

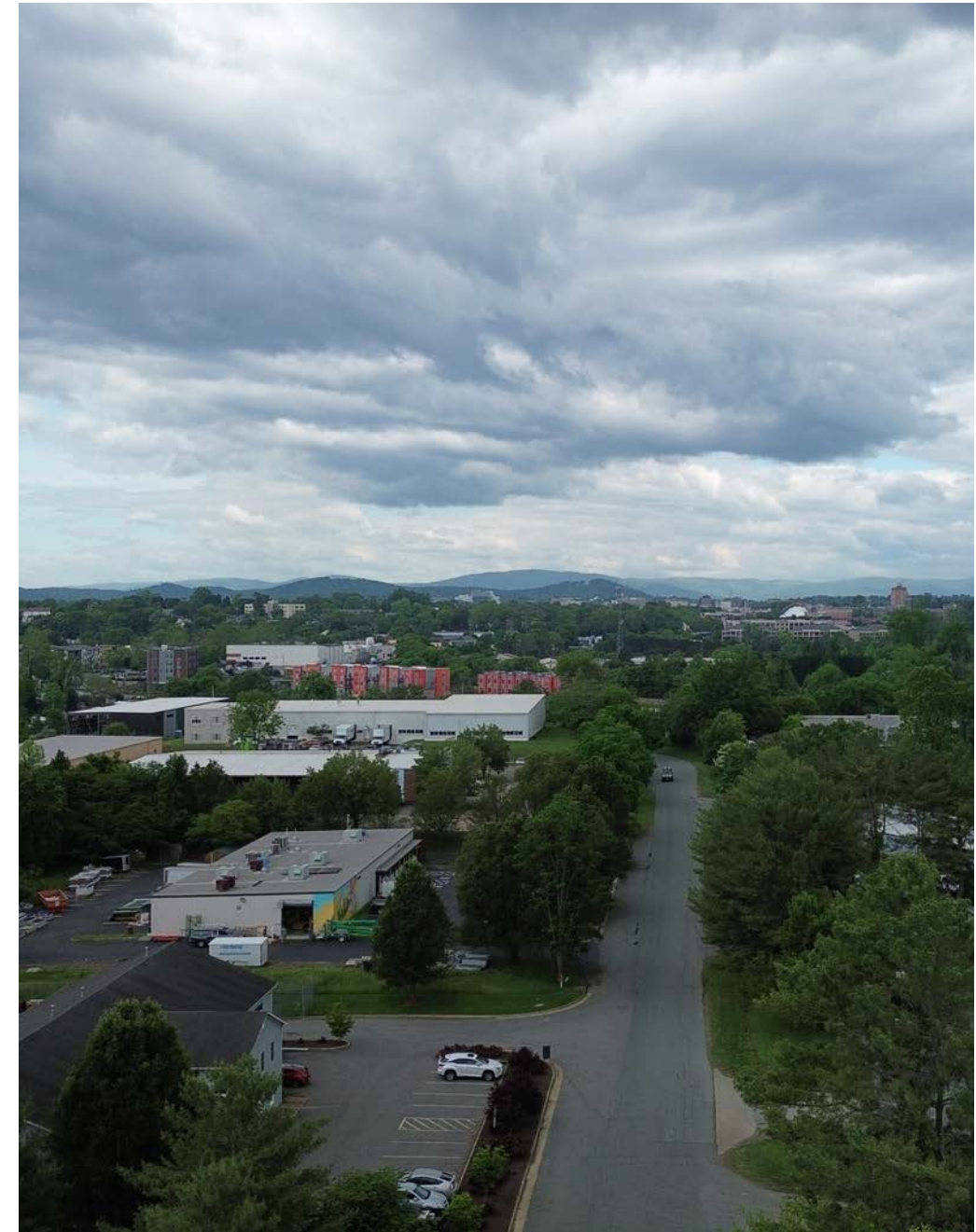
Broadway Blueprint Phase 2: Implementation Study

Board of Supervisors Presentation

June 12, 2024

Presentation Agenda

1. Project Background & Status Update
2. Strategies Overview
 - » Short-Term Strategies
 - » Integration Strategies
3. Board Discussion & Questions





