

**COMPREHENSIVE PLAN
TOWN OF HURT, VIRGINIA
2021- 2025
townofhurtva.gov**

This plan was prepared by the Hurt Planning & Zoning Commission with input from numerous citizens on July 14, 2021 and approved by Town Council on August 3, 2021.

Planning & Zoning Commission (membership updated July 2021)

Collin Adams, Council Representative
Jeff Arthur
Gary Boggs, Chairman
H. A. Merricks, Vice Chairman
Glenn Mitchell
Jeremy Shelton, Secretary

Hurt Town Council (membership updated July 2021)

E. Collin Adams, Jr.
Shirley M. Barksdale-Hill, Vice Mayor
Lorraine L. "Rainy" Clay
Gary K. Hodnett, Mayor
Donney Johnson
Kathy Keesee
Gary Poindexter

THE COMPREHENSIVE PLAN OF THE TOWN OF HURT, VIRGINIA

INTRODUCTION

The purpose of this plan is to present a series of goals, objectives, and strategies to guide decision-making for the Town of Hurt, Virginia.

These goals, objectives, and strategies are not laws, but are town ordinances for zoning, building codes, and mechanisms for land development control. Planned town services and facilities, along with decisions pertaining to capital and operating expenditures, are a function of the Town Council.

Making decisions that conform to a comprehensive plan demonstrates to the citizens of Hurt that elected and appointed officials have thought about the future of their town and are willing to plan for a future that is desired. This plan is intended to serve as a policy guide for decisions about the town's future.

The comprehensive plan is a living document and periodic five-year reviews will be performed by the Planning and Zoning Commission. The plan may be formally amended at any time, as conditions change due to new or emerging town objectives. Comprehensive plans are required by the Code of Virginia, (Sect. 15.2-2223), which mandates the Planning Commission in each locality prepare and recommend a comprehensive plan within its jurisdiction and that each local governing body shall adopt such a plan. Therefore, this comprehensive plan is subject to approval by the Hurt Town Council.

LOCATION AND HISTORY

Hurt is a normal, small, American town sporting the motto: "Small Town... Big Ideas." Hurt is a congenial community located in Pittsylvania County and bordering Campbell County along the Staunton River at Altavista. Nearby cities include: Lynchburg (21 miles), Danville (39 miles), and Roanoke (43 miles).

The land upon which Hurt is situated was originally part of a land grant made by King George II to Benjamin Clement in 1741. Clement resided at Clement Hill, where gun powder was made during the Revolutionary and Civil Wars.

Major John L. Hurt, who supervised gunpowder production during the Civil War, married into the Clement family and became owner of the plantation. He left the estate to his nephew and namesake, Mr. John L. Hurt, Jr., who died in 1964 and willed the estate lands west of Business 29 and any unsold lots to the town, provided that the citizens incorporate as a town within 3 years of his death. The town incorporated in 1967 and received the land.

Mr. John L. Hurt, Jr. was a visionary and local philanthropist. He drew a map of streets and lots as he expected the future town to grow and took actions to benefit local residents and see his plan develop.

Mr. Hurt sold 100-foot lots (with enough space for a garden and chickens) cheaply (\$200) and financed the building of homes in his planned community. According to Mr. Sam Cothran, a local resident and member of Hurt's original Town Council, all a prospective homeowner had to have was a job and a promise to repay Mr. Hurt. Another resident remembers that there was a springhouse where milk could be stored, and Mr. Hurt also allowed residents who wished to keep a milk cow to pasture the animal in one of his fields. Everyone needed water, and Mr. Hurt reserved the natural springs for everyone. Two still belong to the town, though there is now a public water system supplying treated water from Altavista.

Recognizing the need for employment, Mr. Hurt sold roughly 600 acres of his land to a textile company (Pacific Mills, Klopman Division of Burlington, and ITG) with water rights on the Staunton River on condition that a manufacturing facility be established. This plant grew and eventually became Pittsylvania County's largest employer for several years. Mr. Hurt supported the local school innovatively by supplementing the principal's salary and by funding a full librarian's position long before the county did so at elementary schools. He loved his community and left an endowment fund for the upkeep of the beautiful gardens in front of John L. Hurt, Jr. Elementary School, as well as his estate land to the citizens if they incorporated within 3 years after his death.

Since its incorporation in 1967, Town Council has continued with Mr. Hurt's philosophy by encouraging the location of a shopping center in the 1970's, a private school (Faith Christian Academy) in the 1980's, and Staunton River Family Physicians in the 1990's, all in the commercial district on land left by Mr. Hurt.

