WHERE WE STARTED

• Woolen Mills redevelopment proposed to create a best in class corporate campus to retain WillowTree in our region
• Partnered with the Commonwealth of Virginia to invest in public serving infrastructure including trail connectivity, transit option and job creation to revitalize this historic site
MAJOR MILESTONE
August 27, 2018
WHERE WE ARE

- $12 million private investment to redevelop the site
- $2 million leveraged from the state to support WillowTree’s growth as a world class tech company
- Brewery, restaurant, event space confirmed as tenants
- Partnership developing downtown shuttle service
- Connections to Rivanna Trail and other community assets underway
- Other development occurring i.e. Moore’s Creek Center and Decipher Brewery
WHERE WE ARE GOING

- April 2020 occupancy date - 275 WillowTree employees generating activity along the Broadway corridor with robust hiring continuing
- Interest from other developers/property owners including a focus on lifestyle/amenities
- Interest from related industries to form potential industry cluster/primary business locations in proximity to WillowTree
- Broader Rivanna River area showing increased vibrancy
WHAT DOES THIS MEAN FOR THE BUSINESS CORRIDOR?

The Broadway Blueprint Study
HOW?

WORK ACCOMPLISHED

- Initial Board Direction
- Study area profile
- First steps in public engagement
- Multi-disciplinary staff team
- Site visits

NEXT STEPS

- BOS check in
- Share with other key advisory bodies
- Broader public engagement
- Continued dialogue with property owners/tenants
- Draft plan back to BOS
WHERE?

BROADWAY
BLUEPRINT
STUDY AREA
WHAT WE KNOW

EXISTING CONDITIONS

• Existing Policy Framework
  • Comprehensive Plan
  • Board of Supervisors Strategic Plan
  • Project ENABLE
  • Rivanna River Corridor Plan

• Current Allowances/Permitted Uses
Comprehensive Plan

**Purple** = Office/R&D/Flex/Light Industrial

**Yellow** = Neighborhood Density Residential

**Brown** = Community Mixed Use

**Green** = Parks and Green Systems

**Blue** = Institutional
Zoning Map

**Blue** = LI (Light Industry)

**Pink** = C1 (Commercial)

**Yellow** = R4 Residential

**Brown** = R15 Residential
WHAT WE KNOW

EXISTING CONDITIONS

• Transportation Network

• Utility Capacity

• Existing Major Businesses/Character of the Area

• Adjacent Areas

• Development Activity
Recent Development Activity

- **B**: Recent purchase
- **C**: Minor amendment
- **D**: Minor amendment

Map showing recent development activity with locations marked B, C, and D.
Recent Development Activity

- Recent purchase
- Minor amendment
- Minor amendment
Recent Development Activity

- Recent purchase
- Minor amendment
Recent Development Activity

B: Recent purchase
C: Minor amendment
D: Minor amendment
A: Minor amendment
Recent Development Activity

Recent purchase

Minor amendment

Minor amendment
FROM CORRIDOR STAKEHOLDERS

• More pedestrian and vehicular traffic already occurring – infrastructure insufficient for current and future needs

• Redevelopment impacts on existing corridor and character of the area – concern about potential for increased property values/higher rents/displacement

• Compatibility between existing uses and potential future uses – do not want to create conflicts that challenge light industrial uses

• Eagerness for changes that will enhance the vitality and vibrancy of the corridor - desire to be proactive about changes and associated opportunities
FROM RESEARCH/SITE VISITS

- Redevelopment activity in areas adjacent to LI will exert pressure and create organic change.
- Mixed use areas with integrated LI and commercial elements are increasingly popular destinations.
- Placemaking strategies are being utilized to create intentional urban forms and encourage public activity/programming.
Our Opportunity

Broadway Blueprint Intention and Focus Areas
Broadway Blueprint

Intention

Leverage public and private investment associated with Woolen Mills site redevelopment and relocation of the WillowTree corporate campus to encourage **economic vitality, connectivity and placemaking** along the Broadway business corridor.
Focus Areas

Economic Vitality
achieving a diverse array of opportunities
balancing new and existing uses
furthering Project ENABLE
addressing cost impacts
evaluating and addressing parking challenges

Connectivity
maximizing multi-modal transportation
evaluating/addressing transportation challenges

Placemaking
creating diverse, eclectic places
creating and supporting public spaces
enhancing pedestrian environment
providing compelling destination
BOARD FEEDBACK

- Questions?

- Reaction to Intention and Focus Areas?
Next Steps

• Share current status and Board direction with Planning Commission, Economic Development Authority and the Fifth and Avon Community Advisory Council – scheduled to be completed in December, 2019
• Provide opportunity for broader public feedback – first quarter 2020
• Check back in with corridor stakeholders – first quarter 2020
• Bring draft concepts back to the Board of Supervisors for further discussion/direction – early second quarter 2020