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IMPLEMENTATION OVERVIEW

The Corporation of Shepherdstown Comprehensive Plan Update has produced a document that is intended to guide the actions of the Town's elected and appointed officials and staff, as well as other stakeholders in the community, as they move forward to achieve the vision established by the plan. This is a plan of action, with a significant number of goals identified to achieve and corresponding implementation strategies set out to assist the community in achieving those goals.

Moving forward, it will be critical to continuously monitor the status of progress on achieving the plan's goals, as the Town has diligently done with previous planning efforts. At a minimum, town staff, the Planning Commission and Town Council should review progress on plan implementation on an annual basis and set priorities for implementation during each budget cycle to ensure that the budget accounts for plan implementation needs and staff or other responsible parties are given the resources and direction necessary to realize the plan's vision and achieve the goals that lead to it.

The goals and strategies outlined in the study were compiled into an implementation matrix to be used as a quick and easy reference for the community to review priorities and to allow the Town to monitor the progress on implementing the goals and strategies outlined in the plan. The matrix assigns priorities, resources, timeframes and responsible parties to each implementation strategy, to help stakeholders understand the most effective approach to implementing the strategies.

The following are descriptions of each of the categories:

1. **Implementation Strategies** – Each major strategy was derived through the research of current conditions and input from stakeholders. Each strategy is intended to be an action item that will occur during the process of achieving the goal that it is associated with.

2. **Priority** – Due to the limited resources that are faced by all levels of government, priorities are identified for each strategy to help guide the community toward achieving the most critical goals. Priorities are indicated as "high", "medium", or 'low", with "high" being the most pressing or urgent. Since some high priority items may take longer to achieve than low priority items, the community may see some of those lower priority strategies underway due to the quick turnaround associated with them or their ease of accomplishment. As resources become available, or as community needs or desires change during the implementation of the plan, decisions will likely be made

to increase the priority of certain actions while decreasing the priority of others.

3. **Resources** – Resources are primarily related to financial resources necessary to complete the implementation strategies. The tables uses the "$" symbol to represent a theoretical range of necessary capital. Actual resources could be more or less depending on the final scope of the project or more detailed cost estimates. The ranges are as follows:
   - $ - Less than $10,000
   - $$ - $10,000-$50,000
   - $$$ - $50,000-$100,000
   - $$$$ - More than $100,000
   - Policy – Not outside of normal annual budget expenditures

4. **Timeframe** – Represents the timeframe in which each action step should be addressed. Generally, shorter timeframes infer a higher priority. Timeframes are indicated in the matrix as short-term, intermediate, or long-term. Below is a description of each timeframe.
   - Short-term - should be achieved in less than two years.
   - Intermediate - should be achieved in two to five years.
   - Long-term - may take longer than five years.
   - Ongoing - Some strategies are designated as "ongoing" due to need for constant efforts toward achieving the goal.

5. **Responsible Parties** – This category identifies partners associated with the Corporation that should be responsible for the completion of each action step. The inclusion of a consultant or other outside party may be necessary to help implement and achieve certain objectives. The abbreviations for each responsible party listed in the matrix are listed below.

Responsible Parties (Town)
   - TC - Town Council
   - CPC – Comprehensive Planning Committee
   - FC – Finance Committee
   - HLC – Historic Landmarks Committee
   - PKC - Parking Committee
   - PRC – Parks and Recreation Committee
   - PC - Planning Commission
   - POC – Police Committee
   - PWC – Public Works Committee
   - TRC – Tree Committee
   - WSB – Water & Sewer Board

Partner Organizations

- HIS - Historic Shepherdstown, Inc.
- SBA – Shepherdstown Business Association
- SVC – Shepherdstown Visitors Center
- SU – Shepherd University

PRIORITY STRATEGIES

Through the plan development process, the following high priority strategies were identified as being the most important to undertake at the outset of the implementation process. It will be important to engage external partners identified in the Intergovernmental Coordination section to ensure strategies are implemented in a cooperative manner with the region.