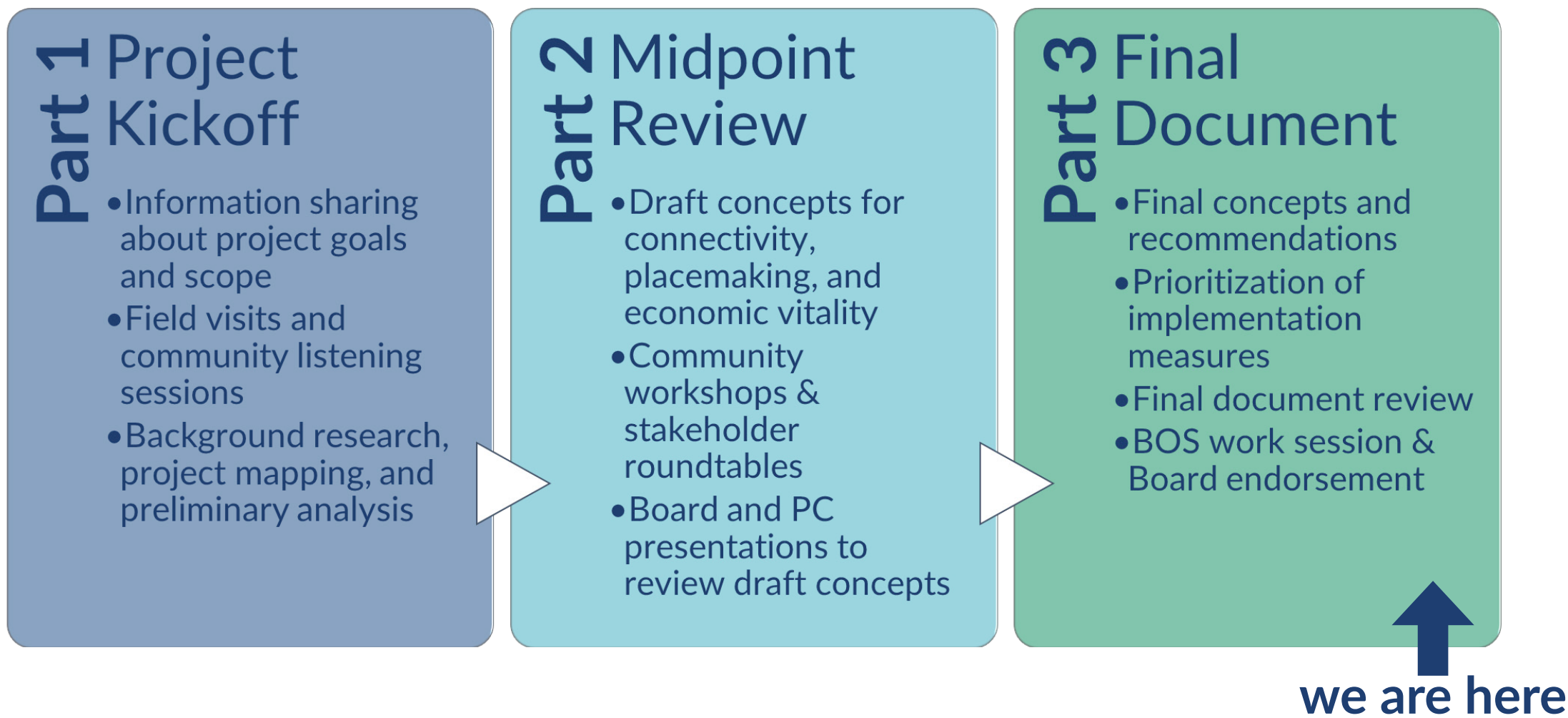
Project Goals

1. Create a blueprint for short-, medium-, and long-term implementation steps that support connectivity, placemaking, and economic vitality within Broadway.
2. Leverage past investment, local interest, and economic opportunity within Broadway to further the County's Economic Development Strategic Plan (Project ENABLE).
3. Collaborate with the diverse community of stakeholders within and around Broadway including small business startups, local artisans, established businesses, property owners, neighboring County and City residents, and City officials and staff to draft recommendations that support the varied needs of the Broadway community.



Project Scope

Phase 1 Intention: *Leverage public and private investment associated with Woolen Mills site redevelopment and relocation of the WillowTree corporate campus to encourage economic vitality, connectivity and placemaking along the Broadway business corridor.*



Previous Board Feedback

- » Concern about possibility of displacement and tension between residential and industrial uses if residential were allowed at a large scale within Broadway.
- » Prioritize Industrial Land Uses within Broadway.
- » Support for the concept of an Arts & Cultural District and other opportunities to keep Broadway affordable for artisan businesses.
- » Support for the short- and long-term pedestrian improvements to Broadway Street.
- » Coordination with the City of Charlottesville will be needed, especially for transportation improvements.



Community Engagement Themes

- » Concern about long term affordability from businesses and tenants.
- » Desire for more pedestrian infrastructure, green space, access to amenities.
- » Keep Broadway industrial, but consider residential in some areas - Franklin St frontage & Pireus Row.
- » Industrial/Residential tensions:
 - » Allowing residential should not take away from existing industrial businesses.
 - » Concern about noise and lighting impacts to adjacent residential areas.



