economic development plan, or a revision of the existing comprehensive plan as it applies to land within the existing boundaries of the Town.

“As leaders of our respective communities, we must strive to work as one community. No man is an island nor are our respective jurisdictions.”

— New Market Town Council, in a letter to the Shenandoah County Board of Supervisors

This plan will also satisfy the requirements of §15.2-2223.1 of the Code of Virginia, enacted by the General Assembly in 2007. This law requires each city, county, and town with population growth of 15 percent or more between 1990 and 2000 to “amend its comprehensive plan to incorporate

Urban Development Areas (UDAs) and Traditional Neighborhood Design (TND)

Legislation passed by the Virginia General Assembly and enacted in 2007 requires most of Virginia’s counties, cities, and towns to amend their comprehensive plans to incorporate one or more urban development areas (Code of Virginia § 15.2-2223.1).

Under this legislation an urban development area is an area that is “appropriate for higher density development due to proximity to transportation facilities, the availability of a public or community water and sewer system, or proximity to a city, town, or other developed area.”

The law defines the principles of new urbanism and traditional neighborhood development to include:

- (i) pedestrian-friendly road design,*
- (ii) interconnection of new local streets with existing local streets and roads,*
- (iii) connectivity of road and pedestrian networks,*
- (iv) preservation of natural areas,*
- (v) satisfaction of requirements for storm water management,*
- (vi) mixed-use neighborhoods, including mixed housing types,*
- (vii) reduction of front and side yard building setbacks, and*
- (viii) reduction of subdivision street widths and turning radii at subdivision street intersections.*

one or more urban development areas” and to “incorporate principles of new urbanism and traditional neighborhood development” by 1 July 2011.

Section 2

The Planning Process

In February 2007 the Town issued a request for proposals to study future growth areas and revise the Town’s comprehensive plan. In May 2007 the Jennings Gap Partnership was selected to steer this process with support from land planning consultants Herd Planning & Design and Sympoetica.

2.1 The Steering Committee

Also in May, the Town Council selected the members of a Comprehensive Plan Steering Committee to assist the Council, the Planning Commission, staff, and the consultants in creating this plan.

Steering Committee Members and Affiliations

John Blosser	Town Councilman
Henry Buhl	Town resident
Thomas F. Constable, Jr.	Mayor
John Crim	Business owner and Town resident
Troy Fadeley	Town Councilman
Allen Johnson	Business owner and Town resident
Don Johnson	Endless Caverns manager
Sonny Mongold	Town Planning Commissioner
Dick Neese	Shenandoah County Board of Supervisors
Chad Neese	Town Planner
Larry Smith	Business owner and Town resident
Bill Stevenson	Town Planning Commissioner
Evan Vass	Town Manager

2.2 Planning Period

New Market embarked in 2007 upon a major effort to improve and expand its water and sewer treatment facilities, the primary services that the Town provides to its citizens. This project will replace some of the Town’s sewer lines, construct facilities to remove pollution from its waste water, and increase the amount of waste water the town can treat from about 500,000 to about 1,000,000 gallons per day. The Town anticipates that these investments, by far the largest in its history, will be paid for in part with 30-year loans and will meet the Town’s needs for between 30 and 40 years.

Since the Town is planning and budgeting for its primary services over a 30 to 40-year period, the Steering Committee determined that it is also appropriate that the same period be used in planning for its future growth area and land needs. Consequently, the growth area described in this report is expected to meet the Town’s needs until the year 2040 or 2045, between three and four decades in the future.

2.3 Visioning

An important basis for this planning effort is the “vision statement” that describes succinctly what the plan is intended to achieve: the vision of what New Market’s growth area will be like in the year 2040 if the plan is successfully implemented. With this in mind, the Steering Committee created a

vision regarding New Market's future growth over the next 30 to 40 years. Committee members were asked to brainstorm the obstacles and bright spots the Town now faces or will face as it grows.

2.3.1 Strengths / Weaknesses / Opportunities / Threats

The Steering Committee began with a SWOT (strengths, weaknesses, opportunities, threats) exercise to identify the positive and negative factors facing the community. These factors included the following:

Strengths / Opportunities

- Location – The Town is surrounded by growth areas with Harrisonburg to the south and growth from the northern Valley and Northern Virginia coming from the north.
- Uniqueness – “Our Town” should remain our town.
- Unique small town architecture presents opportunities for improvement that should be capitalized on through design standards
- Rural character and large amount of open space in and around town
- Tourism base – Endless, Luray, and Shenandoah caverns, historic district on Congress Street, proximity to Interstate 81 (I-81), the battlefield
- Recreational opportunities and open space
- Rebel Park and its potential it to become a second active recreation park
- Town Park
- Protected battlefield land
- Shenvalee and the golf course
- Transportation / mobility
- Airport
- I-81 – The second interchange (at Shenandoah Caverns) offers opportunity for a bypass to get trucks off Congress Street.
- Planned I-81 improvements offer opportunities to improve the U.S. Route 211 interchange commercial district.

Weaknesses / Threats

- Growth – Town needs to grow but keep its unique character.
- Need to preserve recreational land and open space and designate additional open space for protection.
- Need to preserve existing historic buildings.
- Water and sewer are inadequate.

- Roads paralleling Congress Street need improvement.
- John Sevier Road and Cadet Road need to develop to extend the downtown business district and move traffic off Congress Street.
- Need to encourage new commercial development on raw land within existing Town boundaries, no new construction in decades.
- Business diversity lacking – too many non-profit health care / group homes / adult day care providers.
- Need to enhance business recruitment efforts especially targeted towards tourism related business.
- Intersections of US Route 211, Congress Street, and Old Cross Road need to be fixed to get trucks off Congress Street and out of historic district.
- Lack of connectivity – When going anywhere in town you have to use Congress Street.
- Through truck traffic makes long term improvements to historic district impossible.
- The New Market Gap in the Massanutten is a blessing and a curse because it created the east / west traffic flow.
- Need to determine the types of businesses that are suited to the historic district versus those more appropriate for undeveloped lands mostly in annexation area.

2.3.2 Visioning Exercise

The Steering Committee conducted a visioning exercise to record members' ideas of what New Market should be like in the future, with a focus on the potential expansion areas around town. One Steering Committee member challenged the group to “dare to dream” about what the community can be in the future. Participants divided into small groups and mapped out their desires for the Town's future. The abstract maps were combined and edited until the Steering Committee reached a consensus that the maps manifested their vision of the growth area.

Desired conditions for New Market in 30 to 40 years:

- Newly developed areas complement and build on the architecture of the existing historic district.
- New development is attractive and interesting enough to make residents and visitors want to get out of their cars and look at the buildings.
- The Town provides retail shopping opportunities to residents as well as tourists – residents do not have to go elsewhere to buy basics like groceries.
- Vacant commercial areas within the existing Town are infilled while new commercial areas are brought into Town.

- The Town is an economic, cultural, social, and commercial center but is still influenced by proximity to Harrisonburg. Businesses like Calhoun's (on Harrisonburg's Court House Square) that cater to younger people and encourage nightlife develop in the historic district.
- The Town park and the community center are better utilized to provide social functions where the community can get together.
- Tourism is still a big part of town.
- Roads paralleling Congress Street (John Sevier Road and Cadet Road) have developed to commercial and business uses to extend the downtown business district.
- Commercial uses are intensified in the historic district.
- The Town has completed streetscape improvements on Congress Street.
- The Town's unique and interesting character is preserved, enhanced, and extended into new lands.
- Sidewalks, streetscapes, and architectural themes of historic district extend to the south.
- New business and retail uses front US Route 11 south and US Route 211 east.
- Major retail outlets have been built in Town so that they fit in with its existing character.
- A park, residences, and a medical park / center surround Rebel Park.
- Sidewalks and trails encourage pedestrian circulation between commercial areas, neighborhoods, and parks and open space.

2.3.3 Vision Statement

The vision statement on the following page is based upon input gathered from the Steering Committee, Planning Commission, Town Council, and staff. It relies heavily on the SWOT analysis and visioning and mapping exercises conducted by the Steering Committee and issues identified by members of the Town Council and Planning Commission at a joint work session.

This vision statement, along with the planning goals that follow, is expressed graphically in the conceptual map on page 8 and described verbally in this report. Appendix 1 contains a PowerPoint presentation that includes numerous maps, images, and pictures that illustrate what the growth and annexation area could look like if this vision is achieved.

Future Vision Statement
New Market's Growth Area in the Year 2040

New Market is a town of about 4,000 residents, having attracted most growth that might have occurred in adjacent areas of Shenandoah and Rockingham counties. The growth area is largely built on compact development patterns that reflect older areas of Town. Its unique character has been enhanced by the extension of the streets, design features, and streetscapes of the historic district into the growth area.

Capitalizing on its proximity to Harrisonburg and growth in the northern Shenandoah Valley, New Market has expanded its employment base, manufacturing, and its retail and business sectors to serve both Town residents and tourists. The Town is even more attractive to tourists because the character and composition of development in the growth area enhances the historic area.

Development in the growth area is integrated with open space, utilizing the flood plain of Smith Creek, protected battlefield land, Rebel Field, and golf courses to provide pedestrian connections and recreational opportunities to Town residents and visitors. There is a clear edge between New Market and the farms and forests that surround it.

As the growth area has developed, commerce and business activity has intensified in the historic district. Historic structures are fully utilized and the business district has expanded from Congress Street to John Sevier Road, Cadet Road, and to underutilized properties within the existing Town boundary.

Connectivity and the flow of traffic through town have improved through the extension of streets from the historic district into the growth area. Alternative routes for through trucks have removed traffic from Congress Street.

2.4 Goals

A product of this planning process is the creation of a set of goals for development in the growth and annexation area. While goal-setting of this kind is often inherently general in nature, the goals may be most useful and likely to be implemented if they are as specific as possible. The goals below are based upon input gathered from the Steering Committee, Planning Commission, Town Council, and staff.

- To provide preliminary land use and transportation concepts that will:
 - inform the ongoing negotiations between New Market and Shenandoah County regarding annexation;
 - encourage growth in adjacent areas of Shenandoah and Rockingham counties to occur in a compact pattern within the Town as called for in the Shenandoah County Comprehensive Plan; and
 - provide guidance to landowners and developers regarding the character, types, and location of the development the Town seeks in the growth area.
- To identify land adjacent to the existing Town to accommodate growth at a rate approaching 2.0 percent annually, somewhat faster than the rate of population growth experienced by New Market between 1990 and 2005 (1.8 percent annually). This will provide enough land for the Town to roughly double in size over 30 to 40 years, from 1,831 residents in 2005 to between 3,600 and 4,000 residents in 2045.
- To take advantage of New Market's proximity to growth areas in Harrisonburg and the northern Shenandoah Valley by facilitating growth in manufacturing, retail, and business sectors that serve both Town resident (groceries and other basic goods and professional services) and tourists.
- To maintain and enhance New Market's unique character by extending the development patterns, design features, and streetscapes of the historic district into the growth area.

New Urbanism

New Urbanism is public policy and development practices that support the following principles, according to the the Congress on New Urbanism:

- (i) *neighborhoods should be diverse in use and population;*
- (ii) *communities should be designed for the pedestrian and transit as well as the car;*
- (iii) *cities and towns should be shaped by physically defined and universally accessible public spaces and community institutions;*
- (iv) *urban places should be framed by architecture and landscape design that celebrate local history, climate, ecology, and building practice.*

- To provide guidance to landowners, builders, and developers that will encourage the incorporation of the principles of new urbanism and traditional neighborhood development in the growth area, including:
 - pedestrian-friendly road design,
 - interconnection of new local streets with existing local streets and roads,
 - connectivity of road and pedestrian networks,
 - preservation of natural areas,
 - storm water management,
 - mixed-use neighborhoods, including mixed housing types,
 - reduction of front and side yard building setbacks, and
 - reduction of street widths and turning radii.
- To plan development in the growth area whose character and composition will complement and enhance the attractiveness of the Town to tourists.
- To plan development in the growth area that complements and is integrated with the substantial amount of open space in and around the existing Town. Utilize the flood plain of Smith Creek, golf courses, and preserved battlefields to provide pedestrian connections and recreational opportunities to Town residents and visitors.
- To plan development in the growth area while encouraging more intense commercial and business uses on Congress Street and the expansion of the business district to John Sevier Road, Cadet Road, and on underutilized properties within the existing Town boundary.
- To plan development in the growth area that increases connectivity and the flow of traffic through town by extending the historic district street grid into the growth area and providing alternative routes for trucks that will remove traffic from Congress Street.
- To maintain a distinct edge between New Market and rural areas.

Section 3

Future Land Demand Analysis

Essential to determining how much land will be required for the future growth of New Market is an understanding of the current trends in the Town’s population, housing needs, and economy. The Steering Committee considered the following demographic and economic trends before setting goals for the amount of growth New Market should anticipate in the future.

3.1 Population

3.1.1 Population Trends

New Market’s population grew from 1,442 in 1990 to 1,831 in 2005 as shown in Table 1. Population growth averaged an increase of about 26 people annually but varied over the 15-year period. From a low of about 13 people a year in the early 1990s (0.9 percent), growth accelerated to about 45 people a year later in the decade (3.0 percent), then declined again after 2000 to an annual average of 20 people (1.1 percent).

Table 1: Population New Market and Surrounding Areas, 1990 to 2005

	1990	1995	2000	2005
New Market	1,442	1,506	1,732	1,831
Rockingham County	57,482	63,800	67,714	71,432
Shenandoah County	31,636	33,400	35,075	39,170
Central Valley PDC	225,025	244,900	258,763	268,521
Northern Valley PDC	159,239	174,800	185,282	206,469
Virginia	6,189,317	6,696,100	7,079,030	7,564,327

Source: Population Division, U.S. Census Bureau and Weldon Cooper Center for Public Service

Between 1990 and 2005, New Market’s population increased by 27 percent, and average annual rate of 1.8 percent. This is faster than the rate of growth for Virginia (1.5 percent) or for either Rockingham or Shenandoah counties, which both averaged 1.6 percent growth annually as shown in Table 2.

