

Buchanan Comprehensive Plan 2019-2025



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CHAPTER 1: INTRODUCTION

A comprehensive plan provides a picture of the past, present and desired future of the community. The plan documents existing conditions and emerging trend and identifies the opportunities and challenges that lie ahead. The plan defines the community's **vision** and **goals** which outlines specific **Implementation Strategies** necessary to achieve desired results.

The Code of Virginia §15.2-2223 requires that a municipality develop and adopt a comprehensive plan, and then review the plan for needed updates every five years.

Sections 15.2-2223 - 2233 identify specific requirements for elements of the plan, including:

- A transportation plan consistent with the Virginia Department of Transportation
- Affordable housing data
- Studies of:
 - Land use
 - Agricultural production and preservation
 - Current development and growth trends
 - Natural resources
 - Historic areas
 - Ground and surface water and geologic factors
 - Population factors
 - Employment and economic factors and
 - Existing public facilities
- Flood control and flood damage prevention measures
- Dam break inundation zones and
- Transmission of electricity.

This document is intended to serve as Buchanan's comprehensive plan. It is comprised of a summary document and a technical appendix. The summary is meant to be read widely by community members and used to guide the future of Buchanan. The technical appendix contains the data and detailed information that serve as the foundation for the plan.

CHAPTER 2: EXECUTIVE SUMMARY

What is the Comprehensive Plan?

The comprehensive plan is the Town of Buchanan's long-term growth development and revitalization guide. Upon adoption by the Town Council, the plan will be used to guide land development and public infrastructure, investment decisions, and revise/ align town projects, policies, programs, processes, and services.

What is the purpose of the plan?

The current plan was adopted in (Enter date) by Town Council after community outreach as well as review and input from the Planning Commission.

How is the plan implemented?

Following the adoption by the Town Council, the plan will be used to guide any rezoning, site planning, capital improvement programming, pursuing grant opportunities and other land use and growth decisions within the town. It also contains a list of projects that will further align town operations and services to its desired vision.

What the plan does not do!

It is important to note that the Plan does not change existing legal land rights (zoning) nor does it provide funding and/or staffing for implementation of its recommendations.

Objectives and Goals of the comprehensive Plan.

Most chapters have a set of goals and objectives. However, it is important to note the following are a list of the primary goals and objectives of the Comprehensive Plan:

10 Primary Objectives:

Buchanan Town Council Top Priorities/Executive Summary for Comprehensive Plan

1. Enhance Town Gateways.
2. Town Park Improvements & Overall Plan
3. Overall Sewer System Improvements & Grant Opportunities
4. Overall Water System Improvements & Grant Opportunities.
5. Enhance and maintain the quality of existing housing stock and overall appearance of neighborhoods within the Town.
6. Historic Preservation.
7. Pursue Zoning land use and planning strategies (and other codes) for the orderly growth of the community.
8. Support Town & County Economic development efforts to reopen vacant manufacturing properties and improve marketing to encourage new businesses and reach prospective residents.
9. Develop Town Marketing Plan
10. Make and retain a Town Capital Improvement Plan.

CHAPTER 3: OUR VISION

The Town of Buchanan is small-town America at its best. We are creating a community where residents can live, work, and grow. We want a citizenry interested in giving back in a spirit of investing in their community, whether with their time, talent and/or resources. We envision a community committed to being a desirable, affordable and diverse place to live with quality housing and safe neighborhoods, while recognizing the intrinsic value of our historic fabric. We desire to be a destination with a vibrant Main Street and outstanding outdoor recreation. We value our walkability, our safe neighborhoods, our river and mountains, our riverfront parkland, and our commitment to being a community of choice and inclusion. The Town's proximity to many educational, recreational and employment facilities allows us to maintain our distinct identity. We welcome appropriate growth as other citizens discover our traditional small-town community values and character.

Government Structure

The Town of Buchanan charter establishes that primary decisions regarding local Town laws are made by a Town Council comprised of a Mayor and four other Council Members. The Town Council holds the responsibility and authority to enact ordinances, adopt resolutions, budgets, determine policy, and appoint a Town Manager. The Mayor presides over all Town Council meetings. The Town of Buchanan operates on the Council-Manager form of governance wherein the Town Manager has responsibility for the Town's daily operations.

There are some governmental overlap as several County laws and taxes apply to Town residents. Further, Town residents and program policies are fully represented within Botetourt County policy decisions through representation on the Botetourt County Board of Supervisors.

The Town Hall is located at 19753 Main Street. Town services and departments managed from within this building include administration, public works and utilities.

CHAPTER 4: HISTORY



Image 1: Edward Byer's 1855 painting of the Town of Buchanan shows the Town's heyday as the terminus of the James River & Kanawha Canal.

Key Findings

1. Transportation has played the most critical role in the development of the town of Buchanan which is the Gateway to the Shenandoah Valley as well as the Gateway to the Southwest.
2. The Town contains more than 350 properties eligible for listing on the Virginia Landmarks Register and National Register of Historic Places. Many of these structures in the existing historic district and already listed; an additional 118 properties outside the district may now be considered for eligibility based on having reached 50 years old.
3. The restoration of historic properties has been the catalyst for economic development, since the mid-1990s. More than 36 historic downtown properties have been sold and restored generating jobs, increasing tax revenues and fostering a sense of community pride.
4. Historic preservation activities have helped to spawn a new industry for Buchanan – tourism.

Introduction

Transportation routes and changes in modes of transportation have had primary influences on Buchanan's history. From its earliest development, the Town of Buchanan, Virginia was a principal crossing of the James River via the "Great Valley Road" and other regional transportation networks. People settled in Buchanan because of the Town's location at a major intersection of transportation routes. Commercial and manufacturing enterprises located there because of the Town's advantageous location for transport of raw materials, goods and products.

Structures define human settlement. For Buchanan, these structures trace the history of settlement based on the historic transportation routes. As an early transportation-oriented community, the Town included taverns and ordinaries, stables, blacksmith shops, wagon and carriage makers, general merchandise stores to service travelers, teamsters, and producers of goods being sent to external markets from the region. in means of transportation shaped the Town's periods of growth in commerce and manufacturing.

Exploration Changes and Early Settlement

Since the 1740's the area now encompassed by the Town of Buchanan has been distinguished as the point of intersection between two principal transportation corridors: the great northeast-southwest overland route west of the Blue Ridge Mountains between Pennsylvania and the old Upland south and the James River, the principal river system of central Virginia which provided an east-west route for the transportation of goods from Mountain and Valley Region, through the Piedmont, to the Tidewater and Chesapeake Bay.

In the 1740's the earliest trace of the Great Road from Philadelphia to western Virginia first crossed the James River at Looney's Ferry. The approximate location is marked with an historic highway marker along U.S. Route 11 west of downtown. Frontier land speculators and political leaders James Patton and John Buchanan marked the path of the Great Road to Looney's Ferry in 1745. Patton obtained lands at the Great Valley Road crossing of the James River in the mid-1740s. Patton purchased building supplies from the Looney family in 1750 and was killed at Drapers Meadow in a raid preceding the French and Indian War. At his death in 1755, Patton willed his tracts of land to his son-in-law, John Buchanan who had married Patton's daughter, Margaret, in 1749. John and Margaret Buchanan lived on the land and by 1762 established a second ferry crossing on the James River at the location of the current bridge crossing the James River.

Town Formation

The Boyd and Anderson families, Buchanan's heirs, acquired title to those lands and settled there over the next three decades. In 1788 the Virginia General Assembly established the Town of Pattonsburg by authorizing William Anderson to lay out 50 acres of half-acre lots. Purchasers were to build dwelling houses 16 feet square with brick or stone chimneys; the dwellings were to be completed for occupation within three years of lot purchase. Andrew Boyd, who married John Buchanan's daughter Mary, laid out the Town of Buchanan on the south side of the James River in 1811.

The earliest known plat of Pattonsburg in 1818 shows the town laid out in 76 half- acre lots. F.B. Kegley's map of Pattonsburg prior to 1804 shows the Great Road passing through town on Main Street. Plats of Buchanan in 1811 and Pattonsburg in 1818 established a grid of streets and enumerated lots that conform in large part with the current tax maps. An 1811 Botetourt County survey showed the Great Road crossing the James River from Pattonsburg and running west through Buchanan on Water Street (current Lowe Street). Lots 1 through 55 each contained a half acre of land while lots 56 through 67 were not rectangular and contained varying acreage. An 1818 survey of Buchanan enlarged the town by adding lots 68 through 95 on Boyd Street and lots 96 through 113 on River, or East Water Street. By terms recorded by the Botetourt County Court in 1818, purchasers of town lots in Buchanan had five years to build a brick, stone, farm or log house 32 feet by 20 feet with a stone or brick chimney on each house or kitchen. The 1818 Buchanan grid of High (Main), Water (Lowe), Boyd, Bedford, Washington and Pine Streets and enumerated lots 1-28 and 56-81 conforms to the present tax maps.

Internal Improvements



Image 2: The Wilson Warehouse is the sole remaining warehouse from the Town's Canal Era.

Water transport on the James River was improved from Buchanan to Tidewater by 1807 and the two towns became centers for processing agricultural products from southwestern Virginia for transport to Richmond and the Chesapeake. The Virginia General Assembly in 1819 acted to establish warehouses for inspection of tobacco and flour in both towns resulting in construction of warehouses such as the Wilson Warehouse in Buchanan along Water Street as well as the Pattonsburg Mill adjacent to Purgatory Creek in Pattonsburg.

River traffic increased in the 1830's with internal improvements that brought a better road system to Buchanan from western Virginia. By the mid-1830's internal improvements resulted in completion of the Cumberland Gap Turnpike from the Kentucky border to central Botetourt County. The Cumberland Gap Turnpike brought wagon traffic in agricultural produce from Kentucky and the far southwest Virginia counties. The Virginia General Assembly in 1831 incorporated the James River and Kanawha Canal which



promised transport of goods from west of the Blue Ridge to Richmond. The Canal reached Buchanan by 1851. In 1834 the General Assembly authorized the first-named Buchanan and Pattonsburg Trustees Cartmill and Wood to build a bridge across the James River. The current Swinging Bridge rests on the piers of that bridge.

By the 1840's Buchanan's buildings included the John Wilson Warehouse, store and residence, the Botetourt Hotel and the Presbyterian and Episcopal churches, the Penn/Payne House, the Zimmerman House, the Douthat House and the Clegg House. All of these brick structures still stand today except for the Hotel Botetourt which was demolished in 2002 due to fire damage. Additional unnamed structures can be seen in Lewis Miller's drawings of Buchanan as well as artist Edward Beyer's oil painting of the Town.

By 1851 the James River and Kanawha Canal was completed from Richmond to Buchanan at a cost of 8.5 million dollars. The two towns experienced a boom in commercial and artisan activity during the decade before the Civil War.



The Penn/Payne House is the oldest home in Buchanan and is still lived in by descendants of the Payne family.

Civil War

During the Civil War Buchanan served as an important Confederate supply depot for shipment of agricultural produce and pig iron to Richmond via the James River and Kanawha Canal. Farmers George Alphin, John Anderson, and Samuel Obenchain provided the Confederate quartermaster with beef, cotton, yarn and corn.

Buchanan also provided troops for the Confederate war effort, most notably for the Botetourt Artillery, a unit which distinguished itself in the defense of Vicksburg. John W. Johnston headed the Botetourt Artillery in January 1863. Buchanan Banker William Douthat's sons Henry and William served as Second Lieutenants in the Botetourt Artillery. William Douthat died in the defense of Vicksburg in May 1863 and was succeeded by Frances Obenchain, son of merchant Thomas Obenchain. Enlisted men from Buchanan in the Botetourt Artillery included Oliver Haney, son of Hotel Botetourt keeper Jacob Haney, Ferdinand Woltz, son of tailor William Woltz, and J. Zimmerman, son of saddler John Zimmerman.



Federal General David Hunter marched through Buchanan on June 13, 1864 on his ill-fated raid in Lynchburg. The following day Confederate General J.D. Imboden reported Hunter had driven Confederate troops under George McCausland's command out of Buchanan. No other official military accounts of the engagement in Buchanan have been found, however, period letters tell how McCausland burned the covered bridge over the James River (the current Swinging Bridge rests on the piers of that bridge) before leaving, igniting a fire destroying close to thirty buildings. Personal letters also tell of the devastation to Buchanan caused by the war including the burning of Col. John Anderson's home known as Mount Joy, the three-day Federal occupation of Oak Hill, and encampments at the Anchorage and the Presbyterian Manse as well as other private homes and offices throughout Town. Following the Civil War commerce and manufacturing declined in Buchanan and Pattonsburg.

Reconstruction Period

Numbers of town merchants and artisans fell sharply as canal traffic on the James River from Buchanan to Lynchburg was eclipsed by rail traffic from Salem to Lynchburg. Steel rail transportation came to the towns of Buchanan and Pattonsburg in early 1880's. The General Assembly Act of 1882 consolidated Buchanan and Pattonsburg into the single town of Buchanan.

Industrial growth and revival of commerce followed completion of the Norfolk and Western and the Chesapeake and Ohio lines through town because the new railroads hauled heavy freight to distant markets faster and at a lower cost than earlier wagons and canal boats. Buchanan's industrial capacity expanded as the railroads could supply Buchanan with heavier freight in raw materials and finished products quicker and cheaply.

Oscar Huffman constructed the Virginia Can Company at the edge of Town using brick from portions of the original Boyd home dating back to 1800. By 1903 significant manufacturing operations were established in Buchanan. The Virginia Can Company employed at least 38 employees in 1906 and in 1910 owned buildings valued at \$16,000 on a Norfolk and Western track siding just east of the original Town limits. These buildings still stand and became Hafleigh and Company. By 1920, railroad employees far outnumbered self-employed artisans.



The World Wars

By World War I industrial manufacturing had replaced pre-Civil War patterns of production by skilled craftsmen. Industrial employment in Buchanan increased between 1920 and 1940 with limestone and bone product operations employing over 400 workers, many of whom commuted to town by automobile on newly improved hard

surface roads. In 1930 Hafleigh and Company purchased the Virginia Can property and converted the property for use of bone button production employing 240 workers by 1940.

On the eve of World War II, Buchanan's population had grown to 870 inhabitants and Land Books for the Town recorded 70 more lots with buildings than in 1910. Industrial employment continued to provide for Buchanan residents during and after World War II.

After World War II

Hafleigh and Co. converted to military production during the war and sold out to Groendyk Manufacturing Co. in 1965, an operation that by 1980 employed 125 workers in the manufacture of silicone and rubber products. The James River Limestone Company employed 125 workers in 1980. Buchanan's textile industry employed between 130 and 200 workers from the 1950's through the 1970's.



With the latest upgrade of the great overland route west of the Blue Ridge Mountains, the arrival of Interstate 81, Buchanan has experienced a similar fate of communities across the country as businesses and homes have moved to new areas as people have become more mobile. A boundary adjustment from Botetourt

County in 1990 increased the land area of the Town, helping to increase the population over 1,100 inhabitants.



The Flood of 1985

On Tuesday, November 5, 1985 the Town of Buchanan was subjected to one of the highest-level floods in recorded history following Hurricane Juan. The event produced the costliest floods on record in both Virginia and West Virginia.

Rainfall peaked at 19.77 inches resulting in the James River cresting at 38.84 feet. The greatest concentration of damage within the Town occurred in the neighborhoods adjacent to the river including Lowe Street, Main Street and Water Street. Several homes, businesses and structures were destroyed, most notably the C & O Railroad Depot and the Swinging Bridge.

While many people flocked to downtown to help the residents following the flood, one of the longest lasting effects of the flood was the fear of a repeat flooding. This fear paralyzed the community for a decade resulting in the lack of maintenance of properties as well as abandonment of residential and commercial properties. After ten years of neglect, the areas of greatest damage by the flood became the catalyst for the Town's revitalization in physical improvements to homes, businesses and Town Park resulting in a renewed sense of pride and economic growth within the community.

The transportation theme running through the history of Buchanan has come full circle with the Town's embracing of the James River as a resource for recreation, despite the danger it can bring with flood waters. Since the 1990s residents have renewed their interests in the Town's heritage as an important transportation center, as a focal point for commerce, artisan industrial and residential neighborhood strengthening the Town's role as the "Gateway to the Southwest" and the "Gateway to the Shenandoah Valley." The emerging theme is "Where Main Street Meets the Mountains".

Implementation Tools

Historic resources and the overall character of Buchanan can be maintained and protected through a comprehensive historic preservation program:

- Documenting properties that are historically or architecturally significant, to include all buildings more than 50 years old. This information can serve as the basis for (a) a new or expanded historic district and (b) nomination to the Virginia and National Historic Registers;
- Clearly identifying historic preservation as a goal in the Town's comprehensive plan;
- Creating regulations and policies addressing the maintenance, rehabilitation, remodeling, reuse, and demolition of historic structures.

HONORING BUCHANAN'S HISTORY

Historic Resources Inventory

A cultural and historic resources inventory was completed on Friday, February 6, 2015. The inventory compiled data on location (e.g., street address) and current use from Botetourt County's Geographic Information System and Real Estate Assessor databases. Dates of construction and other historical information came from the Virginia Department of Historic Resources (VDHR) file number (when applicable) and the National Register of Historic Places.

A total of 368 structures and two archaeological sites were either already included on, or eligible for nomination to both the Virginia Landmarks Register and the National Register of Historic Places. (Buildings at the time of the nomination were required to be 50 years or older.) The oldest structure in Town are the footers of the original Main Street Bridge which support the Swinging Bridge, these supports were constructed in 1834. The second oldest structure is the Boyd Family Cemetery, located at 540 Parkway Drive, in which the earliest identifiable burial is dated 1835. The third oldest structure is the oldest *building* in Buchanan. It is the 1837 single-family residence located at 95 Pattonsburg Lane.

About one-quarter (94) of the properties in the inventory were located on Main Street with 82 in the Historic District. This suggests an overwhelming majority of historic properties have been documented and are fit for further measures of preservation. At the same time, however, nearly one-third of the Town's cultural and historic resources remain unprotected.

Two properties in Buchanan, have been independently listed on the National Register: 421 Lowe Street. The "Wilson Warehouse" or "Community House," (circa 1839) is a former warehouse that presently serves as a community center and museum which is independently owned by a non-profit/ 501-C (Town Improvement Society) and the second property listed is the Buchanan Theatre. An additional 118 properties outside the Historic District are eligible for nomination due to the increase of their age. Almost half of the eligible properties were built after the end of the Second World War. The newest are five single-family residences constructed in 1965.

IMPLEMENTATION STRATEGY

Primary Objective:

Adopt and follow historic preservation methods to preserve and protect Buchanan's historic properties

Primary Strategy:

1. Document properties that are historically or architecturally significant
2. Update SWVA Depart of Historic Resources with any new qualifying properties since last evaluation
3. Adopt zoning ordinances encouraging preservation and reinforcing the value of historic resources.
4. Update Historic District for any qualifying properties not previously included, correct any entries necessary.

Supporting Objective 1:

Preserve and protect Buchanan's Historic Structures. Increase public awareness of historically significant structures, culture, and genealogy in Buchanan.

Supporting Strategy 1:

1. Establish historic preservation committee to help preserve and protect Buchanan's historic structures and increase public's awareness of historically significant structures.
 - a. Committee should seek technical and financial assistance from State & Federal agencies and programs.

Supporting Objective 2:

Maintain historic preservation as driving force of downtown's revitalization and as a catalyst for neighborhood revitalization.

Supporting Strategy 2:

1. Adopt Zoning which preserves the historic architecture of downtown
2. Promote use of historic tax credits as way of funding preservation / restoration efforts of qualifying properties including residential, commercial, civic and industrial structures throughout the historic district.
3. Recognize outstanding historic restoration projects
4. Educate properties owners and leaders about the importance of their historic properties

CHAPTER 5: NATURAL RESOURCES



Climate

Buchanan experiences moderate mild winters and warm summers. According to U.S. Climate data the average low temperatures range from 24 degrees Fahrenheit in January to 64 degrees in July. Average high temperatures range from 45 degrees in January to 90 degrees in July. Average rainfalls vary by month and range from 2.8 inches to 4.57. The average annual precipitation exceeds 40 inches. July is typically the wettest month and December the driest. Snowfall is typically less than 17 inches annually.

Geology and Soils/Topography

The area's bedrock is primarily shale and limestone. Soils are mostly deep, well drained, and moderately permeable, on gently sloping to moderately steep high terrace land which includes floodplain soils.

Buchanan is a part of the Valley and Ridge Physiographic Province also known as a beltway of Appalachian Mountains that extent from New York to Alabama. The overall topography is a series of nearly parallel ridges and valleys running mostly southwest to northeast. The town is linear due to the James River and surrounding mountains which affects growth opportunities. Elevations range from 810 feet at the James River to 1,050 feet on the eastern side of town.

Surface Water

Buchanan lies in the Upper James River watershed. The James flows southward from the Alleghany Highlands through the Town and is a vital recreational and financial asset. It is the largest watershed in the state connecting 38 counties and 17 cities. The James originates along the Virginia/ West Virginia State line, at the confluence of the Jackson and Cow Pasture Rivers flow 348 miles to the Chesapeake Bay.

Several waterways flow through town. Looney Creek and Laurel Creek join with Long Creek and enter the James River west of town, draining a large portion of Botetourt County. Dry Run Creek flows northward from Cove Mountain parallel to Gorge Road, to the James. Bearwallow Creek flows into the James just east of town. Purgatory Creek flows south into the James at the eastern limits of Buchanan, draining Back Creek Mountain and Purgatory Mountain.

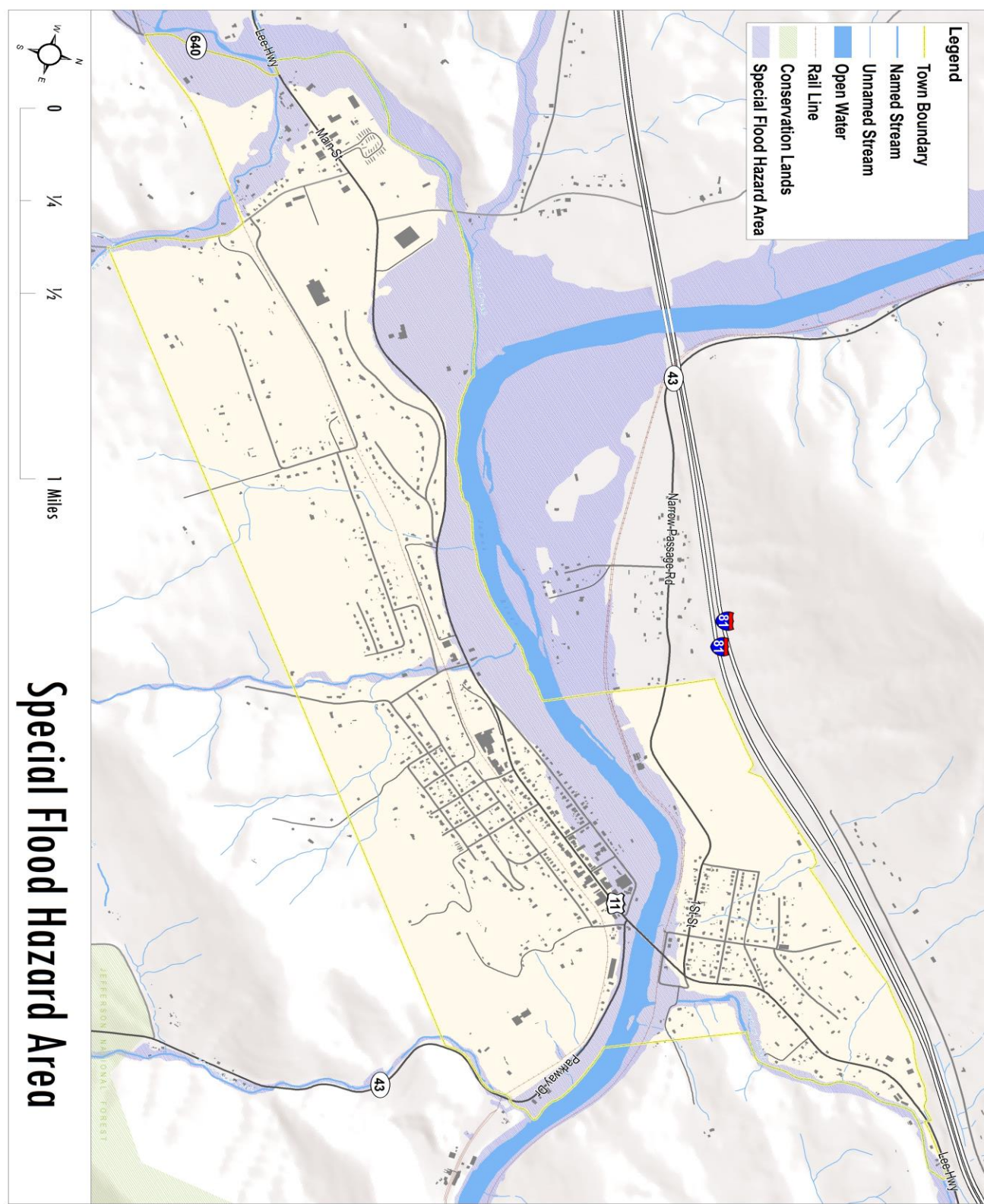
Looney Creek and the James River are listed as impaired by the Virginia Department of Environmental Quality. The 40,000-acre Looney Creek watershed lies almost entirely within Botetourt County. A 2014 Total Maximum Daily Load (TMDL) DEQ 303d listing for Looney Creek indicates it does not meet bacteria water quality standards for recreation.

