

Keezletown Community Planning Project

Summary Report

DECEMBER 2023





This report is produced by Alliance for the Shenandoah Valley
on behalf of the Keezletown Community.

Special thanks to the Keezletown Ruritan Club for the use of their gathering space.



Note: This Keezletown Community Planning Project Summary Report was developed with the assistance of a grant from the National Park Service, as authorized under the American Battlefield Protection Program (54 USC 308101 - 308105). Any findings, opinions, or recommendations expressed in the Keezletown Community Planning Project Summary Report are those of the author, and should not be interpreted to constitute the endorsement, policies, or views of the Nation Park Service, the American Battlefield Protection Program, or any other agency of the United States Government.

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Preface and Acknowledgements



This report summarizes the work of Keezletown, Virginia area residents who engaged in a series of public workshops from September 2022 to April 2023 to define the features that contribute to their community’s unique sense of place, rural character, and historic significance. It includes a Community Vision for Keezletown and an Action Plan for next steps developed by citizens who participated in the workshops. It also includes background material, inventory maps, and specific implementation language developed by a planning consultant based on community preferences. The workshop results are offered to encourage refinement to Rockingham County planning policies and regulations and to provide guidance for public and private initiatives that will enhance and protect the special character of the historic Keezletown area.

The Keezletown Community Planning Project is an initiative led by Alliance for the Shenandoah Valley (Alliance) and is made possible through a grant from the National Park Service’s American Battlefield Protection Program.

Citizens of the Keezletown area developed the Community Vision and Action Plan through their discussion and group work sessions at three public planning forums. These were refined and adopted by consensus on April 19, 2023. The forums were

hosted by the Alliance, with assistance from the Keezletown Ruritan Club, and held in the Ruritan Hall located in Keezletown.

Professional planning assistance was provided by Sara Hollberg, a land use planning consultant based in Staunton, Virginia with expertise in land conservation, development design, and historic preservation. Facilitators from the Institute for Constructive Advocacy and Dialogue at James Madison University (JMU ICAD) were engaged to design and guide the community process. Background data, GIS information and mapping assistance were provided by Rockingham County and the Alliance. This report, maps (unless otherwise noted), and illustrations were prepared by the Alliance with assistance from Sara Hollberg based on mapping exercises and group discussion exercises at the community forums.



Photos by Project 367

Background and Introduction



Ruritan pavilion. Photo by Sara Hollberg

As those who live in Keezletown know best, it's a special place with beautiful scenery and rich history. With development pressure from the fast-growing City of Harrisonburg to the west, commercial and retail development to the south, and Massanutten Resort to the east, Keezletown is at an important preservation turning point.

In January of 2020, Keezletown community members interested in ensuring that Keezletown retains its unique character reached out to the Alliance about the possibility of replicating a planning process in their community similar to the one that the Alliance completed in 2016 in the nearby village of Port Republic.¹

After securing a grant from the National Park Service's American Battlefield Protection Program, the Alliance initiated the Keezletown Community Planning Project to develop a community-generated vision and action plan to shape the future of Keezletown, which could be directly used in the updating of the Rockingham County Comprehensive Plan, happening concurrently.

¹ Port Republic Rural Preservation Project, July 25, 2016 https://shenandoahalliance.org/wp-content/uploads/2018/09/Final_Report_Port_Republic_Rural_Preservation_Project_GA_2287_14_016.pdf

A small stakeholder advisory group composed of representatives from the Keezletown Ruritan Club as well as other identified community leaders and long-time residents was formed to help set the agenda and scope of work. The original timeline, with a 2020 project start date, was significantly delayed due to the COVID 19 pandemic. During the delay, however, the Alliance team connected with the Keezletown community to gather relevant information such as historic photos and documents, and current planning documents.

The Alliance contracted with land use planner Sara Hollberg to help transform the input and insights from the community into useful land-use planning language, documents and recommendations to present the community's vision for its future. In addition, James Madison University's Institute for Constructive Advocacy and Dialogue (JMU ICAD) was engaged to assist with the meeting design and facilitation.



Massanutten Western Slope trailhead.
Photo by Project 367

The Alliance used various outreach strategies to reach Keezletown community members to ensure the effort would be broad-based and include all perspectives. Alliance staff and the planning consultant visited Keezletown and met with Keezletown residents, local farmers and families and Ruritan Club members who had been identified as community leaders and connectors. The team also toured the nearby Massanutten Western Slope, a popular local destination for cyclists and trail users on 800

mountainous acres. In these meetings, community members were asked for additional suggestions of key people to help advise on the public meetings. From this group of contacts, a small group of representatives from the Ruritan Club, agricultural community and residents from the village and surrounding Keezletown area were invited to a planning meeting held June 2021 at the Keezletown Ruritan Club. Meeting with the advisory group enabled the Alliance team to better understand the community dynamics, learn about any concerns for the future, and get advice on how to structure the workshops to attract the greatest community participation.

In an effort to continue to meet and engage with community members and stakeholders, the Alliance team hosted an information table at the Keezletown community lawn party during summer 2021. As fall 2021 approached, outreach materials with meeting dates were circulated digitally,





flyers posted at the local Ruritan club, postcards mailed to Keezletown members in the Alliance database, and additional contacts reached through the stakeholder groups and social media platforms. Unfortunately, again, COVID 19 risks were determined too high to safely convene in-person meetings, resulting in further delay until 2022.

Again, community members within the project area were invited to the rescheduled workshops by direct mail, email, social media and word-of-mouth. The

Keezletown Ruritan Club and Keezletown community members were instrumental in ensuring their neighbors knew about the upcoming effort.

The first workshop was held on September 27, 2022, followed closely by the second one on November 1, 2022. The final workshop was held on April 19, 2023. The workshops were well attended with about thirty participants per workshop, a clear marker of strong community identity and pride, given the small population of Keezletown.

The process was participatory and encouraged an open exchange of what makes Keezletown unique and the elements that define the physical and historic character of the region and the surrounding rural landscape. At each workshop, attendees were invited to share their opinions and preferences through specific exercises and surveys. The project team used survey and exercise results and recorded comments to draft a Community Vision statement and Community Priorities and develop a set of recommended actions. The final Action Plan comprises two sets of recommendations, one to be implemented by the Rockingham County staff and officials and the other for the Keezletown community members to implement.

The materials generated and the final products are presented in this report and will be shared with Rockingham County officials and staff for use in the comprehensive plan update. Copies of the report will also be provided to the Keezletown community.



A Look at Keezletown



Photograph included in John Walter Wayland's *A history of Rockingham County, Virginia* published in 1912.²



Keezletown today, from a similar vantage point.

The Keezletown area, as part of the Great Valley, was home to Indigenous communities for over 11,000 years. At the time of European settlement, the central Shenandoah lands were occupied by the Monacan, Manahoac, Patowomeck, and Haudenosenee.³ The roads of settlement used by Europeans have long histories as Indigenous travel and exchange routes. Keezletown today includes the historic village and surrounding farm and forest lands north of US Route 33 and between Harrisonburg and the Western slope of Massanutten Mountain. Early settler George Keezell laid off lots for the town in 1781, and it was chartered ten years later in 1791. Later the Chesapeake Western Railroad had a freight and passenger depot here. The village never grew very large, as Harrisonburg and the US Route 11 corridor became the growth area. Today, the depot, the stagecoach inn, and the post office are gone.

Keezletown has remained a quiet farming area centered around the village. The spidery road system serves scattered farms, many owned by the same families for generations. Off the beaten path, the area is self-contained and has a distinct sense of identity.

Natural beauty abounds in a pastoral landscape. The forested western slope of Massanutten forms a dramatic backdrop the length of the area. The farmland is also productive. According to USDA Soil Classification, the soils rank relatively high, mostly prime or of statewide importance, and the forested parcels that border the George Washington National Forest on the Massanutten Mountain range rank highly for ecological value.⁴ The village is situated along Cub Run, which flows into the South Fork of the Shenandoah River. The northernmost part of Keezletown lies in the Smith Creek watershed and drains into the North Fork of the Shenandoah River. These assets support a recent growth in recreation. Cyclists come through to enjoy pastoral views and to reach the Western Slope trail system. Rockingham Park at the Crossroads is located just to the south and the Ruritan Club has facilities to host soccer, baseball and other activities.

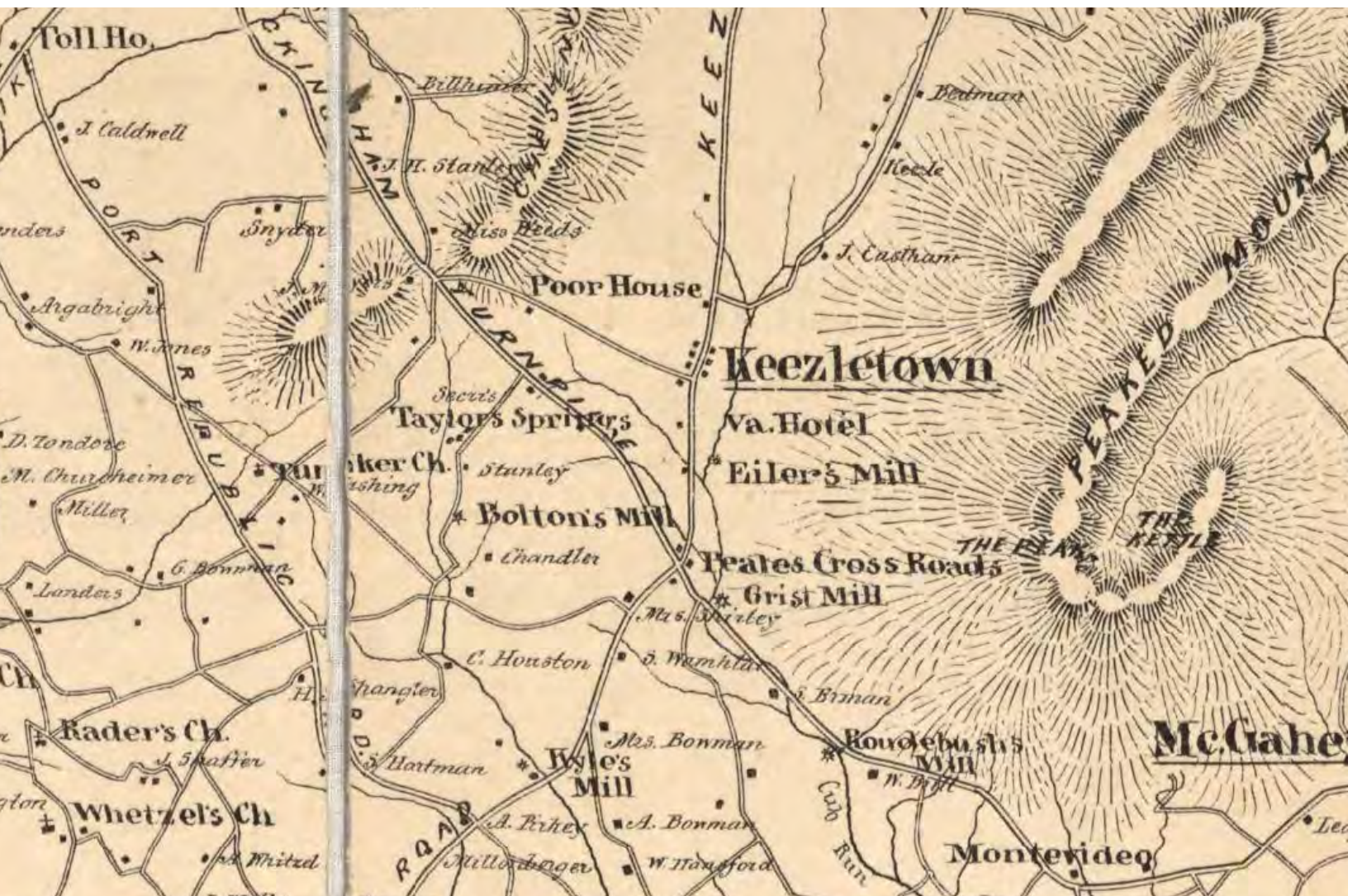
It should also be noted that while the area obviously has many historic properties, there has not been an official survey to record them. No properties have National Register recognition nor is there much recorded history of Keezletown.

2. Wayland, John Walter, 1872-1962. *A history of Rockingham County, Virginia*. Book. Dayton, VA: Ruebush-Elkins Co., 1912. From Library of Congress Online Catalog. lccn.loc.gov/13000026 (accessed December 15, 2023). 3. Nash, C. (2020). *Native American Communities of the Shenandoah Valley: Constructing a Complex History*. Accessed December 27, 2023: <https://bpb-us-e1.wpmucdn.com/sites.lib.jmu.edu/dist/9/133/files/2019/04/Native-American-Communities-of-the-Shenandoah-Valley.pdf> 4. Va Department of Conservation and Recreation ConserveVirginia 3.0 <https://www.dcr.virginia.gov/conservevirginia/>

“Keezletown is a historical gem
that is hiding in plain sight.”

Carole Nash, Professor
School of Integrated Sciences,
James Madison University

Below: Map of Rockingham County, Virginia
produced by Jed Hotchkiss, January 1866, published by Office of the Chief of Engineers, U.S. Army, 1875.



Community Vision and Action Plan



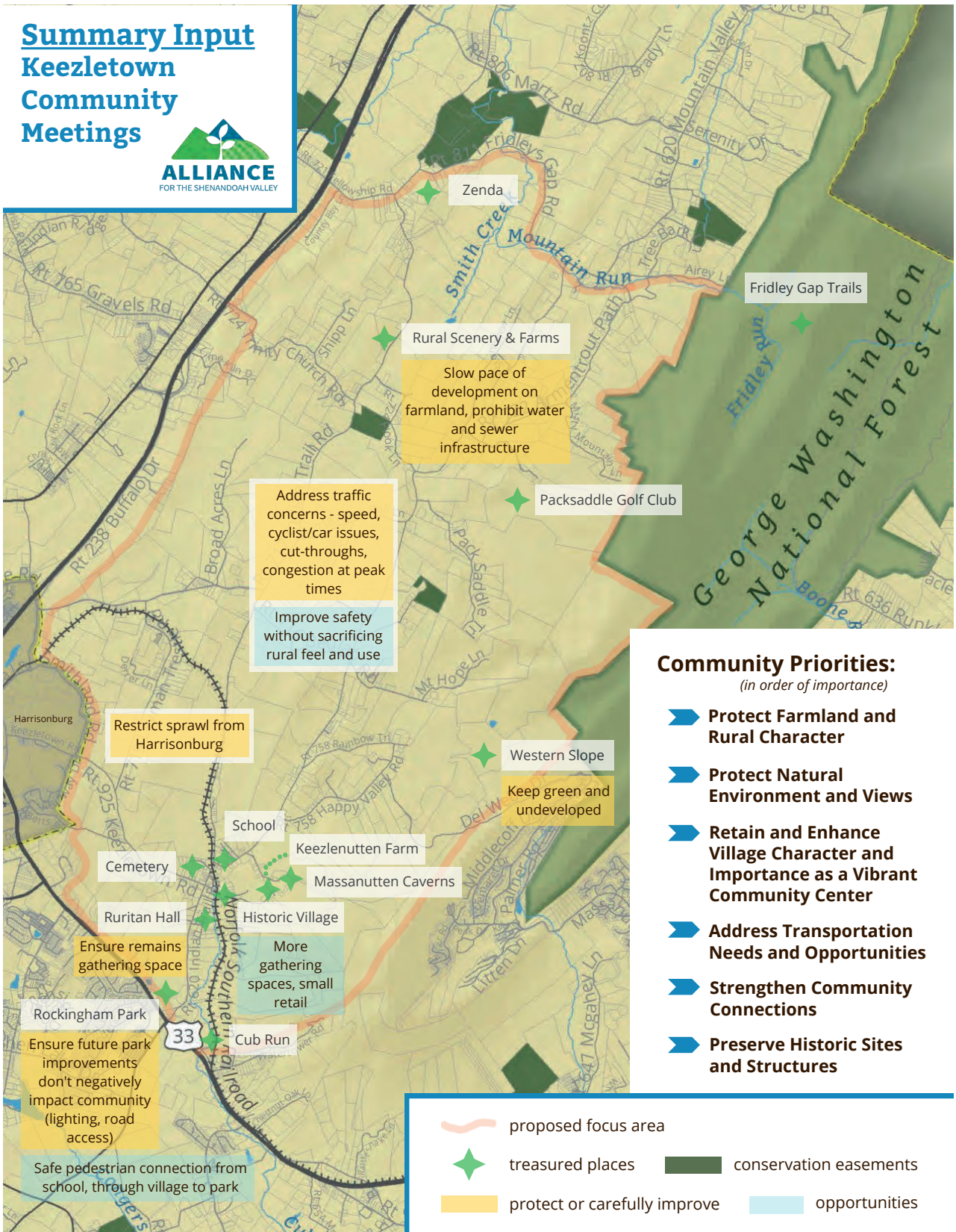
Over the course of three public workshops held between September 2022 and April 2023, residents of Keezletown developed a Community Vision and an Action Plan. These workshops are summarized in detail in this report. The Keezletown Community Vision and Action Plan were affirmed by consensus on April 19, 2023.

Community Vision for Keezletown

In 50 years, Keezletown's landscapes remain open and agricultural and the village retains its historic look and feel. Community members, new and old, value and work together to preserve the community's rich history, quiet rural character, and dark skies. The pace of life in Keezletown is slow and laid-back. Keezletown's natural and scenic assets are protected and outdoor recreation amenities are designed for local enjoyment and visitors who appreciate our rural community. Residents move about with safety and ease between homes, local parks, working farms, and cherished gathering places in the village.

Community Priorities*

*Priorities ranked in order of importance by community participants.



Action Plan for Keezletown

In order to implement the priorities, the community developed two sets of recommendations, one to be implemented by Rockingham County and the other by members of the Keezletown Community.

Recommended County Actions

PRIORITY 1 · COUNTY ACTIONS

Protect Farmland and Rural Character

Support working farms and forest, both traditional and nontraditional:

- Ensure the Rockingham County Comprehensive Plan does not plan to extend utilities, develop major infrastructure, or expand roads in the Keezletown area.
- Discourage rezonings from agricultural land to non-agricultural uses.
- Discourage uses, such as those allowable by special use permit, which are not compatible in scale and character with the adjoining agricultural land.
- Support the use of voluntary Agricultural and Forestal Districts (see page 34) to keep land in continued farming or forestry, and encourage more landowners to participate.



Photo by Chris Anderson



Photo by Project 367

Protect Natural Environment and Views

- Recognize the value of unspoiled natural and scenic resources, especially the iconic value of Massanutten’s forested western slope, as an important backdrop for complementary economic development and tourism.
- Incorporate natural resource protection in recreation projects and other public projects.
- Support naturally dark skies (see page 21) as a goal in the comprehensive plan.
- Update outdoor lighting provisions in the zoning ordinance to reflect the latest light pollution concepts including color temperature, light intensity and adaptive controls.
- Allow small-scale on-site solar installations including for agricultural operations. Discourage utility-scale solar that is incompatibly sized or sited.
- Discourage land clearing and development on steep slopes.



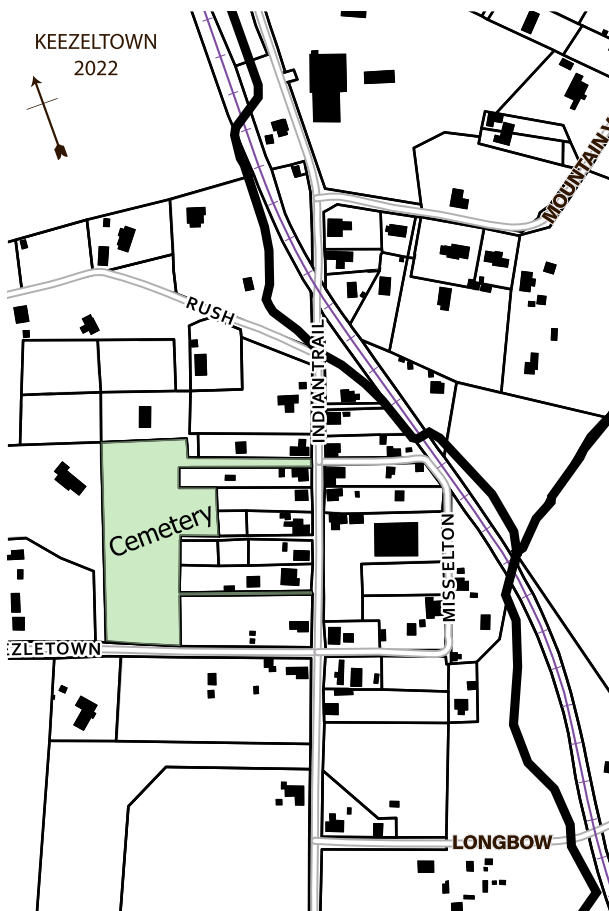
Photo by Project 367

Retain and Enhance Village Character and Importance as a Vibrant Community Center

- Encourage redevelopment that meets local needs and is compatible with historic scale and design.
- Work with interested property owners to rezone to Rural Village Zoning District to keep the traditional development pattern in the village.
- Consider locating community conveniences and infrastructure within the village that fit with local needs and character. Examples from workshop discussions include sidewalks, a country store, and a post office.
- Support efforts to survey and nominate Keezletown as a National Register Rural Historic District.