Table 2: Population Change, 1990 to 2005

	%	%/yr.
Central Valley PDC	19.3%	1.3%
Virginia	22.2%	1.5%
Shenandoah	23.8%	1.6%
Rockingham	24.3%	1.6%
New Market	27.0%	1.8%
Northern Valley PDC	29.7%	2.0%

Source: Population Division, U.S. Census Bureau and Weldon Cooper Center for Public Service

Population in the portion of the Shenandoah Valley that is south of New Market (Planning District 6—central Valley) is growing more slowly than the Town (1.3 percent) while the region to the north (Planning District 7—northern Valley) is growing more rapidly (2 percent).

New Market has also grown faster than most of the neighboring towns in Page, Rockingham, and Shenandoah counties over the last decade and a half as shown in Table 3. New Market’s population growth rate outpaced all the neighboring towns except for Broadway and Woodstock.

Table 3: Population Change in New Market and Near-by Towns, 1990 to 2005

	1990 to 2005				2000 to 2005		
	#	%	%/yr.		#	%	%/yr.
Edinburg	-1	-0.1%	-0.0%	Timberville	-2	-0.1%	-0.0%
Timberville	67	4.1%	0.3%	Luray	-4	-0.1%	-0.0%
Luray	197	4.2%	0.3%	Woodstock	226	5.6%	1.1%
Mt. Jackson	183	11.6%	0.8%	New Market	99	5.7%	1.1%
Strasburg	469	12.3%	0.8%	Toms Brook	14	5.7%	1.1%
Toms Brook	33	14.7%	1.0%	Edinburg	48	5.9%	1.2%
New Market	389	27.0%	1.8%	Strasburg	239	5.9%	1.2%
Woodstock	983	30.3%	2.0%	Mt. Jackson	102	6.1%	1.2%
Broadway	677	38.0%	2.5%	Broadway	241	10.9%	2.2%

Sources: US Census and Google Maps

It also added more people than any of these towns except for Broadway, Woodstock, and Strasburg over 15 years. Since 2000, New Market’s growth rate has declined relative to most of these other towns. With the exception of Woodstock, the towns to the north in Shenandoah County have grown at a faster rate than New Market since 2000.

In fact, with the exception of Woodstock, the towns north of New Market in Shenandoah County, and the northern Shenandoah Valley region all grew faster after 2000 than they did in the 1990s. Conversely, New Market and jurisdictions to its south, including Rockingham County, Harrisonburg, and the southern Shenandoah Valley region all grew more slowly after 2000 than they did in the 1990s as shown in Table 4.

Table 4: Growth North and South of New Market

	1990 to 2000		2000 to 2005	
	%	%/yr.	%	%/yr.
Northern Valley PDC	29.7%	2.0%	11.4%	2.3%
Shenandoah	23.8%	1.6%	11.7%	2.3%
New Market	27.0%	1.8%	5.7%	1.1%
Rockingham	24.3%	1.6%	5.5%	1.1%
Central Valley PDC	19.3%	1.3%	3.8%	0.8%

Source: US Census Bureau

This difference suggests that growth trends in New Market are more reflective of events occurring in the Harrisonburg / Rockingham economy than they are of events in the northern Shenandoah Valley, including the northern areas of Shenandoah County.

Because Shenandoah County grew faster than New Market between 2000 and 2005, the percentage of county residents who live in New

Market declined during the same period. The percentage of Shenandoah County residents living in all of the towns also decreased between 1990 and 2005 and after 2000.

Table 5: Population for Towns and Shenandoah County: 1990 to 2005

	1990		2000		2005	
	Population	Percent of County	Population	Percent of County	Population	Percent of County
New Market	1,442	4.6%	1,732	4.9%	1,831	4.7%
All Towns	13,148	41.6%	14,486	41.3%	15,219	38.9%
Shenandoah	31,636	100.0%	35,075	100.0%	39,170	100.0%

Source: US Census Bureau

Over the same 15 years, the ratio of New Market’s population to Rockingham County’s population remained virtually unchanged. Between 1990 and 2005 this ratio increased from 2.51 to 2.56 percent, a change of only 0.05 percent as shown in Table 6. This again suggests that growth trends in New Market are more influenced by changes in adjacent Rockingham County and Harrisonburg than by the more distant events in the northern Valley and northern Virginia.

Table 6: Population for New Market and Rockingham County: 1990 to 2005

	1990		2000		2005	
	Population	Ratio of New Market to Rockingham	Population	Ratio of New Market to Rockingham	Population	Ratio of New Market to Rockingham
New Market	1,442	2.509%	1,732	2.558%	1,831	2.563%
Rockingham	57,482		67,714		71,432	

Source: US Census Bureau

The preceding information regarding recent population trends in and around the Town of New Market form the basis for the population projection provided in Table 7. These projections are substantially lower than those made for the New Market Comprehensive Plan in 2004, which ranged from 2,879 to 5,183 and averaged 4,031. This may be because those projections were based on the overall growth of Shenandoah County and relied heavily on the assumption that New Market’s population would grow faster than that of Shenandoah County over the next 30 to 40 years.

3.1.2 Population Projections

The projections in Table 7 estimate that New Market will grow to a population of between 2,971 and 4,503 in 2040. Overall, the population is projected to approximately double in the next 30 to 40 years, growing from a 2000 population of 1,732 to 3,671 in 2040. This is an increase of 101 percent (1,841 people). In order to reach this projection, the Town will have to grow at a rate of two percent annually.

Table 7: Population Projections for New Market based on Shenandoah County Growth

	2000	2005	2010	2020	2030	2040
Low	1,732	1,831	1,981	2,284	2,586	2,971
Mid	1,732	1,831	1,982	2,311	2,661	3,094
High	1,732	1,831	2,002	2,392	2,859	3,416
Highest	1,732	1,831	2,104	2,713	3,574	4,503
Projection	1,732	1,831	2,029	2,472	3,031	3,671
Shenandoah	35,075	39,170	42,395	49,427	56,927	66,179

Source: Shenandoah County projections are from the Virginia Employment Commission except for 2040 which uses the annual growth projected by the VEC between 2020 and 2030 to project to 2040. <http://velma.virtuallmi.com/analyzer/POPULATchoice.asp?cat=POP&>

Note: The “projection” is the average of the “mid” to the “highest”.

Between 2000 and 2005, New Market’s population decreased from 4.938 percent of Shenandoah County’s population to 4.675 percent of Shenandoah County’s population. The “low” estimate assumes this will continue.

In 2005, New Market’s population was 4.675 percent of Shenandoah County’s population. The “mid” estimate assumes this trend will continue.

Between 1990 and 2005, New Market’s population increased 27 percent, an average annual increase of 1.798 percent. The “high” estimate assumes this trend will continue.

Between 2000 and 2005, New Market’s population decreased from 4.938 percent of Shenandoah County’s population to 4.675 percent of Shenandoah County’s population. The “highest” estimate assumes this trend will reverse itself.

The “Low” estimate is not included in the overall projection because the projection anticipates that county policies to implement the county comprehensive plan goal of having most of the future growth occur in the towns will be implemented, causing more of the growth that does occur in the southern end of Shenandoah County to occur in New Market.

If it is correct to assume that New Market’s population will be more influenced by trends in the southern Shenandoah Valley than those in the northern Valley, and hence that the Town will grow more slowly than the county as a whole, the overall projections in Table 7 are probably high.

For the sake of discussion

Table 8 shows that the Town’s population will grow to a much more modest number of 2,585 by 2040 if it parallels Rockingham’s. This projection is based on maintaining the ratio of New

Table 8: Population Projections for New Market based on Rockingham County Growth

	2000	2005	2010	2020	2030	2040
New Market (low)	1,732	1,831	1,936	2,129	2,341	2,585
Rockingham	67,714	71,432	75,512	83,164	91,450	100,981

Source: Rockingham County projections are from the Virginia Employment Commission except for 2040 which uses the annual growth projected by the VEC between 2020 and 2030 to project to 2040. <http://velma.virtuallmi.com/analyzer/POPULATchoice.asp?cat=POP>

Market’s population to Rockingham County’s population which has remained almost constant at 100 to 2.56 (2.56%) since 2000 and only increased by 0.05 since 1990.

3.2 Housing

3.2.1 Housing Trends

The northern Valley, including the northern portion of Shenandoah County, is within commuting distance of the Washington, DC metropolitan area. Consequently, the area north of New Market is more influenced by the northern Virginia housing markets than the southern Shenandoah Valley, including New Market. For instance, the annual rate of change in the number of homes sold in Shenandoah County between 1996 and 2006 closely paralleled the rate of change in the northern Shenandoah Valley and mirrored those of northern Virginia, as shown in Chart 1 below. While the rate of home sales in the southern Valley also rose over the decade, it did not rise as fast or follow the same pattern as the areas closer to Washington, D.C.

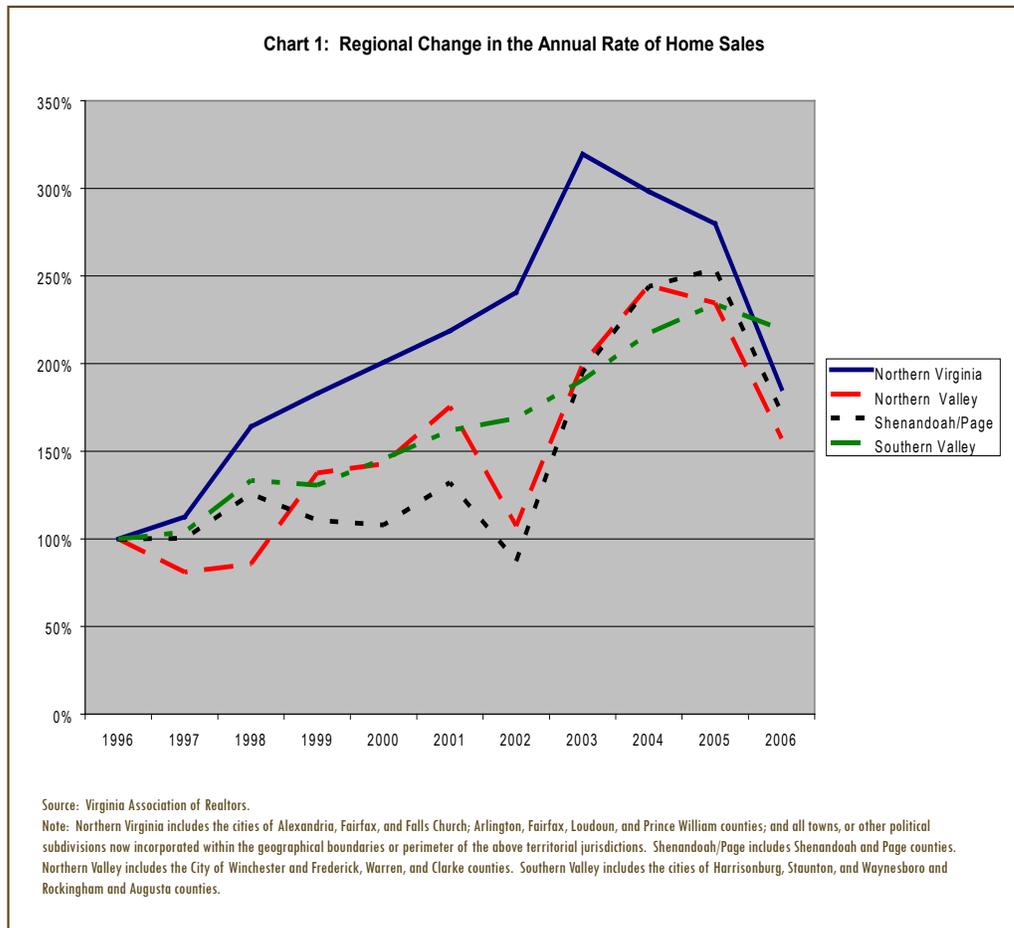


Table 9: Housing Unit Additions in Shenandoah County and its Towns

	2000	2001	2002	2003	2004	2005	2006	Total Additions
New Market	6	18	5	8	12	21	8	78
Edinburg	1	1	1	1	3	40	38	85
Mount Jackson	5	4	7	3	2	3	7	31
Strasburg	74	67	176	139	224	143	78	901
Toms Brook	6	0	4	3	1	8	30	52
Woodstock	16	78	95	63	44	75	85	456
Towns Total	108	168	288	217	286	290	246	1,603
Unincorporated County	169	174	219	196	246	270	260	1,534
Total County	277	342	507	413	532	560	506	3,137
Percent in Towns	39%	49%	57%	53%	54%	52%	49%	51%
Percent in New Market	2.2%	5.3%	1.0%	1.9%	2.3%	3.8%	1.6%	2.5%

Sources: Shenandoah County's 2006 Planning Commission Annual Report.

Note: Housing unit additions equal the number of building permits issued for the construction of new housing units less the number of housing units destroyed.

Because New Market is largely outside the influence of the northern Virginia housing and real estate markets, it can expect to have a slower rate of growth in housing than the northern Valley or the towns to its north, including northern areas of Shenandoah County.

This slower pattern of growth was reflected in the location of new home construction in Shenandoah County over the last six years. Only 2.5 percent of the housing unit additions permitted in the county between 2000 and 2006 were in New Market, as shown in Table 9.

Between 1990 and 2005, the rate of growth in the number of dwelling units in New Market (27 percent) was considerably slower than the rate of growth in the northern-most towns in the county including Strasburg (68 percent), Toms Brook (44 percent), and Woodstock (50 percent). While the rate of growth in these northern towns was somewhat smaller after 2000 than in the 1990s, it still ranged from two to four times the rate of growth in New Market as shown in Table 10.

These differences again suggest that development in New Market is driven by different factors than is development in the northern Valley and that New Market can anticipate slower growth in the future, mirroring patterns in Rockingham County and Harrisonburg.

The number of people in each dwelling unit in New Market is declining at a rate faster than predicted in the 2000 census and the 2004 comprehensive plan. It also appears that people who are choosing to live in New Market and the other Shenandoah County towns live in smaller families than those who choose to live in the unincorporated parts of the county.