Strategies Overview



1. Economic Vitality & Land Use Strategies | Short-Term

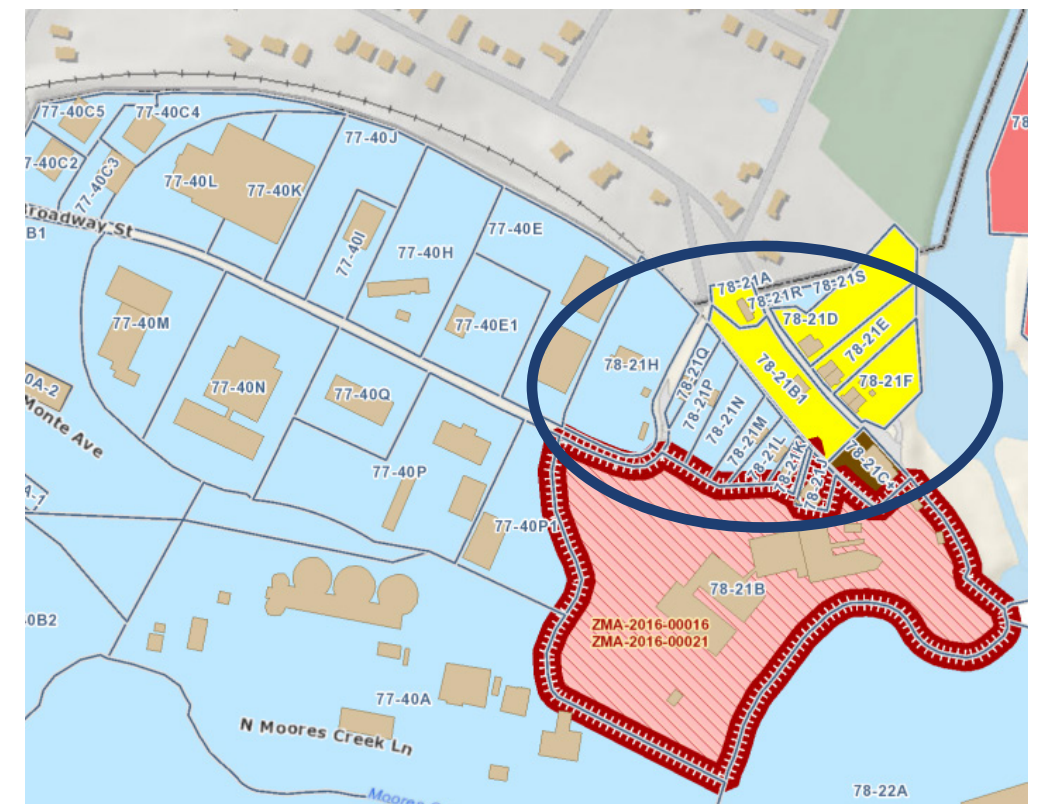
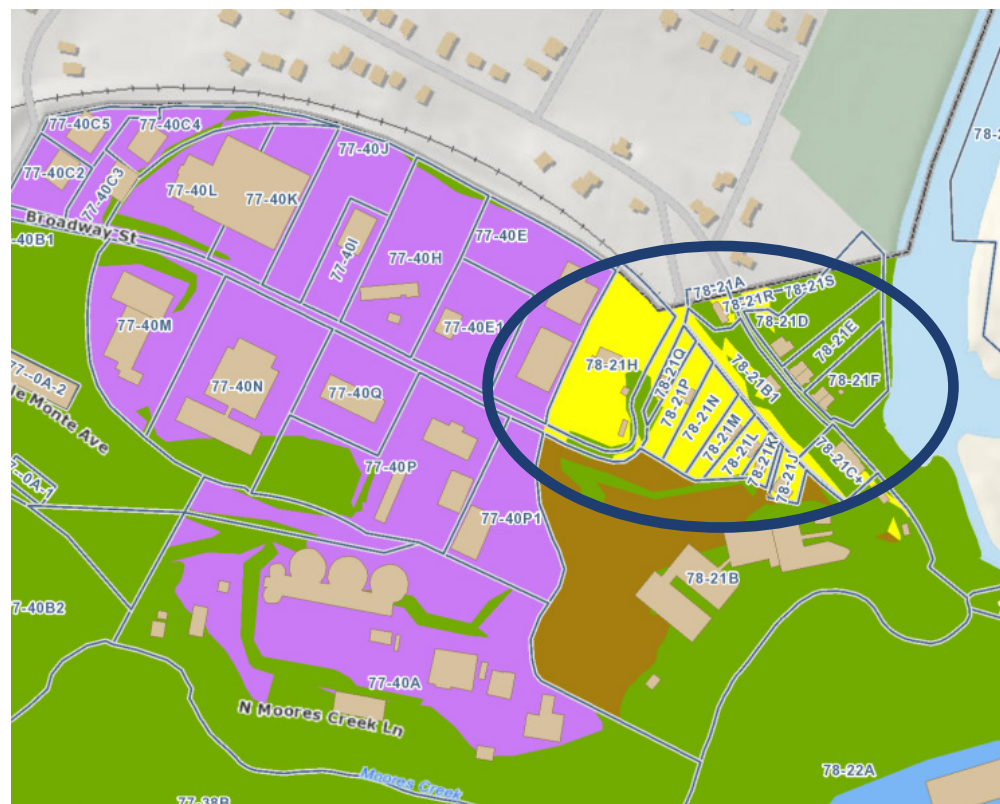
1.1 Retain Industrial Uses.

For properties currently used for Light Industrial / Maker Spaces.



1.2 Address the Land Use & Zoning Mismatch.

Along Marchant Street and Pireus Row, to recognize the historic properties / residential uses.



1. Economic Vitality & Land Use Strategies | Short-Term

1.3 Zoning Flexibility.

With ongoing zoning updates, consider updates to parking requirements, retail/commercial uses, and uses related to the arts.

1.4 County-wide Industrial Inventory.

Maintain efforts to identify and expand industrial land uses in Albemarle County.

1.5 Broadway Business Retention.

To connect businesses to resources, to help solve issues, and to identify affordability strategies.



1. Economic Vitality & Land Use Strategies | Short-Term

1.6 Franklin St. Resources / Land Use Analysis.

- » Evaluate stone wall, slopes, floodplain, and other known archaeological resources along Franklin to determine appropriate treatment.
- » Consider the appropriate land uses along Franklin Street, especially in areas currently designated as Parks & Green Systems.