Agricultural best management practices (BMPs), such as streamside fencing for cattle and pasture management, are necessary to meet the goals for bacteria reductions in these waterbodies. There is also a need for residential best management practices to identify and correct failing septic systems and pipes into the waters, as well as lawn fertilizer use and pet waste management.

James River Floodplain

FEMA defines a Flood Plain as a special flood hazard area (SFHA). The periodic flooding of Buchanan by the James River ranges from mild to the occasional severe and damaging event. The Floodplain often restricts development. Floodplains serve as adequate channels to convey excess water. As such, encroachment in floodplains can result in loss of property or life and can restrict the location or design of development for safety. The James River's 100-year floodplain varies from a few hundred feet to several thousand feet in width. The widest floodplain is between Interstate 81 and the Town.

MAP 1: SPECIAL FLOOD HAZARD AREA MAP (FLOODPLAINS)



Groundwater

Groundwater is the source of all public and private water supplies serving Buchanan residents. The principal water is obtained from four wells. The average private well yield is about 18.88 gallons per minute in Buchanan, while the average Town well yield is about 240 gallons per minute. Water is distributed through the municipal/town system by four storage tanks, three booster pumping stations and the distribution piping. The town uses liquid hypochlorite to disinfect the well water from two wells; chlorination occurs after the raw water has been pumped to the surface by the well pumps and prior to discharge to the chlorine contact tanks. The third and fourth wells are treated on the water filtration plant.

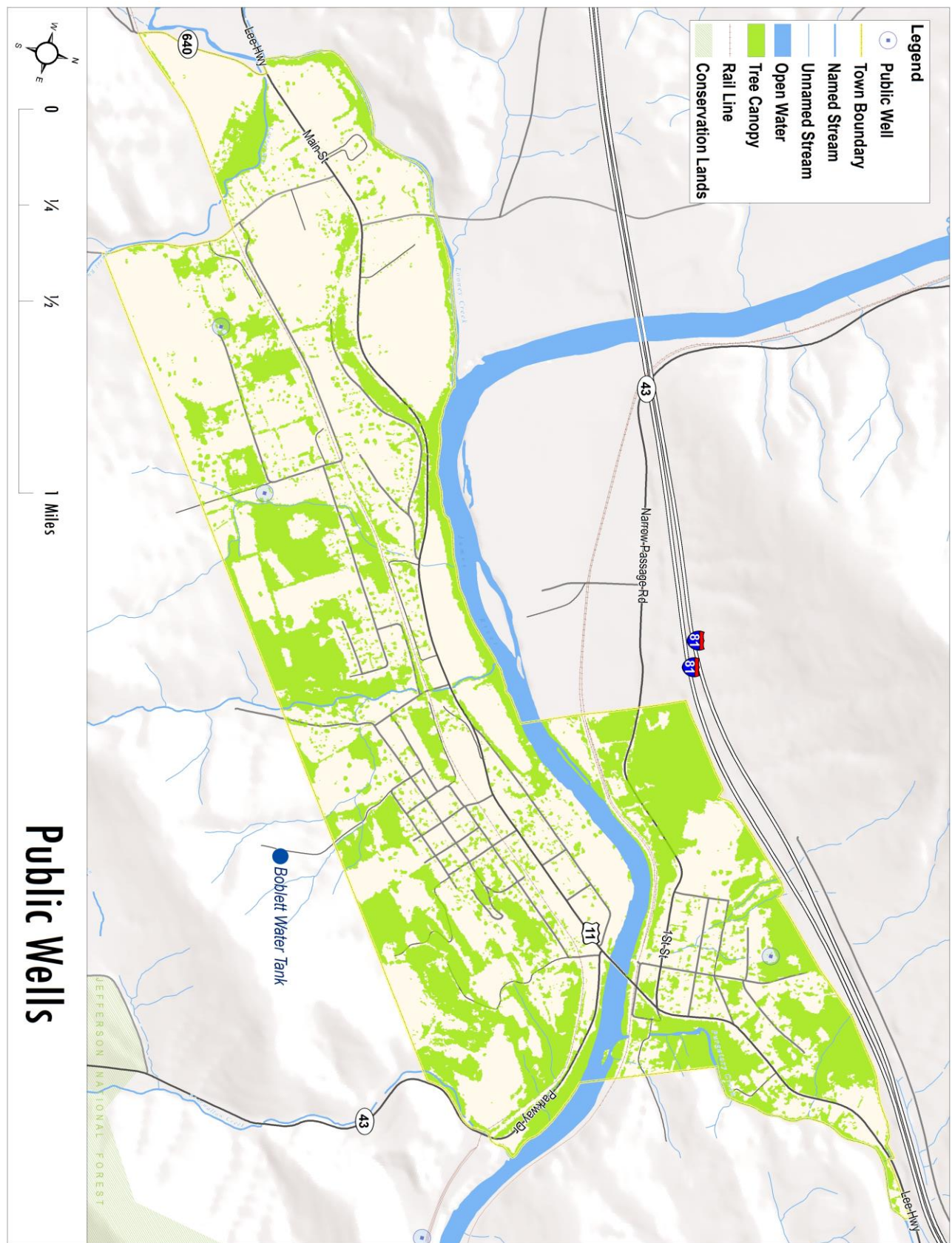
The primary water source for the town, well #1 discharges water into a chlorine contact tank, feeding the area along Route 43, passing through Carson's Hill pump station, and stored in the Boblett Tank, which is a 250,000-gallon main water storage tank constructed during the 2011 water system improvements project. Well #2 delivers water through a new (2017) 100,000-gallon storage tank into the water system from the north side of the James River. Well #3 discharges water into the nearby 200,000-gallon water tank # 3 after chlorination. The town added Well #4 during the 2001 water system improvement project, which could be treated and supply water to the storage tank # 3 as well as the Boblett Tank as needed. Wells 3 and 4 are rotated monthly with Well 3 operating in the odd months and Well 4 in the even months. Well 4 is also put online prior to or during extended loss of power situations so the Town's generator can remain at one central location (Water Treatment Plant) and not have to move between wells. All the Town Wells use the Blue Ridge Aquifer.

Groundwater recharge is necessary for the continued success of the town water system. Groundwater recharge is improved by permeable landcover, limiting hard surfaces (roadways, parking lots, sidewalks, etc.) to facilitate groundwater absorption and source water recharge. An impervious surface level at just above 10% (Schueler 2003) affects the health of aquatic life in local creeks and rivers. The longer water is retained on site, the more likely it will be able to infiltrate and recharge the source aquifer. Trees and vegetated open space facilitate water recharge by funneling water to the ground, which aids absorption. Tree roots provide channels in the soil to facilitate water movement into the ground. Additionally, water moving through vegetated areas is cleansed and arrives at the aquifer in better condition. Limestone allows for excellent wells for many property owners but poses problems such as the potential for sinkhole formation. Limestone groundwater supply reliability is challenged when multiple developments access and draw down a single groundwater source. Channels formed in the highly erodible limestone substrate may allow land surface contaminants to reach the aquifer faster and with little to no filtration.

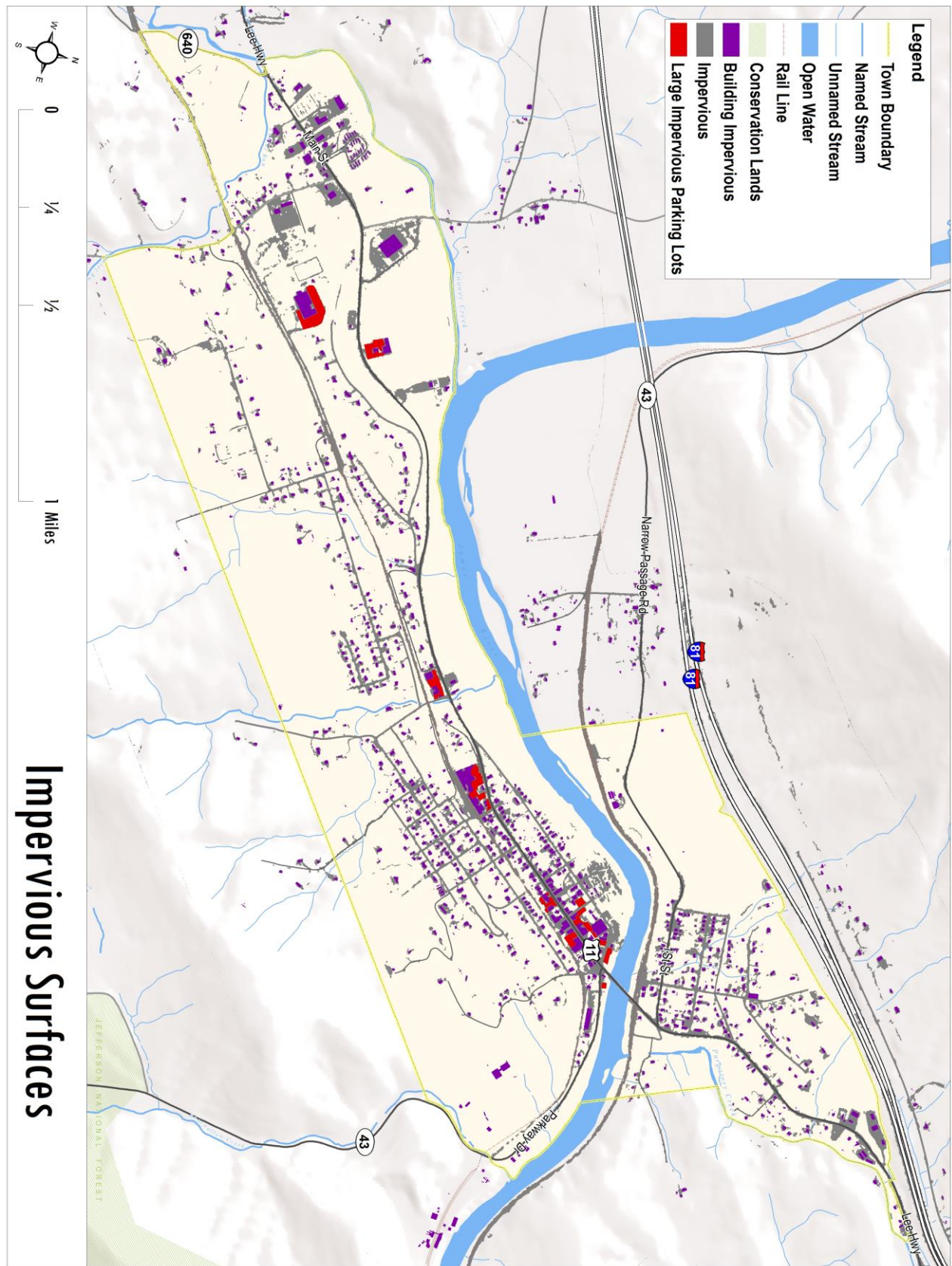
Air quality

The Virginia Department of Environmental Quality (DEQ), is the Commonwealth's agency to monitor air quality. Currently DEQ indicates that the Town of Buchanan meets federal air quality standards and thus there are no development or transportation development limitations as a result of air quality.

MAP 2: EXISTING TREE CANOPY AND PUBLIC WELLS MAP



MAP 3: IMPERVIOUS SURFACE MAP



Urban Forestry

Buchanan is one of the towns across America beginning to recognize the benefits of urban trees. Those benefits include stormwater reduction, wildlife habitats, enhanced recreational experiences, and water and air quality improvement.

Urban Forest

Trees are key to protecting clean water. Stream health is determined by how much the stream is buffered by natural vegetation. A 100-foot wide woody vegetated buffer can remove more than 90% of the nitrogen, phosphorus and sediment from overland runoff. If stormwater pipes or utilities pass under the buffer and discharge directly into the stream, the buffer benefits are lost. Where this happens, other ways to intercept and clean stormwater flows are needed.

Studies show urban canopy can reduce a town's stormwater runoff by two to seven percent (Fazio 2010). In the past few years, the Town has planted 58 new trees (2015-16). Most were on Lowe Street and in the Town Park along the river. A single tree can play an important role in stormwater management. Estimates for the amount of water a typical street tree can intercept in its crown range from 760 gallons to 4,000 gallons per tree per year, depending on the species and age. The larger the tree, the greater its benefits for absorbing stormwater, providing shade and energy savings.

Trees absorb stormwater from various sources. One acre of pavement releases 36 times more runoff than a forest. During a rainfall event of one inch, one acre of forest will release 750 gallons of runoff, while a one-acre parking lot will release 27,000 gallons (Penn State Extension).

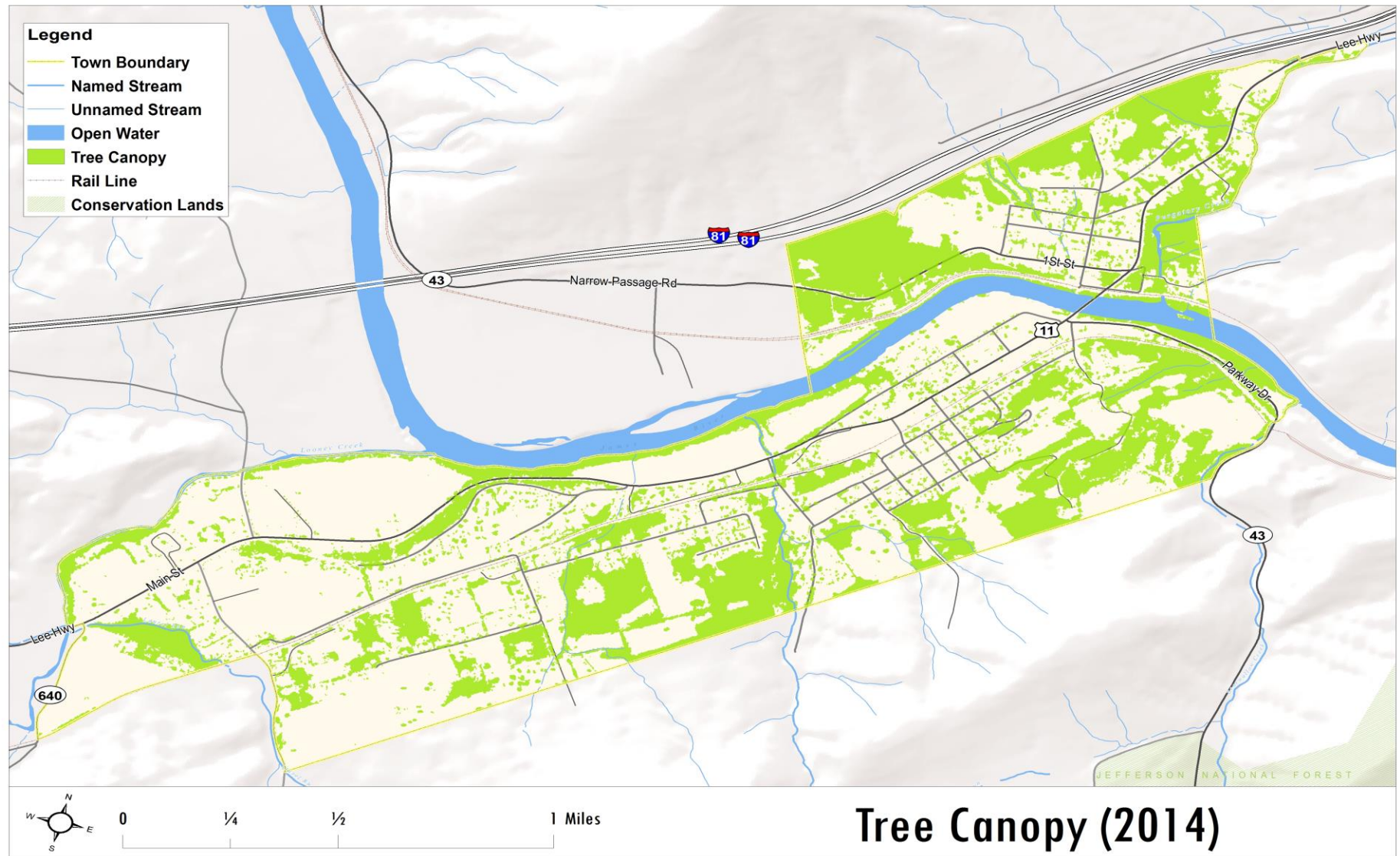
Wildlife Habitat

Clusters of trees along with other native vegetation such as shrubs, native grasses and flowers, provide important wildlife habitats. Even in town, smaller habitats add up and provide a myriad of benefits for other wildlife, such as salamanders, birds, pollinators and other beneficial insects. Buchanan residents often see deer and beaver and occasionally a bear, fox, or raccoon. Bird watching is varied and beautiful. Area fishing is excellent and exciting.

Human Environment

Without trees, distances are perceived to be longer and destinations farther away, making people less inclined to walk than if streets and walkways are well treed (Wolf 2008). Businesses depend on pedestrian traffic to get new customers. The more walkers, the more likely an attractive store-front display will lure customers. Buchanan is fortunate, having a landscape architect on-staff to care for its trees and grow its urban forest, a noteworthy aspect of the Town's management. Buchanan is a Tree City USA and recently received a growth award from the State of Virginia and the National Arbor Day Foundation in recognition of the Town's stewardship of its trees.

MAP 4: TREE CANOPY MAP



FUTURE SUSTAINABILITY

Opportunities

Buchanan's natural resources and landscape help define the identity of the town. The surrounding mountains and waterways provide recreation for residents and visitors and a beautiful setting for this historic community. The Upper James River Water Trail, the Appalachian Trail, the Bicentennial Bicycle Trail, and the Blue Ridge Parkway offer opportunities for recreation and tourism, promoting economic growth and can improve the health and wellbeing of Buchanan's residents.

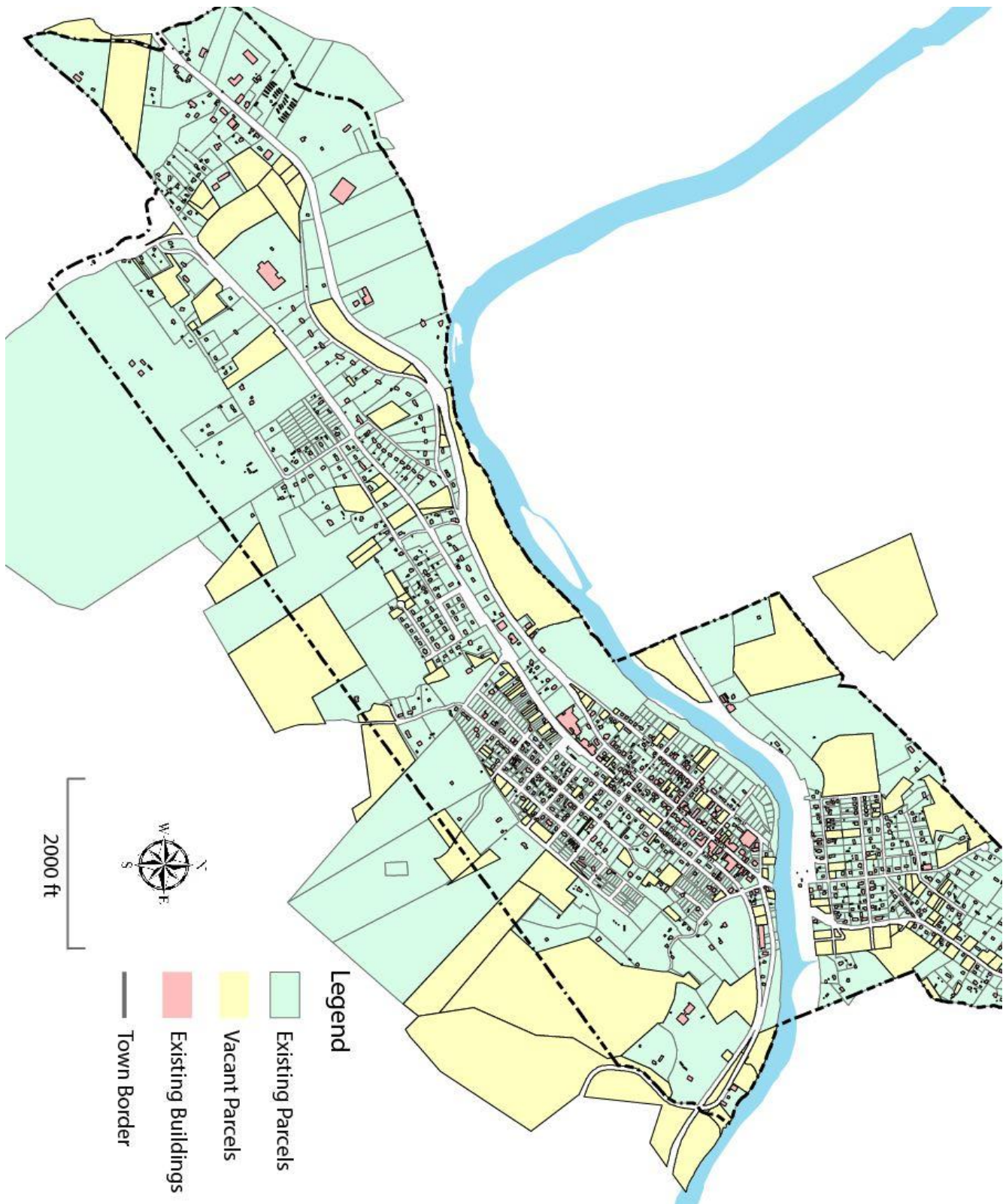
Studies show Americans are aging in place. Older residents prefer to walk near where they live rather than driving any distances to access trails and paths. Buchanan's sidewalk network and river access are key amenities and need to be expanded and maintained to provide safe walking throughout the town. Residents want more opportunities for walking. Greater promotion of the town's proximity to nearby national trails should also be touted.

The town's trees and vegetation provide many values for residents and visitors alike including shade, beauty, stormwater absorption and financial savings. For example, trees clean air pollution from cars and shaded pavement lasts longer while properties with trees have higher value.

Following are issues that are key to both ecological and economic revitalization.

Buchanan's downtown is central to its wellbeing, as revenues from sales taxes support the town and provide shopping, food and entertainment for both residents and visitors. Shoppers in tree lined districts spend 13 percent more on average than in non-treed areas and people are more likely to walk in areas with trees because distances are perceived to be shorter (Wolf 2008).

MAP 5: VACANT PARCELS IN BUCHANAN MAP



Challenges

As Buchanan plans for grey infrastructure – sidewalks, drainage or utilities – it also needs to plan for parks, trails, trees and landscaping. Green infrastructure is all of the town’s natural assets: street trees and vegetation, water resources including the James River and tributaries and springs, groundwater, plus public recreation spaces.

