



TOWN COUNCIL & PLANNING COMMISSION

**Joint Work Session – Strategic Planning
Northampton County YMCA Gymnasium
22257 Parsons Circle, Cape Charles
February 24, 2024
10:00 AM – 3:00 PM**

At 10:05 a.m., Mayor Adam Charney, having established a quorum, called to order the Work Session of the Town Council. In addition to Mayor Charney, present were Councilmen Buchholz, Butta and Grossman, and Councilwoman Holloway. Vice Mayor Bennett and Councilman Follmer were not in attendance.

Planning Commission Chairman Bill Stramm called to order the Work Session of the Planning Commission. In addition to Chairman Stramm, present were Commissioners Grossman, Holloway, Smith and Wright. Commissioner Ashworth was not in attendance and there was one vacancy on the Commission.

Organization representatives in attendance were Ami Butta from the Vacation Homeowners of Cape Charles, Rob Harris from the Bay Creek Community Association, Hank Mayer from the Citizens of Central Park, Ed Wells from the Historic District Civic League, and Karen Zamorski from Cape Charles Main Street.

Staff members in attendance were Town Manager John Hozey, Town Clerk Libby Hume, Treasurer Jerry Murphy, Planner/Zoning Administrator Katie Nunez, Assistant Treasurer Adrian Oei, Human Resources Manager Jodi Outland, Project Manager Bob Panek, and Assistant to the Town Manager Julie Pruitt.

There were six members of the public in attendance.

John Hozey welcomed everyone, and each participant introduced themselves by name and title or group represented.

John Hozey stated that he would be facilitating the session but would also be voicing his opinions. He continued by providing an overview of the day as follows: i) We had a lot to go through today, so there would be no regular breaks. Get up as needed as there were plenty of refreshments on the tables. We would be breaking for lunch; ii) Please respect each other and do not interrupt when someone else was speaking. If you had something to offer, please wait to be recognized; iii) We were all equals here today. All thoughts would be compiled, and the Town Council would make the final decisions at a future meeting; iv) The Town was required by law to update the comprehensive plan every five years, but most people don't look at it due to its size. A strategic plan was more nimble. The 155-page comprehensive plan was narrowed down to 12 pages which most people would review. We would be reviewing the goals and strategies from the comprehensive plan later today.

The following documents were reviewed throughout the day: i) Citizen's Survey results; ii) Visioning Questionnaire that would be completed by the participants. The responses would be compiled and compared to the 2021 responses; iii) The Strategic Plan Vision would be discussed and revised as necessary. The Long-Range Tourism Management Plan from The Outer Banks Visitors Bureau was provided for review as their Values & Vision were very similar to ours; iv) Comprehensive Plan Summary of Objectives and Strategies would be reviewed and prioritized; v) The Strategic Plan Goals from the current plan would be reviewed and updated as necessary. (Please see attached for Summary Notes.)

Once all the changes discussed during today's meeting were incorporated, the plan would be provided to all participants for review. The public hearing for the draft 2024 Community Strategic Plan would be scheduled for March 21, 2024 at the beginning of the Town Council Regular Meeting, and Council would vote on the proposed plan and annual project priority list during that meeting.

Motion made by Commissioner Stramm, seconded by Commissioner/Councilman Grossman, to adjourn the Planning Commission Work Session. The motion was approved by unanimous vote.

Motion made by Councilwoman Holloway, seconded by Councilman Grossman, to adjourn the Town Council Work Session. The motion was approved by unanimous vote.

The work session was adjourned at 3:19 p.m.

Mayor Adam Charney

Town Clerk

February 24, 2024 Strategic Planning Work Session



Strategic Planning Work Session Summary Notes February 24, 2024

What Makes Cape Charles, Cape Charles

- Small town historic haven
- Sense of community for residents and visitors alike
- Recreation infrastructure
- Commercial/recreational harbor
- Walking and golf cart accessible
- Cultural attractions
- Family friendly beach and other facilities
- Unique events/experiences
- Blend of nature, history, and leisure
- Our people
- Diversity
- Geographic region and climate
- Civic engagement
- Vibrant business community
- Sunsets
- Housing diversity

Biggest challenges over the next 10 years

- Maintaining our character
- Managing smart/balanced growth and development
 - Balancing small town character w/ increasing needs for services/infrastructure
- Attracting a younger population
- Developing public infrastructure
- Affordability
- Economic sustainability
- Workforce housing
- An aging volunteer base
- Diversifying housing stock at all price points

Community Values

When asked to prioritize our 2023 community values, the group ranked them as:

1. Sense of Community
2. Friendliness
3. Heritage – Traditional
4. Diversity – Tolerance – Respect
5. Adaptability
6. Environmental Stewardship
7. Caring
8. Hope – Optimism

Upon further discussion it was determined that Friendliness and Caring were included in Sense of Community, and therefore could be omitted. It was also decided that to prevent dilution of the meaning of our Values, we would limit the list to only the top five. The following is therefore recommended as our Community Values for 2024:

1. Sense of Community
2. Heritage – Traditional
3. Diversity – Tolerance – Respect
4. Adaptability
5. Environmental Stewardship

Future Population

When asked, what do you think the town's population will look like in ten years, both what was thought would happen and what was wanted to happen (by percentage):

<u>Think</u>	<u>Want</u>	
40.8	29.4	Retirees
13.4	22.8	Working professionals/tradespeople (families post kids)
8.8	19.2	Younger families with kids
16.9	13.8	Second home residents (mostly personal use)
26.9	17.5	Investment property owners (mostly rentals)

Conclusion: There was a desire to see a reduction in the overall percentage of retirees by approximately 10% from what would otherwise happen naturally; to increase the percentage of mid-aged working people by 10% over what would otherwise happen naturally; to increase the percentage of younger families by 10% from what would otherwise happen naturally; to decrease the percentage of second home residents by 5% from what might otherwise happen naturally; and to decrease the percentage of investment property owners by 10% from what could otherwise happen naturally.

Future Economy

When asked, to describe the town's economy in ten years, both what they thought would happen and what they wanted to happen (by percentage):

<u>Think</u>	<u>Want</u>	
49.1	41.6	Tourism: Lodging/Restaurants/Guest Retail/etc. (seasonal)
28.7	37.1	Mixed Commercial: Core Retail/Services (year-round)
12.5	13.2	Industrial/Manufacturing (year-round)
7.2	10.3	Agriculture/Aquaculture (seasonal)

Conclusion: There was a desire to see a reduction in the overall percentage of tourism impacts by approximately 7.5% from what would otherwise happen naturally; to increase the percentage of year-round mixed commercial by 10% over what would otherwise happen naturally; to keep industrial/manufacturing roughly the same percentage as what would otherwise happen naturally; and to increase the percentage of agriculture/aquaculture by 3% over what might otherwise happen naturally.

Comprehensive Plan Prioritization

Of all the Objectives and Strategies published in the current Comprehensive Plan, the following were prioritized for consideration in the 2024 Strategic Plan update:

Housing

Encourage workforce housing
Address STR impacts on housing

Economy

Seek healthy balance - residents & tourists
Promote and expand business
Promote diverse economic benefits for the harbor

Transportation

Enhance walkability
Increase parking
Complete multi-use path between historic district, harbor, and Bay Creek

Environment

Maintain long-term viability of beach and harbor
Promote coastal resiliency

Facilities & Services

Create modernized municipal facilities
Develop proffer policy to pay for impacts of future developments