2022

Land Use Scenarios for Scottsville, VA

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Charting a Path Toward Responsible Growth

Prepared for the Town of Scottsville, VA

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Executive Summary

This professional plan is a partial requirement for the VCU Master of Urban & Regional Planning program. The following report intends to aid Scottsville in its comprehensive planning process.

Scottsville is an incorporated municipality responsible for its planning and zoning. The town has a small population and serves a larger surrounding area from the neighboring Albemarle, Buckingham, and Fluvanna Counties. As part of its comprehensive plan update, Scottsville can consider long-range planning options. Three scenarios were produced for the town of Scottsville, each representing a different development pattern and planning approach. Added dwelling units, additional retail demand, and total open green space were calculated for each scenario to compare each development approach through common metrics.

Each scenario adopts a different design approach. Scenario 1 follows existing development patterns and adopts a suburban development pattern. This planning method results in low-density housing and an expansive development pattern. A moderate retail demand is produced because most land is developed at a low density. Scottsville can expect little change by following the development pattern from Scenario 1. Scenario 2 has the most significant population growth of all three scenarios, quadrupling the town's current population. Following a cluster development pattern by implementing a planned unit development in the northern area of town limits significantly increases the town's population, located away from currently existing development and infrastructure downtown. Retail and other uses are auto-oriented in this scenario. New development under Scenario 3 adopts a new urbanist approach. Growth is concentrated where infrastructure currently exists along the Route 20 and Route 6 corridors.

Focusing future development along these corridors preserves open space and increases the town's sense of place. Based on the preceding, key takeaways of from each scenario were produced.

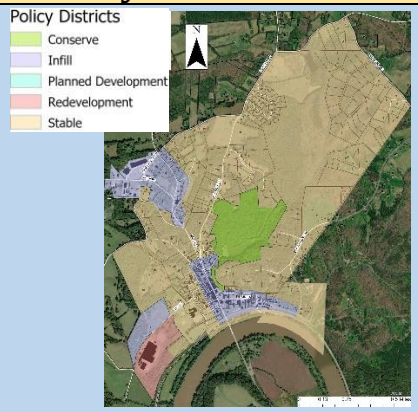
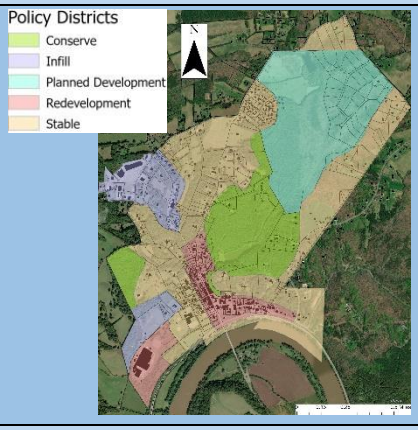
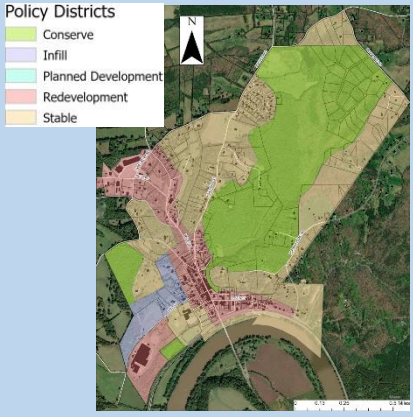
Scenario Key Takeaways	
Scenario 1: Current Trends Continued ▪ Low density housing ▪ Moderate retail growth ▪ Suburban development pattern	
Scenario 2: Market Driven Expansion ▪ Cluster development ▪ Quadruple town population ▪ Auto-oriented retail development	
Scenario 3: Corridor & Compact Development ▪ New Urbanism ▪ Greatest housing diversity ▪ Developing along major corridors	

Figure 1: Scenario Key Takeaways

The town of Scottsville is recommended to adopt a development pattern similar to Scenario 3. This development pattern is the most efficient, pedestrian-oriented, and likely to retain Scottsville's small-town charm. A new urbanist approach to new development locates development where infrastructure currently exists and preserves green space in other areas. This sustainable design approach increases the open space available for residents. It attracts tourists whom Scottsville relies on to support their businesses.

Furthermore, concentrating development along the major corridors of Route 20 and Route 6 enhances the downtown area and increases the placemaking elements, which gives Scottsville its small-town charm. Scenario 3 results in a population increase of 1,060. This scenario places Scottsville among the same total population as small towns similar to Cape Charles, VA, or Gordonsville, VA. A population of this size can support goods and services within the town while maintaining its character. Scenario 3 creates the most even distribution of housing types, including additional low-density, apartments, and mixed-use residential. This diversity of housing types creates the most housing resiliency from housing market trends. Locating housing and additional retail space along major corridors where infrastructure currently exists is the most sustainable design of all three scenarios. Scenario 3 would serve a higher population with the least amount of extension to public infrastructure, including roads, water and sewer, providing more affordability for maintenance.

Developing multiple scenarios of land use districts will assist town staff, planning commission, and the town council as they prepare their comprehensive plan update. Viewing these scenarios as options for implementation, the Town Council may adopt this plan and refer to it as they continue to conduct long-range planning.

Introduction and Summary

Scottsville, a small town in central Virginia, is preparing to update its comprehensive plan. Connected to that effort, it requested an analysis of potential development scenarios. This report serves as a capstone in the Urban and Regional Planning master's degree at VCU. This report presents and analyzes three potential scenarios of development patterns for Scottsville to consider. Analysis and recommendations are provided with the intention of educating and informing town staff and governing bodies of the possible implications of each scenario. This report incorporates the Mixed-Use, Mixed-Income Study for Scottsville, VA, prepared by Arnett Muldrow and Associates, as well as ACS 5-year census data, Albemarle County past comprehensive plans and documents from their current comprehensive plan update, and population projections for surrounding counties prepared by the Demographics Research Group of Weldon Cooper Center. Before explaining all three scenarios, pertinent terminology is defined, including Areas of Opportunity within the town, and Land Use Policy Districts, which describe each space within the scenarios. A description of each scenario will contextualize the potential outcome of each one and discuss the impacts on each Area of Opportunity. Additional dwelling units and added retail demand from each scenario will be included in this analysis. Recommendations will be provided based on the analysis of each scenario.

This report and the recommendations seek to accomplish two goals. First, to educate town staff, town council, planning commission and the residents of Scottsville, including the surrounding area, about the potential growth strategies Scottsville could adopt followed by an analysis of each scenario to best understand the impacts each scenario may have. Second, begin a dialogue between the town's governing bodies and the residents of Scottsville and the surrounding area to

reach a consensus on how the town should grow. The scenarios and recommendations provided in this report are potential outcomes of a complete build-out for the town over 20 years. There are a variety of ways Scottsville can choose to grow.

Background Information and Data

Summary of Existing Reports

Scottsville's population is small. However, the businesses and attractions in Scottsville draw in a larger population from the surrounding counties. Background information and data from within the town limits of Scottsville does not comprehensively represent the surrounding area's demographics. For this report, the trade areas defined in the Mixed-Use, Mixed-Income Study for Scottsville, VA will serve as this report's study area.

Additional studies and reports for the town of Scottsville include population projections prepared by the Demographics and Research Group of the Weldon Cooper at UVA, demographic data from the 2019 and 2020 ACS 5-year census data, and updates from the comprehensive plan update for Albemarle County. Demographic data from the study, as mentioned earlier from 2018 is comparable to 2019 and 2020 ACS 5-year census data.

Mixed-Use, Mixed-Income Study for Scottsville, VA (Prepared by Arnett Muldrow & Associates)

The Mixed-Use, Mixed-Income Study for Scottsville, VA includes a comprehensive understanding of demographics, a commercial market assessment, and a residential market assessment. This study "includes defining the local market base, providing data that leads to greater understanding of current market realities, and presenting opportunities for business support and recruitment in Scottsville.".

Trade Area

This study defines three trade areas through a zip code survey of customers visiting 22 businesses in Scottsville, representing a "mix of retail, restaurants, professional services, and cultural businesses." (Arnett Muldrow & Associates, 2018, 10). The primary trade area is comprised of the four zip codes surrounding Scottsville. The secondary trade area includes a greater area of Buckingham County to the south. Finally, the tertiary trade area consists of the neighboring small towns of Dillwyn and Palmyra and areas outside of Charlottesville. This study uses these defined trade areas for their analysis to show a comprehensive understanding of the market the town of Scottsville serves. (See Figure 2.)

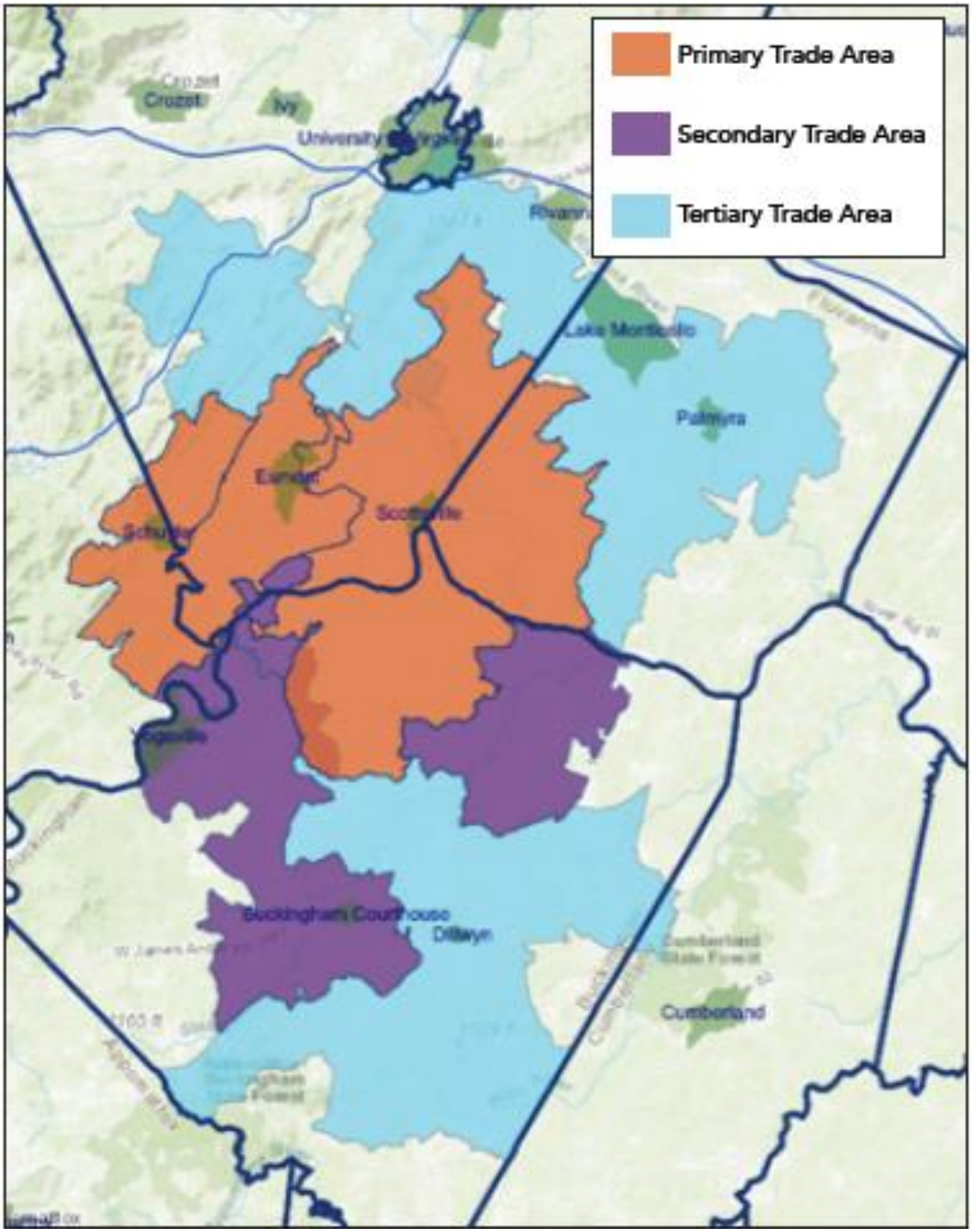


Figure 2: Map of Trade areas as Defined by Zip Code Survey conducted by Arnett Muldrow & Associates

Population and Projections

The combination of the primary and secondary trade areas best represents the region's market area, with a combined population of 14,684 compared to 556 residents in Scottsville in 2018. The secondary trade area is the only study area projecting a negative population growth between 2010 and 2018, yet it has a more significant projected population than Scottsville. (See Figure 3.)

