



Friends of Ferrum Park

Ferrum Parcel Proposal



Presented by:
Friends of Ferrum Park Nonprofit
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Revisions – 11/28/2023

Updated:

Proposed Business Terms – page 12

-adjusted with new information

Financial Capacity – page 16

-adjusted to add new information to Financing Options

Timeline (under Housing) – page 30

-adjusted housing timeline

Financing (under Housing) – page 30

-adjusted to include new financing options

Removed:

Phasing Plan - previously page 31

Current Pledges – previously page 16



Introduction

Friends of Ferrum Park is a nonprofit founded in 2023 by a group of concerned residents who share a passion for preserving the natural beauty of Ferrum, as a direct response to the Ferrum Parcel Master Plan which seeks to develop 140 - 400 housing units on the site.

Our mission is to ensure that the beauty of the 84.17-acre parcel of taxpayer-owned land in Ferrum is not lost to a large-scale residential development that will forever alter the landscape of our community.

Our vision for this property is to create a community hub for Ferrum- one that gives us the opportunity to host events that not only encourage community involvement and engagement but allows for tourism opportunities in a way that is currently not possible. There are no public spaces in Ferrum. We cannot stress enough how much of a detriment this has been to our community's ability to grow and flourish. We strongly believe that addressing this need is imperative to ensuring the success of our proposed housing plan.

Based on community feedback, we are advocating that much of the land be preserved to serve the community of Ferrum as a nature park, open and accessible to all, and provide a much-needed location to hold events that would bring consistent tourism to our area.

As residents of Ferrum we understand the housing needs here, and believe that the best solution is limited, attainable housing made possible through grants and the fundraising efforts of our nonprofit. Our priority is to provide affordable, ADA (Americans with Disabilities Act) adaptable housing options for our elderly residents who wish to age-in- place here in Ferrum, along with attainable workforce housing for our community.

In this proposal, you will find a comprehensive plan that not only addresses multiple community needs for recreation and events, but also offers creative solutions for truly affordable home ownership that meets the most pressing concerns of the 2021 Franklin County Housing Needs Assessment.

The entire focus of the Ferrum Village Area Plan is how to encourage economic development and growth in Ferrum. In this proposal, we outline all the ways that our plan furthers those goals by meeting the recommended strategies, along with meeting the requirements of the Ferrum Property Master Plan.

A vertical photograph of a forest floor with many green ferns and trees in the background, serving as a decorative border for the page.

Meet Our Board

Rebecca Saunders, Executive Director

Rebecca is a Ferrum resident and small business owner, specializing in social media management and website creation. She has in-depth knowledge and experience in project management and construction. She is currently the Membership and Fundraising Chair of the Ferrum Forward nonprofit group.

Katrina Harrison, Vice-Executive Director

Katrina Harrison is a lifelong resident and owner of Kat's Hidden Treasures in Ferrum. She is currently committee chair of Beautification and Community Development for Ferrum Forward. She was the driving force behind the creation of the Ferrum Farmers Market and has been instrumental in many of the positive changes happening in Ferrum.

Amy Rider, Secretary

Amy Rider is a resident and local area realtor at Wainwright & Co. She moved to Ferrum 13 years ago with her family, drawn by the beautiful rural landscape and small-town feel. She brings a wealth of knowledge about the Ferrum real estate market and will be instrumental in executing our housing plan. She is an active and dedicated member of Ferrum Forward.

Rachel Blankenship-Tucker, Treasurer

Rachel Blankenship-Tucker has been a Ferrum resident for over 13 years. She moved to Ferrum to work as a professional actor at the Blue Ridge Dinner Theatre in 2010 and never left. A member of the nationally touring hot-folk trio, After Jack, Rachel spends her days playing music in the community, homeschooling her son, and working hard to make Ferrum thrive in every way. Rachel is a forager, a climate activist and equal rights advocate. You may very well find her touring around in the school system with the Jack Tale Players this upcoming academic year.

Susan Selvage, Director of Housing

Susan has been a resident of Franklin County since 1992 and has lived in Ferrum since 2000. Before coming to Franklin County, she was a real estate paralegal in Ohio. After arriving in Callaway, she served as secretary of the Business Division at Ferrum College for three years. She was then hired as assistant to the County Administrator until 1998. She then moved back into the real estate field as a licensed title insurance underwriter and is currently working remotely full time for Cumberland Title. Susan is also the secretary of Ferrum Forward, which is working diligently in ways to help the community.

Needs Addressed by the Friends of Ferrum Park - Ferrum Parcel Plan

Since at least 2018, in every survey conducted by the county, Ferrum residents have reported the desire to have a location for recreation and event opportunities, along with limited additional housing to preserve Ferrum's rural identity.

Please see:

[Ferrum Property Master Plan](#) (See Attachments B & C at the end of this document)

[Ferrum Village Community Development Strategic Plan](#)

[2021 Franklin County Housing Needs Assessment](#)

The community has repeatedly expressed the need for more recreation opportunities, along with the need for a space to gather, and our plan aims to remedy that need. As well, our plan addresses the lack of attainable housing opportunities in our area by working with local builder, Nationwide Homes. As a nonprofit, we can utilize grants and fundraising to help reduce the overall cost to build, as well as the potential to provide downpayment assistance to buyers. Our goal is to provide truly attainable housing options for our community. The development of this housing, along with the planned nature park, will retain the natural setting that our community values.

In addition, our plan directly supports the [Ferrum Village Area Plan](#), which was created in 2019 as a master plan for advancing growth and opportunity in our community.



Fulfilling the Ferrum Village Area Plan

Goal 1: Create a Stronger Sense of Place

“A strong sense of place emerges from the distinct cultural and natural environmental influences from the past and present on a given location. It manifests in the form and character the buildings, open spaces, streetscapes, public art, signage, pathways for travel and other physical features of a community. It is also reinforced and reflected in the specific institutions, businesses, land uses and social networks present. Creating a stronger sense of place, means tapping into those key elements of place and celebrating them in a manner that reinforces a community’s unique identity.”

Strategy 1.2 of the Ferrum Village Area Plan seeks to create a community event space. Our plan fulfills all the needs mentioned in this section. While not central to downtown Ferrum, the 84.17-acre property allows for more possibilities for our community than the downtown area would provide in terms of available space and capacity for events. Our plan would not only provide ample space for festivals, music events, and fundraising opportunities for local nonprofits or churches, but it would offer a space for individuals to gather to celebrate birthdays, graduations, reunions and more. Currently, there is no location within Ferrum that provides these opportunities for the community.



This strategy also mentions a location for a Farmers Market, which the nonprofit group Ferrum Forward began hosting in 2021. The current location for the Farmers Market is at the Ferrum Faith Assembly of God Church located at 10070 Franklin St in Ferrum. It is only thanks to the graciousness and willingness of the church that Ferrum Forward has been able to hold a Farmers

Market for our community. However, the long-term availability of this location is a concern due to potential changes in church ownership. Our park plan would provide the Farmers Market with a permanent location and allow for easy planning of larger market events, including a much-desired evening market.

Strategy 1.4 focuses on preserving our cultural history and identity. The 84.17-acre property is steeped in Ferrum history, and our plan would emphasize not only the history of that parcel, but Ferrum and Franklin County’s history as well. After speaking with Bethany Worley at the Blue Ridge Institute and Museum, we believe our park plan can offer additional tourism opportunities for the Moonshine Trail that is currently being created between Franklin and neighboring counties. Along one of our proposed trails are two easily accessible decommissioned moonshine stills that are located next to the creeks where they were originally placed. Our goal is to work with the Blue Ridge Institute and Museum to create a “Walking History” trail, complete with information plaques, original photos, and a full-size recreation of the original still that would be placed next to one in its current condition on the property.



Goal 2: Support Village Center Vitality and Economic Prosperity

“Economic development requires a combination of regional and local initiatives oriented around a community’s existing place-based assets. Ferrum has several existing assets including Ferrum College, the Blue Ridge Institute, the Crooked Road Music Trail, scenic views and regional recreation destinations nearby, and several existing businesses, faith-based and civic institutions that already support the existing economic base of the community. It also has many existing stakeholders interested in furthering this goal. Therefore, the focus of strategies under this goal will include investments in human capital and physical infrastructure that can build from what is already there. There is also an emphasis on bringing new stakeholders into the discussion such as potential developers, regional tourism interests, and others to further additional economic development opportunities.”

Strategy 2.3 directly addresses the 84.17-acre parcel upon which our proposal is based. The whole of the Ferrum Village Plan focuses on Ferrum’s “Village Center” but does not fully address a multitude of challenges that are present with creating a public space in that location. Not only would it reduce the already limited land available for businesses to build upon, but there are many community concerns about safety when considering a public event space so close to the rail line that runs through the center of Ferrum. We strongly believe that our plan “supports (but doesn’t compete)” with the plan for growth in Ferrum’s “Village Center” by encouraging commercial growth at that location, while still providing a much larger space for events and activities that would bring tourism to the area. Our plan would provide a location where local businesses would be able to advertise for free. Events could be set up that would specifically encourage participation at downtown locations.

We also wish to coordinate with community organizations such as Ferrum Forward to raise funds for maps and signs that would direct visitors to downtown businesses, both in the park and off Route 40.