Photo by Sarah Hollberg



Rural Village Zoning

The Action Plan includes a recommendation that property owners in the village consider an individual or community-wide rezoning to Rural Village zoning. The county developed this zoning district with the intent of enabling compatible new development in existing rural villages. Rockingham’s Rural Village zoning allows for smaller setbacks, which provides flexibility so that new structures or additions can be closer to the street and lot lines. Rural Village zoning also allows additional by-right uses, intended to promote the development of new community uses or businesses that serve the immediate community or surrounding agricultural areas. A Rural Village zoning district assumes no new water and sewer utility service, and reviewers should consider compatibility with adjacent structures and the development pattern of the surrounding area. Interested property owners could apply for the rezoning request together. As a single application, the reviews would be more efficient and the costs could be shared.

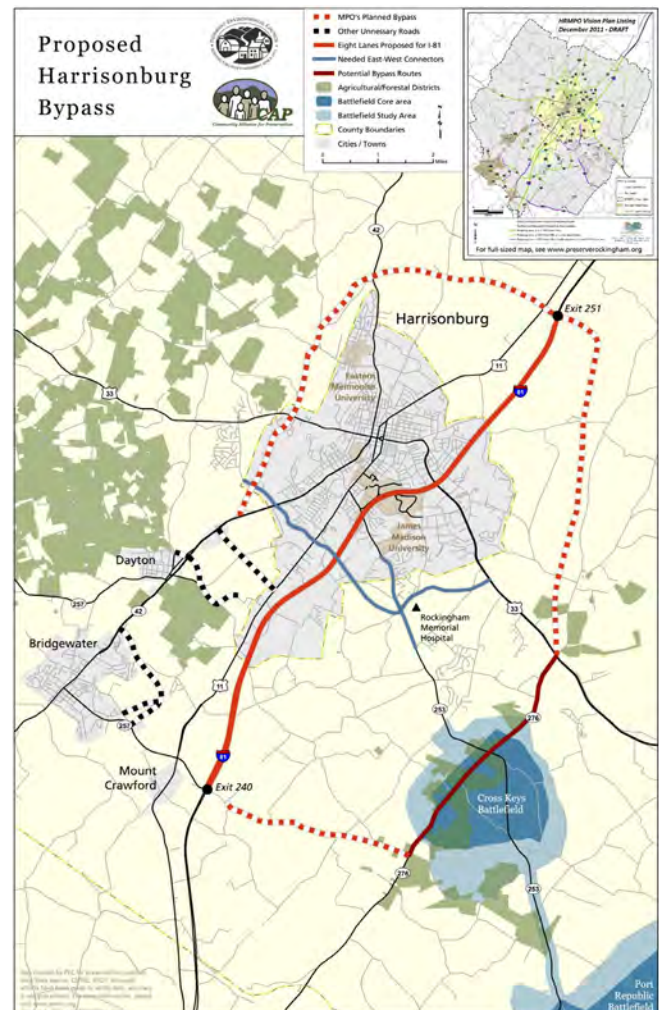
Left: Current map of Keezletown village and existing structures.



PRIORITY 4 · COUNTY ACTIONS

Address Transportation Needs and Opportunities

- As transportation projects are developed the community preferences include:
 - Reduced speeds, especially in and near the village.
 - Consideration of the needs of agricultural equipment.
 - Minimized road widening to those places specifically needed for safety.
 - Consideration of the safety of cyclists and pedestrians in any project undertaken.
- Include Keezletown recommendations in the county's long-range transportation plan and comprehensive plan (specifically, in addition to the preferences mentioned above, community members emphasized opposition to major road expansions such as the limited-access Loop Road⁵ proposed in the Harrisonburg Area Transportation Study in 1998).
- Strive to enable walkability in the village, such as a walking path from Rockingham Park at the Crossroads to Redeemer Classical School.
- Support traffic calming in the village that does not interfere with the movement of agricultural equipment.



Above: Proposed Harrisonburg Bypass Map produced by Alliance legacy organization Community Alliance for Preservation in 2011.

5. Proposed Loop Road Map created 2011 <https://shenandoahalliance.org/wp-content/uploads/2018/08/CAPLooproadmap-copy-scaled.jpg>

● PRIORITY 5 · COUNTY ACTIONS

Preserve Historic Sites and Structures

- Work with the Virginia Department of Historic Resources (VDHR) to identify architectural and archaeological resources eligible for cost-share survey funding.
- Apply for VDHR grants to help fund the surveys.
- Support efforts to nominate Keezletown as a National Register Rural Historic District.



Trinity Lutheran Church, photo by Project 367



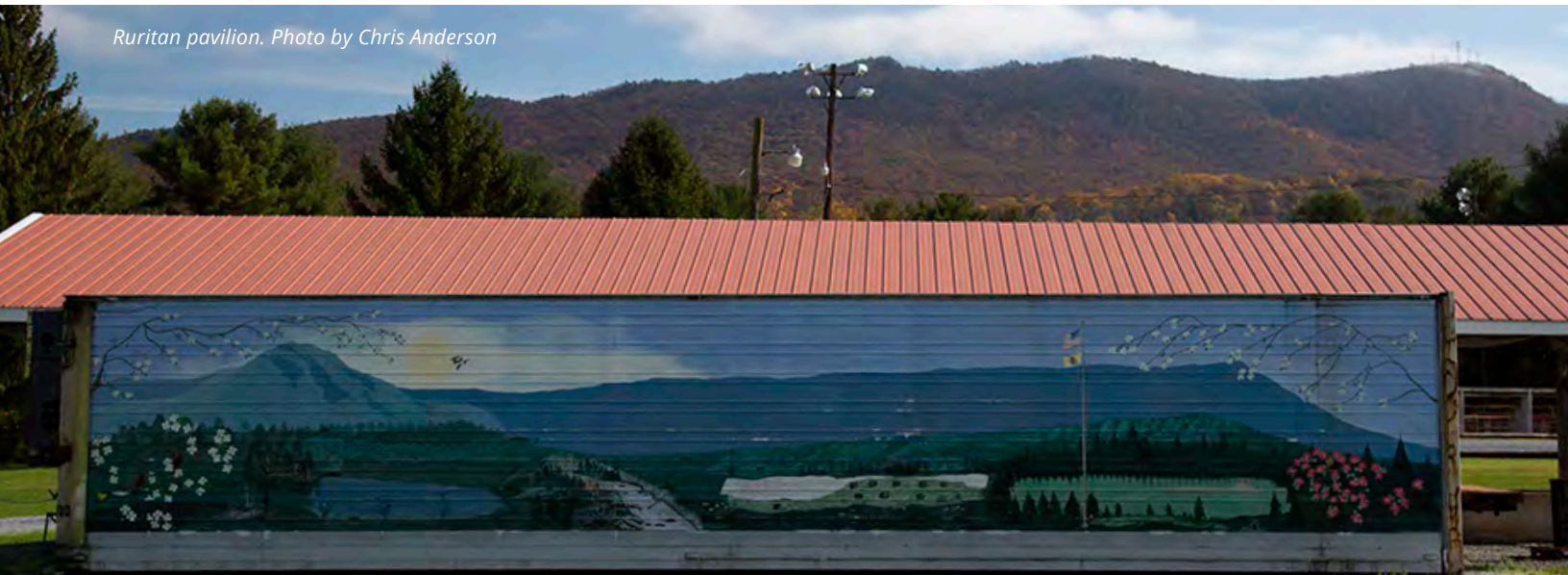
Keezle House, photo by Chris Anderson

● PRIORITY 6 · COUNTY ACTIONS

Strengthen Community Connections

- Support walkability within the village and especially to the Ruritan Club, the regional park, and Redeemer Classical School.

Ruritan pavilion. Photo by Chris Anderson



Recommended Community Initiatives

● PRIORITY 1 • COMMUNITY INITIATIVES

Protect Farmland and Rural Character

To protect farm/forested land:

- Host workshop on conservation easements; include information on Agricultural and Forestal Districts.

To keep farm/forest operations viable:

- Offer forest and farm legacy planning workshops, such as Virginia's Generation NEXT workshops hosted by Virginia Cooperative Extension and the Virginia Department of Forestry.
- Encourage participation in programs to support and enhance farm businesses such as small business development, Virginia State University small-farm outreach, and conservation funding programs.



Photo by Project 367



Photo by Project 367

● PRIORITY 2 · COMMUNITY INITIATIVES

Protect Natural Environment and Views

- **To protect soil and water:**
 - Host landowner workshops to consult with conservation experts on specific property conservation opportunities and incentives for farm operations/large properties.
 - Host a workshop for non-farming landowners and community members within Keezletown on existing programs and opportunities for clean water, erosion control, and habitat enhancement. Possible program partners include Friends of the North Fork of the Shenandoah River, Shenandoah Valley Soil and Water Conservation District on Virginia Conservation Assistance Program, an urban cost-share program providing financial incentives and technical and educational assistance to property owners installing eligible Best Management Practices, and Virginia Department of Forestry on tree planting.
- **To protect dark skies:**
 - Research and disseminate information on dark sky lighting options and educational opportunities.
- **Research benefits and drawbacks of securing a Virginia Byway status for routes such as Indian Trail Road.**



Photo by Project 367



Photo by Chris Anderson

Dark Skies

Keezletown residents were very interested in keeping naturally dark skies. In the community initiative prioritization dot activity in Workshop 3, dark skies received much interest under “Protect Natural Environment and Views.” Dark skies are recognized as a scenic resource in the Virginia Department of Conservation and Recreation Virginia Outdoors Plan⁶, the state’s comprehensive plan for land conservation, outdoor recreation and

open-space. While the global switch to efficient LED lighting has unfortunately led to even greater light pollution, communities can put in place good policies and offer educational programs on outdoor lighting options that are effective and minimize light pollution. Star-gazing events or even establishing dark sky parks are also strategies for community involvement and information sharing.



Image courtesy of DarkSky International, <https://darksky.org/resources/what-is-light-pollution/>.

6. VA Department of Conservation and Recreation Virginia Outdoors Plan: <https://www.dcr.virginia.gov/recreational-planning/vop>.

● PRIORITY 3 · COMMUNITY INITIATIVES

Retain and Enhance Village Character and Importance as a Vibrant Community Center

- Property owners request an individual or community-wide rezoning to Rural Village.

● PRIORITY 4 · COMMUNITY INITIATIVES

Address Transportation Needs and Opportunities

- Disseminate information about opportunities to comment on Virginia Department of Transportation plans that affect the area.
- Develop a cooperative plan for off-road walking path connection to the Rockingham Park at the Crossroads.
- Engage with Shenandoah Valley Bicycle Coalition regarding trail design and management on Massanutten's Western Slope.





A Part of Massanutten Resort



Trail Network Built & Managed
In Partnership With:



SHENANDOAH VALLEY
BICYCLE COALITION

The Shenandoah Valley Bicycle Coalition is a 501(c)(3) non-profit organization based working in the Central Shenandoah Valley. The Coalition works to ensure everyone can choose to bike and walk as part of their daily lives. With your support, we are able to supplement our volunteers by hiring professional trail builders to continue expanding opportunities on the Massanutten Western Slope.

DOWNLOAD THE
DIGITAL VERSION OF
THIS MAP HERE





WESTERNSLOPETRAILS.ORG

- Easiest
- More Difficult
- ◆ Most Difficult
- ◆ Extreme Difficulty
- Natural Surface Trail
- Gravel Road

TRAILS KEY

1 Peak Ridge Trail 4.5	20 Pond Trail 0.3	73 Big Valley Drop-in 0.4
2 Laird's Downhill 2.7	22 Red White & Blue 1.5	75 Canaan Revisited 0.2
3 Kaylor's Knob Ridge Trail 1.9	23 Running Cedar 0.3	78 2000 Hours (2K) 0.9
4 Hanenkahim 1.2	24 Gravity Monkey 0.2	82 Leighton's 1.6
6 Quarantine 1.6	34 Redbud Ridge 0.2	83 Nostril 0.7
7 Happy Hour 0.8	38 Homestead 1.0	84 Short Track 0.3
9 Upper Ravine 0.9	40 Chimney 1.1	90 Virginia '54 1.6
10 Ravine 3.0	43 Creekside Connector 0.1	92 Special K 1.5
11 Big Valley 0.5	45 Stash Trail 0.3	93 Secret Sauce 0.2
12 Route 81 0.4	46 Old Barn 0.4	94 Creekside 0.9
16 Bailout 0.7	45 Blooming Laurel 0.7	95 Puzzle 1.0
19 Three Creeks 0.5	67 Stair Steps 0.4	

E-BIKE POLICY

Class 1 (pedal assist under 20 mph) e-bikes are permitted on Western Slope trails. E-bikes of any classification are not permitted on National Forest trails, which includes Kaylor's Knob trail past intersection H and Laird's Downhill past intersection G.

RULES OF THE TRAIL

1. Ride only open trails
2. Leave no trace
3. Control your bicycle
4. Yield appropriately
5. Never scare wild life
6. Plan ahead

+ 911 EMERGENCY ADDRESS

4360 Happy Valley Rd, Keezletown, VA 22832

Massanutten Western Slope

The forested western slope of Massanutten Mountain forms a dramatic backdrop along the entire eastern border of Keezletown. Its iconic silhouette is featured in many marketing materials representing public and private entities in Harrisonburg and Rockingham County. In the Community Input Mapping exercise at Workshop 1, the Western Slope was universally supported as a “treasured place” and “place to protect from change.” Great Eastern Resort, locally known as Massanutten Resort, owns more than 800 mountainous acres, and since the 1980s, a community partnership with Shenandoah

Valley Bicycle Coalition⁷ (Coalition) has resulted in a quality trail system that serves both the broader public and visitors to Massanutten Resort. The Coalition builds and maintains the trails that also provide connection to the George Washington National Forest. The backcountry and cross-country experiences of the Western Slope trails are a truly unique community asset and depend on the continued partnership between Great Eastern Resort, Shenandoah Valley Bicycle Coalition and the community.

7. Western Slopes Trails <https://svbcoalition.org/western-slope-trails/>

Preserve Historic Sites and Structures

- Host a workshop with the Virginia Department of Historic Resources to explain historic surveys and National Register processes.
- Organize community history events to showcase and capture local history and stories, such as document scanning, hosting speakers, collecting oral histories, and developing a local repository to store and display local historical documents.
- Invite local historians to present on heritage topics. Partners could include regional and local libraries, nearby JMU and other colleges or universities, as well as locally active historical society and archaeological chapters.



Top: Keezletown United Methodist Church photo by Project 367.
Bottom: Keezle House photo by Chris Anderson

History

Unlike earlier years when there was an active train depot, inn, and post office, the village is now primarily residential. The existing major institutions include the Ruritan Club, Keezletown United Methodist Church, and Redeemer Classical School (formerly the local public school). Overall, the historic character largely remains, with the old road system and several historic buildings intact. The most notable historic building is the stone Keezle House but many other sites can also be identified.

Preserving historic sites and structures was included as a community priority and ranked highly in the community initiative prioritization activity in Workshop 3. Currently Keezletown's historic

qualities are obvious, but undocumented. The Virginia Department of Historic Resources can assist in designing and funding surveys to catalog the architectural and archaeological resources in the area. The village is a strong candidate for a historic district designation. The National Register designation is purely honorary and carries no regulation, but a historic designation can make other planning tools accessible to protect local character. For example, state and federal governments must respect National Register designations in project design. Property owners in a district can also qualify for tax credits to rehabilitate historic structures.

Strengthen Community Connections

- Develop a community calendar.
- Build engagement on the online community page.
- Keep working together.



Photos by Project 367



Project Activities



“It’s everything. Every place, every hill, every road.”

— Workshop participant when asked about treasured places.

COMMUNITY WORKSHOP 1

Keezletown Identity and Priorities

The first community workshop was held September 27, 2022 in the Keezletown Ruritan Hall from 6:30 pm to 8:00 pm and was attended by 37 people. The program began with an introduction to the project by Alliance staff member Kim Sandum. The rest of the team included additional Alliance staff, planning consultant Sara Hollberg and a facilitator from JMU ICAD who led the interactive portion of the meeting.

Participants were asked to sit in six separate groups, each with a project team member to lead the activities and record responses. Community members were asked what qualities distinguish Keezletown and what challenges the area faces. The lively conversations revealed a strong commitment to Keezletown and deep appreciation of its unique character. All of the groups expressed an unwavering desire to preserve the essence of Keezletown as it is, with its rural agricultural lands and natural viewsheds surrounding a quiet village.

Group Exercises – Workshop 1

Activity #1: Introductions

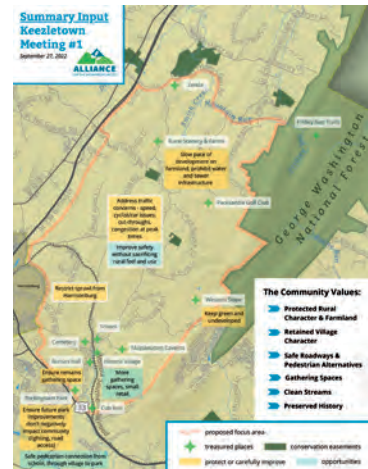
To begin, participants were asked to share their name, their profession or community role, and a story about how they came to live in Keezletown, or, if they were born here, a story about their family/ancestors.

Activity #2: Maps

Each group was asked to cluster around a large area map of the area and identify and describe four distinct elements using four different colored markers.

- **Treasured Places:** Those special or cherished features including buildings, natural features, landscapes, views, historic resources or other spaces that make Keezletown a great place to live and that distinguish it from other places.
- **Protect from Change:** Features, areas, or places that community members want to be conserved or protected from incompatible change in the future.
- **Carefully Change or Improve:** Areas or features that the community wants to see upgraded or where careful improvements might be desired.
- **Opportunities to Increase Connections:** Where it might be possible to improve or strengthen community connections.

And then the group was asked to come to an agreement on the boundaries for Keezletown, where, geographically speaking, the project would focus our work in the next two meetings.



Boundaries of the Project Area

The boundaries the community defined for the project encompass a broad area bounded on the south by US Route 33 (including the Rockingham Park at the Crossroads), on the east by the Massanutten ridge, on the north by Fridley's Gap Road, and on the west by the City of Harrisonburg and Interstate 81. Meeting participants were adamant that "all of it" was Keezletown.

Activity #3: Thinking about the Future

For the final small group activity, groups were asked to share their responses to the following questions:

- What would I like to see more of in my community?
- What would I like to see less of or not at all?
- If you were to return to Keezletown in 20 years, what would you hope to see?

These questions generated considerable discussion about current and future needs of Keezletown. The last questions prompted participants to think about their long-term vision for the future of Keezletown.

At the end of the meeting, each group shared their maps and the commonly shared responses and themes identified within the group. The maps and responses from each group were collected and compiled into a summary map and set of summary comments (see Appendix 2) that were presented at the second meeting.



Common Themes from Workshop 1

A number of themes emerged from the group exercises. Participants wanted to retain rural character: agriculture, natural views, clean water. They wanted to retain the feel of the village surrounded by open working lands. They valued the historic village as a community center and wanted to strengthen community connections. They wanted roadways safe for local uses. They did not want road expansions, water and sewer, subdivisions of agricultural land, or encroachment from Harrisonburg or US Route 33 development.

Notably, when asked to name specific treasured places, multiple participants insisted “All of Keezletown” or similarly “It’s every-

thing,” “every place, every hill, every road.” Some attested to the appeal of the ‘visual feel’ of the area and its quietness.

The maps and comments were collected and were used to draft a Community Vision and set of Community Priorities for the next meeting.

Vision, Priorities, and Preferences

The second community workshop was held November 1, 2022 in the Keezletown Ruritan Hall from 6:30 pm to 8:00 pm and was attended by 32 people. The same team provided support for the workshop. This meeting was conducted in a large-group format rather than smaller breakout groups. First, “What We Heard” materials were shown, summarizing input from Workshop 1 and suggesting a draft Community Vision statement, Project Map, and Community Priorities. These were refined by the workshop participants with several agreed upon additions and revisions.



The next activity was a Visual Preference Survey to assess community opinions about future improvements, enhancements and land uses. Workshop participants were shown a series of slides and asked to identify which images would be most appropriate when thinking about how Keezletown should look in the future.

Slides were shown as prompts, relating to 26 questions on a survey sheet. The questionnaire asked how important a topic was (on a scale of 5) or how compatible a use was for Keezletown. Written comments were also invited. A total of 31 surveys were filled out.

The first set of slides focused on a range of land uses such as development patterns, infill development and commercial uses. Current planning and zoning policies (see page 31) were described as well as information on the historic and natural resources of the area and its development pattern. A historic village plan was used to point out features such as small lots close to the road, orientation to Cub Run and the railroad and Keezletown's distinctive road pattern following narrow, old pathways. The second set of slides focused on transportation to include identifying trouble spots, and options for rural traffic calming, gateways, and shared-use paths.

The results are a set of land use and transportation design preferences for future improvements. The images and survey responses from this exercise are included in Appendices 3-2 and 3-3 and act as a guide for more detailed planning and implementation efforts in the future.

Common Themes from Workshop 2

Participants in the second workshop discussed the importance of protecting the quiet, rural character of the village and rural landscapes from incompatible development. They worked carefully to refine the future vision for Keelzestown and to rank the importance of protecting the historic, natural and scenic resources, finding solutions for future development patterns in the village and in the rural areas, and identifying compatible land uses for the area.



