

Rio+29 Small Area Plan Phase II Public Engagement Plan DRAFT

Project Description

The Rio+29 Small Area Plan is a planning effort underway to articulate a detailed vision for the area around the Rio+29 grade separated intersection to ensure that land use, transportation, infrastructure, and other recommendations both incorporate the new intersection design and provide guidance for the larger area, which has been identified as a future focal point for new urban development and redevelopment.

Phase I of the project began in May 2016 and is expected to be formally endorsed by the Planning Commission and Board of Supervisors by Spring 2017. Phase I included defining the study area, existing conditions analysis, market assessment, and land use map alternative generation. Coming out of Phase I, the key takeaways are:

- The future vision is transformational
- Key concept for transformation is 10-20 minute walkable community
- Concept organizes future development/redevelopment into walkable nodes
- Three potential nodes defined-intent for phasing – Rio/29 being the priority

Phase II, expected to begin in March 2017, will further address the following issues identified in Phase I:

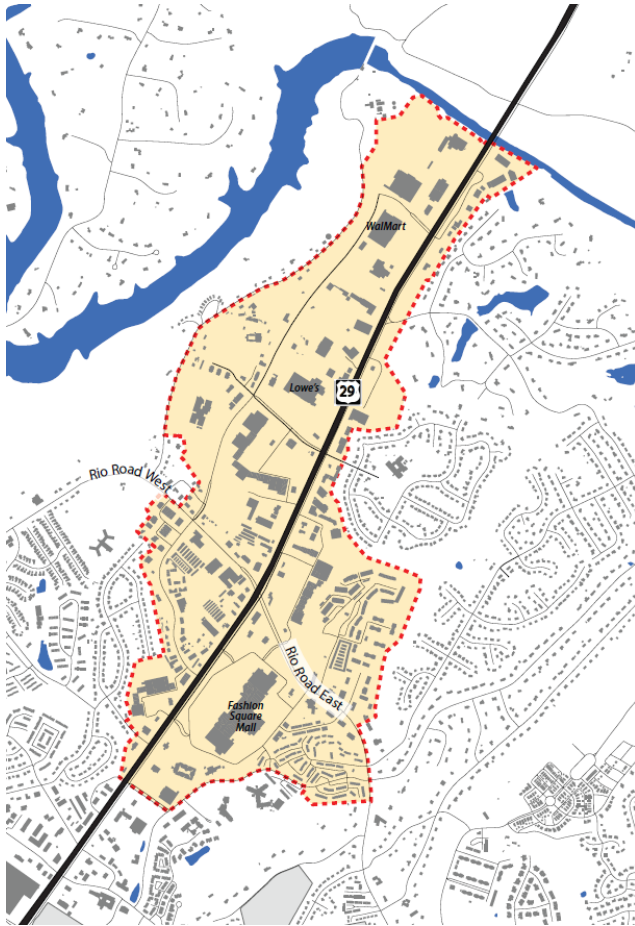
- Transportation challenges posed by increasing development & economic activity in the area
- Further analyzing market factors affecting development potential, such as demographic change influences (for example, “aging up” millennials and baby boomers, and increasing income and purchasing power)
- Incorporating Economic Development Strategic Plan influences into the area plan

With a focus on developing the following:

- Detailed design of node(s)
- Transportation strategy for this vision
- Form-based Code/zoning, infrastructure, and other implementation strategies needed to accomplish the vision

Study Area

The Rio+29 Small Area Plan is being developed for the 29 North commercial corridor, from Branchlands Boulevard up to the Rivanna River.



Work Product for this Project

The Small Area Plan will become an amendment to the Places29 Master Plan once approved and adopted by the Board of Supervisors. The process will encourage identification of implementation strategies that can be pursued parallel to the planning process and/or shortly after the plan's adoption. One of these strategies, the Form-based Code, would be enacted as an amendment to the County's zoning ordinance.

Phase I (May 2016 – March 2017)

The report for this phase included:

- Study area analysis of existing conditions
- Market assessment
- Land use alternatives

Phase II (March – December 2017)

The report for this phase will include:

- Transportation analysis
- Transportation improvements plan
- Transportation plan
- Final land use plan

- Implementation action plan, including a Form-based code and design “template”

Public Participation Goals

- Keep public informed about the Small Area Plan as it moves through the process
- Educate Places29 stakeholders on the form-based code concept and facilitate community input on the design of a form-based code for this area.
- Disseminate community input to ultimate decision-makers for their consideration
- Establish realistic expectations about the process and timeline for completion
- Provide a transparent process for how public input is used in developing alternatives and strategies

Stakeholders

Target:

- Property owners (Rio/29 core area are primary; others who may be part of other core areas may also be important)
- Community Advisory Committee members (Places29 in particular, but educating all CACs)
- Developers and businesses, including North Charlottesville Business Council
- Current and future residents/stakeholders/customers – millennials, baby boomers (Charlottesville Area Alliance), non-profit partners working with existing communities
- Design consultants
- Real estate brokers/realtors – commercial/residential
- Financers/lenders
- Real estate/development attorneys
- Professional organizations – local Urban Land Institute/ULI Young Leaders, Charlottesville Area Development Roundtable
- Architectural Review Board (ARB)

Others:

- Institutional (Sentara Martha Jefferson Hospital, Seminole Trail Fire, Northside Library)
- Residents, through geographically applicable CACs, Agnor-Hurt and Woodbrook ES PTOs, area homeowners associations
- Charlottesville Area Development Roundtable
- County development advisor consultant
- UVA A-school students/faculty – including student volunteers to assist with activities/events
- Technical/Advisory – VDOT, ACSA, other utilities, WiFi/internet, CATS
- City – particularly re: FBC for Strategic Investment Area
- University of Virginia
- Charlottesville Tomorrow as cohost/partner – can provide City Space as venue

Public Engagement Activities

In Phase I of the project, public engagement that “met people where they are” resulted in information-sharing and feedback from stakeholders that do not normally engage in local government meetings. This

included both online opportunities and in-person meetings and resulted in thoughtful comments from a broad cross-section of the community. During Phase I, the following activities occurred:

- Pop-up at a local park
- Presenting to the Agnor-Hurt PTO
- Focus group discussions with area business, developer, and landowner stakeholders and young professionals
- Display at the Northside Library
- Two videos sharing information on the project
- Two online comment cards to provide feedback on a series of questions

For Phase II, a similar outreach agenda will be executed. In addition, the County proposes three new convenings, described below, designed to bring interested community members and topical experts into the design process for the form-based code design template.

- TomTom Founders Festival Hometown Summit – half-day session with leaders in placemaking, innovation, and urban design from across the US create visions for the area around three themes, multimodalism, placemaking, and a small business hub
- Charrette – three to four sessions where urban designers work with invited stakeholders to collaboratively build form-based code design template alternatives; this event will be open to the public
- CitySpace – August First Fridays and month-long display at gallery space with feedback opportunity

Concurrent with Phase II, the Thomas Jefferson Planning District Commission is leading an effort to complete a Small Area Plan for the Hydraulic + 29 intersection. Staff will coordinate with TJPDC to leverage outreach opportunities and avoid conflicting schedules.

Engagement will be organized around three critical periods:

- April/May 2017: Kickoff/Orientation
- May/June 2017: Program Development/Charrette
- August/September 2017: Preview of Recommendation/Refinement

Public Participation Tools

- Project website on Albemarle.org
- Press Release
- A-mail – Places29 Master Plan list
- YouTube videos
- Focus groups
- Community Meeting
- Places29 CAC meetings
- Survey instrument
- Special convenings – Tom Tom Founders Festival, Charrette, CitySpace
- Site visit
- Digital visualization tools

Roles & Responsibilities

- Board of Supervisors – The Board of Supervisors has the final decision-making authority for approving all updates to Master Plans, of which the Small Area Plan will be apart. The Board of Supervisors will conduct their required public process, including work sessions and a public hearing, on the draft Small Area Plan, with the opportunity to adopt the Small Area Plan as an amendment to the Place29 Master Plan. The Board of Supervisors will be briefed in March, June, and October 2017.
- Staff – Work with the community to ensure the effectiveness of the public engagement process, provide review and recommendations to the ultimate decision-makers in accordance with established county policies and plans, keep community informed about the progress of the small area plan, communicate how public input has shaped decisions about the study, present final recommendations to the Planning Commission and the Board of Supervisors.
- Planning Commission – Phase II of the Small Area Plan will culminate in an amendment to the Place29 Master Plan. The Planning Commission directs updates to the Master Plans and will be expected to manage this update in their legally prescribed role. The Commission will conduct its required public process, including work sessions and a public hearing, on the draft Small Area Plan, resulting in a recommendation to the Board of Supervisors. The Planning Commission will be briefed on this project in February, May, August, and October 2017.
- Architectural Review Board – Send one ARB member to the Technical Committee meetings, receive regular updates on the process at ARB meetings, provide regular feedback to the Technical Committee, ensure that all existing Entrance Corridor (EC) guidelines design review elements are addressed in either the form-based code or in revised EC guidelines for the project area, make recommendations for corresponding changes to the overall EC guidelines and ARB review process as necessary, and provide comments on the draft code and template near the end of the process. The ARB members will also be invited to participate in the charrettes.
- Technical Committee – Provide general coordination and guidance on the technical aspects of the Small Area Plan research process. Provide assistance in data collection, identify data collection needs, and ensure continuity between this project and other County and regional studies and initiatives. The Technical Committee will be comprised of staff from various Albemarle County departments and divisions, ARB, VDOT, MPO, ACSA, and JMRL.
- Focus groups – Focus groups will be invited to provide input on discrete topics as identified. A targeted focus group will include representatives of the North Charlottesville Business Council, Chamber of Commerce, large landowners/property managers and area businesses with a particular emphasis on early identification of potential business development initiatives and incentive strategies. Another will be comprised of young professionals to better understand needs and desires of area “millennials”.
- Community At-large– One community meeting will be held during the course of Phase II, the to obtain input on the draft template(s) developed through the charrette process. Additional community meetings will be scheduled as determined to be necessary.

Feedback Loop

The public participation plan will ensure dissemination of public input to decision-makers and back to the public at-large to demonstrate how comments and concerns have been recorded, understood, and accurately communicated. It will also show the public how their input has been translated and how it

influenced the outcome of the project. Staff will make available the following resources as part of the public participation feedback loop:

- The Small Area Plan website will be updated with information on all meetings and other events
- All comments generated at public meetings will be recorded and available to review on the project website.
- The Places29 Amail list will be used to keep interested citizens up-to-date
- Press releases and other materials will be sent out as appropriate to keep the community informed about the process.
- Survey instruments will be used in-meetings and afterwards online to allow for feedback to be recorded and summaries of the feedback received will be posted on the project site.
- YouTube will be used to share information about the project for people who are unable to attend meetings in person