Strategy 2.6 focuses on building upon Ferrum’s established eco-tourism and cultural tourism roots such as the Blue Ridge Institute and Museum and the Crooked Road Music Trail. The predominate focus of our plan is to create a space in which all these aspects of our community and more can be celebrated. The Ferrum College Music Department has expressed interest in working with us to create a space to have their ongoing Monday Night Jams. Monday Night Jams are a weekly community event that is filled with locals celebrating the beauty of Appalachian music. The Monday Night Jam is currently held under the Leo Scott Pavilion at the Blue Ridge Institute and Museum, but road noise due to the proximity of Route 40 and safe accessibility to the pavilion are two challenges they’ve faced with that location. A venue away from the main road would reduce the noise and address the parking concerns for the Jam. Ferrum College Theater and Music professor Emily Blankenship-Tucker has also expressed the desire to host a Folk Music festival, of which there is currently not a suitable location to host such an event in Ferrum. This type of festival would fit perfectly into the goal of uplifting and celebrating Ferrum’s culture and heritage.

We have also been in contact with the Franklin County Tourism Department and anticipate working with them to identify the best opportunities to create events that will celebrate our Franklin County history and allow us to showcase the natural beauty that Ferrum offers to visitors. Creating a space to have events, festivals and more would provide multiple revenue opportunities that would encourage tourism to Ferrum, increasing overall economic growth and positively benefiting current local businesses.

Our plan would also provide much-needed lodging options that celebrate our natural setting. Our proposal includes up to 12 primitive camping spaces, restrooms with shower houses, and up to 8 full hook-up RV sites, with the possibility of additional sites being added depending on demand. They would serve to provide lodging options for those visiting for local events or those just wishing to camp in a beautiful location. The beauty of this parcel cannot be overstated, and our priority for the park is preservation of the natural setting for the enjoyment of the community and visitors. This would also serve to provide a nearby lodging option for anyone visiting students and faculty at Ferrum College who own a camper or wish to utilize the primitive camping sites.

An Important Note: All members of our nonprofit board are also members of Ferrum Forward, with 3 members serving on both boards. In terms of economic support, Ferrum Forward has struggled to find locations to host fundraising events. We anticipate working closely with Ferrum Forward to provide for them, as well as other nonprofits such as the local chapter of the Lions Club, unlimited opportunities for hosting events that will allow them to raise the funds needed to serve our community. Ferrum Forward has been a driving force in completing multiple steps of the Ferrum Village Plan. One of our core goals as a nonprofit is to support other nonprofits in reaching their goals. Our plan would create a public space whose benefits would be far reaching, even beyond our immediate community.

Goal 3: Enhance Community Wellbeing, Health, and Safety

“...Additionally, there is a strong Council on Aging in place targeting programs and services for aging populations. Efforts to expand the walking and biking infrastructure locally also provides opportunities for local community members to live more active lifestyles. The strong agricultural assets in the area means that fresh, local produce and livestock can be made available to community members. Finally, the emphasis on creating a strong, economically vibrant Ferrum Village can directly reverse economic decline and support local job creation.”

Strategy 3.2 covers ways in which to bridge the housing gap for seniors wishing to age-in-place here in Ferrum. Our proposal provides a full-scope plan that would directly benefit Ferrum’s elderly population. Through grants and fundraising initiatives, along with working alongside local modular home builder, Nationwide Homes, we have a strong path to create attainable housing options that those in our area can truly afford. Our plan provides a solution that not only creates housing, but community. The housing’s placement adjacent to the park opens a myriad of possibilities for addressing the issue of isolation in rural elderly populations. This location would provide easy access to walking trails that are ADA-accessible and provide ample space for gatherings. It allows for all the benefits of recreation without the cost or labor of upkeep to the homeowner. We strongly believe that this aspect will make the properties more attractive to potential buyers than the proposed high-density housing development.

Strategy 3.4 touches on the need for more community health focused events and activities. Our plan is an amazing opportunity to do just that. There are currently 2.5 miles of trails on the property that are old dirt roadbeds which we will be improving. These trails and paths would make the perfect location to host community events such as running competitions, bike challenges, family fun walks and more. Our goal is to work with local organizations such as Tri-Area Health, the local YMCA, and Ferrum College to host these events. Being able to provide a location that is easily accessible, safely away from traffic, and large enough to support a big event, along with being fully shaded in the summer, would be an invaluable asset for our community.

Strategy 3.6 addresses the need to expand the existing Public Safety and Fire Department Building, potentially into one building located on the abutting 1.5-acre parcel that sits on the corner of Rt. 40 and West Jefferson St. We strongly feel that this would be the best use for that additional property and have spoken at length with members of the Ferrum Volunteer Fire Department about the issue.

Some concerns have been raised that the 1.5 acres may not be large enough to build the necessary infrastructure. Should our plan come to fruition, we would like to donate as much of an adjoining portion as is needed for the Ferrum Public Safety and Fire to build to the size and scope necessary to best serve our community. In addition, we have spoken with the Fire Department about joint fundraisers to help cover the cost of building, along with the potential for an adjoining community building that would serve as an indoor communal space. An additional goal is to have space available on that lot for a permanent sign for both the park and Public Safety and Fire building.

Fulfilling Franklin County RFP #082301

Team Experience

Our team includes a diverse array of community members, ready and willing to lend their expertise to ensure the success of our project. Combined with the experience of our nonprofit board, our team members bring a wealth of knowledge and a myriad of skills to our project.

Edward Saunders – Technical Advisor

Edward has 9 years of Capital Projects Management experience that he will use to help us manage our site layout and housing development plans. Edward has worked in a variety of fields over his 18-year career, including modular home design, engineering, and capital project management. This experience makes him uniquely suited for the development and integration of park amenities, housing, and infrastructure. He is an invaluable asset to our nonprofit and has dedicated numerous hours to helping create our park and housing plan.

Reba Dillon- Franklin County Parks and Recreation At Large

Well known for her work creating exceptional parks throughout Franklin County, Reba has graciously agreed to step in and assist us with park layout, fundraising, and mentorship throughout this process. We will be utilizing her extensive knowledge base and experience to ensure that our park plan conforms with all necessary requirements. Reba also has a successful construction business and has offered guidance and advice about development within Franklin County.

Donald Aheron- President of Nationwide Homes

Don has been an incredible asset and source of information and support in helping us to craft our housing plan. Nationwide is a modular home building company based in Martinsville, VA and has spent over 50 years offering well-built attainable housing solutions. Don, who is a current resident of Henry but grew up in Ferrum, is excited to help us create housing solutions and public spaces that will have a lasting positive impact on our community. Don has direct experience working with projects like ours, such as the Five Points community in Martinsville, and has kindly agreed to advise us throughout the development process.

Jim Miller – Director of Silverpoint Homes Contractors

Jim will be our main contact point and support for all construction contracting work done on the housing development. As part of our purchase agreement with Nationwide Homes, Silverpoint Homes will provide subcontractors with the ability to do all the required set up, installation and finish work on the modular buildings in our development. Silverpoint Home uses local contractors who are well versed in all local building codes and requirements.

Proposed Business Terms

Based on the questions we received in response to our initial Proposed Business Terms, we have chosen to pursue conventional financing options to make our proposal more appealing to the Franklin County Board of Supervisors and will no longer be asking for a lease or Memorandum of Understanding. Once an agreed upon price has been reached, Friends of Ferrum Park will execute the purchase utilizing conventional financing. Pre-approval letters will be provided upon request.

We ask the county to consider a \$200,000 purchase price for both the 82.67 acre parcel (parcel ID number 0800006500) and the 1.5 acre parcel (parcel ID number 0800101900) included in the RFP. Based on the additional costs for utilities infrastructure, along with providing housing options and creating a public park for the community, we strongly believe that this is a fair price for the land given the cumulative benefits to Ferrum and Franklin County.



Ferrum's "Not-so-Scary" Trick or Treat Trail on the Ferrum Parcel trails, October 2023

Conformance with the Ferrum Property Master Plan

Meeting the Master Plan Goals

Address Housing Gaps

We are providing high quality, adaptable housing to address the key demographics of our area, with most of the housing needs in Ferrum being for those 65+ with 1 - 2 person households. The overwhelming demand from the community members we've spoken with is to provide housing for our elderly residents who want to downsize but wish to remain active and have access to outdoor spaces. We have done extensive research within our community to develop our plan to address the unmet housing needs of our neighbors first and foremost.

In addition to serving our elderly community, our housing plan aims to address attainable housing solutions for first time home buyers or small families- those who have historically had a harder time finding suitable homes in their price range. By utilizing grants to offset the cost of building, our homes will be priced in a range that is truly affordable for those who work in the area.

Our housing plan also addresses a need that is often overlooked: housing for those with physical disabilities. Our homes will be built to ADA-adaptable standards, making it easy to transition to full ADA-accessibility if needed. **We strongly believe in opening the door of homeownership to everyone and meeting the needs of ALL people.**

Of note:

The mission of Friends of Ferrum Park nonprofit goes beyond finding solutions for addressing the housing gap using this particular parcel of land. Once our goal for this property has been met, we aim to continue our work of providing attainable housing solutions utilizing the same methods established on this project, on other suitable properties.

We understand that the housing needs of Franklin County are diverse, and we intend to meet those needs. We want the county to understand that our commitment and vision extends beyond this project and that our goal is to provide additional attainable housing solutions in other locations throughout the county. We do not view our work as singular, but the beginning of a much larger project that fulfills the unmet need of providing nonprofit housing support in Franklin County.

Return the land to productive use

Not only will our plan provide much-needed housing, but also recreational and business opportunities. We believe this property is imperative to helping Ferrum increase tourism and showcase all that our community offers to those who are visiting. The totality of this proposal hopefully reflects our full vision for this property as more than just one simple thing: it is a myriad of opportunities for our community that far exceeds simply being a housing development or a park. It can, and will, be so much more by becoming a hub for activities and events, while also providing opportunities for local businesses to grow and thrive.

