

- The Places29 area is Albemarle County's "Economic Engine."
- Demographic and market analysis is an important part of master planning.
- Transportation choices - walking, transit, and driving - are part of a livable community.
- Albemarle County faces the challenge of balancing growth while maintaining quality of life.

Where do you shop for your household and personal needs?

What do you have to leave Albemarle County to find?

How much retail - and what kind - does the County need?

Where will all the new employees hired by County businesses live?

How much will the infrastructure for all the new development cost?

Answering these questions, and many others like them, is part of the Places29 master planning process. Understanding the demographics and economic framework of the County and the Places29 area is essential to manage growth effectively. Guiding future growth means identifying appropriate locations for homes, businesses, retail, and many other land uses - and tying them together with an effective transportation network and transit system.

The type of new development preferred by Albemarle County follows the Neighborhood Model. Developments that meet the requirements of the Neighborhood Model will be compact, mixed-use, oriented to a center, pedestrian-friendly, and environmentally appealing. ZHA, Inc., the Places29 economic consultant, has identified three studies that document the economic benefits of communities that have characteristics like those in the Neighborhood Model. These studies show that:

1. Real estate values over the next 25 years will rise fastest in "smart communities" that incorporate traditional characteristics of successful cities,

Save the date:

May 18th (Evening)
Introduction and Background Presentation
May 20th (9:00a.m.)
Small Group Session on Preferred Alternative

Public meetings will be held at Sutherland Middle School. Please visit www.albemarle.org for more information.

2. Homebuyers were willing to pay a premium of as much as 20 percent for homes in new urbanist communities, and
3. The costs of compact growth are substantially lower than the costs of conventional suburban development.

A livable community is attractive to new businesses and residents, as well as a source of pride to current ones. Albemarle County offers a highly skilled workforce, an excellent multi-modal transportation system, a world-class university, an acclaimed health care system, numerous recreational assets, and proximity to the Eastern seaboard. All of these factors contribute to a very strong and stable economy that continues to attract residents and employers.

Understanding the Economic Climate

Preparing the master plan requires an understanding of the economic climate in the Places29 area, the County, and the larger region that includes the City of Charlottesville, and Albemarle, Fluvanna, Greene, and Nelson counties. Many residents of those counties work and shop in Albemarle County and Charlottesville, so the Places29 Master Plan will recognize the economic benefits from the entire Metropolitan Statistical Area (MSA).

Places29 Overview:

Places29 is an exciting community planning project that will help shape the future of northern Albemarle County communities. Places29 brings residents, business owners and others together to map out the best possible shared vision for this critical area. The project combines land use planning for four designated urban communities with the US 29 North Transportation Corridor Study.

- Places29 Overview
- Transportation
- Transit & Transportation Operation Solutions
- Street Types
- Land Use & Urban Design
- Place Types
- Open Space & Natural Resources
- Economics**
- Implementation

Planners will identify and analyze the County's economic strengths, as well as the demographic and market trends. Planners will also forecast how demographics and markets may change during the master plan's 20-year timeframe.

The results of the market analysis will help planners develop implementation strategies to deal with growth, development, jobs, housing, transportation, infrastructure, and amenities such as parks and open space. Implementation of the master plan will be market-driven; for example, as new businesses look for space, the County needs to be ready with suitable locations designated and infrastructure available.

Growing Albemarle County's Economic Engine

The Places29 area is the "Economic Engine" for Albemarle County: more than 25 percent of the households in the County live here. Approximately 40 percent of the jobs and the vast majority of the County's retail space are located in this area. The County is growing, too. More and more new residents are moving here, existing businesses are expanding, and new ones are opening their doors. This means, of course, that the County needs more homes, more retail space, more offices, and new types of industrial or employment space to serve the business community.

Projected Population Growth		
	2005	2020
City of Charlottesville	39,900	39,600
Albemarle County	90,400	107,400
Charlottesville MSA*	187,100	221,200

*The Charlottesville MSA includes City of Charlottesville, and Albemarle, Fluvanna, Greene, and Nelson counties.

To serve existing and future residents, the County has designated growth areas and adopted the Neighborhood Model as the "building block" for new development. Each neighborhood will have a "center" at a walkable distance from homes or businesses in the neighborhood. Retail will be a major land use within many of these centers. The character of retail is changing, both here in Albemarle County and throughout the nation. Retail trends include "big box" stores, stores arranged along a "main street," and stores mixed in with offices and other uses. There are even "destination centers" where individuals and families can

spend an entire day shopping, playing in arcades, seeing a movie, eating at different types of restaurants, and many other activities.

Livable communities offer choices. For example, retail within walking distance means that customers, clients, and employees have choices about their transportation method. Centers and neighborhoods that are transit-friendly provide another form of transportation. An improved network of roads parallel to US 29 will also provide new or additional access to businesses-and help them serve their customers better.

Economics and Employment

Historic Employment Growth		
	1995	2003
City of Charlottesville	36,616	34,770
Albemarle County	31,136	42,475
Charlottesville MSA	80,902	93,769

This table shows that Albemarle County has experienced explosive job growth in the last few years. In fact, much of the job growth in the Charlottesville MSA has occurred in Albemarle County. This growth is expected to continue as several businesses have announced expansion plans.

Economic Outlook for Albemarle County

The County's economy is stable and continues to grow. It is driven by the area's high quality of life and employment opportunities, which attract new residents from other parts of the country.

The County and the region face several challenges related to balancing growth, the economy, and that quality of life:

- Attracting new and expanded businesses to compensate for the loss of manufacturing jobs-where the new jobs offer equivalent compensation.
- Keeping the area affordable, especially in the areas of food, healthcare, and housing.
- Providing a wide range of housing types to serve the needs of different types of households, including affordable and workforce housing.

For More Information:

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Places29 is a joint project of Albemarle County, the Thomas Jefferson Planning District Commission (TJPD) and the Virginia Department of Transportation (VDOT), with the assistance of an experienced consulting team.