

2. Vision Statement and Goals for the Marshall Service District

VISION STATEMENT (as affirmed by the Citizen Planning Committee)

In the year 2050, Marshall will be known as the “Town That Works”. It will be the service center for the surrounding agricultural community, where agriculture and history based tourism be the underpinning of the local economy and culture.

Marshall will be a “full-service” town capable of providing both essential and entertainment services as the “hub” of northern Fauquier County. It will have maintained its identity and sense of familiarity and will reflect a balance between being a “real place” and a tourist destination.

Marshall will have witnessed a revitalization of the core element that has defined this community for centuries – its Main Street. Residences, shops, businesses and other commercial enterprises will thrive in the historic “downtown”, drawing economic benefits from residents and visitors alike. These benefits will be visible in the appearance of Main Street and the full array of opportunities that are available.

It will have a good balance of jobs, housing and shopping, including a full range of diverse housing types and prices. The housing stock will reflect all walks of life, from young to old in all income brackets. The existing traditional grid pattern of street lay-out and neighborhood interconnections will be retained and expanded upon as new development occurs. Tree-lined streets and networks of sidewalks, trails and bike paths will link residential neighborhoods with Main Street, other commercial and employment centers, and the various recreational facilities within and adjacent to the community.

The village will be very pedestrian friendly, with a human-scale streetscape and architecture, allowing people to walk comfortably and conveniently throughout town. Adequate parking will be available, including on-street parallel parking to help calm traffic, as well as adequate off street parking near Main Street to support businesses, including more entertainment and commercial amenities. Additional development along a parallel street will add depth to Main Street to support its function as a commercial corridor, making Marshall a “two-street town”.

The village will have a distinct physical center such as a central green, square or plaza, including a Community Center/Town Hall, a visitor’s center and a historical research library. Marshall will reinforce the human scale of the village, and will include a centrally located school.

Marshall will be rich in culturally stimulating activities, including festivals, fairs and other events. Marshall will continue to accommodate new residents while striving to maintain its quality of life.

The rural landscape and livelihood will remain, and the viewsheds to the west and east of the village will be preserved, reinforcing the distinct edges of the village. The stars in the night sky will remain visible as one moves from the village to the surrounding countryside.

Extract from the Marshall Service District Plan
Adoption Date: November 17, 2003

KEY GOALS FOR THE MARSHALL SERVICE DISTRICT (as affirmed by Citizen Planning Committee)

1. Remain a service center for the surrounding agricultural community, and the “hub” of northern Fauquier County.
2. Grow no larger than 6,000 people.
3. Maintain the identity and sense of familiarity.
4. Maintain agriculture as the underpinning of the local economy and culture.
5. Preserve the rural landscape and the viewsheds to the west and east of the village, reinforcing the distinct edges of the village.
6. Revitalize Main Street as the core element of Marshall, with shops, apartments, businesses and other commercial enterprises thriving in the historic “downtown”.
7. Achieve and maintain a good balance of jobs, housing and shopping.
8. Achieve a full range of diverse housing types and prices - for young and old in all income brackets.
9. Maintain and enhance the existing traditional grid pattern of streets; maintain and expand neighborhood interconnections as new development occurs.
10. Provide tree-lined streets and a network of sidewalks, trails and bike paths that link residential neighborhoods with Main Street, other commercial and employment centers, and public facilities within and adjacent to the community.
11. Maintain and enhance the pedestrian friendly nature of Marshall with a human-scale streetscape and architecture.
12. Provide adequate parking, including on-street parallel parking to help calm traffic, as well as adequate off street parking near Main Street.
13. Encourage more entertainment, cultural tourism (based on the history and agricultural base of the area), and commercial amenities, while minimizing reliance on “big box” retail uses or truck service facilities.
14. Reflect a balance between being a “real working Town” and a tourist destination.
15. Provide a distinct physical center such as a central green, square or plaza, including a Community Center/Town Hall.
16. Increase culturally stimulating activities, including festivals, fairs and other events.