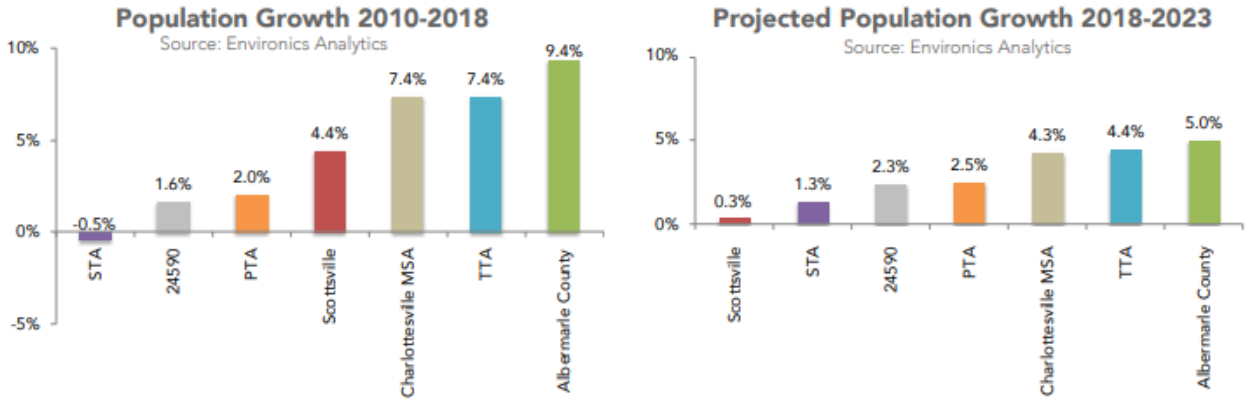
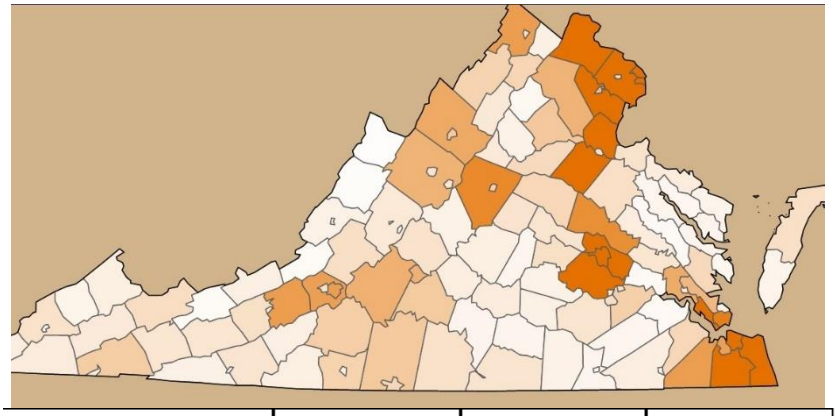


Figure 3: Population growth and projected growth from The Mixed-Use, Mixed-Income Study for Scottsville.

The population of Albemarle County as of 2020 is 112,395.[1] Population projections for Albemarle County, compiled by the Demographics Research Group of the Weldon Cooper Center, project an additional 15,197 residents between 2018 and 2030. This increased population estimate is the largest of any county within the Piedmont of Virginia. Albemarle County projects an increase of 14,506 residents between 2030 and 2040. (See Figure 4). Based on the population projections for Albemarle County and the County's Comprehensive Plan update for a potential population build-out analysis, Scottsville can expect to see interest from future residents in the surrounding area. The availability of undeveloped land within town limits, combined with the

[1] Population Estimate from Weldon Cooper Center. https://demographics.coopercenter.org/virginia-population-estimates.

high demand for housing in the region, means Scottsville will continue to see interest in housing availability from the growing population in the surrounding area.



Name	2030 Projection	2040 Projection	2050 Projection
Accomack County	33,179	30,280	27,834
Albemarle County	124,016	138,523	155,102
Alleghany County	13,993	12,805	11,809
Amelia County	13,642	14,359	15,292
Amherst County	29,827	29,098	28,805
Appomattox County	17,018	17,956	19,163
Arlington County	265,794	286,106	310,701
Augusta County	80,060	84,728	90,664
Bath County	3,634	3,167	2,748
Bedford County	82,822	87,902	94,298
Bland County	5,634	5,255	4,954
Botetourt County	33,556	34,588	36,138
Brunswick County	14,060	12,586	11,301
Buchanan County	16,374	12,870	9,558
Buckingham County	16,265	16,617	17,218
Campbell County	55,739	57,192	59,501

Figure 4: Population Projections for Virginia conducted by the Weldon Cooper Center

Housing

Housing diversity is homogenous in Scottsville's surrounding area.[2] The majority of homes are owned and single-family units. This data shows a lack of opportunity rental units and housing built for the specific demographic of medium-income families. There is a growing demand for townhouses and apartments in the region. Current zoning in Scottsville limits housing density. The most significant housing in Scottsville in the last 20 years is the planned unit development on Bird Street, totaling 36 dwelling units. Affordability of new housing in Albemarle County has decreased.[3] Overall, the housing stock has not been significantly replenished in the last 20 years, with only 10 percent of current housing stock built after 1990.

Income

The findings detailed in the Mixed-Use, Mixed-Income Study for Scottsville, VA, show a population of 10,871 people and 4,301 households within the primary trade area. The primary trade area population is a more accurate figure to understand the income levels of the study area. Average median income in the surrounding area is lower than within town limits and significantly lower than the average income for Albemarle County in 2018.[4] Additionally,

[2] Homeownership within the primary trade area was 79% in 2018. Housing types within the same area are mostly single-family (80%). (Arnett Muldrow & Associates, 2018).
[3] "In Q4 of 2017, the affordability index for single family detached homes in Albemarle County was 73, indicating that the median household income is 73% of what is needed to qualify for the median priced home in the county." (Arnett Muldrow & Associates, 2018).
[4] Median household income in 2018 was lowest in the secondary trade area ($44,245) when compared to the primary trade area ($55,524), Scottsville ($58,529), the tertiary trade area ($65,702), and Albemarle County ($75,350).

poverty levels were higher in the surrounding area of Scottsville than within the town.[5] (See Figure 5.)

Scottsville's population grew at less than half the rate of the County in 2018, while the projected growth in the surrounding area of Scottsville is projected to grow more than within town limits.[6] Scottsville's population growth (4.4%) from 2010 to 2018 is less than half the growth of Albemarle County (9.4%) and far less than the tertiary trade area (7.4%). Similarly, Scottsville grew by 7.7%, while the primary trade area saw 18.1% of growth in the same time period.

	Scottsville	%
Number of Households	238	
Household Income		
Less than $34,999	79	33%
$35,000 to $49,999	38	16%
$50,000 to $74,999	33	14%
$75,000 to $99,999	45	19%
$100,000 to $149,999	36	15%
$150,000 to $199,999	5	2%
$200,000 or more	2	1%
Mean household income (dollars)	64,264	
ACSDP5Y2019.Income&Empllyment		

Figure 5: ACS 5-year income census data for Scottsville

[5] Poverty level within the primary trade area consisted of 9.7% of families compared to Scottsville's 6.8% of families. Demographic data presented in this study is similar to the data found from ACS 5-year census data.

[6] "The region has experienced significant growth since 2000, with Albemarle County growing nearly 25% from 2000 to 2010 and another 9.4% from 2010 to 2018. However, Scottsville has experienced more modest growth compared to the county. Growth is expected to continue over the next 5 years, but at more modest rates. Albemarle County is projected to grow by 5% from 2018 to 2023 and the primary trade area is projected to see a 2.5% increase in population." (Arnett Muldrow & Associates, 2018). Scottsville's population growth (4.4%) from 2010 to 2018 is less than half the growth of Albemarle County (9.4%) and far less than the tertiary trade area (7.4%). Similarly, Scottsville grew by 7.7% while the primary trade area saw 18.1% of growth in the same time period.

Additionally, poverty levels in the surrounding areas of Scottsville are more significant than within Scottsville.[7] Based on these findings from the study as mentioned earlier, there is a significantly larger population in the surrounding area of Scottsville which are at a lower poverty level than town residents and projected to increase.

Analyzing income distribution in the primary trade area shows that 44% of households make less than $50,000 annually. (See Figure 6.) This is less than the average median household income for Albemarle, Buckingham, Fluvanna, and Charlottesville ($67,932).

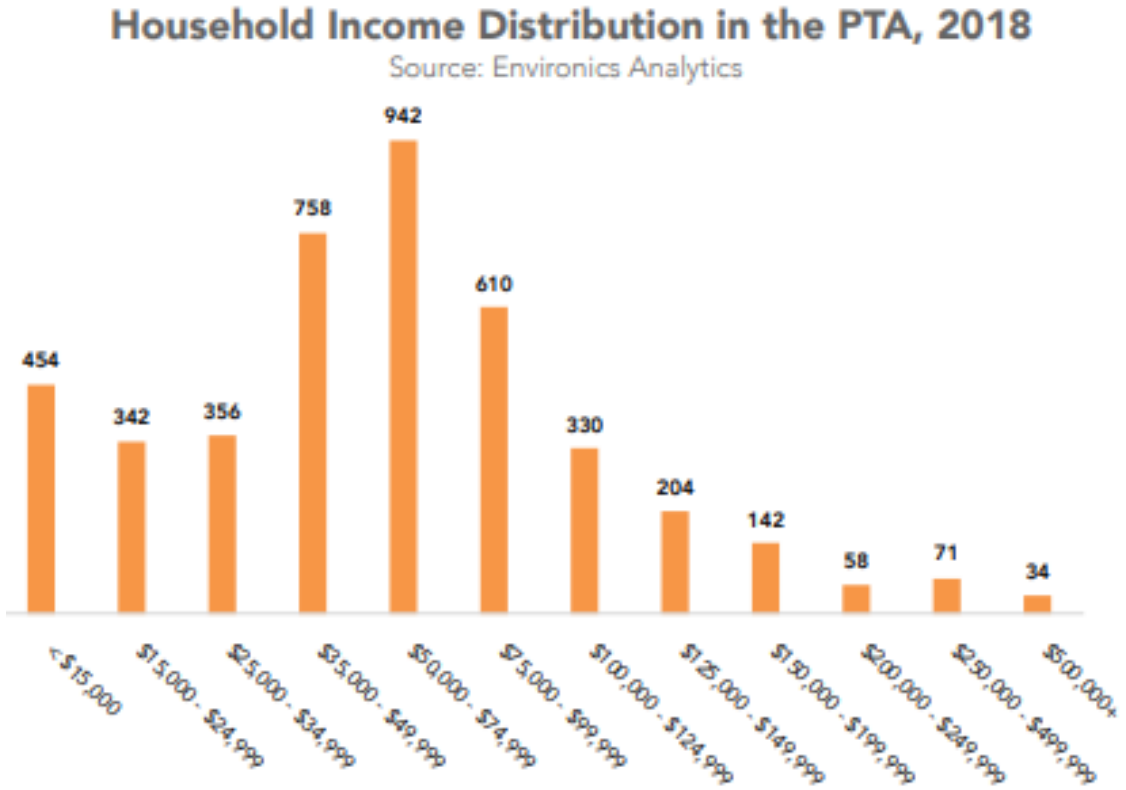


Figure 6: Household income distribution from The Mixed-Use, Mixed-Income Study for Scottsville.

