TOWN OF BROADWAY

2040 COMPREHENSIVE PLAN

This Comprehensive Plan provides a general overview of the present and future land use needs of the Town of Broadway, taking into account the full realm of physical, social, and economic activity.

Adopted July 10, 2018

This report was prepared by the Central Shenandoah Planning District Commission (CSPDC). The CSPDC was chartered on September 30, 1969 and is comprised of five counties, five cities and eleven towns. For over forty-five years, the CSPDC has been providing assistance to local governments and their citizens with issues including land use planning and regulation, transportation, disaster mitigation and preparedness, solid waste management, economic development, water and waste water, emergency management, housing, water resource management and human services. The Central Shenandoah Planning District Commission makes every effort to respond to the changing needs of the citizens of the Central Shenandoah Valley. Should you have any questions, please call or email us.

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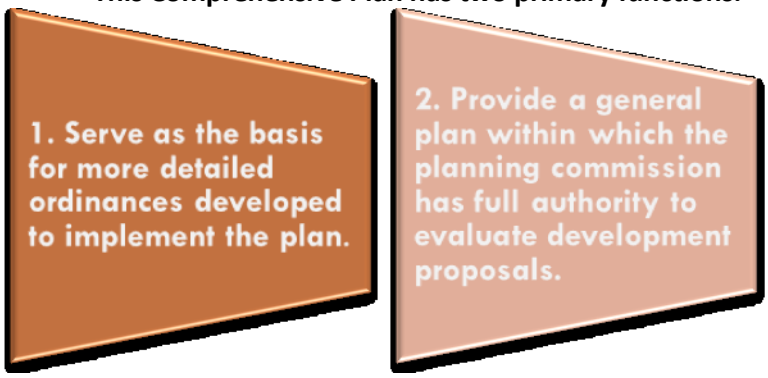
Introduction

PURPOSE OF THE COMPREHENSIVE PLAN

This Comprehensive Plan provides a general overview of the present and future land use needs of the Town of Broadway, taking into account the full realm of physical, social, and economic activity. One of the most critical elements in the planning process, the comprehensive plan helps the locality recognize its needs and provides direction for allocating community resources for meeting those needs. The plan ultimately is a statement of a community's goals for its future. To be effective, the plan must articulate goals and priorities that are understood and accepted by the community at large.

This Comprehensive Plan has two primary functions:



Because comprehensive plans are long-range, they must be flexible enough to change or be revised as the community undergoes change. The plan does not provide specific regulations and restrictions. It does, however, provide the framework for appropriate ordinances and policies to be developed to prevent inappropriate development from occurring. It is these policies that help bring the plan to reality.

VIRGINIA LAW AND THE COMPREHENSIVE PLAN

A comprehensive plan should present the long-range recommendations for the general development of the territory covered by the plan. Section 15.2-2223 of the Code of Virginia delineates the procedure by which a locality in Virginia prepares a comprehensive plan:

> "In the preparation of a comprehensive plan, the commission shall make careful and comprehensive surveys and studies of the existing conditions and trends of growth, and of the probable future requirements of its territory and inhabitants. The comprehensive plan shall be made with the purpose of guiding and accomplishing a coordinated, adjusted and harmonious development of the territory which will, in accordance with present and probable future needs and resources, best promote the health, safety, morals, order, convenience, prosperity and general welfare of the inhabitants, including the elderly and persons with disabilities."

The comprehensive plan is general in nature, in that it designates the approximate location and character of each feature shown on the plan. The Code requires the development of a transportation plan, and the designation of areas and implementation of measures to promote affordable housing. The Code states that the plan:

> "may include, but need not be limited to: (1) The designation of areas for various types of public and private development and use…(2) The designation of a system of community service facilities…(3) The designation of historical areas and areas for renewal or other treatment; (4) The designation of areas for the implementation of reasonable groundwater protection measures; (5) A capital improvements program, a subdivision ordinance, a zoning ordinance and zoning district maps, mineral resource district maps and agricultural and forestall district maps, where applicable; (6) the location of existing or proposed recycling centers; (7) The location of military bases, military installations, and military airports and their adjacent safety areas; and (8) The designation of corridors or routes for electric transmission lines of 150 kilovolts or more."

Once adopted, Section 15.2-2232 of the Code of Virginia designates the following legal status for the comprehensive plan:

> "Whenever a local planning commission recommends a comprehensive plan or part thereof for the locality and such plan has been approved and adopted by the governing body, it shall control the general or approximate location, character and extent of each feature shown on the plan. Thereafter, unless a feature is already shown on the adopted master plan or part thereof... no street or connection to an existing street, park or other public area, public building or public structure, public utility facility or public service corporation facility other than a railroad facility or an underground natural gas or underground electric distribution facility of a public utility…whether publicly or privately owned, shall be constructed, established or authorized, unless and until the general location or approximate location, character, and extent therefor has been submitted to and approved by the commission as being substantially in accord with the adopted comprehensive plan or part thereof."

Therefore, the plan is the general guideline for community development. Once it is adopted, the local commission has the authority to approve or disapprove proposals for development based on conformance of the proposal with the plan. The comprehensive plan is the basic planning document upon which other implementation documents, such as the official map, zoning ordinance, and subdivision regulations, should be based.

THE COMPREHENSIVE PLAN AND URBAN DEVELOPMENT AREAS

In 2007, the General Assembly added Section 15.2-2223.1 to the Code of Virginia which states high growth localities shall designate Urban Development Areas in their comprehensive plans. Urban Development Areas ("UDA") were defined as areas of reasonably compact development that can accommodate 10 to 20 years of projected growth. Localities with certain growth thresholds were required to designate a UDA within their boundary.

In 2010, the legislation was amended to establish density and design criteria for UDAs and to improve coordination between transportation and land use decision-making. In 2012, the legislation was amended again to make the UDA designation voluntary across all localities, and defined UDAs more broadly. Currently, a UDA is defined as "an area designated by a locality that is (i) appropriate for higher density development due to its proximity to transportation facilities, the availability of a public or community water and sewer system, or a developed area and (ii) to the extent feasible, to be used for redevelopment or infill development (Section 15.2-2223.1 of the Code of Virginia)."

UDAs shall also incorporate aspects of Traditional Neighborhood Development (TND). TND embodies classic characteristics of traditional communities such as:

- Walkable neighborhood centers
- Interconnected streets and blocks
- Diversity of land uses
- Easy access to jobs, housing and recreation by a variety of travel options (auto, bus, walk, bike, etc.)

In 2010, Broadway was awarded a grant to develop their first UDA. In 2018, the Town amended their UDA, and designated its full geographic area to include the current Town boundary and planned annexation areas, as its UDA. As a small town with a variety of transportation needs, the amendment to designate the entire Town of Broadway as a UDA was done to improve transportation and land use coordination.

Transportation improvements that support UDAs shall be consistent with the needs assessment contained in VTrans 2040, as well as to be considered in the SMART SCALE statewide prioritization process for project selection. The needs associated with the recently amended UDA boundary can be found in Chapter 7 – Transportation. The designated growth area as discussed herein have been found to meet the intent of the Code of Virginia, Section 15.2-2223.1.

PLANNING PROCESS

In May of 2017 the Town of Broadway entered into a contract with the Central Shenandoah Planning District Commission (CSPDC) for the development and update of the Broadway Comprehensive Plan. Under the direction of CSPDC Staff, Town Staff and the Broadway Planning Commission, the 2018-2040 plan identified and discussed the changes that have occurred since 2012. The plan explains the current conditions for such major topics as demographics, economic development, housing, transportation, future land use and more.

Comprehensive Plan Review Committee
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Ms. Kathryn Boase, Planning Commission, Chair
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Mr. Larry Barb, Planning Commission
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Ms. Beverly London, Town Council, Planning Commission
Mr. Fred Olson, Town Council, Planning Commission

COMPREHENSIVE PLAN STRUCTURE

As outlined by Section 15.2-2223 of the Code of Virginia, this plan contains the elements listed below. This information and analysis was derived through existing, readily available information, additional detailed studies, and input and review discussions from the Broadway Planning Commission. Combined, these elements provide a comprehensive analysis of the Town of Broadway.

CHAPTER 1 | HISTORY

CHAPTER 2 | NATURAL RESOURCES

CHAPTER 3 | GOVERNMENT STRUCTURE

CHAPTER 4 | DEMOGRAPHICS

CHAPTER 5 | ECONOMY

CHAPTER 6 | HOUSING

CHAPTER 7 | TRANSPORTATION

CHAPTER 8 | UTILITIES

CHAPTER 9 | COMMUNITY FACILITIES

CHAPTER 10 | LAND USE

CHAPTER 1 | *HISTORY*

EARLY DAYS

The geographical features of the Broadway area made it useful to both the native Indians and European settlers long before its formal incorporation in 1880. Set on a high ridge running the length of the peninsula formed by the joining of Linville Creek with the North Fork of the Shenandoah River, the area was fertile, accessible, and easily defended.

In 1739, Royal Governor William Gooch issued the Linville Creek land grant, which included a 7,009 acre area extending from Edom to north of Broadway. James Robinson became the first settler of the Broadway area. By 1792, a settlement had formed with homes, a mill and a trading post, including the Winfield House (circa 1765). In 1808, the settlement was called Custer's Mill, after the grist mill owned by Conrad Custer on the west side of Linville Creek on the tip of the peninsula.

Many early settlers to the area migrated from Pennsylvania and were of German descent. The Tunker House (circa 1798), the John Kline homestead (circa 1820) and the Elder Hays/ Samuel Kline house all served as early meeting houses for religious services for the German Baptists, also known as Tunker or Dunkard Brethren. The congregation from these early meeting houses evolved into the present-day Linville Creek Church of the Brethren. Elder John Kline donated the land for the first church building for Linville Creek Church of the Brethren. He was a Brethren leader, missionary and pacifist who was assassinated in 1864 and recognized as a martyr by the Church of the Brethren.

In 1849, the Virginia General Assembly allocated money to improve the roads through Brocks Gap, opening up both a market and a source of raw materials including mineral deposits, timber, livestock, flour, grain, sugar and walnuts. Brocks Gap is the location where the North Fork of the Shenandoah River cuts through North Mountain. The Town boomed in the 1850s as the Manassas Gap Railroad was extended to Broadway. Robert Thompson’s General Store was located next to the Winfield House. Since there was no room for the railroad on the peninsula, the tracks were laid and the depot built on the east side of Linville Creek. The depot and the post office were completed in 1854. This effectively moved the Town center.

The actual operation of the railroad and its proposed extension into Brocks Gap and south to Harrisonburg were stopped short by the Civil War. Many buildings, including Custer’s Mill, were burned during the Civil War in Union General Philip Sheridan's raid to destroy the "Breadbasket of the Confederacy."

RECONSTRUCTION

The area recovered slowly after the war. The rebuilding took place to the east of Linville Creek on land that originally was owned by Dr. John Homan. His heirs sold it to Dr. John Q. Winfield, who laid out streets as a grid based on the location of the tracks, which paralleled the creek. Houses were built and stores were opened. Dr. Winfield was a physician and had served as a Captain under General Turner

Ashby during the Civil War. It was at Winfield House (circa 1765), the home of Dr. and Mrs. Winfield that the Broadway Presbyterian Church began in 1867. The Winfield's later donated land for the construction of the first church building and cemetery. By 1869, the railroad, which was now the Baltimore and Ohio Railroad, was in operation to the end of the line at Harrisonburg. Records show that over 2,000 pounds of walnut kernels were shipped from Custer's Gap in 1875, and Dr. John Wayland writes that 10,000 dozen eggs left the depot during March of 1878. These were minor items of commerce compared to grain, flour, livestock, and lumber, but the economy picked up gradually.

INCORPORATION AND BOOM TIME

With Custer's Mill gone, the Town needed a new name more appropriate to the booming economy and the promise of growth. According to local legend, the new name came out of one characteristic the Town shared with most frontier boomtowns. The land provided ample ingredients for the distillation of spirits and most of the inhabitants took full advantage of nature's bounty. Those who did not imbibe insisted that the others were on the "broad way to destruction." When the Town was incorporated, it came into being a legally "dry" area even though it was surrounded by the "wet" Plains District.

The Act of Incorporation, dated March 9, 1880, names the town Broadway, sets forth the original boundaries, and designates the form of government to be used. Samuel C. Williams, P. W. Pugh, J. W. Besore, Michael Zigler, and Michael B. E. Cline were appointed trustees to serve as the first council. The provision for the appointment of a town sergeant to keep the peace was followed by the section forbidding the manufacture or sale of "wine, ardent spirits, or malt liquors." The act specifically prohibited the council from assessing any tax for any purpose and assured the populace that residence in Broadway did not in any way excuse them from road work.

No town records survived from the period 1880 to 1896, but other county sources give spotty information. Broadway had a "Literary Night" to which members brought books to form the nucleus of a library. Churches were both religious and social centers. The first school opened in Broadway in the 1870s on the site of the current town administration building. A one-room frame building that was later expanded; the school had 3 teachers and 123 students in 1884. School records indicate that one African-American school and 27 white schools were located in the Plains District. The African-American school was in Broadway, as evidenced by an 1898 request to the school board to tear down the unused building. The school-age population was so large during this period that it became necessary to develop the area to keep the young people from having to move west.

Every imaginable lure was put out for wealthy northern investors, and most of these lures were based on the old idea that the area was a bountiful source of almost all of the raw materials necessary to industry. Iron was reported in large quantities five miles north of Harrisonburg. An "extensive" slate quarry was reported in Brocks Gap. Timberland in Brocks Gap (selling from $0.30 to $1.00 per acre) was another drawing card. Firms were established, including the Broadway Machine Company and the Broadway Manufacturing Company. Several land companies were formed and two hotels, the Virginia Inn and the Minnick Hotel were established in the 1870s. Virginia Inn was an inn and boarding home

built in 1870. Minnick Hotel, owned by William Minnick, was built between 1873 and 1875 and was part of a complex containing the hotel, a saloon and a planing mill.

Mr. E. D Root, the most prominent of the speculators that arrived in Broadway in 1880, came from Connecticut. He built a home in Broadway, bought acres of timberland in Brocks Gap, and founded the Town of Yankton, settled entirely by people from Root's native state. From 1888 to 1894, Mr. Root served as the publisher of a weekly newspaper, the *Broadway Enterprise*. By 1890, Mr. Root had founded the Virginia Valley Land and Improvement Company. A prospectus for this company, which proposed to develop 400 acres on the west side of Linville Creek claimed "inexhaustible coal and iron beds" and predicted "Broadway will have from 8,000 to 10,000 population before two years go by." Mixed in with these glowing advertisements was a detailed description of the Town at that time:

> *A beautiful small Town of about 1,000 inhabitants, for years, Broadway has been the largest shipping point - not excepting the larger Towns of Winchester, Harrisonburg, Staunton, and etc. - on the Valley Branch of the B & O (Baltimore and Ohio) Railroad. Within the valley, between two mountain systems and in full view of both, one to the east, the other to the west, and the rich valley extending to the north and south, as far as the eye can reach, makes the most charming of sight, commanding as well as magnificent.*

The following industries are now established at Broadway:

1 large pottery	*1 foundry & machine shop*
1 flour mill	*1 broom handle factory*
1 corn & plaster mill	*2 wagon manufactories*
1 planing mill	*1 sash, blind, & door factory*
1 creamery	*1 saddle & harness factory*
1 tannery	*1 barrel factory*
4 general stores	*2 weekly newspapers*
1 drug store	*1 hardware store*
1 lime kiln	*1 jewelry store*

Also, 3 churches, 1 school, 1 Masonic and Good Templars' Hall, and one Opera House, all these go to substantiate claims of this company, that Broadway is the nucleus of a coming city of manufacturing purposes.

The opera house, known as Deering Town Hall, was originally built in the 1890s, and was also used as town hall, a school, and a silent movie theater.

Following an economic crisis, known as the Panic of 1893, as well as weather-related natural disasters in 1894, the Virginia Valley Land and Improvement Company and proposed development were not successful and Mr. Root left Broadway. After a decade of growth and optimism, the area once again faced hard times.

TWENTIETH CENTURY

The population of Broadway climbed relatively slowly in the early portion of the century. The Town continued to serve as a social and commercial center for rural northwest Rockingham County. Timberville, a close neighbor just a few miles north, historically has shared much of this role.

The original frame school building burned in 1907 and was replaced with a brick school building. By 1914, the school contained 200 students. As other smaller schools closed, students transferred to the Broadway school. A new high school building was constructed in 1920, and the school became a consolidated school complex divided into a grade school and a high school. In 1926, a new gymnasium was constructed. In 1952, Broadway High School, Linville-Edom High School and Timberville High School were consolidated, and a new Broadway High School building was constructed west of town. The grade school remained at its original location until 1972, when the grade school was consolidated into Plains Elementary School. In 1998, a new Broadway High School was constructed in its current location on Springbrook Road. The former high school building became J. Frank Hillyard Middle School. From the original school complex, only the gymnasium remains. It has been renovated and has been previously used as a private business.

Several industries were present in Broadway in the late nineteenth and early twentieth centuries, including mills, a pottery factory, foundry and poultry operations. Flour mills, including the Broadway Milling Company, produced flour shipped to other states. The Broadway Milling Company was built between 1880 and 1910 and still stands on Main Street. It was used as a flour mill founded by George Aldhizer-Kline in 1910, and later as a chicken feed mill by his son, John Kline until the 1950s. The Radford Mammoth Pottery, located on Linville Avenue, made bathroom fixtures and tableware. It burned around 1938, but some of the buildings survived at the time.

The Broadway Foundry, which was powered by water from the North Fork Shenandoah River, made kettle stoves, other kitchen utensils, and a variety of decorative and custom items. In later years, it apparently made burglar alarms. The Old Foundry Shop was originally constructed between 1870 and 1880, and is now owned by the Town. It is located on the peninsula between Linville Creek and the North Fork of the Shenandoah River.

Poultry operations remain a dominant industry not only for Broadway but also for the County. In 1919, the Broadway Hatchery was established specifically for the raising of turkeys. William Hulvey Processing, the first processing plant in the area, operated from approximately 1934 to 1940. At that time, there also were several slaughterhouses in Town, primarily for cattle. The poultry business boomed in the 1940s and after World War II. Rockingham Poultry (now Pilgrim's Pride) set up operations in Timberville in approximately 1940. Feed mills were a necessary adjunct to the poultry industry. The Broadway Milling Company building with its location convenient to the railroad was one of the major feed mills operating in the area in the middle of the twentieth century.

In 1938, there were 40 businesses in the Town, according to a map completed for a school project. Two of those businesses are still in operation: BB&T (formerly First National Bank) and Broadway Drug

Center. A.W. Whitmore & Sons now operates as J & B's Country Store and is currently an indoor antique mall.

The railroad was important to Broadway, which had both passenger and freight service. A depot for each stood on the east side of the tracks. Broadway also captured fully the importance of the newest form of transportation, the automobile. The train was even used to deliver cars to the Chevrolet dealership at its trackside location. At one time, Broadway had three automobile dealerships: Broadway Motor Company (Ford), Fawley Chevrolet, and Hoover Motor Co. (Pontiac GMC).

Whereas Broadway in the late nineteenth century had an opera house, in Deering Town Hall, the center of entertainment in the mid-twentieth century was a movie theater. The theater was on Main Street in the former Hoover Motor Company. After the theater closed, the building was made into a roller skating rink. It is an unoccupied building.

Between 1960 and 1980, Broadway's population nearly doubled. At the same time, many of the old businesses on Main Street, such as the mill, faded into obscurity. But this has not spelled a downturn for the Town. The outskirts of Town have become the preferred locations for new commercial enterprises, while many downtown businesses continue to provide a variety of smaller-scale services. The water system was expanded using a 1986 Community Development Block Grant.

RECENT ACTIVITIES

The Town has increased public services to meet the needs of a greater population and modern standards. Major improvements were made to the Broadway Community Park and the Village Library moved to a new location on Main Street. The former library building now houses the Broadway Police Department.

At the turn of the century the Town's vitality and stability was more apparent than ever with rapid residential and economic growth. To meet its growing demands, Broadway, in 2000, expanded its water plant from 500,000 gallons per day to 648,000 gallons per day. In addition, the Town developed an additional water supply and continues to hold a lease for future drinking water development of Plains Mill Spring. Additional improvement projects include an Inflow and Infiltration project, various utility upgrades and the expansion of the Regional Wastewater Treatment Plant. The plant currently has a treatment capacity of 674,000 gallons per day. By 2019, the water treatment plant will be upgraded from a traditional sand filtration plant to a membrane filtration plant.

In response to this growth, the Town also developed a streetscape and greenway plan. The purpose of the Master Streetscape Plan is to improve and enhance the beautification and aesthetic of the Town. The plan focuses on enhancing the downtown area, Broadway Avenue, the Timberville median and more. The Town has made some progress in the implementation of this plan. The downtown area had bump-outs and planters constructed to improve the overall aesthetic of the area. It is uncertain at this time when the Master Streetscape Plan will be fully implemented because these enhancement projects are dependent on available funding.

Looking toward the future, Town leaders in the 1980s began exploring options for annexation of surrounding land. The first annexation took effect January 1, 1991, as 557 residents and 666.94 acres were brought into Town. The 1990 "Agreement Defining Annexation Rights" states that the Town can, at any future date, annex an additional 862 acres. As a result of population growth the Town annexed 132 acres in 2004, 261 acres in 2006, and 9.93 acres in 2009 making the total acreage of the Town 1,527 acres. Broadway now has 459 acres available for annexation in the future. The remaining acreage lies on the northeast and eastern boundary of Town. Broadway determines its need for annexation based on a demand and development basis. Due to the location of the available acreage and its lack of demand, the Town anticipates no need to annex these areas within the next 20 years.

Other economic activity since 2000 included the Broadway Hometown Partnership, Target Market Initiative, Small Business Start-Up Advertising Grants, Broadway Web Presence and Business Plan Assistance. Social and cultural events include Broadway Music Festival, Halloweenfest, Broadway Farmer's Market, Valley Fine Arts and Bluegrass Festivals, Chickenstock, Autumn Days, Kids Fishing Days, Chamber of Commerce Fall Fest and many others.

The Town expanded the recreational opportunities it offered by adding Heritage Park. Heritage Park, developed in 2007, borders a portion of Linville Creek and offers open grassy space, a small pavilion, footbridge and walking paths. An additional four acres has been donated to the Town for the expansion of this heavily utilized park. All of these actions indicate the Town's vitality. With more stable population growth and continued diversity of business, the Town of Broadway continues to play its historic role as a social and economic center in this area of Rockingham County.

HISTORIC RESOURCES

From a small settlement in the late eighteenth century, the Town of Broadway developed along the railway in the late nineteenth century. Broadway was considered a good prospect for growth and a grand hotel and other structures were planned. The boom never materialized, and Broadway developed a cohesive settlement pattern with the commercial and industrial center along the railroad and road and residential areas located to the north and east.

Broadway is fortunate to have much of its history still evident in its buildings (see Map 1.1 – Historic Resources, Map 1.2 – Historic Resources Inset, and Appendix B Historic Inventory). A wide range of older structures illustrate earlier ways of living. In addition to residential examples these structures cover commercial, transportation, religious, industrial and social themes. There are several historic structures located throughout town. Two sites, the Linville Creek Bridge and the Tunker House, are listed on the National Register of Historic Places and the Virginia Landmarks Register.

The Linville Creek Bridge, built in 1898, has historical significance related to commerce, communications, engineering, industry, and transportation. Following the construction of a new bridge on Springbrook Road, the bridge currently provides pedestrian and bicycle access across Linville Creek. It was constructed by the Wrought Iron Bridge Company and is Virginia's only surviving example

of a Whipple metal truss bridge. The Whipple truss is a hybrid system incorporating aspects of both the double-intersection Pratt and the Warren trusses. Linville Creek Bridge is a single-span structure with a length of 134 feet. It was placed on the National Register of Historic Places and the Virginia Landmarks Register in 1978.

The Tunker House, built by Benjamin Yount in 1798, has religious historical significance. It is one of twelve homes used by German Baptists, also known as Tunker or Dunkard Brethren, for an early meeting house for religious services before construction of a church building. The congregation that met in these early meeting houses, which also included the John Kline Homestead (circa 1820) and the Elder Hays/ Samuel Kline House, evolved into the present-day Linville Creek Church of the Brethren. The main portion of the house, constructed between 1802 and 1806, contained hinged partitions that could be raised to accommodate religious gatherings by turning rooms on the first floor into one large meeting room. Peter Nead, an early leader in the Church of the Brethren and author of the first printed Brethren theology in English, married Benjamin Yount's daughter in Tunker House and also resided there. Tunker House was placed on the National Register of Historic Places and the Virginia Landmark Register in 1971. In present-day, the Tunker House is located on Lindsay Avenue.

Several of the structures illustrate the time in which they were built. Many of the commercial buildings in town were built around 1900 and were frame with a few brick buildings, such as the A.W. Whitmore Stores. Most are two stories with a gable entry, some having common storefronts. The First National Bank building, now office space, was built in 1903 and retains some of its original features. The Beanery, a small one-story square structure has somewhat ornate decoration. In the 1960s, it was moved from its original location to a parking lot behind the commercial buildings. Other examples of buildings from this time period include the Cookus Funeral Home and two commercial buildings located on Main Street.

Deering Town Hall, built in the 1890s and located on Main Street, typifies the meeting halls that were built in rural communities by groups such as the government or Masons. This frame, two-story building with gable entry that once housed an enterprise and was a popular meeting place illustrates the functionality of town halls during that time period. It also served as an opera house, silent theater and school. The Broadway School Gymnasium, constructed in 1926, is the only building that remains from the consolidated school complex located near the existing Town administration building.

The oldest homes in Broadway are located between Linville Creek and the North Fork of the Shenandoah River, on the peninsula where the Custer's Mill settlement was located. The Winfield House (circa 1765) and the Hoover House (circa 1850s), are located on Shenandoah Avenue. Winfield House is the oldest house in Broadway. The original section is a three-room Flurkuchenhaus (German house plan). The Winfield House was owned by Dr. and Mrs. John Q. Winfield. Broadway Presbyterian Church first began in the Winfield House in 1867, and they donated land for the first church building and cemetery on Louisa Street. The current brick building for Broadway Presbyterian Church building was constructed in 1926. The Hoover House is the only antebellum stone building in the area, and is an example of two, attached one-pile central hall plans.

Broadway has a variety of residential buildings. Several I-houses, both brick and frame, plain and with sawn decoration were constructed in the Town's early years, including the Elder Hays/Samuel Kline

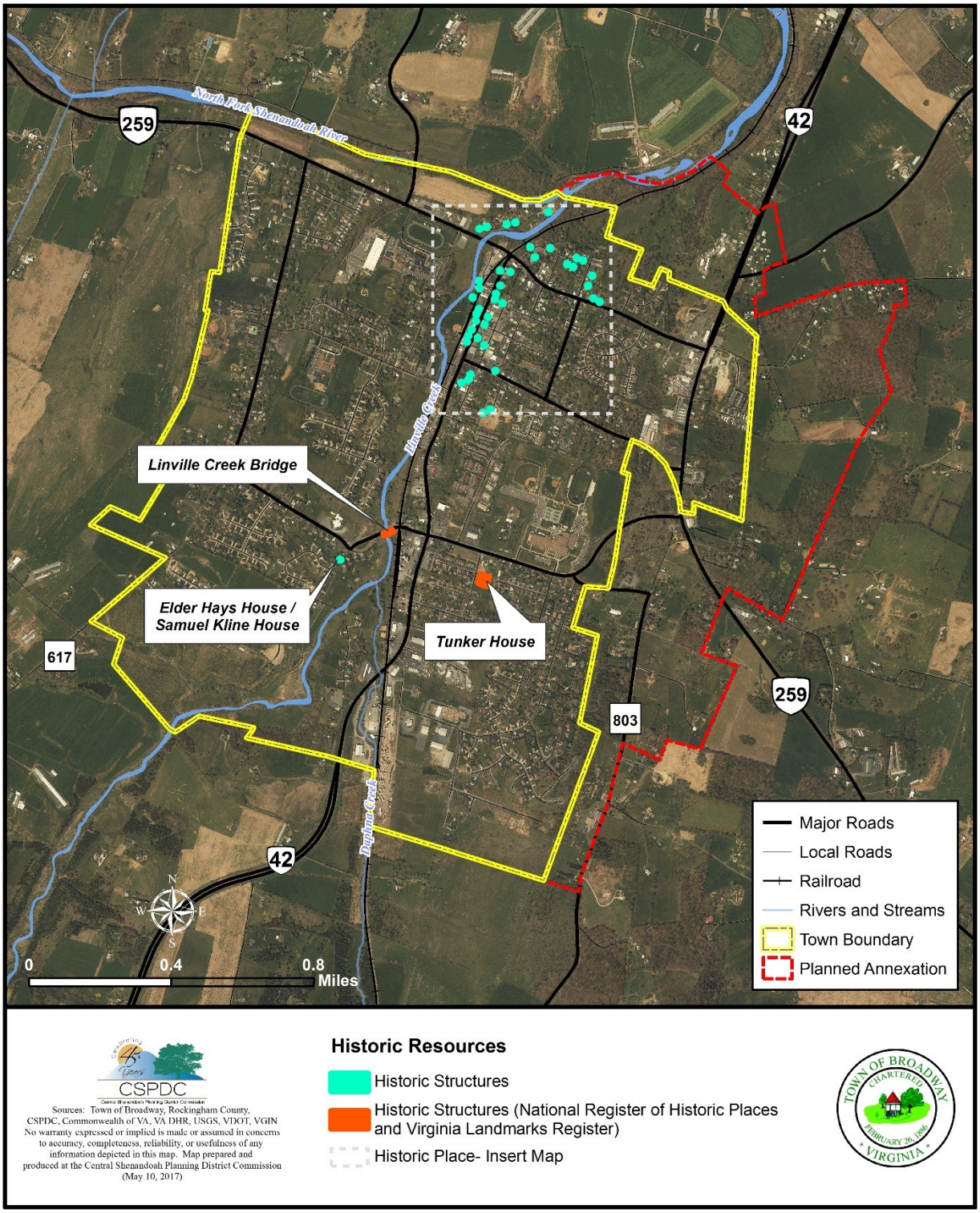
House, the G.W. Baldwin House and D.W. Fawley House. A variation of the I-house seemed to be popular in Broadway. Instead of a central passage, many of the houses had an enclosed central stair with a small entrance foyer such as the Harvey Whitmore House.

A house on Park Avenue built in the 1880s is the only example of a "gothic vernacular" style building in Broadway. The residential area along Lee Street contains a row of four worker's houses, including the Sally Williams/ Sonifrank House (circa 1890s) and the Leon Good/ Workers House. The houses are one-and-one-half story, with a three-room plan and board-and-batten siding. These were homes for workers of the pottery, a major industry in the town for a time. Examples of Victorian-style homes include the Montaque House and the Dr. Geil House, both built in 1900. The Dr. Geil House is the Town's only "Queen Anne" style home and served as the Lindsay Funeral Home. Other examples of houses constructed in the late nineteenth century and early twentieth century include the Sambo Williams House, the Sethman House, the Wenger House, the Edna Fawley House, the Jean Fawley Davis House, and the Branner-Crider House.

Broadway has a range of industrial buildings dating from the late nineteenth century. A well-preserved Foundry Shop (circa 1870s) located near the Winfield House on Shenandoah Avenue is one of the few remaining in the area. The Broadway Milling Company, built between 1880 and 1910, is a three-and-one-half story frame structure. It was a flour mill producing "Virginia Gentleman" and "Snowflake" brands, and later a feed mill. The building is located on Main Street.

Several notable structures relate to transportation, including the Linville Creek Bridge. The Minnick Hotel, built in the 1870s, provided lodging and a Saloon for those arriving on the railroad. Also related to transportation are the two buildings on Main Street used by Broadway Motor Company in the early twentieth century. Similar in appearance to the other commercial buildings, they were adapted to this influential newcomer. The two-story frame building used as an early automobile showroom incorporated large windows and a reinforced second-floor support system to permit automobiles to be stored on the upper story.

Map 1.1 - Historic Resources



Map 1.2 - Historic Resources – Inset

HISTORY GOALS

Summary:
The Town is fortunate to have a variety of historic buildings. These structures range from residential to commercial to industrial.

Goal 1. The Town should encourage landowners to preserve older and historic structures, landscapes and features where practical to help maintain the Town's rural character.

CHAPTER 2 | *NATURAL RESOURCES*

LOCATION

The Town of Broadway is located in the northern part of Rockingham County in the Shenandoah Valley of Virginia. The community is approximately 110 miles northwest of Richmond, 125 miles north of Roanoke, 60 miles south of Winchester and 13 miles north of Harrisonburg, the county seat for Rockingham County. Broadway is 5 miles south of the Rockingham/Shenandoah County line.

Broadway is located at the junction of VA-42 and VA-259, as seen on Map 2.1 – Broadway Area. The Town can be reached by following VA-42 north from Harrisonburg, VA-259 northwest from Interstate 81, or by taking VA-259 east for approximately 17 miles from the West Virginia state border.

Physiography

The physiography of an area is a description of its natural phenomena or general geography. The continent is divided into physiographic provinces that follow natural topographic divisions. Each province has characteristics of structural geology, land forms, water supply, climate, soil, and vegetation which differ from other physiographic provinces.

Broadway is in the Valley - Ridge province, which lies between the Blue Ridge province to the east and the Appalachian province to the west. More specifically within the Valley-Ridge province, Broadway lies within the Great Valley sub-province which is underlain with easily eroded limestone, and dolostone. These rock layers contribute to karst topography as the dissolution of the soluble rocks result in the creation of underground drainage systems with sinkholes and caves.