Mr. Hurt won Altavista Chamber of Commerce's "Person of the Year" award, even though his residence was at Clement Hill in Pittsylvania County. Mr. Hurt's original map of his planned community has been restored and preserved (courtesy of Mrs. Madeline Key, also a local citizen and member of the original Town Council). It is currently displayed in Council Chambers at Town Hall.

GEOGRAPHY

Area: ≈ 3.5 square miles (inclusive of boundary adjustments made in 2008)

Elevation: ≈ 748 feet

Watershed: Staunton (Roanoke) River; Sycamore and Reed Creeks (tributaries)

Coordinates: 37° 5' 42" N, 79° 17' 54" W

Time zone: EST/EDT (winter/summer, respectively)

Postal ZIP code: 24563

Telephone area code: 434

DEMOGRAPHICS

As of the 2020 census, there were 1,195 people, 616 housing units in the town and 66.4% of the households have broadband internet subscription. Racial makeup of the town was 74.36% White, 23.36% African-American, .14% Native-American, 0.7% Asian, 2.07% Hispanic, Latino and any other race. There were 616 households, out of which 26.8% had dependent children living with them, 81.9% married couples living together are homeowners, 38.1% had someone living who was old age dependency. The average household size was 1.97 and the average family size was 2.46.

The population's age spread showed 4.8% under age 5 years, 83.7% age 18 years and older, 23.1% age 65 years and older.

The population's median age was 47.3 years, 46.8 females and 47.5 males, the household income in the town was \$42,827.

POPULATION

<u>1980</u>	<u>1990</u>	<u>2000</u>	<u>2010</u>	<u>2014</u>	<u>2020</u>
1,464	1,294	1,276	1,304	1,281	1,195

CLIMATE

Average annual rainfall: 31 inches

Average annual snowfall: 16 inches

Average daily temperature maxima/minima (°F): 45/25 (January), 87/64 (July)

NOTABLE RESIDENTS

NASCAR driver Stacey Compton and Country Music artist Ricky Van Shelton

LOCAL ECONOMY

Hurt had approximately taxable retail sales of \$192,000 in 2020.

With the loss of Burlington (Klopman Mills), the Town of Hurt must focus on attracting business that will bring in money from inside or outside the town, and on efforts to fill vacant retail spaces in Staunton Plaza. These are needed job opportunities and for revenue. Economic growth is needed, as job creation would help our tax base and provide money for government services. The goal is to build a healthy and diverse economy base to provide jobs that generate sufficient revenue for providing service needs of both businesses and the citizenry without degrading the town's natural resources or overall quality of life. Hurt's primary goal is to improve the health, safety, convenience, and welfare of citizens and to plan for future development of the town.

GENERAL OBJECTIVES AND STRATEGIES

1. Provide a basis for a continuing planning process that will monitor and reflect the needs and desires of the citizenry.
2. Provide an adequate system of public facilities (water, wastewater, etc.) to meet the demands of the existing and potential future population of the town.
3. Update roads and streets to meet community transportation needs.
4. Protect the environment by ensuring that all proposed developments meet state and federal regulations to control pollution.
5. Extend sidewalks from Prospect Road, either on East or West Hurt Road, as these are needed for pedestrian safety.
6. Plans should provide for the acquisition, development, and preservation of a park and playground areas for Hurt residents.
7. Purchase land for a future housing development to meet future needs.

GOVERNMENT, FIRE AND POLICE

1. Hurt is governed by a seven-member Town Council, headed by a Mayor.
2. The police department consists of a full-time police chief and one full-time patrolmen.
3. Fire protection is provided by a forty-one member group of volunteer firefighters.
4. Town Council appoints a Planning and Zoning Commission of six members.

UTILITIES

1. Electricity: Dominion Power and Southside Electric Cooperative
2. Water: The Town of Hurt supplies treated water purchased from the Town of Altavista. Average daily usage is \approx 105,000 gallons. The Town of Hurt also sells water to the Pittsylvania County Service Authority for the Grit community. A goal for the town is to develop its own water supply and treatment facility.

SEWERAGE

The town has private septic systems for homes. Two separate sewer lines currently serve the non-residential areas in Hurt. One receives wastewater from Town Hall, Faith Christian School, Staunton River Medical Center, Saint Victoria Catholic Church, Staunton Plaza, and is also accessible to the Southern Virginia Multimodal Park. The second serves Apple Market, T.A.'s Restaurant, McCormick's LLC office, and McCormick's Riverside Arena. Both lines pass under the Staunton River, crossing from Hurt to Altavista. Wastewater is pumped into Altavista's sewer system for processing and disposal at their treatment plant. Currently, the maximum daily volume is 120,000 gallons. The goal is for Hurt to expand the sewerage system to all areas of the town. Strategies include planning for and funding the project from local funds and grant sources as they become available.