[7] "Approximately 6.8% of families in Scottsville and 9.7% of families in the primary trade area live below poverty." (Arnett Muldrow & Associates, 2018)

Industries

Three largest industries can be seen in (Figure 7). Due to the town's proximity to UVA's medical campus and Martha Jefferson Hospital, most residents in the town and surrounding area work in the healthcare industry. Because of Scottsville's proximity to the James River, the town relies on its ecotourism, including restaurants, a brewery, and outfitting businesses. This explains a higher percentage of residents working within the accommodations and food services industry. As Scottsville plans for future growth, understanding the growth trends of these leading industries in the area will be essential to meet future employment demands.

Industries	% of Residents
Top Three Industries of Surrounding Counties	
Educational services, and health care and social assistance	25%
Arts, entertainment, and recreation, and accommodation and food services	16%
Professional, scientific, and management, and administrative and waste management services	6.7%
ACSDP5Y2019.Income&Employment	

Figure 7: ACS 5-year census data from 2019 for largest industries in Scottsville and Albemarle County

Commercial Market Assessment

The commercial market assessment shows a retail market leakage within Scottsville and the surrounding area. A "retail leakage" compares how much money stores sell to the amount consumers spend. The resulting retail leakage means residents are traveling out of the market area, spending more than the stores in their area are selling. The analysis conducted in this study determines "there is an opportunity for Scottsville to capture 73,000 square feet of retail." In the combined primary and secondary trade areas (Arnett Muldrow & Associates, 2018). Specifically,

Scottsville could gain additional retail space in markets such as restaurants, general merchandise, health and personal care, and specialty groceries like bakeries and fresh produce. The cupcake shop, which opened in 2021, shows the validity of this study.

Residential Market Assessment

Median home value in the town and primary trade area is within the same range as surrounding counties ($201,144 and $202,831, respectively).[8] As Scottsville finds itself at the geographic center of Albemarle and Buckingham County, future growth should plan for diverse housing opportunities. The study, as mentioned earlier, concludes by recommending additional housing at a desired modest price of $150k-$200k per new housing unit. It also notes the market's demand for attached housing as Scottsville's current housing market is predominantly single-family detached.

[8] The secondary trade area includes a larger portion of Buckingham County to the south while the tertiary trade area encompasses much more of Albemarle County. The discrepancy between median home values in the secondary trade area ($144,878) and the tertiary trade area ($246,894) represents an inequality of wealth between residents of Buckingham County and Albemarle County.

Albemarle County Context

Previous comprehensive plans for Albemarle County include future land use goals for the town of Scottsville. The future land use map from 1982 can be seen in (Figure 8.)

Comprehensive plans from 1982 and 1989 include a plan to “Establish an industrial service area at the intersection of Route 795 and Route 622.”. These plans show anticipation from the County that Scottsville will continue to develop and will be considered when drafting future land use scenarios.

Albemarle County’s update to its comprehensive plan addresses growth management options. Their land use build-out analysis finds that “Development under current by-right zoning may not be sufficient to accommodate future growth.” (Albemarle County Planning Commission, 2022). The County has made land use and planning efforts to concentrate new development within its defined Development Areas. Objective 6 under the Rural Area of the Albemarle County Comprehensive Plan seeks to “provide distinct boundaries between the Rural Area and Development Areas.”.

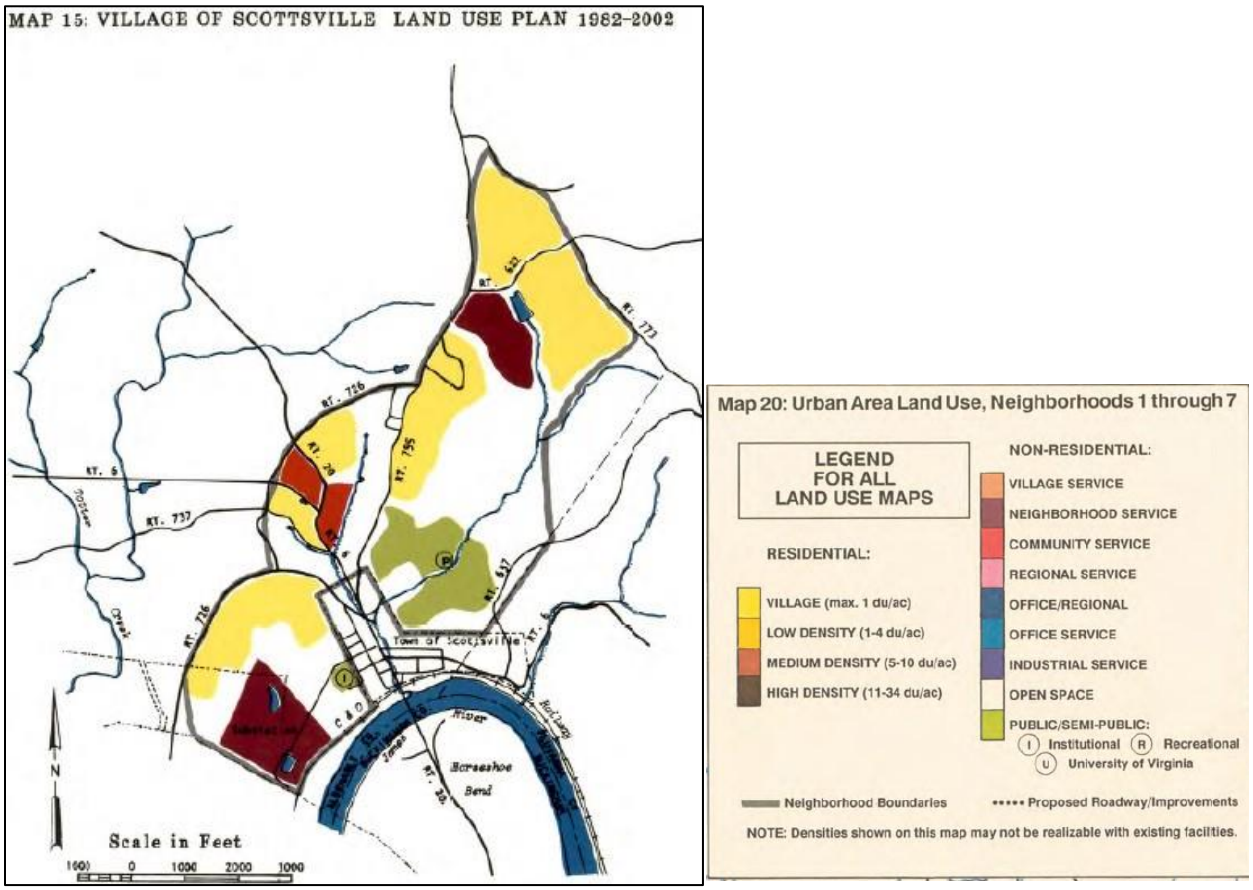


Figure 8: 1982 Albemarle County Comprehensive plan for Scottsville Future Land Use

The town of Scottsville is not located near any development areas defined by the County. Scottsville should consider the impacts its development may have on rural areas adjacent to town limits if the town plans to follow the County's approach to keep future growth within development areas. While Scottsville continues with its comprehensive plan update, consistent dialogue should be maintained to work harmoniously with the County as they explore Growth Management Options. This report assumes the existing boundary of Scottsville remains and the rural preservation policies adopted by the County are accounted for when planning future development within town limits. Scottsville should support the County's efforts to maintain

surrounding lands as rural and future development should be steered to locations within town boundaries.

Context for Scenario Planning

What is Scenario Planning?

Scenario planning is a long-range planning tool which is described as a set of reasonably plausible, but structurally different futures.[9] Scenario planning is not a visioning exercise. Instead of asking ‘what would you like to see happen, scenario planning asks ‘what do you think might happen’. This question is answered by gathering data from multiple factors to produce multiple scenarios for potential modification and adoption.

Areas of Opportunity

Areas of Opportunity were determined by an assessment of parcels within the town limits, which were determined to be vacant, underutilized, or have the best opportunity for future development. The defined Areas of Opportunity include the commercial area “Uptown”, 200 acres of undeveloped property referred to as “Blenheim Heights”, the corridor along Route 20 and Route 6 defined as “Downtown”, and the “Tire Plant Site”. (See Figure 9.) Based on the scenario, varying levels of development may occur in each Area of Opportunity. The naming conventions defined in Figure 9 will be referenced throughout this report.