1. Economic Vitality & Land Use Strategies | Short-Term

1.7 Arts & Cultural District.

- » Establish an Arts & Cultural District within Broadway.
- » Implement the most relevant tools to accomplish policy goals, such as tax incentives, grant programs, and regulatory flexibility.

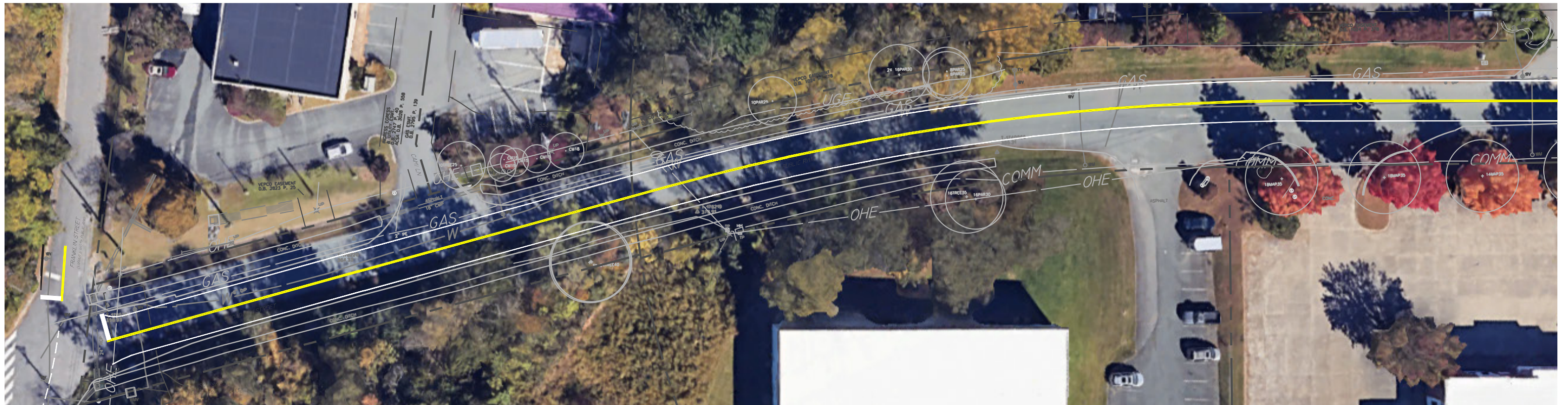
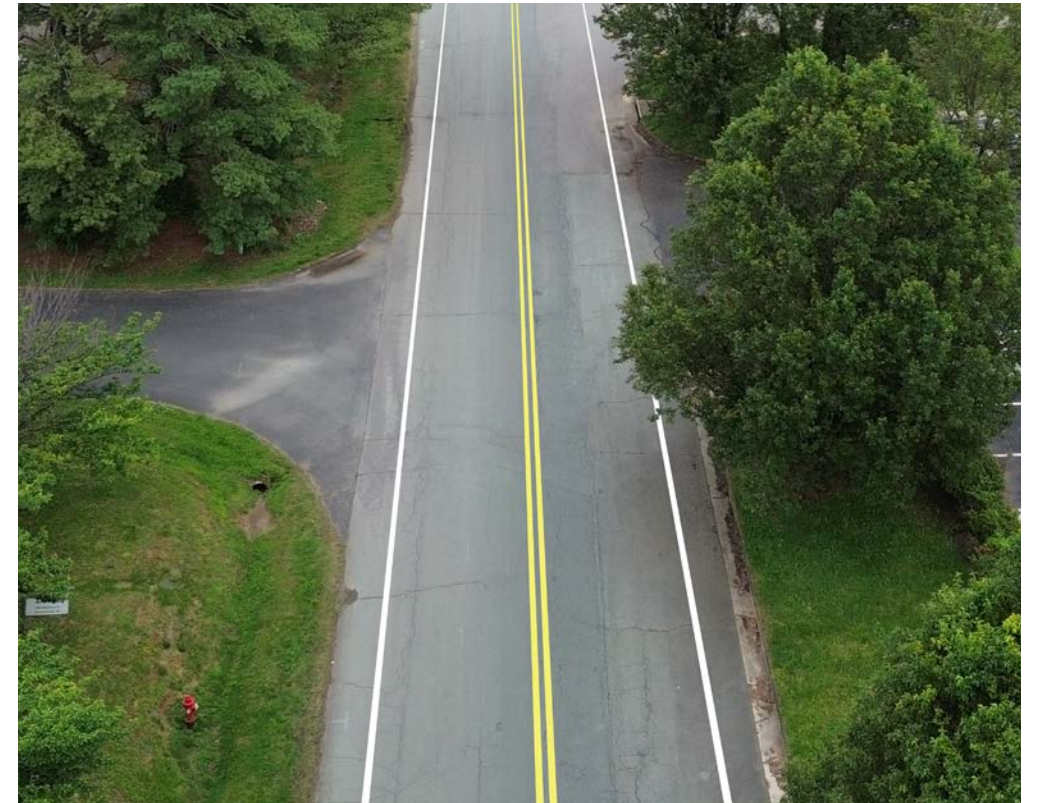


Above | City of Norfolk 'NEON' Arts & Cultural District. Norfolk offers grants, regulatory flexibility and a reduction of the business, professional, and occupational license tax for qualifying activities.

