



# Albemarle County

## Legislation Text

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**File #:** 24-145, **Version:** 1

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**AGENDA DATE:** 2/7/2024

**TITLE:**

Broadway Blueprint Phase 2 Plan, Mid-point Update

**SUBJECT/PROPOSAL/REQUEST:** Provide a status update of the Broadway Corridor Phase 2 Study

**ITEM TYPE:** Regular Information Item

**STAFF CONTACT(S):** Richardson, Wall, Filardo, Barnes, McDermott, Benish

**PRESENTER (S):** David Benish

**LEGAL REVIEW:** Not Required

**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 was interrupted during the COVID-19 pandemic, but completed in March 2022 (Attachment C). The study recommended and the Board approved a Phase 2 effort, the Broadway Corridor Phase 2 Study.

The planning effort is focused on the Broadway Street area, near the Wool Factory. Phase 2 is focused on developing actionable recommendations for physical improvements to the corridor and business development/retention efforts and will also provide recommendations related to land use. The land use recommendations will be used as input for further consideration during the Albemarle County 2044 Comprehensive Plan (AC44) update and future updates to the Southern and Western Neighborhoods Master Plan. 3TP Ventures and Line and Grade Civil Engineering have been contracted to undertake this implementation study, in collaboration with Community Development and with support from Economic Development staff.

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

**DISCUSSION:** The presentation will provide an update on the Phase 2 plan effort underway. The study began in late June 2023 and is expected to be completed by June 2024. The Broadway Corridor Phase 2 Study is an implementation study that will build on the findings from Phase 1 with a focus on the following goals:

1. Create a blueprint for short-, medium-, and long-term implementation steps that support connectivity, placemaking, and economic vitality within the Broadway corridor.
2. Leverage past investment, local interest, and economic opportunity within the Broadway corridor to further the County's Economic Development Strategic Plan (Project ENABLE).
3. Collaborate with the diverse community of stakeholders within and around the Broadway corridor, 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.

Attachment A is a map of the study area. Attachment B is the Observations and Opportunities summary identified and developed by the consultants based on their analysis of the area and input received through public and stakeholder input processes held to date. Those findings are provided on four separate “boards” which cover *Connectivity*, *Placemaking*, *Business Retention and Affordability*, and *Land Use and Development Patterns*. These broader Opportunities will be refined into more specific recommendations during the next phase of this work. The community input processes have focused primarily on receiving input from stakeholders-the property owners, businesses, and tenants within the study area. Online input opportunities and public engagement “pop-ups” have also been conducted.

**BUDGET IMPACT:** There is no budget impact associated with the agenda item. The study is funded through the Economic Development Office.

**RECOMMENDATION:**

Staff and consultants will present highlights of their work to date, including the Observations and Opportunities found in Attachment B, and will answer questions and receive input from the Board. The final draft study will be brought back to the Board for review and potential adoption in summer 2024.

**ATTACHMENTS:**

- A - Study Area
- B - Observations and Opportunities
- C - Summary of Broadway Blueprint Phase 1