The net persons per housing unit added in New Market since 2000 is much smaller than the persons per household existing at the time of the 2000 census (2.13 people per household).

Table 10: Growth in Housing in Shenandoah County and its Towns

	Housing Units			Change			
				1990 to 2005		2000 to 2005	
	1990	2000	2005	#	%	#	%
Mount Jackson	687	718	742	55	8%	24	3%
New Market	694	808	878	184	27%	70	9%
Edinburg	427	425	472	45	11%	47	11%
Woodstock	1,477	1,840	2,211	734	50%	371	20%
Toms Brook	87	103	125	38	44%	22	21%
Strasburg	1,604	1,877	2,700	1,096	68%	823	44%
Towns Total	4,976	5,771	7,128	2,152	43%	1,357	24%
Unincorporated County	10,184	10,938	12,212	2,028	20%	1,274	12%
Total County	15,160	16,709	19,340	4,180	28%	2,631	16%
Percent in Towns	33%	35%	37%	4%	12%	2%	7%
Percent in New Market	4.58%	4.84%	4.54%	4.40%		2.66%	

Sources: Housing units for 1990 and 2000 are from the U.S. Bureau of the Census. Housing unit additions are from Shenandoah County's 2006 Planning Commission Annual Report.

The Town has added 70 housing units between 2000 and 2005 but its population only increased by 99 people. This is a net of 1.41 additional people per housing unit.

Since 1990, the percentage of all of the county's housing units that are inside the towns has increased steadily from 33 percent to 37 percent in 2005. Conversely, the percentage of all of the county's residents who live inside the towns has decreased from 42 percent to 39 percent. This may be a reflection of the fact that the median resident age in some of the towns, including New Market (43.3 years) and Woodstock (43.4 years old), is higher than the median resident age for the county (40.9 years) as shown in Table 11.

Table 11: Town Housing and Population as a percentage of Shenandoah County

	Percent in Towns		
	1990	2000	2005
Housing Units	33%	35%	37%
Population	42%	41%	39%

Sources: Housing units for 1990 and 2000 are from the U.S. Bureau of the Census. Housing units added between 2000 and 2005 are from Shenandoah County's 2006 Planning Commission Annual Report.

It may also mean that the people who are deciding to live in town, whatever their age, are increasingly single people, couples without children, or single-parent families who, for various reasons, are attracted to more dense living situations with smaller yards.

3.2.2 Housing Projections

Because of the trends described above, the number of housing units in New Market is projected to grow to between 1,539 and 2,333 units in 2040. This projection builds on the population

Table 12: Housing Projections for New Market based on Shenandoah County Population Growth

	2000	2005	2010	2020	2030	2040	Change 2005 to 2040
Low	808	878	978	1,149	1,320	1,539	661
Mid	808	878	978	1,162	1,358	1,603	725
High	808	878	988	1,203	1,459	1,770	892
Highest	808	878	1,038	1,365	1,824	2,333	1,455
Projection	808	878	1,001	1,243	1,547	1,902	1,024

Source: Household projections are based on population projections for Shenandoah County from the Virginia Employment Commission except for 2040 which uses the annual growth projected by the VEC between 2020 and 2030 to project to 2040 (<http://velma.virtuallmi.com/analyzer/POPULATchoice.asp?cat=POP&>), on the 2000 percentage of the population that lived in a household and percentage of housing units that were occupied from the 2000 Census, and average household size projections from the Northern Shenandoah Valley Regional Commission.

projections found in Table 12. Like the population projection, this housing projection is meant to be on the high end of what is likely to happen.

Overall, the number of dwellings is projected to more than double in the next 30 to 40 years, growing from 808 in 2000 to about 1,902 around the year 2040. It assumes that the number of people living in each housing unit will continue to decline from about 2.14 in 2000 to about 2.0 in 2040 and that the Town and county successfully implement the goal of concentrating new residential development into the towns, including New Market.

If a substantial portion of the development that occurs in the southern portion of the county continues to be dispersed across rural area, growth of the Town is likely to be substantially lower than projected.

3.3 Land Use

3.3.1 Land Use within the Existing Town Boundaries

The town’s 2004 comprehensive plan includes an account of the existing land use within the town in 2003. At that time the town was comprised of 1,310 acres of land that was sorted into the categories in Table 13.

Table 13: 2003 Land Uses within New Market

	Acres	Percent
Recreational	424	32%
Residential	390	30%
Commercial	56	4%
Agricultural/ Open Space	332	25%
Mixed Use	58	4%
Municipal	50	4%
Total	1,310	100%

Source: New Market Comprehensive Plan, 2004

Since that survey was conducted, three parcels totaling 23 acres have been added to the Town through friendly boundary line adjustments. All of the recently annexed land is currently in agricultural or open space uses. Additionally, the amount of “Agricultural” land has decreased in Table 14 to reflect the acquisition of farmland west of I-81 for the purpose of battlefield preservation. Likewise the amount of “Recreational” land has decreased and a new category called “Protected Battlefield” has been added.

This classification is meant to better describe land use within the Town’s current boundaries. It shows that there are 292 acres of agricultural land in Town that may be developed to more intensive commercial, residential, or recreational uses in the future. Likewise the recreational category includes about 185 acres of land now used for golf courses that could be more intensively developed in the future. Conversely, 302 acres, nearly a quarter of the land in Town, is permanently unavailable for development because it is owned by battlefield preservation groups.

All of the Town’s intensive uses (residential, commercial, municipal) have occurred to date on about 507 acres of land. The Town’s 808 existing dwelling units occupy only 403 acres of land (390 acres of residential and 13 acres of mixed use). Thus the current residential density is slightly more than two dwelling units per acre.

3.3.2 Zoning Permits

Since 2000, the Town of New Market has issued 139 zoning permits. None of these permits involved a change in use. On residentially zoned property, permits were issued for 41 new housing units and 68 renovations and additions as shown in Table 15. On property zoned for business, 19 permits were issued for signs and 11 were issued for renovations and additions. No new buildings, other than storage buildings, were constructed in Town for business purposes.

3.3.3 Development Activity in Shenandoah County

Data regarding the approval of various permits required in the development process can be used to gauge the character, amount, and location of future residential and commercial development. The number of approved special use permits, site plans, zoning changes, and major subdivisions are summarized for unincorporated areas of Shenandoah County in Table 16. The overwhelming majority of these approvals were located in the portion of the county that is north of and includes Edinburg and Bryce Mountain resort.

Commercial and Business Development

Throughout Shenandoah County, almost all of the new commercial, industrial, and business development occurring between 2000 and 2006 occurred within industrial parks and the incorporated towns. In the southern county, the only new commercial construction outside of the

Table 14: Current Land Uses within New Market

	Acres	Percent
Recreational	216	16%
Residential	390	29%
Commercial	56	4%
Agricultural/ Open Space	292	22%
Protected Battlefield	302	23%
Mixed Use	33	2%
Municipal	45	3%
Total	1,333	100%

Source: New Market Comprehensive Plan, 2004

Table 15: New Market Zoning Permits, 2000 to 2006

Use	Permits
Residential	
Single Family	31
Multi Family	10
Renovation / Addition	68
Subtotal	109
Commercial	
Sign	19
Renovation / Addition	11
Subtotal	30
Total	139

Source: Shenandoah County Department of Planning and Zoning

towns and industrial parks requiring an erosion and sediment control permit (one that disturbs 10,000 square feet or more of land) was at Shenandoah Caverns.

Table 16: Shenandoah County Development Activity 2000 to 2006

	Special Use Permits	Site Plans	Rezoning		Subdivisions	
			#	Acres	#	Lots
North	57	26	14	153	35	332
South	19	10	3	14	18	209
Total	76	36	17	167.045	53	541

Source: Shenandoah County Planning and Zoning Department

Note: figures exclude cell tower projects

Only five site plans were approved for business establishments south of the Edinburg area. These included two projects in the Mount Jackson Industrial Park and three projects at the Howell Metals plant west of New Market.

In addition to those businesses that required site plans, all of the new business uses permitted by special use permit in

the southern county were home businesses, with a few exceptions. These included a new farm machinery shop and the construction of an office building, showroom, and storage building for a construction business. The two zoning changes approved for businesses in the southern county were for the same two establishments.

This data suggests that there may not be a great deal of demand for land on which to locate new commercial and business development in the southern part of the county. It may suggest that targeting substantial amounts of land for commercial uses in the annexation area will only create competition for commercial areas within the existing Town that are not developed or are underutilized.

Residential Development

Eighteen major subdivisions were approved in the southern part of the county to create 209 new residential lots on 567 acres of land. While only one property was rezoned for residential uses in the southern county, four additional zoning changes on 512 acres of land were requested for residential uses and were either denied or withdrawn by the applicant. This was higher than the amount of land for which unsuccessful rezoning applications were submitted in the entire northern part of the county, which involved only 242 acres.

These unsuccessful rezoning applications may represent a pent-up demand for new residential lots in the southern area of the county that has not been satisfied. If so, this suggests that there is additional demand for residential lots that can be met within the Town of New Market if the Town supplies the land and infrastructure to accommodate it.

Section 4

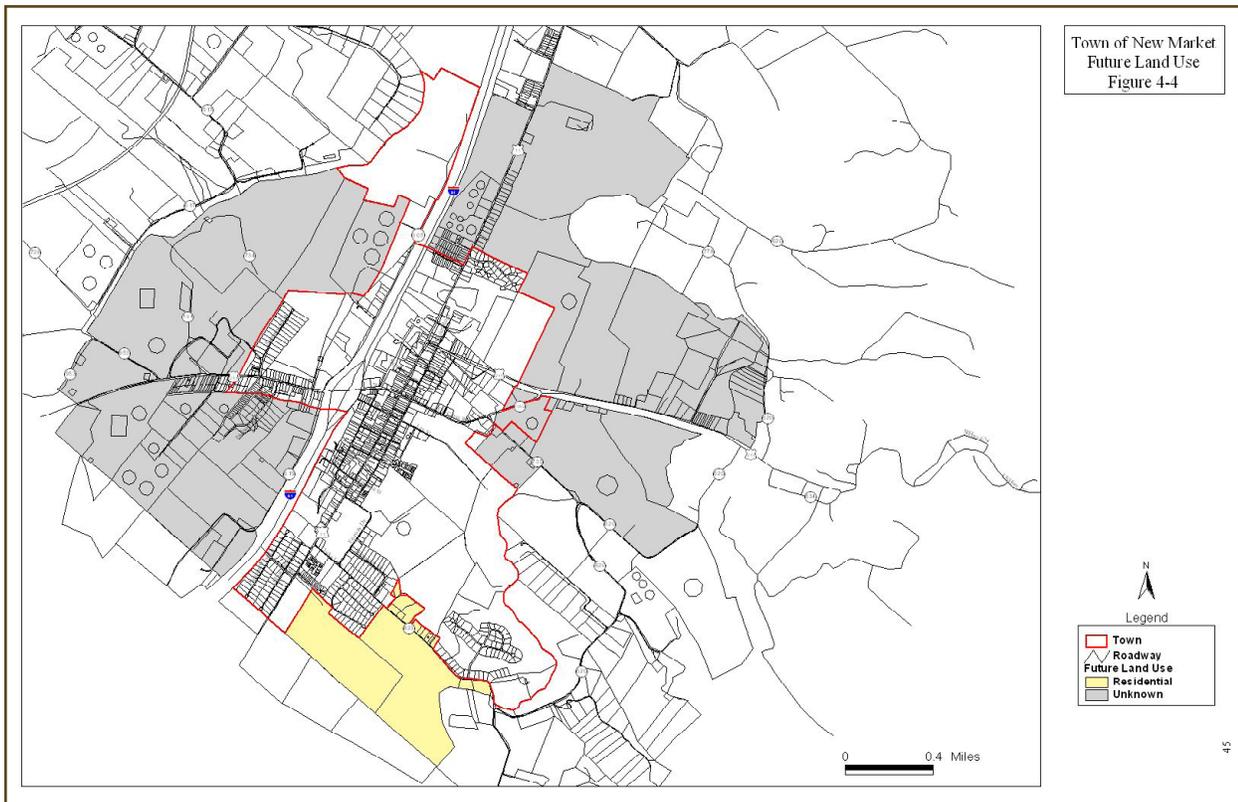
Existing Plans

4.1 Town of New Market Comprehensive Plan

A goal of New Market’s the 2004 comprehensive plan is “To assure that the uses of land outside the Town are compatible with uses of land within New Market.” It calls for the Town to continue its working relationship with Shenandoah County concerning development policies and friendly boundary line adjustments.

The plan also states that New Market will begin to actively work with Rockingham County regarding future land use patterns and development policies and “establish a dialogue with Rockingham County concerning the feasibility and desirability of expanding south into that county.”

The plan also includes a map entitled “Future Land Use” that highlights an area of several thousand acres around the Town. However, it provides no explanation of what the Town would like to see regarding future land use in most of this area. About 200 acres on the southeastern edge of Town



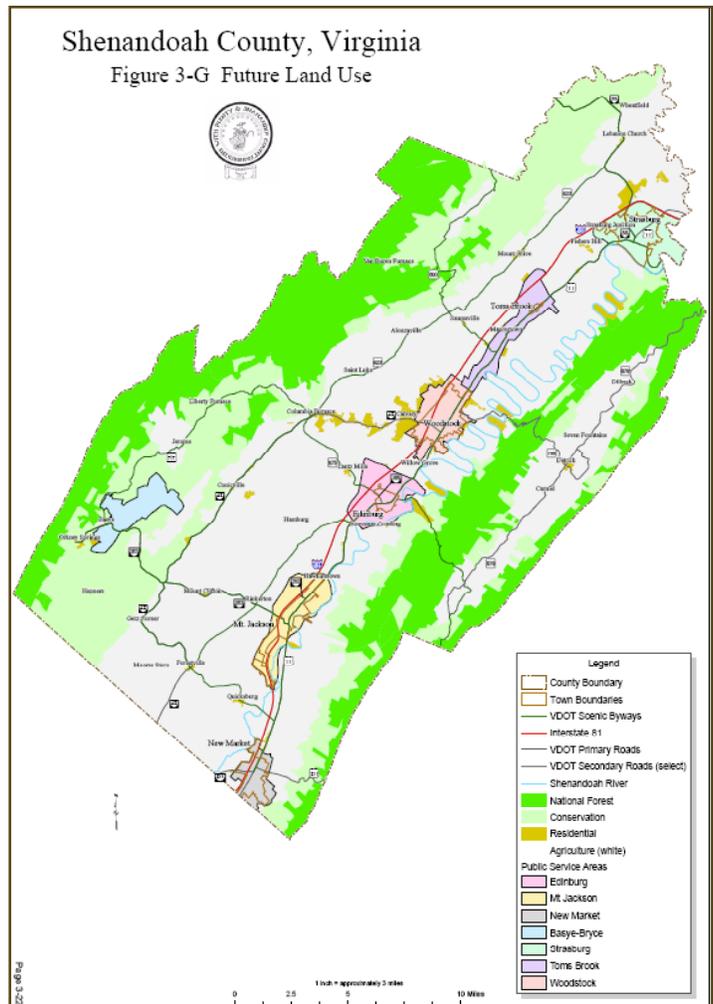
(roughly what is called the Southern Growth Area in this plan) is labeled “Residential” on the Future Land Use map. The projected future land use of the rest of the highlighted area is “Unknown.”