[9] Kees van der Heijden, a leading business management theorist and practitioner, defines the concept this way: "Scenarios are a set of reasonably plausible, but structurally different futures." (Avin)

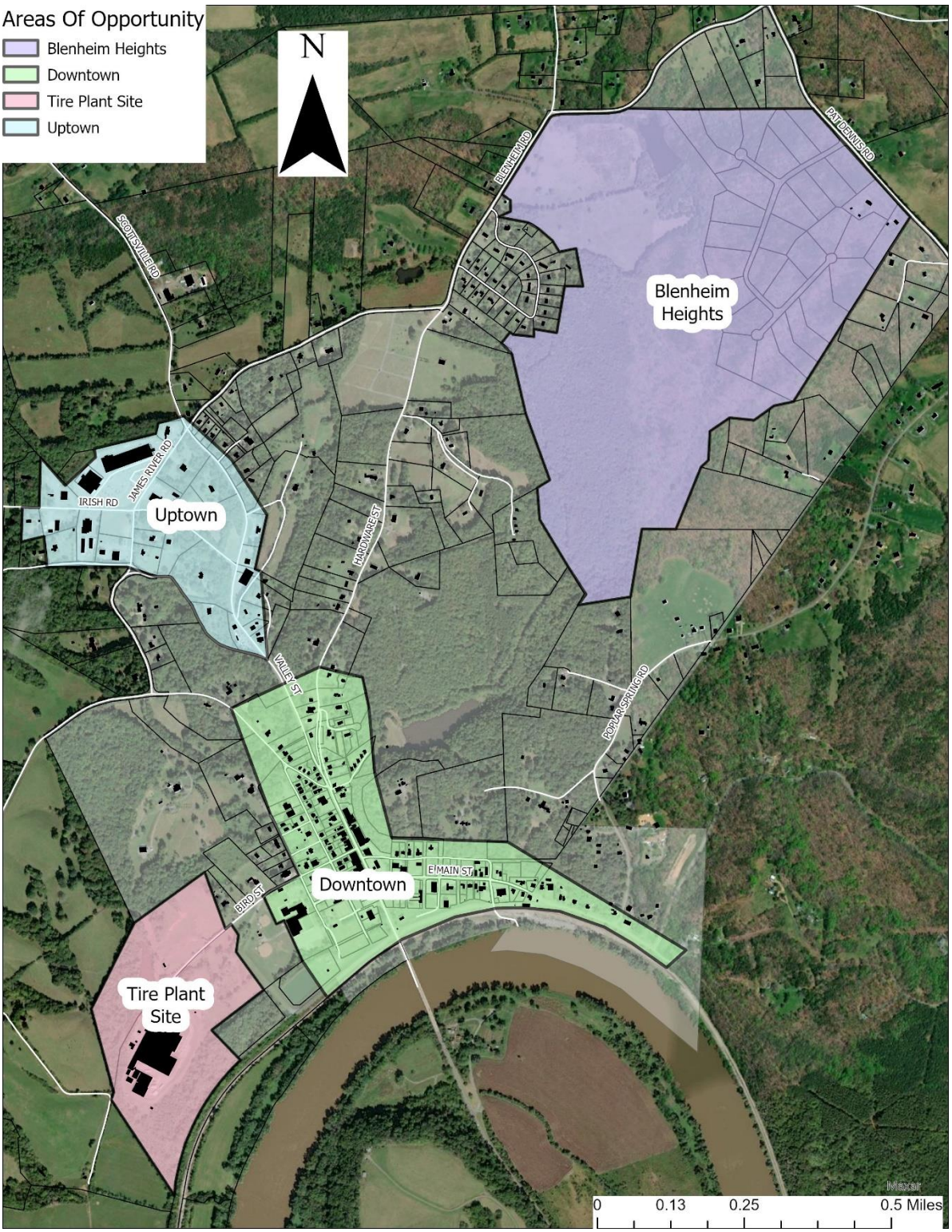


Figure 9: Areas of opportunity for Scottsville

Tire Plant Site

This site has sat vacant for about 10 years after the Hyosung Tire Plant site was shut down. Since then there has been some interest from light industrial businesses. State economic development staff have informed the Town that this site is obsolete for heavy industry use due to its distance from interstate travel, low ceilings and lack of access in general. (See Figure 10.)

Figure 10: Perspective view of tire plant site facing SW. Photo credit from Town of Scottsville Facebook page.

A 36-dwelling-unit plan on the northern end of the Tire Plant Site was recently approved. Town Council currently faces a rezoning application from Echelon Resources for a housing development totaling 205 dwelling units dubbed the Scottsville Lofts. Housing types include one-bedroom and two-bedroom apartments as well as some three-bedroom suites. Echelon plans to use State and Federal historic tax credits to rehabilitate this site. A concept image of the proposed redevelopment is seen in (Figure 11). Whether this application is approved or not, the Town's West Downtown Small Area Plan recommends the future use of this site to include

medium to high-density housing. This report has accounted for this anticipated population in all three scenarios.

Figure 11: Concept image of apartment suites from Echelon Group presentation to Scottsville Planning Commission. Photo credit from Town of Scottsville Facebook page.

Land Use Policy Districts

The land use policy districts defined below will be used in each scenario to designate the type of development in each area of the town. These definitions provide an organized set of terms to help contextualize the type of uses in each scenario.

Stable: Designated areas are healthy communities in the town that should have their character preserved. These areas are primarily residential and create a strong sense of community. Future land use and building density in these areas shall be unchanged.

Conservation: These areas are crucial green spaces providing preservation of environmentally critical lands recreation for residents. These areas add to the rural character of Scottsville and preserve open spaces within the town, which contribute to its character. Among these areas is the Van Clief Nature Area, located just north of downtown. These areas play an essential role in preserving waterways.

Infill: Developing underutilized and vacant lots. Matching the current density improves the place-making established within these areas. Infill development provides sustainable development by targeting growth where infrastructure currently exists and reducing construction costs of building sewer and water connections and new roads. Development in these areas creates a more walkable environment, reducing the number of vehicles added to the road.

Planned Development: Planning new development according to the Town's Planned Unit Development ordinance is allowed by special use permit. Housing is built with a maximum density of 4 dwelling units per acre. Planned unit development requires 30% of the area to be open space with the goal of 'clustering' development and preserving green space for residents.

Redevelopment: Increased density in vacant and underutilized areas. New development in these areas increases density where existing infrastructure is currently present. These areas seek to utilize the space to the highest and best use. Current buildings and uses will remain. Improving these areas by developing vacant and underutilized lots will enhance the existing character. Scottsville does not currently have a mixed-use zoning ordinance. In order to implement changes to these redevelopment areas, the town may consider adopting a mixed-use zoning ordinance. Additional population and retail square footage projections are not final and subject to the town's zoning decisions.

Addressing Current Retail Demand

The Mixed-Use Mixed-Income study recommends that Scottsville could capture over 73,000 square feet of retail based on the current retail leakage.[10] Based on retail growth within the surrounding area, this retail leakage could partly be captured by Scottsville with the remaining retail provided within the surrounding trade area. It is reasonable for Scottsville to potentially capture about 25,000 square feet or retail leakage with the remaining 30,000 being met by the surrounding markets. Calculating additional retail demand from each scenario follows this recommendation.

[10] "While it is not reasonable to expect to capture 100% of retail dollars leaking from the trade areas, opportunities expect to capture some of the leakage in key retail categories. By understanding demand in the market, a community can target businesses that meet the needs of the market base. A conservative capture scenario demonstrates that by recapturing 20% of leakage from the primary trade area and 10% of leakage from the secondary trade area, there is an opportunity for Scottsville to capture over 73,000 square feet of retail." (Arnett Muldrow & Associates, 2018)

Scenarios

Introduction and Summary

Three scenarios were produced, each with a different approach to development. The additional dwelling units, retail demand, and green space from each scenario are shown in (Figure 12). The methodology of these findings is briefly explained, along with the calculations included in the appendix. A map of each scenario provides an overall view of the potential total build-out. Further description of each scenario focuses on each area of opportunity and provides photo references that show potential development options for each area of opportunity under each scenario. An analysis of additional dwelling units and additional retail demand follows. Finally, an overall analysis and recommendation is provided. The scenarios in this report offer a total build-out over 20 years and is intended to be a long-range planning approach.

	Total Additional Dwelling Units	Total Add. Retail Sq Ft	Total Public Green Space	Projected Additional Residents
Scenario 1: Current Trends Continued	455	14,350 Sq Ft	65 Acres	966
Scenario 2: Market Driven Expansion	864	28,700 Sq Ft	238 Acres	1,987
Scenario 3: Corridor & Compact Development	560	16,400 Sq Ft	358 Acres	1,060

Figure 12: Projected dwelling units, retail space, and public green space added from each Scenario

Methodology

Additional Dwelling Units

To understand the calculation from each scenario, additional dwelling units were calculated through a combination of the town's current zoning and the future land use map. Based on the proposed uses for each area, Dwelling unit density was matched to what the town's current zoning ordinance allows, including village residential, downtown residential, and the planned unit development density as a special use under village residential zoning. Calculating additional residents from mixed-use areas involved allocating vacant and underutilized land for retail and residential uses with an average ratio of one unit of retail for every seven units of residential. This general ratio is determined by examining the current mix of uses downtown and examples of existing mixed-use neighborhoods to apply a general standard. This ratio is subject to change based on future zoning.

Additional Population from Additional Dwelling Units

Dwelling units were divided into general dwelling unit sizes based on housing type. The Scottsville Lofts average 1.7 residents per unit, mixed-use residential averages two residents per unit, while vacant land, planned unit development, and the Bird Street development average 2.5 residents per unit. Multiplying the added dwelling units from each dwelling unit size projected the additional population from each scenario.[11]

[11] The average number of residents per unit type was found through analyzing the 2021 National data from the American Housing Survey. Multiplying the Person per Bedroom by the number of bedrooms in a unit type. Refenced tables are found in the appendix.

Additional Retail Demand

Retail demand was calculated using prior analysis conducted in the study as mentioned earlier. Before calculating added retail demand from each scenario, a baseline of the current population and current retail supply was established. The Mixed-Use, Mixed-Income Study estimated that a population of 14,000 lives within the primary area and secondary trade area. Within this combined trade area, there is currently approximately 180,000 square feet of retail space. Existing retail space was found through an approximate mapping of retail space using Albemarle County's GIS parcel mapper. Therefore, the baseline of 14,000 residents supporting 180,000 square feet of retail space was established.

Calculating added retail demand from each scenario was done in two parts. First, the added retail demand from added residents in each scenario was determined. Calculating the percent increase from each scenario from the baseline of 14,000 current residents provided the percent increase in retail demand. Multiplying the percent increase in residents from the baseline by the 180,000 square feet of retail space currently within the combined area results in the added retail demand in square feet.

For example, Scenario 1 has an added population of 966 residents. 966 divided by 14,000 is .07 or 7%. 180,000 square feet of current retail space multiplied by 7% totals an additional 12,600 square feet of retail demand.

Second, the amount of square feet Scottsville could add from additional residents based on the currently existing 25,000 square feet of retail leakage found in the Mixed-Use, Mixed Income Study was accounted for. A portion of the existing 25,000 additional square feet of retail leakage from the Mix-Use, Mixed-Income Study will be added in the town limits. The added

square feet from added residents the current 25,000 square feet of retail demand for the combined trade area was found by multiplying the percent increase in population within the combined trade area by the currently existing retail leakage (25,000 square feet) within the combined trade area.

Following the example for Scenario 1, the current retail demand (25,000 square feet) was multiplied by the Scenario 1 percent increase of population (7%) to equal 1,750 square feet of retail demand from the existing retail demand will be within town limits.

The exact math for each figure created can be seen in the appendix.

Elements of Each Scenario

Each scenario adopts a different development pattern. Scenario 1 follows the town's current zoning and future land use. This results in dispersed, low-density development. Scenario 2 includes a planned unit development where there has been previous interest from developers. Focusing new development in a 'cluster' preserves open space. It concentrates density in a smaller area of the town compared to Scenario 1. Scenario 3 focuses future development along the Route 20 and Route 6 corridors where existing infrastructure is present and therefore preserves the most greenspace in the town. Each scenario is discussed in greater detail below in relation to its impact on infrastructure, green space, housing, added population, and retail space. The average number of residents per unit type was found by analyzing the 2021 National data from the American Housing Survey. Multiplying the Person per Bedroom by the number of bedrooms in a unit type. Reference tables are found in the appendix.