Respect the local character

Throughout this entire process we've been actively discussing with the community what they would most like to see happen, not only with this property, but with Ferrum village. The overwhelming response has been: "Keep Ferrum rural."

Ferrum is steeped in culture and a strong sense of what community means. That culture is based on being self-sufficient, knowing our neighbors, and coming together to help each other when needed. Ferrum's sense of identity is wrapped in its rural roots.

The concept of a large-scale high-density subdivision does not reflect the local character of our village in any way. Those who move to Ferrum do so to enjoy rural living, with many of us choosing to have small homesteads or farms.

A main goal of our housing plan is to give our aging population a housing solution that allows them to remain in Ferrum with access to outdoor space that they are not responsible for maintaining. This will free up larger properties for those looking to continue the tradition of self-sufficiency that is so deeply entrenched in our area. We see no better way to "Respect the Local Character" than to truly embrace and respect the desires of the community and retain the rural culture of our area.



Proposed Development Program

Our proposed homes will be a flexible unit meant to address the needs of the elderly, workforce housing for individuals, couples, or small families, and those with disabilities.

The Housing section of this proposal better explains our choice for pursuing limited housing of this size. As stated in that section:

“[Local] feedback is in line with the Franklin County Housing Needs Assessment, which states that “Between 2020 & 2025, the largest increase in both markets (Ferrum and Franklin County) is expected to occur among households ages 65+”. The housing study also states that the most growth will be in 1 & 2 person households.”

Our homes will be 2 bedroom, 2 bath, 825 sq. ft., single level duplex style homes, which will allow us to keep the pricing attainable for a majority of income levels.

We have specified these models to have extra wide doorways and hallways to make it easy for anyone with a walker or wheelchair to navigate and can be readily converted to a fully ADA compliant unit if needed. If this conversion is required, our nonprofit will utilize grant funding to offset any cost to the homeowner.

If ADA-adaptability is not necessary, these homes are well suited for all buyers.

To address attainability, we have chosen to pursue this project as 501c3 nonprofit entity so that we may qualify for grants and utilize fundraising activities to reduce costs and allow for truly attainable homeownership.

Our goal is not to create a housing development, but a community.

We intend to use the [Martinsville Five Points Community](#) as a blueprint for creating attainable housing solutions that meet the needs of multiple demographics.



Financial Capacity

Financing

Financing will be acquired through a conventional loan process. Pre-approval letters will be provided upon request.

Grants

An additional element we can provide as a nonprofit is to help reduce overall costs through grants and fundraising for all elements of our proposal. We will be seeking grants to help us pay for the initial purchase of the property, to develop the park, and to build the proposed housing units.

Our goal is to offset the cost of each housing unit by employing downpayment assistance grants or reducing overall housing costs through fundraising and grant opportunities. These efforts will allow us to take a unit that cost \$200,000 to build and reduce that cost significantly to meet our target price point of \$150,000-160,000. By limiting the financial strain on buyers, it opens more people to the potential of first-time homeownership or better serves elderly residents on a limited income.

Some grant opportunities we have identified that we are well suited to receive:

[Virginia Housing](#) (multiple grant opportunities available)

[TD Ready Innovative Housing Grant](#)

[USDA Program 10.766](#)

[CDBG Community Improvement Grant](#) (county sponsored grant opportunity)

[Virginia Department of Recreation and Conservation](#)

[Virginia Environmental Endowment Program](#)

[Invest Appalachia](#)

We are currently sourcing multiple grant opportunities with the help of other nonprofits, consultants, and the many experienced grant writers who are members of the Friends of Ferrum Park and Ferrum Forward organizations. Should our plan be approved by the Board, we will explore and apply to every grant opportunity available.



Ferrum Farmers Market "Thursday Evening Market" at the 1.5 acre lot included in the Ferrum parcel

Fundraising

Events, Festivals, & Tourism

We have enormous community support for our fundraising plans, with multiple volunteers ready and willing to help make these projects successful. Many of our fundraising event ideas come directly from the community. Based on participation in recent local events such as the Ferrum College Theatre Department's productions of *Mark Twain*, *Treasure Island*, and *Steel Magnolias* we feel confident that the anticipated turnout to each activity would be in the 100–400-person range.

We have over 50 unique events planned throughout the year that would each easily bring in that amount of tourism or more, though many of them rely on the use of the 84.17-acre property, as there are no public venues in the Ferrum area that would support events of this size and scope.

Of Note

As with the Henry Fire Department project, spearheaded in the 1990's by Chairman Tim Tatum, there is precedence in our area that community support greatly improves the chances of a proposal's success. Our plan has received incredibly supportive feedback from the community, along with donation pledges already in place to help jumpstart our fundraising efforts. While we understand that there are challenges to community-based fundraising, our nonprofit board and members have notable experience in all areas necessary to make this proposal successful.



Park Sponsorship Opportunities

In addition to raising funds through events, we will be offering memorial and sponsorship opportunities to cover park amenities.

Tiered sponsorship and memorial opportunities include:

- Special tree memorial plaques
- Memorial benches
- Trail naming sponsorships/memorials
- Business sponsorship package for buildings and fixtures including: shower house, pavilion, trail exercise equipment, dog park
- Park “Sponsored by” sponsorship opportunity on main sign and all advertising material (permanent park sign paid for from this fund)

Park Income

Having amenities that provide consistent income will help offset the overhead costs of the park, including monthly payments, upkeep, cleaning, and more. Park income that we anticipate receiving once the infrastructure is complete includes rental fees for the RV and primitive camping sites, along with fees for private party pavilion and amphitheater rentals.



Fulfilling Franklin County Goals, Objectives, and Strategies

Our proposal fulfills all of the following from the [Franklin County Goals, Objectives, and Strategies](#) mission. These goals, adopted in 2005, have served as a road map for Franklin County to prioritize and address the most pressing issues and concerns within the county. We strongly feel that our plan meets the following goals and objectives of the county, utilizing the recommended strategies listed and more:

<p><u>Goal:</u> Park and Recreation Facilities</p> <p>-Objective 4.0 Develop Park and Recreation facilities to serve the needs of County residents, and to take advantage of unique County resources that can be available for the enjoyment of all citizens.</p> <p><u>Goal:</u> Identify, protect, preserve, and promote the unique history, heritage, and diverse cultures and lifestyles of Franklin County.</p> <p>-Objective 8.0 Promote understanding and enjoyment of the County's rich and diverse historic and cultural heritage.</p> <p>-Strategy 8.0a Use visitor centers to provide public information on history and culture and promote activities and events in the County for citizens of all ages.</p> <p>-Objective 8.0b Identify, map, and promote significant historic and cultural sites in the County that build on the foundation of Ferrum College/Blue Ridge Farm Museum, Booker T. Washington National Monument, the Rocky Mount Train Depot, and Hales Ford Academy.</p> <p>-Objective 8.0c Support the efforts and programs of local groups and organizations that promote and preserve the history of Franklin County.</p> <p>-Objective 8.0d Consider the development of a co-curricular educational program on Franklin County history and culture to be used in conjunction with the appropriate grade level for Franklin County Schools.</p> <p>-Objective 9.0 Identify and protect the County's historic, architectural, and cultural resources.</p> <p><u>Goal:</u> Promote a County economy that is expanding, diverse, environmentally sensitive, and that creates more and better jobs and business opportunities for local residents.</p> <p>-Objective 11.0 Promote and expand the tourism industry within Franklin County.</p> <p>-Strategy 11.0a Develop and implement a tourism plan.</p> <p>-Strategy 11.0b Encourage the development of infrastructure that supports tourism, i.e. lodging, restaurants.</p>	<p>-Strategy 11.0c Promote heritage tourism within Franklin County.</p> <p>-Strategy 11.0d Coordinate economic development efforts with chambers of commerce and civic organizations.</p> <p><u>Goal:</u> Preserve and improve the quality of the County's soil, water and air.</p> <p>-Objective 17.0 To continue to implement existing regulations and ordinances and to develop new strategies as necessary so that development activity protects and preserves the natural environment.</p> <p><u>Goal:</u> Preserve and promote forests, farmland, open space, viewsheds, wildlife corridors, greenways and rural roadscapes.</p> <p>-Objective 19.0 Develop incentives, ordinances, and programs to encourage the preservation of farmland and forestland.</p> <p>-Strategy 19.0a Investigate the available options for development of an incentive program for land preservation.</p> <p><u>Goal:</u> Provide opportunities for every resident of Franklin County, regardless of age, sex, race, religion, disability, or marital status, to live in a safe, affordable dwelling unit.</p> <p>-Objective 26.0 Develop public/private programs to provide housing opportunities for special populations, including elderly persons and handicapped/disabled persons.</p> <p>-Objective 27.0 To provide affordable housing opportunities to the citizens of Franklin County.</p> <p>-Objective 27.0b Work with local lending institutions to develop a non-profit housing agency to provide incentives for home ownership and to make possible private loans to otherwise marginal applicants through counseling and risk underwriting.</p>
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Park Amenities

Our park amenities have been chosen and designed based on direct community feedback. With the help of Ferrum Forward, we received 147 survey responses (see Attachment A) from residents with regard to having a park located on the 84.17-acre property. The response was overwhelming: 144 respondents said they would like a park on the parcel. In addition, we asked what amenities they would like to see. Our plan has used this survey as a guideline for park amenities and phased planning for infrastructure. Our hope is to exceed community needs and expectations with our plan.