ANNEXATION & GROWTH MANAGEMENT

LU-4.1: Collaborative Growth Management Planning

LU-4.5: Develop and Implement Strategic Annexation Plan

PSI-1.1: Identify Growth and Annexation Impacts on Services

UPDATE ZONING & DEVELOPMENT STANDARDS

LU-1.8: Standards to Accommodate New Growth

LU-2.4: Revise PUD Open Space Requirements

LU-2.5: Develop Context Sensitive Open Space Requirements

LU-6.1: Adopt and Enforce Building Code Regulations

IMPROVE CONNECTIONS TO THE RIVER

PR-1.4: Improve Princess Street River Access

PR-2.3: Utilize the Tobacco Warehouse as a Paddlesports Support Facility

PR-3.4: Partner with Shepherd University to Develop the Proposed River Overlook

DEVELOP A JOINT WAYFINDING AND PARKING IMPROVEMENT PROGRAM WITH SHEPHERD UNIVERSITY

ED-4.4: Develop a Comprehensive Parking and Wayfinding Strategy

T-6.1: Ensure Adequate Student Parking Availability

T-6.5: Promote Parking Demand Reduction

T-6.6: Downtown Employee Parking

ACTIVELY SUPPORT LAND CONSERVATION INITIATIVES

NER-1.4: Promote Land Preservation Efforts

NER-1.7: Oppose Environmentally Damaging Industrial Development

NER-4.2: Preserve Historically Significant Landscapes

NER-4.3: Promote Farmland Preservation

NER-5.1: Incorporate Environmental Review into the Development Review Process

PR-3.1: Require Recreational Space in New Development

ENHANCE ACCOMMODATIONS FOR PEDESTRIANS AND BICYCLISTS

T-1.1: Require Pedestrian and Bicycle Infrastructure

T-1.4: Regional Coordination for Greenway Development

T-1.9: Improve Bicycle and Pedestrian Connections

PR-2.7: Improve Accommodations for Bicycle Tourism

PURSUE THE DEVELOPMENT OF A HIGHWAY BYPASS

T-7.1: Identify Alternate Highway Routes

T-7.2: Promote the Rerouting of Highway Traffic

ACTIVELY SUPPORT HISTORIC PRESERVATION INITIATIVES

H-1.4: Promote the use of Tax Credits for Historic Homes

HP-1.3: Expand Techniques for Sustainable Historic Preservation

HP-1.4: Develop Educational Materials, Resources and Workshops

HP-1.5:Capital Improvements Planning and Project Review

HP-2.1: Maintain Historic District Inventory

HP-3.1: Adopt Demolition by Neglect Ordinance

STIMULATE THE LOCAL ARTISTIC & CULTURAL ECONOMY

CR-1.1: Develop Comprehensive Inventory

CR-1.2: Coordinate Marketing Efforts with the Town and Local
Businesses

CR-1.3: Joint Marketing of Festivals and Events

CR-1.5: Foster Partnerships between the University and the Town

CR-2.1: Arts and Culture Improvement Plan

ESTABLISH LONG-TERM PUBLIC INFRASTRUCTURE PLANS

PSI-2.2: Capital Equipment Replacement Planning

PSI-3.1: Utility Capital Improvement Planning

PSI-3.5: Utility Service Area Planning

LAND USE AND COMMUNITY CHARACTER

ID	Implementation Strategy	Priority	Resources	Timeframe	Responsibility	Status
Land Use Goal 1						
LU-1.1	Illustrated Architectural and Site Development Standards	Medium	Policy / $$	Short	PC, TC	
LU-1.2	Community Based Design Standards	Medium	Policy	Short	PC, TC	
LU-1.3	Town – University Development Collaboration	High	Policy	Short	TC, PC, SU	
LU-1.4	Encourage Traditional Development Patterns	High	Policy	Short	TC, PC	
LU-1.5	Extend the Grid Street Network	Medium	Policy	Short	TC, PC, PWC	
LU-1.6	Incentivize Compatible Architectural Renovation	Low	$-$$	Intermediate	HLC, TC, FC	
LU-1.7	Municipal Influence Area	High	Policy	Short	PC, CPC, TC	
LU-1.8	Revise Development Ordinances to Accommodate New Growth	High	Policy / $$	Short	PC, TC	
LU-1.9	Public – Private Planning Partnerships	Medium	Policy	Long	PC	
Land Use Goal 2						
LU-2.1	Establish Conservation Subdivision Regulations	Medium	Policy / $	Intermediate	PC, TC	
LU-2.2	Develop and Implement a Land Conservation Plan	Medium	Policy / $	Long	PC, TC	
LU-2.3	Implement a Transfer of Development Rights Program	Low	Policy / $	Long	PC, TC	