‘Green infrastructure’ management should ensure their healthful condition and longevity. The protection of environmentally sensitive areas - streams and their buffers, protection of wellhead areas and natural areas and open space - are necessary to ensure good surface and groundwater quality and quantity. The town’s age and size means it lacks adequate stormwater management. Steep slopes channel untreated stormwater directly to the James River harming the river’s aquatic species, exacerbating flooding, and deterring fishing and swimming.

Sound green infrastructure management is important for public safety. The James River will continue to flood and managing its floodplain to protect against flood damages are key to continued economic, environmental and public health. The James River’s 100-year floodplain varies from a few hundred feet to several thousand feet in width. The widest floodplain is between Interstate 81 and the Town of Buchanan.

Floods have damaged many town structures in the past. In November 1985, the area was devastated by a crest exceeding a 600-year flood event (gage height 38 feet). Since 1985, the James River has peaked five times, the highest in 1996 at a gage height of 29.24 feet. Following the flooding damage of 96, the town remediated the riverbank by removing flood debris and cleared the bank of trees. In the past several years, the town replaced some of the lost trees on the upper floodplain to provide shade as well as limited use of the fields for festival parking. The immediate floodway and floodplain remain untreed adjacent to the river below the flat area of the grounds reducing the collection of debris during flooding.

Groundwater is an important resource today and forever. Groundwater resources currently meet the demands of residents and businesses, but this may not always be true. The wise management of groundwater through recharge protection and water conservation can ensure an adequate supply of clean drinking water sources for Buchanan for years to come.

IMPLEMENTATION STRATEGY

Objective:

Protect the health of the James River by preventing excessive stormwater runoff.

Strategy:

Establish long term partnership with Virginia Department of Forestry, Continue Arbor Day Tree Plantings in Town Park, create Adopt A Tree / Care for a Tree program, Host tree care workshops

Preserve and protect existing public trees while expanding tree plantings along the river, public streets, and pathways to soak up excess run off and provide seasonal interest to the neighborhoods. Plant trees & lower vegetation near town well heads to prevent infiltration, recommend use of permeable pavers parking areas for use by cars & light trucks

Objective:

Maintain and Increase ground water retention

Strategy

Protect existing ground cover

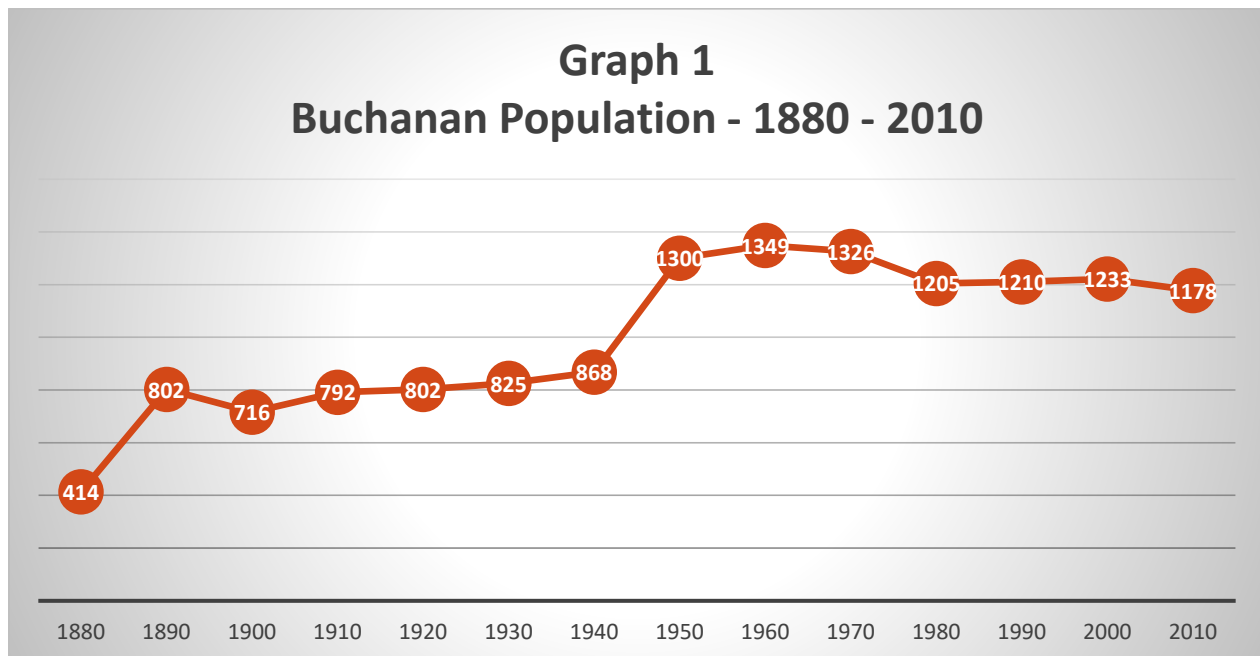
Promote tree planting in open spaces

CHAPTER 6: POPULATION

Introduction

A profile of the residential population differences and future growth analysis is an important quality in community planning. Studying current developments and future changes in population fluctuations measure of current and future service needs. As employment opportunities, community services, and economic investment are directly impacted by population changes, they can show the economic conditions of a region.

The Town of Buchanan has maintained a steady population over the last four Decennial Census years, which is down approximately 100 residents from the previous three. The largest population growth in Buchanan occurred between the 1940 and 1950. Projections for the next 20 years are not available at the Town level, but Botetourt County is expected to grow from now through 2040.



Buchanan is located within the Roanoke Valley- Alleghany Region. According to the 2015 Census, the region has a population of 335,895 (see Table 5 on page 28). The region saw a population increase of 6.12% between 1990 to 2016 (Source: Roanoke Valley- Alleghany RC)

Area population, population projections, age distributions of residents, and population with disabilities are presented below. It is these population numbers and projections that serve as the basis for the future community needs and the foundation of the Town of Buchanan visioning and planning efforts articulated in the comprehensive plan.

Table 1 shows that both the Town of Buchanan and Botetourt County showed steady population increase between 1980 and 2000. However, the 2010 Census and the updated 2016 American Community Survey data shows a population decrease, within the Town. While Botetourt County continues to grow.

Table 1: Population Change in in Town of Buchanan and Botetourt County						
		1980	1990	2000	2010	2016
Town of Buchanan	Population	1,205	1,222	1,233	1,178	1,094
	% Change previous Census		1.4%	0.9%	-4.5%	-7.1%
Botetourt County	Population	23,270	24,992	30,496	33,148	33,192
	% Change previous Census		7.4%	22.0%	8.7%	0.1%
Source: 2016 US Census American Community Survey						
Source: U.S. Department of Commerce: Economics and Statistics Administration						

Population projections for the next 20 years are not available at the Town level but the population in Botetourt County is projected to grow steadily through 2040 (next graph). The County expects a significant increase in employment opportunities from large employment announcements in the Daleville area. This is expected to create a housing shortage as reflected in the Housing Study prepared in November 2016 by S. Patz & Associates, Inc. The proximity of the employment opportunities to the Town may provide an increase in population if employees choose to live further from the employment area.

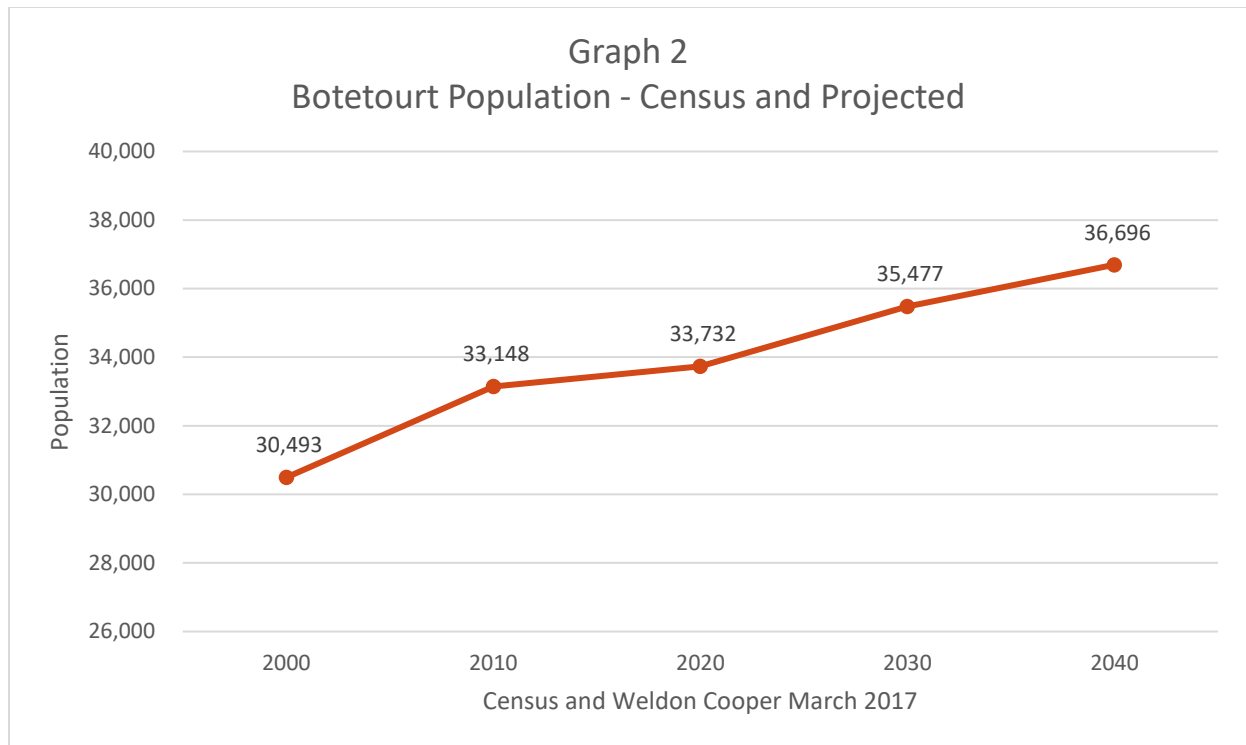


Table 2 provides the most recent population and population predictions to the year 2040. Apart from Alleghany County, Botetourt County showed the lowest predicted percentage population increase of any of the neighboring localities and far less than the state.

Table 2: Population Projections

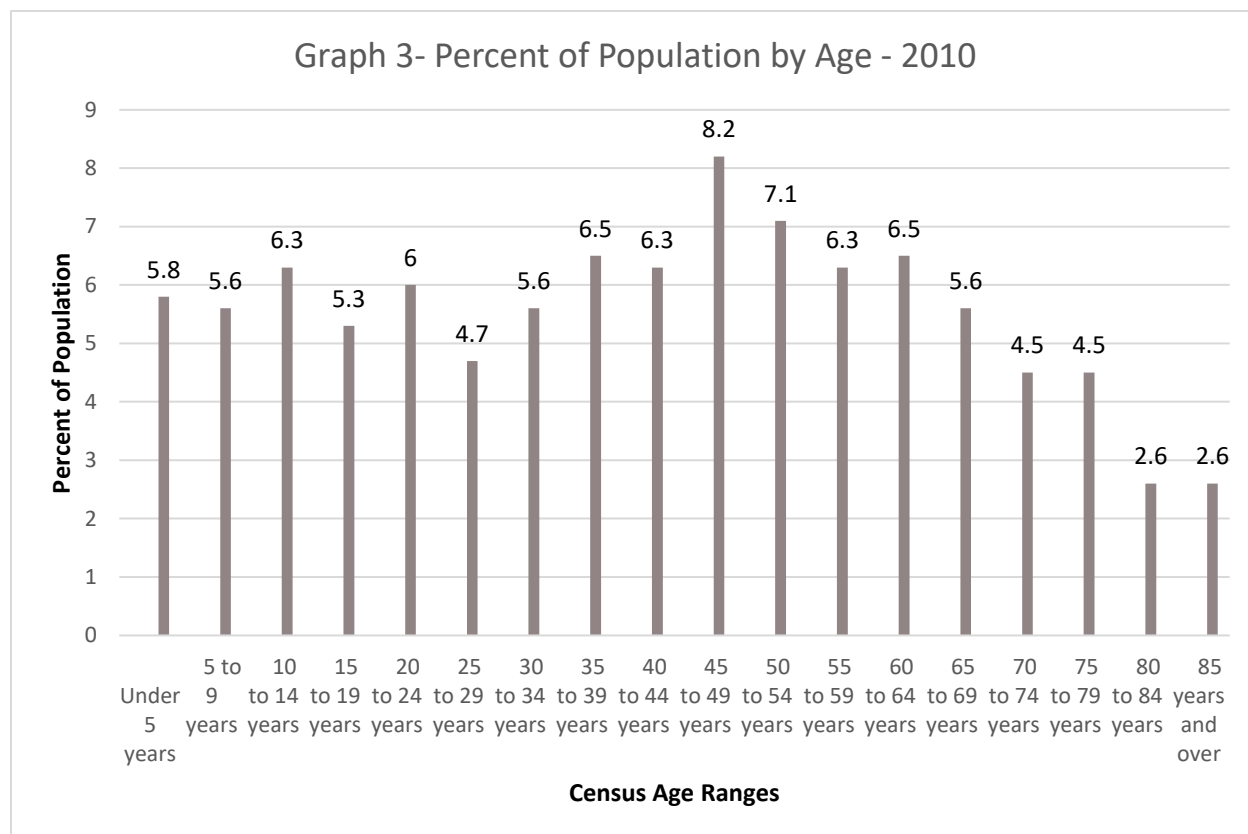
	2010	2020		2030		2040	
	Population:	Population Projection	% Predicted Change	Population Projection	% Predicted Change	Population Projection	% Predicted Change
Botetourt County	33,148	35,235	6.3%	37,121	5.3%	38,885	4.7%
Rockbridge County	76,314	83,431	9.3%	90,341	8.3%	97,249	7.6%
Roanoke County	92,376	98,413	6.5%	104,063	5.7%	109,373	5.1%
Alleghany County	16,250	15,742	-3.1%	15,394	-2.2%	15,121	-1.8%
Craig County	5,190	5,523	6.4%	5,884	6.5%	6,228	5.9%
Virginia	8,001,024	8,811,512	10.1%	9,645,281	9.5%	10,530,229	9.2%

Source: Virginia Employment Commission

The Virginia Employment Commission population projections forewarn that Botetourt County will continue to experience the slowest growth within the region. Similarly, a reduction in population may be expected for the Town. NOTE; US Census no longer provides population projections for small Virginia Towns.

Studying population numbers alone will not deliver a dependable community assessment. Many diverse factors of the population need to be analyzed and evaluated to present a full community profile and serve in developing an assessment of community needs, values, proficiencies, and opportunities.

The population of Buchanan is aging from Census results. For the 2000 Census the median age was 40.6. The median age at the 2010 Census rose to 43.5. The population over 40 years and older accounts for 54.2% of the population (34.4% + 19%) in 2010.



Demographics population composition, such as aging characteristics, school age population, ethnic composition and special needs population each contribute to decisions to maintain or expand community services and programs.

Table 3 shows the age distribution within the Town, County, Commonwealth and nation. Data suggest the Town of Buchanan's overall population is younger than the County's and slightly younger than the state, or nation.

Table 3: Population Age Distribution				
	Town of Buchanan	Botetourt County	Virginia	US
Median Age	32.9	46.9	37.8	37.7
18 years & over	73.3%	79.7%	77.6%	76.9%
21 years & over	68.6%	76.4%	73.3%	72.7%
62 years & over	16.7%	24.7%	17.2%	17.9%
66 years & over	15.5%	20.0%	13.8%	14.5%
Source; 2016 US Census American Community Survey				

When that population of 21 years and older is viewed, the data is consistent. However, Botetourt County does show a visible increase of the population 62 years or older. It should be noted that this higher percentage can be attributed to senior living facilities in Botetourt County.

Table 4 presents an overview of those residents, according to the 2016 American Community Survey, that report having a disability, either physical or mental nature. The data suggest uniform distribution of individuals with special needs and, in fact, shows a higher percentage at 48%, for the Town of Buchanan elderly over 65 indicating having at least one disability, than the county, state or country.

Table 4: Estimated Population with Disabilities				
	Town of Buchanan	Botetourt County	Virginia	US
Total civilian noninstitutionalized population	16%	14%	11%	13%
population 5 to 17 years	7%	2%	4%	4%
population 18 to 64 years	10%	11%	9%	10%
population 65 years and over	48%	35%	33%	36%
Source; 2016 US Census American Community Survey				

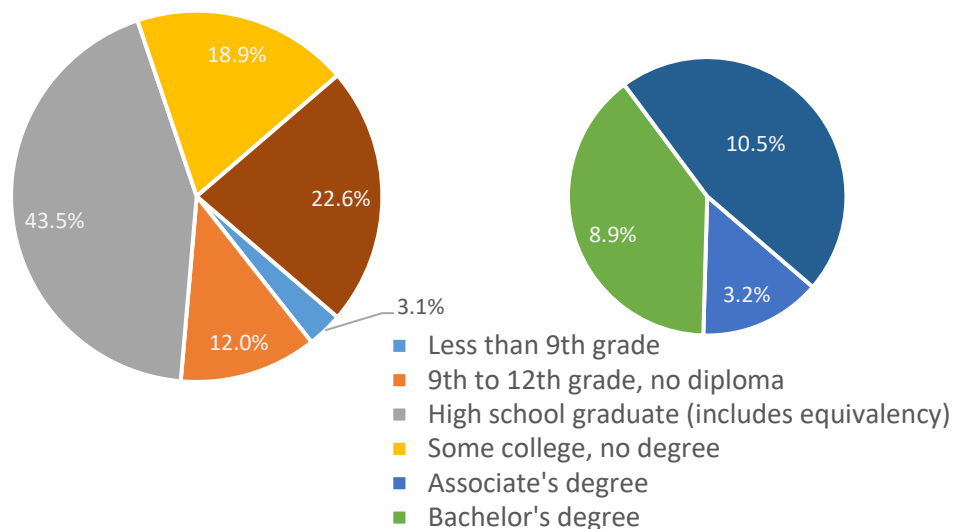
The Town of Buchanan is located within the RVARC planning area (Roanoke Valley-Allegany Regional Commission). RVARC Population Forecast

Table 5 presents the population of the region, state, and nation and the projected growth within the areas. The data provided for this table was generated through the Transportation Analysis zone (TAZ) population data

Table 5: RVARC Population Forecast			
Locality	2005 estimated population	2015 estimated population	Estimated population change percentage
Roanoke Valley-Alleghany RC	319,058	335,895	5.28%
Virginia	7,577,105	8,382,993	10.64%
U.S.	295,516,599	321,418,820	8.77%

Buchanan has a varied degree of educational attainment. Most of the population that is 25 years or over (43.5%) has a high school diploma or equivalency. However, 12% of this population has some high school but does not have a diploma. When taken as a group, the other large percentage of the population (22.6%) has an associate's, bachelor's, or graduate or professional degree (2016 American Community Survey estimates).

Graph 4-
Educational Attainment - 25 Years and Older



Buchanan strives to create an environment that encourages beneficial youth development and has worked diligently to be a town that will attract younger populations that want to live and have their children grow up in a small-town with amenities in walking distance. Annual events and increased access through technology are key to attracting families, in addition to affordable, good housing options.

Buchanan is a fantastic place to raise children because of its strong community ties. About one-fourth of the population is below the age of 18. However, Buchanan is currently experiencing a decline in the number of residents between 15 and 34 years old. While the other age groups above 34 years old have experienced growth, the 15 – 34-year-old population decreased about 29% between 1990 and 2013.

Table 6: Educational Attainment for Residents 25 Years and Over							
Educational Attainment	Town of Buchanan	Botetourt County	Town of Glasgow	Town of Fincastle	Town of Vinton	Virginia	US
Less than 9th grade	3.1%	3.3%	12.0%	4.8%	5.5%	4.6%	5.6%
9th to 12th grade, no diploma	12.0%	5.1%	11.6%	9.6%	10.1%	6.7%	7.4%
High school graduate (includes equivalency)	43.5%	33.8%	44.2%	24.4%	36.0%	24.5%	27.5%
Some college, no degree	18.9%	22.0%	14.7%	20.9%	20.0%	19.9%	21.0%
Associates degree	3.2%	8.5%	6.3%	9.6%	7.6%	7.4%	8.2%
Bachelor's degree	8.9%	18.3%	7.7%	19.0%	17.0%	21.2%	18.8%
Graduate or professional degree	10.5%	9.0%	3.5%	11.6%	3.8%	15.7%	11.5%
Percent high school graduate or higher	84.9%	91.6%	76.4%	85.5%	84.4%	88.6%	87.0%
Percent bachelor's degree or higher	19.4%	27.3%	11.2%	30.5%	20.8%	36.9%	30.3%
Source; Us Census 2012 American Community Survey							

Household Characteristics

Household characteristics provide a financial profile of the Town of Buchanan households. This includes income and employment statistics. Family income has considerable impact on housing and family characteristics. The size, condition, and price of a home and other family spending decisions are dictated by the income available to a family. In addition, the physical location within the Commonwealth has considerable impact on family income, purchasing power of that income, and often the employment options available with which to positively adjust income.

Table 7 shows the estimated family incomes for residents within Town, area, state, and U.S. The 2016 American Community Survey data indicates that Town of Buchanan residents' income on average, while one of the highest for area towns, and is lower than that of the county, state, and U.S. When viewed on a per capita income basis, the Town's average is closer to that of the entire region and, on average, exceeds that of other area towns.

It is worth noting; like the region and state, and entire nation, the highest percentage of families show an income within the \$50,000 to \$74,999 range.

It is also worth noting; the Town has a higher percentage, at 6.5%, of families with incomes \$200,000 or more, than other area towns at 1.3%-1.8%.

Table 7: Estimated Family Income

Families	Town of Buchanan	Botetourt County	Town of Glasgow	Town of Fincastle	Town of Vinton	Virginia 2,067,94	US
Total Families	292	9,712	318	76	2,147	3	77,608,829
Less than \$10,000	0.7%	1.7%	0.6%	13.2%	3.4%	3.5%	4.5%
\$10,000 to \$14,999	0.3%	2.9%	3.8%	1.3%	1.4%	2.2%	3.0%
\$15,999 to \$24,999	2.1%	3.7%	1.3%	9.2%	11.0%	5.7%	7.6%
\$25,000 to \$34,999	8.2%	9.0%	18.2%	9.2%	10.7%	7.0%	8.6%
\$35,000 to \$49,999	17.5%	13.5%	16.7%	5.3%	19.1%	11.1%	12.6%
\$50,000 to \$74,999	31.8%	20.8%	37.4%	18.4%	24.7%	17.4%	18.6%
\$75,000 to \$99,999	21.2%	17.3%	18.6%	5.3%	15.1%	14.1%	14.1%
\$100,000 to \$149,999	7.9%	20.2%	3.5%	21.1%	8.0%	18.6%	16.7%
\$150,000 to \$199,999	3.8%	6.0%	0.0%	15.8%	4.9%	9.2%	7.0%
\$200,000 or more	6.5%	5.0%	0.0%	1.3%	1.8%	11.2%	7.4%
Median household income (dollars)	\$63,333	\$71,662	\$54,063	\$66,250	\$56,131	\$80,068	\$67,871
Mean household income (dollars)	\$77,764	\$90,871	\$56,883	\$78,514	\$63,910	\$105,488	\$90,960
Per Capita Income (dollars)	\$27,316	\$32,518	\$18,019	\$25,507	\$22,641	\$34,967	\$29,829

Source; 2016 US Census American Community Survey

Housing affordability is an important issue for families as they consider home purchases and family location. A community, to be competitive and attractive to families, must have housing values and rental rates within affordable range of the incomes within the community. Having a mortgage fall within approximately three times the gross annual income is generally considered an acceptable housing allowance. The 2016 Census American Community Service showed the Town of Buchanan annual median income household of \$63,333, indicating that the average buyer could afford a home priced at \$189,999. The median value of a home in the Town was \$134,300, the Town housing value rates fall within the affordability range.