Nature Trails

Currently, there are 2.5 miles of abandoned dirt roadbeds that will serve as the base of our trails. A few of the steeper grades need to be leveled due to water erosion. We have already coordinated with volunteers who have equipment that would be able to correct the issues and rework the trail to better provide erosion control.

Our current trail layout provides users access to the small creek that bisects the property. We plan for two small footbridges to cross these creek intersections. Local volunteers will build wood bridges along with ten benches spaced out along the trails. We will also install barriers to allow for biking and hiking but deter motorized vehicles from destroying the trails.



Three distinct trails will be created, per community feedback. One trail will include ecological information on local plants and wildlife. The other will include historic information about Ferrum, our moonshine history, and life in the Appalachian Mountains. The final distinct trail will include workout equipment throughout including pull-up bars, stretching equipment, balance beams, crunch benches, etc. This trail will also be designed for ADA-accessibility using either packed gravel or a boardwalk.

Two of the trails also connect to the Ferrum College trails, allowing for expanded hiking options.

Native Plant Restoration

We will be working with local ecologists and biologists to focus on addressing invasive plants that have taken a foothold on parts of the property, particularly the meadow and wetlands sections. Our plan includes reintroducing native plants and encouraging native biodiversity throughout the park.

Parking Lot

A 60' x 85', crushed gravel lot will be created for parking at the end of the cul-de-sac. This allows easy access to all park amenities. The parking lot will be constructed in a way that will allow for easy use of wheelchairs and strollers. This lot will service the park needs with room for 20 cars. Event and overflow parking will be handled by on-street parking and VDOT permits.

Restrooms & Bathhouse

The restrooms & bathhouse will be approximately 16' x 20' and include 4 Unisex toilet stalls with one that is ADA Compliant. On the Opposite side of the bathhouse, there will be 4 shower stalls with one that is ADA-compliant. The main power panel and meter for the park will also be located on the bathhouse. Examples:



Pavilion and Picnic Areas

Our plan includes providing a 32' x 72' covered pavilion with 10-12 picnic tables for community use. After pricing various designs, we determined that traditional 'pole barn' style shelters will fit the aesthetic of the area while still being affordable. The pavilion would be free to use for nonprofit or religious organizations and available to rent for a nominal fee for private gatherings. Our goal is to provide Ferrum Forward with a permanent space to host their weekly Farmers Market, and the pavilion space would allow for multiple vendors to set up without concern for weather, as well as have access to the on-site restrooms, addressing two issues at their current location. Examples:



Amphitheater

Having an outdoor performance space is imperative to hosting events and gatherings with music, theater, or educational presentations. Working with the Ferrum College Music and Theater Department to determine the perfect design and location, we plan to build a small, 100-person amphitheater set in the woods, surrounded by nature. The amphitheater would create an interesting and unique venue for local festivals, shows and presentations. We strongly believe that events like these will dramatically increase tourism to Ferrum. Examples:



Playground

Our goal is to create a shaded nature-based space where kids can not only play but learn. Our planned playground design involves limiting the amount of impact on the natural environment and instead creates a space where kids can climb, jump, and have fun while exploring nature. Working in partnership with local ecologists and park design experts, we plan to create a truly unique space for kids to experience nature in a safe and fun way.

According to the [2023-24 Proposed Budget Board of Supervisors Presentation Franklin County Public Schools](#), there are currently 930 homeschool students in Franklin County. All the homeschool families in our area that we have spoken with said they would enjoy having a nearby public playground and a place to have homeschool meetings and gatherings. Examples:



Dog Park

Currently there are no dedicated dog parks in Franklin County, and our survey found that there is a distinct desire to have one available locally. Our goal is to create a large, shaded, and fully fenced area that's divided into two lots- one for small dogs and one for large. This will provide a safe space for people to let their dogs run off-leash.

Examples:



Primitive Camping Sites

Each primitive camping spot will be made up of two 12'x 12' pads of pea gravel, one meant for tents and the other furnished with a picnic table and fire ring/grill combo. Toilets and showers will also be available within a short walk. Water for campers will be available at the bathhouse. Bearproof trash containers will also be provided in the primitive camping area.



RV Sites

Each RV site will be 12' x 50' with crushed gravel construction similar to that in our parking lot. All RV sites will be provided with 50 amp power, water, and sewer hookups. Each site will be furnished with a picnic table and fire pit. Our initial plan includes four sites, with the possibility of four additional sites in the future. Possible expansion beyond that will be entirely dependent on demand.



General Items

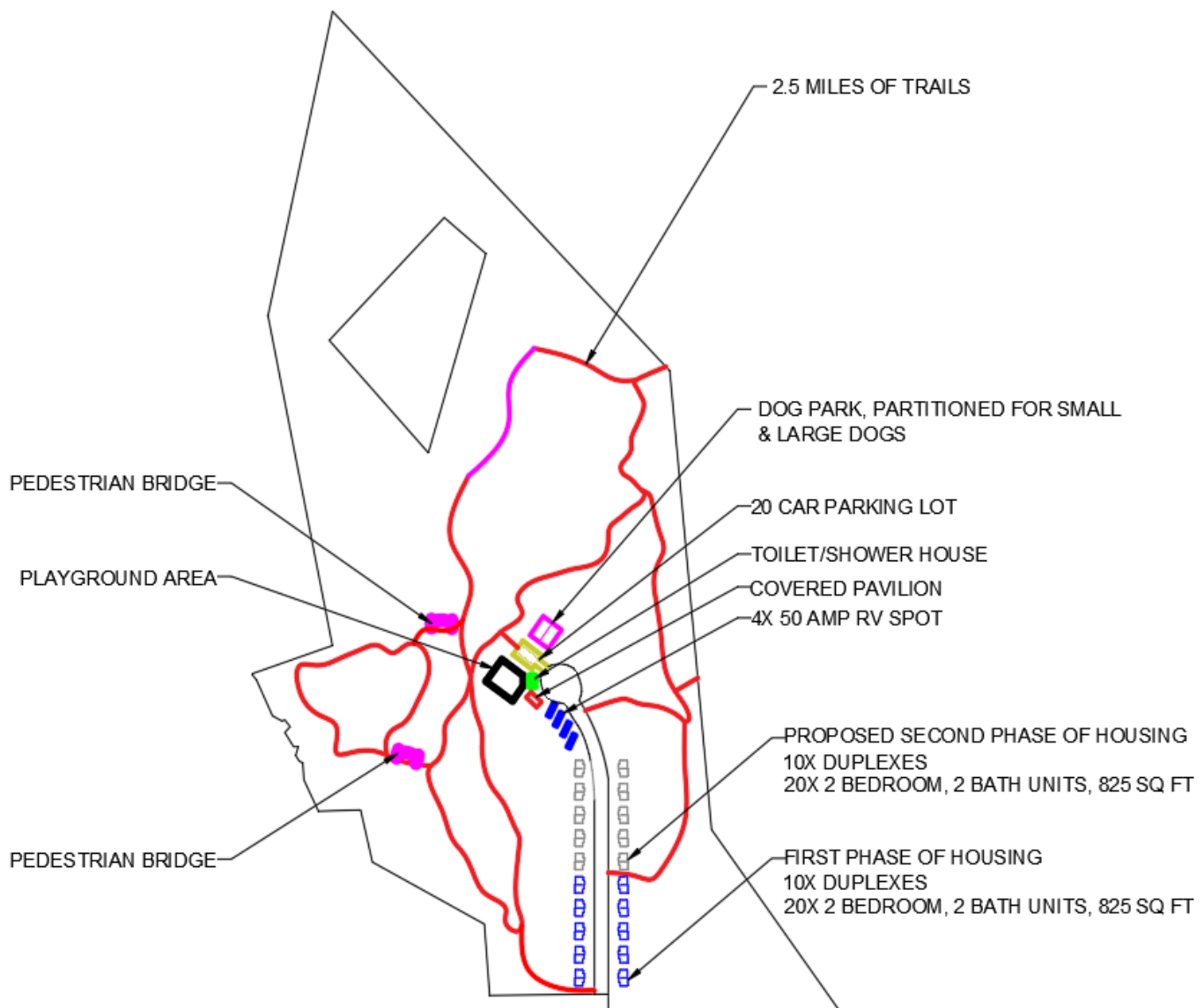
Security Cameras- 3-4 solar powered, LTE (uses cellular service) security cameras will be immediately installed during Phase I of building the park. Cameras provide a direct feed with notifications to our selected board members in charge of safety and security. The cameras will serve as a deterrent against vandalism and liabilities.

Trash cans- Bear-proof trash cans will be evenly distributed throughout the park (est. 5-6 total)

Lighting- Initial security lighting will be solar powered, then wired in once electric is delivered on site.

Signage- Signs and maps will be created and placed on all necessary areas. Phase I signs will be temporary with permanent signs and maps added once funding is available.