Meeting participants stressed the importance of protecting Keelzestown's natural scenic and historic resources with a shared priority to ensure protection of the iconic Massanutten views and to work to document the community's rich history. They were very clear that they did not want any new uses that would generate a large number of visitors or be out of scale in terms of size with existing village development.

In the rural landscapes, participants wanted to see continued agricultural and forestry uses and not additional residential housing. Rooftop solar was also widely supported as well as agritourism activities at an appropriate scale. There was a shared interest among the group to see additional public spaces, a new community gathering venue and to develop a shared-use walking path to increase the sense of connection within the community, again, all at an appropriate scale.

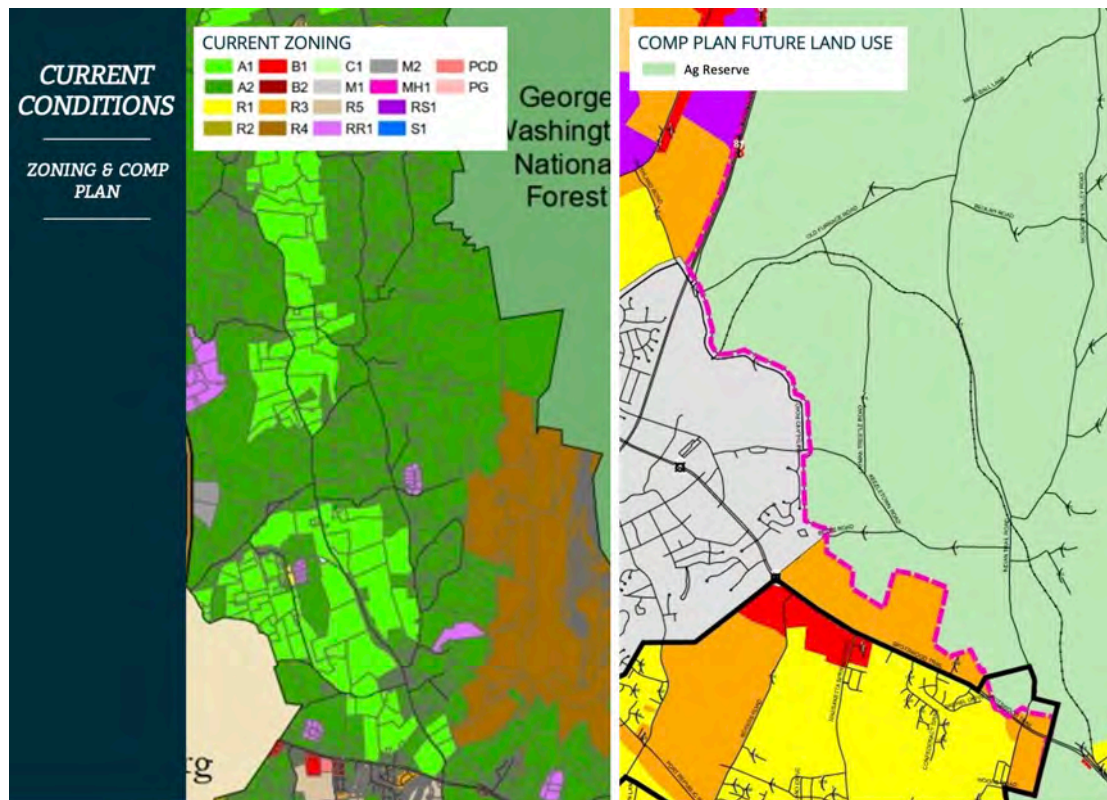
Equal attention was given to road issues in the second set of slides. Workshop participants had much to say about road safety and what they would like to see. They did not want to see road expansions or more traffic. They described particular trouble spots and potential solutions. The major transportation themes were spot improvements without major road widening, gateway treatment and traffic calming for the village, and a walking path from the park to the school.

🌿 Planning and Zoning

The Rockingham County Comprehensive Plan is currently undergoing a major update. The existing plan shows the Keezletown area as an “agricultural reserve” (with the exception of the strip along US Route 33 that became Rockingham Park at the Crossroads). The existing plan doesn’t include extension of new utilities or major new infrastructure.

The Keezletown area is zoned agriculture except for a few scattered areas zoned RR-Residential or Recreational. Agricultural zoning requires a minimum lot size of six acres. Much of the central area is zoned the more restrictive A1-Prime Agriculture, which limits divisions to once in five years and requires a residual lot of 40 acres. The remaining area is zoned A2-General Agriculture, which allows a parcel to be subdivided once in three years and does not require a residual lot. Most of the mountain areas and the Keezletown village are also zoned A2.

A2 zoning is intended for agricultural and residential uses on large lots and can result in development patterns not compatible with the historic village pattern. Additionally, the A2 district does not allow for non-residential uses that would normally occur in village communities.



Above: Conditional Land Use Plan Map for 2050 in the Rockingham County Comprehensive Plan originally adopted February 28, 2007. Accessed October 31, 2023.

Affirming the Vision and Action Plan

The final community workshop was held April 19, 2023 in the Keezletown Ruritan Hall from 6:30 pm to 8:30 pm and was attended by 25 people. This was the final collaborative workshop with the entire group participating in all exercises.

After a presentation of key findings from previous workshops, the group as a whole was asked to review the revised Keezletown Community Vision. The Community Vision was affirmed by consensus. This vision, below, is the framework for all other recommendations made by the community.

In 50 years, Keezletown's landscapes remain open and agricultural and the village retains its historic look and feel. Community members, new and old, value and work together to preserve the community's rich history, quiet rural character, and dark skies. The pace of life in Keezletown is slow and laidback. Keezletown's natural and scenic assets are protected and outdoor recreation amenities are designed for local enjoyment and visitors who appreciate our rural community. Residents move about with safety and ease between homes, local parks, working farms, and cherished gathering places in the village.

The group also affirmed the final project boundary, which can be viewed in the final input map, Appendix 1-8.



Meeting attendees also signed off on this final version of the Keezletown Community Priorities:

- Protect Farmland and Rural Character
- Protect Natural Environment and Views
- Retain and Enhance Village Character and Importance as a Vibrant Community Center
- Address Transportation Needs and Opportunities
- Preserve Historic Sites and Structures
- Strengthen Community Connections

Next, a set of recommended actions were presented and agreed upon. The recommended actions are intended to serve as a basis for positive and cooperative progress toward the vision for Keezletown. The recommendations are organized as tasks for Rockingham County and tasks for the Keezletown community and are categorized by the affirmed Community Priorities. The recommendations presented in Workshop 3 can be found in Appendix 4-2. Two items generated additional deliberation. After some discussion, it was agreed that 'applying for Virginia Byway status' under Protection of Natural Environment and Views would be removed from the county action section and moved to recommended community actions to allow for additional research to better understand the potential traffic impacts of such a designation. The topic of utility-scale solar also raised additional discussion. While most of the conversations at all three workshops expressed a desire to discourage large utility-scale solar in Keezletown, the benefits of solar energy, including utility-scale were noted. However, those in support were only interested in projects that would be compatible with community priorities, and it was recognized that the topography of the Keezletown project area would prevent large projects from being adequately screened from view.

After discussing and refining each of the recommended actions, participants were asked to prioritize the recommended community actions.

Around the room, tables were set up with a large piece of paper depicting potential community actions for each Community Priority. Participants were given a set of stick-on dots and asked to go to each table and put one dot on the action they considered the most important.

Participants were also asked to sign up to follow, participate in or lead any of the initiatives. The results from dot activity were reported at the conclusion of the evening and are included in Appendix 4-3.



To continue to solicit further community involvement, an online survey was created (see Appendix 4-4) in order to connect interested community members with each other and to provide resources and agency or partner contacts.



Agricultural and Forestal Districts

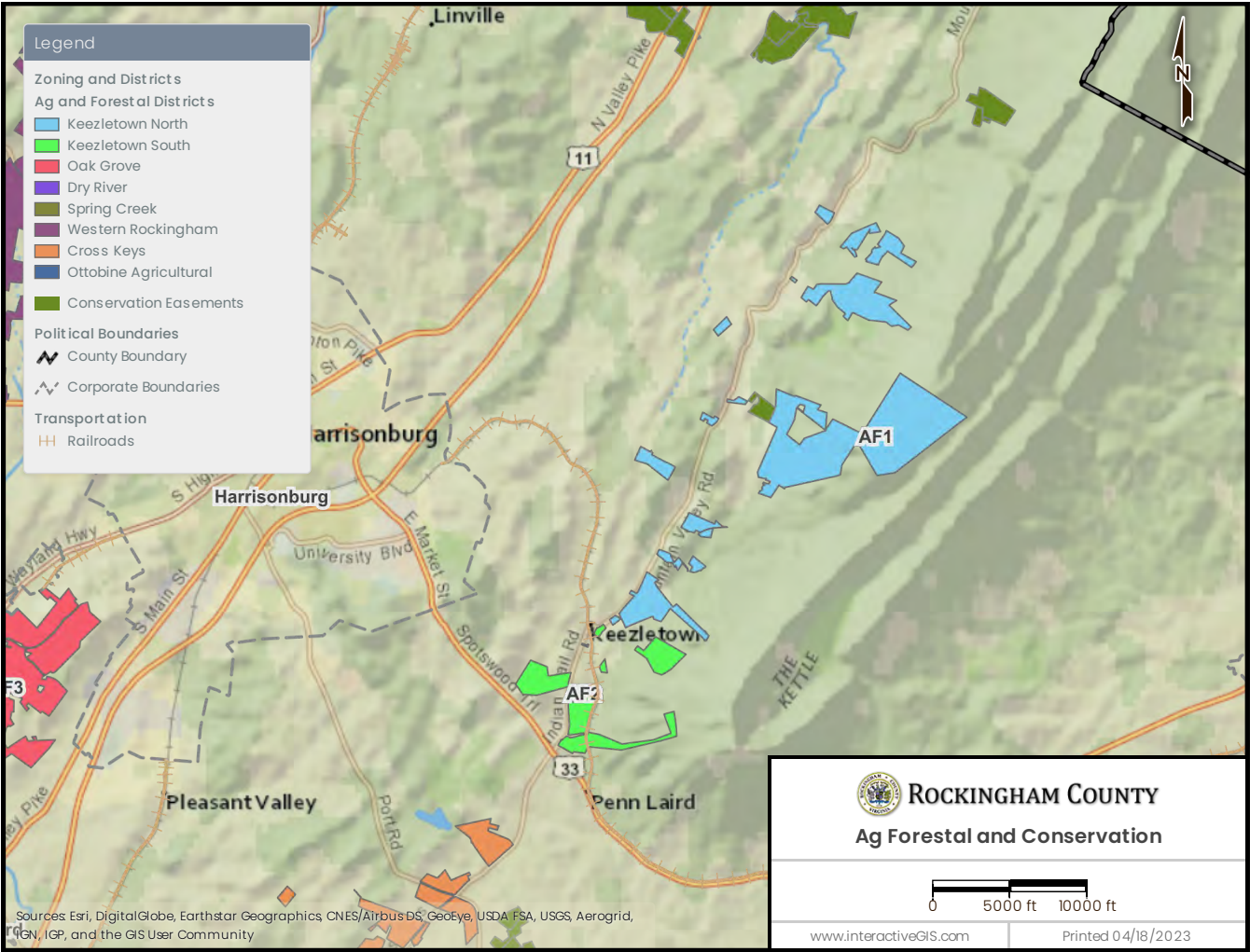
Agricultural and Forestal Districts (AFDs) are just one of the land conservation tools used to ensure land remains undeveloped and the natural resources on the land are protected. AFDs are temporary agreements between a locality and landowners who agree to keep their property undeveloped and available for farming or forestry for a certain period of time, usually 4 to 10 years. It is not the same as a zoning district. Participation is voluntary and a landowner must apply to put their land in an AFD. A district must have a core area of a minimum of 200 adjacent acres. Non-contiguous properties may be incorporated into the district, provided they are located within a mile of the core or adjacent to property in the district. Once the 200-acre core is established, neighboring landowners can join, and there is no minimum parcel size or minimum number of landowners. There is also no maximum size for a district.

AFDs were established by legislation in Virginia in 1977 to help localities protect farm and forested land as a major economic and environmental re-

source. Today, there are about 30 Virginia localities with AFDs covering more than 650,000 acres across the state.

Many Keezletown farmers participate in AFDs that were formed in the county decades ago. The Keezletown North and Keezletown South AFDs together include 2,268 acres (more than 75 parcels). Both districts have seven-year terms and will be up for renewal in June 2026.

For property owners, the advantages include eligibility for land use taxation resulting in lower taxes, special consideration in local land-use decisions, similar consideration from state agencies, and protection from special assessments and eminent domain. The community directly benefits from an active AFD program because AFDs help protect the productive farm and forest land that contributes to the community's rural appeal and character, shows strong support for continued farming and forestry, and protects surface and groundwater supplies, wildlife, and other natural resources.



Legend

Zoning and Districts

Ag and Forestal Districts


- Light Blue: Keezletown North
- Green: Keezletown South
- Red: Oak Grove
- Purple: Dry River
- Brown: Spring Creek
- Dark Purple: Western Rockingham
- Orange: Cross Keys
- Dark Blue: Ottobine Agricultural
- Dark Green: Conservation Easements


Political Boundaries

- Black line: County Boundary
- Dashed line: Corporate Boundaries

Transportation

- Orange line with cross-ticks: Railroads


ROCKINGHAM COUNTY
 Ag Forestal and Conservation



www.interactiveGIS.com Printed 04/18/2023

Sources: Esri, DigitalGlobe, Earthstar Geographics, CNES/AirbusDS, GeoEye, USDA FSA, USGS, AeroGRID, IGN, IGP, and the GIS User Community



Results and Conclusions

The Keezletown Community Planning Project was enthusiastically embraced by the community and resulted in several concrete products. The high level of attendance and the cooperative atmosphere throughout the workshops demonstrated impressive community interest. The workshop participants expressed their strong desire to keep the character of Keezletown largely unchanged in the future, only allowing for complementary enhancements. The written products are presented in this report:

Community Vision for Keezletown	page 12
Community Vetted Project Area Map with Treasured Places and Priorities	page 13, Appendix 1-8
Recommended Action Plans for both Rockingham County and the Keezletown Community	pages 14-25
Rockingham County Action Plan Implementation Recommendations	pages 37-42
Survey Results on Land Use and Transportation Preferences	Appendices 3-2, 3-3
Background Data and Maps	Appendix 1

The project had other results that are less tangible, but equally important. The workshops brought people together to discuss community challenges. It provided opportunities for citizens to meet new people and to work toward a common purpose. Keezletown now has a plan that represents their hopes and interests. The community Action Plan lays out steps citizens can take to protect the features they love and to strengthen their community. The suggested steps could be the mechanism by which citizens find ways to continue gathering and working together.

Rockingham County will be provided with its Action Plan and the following implementation recommendations to be considered as it updates its comprehensive plan. As a community statement of how Keezletown visualizes its future, this input should be timely.

Rockingham County Action Plan Implementation Recommendations

Many of the implementation recommendations from the Keezletown Community Planning Project can best be accomplished through amendments to both the Rockingham County Comprehensive Plan and the Rockingham County Zoning Ordinance. Below are proposed revisions to these documents based on community input from Keezletown Community Workshops held between September 2022 and April 2023. These suggested amendments were prepared by Sara Hollberg, the professional planning consultant retained by Alliance for the Shenandoah Valley.

These recommended revisions to the county's planning and zoning documents offered for consideration by Rockingham County officials and staff have been drafted to reflect community concerns and comments, and they are consistent with the best practices and tools available to Virginia localities. The general concepts were discussed and approved at the community workshops, but the specific language in the potential amendments was not. The recommended revisions should be considered a starting point for future discussions and evaluation. Any actual amendments to the county's comprehensive plan or zoning ordinance would be initiated by the county and be subject to full review by the county planning commission and board of supervisors with a minimum of two public hearings.

Residents of the Keezletown community have expressed a willingness and desire to be involved in any next steps to implement the Community Vision for Keezletown.

A. Recommended Revisions to the Rockingham County Comprehensive Plan

Based on the results of the community workshops of the Keezletown Community Planning Project, the county should consider including the following recommendations in the comprehensive plan:

Recommendation 1:

Incorporate the Keezletown Community Vision and more specific policy guidelines for the area into the comprehensive plan by adding the following language to appropriate locations in the revised, updated comprehensive plan.

KEEZLETOWN RURAL AREA

The Keezletown Rural Area is defined by the boundaries delineated in the Keezletown Community Planning Project and shown on the Community Vetted Project Area Map with Treasured Places and Priorities (Appendix 1-8). It includes both the village and surrounding rural areas. The Keezletown Community Vision was developed through a series of community workshops held between September 2022 and April 2023 and affirmed on April 19, 2023. This vision shall be a guide for future activity in the Keezletown Rural Area.

KEEZLETOWN COMMUNITY VISION

In 50 years, Keezletown's landscapes remain open and agricultural and the village retains its historic look and feel. Community members, new and old, value and work together to preserve the community's rich history, quiet rural character, and dark skies. The pace of life in Keezletown is slow and laidback. Keezletown's natural and scenic assets are protected and outdoor recreation amenities are designed for local enjoyment and visitors who appreciate our rural community. Residents move about with safety and ease between homes, local parks, working farms, and cherished gathering places in the village.

OBJECTIVES AND STRATEGIES

Achieving the vision for Keezletown will require a combination of public and private decisions and actions to protect treasured resources, enhance existing community character, and ensure that future improvements are compatible with what is there today. Workshop participants support a range of strategies to implement the vision. While most of these are voluntary efforts, there is support for targeted refinements to local regulations to prevent very incompatible land uses and forms of development. Participants seek to focus on key improvements and encourage continued community involvement in protecting community assets and character.

Objective 1:

Encourage compatible land uses and conservation of agricultural, historic, and natural resources to protect the existing rural character of the Keezletown area and to promote the area's unique heritage.

- » **Strategy 1a:** Do not plan to extend water and sewer utilities, develop major infrastructure, or expand roads in the Keezletown area
- » **Strategy 1b:** Continue support for the voluntary Keezletown Agricultural and Forestal Districts (see page 34) and encourage additional participation.
- » **Strategy 1c:** Support the use of voluntary conservation easements.

Objective 2:

Maintain the character and residential nature of the historic Village of Keezletown and enhance areas approaching the village.

- » **Strategy 2a:** Pursue a historic survey of the area through the Virginia Department of Historic Resource's grant program.
- » **Strategy 2b:** Initiate preparation of a National Register nomination for the village as a National Register Historic District.
- » **Strategy 2c:** Pursue additional surveys to record historic and archaeological resources throughout the entire project area.
- » **Strategy 2d:** Seek Rockingham County and VDOT assistance with traffic calming and speed enforcement measures and pedestrian safety improvements around the village. *Note: Following the first community workshop, VDOT decreased the speed limit through the village along Indian Trail Road.*

Objective 3:

Ensure compatible development and promote cohesion and connectivity within the Keezletown Project Area by considering setbacks, signs, lighting, scale of buildings, roads, uses, walking routes, and design elements that contribute to the character of Keezletown Village.

- » **Strategy 3a:** Explore the potential for extending a shared-use path from Rockingham Park at the Crossroads to the village and Redeemer Classical School.
- » **Strategy 3b:** Use the results of the Visual Preference Survey completed during Workshop 2 (Appendices 3-2 and 3-3) to provide guidance on compatible uses and designs for the area, such as when a rezoning or special use permit application is considered, as well as projects undertaken by Rockingham County, VDOT, or other entities.

Objective 4: **Ensure protection of natural and scenic resources in the Keezletown area.**

- » **Strategy 4a:** Add protecting naturally dark skies as a goal under scenic and natural resources.
- » **Strategy 4b:** Recognize the value of the area's unique natural resources as an asset for compatible economic development and tourism.
- » **Strategy 4c:** Incorporate natural resource protection into recreation and other projects.
- » **Strategy 4d:** Support small-scale on-site solar installations, including for agricultural operations, but not large or poorly-sited utility-scale solar.
- » **Strategy 4e:** Add protecting steep slopes as a goal under scenic and natural resources.

Objective 5: **Make place-appropriate transportation improvements**

- » **Strategy 5a:** Recommend adding a statement into the transportation section of the comprehensive plan and the regional long-term transportation plan that no new or expanded roads be added to the Keezletown Rural Area
- » **Strategy 5b:** Pursue safety improvements at strategic locations in the project area.
- » **Strategy 5c:** Work with VDOT, Rockingham County Planning and Parks and Recreation staff as well as the Bike/Ped Committee, and other entities on the scope and design of any transportation improvements, using the specific issues and preferred solutions expressed by citizens through the Keezletown Community Planning project as a guide.

Recommendation 2:

Incorporate appropriate maps and illustrations into the county's comprehensive plan to support recommendations for the Keezletown area. Include:

- » The results of the Land Use and Transportation Preference Surveys, with text describing preferences (Appendices 3-2, 3-3)
- » The Community Vetted Project Area Map with Treasured Places and Priorities (Appendix 1-8)

B. Potential Revisions to the Rockingham County Zoning Ordinance

EXISTING ZONING AND COMMUNITY CONCERNS

Future development that is either not complementary or larger in scale in the Keezletown area was a major concern of participants in the community workshops. All of the Keezletown area, except for a few minor older subdivisions, is zoned for Agricultural Use and much of it is zoned A1-Prime Agriculture, which is more restrictive. Within the historic village area, all of the parcels are zoned for Agricultural Use, specifically A2-General Agriculture. Since A2 agricultural zoning is designed for modern agricultural and residential uses on large lots, the zoning district standards for setbacks, parcel sizes, and building heights are not compatible with existing development in the village built long ago to historic patterns.