The housing affordability equation does not paint a full picture. Many residents are still unable to afford a home purchase. The contributing factor is that incomes have increased slower than housing values. As such, rental property and affordability is another valuable factor to consider when looking at household economic factors.

CHAPTER 7: HOUSING

Housing Age, Occupancy, and Safety

Only 23% of Buchanan houses were built after 1990. More than half were built before 1970, and almost 30% before 1939. The oldest home dates to 1837. Buchanan's housing stock is too large for the current population, with over 77 vacant homes out of about 608 total (12.7%). No homes lack plumbing or a kitchen according to the most recent census data.

As noted in the Population Chapter, Botetourt County expects a significant increase in employment opportunities from large employment announcements in the Daleville area. This is expected to create a housing shortage as reflected in the Housing Study from 2016. The vacancy rate in town is therefore both a limitation and an opportunity.

Table 8 reflects the development history of the Town and shows that the 30% of housing structures built prior to 1939 is much higher than the county, state, and country. This timeframe is also when most of the residential development occurred. Housing development history is reflected when styles are viewed along Main Street, the oldest section, and then along streets such as Boyd or Culpeper.

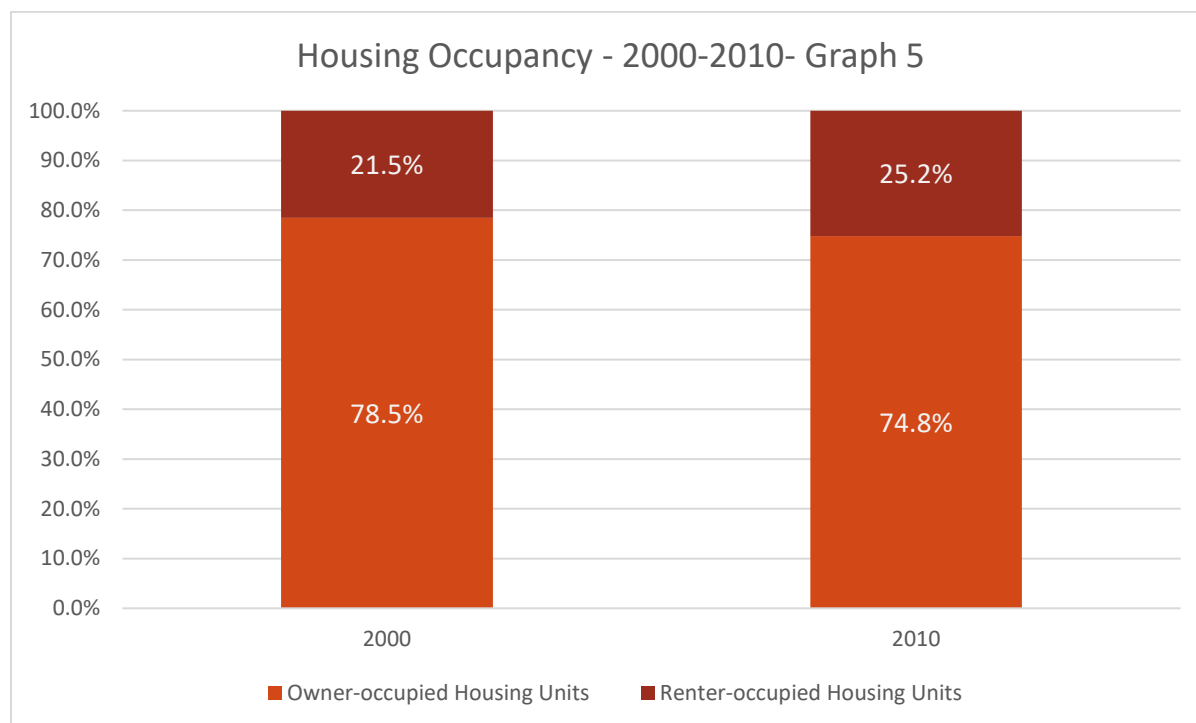
Table 8: Year Housing Structure Built				
Year	Town of Buchanan	Botetourt County	Virginia	Us
2010 or Later	0.0%	3.0%	3.0%	2.0%
2000-2009	6%	21%	16%	15%
1990-1999	17%	18%	16%	14%
1980-1989	9%	12%	17%	14%
1970-1979	17%	16%	16%	16%
1960-1969	6%	8%	11%	11%
1950-1959	9%	7%	9%	11%
1940-1949	7%	3%	5%	5%
1939 or earlier	30%	11%	8%	13%
Source; 2016 US Census American Community Survey				

Housing Value and Building Permits

Median home value is \$138,300 in Buchanan. These values decreased in the last ten years due in large part to the national housing and global financial crises.

Housing Characteristics

About one-fourth of all homes in Buchanan are renter-occupied. The remaining three-fourths are owner-occupied, and about 75% of all homes are single-family dwellings. The remaining homes are mobile or manufactured homes, plus a small number of buildings with two or more units.

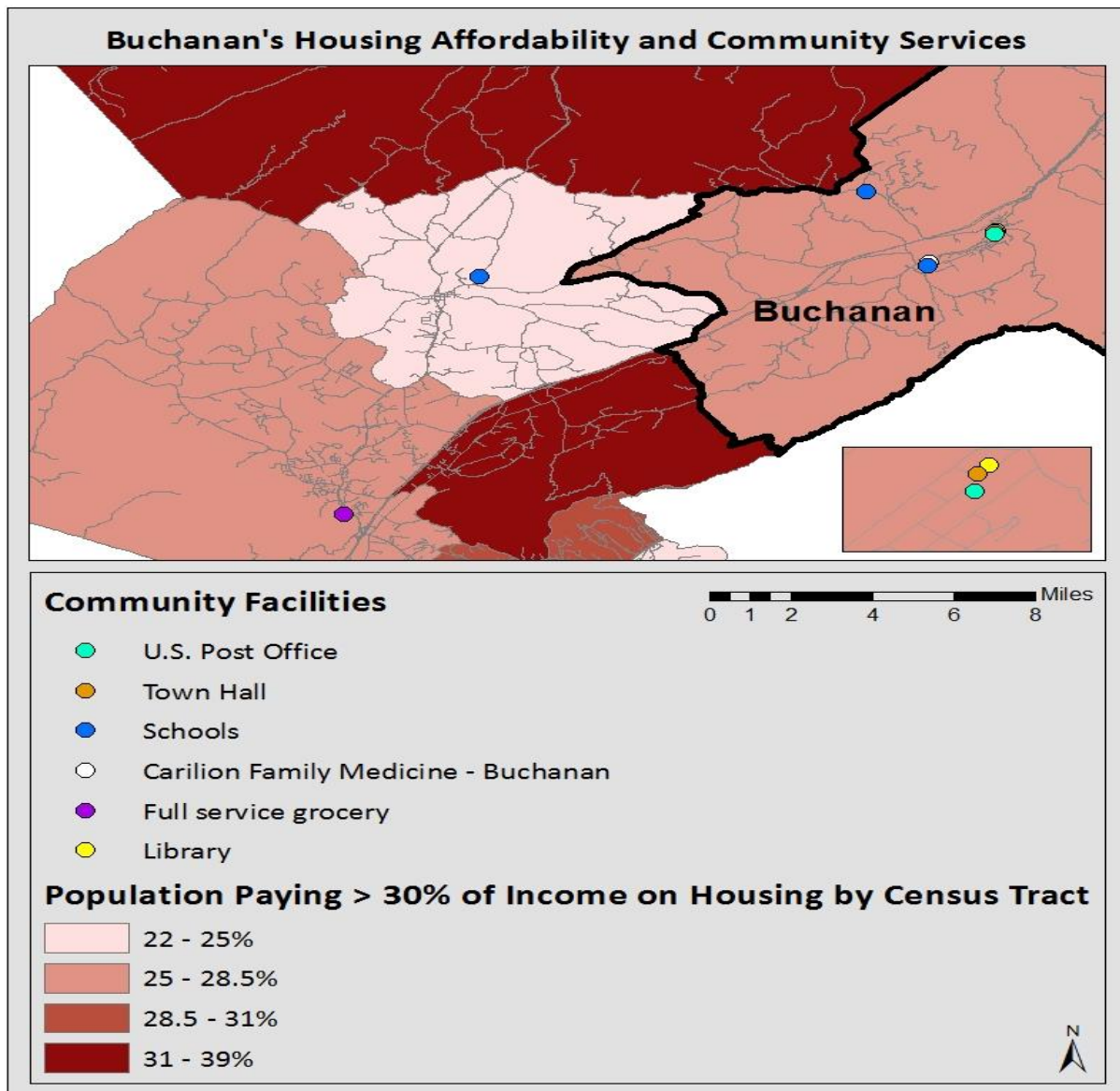


AFFORDABLE HOUSING

There are currently no designated affordable housing areas in the Town of Buchanan. The Town has no public housing, nor do residents use Section 8 vouchers for their housing needs. Buchanan housing has become less affordable in the last ten years, with 27% of owners and 41% of renters paying 30% or more of their income on housing costs. Buchanan is still more affordable than the state level. Median rent in Buchanan is only 72% of the statewide median rent. About 28% of residents spend 30% or more of their income on housing costs.

Access to Community Facilities

The following map shows the proximity of affordable housing to community facilities and access via existing transportation infrastructure. The Code of Virginia, §15.2-2223, states that localities “shall take into consideration how to align transportation infrastructure and facilities with affordable, accessible housing and community services.” Because Buchanan has no designated affordable housing area and because housing cost data is only available by census tract, it is appropriate to show Buchanan’s affordability relative to the rest of the County. It includes community facilities outside of Buchanan since most residents use facilities outside of town limits.



Map 6: Housing Affordability and Community Services Map

This map shows that Buchanan residents without a vehicle lack access to notable facilities such as a hospital, grocery store, and public transit. This lack of access may prohibit low-income families and families without vehicles from living in Buchanan. An aging population necessitates attention to this issue. Public transit and hospital access are located in Roanoke or Bedford, 30 miles and 20 miles away respectively. On the other hand, community facilities are accessible via transportation infrastructure by car, and housing in Buchanan is affordable relative to its surroundings.

Table 9 reveals the overall quality of the Town's housing stock and mainly consist of low to mid-valued properties with a median value \$134,300. The town and county housing values do not reach that of Virginia as a whole, which is greatly impacted by the high values in and around Washington D.C. and northern Virginia.

Table 10 shows a good number of homes are owner-occupied and is a higher percentage than that of the county, state, and country. Botetourt County senior living population and the number of available apartments impact this statistic for the county (as a whole).

Table 11 shows the Town has a high percentage of residents that have lived in the Town approaching 25 years and a total of 29% that have lived in the Town for 30 years or more. This reflects similar numbers to the county but is slightly more than the state or country. The Town did show a much lower percentage of residents that have moved in since 2015.

Table 9: Estimated Value of Owner-Occupied Housing Units				
Housing Value	Town of Buchanan	Botetourt County	Virginia	US
Less than \$50,000	3%	5%	6%	9%
\$50,000 to 99,999	35%	7%	8%	15%
\$100,000 to \$149,999	25%	16%	11%	15%
\$150,000 to \$199,999	21%	19%	14%	15%
\$200,000 to \$299,999	9%	27%	22%	18%
\$300,000 to \$499,999	2%	19%	23%	16%
\$500,000 to \$999,999	3%	6%	15%	9%
>\$1,000,000	3%	1%	2%	3%
Median (dollars)	\$134,300	\$209,700	\$248,400	\$184,700
Source; 2016 US Census American Community Survey				

Table 10: Estimated Tenure of Occupied Housing Units

Housing Units	Town of Buchanan	Botetourt County	Town of Glasgow	Town of Fincastle	Town of Vinton	Virginia	US
Owner-Occupied	76%	62%	70%	88%	57%	66%	64%
Renter-Occupied	24%	38%	30%	11%	43%	34%	36%
Source; 2016 US Census American Community Survey							

Table 11: Family Tenure of Occupied Housing Units

Year Moved in	Town of Buchanan	Botetourt County	Town of Glasgow	Town of Fincastle	Town of Vinton	Virginia	US
2015 or Later	1%	4%	4%	4%	7%	5%	5%
2010-2014	27%	21%	24%	32%	35%	32%	33%
2000-2009	34%	35%	29%	19%	24%	33%	32%
1990-1999	10%	19%	19%	21%	14%	15%	15%
1980-1989	13%	10%	5%	8%	8%	8%	7%
1979 or Earlier	16%	11%	20%	16%	13%	8%	8%
Source; 2016 US Census American Community Survey							

IMPLEMENTATION STRATEGY

Objective:

Enhance and maintain the quality of existing housing stock and overall appearance of neighborhoods within the town.

Strategy:

Town to improve enforcement of local property ordinances.

Objective:

Make home ownership more attainable for residents.

Strategy:

Work with Virginia Department of Housing and Community Development to ensure residents have information available for residential rehabilitation or homebuyer purchasing. Buchanan

should work with State & Federal agencies to seek all available funding options for residents looking to purchase or improve property.

Objective:

Promote and develop diverse housing options within the Town of Buchanan

Strategy:

Work with the County to ensure building code compliance for all structures.

Promote the development of multi-family housing including apartments and townhomes at the southern edge of Town near the Buchanan Elementary School creating a neighborhood for young families and seniors within walking distance of the school and park.

Promote redevelopment of vacant lots in the Rabbit Run and Fourth Street neighborhoods possibly working with Habitat for Humanity to revive these neighborhoods.

Promote infill development on vacant lots throughout the Town with housing which fits in context of the neighborhoods in which it is located.

Objective:

Increase housing options for senior citizens and Increase affordable housing options for residents

Strategy:

Look at developing housing in unused lots within town limits, consider partnering with Habitat for Humanity. Look to build houses that blend and fit each neighborhood.

Objective:

Promote physical improvements of neighborhoods.

Strategy:

Note outstanding restorations of existing residential properties as well as good examples of infill development which are in context of their neighborhoods.

Improve the streetscape of neighborhoods through the replacement of aged sidewalks in need of repair, restoration of landscape strips which have been taken over for surface parking with mow strips and appropriate street trees.

Promote the use of driveways to the side and rear of the properties over on street parking. Establish a matching grant program for residents to plant trees within the 20 feet of sidewalks to reestablish street trees.

Work with a local based group such as the Botetourt Resource Center and BAMA to assist with home façade renovations and landscaping for seniors and low-income families.

CHAPTER 8: PUBLIC FACILITIES

Emergency Services

E 911 Service

Completed in 2001, Botetourt County's Emergency Communications Center is equipped with a high level of security, backup power and communications resources, and utilizes modern radio equipment and telephone systems. Always well-staffed, the Center has exceptional mapping capabilities, allowing dispatchers to quickly locate both landline and wireless callers, and direct personnel to emergency scenes. The County has added reverse emergency notification ability to reach citizens via their E911 number for emergency alerts. Fire and emergency medical services fall under the Botetourt County Department of Fire and EMS.

Emergency Medical Services

All EMS services are provided by Botetourt Fire and EMS using career and volunteer staffing from the Buchanan Volunteer Fire Company. One career Advanced Life Saving (ALS) crew is stationed there 24/7 and the volunteers assist as needed and provide basic life support (BLS) first responder services and transports. Additional career and volunteer EMS services are provided by other county assets and through mutual aid agreements with surrounding localities. Equipment currently utilized by the department includes: two ambulances, one medium duty rescue truck, one Basic Life Support Vehicle, and one boat and trailer.

Buchanan Volunteer Fire Company

The Buchanan Volunteer Fire Company is comprised of dedicated volunteers recruited and trained from the community. The “Buchanan Volunteer Fire Department” released its charter and is now a division of the Botetourt Department of Fire & EMS. All financial issues are handled by the County using county purchasing procedures and accountability. The Town owns the building and is responsible for upkeep and capital improvements in partnership with the County.

The new Buchanan Volunteer Fire Company has increased its membership, improved training and lessened response time. The Chief is recommended by a panel selected by the County from members who apply. Volunteers are responsible for fire prevention and suppression within the town and provides mutual aid to the rest of the county. The BVFC has several EMS trained members and at times will staff a basic life support unit for emergency responses and stand-by events.

A locality's fire insurance rating is determined by the Insurance Services Office (ISO) and is based on several factors including manpower, water supply, and past record of combating fires. Ratings vary between one and 10, with 10 indicating no or minimal protection while a one indicates a fire protection system of extreme capability. In 2007, the Town of Buchanan's ISO rating was 8. The County was reclassified in July 2016 and now has an ISO rating of 05/5Y, an improvement that may help with insurance policy underwriting.

Equipment currently utilized by the department includes: one Ladder Truck, one engine, one Brush Truck, one Utility Vehicle, one 3,500 Gallon Tanker, and one hazardous materials (HAZMAT) trailer. The county now has a staffed engine from Monday at 7:00am to Friday at 7:00pm.

Law Enforcement

The Botetourt County Sheriff's Office, located in Fincastle, provides police protection for the County as well as for the incorporated towns of Fincastle, Troutville, and Buchanan. Accredited through the Virginia Law Enforcement Professional Standards Commission, the force is comprised of 46 highly trained and dedicated law enforcement officers that includes the Sheriff, Chief Deputy, Investigators, Road Deputies, Civil Process Servers and DARE / School Resource Officers. Other staff serving in the Sheriff's Office include correctional officers, courts and alternative incarceration program staff, full-time animal control officers, dispatchers, jail cooks and part-time jail doctors, and support / clerical staff members. There are 126 authorized positions currently. The officers are responsible for the enforcement of state, local and federal laws, protection of life and property, service of civil process, court security, the operation of a secure and safe jail, and generally assist citizens in urgent situations.

The Town of Buchanan pays approximately \$35,000 for an additional 40 hours of police protection to the Botetourt County Sheriff's Office. The State reimburses about \$30,000 of this additional protection through a Law Enforcement Grant. Several chapters in the Town Code are enforced by the Sheriff's Office including noise, animal control, abandoned vehicles and trash violations.

School System

The Botetourt County Public School System serves the Town of Buchanan. Students attend two schools located in or near the Town. Buchanan Elementary School is in town limits and conducts classes for pupils in grades Kindergarten through fifth. James River High School is on Route 43 out of town and serves students in grades nine through twelve. In the interim, sixth, seventh and eighth grade students attend Central Academy, located in the county seat of Fincastle. High School students may attend the Botetourt Tech Center, also located in Fincastle. Both schools have special education programs, and additional assistance opportunities for math and reading skills. In 2013, Botetourt Schools introduced STEM-H at the Greenfield Center in collaboration with Virginia Western Community College for "highly motivated students with a sincere interest in science, technology, engineering, mathematics, or health science."

In fiscal year 2004 Botetourt County expended \$34,019,100 for the operation of its school system. With the average daily membership for the 2003 - 2004 school year at 4,739 students, the annual per pupil expenditure was \$7,169. In fiscal year 2015-2016, the County had expenditures of \$48,485,806, a 70% increase since 2004. Fiscal year 2015-2016 end of year average daily membership was 4,730.54. This equated to per pupil expenditures of \$11,066, an increase of 65% (Botetourt County School Board).

For 2004, the Student Teacher Ratio in the K-7 grades was 18.3 students per teacher and the ratio in grades 8-12 was 8.8 students per teacher. For 2015-2016, the K-7 grades ratio is 12.64:1 and 12.73:1 for grades 8-12 (Virginia Department of Education - VDOE). From James River High School, the dropout rate was 2.4% for 2017 graduates (VDOE).

Overall, the school system is experiencing declining enrollment due to the lack of families with children moving into the county. This is evidenced in the Census data and annual projections that show a decreasing number of people under 18 years of age and an increase in the number of residents over the age of 65 (John Busher, Botetourt Schools Superintendent, 2017). The reduction in the number of students will result in less funding provided by the State, which provides an average amount of \$5,000 per student. In addition, there should not be a need for additional educational facilities with reduced enrollments, unless the schools add or change programs such as the STEM-H opportunity.

Botetourt County Schools has developed a six-year Comprehensive Plan for the years 2016 through 2022. Six goals guide the future of the system under four main topics:

Curriculum and Instruction:

Goal 1 Accountability for Student Learning

Goal 2 Rigorous Standards to Promote College and Career Readiness

Goal 3 Expanded Opportunities to Learn

The Whole Child:

Goal 4 Nurturing Young Learners

Professional Development and Building Capacity:

Goal 5 Highly Qualified and Effective Educators

Facilities:

Goal 6 Safe and Secure Schools

Health Care

The Carilion Clinic Family Medicine is in Buchanan and is a partner with Carilion Clinic. The facility is located on Main Street and is characterized as a family practice clinic serving the Buchanan area with preventative medicine, women's health, and pediatric services (www.Carilionclinic.org). The Buchanan Clinic has a full-time doctor, a physician's assistant, one LPN and a Certified Nursing Assistant. Heartland Rehab provides rehabilitation therapy in their Main Street Office. There are no dental or eye care providers in town. The closest eye care is 16 miles away near Bonsack while the closest dental care facilities are in Troutville and Daleville.

Solid Waste Management

The Botetourt County landfill is located at 259 Landfill Road, near Roanoke Cement plant, off Catawba Road (Route 779) approximately 7 miles from Roanoke Road (Route 220). Waste is accepted from citizens Monday, Tuesday, Thursday and Friday from 8 am to 5 pm and Wednesday and Saturday from 8 am to noon.

The Landfill has recycling containers for waste oil, anti-freeze, batteries, e-waste, fluorescent bulbs, mixed paper, glass, cans and number 2 plastic. Residential Recycling Drop-off Centers are available at Buchanan Elementary School, and the other schools throughout the County, for mixed paper, glass, cans and plastic #2 (1-7 except #6 or Styrofoam). Hazardous waste items are not accepted, and paints must be solidified before disposal at the landfill. All commercial waste must be hauled directly to the City of Salem Transfer Station for disposal.

Botetourt County contracts with private companies for the disposal of residential and certain commercial trash. Each area of the County has a disposal provider based on the contract area. The Town of Buchanan contracts with C&S Disposal Company for waste management services. As part of the disposal contract through the annual budget, the Town offers two seasonal cleanup days to allow residents to dump household items.

The Town operates a Collection Center next to the Sewage Treatment Facility located on Parkway Drive. The Collection Center allows Town residents to dispose of brush, leaves and lawn clippings without a fee. The materials are ground for mulch and made available to the public for free. Hours of operation are based on the season of use.

Library

The Buchanan Library is in a three-story, partially renovated, historic building on Main Street in downtown Buchanan and is owned by Botetourt County. For fiscal year 2017, Buchanan branch saw a total circulation of 29,465 items. This amount is comparable to 2016 usage and like the Eagle Rock branch. Of the four branches, Buchanan has the least circulation just behind Eagle Rock but far fewer than Fincastle and Blue Ridge in the more populated areas.

In fiscal year 2017, Buchanan had a door count of 27,342. Of the 2,797 registered patrons, the composition was 2,063 adults, 697 children and 37 young adults (Steve Vest, Director, Botetourt Library System).

The Botetourt library system is part of the Roanoke Area Libraries group, which shares a common borrower's card and computer catalog. Botetourt patrons may also obtain books and other materials from the collections of the Roanoke City, Roanoke County, and Salem libraries at no charge. Special programs for children are scheduled throughout the year. The library also conducts an annual Summer Reading Program for children of all ages. The program usually spans six weeks during the summer and provides many interesting and entertaining programs for children while providing incentives for them to read.

Internet access is available at all County library locations. The internet is available at no charge and patrons may use the internet for up to thirty minutes at a time and longer if no one is waiting. For fiscal year 2017, Buchanan logged 2,957 computer uses.

The Botetourt County Public Library meeting rooms serve the public by allowing organizations and groups of an educational, cultural, or civic nature to use the meeting rooms free of charge when the rooms are not needed for activities sponsored in whole or in part by the library. Room use is on a first-come, first served basis.