GARBAGE COLLECTION & RECYCLING

Solid waste is collected weekly by a contract with the Town of Altavista. A recycling program is available for residents to participate in on a voluntary basis, though it is not presently being subsidized by town funds.

TRANSPORATION

U.S. Business Route 29 (Main Street) runs North and South through Hurt and into Altavista. Route 29 has a bypass to the West of Hurt with two exits into Hurt that connect with business 29 in Hurt. State primary Route 43 enters business 29 at Altavista and runs East and West. Town streets that function as connectors to Route 29 are East Hurt and West Hurt Roads. Other streets in Hurt are feeders that move traffic onto the connector streets to business 29. Norfolk Southern railway provides freight service North-South and East-West. Parcel/Freight delivery service is provided by FedEx and UPS. Amtrak Trains provide service from Lynchburg to Washington, D.C. Lynchburg Municipal Airport, 21 miles north of Hurt, provides passenger and freight service. Motor carriers are available for freight ground service. No public passenger pick-up service is currently available. Hurt has no long-term transportation improvement projects listed.

ECONOMIC DEVELOPMENT

A strong economy is vital to the future of the town. The town's focus over the next ten years needs to be on industrial recruitment in the Southern Virginia Multimodal Park in addition to Staunton River Plastics and the Solar Farm locating on Pocket Road. The focus also needs to include small business development. A concern of Hurt should be the retention of existing businesses. With many retail buildings closed in the shopping center, the town has lost jobs and tax revenue. The town should continue a good relationship with each of the remaining businesses, fostering a sense of community spirit and dedication. Because most small businesses are local people, they tend to be more loyal and supportive of the community. To recruit new businesses or industry, the town needs adequate facilities and infrastructure. The availability of water/wastewater, and other utilities are needed, especially for industrial development. The Town of Hurt needs to continue efforts to develop its own water and wastewater systems and continue to work with Pittsylvania County Economic Development.

NATURAL ENVIRONMENT

It is important to maintain and enhance the natural environment for the benefit of both the present and future generations. Resolve to continue restricting on any development within floodplains or wetland areas. Encourage recycling of appropriate solid waste materials such as: paper, plastic, and aluminum products, along with the installation of water and energy efficient appliances and devices in both new construction and renovation projects. Individual citizens and groups will be encouraged to help clean up streets and public areas. Property owners will be required to keep properties repaired, and their lots clean and mowed.

COMMUNICATIONS

OFFICIAL TOWN WEBSITE: <https://townofhurtva.gov> (The town also maintains a Facebook page).

TELEPHONE: FairPoint Communications

TELEVISION: Comcast Cable, Direct TV and Dish Network

Local channels: WSET-13 (ABC) of Lynchburg; WDBJ-7 (CBS) and WSLS-10 (NBC) WBRA-15 (PBS), and WFXR-21/27 (FOX), all of Roanoke

NEWSPAPERS: *Altavista Journal* (weekly), *The News and Advance*, Lynchburg (daily), *The Danville Register & Bee* (daily), *The Roanoke Times* (daily), and *Chatham Star-Tribune* (weekly)

RADIO: WKDE AM/FM (Altavista), WAKG (Danville) NPR (Roanoke), and other area AM/FM stations

HEALTH CARE FACILITIES

There are two hospitals in Lynchburg (approximately 30 miles) – Centra Lynchburg General/Centra Alan B. Pearson Regional Cancer Center and Centra Virginia Baptist Hospital. Centra also has a satellite medical center and emergency department located in Gretna, approximately 13 miles south.

Sovah in Danville (45 miles)

CVFP Staunton River and Rehab Associates in Hurt

Centra Altavista Medical Center in Altavista

Autumn Care Nursing Home and Rehab Center in Altavista

Public Health Department services are provided by Pittsylvania County in Chatham

There are four dental offices in Altavista

EMS services in Motley and Altavista

Harman Eye Center in Altavista

UVA Dialysis Center in Altavista

Faith/Religion

Hurt is home to two Baptist, one Catholic, one Methodist, and two non- or interdenominational churches. Many and varied Protestant churches are situated throughout the adjoining areas, and there is a Jewish Synagogue about 25 miles away.

OTHER AMENITIES

Lodging: There are two hotels and private lodging in Altavista and one in Gretna.

Financial: Five banks operate in Altavista. Based on citizen input, it is felt there is a need for a credit union to locate in Hurt.

