



THE FUTURE
OF DOWNTOWN
BEGINS WITH YOU.



THE CROZET PLAZA

CASE STATEMENT 2022

IMAGINE A CENTRAL TOWN PLAZA...

...boasting blue ridge mountain views, home to patio dinners, markets, art shows, live music, and wine, beer and food festivals. A community space designed for every age to enjoy and gather for work and play, which underpins a small but vibrant downtown commercial district; this is the dream for Crozet. Many of you have been a part of the journey, others may not have had the chance, but here is your opportunity. The following is a brief description of the Plaza project and how you can help make it happen. Crozet is a community of stakeholders, and we want to make sure you have your seat at the table and contribute to the exciting new center of downtown, The Crozet Plaza.



SEE NEXT PAGE
FOR MORE DETAILS

DIVERSE, ENGAGED, ACTIVE

WHAT IS THE PLAZA, AND WHY IS IT IMPORTANT TO THE VITALITY OF CROZET?

The Crozet Plaza will be a vibrant, authentic new town center built on the former Barnes Lumber site located in the heart of Downtown Crozet. It is a new publicly owned urban plaza envisioned to be a central gathering point for the community, and it will be surrounded by commercial and mixed-use development.

CROZET PLAZA

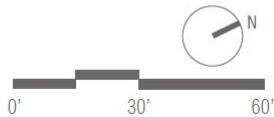
CONCEPTUAL DESIGN



KEY

- 1 Sloped Lawn
- 2 Multi-Use Pavilion/Stage
- 3 Communal Fire Pit
- 4 Orchard Inspired Tree Grove in Stone Dust w/ Flexible Seating
- 5 Interactive Water Feature
- 6 Promenade w/ Festoon Lighting
- 7 Timber Seatwalls
- 8 Blue-Ridge Inspired Planting
- 9 Sculptural Play Elements
- 10 Potential Statue Location
- 11 Hotel Courtyard

 Proposed Building





STRUCTURE & COSTS

This unique, creative, and forward-looking public-private partnership will be structured as follows:

- Milestone Partners is managing the design of the roads, in coordination with Albemarle County and Downtown Crozet Initiative (DCI). Construction of the roads will be funded by Crozet New Town Associates (CNTA), Albemarle County, and VDOT.
- CNTA will donate the land for the Plaza to Albemarle County and will lead design and construction of the Plaza, collaboratively with Albemarle County and the community (via the DCI).
- CNTA and Albemarle County will each contribute \$1.6M toward the Plaza construction, for a total of \$3.2M or 73% of the total estimated \$4.4M Plaza cost. The DCI will lead a Capital Campaign to raise the remaining 27%, or \$1.2M, from local businesses, community members, and grants.
- CNTA and other private entities will develop the bulk of the commercial district surrounding the Plaza with private funds.
- The DCI will manage the long-term operation, programming, and maintenance of the Plaza for the community's benefit, pursuant to a long-term agreement with the County, which is currently under development.

PARTNERS

The Plaza is being developed through a public-private partnership between Crozet New Town Associates (CNTA), Albemarle County, the Downtown Crozet Initiative (DCI), and the broader Crozet community. CNTA is the owner of the former Barnes Lumber property in downtown Crozet and has retained Milestone Partners, a locally owned company that has experience developing successful community-based projects in the greater Charlottesville area, to lead the creation of a mixed-use development to include the Plaza. Albemarle County has partnered with Milestone to develop this public space, as further described below. The Downtown Crozet Initiative is a 501(c)(3) nonprofit community development corporation formed specifically for the purposes of **advancing revitalization of downtown Crozet** and the creation of a vibrant central downtown plaza. The DCI is led by a board of Crozet volunteers and is seeking the greater Crozet community's participation in bringing this vision to reality. The Crozet community is a **diverse, engaged, and active citizenry**, seeking smart, managed growth, and the best for their small town.