Scenario 1: Current Trends Continued

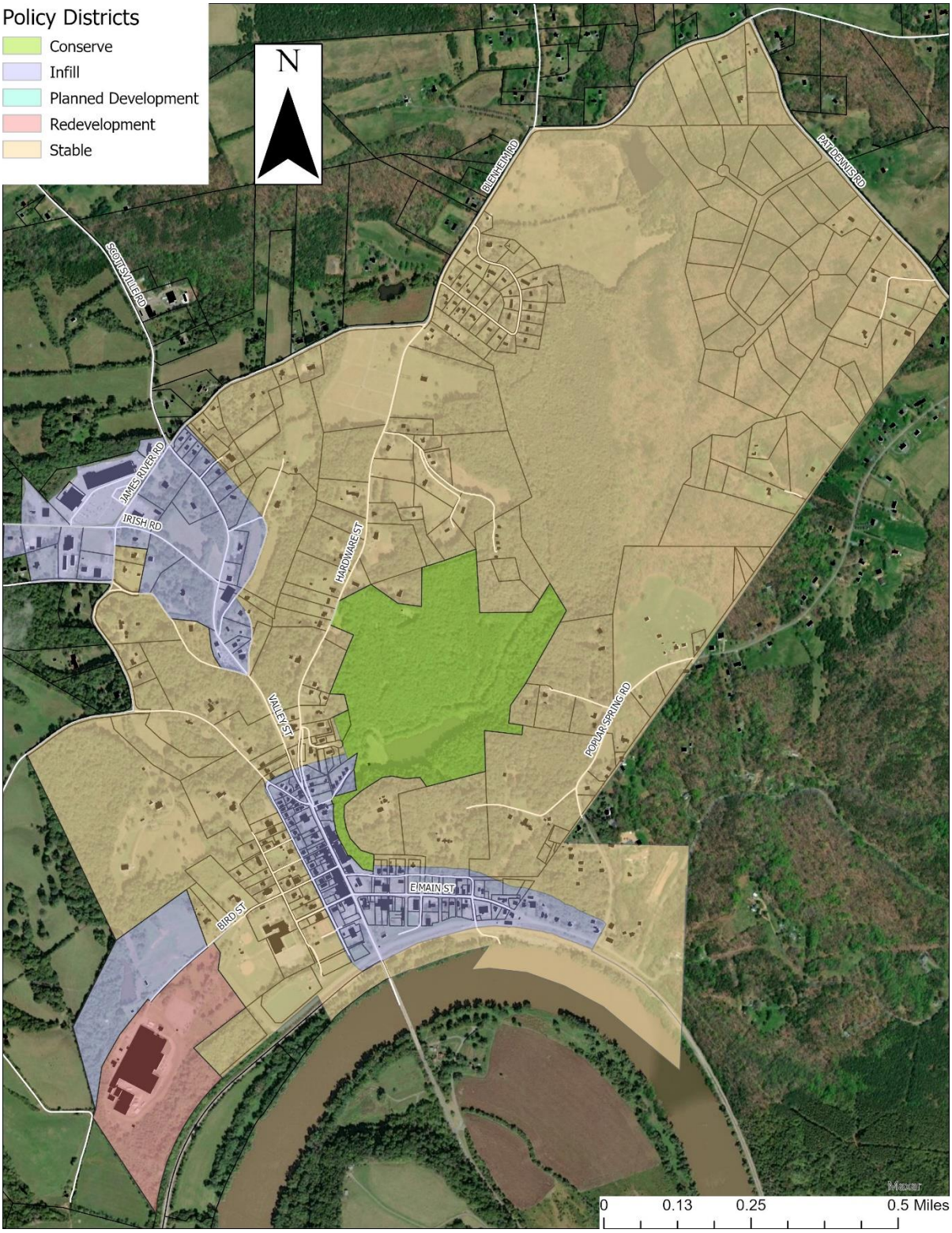


Figure 13: Scenario 1 Map

Overview

Scenario 1 follows the town's current trajectory and development pattern defined by current zoning and the future land use map. Most new development would be located in the Tire Plant Site, including the Scottsville Lofts and Bird Street development. Each area of opportunity is separate and follows a Euclidean zoning pattern of separated uses. Adopting a development pattern similar to this scenario will result in low-density housing and a small amount of added retail space. The town will remain a quaint "bedroom community" providing a few jobs, goods, and services and requiring residents to travel outside town for most of their needs. Assuming a total build out of the town, an added population of 966 residents can be anticipated, bringing the town's population to 1,522. This population increase would result in an added retail demand of 14,350 square feet.

Downtown

Entering town traveling north on Route 20 over the James River introduces a quaint downtown along Valley Street. Residents living a few blocks from Valley Street can walk through a quiet neighborhood, avoiding most vehicle traffic until they reach the busy Route 20 and Route 6 corridor, which channel the commuter traffic and logging trucks. After the morning commute, the town is relatively quiet with the majority of residents traveling to Charlottesville for the day for their job or to meet the majority of their goods and service needs. The added retail demand will be mostly met from vacant lots away from downtown.

Potential Development Option

Figure 14: Vacant lot located downtown on Route 6 (top) compared to residential duplex in Woolen Mills neighborhood of Charlottesville, VA (bottom)

Based on this scenario's development patterns, Scottsville's downtown may resemble something similar to (Figure 14). 460 Main Street is a vacant commercial building in the downtown area. This building was previously a bus depot for the James River bus line. Through the infill of the downtown area in scenario 1, this underutilized location is a great candidate to be redeveloped as a duplex. Demolishing the current structure allows room for a duplex with decorative features in keeping with the town's character. A duplex of this scale and character is positioned close to the street which encloses the space and brings a greater sense of place to downtown. The building scale and size could match existing structures and fit well next to the surrounding homes and small business buildings. The infill of the downtown would continue in a relatively low-density development pattern. In this scenario, fewer residents added to the town would not increase retail demand for added businesses enough to locate more businesses downtown.

Blenheim Heights

The 227-acre area may see a low-density development pattern consistent with the town's future land use, mirroring the houses on Holly Road and Pine Road, colloquially known as "Paulett Town". These single-family houses are built on one-acre lots and offer privacy from neighbors while also creating a suburban neighborhood comprising primarily nuclear families. Streets are quiet, with only residential traffic. Most any destination in town requires a car. The proximity of a few local businesses offers a convenient car drive to get a gallon of milk or pick up a pizza for dinner.

Potential Development Option

Figure 15: Vacant area on the north end of Blenheim Heights on Blenheim Road (top) compared to the single-family neighborhood on Pine Road, Scottsville, VA (bottom).

Blenheim Heights is currently vacant and used as a farm field. The land has road access from Blenheim Road and Pat Dennis Road. From the eventual development of low-density residential units, this area could look like a larger expanse of the single-family neighborhood adjacent to it seen in (Figure 15). State roads will extend into the area and resemble an expansive development pattern of one-acre lots for single-family houses. Houses built in this area would provide options for young families. This type of development will create a large suburban neighborhood.

Uptown

Uptown remains the same, consisting of auto-oriented businesses serving locals, commuters, and others passing through town. Only a couple of businesses would be added to this area under Scenario 1. Uptown's lack of goods and services may require a 30–40-minute drive to Charlottesville. Presuming a resident works in Charlottesville, some errands may be met after working hours, potentially saving a trip during the weekend.

Potential Development Option

Figure 16: Vacant lot located Uptown on Route 6 (top) compared to a commercial strip of businesses on Connor Road in Charlottesville, VA (bottom).

The vacant lot shown in (Figure 16) is located on the southwest corner of Route 6 and James River Road. With a retail demand of 14,350 square feet, a commercial strip mall design would meet added retail demand. This auto-oriented building design matches the current retail businesses in Scottsville's uptown area. The 18,000-square-foot strip mall would provide space for five new businesses like the ones seen in Figure 16, located at 269 Connor Drive in the Hollymead neighborhood of Albemarle County. This illustration shows the footprint and scale of a building rather than the businesses which occupy it.

Tire Plant Site

The former tire plant site will be the most densely populated area of Scottsville through the development of the Scottsville Lofts and the Bird Street neighborhood. Residents may need to bike or drive to businesses in town since there needs to be more neighborhood connection between this area and downtown. This location is within a 10-minute walk of anywhere downtown but feels separate from the rest of the town. No other development around this area would require residents of the Scottsville Lofts to drive, bike, or walk to businesses downtown or uptown. This area contributes the most to the town's housing diversity, providing an attractive option for single people looking for somewhere to rent.

Additional Population Analysis

Under Scenario 1, the town's population will increase by 455 new dwelling units. The majority of added residential units in this scenario come from the proposed Scottsville Lofts and Bird Street development. Added residents from these areas make up 56% of added dwelling units. The remaining dwelling units are low-density residential, mostly from developing Blenheim Heights with single-family homes on ¾ to 1-acre lots. This housing type attracts

middle- and high-income families with kids or medium-income couples looking to settle and start a family. Residents attracted to the Scottsville lofts may include medium-income individuals and couples. The variety of apartment sizes in the Scottsville Lofts could provide housing for seniors or young single people from multiple income levels. A small number of apartments offered downtown would attract single people, older and younger. A moderate to low population gain means most all residents will know each other well and the town will maintain the “bedroom community” way of life for most residents.

Additional Retail Demand Analysis

From an additional population of 966, Scenario 1 produces 14,350 square feet of retail demand. This area can hold four or five new businesses. The low population growth would need more density in town to attract larger businesses. Instead, retail demand can allow for one or two new restaurants and a few specialty retail businesses like a nail salon or barber shop. Future and current residents will be required to travel outside of town to access other goods and services not provided within the town.