4.2 Shenandoah County Comprehensive Plan 2025

Shenandoah County’s comprehensive plan was adopted in June 2005. It encourages greater coordination in land use planning between the county and the towns that are part of the county. It calls on the county to “identify potential public service areas and seek annexation agreements or urban growth area plans with towns to define those areas” (page 9-6).

The vision for the future of the county includes the desire that “(i)n the year 2025, Shenandoah County will be a primarily rural community that protects its natural resources [and] directs its growth to the towns ensuring its open, agricultural character” (page 9-1).

Fundamentally, Shenandoah County’s growth management strategy is based on the premise that most growth will take place in and around the six towns and two public service authorities within the county. It also relies on the towns for the provision of water and sewer service.



One of the county’s general development goals is to “(g)uide and direct growth into and around the towns and other areas served by public utilities, while preserving the rural and open space character of the balance of the county” (page 9-3).

To accomplish this growth management strategy, “county and town plans must be coordinated” and “an umbrella plan that will address the land use concerns in the rural county in a way that supports the maintenance of viable towns as the primary locations for major growth” must be established (page 3-2).

These locations of future growth “should be tied to the availability of public facilities. . . . Places where public utilities can be extended economically have been identified primarily in and around each town, in conjunction with the town governments” (page 3-20).

It goes on to state that the county should adopt “urban type” development ordinances around the towns that include “such things as minimum lot sizes; roadways; curbs, gutters and sidewalks; underground utilities and drainage facilities” (page 3-20).

Other strategies for achieving the county’s growth management strategy include:

- coordinating county zoning in adjacent areas around towns with zoning in the towns so as to ensure compatible zoning;
- encouraging uniform town subdivision regulations; and
- creating incentives for development where public services are available (page 9-6).

4.3 Annexation Agreements

The Shenandoah County comprehensive plan also notes that an annexation agreement between the county and the Town of Strasburg was adopted in 1984, enabling the Town to annex developing areas that it serves with public utilities by ordinance. The annexation area includes about 10 square miles stretching in all directions from the pre-agreement Town boundaries. The agreement may be open ended, but requires a review after 30 years if none has been previously requested by either party.

In 2001, the county concluded a very similar annexation agreement with the Town of Mount Jackson. Regarding both agreements, the Virginia Commission on Local Government concluded that they permit:

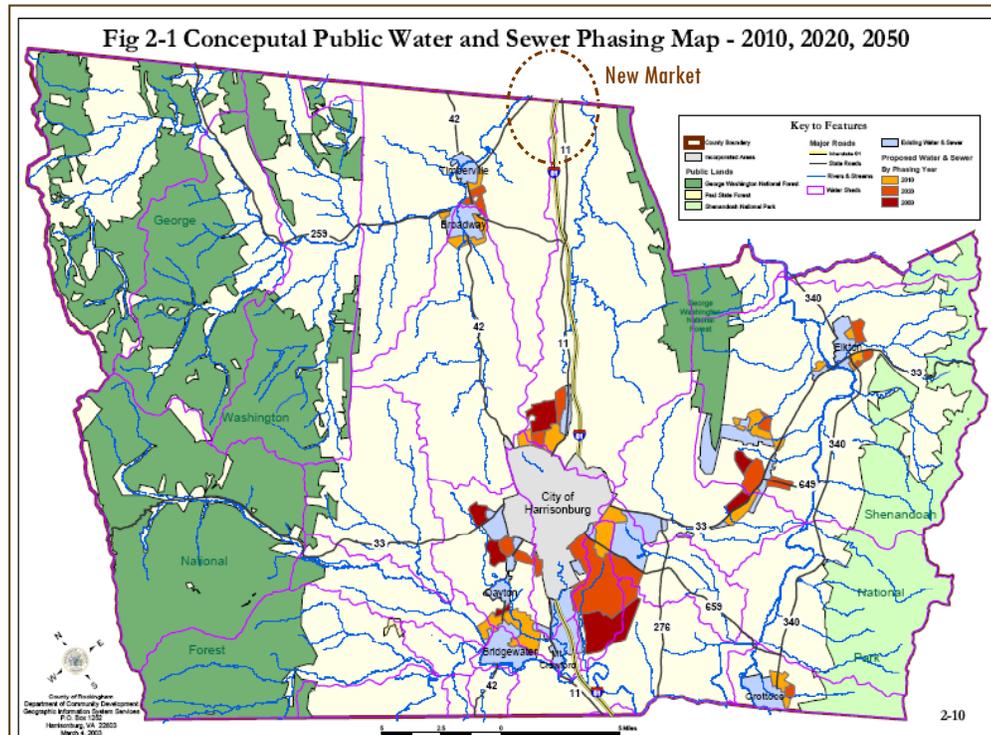
the growth of the Town[s] by a simple process (i. e., annexation by municipal ordinance). . . that avoids extended, and often costly, adversarial annexation proceedings. . . . The state’s traditional annexation process. . . can be costly in terms of litigation expenses. Moreover, contested annexation cases can result in strained intergovernmental relations which often inhibit cooperative efforts, collaboration on mutual problems, and long-range planning.

4.4 Rockingham County Comprehensive Plan for 2020 and Beyond

Rockingham County’s comprehensive plan is very similar to the Shenandoah County comprehensive plan in that it encourages coordination in land use planning between the county and towns. Adopted in April 2004, it calls on the. . .

. . . county and each of the towns continue to collaborate and cooperate in matters regarding land use and infrastructure policies for areas adjacent to the towns, and to develop and maintain formal agreements for planned annexations that are in accord with the comprehensive plans of the county and each of the towns (page 2-52).

The vision for the future of the county includes the desire that in the year 2020, (t)he county will have maintained its rural, agricultural nature by directing new development to areas in or near existing towns and communities served by public water and sewer, and by curtailing development in rural areas served by private wells and septic systems (page 2-2).



The primary difference between the comprehensive plans of Rockingham and Shenandoah counties regarding the Town of New Market is that the Shenandoah plan calls for cooperation with the Town while the Rockingham plan contains no reference to New Market as being amongst the towns with which it should cooperate, despite the fact that the Town and Rockingham share a border.

Similar to Shenandoah, Rockingham County’s plan states that it “will coordinate its actions closely with the Towns” (page 2-4). Rockingham “will take the necessary measures to ensure that new development will be concentrated mainly in areas served by public water and sewer (designated as Urban Growth Areas)” (page 2-7).

New Market is the only logical provider of water and sewer service for any new development that occurs in the northern reaches of the US Route 11 corridor in Rockingham County. Cooperation between the county and the Town regarding annexation is a logical extension of the planning policies of the Rockingham County comprehensive plan.

Section 5

Natural and Cultural Resources

The Steering Committee has identified a number of natural and cultural resources that should be considered in planning for New Market's growth and annexation area. Primary among these are Rebel Field, the downtown historic district; Smith Creek and its flood plain; the well head protection area that provides the Town's drinking water; and the New Market Civil War battlefield. These resources are described below.

5.1 The Downtown Historic District

The downtown historic district centered on Congress Street provides the styles, streetscapes, and forms upon which the Eastern Growth Area should be patterned. When decisions are made regarding development in the growth area, the compatibility of that new development with the downtown historic district and the impact the decisions will have on the historic district should be considered. Development in the growth area should occur in ways that encourage increased investment, rehabilitation, and use of the historic district to be maximized.



5.2 Rebel Field

Valley League baseball and the New Market Rebels are essential features in the cultural landscape of the Shenandoah Valley and the Town. The ball park is New Market's most used public space – the place where residents of the area gather most often and in the largest numbers.



Rebel Field also provides a link between the downtown historic district, the Eastern Growth Area contemplated in Section 7 of this plan, and panoramic views from the Town of Massanutten Mountain.

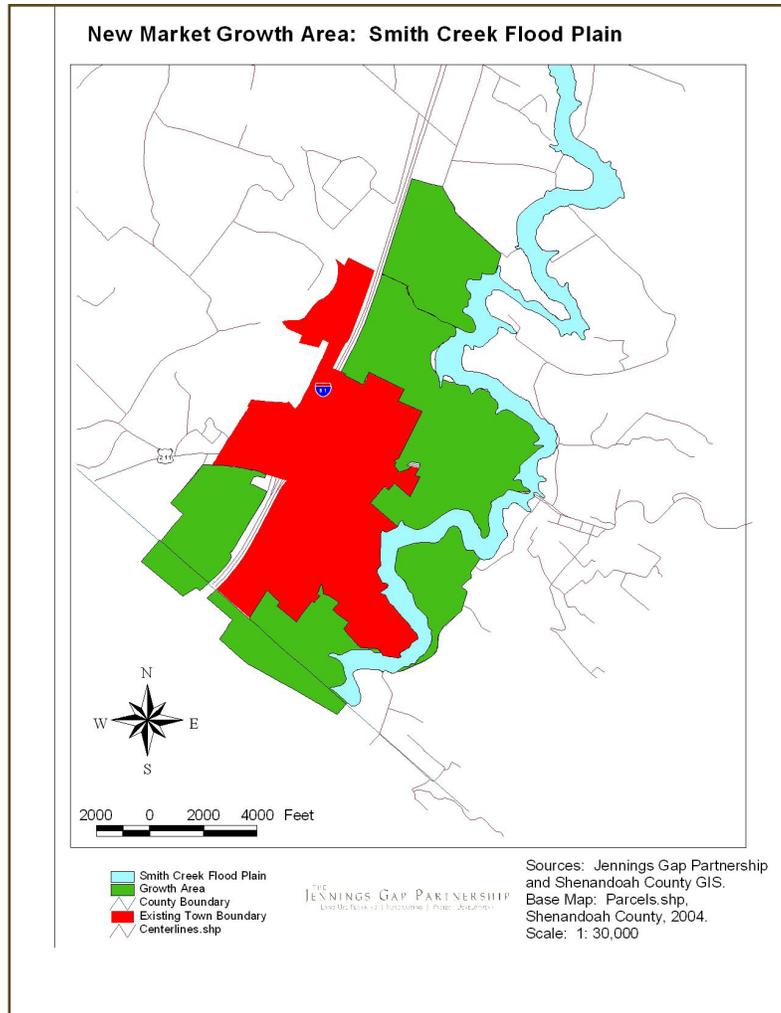
As the Eastern Growth Area is developed, connectivity between old and new areas of the Town will be greatly enhanced if a street with sidewalks is built to the north and adjacent to the Rebel Field property. It is also important that the views from the ball park into New Market Gap are considered in the location and design of neighborhoods in the Eastern Development Area.

5.3 Smith Creek

The southern tip of the Town currently borders on Smith Creek and its flood plain. If and when the growth area is annexed into Town and built out, the winding creek will form the eastern boundary of the Town for about four miles. For approximately another mile, both sides of the creek will be in the Town.

The width of the flood plain varies greatly but on average is about 750 feet wide. Consequently, over the course of five miles about 200 acres of land within the Town will be un-buildable because it is in the 100-year flood plain.

As the Eastern, Northern and Southern Growth Areas develop, the Town will work with landowners and developers to utilize this flood-prone land for a greenway trail, storm water retention, and to provide other recreational and environmental services.



5.4 The Drinking Water Well Protection Area

New Market's drinking water comes from six wells that are scattered to the west of the Town and Interstate 81 on property owned by the Shenandoah Valley Academy and the Shenandoah Valley Battlefields Foundation.

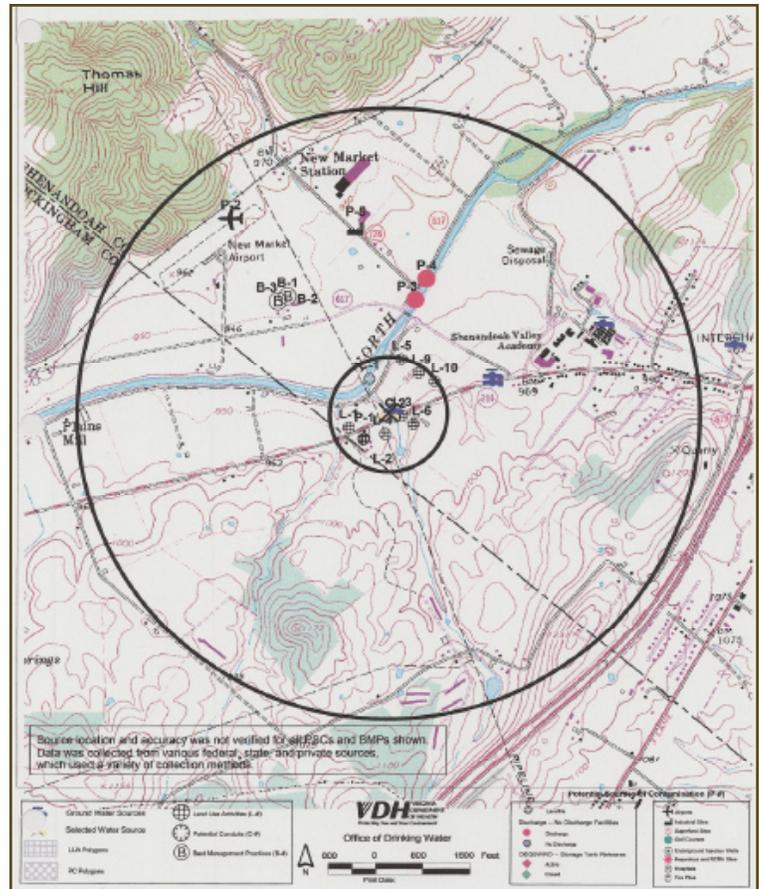
In 2006, the Town worked with the Virginia Rural Water Association and Shenandoah County to develop a "well head protection plan" to safeguard its drinking water supply. The goals of this plan were to:

- prevent financial burdens caused by well contamination, should it occur;
- safeguard the health of community residents; and
- ensure groundwater quality for future generations and for present and future growth.

