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

- 18-25: 22%
- 26-35: 19%
- 36-45: 19%
- 46-55: 14%
- 56-65: 5%
- 65 or older: 21%
Demographic Trends: Time Living in the Area

- 50% 15 or more
- 21% 6-10 years
- 15% 11-15 years
- 10% 2-5 years
- 4% 1-2 years
- 5% Less than 1 year
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:**

- Traffic solutions for Route 20...........................54% rated as HIGH
- Additional professional/medical services.........52% rated as HIGH
- More job opportunities.................................47% rated as HIGH
- Parks & Rec Space........................................42% rated as HIGH
- Historic architecture & attractive buildings....42% rated as HIGH

**Lower Priorities:**

- 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

**Lower Priorities:**

- Twin or duplex .................................................... 7% rated as HIGH
- Townhouse ......................................................... 10% rated as HIGH
Priorities for Recruiting Businesses

High Rated Priorities:
- Offices, medical services, & technology ..................55% rated as HIGH
- Support for home business .................................47% rated as HIGH
- Basic retail shops.............................................45% rated as HIGH

Lower Priorities:
- Tourist-oriented shops & services .........................24% rated as HIGH
- Light manufacturing ............................................27% rated as HIGH
- Restaurants & night life......................................32% 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 MAJOR
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