Scenario 2: Market Driven Expansion

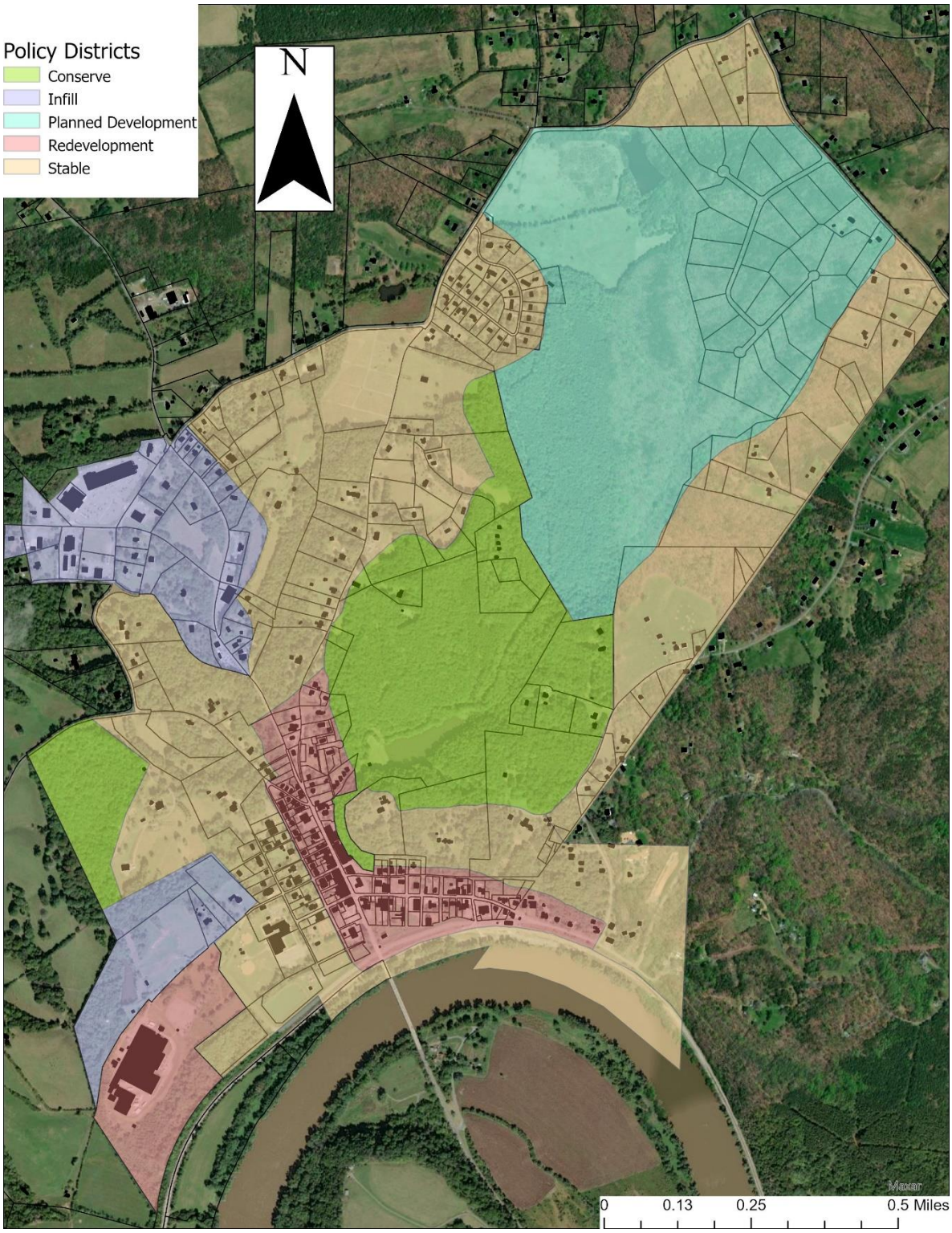


Figure 17: Scenario 2 Map

Overview

Development patterns in Scenario 2 exhibit a more market driven development approach for Scottsville. Uptown would continue to see eventual infill development with similar car-dependent businesses and street networks as the existing commercial strip mall in town. The added population density from Blenheim Heights and the Scottsville Lofts will create more opportunities for redevelopment in the downtown area to serve the needs of additional retail demand. Development choices under this scenario produce a significantly more significant population gain than alternatives and, consequently, a greater retail demand. Through the total build-out of the town, an added population of 1,987 residents can be anticipated, bringing the town's population to 2,543 residents, and quadrupling the town's current population. This population increase would result in an added retail demand of 28,700 square feet.

Downtown

Scottsville's downtown area may be busy with foot traffic of residents living behind or above businesses located on Valley Street, Main Street, and the side streets from those major connectors. A more prominent pedestrian presence slows traffic of commuters and trucks moving along Valley Street. Additional businesses offer more opportunities for residents to grab a breakfast sandwich on their morning walk. Underutilized buildings are renovated, providing new businesses and living space to strengthen the area's walkable downtown. Main Street resembles the current Valley Street, with buildings oriented up to the road. This development style creates a 'hallway effect' felt by the buildings oriented closer to the street. More businesses downtown would attract more patrons from the surrounding area, increasing foot traffic and vehicle traffic. Main Street may need additional street parking.

Potential Development Option

Figure 18: Vacant bus depot located on 460 Main Street, Scottsville, VA (top) compared to 113 W Market Street in Charlottesville, VA (bottom).

Renovating the bus depot on Main Street to a restaurant or other small retail business is possible for this site under a redevelopment approach to the downtown area. Renovating the existing structure keeps the original building and characteristics while breathing life into the area. Creating more retail destinations along Main Street activates the street and invites foot traffic. As a result of additional businesses along this street, improvements to sidewalks will be required. Adding a few redeveloped buildings with similar uses along main street strengthens the downtown area. It creates a more attractive place for residents and tourists.

Blenheim Heights

Blenheim Heights will see the most significant increase in residents through implementing a planned unit development. This special use of residential land allows for a density of four dwelling units per acre. It requires a minimum of 30 percent of the land dedicated to open space. Based on these zoning requirements, developing Blenheim Heights as a planned unit development requires 75 acres of open space and a maximum of approximately 560 dwelling units. This development pattern clusters houses in a compact land area and preserves green space, allowing all residents to enjoy access. This planned development concentrates all dwelling units in a more compact area than any by-right development option. Through the plan review process from Planning Commission, conditions may require a trail connecting the open space from the planned unit development to the Van Clief Nature Area. Housing types may include single-family units and townhouses. Residents in this area can raise a family close to others, defining a separate neighborhood from the rest of town. Habitat for Humanity of Greater Charlottesville has expressed interest in working with Scottsville to provide permanently affordable homeownership opportunities in significant housing projects like this.

Ample green space would be available to residents within convenient walking distance and a pedestrian connection downtown. Population growth in this area could provide enough retail demand for one or two shops within the planned unit development, however most trips would require a vehicle save for leisurely strolls to the downtown area.

Potential Development Option

Figure 19: Vacant lot located on the north end of Blenheim Heights on Blenheim Road, Scottsville, VA (top) compared to Old Trail located in Crozet, VA (bottom). Photo credit to https://craigbuilders.com/old-trail-village/

The Blenheim Heights planned unit development could include a mix of townhouses and single-family housings in a cluster development pattern. An example of this development is the Old Trail Village in Crozet, VA. (See Figure 19) Houses are placed on small lots to increase density and affordability. An open green space requirement creates a park for residents around the existing lake. Residents of this neighborhood are forced to travel via car for any shopping or service destination or utilize a park path to downtown if the planning commission requires a condition. Depending on a future zoning ordinance for planned unit development from the town, a percentage of new housing required to be sold at a more affordable rate would be required.

In addition to the 560 dwelling units in Blenheim Heights, approximately 2,000 square feet of specialty retail may be built to accommodate the added residents and provide a more convenient retail option. Residents of the planned unit development may have the opportunity to shop at one or two retail shops within their neighborhood rather than driving Uptown for most of their other convenience needs. Retail space within Blenheim Heights would need to serve a niche need of added residents in this area to survive. Examples of specialty retail include a small deli, wine shop, or boutique clothing store.

Figure 20: Blenheim Heights area on Blenheim Road eligible for retail space (top) compared to a diner and wine shop located on W Main St, Charlottesville, VA (bottom.

Uptown

Uptown continues to focus new and existing development toward auto-oriented businesses. This area serves residents, commuters, and through traffic with large-footprint buildings. A few businesses would be added to vacant lots and continue to attract auto-oriented uses. These buildings would continue to be designed for vehicles, offering commuters convenience and providing minimal pedestrian infrastructure like sidewalks. Without pedestrian connections between Uptown and downtown, residents are forced to drive to businesses in Uptown. Increased population and retail demand in this scenario will provide more goods and services in Scottsville. Because most of these added dwelling units and retail space will be built in auto-oriented areas, there will be an increase in vehicle congestion along Route 6 and Route 20.

Potential Development Option

Figure 21: Vacant lot located Uptown on Route 6 in Scottsville, VA (top) compared to a 30,000 square foot retail building located on Preston Avenue in Charlottesville, VA (bottom).

The majority of added retail space from Scenario 2 located on the vacant parcel Uptown could provide a larger shopping area, hosting multiple businesses. The added town residents and traffic on Route 6 and Route 20 could benefit from a few restaurants and a few small retail businesses located in one central location. A 30,000-square-foot building, similar in size to the shopping center at 722 Presentation Avenue in Charlottesville, provides an example of a similar scale to what could be located at this site. (See Figure 21). A building at this scale fits with other buildings in Uptown and blends well with the existing area. Potential uses here include a sit-down restaurant, smoothie shop, and bike repair business.

Tire Plant Site

The tire plant site accounts for over 25% of housing in apartments, single-family houses, and townhouses in this scenario. Infilling land north of the Scottsville Lofts would connect this area more to downtown, strengthening this node and merging the Scottsville Lofts into the fabric of the community. Residents from this area would have more amenities and businesses within walking and biking distance of downtown, although most Uptown trips require a vehicle.

Additional Population Analysis

Scottsville could anticipate an additional 1,987 new dwelling units under Scenario 2. The planned unit development will contribute to 1,400 new residents alone. This is the most significant dwelling unit increase from any of the three scenarios and quadruples the current population of Scottsville. Opportunities for new housing are more diverse than in Scenario 1, offering more studio apartments, single-family and townhouses. The development of 227 acres in planned unit development would contribute most to this population increase, increasing diversity in housing type. The 560 dwelling units from the planned unit development accommodate young

families and bring more children to the area. An additional population of young families could impact the capacity of Scottsville Elementary School.[12]

Additional Retail Demand Analysis

The added residents in this scenario create the most retail demand at 28,700 square feet. Most of this demand will be met from the more accessible vacant lots in Uptown. Currently, vacant land in Uptown can house about 24,000 square feet of retail space. Such uses may include a sit-down restaurant and an opening for a few retail businesses like a juice bar and bike shop. The remaining 5,000 square feet of added retail demand can be divided between Blenheim Heights and Downtown by adding a small restaurant and wine shop. Roughly 3,000 square feet downtown can accommodate a new restaurant.

[12] According to the Long Range Planning Advisory Committee for Albemarle County Public School's final report for 2021, Scottsville Elementary has low capacity conflict and low population growth forecast. Added a population of 1,987 would significantly impact the long-range planning projections for this area of Scottsville.