2. Placemaking & Connectivity Strategies | Short-Term

2.1 Broadway St. Painting.

- » Provide roadway pavement markings along Broadway Street to define vehicular travel ways and shoulders.
- » Work is currently underway for this strategy.



2. Placemaking & Connectivity Strategies | Short-Term

2.2 Wayfinding Plan.

- » Develop a brand and logo for Broadway.
- » Identify location and designs for signage including within the City of Charlottesville & an Entrance Sign.
- » Implement the Wayfinding Plan beginning with the most impactful interventions.



2.3 Marchant Street Study

- » Consider converting Marchant Street to a private street. Maintain this as a vehicular access point for residents only and a bicycle/pedestrian and emergency vehicle access point.



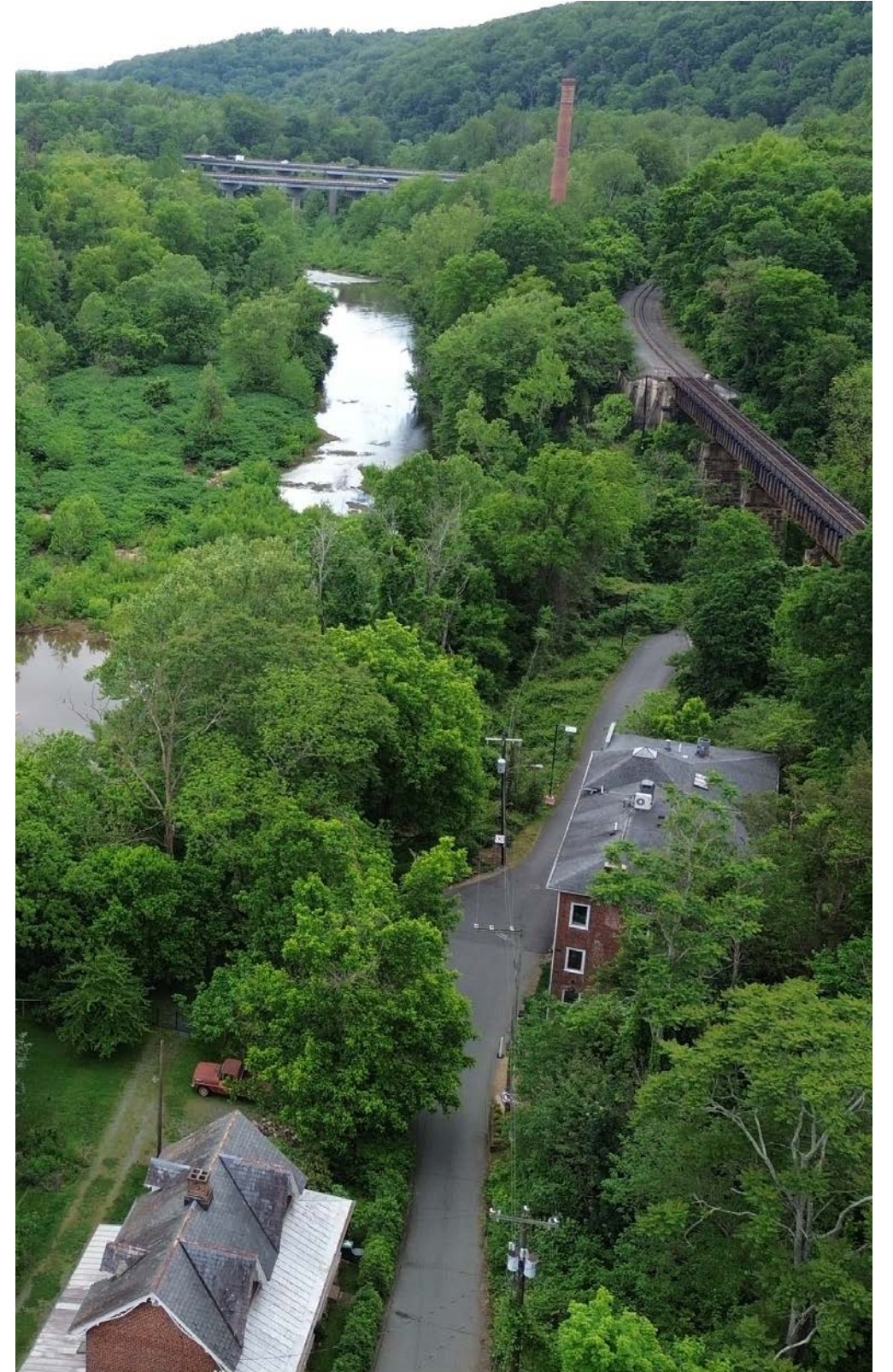
2. Placemaking & Connectivity Strategies | Short-Term

2.4 East Market St Bicycle & Pedestrian Planning & Design

- » Design and install bicycle and pedestrian improvements along the street while maintaining vehicular access for residents.

2.5 Rivanna River Pedestrian Bridge & Design

- » Prioritize integration and continuity of pedestrian and bicycle facilities during the Rivanna River Pedestrian Bridge design phase.