LAND USE AND COMMUNITY CHARACTER

ID	Implementation Strategy	Priority	Resources	Timeframe	Responsibility	Status
LU-2.4	Revise PUD Open Space Requirements	High	Policy	Short	PC, TC, PRC	
LU-2.5	Develop Context Sensitive Open Space Requirements	High	Policy	Short	PC, TC, PRC	
LU-2.6	Encourage the Use of Low Impact Development Techniques	Low	Policy	Short	PC, TC	
LU-2.7	Strengthen Tree Preservation Standards	Medium	Policy	Short	TRC, PC, TC	
Land Use Goal 3						
LU-3.1	Review Downtown Zoning Regulations	Medium	Policy	Intermediate	PC, TC, SBA	
LU-3.2	Implement Downtown Revitalization Incentives	Low	$ - $$	Long Ongoing	TC, FC	
LU-3.3	Adopt a Nonresidential Property Maintenance Code	Medium	Policy / $	Short Ongoing	TC	
LU-3.4	Prepare a Downtown Retail Market Analysis	High	$	Short	TC, SBA	
LU-3.5	Plan for the Relocation or Burial of Downtown Overhead Utilities	Low	$$$$	Long	TC, PC, HLC	
LU-3.6	Improve Public Parking Availability Downtown	High	$$$ - $$$$	Long	PKC, PC, TC, SU, SBA, SVC	
Land Use Goal 4						
LU-4.1	Collaborative Growth Management Planning	High	Policy	Short	CPC, PC, TC	
LU-4.2	Establish a Municipal Growth Area	Medium	Policy	Short	CPC, PC, TC, PWC, WSB	

LAND USE AND COMMUNITY CHARACTER

ID	Implementation Strategy	Priority	Resources	Timeframe	Responsibility	Status
LU-4.3	Review Annexation Policies	Low	Policy	Intermediate	CPC, PC, TC	
LU-4.4	Annexation of Split Jurisdiction Properties	Medium	Policy / $	Intermediate	PC, TC	
LU-4.5	Develop and Implement Strategic Annexation Plan	High	Policy / $$$	Short	CPC, PC, TC	
LU-4.6	Work to Strengthen and Improve Annexation Laws	Medium	Policy	Long	TC	
Land Use Goal 5						
LU-5.1	Adopt a Residential Property Maintenance Code	Medium	Policy / $	Intermediate Ongoing	TC	
LU-5.2	Implement a Rental Property Registration and Inspection Program	Low	Policy / $	Long Ongoing	TC	
LU-5.3	Maintain On-Street Parking Limits in Neighborhoods	High	Policy	Short Ongoing	TC, PKC	
LU-5.4	Improve the Appearance and Safety of Alleys	Low	Policy	Long	TC, PWC	
Land Use Goal 6						
LU-6.1	Adopt and Enforce Building Code Regulations	High	Policy / $$	Short	PC,TC	
LU-6.2	Development Review Processes Assessment	Medium	Policy	Intermediate	PC, TC	
LU-6.3	Consider Adoption of Form Based Development Regulations	Medium	Policy / $$$	Intermediate	PC, TC	

LAND USE AND COMMUNITY CHARACTER

ID	Implementation Strategy	Priority	Resources	Timeframe	Responsibility	Status
Land Use Goal 7						
LU-7.1	Enforce Adequate Public Facilities Regulations	High	Policy	Short	PC, TC	
LU-7.2	Expand the Scope of Adequate Public Facilities Regulations	Medium	Policy	Intermediate	PC, TC, FC, POC, VFD, PWC, PRC	
LU-7.3	Proactive Adequate Public Facilities Determinations	Low	Policy	Long	PC	
LU-7.4	Coordination of Land Use and Utility Capacity	High	Policy	Intermediate	CPC, WSB, PC, TC	

HOUSING

ID	Implementation Strategy	Priority	Resources	Timeframe	Responsibility	Status
Housing Goal 1						
H-1.1	Promote Housing Diversity	Medium	Policy	Short	PC, TC	
H-1.2	Incentivize Affordable Housing Development	Low	Policy	Intermediate	PC, TC	
H-1.3	Require Minimum Inclusions of Affordable Housing	Low	Policy	Long	PC, TC	
H-1.4	Promote the use of Tax Credits for Historic Homes	High	Policy	Short	HLC, HSI	
H-1.5	Ensure Adequate Housing for Senior Citizens	Medium	Policy / $$	Long	PC	
H-1.6	Expand Opportunities for Accessory Dwellings	Medium	Policy	Intermediate	PC, HLC, TC	
Housing Goal 2						
H-2.1	Adopt a Residential Property Maintenance Code	Low	Policy / $	Long	TC	
H-2.2	Develop a Homeowner Assistance Program	Low	Policy	Long	TC	
H-2.3	Provide Technical Assistance to Owners of Historic Properties	Medium	Policy	Short	TC, HSI	
H-2.4	Revitalize Substandard Housing	Medium	Policy / $$	Intermediate	TC	
H-2.5	Financial Incentives for Rehabilitating Substandard Historic Homes	Low	Policy / $$	Intermediate	TC, HLC, FC, HSI	

