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

- Scottsville: 74
- Schuyler: 2
- Esmont: 1
Demographic Trends: **Age**

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

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