



# Albemarle County

## Legislation Details (With Text)

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Date	Ver.	Action By	Action	Result
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**AGENDA DATE:** 11/20/2019

**TITLE:**  
Update on the Broadway Blueprint Economic Development Revitalization Plan

**SUBJECT/PROPOSAL/REQUEST:** Review progress-to-date and provide direction for next steps on the Broadway Blueprint

**ITEM TYPE:** Regular Action Item

**STAFF CONTACT(S):** Richardson, Walker, Kamptner, DeLoria, Johnson, Newberry

**PRESENTER (S):** Walker, Johnson, Newberry

**LEGAL REVIEW:** Yes

**REVIEWED BY:** Jeffrey B. Richardson

**BACKGROUND:** Part of Albemarle County's investment package for the redevelopment of the historic Woolen Mills site and corporate campus relocation for app-developer WillowTree included \$50,000 in funding for an economic revitalization plan along the light industry-zoned Broadway Street. With this funding approval, the Board directed staff to focus on encouraging adaptive reuse and leveraging the unique assets of this corridor for business development. As an economic development revitalization plan, the "Broadway Blueprint" differs from past planning efforts by the County that focus on land-use. Instead, this plan focuses on leveraging public and private investment associated with the Woolen Mills site redevelopment and the relocation of the WillowTree corporate campus to encourage economic vitality, connectivity, and placemaking along the corridor.

**STRATEGIC PLAN:** Economic Prosperity: Foster an environment that stimulates diversified job creation, capital investments, and tax revenues that support community goals.

**DISCUSSION:** Staff is utilizing a two-phase approach to developing the Broadway Blueprint. The first phase focused on research and information-gathering, which was completed by a multi-departmental staff team. This

team surveyed recent redevelopment in the study area, conducted site visits to other jurisdictions, and compiled the existing policy framework. This phase included engagement with key stakeholders, including the property owners and tenants of the corridor, as well as representatives from the Albemarle County Service Authority and Rivanna Water and Sewer Authority. Key issues, opportunities, and challenges are listed in the draft interim report (Attachment A).

The second phase will include a public-facing process that includes seeking feedback on strategies and recommendations. Staff will apprise the Economic Development Authority and the Planning Commission and will continue conversations with property owners and tenants as recommendations are thought-out. Staff proposes the second phase will seek to leverage the recent investments and relocation of WillowTree to encourage additional economic vitality, connectivity and placemaking for this corridor.

A final set of recommendations and implementation plan will come back to the Board of Supervisors for approval in early-to-mid 2020.

**BUDGET IMPACT:** In accordance with the approved investment package for the redevelopment of the Woolen Mills site, the County budgeted \$50,000 for an economic revitalization plan. A total of \$12,800 has been expended thus far in support of this effort.

**RECOMMENDATION:**

Staff is seeking feedback from the Board on the interim report and concurrence to proceed with the second phase of the Broadway Blueprint.

**ATTACHMENTS:**

A - Draft Interim Report