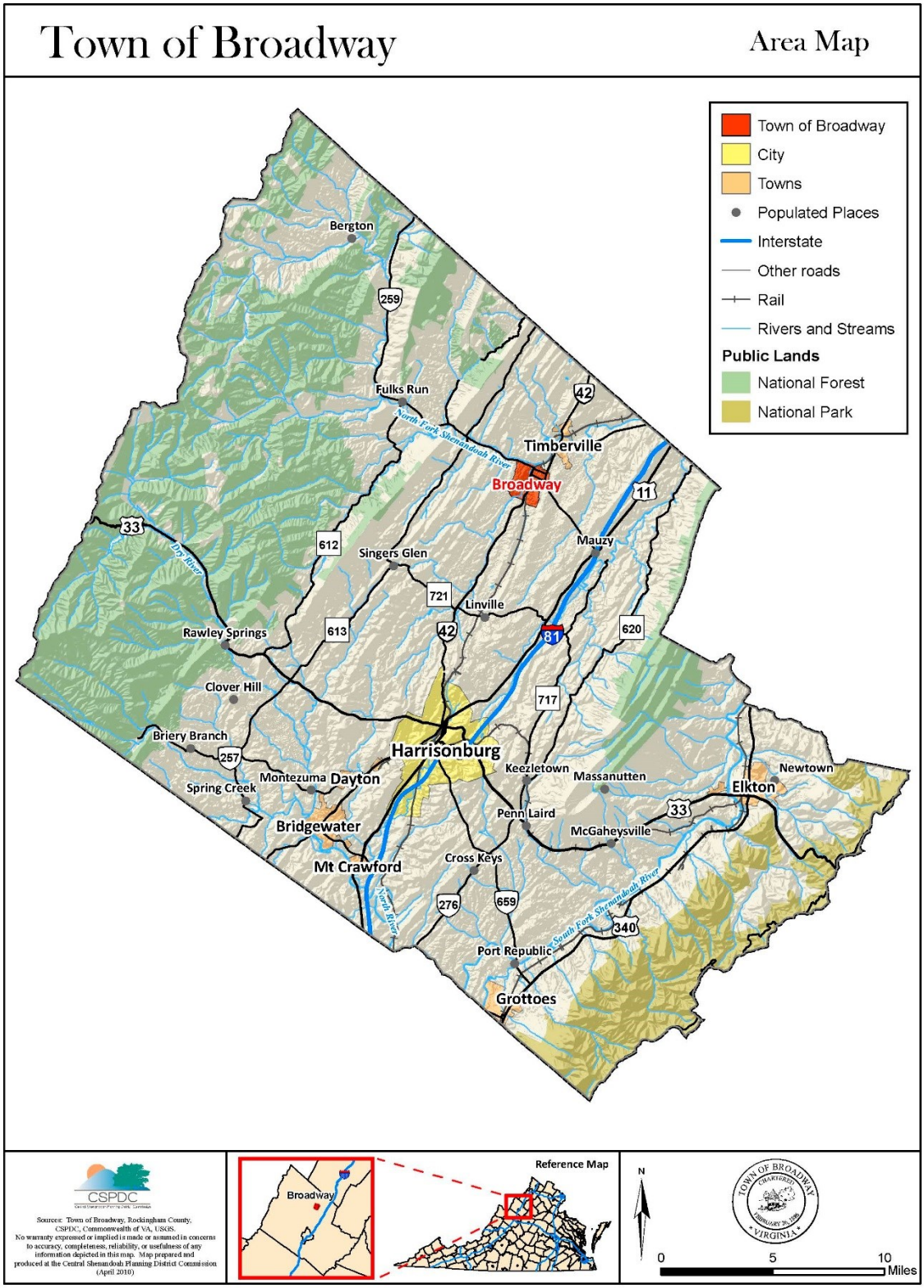
This natural topographic division is part of the Appalachian Valley, an old geosyncline in which sediments were deposited, consolidated, and later folded and eroded to form the topography existing today. This province, controlled by its structural geology, is distinct from its neighboring provinces.

Climate

The climate in the Shenandoah Valley region, including the Town of Broadway, is described as a modified continental climate typified with mild winters and warm summers. The Town experiences an annual average temperature of 56 degrees Fahrenheit with average high temperatures in January and July being recorded as 43.9 and 90.1 degrees Fahrenheit respectively. Average low temperatures in January and July are recorded as 21.9 and 65.1 degrees Fahrenheit respectively. Heating degree days average approximately 4,406 using 65 degrees Fahrenheit as the base temperature.

The growing season averages 166 days with the last frost occurring around April 30 and the first frost occurring approximately October 10. Freezing temperatures have occurred, as late as May 25 and as early as September 21. Average annual precipitation is 33.55 inches, while annual average snowfall is

Map 2.1 – Broadway Area



25.1 inches. Studies indicate that 30 percent of the annual precipitation leaves the watershed in the form of runoff. Prevailing winds are southerly to northwesterly at an average velocity of 10 miles per hour (mph); however, during storms, winds are generally from the northeast with maximum wind velocities in the 80-mph range not uncommon.

TOPOGRAPHY

The topography of the area is characterized by rolling hills and valleys, paralleled by mountains to the east and west. Broadway's topography also includes the presence of many trees. As of 2015 the Town is one of 55 communities in Virginia who have received the Tree City USA Community designation via the National Arbor Day Foundation. Slopes range from 0-45 percent with elevations ranging from 1,010 to 1,250 feet in Broadway. Maximum relief, therefore, is approximately 240 feet in Broadway.

FLOODPLAINS

During periods of heavy rains or during spring thaws, most streams in the County are subject to flooding. The Federal Insurance and Mitigation Administration (FIMA), administered under the Federal Emergency Management Agency (FEMA) and the Department of Homeland Security, publishes Flood Hazard Boundaries in conjunction with the National Flood Insurance Program and is the official source for flood hazard information. Floodplain insurance may be required to secure a loan for a home within the floodplain.

Floodplain maps covering Linville and Daphna Creeks and the North Fork of the Shenandoah River are available from the FEMA Flood Map Service. The floodplain in Broadway is created by Linville Creek, Daphna Creek and the Shenandoah River and is displayed on Map 2.2 - Environmental Constraints.

DRAINAGE SYSTEMS

Broadway lies within the drainage basin of the North Fork of the Shenandoah River, one of the three major watersheds in the County. Linville Creek drains a major portion of Broadway and discharges into the North Fork of the Shenandoah River.

Drainage must be considered during development. Runoff can cause flooding and can increase pollution by carrying contaminants into water systems. Since development generally increases runoff, development policies and ordinances need to address stormwater management, erosion and sediment control, and floodplain management. Drainage patterns also affect the design of sewer systems. Sewers are more efficient when they are contained within a given watershed to allow gravity flow.

WATER RESOURCES

Surface Water: With Linville Creek flowing through the Town, the North Fork of the Shenandoah River forming the northern border and Daphna Creek flowing in the southern part of town, Broadway has three bodies of surface water. The Broadway Water Treatment Plant receives raw water primarily

from the North Fork Shenandoah River upstream of its confluence with Linville Creek. Linville Creek serves as a backup source of raw water.

Groundwater: Although Rockingham County has a relatively good groundwater supply, the availability of groundwater varies with the geologic structure. Wells have been drilled throughout the valley for residential and other uses. In 2015, the Town drilled a new well with a yield of 100 gpm (gallons per minute). It was put into production in 2017.

Springs: There are numerous springs in the County. Holsinger's Spring is the closest spring to the Broadway area of sizable volume. It has been used commercially by water haulers. The Town continues to hold a lease for future drinking water development of Plains Mill Spring, which is one of the larger springs in Rockingham County, with flows averaging 5 million gallons per day. All preliminary engineering studies have been completed for this project.

DEVELOPMENT CONSTRAINTS

Development constraints are geographic characteristics which limit the use of the land. Such development constraints are:

- Floodplains
- Drainage Divides
- Critical Slopes, 25%+
- Soil Type
- Pollution Potential
- Sinkholes

Floodplain and Drainage Divide:
The Town of Broadway has minimal development constraints. One constraint is the floodplain of Linville Creek which extends into the area lying between the creek and Main Street, as well as the area paralleling the west bank of Linville Creek. This is also the major drainage divide and for this reason would limit development.

Another development constraint would be the floodplain area paralleling the North Fork of the Shenandoah River. This floodplain interferes with a small portion of land lying on Shenandoah Avenue and also will have to be considered if future growth is directed west of the old Town boundaries along Route 259.

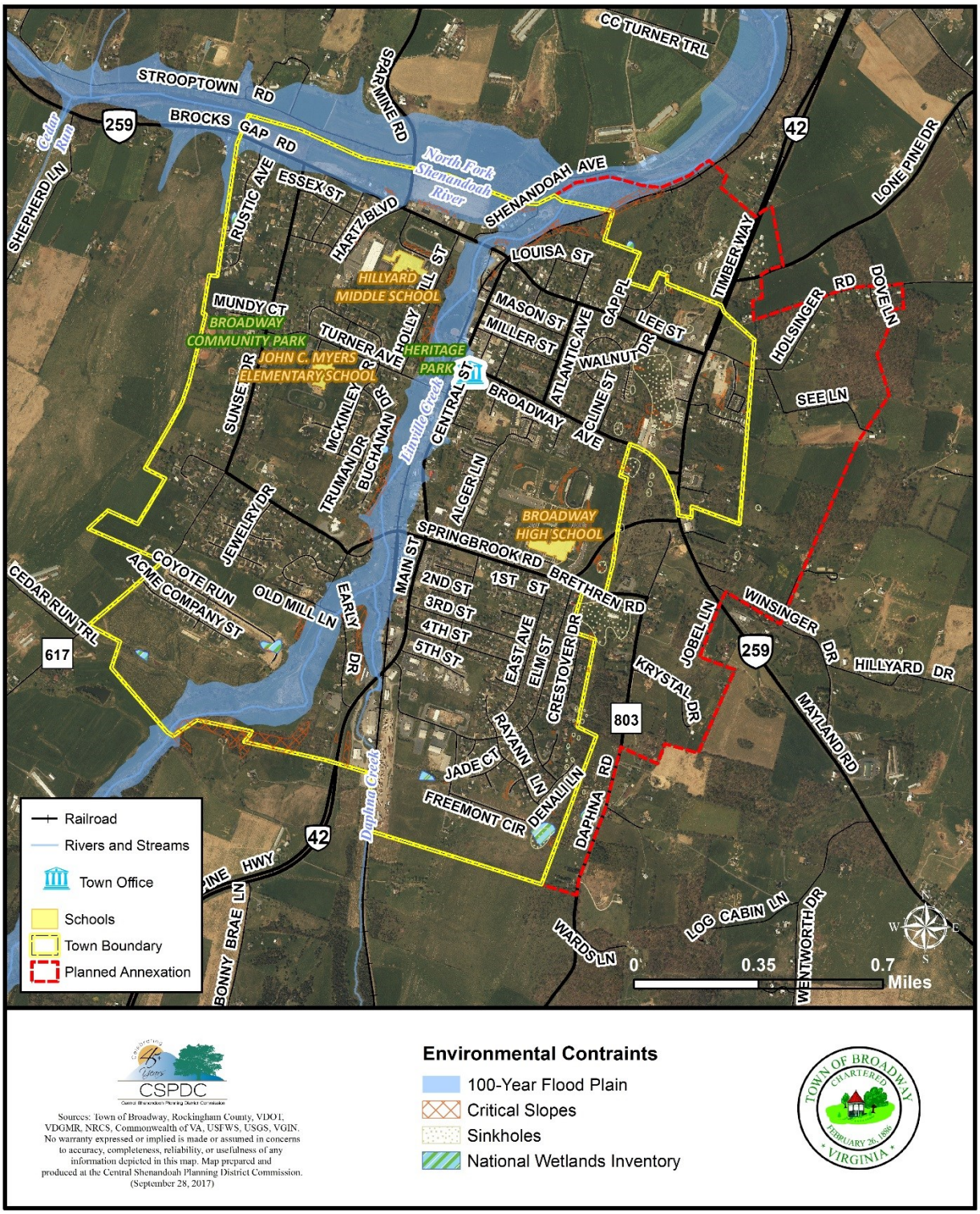
Critical Slopes:
Slopes that are greater than 25%, or critical slopes, are usually deemed unsuitable for intensive development and would be considered a constraint. However, when combined with conservation practices, land may be used for outdoor recreation, wildlife management, watershed protection, and forest purposes.

Soil Type:
In general, soil types are most relevant for development in areas where public water and sewer are not provided, and septic tanks must be installed. In Broadway, however, full utilities are provided throughout the Town and all new development is required to connect to public water and sewer.

Pollution Potential and Sinkholes:
Pollution potential is a greater concern. Like the rest of the Valley floor, the Town of Broadway is underlain by karst geology. The limestone base can result in sinkholes, caves, and underground streams. Sinkholes are closed drainage areas with especially high potential for transmitting pollutants into groundwater. With karst topography, limestone channels allow pollution to travel quickly, often with little or no filtering, in unexpected directions.

Broadway has not experienced specific problems with sinkholes or caves, although a band of sinkholes stretches along the eastern side of Town. When development is undertaken, the potential for pollution should be evaluated and guarded against. The surface water which runs through Broadway (Linville Creek, Daphna Creek and the North Fork of the Shenandoah River) can be polluted from storm runoff and flood debris. Threats to groundwater also are present.

Map 2.2 - Environmental Constraints



NATURAL RESOURCES GOALS AND OBJECTIVES

Summary:
The Town experiences runoff problems in several areas of Town (Route 42, Linville Creek, Turner Avenue, and West Springbrook). Future development in these areas will contribute to the problems.

Goal 1. Promote a clean and healthy environment in Town.

Objectives:

- Although the County holds enforcement responsibility for stormwater management and erosion and sediment laws, the Town should encourage the meeting of these standards for projects undertaken in the Town.
- Town ordinances should require the consideration of potential for pollution when addressing development proposals along the creek and river and near areas of known sinkholes and should consider overlays to identify these areas.
- Development should be planned and constructed in such a way that it does not increase stormwater runoff or flood potential; regional stormwater management facilities serving more than one property should be encouraged.

CHAPTER 3 | *GOVERNMENT STRUCTURE*

ORGANIZATION

The administration and government of the Town of Broadway is vested in the Town Council, which is composed of a Mayor and six Council members, all of whom are elected. In 2018, the Town Charter was amended by the General Assembly. Commencing in the November 2019 general election, the Mayor and members of the Council will each serve a term of four years.

The Town Code further establishes seven standing committees that are answerable to the Mayor and the Council. These committees are Finance, Hometown Partnership, Parks and Recreation, Personnel and Police, Planning, Streets and Properties, and Utilities.

PERSONNEL

Daily operations of the Town and direct supervision of the Town employees has been delegated to the Town Manager, with guidance and oversight by the Mayor and Town Council. Twenty-nine full-time (FTE) and part-time (PTE) employees currently serve the Town:

Administrative:
- Town Manager (1 FTE)
- Clerk/Treasurer (1 FTE)
- Administrative Assistant (1 FTE; 1 PTE)

Police Department:
- Police Chief (1 FTE)
- Police Sergeant (1 FTE)
- Patrolmen (3 FTE)
- Officers (5 PTE)

Public Works:
- Director of Public Works (1 FTE)
- Public Works Employees (4 FTE)

Water Plant:
- Water Plant Superintendent (1 FTE)
- Chief Water Plant Operator (1 FTE)
- Water Plant Operator (1 FTE; 2 PTE)

Wastewater Plant:
- Wastewater Plant Superintendent (1 FTE)
- Wastewater Plant Operator (4 FTE)

ADVISORY BOARDS

The Broadway Town Council receives assistance from the Planning Commission, the Board of Zoning Appeals, and the Town Attorney. The Broadway Planning Commission was created April 1, 1969. It currently has five members. The Board of Zoning Appeals is run jointly with the neighboring Town of Timberville. It has two members from each town and one member at large. The Town retains the services of a Town Attorney for consultation on legal issues and to represent the Town in any legal disputes.

FUNDS

The Town of Broadway utilizes fund accounting to ensure compliance with the budget ordinance and financial-related legal requirements. The Town manages a Governmental fund, Proprietary funds and a Fiduciary Fund.

The General Fund is the Town's only Governmental fund. It is for general governmental activities, which include the Town's basic services such as public safety, public works, community development, cultural and recreation, and general administration. Most of these services or activities are financed by property taxes, other local taxes, and state and federal grants.

Proprietary funds are for business-type activities, which is when the Town charges a fee to customers or users to cover the cost of services it provides. Existing proprietary funds include the Water and Sewer Funds and the RBEG Fund for the Rural Business Enterprise Grant Program.

For the Fiduciary Fund, the Town serves as a Trustee of the fund for the Industrial Development Authority. The funds cannot be used to address other activities or obligations of the government.

GENERAL FUND REVENUES

The General Fund is supported by three major sources of income- local revenue, intergovernmental revenue from the Commonwealth of Virginia, and intergovernmental revenue from the federal government. Tables 3.1, 3.2 and 3.3 provide data on each source of income for 2003, 2009, and 2016.

The capacity of a town to engage in public capital improvements is determined by total net wealth, which it is able to accumulate after paying all costs of providing public services. Actual wealth accrues when total revenues flowing to the government exceed the total operating, maintenance, and debt costs of the Town over a period of time. Generally, a town must continue to generate excess revenues if it is to engage in capital improvement programs without having to resort to borrowing funds. When sizable development programs are required, however, borrowing may be necessary even though excess revenues are being generated. This procedure allows those who will benefit from long-term projects to share in the cost of such projects.

A comparison between Tables 3.1 and 3.3 show the town's total income has increased by 108.6 percent from 2003 to 2016 ($1,023,823 in 2003 to $2,135,604 in 2016). Local revenues continue to comprise the largest portion, 63.8 percent of total income. State revenues increased from $142,550 in 2003 to $678,808 in 2016. The Town received state funds for highway maintenance and for the Holly Hill sidewalk project in 2016. The Town also received $93,450 in revenue from the federal government in 2016, which was a significant increase from 2009 and was primarily in asset forfeiture funds.

Table 3.1
Town of Broadway – General Fund Revenue
2003

Revenue Source		2003
Local		
Personal Property/Real Estate Taxes	$	153,218
Business License		48,464
Bank Capital Stock		55,576
Utility Tax		83,481
Fines & Forfeitures		15,205
Auto License Fees		45,812
Interest		9,905
Miscellaneous/Rolling Tax		1,716
Connection Fees		112,800
Water/Sewer Rent		355,096
Total Local Revenues	$	881,273
Percent of Total		86.10%
Commonwealth		
Law Enforcement	$	52,847
Sales Tax		68,595
ABC Tax		15,108
Fire Assistance		6,000
Total Commonwealth	$	142,550
Percent of Total		13.90%
Federal		
Revenue Sharing	-	
Total Federal	-	
Percent of Total		
Total (Local, State, Federal)	$	1,023,823

Table 3.2
Town of Broadway – General Fund Revenue
2009

Revenue Source		2009
Local		
General Property Taxes	**$**	**245,227**
Other Local Taxes		**418,423**
Local Sales and Use		110,543
Utility Taxes		115,839
Business Licenses		81,939
Motor Vehicle Licenses		62,155
Bank Stock		47,947
Permits, privileges fees and regulatory licenses		**4,489**
Fines and forfeitures		**9,366**
Revenues from the use of money and property		**32,054**
Charges for services		**209,914**
Miscellaneous		**1,004**
Total Local Revenues	**$**	**920,477**
Percent of Total		**87.60%**
Commonwealth		
Rolling Stock Taxes	**$**	**1,746**
Fire Program Funds		**16,000**
Law Enforcement Grants, 599 Funds		**67,268**
Personal Property Tax Reimbursement		**33,222**
Art Grant		**5,000**
Total Commonwealth	**$**	**123,236**
Percent of Total		**11.70%**
Federal		
DMV Grant	**$**	**7,028**
Total Federal	**$**	**7,028**
Percent Total		**0.70%**
Total (Local, State and Federal)	**$**	**1,050,741**

Table 3.3
Town of Broadway - General Fund Revenue
2016

Revenue Source		2016
Local		
General Property Taxes	**$**	**302,031**
Other Local Taxes		**747,117**
Local Sales and Use		183,755
Utility Taxes		115,151
Business Licenses		77,031
Motor Vehicle Licenses		69,594
Meals Tax		130,551
Bank Stock		99,979
DMV fees		2,220
Cigarette tax		68,836
Permits, privileges fees and regulatory licenses		**5,316**
Fines and forfeitures		**7,132**
Revenue from the use of money and property		**17,828**
Charges for services		**277,423**
Miscellaneous		**6,499**
Total Local Revenues	**$**	**1,363,346**
Percent of Total		**63.8%**
Commonwealth		
Rolling stock taxes	**$**	**3,295**
Fire program funds		**-**
Law enforcement grants, 599 funds		**58,788**
Personal property tax reimbursement		**33,222**
Revenue sharing project (Holly Hill sidewalks)		**154,182**
Highway maintenance funds		**429,321**
Total Commonwealth	**$**	**678,808**
Percent of Total		**31.8%**
Federal		
DMV Highway Safety Program grants	**$**	**3,000**
Asset forfeiture funds		**85,450**
Art grant		**5,000**
Total Federal	**$**	**93,450**
Percent Total		**4.4%**
Total (Local, State and Federal)		**$2,135,604**

Source: Town of Broadway, Virginia, Financial and Compliance Reports, Fiscal Year Ended June 30, 2016

GENERAL FUND EXPENDITURES

As shown in Table 3.4, during the year ending in June of 2016, Public Works was the largest expense category. Public Works includes expenditures for maintenance and streets including salaries, wages, employee benefits, payroll taxes, beautification, streetlights and street maintenance; sanitation including trash removal and recycling; and capital outlay. The most significant portion of the Public Works budget was for $744,897 in capital outlay expenditures related to equipment and public works infrastructure projects, including the Holly Hill project, Central Street sidewalks, East Springbrook project, and paving on Morningside Drive.

The second largest category, Public Safety, includes the police department expenditures and contributions to the fire department and rescue squad. The third category, General Government Administration, includes expenditures such as administrative salaries, buildings and grounds, legal and professional fees, contributions and all minor expenditures related to general municipal operations. In 2016, the Town disbursed $910,993 on capital outlay and transferred $498,967 from the Water Fund to the General Fund to resolve a negative fund balance.

Table 3.4 also highlights the expenditures for the year 2003 and 2009. Total expenditures increased from $1,117,092 in 2009 to $2,415,550 in 2016, a difference of $1,298,458.

Table 3.4
Town of Broadway - General Fund Expenditures

		2016	% of Total
General Government Administration	$	425,549	17.62%
Public Safety		513,036	21.24%
Public Works		1,171,661	48.50%
Cultural and Recreation		233,144	9.65%
Community Development		16,439	0.68%
Debt Service		55,721	2.31%
Total expenditures	**$**	**2,415,550**	**100.00%**
		2009	% of Total
General/ Administrative	$	421,901	37.80%
Public Health and Safety		319,769	28.60%
Public Works		227,503	20.40%
Cultural and Recreation		104,551	9.40%
Community Development		35,000	3.10%
Debt Service		8,368	0.70%
Total expenditures	**$**	**1,117,092**	**100.00%**
		2003	% of Total
General/ Administrative	$	272,952	22.36%
Public Health and Safety		185,586	15.21%
Public Works		712,276	58.36%
Capital Expenditures		49,700	4.07%
Total expenditures	**$**	**1,220,514**	100.00%

Source: Town of Broadway, 2003 and 2009; Town of Broadway, Virginia, Financial and Compliance Reports, Fiscal Year Ended June 30, 2016

TAX RATES AND ASSESSMENT

Table 3.5 depicts the tax rates for the Town of Broadway. Residents of Broadway are assessed Town taxes in addition to Rockingham County real estate and personal property taxes. All properties are required by State law to be assessed at 100 percent of fair market value.

Table 3.5
Town of Broadway
Tax Rates – 2017

	Nominal Tax Rate Per $100	Assessment Ratio	Tax Rate Per $100
Real Estate	0.07	100%	0.07
Machinery and Tools	-	-	0.40
Merchant's Capital	-	-	-
Tangible Personal Property (On Fair Market Value)	-	-	0.51

Source: Town of Broadway

ASSETS AND LIABILITIES

Financial health can be measured in a number of ways. This plan has examined the difference between net assets and liabilities. Over time, increases or decreases in the Town's net assets are one indicator of whether its financial health is improving or deteriorating. It is important to consider other non-financial factors when considering the overall health of the community.

At the end of Fiscal Year 2016, total assets for governmental and business-type activities in the Town of Broadway were $28,471,739 and total liabilities were $13,148,710. The total net position of the Town was $15,282,031. Of that amount, $14,842,564 was the net investment in capital assets and $439,467 the unrestricted net position. Ninety-seven percent of the Town's net position reflects its investment in capital assets, such as land, buildings, equipment and improvements, less any outstanding debt used to acquire the assets. The Town uses these capital assets to provide service to citizens; consequently, these assets are not available for future spending.

Town assets are directly affected by existing debt. As of June 30, 2016, the Town had $12,155,793 in outstanding debt. Of that amount, debts for governmental activities accounted for $448,174 and debts for business-type activities accounted for $11,707,619, which includes a bond for the expansion of the Town's Regional Wastewater Treatment Facility.

The Town of Broadway is an economically stable community. Records indicate that Town assets are growing on a continual basis.

GOVERNMENT STRUCTURE GOALS AND OBJECTIVES

Summary:
The Town is in sound financial condition. Recent studies, however, show the need for additional improvements to the utility systems, which could incur greater costs in the future.

Goal 1. Maintain a strong fiscal balance.

Objectives:

- The Town Council should continue to plan for capital improvements so that such expenditures can be budgeted in advance.
- As the Town grows, a broad tax base should be sought to help pay for services.

Goal 2. Seek opportunities for the Town

Objectives:

- Expand Town staffing only as needed.

CHAPTER 4 | *DEMOGRAPHICS*

INTRODUCTION

Future demands on public facilities, community services, and land will depend in large part on the size and characteristics of the Town population. Consequently, analysis and projections are fundamental to planning decisions. This element provides understanding of long term trends and changes that have taken place in the Town to help anticipate future needs and demands.

The U.S. Census Bureau is typically the major source for data regarding population, age, and other demographic characteristics. Data from the U.S. Census Bureau, which includes the U.S. Decennial Census and American Community Survey estimates, is used consistently throughout this chapter. Data is also used from the Weldon Cooper Center for Public Service of the University of Virginia. Additional data sources include the Town of Broadway, the Central Shenandoah Planning District Commission and the Virginia Department of Housing and Community Development. For a more comprehensive understanding of the Town's population characteristics, comparative data is provided for Rockingham County and the Commonwealth of Virginia.

POPULATION TRENDS

The Town has grown from 400 individuals in 1900 to 3,691 individuals in 2010. At the end of the nineteenth century, a 19.5 percent population decline had occurred during the period of an economic recession. Beginning in 1900 and continuing until 1920, the population of the Town remained fairly stable. Between 1920 and 1930, there was a 20.87 percent population growth. Population growth slowed between 1930 and 1940 during the period of the Great Depression.

In the 1940s and the 1950s following World War II, population grew consistently at a rate comparable to Rockingham County. The 1960s and 1970s were decades where large growth occurred in the Town. Growth slowed in the 1980s and the Town experienced its most rapid growth during the 1990s and 2000s when four annexations and a housing development boom occurred.

Population increased from 1,861 people in 1990 to 3,691 people in 2010. The first annexation of 666.94 acres occurred in 1990, which added an additional 557 residents to the town population of 1,304 people, increasing the total population to 1,861 people. The other annexations occurred in 2004, 2006 and 2009, which added an additional 402.9 acres and 78 people to the Town. The housing development boom peaked in 2005, after increasing the population of the Town by 10.4 percent between 2005 and 2006.

Table 4.1 illustrates the change in population from 1900 to 2010 for the Town of Broadway, Rockingham County and the Commonwealth of Virginia. It depicts both the total population from the decennial censuses and the percentage change over time that had occurred for each prior decade.

Table 4.1
Population Change
1900-2010

Year	Broadway	Percent Change From Prior Census	Rockingham County	Percent Change From Prior Census	Virginia	Percent Change From Prior Census
1900	400	-19.50%	33,527	7.12%	1,854,184	11.97%
1910	416	4.00%	34,903	4.10%	2,061,612	11.19%
1920	412	-0.96%	30,047	-13.91%	2,309,187	12.01%
1930	498	20.87%	29,705	-1.14%	2,421,851	4.88%
1940	506	1.61%	31,298	5.36%	2,677,773	10.57%
1950	561	10.87%	35,079	12.08%	3,318,680	23.93%
1960	646	15.15%	40,485	15.41%	3,966,949	19.53%
1970	887	37.31%	47,890	18.29%	4,648,494	17.18%
1980	1,234	39.12%	57,038	19.10%	5,346,818	15.02%
1990*	1,861	50.81%	57,482	0.78%	6,187,358	15.72%
2000	2,192	17.79%	67,725	17.82%	7,078,515	14.40%
2010**	3,691	68.39%	76,314	12.68%	8,001,024	13.03%

Source: U.S. Census Bureau, Decennial Census; Virginia Department of Housing and Community Development Boundary Change Report; Town of Broadway 1998 Comprehensive Plan.

*Note: The 1990 Census originally reported a population of 1,209 people for the Town of Broadway. According to the 1998 Comprehensive Plan, corrected figures for total population and total housing units were released by the U.S. Census Bureau for the Town of Broadway for the 1990 Census, resulting in a new total population of 1,304 people. The Phase I annexation occurred on December 31, 1990, which annexed 666.94 acres and an additional population of 557 people into the Town boundary. The population total of 1,861 for 1990 includes the adjusted census population and the annexation population.

**Note: Between 2000 and 2010, the Town of Broadway completed three Phase II annexations. The annexations occurred 12/31/2004 adding 132 acres, 12/31/2006 adding 261 acres and 1/1/2009 adding 9.93 acres. According to the DHCD Boundary Change Report, the total population added from the annexations during this time period was 78 people.

Table 4.2 illustrates the population growth estimates between 2010 and 2016 for the Town of Broadway, Rockingham County and the Commonwealth of Virginia. The table depicts the population change between the 2010 Census and the 2016 Weldon Cooper Center population estimates, as well as the percentage change over time during this period.

Table 4.2
Population Growth Estimates
2010-2016

	2010 Census	2016 Estimate	Population Change 2010-2016	Percent Change 2010-2016
Town of Broadway	3,691	3,860	169	4.58%
Rockingham County	76,314	79,735	3,421	4.48%
Virginia	8,001,024	8,411,808	410,784	5.13%

Source: U.S. Census Bureau, Census 2010; Weldon Cooper Center, Intercensal Estimates, 2016

The Town population is estimated to have increased by 4.58 percent and 169 people between 2010 and 2016, from a population of 3,691 persons to 3,860 persons. The Town of Broadway and Rockingham County experienced a comparable percentage change over time in its population. Since the 2010 Census, the County grew from its population of 76,314 persons to an estimated 79,735 persons in 2016. This is an increase of 4.48 percent and 3,421 persons. When comparing the Commonwealth of Virginia to Rockingham County and the Town, the percentage change over time population increase for Virginia is slightly higher between 2010 and 2016. Since the 2010 Census, the population in Virginia grew from 8,001,024 persons in 2010 to an estimated 8,411,808 persons in 2016. This is an increase of 5.13 percent or 410,784 persons.

Table 4.3 illustrates annual population growth estimates between 2010 and 2016 for the Town of Broadway, Rockingham County and the Commonwealth of Virginia. The table includes annual estimates during this period, the percentage change over time in the population from the previous year, and the percentage of the Town population compared to the population of Rockingham County. While individual years vary, since 2010, Virginia averaged a 0.84 percent annual increase, Rockingham County averaged a 0.73 percent annual increase, and the Town of Broadway averaged a 0.75 percent annual increase.

Table 4.3
Population Growth Estimates
& County Population Percentages
2010-2016

	2010 Census	2011 Estimate	2012 Estimate	2013 Estimate	2014 Estimate	2015 Estimate	2016 Estimate
Town of Broadway	3,691	3,704	3,748	3,768	3,780	3,807	3,860
% Change from Previous Year	14.90%	0.35%	1.19%	0.53%	0.32%	0.71%	1.39%
Rockingham County	76,314	77,297	77,551	78,102	78,953	79,134	79,735
% Change from Previous Year	0.46%	1.29%	0.33%	0.71%	1.09%	0.23%	0.76%
Virginia	8,001,024	8,096,604	8,185,867	8,260,405	8,326,289	8,382,993	8,411,808
% Change from Previous Year	1.50%	1.19%	1.10%	0.91%	0.80%	0.68%	0.34%
Town Population as % of County Population	4.84%	4.79%	4.83%	4.82%	4.79%	4.81%	4.84%

Source: U.S. Census Bureau, Census 2010 and 2011-2016 Population Estimates; Weldon Cooper Center, Intercensal Estimates, 2010-2016

POPULATION DENSITY

Population density is the average number of persons per square mile. Table 4.4 lists the number of persons per acre and the number of persons per square mile. The number of persons per square mile is a result of the total population divided by the square miles of the town boundary. In 2016 the Town of Broadway averaged 2.53 persons per acre or 1,615 persons per square mile.

Table 4.4
Population Density
1990 – 2016

Year	Persons	Acres	Sq. Miles	Persons/Acre	Persons/Sq. Mile
1990*	1,861	1,124	1.76	1.66	1,057
1991	1,818	1,124	1.76	1.62	1,033
1992	1,838	1,124	1.76	1.64	1,044
1993	1,860	1,124	1.76	1.65	1,057
1994	1,881	1,124	1.76	1.67	1,069
1995	1,915	1,124	1.76	1.70	1,088
1996	1,935	1,124	1.76	1.72	1,099
1997	1,933	1,124	1.76	1.72	1,098
1998	1,923	1,124	1.76	1.71	1,093
1999	1,915	1,124	1.76	1.70	1,088
2000	2,192	1,124	1.76	1.95	1,245
2001	2,330	1,124	1.76	2.07	1,324
2002	2,400	1,124	1.76	2.14	1,364
2003	2,548	1,124	1.76	2.27	1,448
2004*	2,699	1,256	1.96	2.15	1,377
2005	2,871	1,256	1.96	2.29	1,465
2006*	3,157	1,517	2.37	2.08	1,332
2007	3,182	1,517	2.37	2.10	1,343
2008	3,202	1,517	2.37	2.11	1,351
2009*	3,212	1,527	2.39	2.10	1,344
2010	3,691	1,527	2.39	2.42	1,544
2011	3,704	1,527	2.39	2.43	1,550
2012	3,748	1,527	2.39	2.45	1,568
2013	3,768	1,527	2.39	2.47	1,577
2014	3,780	1,527	2.39	2.48	1,582
2015	3,807	1,527	2.39	2.49	1,593
2016	3,860	1,527	2.39	2.53	1,615

Source: U.S. Census Bureau; Town of Broadway; USGS; CSPDC; Weldon Cooper Center; 1990 Annexation Report; DHCD Boundary Change Report.