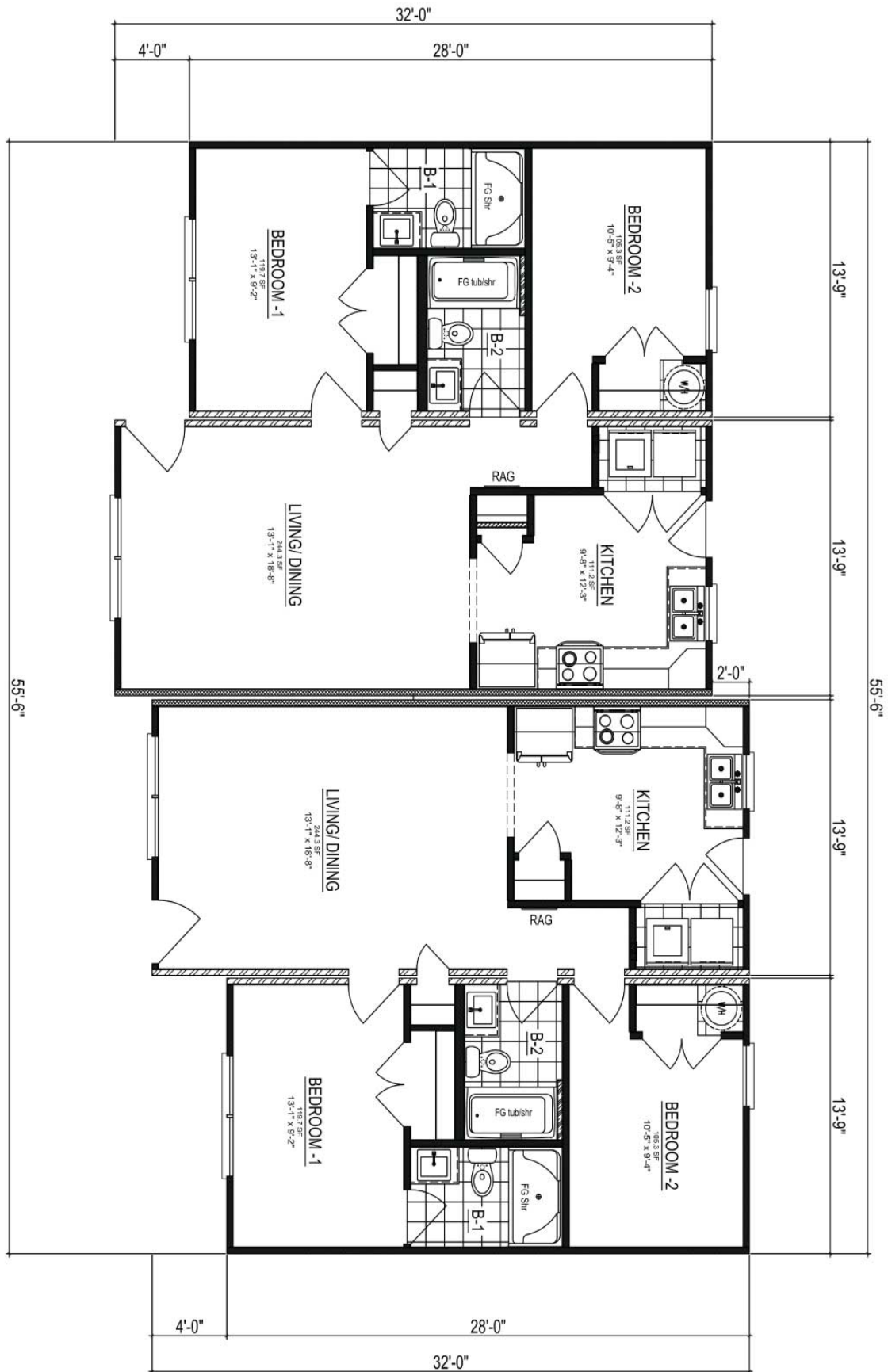
Park Map



The Cottages at Ferrum Park



Friends of Ferrum Park – Ferrum Parcel Proposal

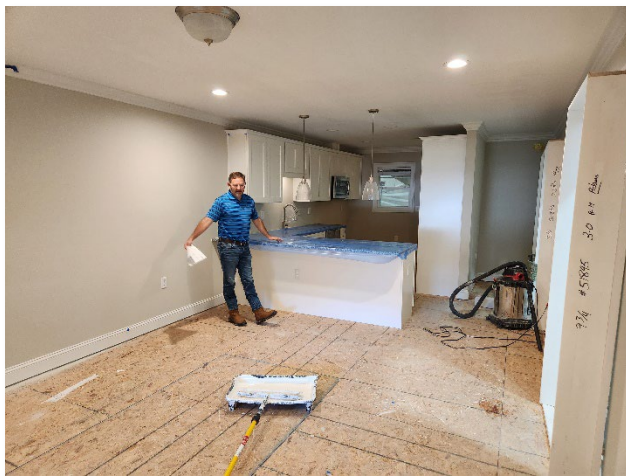


Housing

The type and size of the housing that we are offering in our plan has been driven by discussions with members of our community. Listed below are the most common talking points that we've heard in our discussions with community members.

- Most have been long-time members of the Ferrum Community and wish to stay close to friends and family in the Ferrum area.
- Some do not currently live in Ferrum but work here and would be interested in moving to the area.
- Most own larger parcels of land which they are concerned about maintaining as they age.
- Most are of retirement age and are on a fixed income.
- Many make at or below the average salary of \$54,000 per year.
- Often there is an individual in the household who has some form of mobility challenge so a home with fewer steps or one that would easily be converted for ADA accessible would be a plus.
- Often there is a desire to have an easy to maintain home with little upkeep.
- In discussions regarding housing size, most agreed that two bedrooms would be better than one as it allows for grandkids to stay, as well as for a home office or hobby room. Couples also stated that two bathrooms was a must.

This feedback is in line with the Franklin County Housing Needs Assessment, which states that *"Between 2020 & 2025, the largest increase in both markets (Ferrum and Franklin County) is expected to occur among households ages 65+"*. The housing study also states that the most growth will be in 1 & 2 person households.



Pictured: Donald Aheron standing in the kitchen of a Longwood Duplex currently under construction



Pictured: Another view of the kitchen in the Longwood Duplex

Housing (cont.)

Understanding the need for housing, we determined a target price point for the homes between **\$150,000** and **\$160,000**. This was based on several factors including:

- Average salary for the Ferrum area is \$54,000 per year, per Ferrum Parcel Master Plan.
- Average home price for home sales between 2016 and 2020 in Ferrum was 147,500, per the Franklin County Housing Needs Assessment.

Having determined that a two-bedroom, two-bathroom, single story home, priced between \$150,000-\$160,000 would serve the largest portion of our community, we began searching for a building partner.

We chose to pursue modular building as we have previous experience in the modular building industry. Modular home building has the following major advantages:

- Built to meet or exceed local building codes while still being cost effective.
- All standard loan & insurance options cover modular homes.
- Weather has very little effect on the build schedule.
- Not exposed to the elements during construction.

In discussing the topic of modular builders with various community members, we were directed to Nationwide Homes in Martinsville. They are a modular home builder with a long history in the area and a diverse portfolio of projects.

Builder

We met with Donald Aheron, Nationwide's president, to discuss the available floor plans that Nationwide offer. In discussing our requirements, he informed us of the Martinsville Five Points Community that Nationwide was currently working on. These are two-bedroom, two-bathroom cottages installed in Martinsville and subsidized through grants from Virginia Housing. This reduces the cost of each unit to approximately \$150,000. Upon researching the project even more, we agree that the Five Points Community is a very close analog to what we wish to build.

Design

Based on our discussion with Donald we agreed that the Longwood Duplex would be best suited for our housing option. The Longwood is easily modified to be ADA-adaptable, meaning that any homeowner could easily swap out the cabinets, toilet, and shower for full ADA compliance if their needs change. This flexibility allows us to market the housing as an age-in-place solution as well as a starter home for small families. If a fully ADA home is required, we will be working to locate grants to assist in negating the additional cost of ADA conversion to the homeowner.

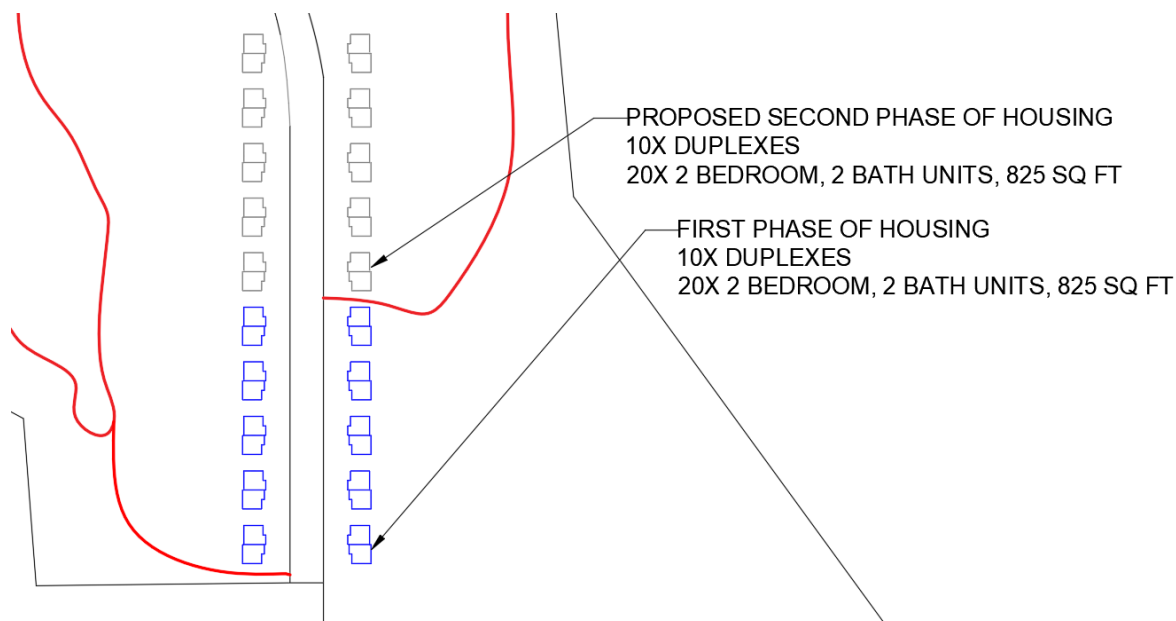
Quality

Another reason for choosing Nationwide over some of the other options available locally was the quality of construction. During a tour of the facility, we noticed several details that show just how much effort Nationwide puts into creating a high-quality home. Every penetration through the exterior of the home is fully sealed with tape or foam. When discussing these elements with Don, he shared that most of the houses they build have a blower door test value of between 2 and 2.5 Air Changes per Hour which is extremely tight for a conventionally built home.