The plan called for the Town to "continue to assess the relationship between future development and the expansion of the wastewater treatment facility" and outlined a number of strategies that could be implemented to give greater protection to the drinking water wells. These strategies included the following:

- Working with Shenandoah County to ensure that any development permitted within the recharge areas does not threaten the water resources.
- Encouraging low-impact development strategies to protect the groundwater including minimizing impervious surfaces; improved storm water runoff; and cluster housing.
- Acquisition of conservation easements around the wells to prevent development in their recharge areas.

Given the need to protect the Town's drinking water and the strategies that are under consideration for doing so, the Growth Areas Plan Steering Committee determined that it would be counterproductive to annex or encourage development on the land that recharges the drinking water wells. Consequently, the areas on the west side of Shirley's Hill and Mansion Hill (the hills to the west of and paralleling I-81) are not included in the proposed growth area.



5.5 The New Market Civil War Battlefield

The Battle of New Market, fought 15 May 1864, ranged across the Town and surrounding area. Battle lines extended from the North Fork of the Shenandoah River on the west to Smith Creek on the east. Action extended from Shirley’s Hill in the south to Rudes Hill in the north.



More than 10,300 men were engaged, suffering 1,381 casualties.

Historians have defined a 5,611-acre area where action occurred during the battle and a 2,261-acre core area where the most intensive fighting occurred.

Table 17: Protected Battlefield Land at New Market

	Acres		Total
	In Town	Not in Town	
SVBF	68	124	192
VMI	211	174	385
Conservation Easement	0	21	21
Total	279	319	598

Source: Shenandoah County land records

Today, the core battlefield includes almost all of the existing Town, most of which has been constructed since the battle, as well as large swaths of the I-81 and US Route 211 corridors.

While development, especially the interstate, has disturbed parts of the battlefield, more than a quarter of the core area has been acquired by the Virginia Military Institute and the Shenandoah Valley Battlefields Foundation for preservation purposes, as shown in Table 17.

The proposed Growth Area includes four protected battlefield parcels. Two of these parcels, totaling 75 acres, are contiguous parcels just north of the existing Town boundary, between I-81 and US Route 11. The other two, totaling 23 acres, are south of US Route 211 and west of I-81 in the Western Growth Area. Both are in areas where the preferred development pattern is low density cluster development providing some opportunities for further protection in conjunction with minimal levels of new development.

Section 6

Transportation

6.1 The Street Grid

Like most cities and towns built before World War II, the older parts of New Market were constructed on a grid pattern. Streets were laid out to cross at right angles forming rectangular blocks. Blocks were divided into parcels of land on which buildings were constructed. When new areas were slated for inclusion in the Town, streets and blocks were platted in advance of development, repeating and complementing the street patterns in older areas.

A primary goal identified by the Steering Committee was to plan to follow this historic development pattern by extending the historic district street grid into the Growth Area.

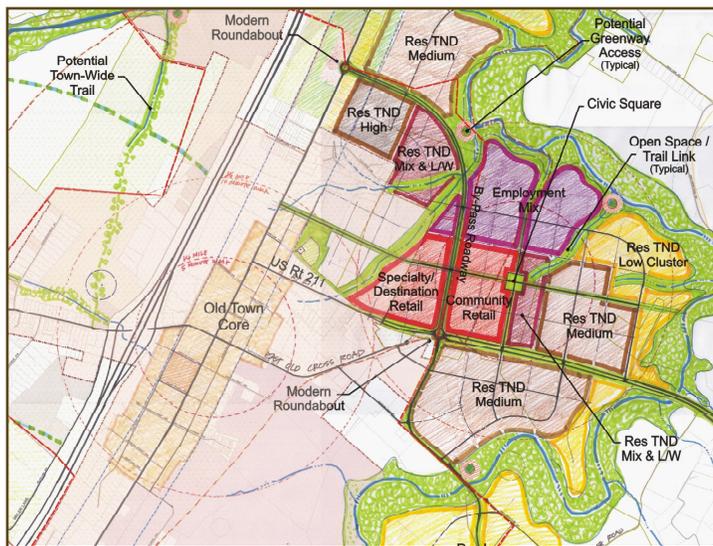
A typical block in the historic core of New Market generally measures about 500 feet wide and 450 feet deep and accommodates about 4.5 dwelling units (houses and apartments). In the downtown where Congress, Cadet, Lee, and Stuart streets parallel one another, the blocks formed by crossing streets each contain about five acres, exclusive of streets and sidewalks. Most of the lots are narrow on the street front but deep, often extending to the street in the rear but some blocks are bisected by public alleys. The more developed blocks are comprised of upwards of 20 parcels.

These patterns have been carried over conceptually to a proposed “New Town District” in the Eastern Growth Area. While the recommended street pattern bends with the topography of the Eastern Growth Area, it follows the five-acre block format of the historic district. A total of 12 new blocks of mixed residential, retail, and commercial neighborhoods is proposed.



Individual blocks in the New Town District are proposed to be massed into sections of 20 acres (four blocks) each. Each section would be bounded by major streets with minor streets on their interior. Major streets are proposed to measure 80 feet in width, enough space to provide on-street parking on both sides. Minor streets would be 50 feet wide. Sidewalks would bracket all streets in the commercial district.

The grid would extend south of US Route 211 and east towards Smith Creek into less dense residential neighborhoods and north into the employment / business park area.



6.2 Walkability

Much like the courthouse squares of southern towns and the village greens of New England, the New Town District will center on a public space. This town square will be linked to the green space of the Smith Creek Greenway through the swale followed by a small tributary. Low density cluster neighborhoods and the “employment mix” area (offices and industry in a park-like setting) north of the New Town District core would extend into the fingers of land that are separated by swales from Smith Creek.

To ensure that the New Town District core is pedestrian-friendly, the entire business district is within a circle one half mile in radius, about the distance one can walk in 10 minutes. Most of the commercial district is within a five minute (quarter mile) walk of the public space at its center. This spacing mimics the patterns of the downtown historic district which is likewise within a half mile of its center (the intersection of Congress Street and Old Cross Road).

6.3 Through Traffic

One benefit the Steering Committee found in extending the historic district street grid into the growth area is that a grid will increase connectivity and the flow of traffic. By providing alternative routes through and around Town the grid will remove traffic from Congress Street.

Built into the grid, a new “Boulevard” is proposed across the commercial zone of the Eastern Growth Area extending from US Route 211 east to US Route 11 north. The Boulevard is proposed to be wider than other major streets in the growth area, with 80 feet of travel way, a median, and sidewalks.

While this new route will not solve all of the problems created by through commercial truck traffic, it will allow northbound trucks to bypass the historic district. If Town Council so desires, it could in the future petition the state to prohibit through trucks on Congress Street, requiring south bound traffic from US Route 211 east to also use the Boulevard and to enter I-81 at the Shenandoah Caverns exit north of Town. From US Route 211 east, a new road is proposed to connect the Boulevard directly with Smith Creek Road, providing better access to the south eastern part of Town.

6.4 Gateways

At either end of the Boulevard, the Steering Committee proposes to place modern roundabouts to both calm incoming traffic and define the “gateways” into Town on US Route 11 north and on US Route 211 east. Similarly, a roundabout could be placed on US Route 11 south to clearly define the margin between the Town and the surrounding countryside.

Modern roundabouts are a safer alternative to traffic lights that also provide opportunities to delineate the gateways into Town. They are less expensive to maintain than the more common signalized intersections because they do not require stop lights. Roundabouts are proving to be safer than signalized intersections. They reduce the number of vehicle-to-vehicle conflict points by about 75 percent and vehicle-to-pedestrian conflict points by about 67 percent.

Section 7

The Proposed Growth and Annexation Areas

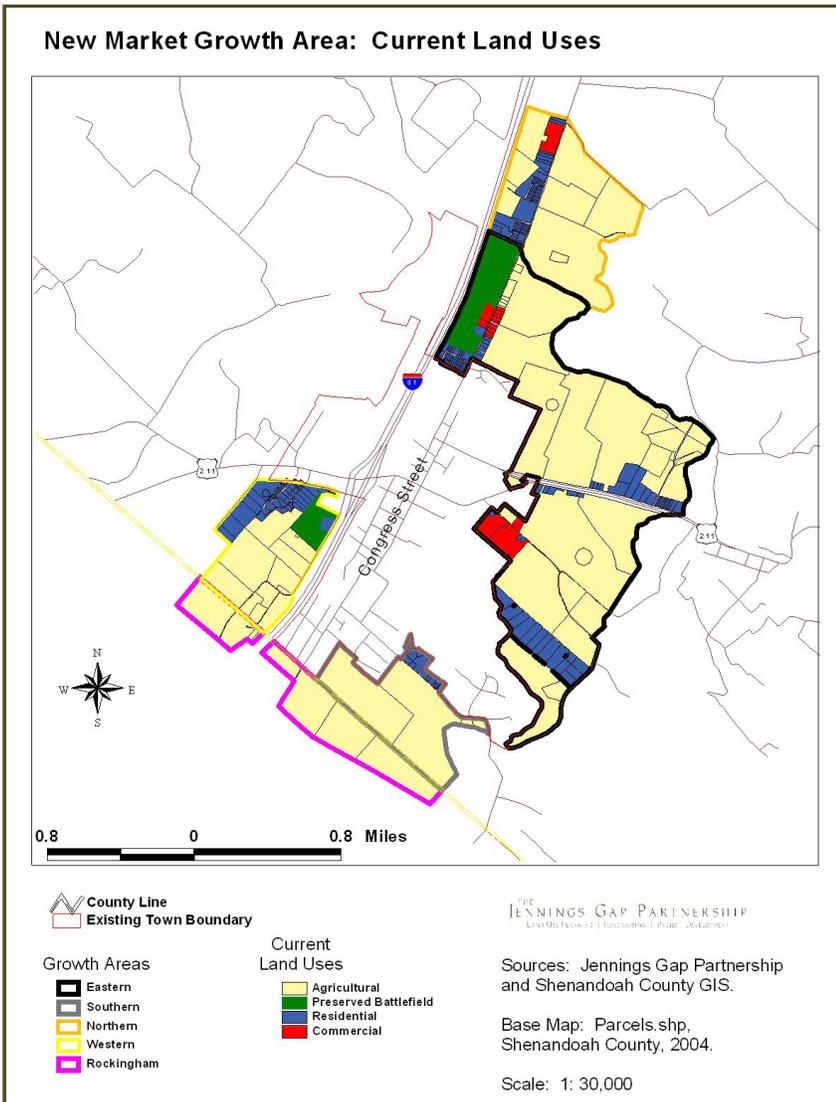
7.1 The Growth Areas

Five Growth Areas totaling 1,724 acres are proposed surrounding the Town of New Market. Most of the land and 92 out of the 214 parcels involved are in the Eastern Growth Area, between the existing Town and Smith Creek Road and Smith Creek. South of Town, 165 acres of farmland is included in the Rockingham Growth Area.

Table 18: Parcels by Growth Area

	Parcels	Acres
North	45	292
East	92	982
South	18	118
West	51	168
Rockingham	8	165
Total	214	1,724

Source: Shenandoah County land records in Shenandoah County GIS



About 400 acres in the Growth Area is unavailable for development either because it is in the 100-year flood plain or because it is owned for battlefield preservation purposes. Most of this un-developable land is within the Eastern Growth Area. At least 200 additional acres are consumed by the rights-of-way of I-81, US Routes 11 and 211, and other existing roads.

Most of the parcels in the proposed Growth Area (65 percent) are currently zoned residential, as shown in Table 19. However, most of the acreage (87 percent) is zoned agricultural (A-1).

While there are 214 tax parcels in the Growth Area, they are divided into only 136 ownerships. Parcels in the Growth Area are listed by ownership in Appendix 2.

Table 19: Growth Areas by Existing Zoning

	Parcels	Percent Parcels	Acres	Percent Acres
Agricultural	58	27%	1,451	84%
Commercial	13	6%	44	3%
Residential	139	65%	131	8%
Protected Battlefield	4	2%	99	6%
Total	214		1,724	

Source: Shenandoah County land records in Shenandoah County GIS

When land is subtracted for flood plains, protected battlefields, existing rights-of-way, and new streets and sidewalks, the growth area has about 764 acres of land available for residential uses and 143 of land available for non-residential uses.

The focal point of the Eastern Growth Area is a “New Town District.” Following the vision and goals of the Steering Committee, it is planned to be built using “New

Urbanist” and traditional neighborhood design (TND) principles. Uses, densities, and housing types are mixed throughout the New Town District. However the most dense development is planned at its core where various commercial, residential, civic, and other uses coincide and overlap, as they do in the downtown historic district.

7.2 Non-residential Uses

At the core of the New Town District, space is provided for 350,000 to 400,000 square feet of community and destination scale retail. This space could accommodate a smaller sized “big box” store, such as a super market, and the accessory uses that developers look for when building community and destination scale retail. An additional 50,000 to 100,000 square feet of neighborhood retail space is planned in the adjacent mixed use “live / work” area. Neighborhood retail would cater to smaller specialty shops and professional offices.