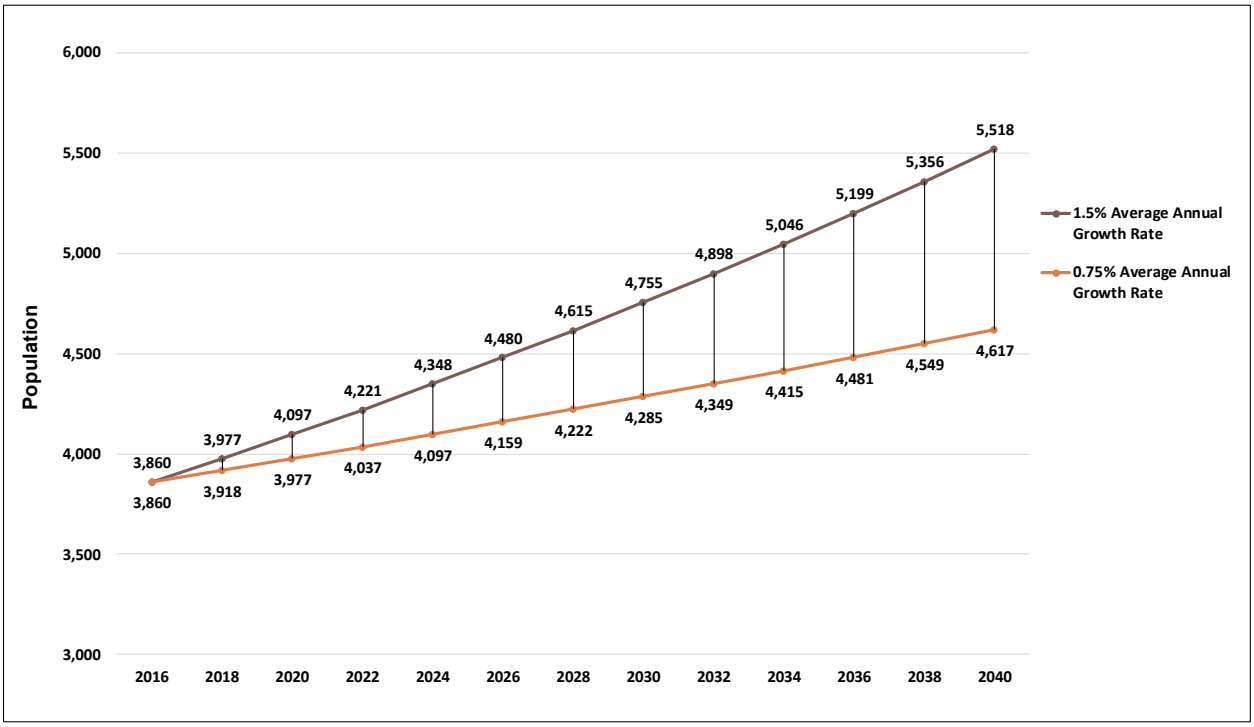
*Note: Town boundary was previously 457.24 acres. The Phase I annexation occurred on December 31, 1990, which annexed 666.94 acres. Between 2000 and 2010, the Town of Broadway completed three Phase II annexations. The annexations occurred 12/31/2004 adding 132 acres, 12/31/2006 adding 261 acres and 1/1/2009 adding 9.93 acres.

POPULATION PROJECTIONS

Since 1990, the Town's population increased 107.42 percent. As noted earlier in this chapter, the Town of Broadway grew rapidly between 2000 and 2010, increasing by 68.39 percent during this period. Reasons for this include expanding the Town boundary through three annexations and a housing boom. Between 2000 and 2010, the Town issued 565 zoning permits for single-family and multi-family dwelling units. Since 2010, population growth in the Town has slowed. Estimates indicate a percentage change over time population increase of 4.58 percent with an average annual increase of 0.75 percent between 2010 and 2016. The Town issued 113 zoning permits for single-family and multi-family dwelling units between 2011 and 2016.

To calculate future population projections up to 2040, the historical average annual growth rate was analyzed. The base number is 3,860 people, the 2016 population based upon estimates from the Weldon Cooper Center for Public Service of the University of Virginia. The chart below shows a comparison of a 0.75 percent and 1.5 percent average annual growth rate in population from 2016 to 2040. The 0.75 percent is based on the calculation of the historical average annual growth rate between 2010 and 2016. Due to recent population trends and no additional plans for annexations at this time, the 0.75 percent was established as the desired rate of growth for this planning period.

Chart 4.1
Population Projections
2016-2040



POPULATION PROJECTIONS AND URBAN DEVELOPMENT AREAS

Urban Development Area (UDA) legislation references that the designated urban development area "may be sufficient to meet projected residential and commercial growth in the locality for an ensuing period of at least 10 but not more than 20 years, which may include phasing of development within urban development areas" and specifies that "future residential and commercial growth shall be based on official estimates of either the Weldon Cooper Center for Public Service of the University of Virginia, the Virginia Employment Commission, the United States Bureau of the Census, or other official government projections required for federal transportation planning purposes."

The legislation further encourages consultation and cooperation with adjacent localities and the relevant planning district commission to establish the appropriate size and location of urban development areas to promote orderly and efficient development of their region and states that "if a town has established an urban development area within its corporate boundaries, the county within which the town is located shall not include the town's projected population and commercial growth when initially determining or reexamining the size and boundary of any other urban development area within the county."

The following four tables describe the calculations used in reviewing population projections and assumptions to project future residential growth, commercial growth and acreage requirements for the urban development area:

Table 4.5 summarizes the percentage change over time, average annual growth rate and population projections for Broadway and Rockingham County. The population projections are based on the average annual growth rate from 2010 to 2016. For the Town of Broadway, that is an average annual growth rate of 0.75 percent and for Rockingham County it is an average annual growth rate of 0.73 percent. The base number uses the 2016 population estimates from the Weldon Cooper Center for Public Service of the University of Virginia to calculate the 2020, 2030 and 2040 population projections.

Table 4.5

Population Projections

2020-2040

Locality	Population				Projected Population*			Percent Change 2010-2016	Average Annual Growth Rate 2016-2040
	1990	2000	2010	2016	2020	2030	2040		
Rockingham County	57,482	67,725	76,314	79,735	82,100	88,326	95,023	4.48%	0.73%
Town of Broadway	1,861	2,192	3,691	3,860	3,977	4,285	4,617	4.58%	0.75%
Percent of Population	3.23%	3.24%	4.84%	4.84%	5.14%	6.01%	7.01%		

Source: U.S. Census Decennial Census, 1990, 2000 and 2010; Virginia Department of Housing and Community Development Boundary Change Report; Weldon Cooper Center, Intercensal Estimates, 2016.

*Note: To calculate estimated Population in 2020, 2030 and 2040, the average annual compounded growth rate for the 2010-2016 period was calculated and then applied to the Weldon Cooper Center, Intercensal Estimates for 2016 to project the population for 2020, 2030 and 2040.

Table 4.6 contains the underlying assumptions used in UDA area calculations.

Table 4.6
UDA Calculation Factors

		Source
Commercial SF per person	60	Consultant's Estimates
Household Size	2.5	US Census, 2010 Decennial
Dwelling Unit/Acre (DUA)	4	Minimum UDA
Floor to Area Ratio (FAR)	0.4	Minimum UDA
Square Feet/Acre @ 0.4 FAR	17,424	Minimum UDA

* US Census average person per household is 2.5 for Broadway (2010 Census)

Table 4.7 calculates future housing and commercial square footage required based on population projections.

Table 4.7
Future Housing and Commercial Square Footage Projections
10-20 Years

	New Population		New Housing Units*		New Commercial* Sq. Ft.	
	2030	2040	2030	2040	2030	2040
Town of Broadway	425	757	170	303	25,500	45,420

*Note: Housing calculated at 2.5 persons per household, per 2010 Census. New commercial square feet calculated at 60 square feet per capita.

Table 4.8 calculates total acreage requirements for the UDA.

Table 4.8
UDA Size Requirements

	Residential Acres Needed @ 4 DUA		Employment Acreage Needed @0.4 FAR		Total Acreage Needed*	
	2030	2040	2030	2040	2030	2040
Town of Broadway	43	76	1	3	44	78

*Acres for housing calculated at 4 dwelling units per acre for commercial square feet calculated at 0.4 FAR.

OTHER NOTABLE DEMOGRAPHIC DATA

Age distribution characteristics are important to consider when planning the future of a community. As people transition from one age group to another so do their needs. Table 4.9 shows the major age group distributions among Broadway, Rockingham and Virginia populations. The median age of Broadway residents was 34.9 years in 2010. This is lower than the median age of Virginia, 37.5 years and Rockingham County, 40.4 years.

Table 4.9
Summary of Age Grouping
1990-2010

Year	Age Groups	Broadway Population*	% of Population	Rockingham Population	% of Population	Virginia Population	% of Population
1990*	Under 5 years	79	6.53%	3,923	6.82%	443,155	7.16%
	Age 5 to under 18 years	190	15.72%	10,126	17.62%	1,061,583	17.16%
	Age 18 to 64 years	776	64.19%	35,812	62.30%	4,018,150	64.94%
	Age 65 years and over	164	13.56%	7,621	13.26%	664,470	10.74%
	TOTAL	1,209	100.00%	57,482	100.00%	6,187,358	100.00%
	Age Groups						
2000	Under 5 years	159	7.25%	4,246	6.27%	461,982	6.53%
	Age 5 to under 18 years	367	16.74%	12,433	18.36%	1,276,280	18.03%
	Age 18 to 64 years	1,354	61.77%	41,615	61.45%	4,547,920	64.25%
	Age 65 years and over	312	14.23%	9,431	13.93%	792,333	11.19%
	TOTAL	2,192	100.00%	67,725	100.00%	7,078,515	100.00%
	Age Groups						
2010	Under 5 years	285	7.72%	4,642	6.08%	509,625	6.37%
	Age 5 to under 18 years	697	18.88%	13,430	17.60%	1,344,052	16.80%
	Age 18 to 64 years	2,235	60.55%	46,278	60.64%	5,170,410	64.62%
	Age 65 years and over	474	12.84%	11,964	15.68%	976,937	12.21%
	TOTAL	3,691	100.00%	76,314	100.00%	8,001,024	100.00%

Source: U.S. Census Bureau, Decennial Census, 1990, 2000 and 2010
*Note: The 1990 Census originally reported a population of 1,209 people for the Town of Broadway. According to the 1998 Comprehensive Plan, corrected figures for total population and total housing units were released by the U.S. Census Bureau for the Town of Broadway for the 1990 Census, resulting in a new total population of 1,304 people. It noted that no other figures were corrected. A population total of 1,861 for 1990, which includes the adjusted Census population of 1,304 and the annexation population of 557 has been used in other sections of the Demographics Chapter. Adjusted figures for age groupings could not be obtained. Therefore the 1990 data for the Town of Broadway provided above is based upon the non-adjusted 1990 Census results as found in Table 74 for a total population of 1,209.

Broadway's total population of children under 5 years of age grew by an estimated 206 individuals from 1990 to 2010. The percentage of children under 5 years of age increased from 6.53 percent of the total population in 1990 to 7.72 percent of the total population in 2010. Both Rockingham and Virginia experienced a decrease in the percentage of this age group compared to their total populations. Rockingham County decreased from 6.82 percent in 1990 to 6.08 percent in 2010 and Virginia decreased from 7.16 percent in 1990 to 6.37 percent in 2010.

The total population of the school age group, those between the ages of 5 and under 18, increased in Broadway by an estimated 507 individuals from 1990 to 2010. The percentage of the school age group increased from 15.72 percent in 1990, to 16.74 percent in 2000, to 18.88 percent in 2010. In comparison, the percentage of the school age population compared to the total population in Rockingham County and Virginia increased between 1990 and 2000, before declining between 2000 and 2010.

In Broadway, the total population of the working age, those between the ages of 18 and 64, grew by 1,459 individuals between 1990 and 2010. The age group represents the largest percentage of Broadway's population, comprising 60.55 percent of the population in 2010. Although it represents the largest percentage of Broadway's population, the percentage of the working age group compared to the total population has still decreased from 1990 to 2010. Rockingham County experienced a similar trend when considering the percentage of the working age group compared to their total population. In Virginia, the percentage of the working age compared to the total population has decreased very minimally during this time period, from 64.94 percent in 1990 to 64.62 percent in 2010.

The total population among Broadway's 65 and older population increased between 1990 and 2010 by an estimated 310 individuals. The percentage of this age group compared to the total population in Town increased from 13.56 percent in 1990 to 14.23 percent in 2000, and decreased from 14.23 percent in 2000 to 12.84 percent in 2010. As a comparison, the percentage of the population ages 65 and older compared to the total population has increased since 1990 for both Rockingham County and Virginia.

MALE/FEMALE DISTRIBUTION

Table 4.10
Male to Female Ratio
1990-2010

	Locality	Male	Female	Total	% Male	% Female
1990*	**Broadway***	565	644	1,209	46.73%	53.27%
	Rockingham	28,254	29,228	57,482	49.15%	50.85%
	Virginia	3,033,974	3,153,384	6,187,358	49.04%	50.96%
2000	**Broadway**	1,039	1,153	2,192	47.40%	52.60%
	Rockingham	33,340	34,385	67,725	49.23%	50.77%
	Virginia	3,471,895	3,606,620	7,078,515	49.05%	50.95%
2010	**Broadway**	1,745	1,946	3,691	47.28%	52.72%
	Rockingham	37,477	38,837	76,314	49.11%	50.89%
	Virginia	3,925,983	4,075,041	8,001,024	49.07%	50.93%

Source: U.S. Census Bureau, Decennial Census, 1990, 2000 and 2010

*Note: The 1990 Census originally reported a population of 1,209 people for the Town of Broadway. According to the 1998 Comprehensive Plan, corrected figures for total population and total housing units were released by the U.S. Census Bureau for the Town of Broadway for the 1990 Census, resulting in a new total population of 1,304 people. It noted that no other figures were corrected. A population total of 1,861 for 1990, which includes the adjusted Census population of 1,304 and the annexation population of 557 has been used in other sections of the Demographics Chapter. Adjusted figures for male to female ratio could not be obtained. Therefore the 1990 data for the Town of Broadway provided above is based upon the non-adjusted 1990 Census results as found in Table 74 for a total population of 1,209.

Between 1990 and 2010, the Town of Broadway's male to female ratio has remained stable. The percentage of the female population in the Town of Broadway was 53.27 percent in 1990, 52.60 percent in 2000 and 52.72 percent in 2010. During this same time period, the percentage of Broadway's male population was lower, and the female population was higher than the populations in Rockingham County and the Commonwealth of Virginia.

SUMMARY OF TRENDS

The following trends have been identified:

- Although Broadway experienced rapid growth among its population between 1990 and 2016, based on recent trends population growth is expected to slow.

- Broadway has a lower median age than Rockingham County and Virginia.

- The total population of the retirement age group in Broadway has increased. However, the percentage of the retirement age group compared to the total population in Broadway has declined.

- The working age group in Broadway represents the largest percentage of Broadway's population and the total population of the working age has increased. Although it represents the largest percentage of Broadway's population, the percentage of the working age group compared to the total population has still decreased from 1990 to 2010.

- The populations for children's age groups have increased in the Town of Broadway, both for the population ages 5 and under, and the school age population between age 5 and under the age of 18. Increases have occurred both in the total population numbers and the percentage of the age groups compared to the total population.

- Broadway has a slightly higher ratio of females to males than compared to Rockingham County.

CHAPTER 5 | *ECONOMY*

INTRODUCTION

The purpose of this chapter is to analyze previous, existing and potential economic conditions in the Town. A review of the economic structure of a community serves as a useful tool in forecasting and planning a community's future. This chapter examines Broadway's labor force, employment characteristics, presence of industry and the demand for various goods and services.

Economic development is defined as the betterment of a community's economic vitality. It is growth that is planned and desired. Ways in which a community can strengthen its economic vitality can vary. Job creation, expanding the tax base, increasing industrial opportunities, attracting a diverse base of industries, or the nurturing of existing and developing businesses are just a few examples of ways communities are strengthening and revitalizing their economy.

The role of local government is large in economic development efforts. All departments and committees should use the Town's economic development strategy and Comprehensive Plan to guide their policy and decision making. Other agencies like nonprofit organizations or citizen groups also play a sizeable role in a community's economic development activities. Ideally, a partnership should exist between local officials and outside agencies seeking to achieve the same goals.

BROADWAY LABOR FORCE AND ECONOMIC PROFILE

Broadway has an estimated population of 2,027 individuals in the civilian labor force (American Community Survey 5-Year Estimates, 2011-2015). To better understand Broadway's labor force, the Town's population has been examined on a number of levels such as educational attainment, median household income, commuting patterns and more.

EDUCATIONAL ATTAINMENT

Educational attainment is important to this chapter for a number of reasons. Higher levels of education lead to a higher quality work force that is well rounded and highly skilled in a variety of different sectors. Broadway is in a key location for attracting and encouraging a skilled workforce. James Madison University, Eastern Mennonite University, Bridgewater College and Blue Ridge Community College are all in the Harrisonburg-Rockingham area.

An estimated 80.42 percent of the population over the age of 25 in Broadway are high school graduates (including equivalency) or have a higher education. An estimated 81.3 percent of Rockingham County's population over the age of 25 and 88.3 percent of Virginia's population over the age of 25 are high school graduates (including equivalency) or have a higher education. In Broadway, 23.5 percent of the population over the age of 25 has obtained a bachelor's degree, a graduate degree or professional degree. As a comparison, 23.78 percent of Rockingham County's population over the

age of 25 and 36.33 percent of Virginia's population over the age of 25 has obtained a bachelor's degree, a graduate or professional degree (American Community Survey 5-Year Estimates, 2011-2015). While both are lower than the statewide educational attainment levels, Broadway and Rockingham County's education attainment levels are very similar to each other.

MEDIAN HOUSEHOLD INCOME

Median household income includes the income of all people, 15 years and over living in a household. The median household income is the amount which divides the income distribution of the population into two equal groups, one-half having income above that amount, and one-half having income below that amount. It is based on the distribution of the total number of households, and includes those with no income. Median household income can be used as a measure of the current economic state of an area. Table 5.1 shows a snapshot of the median household income for Broadway, Rockingham and Virginia.

Table 5.1

Median Household Income

	Broadway	Rockingham	Virginia
2010	$53,254	$49,930	$61,406
2011	$53,125	$51,775	$63,302
2012	$56,903	$51,721	$63,636
2013	$51,076	$52,195	$63,907
2014	$48,912	$53,728	$64,792
2015	$48,926	$53,744	$65,015

Source: American Community Survey, 5-Year Estimates (2006-2010, 2007-2011, 2008-2012, 2009-2013, 2010-2014, 2011-2015)

COMMUTING PATTERNS

Commuter information estimates that 86.2 percent of workers drive alone to work. Approximately 6.5 percent carpool with one or more individuals, and approximately 6.2 percent work at home. Mean travel time to work is 18.3 minutes (American Community Survey, 5-Year Estimates, 2011-2015).

Many Broadway residents commute to a variety of locations within the City of Harrisonburg, Rockingham County and elsewhere outside Rockingham County. Approximately, 4.6 percent (88 residents) live and work in Town and approximately 95.4 percent (1,825 residents) work outside of Town. Of all individuals who are employed in Broadway (1,047 individuals), it is estimated that 91.6 percent (956 individuals) live outside of Town (U.S. Census Bureau, OnTheMap, 2015).

INDUSTRY AND OCCUPATIONAL CHARACTERISTICS

According to the American Community Survey, 5-Year Estimates, 2011-2015, of the 2,027 individuals in the civilian labor force in Broadway, 1,912 workers are estimated to be employed and 115 are estimated to be unemployed.

The top four industry sectors include, educational services and health care and social assistance at 27.2 percent; retail trade at 15.1 percent; arts, entertainment and recreation at 15 percent; and manufacturing at 11 percent.

The top four occupation sectors include management, business, science and arts occupations at 37.1 percent; service occupations at 22.9 percent; sales and office occupations at 20.2 percent; and production, transportation, and materials moving occupations at 12.3 percent.

BUSINESS SECTOR

As of August 11, 2017, 154 Business Licenses have been issued in Town; this is a decrease of 9 licenses from 2011. Of the 154 licenses issued, 33 are classified as contractor, 7 are wholesale, 15 are professional, 41 are retail, 47 are personal, 4 are other and 7 are ABC.

RETAIL/SERVICE

The traditional "downtown" along Main Street provides the bulk of the retail services available in Town. Other areas of commercial activity include the strip along State Route 259 across from J. Frank Hillyard Middle School, and State Route 259 on the east side of Town.

Retail stores and restaurants are small-scale and include both franchise and non-franchise operations. These businesses are sufficient to meet the basic, everyday needs of the Broadway populace. However, the scale of the stores, with corresponding limitations on selection and hours, indicates that residents shop elsewhere for many items. The proximity to Timberville means that some services, such as fast-food restaurants and a franchised grocery store, can be provided in one community for the benefit of both. For larger items, Harrisonburg is approximately 15 minutes away.

The health of the downtown area is usually a critical issue in small towns because traditional businesses have to compete with strip malls and large discount stores, often located just outside the corporate limits. In the past Broadway's Main Street businesses have not suffered like other towns and cities, but more recently it has become increasingly difficult to compete with "one-stop shopping."

INDUSTRIAL

The Town is home to several manufacturers. The poultry industry is the dominant industry in Broadway as it is in many parts of Rockingham County. Pilgrim's Pride has a hatchery and laboratory within the Town limits. Virginia Poultry Growers Cooperative now operates a feed mill. George's, Inc.

has a poultry hatchery located just outside Town limits. The closest poultry processing plant is in nearby Timberville. Below is a list of all manufacturing and industrial operations located within or near the Town boundary:

OPERATIONS IN BROADWAY
Air Quality Systems, Inc.
Agri of Virginia, Inc.
Auto Krafters, Inc.
Broadway Metal Works, Inc.
Elite Insulation, LLC
Lantz Construction Co.
Superior Concrete, Inc.
Top Bead Welding Service, Inc.
TransTech, Inc.
Trumbo Electric Co., Inc.
Pilgrim's Pride Corporation

OPERATIONS NEAR BROADWAY
George's, Inc.
Neff Lumber Mills, Inc.
Branner Printing Services, Inc.
Frazier Quarry, Inc.
Rockydale Quarries Corporation

GROWTH POTENTIAL

The Town historically has had vacant tracts zoned industrial within the Town limits. However, recent analysis by the Town confirms that Broadway has limited ability to attract major industry due to its limited access and roadways. The Town's proximity to Interstate 81 provides several challenges for growth. However, several highways serve Broadway, including U.S. Route 42 and State Route 259, as well as a railroad line.

Through past annexations, the Town gained frontage on State Route 259. This area contains vacant acreage, increasing its potential for future commercial uses. The potential for industrial sites remains limited and in recent years, the strongest interest by industries has been for sites near, but not inside the town boundary. Broadway has come to realize that its market niche is for small industry and commercial ventures; it is currently unrealistic and undesirable to attract large industries.

ECONOMIC DEVELOPMENT EFFORTS

In 2000, the Broadway Industrial Development Authority was established to assist businesses. In 2001, a low interest-revolving loan was established to spur new business endeavors in the downtown area. In 2001, the Broadway Hometown Partnership (BHP), a Main Street Organization, was established as a 501(c)(3) nonprofit association. The Broadway Hometown Partnership utilizes the National Main

Street Center's Four Points approach of economic vitality, promotion, design and organization to focus on building a better community. The Broadway Hometown Partnership has focused their efforts on three primary components including physical beautification, promotion, and economic revitalization to create social and economic vitality in Broadway while maintaining its hometown atmosphere.

Physical beautification includes efforts to make the town more attractive and directing attention to physical elements on Main Street, such as working with the Town on beautification efforts and encouraging the renovation of buildings. Promotion efforts include hosting a number of social community events, such as the Great Easter Egg Hunt and Hometown HalloweenFest, to increase retail traffic and create a sense of community pride. Efforts focusing on economic revitalization have created an environment conducive to business. The Partnership focuses on retaining and expanding existing businesses, while attracting new business to Town. Recent efforts include developing a hometown revitalization brand, focusing on marketing, and obtaining a Virginia Tourism marketing grant to install a Broadway LOVE works structure in Heritage Park. Future plans include focusing on business and retail development, and fundraising for community events.

These combined efforts have created a significant impact within the Town's business community. Many new businesses have opened, existing businesses have expanded, facades have been renovated, and a general feeling of excitement continues to abound in Broadway's business community.

ECONOMY GOALS

Summary:
The Town needs a strong business sector to provide jobs and services for citizens and to maintain a broad tax base. Distinction was made between the industrial sector and the service/professional sector. The Town contains several major industries.

Businesses downtown and on the major roads are essential to the Town's fiscal health because business licenses add to the tax base. While the Town contains banks, a post office, restaurants, stores, library and various retail and service establishments, some important services and professions are not represented. As services become less centralized, the downtown area has experienced changes similar to other small communities. Town efforts are underway to attract centralized activities and businesses downtown.

Goal 1. Encourage working collaboratively with Rockingham County Economic Development Staff, Broadway Hometown Partnership, Virginia Economic Development Partnership, Town of Timberville, and property owners.

Goal 2. Continue to encourage a positive business climate for existing and potential businesses.

CHAPTER 6 | *HOUSING*

INTRODUCTION

A housing profile is a useful tool for communities and is important to the planning process since housing market needs are ever changing. The goal of this chapter and housing profile is to provide a summary of the housing resources in the Broadway community. Characteristics such as location, type, age and affordability are a few characteristics examined among Broadway housing stock. This chapter also identifies the relationship between housing and other elements of this plan. For this chapter housing figures were obtained from the 2000 and 2010 Census, the 2000, 2010, and 2015 American Community Survey estimates, the Town of Broadway and Rockingham County.

HOUSING CHARACTERISTICS

The Town of Broadway has a variety of housing types and, overall, the condition of the housing is good. During the 1980s a number of apartments were constructed and in the 1990s steady construction of single-family homes occurred. Broadway experienced rapid residential growth between 2000 and 2010 resulting in a population increase of 68.39 percent. Between 2000 and 2010, 565 zoning permits were issued by the Town for single-family and multi-family dwelling units. Growth slowed significantly in 2008 and 2009. For those two years combined only 41 building licenses were issued.

More recently, 113 zoning permits for single-family and multi-family dwelling units were issued by the Town between 2011 and 2016. The housing stock in Broadway grew from 1,560 units in 2010 to an estimated 1,695 units in 2015. This is an increase of nearly 9 percent. According to the 2010 Census, Broadway had an average household size of 2.5 persons. There were 2.55 persons per owner-occupied housing unit and 2.42 persons per renter-occupied unit, which is slightly lower than Rockingham County's 2.60 persons per owner-occupied unit and 2.45 persons per renter-occupied unit. Although more recently new growth has slowed, Rockingham County and Town anticipate residential growth over the next several years.

HOUSING STOCK

The Broadway housing stock contained an estimated 1,695 units in 2015 based upon Rockingham County building data. The Town is comprised of a mixture of housing types including single-family units, apartments, duplexes, townhouses, double wide units and single-wide units. Single-family units comprise the largest percentage of the housing stock in Town at 61 percent, or 1,034 units. Apartments and townhouses represent the next highest percentage of housing types. There are 339 apartment units representing 20 percent of the housing stock, and 218 townhouse units representing 13 percent of the housing stock.

A series of maps on Housing Type (Maps 6.1 through 6.6) provide a representation of the location of different types of housing stock in Town in four quadrants and the planned annexation area:

- Section 1, the northwest area of Town located north of Springbrook Road and west of Route 42, contains the second highest number of housing units in town at 384 units. The majority of housing units in this area are single-family dwellings, with 301 units.
- Section 2, the southwest area of Town located south of Springbrook Road and West of Route 42, contains the lowest number of housing units in Town with 194 units. In this area, 98 percent, or 191 units, are single-family dwellings.
- Section 3, the northeast area of Town located north of Springbrook Road and east of Route 42, contains the highest number of housing units in Town at 773 units. This area also contains the highest number of multi-family units, with 252 apartments, 46 duplexes, and 210 townhouses.
- Section 4, the southeast area of Town, located south of Springbrook Road and east of Route 42, contains 344 housing units. Single-family dwellings account for 304 units, or 88 percent of the area.
- Section 5 is the planned annexation area and is not currently located within the Town boundary. This area currently contains 73 housing units.

Broadway is fortunate to have less than 40 percent of its homes built before 1990. Depending on the continued maintenance of older structures, this can be seen as an influential factor in the future. In large part, demographic changes trigger changes among the housing market. For instance, the needs of a community change as its population ages. This is the same for housing, as the housing stock ages, so do needs. Also, as the age of a structure increases, so does the need for maintenance.

Older buildings face unique challenges. In general, the sales of houses built more than 30 years ago are not as high as those built more recently. Reasons for this include the lack of modern amenities and appeal that most middle-aged homebuyers are seeking. How the aging of housing is addressed contributes to either neighborhood vitality or decline. The physical condition of housing contributes to a neighborhood being an attractive place to live and it increases housing values.

In Broadway construction in the past has pushed Broadway in the direction of a “younger” housing stock. In fact, almost 60 percent of homes have been built since 1990. In Broadway, 36 percent of houses were constructed between 2000 and 2009. Since 2010, 5 percent of houses were constructed. A younger housing stock represents viability in the housing market, and with the growth in population Broadway has experienced it seems the Town is in an ideal situation for attracting and maintaining residents. Refer to Table 6.1 for more information about the age of the Town’s housing stock.

