



Albemarle County

Legislation Details (With Text)

File #: 24-292 **Version:** 1 **Name:**
Type: Report **Status:** Action Items
File created: 5/15/2024 **In control:** Board of Supervisors
On agenda: 6/12/2024 **Final action:**
Title: Broadway Blueprint: Phase 2 Study, Presentation of Final Draft.
Sponsors:
Indexes:
Code sections:
Attachments: 1. Att.A - Broadway Blueprint Phase 2 Implementation Study, 2. Presentation

Date	Ver.	Action By	Action	Result
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AGENDA DATE: 6/12/2024

TITLE:
Broadway Blueprint: Phase 2 Study, Presentation of Final Draft

SUBJECT/PROPOSAL/REQUEST: Review, accept, and refer the Broadway Blueprint Phase 2 Study to the Economic Development Office and Community Development Department for consideration and implementation.

ITEM TYPE: Regular Action Item

STAFF CONTACT(S): Richardson, Wall, Rosenberg, Herrick, Filardo, Barnes, Benish

PRESENTER (S): David Benish, Development Process Manager; Rachel Falkenstein, 3TP Ventures

LEGAL REVIEW: Yes

REVIEWED BY: Jeffrey B. Richardson

BACKGROUND: In 2019, the Board initiated the Broadway Blueprint economic revitalization study as part of the County’s investment in the Woolen Mills redevelopment and related WillowTree corporate campus relocation project. The study recommended, and the Board approved, a Phase 2 effort entitled the Broadway Corridor Phase 2 Implementation Study.

The planning effort is focused on the Broadway Street area, near the Wool Factory. Phase 2 is focused on developing actionable recommendations/implementation strategies for physical improvements to the corridor and business development/retention efforts, and will also provide recommendations related to land use.

A mid-point update was provided to the Board on February 7, 2024. At that meeting, the consultants presented their assessment of the area and their direction for strategies, described as “Observations” and “Opportunities.” The Board provided comments and direction on their work. The strategies found in the final draft of the study provided here are consistent with the midpoint Observations and the input/direction received from the Board.

The consultants and County staff will provide an overview of the study's findings and recommended strategies.

STRATEGIC PLAN: Quality of life - Encourage a vibrant community with economic and recreational opportunities that serve all community members.

DISCUSSION: The implementation strategies identified in this study are designed to promote Broadway's continued economic vitality, guide placemaking, transportation, and land use investments, and to support Broadway businesses, tenants, and artisans in adapting to a changing business environment.

The Broadway Blueprint Phase 2 Study recommends physical improvements and policy and regulatory changes that aim to support the economic vitality of the Broadway area. The Study focuses on creating a blueprint for short- and long-term implementation steps that support each of the focus areas within Broadway. The Phase 2 Study also considers ways to leverage past investment, local interest, and economic opportunity within Broadway to further the County's Economic Development Strategic Plan (Project ENABLE).

The community engagement process for the study was focused on receiving input from property owners and businesses located within the study area. Five open houses (including one "pop-up") were held during the study period. Multiple meetings were also held with Charlottesville Neighborhood Development Services Department staff to discuss the project and study area.

The study and its strategies will be used as a guide for policy decisions and resources investments in the Broadway corridor study area, and as a resource to help inform the AC44 Comprehensive Plan update, the Zoning Ordinance modernization effort, future Southern + Western Development Area Master Plan updates, public project planning/implementation efforts, and Economic Development Office and Community Development Department work program initiatives.

BUDGET IMPACT: There is no budget impact associated with the acceptance of this study. Future implementation of the strategies contained in the study will require funding and/or commitment of staff resources to implement.

RECOMMENDATION:

Staff requests that the Board accept, endorse, and refer the Broadway Blueprint Phase 2 Study to the Economic Development Office and Community Development Department for consideration and implementation.

ATTACHMENTS:

A - Broadway Blueprint Phase 2 Implementation Study