FEATURES

The Plaza will be a **public, open-space “town center”** almost one-half a square block in size. It will be a mix of hardscape and greenscape and is contemplated to include community-centered amenities. Plans currently include:

- Central lawn for family activities
- Stage/pavilion for outdoor concerts, movies and other entertainment
- Children’s play areas, including play features and an interactive water feature
- Wide sidewalks to allow outdoor dining and strolling
- Fire pit gathering area
- Dispersed and shaded seating areas
- Art installations
- Distinctive road crossing and roundabout surfaces to promote a historical urban feel
- Flexibility in design to accommodate various sized events, including the ability to allow adjacent road closures for large events and community gatherings



The Plaza will be surrounded by a **vibrant commercial district**, which will tie into existing historical commercial areas on Crozet Avenue and The Square, as well as more recently developed commercial areas on Library Avenue. The Plaza design and the buildings surrounding it are being planned to reflect Crozet’s roots as an agricultural and railroad town, while satisfying the desires of new businesses and a modern community. The ultimate goal of the design of this space is to preserve the **charming spirit and eclectic vibe** of Crozet and enhance the attributes that make it unique. Plans are underway for a boutique hotel and an Art Center/flex space to be built to open on to the Plaza.

UNIQUELY CROZET



BENEFITS OF A CENTRAL PLAZA

The most successful small towns in America have a town “center,” the heart of the communities they serve. A central plaza in downtown Crozet would help **capture the small town feel and heart** of our community. It would become a destination; a place to gather, to shop and dine outdoors. Picture seating shaded by trees, large murals, stage performances, pop-up shops and musical events. Imagine children playing, friends and family enjoying a leisurely meal at an outdoor café, and movies under the stars...the possibilities are endless.

The importance of the Plaza is underscored by the Main Street America Institute that purports, “**A distinct sense of place is the glue that holds any commercial district together.**” The Plaza is that glue and will help Crozet attract tourists and visitors, as well as foster economic development and strengthen the local economy. Crozet has captured the hearts of everyone who lives,

IN A 2017 CROZET COMMUNITY SURVEY with 701 responses, 89% of respondents indicated a vibrant downtown was either very important or somewhat important. Ninety percent (90%) indicated that ensuring downtown Crozet is a quality commercial center with a diversity of businesses and services was very important or somewhat important to future development.



works and visits here, but it strives to be more. The Plaza will serve to preserve that identity and be the catalyst for a **broadier revitalization** of the downtown Crozet district, bringing jobs and economic activity to this historic town, while at the same time bringing a **greater sense of community** to the residents of Crozet and Western Albemarle County.



PROGRESS

IN 2017, the DCI, after having served as a volunteer group promoting the Plaza and downtown revitalization, received its 501c3 nonprofit status.

IN 2018, Albemarle County initiated The Square Streetscape Improvement project, which will upgrade the streetscape of this key connector road adjacent to and just northwest of the Plaza.

- Crozet was designated as a “Main Street Affiliate” community by the Virginia Department of Housing and Community Development (“VDHCD”), and DCI, in conjunction with Albemarle County, was awarded a related planning grant by the VDHCD in April 2018

IN 2019, Crozet New Town Associates and Albemarle County:

- Were awarded VDOT matching funds for key roads surrounding the Plaza and extending Library Avenue east to connect to eastern Crozet neighborhoods
- Entered into a Performance Agreement related to design, financing, construction and ownership of the Plaza
- Issued a Special Use Permit for construction of Phase I, including the Plaza

IN 2020, Crozet New Town Associates and Albemarle County submitted road designs to VDOT for approval and, together with the DCI, initiated final Plaza design work.

IN 2022, the Albemarle County Board of Supervisors approved an update to the Performance Agreement with CNTA providing for additional funding for the road project.

BACKGROUND

Crozet New Town Associates (CNTA) acquired the former Barnes Lumber and CSX properties in 2014. The developer has held a variety of community engagement sessions, and worked cooperatively with the community, Albemarle County, DCI, and VDOT to design a phased concept for the development of the site. Phase I will include the roads, Plaza, and adjacent mixed-use areas on approximately 5 acres adjacent to The Square.

CNTA, the County and the DCI plan to begin final Plaza detailed design work in Fall 2022. Phase 1 road construction will take place Summer 2023 through mid-2024. Plaza construction will likely start in Spring 2024.



A VIBRANT DOWNTOWN...

PLEASE JOIN US IN THIS EXCITING VISION FOR CROZET!

Contact us at admin@downtowncrozetinitiative.org or ask one of the DCI board members how you can be involved.

www.downtowncrozetinitiative.com

...BEGINS WITH YOU!