Table 6.1
Age of Housing Stock

Year	Structures	Percent
2010-2015	86	5%
2000-2009	578	36%
1990-1999	312	19%
1980-1989	82	5%
1970-1979	224	14%
1960-1969	62	4%
1940-1959	180	11%
1939 and Earlier	98	6%
TOTAL	1622	100%

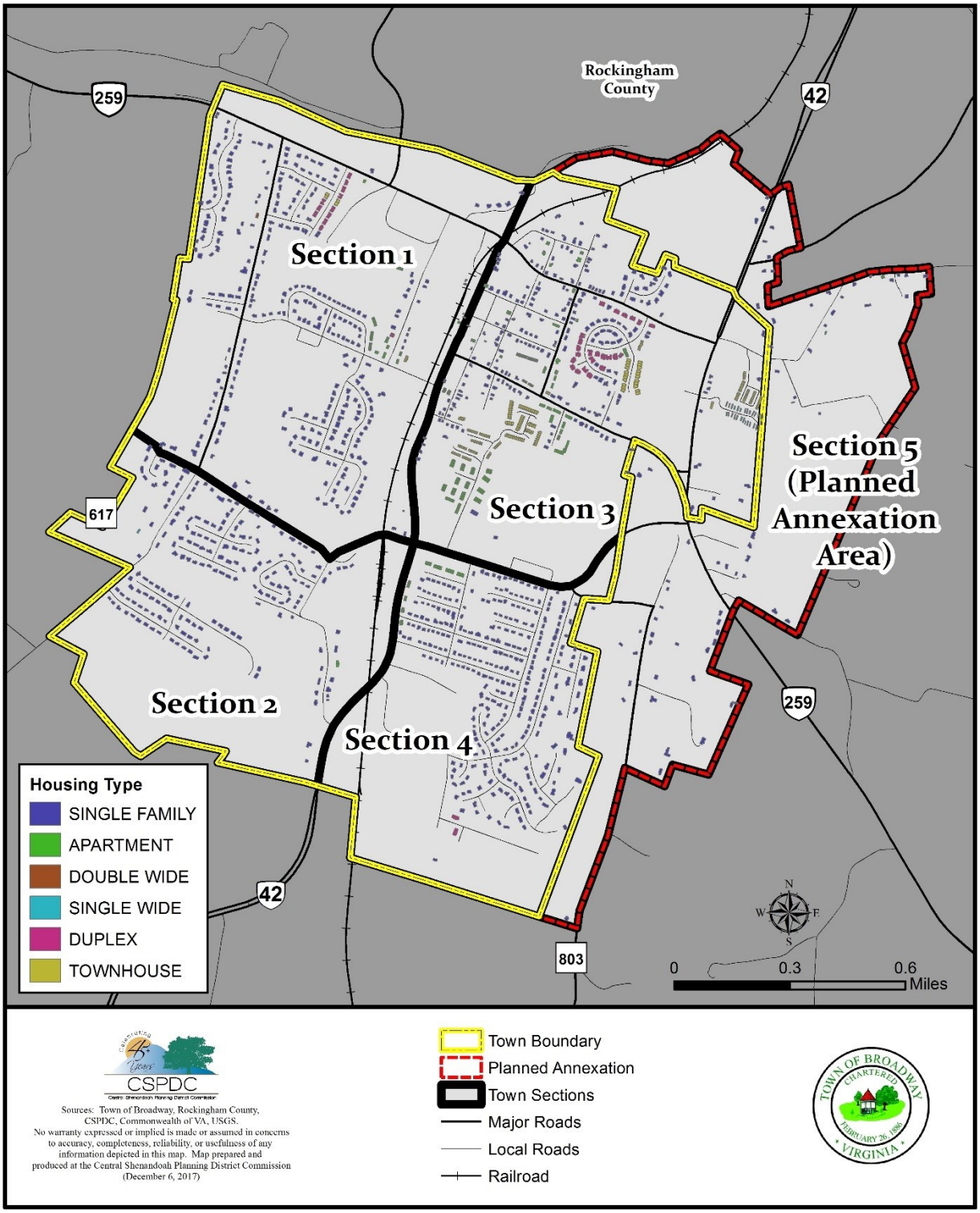
Source: 2015 American Community Survey, U.S. Census Bureau

HOUSEHOLD CHARACTERISTICS AND OCCUPANCY

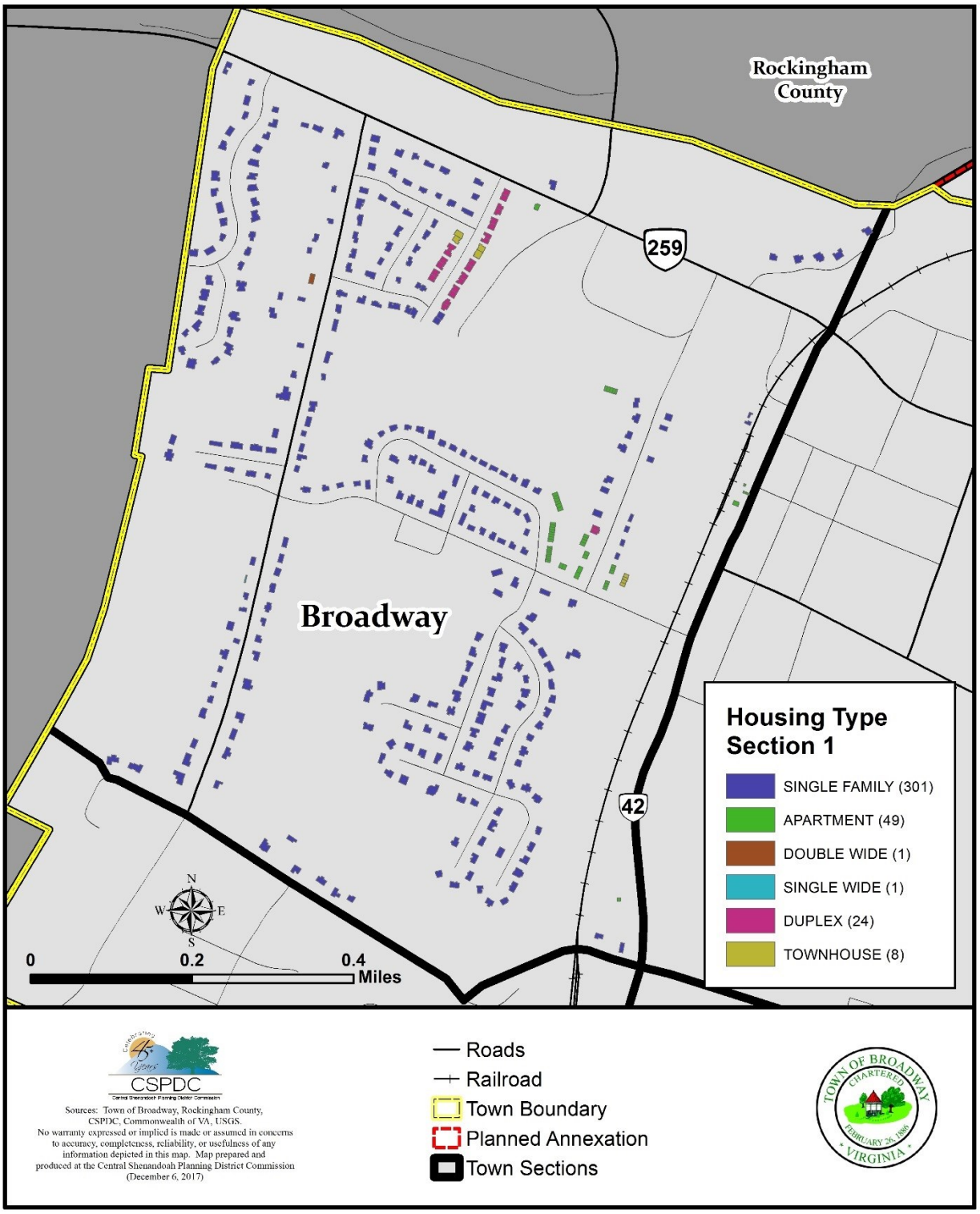
According to the 2010 Census, Broadway had an average household size of 2.5 persons. There were 2.55 persons per owner-occupied housing unit and 2.42 persons per renter-occupied unit in Broadway. In 2015, there were 1,695 housing units in Town. Based upon data from the 2011-2015 American Community Survey estimates and ESRI Community Analyst, owner-occupied units represent 78 percent of the occupied housing units in Town and renter-occupied units represent 22 percent of the occupied housing units in Town. Map 6.7 - Owner/Renter Occupied Housing Units by Town Section provides a comparison of the owner-occupied units versus renter-occupied units in each section of Town:

- Section 1, located north of Springbrook Road and west of Route 42, contains the highest percentage of owner-occupied units at 89 percent. 320 units are owner-occupied, and 40 units are renter-occupied.
- Section 2, located south of Springbrook Road and west of Route 42, contains the second highest percentage of owner-occupied units at 88 percent. 120 units are owner-occupied and 16 are renter-occupied.
- Section 3, located north of Springbrook Road and east of Route 42, has the highest percentage of renter-occupied units in Town at 28 percent, or 195 units. While Section 3 has a lower percentage of owner-occupied units compared to other areas of Town, it still has the highest total number of owner-occupied units in Town at 491 units.
- Section 4, located south of Springbrook Road and east of Route 42, contains the second highest percentage of renter-occupied units in Town at 25 percent, or 81 units. This area is 75 percent owner-occupied with 243 units.
- Section 5 is the planned annexation area and is not currently located within the Town boundary. The occupied units in this area are currently 74 percent owner-occupied.

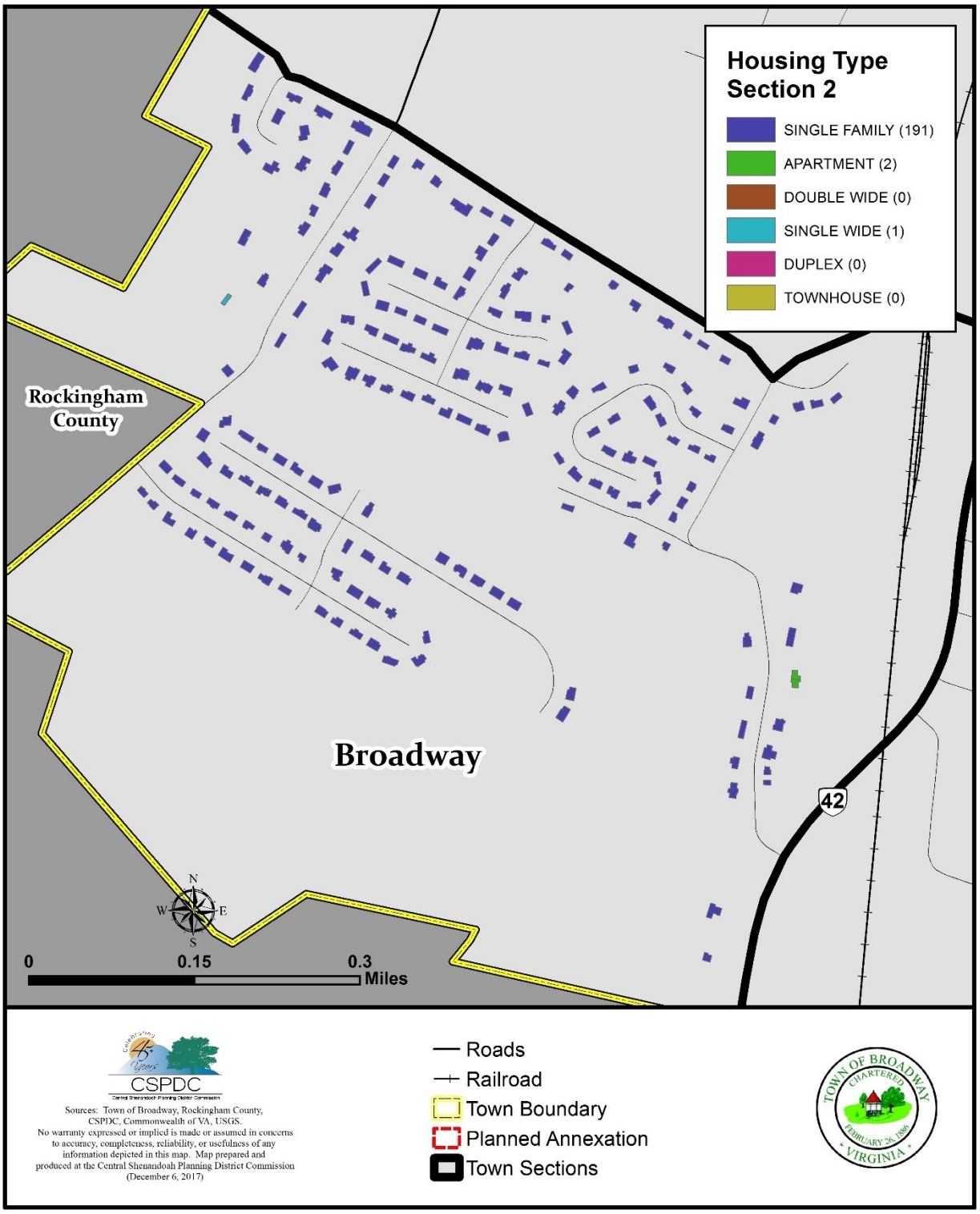
Map 6.1 - Housing Type Overview



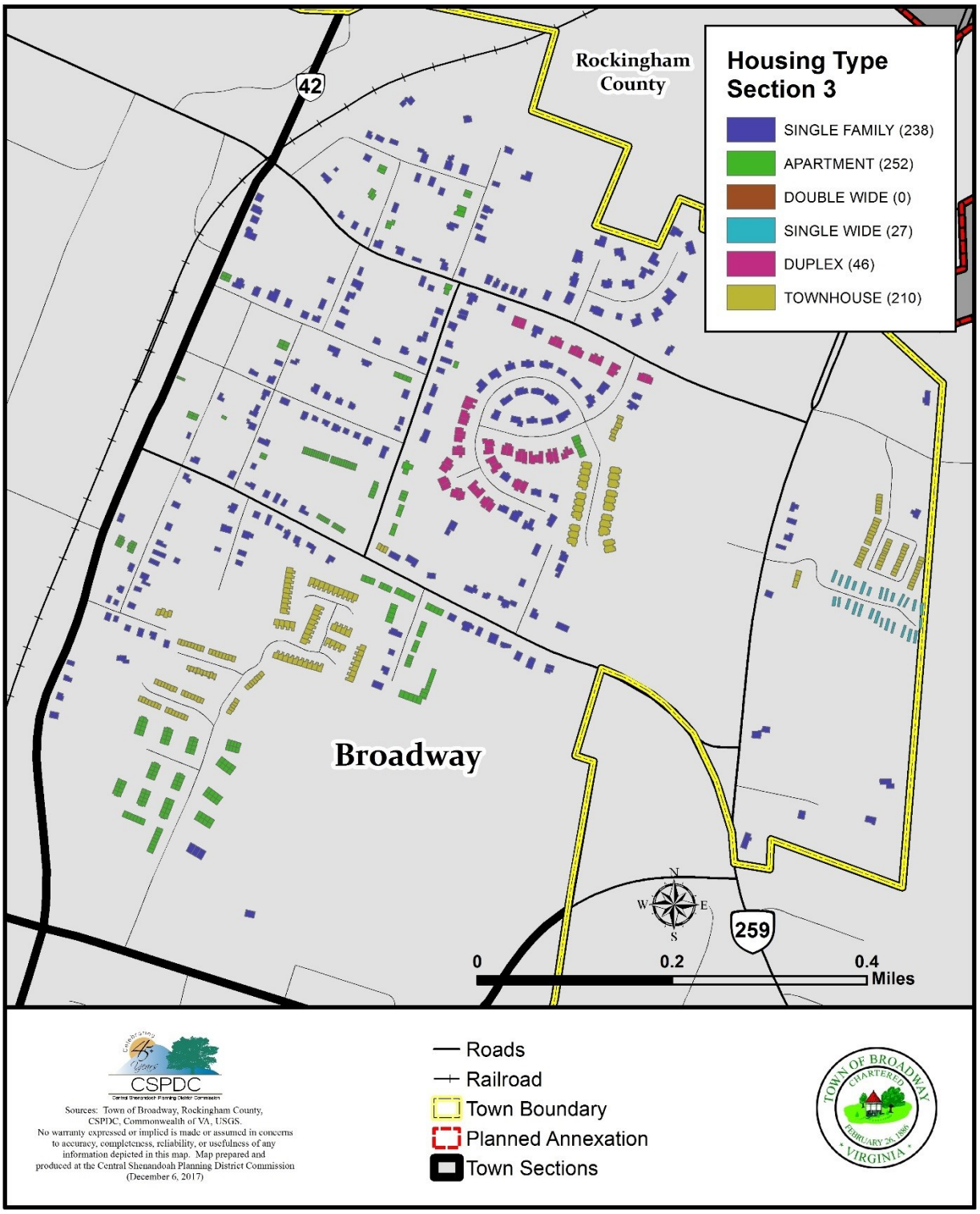
Map 6.2 - Housing Type – Section 1



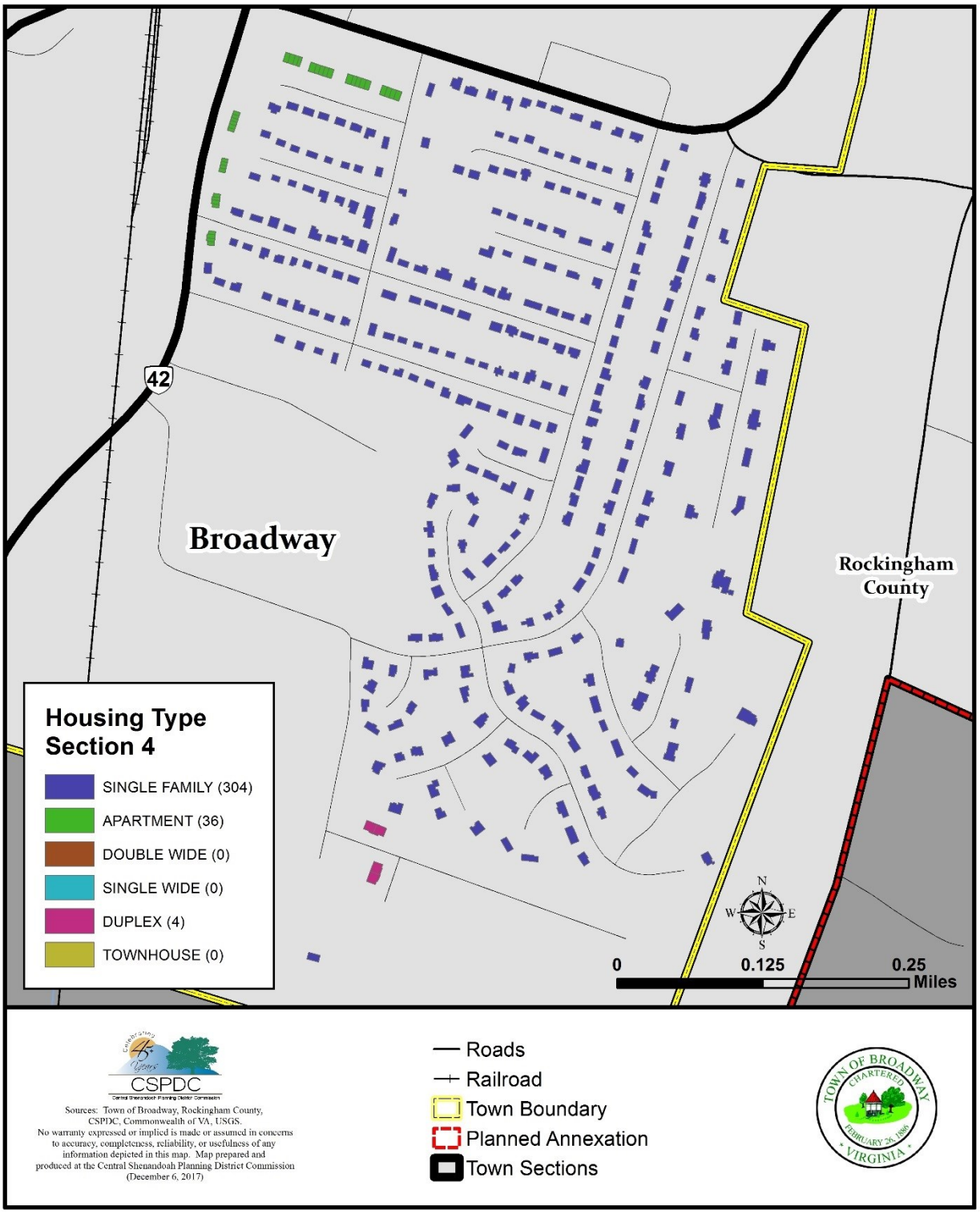
Map 6.3 - Housing Type – Section 2



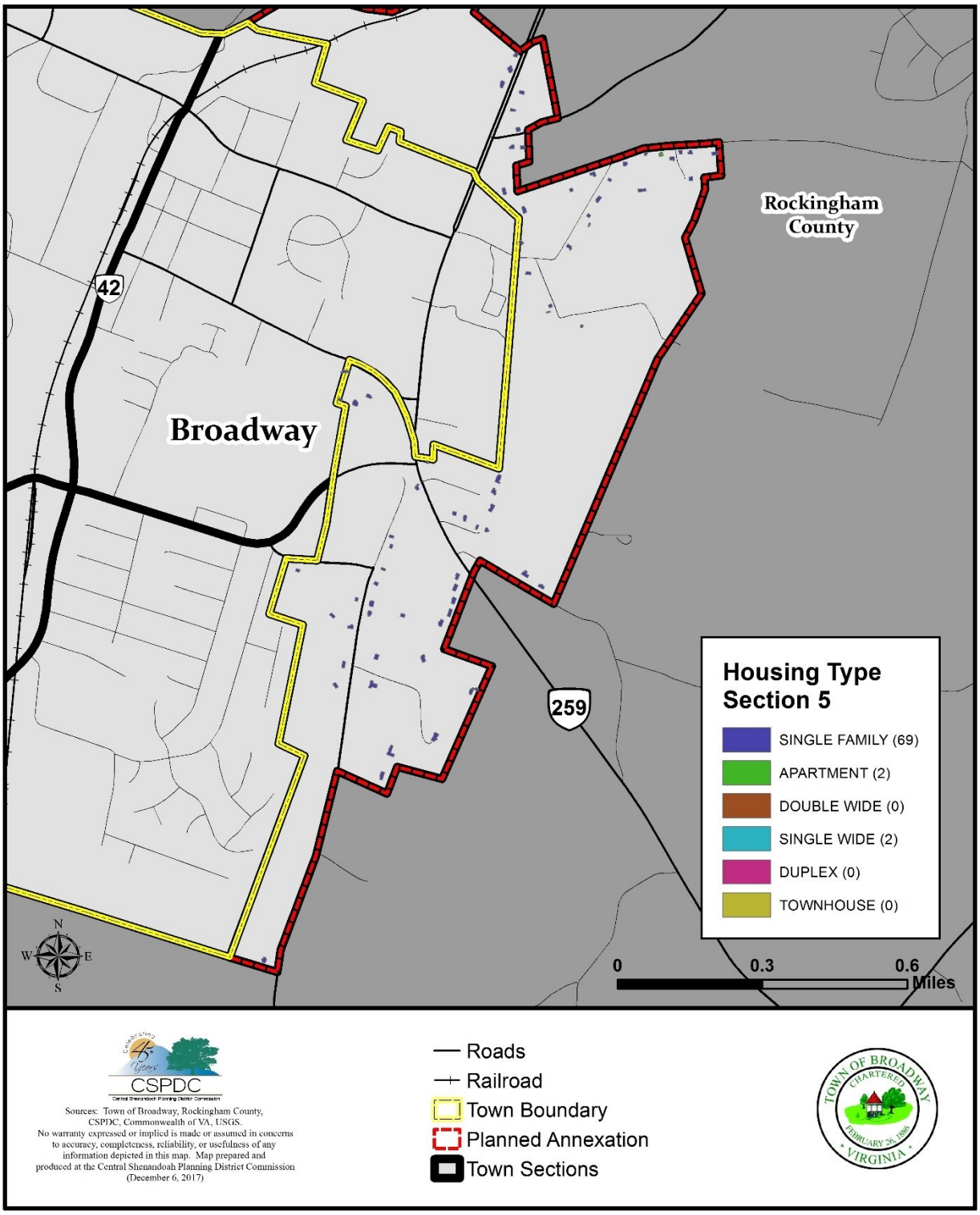
Map 6.4 - Housing Type – Section 3



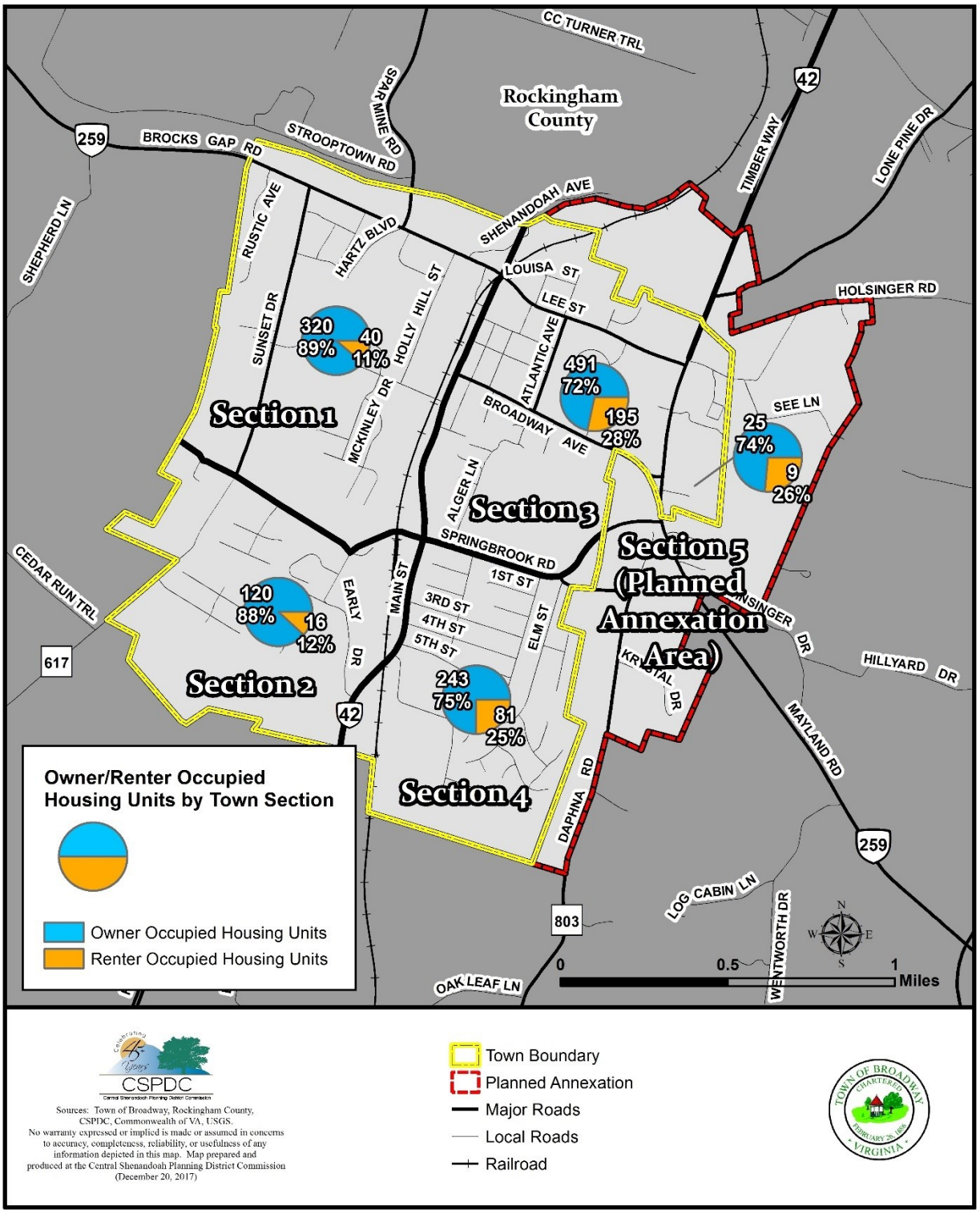
Map 6.5 - Housing Type – Section 4



Map 6.6 - Housing Type – Section 5



Map 6.7 - Owner/Renter Occupied Housing Units by Town Section



HOUSING AFFORDABILITY

The Town of Broadway has a rather young housing stock, with several attractive and modern-day homes. According to the 2000 Census the median value of a home was $101,100. From 2000 the median value of a home has risen to $188,300 in 2010 and $190,500 in 2015 according to American Community Survey estimates. See Table 6.2 for a comparison between 2000, 2010 and 2015. There is an 88 percent increase from 2000 to 2015 estimates.

Table 6.2
Housing Value by Percent of Total Households
2000-2015

Value	Census 2000	ACS 2010	ACS 2015
Less than $50,000	1.6%	2.0%	1.5%
$50,000-99,999	47.2%	7.5%	2.9%
$100,000-149,999	39.3%	20.9%	22.8%
$150,000-199,999	8.6%	24.6%	25.7%
$200,000-299,999	2.9%	30.6%	38.4%
$300,000-499,999	40.0%	11.8%	7.8%
$500,000-999,999	0.0%	2.6%	1.0%
Median Value	$101,100	$188,300	$190,500

Source: 2010 Census, 2010 & 2015 American Community Survey, U.S. Census Bureau

To shed more light on housing values, mortgage and rental payment data was also collected to better understand the current state of housing affordability in Town. See Table 6.3 for an overview of gross rent costs for renter-occupied units and mortgage costs for owner-occupied units with a mortgage. In 2015, the median mortgage in Town was $1,291 and the median gross rent was $695.

According to the 2011-2015 American Community Survey 5-Year Estimates, 23.4 percent of those with a mortgage use less than 20 percent of household income for selected monthly owner costs, 47.4 percent use 20-30 percent of household income and 29.1 percent use 30 percent or more of the household income towards selected monthly owner costs. For those who rent, 22.5 percent are paying less than 20 percent of their household income, 45.8 percent use 20-30 percent of their household income, and 31.6 percent of Broadway renters use 30 percent or more of the household income towards paying gross rent.

Household expenditures that exceed 30 percent of household income levels have historically been viewed as an indicator of housing affordability. If a household spends 30 percent or more of their income on housing expenditures, then the household is considered to be cost-burdened. A cost-burdened household may have difficulty affording other basic necessities, such as food, medical care or transportation.

Table 6.3
Mortgage and Rental Rates
2000-2015

Gross Rent: Occupied Units Paying Rent	2000		2010		2015	
	Less than $200	3	Less than $200	0	Less than $500	70
	$200-299	5	$200-299	0		
	$300-499	165	$300-499	94		
	$500-699	95	$500-699	285	$500-999	291
	$700-999	9	$700-999	151		
	$1,000-1,499	0	$1,000-1,499	41	$1,000-1,499	25
	$1,500-2,000	0	$1,500 or more	0	$1,500 or more	0
	$2,000 or more	0				
	Median (Dollars)	$472	Median (Dollars)	$647	Median (Dollars)	$695
Mortgage: Housing units with a mortgage	2000		2010		2015	
	Less than $200	0	Less than $300	7	Less than $500	0
	$200-299	0				
	$300-499	26	$300-499	0		
	$500-699	101	$500-699	32	$500-$999	253
	$700-999	124	$700-999	82		
	$1,000-1,499	51	$1,000-1,499	254	$1,000-1,499	239
	$1,500-2,000	30	$1,500-1,999	105	$1,500-1,999	257
	$2,000 or more	2	$2,000 or more	53	$2,000 or more	53
	Median (Dollars)	$793	Median (Dollars)	$1,253	Median (Dollars)	$1,291

Source: 2000, 2010, 2015 American Community Survey, U.S. Census Bureau
Note: Owner-occupied housing units without a mortgage are not included in the table. As of 2015, there were 371 owner-occupied housing units without a mortgage in the Town of Broadway. Median selected monthly owner costs were $334.

HOUSING AS IT RELATES TO OTHER PLAN ELEMENTS

It has already been established that the housing element is critical to a community's planning process, but it is also important to understand how housing is related to other plan elements such as demographics, economic development, infrastructure and historic resources.

Demographics and housing are the most interrelated. This is because in large part, demographic changes trigger changes in the housing market. For instance, housing needs change with age. Each stage in life brings the need for different types of housing in terms of size, cost and location. Younger households, those under the age of 35 tend to be in need of affordable rental housing or starter homes. Middle age households, those between the ages of 35 and 54 are generally larger and more affluent. Empty nesters and young retirees between the ages of 55 and 74 are in large part

homeowners who will age in place and seniors, those ages 75 and older face the challenges of home maintenance and as a result often downsize or seek alternative housing options like retirement communities.

The relationship between demographics and housing is also important to understand because the sizes of successive generations can change significantly. As these changes occur, the demand for certain types of housing changes as well. According to the 2010 Census, 12.84 percent of Broadway's population was age 65 years and over, 60.55 percent was between the ages of 18 and 64, and 18.88 percent was between the ages of 5 and 18. With further analysis of the demographic groups related to housing needs, 21.1 percent of the population was between the ages of 20 and under the age of 35, 27.1 percent was between the ages of 35 and 54, 13.1 percent was between the ages of 55 and 74, and 6 percent were 75 years old or older. Broadway's housing needs have recently been for middle aged homes, but in the future affordable housing will see a greater increase in demand than in the past.

Infrastructure also shares an important relationship with housing. The amount and location of new housing can potentially cause strain and create concern for different types of infrastructure. For instance, the community's transportation network should be considered when planning residential growth. It is important consider the capacity of the roadway network to and from these newly developed areas. Aside from transportation, the availability of water, wastewater and electric utilities should also be considered.

Economic development shares an important role with housing as well. Different types of housing attract various types of buyers and tenants. Therefore, housing costs should reflect the salaries of those in the community. Also, the availability of different types of housing is important to consider, especially when trying to attract and retain a well-balanced work force.

Housing and historic resources share an important relationship. Often historic buildings such as office buildings, stores, schools, warehouses or homes can be modified, where appropriate, for affordable housing and mixed-use opportunities.

HOUSING GOALS AND OBJECTIVES

Summary:
Housing issues for the Town are closely linked to general growth. Nearly 21.1 percent of Broadway's population is between the ages of 20 and under the age of 35. For this age group specifically, there must be affordable housing options for rental properties and starter homes. Broadway's population between the ages of 35 and 74 represent 40.2 percent of the Town's population. Currently it seems that housing needs for this age group are being adequately met, but as this group ages the town will need to make sure that housing options are available to meet the needs of seniors.

Goal 1. The Town will work with Rockingham County to ensure that older structures are being maintained to ensure safety.

Goal 2. Promote Homeownership.

Objectives:

- The Town should encourage desired new growth.
- The Town should encourage redevelopment of aging or abandoned structures.

Goal 3. Encourage affordable housing options.

Objectives:

- Support programs to encourage maintenance and renovation of existing housing.
- Historic buildings such as hotels, office buildings, stores, schools, warehouses or homes can be modified for affordable housing and mixed-use opportunities.

Goal 4. Promote a healthy housing market to help with economic development efforts.

Objectives:

- Encourage available housing to retain and attract a well-balanced work force.

Goal 5. Coordinate housing growth with land use planning.

Objectives:

- Encourage the use of PUD zoning designation to accommodate innovative approaches to housing development; ensure that PUD designation is not "over zoned," and thus ensures enough remaining available space for other developments.
- Retain no more than the current ratio of single to multi-family units.

CHAPTER 7 | *TRANSPORTATION*

INTRODUCTION

The Broadway Comprehensive Plan provides guidance for the performance and development of the Town's transportation system. The transportation recommendations in this chapter meet current needs and identify future improvements.

This chapter addresses the following topics:

- System Inventory and Existing Conditions
- Land Use and Planning Assumptions
- Transportation System Needs Assessment
- Recommended Projects
- Transportation Goals and Objectives

PURPOSE

Transportation system improvements are vital for local and regional economic growth and development. Providing effective, safe, and efficient movement of people, and goods is the goal of all transportation programs in the Commonwealth of Virginia. The recommendations in this Chapter are consistent with the VTrans 2040 statewide long-range transportation plan.

This Chapter evaluates Broadway's transportation system and provides recommendations to meet multi-modal transportation needs based on capacity, safety, and functional requirements.

SYSTEM INVENTORY AND EXISTING CONDITIONS

This section will review the following categories:

- Roads
- Parking and Rideshare
- Bicycle and Pedestrian Facilities
- Transit Service
- Air and Rail Travel
- Goods Movement
- Current Transportation Plans and Projects

ROADS

Broadway is located at the junction of VA 42 and VA 259, approximately 4 miles away from Interstate 81. VA 42 is referred to as Main Street, and serves as the primary route to access the downtown. VA 259 is referred to as Timber Way, Mayland Road, Brocks Gap Road or Lee Street, depending on the road segment.

The functionally classified urban thoroughfare system is a subset of Broadway's road network, and designated by VDOT, the Federal Highway Administration, and the Town. The thoroughfare system is comprised of roads that are functionally classified as arterials or collectors. Arterials serve as the major traffic-carrying roads in the Town. Collector roads carry less volume of traffic and feed traffic to arterial roadways. Broadway's thoroughfare system and functional classifications are shown in Map 7.1- Functional Classification on page 7-3. Roads in the Town not identified with functional class in color on map are local roads.