ECONOMIC DEVELOPMENT & TOURISM

ID	Implementation Strategy	Priority	Resources	Timeframe	Responsibility	Status
Economic Development & Tourism Goal 1						
ED-1.1	Develop Enhanced Telecommunications Infrastructure	High	$$$$	Intermediate	TC, FC, PWC	
ED-1.2	Establish Business Improvement Programs	Medium	$	Intermediate	TC, SBA, HLC	
ED-1.3	Implement a Buy Local Campaign	High	$	Short	TC, SBA	
ED-1.4	Institute an Entrepreneurship Program	Medium	$	Intermediate	TC, SBA, SU	
ED-1.5	Collaborate with Creative Arts Industry Start-ups	Medium	$	Long	TC, SBA, SVC, SU	
ED-1.6	New Business Ribbon Cutting Program	High	Policy	Short	TC, SBA	
ED-1.7	Pursue Coordinated Business Hours and Promotions	Medium	Policy	Intermediate	TC, SBA	
Economic Development & Tourism Goal 2						
ED-2.1	Utilize Existing Developed Properties as a Priority	High	Policy	Short	TC, PC	
ED-2.2	Consider Redevelopment Incentives	Medium	Policy / $$$	Intermediate	TC, FC, PC, SBA	
Economic Development & Tourism Goal 3						
ED-3.1	Develop a Business Recruitment Plan	Medium	$$	Intermediate	TC, SBA, SVC	

ECONOMIC DEVELOPMENT & TOURISM

ID	Implementation Strategy	Priority	Resources	Timeframe	Responsibility	Status
ED-3.2	Develop Partnerships for Business Development	High	Policy	Short	TC, SBA	
Economic Development & Tourism Goal 4						
ED-4.1	Develop a Proactive Tourism Plan	High	$$	Short	TC, PC, SBA, SVC	
ED-4.2	Assessment of Local Lodging Opportunities	Medium	$	Intermediate	TC, SBA, SVC	
ED-4.3	Promote Outdoor Recreation	High	Policy / $$	Intermediate	TC, SBA, SVC	
ED-4.4	Develop a Comprehensive Parking and Wayfinding Strategy	High	Policy / $$$$	Short	TC, PC, SU, SVC	
ED-4.5	Tourism Ambassador Program	Medium	Policy / $	Intermediate	TC, SBA, SVC	
ED-4.6	Public Restroom Downtown	Low	$$$	Long	TC, SBA, SVC	
ED-4.7	Secure Bicycle Storage in Downtown	Medium	$	Intermediate	TC, SBA, SVC	

TRANSPORTATION

ID	Implementation Strategy	Priority	Resources	Timeframe	Responsibility	Status
Transportation Goal 1						
T-1.1	Require Pedestrian and Bicycle Infrastructure	High	Policy	Short	PC, TC, PWC	
T-1.2	Develop a Regional Bicycle and Pedestrian Plan	Low	Policy / $	Intermediate	PC, TC, PWC	
T-1.3	Develop Greenway Trails	Medium	Policy / $$$$	Short	TC, PWC, PRC	
T-1.4	Regional Coordination for Greenway Development	High	Policy	Short	TC, PRC	
T-1.5	Install Shared Lane Markings for Bicycles	Medium	$	Short	TC, PWC	
T-1.6	Require Bicycle Parking Facilities	Medium	Policy	Short	PC, TC	
T-1.7	Expand Public Bicycle Parking Facilities	Medium	$	Long	TC, PKC, PWC	
T-1.8	Expand Bicycle and Pedestrian Access to Schools	High	$$	Intermediate	TC, PWC	
T-1.9	Improve Bicycle and Pedestrian Connections	High	$$$	Short	TC, PWC	
T-1.10	Improve Pedestrian Safety	Medium	$ - $$	Intermediate	PWC	
T-1.11	Develop a Community Bike Sharing Program	Low	$$	Long	TC, SVC, SU	