Destination Retail

Destination or regional retail is the largest scale retail center that offers the widest variety of comparative and specialty goods (e.g., not convenience). It relies on a larger region for its customer base. It should be limited to primarily regional-destination goods, services, and entertainment typically available only from national retailers and service providers. They may also include an entertainment component as well as banks, gas stations, convenience stores, etc. They generally consist of 250,000 to 1.5 million square feet and serve between 5,000 and 30,000 households.

Given the low demand for new commercial and retail space in recent years in New Market and southern Shenandoah County, 500,000 square feet of space is likely to more than meet the needs of the area for the next 30 to 40 years, if new development follows and complements the development patterns of the existing downtown business district.

Community Shopping Center

A community shopping center is one that ranges in size from 100,000 to 400,000 square feet and typically serves a population of 40,000 to 150,000. A junior department store, a variety store, or a discount store serves as an anchor. They provide a wider variety of daily and weekly shopping and personal service needs as well as some comparative goods shopping (e.g., apparel, shoes, and books). They may include banks, gas stations, convenience stores, etc. The Food Lion shopping center in Mount Jackson is an example of community retail.

Table 20: Future Non-residential Uses in the Development Area

	Gross Square Feet		Floor Area Ratio	Gross Acres
	Low	High		
Retail/Office/Office/Civic	350,000	400,000	0.15	63
Employment Park	350,000	400,000	0.15	63
Live / Work	50,000	100,000	0.15	16
Total Potential	750,000	900,000		143

An additional area of approximately 60 acres is planned for business and manufacturing uses in the “Employment Mix” area north of the New Town District core. If developed using a business park model on lots averaging 10 acres each, the employment area could easily accommodate six mid-sized firms employing 50 to 100 people each. This would provide more than enough land to accommodate the office and manufacturing uses that are likely to locate in the area in the next 30 to 40 years.

7.3 Residential Uses

Residential uses are also concentrated in the New Town District, becoming less dense as one moves away from the core and the existing business district. High density, mixed use, and multi-family projects would overlap and buffer the commercial core.

Closest to the core, multi-family residential units are planned at densities exceeding eight dwelling units per acre while townhouses in a live-work, stacked configuration with ground-level commercial uses, could be built at ten dwelling units per acre. Moving away from the core toward Smith Creek, single family homes—attached and detached—are proposed to be built on individual lots averaging about a quarter-acre in size.

Neighborhood Shopping Center

A neighborhood shopping center is one that ranges in size from 30,000 to 150,000 square feet that typically serves an area within three to five minutes driving time and generally has a supermarket store anchor. To support a center with a supermarket as anchor a population of 10,000 or more is desirable. It serves routine daily and weekly shopping needs for items such as groceries, personal service needs, etc. Such centers generally serve a population of 3,000 to 40,000 and offer little to no comparative goods shopping. The Creekside shopping center at Kernstown in Frederick County is an example of neighborhood retail.

On the margins of the New Town District and in the other four growth areas, low density cluster development is proposed at a maximum gross density of two acres per development unit. A maximum lot size of 10,000 square feet or less, within a cluster layout, would afford

the greatest opportunities for the preservation of open space. Clustering could employ an open space layout that could define or reinforce the “town-county” edge in the rural landscape. It could be used to buffer the Smith Creek flood plain from more intensive uses, improving storm water retention and enhancing the recreational value of the greenway. It could also create a buffer between neighborhoods within the Town and the farming operations and battlefield land that surround it.

Table 21: Future Residential Uses and Densities in the Development Area

	Development Units (DUs)		DUs per Acre	Acres in Use
	Low	High		
Multifamily Medium to High Density	100	220	8	28
Single Family Attached / Commercial Mix	150	310	10	31
Single Family Medium Density Cluster	600	720	3.5	206
Low Density Cluster	150	250	0.5	500
Total	1,000	1,500		764



Section 8

Conclusion



The proposed Growth Areas would provide enough land to accommodate between 1,000 and 1,500 new dwelling units. As discussed in section 3.2.2 of this report, even the most liberal housing projections foresee the need for less than 1,500 new dwelling units over the next 30 to 40 years. Projections made for this plan anticipate the Town can reasonably anticipate about 1,000 new units, if the Town and counties cooperate to ensure that most new development occurs within incorporated areas.

The proposal also provides land to accommodate up to 500,000 square feet of retail, small office, and other commercial uses and an additional 400,000 square feet for larger manufacturing or white collar employers. Given the fact that no new business or commercial projects have been constructed in Town for several decades, the provision of too much additional business space in the Growth Area might have the effect of diverting redevelopment opportunities from the downtown historic district.

The space provided is more than adequate to accommodate neighborhood shopping centers which generally provide about 150,000 square feet of retail space and community level shopping districts which range between 100,000 and 450,000 square feet in size. As a rule of thumb, developers usually look for a market area with 3,000 to 40,000 residents for neighborhood retail and 40,000 to 150,000 residents for community retail.



Section 9

Sources

Commonwealth of Virginia, Commission on Local Government. 1984. Report on the Town of Strasburg—County of Shenandoah Agreement Defining Annexation Rights. Richmond, Virginia: Commission on Local Government.

Commonwealth of Virginia, Commission on Local Government. 2001. Report on the Town of Mount Jackson – County of Shenandoah Agreement Defining Annexation Rights. Richmond, Virginia: Commission on Local Government. <http://www.dhcd.virginia.gov/CommissiononLocalGovernment/pages/reports.htm>.

Rockingham County, Virginia. 2004. Comprehensive Plan for 2020 and Beyond. Harrisonburg, Virginia: Rockingham County Board of Supervisors, April 28.

Shenandoah County. 2005. Shenandoah County Comprehensive Plan 2025, adopted 28 June. http://www.shenandoahcountyva.us/reports_codes/comprehensive_plan/index.htm.

Appendix 1

Future Growth Area: Draft Land Use / Community Form / Illustrative Development Concepts

New Market Future Growth and Annexation Area Plan

"As leaders of our respective communities, we must strive to work as one community. No municipality and island here are our respective jurisdictions."

Town Council letter to the Board of Supervisors

Residential Areas

TND Medium Density --- Small Lot SFD

Medium Density Town Homes

High Density Multi-family

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New Market Future Growth and Annexation Area Plan

An annexation agreement would "give the town a little bit more control and give the county a little bit more assurance that what land is going into town is being used constructively."

Supervisor Jim Patrick

Growth Area Districts....

- ▶ The Old Town and the New Town Districts
- ▶ Extended Grid – TND
- ▶ The "Building Block" – Old Town Block evolves into New Town Block for TND Style Development
- ▶ Eastern Growth Area
 - ▶ The "New Town District"
 - ▶ Grid of streets / high connectivity
 - ▶ Connector Roadway & hierarchical grid system
 - ▶ Traditional form with defined core
 - ▶ Compact / walkable / highly connected
 - ▶ Mixed density & mixed use concepts
 - ▶ Special Places, Spaces and Linkages
- ▶ Community Land Uses & Built Form
 - ▶ Specialty / Destination Retail
 - ▶ Community Retail
 - ▶ Employment Mix
 - ▶ Residential TND / Mix & Live-Work
 - ▶ Residential TND / Medium Density
 - ▶ Residential TND / High Density
 - ▶ Residential TND / Low Density Cluster



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New Market Future Growth and Annexation Area Plan

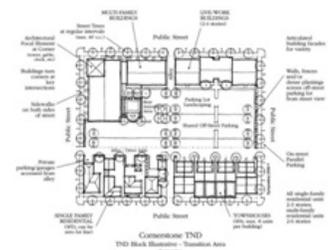
"I don't want us to become a city but we need to provide the stores and shops people look for."

Councilwoman Mary Alice Burch

Core Commercial / Mixed Use Area Destination Retail



Community Retail



Neighborhood Retail



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New Market Future Growth and Annexation Area Plan

"It's time for both the county and the towns, particularly Woodstock, Edinburg, and New Market, to work out a plan as to where the majority of the population growth will be centered."

Supervisor Conrad Heikley

Growth Area Districts...

- ▶ The Old Town and the New Town Districts
- ▶ Extended Grid – TND
- ▶ The "Building Block" — Old Town Block evolves into New Town Block for TND Style Development

- ▶ Northern Growth Area
 - ▶ Town & Country Edge
 - ▶ Modern Roundabout / Gateway
 - ▶ Traditional form within Town Gateway
 - ▶ Compact / walkable / highly commercial
 - ▶ Mixed density & mixed use concepts
 - ▶ Special Places, Spaces and Linkages

- ▶ Community Land Uses & Built Form
 - ▶ Battlefield Preservation
 - ▶ Residential Low Density Cluster - Conservation
 - ▶ Residential TND / Low Density Cluster
 - ▶ Residential TND / Medium Density



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New Market Future Growth and Annexation Area Plan

"This is kind of the example. We're giving all the towns a heads up that we want a future growth map to help implement the county's comprehensive plan."

Steering Committee Member and Supervisor Dick Nasse

Growth Area Districts.....

- ▶ The Old Town and the New Town Districts
- ▶ Extended Grid – TND
- ▶ The "Building Block" — Old Town Block evolves into New Town Block for TND Style Development

- ▶ Southern & Western Growth Areas
 - ▶ Town & Country Edge
 - ▶ Modern Roundabout / Gateway
 - ▶ Traditional form within Town Gateway Compact / walkable / highly commercial
 - ▶ Mixed density & mixed use concepts
 - ▶ Wellhead Conservation Area
 - ▶ Battlefield Preservation
 - ▶ Potential Extension of Town into Rockingham County

- ▶ Community Land Uses & Built Form
 - ▶ Town Gateway / "Main Street" Retail/Mixed Use
 - ▶ Residential TND / Medium Density
 - ▶ Residential TND / Low Density Cluster
 - ▶ Residential Low Density Cluster - Conservation



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New Market Future Growth and Annexation Area Plan

"Guide and direct growth into and around the transit and other areas served by public utilities, while preserving the rural and open-space character of the balance of the county" . . .
 General Development Goals
 Shenandoah County Comprehensive Plan, 2005

One Preliminary Snapshot of Potential Program of Development as shown on Community Form Concept Plan
 Shenandoah County Growth Area Only

<u>Residential Dwelling Units</u>	<u>Potential Range</u>
TND Multifamily	100 - 220
TND SEA Live/Work	150 - 310
TND SEA/SED	600 - 720
TND Low Density Cluster	150 - 250
Total Potential	1,000 – 1,500 DU's
<u>Non-Residential Uses</u>	
Retail/Office/Office/Civic	350,000 - 400,000 GSF
Employment Park	350,000 - 400,000 GSF
Live / Work	50,000 - 100,000 GSF
Total Potential	750,000 - 900,000 GSF



Appendix 2

Parcels in the Growth and Annexation Area by Landowner

Use	Tax Map Number	Name	Address	Zip	Acres
Battle	103 A 052	ABEL MICHAEL	2157 OLDVALLEY PIKE	24450	22
Ag	103 A 080	AMBROSE MATTHEW J OR MARIA L	PO BOX 246	22844	6
Resident	103C A 009	ANDERSON SHANE N OR DARLENE K	315 W OLD CROSS RD	22844	0
Resident	104 A 052H	ANEWALT DENZEL LEE OR	1384 SMITH CREEK RD	22844	3
Resident	104 A 052C	BAKER MARY ELIZABETH	325 ARROWHEAD LN	22844	3
Ag	104 A 006A	BEASLEY STANLEY E OR ZINIAH K	2724 OLDVALLEY PIKE	22844	3
Ag	103 04 003	BIGLIN RONALD J	8512 HUNTSRING DR	21093	20
Ag	103 A 081B	BILLER JERRY A OR JENNIFER B	PO BOX 643	22844	1
Resident	104 A 048	BLANK JOHN SV OR HEIDI L	396 E LEE HWY	22844	1
Resident	104 A 046	BLUBAUGH JON MARQUE OR KATRINA R	320 E LEE HWY	22844	1
Resident	103C 08 001	BONDRANKO FRANCES ET AL	210 JACKSON AVE	22844	1
Resident	104 A 052P	BOUCHELLE JOSEPH S JR OR W LARUE	563 ARROWHEAD LN	22844	5
Resident	104A 01B004 001A	BOYD PAUL V OR LOLA M	96 MOSBY LN	22844	1
Resident	099B 02 019	BROOKNEAL DRESSED POULTRY INC	PO BOX 130	24528	0
Resident	099B 02 021	BROOKNEAL DRESSED POULTRY INC	PO BOX 130	24528	0
Resident	104 A 052F	BROWN DEWEY L JR	401 ARROWHEAD LN	22844	5
Ag	099 A 039	BRUBAKER GRACE ET AL LIFE ESTATE	3106 OLDVALLEY PIKE	22844	34
Ag	099 A 040	BRUBAKER GRACE ET AL LIFE ESTATE	3106 OLDVALLEY PIKE	22844	40
Ag	099 A 041	BRUBAKER GRACE ET AL LIFE ESTATE	3106 OLDVALLEY PIKE	22844	46
Ag	104 A 043	BRUMBACK JOHN	2401 SMITH CREEK RD	22844	100
Ag	104 A 044	BRUMBACK JOHN	2401 SMITH CREEK RD	22844	1
Ag	104 A 051	BRUMBACK JOHN J	2401 SMITH CREEK RD	22844	19
Ag	104 A 052	BUHL ANNA LEE	1011 N SYCAMORE ST	22046	20
Ag	104 A 053	BUHL ANNA LEE	1011 N SYCAMORE ST	22046	78
Resident	104A 01B003 006	BURKE BARNEY F OR WILHELMINA W	PO BOX 189	22844	0
Resident	103 03 057	BURKHOLDER ROBERT O AND RUBY MAXINE	111 BURKHOLDER LN	22844	7