5. Integration Strategies | Ongoing

5.1 Rivanna River Pedestrian Bridge Coordination

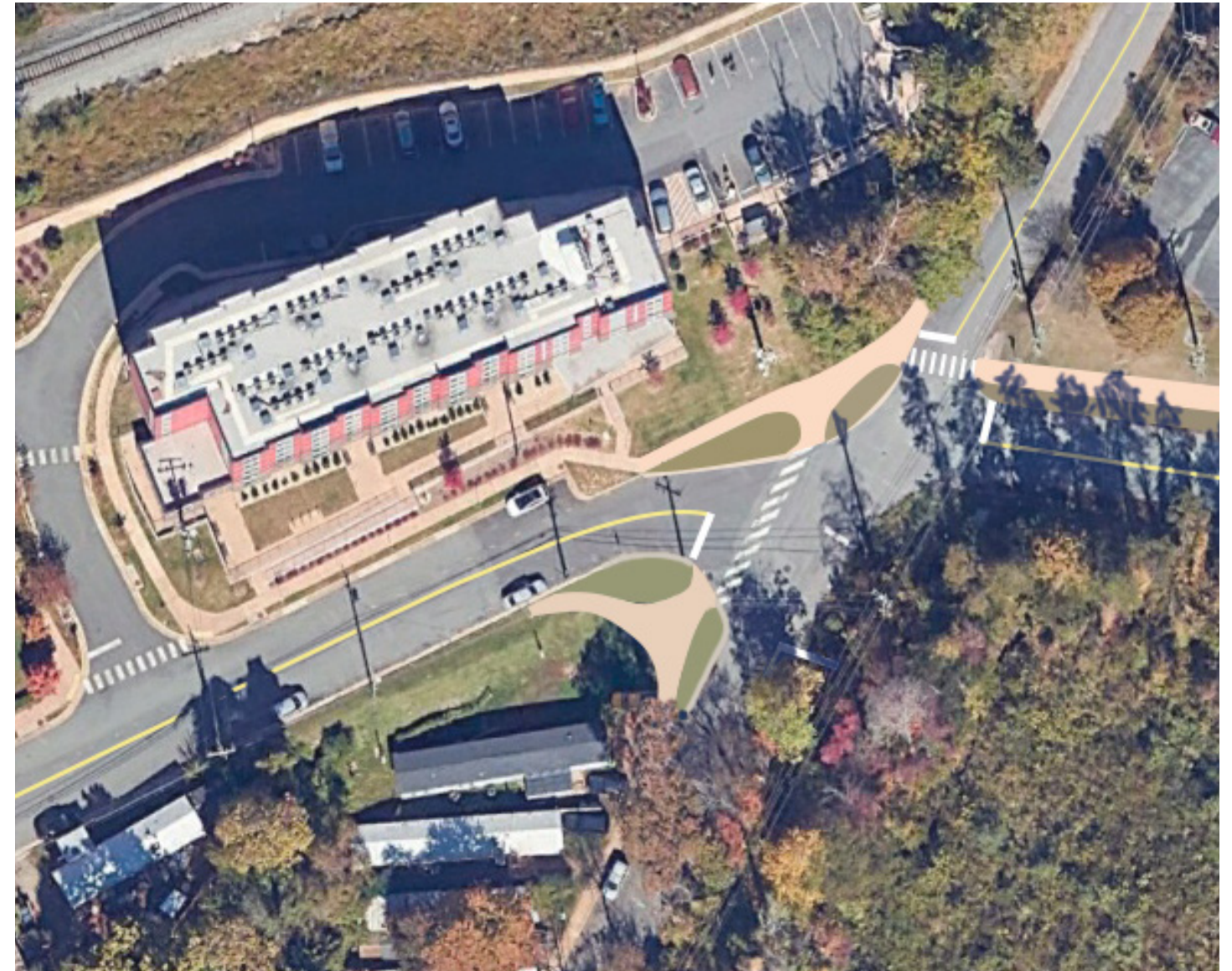
- » Based on the final bridge location study and design, formalize the bicycle and pedestrian accommodations for E. Market Street.
- » In coordination with the City of Charlottesville and local stakeholders, determine if additional bicycle, pedestrian, or vehicular access points between the bridge and Broadway are needed.



5. Integration Strategies | Ongoing

5.2 Implement Franklin Street Pedestrian Improvements.

- » Secure right-of-way to establish sidewalks on both sides of Franklin Street.
- » Coordinate with the City and adjacent property owners to realign the Franklin St. / Carlton Ave. / Broadway St. intersection as adjacent properties redevelop.
- » Coordinate with the City of Charlottesville and Buckingham Branch Railroad to improve the railroad underpass along Franklin Street.



