



Waynesboro City Council Agenda Briefing

Meeting Date:	August 8, 2022	Staff/Council Member(s): Director of Economic Development and Tourism, Greg Hitchin
Agenda Item #	8	
Resolution#		
Department:	Economic Development and Tourism	
Subject:	Downtown Market Study and Redevelopment Plan	

Background: The City of Waynesboro recognizes that the revitalization of our downtown is a key strategy for future success and is identified as such in the Central Shenandoah Planning District Commission (CSPDC) Comprehensive Economic Development Strategy (CEDs), the city’s economic development strategic plan, and the city’s Comp plan. Not only is the rebirth of a downtown a significant marker of community pride, it is also the keystone to a well-rounded community. A strong central business district with unique shops, offices, residential units, and local eateries radiates economic success to the outlying industrial parks, shopping centers, and neighborhoods

To facilitate future development planning, in February 2022, Economic Development and Tourism staff successfully applied to the Department of Housing and Community Development (DHCD) for a \$40,000 “IRF Planning Grant”. The purpose of the grant was threefold: 1) provide a market study of downtown shopping and other retail uses; 2) provide redevelopment plans for five identified blighted buildings; and 3) to provide data and information in preparation for applying for an IRF grant in summer of 2022.

Using the DHCD definition for blighted buildings, staff identified 320, 322, 544, 600, and 620 W. Main Street for study. Subsequent to the February application and before the March award, 320 W. Main was approved for demolition and staff substituted 411 for additional study.

Using part of the grant funds and following standard procurement procedures, staff retained Creative Economic Development Consulting to provide the market study and redevelopment plans. Additional grant funds were offered to each of the five property owners to assist with structural assessments of their buildings and we are assisting two of them.

Tonight, City Council will receive a presentation with the final report and recommendations from Crystal Morphis, CEcD, Founder and CEO.

City Manager’s Recommendation:

Receive Presentation, no action is requested

Attachments:

Final report pages 1-14. To reduce cost, pages 15-74, which include detailed data, property information and marketing sheets, are not included, but are available in the document center on our website: WaynesboroBusiness.com