A need exists for a community center to be located in Hurt. This would provide a place for seniors to meet, along with other activities and special events.

EDUCATION

Hurt has one public elementary school and one private school (PK-12). Public secondary students attend Gretna Middle and High Schools, 13 miles south in the Town of Gretna.

Altavista has a public elementary school and one combined middle and high school.

Virginia Technical Institute (VTI) in Altavista offers certificates of completion in technical fields

such as pipefitting, welding, HVAC and electrical.

Four private, four-year colleges are found in Lynchburg: University of Lynchburg (28 miles), Randolph College (31 miles), Sweet Briar College and Liberty University (25 miles), all offering various degrees.

Public libraries located in Altavista and Pittsylvania County have mobile units that provide scheduled visits to Hurt.

TAXES

<u>Rate</u>	<u>Pittsylvania Co.</u>	<u>Hurt</u>
Real Estate/\$100	.62	.175
Personal Property/\$100	\$9.00	3.50

***NOTE:** a 50% relief was allowed for year 2009

Vehicle Decal: \$37.00 each

Sales Tax: 5.3% (4.3% state and 1% local)

Meals Tax: 5.5% (town); 4.0% (county)

MAJOR AREA EMPLOYERS

Firm

English Construction
BGF Industries
Abbott Laboratories
Schrader-Pacific Int'l, Inc.
Moore's Electrical & Mechanical
Yeatts Transfer
Mid-Atlantic Printing
Wal*Mart
Rage Plastics
Standard Insurance
Staunton River Plastics

Product/Service

Construction
Textile & Fiberglass
Health Food & Medical Supplement
Tire Valves
HVAC/Plumbing/Electrical
Trucking
Printing
Retail
Plastic Containers
Call Center for Insurance & Finance
Plastic Containers

RECREATION

English Park in Altavista offers paved walking, approximately one mile around the perimeter, an equipped children's playground and splash park, two softball or junior league baseball fields, basketball, soccer, volleyball, a horseshoe pitching area and a river boat landing.

The Booker Building is available for parties/other activities, for a fee (building only). Two pavilions are also available.

Dalton's Landing

Smith Mountain Lake State Park - 40 miles

Leesville Lake - 10 miles

Blue Ridge Parkway – 40 miles

Wintergreen Ski Resort – 60 miles

Liberty University Snowflex (artificial ski resort) - Lynchburg

A Gazebo (Roosevelt Mattox Park) with benches, located beside Hurt Town Hall, is available to the public for community functions.

Altavista has a 1st class area Y.M.C.A., with basketball courts, Olympic size indoor swimming pool, a fitness center with equipment for strength exercise, a lounging area, daycare center for children, community room with a full kitchen that seats 125, and an indoor walking track (18 laps = 1 mile). Y.M.C.A. is available with membership.

Wayside Park, located adjacent to Hurt on Business 29 South, provides picnic areas, open spaces, and hiking trails in a lovely, wooded setting along the banks of Sycamore Creek. This park of 53 acres, maintained by Pittsylvania County, remains a recreational area for enjoyment by local residents and visitors, as provided in Mr. John L. Hurt's grant. McCormick's Riverside Arena, located on Ricky Van Shelton Drive, offers outdoor family events such as tractor pulls, rodeos, concerts, and the like.

LAND USE

The goal is to achieve a balanced land use system that provides sufficient and compatible land area for all town land needs, while protecting sensitive natural environments and important local

historic and cultural resources. The objective is to promote a strong, diversified industrial and commercial base while avoiding undue hardship on residential, agricultural, or public facilities. Strategies are to include the land use map contained in this plan as a general guide for future commercial and industrial land use decisions, and to adopt and maintain appropriate future land use ordinances and voluntary program designs to guide and implement the provisions of the comprehensive plan.

Existing land use for the Town of Hurt, VA (2,347 total acres) is as follows:

<u>Percent</u>	<u>Acres</u>
R-1 = 56%	1,311
R-2 = 5%	123
C-1 = 10%	244
I-1 = 29%	659

The largest land usage consists of R-1 and R-2 zoning for residential housing.

Boundary Line Adjustment: Approved on April 30, 2008, this boundary adjustment allowed the land now known as Southern Virginia Multimodal Park (SVMP), formerly owned by Burlington Industries/Industrial Textile Group (ITG), to be situated inside Hurt's corporate limits. Staunton River Plastics is scheduled to start construction on the property July 2021.