RECOMMENDATIONS:

- » To protect character in the rural area, maintain the current agricultural zoning, especially the A1-Prime zoning. Any requested uses by special use permit should be considered carefully, especially projects proposing an increase in scale. Support solar installations for on-site use but discourage siting of large scale or poorly sited utility-scale solar facilities.
- » In the village, to provide some flexibility for future land uses of an appropriate size, scale and nature, encourage and facilitate property owners to apply for a Rural Village zoning. Also continue to seek refinements in that zoning district to support compatible development in villages like Keezletown.

HISTORIC PRESERVATION TOOLS

Because the village does not have status as a National Register Historic District, planning tools such as a corridor overlay district or a local historic preservation district with design review are not options. Property owners also are not eligible to receive tax credits to help finance rehabilitation of historic buildings. County support to achieve National Register status is encouraged to open up these potential tools. In any case, clear recognition of the features and structures that contribute to historic character will provide a helpful foundation for voluntary protection.

OUTDOOR LIGHTING

Rockingham County has an outdoor lighting ordinance. However, there are updates needed to incorporate changes in lighting technology, greater awareness of the severity of light pollution, and improved understanding of ways to reduce it. Standards should aim for fixture designs that minimize 'blue light' (generally fixtures

with color correlated temperatures (CCT) less than 4,000), have appropriate and not excessive lumen output to reduce glare, minimize uplighting or are fully shielded, and are controlled to turn off late at night, dim, or are motion sensed, so used only when necessary.

RECOMMENDATIONS:

- » Update Outdoor Lighting requirements:
 - ◇ Choose standards based on:
 - Dark Sky International (darksky.org)
 - Five Principles for Responsible Outdoor Lighting (<https://www.darksky.org/our-work/lighting/lighting-principles/>)
 - LED Lighting Practical Guide (https://www.darksky.org/wp-content/uploads/bsk-pdf-manager/2020/10/IDA_LED_handout_rev201016.pdf)
 - VDOT 2019 Instructional Memorandum (https://viriniadot.org/business/resources/IIM/TE-390_LED_Lighting.pdf)
 - ◇ Set standard for lighting projects:
 - ◇ Install lighting only when needed
 - ◇ Requiring exterior lights go off when buildings and grounds are not in use
 - ◇ Require adherence to International Dark-Skies Association community-friendly sports lighting certification criteria (www.darksky.org/ida-accepting-applications-for-community-friendly-sports-lighting-design-certification/)

APPENDIX 1

Maps and Background Materials

Project Website: shenandoahalliance.org/keezletown

1. Community one-page handout used in stakeholder engagement
2. Keezletown Project Area Map used in funding proposal and stakeholder engagement
3. Keezletown Area Map used in workshop activities
4. Keezletown Zoning Map used in workshop activities
5. Keezletown Existing Structure Map used in workshop activities
6. Keezletown Agriculture and Forestal District Map used in presentation
7. Historic Maps
 - a. Hotchkiss 1875
 - i. Source: Map of Rockingham County, Virginia, produced by Jed Hotchkiss, January 1866, published by Office of the Chief of Engineers, U.S. Army, 1875.
 - b. Village Map 1885
 - i. Source: Rockingham County 1885: Berlington, Rawley Springs, McGaheysville, Keezeltown, Virginia Historical Atlas, published by D. J. Lake and Co., 1885 (Source: Library of Congress).
 - c. Area Map 1885
 - i. Source: Rockingham County 1885: Central Magisterial District - East, Harrisonburg, Chrisman, Mt. Clinton, Karicote, Keezeltown - Left, Virginia Historical Atlas, published by D. J. Lake and Co., 1885 (Source: Library of Congress).
8. Community Vetted Project Area Map with Treasured Places and Priorities

APPENDIX 1-1



What makes Keezletown a great place to live?

What unique features and characteristics define the area?

What would you like to see more of or less of in your community?

If you were to return to Keezletown in 20 years, what would you hope to see?

Keezletown Community Visioning

With development pressure from the fast-growing City of Harrisonburg to the west, commercial and retail development to the south, and Massanutten resort to the east, Keezletown is at an important preservation turning point. Keezletown community members have acknowledged this reality and have suggested taking action to ensure Keezletown retains its unique character.

And the timing is right—Rockingham County is beginning the process of updating its planning documents and it's critical that the community's vision for Keezletown is included.

Alliance for the Shenandoah Valley led a similar community planning process in the nearby village of Port Republic. Through a series of community meetings, residents were asked to identify what was important to them about the village and its character, what their vision for the future was, and what amenities were lacking. For Port Republic residents, mostly, they wanted their quiet village to remain much the same. But also, they needed a crosswalk across a busy pedestrian intersection and wanted to explore options for scenic river designations for their neighboring rivers. The Alliance was able to help translate what we heard from the community into language that is informing the county's planning for Port Republic.

We'd like to offer the same service here in Keezletown, guided by members of the community. Our intention is to develop a community-generated plan to provide a buffer of protection against development pressure in county planning documents.

Please reach out to get involved!

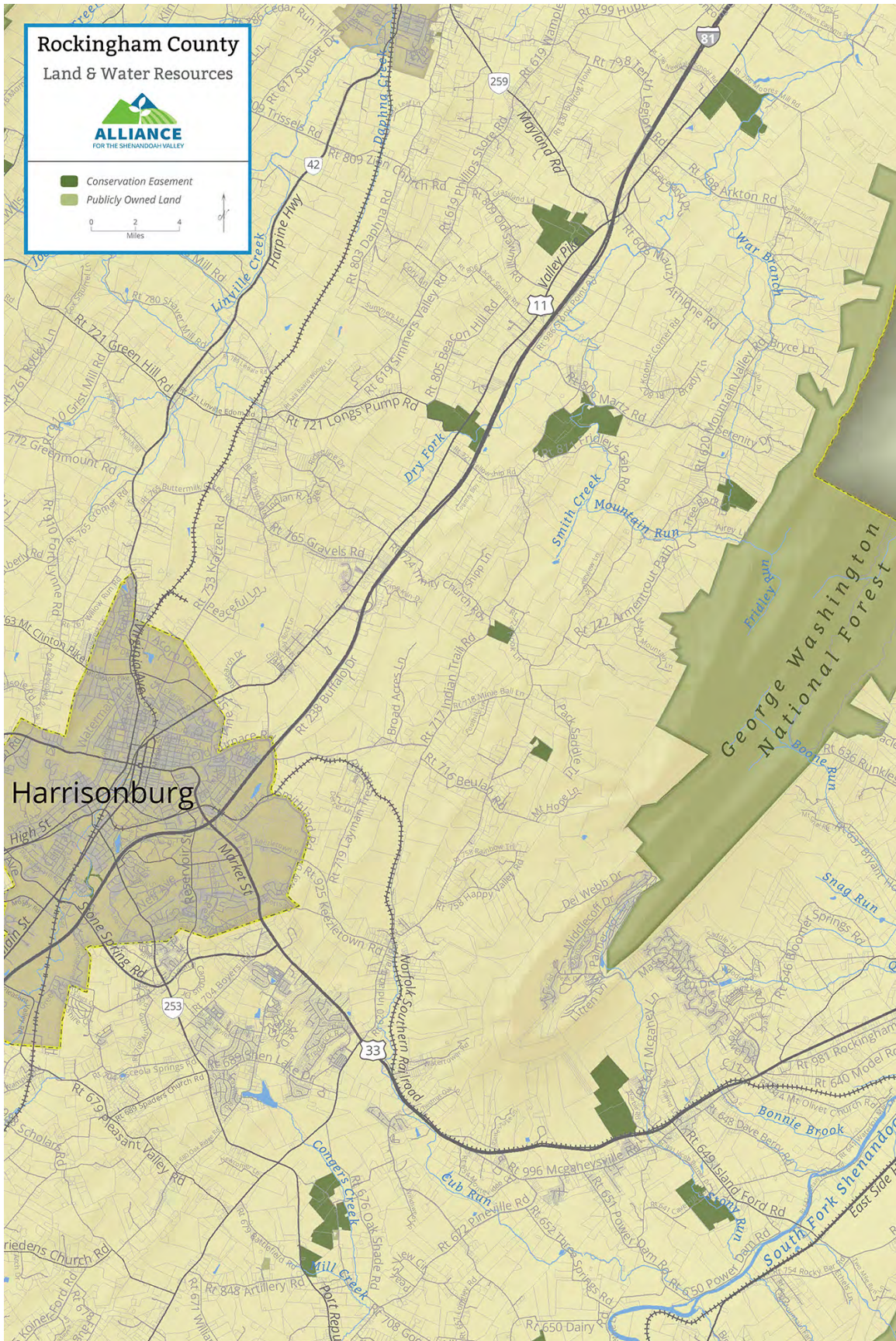
Erin Burch: eburch@shenandoahalliance.org or 804.937.8978

Kim Woodwell: kwoodwell@shenandoahalliance.org or 540.333.3681

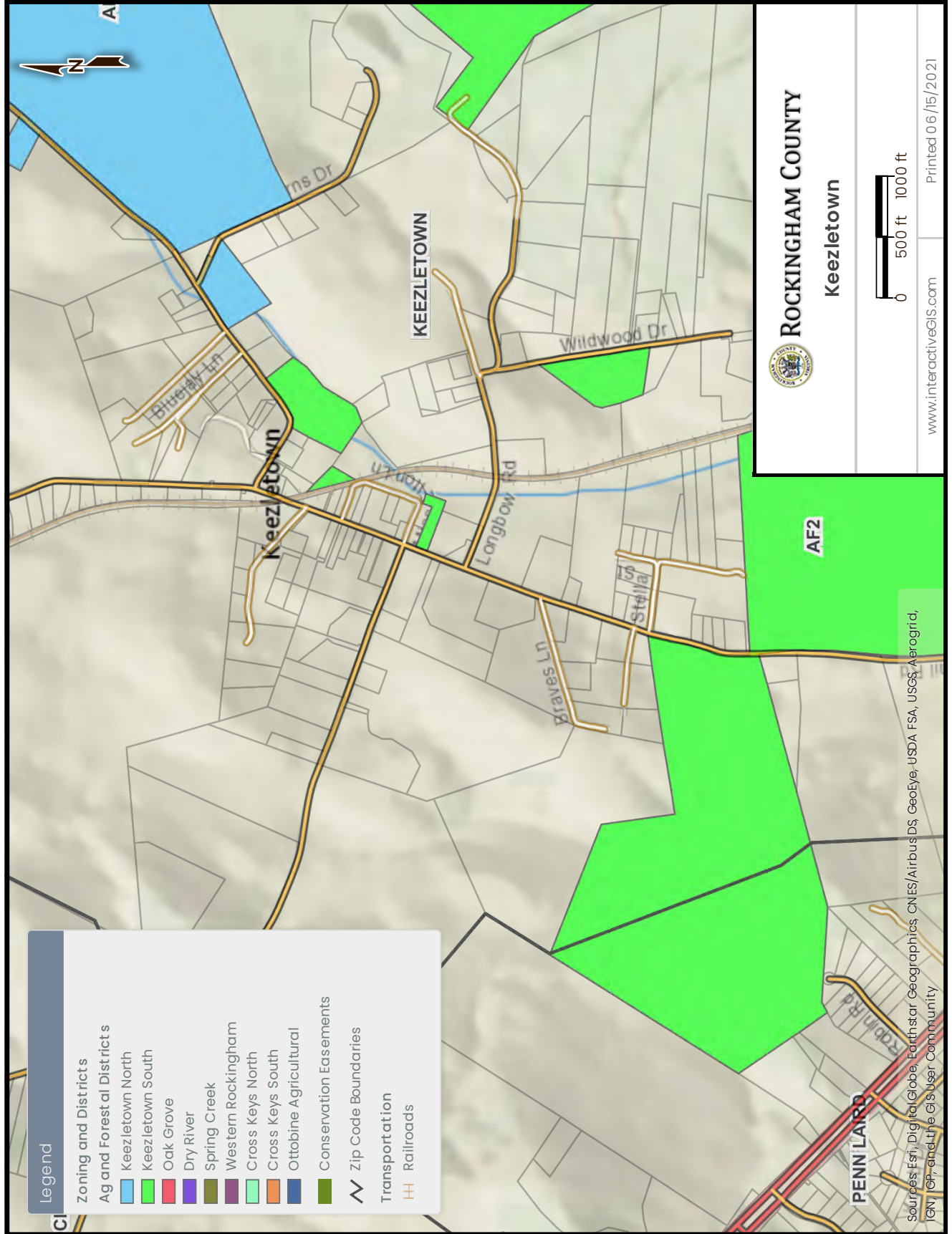
shenandoahalliance.org/project/keezletown-community-visioning/

info@shenandoahalliance.org | shenandoahalliance.org | 540.740.4500 | PO Box 674, New Market, VA 22844

