

2050

State of the Town Report

Version I



Comprehensive Plan 2050

June 15th, 2026

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2050

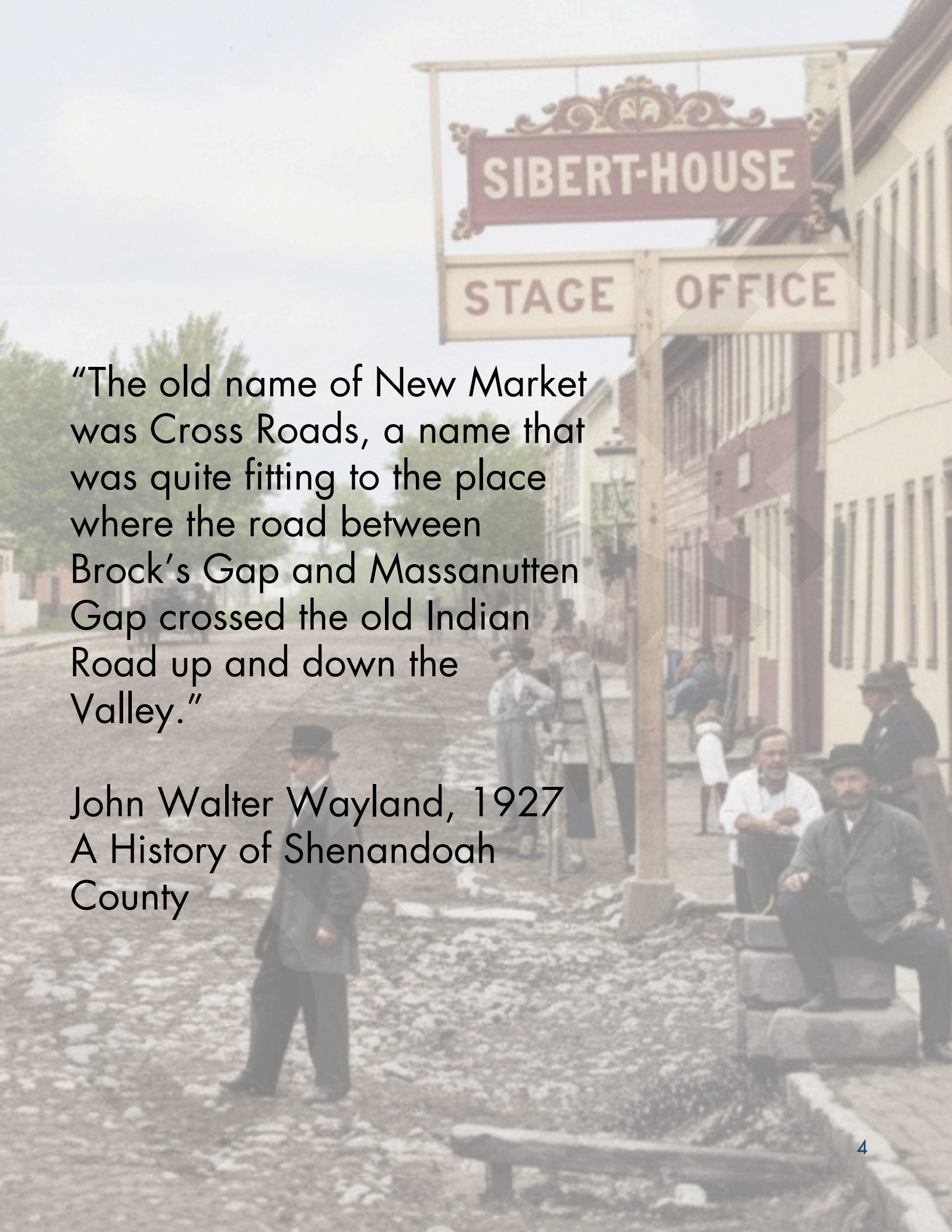
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"The old name of New Market was Cross Roads, a name that was quite fitting to the place where the road between Brock's Gap and Massanutten Gap crossed the old Indian Road up and down the Valley."

John Walter Wayland, 1927
A History of Shenandoah
County

Purpose Of This Report

This State of the Town Report is the first phase of the New Market Comprehensive Plan 2050 process. Its purpose is to give the Town, residents, staff, elected officials, and community partners a shared starting point before deeper public engagement, field work, and detailed analysis begin.

The report brings together early information about what is happening in and around New Market. It looks at people, housing, utilities, transportation, the local economy, public services, natural resources, community identity, and fiscal conditions. These findings help readers see the community more clearly before recommendations are developed.

This report is not the final word on New Market's future. It is a first screen. It helps identify what needs a closer look, what questions should be asked during engagement, and what topics may need more study. In that way, the report helps capture the heartbeat of the community before the plan moves into goals, strategies, and action steps.

This report will be built in stages. This version is Phase One. Future phases may use different formatting, add new information, include more detailed analysis, and expand or revise sections as additional work is completed. New sections may also be added in future versions as the planning process moves forward.

The main goal of this first phase is to help the community understand the starting conditions, compare data with local experience, and decide what deserves more attention before the Comprehensive Plan 2050 fully kicks off.



New Market is growing, aging, and changing unevenly.

The report shows where townwide trends become local planning questions.

Growth Is Real, But Not Simple

Population and households increased. The more important question is where household need, age, housing cost, and service access concentrate.

Housing Choice Is A Core Issue

Household growth, rising costs, lower vacancy, older homes, and tenure shifts point to a need for more housing options and careful infill review.

Infrastructure Needs Two Views

Household-level gaps need block estimates and resident follow-up. Water, sewer, and capital capacity need staff records before project decisions.

Mobility Findings Are site reviews

Crash, crossing, bike, walk, transit, and no-vehicle screens identify where to walk the ground and coordinate with VDOT.

Land Use Must Balance Signals

Parcel productivity, growth pressure, zoning, utilities, slopes, floodplain, soils, and tree cover can shape where growth fits.

Engagement can compare The Data

The next phase can ask residents, staff, businesses, and agencies whether the maps match daily experience and local constraints.

Bottom line

This report serves as a decision screen. It guides site visits, interviews, survey questions, and public meetings before final goals and recommendations are written.