The Botetourt County Friends of the Library is an active volunteer organization that helps to support the programs of the library. Members are citizens of the community who have a special interest in the library and its mission. The Friends raise money through book sales and help to pay the cost of the library's summer reading programs. The Friends have also contributed toward the purchase of books and videos, sponsored author presentations and sponsored the library's annual poetry contest.

Water and Wastewater Utilities

Water System

The Town operates a Class IV Community water system as regulated by the Virginia Department of Health (VDH). The system is gravity fed from high points in town based on changes in elevation. With information supplied to the VDH, the Town provides an annual drinking water quality report compiled by VDH. The Town has 549 water service customers; of these users, 486 are residential, 62 are commercial and one is industrial. The residential and commercial use averages 6,500 gallons per month for each equivalent residential connection (ERC). Industrial and large commercial users average 22,330 gallons per month.

Water rates are set by Town Council. The current rates were set with the loan / grant package from USDA / Rural Development for debt payment and operations (2012). The monthly water bill for residential users is \$48.25 per month for a 4,000-gallon minimum. Additional charges are levied of \$0.32 per 100 gallons for the next 3,500 gallons, then \$0.24 per 100 gallons of the next 6,500 gallons and the charges rise to \$0.13 per 100 gallons for usage above 14,000 gallons. Out-of-town customers pay the base rate multiplied by 1.5. The average annual cost to operate and maintain this water system is approximately \$116,000, which is

determined by the operation contract, planned maintenance and repairs, and utilities. The Town employs two maintenance staff who perform repairs and maintenance to the system. The overall water system is operated through a multi-year contract with Petrus Environmental with oversight by the Town.

The water system is comprised of four wells, four water storage tanks, three booster pump stations, and distribution system piping. Improvements to the water system in 2001 added a new 250,000-gallon water storage tank and a new water well source, Well #4. Well #4 was deemed unusable due to excessive sediment unless a filtration system is added to the system; since then a sand separator was added to make it usable through the water filtration plant. If all four wells are functioning, the system is permitted for a design capacity to produce 382,000 gallons per day (without Well 4 the production is estimated at 254,000). The actual reported production is 200,984 gallons per day, leaving capacity for larger usage. Details for equipment and capacity are available in the Engineer Description Sheets used for the water system licensure through the VDH.

In 2008, Well 3, adjacent to agricultural land, came under the influence of groundwater contamination. A boil water notice was in effect for the next 18 months until a new water filtration plant was built in 2010 at Well 4 to process the raw water from Well 3 for storage. The plant was funded with a loan from the Virginia Resource Authority. It currently treats 237,600 gallons per day with seven membrane modules installed, with a capacity to treat 331,200 gallons per day if all 10-membrane module were in use.

For wells 1 and 2, raw water is pumped by the well pumps into chlorine contact tanks (CCT). The CCTs allow the required chlorine contact time before the water is pumped into the water system. In some cases, the CCT also acts as a supply reservoir for the water pump. The Town of Buchanan uses liquid hypochlorite to disinfect the well water. The liquid chlorination varies at each well but generally consists of a hypochlorite storage tank, mechanical mixer and two metering pumps (one as back-up). Chlorination occurs after the raw water has been pumped to the surface by the well pumps and prior to discharge to the chlorine contact tanks. The hypochlorite equipment is located inside the well house buildings. Alternatively, water for Wells 3 and 4 are treated at the membrane filtration plant in addition to chlorination.

The water distribution system is a network of pipes, valves, and service connections. The pipe network is constructed of multiple materials including cast iron, ductile iron, PVC pipe, polyethylene pipe, and copper pipe. The valves consist of gate valves, pressure reducing valves, air release valves, and check valves. The water sources distribute water to the customers through the pipe network. Customers are connected to the system through water meters. The water meters measure flow to customers, which is then used to invoice the customer for their usage.

The Town, through a loan / grant package with USDA / Rural Development, replaced over 30,000 linear feet of pre-2000 piping from 2012-2015 with PVC pipe. The remaining funds from this package were used to add a 100,000-gallon above ground water storage tank at Well 2 to replace the aged in-ground reservoir serving the north side of town. In addition, new water meters were added through town replacing old service meters allowing hand-held digital reading units to improve meter reading efficiency. The hand-held meter reading units download usage data, which is then digitally processed through the Town's QuickBooks package to generate usage fees and related bills. High usage can be detected through billing so that the Town and customers can find leaks to help monitor unaccounted water.

Following a derecho wind event in 2012 and a power loss over numerous days, the Town purchased a mobile generator to use at water system sites to pump and move water in the event of future outages. In 2016, the Town received a loan with principal forgiveness from VDH to install generator disconnects at water system sites to continue operations with the mobile generator in an emergency.

Operation and maintenance are a major concern and expense for the Town. The location of some water lines is still unknown. The system has improved with the waterline and Well 2 tank projects, but some areas are difficult to maintain due to insufficient valves. The problem continues when certain sections of line need to be repaired and many residential users will not have water during the repair. An additional problem is the type of material used in the construction of the original lines, which was found to be galvanized iron. Once a break is found during a repair, the line is so deteriorated that a good repair is difficult to achieve. The Town continues to pursue funding to improve the water system for quantity (customers and fire flow) and quality (safe drinking water).

Significant debt was incurred as a result of the new water filtration plant and the water line replacement projects with Virginia Resource Authority and USDA / Rural Development. This debt is a factor in the water rates required to pay for operation and maintenance and debt service for the loans.

Water Capacity and Future Service Area

The Town can serve 955 users (ERC) or produce 382,000 gallons per day. The replacement of water lines and new meters at services and at wells have improved reliability of the system. The unaccounted water percentage has decreased from 70% to approximately 30% with the new lines. The Town can provide water beyond the Town limits to serve more customers if piping and pumps are added. Development at Interstate 81 exits 162 or 168 could be possible with Town water, pending engineer study.

Wastewater Treatment System

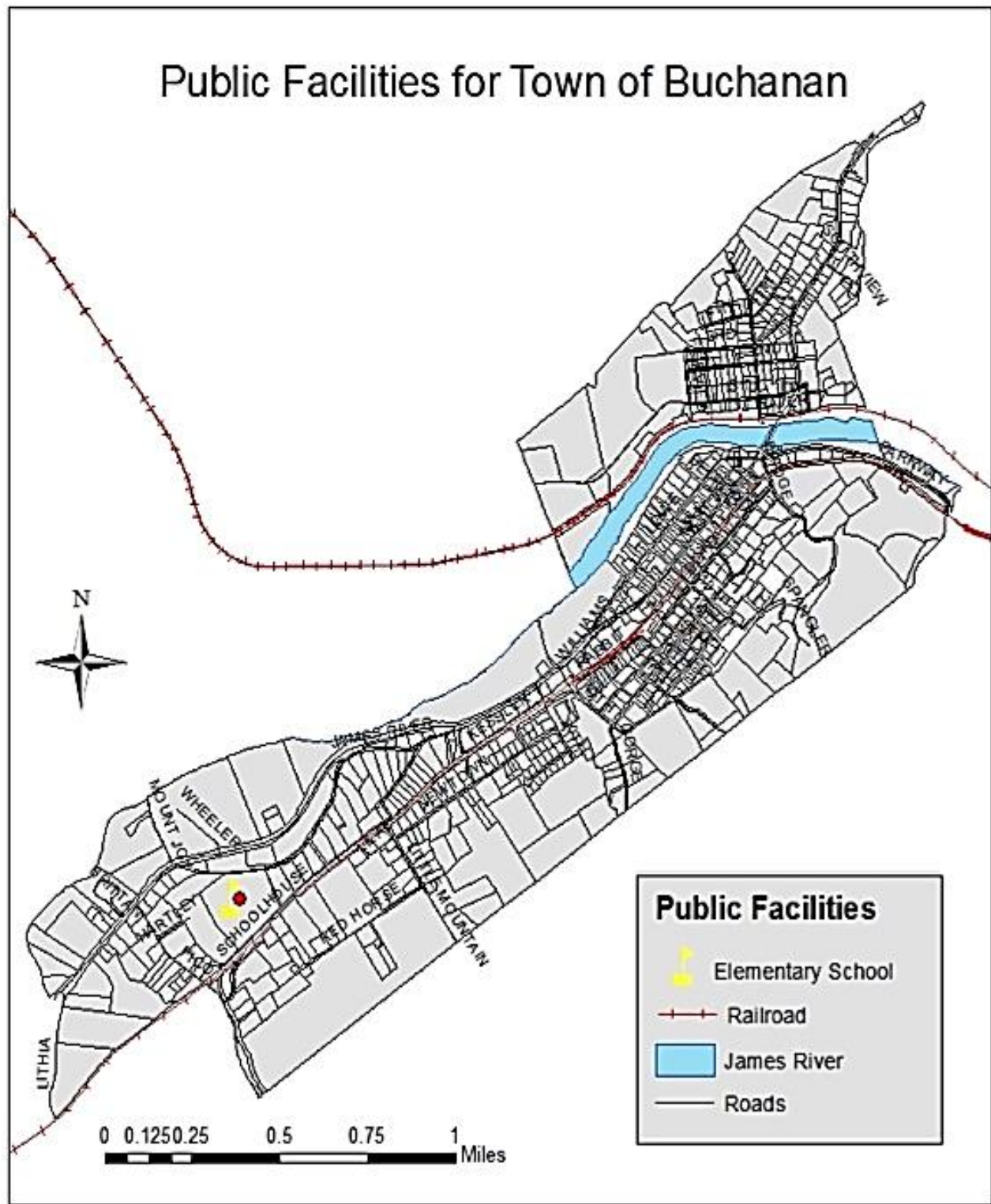
The Town's wastewater treatment plant was originally permitted in 1975. The Town of Buchanan wastewater treatment plant consistently meets its permit limits although it occasionally receives flows in excess of its capacity. The wastewater treatment plant Virginia Pollution Discharge Elimination Permit (VPDES) from the Virginia Department of Environmental Quality is issued on a five-year basis and was renewed in 2017.

The Town of Buchanan wastewater treatment plant is a facility rated for 237,500 gallons per day. The plant monitors and is designed to remove solids and Biochemical Oxygen Demand (BOD). Results of flow metering and sampling for a two-year period ending December 31, 2015 showed that the Average Daily Flow ranged from 57,000 gallons per day to a Maximum of 159,900 gallons per day. The Average Effluent Solids Concentration was 5.4 mg/l (below the limit of 30 mg/l) and the Maximum Effluent Solids Concentration of 9.30 mg/l (well below the limit of 45 mg/l). The Average Effluent BOD Concentration was 10.04 mg/l (limited to 30 mg/l) and the Maximum Effluent BOD Concentration was 18.3 mg/l (limited to 45 mg/l).

There are several issues related to the sewer system that need to be addressed in the future. The age of existing lines is the greatest threat currently. The large main line along the James River was constructed in 1977. The sewer treatment plant and two main lift stations date to 1959. Various upgrades were done to the sewer plant over time. The main lift station on Route 43 was upgraded in 2014. The Water Street lift station, the main lift station on the north side of town, needs an upgrade since its 1959 installation. The Southview lift station, a secondary facility on the north side of town, was upgraded in 2014.

The sewer system was studied in a Preliminary Engineering Report funded through a USDA SEARCH grant in 2016. The findings indicate many unknowns in the south side of town. Sewer lines in neighborhoods are constructed of various materials including Orangeburg, terra cotta, cast iron and other unknown material. The size of lines carrying waste are small creating issues for other lines and structures tied into the lines, limiting capacity and causing backups. Also, there is a level of education to help citizens understand what is appropriate to be sent down a sewer line.

Figure 5 shows the existing land use of all the different parcels in the town. The map highlights all the publicly owned lands. In total, the Town of Buchanan has 890 parcels. Approximately 44 of these are publicly owned space.



Map 7; Public Facilities Map

IMPLEMENTATION STRATEGY

Objective:

Update the town Wastewater Treatment system

Strategy:

Modernize the town's Wastewater Treatment Plant

Objective:

Update the town Sanitary Sewer System to reduce inflow, and infiltration

Strategy:

Replace 100% of the towns sanitary sewer system

Objective:

Determine most cost-effective method of operating Sewage Treatment Plant and Water Treatment Plant.

Strategy:

Complete a cost analysis on the comparison of the Town providing Sewage Treatment Plant and Water Treatment Plant in house to contracting these services.

Objective:

Improve park amenities

Strategy:

Maintain and keep clean adequate restroom and picnic facilities for park visitors. Consider park cameras to deter vandalism.

Objective:

Develop and maintain a Capital Improvement Program Plan

Strategy:

Develop a capital improvement plan to replace deteriorated infrastructure.

Objective:

Improve visitor parking

Strategy:

Conduct a comprehensive review of parking and amenities available to develop plan to improve parking to reduce negative impacts of traffic and congestion in high traffic and residential areas.

Objective:

Expand the Town's Water Well Network

Strategy:

Dig a new water well # 5 into a different aquifer to expand and diversify water source

Objective:

Renovate & Expand town library

Strategy:

Specific recommendations, renovate the 2nd floor, enhance computer access, improve building façade maintenance, educational opportunities of children and adults, add more book space possibly using the basement, expand Library offerings.

Objective (Chapter 12):

Promote use of Buchanan Library

Strategy (Chapter 12):

Promote classes lectures and services offered at the Buchanan Library,

Promote renovation of second floor for computer and classroom and youth reading space

Investigate continuing ed classes to be held in library

Encourage Downtown as a WIFI Hotspot by putting up WIFI available sign on Town Library building.

Encourage more youth specific events at the Town Library

CHAPTER 9: ECONOMY



Image 10: Downtown Buchanan

Buchanan exhibits positive values for economic development and growth including the quality of life statistics show the community's education, healthcare, and crime rate, all of which are important factors in determining a community's health in the long term. As Buchanan works to attract new businesses, higher quality of life statistics will lead to more interest from firms and workers.

Education

James River High School scores higher than benchmarks set out by the Commonwealth of Virginia in all subjects and graduation rates. Sixty-five percent of James River High graduates go on to either a two or four-year college. Thirty-five percent of all graduates enter four-year colleges though only 12% of economically disadvantaged graduates do so. Only 52% of those students who enter college complete one full year within two years. These statistics show that while high school education is excellent, students do not tend to

pursue higher education.

Crime Rate

Botetourt County's crime rate is well under the Virginia average in the two categories of violent crimes and property crimes, though the County doubles the state average in number of drug arrests. Buchanan is ideal for attracting firms to the area based on safety.

Health Care

There is a lack of health care facilities or shuttles to health care within the community. Adding health care facilities in Buchanan would create locally based jobs and a new selling point for firms to move to the area.

EMPLOYMENT AND INCOME

Major Industries

Major industries are measured based on the percent of employed persons and are comparable to Botetourt County and Virginia. The major industries within the area (industries above 10%) are manufacturing, retail, and education. Manufacturing is by far the largest employer with 23% of total employment. Buchanan's retail employment is double the county and state percentages. Education is the third largest industry. Buchanan falls behind the state in public administration, construction, finance, arts, scientific, management, administrative, and waste management services fields.

Commuting

The net inflow of commuting workers is about 300 into Buchanan, and the net outflow is 365. Many residents who live in the area commute outside of Buchanan to their place of employment. Below is a list of commuter patterns:

- 38.1% of outflow commuters work within Botetourt County
- 24.1% commute to the City of Roanoke for work
- 11.8% commute to Roanoke County
- 53% of the people who commute into Buchanan for work come from somewhere in Botetourt County

Table 12 shows the mean travel time to work for citizens who travel outside of the town limits for work. It also shows the county, other small towns, state, and country. As seen by the table below the average travel time is very similar to that of the county, state and country. The common mean travel time can be attributed to the fact that the highest employment sector is located within and outside the Roanoke City limits.

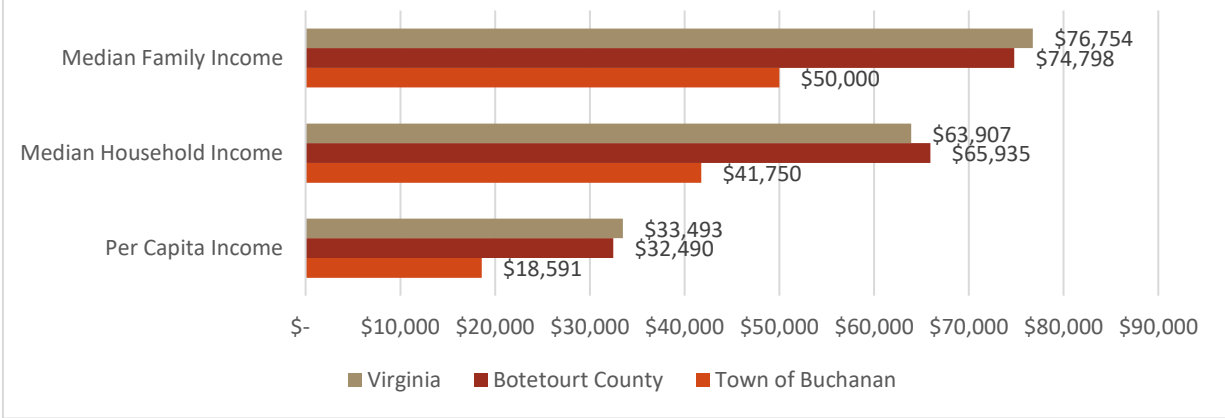
Table 12: Mean Travel Time to Work (minutes)						
Town of Buchanan	Botetourt County	Town of Glasgow	Town of Fincastle	Town of Vinton	Virginia	US
30.1	27.6	25.1	26.1	22	28.1	26.1
Source; Us Census 2012 American Community Survey						

Income and Wages

Median household income in Buchanan is \$41,750 and per capita income is \$18,591. Buchanan's median household income, median family income, and per-capita income are each \$20,000 below those of Virginia and Botetourt County. From 2009 to 2013, the median household income in Buchanan increased by 11.1%, family median income increased by more than 12%, and per-capita income decreased by more than 14%. Income and the unemployment rate increased in Buchanan while per-capita income decreased overall. Figure 5 shows these income statistics in comparison to the County and the state.

Wage and salary income show that Buchanan earns half the average of the state. The wage and salary mean income level in Buchanan was 62% lower than the state figure.

Graph 6- Income Comparisons, Buchanan, Botetourt County, and Virginia, 2014



Poverty

Buchanan contained a significantly high share of families and children under the poverty line in U.S. Census 2009-2013 estimates. Statistics are as follows:

- 19.3% of Buchanan families were labeled impoverished while the state's comparable number was 8%
- Buchanan's children were 26% poor with Virginia at 12.6%
- 43% of Buchanan families with a female householder were under the poverty line, doubling the state's average percentage

Table 13 shows that the Town of Buchanan exceeds the county, state, and country in natural resource, construction, maintenance, production, transportation, and material moving occupations. The area however shows a considerably smaller percentage of employment in management, business, science, and arts occupations.

Table 13: Civilian Employment- By Occupation - 16 and Over Population

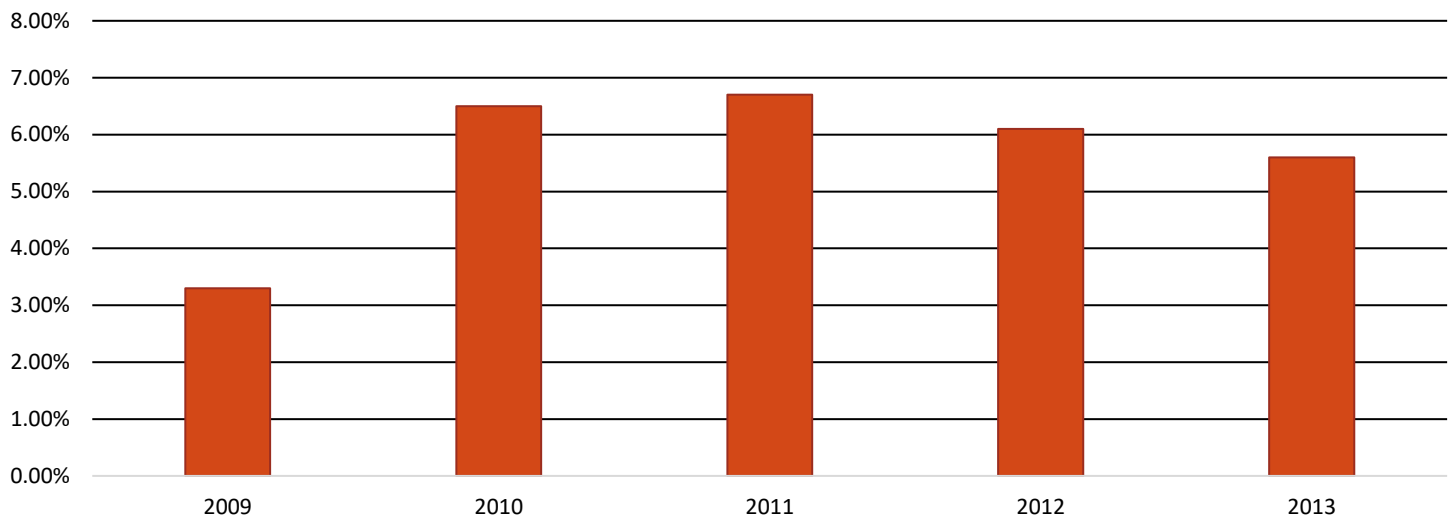
Occupation Type	Town of Buchanan	Botetourt County	Town of Glasgow	Town of Fincastle	Town of Vinton	Virginia	US
Management, business, science, and arts occupation	23.6%	38.2%	20.2%	37.4%	31.5%	42.9%	37.0%
Service occupations	17.8%	15.4%	15.4%	28.8%	20.4%	16.8%	18.1%
Sales and office occupations	22.6%	22.8%	27.5%	19.6%	24.7%	22.4%	23.8%
Natural resources, construction, and maintenance occupations	17.5%	10.2%	13.2%	5.5%	9.6%	8.4%	8.9%
Production, transportation, and material moving occupations	18.5%	13.4%	23.7%	8.6%	13.7%	9.5%	12.2%

Source; Us Census 2012 American Community Survey

Employment

The unemployment rates for Botetourt County have seen a major increase in the past ten years. The County's unemployment rate held at 3%, lower than that of the state, between 2004 and 2009. The rate doubled to near 6% in 2010. Figure 5 shows the unemployment trends over the last five years. Unemployment remains lower than the Roanoke Valley-Alleghany Region as a whole.

Graph 7- Unemployment Rate, Buchanan, 2009-2013



THE LOCAL ECONOMY

In the labor force, there is a strong indication of a healthy small-town economy. Manufacturing is, on average, higher than the rest of the area and the state, allowing a strong economic base to bring money into the community. Strong commuting allows for the same effect. The two main areas needing improvement are two and four-year college attainment levels and median household income, both of which affect Buchanan's high poverty level.

The second major focus of the success of the community's economy is the amount of money brought in from outside the Town. For a typical small town, major industries that bring in money from outside sources are:

- Manufacturing
- Agriculture
- Tourism

The next section will address tourism, one of these key industries. Other local businesses and jobs are also valuable in that they recycle the local money supply within the community. This monetary velocity is the key to a strong local economy.

Table 14 indicates that the Town of Buchanan unemployment, both total and those actively in the civilian labor force, is lower than the state and country.

It is evident, as the employment and other data indicators are reviewed, that the economic vitality of the Town of Buchanan is dependent on the economic and employment strength of the entire region.