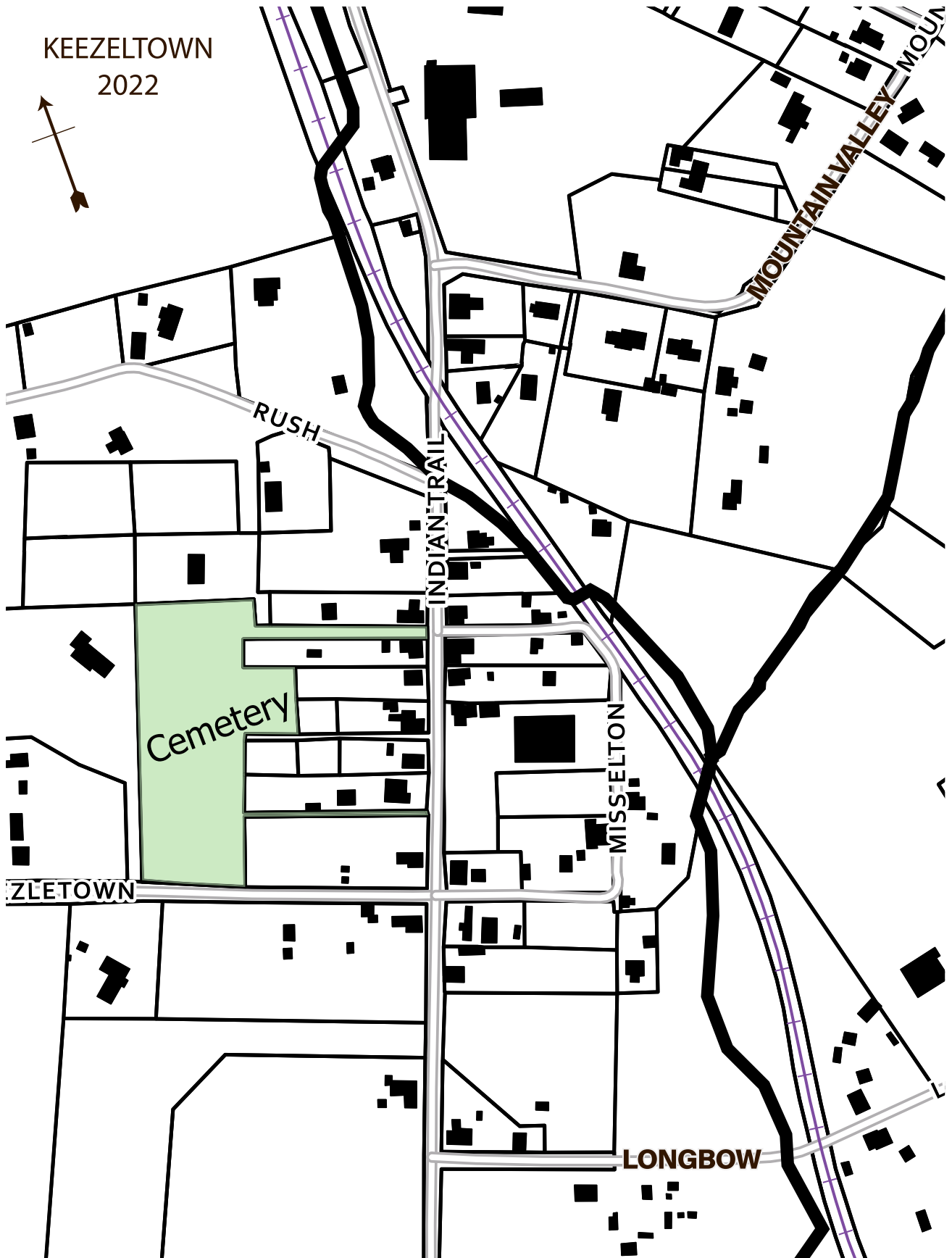
APPENDIX 1-3



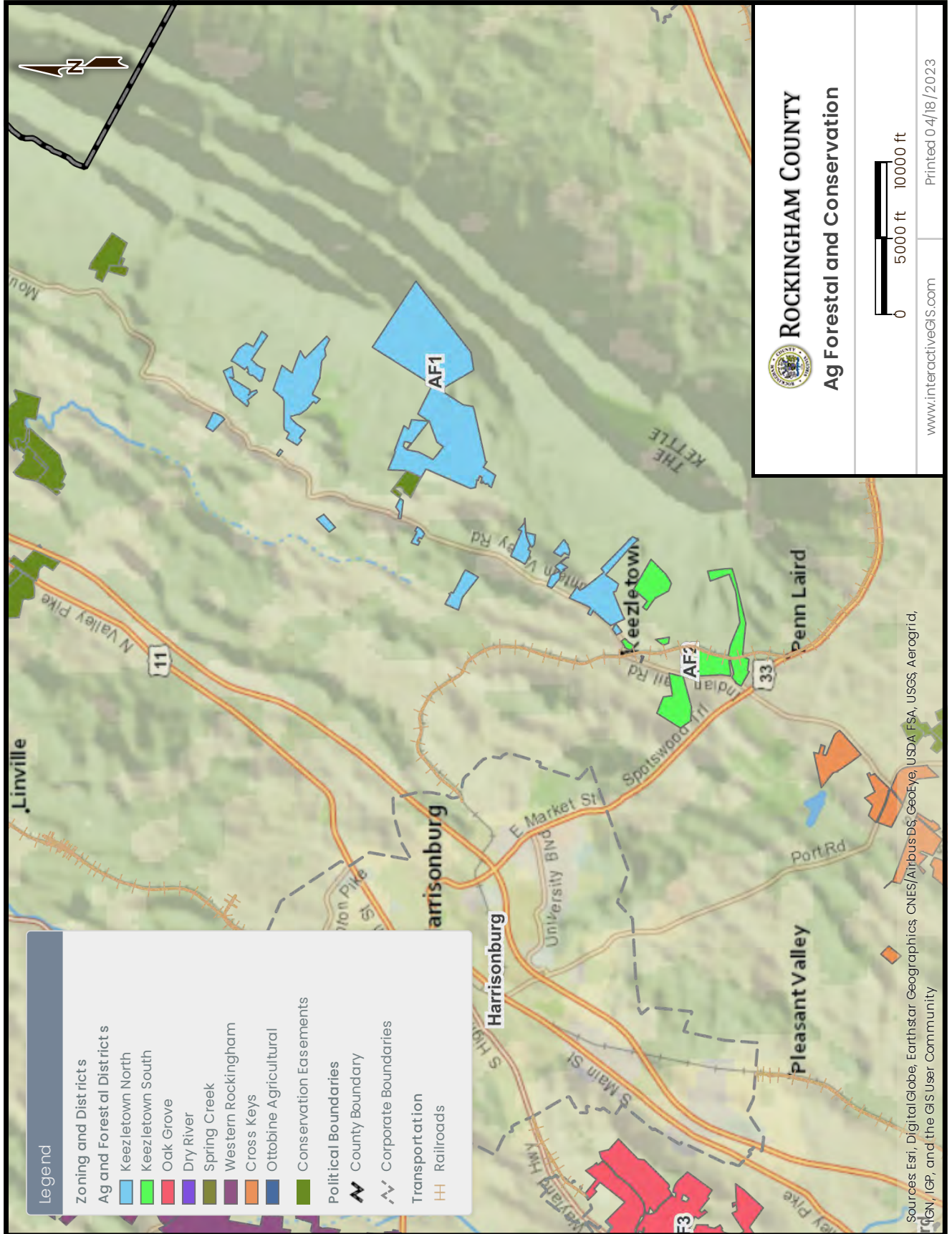
APPENDIX 1-4



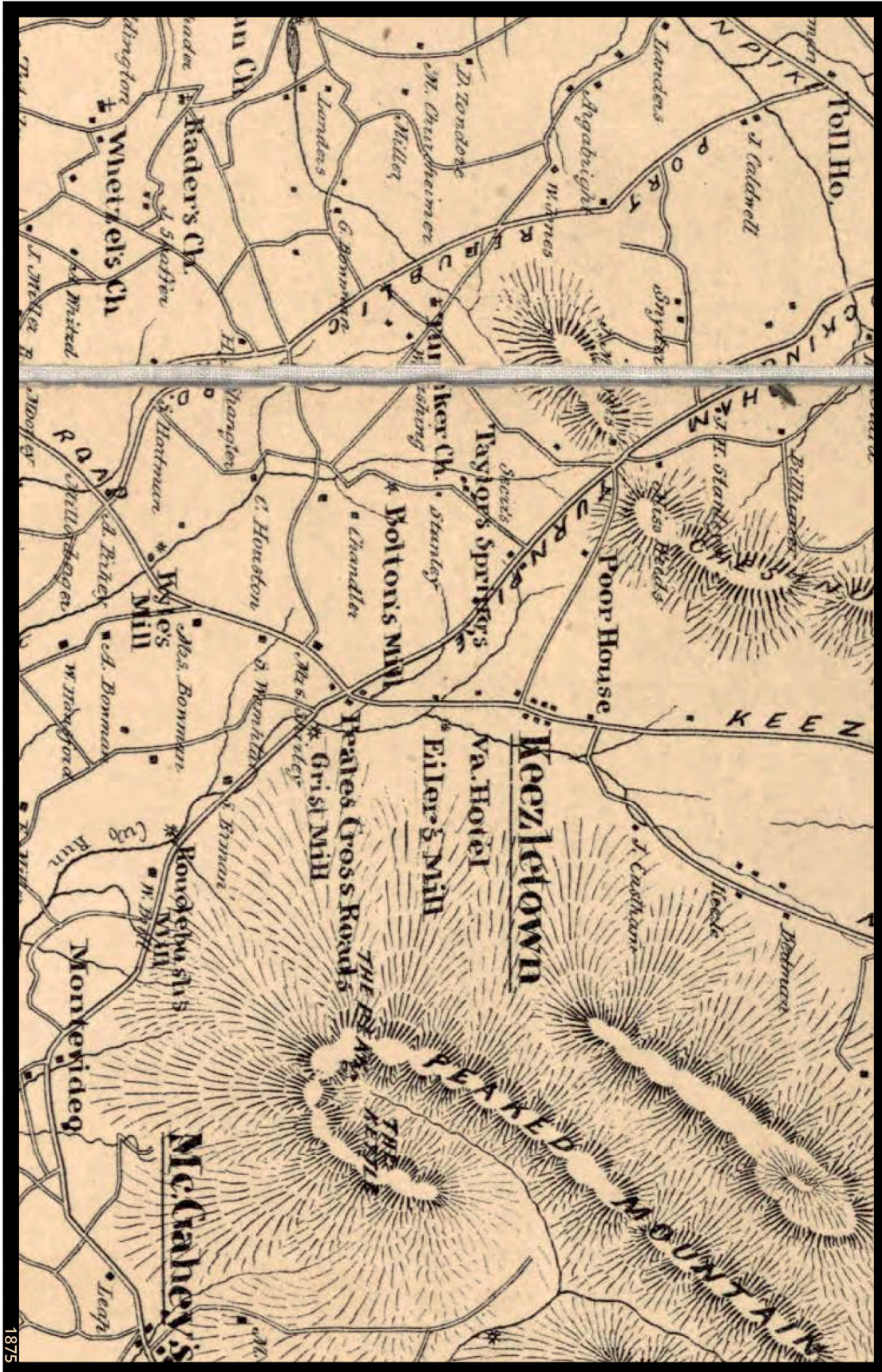
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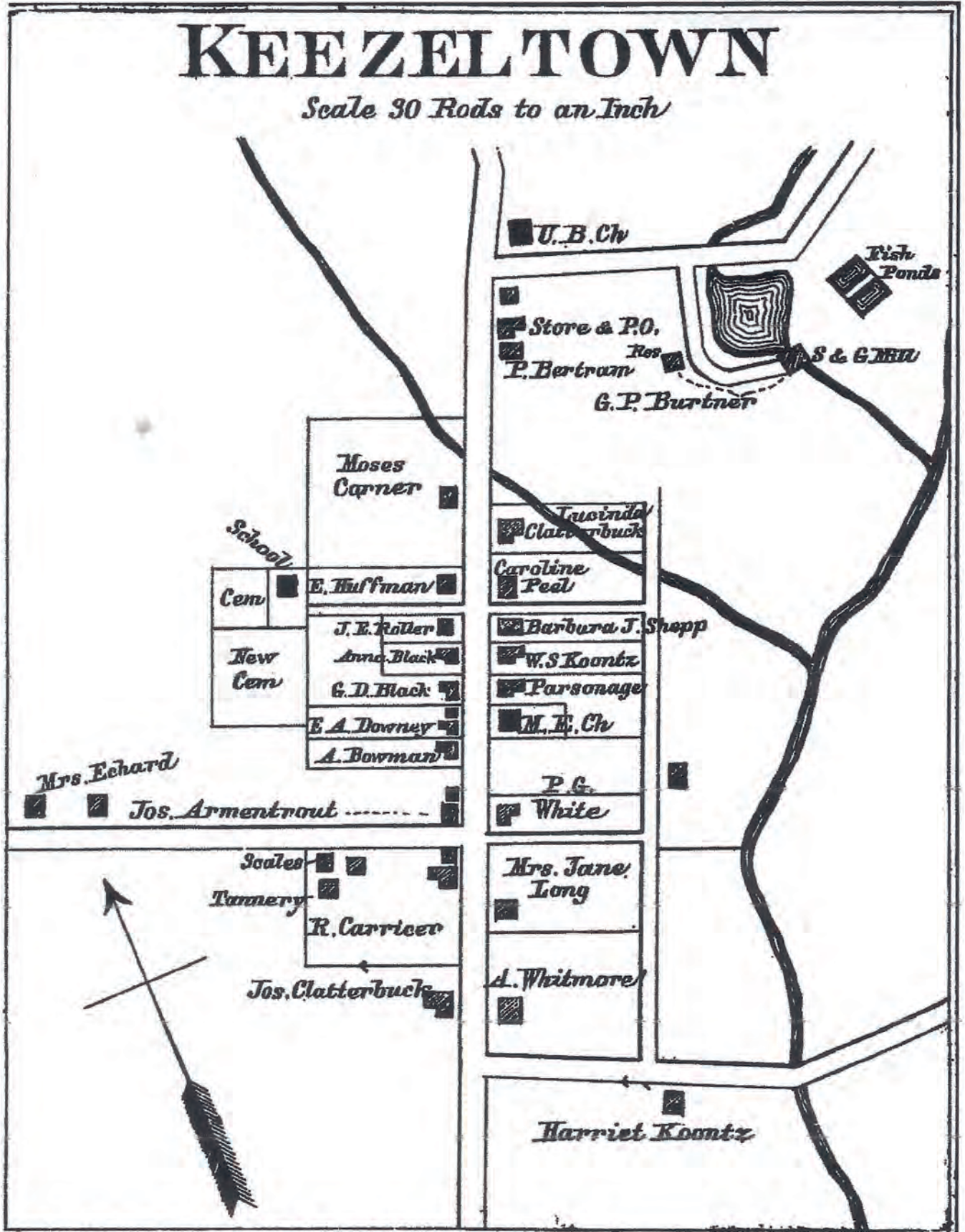


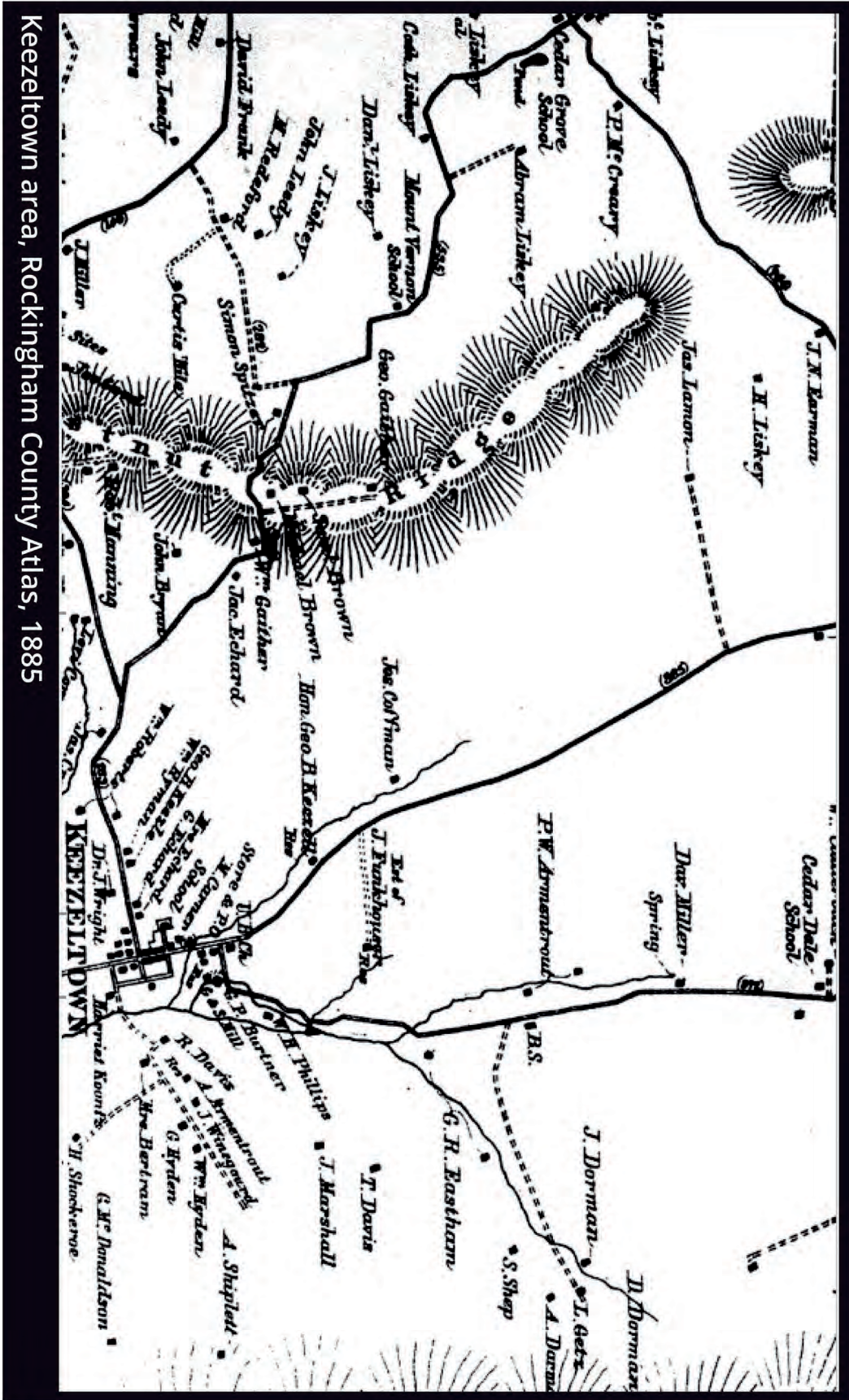
APPENDIX 1-6



APPENDIX 1-7A

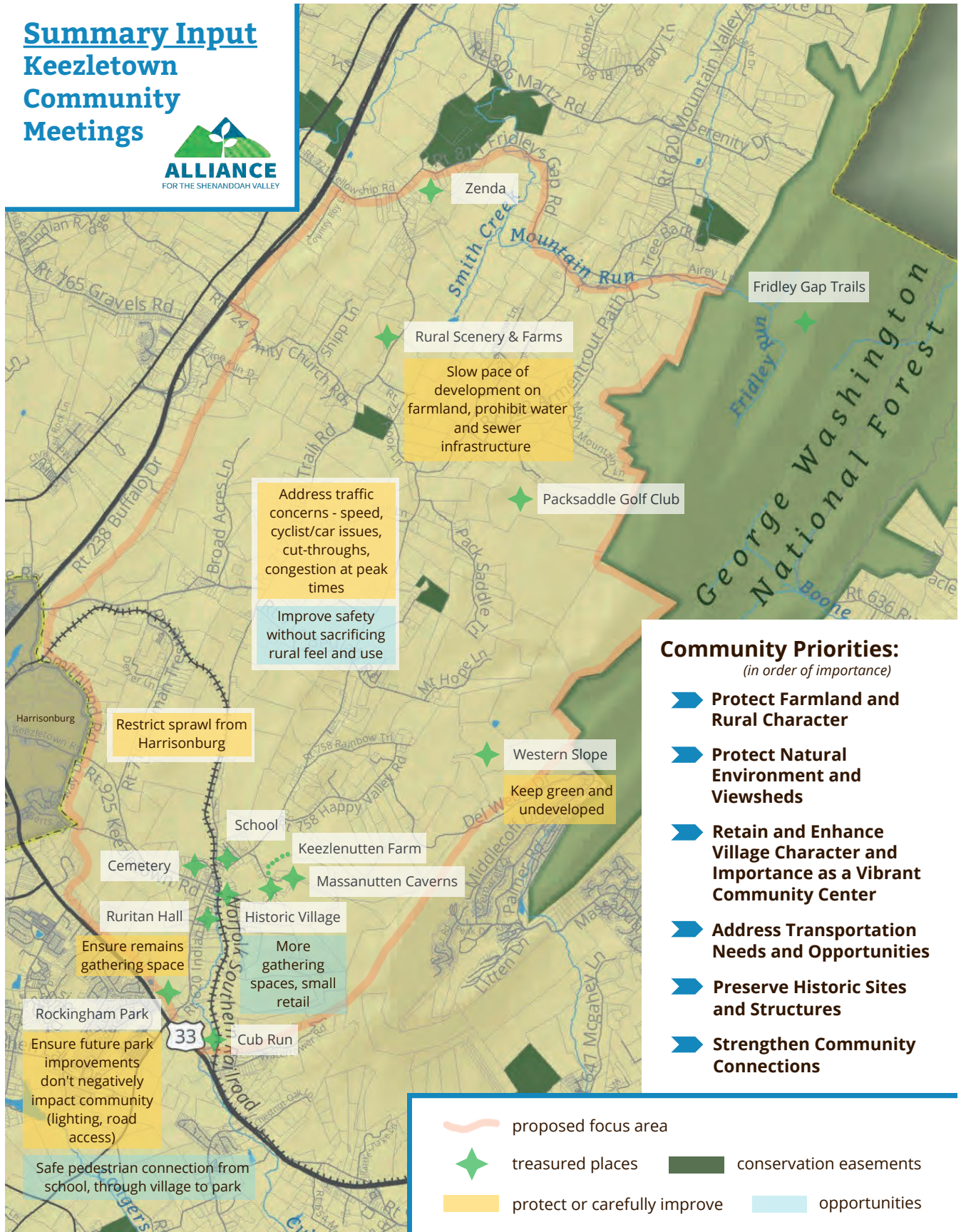






Keezeltown area, Rockingham County Atlas, 1885

Summary Input Keezletown Community Meetings



APPENDIX 2

Workshop 1 Materials & Results

Community Workshop 1 - September 27, 2022

1. Activity #1: Introductions
2. Activity #2: Maps
 - a. Map Activity Results
 - i. Table 1
 - ii. Table 2
 - iii. Table 3
 - iv. Table 4
 - v. Table 5
 - vi. Table 6
3. Activity #3: Looking Forward
 - a. Looking Forward Group Responses
4. Group Summaries

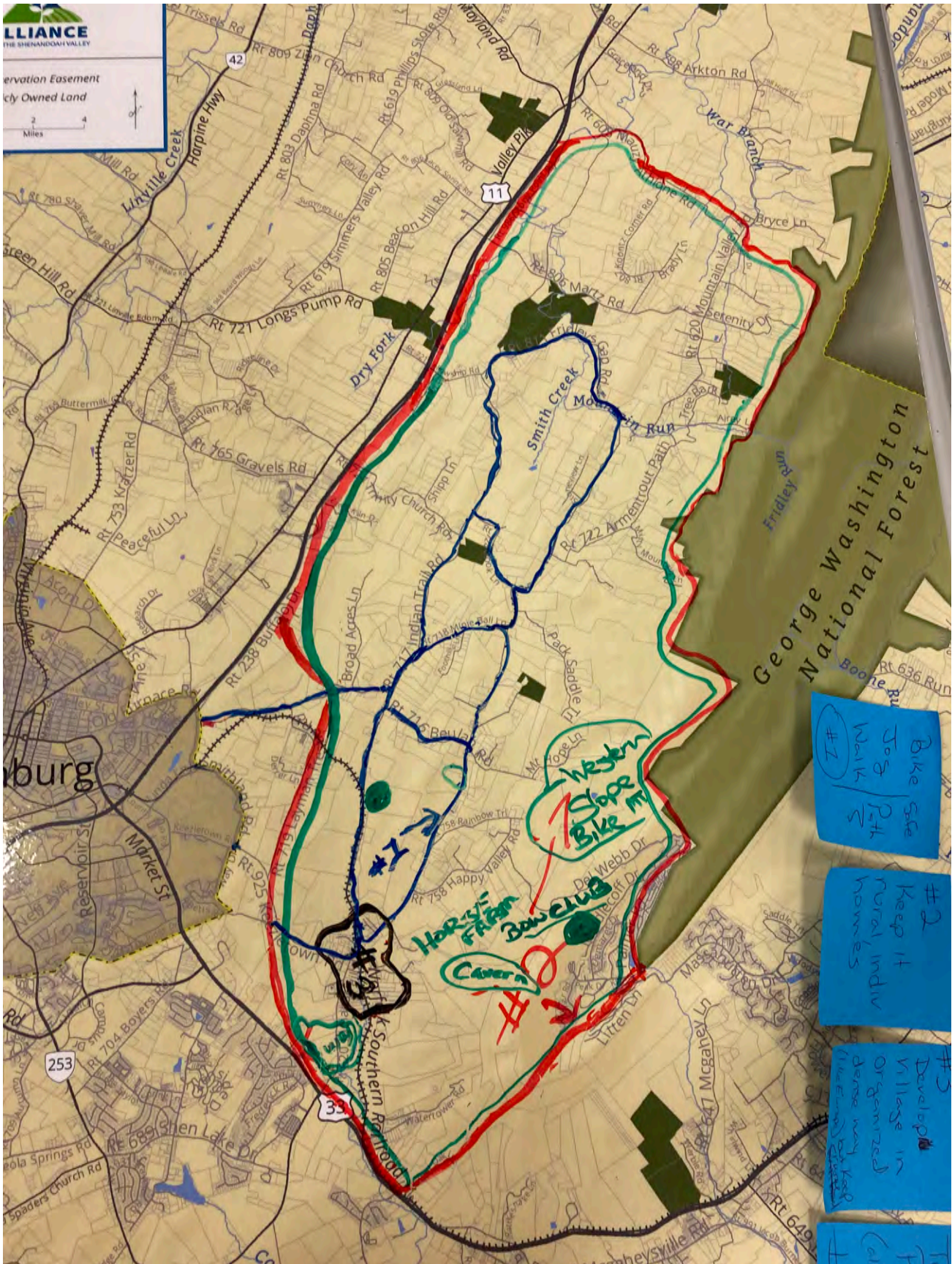
Activity #1: Introductions

- Share your name
- Share your profession or community role(s)
- Tell a story about how you came to live in Keezletown, or, if you were born here, tell a story about your family/ancestors

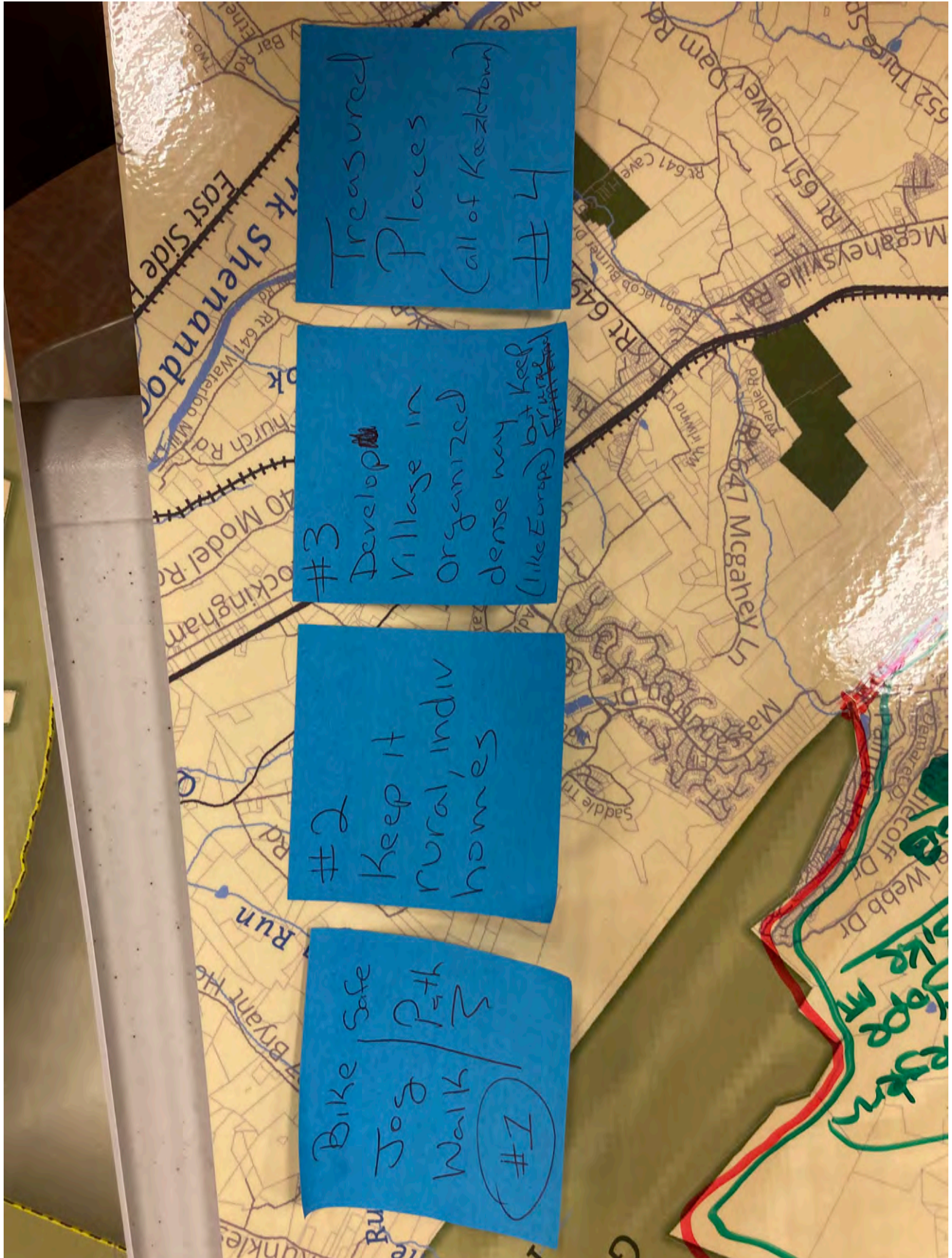
Activity #2: Maps

- **Treasured places (green):** those special or cherished features including buildings, natural features, neighborhoods, green spaces, landscapes, views, historic resources, etc. that make Keezletown a great place to live and that distinguish it from other places.
- **Places to protect from change (red):** features, areas or places that residents and stakeholders want to see conserved or protected from incompatible change (such as land uses that create undue impacts on surrounding properties or structures and uses that are out of scale or not in character with existing uses) in the future.
- **Places to carefully change or improve (black):** areas or features that community residents and stakeholders want to see upgraded, improved or where careful improvements or changes might be desired.
- **Opportunities to increase connections (blue):** identify where it might be possible and desirable to improve or strengthen connections among and within the community (the Ruritan Club, church, schools, etc).