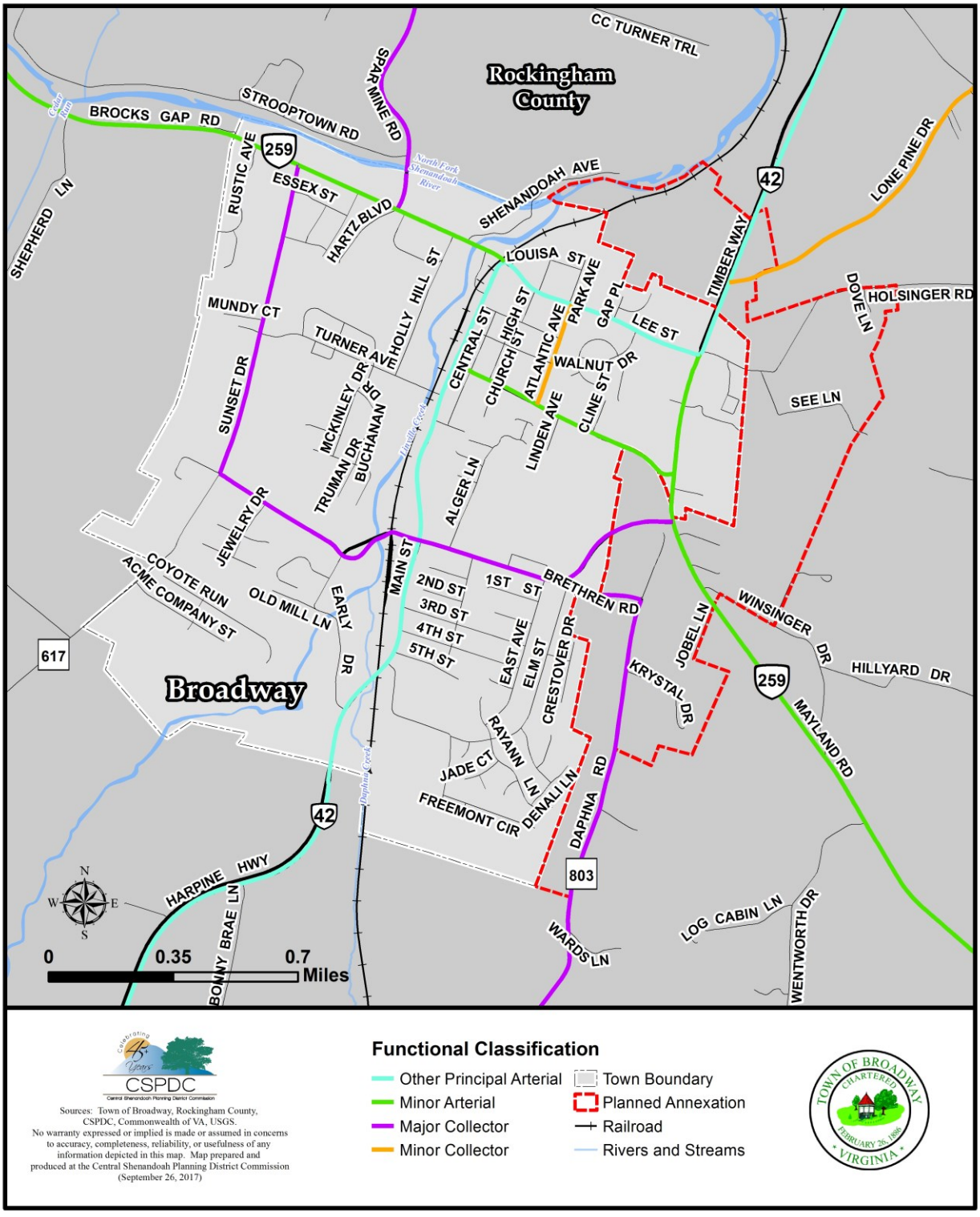
Functional Classification and Characteristics

Functional classification is the process of grouping streets and highways into systems based on the character of services they provide. Functional class is used to determine Federal-aid funding eligibility, design standards, and funding formulas for jurisdictions that maintain their own roads. VDOT's 2014 Functional Classification Comprehensive Guide describes the roadway functional classifications in the Town of Broadway. See below for more detail on the types of functionally classed roads in Broadway:

- Other Principal Arterials serve corridor movements of substantial statewide or interstate travel and provides an integrated network.
- Minor Arterials offer connectivity to the higher Arterial system, link cities and large towns, along with other major traffic generators, and form an integrated network providing interstate and inter-county service.
- Major Collectors serve intra-county travel corridors and provide land access and traffic circulation within residential neighborhoods, commercial, and industrial areas.
- Minor Collectors serve the remaining smaller communities and link local traffic generators with their rural hinterland.

VDOT maintains an inventory of the Town's urban thoroughfare system. Each road segment is defined by major changes in traffic volume, geometry (number of lanes, pavement width, etc.), or intersections. The inventory in Appendix C, Table C.1 contains information about each urban thoroughfare roadway segment.

Map 7.1 – Functional Classification

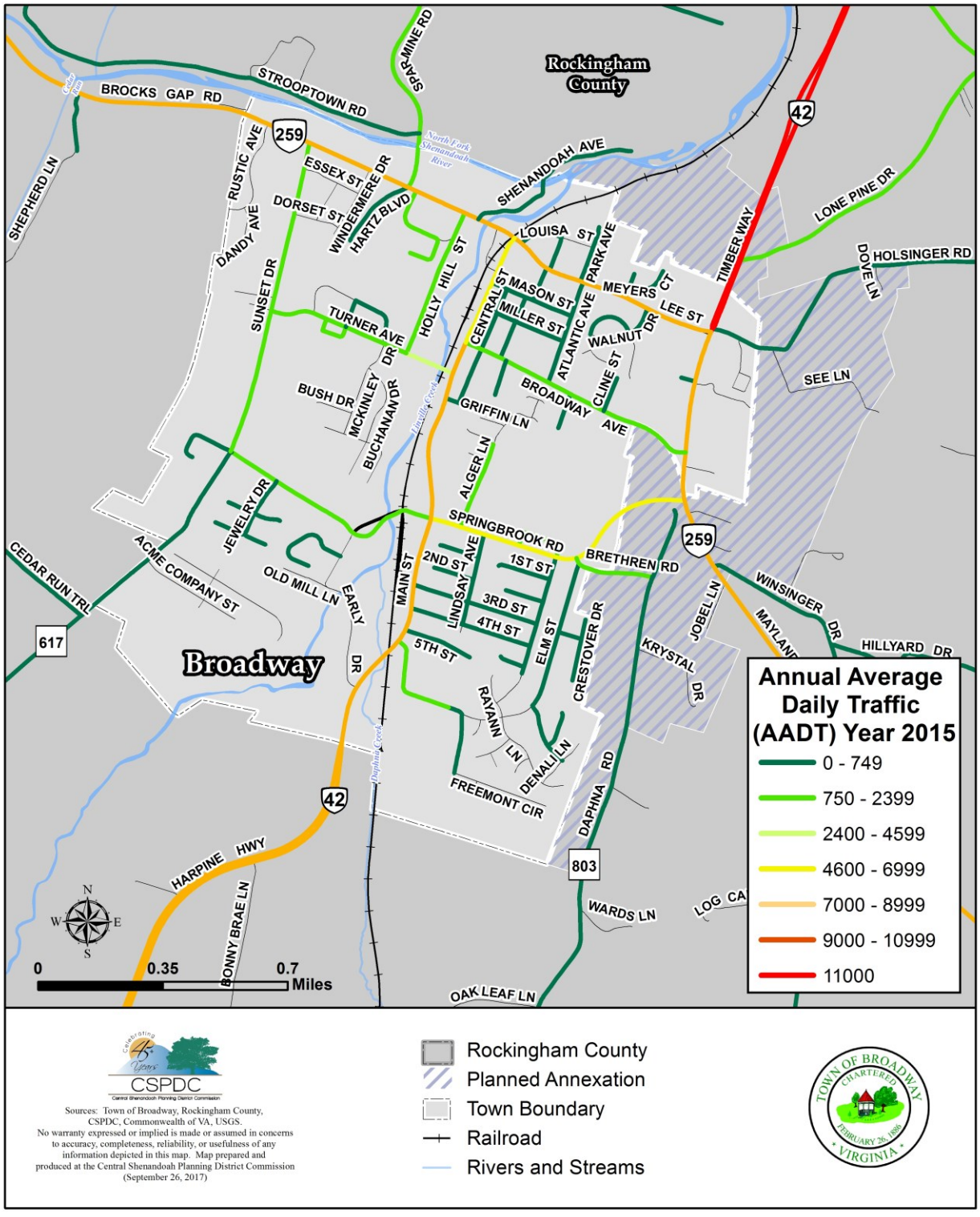


Annual Average Daily Traffic

Map 7.2 on page 7-5 shows the Town's estimated 2015 Annual Average Daily Traffic (AADT) volumes. AADT data for all arterials and collector roads are from counts provided by VDOT in 2015. The AADT shown on the map for local roads is from data collected in 2009 and 2012. Some local roads are not included due to a lack of data.

The AADT map highlights the nature of travel in Broadway. Motorists use a grid of collectors and arterials to reach their destinations. Heavy vehicles consistently flow throughout the urban thoroughfare system to and from West Virginia and connect into Interstate 81 or other nearby industrial areas. Heavy vehicles also use Broadway Avenue and East Springbrook Road.

Map 7.2 – Annual Average Daily Traffic (AADT) Year 2015



PARKING AND RIDESHARE

Broadway has ample on and off-street parking to serve existing and future demands. On-street parking is marked for customers in the central business district along North Main Street. The downtown has two large parking lots at the corner of Central Street and Miller Street. There is a short segment of on-street parking along Broadway Avenue near the intersection with North Main Street. There are no parking decks or metered parking spaces in the Town.

CSPDC administers the Regional Rideshare Program, which serves Rockingham County, and matches commuters to other destinations within the Planning District. The Mauzy Rideshare park-and-ride lot at I-81 Exit 257 has 32 parking spaces and 2 handicap spaces. The Regional Rideshare Program offers a guaranteed ride home program which can reimburse a limited number of emergency trips every year for riders who need to rent a car or call a taxi service. The Mauzy Park and Ride lot is well used and had an average occupancy rate of 65% (20 parking spaces used out of 31) in 2017, and could need expansion in the future.

BICYCLE AND PEDESTRIAN FACILITIES

Broadway has no bicycle lanes on its streets, but there is an 8-foot shared use path that runs for about 0.22 miles along West Springbrook Road, from Early Drive to South Main Street. The shared use path was designed to eventually connect to the Linville Creek Greenway project described later in this Chapter. Bicycle travel is a safe transportation option due to the low speed local roads and limited number of vehicles parked on the street. There were no bicycle or pedestrian related crashes between 2012-2016.

The Town has steadily expanded the pedestrian network since 2008, when it took over maintenance of its own streets from VDOT. The Town constructed new sidewalks along West Springbrook Road which connects to a crosswalk at Early Road, a small shared use path, and a pedestrian bridge over Linville Creek. These improvements complete the pedestrian network that connects the Broadway High School to the west end of Town. Other new sidewalk networks along Turner Avenue and Holly Hill Street connect neighborhoods to J. Frank Hillyard Middle School.

TRANSIT, SOCIAL SERVICE TRANSPORTATION, AND TAXI

There are three dedicated community service organizations that serve Broadway, providing transportation to the elderly and persons with disabilities. These organizations are located in Harrisonburg or Rockingham County, and Broadway is included in their service area. These organizations are as follows:

1) Friendship Industries, Incorporated
2) Pleasant View, Incorporated
3) Valley Program for Aging Services (VPAS)

There are no taxi companies in Broadway. There is no fixed-route service or deviated route service located in this section of Rockingham County.

AIR TRAVEL

The closest regional commercial airport to Broadway is the Shenandoah Valley Regional Airport located in Weyers Cave, about 35 miles to the southeast. Two other smaller privately owned public-use airports are located near Broadway, the Bridgewater Air Park and the New Market Airport.

RAIL

There is no passenger rail service in Broadway. The Town has freight rail service along two Norfolk and Southern rail spurs. One spur serves Virginia Poultry Growers Cooperative feed mill, and the other serves the Westvaco Wood Yard. The Town has four at-grade railroad crossings. See Table 7.1:

Table 7.1
Railroad Crossings of Public Streets

Location of Crossing
Route 42 (South Main Street)- Equipped with Gates and Flashing Lights
Route 259 (West Lee Street)- Equipped with Gates and Flashing Lights
Route 1421 (West Springbrook Road)- Equipped with Flashing Lights
Route 1414 (Turner Avenue)

GOODS MOVEMENT

Broadway has historically been a manufacturing town. Most goods shipments to and from Broadway and the immediate area are by truck. The Town experiences significant truck traffic generated from industries in the general vicinity, as well as through-trucks from outside the area.

Broadway experiences moderate-to-high amounts of heavy truck traffic on its thoroughfare system roads as shown in Table C.2 of Appendix C, which lists truck volumes for major roadways in Town. West Lee Street, Broadway Avenue, East Springbrook Road, and Timber Way have the highest heavy vehicle volumes which range from 6-7 percent.

CURRENT TRANSPORTATION PLANS AND PROJECTS

The Town accomplishes its transportation projects utilizing local, state, and federal funding. The Capital Improvements Program (CIP) lists projects that the Town intends to construct in the near term. VDOT's Six Year Improvement Program (SYIP) outlines planned spending for transportation projects proposed for construction or study within a six-year horizon. There are two projects currently programmed into Virginia Transportation Six-Year Program (FY 2019-2024) for the Town of Broadway. See Table 7.2:

Table 7.2
Virginia Transportation Six-Year Program (FY 2019-2024)

UPC	Description	Route	District	Road System	Jurisdiction	Estimate
113033	#SGR REPLACE BRIDGE ON RTE 259 OVER LINVILLE CR (STR 15862)	259	Staunton	Primary	Broadway	$6,641,000
112298	#SGR - REPLACE BRIDGE ON RTE 1411 OVER N. FORK SHENANDOAH RV	1411	Staunton	Secondary	Broadway	$676,000

LAND USE AND PLANNING ASSUMPTIONS

Identifying development patterns and trends, and forecasting where future growth and development are likely to occur are essential to making sound transportation planning decisions and infrastructure investments. The following land use and planning assumptions have been used to identify where the existing transportation network will need to be improved to meet demand generated by future growth and land use changes:

- Historic traffic volumes
- Population and demographics
- Land use
- Community facilities
- Commuter characteristics

HISTORIC TRAFFIC VOLUMES

VDOT's Statewide Planning System (SPS) is a data system designed to organize transportation planning related data and information such as roadway geometric inventories, traffic volumes, capacity analyses, and traffic projections. Traffic growth rates in SPS are based on the historic traffic trends within VDOT's Staunton Construction District. The Town developed revised traffic growth rates and 2040 traffic forecasts.

Updated traffic growth rates and forecasts for the Town's urban thoroughfare system can be reviewed in Table C.2 in Appendix C. These rates were developed by analyzing the Town's population growth, land use, and future development assumptions. The rates and projections were then reviewed and approved by Broadway officials.

POPULATION AND DEMOGRAPHICS

Tables 4.1 and 4.3 in Chapter 4-Demographics show that between 1990 and 2016, Broadway experienced a doubling of population from 1,861 to 3,860 (estimated). This growth was spurred by various factors such as increasing the size of the Town through annexation, and through housing growth. The Weldon Cooper Center estimates that the Town is still growing. The population increased by 4.58% between 2010 and 2016 as shown on page 4-2, Table 4.2. The desired rate of growth for the current planning period was set to 0.75 percent to reflect not only the continued growth trend, but also a decrease in the number of building permit applications, and no plans for additional land annexation in the near future.

The 2010 median age in Broadway was less than the state average. From 2000 to 2010, the child population grew, and the proportion of children to the general population was higher than the state average as well. School enrollment also continues to grow as of 2017. The working age population (ages 18-64), and the elderly population have been in slight decline. The population pyramid in Chart 7.1 is a graphical illustration of the distribution of age groups within the Town's 2010 population. Generally, a pyramid shape indicates that a population is growing. Broadway is not following the statewide trend of an increasingly aging population.

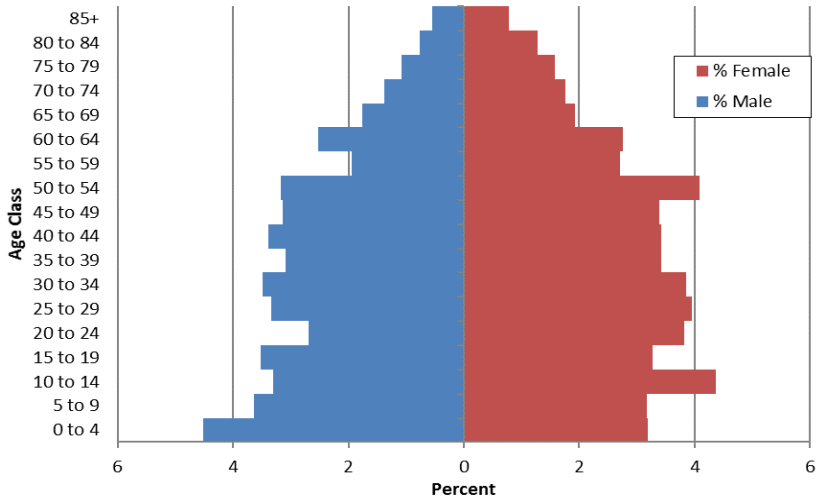
Age distribution trends can change, and the Town will review the 2020 Census results in the coming years. If Broadway continues to be a desirable place for members of the regional workforce to live and raise families, then the Town will continue to need to make transportation investments that both support commuters in their journeys to work outside the Town, and to expand its multimodal transportation network within its own boundaries to maintain a high quality of life for residents of all ages.

Depending on the 2020 Census findings, Broadway's next round of transportation recommendations may need to pursue strategies that reduce travel times and single-occupancy vehicle rates in order to help workers and an aging population reach external locations over the next 20 years.

Chart 7.1

Town of Broadway, VA Population, 2010

Source: U.S. Census



LAND USE

The area covered in this Chapter includes the current Town boundary and the planned annexation areas along the eastern Town boundary. The Town does not plan to annex or develop the planned annexation areas at this time. The planned annexation areas are included in all maps in this chapter as well as Map 10.1- Future Land Use on page 10-16.

The Town has designated its full geographic area, including the current Town boundary and planned annexation areas, as its Urban Development Area (UDA). The designated growth area as discussed herein has been found to meet the intent of the Code of Virginia, section §15.2-2223.1. UDAs coordinate land use and transportation planning efforts, and are intended to embody the principles of Traditional Neighborhood Design. Traditional Neighborhood Development embodies classic characteristics of traditional communities such as:

- Walkable neighborhood centers
- Interconnected streets and blocks
- Diversity of land uses
- Easy access to jobs, housing and recreation by a variety of travel options (auto, bus, walk, bike, etc.)

Future residential and commercial growth has the potential to impact vehicle traffic volumes and safety. The Coyote Run Subdivision in the southwest portion of the Town is currently under development, and is approximately 10 years from complete build-out. At build-out, the subdivision will contain 202 single family homes. Future traffic volumes were estimated using trip generation rates, and it was determined that roadway capacity on adjacent roadways was ample.

Vehicle traffic and safety operations surrounding the intersection of Route 259/Timber Way and Route 42 will be impacted if commercial development occurs. Traffic growth rates for these road segments were reflected in future volume and capacity analyses. This corridor has also been identified by the Town as an existing concern from an operational and safety standpoint.

As discussed in Chapter 10, the Town wishes to grow, but not at the expense of its small-town atmosphere and quality of life. It does not plan to increase population density through rezoning, or extend public utilities to undeveloped areas. The Town does not anticipate any new large commercial or industrial developments in the near future. The downtown commercial district will be the principal focus for the Town in the future, including streetscape and beautification improvements. In the long term, the Town recognizes the need to coordinate policies with Rockingham County and the Town of Timberville to work together for the best overall growth pattern.

COMMUNITY FACILITIES

Community facilities are generators of bicycle and pedestrian traffic. Broadway has two recreational parks: Heritage Park and Broadway Community Park. Heritage Park is located along Turner Avenue, and Broadway Community Park is located at the end of Turner Avenue along Route 617.

The Broadway Farmers Market opens seasonally at the Veteran's Memorial Wall Park at 161 South Main Street, at the intersection with Rock Street. A new pocket park across the street from Heritage Park along the south side of Turner Avenue and the Linville Creek Greenway has been proposed to be developed in the future (See Appendix D).

Broadway has made many new bicycle and pedestrian connections to community facilities, schools, neighborhoods and other institutions. Peak period traffic congestion and vehicle crashes could decrease over time as more residents and students shift to the non-motorized transportation network. In the future, the Town may need a bicycle and pedestrian safety plan to analyze non-motorized infrastructure usage, future community facility projects, and safety.

COMMUTER CHARACTERISTICS

Understanding commuter behavior gives planners more context in understanding the pattern, length, and types of work trips happening in an area. Commuter travel trends inform a variety of questions regarding future travel demand, peak period congestion management, and economic forces at play in the region. Fuel and housing costs dictate the ability to find work or move closer to a new or existing job.

The 2015 American Community Survey estimates that 86.2 percent of Town workers drive by automobile (alone) to work. Approximately 6.5 percent carpool with one or more individuals, and approximately 6.2 percent work at home. Travel time to work estimates indicate that 21 percent of commuters travel less than 10 minutes, 25 percent travel 10-20 minutes, 30 percent travel for 20-24 minutes, and 24 percent of commuters travel longer than 24 minutes. The mean average trip travel time is 18.3 minutes.

Many Broadway residents commute to a variety of locations within the City of Harrisonburg, Rockingham County and elsewhere outside Rockingham County. Approximately 4.6 percent (88 residents) live and work in Town, and approximately 95.4 percent (1,825 residents) work outside of Town. Of all individuals who are employed in Broadway (1047 individuals), 91.6 percent (959 Individuals) live outside of the Town according to U.S. Census Bureau, OnTheMap, 2015.

The commuter characteristics of Broadway indicate that most workers drive alone and more than half of workers travel longer distances. Transportation Demand Management (TDM) strategies like carpooling, rideshare, and park-and-ride lots may help offset Town resident transportation costs from economic swings or rising fuel costs in the future.

NEEDS ASSESSMENT

A UDA is defined as "an area designated by a locality that is (i) appropriate for higher density development due to its proximity to transportation facilities, the availability of a public or community water and sewer system, or a developed area and (ii) to the extent feasible, to be used for redevelopment or infill development." UDAs shall also incorporate the principles of Traditional Neighborhood Development (TND). Through legislation (Virginia Code § 15.2-2223.1), the General Assembly has directed that transportation improvements that support UDAs be consistent with the needs assessment contained in VTrans 2040, as well as to be considered in the SMART SCALE statewide prioritization process for project selection.

The Town's needs are:

- Roadway capacity and infrastructure improvements (additional lanes)
- Roadway operations (intelligent transportation systems, including traffic signals)
- Bicycle infrastructure (bicycle lanes, crossing, paths, parking, bike-specific traffic signals)
- Pedestrian infrastructure (cross walks, pedestrian signals)
- Complete streets improvements beyond bike/pedestrian facilities (road diet, landscaped medians, turning lanes, lighting, benches, trees)
- Safety features
- Intersection design or other Improvements (roundabouts, improved geometry, add turning lanes)
- Signage/wayfinding

To assess transportation needs for the Town, traffic projections to the year 2040 were developed to analyze the performance of the transportation system. A crash analysis was also performed to review safety needs. Existing and future needs informed the basis for the recommendations.

FORECAST METHODOLOGY

Updated traffic growth rates and forecasts for the Town's urban thoroughfare system can be reviewed in Table C.2 in Appendix C. All major roadways in the Town were anticipated to incur traffic growth between 0.5 percent, 1 percent, and 1.5 percent per year. The 2015 traffic volumes for each road segment were then multiplied by the respective growth factor to obtain the 2040 traffic projection for that segment of the roadway using simple linear growth.

Growth rates were analyzed and checked against the land use and planning assumption factors mentioned on page 7-9. All available traffic data for the period from 2000 to 2015 was collected and summarized. A trend-line analysis was performed and growth rates for the urban thoroughfare system roadways were developed.

YEAR 2040 CONDITIONS AND NEEDS

Projected 2040 traffic volumes are shown on Map 7.3 on page 7-15 and were used to identify future deficient roadways in the Town. Traffic performance data for Broadway's urban thoroughfare system is available in Table C.2 in Appendix C. VA 42 / Main St, East Springbrook Road, and VA 259 from Timber Way west through Lee Street are projected to see the highest increases in forecasted traffic.

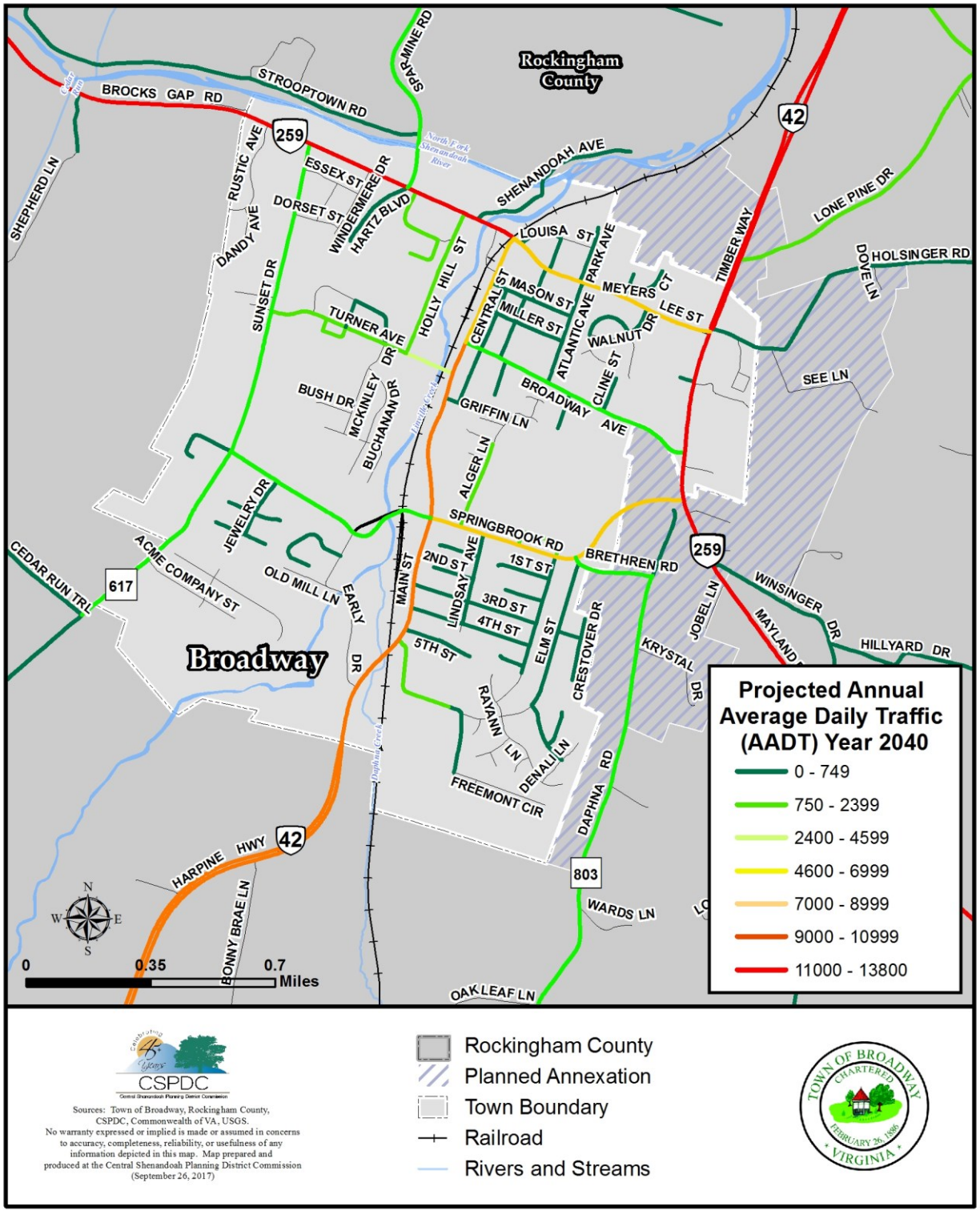
The volume-to-capacity ratio (V/C) is a conventional measure of effectiveness, and is used to determine relative congestion of a roadway. It compares roadway demand (vehicle volumes) with roadway supply (carrying capacity). For example, if there were 10 cars on a road segment, and that road segment's capacity could only hold 10 cars, the road would be considered at full capacity. The road would have a V/C ratio of 1:1, or for simplicity, a V/C ratio of 1. This measure can alert transportation planners to areas where capacity improvements can be targeted. The following V/C ratio classifications may be used to relate the V/C ratio to a description of capacity:

Network V/C Ratio Class

- Free Flow Conditions (0 – 0.6)
- Mild Congestion (0.6 – 0.8)
- Congested (0.8 – 1)
- Over Capacity (>1)

The 2040 projected V/C ratio for each urban thoroughfare system roadway is shown in Table C.2 in Appendix C. There are only two roadway segments projected to experience mild congestion in the year 2040. These road segments are South Main Street between Springbrook Road and Broadway Avenue, and Timber Way between Broadway Avenue and East Lee Street. The Town is projected to have ample capacity on the roadway system in the future.

Map 7.3 – Projected Annual Average Daily Traffic (AADT) Year 2040



CRASH ANALYSIS 2012-2016

Vehicle crashes in the Town were analyzed using five years of crash data. Crash reports from January 1, 2012 to December 31, 2016 were obtained from an online database maintained by VDOT's Traffic Engineering Division. There were 120 total crashes recorded in the Town in five years which translates to an average of 24 total crashes per year. Of the total number of crashes, 33 were injury crashes, which equates to an average of 6.6 injury crashes per year. There were no pedestrian or bicycle crashes recorded.

Vehicle crashes were broken into two main categories: 1) Crashes by Severity and 2) Crashes by Type. The breakdown of the two categories are shown in Chart 7.2. The most common type of crash was rear-end with a total of 52, followed by angle crashes with a total of 26. Of all rear end crashes, 9 resulted in some type of injury, including an ambulatory injury.

Of all angle crashes, 9 resulted in some type of injury, including an ambulatory injury. The most common crash in terms of severity was Property Damage Only (PDO), with a total of 86. There was one fatality in the Town during this time period, and speed was cited as the major issue.

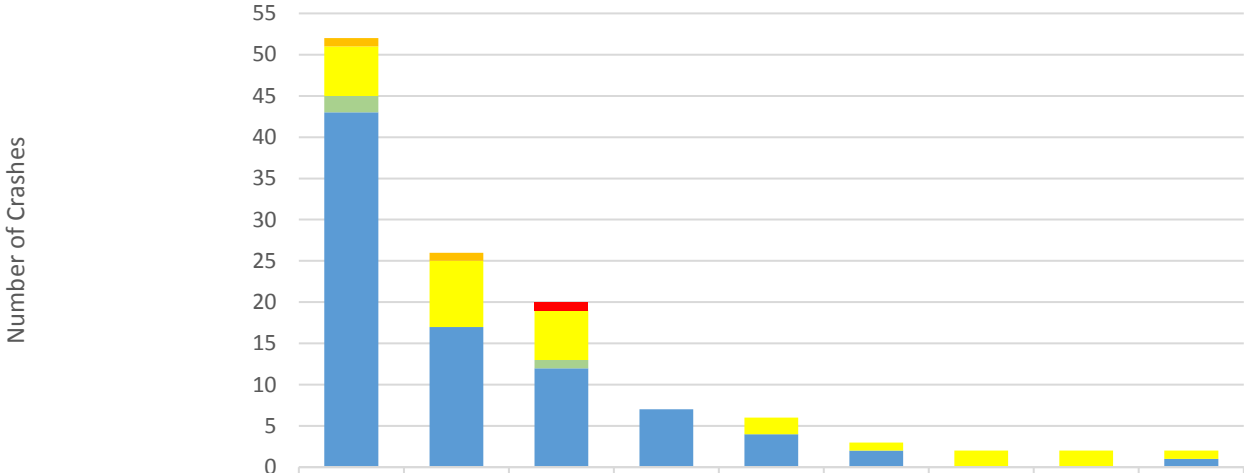
Crashes were most likely to occur when commuter traffic was highest during the 6:00 am - 9:00 am and 3:00 pm - 6:00 pm time periods. Crashes by time of year on Chart 7.3 were higher, on average, during the 1st and 4th quarters of the year. These crash trends could be affected by winter weather or reduced visibility from lower light conditions during the daylight savings term.

The orange trend line in Chart 7.3 indicates that crashes grew on average by about 1.4 percent per year between 2012 and 2016. Many of the Town's crashes were clustered along various segments of Route 259, which also saw increases of traffic volumes ranging from about 1 to 3 percent over the same time period. Therefore, the increase in the Town's crashes are consistent with the increase in traffic volumes along Route 259.