New Market Growth and Annexation Area Concept Plan

Use	Tax Map Number	Name	Address	Zip	Acres
Resident	103 03 057A	BURKHOLDER ROBERT O AND RUBY MAXINE	111 BURKHOLDER LN	22844	0
Ag	104B02 030	BYRAM JOHN A JR OR SHEILA M	380 WILDFLOWER LN	22844	5
Resident	103 04 005A	CHAMPION DOROTHY R	316 JACKSON AVE	22844	1
Resident	103 04 005C	CHAMPION DOROTHY R	316 JACKSON AVE	22844	1
Resident	103 04 005B	CHAMPION WILLIAM M OR CYNTHIA A	358 JACKSON AVE	22844	1
Resident	104 A 052D	CHIRVASUTA EMANOIL OR MARILENA D	357 ARROWHEAD LN	22844	5
Resident	104 A 045	CONWAY BETTY B	PO BOX 424	22844	0
Ag	104 A 011	CONWAY BURTON J OR BETTY B	PO BOX 424	22844	86
Ag	104B02 001	CONWAY BURTON J OR BETTY B	PO BOX 424	22844	38
Ag	104B02 033A	CONWAY BURTON J OR BETTY B	PO BOX 424	22844	2
Resident	104 A 045A	CONWAY BURTON OR BETTY	PO BOX 424	22844	1
Ag	104B02 036	CONWAY WAYNE K	PO BOX 942	22844	7
Resident	103C 09 013	COPENHAVER CAROLA	292 JACKSON AVE	22844	0
Resident	103C 09 014	COPENHAVER CAROLA	292 JACKSON AVE	22844	0
Resident	103C 09 001	COSBY DAVID F OR BEVERLY J	191 JACKSON AVE	22844	0
Resident	104 A 052M	CRAWFORD KEVIN E OR JEAN M	497 ARROWHEAD LN	22844	5
Resident	104 A 052N	CRAWFORD KEVIN E OR JEAN M	497 ARROWHEAD LN	22844	5
Resident	103 A 094B	CROWDER RODNEY M OR ODESSA O	549 CLICKS LN	22844	3
Resident	103 A 094C	CROWDER RODNEY M OR ODESSA O	549 CLICKS LN	22844	0
Resident	103C 09 011	CRUMP DIANA F	233 JACKSON AVE	22844	0
Resident	104B 01 001	DESSEZ CHARLES E	447 E LEE HIGHWAY	22844	0
Resident	104B 01 002	DESSEZ CHARLES E	447 E LEE HIGHWAY	22844	0
Resident	104B 01 004	DESSEZ CHARLES E	447 E LEE HIGHWAY	22844	1
Resident	104 A 043A	DEVER ROBERT F ET AL TRUSTEE TRUST	214 E LEE HWY	22844	1
Resident	103C A 002	EARMAN JEFFREY M OR TERIE	168 JACKSON AVE	22844	0
Resident	103C 10 001A	EARMAN JEFFREY M OR TERIE	168 JACKSON AVE	22844	0
Resident	099B 02 059	EATON LONNIE F	4602 QUICKSBURG RD	22844	2
Ag	099 A 030	EATON LONNIE F AND SONS INC	4602 QUICKSBURG RD	22844	20
Ag	103 A 081D	EBERLY AARON W OR ALISA G	830 MILLER LN	22853	12
Resident	099B 02 023	ESPINAL ORLY U OR MARIA M	P O BOX 594	22844	0
Ag	103 A 080B	FANNIN MICHAEL TODD	929 MILLER LN	22853	6

New Market Growth and Annexation Area Concept Plan

Use	Tax Map Number	Name	Address	Zip	Acres
Ag	103 A 081C	FANNIN MICHAEL TODD	929 MILLER LN	22853	23
Ag	104 A 055	FLEMING CARL DAVID	1384 SMITH CREEK RD	22844	50
Ag	104 A 055A	FLEMING CARL DAVID	1384 SMITH CREEK RD	22844	7
Resident	099 A 038	FOLTZ JOHNNY L II	120 SNUFFY LN	22844	3
Resident	099B 02 015A	FOLTZ JOHNNY L II	120 SNUFFY LN	22844	0
Resident	104 A 052J	FROST STACY S OR ROGER B	119 ARROWHEAD LN	22844	3
Resident	104 A 052L	FRYE THOMAS N OR JACKIE S	PO BOX 271	22844	5
Resident	099B 02 035	FUNKHOUSER STEPHEN J ET AL	8515 IRVINGTON AVE	20817	0
Resident	099B 02 036	FUNKHOUSER STEPHEN J ET AL	8515 IRVINGTON AVE	20817	0
Business	104A 02 010	GANDHI INDIRAV	2192 OLD VALLEY PIKE	22844	2
Resident	099B 02 037	GOCHENOUR JAMES D OR INA F	PO BOX 321	22844	0
Ag	104 A 015	GRIFFIN GLENN ET AL TRUSTEE TRUST	PO BOX 68	24467	56
Ag	104 A 016	GRIFFIN GLENN ET AL TRUSTEE TRUST	PO BOX 68	24467	9
Ag	104 A 016A	GRIFFIN MICHAEL G	245 LEE HWY	22844	89
Resident	103C 09 010	GRIMES ROBERT E	245 JACKSON AVE	22844	0
Resident	103 A 090	GUM GERALD G JR OR ELIZABETH M	PO BOX 293	22844	1
Ag	104B 02 028	HAGGERTY CHARLES H OR JOANNE G	225 WILDFLOWER LN	22844	14
Ag	104B 02 034	HAGGERTY CHARLES H OR JOANNE G	225 WILDFLOWER LN	22844	8
Resident	104A 01B003 001	HAMILTON RALPH L SR OR RUTH C	1967 OLD VALLEY PIKE	22844	0
Resident	104A 01B003 004	HAMILTON RALPH L SR OR RUTH C	1967 OLD VALLEY PIKE	22844	0
Resident	104A 02 008	HANSBERGER GUY W	2144 OLD VALLEY PIKE	22844	0
Resident	104 A 040B	HARPINE NORMAN D OR ANNA LOU	200 WHITE MILL RD	22844	0
Resident	099B A 003	HAWKINS ROBERTINE W	3115 OLD VALLEY PIKE	22844	1
Resident	099B A 004	HAWKINS ROBERTINE W	3115 OLD VALLEY PIKE	22844	1
Resident	104A 02 009	HEISHMAN MARY P	PO BOX 531	22844	0
Business	099B 01 003	HENSLEY LEE R OR CHRISTAL G	320 LONG AVE	22849	8
Resident	099B 02 001	HERGETT BETTY L	2967 OLD VALLEY PIKE	22844	0
Resident	099B 02 005	HERGETT BETTY L	2967 OLD VALLEY PIKE	22844	0
Resident	099B 02 007	HERGETT BETTY L	2967 OLD VALLEY PIKE	22844	0
Resident	104 A 052G	HILL THOMAS E OR LINDA K	9872 HARPINE HWY	22815	3
Business	104 A 040	HOLLY FARM POULTRY INDUSTRIES INC	PO BOX 2020	72765	9

New Market Growth and Annexation Area Concept Plan

Use	Tax Map Number	Name	Address	Zip	Acres
Resident	103 A 086	HOUSDEN EUGENE H AND DEAN V	699 CLUCKS LN	22844	1
Resident	104 A 002	HUDSON KATHLEEN W ET AL	2223 OLD VALLEY PIKE	22844	2
Resident	104A 01B004 006	J AND P ENTERPRISE	1032 SMITH AVE	22802	0
Resident	104A 01B004 007	J AND P ENTERPRISE	1032 SMITH AVE	22802	0
Resident	104A 01B005 006	J AND P ENTERPRISE	1032 SMITH AVE	22802	1
Resident	103C 07 105	JOHNSON JOHN C OR LINDA A	145 JACKSON AVE	22844	1
Resident	104 A 052A	KLINSTIVER CLYDE L LIFE ESTATE	54 ARROWHEAD LN	22844	3
Resident	103C 04 062	LAM HARRY L OR DOLORES R	9599 JACKSON AVE	22844	0
Ag	103 A 083	LANCIWALT INC	PO BOX 810	22844	98
Resident	104 A 041	LEHMAN HAROLD L OR NANCYA	75 BATTLEFIELD BLUFF DR	22844	0
Resident	099B 02 050	LEITH ROBERT B OR	1104 UNIVERSITY PL	20602	3
Resident	103 03 058A	LITTLE JAMES E OR JUDY L	165 BURKHOLDER LN	22844	3
Ag	104 A 057A	LONG HARRY E OR VIRGINIA L	BOX 985	22844	1
Resident	099B 01 012	LONG JANET M	PO BOX 1236	22844	0
Resident	104 A 052K	LUTE ROBERT OR KRISTIN H	147 ARROWHEAD LANE	22844	6
Resident	104B 02 021	MARTZ RONALD OR BRENDA	PO BOX 361	22844	1
Resident	104B 02 023	MARTZ RONALD OR BRENDA	PO BOX 361	22844	0
Resident	099B 01 001	MAY LAWRENCE R AND BETTY JANE	3179 OLD VALLEY PIKE	22844	1
Resident	099B 01 002	MAY LAWRENCE R OR BETTY J	3179 OLD VALLEY PIKE	22844	1
Resident	099B 01 002A	MAY LAWRENCE R OR BETTY J	3179 OLD VALLEY PIKE	22844	1
Resident	099B A 001	MAY LAWRENCE R OR BETTY JANE	3179 OLD VALLEY PIKE	22844	1
Resident	104B 02 037	MCDANIEL WALTER L JR	PO BOX 554	22844	0
Resident	104A 02 006	MENDEZ MAURICIO OR MARIA A	2124 OLD VALLEY PIKE	22844	1
Resident	104A 02 007	MENDEZ MAURICIO OR MARIA A	2124 OLD VALLEY PIKE	22844	0
Resident	103 A 087	MILLER DONALD R ET AL	416 NEYLAND DR	22801	0
Resident	104 A 036	MONGOLD JEFFREY L OR ELIZABETH A	10 WHITE MILL RD	22844	1
Resident	103 A 092	MOOMAW MARY P LIFE ESTATE	PO BOX 293	22844	0
Resident	103 03 059	MORRILL KARLA RAE OR JEFFREY	13 JOHNSON RD	4039	6
Resident	099B 02 008	MOUNTAIN VALLEY HOME IMPROVEMENTS	PO BOX 719	22844	0
Resident	099B 02 009	MOUNTAIN VALLEY HOME IMPROVEMENTS	PO BOX 719	22844	0
Resident	099B 02 010	MOUNTAIN VALLEY HOME IMPROVEMENTS	PO BOX 719	22844	0

New Market Growth and Annexation Area Concept Plan

Use	Tax Map Number	Name	Address	Zip	Acres
Resident	099B 02 011	MOUNTAIN VALLEY HOME IMPROVEMENTS	PO BOX 719	22844	0
Resident	099B 02 012	MOUNTAIN VALLEY HOME IMPROVEMENTS	PO BOX 719	22844	0
Resident	099B 02 013	MOUNTAIN VALLEY HOME IMPROVEMENTS	PO BOX 719	22844	0
Resident	099B 02 014	MOUNTAIN VALLEY HOME IMPROVEMENTS	PO BOX 719	22844	0
Resident	099B 02 016	MOUNTAIN VALLEY HOME IMPROVEMENTS	PO BOX 719	22844	0
Resident	099B 02 022	MOUNTAIN VALLEY HOME IMPROVEMENTS	PO BOX 719	22844	0
Resident	103C A 008	MOYERS EUNICE B ET AL TRUSTEE TRUST	PO BOX 81	22844	1
Resident	103C 04 001B	MOYERS EUNICE B ET AL TRUSTEE TRUST	PO BOX 81	22844	1
Ag	104 A 005	MT VALLEY SHEET METAL INC	PO BOX 719	22844	1
Resident	104A 02 003	MT VALLEY SHEET METAL INC	P O BOX 719	22844	0
Resident	103 03 058B	NAGEL LEWIS OR MARSHA FAY	11442 ORANGE GROVE ST	92354	3
Resident	103 03 058C	NAGEL MARSHA FAY OR LEWIS	11442 ORANGE GROVE ST	92354	7
Resident	104A 01B004 001	NELSON JACQUES	46 MOSBY LN	22844	1
Ag	104 A 049	NELSON WILLIAM H OR LILY M	556 E LEE HWY	22844	56
Business	104 A 040D	NEW MARKET POULTRY PRODUCTS INC	PO BOX 220	22844	14
Ag	103 A 076A	NEW MARKET TOWN	PO BOX 58	22844	0
Business	104 A 040E	NEW MARKET TOWN	PO BOX 58	22844	0
Ag	103 A 080A	NEWLAND EDWIN M OR DORIS J	PO BOX 326	22844	12
Ag	103 A 081A	NEWLAND EDWIN M OR DORIS J	PO BOX 326	22844	4
Ag	103 A 077	PAYNE ROBERT HOUSTON III	56 CHARLESTON SQ	38305	11
Ag	103 A 079	PAYNE ROBERT HOUSTON III ET AL	56 CHARLESTON SQ	38305	11
Resident	104 A 052B	PEER WAYNE S OR JEAN S	275 ARROWHEAD LN	22844	6
Business	104A 02 014	PETERS KATHRYN R TRUSTEE TRUST	2264 OLD VALLEY PIKE	22844	0
Resident	104 A 014A	PHILLIPS RAYMOND S OR JUANITA E	PO BOX 3085	99744	1
Ag	103 A 083D	PHILLIPS THELMA M ET AL	127 BETTS RD	22802	73
Resident	103C 07 103	PICHETTE RAYMOND R ORYVONNE D	89 JACKSON AVE	22844	2
Resident	104A 01B003 008	POCEPOWICH RICHARD	75 MOSBY LN	22844	1
Resident	103C 09 002	PRICHARD LESLIE J	209 JACKSON AVE	22844	1
Resident	099B A 005	RAICHE GREGORY M ET AL	5044 CLIFFHAVEN DR	22003	7
Resident	103C A 010A	RAWOOT ABBAS A OR TERESA K	PO BOX 292	22844	1
Resident	103C 07 104	REYNOLDS ROY OR EDNA M	115 JACKSON AVE	22844	2