TRANSPORTATION

ID	Implementation Strategy	Priority	Resources	Timeframe	Responsibility	Status
Transportation Goal 2						
T-2.1	Expand the Grid Street Network	Medium	Policy	Short	PC, TC, PWC	
T-2.2	Promote Neighborhood Connectivity	Medium	Policy	Short	PC, TC, PWC	
T -2.3	Establish Minimum Connectivity Ratios	Medium	Policy	Short	PC, TC, PWC	
Transportation Goal 3						
T-3.1	Limit Driveway Access to Thoroughfares	High	Policy	Short	PC, TC	
T-3.2	Require Cross Access	Low	Policy	Short	PC, TC	
T-3.3	Pursue Highway Capacity and Safety Upgrades	High	Policy	Short	TC	
T-3.4	Provide Alternate Truck Routes Around Town	High	Policy	Long	TC	
Transportation Goal 4						
T-4.1	Expand the Availability of Public Transportation	Low	Policy / $$	Intermediate	TC	
T-4.2	Expand Passenger Rail Service	Low	Policy	Intermeiate	TC	

TRANSPORTATION

ID	Implementation Strategy	Priority	Resources	Timeframe	Responsibility	Status
T-4.3	Establish Direct Public Transit Connections to MARC	Medium	Policy / $	Short	TC	
T-4.4	Provide Additional Local Access to Shepherd University Shuttles	Medium	Policy / $	Short	TC, SU	
Transportation Goal 5						
T-5.1	Develop Compatible Transportation Infrastructure	Medium	Policy	Short	TC, PWC	
T-5.2	Limit Regulatory Signage	Low	Policy / $	Short	PWC	
T-5.3	Limit Signalized Intersections in Historic Areas	High	Policy	Short	TC, PWC	
T-5.4	Develop Unique Street Signage	Low	Policy / $$	Intermediate	TC, PWC	
Transportation Goal 6						
T-6.1	Ensure Adequate Student Parking Availability	High	Policy	Short	SU, TC, PKC	
T-6.2	Town – University Parking Partnership	Medium	Policy	Short	TC, SU, PKC	
T-6.3	Expand Off-street Parking Options	Medium	$$$	Intermediate	TC, PWC, PKC	
T-6.4	Public Access to Private Parking Lots	Low	$$	Intermediate	TC, PKC	
T-6.5	Promote Parking Demand Reduction	High	Policy	Short	TC, PKC	

TRANSPORTATION

ID	Implementation Strategy	Priority	Resources	Timeframe	Responsibility	Status
T-6.6	Downtown Employee Parking	High	Policy	Short	TC, PKC, SBA	
T-6.7	Implement Tiered Approach to Parking Violations	Medium	Policy / $	Intermediate	TC, PKC, POC, FC SVC	
Transportation Goal 7						
T-7.1	Identify Alternate Highway Routes	High	$$	Short	PC, TC	
T-7.2	Promote the Rerouting of Highway Traffic	HIgh	Policy	Short	TC	
T-7.3	Identify Impacts to Existing Businesses	Medium	Policy / $$	Intermediate	TC	

PUBLIC SERVICES & INFRASTRUCTURE

ID	Implementation Strategy	Priority	Resources	Timeframe	Responsibility	Status
Public Services & Infrastructure Goal 1						
PSI-1.1	Identify Growth and Annexation Impacts on Services	High	Policy	Short	PC, TC, VFD, FC POC, SWB, PWC	
PSI-1.2	Provide Internet Based Customer Service Tools	Medium	Policy / $$	Intermediate	TC, FC	
PSI-1.3	Develop Performance Dashboards	Medium	Policy	Long	TC, FC	
PSI-1.4	Partner with Jefferson County to Expand Access to Services	Low	Policy	Long	TC	
PSI-1.5	Town – University Public Service Partnerships	Medium	Policy	Short	TC, PWC, POC	
PSI-1.6	Build Economies of Scale for Town Services	Medium	Policy	Short	TC	
Public Services & Infrastructure Goal 2						
PSI-2.1	Town Facilities Management Planning	Medium	$$	Intermediate	TC	
PSI-2.2	Capital Equipment Replacement Planning	High	Policy	Short	TC, FC	
PSI-2.3	Street Maintenance Planning	Medium	$	Short	TC, PWC	
PSI-2.4	Develop a Space Needs Analysis	Low	$ - $$	Long	TC	