Map 7.4 - Crash Locations Years 2012-2016 on Page 7-18 shows that crashes cluster around higher traffic volume intersections of the urban thoroughfare system. The intersections with the highest number of injury crashes were:

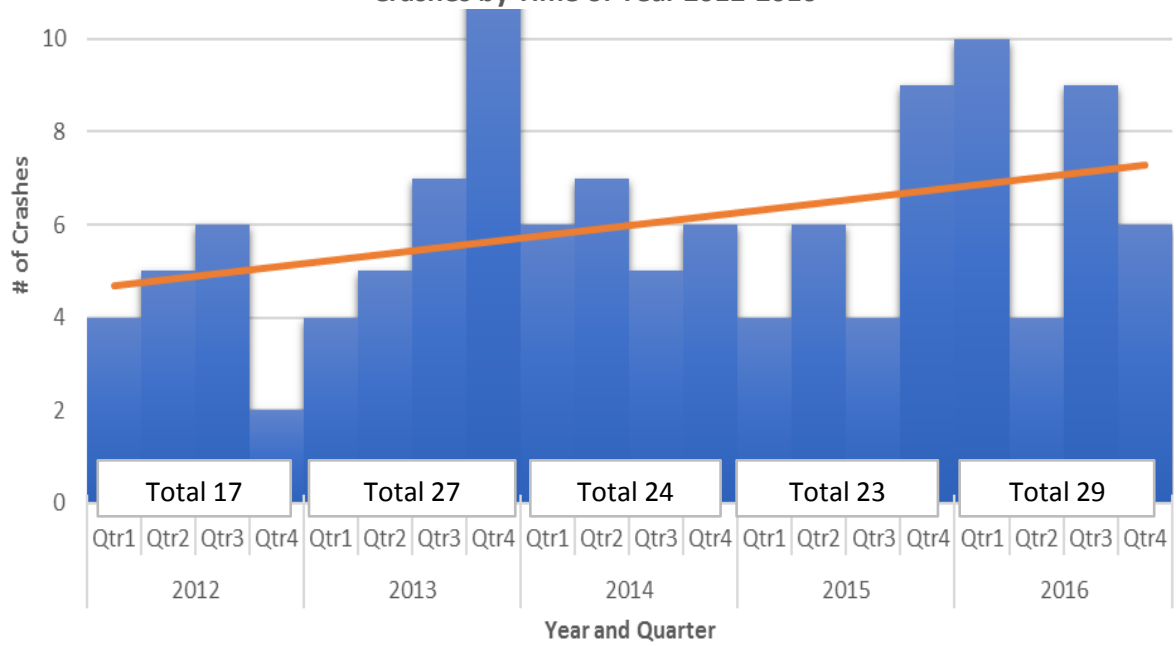
- VA 259 Mayland Road and East Springbrook Road – 1 Ambulatory Injury crash, 1 Visible Injury Crash
- VA 42 Main Street and Broadway Avenue - 2 Visible Injury Crashes
- VA 42 North/ Timber Way and VA 259 / East Lee Street - 2 Visible Injury Crashes

Chart 7.2
Crashes by Severity and Type 2012-2016

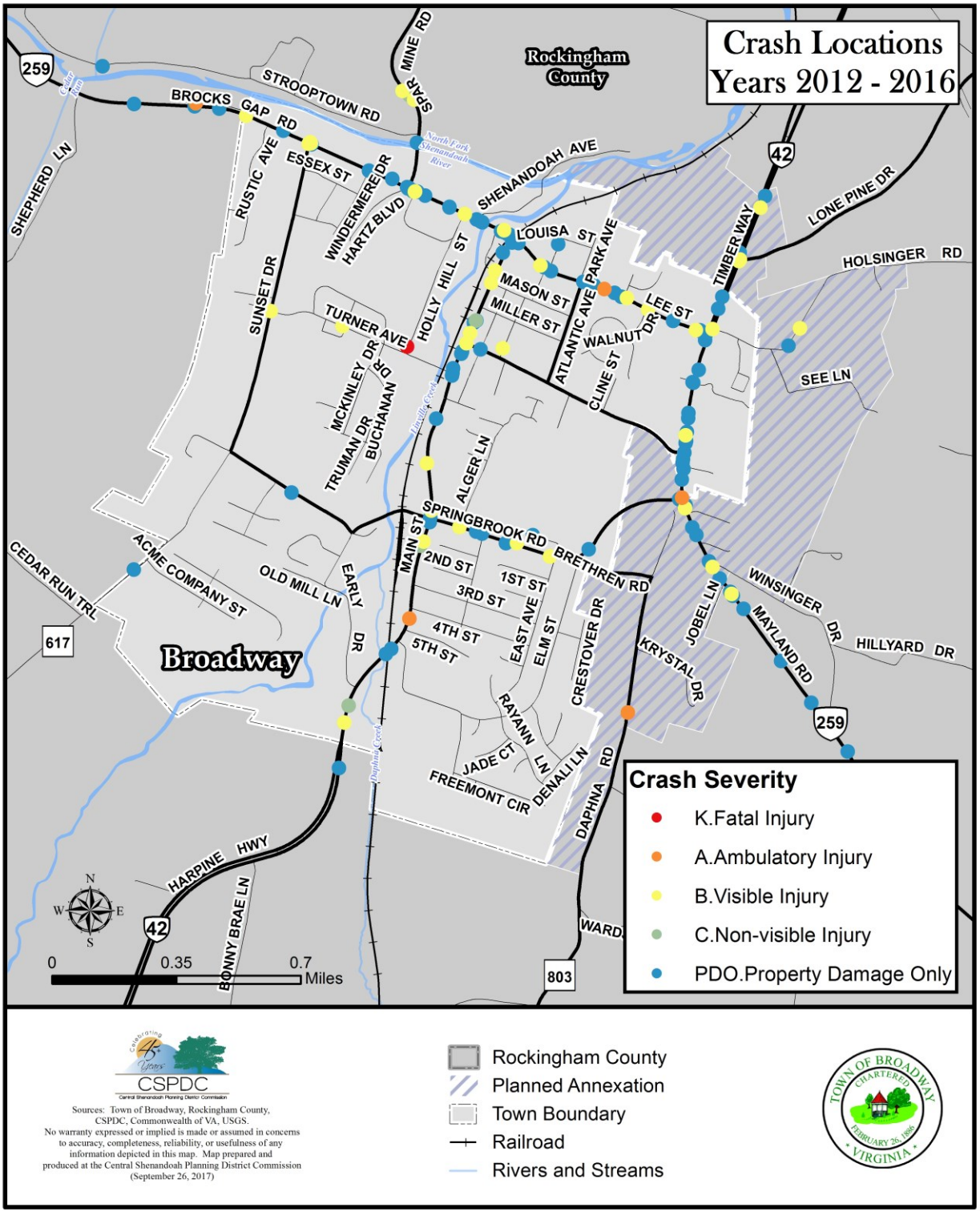


	Rear End	Angle	Fixed Object - Off Road	Sideswipe - Same Direction	Head On	Other	Sideswipe - Opposite Direction	Non-Collision	Deer
K.Fatal Injury			1						
A.Ambulatory Injury	1	1							
B.Visible Injury	6	8	6		2	1	2	2	1
C.Non-visible Injury	2		1						
PDO.Property Damage Only	43	17	12	7	4	2			1

Chart 7.3
Crashes by Time of Year 2012-2016



Map 7.4 – Crash Locations Years 2012-2016



TRANSPORTATION RECOMMENDATIONS

The recommended projects and studies are based on existing and future transportation needs. These include operational and safety conditions, multimodal transportation deficiencies, and goods movement. The transportation system recommendations for Broadway are divided into two phases. Short Term recommendations are needs that can be met based on relatively low costs, impacts, and ease of implementation. Long Term improvements correct deficiencies based on projected costs and/or potential impacts that would require a greater number of years to plan and fund.

Based on analysis of the highway capacity, safety, geometry, and other local issues affecting the performance of the transportation system serving the Town, 10 recommendations are included here. Planning-level cost estimates were developed using VDOT's Transportation and Planning Mobility Division (TMPD) worksheet and are shown in 2018 dollars. The proposed transportation plan projects and study recommendations are described below.

Short-Term Recommendations

1. Sunset Drive Curb, Gutter, and Sidewalk: Install curb, gutter and sidewalk on the both sides of Sunset Drive from the intersection of West Springbrook Road to Route 259 / Brocks Gap Road (0.9 miles).

   Cost Estimate: $4,344,000

2. Turner Avenue Sidewalk Extension to Broadway Community Park: Extend the sidewalk from John C. Myers Elementary School to Broadway Community Park. Install crosswalks as needed and pedestrian signage at intersection of Turner Avenue and Sunset Drive (0.21 miles).

   Cost Estimate: $490,000

Long-Term Recommendations

3. Linville Creek Greenway: The recommendation is to construct a 10-foot wide multi-use trail along the west bank of Linville Creek from Springbrook Road to Lee Street. This project will create a central north-south connection in the Town's non-motorized infrastructure system. (0.9 miles)

   Cost Estimate: $1,642,500

4. Brock's Gap Road/ West Lee Street Pedestrian Improvements: Sidewalk improvements from Route 42 Main Street to Western Corporate Limits (0.83 miles).

   Cost Estimate: $955,000

5. Broadway Avenue at Route 259 (Mayland Road): This intersection is targeted for an increase in safety measures. The recommendation is to convert this intersection into a signal-controlled intersection. This is intended to improve safety by mitigating crashes due to the left turn movement from Broadway Avenue to Route 259 North.

   Cost Estimate: $440,100

   5a. Broadway Avenue / Route 259 Intersection Improvements (roundabout): A roundabout design concept was reviewed to meet the requirements of a Traffic Signal Warrant Analysis. An alternate intersection configuration or solution must be reviewed before a traffic signal can be recommended.

   Cost Estimate: $2,497,500

6. Route 259 Brock's Gap Road and Spar Mine Road Intersection Roundabout: Construct 5-leg roundabout where Route 259/Brock's Gap Road intersects Spar Mine Road, Hartz Boulevard, and Hawks Hill Drive.

   Cost Estimate: $2,775,000

Further Study/Implementation Recommendations

Considering future transportation planning efforts, there are four recommended studies. These studies are:

7. Route 259 (Mayland Road) Corridor Study: This corridor presents several safety, capacity, and environmental deficiencies. The issues include high amounts of heavy vehicle traffic, mudslides, and sight distance issues at various intersections. The recommendation is to study this corridor in-depth, develop recommendations and cost estimates for proposed recommendations.

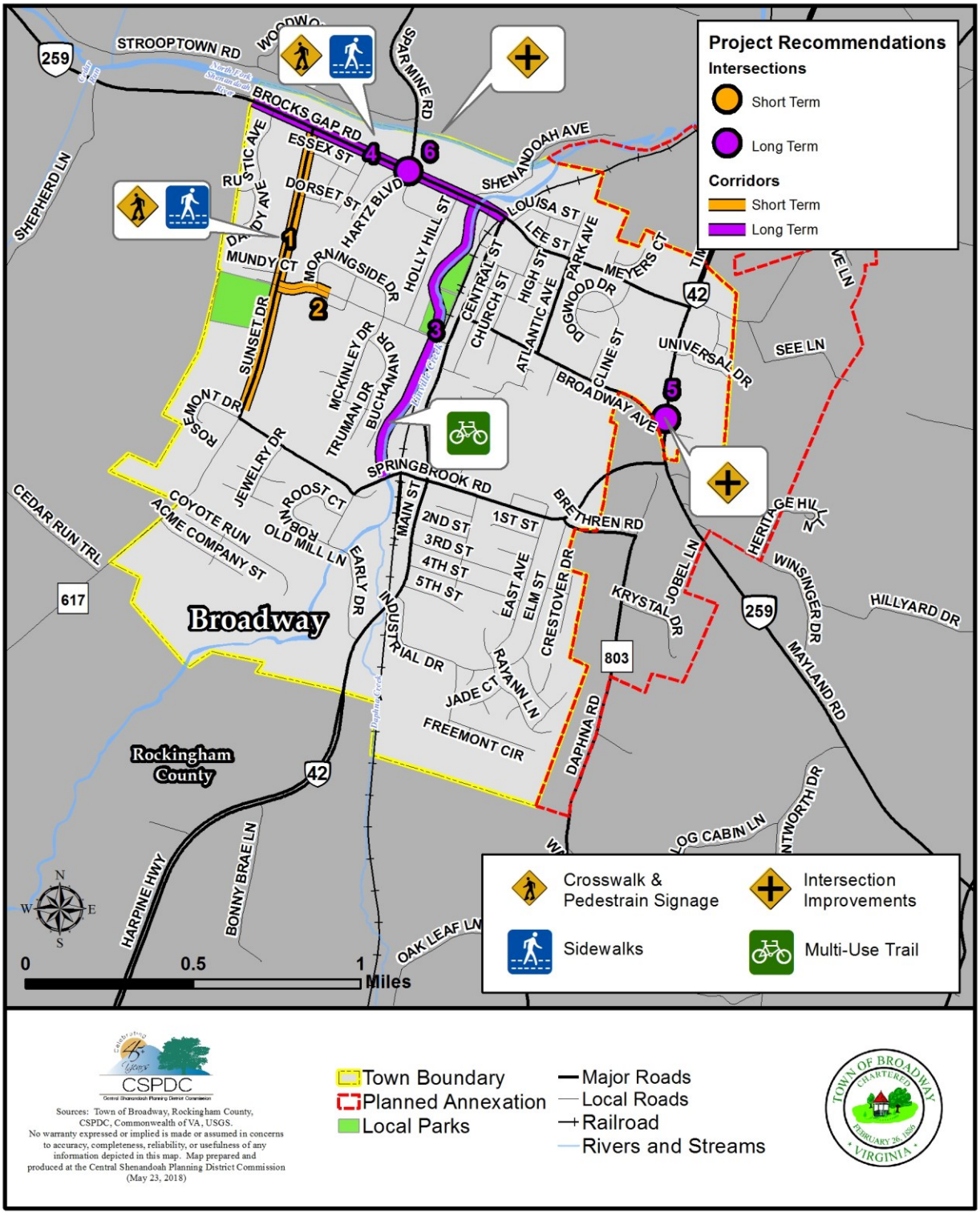
8. Lee Street and Holly Hill Street: Perform an intersection study to review possible recommendations. Recommendations may include all-way stop control, intersection signalization, hours of restricted turn movements or left turn lane installation.

9. Sidewalk Inventory: Identify "gaps" in the sidewalk network and prepare a prioritized list of locations where new sidewalk construction would improve the pedestrian facilities within Broadway.

10. Route 259 /Brock's Gap Road/ West Lee St. Speed Study: Perform a speed study along a short corridor with 6 unsignalized intersections from Rustic Avenue to North Main Street. Speeding vehicles, heavy truck traffic, and poor access management have been identified as a safety concern by the Town. This road segment also passes in front of a middle school which creates additional peak hour traffic safety concerns. The current speed limit is 35-mph.

Additionally, future transportation implementation policies should include, where appropriate, design standards for on-street parking to ensure adequate sight distance, particularly at intersections. As well, all newly constructed curb ramps should be within Americans with Disabilities Act (ADA) compliance standards.

Map 7.5 – Project Recommendations



TRANSPORTATION PLAN GOALS, STRATEGIES AND OBJECTIVES

Summary:
The Town will foster the road improvements that are necessary to accommodate the expected future levels of development and traffic. All major land development projects within the Urban Growth Areas may be required to design and build an on-site street system that provides sufficient capacity for the proposed on-site traffic, provides for street connections to all adjoining properties, and provides the appropriate linkage to the surrounding road network that will contribute toward the ultimate grid network for the Urban Growth Area. The street network should be an extension of the town grid networks wherever possible.

Goal 1. Provide a safe and secure transportation system.

Strategy 1.1 Give transportation safety issues priority in funding decisions.

Objectives and Actions for Implementation:

- Adopt standards for rezoning that include road and bridge capacities as criteria for approval.
- Identify dangerous transportation mode/user conflicts within the transportation system.
- Increase safety awareness of users and providers of transportation systems.
- Use traffic calming measures at appropriate locations.
- Determine appropriate level of signage to enhance transportation safety conditions.

Goal 2. Enhance the connectivity of the existing transportation network within the Town across all modes for both people and freight.

Strategy 2.1 Protect existing public investments in roads by:

Objectives:

- Coordinating land use commitments with transportation capacity.
- Defining and protecting potential future road corridors for long term needs.
- Designing a transportation system that serves all modes (motor vehicles, bicycles, and pedestrians) by locating roads, paths, lanes and sidewalks according to need.

Actions for Implementation:

- Prepare corridor development plans as elements of the Comprehensive Plan for major roads so as to foster a parallel road network to provide alternative routes to the arterial and urban thoroughfare system to reduce the number, and control the location of entrances.
- Encourage proposed employment centers to locate in close proximity to existing or planned major roads.

- Require building setbacks that reflect the right-of-way. This will likely ensure corridor preservation by identifying and preserving right-of-way for future transportation improvements.
- Require minimum separation of entrances in accord with the roadway classification and the adopted corridor plan and consider the use of secondary roads, inter-parcel connection, and shared commercial streets/entrances to preserve the capacity within the transportation network.
- Encourage the design of a road system to meet agricultural needs.
- Design local streets to give priority to both vehicles and pedestrians.
- Require traffic impact studies for major development proposals. The Town will coordinate preparation of guidelines for development applicants in preparing traffic impact studies. Applicants will be required to analyze site access elements and to coordinate such findings with adopted Town policy.

Strategy 2.2 Bring greater resources to transportation planning and funding.

Objectives and Actions for Implementation:

- Encourage regional transportation planning, investment, and projects that support new and/or expanding economic development opportunities.
- Coordinate transportation planning between the Town and other jurisdictions to improve mobility.
- Share planning and costs with other jurisdictions when Town road improvements have mutual benefits.
- Solicit private financial participation in projects.
- Require identification of initial and long-term transportation impacts associated with proposed developments.

Strategy 2.3 In planning and designing the road system, consider public roads to be public spaces, which serve multiple public purposes in addition to carrying motor vehicles.

Objectives and Actions for Implementation:

- Promote and establish attractive gateway/entrance corridors.
- Promote and adhere to the policies in the Broadway Streetscape Plan.

Strategy 2.4 Promote alternative modes to reduce traffic volumes on roadways.

Objectives and Actions for Implementation:

- Encourage the use of bicycles in the design of new roads and developments.
- Require pedestrian access and circulation in development areas.
- Work with adjoining localities to extend bus service where practical. Encourage initiatives for public transportation and transit alternatives initiated by private sector or community groups, including public/private partnerships.

- Encourage the use of rail by industry, and deference to new industries, to use rail instead of solely trucks. Encourage the coordination of adjacent land uses to best facilitate the maximum use of the railroads.
- Designate community parking areas to facilitate ride-sharing.

Goal 3. Ensure continued quality of life during project development and implementation by considering natural, historic, and community environments, including special populations.

Objectives and Actions for Implementation:

- Design developments and transportation facilities that are compatible with the aesthetic, historic, and physical characteristics of area localities.
- Minimize transportation impacts to historic, cultural, and environmental resources and local communities.
- Develop a set of design criteria, including landscaping, setbacks, and buffers, specifically for rural roadways that improve mobility and safety while keeping rural aesthetic conditions intact.
- Formulate and adopt Context Sensitive Design criteria in transportation planning and project development.

Goal 4. Encourage land use and transportation coordination, including but not limited to, development of procedures or mechanisms to incorporate all modes, while engaging the private sector.

Objectives and Actions for Implementation:

- Promote the coordination of transportation improvements as land use changes and focus the majority of improvements within designated growth areas.
- Within designated growth areas, encourage mixed-use developments with adequate internal circulation systems to minimize the length and number of vehicular trips and optimize traffic flow.
- Promote street design in proposed new developments that facilitates non-motorized trips and investments in an interconnected transportation network (transit and bicycle/pedestrian facilities).
- Consider innovative land development patterns and site designs to prevent additional congestion and improve accessibility.
- Coordinate planning and development with governmental transportation agencies at all levels, environmental land use plans and regulations.

CHAPTER 8 | *UTILITIES*

INTRODUCTION

The utilities component is an important part of any comprehensive plan. The Town's infrastructure is a key component in its ability to ensure clean, safe and abundant supplies of drinking water which ultimately relates to the prosperity of a community. This chapter also takes into account solid waste and wastewater.

The utilities chapter relates to several other plan elements, including, but not limited to, natural resources, economic development, and housing. The development of water supplies sometimes affects other natural resource goals. In such cases, one should be aware of sensitive areas and resources. Access to water and sewer infrastructure is directly related to economic development and a community's ability to attract a diverse business base. Such infrastructure can often determine the Town's ability to expand both residentially and commercially. When planning for development, a community must always be aware of their water and wastewater resources.

WATER

The Broadway Water Treatment Plant treats water by conventional methods in the operation of a rapid sand filtration plant. The Water Plant has a treatment capacity of 674,000 gallons per day (gpd) and is located at 350 Shenandoah Avenue. The plant operates an average of 10 hours per day and is staffed by two Class I operators and one Class II operator. The plant provides water service to approximately 3,700 people and has a total of 1,452 residential, business and commercial metered connections.

The current raw water source for the plant is the North Fork of the Shenandoah River. To date, this source has provided adequate water for the Town; however, records indicate that during periods of low flow conditions (less than 233,200 gpd), the North Fork will not provide adequate water to allow operation of the plant at peak capacity. Linville Creek is an alternate and/or additional raw water source for the Town. The calculated safe yield of Linville Creek is 880,000 gpd which will more than satisfy the peak demand of the Town's water plant. In 2015, the Town drilled a new well with a yield of 100 gpm (gallons per minute). It was put into production in 2017.

The original water distribution system was installed in 1935 and currently consists of cast iron and ductile iron pipes, one elevated and two ground storage tanks with a combined capacity of 1,010,000 gallons, and two booster pump stations creating three different distribution pressure zones. No major improvements have been made to the treatment facility recently; however, the Town will begin construction on an upgrade to the current water treatment facility. Plans include upgrading the facility to a membrane filtration plant which will be completed by 2019.

Pipe sizes in the system range from 2 to 12 inches in diameter. The 160 fire hydrants scattered throughout the system are tested routinely to assure they are working properly. During the 2016 calendar year the Town distributed a daily average of 0.33 mgd.

In order to supplement the water demand, the Town purchases treated water from the Food Processors Water Co-op. In 2016 the daily average amount purchased from the Co-op was 0.03 mgd. The Town provides water to all areas within the Town and some areas that are identified in the planned annexation boundary. Please refer to Map 8.1 – Water Utilities for the location of water utilities. The party desiring the connection must make all necessary excavations and pay for all materials necessary for connection. The Town's Development Regulations require developers to extend utilities. The water billings are computed on a bi-monthly basis and the current rate structure can be found on the Town website.

FUTURE NEEDS

The following information was obtained from the Town of Broadway and projected into the future using an annual growth rate.

POPULATION PROJECTIONS

The Town of Broadway has grown slower as compared to years prior. From 1990-2010 Town annexations and a housing boom took place resulting in a rapid population increase. A 0.75 percent average growth rate has been established by the Planning Commission as the desired rate of growth for the planning period (See Chapter 4 - Demographics). Assuming a 0.75 percent average annual growth rate, population projections are presented in Table 8.1:

Table 8.1
Current and Projected Population Estimates

Year	Population
2016	3,860
2026	4,159
2036	4,481
2046	4,759

Note: Assumes a 0.75 % annual rate of growth.
Source: Weldon Cooper Center, Intercensal Estimates, 2016

DEMAND PROJECTIONS

Assuming a 0.75 percent average annual growth rate, demand projections are presented in Table 8.2:

Table 8.2
Projected Water Demand

Year	Water Demand (mgd)
2016	0.32
2026	0.35
2036	0.37
2046	0.40

Note: Assumes a 0.75 % annual rate of growth
Source: The Town of Broadway

Total demand is projected to increase 140 percent over the period (2010-2040). Based on information provided by the Town of Broadway, the current demand is disaggregated into the categories presented in Table 8.3**:**

Table 8.3
Current Demand Disaggregation

User Category	% of Total Demand
Residential	70
Commercial	7
Industrial	10
Lost and Unaccounted-for Water	13
Sales to Other Communities	0
Total	**100**

Source: The Town of Broadway

It is assumed that the same percentage breakdown between each user category will remain constant over the planning period. Based on this assumption, projected demands, by demand sector, for the Town of Broadway are presented in Table 8.4:

Table 8.4
Disaggregated Water Demand Projections

	Year			
Demand Sector	**2016**	**2026**	**2036**	**2046**
Residential	0.22	0.25	0.26	0.28
Commercial	0.02	0.02	0.03	0.03
Industrial	0.03	0.04	0.04	0.04
Lost and Unaccounted-for Water	0.04	0.05	0.05	0.05
Sales to Other Communities	0	0	0	0
Total	**0.32**	**0.35**	**0.37**	**0.40**

Source: The Town of Broadway

STATEMENT OF NEEDS AND ALTERNATIVES

This section addresses the adequacies of existing water supplies to meet demands through the planning period, based on the data presented in previous sections of this report.

Projected Year 2040 water demands, and current permitted capacities of each locality are compared in Table 8.5:

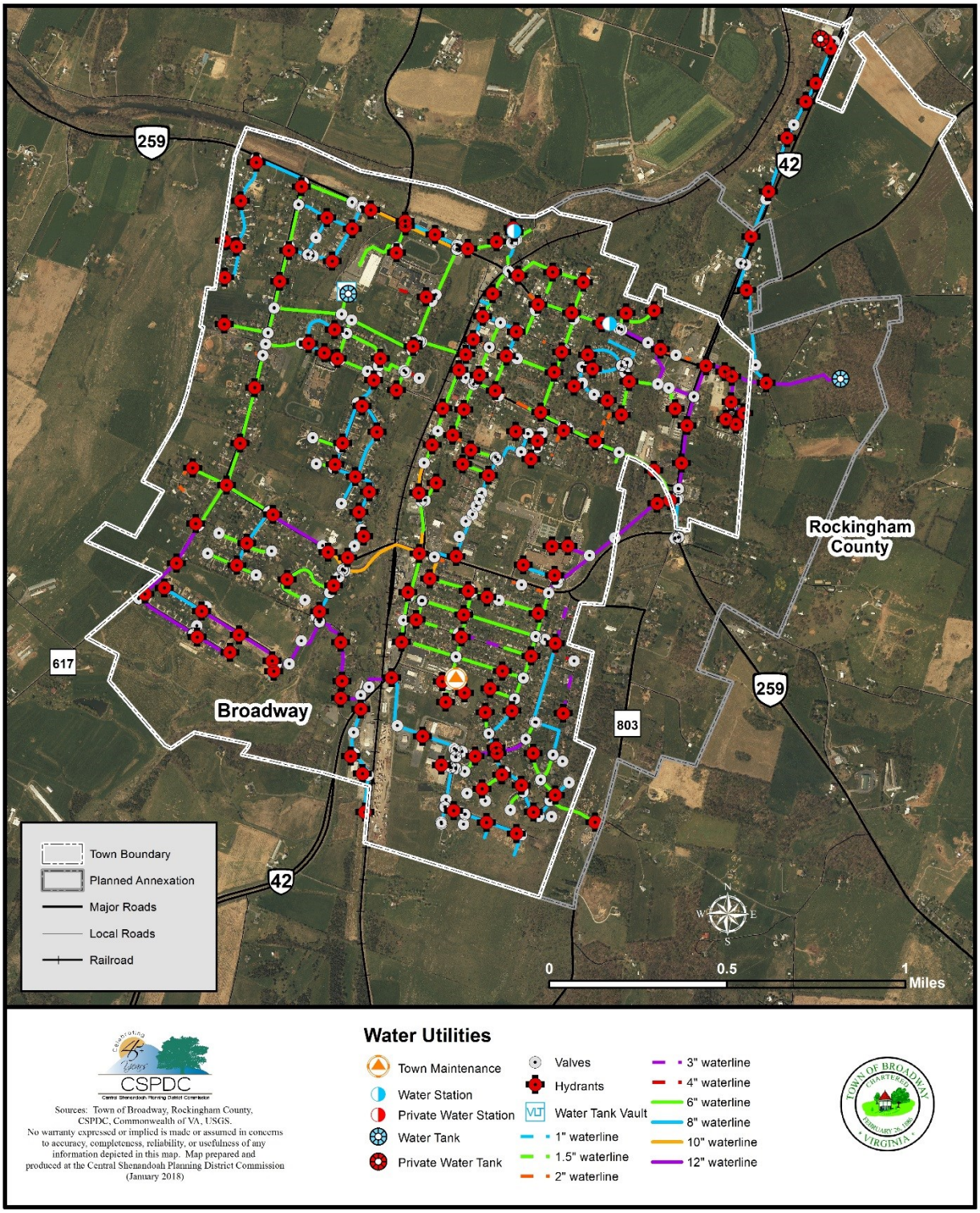
Table 8.5
Adequacy of Existing Water Supplies

Locality	Projected Year 2046 Water Demand (mgd)	VDH Permitted Capacity (mgd)	Year 2046 demand as % of Permitted Capacity
Broadway	0.40	0.67	60

Source: The Town of Broadway

Based solely on these data, the Town, will meet its projected 2046 water demand with the existing supply. It should be emphasized that these 2046 demand numbers are based on the assumption of 0.75 percent average annual growth. Therefore, a change in projection methodology could result in a change in the 2046 demand projection. The methodology used herein is a logical, reasonable manner in which to project demands.

Map 8.1 - Water Utilities

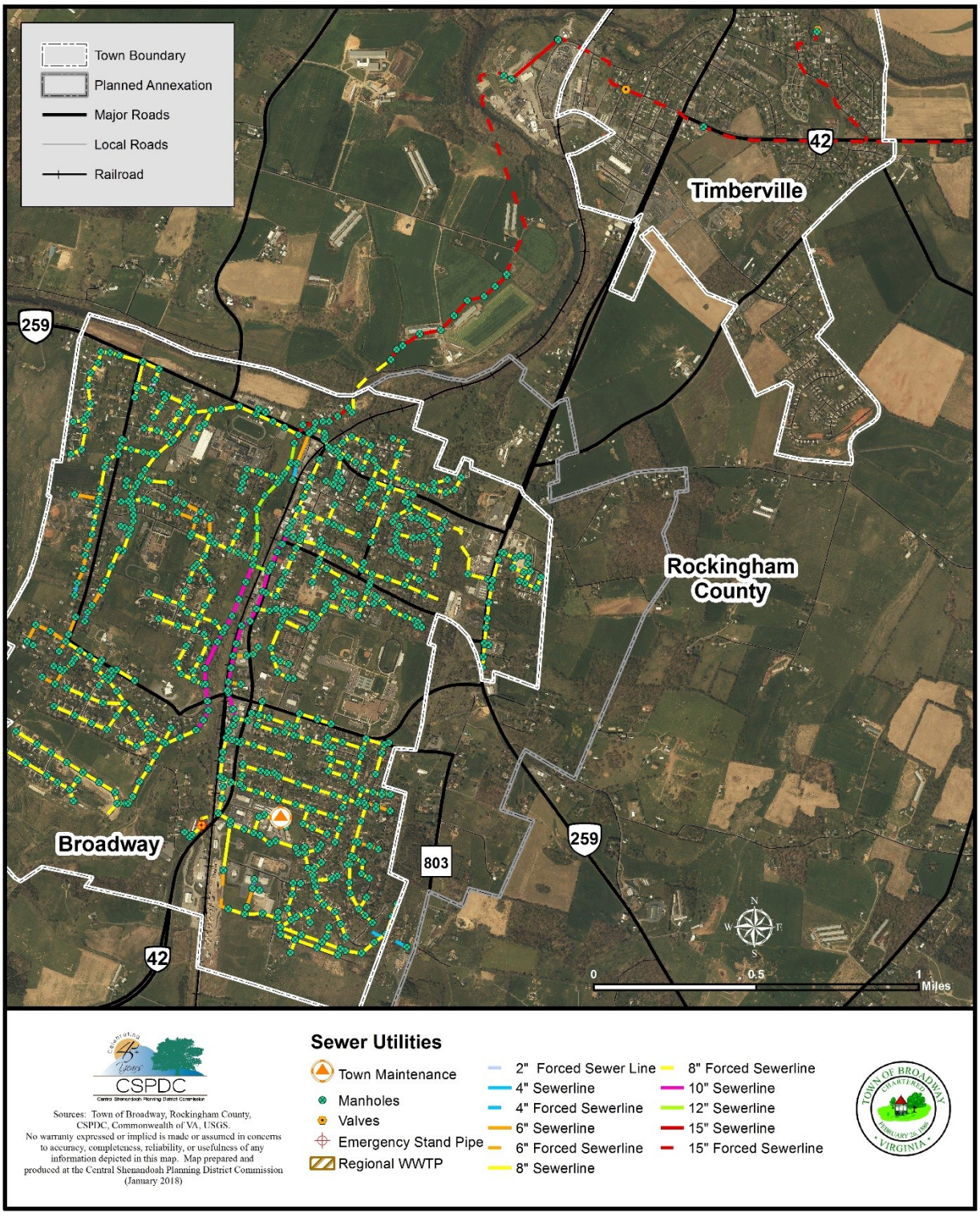


SEWER

In October 1998, the Town of Broadway acquired a deep aeration Modular Wastewater Reclamation and Reuse System. The system had an initial capacity of treating and storing a minimum of 1,923,000 gallons of wastewater per day. The system is unique in that it reclaims the wastewater (by way of land application practices) that spills pollutants into the North Fork of the Shenandoah River, a tributary of the Chesapeake Bay. The Virginia Environmental Endowment endorsed the system. Operation of the system is mandated to be in compliance with all provisions of the State Operating Permits issued by the Virginia Department of Environmental Quality.

Recently, the facility, now named the Broadway Regional Wastewater Treatment Facility, located at 15524 New Market Road, has undergone a $12 million upgrade, which will make the finished facility state of the art. The system is owned by the Town of Broadway and receives sewage from Broadway, Timberville and two poultry plants, Pilgrim's Pride and Cargill. In Winter 2010, New Market connected to the regional facility. Please refer to Map 8.2 – Sewer Utilities for the location of sewer utilities. There are 1,359 sewer connections. The sewer billings are computed on a bi-monthly basis and the current rate structure can be found on the Town website.

Map 8.2 - Sewer Utilities



SOLID WASTE

Broadway uses Rockingham County's landfill located at 2400 Grassy Creek Road to dispose of solid waste. The Virginia Department of Environmental Quality has promulgated new regulations which address siting, construction, operation, monitoring, and closing of landfills and other solid waste management facilities. These regulations outline a policy promoting a comprehensive waste management system which includes planning, source reduction, reuse, recycling, incineration, and landfilling. These regulations mandate that every local government, either singly or in a combined effort, develop solid waste management plans outlining comprehensive programs which meet the new standards. Rockingham County and the seven incorporated towns within the County have opted to be considered a single planning body, the Greater Rockingham Waste Management Planning Region, and have adopted the 2010 Greater Rockingham Solid Waste Management Plan. This plan provides direction and establishes goals for source reduction, reuse, and recycling in Rockingham County and the incorporated towns.

Garbage collection is provided to all residential properties within the Town. Garbage collection is funded through service fees and is provided by Waste Management of Virginia. Garbage collection service is available outside the Town limits and to businesses within the Town by private agreement with Waste Management of Virginia. To assist in waste stream reduction County residents may deliver their recyclables to one of the container sites located in Rockingham County, one of which is located at 142 Mayland Road (Rt. 259), west of North Valley Pike (Rt. 11) in Mauzy.