In addition to the blower door values, Don shared that the existing homes in the Five Points Community had an average electric bill of between 60 and 80 dollars per month for a 1000 sq ft home. This was another key factor in choosing Nationwide as a partner. We live in our community and want the best quality homes for our neighbors.

Number of units

The Ferrum Parcel Master plan states *“any single project developed in Ferrum Could not exceed 40 units due to limited demand.”* With that in mind we proceeded to layout our community based on a maximum of 40 units. To keep costs low for the homeowners we chose to keep the units close to the existing infrastructure. This also allows us to reduce the impact on the surrounding environment and preserve as much of the tree cover as possible, as well as reduce land disturbance and unnecessary impermeable surfaces.



Utilities

Currently municipal water and sewer lines exist at the junction of West Franklin Drive and Route 40. Engineering services have been contacted about designing the system for sewer and water lines. Septic systems and wells will also be quoted for the community. The determining factor will be cost.

Financing

Building and infrastructure funding will be provided through a variety of grants, fundraising, and loans. Refer to our Financing under Fulfilling Franklin County RFP#082301 section for more information on our loan options.

Timeline

Due to the cost of the necessary infrastructure, we anticipate needing 6 months - 1 year to apply for and receive grants to help cover those costs. This will also allow us time to finish paying off the remainder of the loan needed to purchase the property from the county.

Infrastructure work will coincide with initial phases of housing development.

Our plan is to install two to four duplexes at a time which will allow us to further save money on equipment rentals, contractor costs, and foundation costs.

Our proposal aims to build our community mindfully, while being responsible for the surrounding environment and with all consideration for the end-users' costs.

Housing Development Phase I: (year 1)

Surveying / Permitting / Soil Studies / Evaluations

Grants executed to help cover infrastructure and offset costs to future homeowners

Housing Development Phase II: (year 2)

Sewer/Water/Electrical Infrastructure

Excavation, leveling, foundation work for initial 2 lots

First 2 duplexes (4 units) completed

Excavation, leveling, foundation work for 4 additional lots

Four additional duplexes (8 units) completed

End of year 2: 6 duplexes (12 units) completed

Housing Development Phase III: (year 3)

Assuming the first 6 duplexes (12 units) have sold, we will begin the following:

Excavation, leveling and foundation work for 6 additional lots

End of year 3: Six duplexes (12 units) completed

Phase III will be repeated until 20 lots are completed (40 total units) or until demand wanes. Assuming each unit sells quickly or is pre-sold, we anticipate completing 6 duplexes (12 units) per year beginning in year 2, so the full 40 units will be provided within 4.5 years.

Partnerships

We have reached out and spoken with numerous potential local partners about the ways in which our plan could help support their needs. We have received enthusiastic responses regarding working together to help support one another's goals.

Ferrum Forward- Since 2019, Ferrum Forward has been working diligently to fulfill the goals outlined in the Ferrum Village Area Plan. Our own board (Friends of Ferrum Park) was created by members of Ferrum Forward and share the same community focused objectives. Our intention is to work closely together to create opportunities for fundraising, gatherings, and overall community enrichment that will help both of our organizations meet their goals.

Franklin County Parks and Recreation- The Parks and Recreation division has offered support by helping to identify potential grant opportunities, connect us with valuable resources, and provide general guidance.

Franklin County Department of Tourism- We know how important marketing and public communication are to ensuring a successful event. The Tourism Department has offered to help us locate appropriate advertising opportunities for our events, along with providing us with data from past public events that will help us to optimize participation and growth.

Phoebe Needles Camp and Conference Center- Upon speaking with Phoebe Needles Executive Director Inge Terrill, she expressed the need to have access to public spaces with creeks for their summer camp's education programs. We hope to partner with them to provide multiple kinds of outdoor opportunities for both their camps and Active Seniors offerings.

Virginia Master Naturalists- Members of this group of local nature experts have reached out and expressed the desire to have an available public space in Ferrum to study local floral, fauna, and waterways. Our plan would give them full access to a Ferrum-based location for their studies.

Blue Ridge Institute and Museum- Speaking with Director Bethany Worley, we learned of a new "Moonshine Trail" being created between Franklin and nearby counties. Given the history of the property, the existing decommissioned stills located there, and the proximity to the BRIM, we believe that there is a unique opportunity to expound upon the history of Ferrum and Franklin County by working with the Blue Ridge Institute and Museum. Utilizing the trails that connect to the college, we hope to create a 'trail through history' which will walk visitors through Ferrum history to the height of the Moonshine Era and beyond.

Ferrum College Theatre and Music Department- Emily Blankenship-Tucker, Director of Appalachian Music and professor of Theatre Arts, has expressed support for working together to create fun and imaginative events to co-fundraise for both the park and the Theater and Music Departments, utilizing the proposed outdoor amphitheater, park amenities, and trails. Some of these events include a yearly haunted trail, a Ferrum Folk Music Festival, plays, concerts and more. We strongly feel that we can provide them with a location that would greatly expand their opportunities to not only fundraise but provide truly interesting and unique events for the public.

Ferrum College Outdoor Recreation Program- It is our hope to partner with the Outdoor Recreation program to give students the experience of working with a nonprofit to plan outdoor events and competitions for fundraising. We believe that we can provide students with a unique opportunity for practical learning applications.

Ferrum College Environmental Sciences - We would like to provide the Environmental Sciences program continued use of the property for their studies. Currently, the program's study area includes portions of the county owned property, as some of the animals they track and plants they study overlap with the college's dedicated study areas. Destruction of this property would have direct, lasting impacts on the flora and fauna that they research.

Ferrum Lions Club- The support from the local chapter of the Lion's Club has been immense. Our goal is to provide a location to allow a multitude of new fundraising event opportunities, help them to grow their membership, and raise awareness for the amazing services they provide.

Ferrum Volunteer Fire Department- An additional local need that has been discussed is the desire for a larger fire station and safety building to accommodate upgraded equipment that will better serve Ferrum's needs. Upon speaking with multiple members and representatives of the Fire Department, we feel there is a great opportunity to work together for fundraising to help build a Public Safety structure with an adjoining indoor community space. Our park plan would also give the Fire Department and Public Safety fundraising locations and opportunities that they do not have at their current location.

Attachment A – Survey Results

Answers	# of responses
Yes	144
No	3

Requested Ammenities:

Walking Trails	119
Picnic Area	102
Playground	99
Community Pavillion	92
Toilets	72
Dog Park	67
Minimal Environmental Impact	67
ADA Accessible	60
Small Ampitheater	58
Community Garden	58

Additional Ideas:

Splash Pad	5
Indoor Community Building	1
Horse Trails	1
Pond	1
Basketball Court	1
Go karts	1
Mini Golf	1
Snack Bar	1
Grocery Store	2

Housing Mentioned:

No housing	9
Affordable Housing	1
Limited Housing	2
Nothing done at all	1
Lots of housing	1

Attachment B – Ferrum Master Property Master Plan Responses - December



July 2023

Prospective Partners

County staff and their consultants spoke with multiple prospective partners with varying degrees of interest in the site. These calls also helped inform the stakeholders of the Master Planning process and served as a primer for further discussions. All potential partners discussed site assets that would be conducive to development.

Local Media

The project team met with local media and discussed the effort before the December community meeting. A front-page story in the local newspaper helped attract dozens of participants to the December 13 public meeting and informed County residents about the next steps. Other outreach efforts helped to draw participants to the event. Those outreach efforts included:

- Asking stakeholders to reach out to their social networks about the process and meeting,
- Ferrum Forward's social media (Facebook) page, and
- A locally distributed flyer.

Public Meeting

Ferrum Forward hosted the first community meeting on December 13, 2022, at a local church within the Village. Approximately 50 people attended, not counting staff or Ferrum Forward representatives. County officials started the meeting and introduced the consultants, who provided a 15-minute presentation introducing the Master Plan effort. Participants then broke into four groups to review meeting boards that depicted examples of housing types and possible amenities. The following are general takeaways.

Group A Conclusions: A Need for Housing

One group focused their discussion on the need for new housing products. The site should include various housing options, including single-family detached homes, patio homes, small-scale condos, and other approaches that can respect Ferrum's rural character. The plan should include affordable products with smaller lots incorporated. Participants wanted to see more families with children and internet access that would allow residents to work from home. This group discussed desired amenities like gardens, trails, a community center, or a pool. A Homeowners Association could help put additional controls on development and offer private maintenance of the amenities. Attendees could identify several College faculty members currently looking for housing options. This group also mentioned the need for an affordable restaurant.

Group B Conclusions: Concerns but Support for Small-Scaled Housing Options

A second group initially expressed concerns about the Master Plan and thought it would bring subsidized housing that would further burden the community's limited resources. However, participants also worried that expensive homes would increase property taxes for current property owners in the area. Despite those issues, the group supported senior housing, small-family homes, and patio homes. This group wanted to avoid corporate stores and felt there were already vacant homes in the area.

