* **Natural Resources**
  + **Goal**:
    - Improve and maintain surface water and ground water quality
      * **Actions**:
        + Communicate and enforce the Chesapeake Bay Preservation Overlay District
        + Communicate the benefit of reducing impervious surfaces to reduce stormwater runoff
        + Develop a multi-year plan to plant vegetative shoreline buffers to improve water quality and prevent erosion
  + **Goal**:
    - Reduce the threat of flood damage to properties in town
  + **Actions**:
    - Communicate the benefits of flood insurance
    - Ensure town-owned properties are properly protected and insured against flood damage
    - Develop an ongoing plan to clean and maintain storm water drains and ditches
    - Secure non-tax funding sources to mitigate the impact of sea level rise
    - Install backflow prevention devices in all drains that back up from the Creek
  + **Goal**:
    - Better Town management of stormwater
      * + Develop an ongoing plan to clean and maintain storm water drains and ditches
  + **Goal:**
    - Reduce light pollution to increase the visibility of the night sky, reduce the effects of electric lighting, improving the well-being of both people and wildlife
      * **Actions:**
        + Develop and adopt a Dark Sky policy
        + Develop a comprehensive lighting plan for each distinct neighborhood within Onancock
        + Begin to replace light fixtures Downtown and at the Wharf with ornamental fixtures that meet Dark Sky policy requirements
  + **Goal:**
    - Highlight the environmental experiences in and around Onancock
      * **Actions:**
        + Create a sunset viewing boardwalk-type park at the waters edge in the parking lot at the bulkhead
        + Create nature trails in town that encourage exposure to our natural beauty
        + Create bike trails to connect Onancock to the Route 13 corridor (and eventual Rails-to-Trails bike bath)
* **Existing Land Use and Zoning**
  + **Goal**:
    - Promote and preserve the existing character of residential neighborhoods
      * **Actions**:
        + Enforce town zoning ordinances on a complaint basis
        + Create a zoning map that shows vacant or undeveloped properties to ensure zoning alignment with strategic vision and plan
        + Create pocket-parks throughout the community to encourage walking, bike riding, gardening, and small gatherings
        + Add flower boxes and planters throughout the Downtown and Marina, maintained by the Town
  + **Goal**:
    - Improve the visual quality of the Downtown commercial area
      * **Actions**:
        + Work with Onancock Main Street to develop street scaping, way finding, and façade plans for the Downtown district
        + Create collaborative promotions, marketing, and advertising initiatives to attract visitors
        + Secure non-taxpayer funding to develop a formal plan for Downtown and community improvement
        + Support Onancock Main Street to achieve and further its mission and strategic plan
  + **Goal**:
    - Enhance the Downtown Onancock business district
      * **Actions**:
        + Offer incentives to attract new businesses and retain existing businesses

Remove gross receipts portion of Business License

Create collaborative promotions, marketing, and advertising initiatives to attract visitors

Secure non-taxpayer funding to attract and retain businesses to the Downtown district

* + - * + Develop pricing for water that reduces the price of water for businesses that require heavy water usage for core business operations
        + Encourage businesses to remain open for hours that are conducive to visitors and working customers
        + Arrange for one major event each season to attract Shore residents and visitors to Onancock

Begin preparation for a substantial 7/4/2026 celebration that involves fireworks and a tall ship in the Creek

**Transportation**

* + **Goal**:
    - Provide for safe and efficient pedestrian and vehicular movement while protecting the character of Onancock
      * **Action**:
        + Install speed bumps
        + Better speed enforcement
        + Arrange with VDOT to bring curb cut ramps to ADA standards
        + Arrange for consistent road repair of Onancock maintained streets
        + Work with VDOT to develop a schedule for repairs for all VDOT secondary roads
        + Develop an Infrastructure plan to repair/replace: Jackson Street, Warren Street, Justis/Jefferson, King Street to meet VDOT secondary system standards

Secure major project funding for road repair and walking paths

* + **Goal**:
    - Reinstate Year-round ferry service to Tangier
      * **Action**:
        + Negotiate with commercial ferry operator
* **Land Use**
  + **Goal**:
    - Promote an economically viable and competitive business environment
      * **Actions**:
* **Housing**
  + **Goal**:
    - Provide safe, adequate housing for present and current residents
      * **Action**:
        + Fill or remove abandoned houses
        + More mosquito spraying and weed control in drainage ditches
        + Change zoning on Market Street to promote mixed use retail/residential
        + Develop an aging-in-place system in town that provides adequate services to seniors to remain Onancock residents
        + Develop a community initiative to support homeowners unable to maintain their homes
        + Promote the building and installation of bat and bird houses to eradicate mosquito population
* **Historic Resource**
  + **Goal**:
    - Protect and promote the historic character of Onancock
      * **Action**:
        + Make information available to residents regarding tax credits and other benefits of rehabilitating historic properties
        + Explore the feasibility of establishing a regulated historic overlay as part of the zoning ordinance
        + Add central point of information that teaches the history of the town and area
* **Community Facilities**
  + **Goal:**
    - Continue to provide police and fire protection services
      * **Action**:
        + Develop a plan to work toward 24/7 police coverage
        + Develop a community policing and auxiliary program
        + Renovate Town Hall to manage building access and promote safety to employees, officers, and visitors
        + Renovate public bathrooms to ADA and high aesthetic standards
  + **Goal**:
    - Promote the utility of Onancock Creek for boat traffic
      * **Action**:
        + Coordinate with the County to pursue dredging and maintenance of the Creek and channel
        + Develop a long-range plan to ensure permanent commercial activity in the Creek to maintain channel quality and depth
  + **Goal**:
    - Maintain and improve recreational facilities
      * **Action:**
        + Market and advertise the Samuel Outlaw Blacksmith Shop
        + Support recreation and cultural programs of local non-profit organizations
        + Promote the Wharf for recreational use
        + Endorse and support a bicycle path from town to Route 13
  + **Goal**:
    - Stimulate intellectual growth and public education
      * **Action**:
        + Promote increased awareness of Eastern Shore history
        + Use public facilities to support public and community educational programs
  + **Goal**:
    - Provide high speed fiber optic internet service
      * **Action**:
        + Work with the County and the Broadband authority to improve and expand service
  + **Goal**:
    - Improve number of and diversity in community events
      * **Action**:
        + Partner with OBCA to create and hold unique and high quality community events
  + **Goal**:
    - Improve tourism
      * **Action**:
        + Strengthen partnership with ESVA Chamber of Commerce, Tourism Commission, and County Economic Development
  + **Goal**:
    - Improve communication between Town and residents and businesses
      * **Action**:
        + Develop newsletter from Town to residents and businesses
        + Develop dual direction text communication between the Town and residents
        + Enhance online transaction capabilities with the Town
* **Water/Wastewater**
  + **Goal**:
    - Transfer ownership of wastewater plant and entire collection system to Hampton Roads Sanitation District
      * **Action:**
        + Complete full title transfer of all wastewater assets and collection system
  + **Goal:**
    - Protect the groundwater and surface water resources from pollution
      * **Action:**
        + Secure water grants annually to enhance clean water care
        + Provide professional development for new water technician to move toward permit
        + Develop long-term capital plan for water lines and tower
        + Budget for post-HRSD water rates that result in reduced or stable use, depending on volume