Scenario 3: Corridor & Compact Development

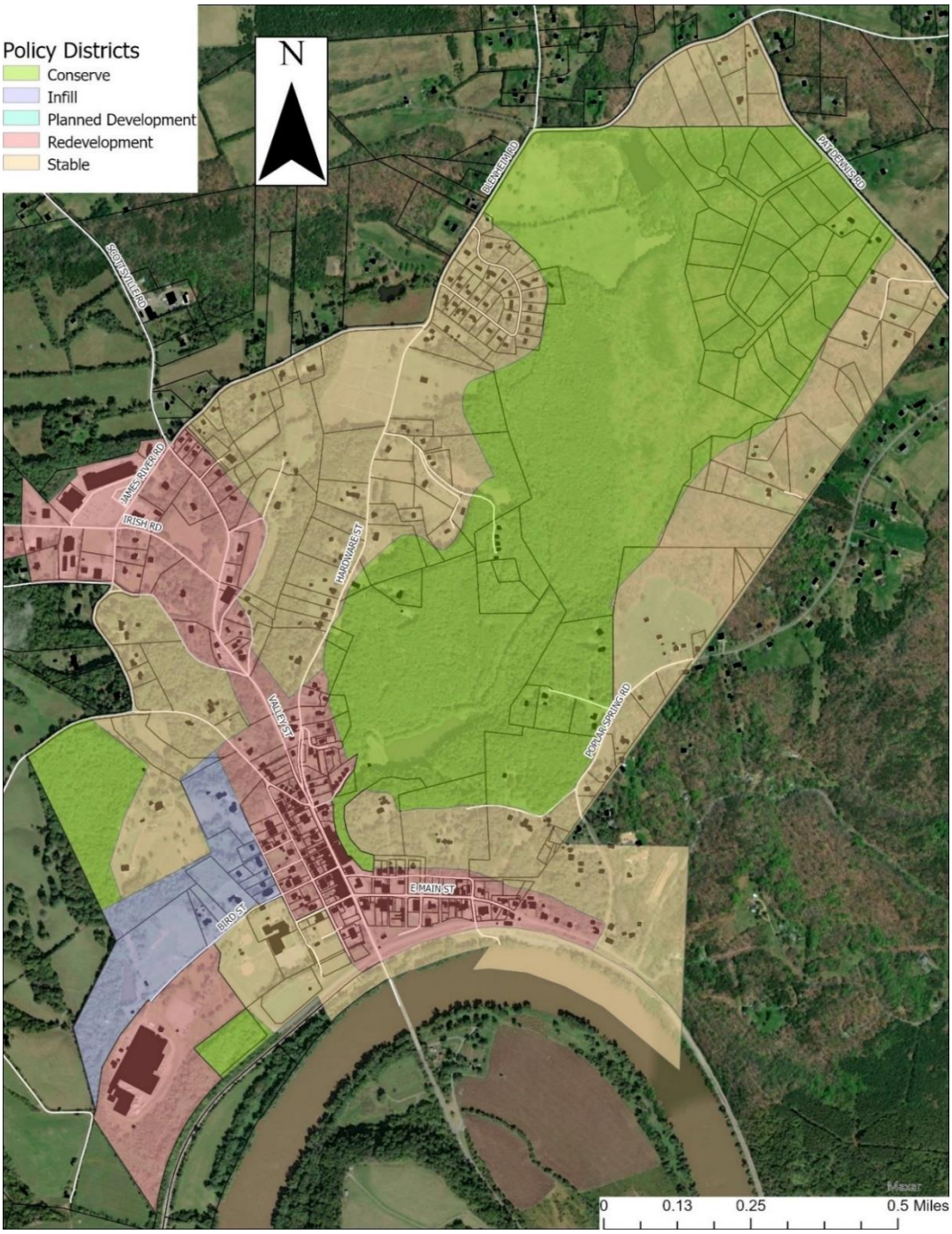


Figure 22: Scenario 3 Map

Overview

Assuming a total build out of the town under Scenario 3, an added population of 1,060 residents can be anticipated, bringing the town's population to 1,616 residents. This population increase would result in an added retail demand of 16,400 square feet.

Focusing new development and growth along the Route 20 and Route 6 corridors ties the Uptown, Downtown, and Tire Plant Site together through redevelopment and infill of vacant and underutilized lots. This development style adopts a new-urbanist approach to planning with mixed-used buildings oriented to the street and relegating parking to the rear of buildings. This activates the street front in a manner that currently exists along Valley Street between Main Street and Bird Street. The potential for additional retail space created through this approach will serve both the residents and patrons from around Scottsville and attract more tourists from the surrounding area. Retail businesses along these corridors will offer more than convenience goods and provide some specialty goods unique to the town. Concentrating development within the Uptown and downtown areas will create a stronger sense of identity for Scottsville.

Uptown lots are redeveloped to serve commuters and through traffic by adopting a new-urbanist development style. Buildings will be oriented close to the street and provide parking behind buildings. Pedestrian and vehicle traffic will increase along Route 20 and Route 6 and new development will be built to accommodate each. An example of redeveloping commercial areas using a new-urbanist approach can be seen in (Figure 23).

Figure 23: This Figure from Randall Arendt's Rural By Design is an accurate example of current conditions in Scottsville Uptown (left), and a new-urbanist approach to design (right). The images contrast the existing situation along Hopmeadow Street commercial corridor in Sinsbury, Connecticut (left), with the master plan prepared by Third Coast Studios (right).

New residents living above or on side streets downtown and Uptown have additional goods and services within walking distance. The added retail space located within a walkable distance creates an opportunity for residents not to own a car or use it minimally as they meet many of their goods and service needs within town limits. Infilling underutilized lots between the Tire Plant Site and downtown will connect these two areas and create a denser neighborhood. This increased density makes a greater sense of enclosure and increases walkability between these two areas. The Architectural Review Board will need to clearly define their ordinances and boundaries as there will be more development and redevelopment within the town's historic overlay district.

Downtown

Redeveloping Main Street will significantly improve the sense of place Scottsville currently holds. The downtown area of Gordonsville illustrates how buildings and street improvements can create a positive sense of enclosure and offer inviting spaces for pedestrian

use. (See Figure 24.) Similar development patterns and design choices are currently present on Valley Street between Main Street and Bird Street. Under Scenario 3, Main Street will be redeveloped, resulting in a greater sense of place that Valley Street currently exhibits. The streetscape can be improved through extensions of the sidewalk, planting trees and shrubs that separate the pedestrian from the car and adding crosswalks to slow vehicle traffic. Added architectural characteristics to new and redeveloped buildings will enhance the identity of the downtown area.

Potential Development Option

Figure 24: View of Main Street facing west in Scottsville, VA (top) compared to N Main Street, Gordonsville, VA (bottom). Photo credited to https://www.lpda.net/lpda-project/gordonsville-main-street/

Uptown

The mixed-use building of the Riverside Apartments at the corner of Stony Point Road and Trailside Drive, located in Albemarle County provides an illustrative example of development the Uptown area could adopt. (See Figure 25.) This development includes a coffee shop and restaurants on the first floor with two floors of residential above. A mixed-use building in this area would meet the residential and retail demand created through Scenario 3. Plantings and sidewalk extensions along Route 6 to this site increase pedestrian connectivity. Increased density along Route 6 will create a 'hallway effect' and slow traffic. The location of parking behind the building accommodates vehicles without diminishing the character of the area. This kind of development Uptown creates a similar sense of place to the downtown area however the design choices and architectural characteristic separate these spaces, creating two distinct areas of town.

Potential Development Option

Figure 25: Vacant lot located uptown on Route 6 in Scottsville, VA (top) compare to mixed use buildings located in Riverside Apartments located on Stony Point Road in Albemarle County, VA (bottom). Photo credited to http://www.wolfackerman.com/riverside-village

Blenheim Heights

Due to the concentration of development elsewhere in town, the Van Clief Nature Area may be expanded to encompass all of Blenheim Heights. This would preserve open space and expand the town's trail network. By locating new development elsewhere in town, the Van Clief Nature Area may be expanded and further preserved. Development focused along Route 20 and Route 6 corridors preserves rural areas adjacent to the Albemarle and Fluvanna County lines.

The existing pond on the northern part of Blenheim Heights could be incorporated into a walking trail similar to Albemarle County's Walnut Creek Park, located on Old Lynchburg Road. (See Figure 26.) Public green space of this size could provide more recreational opportunities for residents and tourists to the town. More amenities could be offered such as biking trails, a swimming area, and picnic pavilions. The nature area could be a larger regional draw, attracting people from the surrounding area.

Potential Development Option

Figure 26: Vacant area of Blenheim Heights located on Blenheim Road, Scottsville, VA (top) compared to Walnut Creek Park located off of Old Lynchburg Road in Albemarle County VA (bottom)Photo credited to https://www.mtbproject.com/directory/8012115/walnut-creek-park.

Transportation

Because most all development is concentrated along the major corridors, increased population and tourism to the downtown area may warrant the need for a small form of public transportation such as a streetcar or trolley. Incorporating this mode of transportation would contribute to the town's identity.

Occasional trips may be required out of town for specialty goods. A greater pedestrian presence along Route 20 would inconvenience vehicle traffic. This may cause through traffic to seek alternative routes away from the downtown area, calming the street of noxious automobiles including truck traffic.

Additional Population Analysis

Scenario 3 housing opportunities rely on the anticipated development of the Scottsville lofts and additional downtown residential units, contributing 85% of housing in the redevelopment areas. More pedestrian and vehicle connections are created to downtown by infilling parcels north of the Tire Plant Site. The concentration of added population is located closer to goods and services Uptown and downtown. It therefore reduces the need for vehicle trips required to patronize these businesses. Additionally, few public water and sewer extensions will be necessary since the added population will be located where this infrastructure currently exists. Scenario 3 provides the greatest housing diversity and therefore creates the opportunity for the most diversity of demographics from added residents. Young families can locate in low-

density housing on vacant lots and infilling areas while singles have apartments, townhouses, and suites available through the Scottsville Lofts and the redevelopment and infill of downtown and Uptown. With a larger stock of apartments and smaller units offered, rental demand will take some pressure off of rental prices.

Additional Retail Demand Analysis

An additional 16,400 square feet of retail space will be created and will be focused along the Route 6 corridor Uptown and along Route 20 downtown. Adopting a mixed-use development pattern along these corridors will create a stronger sense of place for the town and enhance the hallway effect the downtown area currently has. By locating buildings closer to the street and increasing pedestrian activity along these routes, vehicles will naturally travel slower. Continued development downtown will positively contribute to the town's sense of place and create a more attractive area for tourists to visit and, in turn, provide more business for current and future retail space downtown.

Scenario Analysis and Recommendations

Scenario 1 follows existing development patterns resulting in low-density housing indicative of a suburban development pattern. Scenario 2 is best characterized by the cluster development from the planned neighborhood in Blenheim heights, significantly increasing the Town population and increasing auto-oriented development. Scenario 3 adopts a new urbanist approach which concentrates new development where current infrastructure exists along major

corridors. Focusing development along these corridors preserves open space and increases the town's sense of place.

Analysis of each scenario considered impacts to housing, infrastructure, additional residents, additional retail space, and public green space.

It is recommended that the town of Scottsville adopts a development pattern most similar to Scenario 3. A synthesis of the analysis details the reasoning for this recommendation.

Scenario 3 is the most efficient, pedestrian-oriented, and most likely to retain Scottsville's small-town charm. Planning for a mix of uses locates homes and offices closer to each other and creates a more walkable neighborhood which the downtown area of Scottsville already has, and Scenario 3 would promote. This takes advantage of compact design and creates a distinctive and attractive sense of place. Increased density and a mix of housing types can offer affordable housing. All of these planning measures will make future development more predictable and create a supportive environment for the future development of projects.

Scenario 1 and Scenario 2 cause the most significant impact on public infrastructure, including extensions and costs of public water, sewer, and drainage. Scenario 3 concentrates new development close to existing infrastructure requires the least amount of cost for extensions. Scenario 3 offers the greatest opportunity to attract tourists. Building higher-density development along Route 20 and Route 6 preserves open space while also enhancing the small-town downtown feel. Scenario 1 has a gradual population increase and does not add as much retail demand. This in effect, provides less attractions for tourists. Additionally, Scenario 1 and Scenario 2 develop the majority of land in Scottsville and remove the possibility of extending the Van Clief Nature Area to provide more public open space.

The diversity of housing types from each scenario must be considered. In order to analyze housing diversity from additional dwelling units, each scenario's additional residential units were grouped together based on housing type and density. The three housing types include mixed-use residential, apartment suites from the Scottsville Lofts, and low-density residential units. The percentage of housing diversity from each scenario is seen in (Figure 27).

	% of Low-density Residential	% of Apartment Suites	% of Downtown Residential
Scenario 1: Current Trends Continued	51%	45%	4%
Scenario 2: Market Driven Expansion	74%	24%	2%
Scenario 3: Corridor & Compact Development	16%	37%	48%

Figure 27: Percentage of housing diversity from each scenario.