5. Integration Strategies | Ongoing

5.3 Marchant St Railroad Crossing.

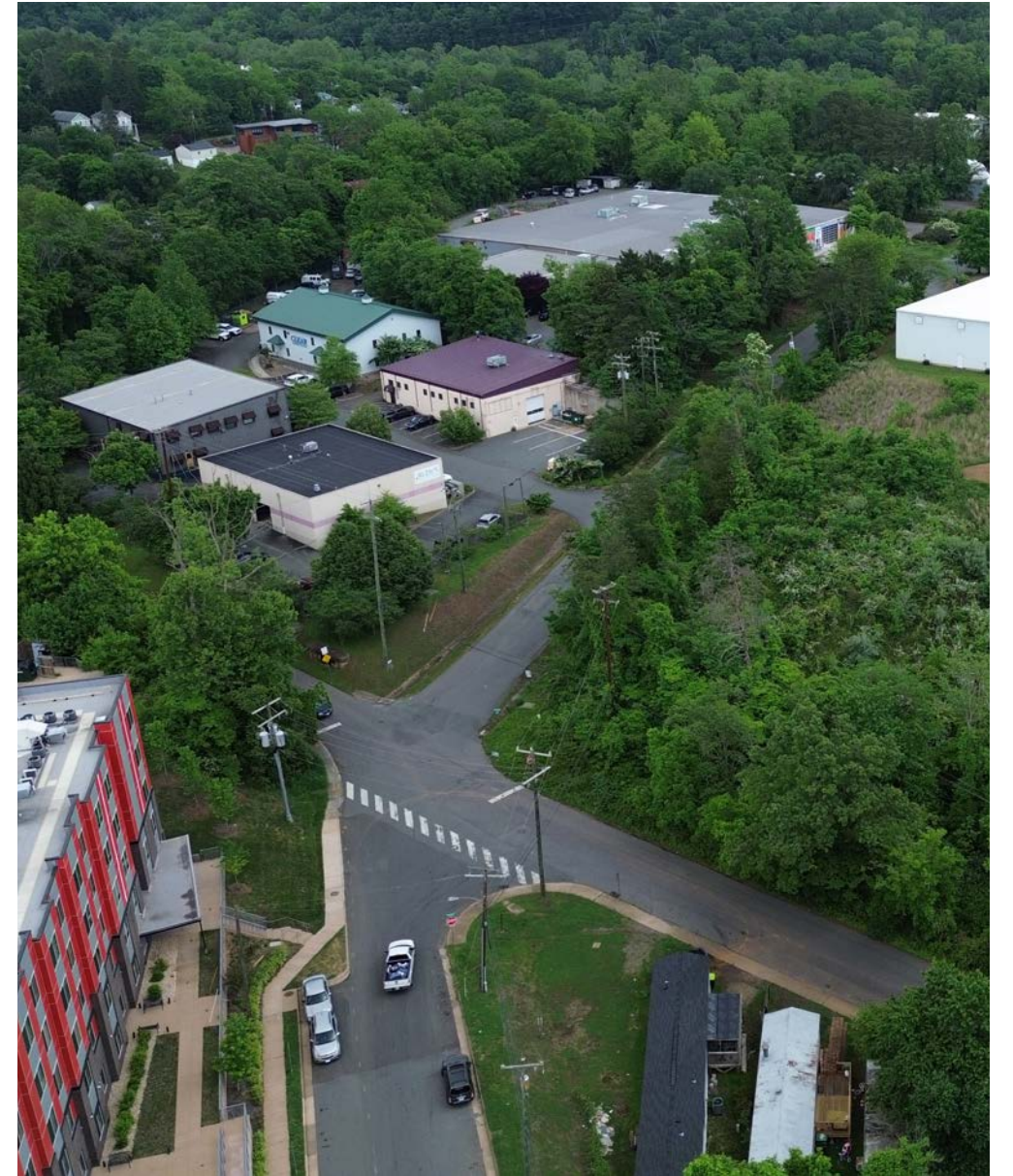
- » Explore the possibility of reopening the railroad crossing on Marchant Street as a bicycle and pedestrian connection and for emergency access, in collaboration with Buckingham Branch Railroad and the City of Charlottesville.



5. Integration Strategies | Ongoing

5.4 Service Coordination.

- » Partner with the City of Charlottesville to install wayfinding signage in nearby City neighborhoods.
- » Work with the City of Charlottesville to connect properties along Franklin Street to City sewer.
- » Coordinate crime prevention measures with the City of Charlottesville and Albemarle County police departments to improve patrolling and crime enforcement in the area.
- » Coordinate opportunities for transit connectivity between Broadway, Downtown Charlottesville, and other City and County destinations.



5. Integration Strategies | Ongoing

5.5 Grassroots Placemaking.

Champion and support grassroots placemaking initiatives that are driven and initiated by Broadway artists, businesses, and organizations. These could include:

- » Formalizing trail networks.
- » Providing support for public art projects and business development initiatives.
- » Streamlining permitting for Broadway Street block parties and events.
- » Supporting and collaborating with a Broadway Business/Makers Association.

5.6 Partnership Opportunities.

- » Continue to explore and be open to future opportunities for public-private partnerships within Broadway that would provide customized solutions to support Broadway Blueprint goals.



Discussion & Next Steps



Next Steps - Report

- » Consultant team and staff will refine the strategies based on the Board's direction (if needed) and compile the document appendix.
- » Staff will share the final report (with any requested updates) and the appendix with the Board for formal action on an upcoming Consent Agenda.

Next Steps - Implementation

- » If the Board accepts and endorses the Broadway Blueprint Phase 2 Study, it will be referred to the Economic Development Office and Community Development Department for implementation.
- » Staff will continue to monitor needs within Broadway, will partner with stakeholders to support Broadway goals, and will incorporate priority projects into department resource requests.