Key Industrial Park, owned by the Town of Hurt and adjoining the SVMP, is vacant land that could be used for manufacturing and/or other commercial purposes. In collaboration with the SVMP's owners (Samet Corporation), it is being marketed to prospective occupants as if it were a singular large tract of land with the SVMP.

Staunton Plaza, a strip mall, is also located in the Town of Hurt and is not fully occupied.

FUTURE LAND USE

The land use and population are expected to remain basically the same for the foreseeable future. Southern Virginia Multimodal Park has their property for sale and actually seeking a

buyer. This could change the population growth for the Town of Hurt. Availability of housing would be no problem.

The Key Industrial Park is graded vacant land. This park could be used for a sub-division for homes, if no industry is located. For the park to be used for either industrial or future housing, a suitable road from US 29 to the park, must be constructed. Options are being explored to construct a road to the park using local and grant funding for the construction costs. This may or may not be feasible.

How we plan the physical layout (land use) in our community is important to its sustainability.

The Town of Hurt should plan for high density growth aimed at eliminating urban sprawl, which causes the loss of a sense of community.

Land use planning for sustainability requires consideration of many factors, including: transportation, development density, energy efficiency, natural corridors, and open spaces.

The following strategies are needed to address land use and future growth in our community:

Strategies:

1. Plan and design strategies for development of mixed use, with walking sites adjacent to transit access.
2. Use developments that promote many services to reduce automobile dependency.
3. Apply regulatory strategies for limiting urban sprawl, such as creating a geographical boundaries for new development over a period of time.
4. Infill development to promote a greater development density within our present R-1 and R-2 zoning boundaries by using vacant lots. A development started off South Prospect Road into Kent Circle makes an example of high-density land use. Twelve (12) units exist presently, with an additional 42 planned for the future.

The next 3 pages are a list of the land use districts and zoning maps.

References

*American Factfinder (<http://factfinder.census.gov/>). United States Census Bureau. <http://factfinder.census.gov>. Retrieved 2016-09-26.

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Article III: Residential District R-1

Sec. 4-5. Statement of Intent

The R-1 District is composed of quiet, low density residential areas plus undeveloped areas where similar residential construction appears likely to occur. The standards set forth for this district are designed to stabilize and protect the essential character of areas so delineated, to promote and encourage a suitable environment for family life where there are children, and to prohibit all commercial activities except very limited home occupations as defined in Section 4-138 hereof. Development is, therefore, limited to relatively low concentration and permitted uses are limited to single unit dwellings, plus selected additional uses such as schools, parks, churches, and certain public facilities that serve the residents of the district.

Article IV: Residential District R-2

Part 1. General Regulations

Sec. 4-17. Statement of Intent

Residential District R-2, encompasses medium-density residential areas, as well as certain compatible public, semi-public, and very limited commercial land uses. The following regulations are designed to stabilize, protect and promote this type of development. This district should provide a suitable environment for persons desiring the amenities of apartment living and the convenience of being closest to shopping, employment centers and other community facilities.

Article V: Residential District R-3

Part 1. General Regulations

Sec. 4-61. Statement of Intent

It is planned that this district is to be composed of medium to high-density residential areas and open areas. The regulations for this district are designed to provide an area in which a wide variety of housing alternatives would be available to promote and encourage a suitable environment for family life composed mainly of an adult population with children. Also permitted are limited, low-intensity commercial uses of a compatible character. To these ends, retail activity is sharply limited, and this district is protected against encroachment of general commercial or industrial uses. All types of residential structures are permitted in this district, with development limited to medium or high concentrations of dwellings. Permitted uses are basically dwellings and certain additional uses such as schools, parks, clubs, churches, and certain public facilities that serve the district.

Article VI: General Commercial District C-1

Sec. 4-81. Statement of Intent.

The C-1 Commercial District covers that portion of the community intended for conduct of general business to which the public requires direct and frequent access, but which is not characterized either by constant heavy trucking other than stocking and delivery of retail goods, or by any nuisance factors other than occasioned by incidental light and noise of congregation of people and passenger vehicles. This includes such uses as retail stores, banks, theaters, business offices, newspaper offices, printing presses, restaurants, taverns, garages, and service stations.

Article VII – Limited Industrial I-1

Sec. 4-87. Statement of Intent.

The purpose of this district is to provide an area where the principal use of the land is for industrial and heavy commercial operations which may create some nuisance effects that will be detrimental to the existing and adjacent neighborhood. The specific intent is to:

- A. Encourage construction on and continued use of the land for industrial and/or commercial purposes.
- B. Prohibit residential use of the land, and to prohibit any other use which would substantially interfere with development, continuation or expansion of commercial and/or industrial uses within the district.