Table 14: Area Labor Force and Employment Status							
	Town of Buchanan	Botetourt County	Town of Glasgow	Town of Fincastle	Town of Vinton	Virginia	US
Population 16 and Over	870	27,395	1,008	369	6,627	6,653,111	253,323,709
In Civilian labor force	70.0%	61.5%	56.2%	45.8%	62.0%	66.2%	63.5%
Not in labor force	70.0%	61.5%	56.2%	45.8%	62.0%	64.5%	63.1%
Employed	67.1%	59.0%	52.7%	44.2%	56.7%	60.7%	58.4%
Unemployed	2.9%	2.5%	3.5%	1.6%	5.3%	3.8%	4.7%
Armed Forces	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.4%
Percent Unemployed (all)	30.0%	38.5%	43.8%	54.2%	38.0%	33.8%	36.5%
Source; Us Census 2012 American Community Survey							

Table 15: The area's largest employers	
Roanoke Memorial Community Hospital	Carilion Services
Roanoke County School Board	M.W. Manufacturers
U.S. Department of Veterans Affairs	County of Roanoke
HCA Virginia Health System	Alliance Group Rock Tenn.
Kroger	Gretna Health Care Center
Roanoke City School Board	U.P.S.
Wells Fargo Bank NA	Botetourt County School Board
Wal-Mart	Postal Service
City of Roanoke	Yokohama Tire Corp.
Franklin County School Board	Altec Industries Inc
Source: Virginia Labor Market Information	

Table 16 (Page 54) mirrors a similar occupational theme with the Town of Buchanan and the area having more construction and manufacturing employment than the state or nation. However, the Town is much lower than the state and country in professional, scientific, and management, and administrative and waste management services employment.

Table 16: Percentage Civilians Employed Population 16 and Over by Industry

Industry	Town of Buchanan	Botetourt County	Town of Glasgow	Town of Fincastle	Town of Vinton	Virginia	US
Agriculture, forestry, fishing and hunting, and mining	1.2%	1.9%	1.7%	0.0%	0.0%	1.0%	1.9%
Construction	12.8%	7.6%	6.0%	4.3%	6.0%	6.5%	6.3%
Manufacturing	14.0%	12.0%	23.4%	9.8%	9.0%	7.2%	10.3%
Wholesale Trade	1.2%	3.0%	1.3%	1.8%	3.0%	1.9%	2.7%
Retail trade	12.3%	11.6%	13.4%	3.1%	14.1%	10.8%	11.5%
Transportation and warehousing, and utilities	2.6%	7.6%	2.3%	1.8%	7.4%	4.2%	5.0%
Information	3.9%	1.6%	0.0%	4.9%	1.0%	2.1%	2.1%
Finance and insurance, and real estate and rental and leasing	6.5%	7.0%	6.4%	3.1%	7.3%	6.3%	6.6%
Professional, scientific, and management, and administrative and waste management services	8.0%	9.2%	4.5%	22.1%	7.5%	14.9%	11.2%
Educational services, and health care and social assistance	19.0%	22.6%	13.6%	27.6%	23.5%	21.9%	23.1%
Arts, entertainment, and recreation, and accommodation and food services	8.0%	7.0%	19.2%	11.7%	10.2%	9.0%	9.7%
Other services, except public administration	5.7%	4.8%	3.2%	4.9%	7.7%	5.3%	4.9%
Public administration	4.6%	4.1%	5.1%	4.9%	3.2%	9.0%	4.7%

Source; Us Census 2012 American Community Survey

IMPLEMENTATION STRATEGY

Objective:

Develop grant writing skills, abilities and sources

Strategy

Develop documents, descriptions, and plans of projects that can be used in grant writing applications.

Objective:

Establish Economic Development Committee

Strategy

Encourage relationships with regional economic development professionals. Establish economic development committee.

Encourage downtown to be an active and thriving commercial center (Main street shops at 100% occupancy)

Objective:

Establish Business / Façade Grant Program

Strategy

Research available grants, and establish a façade grant program

Objective:

Encourage Buchanan businesses to offer and market year-round services and be less dependent on summer tourism

Strategy:

Work with tourism businesses / other groups to enhance or expand available year-round opportunities.

Objective:

Develop marketing plan for Buchanan

Strategy

Actively market Downtown to potential investors and businesses looking to expand in the area.

Maintain an up to the date available properties listing.

Support Town & County Economic development efforts to reopen the vacant Virginia Forge property and promote adaptive reuse of the historic Hafleigh Button Factory/Groendyk property.

CHAPTER 10: PARKS AND RECREATION



Image 11: The Town's location as the point where the Blue Ridge and Alleghany Mountains come in closest contact with one another provide a wealth of recreational activities for the town providing direct access to National Forests, the Blue Ridge Parkway, the Appalachian Trail and the Upper James River Blueway.

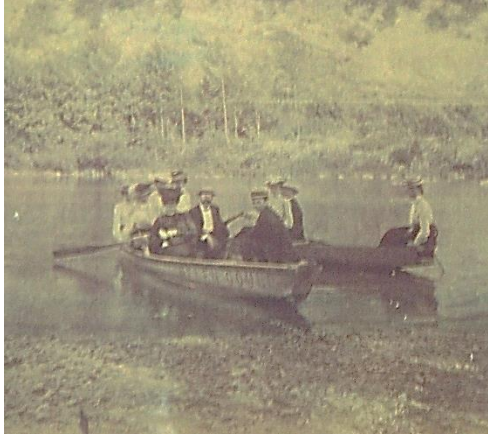
Nestled within the steep slopes of the Blue Ridge and Alleghany Mountains rests the Town of Buchanan, Virginia. Centrally located between Lexington and Roanoke, the Town's prime location makes it a perfect stopover for outdoor enthusiasts wanting to take advantage of all of the adventures located in and around the Town of Buchanan.

The Town's natural setting provides ample opportunities for sporting enthusiast to participate in canoeing, kayaking and fishing along the "Scenic James River," hiking the Appalachian Trail as well as other trails in the National Forests in addition to cycling, mountain bike riding, horseback riding and fishing.

The James River supports a local livery business, which results in spill over spending for food, shopping and lodging. Since the Town's founding, the James River has served as a means of travel as well as economic vitality.



Image 12: Early hiking in Buchanan.



The Virginia General Assembly passed Senate Bill 1196 and House Bill 1454, patroned by Senator Creigh Deeds and Delegate Terry Austin respectively. The bills extend the Scenic River designation on the Upper James River from 14 miles to 59 miles. The bill has been signed into law by the governor.

The 59 miles of the James River being designated flows through Botetourt and Rockbridge Counties, and includes the Towns of Buchanan and Glasgow. The Scenic River designation complements the recently extended Upper James River Water Trail, a 63-mile recreational blueway

beginning at the confluence of the Jackson and Cowpasture Rivers and terminating at Snowden.

The award-winning Upper James River Water Trail runs right through the heart of Town and may be accessed from the Buchanan Town Park at 485 Lowe Street. The Town's Main Street is just 4 miles from the Blue Ridge Parkway, the Appalachian Trail and the Glenwood Horse Trail. The Town is a short drive from the Spec Mine Trail for mountain bikes as well as Apple Orchard Falls for hikers.



Buchanan's historic Main Street, US Route 11, coincides with the Transamerica Bicentennial Bike Route 76. The Upper James River Blueway may be accessed off of Main Street at the Town Park on Lowe Street. The Blue Ridge Parkway, the Appalachian Trail and the Glenwood Horse Trail all may be accessed from Main Street by traveling on Parkway Drive while Apple Orchard Falls may be accessed by Route 614, Arcadia Road.

The area surrounding the Town offers numerous opportunities to residents and tourists alike for hunting, fishing, horseback riding, hiking and enjoying the outdoors. Both the Jefferson and George Washington National Forest are nearby and offer many opportunities for camping, hiking and picnicking. Both the Blue Ridge Parkway and Appalachian Trail run along the crest of the mountain and are located just 4 miles from Town.

Inventory of Local Parks



The Buchanan Town Park was established in 1903 by a dedicated group of volunteers known as the Village Improvement Society. The organization acquired all of the property and laid out a park consisting of playground equipment, basketball courts, tennis courts and other amenities then donated the park to the Town. Today the Buchanan Town Park consists of 7 acres featuring an outdoor basketball court, children's playground equipment, a boat ramp maintained by the Virginia Department of Game and Inland Fisheries

(VDGIF), a greenway along the James River, the Buchanan Bicentennial Gazebo, picnic tables, picnic pavilions and concession stands used for the Buchanan Community Carnival as well as other events. The site is a popular starting and ending point for canoeing and kayaking on the Upper James River Blueway as well as fishing from its banks. The Picnic Pavilions are available for use on a first come, first serve basis, or, may be reserved by contacting the Buchanan Town Hall.

Buchanan Elementary School consists of 11 acres with one large baseball/softball field with lights. This field is enclosed with fence and contains covered dugouts with concrete floors and a scoreboard. One large soccer field with lights surrounded by 1/5-mile paved walking track. One small t-ball field with fencing, covered dugouts with concrete floors. Concession stand with restrooms and a small picnic pavilion with tables. Two batting cages, one outdoor basketball court, fitness course, playground equipment for 12 and under.

Buchanan Park is 9 acres owned by Botetourt County and located adjacent to the Buchanan Elementary School. The site consists of 9 acres with one small baseball/softball field with lights. The field is enclosed with fence and contains covered dugouts with concrete floors and a scoreboard. The site also contains one intermediate soccer field and two tennis courts with lights and a ¼ mile paved outdoor track.

James River High School consist of 32.5 acres with one large baseball/softball field with lights and dugouts. One softball field with lights and dugouts, one multi-purpose practice field with ¼ mile paved track. One football/soccer stadium with lights and irrigation system. Two batting cages, concession stand, restrooms and press box.

James River Limestone Park is owned by Mill Creek Baptist Church. The park consists of 5 acres with a Baseball/softball field, tennis court with lights, swimming pool with clubhouse and picnic shelter and is available for use by membership.

IMPLEMENTATION STRATEGY

Objective:

Strengthen Bond Between Youth and Community

Strategy

Continue to improve town park playground area
Develop a program of early volunteerism

Objective:

Expand town park land along the river

Strategy

Add to town park by developing a greenway. Explore purchasing vacant river front land along Parkway Drive (Route 43) between sewer plant and the Route 11 James River bridge. Add overflow parking where appropriate. Possibly add campsites for AT hikers or Bike Route 76 bikers

Objective:

Improve Town Park

Strategy:

Upgrade existing stage and explore acquisition of a portable stage

Build a park walking loop (gravel / eventually paved)

Build Sidewalk System from Swinging Bridge to Town Park

Construct new picnic pavilions to replace Bingo/Barbeque Pavilions/Game Shacks

Objective:

Explore developing a Buchanan Historical Museum, in the interim, expand Tourist Information at Town Hall.

Strategy

Install a sign in window of town hall identifying it as info center

Expand info services for AT hikers about shuttles, restaurant hours, and locations of antique stores.

Objective:

Maintain historic preservation as driving force of downtown's revitalization.

Strategy

Develop short term & long-term restoration plans for historic gauge dock restoration

Objective:

Add more pocket parks within town boundaries.

Strategy

Pocket parks to be built where property is available, or donated, or purchased at reasonable price.

Prioritize locations where residents lack easy access to Town park, or elementary School.

Consider looking at Rabbit Run area and beyond unused 1st Baptist church

Objective:

Build a Memorial on the Town Park

Strategy

Develop plans and funding for a Memorial which recognizes Town Flood Levels, Veterans, Emergency Services and Volunteers.

CHAPTER 11: TRANSPORTATION

HISTORICAL PERSPECTIVE

A transportation network gave birth to Buchanan. The “Great Valley Road” was a principal crossing of the James River in the 1800s. Buchanan served as an intersection between the northeast-southwest overland route west of the Blue Ridge Mountains between Pennsylvania and the old Upland South and the James River. The historically significant Great Valley Road led travelers to the Shenandoah Valley, and the Town became a transportation-oriented community catering to traders passing through. Some of those travelers decided to settle here and create the rural community that still thrives today. The history of transportation in Buchanan spans from the transporting of Confederate supplies to the glory days of the railroad.

EXISTING CONDITIONS

Transportation Networks

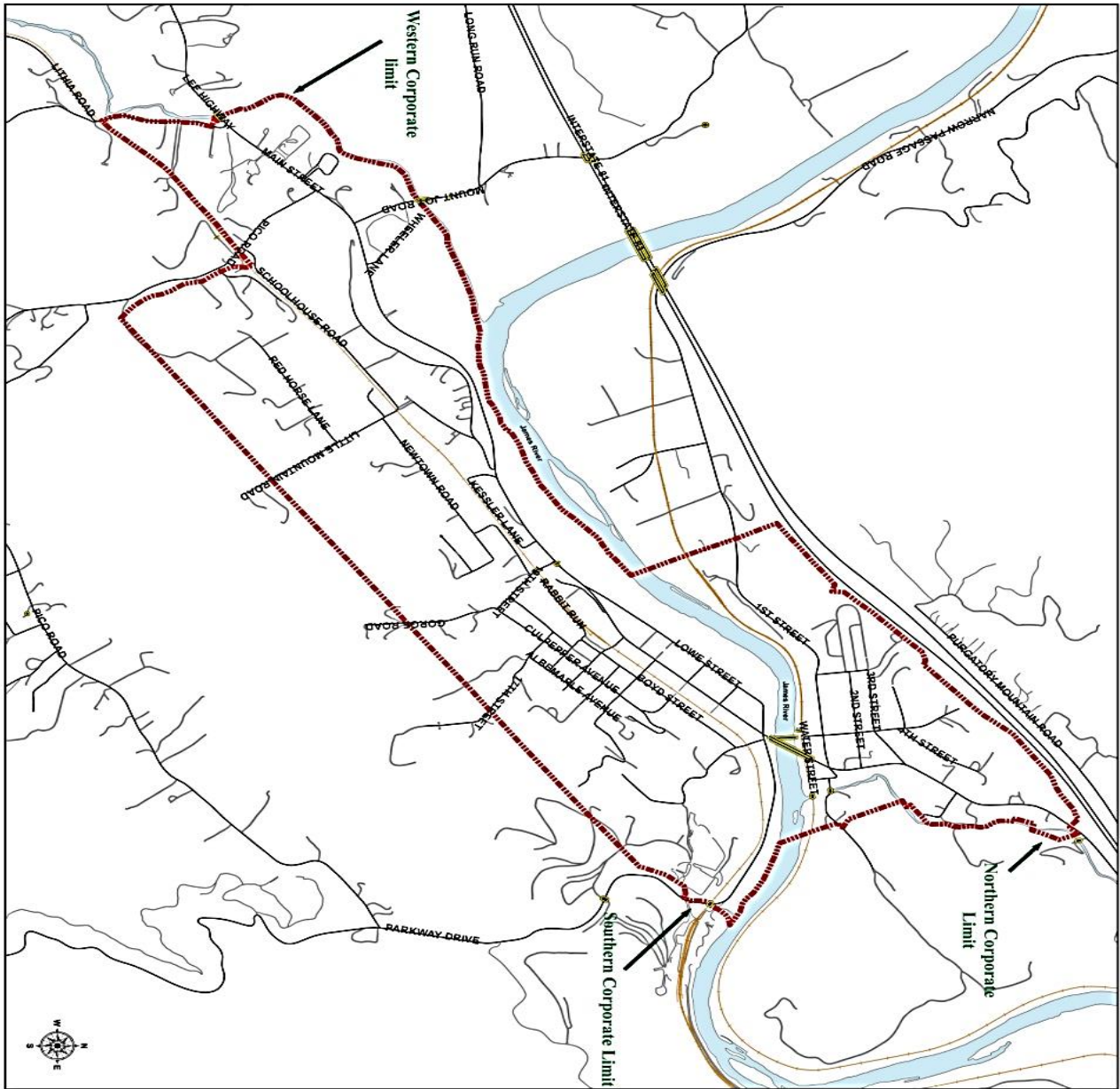
Buchanan is located two miles from Interstate 81 on Route U.S. 11 with a volume of 35,000 trips a day. It sits four miles from the 1935 “Appalachian Scenic Highway” project, now known as the Blue Ridge Parkway.

The construction of the parkway was part of President Franklin D. Roosevelt’s New Deal. Its purpose was to create a nearly 500-mile road connecting the Great Smoky Mountains National Park in North Carolina to the Shenandoah National Park in Virginia. The local stretch of road features prehistoric and early European settlements.

The Blue Ridge Parkway both brings visitors to Buchanan and provides recreational opportunities to residents. U.S. Route 11 divides into six separate segments with four constructing Main Street and the others creating routes extending from the western and northern corporate limits to Interstate Route 81. Virginia State Route 43 serves as Buchanan’s corporate limit, connects to Route 630 to the north, and leads to the aforementioned Blue Ridge Parkway to the south (see Figure 8).

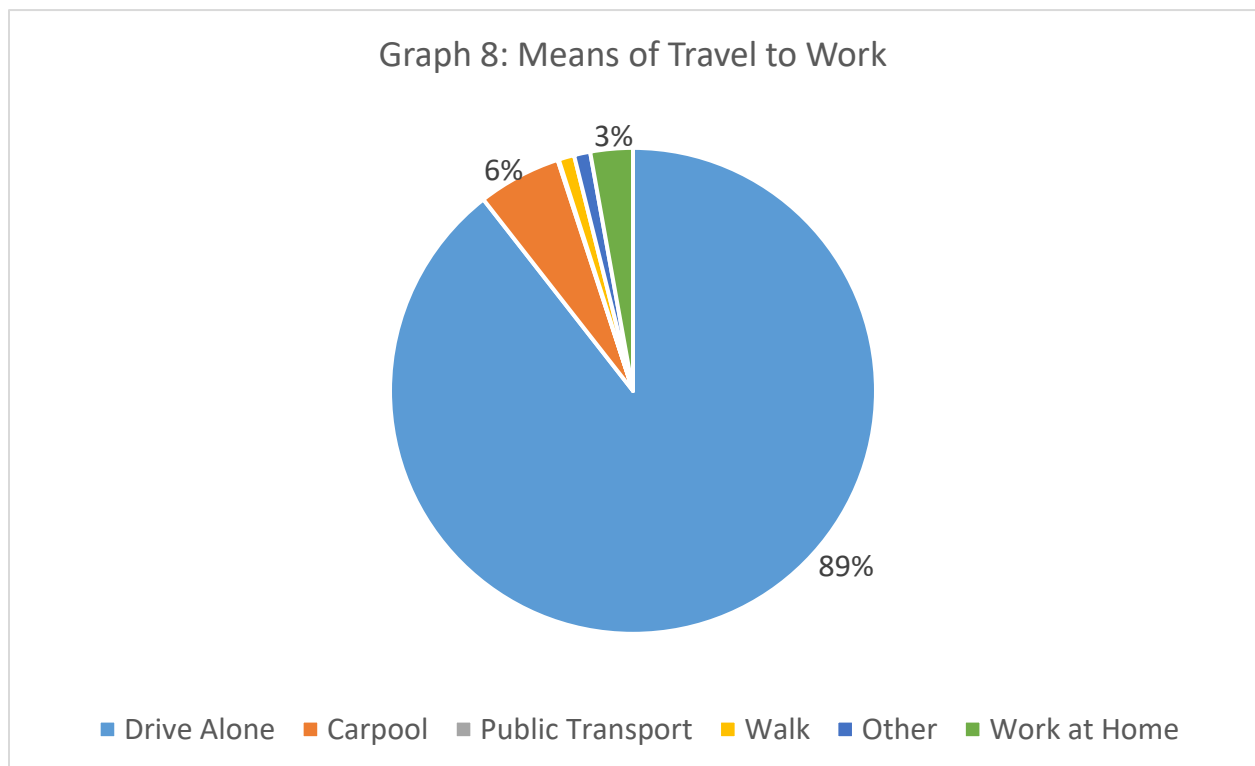
Transportation Patterns

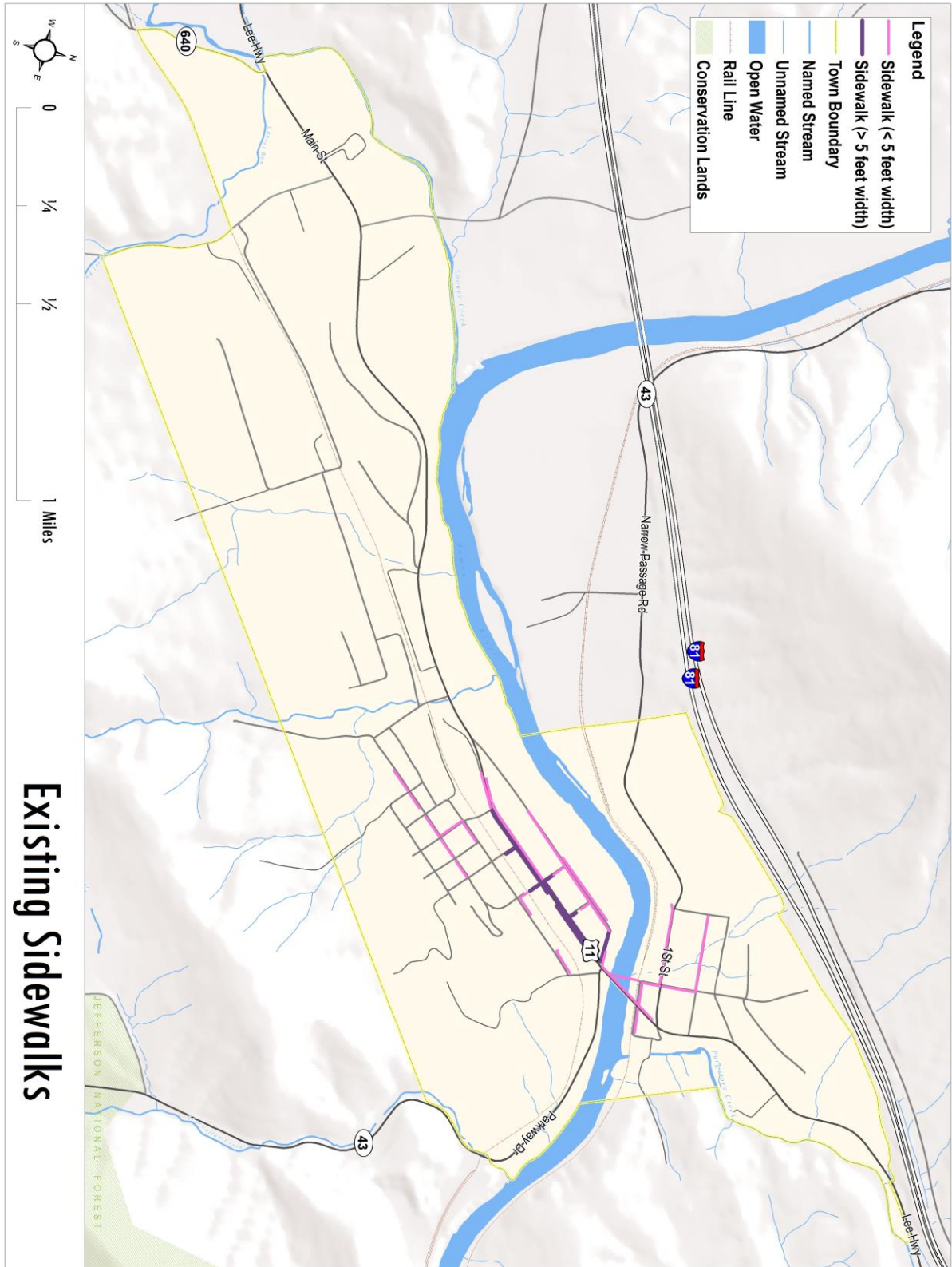
The rates of vehicle crashes and reported injuries are extremely low when compared with both the County and state levels. No reported fatalities occurred from 2009 to 2013. A low number of vehicle accidents indicates that travel through the Town limits of Buchanan is relatively safe.



Map 8: Buchanan Road Network

Most Buchanan residents commute to work outside of the area. Figure 9 shows the true number of travel choices for Buchanan residents. Nearly 90% of residents commute to their workplaces by driving alone. This average reflects that of Botetourt County but is higher than both the Roanoke MSA and the Virginia averages. A low margin of workers (5.5%) choose to carpool to work. Less than 0.1% of the workforce in Buchanan choose public transportation. Both travel mode choices are lower than those at the county and state levels. These trends are likely due to the rural topography, low density, and lack of public transit facilities. Buchanan's mean travel time to work is longer than the Botetourt County, Roanoke MSA, and Virginia State averages. This trend reflects that the majority of residents are commuting outside the area. See Table 12





IMPLEMENTATION STRATEGY

Objective:

Ensure swinging bridge is well maintained and open for pedestrian traffic.

