



County of Albemarle
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MEMORANDUM

TO: Members, Albemarle County Planning Commission
FROM: David Benish, Development Process Manager
DATE: January 2, 2024
RE: Presentation – Broadway Corridor Phase 2 Study

Introduction

The purpose of this presentation is to make the Commission aware of the Broadway Corridor Phase 2 Study now underway for the Broadway Street area, near the Wool Factory, and to provide the Commission with a status of the work to date on the project. The study is considered the second phase of the Broadway Blueprint Study (“Phase 1”), conducted by the Economic Development Office (Attachment C provides background on the Phase 1 Study).

Phase 2 is focused on developing actionable recommendations for physical improvements to the corridor and business development and retention efforts but will also provide recommendations related to land use. The land use recommendations will be used as input for further consideration during the AC44 Comprehensive Plan update and future updates to the Southern and Western Neighborhoods Master Plan.

3TP Ventures and *Line and Grade Civil Engineering* have been hired to undertake this implementation study. Rachel Falkenstein and Daniel Hyer are the lead staff from 3TP and Line and Grade, respectively. The Community Development Department is the lead agency managing the project for the County but with input and guidance also provided by the Economic Development Office (EDO). It is an EDO funded project.

Background

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 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.

Attachment A is a map of the study area. Attachment B is the observations and opportunities identified and developed by the consultant 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*. To date, community input processes have focused primarily on receiving input from stakeholders, property owners, and businesses/tenants within the study area. Online input opportunities and public engagement “pop-ups” have also been conducted.

Presentation:

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 comments from the Commission.

Attachments:

Attach A – [Broadway Corridor Phase 2, Study Area Base Map Aerial](#)

Attach B – [Broadway Phase 2: Observations and Opportunities](#)

Attach C – [Summary of Broadway Blueprint Phase 1: Economic Development Revitalization Study](#)