SCOTTSVILLE- West Downtown Small Area Plan

PUBLIC ENGAGEMENT SUMMARY: SEPTEMBER 16TH 2019







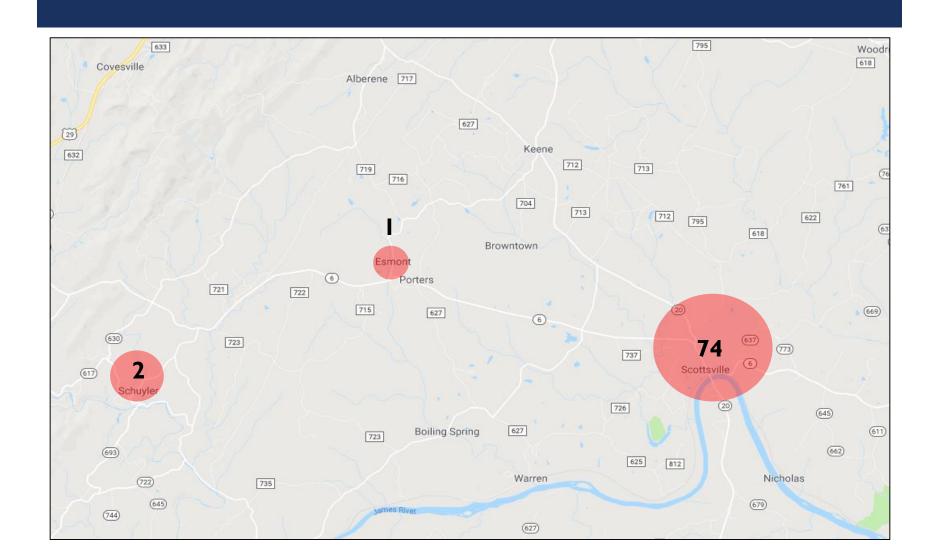
The TJPDC's Role

- Host a project webpage: tjpdc.org/scottsville/
- Assist with development of survey
- Summarize feedback & formulate recommendations for next steps
- Assist with GIS & mapping as-needed

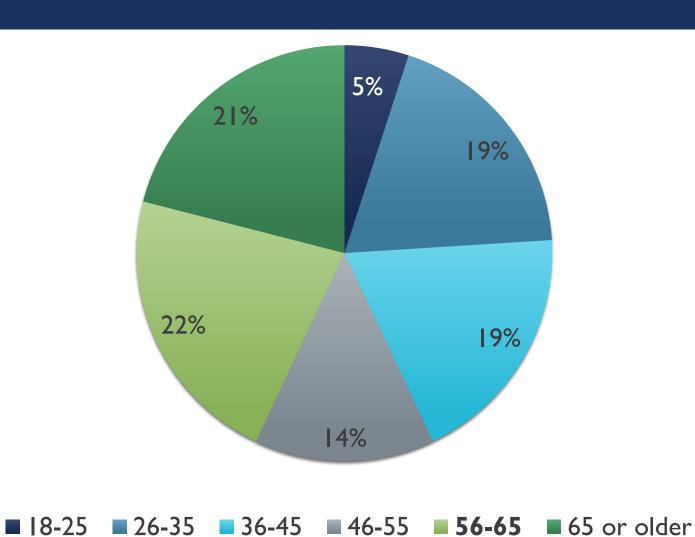
Survey Summary

- 131 Responses
- Paper and online format
- Available from July 31st to August 29th

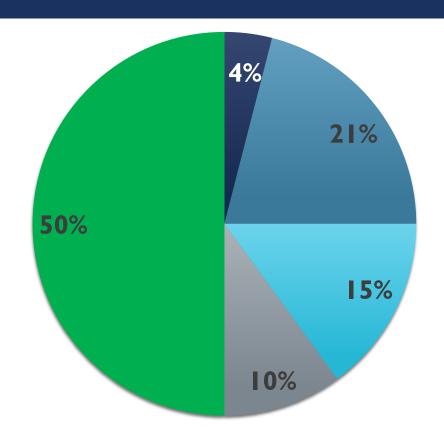
Where Respondents Live



Demographic Trends: Age



Demographic Trends: Time Living in the Area



Rating Characteristics of Scottsville

Top Rated Characteristics:

Rural setting	87% rated as GOOD
Family atmosphere	76% rated as GOOD
Access to adjacent localities	45% rated as GOOD
Housing that is affordable	42% rated as GOOD
Lowest Rated Characteristics:	
Proximity to employment	36% rated as POOR
Proximity to shopping	34% rated as POOR

Priorities to Improve Sense of Community

Top Rated Priorities:

L	ower Priorities:		
	Historic architecture & attractive buildings	12% rated a	s HIGH
	Parks & Rec Space	42% rated a	s HIGH
	More job opportunities	47% rated a	s HIGH
	Additional professional/medical services	52% rated a	s HIGH
	Traffic solutions for Route 20	54% rated a	as HIGH

Improved landscaping along roadsides.....24% rated as HIGH

Priorities for Housing Type

High Rated Priorities:

	Single family residential	37% rated as HIGH
	55+ residential	30%rated as HIGH
	Assisted living	30% rated as HIGH
	Mixed use apartments	27% rated as HIGH
L	ower Priorities:	
	Twin or duplex	7% rated as HIGH
	Townhouse	10% rated as HIGH

Priorities for Recruiting Businesses

High Rated Priorities:

	Offices, medical services, & technology55% rated as HIGH
	Support for home business47%rated as HIGH
	Basic retail shops45% rated as HIGH
L	ower Priorities:
	Tourist-oriented shops & services24% rated as HIGH
	Light manufacturing
	Restaurants & night life32% rated as HIGH

Transportation Obstacles

High Problem Areas:

Lack of sidewalks	39% rated as MAJOR
■ Travel time & long distances	35% rated as MAJOR
JAUNT & Public transit	31% rated as MAJOR
■ Speeding	26% rated as MAJOR
Lower Problem Areas:	
School traffic	7% rated as MAJOR
Lack of pedestrian crossings	18% rated as MAJOR
Lack of bike lanes	19% rated as MAIOR

Use of Parks

A few times a year	.38%
Less than once a week but more than monthly	27%
More than once a week	.21%
Monthly	8%
Never	6%

Added Amenities to Encourage Park Usage

Fitness trail w/exercise stations	44%
Splash playground	42%
• Wi-Fi	35%
Dog park	35%
Community garden	33%
More playground equipment	30%
Murals or sculpture	19%

Priority Focus Areas

Additional job opportunities close by	47%
Creating sense of community	45%
Additional shopping or retail	39%
Recreational development	37%
Housing opportunities	31%
Transportation opportunities	25%

Themes from Open-Ended Responses

- A need for more residents to support existing businesses
- Small town feel & rural charm vs. need to travel to Charlottesville, lack of services in town, more housing options
- Infrastructure needs come with an increase in housing
- Opportunities for safety improvements to Route 20
- Improved river access, more community programming & events
- Access to reliable internet
- Large-scale development that is out of character with existing conditions is not a high priority

What Next?

- Feedback from the public is one component of an overall strategy for moving forward
 - The Comprehensive Plan and Future Land Use map do a good job of identifying where and strategies for guiding intentional growth
 - Is the current infrastructure sufficient for growth and density?
 - What are the market conditions? Are they consistent with the community's vision of reinforcing existing town character?
 - Are the property owner's needs consistent with feedback?
- How best to balance Scottsville's rural charm and unique sense of place with desire for additional services, jobs, and housing opportunities