PUBLIC SERVICES & INFRASTRUCTURE

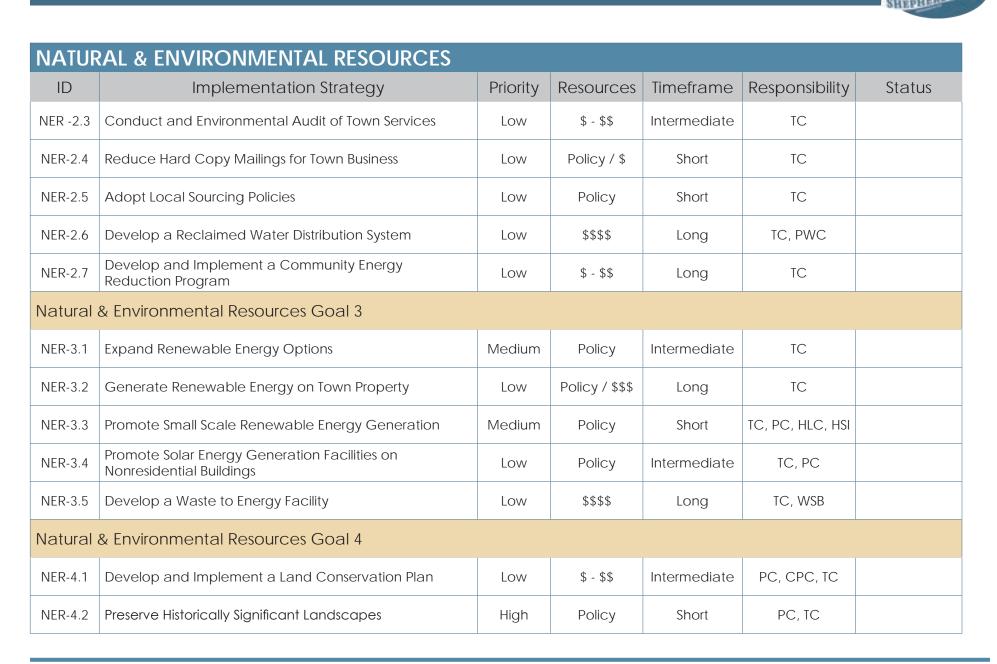| ID	Implementation Strategy	Priority	Resources	Timeframe	Responsibility	Status
Public Services & Infrastructure Goal 3						
PSI-3.1	Utility Capital Improvement Planning	High	$$ - $$$	Short	WSB	
PSI-3.2	Utility System Public Outreach	Medium	Policy / $	Short	TC, WSB	
PSI-3.3	Implement "Smart" Metering Technology	Medium	$$ - $$$	Long	WSB	
PSI-3.4	Wastewater System Inflow and Infiltration Improvements	Low	$$$$	Medium	WSB	
PSI-3.5	Utility Service Area Planning	High	$	Short	WSB, PC, TC, CPC	
Public Services & Infrastructure Goal 4						
PSI-4.1	Town – University Law Enforcement Cooperation	High	Policy	Short	TC, SU, POC	
PSI-4.2	Provide Full Time Police Coverage	Medium	Policy / $$$	Intermediate	TC, POC, FC	
PSI-4.3	Maintain Law Enforcement Mutual Aid Agreements	High	Policy	Short	TC, POC	
PSI-4.4	Establish Stable and Recurring Fire Department Funding	High	Policy	Short	TC, VFD	
PSI-4.5	Include the Fire Department in Development Review	High	Policy	Short	TC, PC, VFD	

PARKS & RECREATION

ID	Implementation Strategy	Priority	Resources	Timeframe	Responsibility	Status
Parks & Recreation Goal 1						
PR-1.1	Town – University Recreation Partnership	Medium	Policy	Intermediate	TC, PRC, SU	
PR-1.2	Develop a Parks and Recreation Master Plan	Medium	$$	Short	TC, PRC, PC	
PR-1.3	Formally Establish Morgan's Grove as a Public Park	Low	$$$ - $$$$	Long	TC, PRC	
PR-1.4	Improve Princess Street River Access	High	$$$	Intermediate	TC, PRC, PWC	
Parks & Recreation Goal 2						
PR-2.1	Increase Promotion of Local Outdoor Recreation Opportunities	High	$$	Short	SVC, TC, PRC	
PR-2.2	Coordinate Promotion of the C&O Canal Towpath Trail	Medium	$	Short	TC, SVC	
PR-2.3	Utilize the Tobacco Warehouse as a Paddlesports Support Facility	High	$$$	Short	TC, PRC	
PR-2.4	Develop a Community Health and Wellness Program	Low	$ - $$	Long	TC	
PR-2.5	Provide Community Access to Shepherd University Outdoor Recreation Activities	Low	Policy	Intermediate	TC, SU, PRC	
PR-2.6	Bring Paddlesports Events to Town	Low	$ - $$	Long	TC, PRC, SVC	
PR-2.7	Improve Accommodations for Bicycle Tourism	High	Policy	Short	TC, SVC	
PR-2.8	Provide a Public Bike Repair Station	Medium	$	Short	TC, PWC, PRC	

