



**CITY OF HARRISONBURG**  
**OFFICE OF THE**  
**CITY MANAGER**

HARRISONBURG CITY HALL  
409 SOUTH MAIN STREET, HARRISONBURG, VA 22801  
OFFICE (540) 432-7701 • FAX (540) 432-7778

To: Ande Banks, City Manager  
From: Amy Snider, Deputy City Manager  
Date: August 26, 2025  
Re: Presentation of the Northeast Neighborhood Small Area Plan

**Summary:**

CHPlanning will present the Northeast Neighborhood Small Area Plan. The Harrisonburg Community Connectors project worked with Northeast Neighborhood community members to create a Small Area Plan to guide future growth and investment in the area. The Community Connectors team is led by the Northeast Neighborhood Association, Shenandoah Valley Black Heritage Project, Harrisonburg Downtown Renaissance, Harrisonburg Redevelopment and Housing Authority, and the City government. This community-driven Small Area Plan recommends tangible actions to achieve the Northeast Neighborhood's vision. The Small Area Plan will provide the basis for future land use and transportation planning, urban design, investment decisions in capital projects and programs, and services, and changes to zoning laws. This plan will be appended to the Comprehensive Plan, and is intended to guide community leaders, residents, institutions, community-based organizations, City staff, property owners, and developers.

**Background:**

Harrisonburg was selected in September 2023 to be the recipient of a Community Connectors Program grant through national nonprofit Smart Growth America and the Robert Wood Johnson Foundation. The grant of \$130,000 is focused on building local capacity to co-design projects alongside impacted communities to advance new transportation infrastructure projects that repair damage from divisive infrastructure.

The Harrisonburg Community Connectors Program includes four components developed by the project team:

1. The Northeast Neighborhood Small Area Plan
2. The Complete Streets Leadership Academy and North Mason Complete Street Demonstration Project
3. Urban Renewal Historical Research
4. Facilitated Community Dialogues

The Northeast Neighborhood Small Area Plan is the City of Harrisonburg's first for a neighborhood. The Small Area Plan was developed through numerous neighborhood listening sessions, a design charette, and a neighborhood survey. The Small Area Plan serves as a guide



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for the City government, community leaders, residents, institutions, community-based organizations, property owners, and developers.

It is organized into six sections:

1. **Introduction:** Provides an overview of the plan, including its purpose, key goals, and general planning overview.
2. **Acknowledging the Neighborhood's Past:** Discusses the Northeast Neighborhood's history, from its time as a prominent settlement for freedmen up to Urban Renewal and its impact.
3. **Understanding the Present:** Reviews the current social, cultural, and geographic landscape of the Northeast Neighborhood, including community characteristics and demographic trends.
4. **Community Engagement:** Provides an overview of the various engagement pathways undertaken by the project team for the plan. It highlights some key takeaways from the engagement process and a narrative of community feedback.
5. **Planning for the Future: Community Priorities, Goals, and Strategies:** Synthesizes gathered information and feedback to produce targeted ideas for a shared vision of the future. The goals and strategies are organized under five key priorities: 1) Gathering and Belonging; 2) Reconnecting to Downtown; 3) Safety and Security; 4) Opportunity for All; and 5) Healthy Environments.
6. **Implementation Plan:** Outlines actions for implementing the goals and strategies. The implementation plan is organized into a matrix that establishes a priority hierarchy based on public feedback. Each strategy includes responsible entities, key partners, and potential funding sources.

The Small Area Plan serves a supplement to the City's 2018 Comprehensive Plan. The Small Area Plan will be brought forward to the Planning Commission for its consideration and then to City Council for vote to formally append it to the Comprehensive Plan.

**Key Issues:**

**Environmental Impact:** N/A

**Fiscal Impact:** \$130,000 grant

**Prior Actions:**

**Recommendation:** Presentation Only

**Alternatives:** N/A



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**Community Engagement:**

Recent Community Connectors Events & Information Sessions

- June 22, 2024 - First Baptist Church Festival, 611 Broad Street
- August 6, 2024 - National Night Out in the Northeast Neighborhood
- September 14, 2024 - Harrisonburg Rockingham African American Festival
- November 9, 2024 - Community Connectors Luncheon at the Lucy F. Simms Continuing Education Center
- December 9, 2024 - Northeast Neighborhood Virtual Town Hall Meeting
- February 15, 2025 - Community Visioning Session at the Lucy Simms Continuing Education Center
- June 2, 2025 - Draft Small Area Plan Community Input Meeting at the Lucy Simms Continuing Education Center
- Saturday, July 12 - North Mason Street Blocks Party, North Mason Street between Gay Street and Elizabeth Street
- Monday, July 22 - Urban Renewal History Community Presentation and Q&A
- Tuesday, July 23 – Urban Renewal History City Council Presentation

**Attachments:** PowerPoint Presentation

**Review:** N/A