Strategy

Work with VDOT to preserve and maintain the Buchanan Swinging Bridge. Determine why VDOT recently installed a 3-person limit and see what it would take to increase this number.

Objective:

Implement Garden Adopt A Spot programs along entrance corridors

Strategy

Consider "adopt-a-spot" program for local businesses, Civic Organizations and volunteers to sponsor small gardens throughout entryways.

Objective:

Monitor I81 Interchange construction plans

Strategy:

Follow & Closely monitor VDOT plans for I81 road work at exits 168, 167, & 162, ensure town Buchanan has a voice in design

Objective:

Improve downtown cross walks

Strategy

Install curb swells at pedestrian cross walks along Main street as part of streetscape initiative

Objective:

Improve entrance corridors into town

Strategy

Create entrance corridor overlay to guide design of attractive “Gateways” including Wayfinding Signage.

Objective:

Improve sense of place of downtown

Strategy

Work with VDOT to reduce scale of intersection of Main Street, Lowe Street, Parkway Drive, and Bridge Street. Consider removing asphalt in front of Stop In and replacing it with landscaping and welcome sign.

Objective:

Enhance and expand pedestrian sidewalk system throughout the town where feasible.

Strategy:

Develop plan to improve / expand sidewalks.

CHAPTER 12: LAND USE

Land Use Analysis

A small-town feel defines Buchanan's character. Property use is largely low-density residential (approximately 555 acres or 44% of land), agricultural (approximately 221 acres or 17.5% of land), and industrial (111 acres or 8.8% of land). The northern part of town, north of the James River, and to the southwestern portion of town consist of low-density areas. Main Street consists of higher density residential development. Zoning for agricultural purposes exists in large tracts of land on the edge of town limits. The outer edges of town limits feature a concentration of industrial areas. Commercial development occurs with varying scales and types in Buchanan. Dispersal of commercial development occurs throughout the town, with a large concentration of businesses located in the northeastern portion of downtown, surrounding Main Street. Larger lot commercial development occurs further from downtown. Current Zoning has been updated over the last three years and reflects current and expected land uses.

Gateways

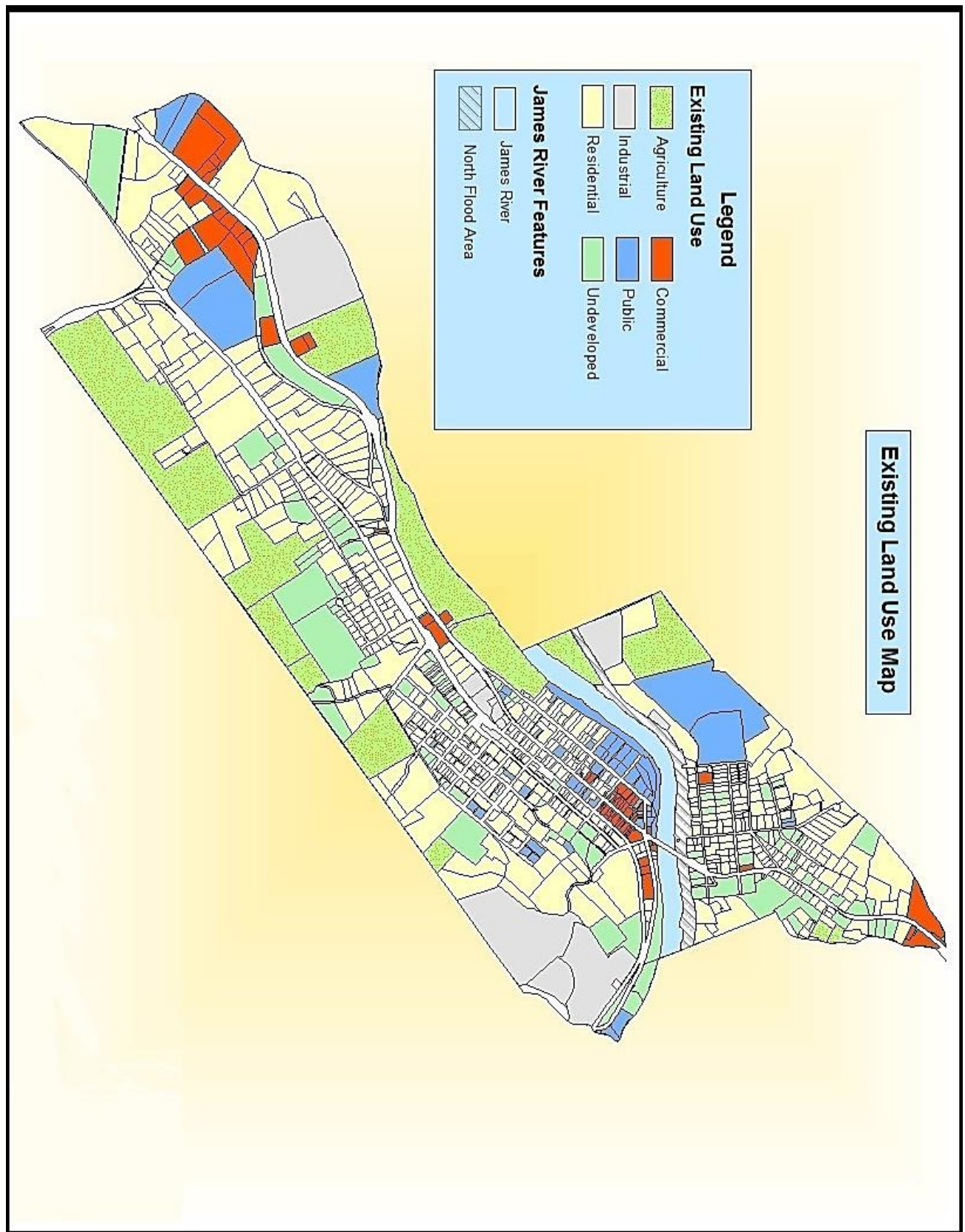
Gateways offer opportunities to incorporate local history, landscaping, and public art into points of transition to designated areas. As the "Gateway to the Shenandoah Valley," Buchanan has four points of entry into town along Route 11 from the south and north, and Route 43 from the east and west. Incorporating historical, natural and cultural elements unique to Buchanan into gateway designs help to make Buchanan memorable and interesting.

Buchanan and the surrounding area have a variety of natural resources, including nearby mountains, the Upper James River Water Trail, and other undeveloped open space. The dispersal of undeveloped parcels throughout town occupy approximately 163 acres (12.9%) of land in Buchanan. Open space preservation is an important component of groundwater protection, which is a main priority.

Character and Historic Preservation

The protection of Buchanan's historic structures, landscapes, and land use patterns is fundamental to protecting the heritage of the community, as well as promoting the Town's economic health and wellbeing. There are currently 368 structures and two archeological sites either already included or currently (as of 2015) eligible for nomination to both the Virginia Landmarks Register and the National Register of Historic Places. Main Street features ninety-four of these properties. Of these, 82 were located within the Historic District.

Historic preservation activities have the potential to become critical components of Buchanan's economic development, downtown revitalization, and emerging tourism efforts.



Map 10. Existing Land Use Map.

Challenges

Balancing various land uses may pose a challenge for Buchanan. It will be challenging to find a balanced mix of residential, commercial, and economic development uses. This balance would accommodate the projected demands for housing, shopping, and tourism, as well as promote new employment opportunities for current and future residents. Further preservation of historic structures may also pose a challenge for Buchanan into the future. The documentation of most historic properties within the town are fit for further historic preservation measures. There is still nearly one-third of the Buchanan's cultural and historic resources that remain unprotected.

IMPLEMENTATION STRATEGY

Objective:

Pursue land use and planning strategies that provide for the orderly growth of the community

Strategy

Update and revise zoning to reflect the land use goals and objectives in the comprehensive plan.

Objective:

Maintain historic preservation as driving force of downtown's revitalization.

Strategy

Adopt zoning that promotes restoration as well as appropriate infill on vacant lots.

CHAPTER 13: DOWNTOWN/ MAIN STREET



Downtown is the heart and soul of the community. It represents the community's heritage, it is the area within the Town with the highest concentration of infrastructure, it is the physical, social and traditional economic center of the Town as well as the broader Buchanan community. The public perception of downtown determines the perception of the entire community.

A community can only be as strong as its core. Ed McMahon, Chair of the National Main Street Center Board of Directors states "If you don't have a healthy downtown, you simply don't have a healthy town."

Downtown Buchanan is a vibrant historic neighborhood with lots of small-town charm. It has a growing, local based economy, is rich in character featuring inviting public spaces that make residents and visitors feel that they belong while being the backdrop for community celebrations. New challenges and opportunities for cultural, recreational and economic development will continue to shape this unique neighborhood in the near and distant future.

Downtown is the public's number one community gathering place. It is a place of shared memory, a place of celebration as well as a place of economic activity. For more than two hundred years

Buchanan's downtown has been proven itself to be resilient through the hard work, planning, commitment and action of volunteers and leaders throughout the community.

The Comprehensive Plan draws upon the neighborhoods potential to promote a balance of business and residential uses, maintaining a high degree of livability and community character, while reflecting the distinct culture and heritage of the Town of Buchanan.

Buchanan's Downtown Chapter should serve as a blueprint for action through policy, capital improvements and development that advances the community. It should complement and expand upon the historic character of this important neighborhood. It offers a roadmap for locally owned, locally driven prosperity. In order to achieve these goals, stakeholders old and young must cooperate to cultivate growth and opportunity while preserving the historic character of the downtown district. Through cooperation among residents, business, property owners and the Town, the strengths and opportunities of Downtown Buchanan can be nurtured to develop a health, vibrant and sustainable mix of uses while creating a pedestrian oriented, friendly environment in which to live and do business proudly representing the community.



Buchanan's downtown district consists of the original 25-acre two block grid with associated lots and alleys established in 1811 in honor of the Town founder, John Buchanan. The downtown district is bordered by the N&W Railroad, the James River and an adjacent residential district to the south.



Buchanan's downtown district is part of the larger Buchanan National Register of Historic Places and Virginia Historic Landmark District. The downtown district consists of 54 buildings dating from the early 1800's through the 1970's with 87% of the building stock designated as contributing structures to the Town's National Register of Historic Landmarks District. The building stock is made up of historic and contemporary one- and two-story storefronts, civic buildings, churches, a former industrial structure, a theatre, former school structures, James River & Kanawha Canal Gauge Dock

and Canal Wall, as well as single family homes. Buchanan's downtown structures house commercial storefronts, single family homes, offices, second floor apartments, restaurants, churches, financial institutions as well as Town and County services. Buchanan's downtown district also contains multiple public and private parking lots, on street parking and a waterfront park with historic Canal structures, park pavilions and concessions stands.

Downtown's commercial, residential and religious structures are in varying states of repair. Most structures which have undergone renovations during the past twenty years have been completed in a manner sensitive to the historic nature of the properties. The private sector has restored more than 30 buildings, defying the odds and fears of earlier generations about flooding. These properties have been returned to productive storefronts and showcase homes. Two property owners have used historic tax credits for the rehabilitation of their structures.

As property owners have completed renovations, most have been sensitive to both interior and exterior historic fabric. This attention to detail enhances the physical and visual assets of downtown while helping maintain the district's distinct features, setting it apart from other neighborhoods within the County as well as helping downtown maintain its unique character and sense of place for residents and tourists alike.

Today, Buchanan's downtown district has an 11% vacancy rate for commercial properties with 6 vacant storefronts, two vacant school structures as well as 8 vacant second-story apartments. All are awaiting renovation and adaptive new uses. Within the downtown, there are several underutilized occupied buildings being used for storage, or, part time and hobby businesses. In the past year, three property owners have thought outside of the box to maximize use of their structures by renovating vacant basements and garage/storage spaces for second story living spaces and new first floor retail space.



Town Hall is an important anchor for the downtown.



Buchanan's downtown business community currently consists 28 businesses. The downtown commercial retail space consists of 61% owner occupied storefronts, and 22% rental storefronts. The business mix consists of 35% retail, 7% personal services, 7% food establishments, 3% office space, 3% civic uses, 5% municipal uses and 16 percent residential use. In response to the Town's changing demographics and lifestyles, business owners are transitioning from traditional retail establishments to niche retail businesses, personal services, dining establishments and outdoor recreational facilities. This past year downtown's retail sector has evolved into a home décor center offering a collection of shops offering art, antiques, furniture, textiles and carpets.

Some Buchanan business owners have discovered operating as cooperatives offering goods and services to the local community as well as tourists, they can succeed due to the shared load of expenses and labor as well as expanded customer base. Successful examples of this shared resource model include art galleries and antique shops. These shops in actuality are incubators providing the opportunity for new entrepreneurs to try their business ideas.

Downtown's biggest drawing niche businesses is an outfitter who built their business on the Town's access to the James River, a resource that has always been there but not used since the closing of the James River & Kanawha Canal in 1880.

Traditional service businesses remaining downtown include banking, a pharmacy, hair care, insurance, a real estate office, restaurants, a library and Town Hall. Maintaining these uses downtown



is critical to attracting customers to downtown every day, maintaining an authentic feel about the downtown while acting as important places of social interaction.

While downtown adapts to the changing demographics and shopping patterns, its traditional retail offerings have been absorbed by the national discount chains Family Dollar and Dollar General located on Main Street outside of the downtown district. Downtown Buchanan has become known for its arts, antique shops, home décor shops, its' outdoor recreational opportunities including hiking, biking, river-based recreation and its' Calendar of Events. These changes are generating a whole new vibe about the Town as well as a new industry for the community, tourism.

The evolution of downtown is resulting in an unexpected outcome, the creation of Buchanan being viewed as a tourism destination. Downtown's tourism activities are helping to expand and diversify economic opportunities for the community providing jobs, goods and services and tax revenues. As downtown continues to gain drawing power as a destination it increases the drawing power for new businesses including restaurants, Inns & B&B's, vacation rentals as well as retail shops. Physical improvements to the built environment enhance tourism while generating improvements that are enjoyed by Town residents as well.

Buchanan's downtown revitalization activities work to attract substantial private and public investment to breathe life into blighted and vacant buildings, establish and expand independent businesses while making downtown a unique shopping, dining and recreational destination.

Using the principles of the Virginia Main Street Program helps the community create a mixed-use downtown where people once again live in the single-family homes, and in apartments above commercial establishments with property owners maximizing the productive use of every floor of downtown buildings.

Since 1995, Buchanan's revitalization activities have generated more than six million dollars of private sector investment to purchase and restore more than 30 historic downtown properties, to open businesses and to return dilapidated homes back to beautiful single-family homes. In the past two years, an additional \$891,000 has been invested by the private sector to purchase 5 buildings. The current collective assessed value of properties in the downtown district is \$9,589,900.00. These physical improvements contribute to the Town's appeal as a tourism destination.

Buchanan's downtown revitalization activities have received local, national and international recognition. Buchanan's Fall Festival and Community Carnival have repeatedly been voted by readers of the Roanoke Times as the Top Community Event through the annual "Best Of Botetourt" awards. Buchanan's antique community was recognized by Fodor's International as one of the top antique towns in the U.S., the James River has been designated as a Scenic River, and most recently, Travel and Leisure Magazine designated the Upper James River Trail as one of the best, easy outdoor adventures in the world. Additional accolades include "Best Downtown Initiative Award" from Valley Conservation Council, "Good Neighbor Award" for leadership in historic

preservation from Roanoke Valley Preservation Foundation, Tree City USA designation, and Urban Forestry Award from the Mountain Castle District Virginia Soil & Water Conservation District.



Annually, the Town organizes 25 to 35 events. One of the goals of events is to showcase Buchanan's revitalization efforts highlighting the Town's small-town charm, goods and services as well as recreational opportunities available.

Successful communities create vibrant downtown environments where people want to be. Recent studies suggest the next generation of talent is the first to identify more strongly with their communities than with their employers, which is why placemaking is becoming more and more essential to creating hip, lively downtowns. Communities that embrace and emphasize their existing assets and distinctive resources are viewed as authentic places that tend to become desirable places to live as well as being regional destinations.

Vision Statement: We envision downtown Buchanan as a vibrant, pedestrian oriented neighborhood that connects the community, visitors and businesses as a destination for all. Downtown Buchanan will be a dynamic, progressive place that fosters growth and innovation while celebrating the Town's history, character and distinctiveness offering a diversity of housing, retail, dining and entertainment.

Vision Statement: Downtown Buchanan will retain and strengthen its role as the heart of the region and the center for the community and economic development through sustainable practices. It will have an inviting appearance highlighted by its historic architecture. Downtown Buchanan will enhance the civic, cultural and economic vitality of the entire community. Walkability and livability are critical to consider and will involve both public and private investment in infrastructure and open space.

Downtown Buchanan will be a strong center for business and an entertainment and learning destination with a clean, well-lighted and inviting appearance day and night with attractive storefronts occupied with a variety of appealing retail and service businesses, activities that will attract and benefit area residents, visitors and businesses. Downtown Buchanan will preserve its historic architecture that offers visual unity and a quality experience in history and culture while being home to a unified retail and service businesses with a reputation for teamwork and customer service. Downtown Buchanan will have a reputation as a creative and lively center where people will live, shop, work, enjoy, remember and return.

Mission Statement: To stimulate and sustain economic development in Downtown Buchanan by encouraging cooperation and building leadership; by advancing a positive image of Downtown Buchanan and promoting it as an exciting place to live, shop and invest; by sustaining and improving the appearance of Downtown and by strengthening and expanding the economic base of downtown while maintaining its historic roots, pedestrian nature, and, small town character by supporting smart growth initiatives.

IMPLEMENTATION STRATEGY

Objective: Maintain historic preservation as a driving force of the downtown's revitalization.

Strategy

Maintain the Town's Downtown Revitalization Program strengthening its relationship with the Virginia Main Street Program as an Affiliate Community to take advantage of the professional assistance and grant opportunities.

Adopt zoning which preserves the historic architecture of downtown and requires historic building patterns for new and infill development

Promote the use of historic Tax Credits

Establish tax abatement program for the restoration of historic properties

Establish a façade grant program for the restoration of historic properties which are sensitive to the historic fabric of the properties.

Recognize outstanding restoration projects

Assist with the installation of historic markers on downtown properties

Install an historic marker on the Town Hall telling the story of the building as well as a period photograph

Retain the historic anchors of downtown including the Town Hall, the Bank of Botetourt, the Buchanan Theatre and the Buchanan Library.

Develop walking tours which highlight the town's history and remaining historic resources. Tours can be as simple as brochures, kiosks and signs to more involved projects such as APPs.

Educate property owners and leaders about the importance of their historic properties and the benefits of working together to strengthen the communities appeal to attract new residents, businesses and business.

Work with VDOT to ensure the preservation and maintenance of the Buchanan Swinging Bridge. Determine why VDOT has recently installed a 3-person limit on the Bridge and see what it would take to increase the number.

Develop short-term and long-term restoration plans for the historic Gauge Dock on the Town Park.

Update the Downtown Buchanan Design Guidebook for rehabilitation and new construction should also be encouraged to ensure historic preservation and harmonious and compatible design within the Downtown district.

Objective: Strengthen the bond between youth and the community.

Strategy

Continue historic walking tours with the local schools

Continue to make improvements to the playground area

Continue to grow volunteer opportunities for area youth to assist with downtown improvements

Establish a regular partnership with area schools and youth groups to grow volunteers for events

Continue to grow "Kids Activities" as part of each event in the Calendar of Events

Encourage the adaptive reuse of second floor and basement levels for use of kid's activities such as dance lessons, music lessons and educational opportunities

Encourage the use of the Buchanan Library

Encourage the restoration of the second floor and basement of the Buchanan Library to increase space for increased educational opportunities for children and adults and additional book space.

Encourage downtown as a Wi-Fi hot spot

Establish recharge station in downtown at Swinging Bridge Park or Bank of Botetourt lot adjacent to Town Hall.

Establish a unified campaign to promote downtown Buchanan where Main Street meets the mountains

Establish a coherent and identifiable brand for downtown which communicates the quality of service, variety, sense of community and unique environment as a result of the town's unique location where the Blue Ridge and Alleghany Mountains come into closest contact with one another. Play off of the Town's history, the recreational opportunities with mountains, trails, parks and James River.

Objective: Strengthen the Calendar of Events.

Strategy

Continue to fine tune the Events Calendar.

Use events to extend to market niches such as recreation (biking, hiking, or paddling), music, arts and antiques to further community awareness and encouraging cross-shopping opportunities.

Continue to develop a Sponsorship Program

Use income from Events to help fuel downtown improvements

Work with VDOT to return signature events like Mountain Magic in Fall back to Main Street

Recognize the accomplishments and value of volunteer's efforts with the Calendar of Events to the overall health and vitality of the downtown

Objective: Market Downtown

Strategy

Connect Downtown Buchanan with broader regional marketing including Peaks of Otter, the Blue Ridge Parkway, the Natural Bridge State Park, area wineries, the Upper James River Water Trail, Visit Virginia's Blue Ridge and other efforts to attract more visitors to Buchanan.

Actively market Downtown Buchanan to potential investors and businesses looking to locate or expand in the area.

Provide learning opportunities for businesses about better business practices.

Objective: Improve the sense of place of downtown.

Strategy

Develop a Streetscape Enhancement Program to improve the pedestrian environment. Improvements should include burying overhead utilities, installation of curb swells, installation of higher quality crosswalks, the addition of street furniture including benches, trash receptacles, period light fixtures with brackets for flags and hanging plants, the addition of public art, the addition of street trees placed strategically so as to not block historic buildings and neon signs and car charging stations.

Encourage attractive maintenance of business and /shop facades. Encourage infill development on vacant lots. Encourage landscaping of existing surface parking lots.

Install appropriate scaled and designed signage within the Downtown helping to define it as a distinct location. Install wayfinding signage throughout the downtown for the Town Park, parking and other features.

Restore the Town Hall as a role model to the community of sensitive rehabilitation. Restore the exterior proportion with appropriately scaled windows. Restore the original scale of the entrance hall and council chambers.

Increase the Town Hall's role as a Welcome Center increasing the display of historic photographs and artifacts as well as acting as a center of referral for surrounding sites of interest.

Work with VDOT to reduce the scale of the intersection of Main Street, Lowe Street, Parkway Drive and Bridge Street. Consider removing asphalt in the curve in front of Stop In and replace with landscaping and a welcome sign.

Connect Main Street with the Town Park. The area encompassed by the Town Park was one of the earliest pieces of the downtown, so it has a historic connection to Main Street. Continue to build on the Park's historic resources with the excavation of the Gauge Dock and Canal Wall, a walking trail with interpretive signage that ties the two locations together physically. Develop the Town Park in a manner sensitive to the surrounding neighborhood.

Add to the Town's Park to develop a greenway. Investigate the feasibility to acquire "Ransone's Bottom" along Parkway Drive between the Lift Station and Sewage Treatment Plant to use as

overflow parking for major events as well as create space for use by hikers in the Town's efforts to become an Appalachian Trail Community.

Investigate the feasibility to develop a permanent Community Garden at the intersection of Main Street and Lowe Street on the south end there are two lots which could be used. This could be a Buchanan Church outreach project.

Objective: Strengthen the physical and psychological connectedness within and outside of Downtown.

Strategy

Document the original hierarchy of transportation within the downtown including alleys, streets and built form.

Determine if existing connections can be strengthened with improved maintenance, and or improved pedestrian amenities.

Determine if any lost connections crossing the railroad can be restored.

Recognize the importance of healthy neighborhoods to the viability of downtown.

Work to preserve and strengthen the physical quality of and integrity of the surrounding single-family residential neighborhoods as single-family neighborhoods.

Identify gateways (or entrances and exits to the district), extending sidewalks and pedestrian crossings (for example "bump outs") to reduce the distance across intersections (for example "bump outs") should be utilized to harmonize the pedestrian environment.

Link Downtown to the greater Town community through education, dispersing quarterly updates to be included in mailings to residents and enhance the Town website and social media efforts.