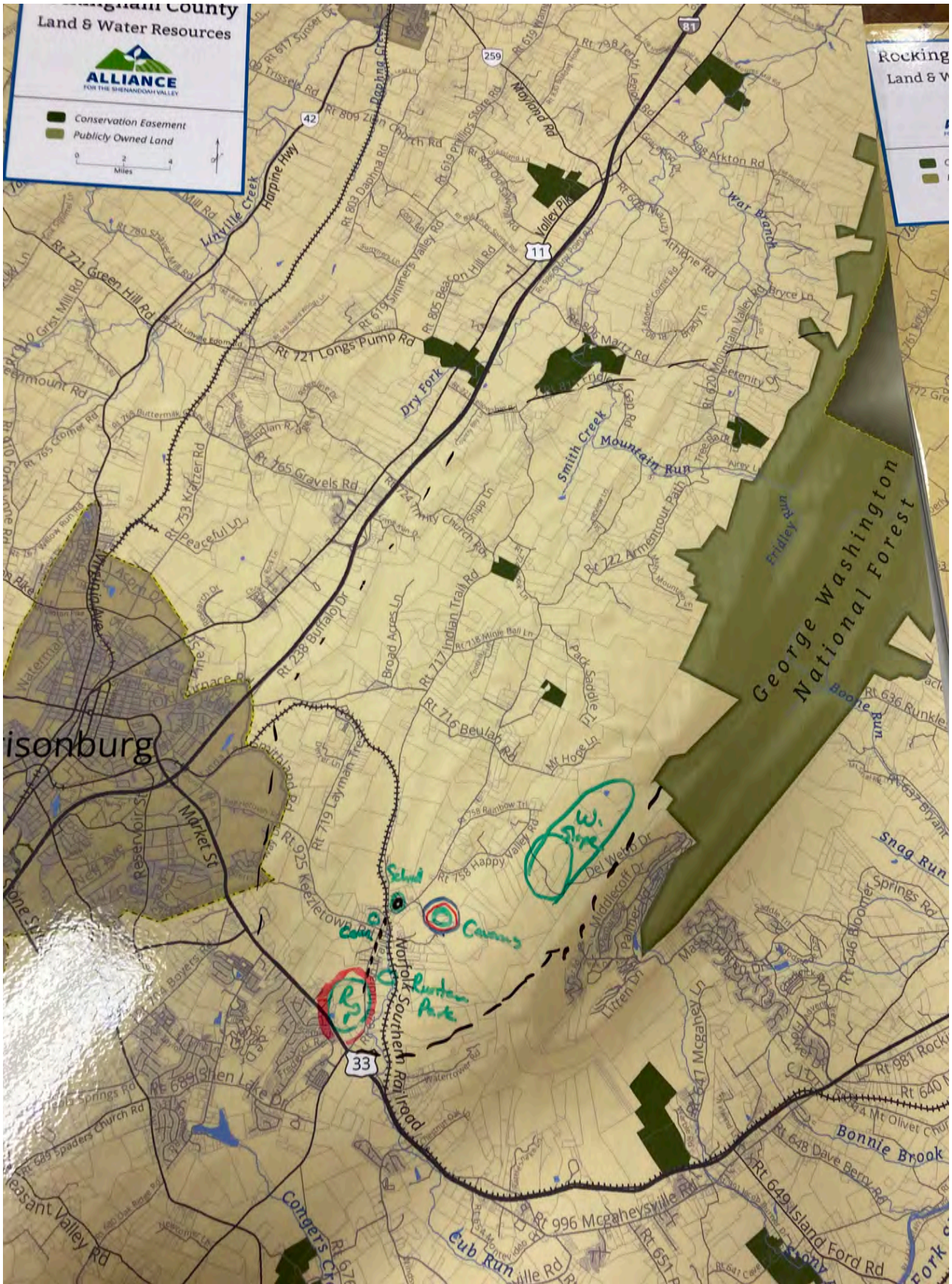
APPENDIX 2-2A-i (TABLE 1)



APPENDIX 2-2A-i (TABLE 1)



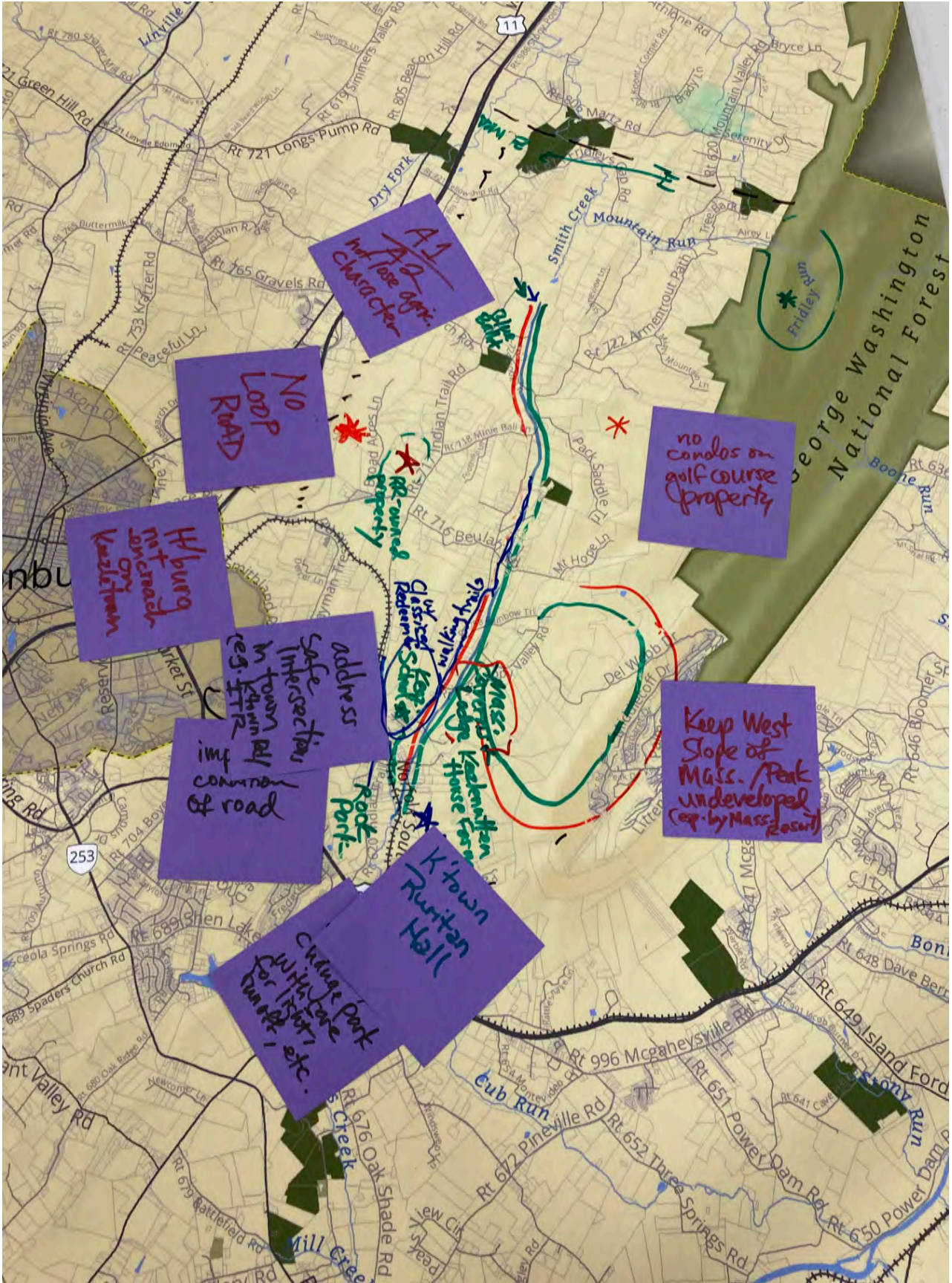
APPENDIX 2-2A-ii (TABLE 2)



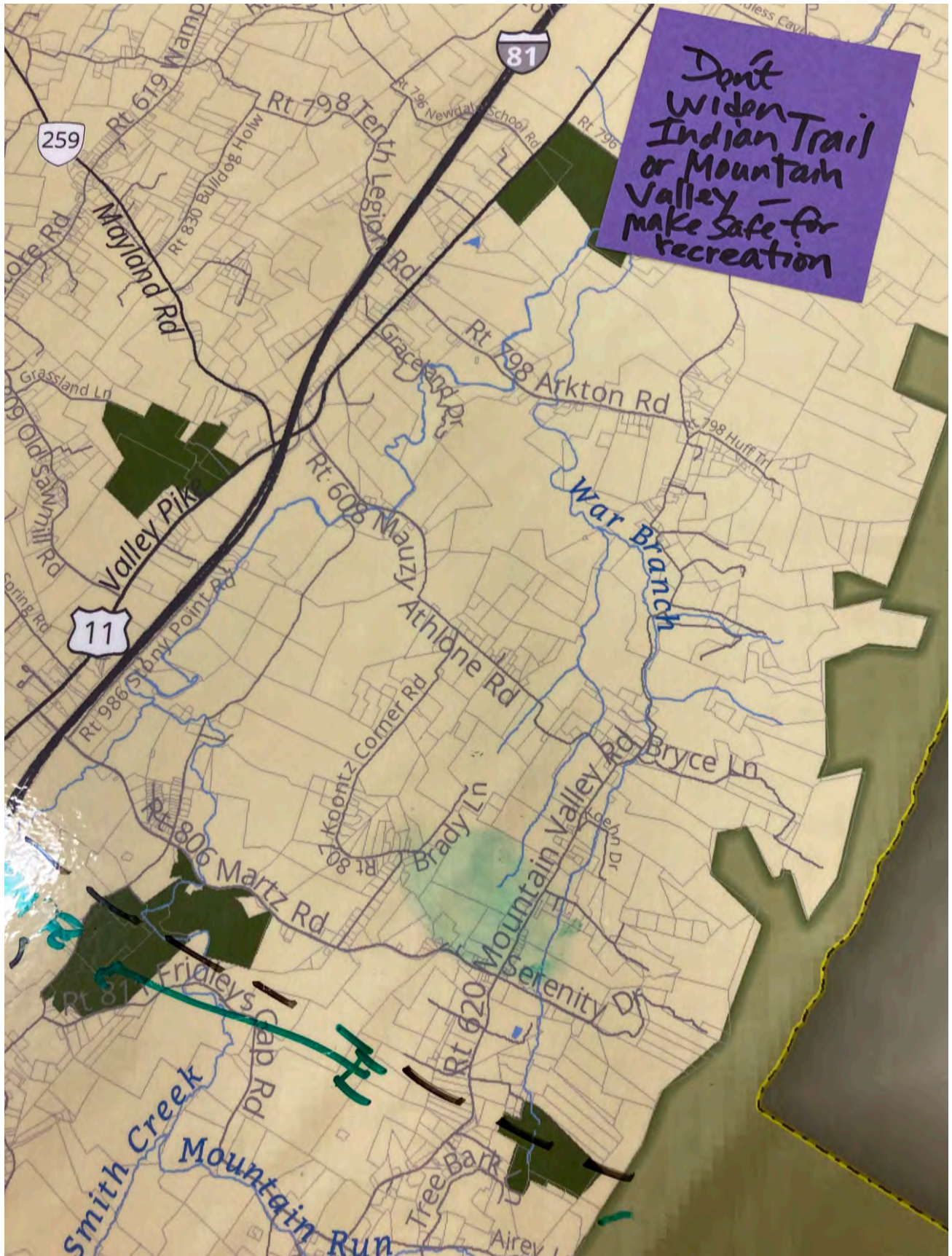
APPENDIX 2-2A-ii (TABLE 2)



APPENDIX 2-2A-iii (TABLE 3)



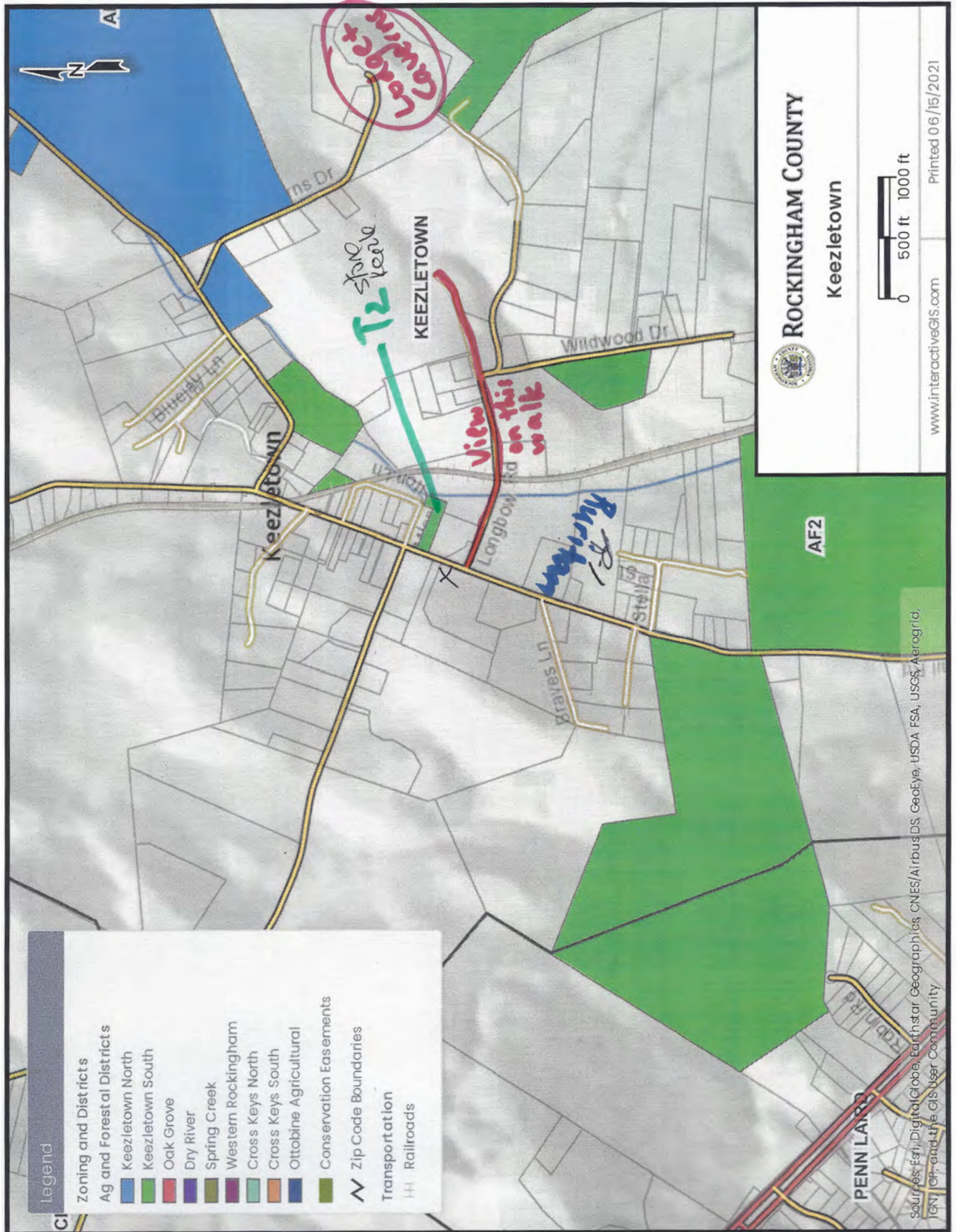
APPENDIX 2-2A-iii (TABLE 3)



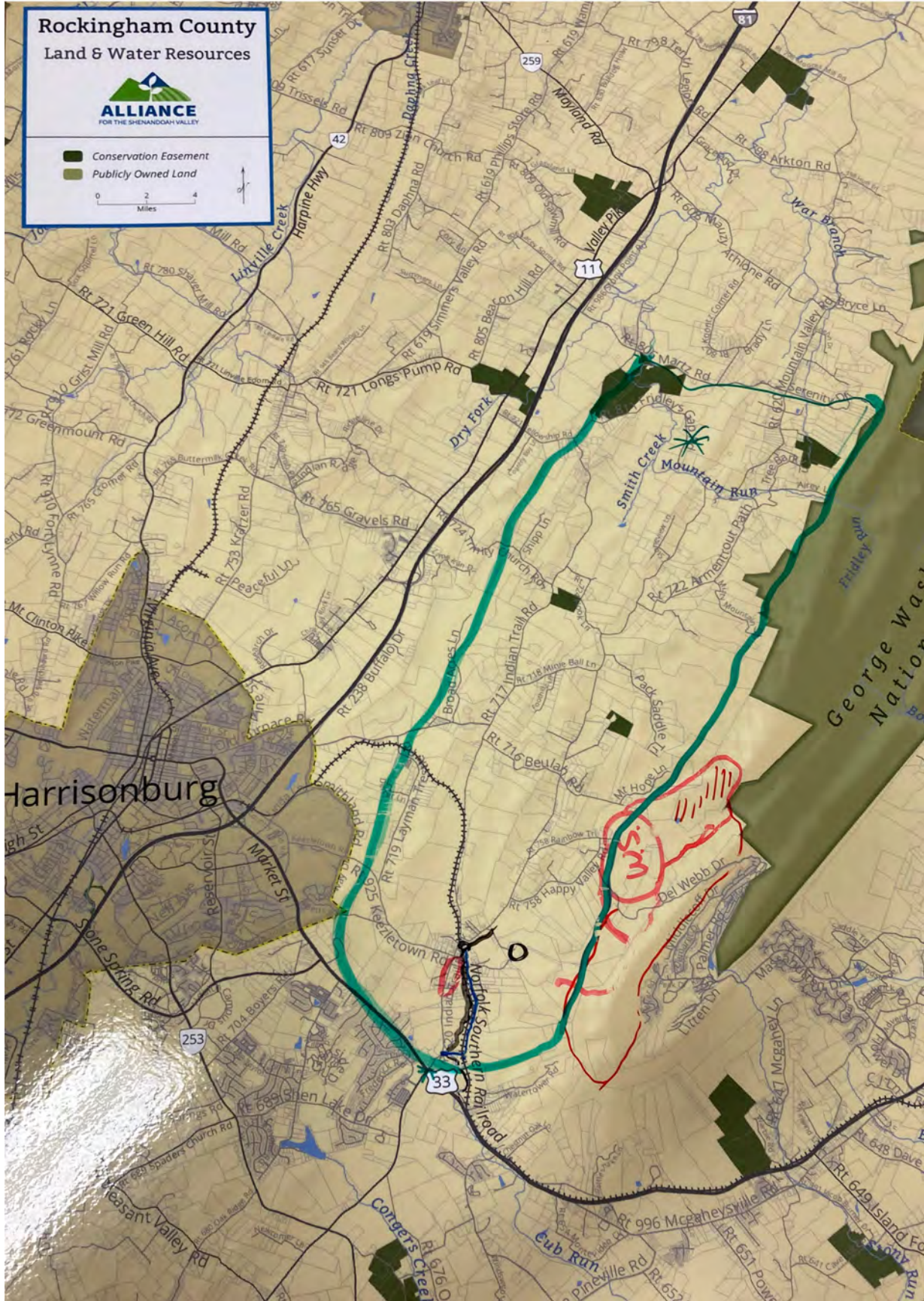
APPENDIX 2-2A-iv (TABLE 4)