UTILITIES GOALS

Summary:
Broadway provides water and sewer service throughout its boundaries. These utilities are one of the greatest responsibilities of the Town government and constitute the bulk of the Town's finances. Utilities also are an important growth factor, especially for businesses.

Goal 1. Continue to provide a safe supply of drinking water to all Town residents and businesses.

Goal 2. Continue to provide sewer service to Town residents and businesses.

Goal 3. Seek any available state or federal funding for system improvements if needed.

CHAPTER 9 | *COMMUNITY FACILITIES*

INTRODUCTION

Communities provide a variety of services to its residents and businesses. Services include fire and police protection, park and recreation programs, schools, libraries and emergency services. These services are often carried out in community owned buildings. Diversity in community facilities allows for thoughtful community collaboration, design, maintenance and administration. A community can take the initiative to bring people together to service a community's best overall long-term interests. Refer to Map 9.1 – Community Facilities for the location of Broadway's community facilities.

MUNICIPAL SERVICES

Town Hall is in the Municipal Building constructed in 1984 and located at 116 Broadway Avenue. This facility consists of 2,800 square feet and includes the Town administration offices, clerk, treasurer and the Town Council Chambers. The conference room was recently remodeled.

The Police Department is located at 113 South Central Street and the Public Works Department is located at 201 Fifth Street. The Broadway Water Treatment Plant is located at 350 Shenandoah Avenue. Broadway's main sewage lift station is also located on Shenandoah Avenue. Raw sewage is transferred to the Broadway Regional Wastewater Treatment Facility located at 15524 New Market Road in Timberville.

The Town of Broadway participates in many joint programs with Rockingham County. Examples include membership in the Greater Rockingham Waste Management Planning Region, use of the County landfill by the Town, assistance from the Rockingham County Sheriff's Department, use of the Harrisonburg-Rockingham Regional Jail, assistance from the Massanutten Regional Library, recreational assistance, building inspection, health department assistance, and the assistance of the County dog warden.

POLICE DEPARTMENT

Early Town records indicate that Broadway has always had a police officer, first referred to as Town Sergeant. This was an elected position until 1954 when the Town Charter was amended to allow the appointment of a Chief of Police. Today Broadway has five full-time police officers and five part-time police officers. Full-time police officers include: one Police Chief, one Sergeant, and three Patrolmen. The police officers work in shifts to provide as much coverage as possible. The service area of the Broadway Police Department is within the Town Limits, unless otherwise requested as back-up by another law enforcement agency such as the Virginia State Police, Rockingham County Sheriff's Department or Timberville Police Department.

There are no jail facilities in Broadway, as the Harrisonburg-Rockingham Regional Jail is used. The Police fleet includes:

- 2016 Ford Utility SUV
- 2016 Ford Utility SUV
- 2016 Ford Taurus
- 2012 Ford Crown Victoria
- 2011 Ford Crown Victoria
- Patrol Bicycle

Police personnel are required to complete courses in police protection, become state certified within one year of employment, and routinely comply with re-certification requirements. Officers must also complete 40 hours of in-service training every two years. Four of those hours must be considered legal training and two hours must be in cultural diversity training.

BROADWAY EMERGENCY SQUAD

The Broadway Emergency Squad, Inc. is a nonprofit volunteer organization which was founded in 1953 to provide emergency medical services. The Broadway Emergency Squad operates from a main station in Broadway and a substation in Bergton, serving a 215-square mile area in Broadway, Timberville, Fulks Run, Bergton and outlying areas. The Emergency Squad responds to more than 2,500 emergency calls annually including medical calls, traffic crashes, fires, public service requests and mutual aid assistance. First-aid and CPR/AED training opportunities are also provided to the public.

The Town of Broadway is served by the Emergency Squad's main station located at 525 South Main Street. It is jointly staffed with Rockingham County Fire and Rescue career staff, which supplements the volunteer force with three crews, each containing two career staff members. One crew works weekday shifts and the other two crews work rotating 24-hour shifts. The facility includes eleven bays, a banquet room, men's and women's bunk rooms with showers, a kitchen, a lounge, radio room, offices, and a training room.

The main station is equipped with a fleet of twelve vehicles and the substation is equipped with three vehicles. The main station fleet includes:

- ALS SERV 520 (First Response Support Unit)
- ALS SERV 530 (First Response Support Unit)
- ALS SERV 531 (First Response Support Unit)
- Ambulance 521
- Ambulance 522
- Ambulance 523
- Ambulance 524
- Ambulance 525
- Ambulance 528
- Ambulance 529
- Squad 526, Crash/Rescue Truck
- Squad 527, Crash/Rescue Truck

The Emergency Squad has multiple levels of volunteer membership, each with different levels of training. Memberships include: Driving Member, Junior Member, Probationary Member, Associate Member and Senior Member. Driving members must complete an Emergency Vehicle Operators Course. Probationary members must be trained in CPR and EMT Basic. To become a full member of the rescue squad, volunteers must complete the probationary period and training. Further training opportunities are available. Squad members are well trained and all EMT's must complete continuing education annually to maintain certification.

The Broadway Emergency Squad is funded through allocations from the Town of Broadway, County of Rockingham, patient insurance billing, fundraisers and donations from the community.

BROADWAY VOLUNTEER FIRE DEPARTMENT

The Broadway Volunteer Fire Department was originally chartered in 1936, but fire protection in the Town can be traced back as far as 1905 using a hand-drawn chemical extinguisher. The Broadway Volunteer Fire Department protects the Town of Broadway and the surrounding communities of Cootes Store, Fulks Run, Mayland and the surrounding areas. The Fire Department responds to approximately 800 calls annually in a coverage area encompassing 186 square miles including 13 miles of Interstate 81. The Fire Department routinely responds with adjoining fire departments for mutual aid assistance in Bergton, Timberville, New Market, Orkney Springs, Harrisonburg, Singers Glen and portions of West Virginia.

The Fire Department operates from the main station located at 117 North Central Street in Broadway. It is jointly staffed with Rockingham County Fire and Rescue, with career firefighter and EMT staff supplementing the volunteer force by providing coverage during weekday shifts. The station is outfitted with five apparatus bays, communications and engineering room, officer's room, a bingo hall, kitchen, two restrooms, and a lounge. Apparatus bays were expanded from two to five following the construction of an addition.

The Department is equipped with a fleet of seven vehicles:

- Engine 505, 1987 Pierce Arrow pumper, 1,250 GPM Pump
- Engine 506, 2001 Pierce Saber Pumper: 1,250 GPM Pump
- Tanker 500, 2001 Pierce/International 4900 Tanker: 500 GPM Pump
- Brush 504, 2006 F-550 Super duty 4x4: 250 GPM Pump
- Serv 508, 2016 Ford F-350 Truck (EMS Response)
- Squad 501, 1990 Ford F Series (Medium Duty Rescue)
- Serv 503, 2018 Chevrolet Tahoe (EMS Response)

The Fire Department currently has approximately 81 volunteer members. Members continuously train in all phases of firefighting, rescue, and emergency medical services. The Fire Department conducts in-station drills encompassing fire and medical skills. This training is not considered a certification class, but a refresher to skills already obtained. This is given to new members of the department as well, to assist in future certification courses members may attend. Members are required to complete the Virginia Department of Fire Programs Firefighter 1 certification course. For members to operate

vehicles they must have successfully completed the Emergency Vehicle Operator Course (EVOC). All remaining training opportunities are left to the decision of each individual.

The Fire Department is funded through allocations from the Town of Broadway, County of Rockingham, Commonwealth of Virginia, as well as donations from the community.

RECREATION AND OPEN SPACE

A well-planned park and open space system is an essential part of any sound community development plan. Open space serves a number of functions for the community in addition to the role of safe, convenient, and well-equipped recreation areas.

The Town continues to seek new projects that would expand recreation opportunities to its citizens. In 2011 the Town submitted a Rural Business Enterprise Grant seeking USDA funding to create a permanent farmers market promenade. The Broadway Farmers Market now operates seasonally from May through November. A new pocket park and Linville Creek Greenway is proposed to be developed in the future (See Appendix D).

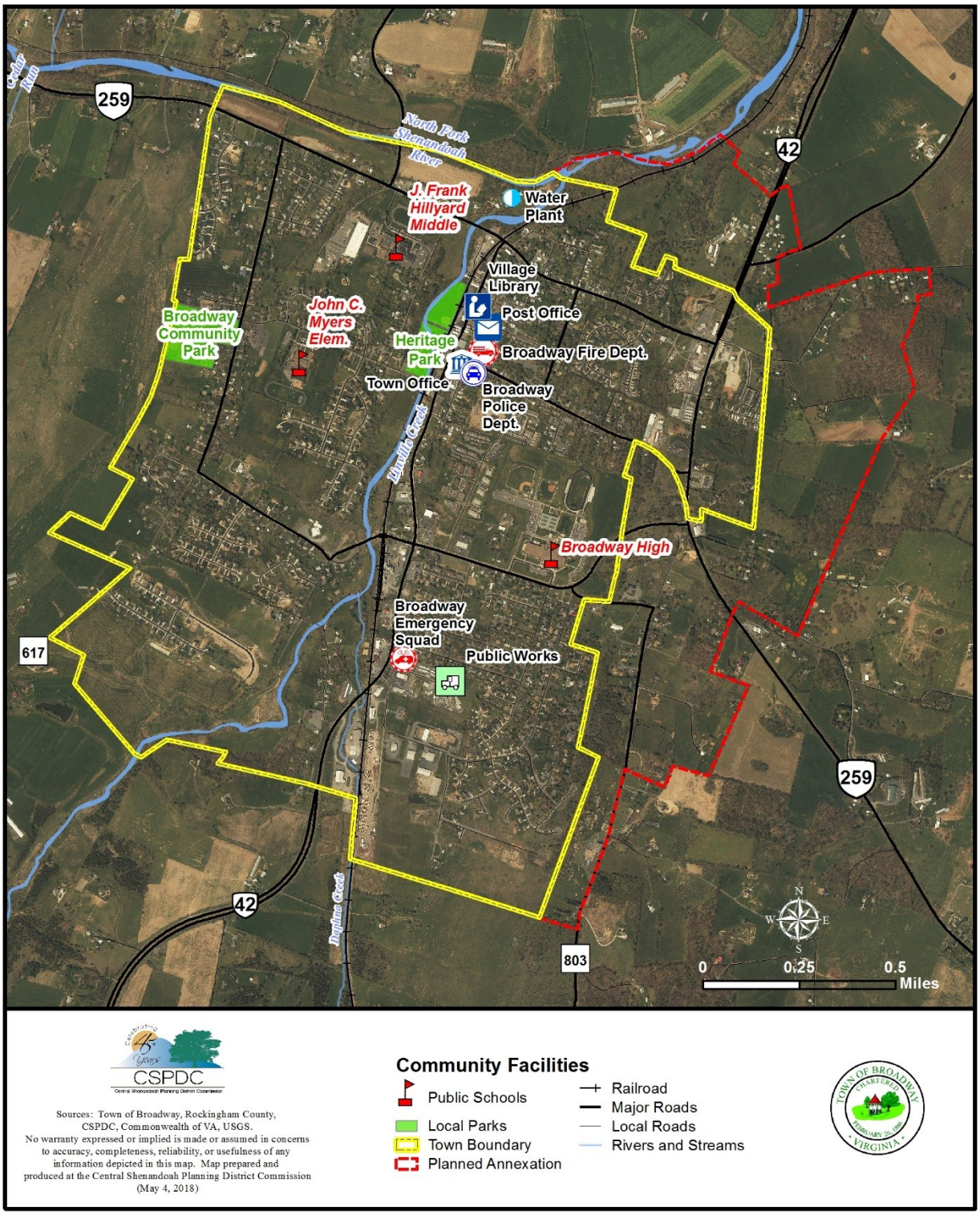
The Town of Broadway contains a variety of recreational facilities. In addition, the Rockingham County Recreation Department makes available a wide range of team and individual sports, summer playground programs, and extensive creative classes.

Recreation Facilities in Broadway

1. **Broadway Community Park**: This 13-acre park is owned by the Town of Broadway and was previously leased by the Broadway Park Corporation. It is located at the end of Turner Avenue along Route 617. Recent changes include renovations to the restrooms, a basketball court overlay, a new flagpole, addition of new parking, and improvements to the ball diamonds. This park contains the following:
    - Community Center, used by Broadway's civic groups and citizens
    - Junior Olympic size pool with a bathhouse and concession area
    - Three pavilions along with 30 picnic tables
    - Three ball diamonds
    - Paved basketball court
    - Croquet court
    - Various playground equipment, including kid's castle
    - Walking trail around perimeter of park
    - Skateboard Park

2. **Heritage Park**: Heritage Park is located along Turner Avenue, off Route 42 and is owned by the Town of Broadway. The park borders a portion of Linville Creek and offers open grassy space, a small pavilion with 8 picnic tables, footbridge and walking paths. An additional 4 acres has been donated to the Town from Rockingham County for the expansion of this heavily utilized

Map 9.1 - Community Facilities



park. The donated land includes the J. Frank Hillyard Ballpark with a softball diamond containing nighttime lighting and picnic area.

3. **School grounds:** The community makes significant use of the public school facilities, especially for recreation and meetings and banquets. The grounds provide the following:
    - Open space
    - Nine tennis courts
    - Four baseball/softball fields
    - Two football fields
    - Three tracks
    - Recreation/soccer fields
    - Playground equipment
    - Gymnasiums

4. **J. Frank Hillyard Gardens.** Owned by the Town of Broadway, this park adjacent to the Municipal Building is used for Holiday festivities and other pertinent activities.

VILLAGE LIBRARY

The Village Library opened on February 17, 1975 and is a branch of the Massanutten Regional Library. It was originally housed in the old Broadway Grade School. In 1985 the library moved into a room in the Broadway Municipal Building. In 1991 a new facility was constructed located at 113 South Central Street. More recently, the library has moved to its present location at 175 North Main Street. The library is open six days a week and is staffed by a full-time branch manager and two part-time employees. The Village Library also has a strong network of volunteers and an active Friends of Village Library group.

The Village Library is a highly utilized branch serving the Towns of Broadway and Timberville and the northern portion of Rockingham County. The facility offers many services including public access computers, free wireless internet, copying, printing, faxing, and interlibrary loan. Available materials include a wide range of books, DVDs, CDs, audiobooks, magazines, local history and genealogy materials. The library also offers many electronic databases, e-books, e-magazines and e-audios, making the library truly available twenty-four hours a day.

Two story times are held on Thursday mornings for young children and activities for grades K-5 are held each Tuesday afternoon from September to May. The library hosts a number of field trips from pre-schools and elementary schools and sponsors a variety of programs. Each summer, the library offers a popular summer reading program with special activities including stories, crafts, games and refreshments. Adult book clubs are also hosted monthly. The library also offers adult summer and winter reading programs.

Local businesses and the Friends of the Village Library help support the summer reading program with volunteers, goods, services and cash contributions. The Friends group is very active in seeking

funding for the library. They organize fundraisers which include book sales and additional special events. Other sponsored events include Halloween Fest, Open Houses, and participation with the Town of Broadway's Holiday Celebration.

SCHOOLS

Public schools for the citizens of Broadway are provided through the Rockingham County School Board. John C. Myers Elementary School, J. Frank Hillyard Middle School and Broadway High School are located within the Town boundaries. The school facilities include open space, sports complexes and playgrounds. The facilities can also be used to house community meetings and events.

COMMUNITY FACILITIES GOALS

Summary:
The Town is fortunate to have a variety of community facilities and services available to its residents, visitors and businesses including municipal services, public safety, recreation and open space, and educational services. These community facilities and services are provided by the Town, Rockingham County, Rockingham County Public School System, Massanutten Regional Library, the Broadway Emergency Squad, and the Broadway Volunteer Fire Department.

Goal 1. Continue to invest in facilities and services that bring people and functions of a community together to make the community a more desirable place to live.

CHAPTER 10 | *Land Use*

ROLE OF THE LAND USE PLAN

This Land Use Plan, which covers the period from 2018 to 2040, is the guide for the future physical development of the community. Many factors must be considered in this attempt to envision an optimum pattern of development. Residential, commercial, and employment opportunities must be balanced with the desire to preserve the natural environment and character of Broadway.

The Land Use Plan consists of two parts: 1) a written explanation of policy guidelines in relation to development and 2) the Future Land Use Map, which shows the general location of anticipated land uses within the growth area. The specific purpose of this Land Use Plan is to help citizens, town and county officials, and businesses make sound development decisions. It attempts to delineate a pattern of land use that should encourage and accommodate orderly growth, minimize long-range public development costs, and result in a healthy and attractive community.

The Land Use Plan should not be confused with the Town's zoning map and zoning ordinance. As a policy guide, it focuses on general areas suitable for broad use categories. In contrast, the zoning map shows exact locations by tax parcel for specifically defined land uses. The zoning ordinance and zoning map are intended to be the primary means of implementing the general policies outlined in the Land Use Plan.

AREA COVERED

The area covered by this Land Use Plan is the current Town boundary, and the remaining acreage available for annexation along the eastern Town boundary. The Town has no additional plans for annexations at this time. On a broader scale, the Town must consider the growth and development of the greater Broadway-Timberville area. While the entire area is not shown on the Land Use Map, the Analysis and Goals section of this Plan serve to describe some of the Town's concerns and goals for the development of northwestern Rockingham County.

DESIRED GROWTH RATE

The Town wishes to grow, but not at the expense of its small-town atmosphere and quality of life. Essentially, the Town wishes to maintain its status as a community center within the general area of northwestern Rockingham County. Its growth rate would therefore be linked closely to the overall factors that will attract new residents and businesses to the area. This policy recognizes the need to coordinate policies with the County and the Town of Timberville to work together for the best overall growth pattern.

The Town grew rapidly between 2000 and 2010, with the population increasing by 68.39 percent change over time. The average annual growth rate was 5.35 percent, which represented a period of

unprecedented growth for the Town during a time of three annexations and a housing boom. Between 2000 and 2010, the Town issued 565 zoning permits for single-family and multi-family dwelling units.

Since 2010, population growth in Broadway has slowed. Estimates indicate a change over time population increase of 4.58 percent with an average annual growth rate of 0.75 percent between 2010 and 2016. The Town issued 113 zoning permits for single-family and multi-family dwelling units between 2011 and 2016.

The 2012 to 2030 Comprehensive Plan stated a desired growth rate of 3.0 percent per year, or an increase from the 2010 Census population of 3,691 to a projected population of 4,279 by the year 2015 and 6,666 by 2030. The population projection of 4,279 for 2015 is higher than the recent 2016 population estimates of 3,860 from the Weldon Cooper Center for Public Service at the University of Virginia.

Based on recent population trends and no additional plans for annexation at this time, the Town has chosen a desired growth rate of 0.75 percent per year for the current planning period. Using the 2016 Weldon Cooper Center estimates of 3,860 as a base, with an average annual growth rate of 0.75 percent, the population would be projected to increase to 3,977 people in 2020, 4,285 people in 2030 and 4,617 people in 2040. This is an increase of 757 people by 2040, with an average of 34 people per year. Based on an average household size of 2.5 individuals, approximately 303 dwelling units would be needed by 2040 to accommodate the new population, with an average of 13.8 dwelling units per year. With vacant land and developable lots available, for the coming decades the Town can expect opportunities for new development or infill development within the Town's traditional borders.

FACTORS IN ACHIEVING A GROWTH RATE

Many of the factors that will determine how fast and in what manner development occurs will be outside of the Town's control. Such factors can include economic conditions, distance or proximity to the interstate, natural features, and the actions of individuals. Nevertheless, the Town must attempt through the Comprehensive Plan process to recognize the steps that it can take to provide incentives or disincentives that will help result in the level and type of development desired. This Land Use Plan is particularly important as the foundation of the zoning and subdivision ordinances and other Town policies that directly affect development proposals.

DESIRED GROWTH PATTERN

The growth projection above plans for an average of 13.8 additional dwelling units per year. Different densities would accommodate the projected 13.8 housing units per year using the following amounts of land:

Table 10.1
Housing Unit Density Levels and Projected Acreage - 2040

DENSITY	ANNUAL USAGE	PLAN PERIOD TOTAL
4 dwellings per acre	3.45 acres	75.9 acres
1 dwelling per acre	13.8 acres	303.6 acres
1 dwelling per 5 acres	69 acres	1,518 acres

PLAN CONSIDERATIONS

The policies affecting vacant tracts will be crucial to the long-term development of the Town. For example, if the land is developed rapidly in a low-density pattern, the Town will have used up many of its options for future development. On the other hand, the higher density options that would accommodate greater population in the long run would have to be considered carefully. Because much of the vacant land in Broadway is in large tracts, it is especially important that the community have deliberated on the appropriate uses of the land, because a change in ownership or decision to develop can come suddenly and the impact on the Town can be substantial.

The Planning Commission agreed upon a number of principles to serve as guidelines as the Land Use Plan was being developed. In addition, where appropriate, the Planning Commission considered the many goals listed in the earlier sections, to the extent that they relate to land use.

The primary way for the Town to grow is for construction to occur on previously undeveloped land. However, it is important to ensure that this land is developed in responsible ways that take into account the current and future needs of the community. Certain factors in particular should be considered in determining the land use plan and reviewing prospective development. Some of these factors are described below.

GUIDING PRINCIPLES

1) A desire to grow.
2) A desire to preserve the Town's atmosphere.
3) The need to enhance commercial, residential, and employment opportunities in Town.
4) The need to accommodate the varied housing needs of all citizens.
5) The need to develop a strong economic base.
6) A desire to provide an efficient, safe, and convenient street and highway system.

DEVELOPMENT FACTORS

1) **Slope** - Slopes in excess of 25 percent are generally not appropriate for intensive development.

2) **Floodplains** - Federal programs restrict the construction of residences within the 100-year floodplain unless the structure is properly flood-proofed. Intensive development of all kinds

should generally be discouraged in the floodplain. Appropriate uses for floodplains include agriculture, forestry, recreation, and open space.

3) **Drainage** - Stormwater runoff causes problems in some areas of Broadway and additional development can be expected to increase potential for flooding and standing water. Furthermore, pollution of groundwater supplies may also occur in drainage areas when oils, fertilizers, topsoil, and other pollutants are washed into water supplies. Means of preventing these problems should be addressed at the time of development through policies and ordinances to address stormwater management, erosion and sediment control and floodplain management.

4) **Utilities** – Access to water and sewer infrastructure is directly related to economic development and a community's ability to attract a diverse business base. Infrastructure can often determine the Town's ability to expand both residentially and commercially. When planning for development, a community must always be aware of their water and wastewater resources.

5) **Other Infrastructure** - Public investment in roadways, schools, and other public buildings can be essential to attracting additional private investment. The quality of the public infrastructure can therefore be a good indicator of the potential for private development to follow.

6) **Impacts on Existing and Future Development** - New development should be compatible with the existing development and should be in keeping with major infrastructure plans.

DESCRIPTION OF PLANNING AREAS

South Route 42 - Much of this area is zoned industrial and it does contain poultry facilities, a construction company, and many of the traditional industrial uses in Town. Although the constraints of the railroad and floodplain make this area too small to offer a significant industrial site on the remaining vacant land, development of the Fifth Street Industrial Park provides a smaller commercial site.

West Springbrook Road/Sunset Drive - This area is located north of West Springbrook Road. Sunset Drive on the western border is mostly developed with single-family homes. The Linville Creek floodplain imposes development constraints on the eastern border. A new bridge was recently constructed on West Springbrook Road for vehicular traffic. The historic Linville Creek Bridge currently provides pedestrian and bicycle access. Important community facilities are in this planning area, including John C. Meyers Elementary School and Broadway Community Park. Parcels of vacant land exist in the area.

Southwestern Quadrant - The area south of West Springbrook Road between Sunset Drive and the railroad contains one of the most sizeable areas of vacant land within the Town boundary. Floodplains at the lower end and the distance from main roads and facilities decrease development potential, but utilities could be extended to the area. Coyote Run Subdivision is under development. It will contain 202 single family homes at full build-out estimated to occur in 10 years.

Turner Avenue/Holly Hill Street - This section of Broadway is fairly developed, with a mixture of single-family homes and apartments. There are pockets of land that are undeveloped. A major concern for this area is traffic, particularly the Holly Hill/Turner Street intersection, as Holly Hill Street must accommodate residential traffic, including bicycles and pedestrians, as well as traffic from John C. Meyers Elementary School and J. Frank Hillyard Middle School. The Town constructed a new sidewalk in this area. Community facilities in this planning area include Heritage Park.

West Lee Street - This area contains the J. Frank Hillyard Middle School, an industrial area, and a commercial strip. Some of the area is undeveloped and has limitations because of floodplains on Linville Creek and the North Fork of the Shenandoah River. Shenandoah Avenue contains some of the oldest historic structures in the Town and now contains a mixture of residences and the water plant.

Route 259 West – The northern side of Route 259 in this area is prone to flooding, which limits its potential for development. Sunset Drive has an established pattern of strip lots of single-family homes. Rustic Knolls Subdivision has been developed on the southern side of Route 259 between Sunset Drive and the Town boundary.

Downtown - This area extends from Lee Street on the north; to High Street, Mason Street, Church Street, and Linville Ave on the east; to Jackson and Rock Street on the south; to Linville Creek on the west. Main Street contains a mixture of commercial and residential structures, most of which abut the sidewalk. This traditional plan is appropriate for pedestrian shopping and would provide the core of any efforts to revitalize or redevelop the area and promote the Town's historical context. Some of the side streets also have businesses. The mixture of business and residential use is a traditional pattern.

A variety of churches and community facilities, including Town Hall, the Police Department, Broadway Fire Department, the Post Office, the Village Library, the Farmers Market and a portion of Heritage Park are in this area.

East Springbrook Road/Numbered Streets - Lindsay Avenue and East Avenue and the numbered cross streets make up one of the larger residential sections in the Town. Along the northern side are apartments and duplexes, while Mountaineer Heights Subdivision off of Elm Street contains single-family homes in fairly large lots. East Springbrook Road handles a high volume of traffic. Since the former Alger farm is now the location of Broadway High School, the predominant land use will remain residential. A primary concern for planning the future development of the Town lies in assessing increased traffic flow patterns associated with the school.

Broadway High School and Alger Subdivision - This area surrounding Broadway High School has the highest density in Town, with parcels zoned for general business, medium-density residential and planned unit development. The area currently contains 146 apartments and 121 townhouses.

East Lee Street - This busy through road functions as part of the downtown grid at the western end, where it contains a residential area with a mix of single family housing and apartments with the area north of Lee Street containing historic structures. Until the early 1990s, there was not much development at the eastern end; but that has changed, with new residential subdivisions being built on both sides of Lee Street. At the eastern end, the area south of Lee Street contains a Planned Unit Development and a mix of housing types, and north of Lee Street contains single-family residences.

Route 42 Corridor - Newer commercial businesses are filling in around the older businesses such as Broadway Motors and Trumbo Electric. The east side of Route 42, however, could be developed further. This section is probably the most likely area for future commercial growth of any intensity. The area also contains residential uses, including a mobile home park and industrial uses, with a concrete company.

Phase II Annexation Northeastern Quadrant - Along Route 42 north, a variety of commercial uses are in place and the trend is for more such uses. Land at the northwest corner of Route 42 and 259 is limited by topography.

Phase II Annexation Southeastern Quadrant – Residential development is currently in this area, but substantial areas remain vacant. There are several options for roads through this area, increasing its development potential. To the east along Route 803 there are a number of established single-family homes.

THE LAND USE GUIDE

The following Land Use Categories describe the types of land uses that are desired in the Town of Broadway. These descriptions correspond to the Future Land Use Map developed as part of this Comprehensive Plan. Please refer to Map 10.1 – Future Land Use located on page 10-16.

1. **Low-Density Residential** (R-1 Zoning Designation). These areas of single-family detached dwellings are designated in order to maintain the existing character of established neighborhoods and to provide traditional areas for homeownership.

   Low-Density Residential Policies:

   - Maintain residential areas of single-family, low-density development.
   - Infill lots within these areas should be used for single-family residential development.
   - Encourage the provision of single-family residential units which are affordable by all segments of the population.

2. **Traditional Downtown Residential** (R-1 and R-2 Zoning Designations). This category would accommodate extension of the original development pattern of Broadway.

   Traditional Downtown Residential Policies:
   - Maintain areas of compact, predominantly single-family development convenient to the center of town.
   - Encourage the use of large older homes as two-family structures.
   - Encourage a grid pattern of streets and small lots to enhance pedestrian access and traffic circulation.

3. **Medium-Density Residential** (R-1 and R-2 Zoning Designations)**.** This category is intended to provide more flexible residential development alternatives, while at the same time preserving the basically quiet nature of a residential neighborhood. Permitted dwelling types include single-family detached dwellings, single-family attached duplex dwellings, and duplex apartment units.

   Medium-Density Residential Policies:
   - Provide an alternative to conventional single-family dwellings while protecting the character of the residential neighborhood from encroachment of commercial and industrial uses.
   - Encourage the development of attractive low to moderate density dwellings with adequate open space and off-street parking while limiting the development density to a maximum of five (5) residential living units per acre.

4. **High-Density Residential** (R-2 and R-3 Zoning Designations). These areas encompass medium-to-high-density residential development. The densities in these areas can accommodate townhouses, two-to-three-story apartment buildings, and multi-story, family-type apartments.

These areas should provide a suitable environment for persons desiring the amenities of apartment living and the convenience of being close to shopping and employment centers.

High-Density Residential Policies:

- Encourage high-density residential development in designated areas.
- Provide for higher-density development suited to the needs of the population.

5. **Mobile Home Residential** (R-4 Zoning Designation). This category is intended to apply to a mobile home park of approximately 30 single-wide mobile homes.

6. **Planned Unit Development (PUD)** (R-5 Zoning Designation). This category includes a variety of dwelling types, developed in clusters to make the most efficient use of the land. This type of development allows for the sharing of open space, security systems, utilities, and maintenance structures. Single-family homes, townhouses, and two-to-three-story apartment buildings can be accommodated in this area as well as businesses that would serve these residents.

   PUD Policies:

   - Encourage developments with a diversity of dwelling types and layout within designated areas.
   - Encourage planned unit developments with smaller lots surrounded by common open space as a means to hold down site development costs.
   - Provide expanded community facilities to encourage these developments.
   - Encourage mix of land uses compatible with adjoining residences.
   - Encourage pedestrian access and links to other development.

7. **Commercial** (B-1 and B-2 Zoning Designations).

   a. **Downtown Commercial** (B-1 and B-2 Zoning Designations). Commercial uses include retail, wholesale, or service functions. The Town business areas should be diverse and well balanced, offering business, commercial, and residential uses.

      Downtown Commercial Policies:

      - Encourage a central shopping area of diverse, but compatible, uses.
      - Accommodate residential uses but give priority to commercial uses.
      - Promote the downtown business district.
      - Keep development regulations flexible to encourage the revitalization of older buildings and the development of infill lots.
      - When establishing additional zoning districts, the Planning Commission and Town Council should weigh carefully the impact that additional areas zoned for commercial development could have on the downtown area.

   b. **Highway Commercial** (B-1 and B-2 Zoning Designations). Intended for businesses oriented to car traffic, this category addresses the need for road access, ample parcel size, and off-street parking.

Highway Commercial Policies:

- Designate areas appropriate for these uses.
- Provide development guidelines to reduce negative impacts on traffic and on aesthetics.
- Facilitate growth corridor between Broadway and Timberville.

9. **Light Industrial** (M-1 Zoning Designation). Industrial areas are designated to permit certain industries that do not detract from residential desirability.

Light Industry Policies:

- Encourage additional industrial jobs within the area.
- Seek industrial firms which are compatible with the Town's goals for maintaining a quality environment for its citizens.
- Use of industrially zoned land for other uses should be resisted.

10. **Public.** Buildings and sites owned by the Town or other public body.

11. **Institution.** Buildings used for public or community purposes, such as schools, churches and cemeteries.

12. **Park/Recreation.** Town parks and public recreational facilities.

13. **Flood Hazard Area** (FH-1 Zoning Designation). The flood hazard area, as defined by the HUD Flood Insurance Program and depicted on Map 2.2 - Environmental Constraints on page 2-6 in Chapter 2, Natural Resources, is superimposed on other land use categories. Developments in the hazard zone must be floodproofed in accordance with the flood hazard area.

Flood Hazard Area Policies:

- Limit occupancy development in the 100-year floodplain.

14. **Urban Development Area:** Urban Development Areas are planned for compact, mixed use development at urban development densities and intensities and intended to serve as a focal point for growth over the next 10-20 years. Development within a UDA must be compact, using Traditional Neighborhood Design (TND) principles, and designed to accommodate pedestrian and vehicular traffic with a full complement of services and amenities. Urban Development Areas are served by or planned for central sewer and water service, and transportation infrastructure.

The Town's geographic area is relatively small, in keeping with TND principles, and not approaching full build-out. In order to maximize opportunities for making public investments in facilities such as roadways, sidewalks and trails, the Town has designated its full geographic area, including the current Town boundary and planned annexation areas, as its UDA.

Urban Development Area Policies:

- Promote a mix of land uses including dwellings, commercial and office uses, personal and

household service establishments, institutional uses, public facilities, parks, playgrounds and other similar uses meeting the needs of the adjoining neighborhoods.

- Provide connections between all sites and all uses, especially pedestrian and bicycle access along the public street network.
- Create an inviting and attractive built environment that encourages and accommodates people living, working, shopping, and visiting, these areas.
- Accommodate vehicular parking without dominating the streetscape or landscape.
- Reduce front and side yard building setbacks.
- Encourage narrow street widths and shorter turning radii at street intersections. Proximity to public infrastructure including utilities, services, parks and similar facilities.
- Bicycle and pedestrian-friendly street and road design.
- Interconnect new streets with existing local streets and roads in a logistical network.
- Integrate residential, retail, office and commercial development with public spaces and open spaces.
- Support development densities that improve rates of walking, bicycling and transit use.
- Create incentives, such as expedited review for applications that employ TND concepts, increased density, height allowances, narrower streets, limited parking and smaller setbacks, to encourage and facilitate compact, mixed use development in the Urban Development Areas.