Funding and Phasing

Two primary programs have been identified for potential implementation of the recommendations of this plan. One is the Community Development Block Grant program administered through the Virginia Department of Housing and Community Development. The other is the utilization of TEA21 transportation enhancement funding administered by the Virginia Department of Transportation. A focus of the plan has been to define a scope of activity that will be eligible for funding under these programs and that will fit within guidelines for potential funds available. (Check to verify this has been replaced with the Fixing America's Surface Transportation (FAST) Act)

Community Development Block Grant.

The CDBG program is intended to address blighted conditions within a defined boundary within a community. The funds may be used to address public space improvements and also as a 50% match to private landowners to address visual blight through the improvement of building signs, facades and building access.

TEA21 Enhancement Grant:

TEA21 grants are funded under the Federal Transportation Enhancement Act, with funds passed through the Virginia Department of Transportation for distribution to communities. The grants require a 20% local match and may be used for public pedestrian and bicycle access improvements, along with related streetscape, utility and roadway work and removal of overhead utilities, and also for improvement of transportation-related facilities, including historic elements.

CHAPTER 14: TOURISM



Image by Jason Rinhart – need to get permission to use. Just an example of view of Buchanan from the Blue Ridge Parkway.

THE ECONOMY OF TOURISM

Buchanan has a new industry, Tourism.

Tourism continues to grow as an offshoot of the Town's revitalization activities as entrepreneurs continue to restore historic storefronts and homes as well as develop outdoor recreational activities. Once dilapidated structures are being restored to house new, locally owned businesses which generate jobs, personal services, expanded opportunities for shopping and dining while also generating sales tax revenues and civic pride.

This new industry and the associated investment have become a way local property owner have found to make renovations possible as well as making the act of establishing a business within the Town a possibility. Collectively these investments are earning the Town the reputation as a growing destination while also providing a better-quality environment for the benefit of the citizens of the Town.

Visit Virginia's Blue Ridge (Visit VBR) now serves as the official destination marketing organization for Botetourt County. This comes after the Botetourt County Board of Supervisors in 2015 increased the transient occupancy tax (hotel/motel tax) and to designate those funds to Visit VBR. As a Botetourt County community, the Town to share information about its businesses, events and outdoor recreation activities to VBR to add to their website and social media outlets.

According to the E Newsletter dated October 24, 2018 from Visit Virginia's Blue Ridge President, Landon Howard, "Visit Virginia's Blue Ridge, along with the support of over 1,400 industry partners and the investment provided by the Cities of Roanoke and Salem and the Counties of Roanoke, Franklin, and Botetourt, was able to achieve the 8th consecutive year of RECORD growth. According to the U.S. Travel Association, tourism in Virginia's Blue Ridge generated \$850 million in direct travel expenditures in 2017 an increase of 4.5% over the previous year. Tourism also supported 7,945 jobs in the region and \$28 million in local taxes. Virginia's



Blue Ridge continues to thrive as a mountain vacation destination."

While big cities and places with internationally renowned attractions have long been the most popular tourist destinations, modern tourism is starting to take a slightly different path towards regional travel, which creates economic opportunities and benefits for small towns like Buchanan.

One example of this trend is that many tourists to Buchanan are more frequently asking for locally owned places to eat instead of fast food or chain restaurants.

The EPA's study *Supporting Sustainable Rural Communities* states "Rural communities across America are working to strengthen their economies, provide better quality of life, and build on assets such as traditional main streets, agricultural and working lands, and natural resources. The HUD-DOT-EPA Partnership for Sustainable Communities, in collaboration with the U.S. Department of Agriculture, established a Rural Work Group to reinforce these initiatives and ensure that the four agencies' spending, policies, and programs support rural communities' efforts to be economically vibrant and environmentally sustainable." It continues "Smart growth strategies can help rural communities achieve their goals for growth and development while maintaining their distinctive rural character."

- Planning where development should or should not go can help a rural community encourage growth in town, where businesses can thrive on a walkable main street and families can live close to their daily destinations.



- Policies that protect the rural landscape help preserve open space, protect air and water quality, provide places for recreation, and create tourist attractions that bring investments into the local economy.

The study continues “Many small and mid-sized cities around the United States are struggling because their economies were built largely on a single economic sector that has changed significantly. For example, at one time jobs might have been heavily concentrated in industries like logging, mining, or manufacturing, but technology and market forces have transformed these sectors, and they no longer employ a large workforce. Changing circumstances, such as those caused by resource depletion, globalization, or shifts in consumer preferences, can shake the economic foundations of these communities, leaving people without jobs and cities without a healthy tax base.



Rather than simply seeking to attract major employers to replace these lost jobs, several cities have tried a different method to anticipate and overcome some of these challenges. This emerging shift toward place-based approaches to economic development can go by various names. This document uses the term “smart growth economic development” to refer to a strategy that builds upon existing assets, takes incremental actions to strengthen communities, and builds long-term value to attract a range of investments.” This form of growth diversifies the community’s job and tax base helping to create a more sustainable economy.

Tourism has become a new industry for the Town of Buchanan growing as a spinoff by product of the community’s revitalization activities. As property owners restored buildings opening new businesses the press took notice and reported on the Town’s transformation. This positive press for the community attracted visitors to the Town to explore the new Buchanan while also fostering a renewed sense of pride within the community. The majority of recent downtown renovations have respected both the interior and exterior historic features helping to keep Buchanan’s built environment authentic for a higher quality experience setting the tone for the downtown district as a place of quality and uniqueness.

In the past few years, the Town has received state, national and international attention for its assets. In 2005 the Town was included into the VA Civil War Trails Program under the Hunter’s Raid Trail. In February of 2015 Fodor’s Travel designated the Town Buchanan as one of the 10 Best Antiquing Towns in the U.S., in November of 2016 Travel & Leisure designated the Upper James River Trail as one of the best, easy outdoor adventures in the world and the Buchanan Boat Ramp and Twin River Outfitters combined make the most used site on the trail.

Early in the revitalization efforts it became clear that in order to survive, businesses had to expand beyond traditional merchandise, or, expand existing personal services. This was a result to the aging population of the community as well as the change in living and shopping patterns.



The result has been the appearance of niche businesses including antique shops, art galleries, retail shops offering collectibles and home décor as well as businesses catering to the emerging sector of outdoor recreation including fishing, hunting canoeing, kayaking and floating as well as camping and RV's.

Longstanding traditional businesses of the local grocery store, downtown hardware and building supplies as well as the locally owned five and dime have not been able to compete with the national chains and discount giants as the public's work and shopping habits have changed. The addition of online shopping adds to the difficulty businesses have in attracting customers for traditional products. At the same time, Dollar General and Family Dollar have captured the market in Town for many of the traditional items that were offered by the Town's locally owned businesses.

Traditional services including the Town Hall, the Bank of Botetourt, the Buchanan Library, the drug store, hair care and insurance continue to be important anchors to the downtown attracting town residents and local citizens to downtown daily. These anchors are important to the local citizens as well to keep downtown authentic to tourists.

Some of the major reasons people visit downtown include;

- Banking activities
- Paying Utilities
- Pick up or send mail
- Attend Church
- Shopping
- Dining
- Recreation
- To See Historic Buildings and Structures
- To See Civil War Trails Markers
- To fish, boat or float the Upper James River Blueway

The impacts of tourism trickle throughout the community. Some of the Buchanan businesses which rely on both Town and residents as well as tourists to survive and prosper include;

- Twin River Outfitters – Outdoor Recreation
- Burger King/Stop In – Gas/Quick food
- Gallery by the James - Shopping
- Picker's Paradise – Shopping
- Best Place Antiques - Shopping
- Buchanan Fountain & Grill – Dining
- Fireside Books – Shopping
- Raggedy Lane – Shopping
- Buchanan Flea Market – Shopping
- Buchanan Theatre – Entertainment
- KC Collections – Shopping
- Mt. Joy RV – Outdoor Recreation
- The Overlook – Accommodations
- The Squirrel's Nest - Accommodations
- Mount Joy Manor – Accommodations
- Just Below Purgatory – Accommodations

- Witt Stop General Store
- Hill Top Market – Grocery

Promotion Tools

Some of the promotional tools currently being used;

- Virginia is for Lovers Website
- Visit Virginia's Blue Ridge – they use information listed on the Virginia Tourism site as well as businesses can submit information to them for review
- Town of Buchanan website
- Town of Buchanan Facebook Page
- Town of Buchanan Twitter Page
- Interstate Attraction Signs
- Billboard
- Trifold brochures
- Cardstock Flyers
- Promotion Packages by some Town businesses at nearby Tourist Destinations including
- Natural Bridge State Park and Peaks of Otter

Assets

Knowing how to leverage Buchanan's unique assets is an important step to increase tourism in our area. Assets should be quantified in a list and then train the local businesses, the local library, the Chamber, local volunteers, attraction employees, and the community on how to cross-promote various local gems to visitors.

By identifying the Town's unique cultural elements, we can better harness locals, media and advertising to help make our Town a bigger deal.

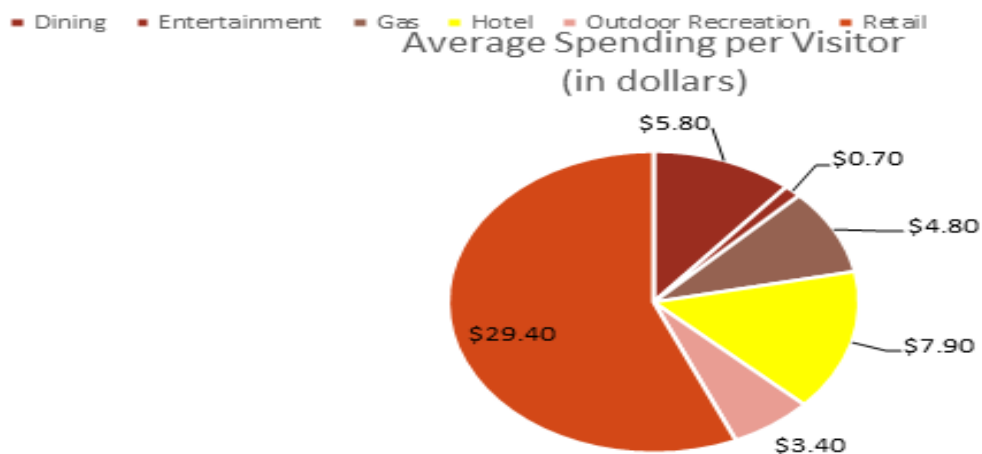
A list of eight different asset areas used by many communities includes;

1. Architecture – 250-acre historic district, residential, commercial buildings, Swinging Bridge, Canal Structures
2. Art – art galleries, programs, annual art trail, Edward Beyer Painting
3. Commerce – list of retail shops & outdoor recreation businesses
4. Cuisine – list of restaurants
5. Geography
6. History – Historic District, Hunter's Raid Trail, James River & Kanawha Canal, Looney's Ferry site
7. People – Mary Johnston, Huey Thomason, Mathew Ramsey
8. Events – a full calendar of events – Carnival, Mountain Magic, Reggae by the River

Visitor Spending

Visitors spend a great deal on retail when visiting Buchanan. Other purchases include dining, entertainment, river access, gas, and lodging. Outdoor recreation is a significant revenue source determined by comparing spending data of the median visitor and average spending per person.

Graph 9



The Town's rich history and culture are another key which drives a special kind of tourist – the heritage tourist. Heritage tourists spend on average about 2.5 times more than all other tourists. The key is to attract them to the Town and provide them with multiple activities and options to extend their stays. Heritage tourists are more sensitive to their landscapes and less likely to travel through unattractive areas. With heritage tourists, impressions count. Efforts to improve entryways will attract them and encourage them to stay longer.

Botetourt County is rich with recreational and tourism opportunities, and Buchanan is located at the center of many of these tourist attractions: kayaking along the James River, exploring the Hunter's Raid Civil War Trail, and visiting any of several local wineries. The creation of the Natural Bridge State Park by the Virginia Department of Conservation and Recreation is a recent addition to the mix. The 2017 General Assembly session designated the James River through Botetourt a "Scenic River".

Buchanan's location in close proximity to these tourist opportunities makes it the ideal hub for information about tourism in the county. Currently, no such facility with comprehensive information about tourist destinations in Botetourt exists. Creating one in Buchanan, makes the most geographic sense, and help to facilitate tourism in the county while attract tourists to the Town. It could inform the citizens of Buchanan about the unique recreational opportunities available locally which could will help improve quality of life.

Retail

In 2015, the popular travel magazine, Fodor's Travel, distinguished Buchanan as one of the "Top Ten Best Antiquing Towns in the U.S." The Shenandoah and Roanoke Valleys is nicknamed "The Antique Valley," rich with its abundance of locally owned stores boasting unique finds. Buchanan's Downtown District could account for the large retail purchases by tourists visiting the area. The small specialized food and produce stores meet many of the needs of residents and could expand promotion to reach area tourists.

IMPLEMENTATION STRATEGY

Objective:

Establish unified campaign to promote downtown

Strategy

Establish marketing campaign: "Buchanan where Main Street meets the Mountains"

Objective:

Strengthen the Calendar of Events

Strategy

Continue to fine tune event calendar

Develop sponsorship program

Work with VDOT to bring Magic in the Mountain back to Main Street

Continue Annual Review of Events Calendar

Objective: Expand Volunteerism in the community

Strategy:

Build the core group of volunteers by offering new volunteer activities including new events, walking tours, museum and work on "Gateway" enhancements.

Recognize accomplishments of town volunteers

Continue to grow Youth Volunteer Program

Objective:

Make tourism information more available, develop self-guided walking tour brochure, expand information center at Town Hall, install Visitor info sign in window of town hall

Strategy:

Develop a self-guided walking tour brochure

Create different versions over time that expand time and topics covered (i.e. town history, civil war history, downtown historic district, length of tour, etc.)

Stock brochures in Town Hall

Install marker signs around town at each identified location offering more info about site significance.

Objective:

Develop marketing plan that connects Buchanan with regional attractions

Strategy

Develop Town marketing plan to leverage proximity to Peaks of Otter, Blue Ridge Parkway, Natural Bridge State Park, Upper James River, and Visit Virginia Blue Ridge Tourism Initiative and the James River & Kanawha Canal Communities.

Develop and maintain active marketing program that includes enhanced website, establishment of local tourism committee to market and represent Buchanan with area Regional Tourism Groups such as Botetourt County, Visit Virginia Blue Ridge, & Roanoke Outside.

Objective:

Expand information center at Town Hall & Park Kiosks

Strategy

Increase the Town Hall's role as a Welcome Center.

Encourage local businesses to develop brochures highlighting their products and services which may be displayed.

Objective:

Become Appalachian Trail Town

Strategy

Research and apply for Appalachian Trail Town status

Objective:

Build a Buchanan LOVE tourism sign by foot bridge parking lot

Strategy

Research and apply for grants to design and build a Town of Buchanan Virginia tourism approved "LOVE" sign in the Swinging Bridge Park overlooking the swinging bridge.

Objective:

Maintain the Town of Buchanan's unique identity as a quintessential small town America community.

Strategy

Avoid suburban sprawl development patterns.

Prevent to development of Main Street as a commercial and industrial corridor.

Maintain the existing pattern of two nodes of commercial development featuring the compact, pedestrian oriented downtown in the center of the community with the auto oriented commercial district at the southern edge of town.

Appendix



Materials should be of high quality such as the brick and cast handicap awareness blocks.



Streetscape elements such as lampposts, sign poles and furniture should be pedestrian scaled, and complimentary in design and materials.



Crosswalks should be of textured materials such as pavers to highlight the crosswalks and make drivers aware of the pedestrian nature of downtown. They should also be extended from each of the four corners.



Curb Swells help to define intersections and act as traffic calming devices to slow vehicular traffic in the pedestrian oriented downtown.

Curb swells may be planted like this one to the left, or, hardscaped like the one below. These provide for placement of seasonal plantings as well as street furniture including benches, trash receptacles and a Town Clock.



The Buchanan Town Park



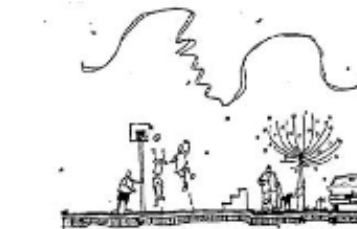
Walking Path – The proposed Walking/Jogging Trail creates a place for young and old alike to enjoy the beauty of the riverfront park, the wildlife, trees and scenic river while taking part in the number one form of exercise, walking. The Path, or, trail should highlight assets including the Tree Trail, established wildlife, the James River & Kanawha Canal and, the Upper James River Blueway with interpretive signage.



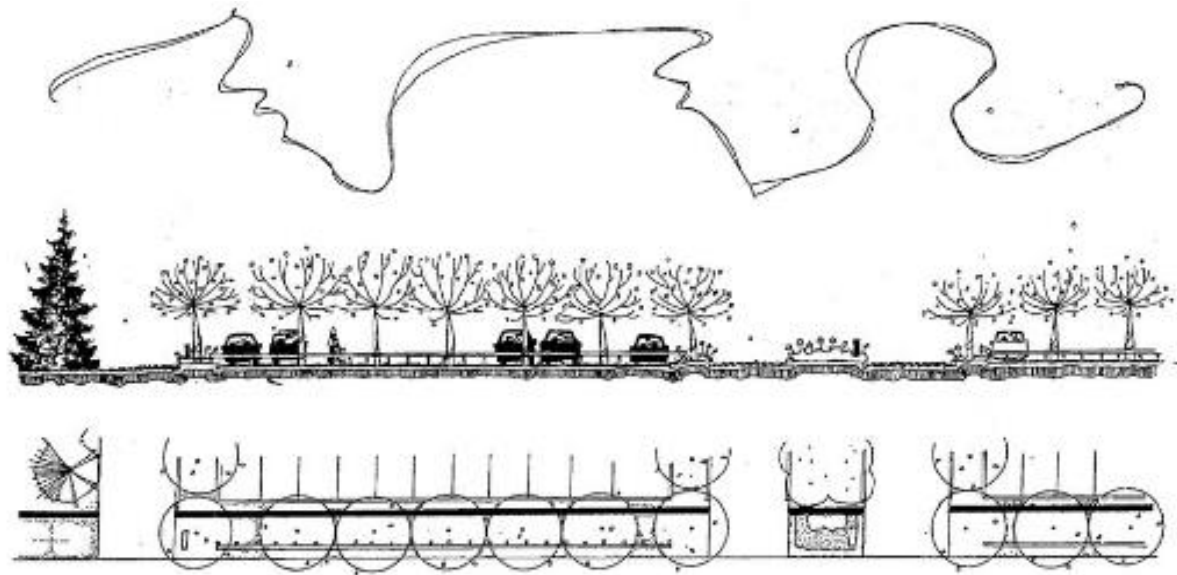
Picnic Shelters and Restrooms – The current picnic shelters provide much needed shade on the Town Park, a structured place for gatherings, a shelter during storms when events such as the Buchanan Community Carnival are taking place and a model to double the shelter and restroom facilities by copying the plan across the existing gravel path where the Game Shacks currently exist.



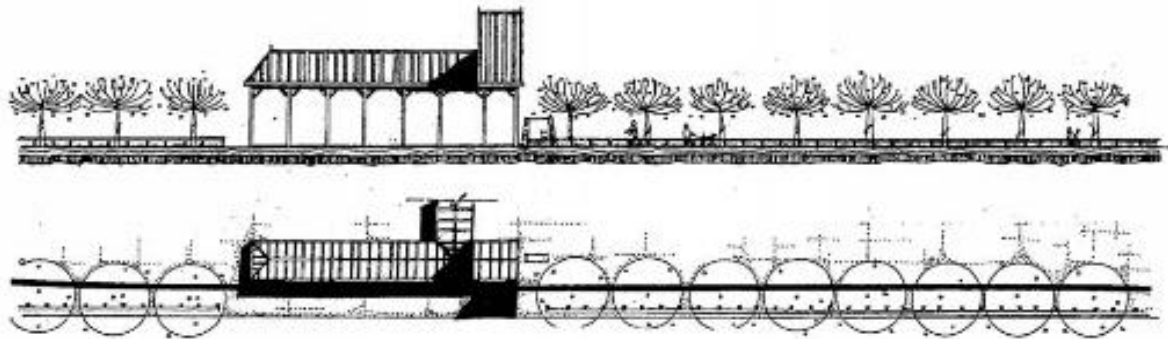
Toler Ransone Playground – The playground memorializes one of the Town's most notable athletes with a bronze marker recognizing the sites history as a ballfield while allowing for new uses including slides, swings and jungle gyms. This popular site provides opportunities for new young families to bring their kids to the park and may result in the families exploring the James River and adjacent Main Street businesses.



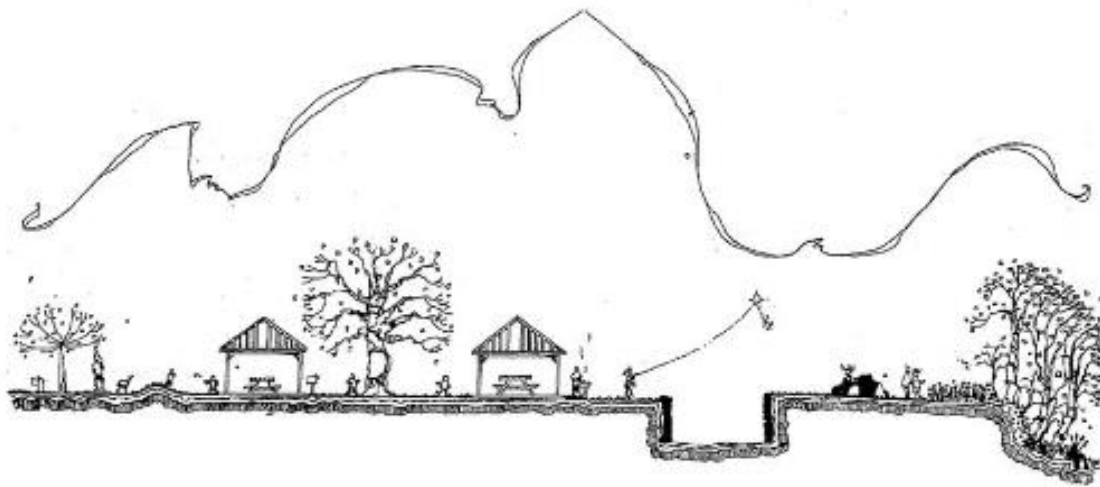
Basketball Courts – The basketball courts remain a popular attraction for teens and should be restored, sealing the asphalt, painting new lines and replacing backboards, nets and bleachers. The bleachers should be replaced with benches and a trash receptacle located to the side of the court between the basketball court and playground making way for a walking trail along Lowe Street and nestling the benches of the shade of the nearby trees.



Car Parks – The Swinging Bridge Park acts as a positive model illustrating how a parking lot can be functional as well as attractive. Town parking lots should be well landscaped and perform multiple tasks including providing shade and erosion control, provide information kiosks highlighting the community assets while also providing a backdrop for events when necessary.



Town Park Entrance – The Buchanan Town Park should have a well-defined, main entrance at the intersection of Bedford Street and Lowe Street. The “Gateway” should be of good quality and highly visible from the intersection of Main Street and Bedford Street as a visual cue. Secondary entrances near the warehouse and gauge dock should also be easily recognizable as entrances into the park with similar structures.



Gauge Dock – The James River & Kanawha Canal Gauge Dock located on the Town Park should be developed and interpreted showcasing the Town’s role as the terminus to the Canal. This project could be part of a regional tourism effort tying Buchanan to other Canal communities including Scottsville, Lynchburg and Richmond. The site lends itself to being part of a walking trail along the James River through Buchanan highlighting historic sites including the Swinging Bridge, the Canal, the Wilson Warehouse, the Hotel Botetourt, Looney’s Ferry and the Indian Village. The nearby Swinging Bridge Park acts as a positive model illustrating how a parking lot can be functional as well as beautiful. Town parking lots should be well landscaped and perform multiple tasks including providing shade and erosion control, provide information kiosks highlighting the community assets while also providing a backdrop for events.