Group C Conclusions: Balance Development and Preservation

A third group communicated similar concerns about Section 8 housing and the strained resources of the existing community. However, participants supported one-level homes for seniors and workforce households. They recommended various housing types, like one-level patio homes and small-scale condos. These participants discussed amenities like a park, picnic shelter, daycare, and community center. They discussed preserving the back portion of the site as woodland with recreational uses, like mountain biking, hiking, and horseback riding. Overall, they wanted housing that blends into a wooded environment, so the site retains its character. Other comments included:

- Consider partnerships with a church for senior housing and support.
- Avoid short-term rentals.
- Consider traffic from other uses on site.
- Offer opportunities for medical care and other services.

Group D Conclusions: Balance Senior Development and Preservation

These participants had similar conclusions to Group C. They expressed concerns about Section 8 housing, limited services to meet new demand, police coverage, and preservation of the wooded areas. Several people from this group wanted to keep the site as it is, especially for environmental purposes. However, they came to a compromise after a thorough discussion. The group was willing to accept a vision that preserved the back portion of the site as wooded. Residential development should be small-scale and focused on senior living. These attendees disagreed with the boards, saying they failed to represent Ferrum or Franklin County. Any construction should respect the local character. However, participants still needed to define what that character entails.

Public and stakeholder Engagement: Round 2

With round one feedback, County staff worked with their consultants to develop a proposed site layout with land bays and three development alternatives (refer to the Development Alternatives Section). As a second round of engagement, consultants facilitated follow-up discussions with Ferrum Forward members, stakeholders, and potential development partners. Overall, these groups supported the general layout and alternatives.

Second Round of Stakeholder Discussion

Stakeholders from the first engagement round reviewed draft materials and offered additional feedback. Two Ferrum Forward members convened with staff on March 16, 2023, and provided feedback on various elements. They recommended a general and flexible Master Plan, and expressed caution about higher densities, which consultants tweaked after this discussion. The Ferrum Forward members present favored less intensive development, closer to Alternative A. Local officials and staff met on March 24, 2023. These stakeholders emphasized returning this property to productive use and supported the draft materials. There was some discussion about more space for civic or non-residential uses. Ferrum College spoke with County staff and consultants later that afternoon, on March 24. They supported the development concepts but favored more commercial space, especially for a restaurant or market. While the College had no immediate housing needs, they imagined there could be future housing demand if the school expanded. The College also asked staff to rework the secondary emergency access road to show a western option.

Development Partners

This second round of engagement included discussions with potential development partners. These individuals also supported the proposed layout and alternatives. Staff identified multiple people with growing interest in the site and working with the County.

Board of Supervisors Work Session

The Franklin County Board of Supervisors held a work session on April 18, 2023, to review concepts.

Public Open House

Franklin County hosted an open house event at Ferrum College on May 18, 2023. Meeting posters depicted the development alternatives and examples of housing options. While fewer people attended this second event, staff collected 31 questionnaire responses. This form presented six questions and space for additional comments. Refer to **Appendix C** for complete records of those responses.

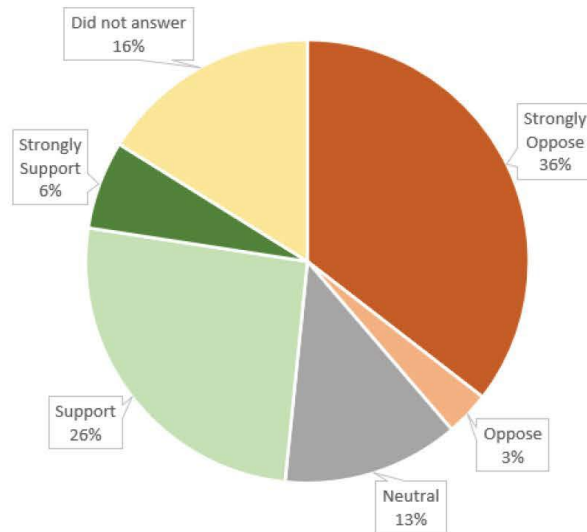
Attachment C – Ferrum Master Property Master Plan Responses - May



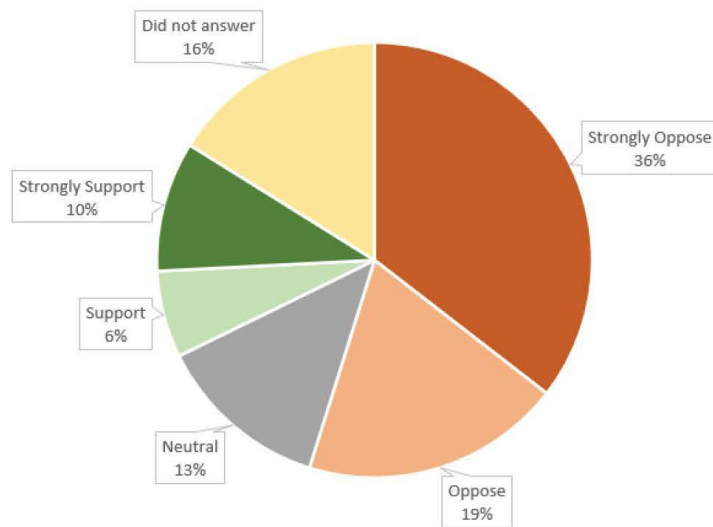
July 2023

Question		Percentage	TALLY	TOTAL
Please indicate your level of support for each development alternative presented on the boards:				
Alternative A				
Strongly Oppose	35.5%	11	31	
Oppose	3.2%	1		
Neutral	12.9%	4		
Support	25.8%	8		
Strongly Support	6.5%	2		
Did not answer	16.1%	5		
Alternative B				
Strongly Oppose	35.5%	11	31	
Oppose	19.4%	6		
Neutral	12.9%	4		
Support	6.5%	2		
Strongly Support	9.7%	3		
Did not answer	16.1%	5		
Alternative C				
Strongly Oppose	35.5%	11	31	
Oppose	12.9%	4		
Neutral	19.4%	6		
Support	6.5%	2		
Strongly Support	6.5%	2		
Did not answer	19.4%	6		

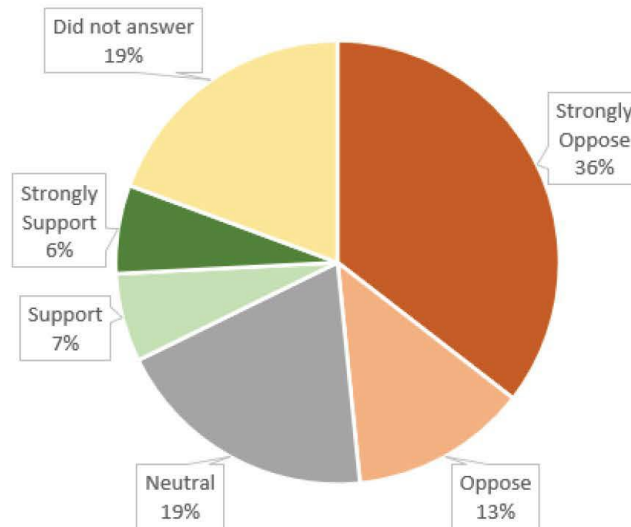
Alternative A



Alternative B



Alternative C



If you oppose any of the alternatives above, please explain your concerns.

- In my opinion, the single family dwelling would most likely be well-maintained; ownership makes a difference.
- Alternatives B and C have too many townhomes with multiple floors - not friendly to seniors. Multifamily homes are too large. Would stay a single family homes as much as possible.
- No 3-story homes/townhomes.
- After road construction, water and sewer, will facilities be affordable to seniors?
- No 3-5 story townhomes.
- No concerns.
- Do not think jobs and income would support any of the above. Once you get off highway 40, roads are not good or safe for amount of traffic 787 (ferrum mtn road).
- Keep to lower levels of residential development and make the upper level of housing into a park/performance area.
- I support the least dense option A that will serve middle income families and low maintenance homes for elderly community members. The Shanlee (?) development has lots it cannot sell.
- Too many units, do not need 3-story buildings.
- Cut 16 acre tract in half - park - public space the top of entire tract.
- I support higher density housing (small or shared yards) in limited areas with most of the area in a community park and trails. Some wetland area and steeply sloped forested area put into conservation easement.
- Need a county (local facility) pavilion, park, trails, possible farmer's market, etc. We don't need high density development.
- It does not fit the area of Ferrum.



July 2023

- The reason stated for additional housing will require additional resources such as healthcare, transportation, grocery stores, school, etc. that are not being considered. All of these things will require additional taxes to the community in order to support. This is not affordable!
- This is a poor area option for housing development, especially in regards to elderly and low income communities due to lack of infrastructure and services. These communities would be best served in a location near Rocky Mount or Roanoke.
- Too many unaffordable options. No limits for age or size to keep it affordable.
- "A - too many large lots - many large lots already exist in the county.
- B - No park. Apartments need to be no more than 2 stories.
- C - Still no park. "
- I moved to a rural area for a reason. Ferrum should remain small. Many residents strongly oppose extra housing.
- Too many lots, too small. They will not sell. Stormwater management areas too small. This is not a flat area like the examples listed.
- "30-40 lots total. Trails and public space.
- A - 169 lots or units
- B - 274 lots or units
- C - 353 lots or units"
- Impact to the environment - wishes to see something more focused on community use. Don't feel the County considered what Ferrum wants.
- Would like to see a wildlife refuge.
- Too many houses on project and to get water and sewage to that many that is projected is too costly for the county.
- I would like to see a park for Ferrum.