New Market Growth and Annexation Area Concept Plan

Use	Tax Map Number	Name	Address	Zip	Acres
Resident	103C 09 012	RICHARDS TERRY OR CHRISTINE P	PO BOX 697	22844	0
Resident	103 A 095	RITENOUR WILLIAM R OR BROWNIE B	PO BOX 53	22844	1
Resident	104B 01 005	SHERRILL MARK J OR JULIE	555 E LEE HWY	22844	4
Resident	103 A 094	SHIRLEY THOMAS R III OR CATHELEEN S	PO BOX 82	22844	1
Resident	104 A 013	SHILER CAROLYN J	166 S FRANKLIN ST	44022	5
Resident	104 A 052R	SMITH ROSS L OR MARY E	126 ARROWHEAD LN	22844	2
Resident	103 A 094A	STAUFF JOHN H OR PATRICIA B	PO BOX 396	22844	2
Resident	103 A 094D	STAUFF JOHN KELLY OR CINDY ANDES	P O BOX 75	22844	1
Ag	103 A 081	STAUFFER JOHN M JR OR VELMA S	179 W LEE HWY	22844	38
Ag	104B 02 030A	STEPTOE JAMES R JR OR MARTHA ANN	PO BOX 29	22844	2
Resident	099 A 037	STREETT MARJORIE L LIFE ESTATE	2791 OLD VALLEY PIKE	22844	6
Resident	099B 02 029	STREETT MARJORIE L LIFE ESTATE	2791 OLD VALLEY PIKE	22844	0
Resident	099B 02 030	STREETT MARJORIE L LIFE ESTATE	2791 OLD VALLEY PIKE	22844	0
Resident	099B 02 043	STREETT MARJORIE L LIFE ESTATE	2791 OLD VALLEY PIKE	22844	0
Resident	099B A 002	STREETT WILLIAM J JR	3141 OLD VALLEY PIKE	22844	2
Resident	103C A 001	STRICKLER MITCH M OR LOIS Z	146 JACKSON AVE	22844	0
Resident	103C 04 049	STRICKLER MITCH M OR LOIS Z	146 JACKSON AVE	22844	1
Business	104 A 001A	SUBARAN FRANKA ET AL	2223 OLD VALLEY PIKE	22844	1
Business	104 A 001	SUBARAN FRANKA L ET AL	2223 OLD VALLEY PIKE	22844	3
Resident	099B 02 032	TAYLOR O D IV OR TRACY D	2741 OLD VALLEY PIKE	22844	1
Resident	099B 02 042	TAYLOR O D IV OR TRACY D	2741 OLD VALLEY PIKE	22844	0
Ag	104 A 057	THE VILLAGE DEVELOPMENT COMPANY LLC	P O BOX 44	22844	3
Resident	104B 02 019	THOMAS JOHN F OR KATHERINE V	871 E LEE HWY	22844	0
Resident	104B 02 020	THOMAS JOHN F OR KATHERINE V	871 E LEE HWY	22844	0
Resident	104B 02 017	THOMAS JOHN F SR OR KATHERINE V	871 E LEE HWY	22844	2
Resident	103 A 093	TOMAN HOUSTON H JR OR GLENDA K	579 CLICKS LN	22844	1
Business	104 A 014	TRUSTEES FOR THE FRATERNAL ORDER	PO BOX 602	22844	2
Resident	104A 02 004	TURNER GLEN	PO BOX 719	22844	0
Resident	104A 02 005	TURNER GLEN W	PO BOX 719	22844	0
Ag	104 A 004	TURNER GLEN W OR SANDRA L	PO BOX 719	22844	160
Ag	099 A 032	TURNER KENNETH J	160 SNUFFY LN	22844	18

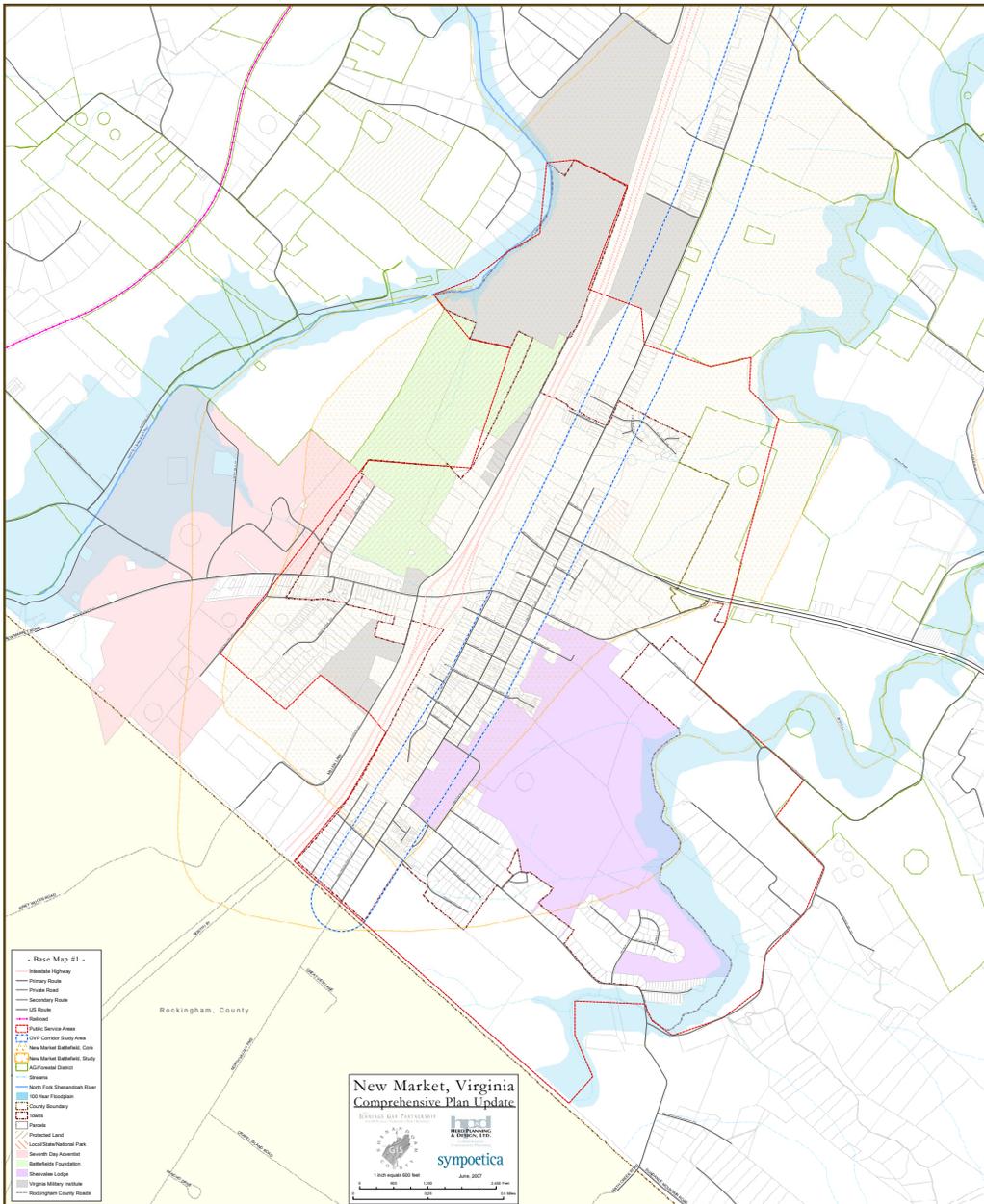
New Market Growth and Annexation Area Concept Plan

Use	Tax Map Number	Name	Address	Zip	Acres
Resident	103 A 088	TUSING RAYMOND W OR MARY V	641 CLICKS LN	22844	0
Resident	103 A 089	TUSING RAYMOND W OR MARY V	641 CLICKS LN	22844	0
Ag	103 A 088A	TUSING RAYMOND W OR MARY VIRGINIA	641 CLICKS LN	22844	0
Resident	103 A 088A	TUSING RAYMOND W OR MARY VIRGINIA	641 CLICKS LN	22844	0
Battle	103 A 051	VIRGINIA MILITARY INSTITUTE	LEXINGTONVA	24450	53
Battle	103 A 072	VIRGINIA MILITARY INSTITUTE	LEXINGTONVA	24450	20
Battle	103 A 072C	VIRGINIA MILITARY INSTITUTE	LEXINGTONVA	24450	3
Resident	103C 10 001	WADKINS ELIZABETH J OR JOHNNIE F	8674 N VALLEY PIKE	22802	0
Ag	104 A 038	WEATHERHOLTZ LANDON ET AL TRUSTEE	135 WHITE MILL RD	22844	4
Business	104A 02 015	WILKINSWAYNE E	533 OLD BRIDGE RD	22844	0
Business	104A 02 016	WILKINSWAYNE E	533 OLD BRIDGE RD	22844	1
Ag	104A 02 019	WILKINSWAYNE E	533 OLD BRIDGE RD	22844	1
Business	104A 02 019	WILKINSWAYNE E	533 OLD BRIDGE RD	22844	1
Ag	104A 02 021	WILKINSWAYNE E	533 OLD BRIDGE RD	22844	1
Business	104A 02 021	WILKINSWAYNE E	533 OLD BRIDGE RD	22844	0
Ag	104A 02 022	WILKINSWAYNE E	533 OLD BRIDGE RD	22844	2
Resident	104 A 012	WILL LOUIE Z OR JACK	PO BOX 36	22844	5
Resident	104B 02 024	WILLIAMS CONARD O OR ESTELLE N	PO BOX 1003	22844	0
Resident	103C 11 001	WILMERTON AMY J	192 JACKSON AVENUE	22844	0
Resident	103C 04 024	WITTING IP	2660 RITTENOUR RD	22824	0
Resident	103C 04 030	WITTING IP	2660 RITTENOUR RD	22824	0
Resident	103 03 059A	WOOD SHEILA K	415 BURKHOLDER LN	22844	3
Resident	103 04 001A	ZIRK WILLIAM L SR OR SHARON S	PO BOX 46	22844	1
Business	103 A 049	ZIRKLE CEMETERY	NEW MARKETVA	22844	0
Resident	103C 04 022	ZIRKLE GERALD DOUGLAS	336 BROADWAY AVE	22815	0
Resident	103C 04 050A	ZIRKLEVALLIE L	15906 NEW MARKET RD	22853	1

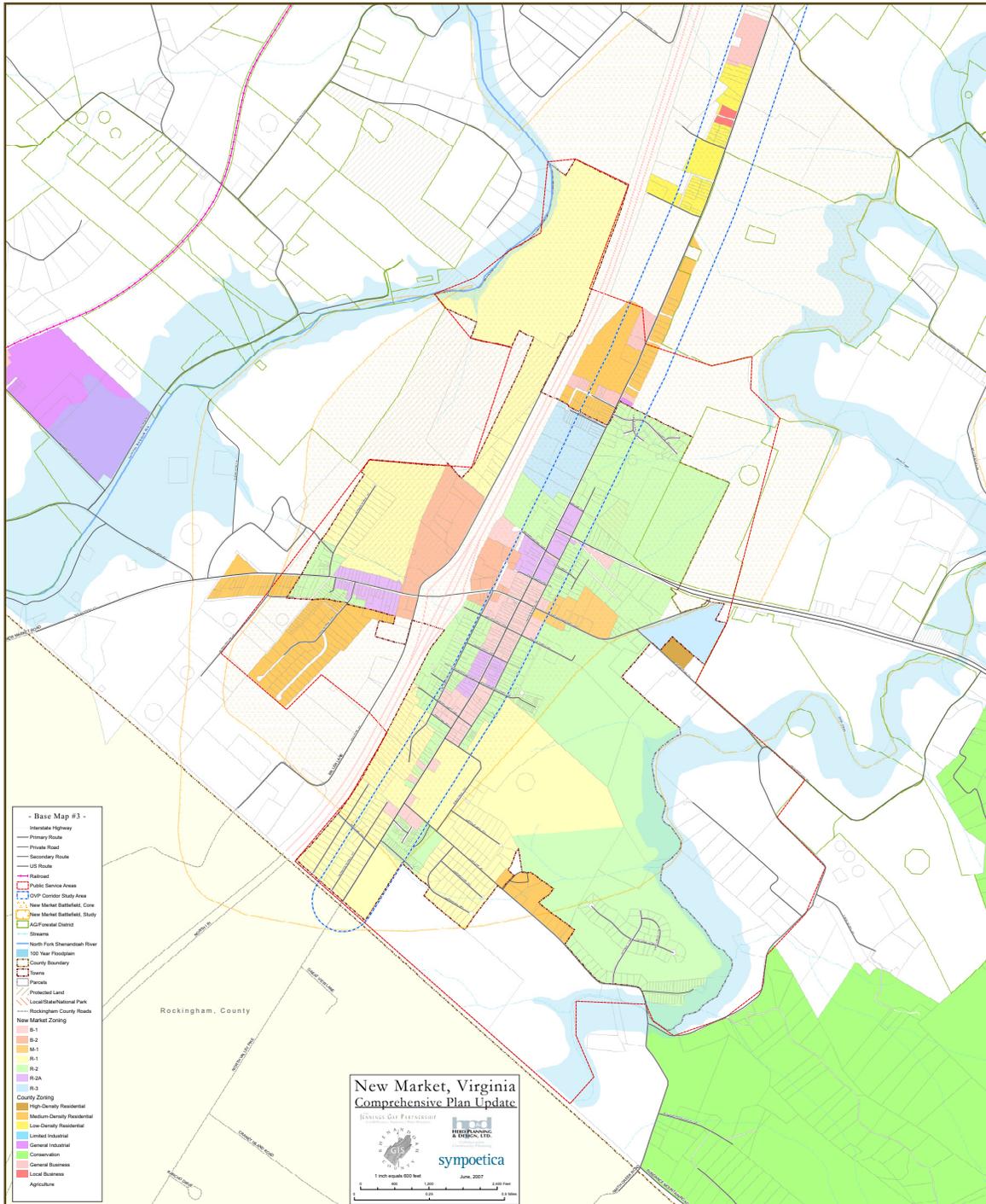
Appendix 3

Maps

A. New Market Today



C. New Market Current Zoning



D. New Market Land Use within Existing Town