TRADITIONAL NEIGHBORHOOD DEVELOPMENT

Following are some examples of development projects that illustrate some of the principles of Traditional Neighborhood Development that the Town desires for future residential development and retrofits of existing neighborhoods. These features include but are not limited to:

- narrow street sections
- sidewalks with street trees
- interconnected street networks
- small front setbacks with front porches
- parking on street or to the rear of buildings, including alley access
- mixed-use buildings (residential and commercial combined)
- variety of housing unit types
- buildings located so as to spatially define the open space of pocket parks and greens
- all dwellings should have garage access on site

Figure 10.1 - Single-family detached houses fronting a green, Purcellville, Virginia

Figure 10.2 - Modest-size single family detached houses, Celebration, Florida

Figure 10.3 - Single-family detached houses fronting a local street, Leesburg, Virginia

Figure 10.4 - Alley providing rear access to single-family detached houses, Gainesville, Florida

Figure 10.5 - Retail uses fronting a central green, Lansdowne Town Center, Leesburg, Virginia

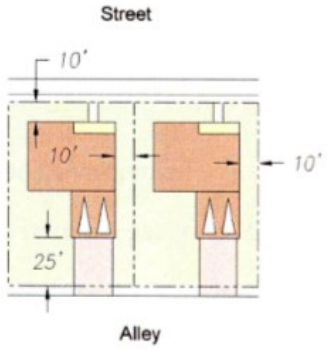
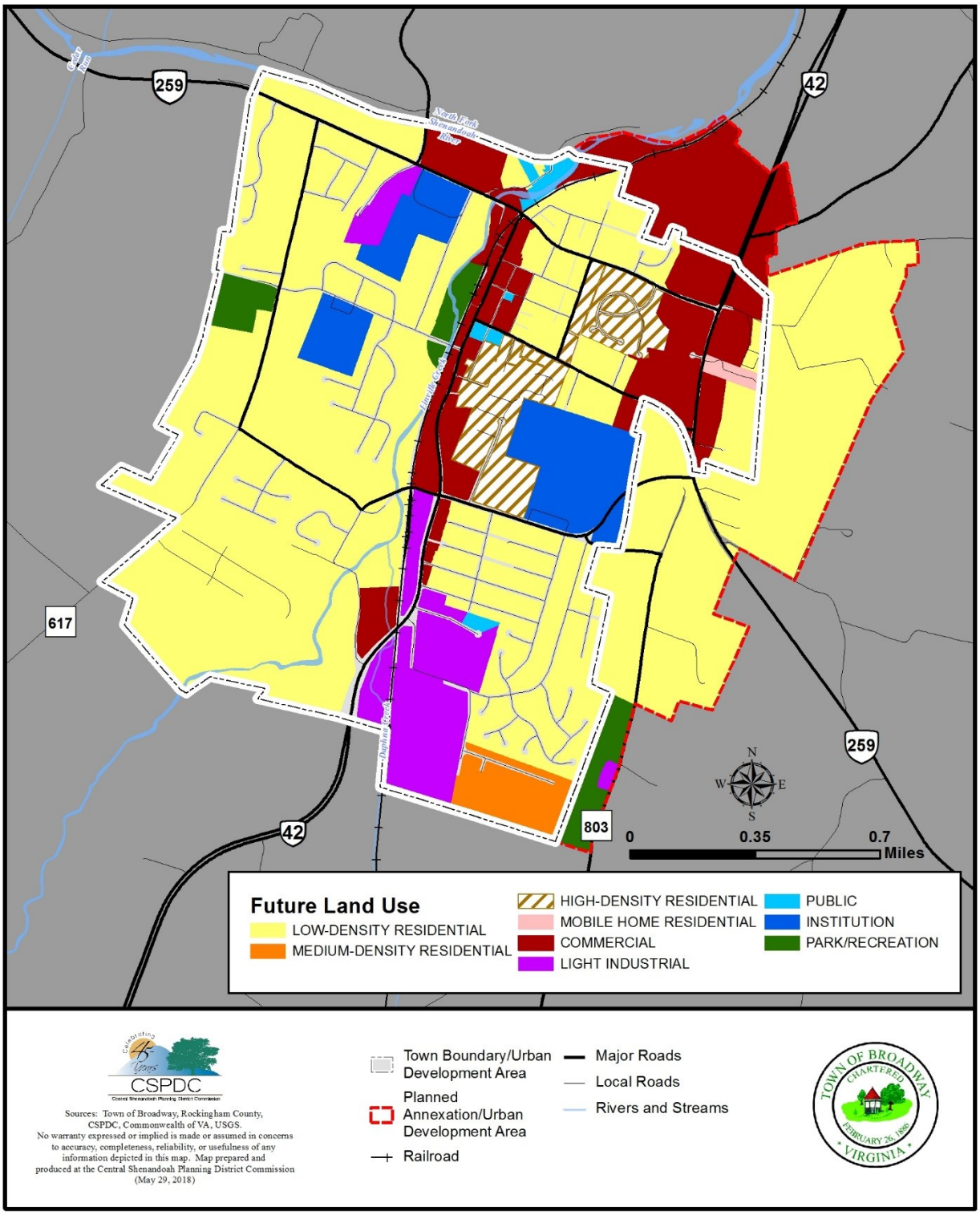


Figure 10.6 - Diagram of typical preferred frontage and rear access conditions for single-family housing.

Figure 10.7 - Concept Plan for Daleville Town Center, Virginia, showing interconnected streets, small greens/pocket parks, central green, alleys, mixed-use areas, and relegated parking areas (behind the buildings).

Figure 10.8 - Old Trail Village, Crozet, Virginia

Map 10.1 - Future Land Use



LAND USE POLICY GOALS

Summary:
The following goals were developed to assist the local officials in their deliberations on future development proposals, capital improvements, and other land use determining activities:

Goal 1. Encourage land uses that contribute to the vitality of the Town and the convenience of its citizens.

Goal 2. Encourage a blend of land uses that complements existing development and contributes to a sense of community.

Goal 3. There are no plans for annexation at this time. If annexation occurs, develop Phase II annexation by developers extending utilities in that area.

APPENDIX A | *COMMUNITY SURVEY*

2017 – 2018 Community Survey Results

The comprehensive plan is an important guiding document for the community; therefore, citizen input is imperative to the planning process. Overall, the final plan should represent the will of the community. There are several methods used to ensure citizen input and participation in the process. One common method is through the use of surveys. Surveys act as a tool to identify issues, strengths and weaknesses. This information should serve as a resource through the update process.

Citizen input for the comprehensive plan update was obtained through a community survey made available on the Town website. The survey was launched on January 10, 2017 and data collection closed on January 19, 2018. In 2016, the Town population was estimated to be 3,860 people. The survey received 118 responses, with a 3 percent participation rate from Town residents. The survey included 46 questions, with 29 being multiple choice questions and 17 written text responses. This document provides a summary of multiple choice responses as outlined below.

Multiple Choice Responses

1. Overall, how would you rate the quality of services performed by or provided by the Town of Broadway?

Excellent	Good	Average	Fair	Poor	N/A
49 (42%)	60 (51%)	7 (6%)	1 (1%)	1 (1%)	0 (0%)

2. Please rate how satisfied you are with the following subjects

	Very Satisfied	Satisfied	Unsatisfied	Very Satisfied	N/A
Trash Collection	64 (54%)	47 (40%)	1 (1%)	1 (1%)	5 (4%)
Recycling	51 (44%)	43 (37%)	1 (1%)	1 (1%)	21 (18%)
Water & Sewer Service	52 (44%)	59 (50%)	5 (4%)	1 (1%)	1 (1%)
Police Services	67 (57%)	41 (35%)	4 (3%)	1 (1%)	5 (4%)
Recreational Facilities	46 (39%)	57 (48%)	7 (6%)	1 (1%)	7 (6%)
Traffic in Town	37 (32%)	68 (58%)	10 (9%)	1 (1%)	1 (1%)

3. What public services, if any, should the Town provide, that are not already available?

No Additions	Additions
76 (79%)	20 (21%)

4. How do you rate the Town's current housing stock?

Excellent	Good	Average	Fair	Poor	N/A
18 (16%)	64 (56%)	14 (12%)	6 (5%)	2 (2%)	10 (9%)

5. How do you rate the Town's efforts in improving the overall appearance of Broadway?

Excellent	Good	Average	Fair	Poor	N/A
34 (30%)	56 (49%)	15 (13%)	6 (5%)	4 (3%)	0 (0%)

6. Overall, how would you rate the Town's efforts in making Broadway a more pedestrian friendly town in recent years by adding and improving sidewalks.

Excellent	Good	Average	Fair	Poor	N/A
43 (37%)	55 (47%)	10 (9%)	7 (6%)	1 (1%)	0 (0%)

7. How safe do you feel in Broadway?

Very Safe	Safe	Somewhat Safe	Not Safe
73 (62%)	38 (32%)	7 (6%)	0 (0%)

8. If you have been in contact with Broadway Police in the past 12 months, please rate the service:

	Excellent	Good	Fair	Poor	N/A
Speed of Response	31 (40%)	6 (8%)	4 (5%)	2 (3%)	35 (45%)
Courtesy	41 (53%)	9 (12%)	1 (1%)	3 (4%)	24 (31%)
Professionalism	44 (56%)	5 (6%)	3 (4%)	2 (3%)	24 (31%)
Overall	40 (52%)	9 (12%)	2 (3%)	3 (4%)	23 (30%)

9. Do you agree that the Town adequately enforces property codes such as parking or junk cars, grass & weed ordinance, vehicle decals, etc.?

Agree	Disagree
85 (75%)	29 (25%)

10. When coming in contact with Town employees in the past 12 months, other than police officers, rate their service:

	Excellent	Good	Fair	Poor	N/A
Helpfulness	58 (59%)	26 (27%)	4 (4%)	1 (1%)	9 (9%)
Courtesy	60 (61%)	23 (23%)	5 (5%)	1 (1%)	9 (9%)
Professionalism	58 (59%)	25 (26%)	5 (5%)	1 (1%)	9 (9%)
Overall	55 (58%)	25 (26%)	5 (5%)	1 (1%)	9 (9%)

11. If you contacted a Town employee in the last 12 months, was your problem resolved?

Yes	No	Don't Know	Does Not Apply
54 (49%)	9 (8%)	3 (3%)	44 (40%)

12. Have you experienced a problem with your water & sewer billing in the last 12 months?

Yes	No	N/A
11 (10%)	98 (85%)	6 (5%)

13. If you experienced an issue with your water bill in the last 12 months, was that issue resolved?

Yes	No	N/A
5 (5%)	21 (21%)	76 (75%)

14. How would you rate the quality of the Town's drinking water, taking into consideration taste, odor, etc.?

Excellent	Good	Average	Fair	Poor	N/A
20 (17%)	47 (41%)	25 (22%)	10 (9%)	10 (9%)	3 (3%)

15. How do you get most of your information about Town services and programs? Please, rank the following sources that you use, in order of usefulness. (1 most useful…6 least useful)

	1	2	3	4	5	6	Don't Use
Daily News Record	10 (10%)	12 (12%)	8 (8%)	7 (7%)	8 (8%)	16 (16%)	39 (39%)
North Fork Journal	19 (18%)	12 (12%)	25 (24%)	10 (10%)	9 (9%)	6 (6%)	22 (21%)
Town Office	12 (12%)	13 (13%)	9 (9%)	12 (12%)	10 (10%)	10 (10%)	33 (33%)
Town Website	26 (25%)	27 (26%)	18 (17%)	11 (10%)	4 (4%)	6 (6%)	13 (12%)
Facebook	64 (58%)	18 (16%)	4 (4%)	2 (2%)	6 (5%)	7 (6%)	10 (9%)
Other	4 (8%)	9 (17%)	2 (4%)	2 (4%)	1 (2%)	2 (4%)	33 (62%)

16. Are you satisfied with the level of communication you have received from the Town government regarding services and other community issues?

Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	N/A
11 (10%)	80 (70%)	15 (13%)	2 (2%)	7 (6%)

17. Have you visited the Town's website? (www.town.broadway.va.us)

Yes	No, I don't have Internet Access	No, I did not know of it	No
106 (91%)	0 (0%)	6 (5%)	5 (4%)

18. If you have visited the website, how would you rate it?

Excellent	Good	Average	Fair	Poor	Have Not Visited
11 (10%)	58 (53%)	23 (21%)	8 (7%)	5 (5%)	5 (5%)

19. Are you familiar with Broadway Hometown Partnership (BHP)?

Yes	No	N/A
99 (85%)	16 (14%)	1 (1%)

20. Do you feel the character of Broadway has positively changed in the past five years?

Strongly Agree	Agree	Disagree	Strongly Disagree	N/A
28 (24%)	62 (54%)	9 (8%)	1 (1%)	15 (13%)

21. Do you think BHP has positively contributed to the general growth of Broadway?

Strongly Agree	Agree	Disagree	Strongly Disagree	N/A
22 (19%)	59 (52%)	8 (7%)	3 (3%)	21 (19%)

22. What is your opinion of previous events organized by BHP like the festivals in the park, the Easter Egg Hunt and HalloweenFest?

Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	N/A
41 (35%)	61 (53%)	2 (2%)	1 (1%)	11 (9%)

23. Have you visited the Farmers Market in the past 12 months?

Yes	No	N/A
87 (76%)	24 (21%)	3 (3%)

24. Do you use the Community Park or Heritage Park on a regular basis?

Yes	No	N/A
84 (74%)	28 (25%)	2 (2%)

25. Gender

Male	Female	No Answer
43 (37%)	71 (62%)	1 (1%)

26. Which age group applies to you:

Under 18	18-24	25-34	35-44	45-54	55-64	65-74	Over 75
0 (0%)	1 (1%)	27 (23%)	37 (32%)	18 (16%)	18 (16%)	13 (11%)	2 (2%)

27. How long have you lived in Broadway?

Under 1 year	1-2 years	3-5 years	6-10 years	11-15 years	Over 15 years
6 (5%)	7 (6%)	18 (16%)	22 (19%)	19 (17%)	43 (37%)

28. Do you or a family member own or rent your home?

Own	Rent
93 (82%)	21 (18%)

29. Do you:

Work in Broadway	Commute outside of Broadway	Both	Don't Work
17 (15%)	65 (57%)	11 (10%)	21 (18%)

APPENDIX B | *HISTORIC INVENTORY*

Linville Creek Bridge—Built in 1898 by the Wrought Iron Bridge Company of Canton, Ohio, the Linville Creek Bridge is Virginia's only surviving example of a whipple metal truss bridge. This bridge is recognized on the National Register of Historic Places and the Virginia Landmarks Register.

Tunker House—Built circa 1798, the main portion was constructed between 1802 and 1806. It was used as a meeting house for religious services by the Tunker Brethren and was the home of Peter Nead. The house is on the National Register of Historic Places and the Virginia Landmarks Register.

Branner—Crider House—The Branner-Crider House is typical of those houses built in the late 1890s but the gable entrance is unique to this structure.

Cookus Funeral Home—This house built in 1900 is significant because of the location of the building relative to the home foundation. This indicates a close tie between buildings at the time. This house is also sited into the ground.

Dr. Geil House—The Dr. Geil House was built in 1900 and is the Town's only "Queen Anne" style home. It is an attractive example of a Victorian house along Main St. It has been well preserved and served as Lindsay Funeral Home for several years.

D.W. Fawley House—This early 20th century two story home with a colonial roof and dormers illustrates an interesting use of a popular I-house form with a traditional hall-parlor plan.

Edna Fawley House—Built in the early 20th century this two-story house is a well preserved example of a stretcher bond brick house. This is a typical early 20th century dwelling.

Elder Hays/Samuel Kline House—The home place of George Kline was built in the 1840s. The house is a subsequent one with three brick walls. It is I-shaped with several rooms and fireplaces. Much of the structure has been unaltered and all doors and windows are original.

G.W. Baldwin House—A well preserved example of a decorated I-house that was built in the 1880s. The dentil cornices are typical for the area but the board and batten is not.

Harvey Whitmore House—The Harvey Whitmore House is typical of homes constructed in the late 1800s. The house incorporates the popular central stairway and angled foyer doorways.

House—299 Park Ave.—This house built in the 1880s is Broadway's only "gothic vernacular" style building. This house is representative of houses built in the late 19th and early 20th century.

Jean Fawley Davis House—Constructed in the late 19th century, this modest size house is a typical example of houses constructed during this time.

L.E. Hoover House—The L.E. Hoover House, built in the 1850s, is an interesting example of two, one-pile central hall plans which have been attached. It is the only antebellum stone building in the greater Broadway area.

Leon Good/Workers House—One of four houses built for workers at the pottery factory during the boom time of the 1890s. This house is one of the two board and batten homes which was not common for homes built during that time.

Minnick Hotel—Built by William Minnick in 1875, this structure housed a major hotel. Part of the complex included a saloon and planing mill. It has been known variously as the Minnick Hotel, Hoover Hotel and Arlington Hotel. At one time the hotel housed a barber shop and millinery shop.

Montaque House—Built in 1900, this Victorian style home is one of the most decorative homes found in Broadway with its cross gables, decorative bargeboards, cornice brackets and decorative glass doors.

Sally Williams/ Sonifrank House—This house is one of four houses that were built for workers at the pottery factory during the boom time of the 1890s.

Sambo Williams House—Built in the late 19th century, the Sambo Williams House illustrates the typical home in Broadway during this time. It originally served as the home of a depot agent and the date 1880 is found in the attic.

Sethman House—Constructed in the late 19th century, this house has unique carvings found in the gables. This is not a common feature among other houses that were built during the same time.

The Saloon—This former saloon is an integral part of the Minnick Hotel and Saloon complex. It was built next to the railroad to attract traveling salesmen.

Wenger House—Built in 1900, this house showcases interesting décor on the porch, something not common for its time.

Winfield House—Built circa 1765, this house tells many stories. The most well known resident was Dr. John Winfield. In 1850, John formed a band of men at Cootes Store which later became Letcher Brocks Gap Rifles and then Company B of Ashby's Calvary. He was also mentioned as the successor to Turner Ashby but retired on account of health. This house was in the Winfield family for over 115 years.

A.W. Whitmore, Store #1—Constructed in the early 1900s, this American commercial style building is representative of buildings of its kind. This structure is also significant because it housed a major local store for many years.

A.W. Whitmore, Store #2 —The A.W. Whitmore Store represents commercial architecture at the turn of the century. Renovations have occurred to give the first floor a more modern appearance.

Broadway Milling Company—This large industrial style building was built between 1880 and 1910. The building has been unaltered and remains in good condition. George Aldhizer-Kline established the mill around 1910 where wheat was ground into flour. In the late 1930s the mill was sold to Adhizer-Kline's son who made chicken feed until the 1950's.

Broadway Motor Company—Located in the heart of the Broadway Business District, this nearly original commercial building dates back to the early 1900s. A Ford automotive dealership was housed here during the time of the Model A and Model T.

Broadway Presbyterian Church and Cemetery—Built in 1926, the Broadway Presbyterian Church is a well preserved example of churches constructed during this time. Much of the original interior is still in place and few changes have been made.

Broadway School Gymnasium—The Broadway School Gymnasium is the only building of three that remains from the Broadway Consolidated School Complex. This building served as a gymnasium and main assembly room.

Commercial Building—This 20th century commercial building is unusually nice for buildings of its kind. It has a unique gambrel roof and decorative walls. The interior has been well preserved.

Commercial Building—It is suspected that this commercial building was constructed at the turn of the century. The building at one time or another housed a harness repair shop, restaurant, pool hall and more recently office space.

Deering Town Hall—Since its construction in the 1890s this building has served as the Broadway Town Hall, school house, silent movie theater and opera house.

First National Bank—Built in 1903 to house the First National Bank, this decorative commercial building is unique in comparison to other commercial structures of its time.

Old Foundry Shop—The Old Foundry Shop was built between 1870 and 1880. The structure represents an early industrial enterprise in Broadway. It is located between Linville Creek and the North Fork of the Shenandoah River. This is one of only a few foundries still standing in Rockingham County.

The Beanery—This old restaurant is a rare example of a small scale commercial building. In the 1960s, it was relocated from its original location. In recent memory it served as a hot dog stand.

APPENDIX C | *GEOMETRIC INVENTORY AND TRAFFIC DATA INVENTORY FOR BROADWAY'S URBAN THOROUGHFARE SYSTEM*

Table C.1: Geometric Inventory for Broadway's Urban Thoroughfare System

ROUTE NUM	FACILITY NAME	SEGMENT FROM	SEGMENT TO	SEGMENT LENGTH	TERRAIN TYPE	PERCENT GRADE	OPERATION TYPE	NUM THRU LANES	PAVEMENT WIDTH	AVG LANE WIDTH	MEDIAN WIDTH	MEDIAN TYPE	NUM SIGNALS	SPEED LIMIT	SIDEWALK
42	S MAIN ST	SCL BROADWAY	RTE T-1421 SPRINGBROOK	0.41	Level	4	Two-way	2	36	12	10	Center turn lane	0	35	RIGHT SIDE
42	S MAIN ST	RTE T-1421 SPRINGBROOK	RTE 259 ALT BROADWAY AVE	0.51	Level	3	Two-way	2	40	12	0	None	1	25	BOTH
42	N MAIN ST	RTE 259 ALT BROADWAY AVE	RTE 259 WEST LEE ST	0.32	Level	4	Two-way	2	40	12	0	None	1	25	BOTH
42	E LEE ST	RTE 42 N MAIN ST	RTE 259 TIMBER WAY	0.62	Level	4	Two-way	2	20	10	0	None	1	35	NONE
259	W LEE ST /BROCKS GAP RD	RTE 42 N MAIN ST	WCL BROADWAY	0.83	Rolling	2	Two-way	2	20	10	0	None	1	35	NONE
259	TIMBER WAY	RTE 259 ALT BROADWAY AVE	RTE 42 EAST LEE ST	0.42	Rolling	2	Two-way	2	20	10	0	None	1	45	NONE
42 / 259	TIMBER WAY	RTE 259 SOUTH / E LEE ST	SCL TIMBERVILLE	1.21	Level	4	Two-way	4	48	12	12	Raised	1	45	NONE
259 ALT	RTE 259 ALT BROADWAY AVE	ROUTE 42 / S MAIN ST	OLD ECL BROADWAY / 402 BROADWAY AVE	0.53	Level	5	Two-way	2	40	12	0	None	0	35	LEFT SIDE
259 ALT	RTE 259 ALT BROADWAY AVE	OLD ECL BROADWAY / 402 BROADWAY AVE	RTE 259	0.19	Rolling	2	Two-way	2	40	10	0	None	0	35	NONE
1421	W SPRINGBROOK RD	S SUNSET DRIVE	RTE 42/ S MAIN STREET	0.66	Level	-	Two-way	2	36	12	10	Center turn lane	-	35	RIGHT SIDE
1421	E SPRINGBROOK RD	RTE 42	RTE 803 / BRETHREN RD	0.43	Level	4	Two-way	2	36	12	10	Center turn lane	0	35	RIGHT SIDE
1421	E SPRINGBROOK RD	RTE 803 / BRETHREN RD	RTE 259/ MAYLAND	0.37	Level	4	Two-way	2	36	12	10	Center turn lane	0	35	RIGHT SIDE

Table C.2: Traffic Data Inventory for Broadway's Urban Thoroughfare System

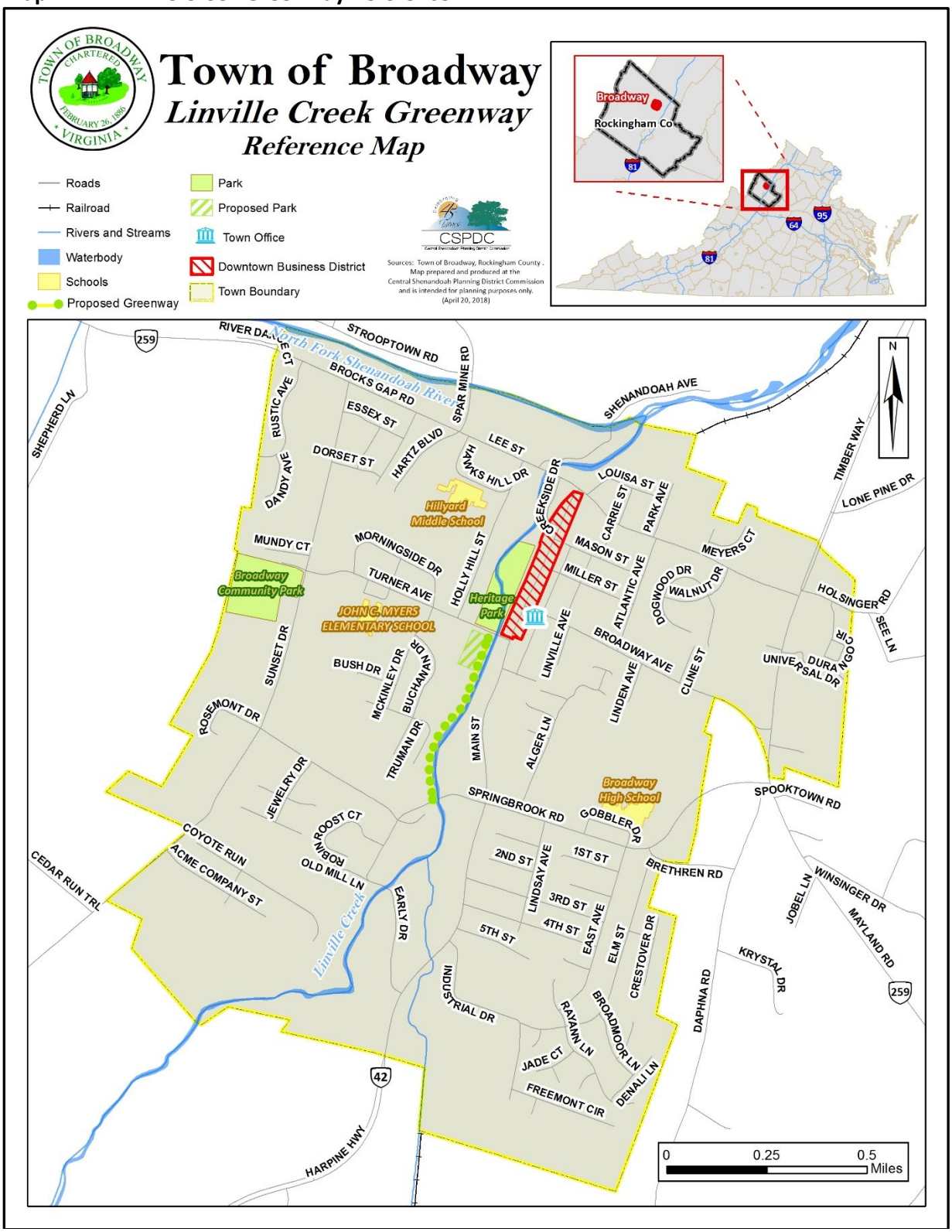
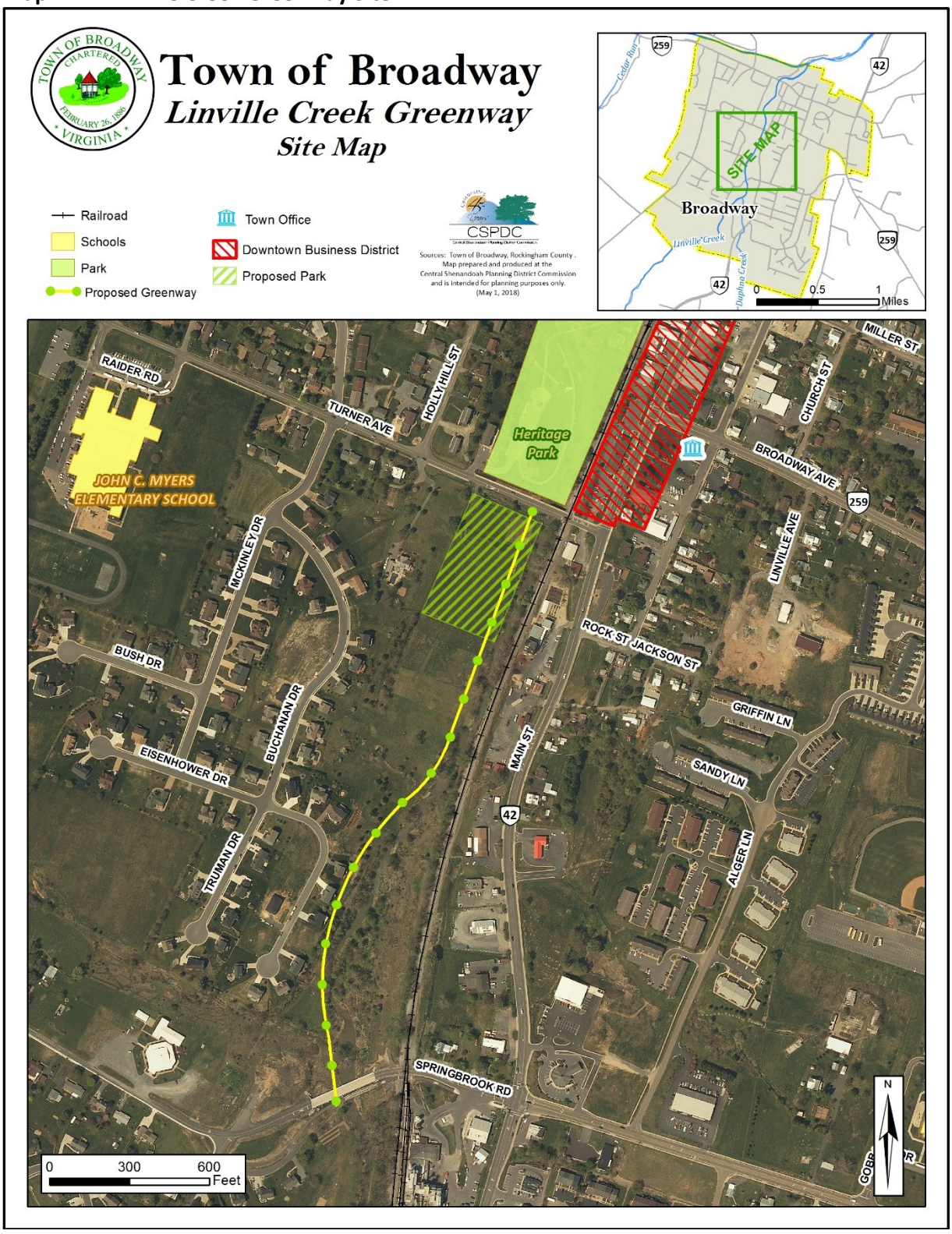
SPS SEGMENT ID	ROUTE NUM	FACILITY NAME	SEGMENT FROM	SEGMENT TO	SEGMENT LENGTH	FUNCTIONAL CLASS	AADT 2015	AADT 2040	VC RATIO 2015	VC RATIO 2040	LOS 2015	LOS 2040	Linear Growth Rate %	Heavy Truck %
80182	42	S MAIN ST	SCL BROADWAY	RTE T-1421 SPRINGBROOK	0.41	Other Principal Arterial	8400	9500	0.35	0.4	LOS C	LOS D	0.5%	4
80183	42	S MAIN ST	RTE T-1421 SPRINGBROOK	RTE 259 ALT BROADWAY AVE	0.51	Other Principal Arterial	8400	9500	0.65	0.74	LOS B	LOS B	0.5%	4
80588	42	N MAIN ST	RTE 259 ALT BROADWAY AVE	RTE 259 WEST LEE ST	0.32	Other Principal Arterial	6300	7100	0.39	0.44	LOS B	LOS B	0.5%	4
80449 / 80451	42	E LEE ST	RTE 42 N MAIN ST	RTE 259 TIMBER WAY	0.62	Other Principal Arterial	7200	8200	0.44	0.51	LOS B	LOS B	0.6%	4
80470 / 80538	259	W LEE ST /BROCKS GAP RD	RTE 42 N MAIN ST	WCL BROADWAY	0.83	Minor Arterial	8900	11100	0.4	0.46	LOS C	LOS D	1.0%	7
80495	259	TIMBER WAY	RTE 259 ALT BROADWAY AVE	RTE 42 EAST LEE ST	0.42	Minor Arterial	8400	11600	0.55	0.76	LOS A	LOS B	1.5%	7
80632	42 / 259	TIMBER WAY	RTE 259 SOUTH / E LEE ST	SCL TIMBERVILLE	1.21	Other Principal Arterial	11000	13800	0.26	0.33	LOS A	LOS A	1.0%	4
80138	259 ALT	RTE 259 ALT BROADWAY AVE	ROUTE 42 / S MAIN ST	OLD ECL BROADWAY / 402 BROADWAY AVE	0.53	Minor Arterial	1340	1510	0.04	0.05	LOS A	LOS A	0.5%	7
80138	259 ALT	RTE 259 ALT BROADWAY AVE	OLD ECL BROADWAY / 402 BROADWAY AVE	RTE 259	0.19	Minor Arterial	1340	1510	0.09	0.1	LOS A	LOS B	0.5%	7
N/A	1421	W SPRINGBROOK RD	S SUNSET DRIVE	RTE 42/ S MAIN STREET	0.66	Major Collector	1100	1375	0.04	0.05	LOS B	LOS B	1.0%	2
768907	1421	E SPRINGBROOK RD	RTE 42	RTE 803 / BRETHREN RD	0.43	Major Collector	5600	7000	0.21	0.27	LOS C	LOS D	1.0%	6
N/A	1421	E SPRINGBROOK RD	RTE 803 / BRETHREN RD	RTE 259/ MAYLAND	0.37	Major Collector	6600	8300	0.25	0.32	LOS C	LOS D	1.0%	6

*Data Source: VDOT, Statewide Planning System, SHIPS Table 2016

**Note: In Segment To/ Segment From columns, general VDOT nomenclature indicating jurisdictional boundaries are abbreviated NCL , SCL, WCL, ECL, meaning North City Limits, South City Limits, and so forth. Some road segment to/from labels have been modified for ease of understanding.

APPENDIX D | *GREENWAYS PLAN*

Map D.1 – Linville Creek Greenway Reference



Map D.2 – Linville Creek Greenway Site