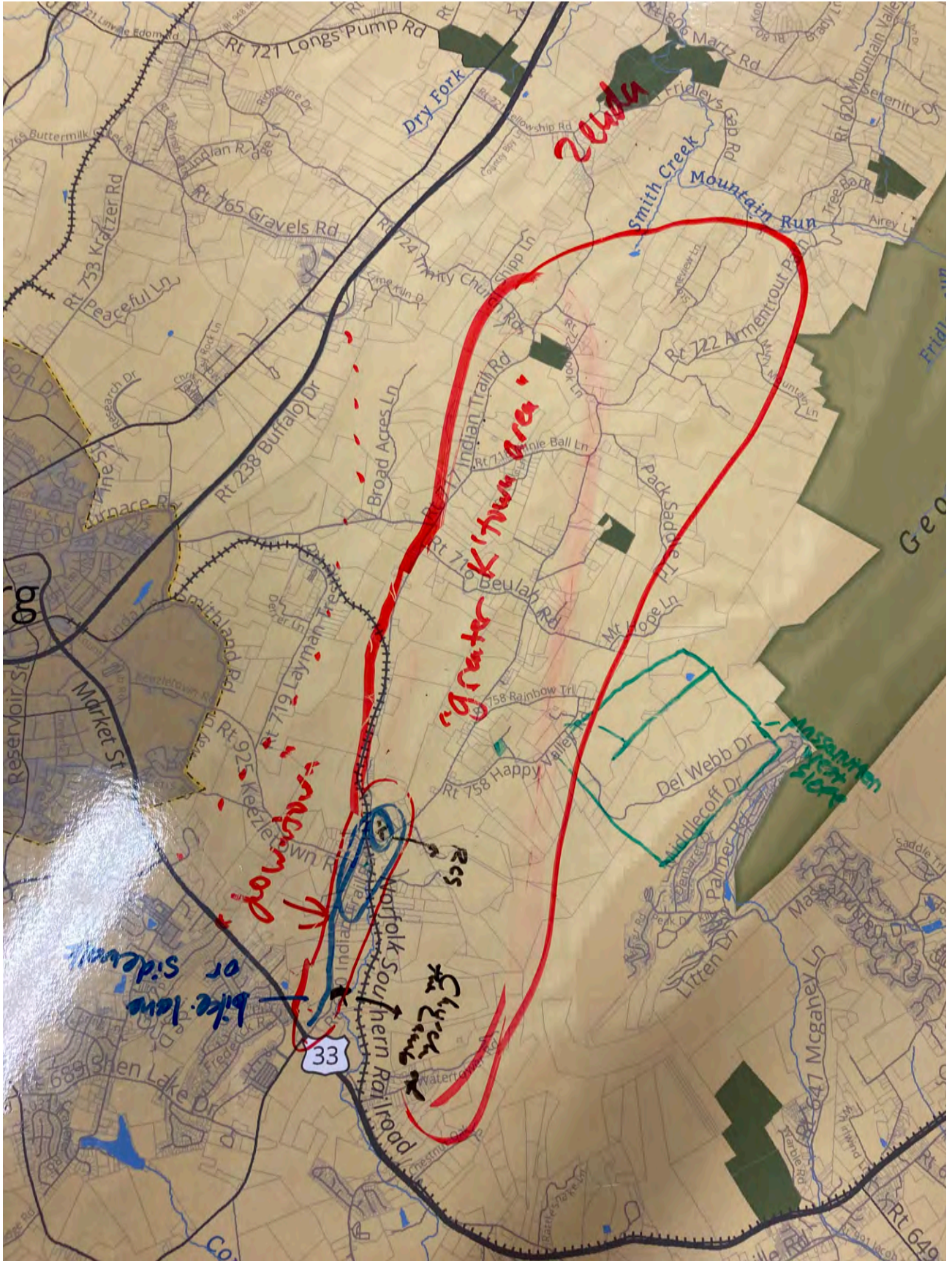
APPENDIX 2-2A-iv (TABLE 4)



APPENDIX 2-2A-v (TABLE 5)



APPENDIX 2-2A-vi (TABLE 6)



Activity #3: Looking Forward

- What would I like to see more of in my community?
- What would I like less of or not at all?
- If I were to return to Keezletown in 20 years, I would hope to see...

Activity #3 'Looking Forward' Group Responses:

What I would like to see more of in my community

- Viable and profitable ag sector
- Diversified production
- Some commercial enterprises to drive economy and community connections
- Specialized manufacturing such as woodworking
- Place to meet or bump into neighbors and get together
- Better opportunities for bikes/walkers and cars to coexist on roads
- Consider trouble spot improvements: Rainbow Trail, Minnie Ball to Packsaddle, sections of Keezletown Road and Old Furnace
- Wildlife preservation/corridors
- More trails, more bikes and less cars:
- Public nature trails
- Safe walking/biking trails
- Appropriate use of alternative energy such as small, on-site solar installations
- Continued careful land-use decisions in Keezletown

What I would like less of or not at all

- Keezletown merged with Harrisonburg
- Water and sewer in Keezletown
- Farmland converted to subdivisions
- Loud commercial uses
- Further division of ag land

APPENDIX 2-3A *(continued)*

If you were to return to Keezletown in 20 years, what would you hope to see?

- Vibrant and profitable farms
- Small local commercial business uses in village
- Provide a casual place for folks to gather and see each other
- Vibrant village with open working land surrounding
- Same viewsheds
- No more above ground power lines or substations
- Cleaner streams/local waterways
- Dark skies
- Roadways that balance Keezletown community needs and uses

Group Summaries

- What has your group identified from the work you've done tonight?
- What were some commonly shared responses?
- Were their themes you identified within your group?

- **Protect Rural character and viewsheds**
 - Green viewsheds–NOT look like other side of Rt 33
 - keep cows as our neighbors
 - keep Packsaddle and Western Slope green
 - ensure agriculture so land stays in production and not developed
 - Preserve essence of Keezletown; quiet, comfortable feel of a rural area
 - All land-use decisions should respect community's rural nature
 - don't allow public water and sewer or Harrisonburg style development to encroach
 - Work to ensure a vital and productive agriculture economy
- **Safe roadways**
 - road improvements for safe local use but not more traffic
 - Bike paths (now no shoulders on roads) for walk/bike to use from school to county park.
- **Densier development in village surrounded by open farmland**
 - encourage community-scale retail
 - new places to casually gather
 - builds community spirit
- **Protect current community gathering spots**
 - Ruritan Club
- **Protect water resources: Cub Run going through village**
- **Preserve local history:**
 - historic buildings and sites

APPENDIX 3

Workshop 2 Materials & Results

Community Workshop 2 - November 1, 2022

1. What We Heard
 - a. Community Input Map
 - b. Draft Vision
 - c. Draft Priorities
 - i. Community Priorities Ranking
2. Current Conditions and Visual Preference Prompts
 - a. Visual Preference Survey Results
3. Transportation Discussion and Troublespot Activity
 - a. Troublespot Activity Results

APPENDIX 3-1A, 3-1B, 3-1C



APPENDIX 3-1C-i

WHAT WE HEARD	RANKING (BY MEDIAN)	1=HIGHEST PRIORITY
Establish alternative forms of "development" with ability to protect, retain, strengthen ? .. Eg. Land trusts, land banks, housing cooperatives	1	
Protect Rural Agricultural Character	2	
Protect Natural Environment and Viewscape (including water and rural character)	2	
Protect Local Water Resources	3	
Retain Village Character and importance as Community Center	4	
Address Transportation Needs and Opportunities	4	
Protect Ability to run business from homes	4.5	
Strengthen community Connections	6	
Preserve Historic Sites and Structures	6	
Local Food Security	8	

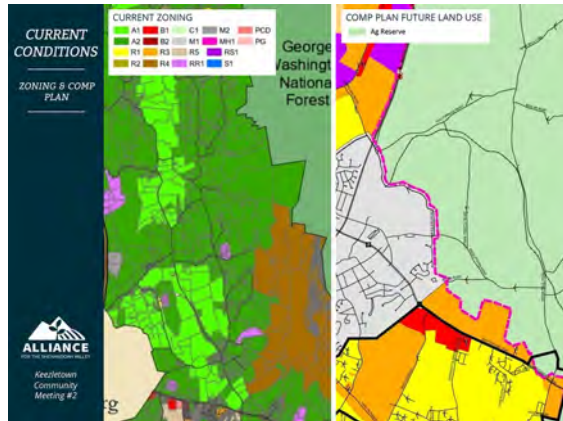
NOTES

*1=all high priorities

Rural character includes lighting, agriculture and natural viewscapes

*2=these are ALL extremely important and I am not sure how to rank bc all highest priority for future of our town.

APPENDIX 3-2



APPENDIX 3-2

HISTORIC NATURAL SCENIC RESOURCES

LEVEL OF IMPORTANCE?

Q4



ALLIANCE
Keezletown Community Meeting #2

Q: How important is local history?

HISTORIC NATURAL SCENIC RESOURCES

LEVEL OF IMPORTANCE?

Q5



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Keezletown Community Meeting #2

Q: How important is the protection of natural resources in Keezletown?

HISTORIC NATURAL SCENIC RESOURCES

LEVEL OF IMPORTANCE?

Q6



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Q: How important is the protection of scenic resources in Keezletown?

DEVELOPMENT PATTERNS

VILLAGE RESIDENTIAL

Q7-8



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DEVELOPMENT PATTERNS

VILLAGE COMMERCIAL

Q9-10



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DEVELOPMENT PATTERNS

RURAL

Q11



ALLIANCE
Keezletown Community Meeting #2

DEVELOPMENT PATTERNS

RURAL

Q12



ALLIANCE
Keezletown Community Meeting #2

DEVELOPMENT PATTERNS

RURAL

Q13



ALLIANCE
Keezletown Community Meeting #2

Photo Credit: Public Domain, via Wikimedia Commons

APPENDIX 3-2

DEVELOPMENT PATTERNS
RURAL

Q14



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COMPATIBLE USES
CONVENTIONAL AG

Q15



ALLIANCE
Keezletown Community Meeting #2

COMPATIBLE USES
POULTRY

Q16



ALLIANCE
Keezletown Community Meeting #2

COMPATIBLE USES
NON-TRADITIONAL AG

Q17



ALLIANCE
Keezletown Community Meeting #2

COMPATIBLE USES
FORESTRY

Q18



ALLIANCE
Keezletown Community Meeting #2

COMPATIBLE USES
ROOFTOP SOLAR

Q19



<http://pico.org/solar-energy-for-historic-buildings/>

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Keezletown Community Meeting #2

COMPATIBLE USES
AG ROOFTOP SOLAR


Q20



ALLIANCE
Keezletown Community Meeting #2

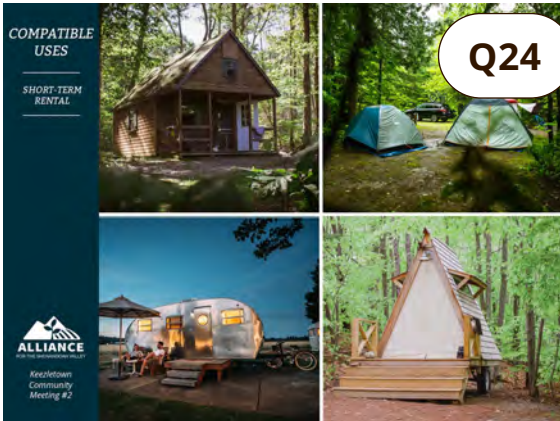
COMPATIBLE USES
AG GROUND MOUNT SOLAR

Q21



ALLIANCE
Keezletown Community Meeting #2

APPENDIX 3-2



APPENDIX 3-2A

Meeting #2 – Tues, 11/1/2022

**Keezletown Community Visioning
Workshop Handout #2: The character of Keezletown**

Section 1: Interest in historic, natural and scenic resources

For each question, please use scale below 1(low) to 5(high) to rank in terms of importance

1	2	3	4	5
Not Important	Low Importance	Neutral	Important	Very Important

Q1: How important to you are the historic features and feel of the Village?

1	2	3	4	5
----------	----------	----------	----------	----------

Q2: How important to you are the historic features in the rural area, such as old farm buildings and specific historic sites?

1	2	3	4	5
----------	----------	----------	----------	----------

Q3: How important are the archaeological features and Native American traces in the area?

1	2	3	4	5
----------	----------	----------	----------	----------

Q4: How important is local history?

1	2	3	4	5
----------	----------	----------	----------	----------

If important to you, what steps would you like to see the community take?

Please select all of interest:

- look into a survey of historic resources - 25
- collect oral histories - 26
- share/promote history, for example: presentations, exhibits, projects - 20
- Other: 3

Q5: How important is the protection of Keezletown’s natural resources?

1	2	3	4	5
----------	----------	----------	----------	----------

If important, please select all natural resources of interest

- Streams - 27
- Groundwater - 27
- Karst topography - 18
- Forest - 27
- Other: 3

Q6: How important is the protection of Keezletown’s scenic resources?

1	2	3	4	5
----------	----------	----------	----------	----------

If important, please select all views of interest

- Massanutten’s forested slope - 28
- Distant views from roadways, for example? - 18
- Views adjacent to road - 19
- Night skies - 27
- Other: 2

APPENDIX 3-2A

Meeting #2 – Tues, 11/1/2022

Section #2: What development designs seem compatible?"

For each slide, consider how much would you like to see this sort of development design in Keezletown?

1	2	3	4	5
Strongly Dislike	Dislike	Neutral	Like	Strongly Like

Village Development Patterns

Q7: Infill Village Development that fits with surrounding historic features i.e, similar building size and scale; close to road, with parking in rear

1	2	3	4	5	1
----------	----------	----------	----------	----------	----------

Q8: Infill Residential Development in suburban style so set back from road with long driveway

1	2	3	4	5
----------	----------	----------	----------	----------

Q9: Infill Business Development consistent with existing local scale

1	2	3	4	5	1
----------	----------	----------	----------	----------	----------

Q10: Business/Nonresidential Development that is larger than existing scale and would require large building and parking lots

1	2	3	4	5
----------	----------	----------	----------	----------

Rural Development Patterns

Q11: Farm cluster – house and outbuildings grouped together and surrounded by open land

1	2	3	4	5
----------	----------	----------	----------	----------

Q12: Large lot subdivision

1	2	3	4	5
----------	----------	----------	----------	----------

Q13: Subdivision with small lots

1	2	3	4	5
----------	----------	----------	----------	----------

Q14: New houses mixed alongside older farms

1	2	3	4	5
----------	----------	----------	----------	----------

APPENDIX 3-2A

Meeting #2 – Tues, 11/1/2022

Section #3: What land uses are compatible?

- For each slide, consider how much you feel the specific land use is compatible with Keezletown?"

1	2	3	4	5
Strongly Dislike	Dislike	Neutral	Like	Strongly Like

Agricultural Uses:

Q15: Conventional agriculture

1	2	3	4	5
----------	----------	----------	----------	----------

Q16: Poultry operations

1	2	3	4	5
----------	----------	----------	----------	----------

Q17: Non-traditional ag

1	2	3	4	5	1
----------	----------	----------	----------	----------	----------

Q18: Forestry

1	2	3	4	5	1
----------	----------	----------	----------	----------	----------

Types of Solar Uses:

Q19: Rooftop solar in village

1	2	3	4	5
----------	----------	----------	----------	----------

Q20: Ag rooftop solar

1	2	3	4	5
----------	----------	----------	----------	----------

Q21: Ag ground mounted solar

1	2	3	4	5
----------	----------	----------	----------	----------

Q22: Utility-scale large solar

1	2	3	4	5
----------	----------	----------	----------	----------

Other Uses:

Q23: Agritourism

1	2	3	4	5
----------	----------	----------	----------	----------

- If compatible, select all agritourism uses of interest
 - Winery/brewery **16**
 - Event space **13**

APPENDIX 3-2A

Meeting #2 – Tues, 11/1/2022

- On-farm activities such as corn maze or pick-your-own 20
- Depends on scale 20

Q24: Short term rental/campgrounds

1	2	3	4	5
---	---	---	---	---

- If compatible, select all uses of interest
 - Short term rental 10
 - Campground 14
 - Other: _____ 2 _____

Q25: Recreational uses

1	2	3	4	5
---	---	---	---	---

- If compatible, select all recreational uses of interest
 - bike facilities 18
 - natural areas or parks 23
 - walking paths 26
 - sports facilities 9

Q26: Spontaneous gathering spot. For example, shared-path, coffee shop, general store

1	2	3	4	5
---	---	---	---	---

If you have a qualifying comment on any of the compatible land uses questions #13-24 above, please add your comments below:

HANDOUT COMMENTS

#1/Q4/d: Explore ways that renovation and new buildings can also enhance and preserve local history and historic feel

#1/Q5/other: Cultural landscapes: preserving through careful sustainable active use.

#1/Q18/Forestry: depending on forestry practices

#1/Q23/depends on scale: and how proposed use integrates with other considerations like transportation

#1/Q26/depends on quality, amenities and support for community economy

#1/#13-24 comments:

1. Main challenge/concern is how to preserve/protect with significant development pressure and Ktown being a bedroom community.

2. Need conversation and multiple option for communal land ownership and local economic possibilities so it is actually viable and feasible to preserve rural character

#2/Q1: not essential just very nice to have

#2/Q2: lovely, not life-dependent

#2/Q3: so important but not my area of specialty

#2/Q4: so important but not my area of specialty

#2/Q5: my life depends on it

APPENDIX 3-2A

Meeting #2 – Tues, 11/1/2022

- #2/Q5: karst topography - what is this? If run-off than very important
- #2/Q6: important to me but not as important to the greater good, I guess
- #2/Q18: forestry only if ecologically conscious
- #2/Q23: agritourism: love to have small venues like White Oak Lavender farm: similar scale
- #2/Q24: ST rental: hard to rank without know the implications of specific rental
- #2/Q24: campground: only if tastefully done (green). Don't want to see gravel lots with campers, please! But tent camping sounds fine
- #2/Q26: Love idea of gathering spots

- #3/Q23: Event space depends on size
- #3/Q24: campgrounds depends on size

- #4/Q12: Large lot only on non-farmable land
- #4/Q18/Forestry - only select cutting

- #6/Q25: bike facilities need restrictions/modifications

- #8/Q1: including bringing back PO office. It was a terrific gathering spot
- #8/Q6: No condo creep and no condos on Massanutten Mt.
- #8/Q7: no fake old buildings and Yes. Parking in the rear
- #8/Q9: no business
- #8/Q10: NO No No
- #8/Q12-13: no no subdivisions
- #8/Q15: conv ag: ban certain pesticides and herbicides
- #8/Q17: organic/permaculture
- #8/Q18 forestry - no logging
- #8 - Solar uses - also wind!
- #8/Q26: Bring back PO office. It was a natural gathering spot. So is Ruritan but restaurants, coffee shops and general stores aren't necessary. Hburg has those conveniences covered and they are easily accessible

- #12/Q6: Other: views from homes
- #12/Q14: new and old homes mixed depends on site
- #12/Q16: not-large scale poultry
- #12/Q22: USS depends on scale
- #12/Q23: agritourism depends on scale
- #12/Q26: what about farmers' or flea markets?

- #14/Q4: Other - early photographs of residences and town life of people
- #14/Q23: Concern that more agritourism will increase traffic

- #15/Q21-22: I am strongly opposed to large scale solar facilities or even what is called share solar under special use permits deemed agricultural. They are industrial facilities even though the land remains agricultural.

- #16: Q5: Other erosion
- #16/Q6: other: the fields next to the county park

APPENDIX 3-2A

Meeting #2 – Tues, 11/1/2022

#16: the community solar question isn't bc Ktown isn't zoned for that. However the proposal project by the park is applying for a SUP with a 20-year lease. This project will run all the way to the road. Due to the natural topography, the proposed buffers will do nothing to hide the panels.

#17: Q4: Other-might have to provide financial incentives to preserve historic buildings

#17/Q5: Forest - keeping it green but harvest aged trees before they fall and damage properties

#17/Q11: Farm cluster: Ktown has one with 6 family homes clustered to maximize farmland.

Not visible from road

#17/Solar; need to consider wind generation - personal and commercial

#17/Q23: Scale: prefer small scale. Roads can't handle additional traffic

#17/Q25: keep sports facilities together, like Rockingham Park

#17/Q26: an all-purpose general store would be cool

#17: you all did a good job covering the bases

#18: Q23: Keep small scale. Size of White Oak Lavender Farm

#18/Q25: Currently community is overrun with cyclists; Need to improve safely

#25/Q5: Other - consider wildlife and native plant communities

#25/Q6: Night skies: already too much light pollution from Hburg

#25/Q23: Other: whatever it takes to help keep farms viable (that isn't hard on the enviro and profitable_

#27/Q4: Other - utilize area historians/grad students to research and document history

#27/Q18: Forestry - management might be ok

#27/Q23: All of above with concern on impact of light, noise, traffic and rural character

#28/Q23: Agritourism - small-scale and locally owned

#28/Q24: Rental/campgrounds - also should be small-scale and locally owned and operated

#29/Q10: Infill commercial: larger scale is ok as long as it is appropriate to existing village feel.