PARKS & RECREATION

ID	Implementation Strategy	Priority	Resources	Timeframe	Responsibility	Status
Parks & Recreation Goal 3						
PR-3.1	Require Recreational Space in New Development	High	Policy	Short	PC, PRC, TC	
PR-3.2	Develop Additional Neighborhood Parks	Medium	$$$ - $$$$	Short	PRC, TC	
PR-3.3	Improve Bike and Pedestrian Connections Between Parks and Neighborhoods	Medium	$$$ - $$$$	Long	TC, PWC, PRC	
PR-3.4	Partner with Shepherd University to Develop the Proposed River Overlook	High	Policy / $$	Short	TC, SU, PRC	
PR-3.5	Develop Connections Between Park Facilities on the River	Low	$$$$	Long	TC, PRC, SU, PWC	

NATURAL & ENVIRONMENTAL RESOURCES

ID	Implementation Strategy	Priority	Resources	Timeframe	Responsibility	Status
Natural & Environmental Resources Goal 1						
NER-1.1	Incentivize Green Building Techniques	Low	Policy	Short	PC, TC	
NER-1.2	Implement the Tree Canopy Plan	Medium	Policy / $	Short	TRC, TC	
NER-1.3	Promote Alternative Forms of Transportation	High	Policy	Short	TC	
NER-1.4	Promote Land Preservation Efforts	High	Policy	Short	TC	
NER-1.5	Develop Electric Vehicle Infrastructure	Low	$$ - $$$	Intermediate	TC, PWC, PKC	
NER-1.6	Divert Food Waste from Landfills	Low	$$	Long	PWC, TC	
NER-1.7	Oppose Environmentally Damaging Industrial Development	High	Policy	Short	TC, PC	
NER-1.8	Develop Pervious Pavement Requirements	Low	Pollicy	Intermediate	PC, TC	
NER-1.9	Develop a Watershed Management Plan for Town Run	High	Policy / $	Intermediate	PC, TC, CPC	
NER-1.10	Promote Rainwater Harvesting for Irrigation	Low	$	Long	TC, PWC	
Natural & Environmental Resources Goal 2						
NER-2.1	Install Energy Efficient Street Lighting	Low	$$$ - $$$$	Long	TC, PWC	
NER-2.2	Utilize Alternative Fuel Vehicles for Town Operations	Low	$$$ - $$$$	Long	TC, PWC, POC, FC	

NATURAL & ENVIRONMENTAL RESOURCES

ID	Implementation Strategy	Priority	Resources	Timeframe	Responsibility	Status
NER -2.3	Conduct and Environmental Audit of Town Services	Low	$ - $$	Intermediate	TC	
NER-2.4	Reduce Hard Copy Mailings for Town Business	Low	Policy / $	Short	TC	
NER-2.5	Adopt Local Sourcing Policies	Low	Policy	Short	TC	
NER-2.6	Develop a Reclaimed Water Distribution System	Low	$$$$	Long	TC, PWC	
NER-2.7	Develop and Implement a Community Energy Reduction Program	Low	$ - $$	Long	TC	
Natural & Environmental Resources Goal 3						
NER-3.1	Expand Renewable Energy Options	Medium	Policy	Intermediate	TC	
NER-3.2	Generate Renewable Energy on Town Property	Low	Policy / $$$	Long	TC	
NER-3.3	Promote Small Scale Renewable Energy Generation	Medium	Policy	Short	TC, PC, HLC, HSI	
NER-3.4	Promote Solar Energy Generation Facilities on Nonresidential Buildings	Low	Policy	Intermediate	TC, PC	
NER-3.5	Develop a Waste to Energy Facility	Low	$$$$	Long	TC, WSB	
Natural & Environmental Resources Goal 4						
NER-4.1	Develop and Implement a Land Conservation Plan	Low	$ - $$	Intermediate	PC, CPC, TC	
NER-4.2	Preserve Historically Significant Landscapes	High	Policy	Short	PC, TC	