Scenario 1 mostly splits housing types evenly between apartment suites and low-density residential, with the remainder of housing provided by downtown residential (4%). Scenario 2 consists of mostly low-density residential (68%) factoring in the planned development in Blenheim Heights. The most even distribution of housing types is in Scenario 3. While the majority of housing is downtown, this scenario still offers opportunities for low-density residential and apartment suites. Additionally, the proportion of apartment suites is lowest under Scenario 3, creating the most housing resiliency from housing market trends.

Albemarle County's findings from their build-out analysis suggests Scottsville will be subject to the demand for future growth in the region not met by the county's by-right development in their growth areas. Scottsville may seek to improve housing diversity for the growing population

making less than the average income of households in the surrounding area. Providing more medium to low-income housing will help address the demand for housing in Albemarle County.

The Blenheim Heights area is subject to the most change among all three scenarios. New development in both Scenario 1 and Scenario 2 would cause a significant strain on the town's transportation network, infrastructure, and capacity to deliver emergency services. New residents in this area would likely drive to most destinations, including any trips made to the downtown area, adding to vehicle congestion. The Planned Development area in Scenario 2 would require extensions to water and sewer lines and new roads. The development of Blenheim Heights in Scenario 2 requires less investment in public infrastructure than developing Blenheim Heights under Scenario 1. Regardless, new extensions would be expensive. Scenario 3 offers the least impact on the town's current infrastructure. Extensions of existing infrastructure would be minimal under Scenario 3 and serve a larger population, providing more affordability for maintenance.

The surrounding area of Scottsville currently supports approximately 180,000 square feet of retail demand. Major businesses like Food Lion (25,000 sqft), WF Paulett Ace Hardware (10,000 sqft), Lumpkin Restaurant and Motel (3,000 sqft), Dollar General (10,000 sqft), and the commercial strip of businesses (53,000 sqft) next to Food Lion make up the majority of existing retail. Scottsville's location is relatively remote from highway infrastructure and the size of the town is small compared to markets in adjacent counties. Because of this, a certain threshold of new businesses like big-box stores will not be supported by the town's anticipated population growth. For reference, a Lowes is roughly 150,000 square feet. The greatest added retail demand under Scenario 2 is 28,700 square feet. Growing at a rate that would attract big box stores like

Walmart or Lowes would dwarf the small scale the town hopes to preserve. The 16,400 square feet of retail added under Scenario 3 is built at an appropriate scale for the town.

Scenario 3 provides the most square feet of green space per added resident as seen in (Figure 28). This is in part thanks to the expansion of the Van Clief Nature Area to include all of Blenheim Heights. Focusing density along major corridors would increase demand for public green space, and a total of 350 acres of the nature area will meet future demand. Preserving an area that large within town limits while still exceeding population goals produces the highest and best use of land in Scottsville. In addition, a nature area of that size may serve as an attractive tourist destination, drawing additional interest and revenue for businesses located within the town. The Town of Scottsville and Albemarle County have clear goals in their respective comprehensive plans to preserve rural landscapes. Albemarle county has implemented its plan by focusing development along major corridors and around currently existing infrastructure.

Scenario 3 accomplishes similar goals for preserving green space while continuing to accommodate the additional population.

	Ratio of Green Space to Added Resident
Scenario 1: Current Trends Continued	2,931 Sq Ft / Added Resident
Scenario 2: Market Driven Expansion	5,218 Sq Ft / Added Resident
Scenario 3: Corridor & Compact Development	14,712 Sq Ft / Added Resident

Figure 28: Ratio of green space to additional resident from each scenario.

Very few towns of Scottsville's size are incorporated and have the opportunity to make their own land use decisions. The town's comprehensive plan prioritizes maintaining the character and charm that make Scottsville a unique community. Based on a cumulation of public hearings from the town's planning commission and town council meetings, opinions of engaged citizens have expressed the necessity for Scottsville to grow with a well-thought-out plan. This report and the recommendations provided seek to educate members of town staff, town council, planning commission, and residents of Scottsville and the surrounding area about the potential growth options and to start a dialogue about how the town should address them within the context of long-term planning.

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Appendices

Appendix A: Added Mixed Use Retail and Residents

			*.33	1 retail to 7 residents						
S1	Vacant Retail in sqft	Ratio	Total additional sqaure footage	Added resiedntal units	Added retail space					
(Uptown)	2221560	*.25+	733114.8	623147.58	109967.22					
(Downtown)	1873080	*.25+	618116.4	525398.94	92717.46			Total vacnt retail sq ft		1,351,231
Acres of Residental				26						
At 8DUA				18						
Total sq ft	4094640		1351231.2		202,685		0.142857			
S2	Vacant Retail in sqft	Ratio	Total additional sqaure footage	Added resiedntal units	Added retail space					
(Uptown)	2787840		919987.2	781989.12	137998.08					
(Downtown)	1873080	*.25+9583	618116.4	525398.94	123623.28			Total vacnt retail sq ft		1,538,104
Acres of Residental				30						
At 8DUA				21						
Total sq ft					261,621		0.142857			
S3										
				1 retail to 7 residents						
	Vacant Retail in sqft	Ratio	Total additional sqaure footage	Added resiedntal units	Added retail space					
(Uptown)	522,024		522024	443720.4	78303.6			Total vacnt retail sq ft		1,719,924
(Downtown)	958320	*.25+9583	1197900	1018215	179685					
Acres of Residental				34						
At 8DUA				268						
Total sq ft	1,480,344		1719924		257,989		0.142857			

Appendix B: Retail Demand Calculation

	Added Pop	Divided by pop of combined trade area (14,000)	Multiplied by Exisiting Sq Ft of Retail (180,000)	Portion of Retail Leakage (25,000) Sq Ft multiplied by percent of added residents	Total Added Retail Demand
Scenario1	966	0.07	12,600	1,750	14,350
Scenario2	1987	0.14	25,200	3,500	28,700
Scenario3	1060	0.08	14,400	2,000	16,400

Appendix C: Additional Residential Calculated

Scenario 1

Vacant Land	Density	Units
281 acres vacant land	.7DUA	196
acres in added mixed use	See Added Retail Ca	18
0 acres added in PUD		0
205 units from Sville Lofts		205
36 units from Bird St Development		36
Total		455

Scenario 2

Vacant Land	Density	Units
152 acres in PUD acres	4DUA	560
42 acres vacant	.7DUA	42
acres in added mixed use	See Added Retail Ca	21
205 units from Sville Lofts		205
36 units from Bird St Development		36
Total		864

Scenario 3

Vacant Land	Density	Units
34 acres vacant land	.7DUA	51
acres in added mixed use	See Added Retail Ca	268
0 acres in PUD acres	4DUA	0
205 units from Sville Lofts		205
36 units from Bird St Development		36
Total		560

	Scenario 1	Scenario2	Scenario 3
Scottsivlle Lofts	205	205	205
Downtown Residential	18	21	268
Low Density Residential	232	638	87
Total Dwelling Units	455	864	560
	Scenario 1	**Scenario2**	**Scenario 3**
Apartment Suites	45	24	37
Downtown Residential	4	2	48
Low Density Residential	51	74	16
	100	100	100

	Total Additional Dwelling Units	Total Add. Retail Sq Ft	Total Public Green Space	Projected Additional Residents
Scenario 1: Current Trends Continued	455	14,350 Sq Ft	65 Acres	966
Scenario 2: Market Driven Expansion	864	28,700 Sq Ft	238 Acres	1,987
Scenario 3: Corridor & Compact Development	560	16,400 Sq Ft	358 Acres	1,060

			2831400	14.86153846	0.0672878	2,931
		18	2931.055901	8.348739496	0.1197786	5,218
		17	0.067287785	2.960893855	0.3377358	14,712
		23				

	Ratio of Green Space to Added
Scenario 1: Current Trends Continued	1 Sq Ft / Added Resident
Scenario 2: Market Driven Expansion	8 Sq Ft / Added Resident
Scenario 3: Corridor & Compact Development	12 Sq Ft / Added Resident

	Additional Retail Sq Ft. to Additional Dwelling Unit Ratio
Scenario 1	18 Sq Ft / Dwelling Unit
Scenario 2	21 Sq Ft / Dwelling Unit
Scenario 3	23 Sq Ft / Dwelling Unit

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	Sville Lofts (x1.5)	Mixed Use (x2)	PUD, Vacant land	Total
Scenario 1	350	36	580	966
Scenario 2	350	42	1595	1987
Scenario 3	350	536	174	1060

	% of Low-density Residential	% of Apartment Suites	% of Downtown Residential
Scenario 1: Current Trends Continued	51%	45%	4%
Scenario 2: Market Driven Expansion	74%	24%	2%
Scenario 3: Corridor & Compact Development	16%	37%	48%

2021 National - Rooms, Size, and Amenities - All Occupied Units

Characteristics	Units by Structure Type									
	Total	1, detached	1, attached	2 to 4 Units	5 to 9 Units	10 to 19 Units	20 to 49 Units	50 or more	Manufactured/mobile home	Other (Boat, RV, van, etc.)
	Estimate	Estimate	Estimate	Estimate	Estimate	Estimate	Estimate	Estimate	Estimate	Estimate
Total	128,504	81,744	8,155	8,519	5,574	6,899	4,510	6,311	6,731	62
Rooms										
1	480	S	S	S	S	76	101	219	S	.
2	1,299	103	S	105	120	273	216	423	S	S
3	10,135	834	406	1,432	1,247	1,954	1,533	2,485	220	S
4	20,661	4,989	1,811	3,339	2,322	2,725	1,741	1,994	1,729	S
5	28,903	16,972	2,421	2,305	1,427	1,462	673	918	2,710	S
6	28,001	22,374	2,176	983	362	369	217	245	1,275	S
7	18,598	16,935	824	212	49	31	S	S	504	.
8	11,125	10,497	327	67	S	S	S	S	206	.
9	5,066	4,928	73	S	S	.	.	S	49	.
10 or more	4,235	4,091	78	S	.	S	S	S	S	.
Persons per Room										
0.50 or less	93,571	60,898	5,835	5,759	3,758	4,752	3,180	4,707	4,630	52
0.51 to 1.00	32,322	19,703	2,170	2,397	1,589	1,907	1,221	1,436	1,890	S
1.01 to 1.50	2,245	1,024	126	329	193	197	83	117	176	.
1.51 or more	365	120	S	S	S	43	S	49	34	.
Bedrooms										
None	1,018	48	S	48	98	213	190	392	S	S
1	14,010	1,367	538	1,917	1,767	2,694	2,080	3,283	316	49
2	31,520	11,035	3,311	4,439	2,978	3,365	1,878	2,247	2,261	S
3	51,501	40,869	3,450	1,790	649	562	305	338	3,532	S
4 or more	30,455	28,425	831	325	82	64	57	S	619	.
Persons per Bedroom										
0.50 or less	35,082	24,753	2,398	1,989	1,090	1,172	655	928	2,089	S
0.51 to 1.00	62,923	40,295	3,719	3,938	2,631	3,414	2,386	3,545	2,953	S
1.01 to 1.50	16,111	11,007	1,131	1,049	655	706	383	340	841	.
1.51 or more	13,370	5,641	882	1,495	1,100	1,393	898	1,106	845	S
No bedrooms	1,018	48	S	48	98	213	190	392	S	S