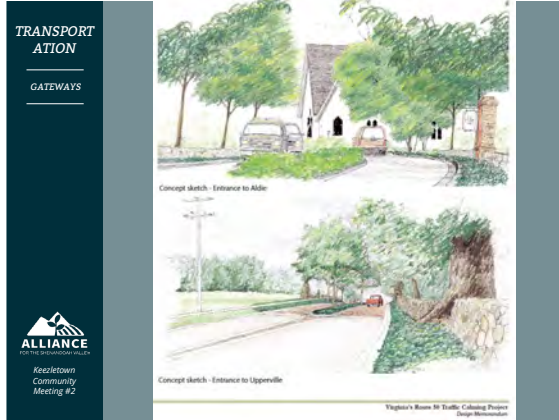
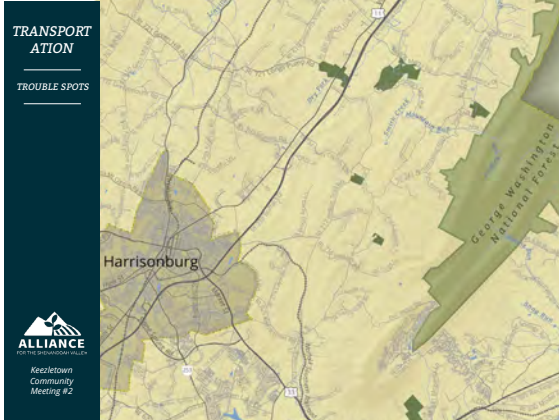
No big box but winery/brewery/event center could be appropriate

#29"Q24-25: Depends on scale and size

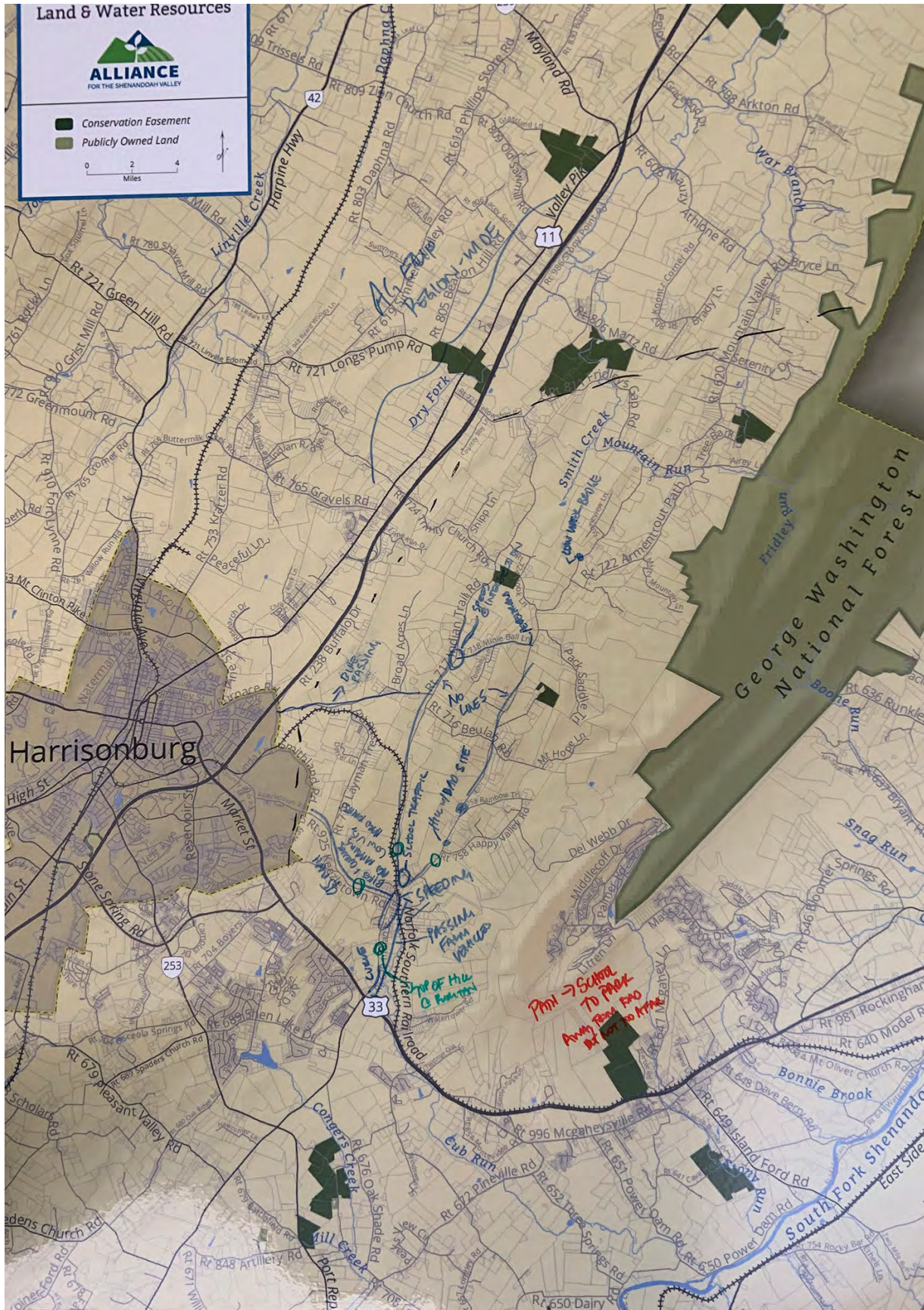
#31/Q23: All of uses but only small-scale. Size of White Oak Lavender farm.

#31/Q24: Campground but only small that fits within local look/feel. Not huge parking lots full of campers.

APPENDIX 3-3



APPENDIX 3-3A



APPENDIX 4

Workshop 3 Materials & Results

Community Workshop 3 - April 19, 2023

1. Key Findings from Previous Workshops
2. Recommended Actions: County and Community
3. Prioritization of Community Initiatives: Dot Activity Results
 - a. Compiled Data
4. Online Community Initiative Sign-up Survey

APPENDIX 4-1



WHAT WE HEARD

MAP

Summary Input Keezletown Community Meetings

Community Priorities:

- Protect Farmland and Rural Character
- Protect Natural Environment and Viewsheds
- Retain and Enhance Village Character and Importance as a Vibrant Community Center
- Address Transportation Needs and Opportunities
- Preserve Historic Sites and Structures
- Strengthen Community Connections

ALLIANCE
FOR THE SHENANDOAH VALLEY

Keezletown Community Meeting #3

COMMUNITY VISION

RED LINE

In 50 years, Keezletown's landscapes remain open and agricultural and the village retains its historic look and feel. Community members new and old value and work together to preserve the community's rich history, **and quiet rural character, and dark skies**. The pace of life in Keezletown is slow and laidback. Keezletown's natural and scenic assets are protected and outdoor recreation amenities are designed for local enjoyment and **to attract like-minded visitors who appreciate our rural community**. Residents **travel move about** with safety and ease between homes, local parks, working farms, and cherished gathering places in the village.

ALLIANCE
FOR THE SHENANDOAH VALLEY

Keezletown Community Meeting #3

COMMUNITY VISION

PROPOSED FINAL

In 50 years, Keezletown's landscapes remain open and agricultural and the village retains its historic look and feel. Community members new and old value and work together to preserve the community's rich history, quiet rural character, and dark skies. The pace of life in Keezletown is slow and laidback. Keezletown's natural and scenic assets are protected and outdoor recreation amenities are designed for local enjoyment and visitors who appreciate our rural community. Residents move about with safety and ease between homes, local parks, working farms, and cherished gathering places in the village.

ALLIANCE
FOR THE SHENANDOAH VALLEY

Keezletown Community Meeting #3

COMMUNITY PRIORITIES

RED LINE

- ◆ Protect **Farmland and Rural Character**
- ◆ Protect **Local Water Resources, including Cub Run Natural Environment and Views**
- ◆ Retain **and Enhance** Village Character and Importance as a **Vibrant** Community Center
- ◆ Address Transportation Needs and Opportunities
- ◆ Preserve Historic Sites and Structures
- ◆ Strengthen Community Connections

ALLIANCE
FOR THE SHENANDOAH VALLEY

Keezletown Community Meeting #3

COMMUNITY PRIORITIES

PROPOSED FINAL

- ◆ Protect Farmland and Rural Character
- ◆ Protect Natural Environment and Views
- ◆ Retain and Enhance Village Character and Importance as a Vibrant Community Center
- ◆ Address Transportation Needs and Opportunities
- ◆ Preserve Historic Sites and Structures
- ◆ Strengthen Community Connections

ALLIANCE
FOR THE SHENANDOAH VALLEY

Keezletown Community Meeting #3

APPENDIX 4-2

ACTIONS
TWO TRACTS

County Recommendations & Community Recommendations



ALLIANCE
Keezletown Community Meeting #3

ACTIONS
ROCKINGHAM COUNTY


Support working farms and forest, both traditional and nontraditional

- ▶ Do not plan to extend utilities, develop major infrastructure, or expand roads in the Comprehensive Plan.
- ▶ Discourage rezoning agricultural land.
- ▶ Discourage uses not compatible in scale and character with agriculture.
- ▶ Support Agricultural and Forestal Districts and encourage more landowners to participate.

ALLIANCE
Keezletown Community Meeting #3

ACTIONS
ROCKINGHAM COUNTY

Protect Farmland and Rural Character



ALLIANCE
Keezletown Community Meeting #3

ACTIONS
ROCKINGHAM COUNTY

Protect Natural Environment and Views

- ▶ Recognize the value of quality natural resources for economic development and tourism (esp. Western Slope).
- ▶ Incorporate natural resource protection in recreation projects.
- ▶ Support naturally dark skies as a goal in the Comprehensive Plan.

ALLIANCE
Keezletown Community Meeting #3

ACTIONS
ROCKINGHAM COUNTY

Protect Natural Environment and Views

- ▶ Update outdoor lighting provisions in the zoning ordinance.
- ▶ Allow small scale solar. Discourage siting of utility scale solar.
- ▶ Consider applying for Virginia Byway status for routes such as Indian Trail Road.

ALLIANCE
Keezletown Community Meeting #3

ACTIONS
ROCKINGHAM COUNTY

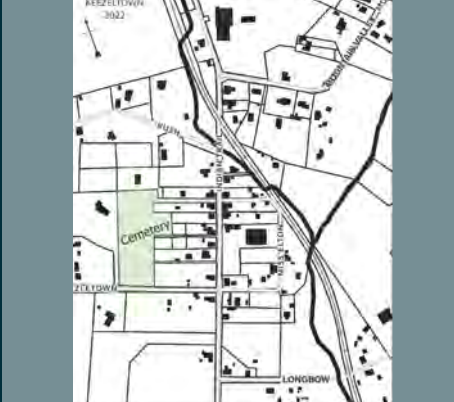
Retain and Enhance Village Character and Importance as a Vibrant Community Center

- ▶ Encourage redevelopment that meets local needs and is compatible with historic scale and design.
- ▶ Invite property owners to rezone to Rural Village Zoning District to keep the same feel in the village.

ALLIANCE
Keezletown Community Meeting #3

ACTIONS
ROCKINGHAM COUNTY

Retain and Enhance Village Character and Importance as a Vibrant Community Center



ALLIANCE
Keezletown Community Meeting #3

ACTIONS
ROCKINGHAM COUNTY

Address Transportation Needs and Opportunities

- ▶ As transportation projects are developed the community preferences include:
 - ▶ Minimize road widening to those places specifically needed.
 - ▶ Consider safety of cyclists.
 - ▶ Consider needs of agricultural equipment.
 - ▶ Reduce speeds especially in and near the village.

ALLIANCE
Keezletown Community Meeting #3

APPENDIX 4-2

ACTIONS
ROCKINGHAM COUNTY
Address Transportation Needs and Opportunities

Address Transportation Needs and Opportunities

- ▶ Include Keezletown recommendations in the long-range transportation plan and comprehensive plan (ex: no Loop Road or major expansions).
- ▶ Strive to enable walkability in the village including the feasibility of a walking path from the Rockingham County Park to Redeemer School.
- ▶ Support traffic calming in the village that doesn't interfere with movement of ag equipment

ALLIANCE
FOR THE ROCKINGHAM HILLS
Keezletown Community Meeting #3

ACTIONS
ROCKINGHAM COUNTY
Address Transportation Needs and Opportunities

Address Transportation Needs and Opportunities

ALLIANCE
FOR THE ROCKINGHAM HILLS
Keezletown Community Meeting #3

ACTIONS
ROCKINGHAM COUNTY
Preserve Historic Sites and Structures

Preserve Historic Sites and Structures

- ▶ Work with the Virginia Department of Historic Resources to survey the architectural and archaeological resources in the Keezletown area.
- ▶ Apply for grants to help fund the surveys.
- ▶ Support efforts to nominate Keezletown as a National Register Rural Historic District.

ALLIANCE
FOR THE ROCKINGHAM HILLS
Keezletown Community Meeting #3

ACTIONS
ROCKINGHAM COUNTY
Strengthen Community Connections

Strengthen Community Connections

ALLIANCE
FOR THE ROCKINGHAM HILLS
Keezletown Community Meeting #3

ACTIONS
KEEZLETOWN COMMUNITY
Protect Farmland and Rural Character

Protect Farmland and Rural Character

- ▶ Host workshop on conservation easements.
- ▶ Host/participate in existing Farm Legacy Planning workshops.
- ▶ Research and disseminate relevant programs to support/enhance farm businesses.

ALLIANCE
FOR THE ROCKINGHAM HILLS
Keezletown Community Meeting #3

ACTIONS
ROCKINGHAM COUNTY
Protect Farmland and Rural Character

Protect Farmland and Rural Character

ALLIANCE
FOR THE ROCKINGHAM HILLS
Keezletown Community Meeting #3

ACTIONS
KEEZLETOWN COMMUNITY
Protect Natural Environment and Views

Protect Natural Environment and Views

- ▶ Host farm-owner workshops on conservation opportunities.
- ▶ Host a workshop for non-farming landowners on programs for clean water, erosion control and habitat enhancement.
- ▶ Research and disseminate information on dark sky lighting options.

ALLIANCE
FOR THE ROCKINGHAM HILLS
Keezletown Community Meeting #3

ACTIONS
KEEZLETOWN COMMUNITY
Retain and Enhance Village Character and Importance as a Vibrant Community Center

Retain and Enhance Village Character and Importance as a Vibrant Community Center

- ▶ Property owners request an individual or community-wide rezoning to Rural Village Zoning.


ALLIANCE
FOR THE ROCKINGHAM HILLS
Keezletown Community Meeting #3

APPENDIX 4-2

ACTIONS

ROCKINGHAM COUNTY

Retain and Enhance Village Character and Importance as a Vibrant Community Center



ALLIANCE
FOR THE SHENANDOAH VALLEY

Keezletown Community Meeting #3

ACTIONS

KEEZLETOWN COMMUNITY

Address Transportation Needs and Opportunities

- ▶ Disseminate information about opportunities to comment on VDOT plans that affect the area.
- ▶ Develop a cooperative plan for off-road walking path connection to Rockingham Park.
- ▶ Engage with Shenandoah Valley Bicycle Coalition's Massanutten Trail planning process.

ALLIANCE
FOR THE SHENANDOAH VALLEY

Keezletown Community Meeting #3

ACTIONS

KEEZLETOWN COMMUNITY

Preserve Historic Sites and Structures

Preserve Historic Sites and Structures

- ▶ Host a workshop with the Virginia Department of Historic Resources to explain historic surveys and National Register processes.
- ▶ Organize community history to showcase and capture local histories and stories.
- ▶ Invite local historians to present on heritage topics.

ALLIANCE
FOR THE SHENANDOAH VALLEY

Keezletown Community Meeting #3

ACTIONS

KEEZLETOWN COMMUNITY

Strengthen Community Connections

Strengthen Community Connections

- ▶ Keep the momentum!
- ▶ Develop community calendar.
- ▶ Build engagement on the online community page.
- ▶ Keep working together.

ALLIANCE
FOR THE SHENANDOAH VALLEY

Keezletown Community Meeting #3

ACTIONS

KEEZLETOWN COMMUNITY

Exercise—Prioritize and Engage with Community Action Recommendations

ALLIANCE
FOR THE SHENANDOAH VALLEY

Keezletown Community Meeting #3

NEXT STEPS

The Alliance will—

- Finalize the Report
- Present Recommendations to Rockingham County
- Provide Resources to Community Initiatives

ALLIANCE
FOR THE SHENANDOAH VALLEY

Keezletown Community Meeting #3


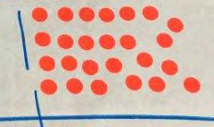

Thank you!






Keezletown Community Meeting #3
April 19, 2023

ALLIANCE
FOR THE SHENANDOAH VALLEY

Address Transportation Needs & Opportunities

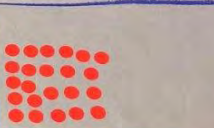
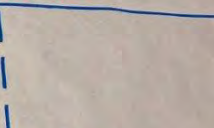
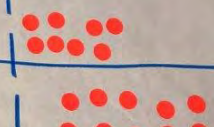
* Disseminate info about opportunities to comment on VDOT plans that affect the area.	
* Develop cooperative plan for off-road path to Rockingham Park.	
Engage w/ SVBC's Massanutten Trail Planning Process.	

PRESERVE HISTORIC SITES & STRUCTURES

* Host a workshop with the Virginia Department of Historic Resources to explain historic surveys and National Register processes.	
* Organize community history to showcase and capture local histories and stories.	
* Invite local historians to present on heritage topics.	

2023-2024
Historic Survey
Workshop

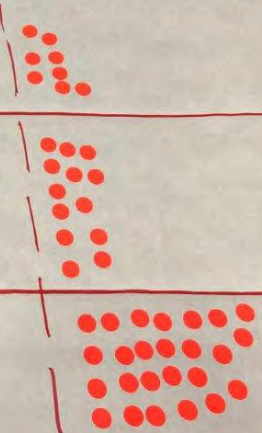
Protect Farmland and Rural Character

* host a workshop on conservation easements.	
* Participate/host Farm Legacy Planning Workshop	
Research/disseminate Program to support/enhance farm businesses	

APPENDIX 4-3

Protect Natural Environment and Views


- * Host farm owner workshop on conservation opportunities
- * Host workshop for non-farming landowners on clean water, erosion control & habitat enhancement programs.
- * Research & Disseminate Info on dark sky lighting options.



Retain and Enhance Village Character and Importance as a Vibrant Community Center


- * Property Owners request an individual or community-wide rezoning to Rural Village zoning.

DOTS →



Strengthen Community Connections

- * Develop community calendar
- * Build engagement on the online community page



APPENDIX 4-3A

Workshop #3 – April 19, 2023

Dot Exercise Results

This exercise gauged interest in the various Community Initiatives. Each participant had 3 dots to distribute among the choices in each Priority.

Recommended Community Initiatives

Priority 1: Protect Farmland and Rural Character **[49]**

- Host workshop on conservation easements. (*include information from county on AFDs?*) (23)
- Participate in Farm Legacy Planning workshops. (8)
- Research and disseminate relevant programs to support/enhance farm businesses. (18)

Priority 2: Protect Natural Environment and Viewsheds **[46]**

- Host farm owner workshop to consult with conservation experts on conservation opportunities and incentives. (8)
- Host a workshop for non-farming landowners on clean water, erosion control, and habitat enhancement programs. (13)
- Research and disseminate information on dark sky lighting options. (25)

Priority 3: Retain and Enhance Village Character and Importance as a Vibrant Community Center **[34]**

- Property owners request rezoning to Rural Village Zoning, individually or as a group (34)

Priority 4: Address Transportation Needs and Opportunities **[75]**

- Disseminate information about opportunities to comment on VDOT plans that affect the area (21)
- Develop cooperative plan for off-road path to Rockingham Park (25)
- Engage with Shenandoah Valley Bicycle Coalition's Massanutten Trail Planning Process. (13)

Priority 5: Preserve Historic Sites and Structures **[54]**

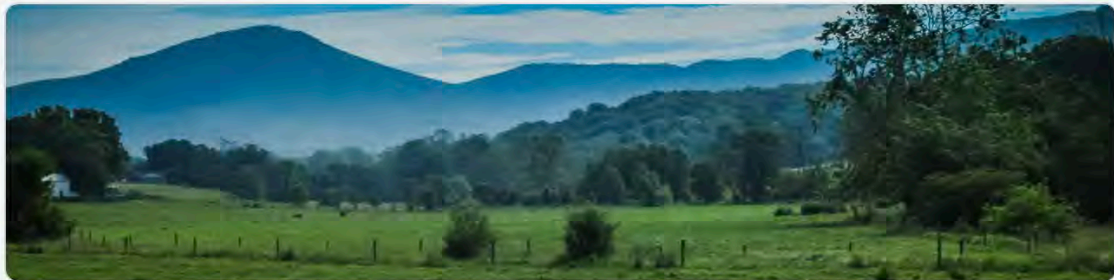
- Host a workshop with the Virginia Department of Historic Resources to explain historic surveys and National Register processes. (14)
- Organize community history to showcase and capture local histories and stories [*to include document scanning and oral history collection, local repository to store/display local historical documents*] (14)
- Invite local historians to present on heritage topics (26)

Priority 6: Strengthen Community Connections **[46]**

- Develop a community calendar (18)
- Build engagement on the online community page (28)

APPENDIX 4-4

Community Initiatives were shared via email on June 21, 2023 to the Alliance Keezletown list with a link to a Google Form allowing community members not in attendance at Workshop 3 to select to participate in initiatives at one of three levels of interest: follow, participate or lead.



Keezletown Community Initiative Survey

[Keezletown Community Meetings](#) resulted in two sets of action items--one set of actions to request of Rockingham County and another set of community-led initiatives. Community-led initiatives were prioritized at the third community meeting (April 19, 2023) and this survey is to gather your interest in participating in one or more of the recommended actions.

Your contact information below will be shared with other community members interested in working in the same project area.

Alliance for the Shenandoah Valley has many resources and contacts to share for each of these project areas, but our hope is that the committee of interested community members will carry the work forward so that the resulting impact is truly the community's vision.