NATURAL & ENVIRONMENTAL RESOURCES

ID	Implementation Strategy	Priority	Resources	Timeframe	Responsibility	Status
NER-4.3	Promote Farmland Preservation	High	Policy	Short	PC, TC	
NER-4.4	Develop a Greenway Plan	Medium	$$	Short	PC, PRC, TC	
NER-4.5	Protect Landscapes Along the Potomac River	Medium	Policy	Short	PC, TC	
NER-4.6	Promote the Use of Conservation Subdivision Design Techniques	Medium	Policy	Intermediate	PC, TC	
NER-4.7	Partner with Environmental Organizations to Manage Protected Lands	Low	Policy	Long	TC	
NER-4.8	Protect Scenic Byways	High	Policy	Intermediate	PC, TC, CPC	
Natural & Environmental Resources Goal 5						
NER-5.1	Incorporate Environmental Review into the Development Review Process	High	Policy	Short	PC, TC	
NER-5.2	Provide Incentives for Tree Preservation	Medium	Policy	Short	TRC, PC, TC	
NER-5.3	Incentivize the Preservation of Oversized Stream and Wetland Buffers	Medium	Policy	Intermediate	PC, TC	
NER-5.4	Require Native Vegetation in Landscape Plans	Low	Policy	Short	PC, TC, TRC	
NER-5.5	Prohibit Mass Grading and Clear Cutting	Medium	Policy	Short	PC, TC	
NER-5.6	Implement Steep Slope Development Restrictions	Low	Policy	Intermediate	PC, TC	

HISTORIC PRESERVATION

ID	Implementation Strategy	Priority	Resources	Timeframe	Responsibility	Status
Historic Preservation Goal 1						
HP-1.1	Historic Preservation Incentives	Medium	Policy / $$$	Intermediate	TC, HLC, SBA	
HP-1.2	Illustrated Architectural Guidelines	Medium	Policy / $$	Intermediate	TC, PC, HLC, HSI	
HP-1.3	Expand Techniques for Sustainable Historic Preservation	High	Policy	Short	PC, HLC, HSI	
HP-1.4	Develop Educational Materials, Resources and Workshops	High	Policy / $	Short	PC, HLC, HSI	
HP-1.5	Capital Improvements Planning and Project Review	High	Policy	Short	TC, PC	
HP-1.6	Protect Threatened Historic Properties	Medium	Policy / $	Ongoing	HLC, HSI	
Historic Preservation Goal 2						
HP-2.1	Maintain Historic District Inventory	High	Policy	Ongoing	HLC, HSI	
HP-2.2	Monitor Condition of Historic Structures	Medium	Policy	Intermediate	HLC, HSI	
HP-2.3	Online Historic District Inventory	Low	Policy / $	Long	HLC, HSI	
Historic Preservation Goal 3						
HP-3.1	Adopt Demolition by Neglect Ordinance	High	Policy	Short	TC, HLC	
HP-3.2	Establish a Historic Preservation Fund	Medium	$$$$	Intermediate	TC, HLC, HSI	
HP-3.3	Acquire Historic Preservation Easements	Medium	$$$$	Long	TC, HLC, HSI	

CULTURAL RESOURCES

ID	Implementation Strategy	Priority	Resources	Timeframe	Responsibility	Status
Cultural Resources Goal 1						
CR-1.1	Develop Comprehensive Inventory	High	Policy / $	Short	PC, SVC, SU	
CR-1.2	Coordinate Marketing Efforts with the Town and Local Businesses	High	Policy	Short	TC, SBA, SVC, SU	
CR-1.3	Joint Marketing of Festivals and Events	High	Policy	Short	TC, SBA, SVC, SU	
CR-1.4	Create a Public Appreciation Campaign	Medium	$	Intermediate	TC, SBA, SVC, SU	
CR-1.5	Foster Partnerships between the University and the Town	High	Policy	Short	TC, SBA, SVC, SU	
Cultural Resources Goal 2						
CR-2.1	Arts and Culture Improvement Plan	High	$$	Intermediate	TC, SBA, SVC, SU	
CR-2.2	Economic Impact of the Arts and Culture	High	$$	Intermediate	TC, SBA, SVC, SU	
CR-2.3	Expand Local Arts and Cultural Businesses	Medium	Policy	Intermediate	TC, SBA, SVC, SU	
CR-2.4	Develop Arts and Cultural Based Business Incentives	Medium	Policy / $$	Intermediate	TC, SBA, SVC, SU	
CR-2.5	Identify Redevelopment Sites/Areas	Medium	Policy	Short	PC, SBA, SVC	