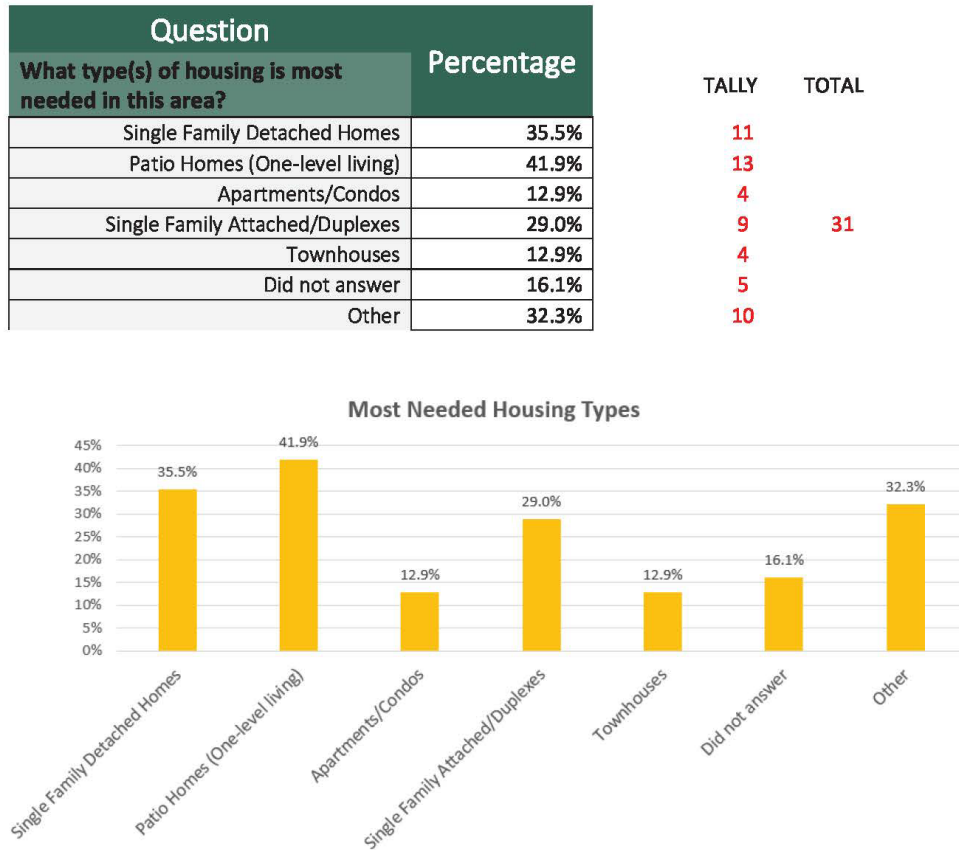
If you have a preferred development alternative(s), how would you improve upon it?

- Seniors will more than likely want a garage apartment or a single family home. These areas close to emergency and community facilities would be nice.
- Mixed income levels; need some garage townhomes; like townhomes level for seniors.
- Include community center/space for existing residents and new residents.
- New firehouse - include 4 bays - second floor meeting room and emergency shelter - full on site generator.
- All looks good.
- Small business office space for small business owners who live in Ferrum but don't have options for having our business here.
- Do think a good grocery store would work in area.
- I don't know who will fund this development. The wetlands need to remain untouched. The primary goal should be to serve the aging population - that is the "growing" population.
- Include some senior housing with potential for assisted living.
- I like the mixed-use idea - please consider energy efficiency in design and building.
- Park land. Elder housing. Community Center.
- Mixed income community focused on affordable housing that fits well into the natural environment.
- More single family housing on larger lots - 5 acres each. Allowing homeowners to be more farming - this would fit into the community of Ferrum. Bring more farming.
- No development, leave the land in its natural state. Walking trails that do not interrupt the natural resource of the land. Park-like setting that does not destroy the trees and natural surroundings.



July 2023

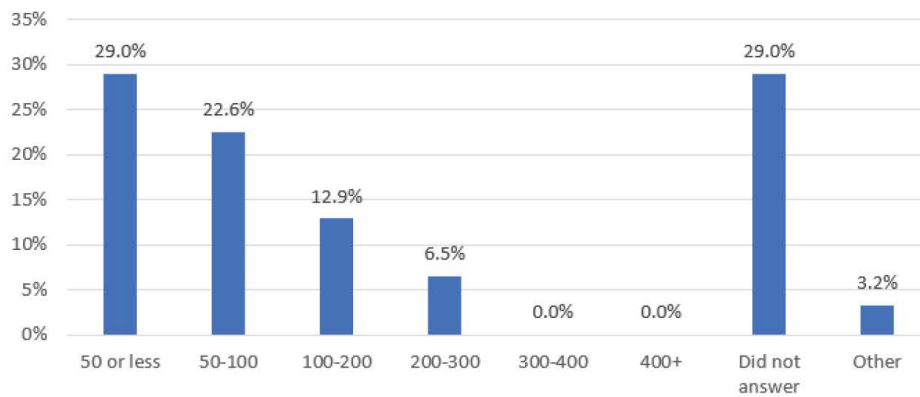
- Maintain natural setting. This could be used as a park since the Blue Ridge District is lacking in parks and recreation facilities. Ideally a public swimming pool could be built. Other considerations: high school/middle school.
- A park.
- Have we consulted a denomination such as the United Methodist Church or the United Church of Christ about a senior housing complex?
- 10 acre tops used for housing, affordable housing under \$140,000.
- I would like to see a park combined with cost-effective housing.



Question		Percentage
What density (how many units) of housing do you think is appropriate for this property?		
	50 or less	29.0%
	50-100	22.6%
	100-200	12.9%
	200-300	6.5%
	300-400	0.0%
	400+	0.0%
	Did not answer	29.0%
	Other	3.2%

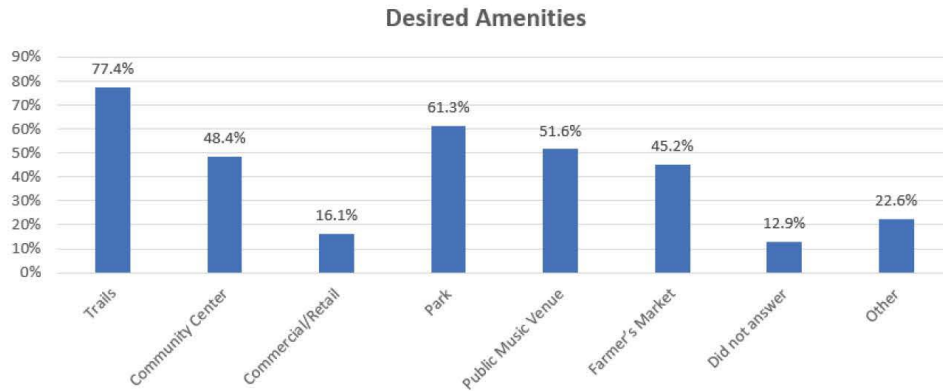
TALLY	TOTAL
9	
7	
4	
2	
0	31
0	
9	
1	

Appropriate Density (units) for Area



Question		Percentage
What community or public amenities would you like to see as part of this development?		
	Trails	77.4%
	Community Center	48.4%
	Commercial/Retail	16.1%
	Park	61.3%
	Public Music Venue	51.6%
	Farmer's Market	45.2%
	Did not answer	12.9%
	Other	22.6%

TALLY	TOTAL
24	
15	
5	
19	
16	31
14	
4	
7	



Other Comments

- Happy to see trails and natural areas at top of maps.
- With all the housing - A, B, and C - how would fire, police, public safety, schools handle 1,000 plus people to the area? What about the farmers already established - with additional people added to our community, would the smell of cows, horses, chickens upset these new tenants? The mom and pop stores could never accommodate 1,000 plus people. Next there be talks of a food chain store going in. What about the endangered species of wildlife? Is there plans on the effects on wildlife? Water runoff - how will that be handled? Roadways would need improvement - more traffic - next there will be a traffic light.
- I am fully opposed to developing this land for housing. A developer will come and destroy the natural setting of this property. Many animals, plants, water flow, and etc. will be impacted "destroyed." Additionally, it makes no sense to build senior housing with no transportation, hospital, or other amenities. Also, this is not a good location for commuters. The 2-lane road will not support the residential expansion. Next the Board of Supervisors will be recommending and pushing a 4-lane highway through Ferrum. Simply, I say no.
- There should be a meeting with local residents with County officials to discuss options for the property. To date, this seems to have been missed and instead the County is grandstanding towards development.
- I'm incredibly disappointed that the County is presenting these options with no intent to do any of this. No requirements of the developers, no funds for parks. You're lying to people.
- Leave as many trees as possible - no clear cutting. Definitely include a park. We need senior housing with lawn maintenance - affordable. No buildings over 2 stories. No Wal-Mart. Will there be another entrance and exit? If not, traffic could be problematic, especially so close to the elementary school.
- Use existing building for local communities activities. Plenty of abandoned buildings for small, local business. Many abandoned homes in Franklin County - fix them up and resell for low cost. Elderly housing will require more amenities and disrupt our community. Any large increase in housing will ruin this community. Build in the city.
- I am not opposed to single level unit of no more homes than our current water and sewage system will support. Don't feel the County has listened to the wishes of our community. We live rural because we like rural.



July 2023

- I agree the fire department is a must. No to any type of housing and other development for many environmental, just keeping it country, scenic, and much more reasons. I live here for the mountains, serenity, community as it always has. I'm liking Ed Saunders idea. I have some more info I like to know but it is much better park idea. With venue maybe if we all get input in it.