Board Discussion & Questions

- » Do you have any recommended changes to the strategies as written?
- » Does the Board endorse and accept the Broadway Blueprint Phase 2 Study and refer to the Economic Development Office and Community Development Department for consideration and implementation?

3. Economic Vitality & Land Use Strategies | Long-Term

3.1 Continued Business Retention.

Sustain business retention efforts within Broadway and respond to market changes.

3.2 Business Incubator Space.

To provide affordable workspace for entrepreneurs and startups seeking space to relocate or expand.

3.3 Land Use Evaluation.

Determine if changes to the Comprehensive Plan/ Master Plan are appropriate (within the 5–15-year timeframe).



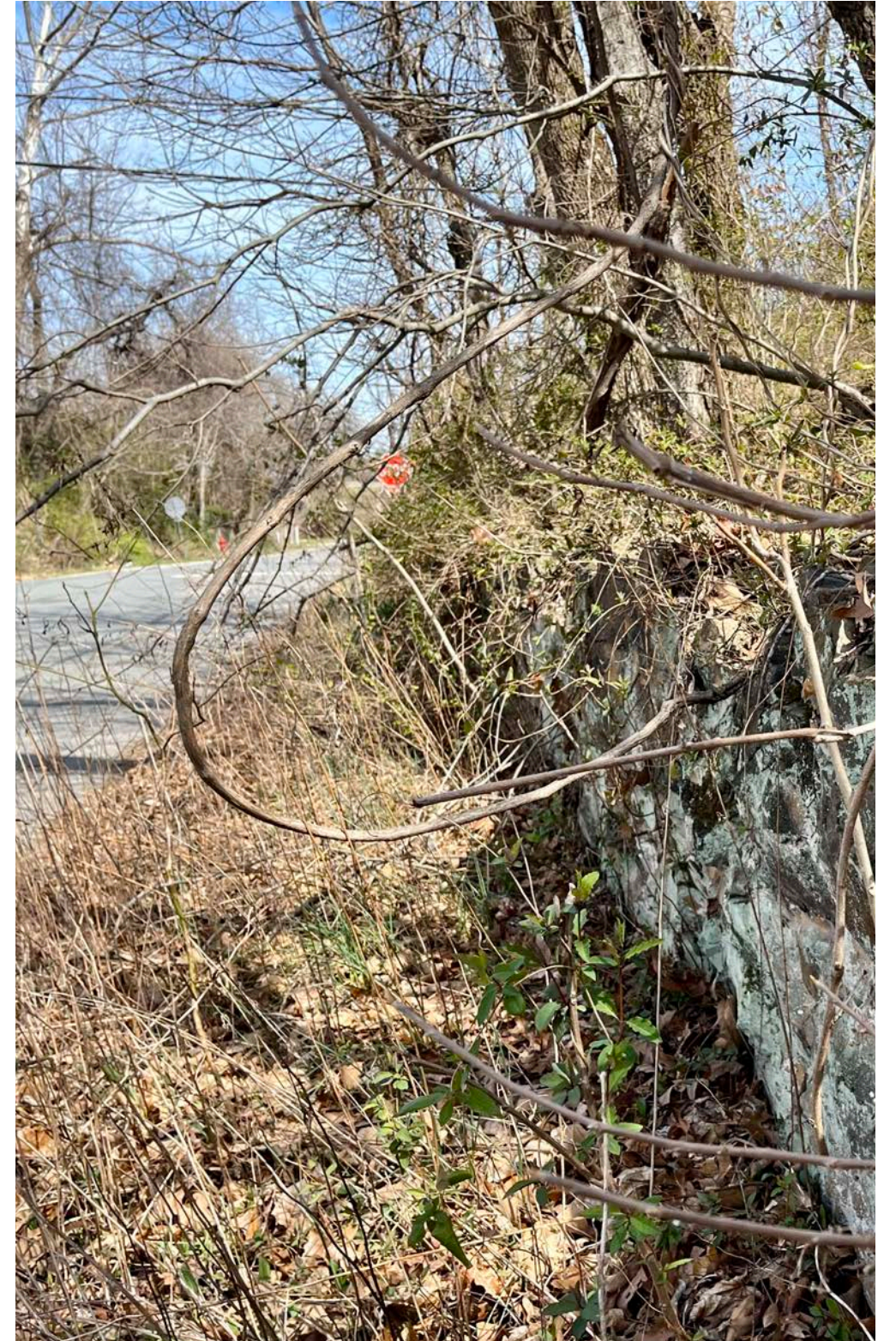
3. Economic Vitality & Land Use Strategies | Long-Term

3.4 Implement Franklin Street Resources and Land Use Recommendations.

To create a more welcoming entrance for Broadway, to promote safety and walkability, and to establish appropriate uses along Franklin Street.

3.5 Historic Preservation.

Seek ways to protect historic structures through grant funds, easements, proffers, and future zoning updates.



4. Placemaking & Connectivity Strategies | Long-Term

4.1 **Broadway Pedestrian Shoulder.**

When the timing is appropriate, formalize the shoulder as a pedestrian facility.



4. Placemaking & Connectivity Strategies | Long-Term

4.2 **Broadway Shared Use Path.**

When the timing is appropriate, install a formal shared use path along one side of Broadway Street.

