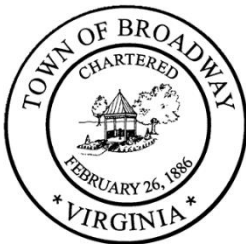


# TOWN OF BROADWAY



2045

## 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 DATE, 2024

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 fifty 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.

112 MacTanly Place  
Staunton, VA 24401  
Phone: 540.885.5174  
E-Mail: [cspdc@cspdc.org](mailto:cspdc@cspdc.org)

# Table of Contents

## 2045 | COMPREHENSIVE PLAN

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List of Charts.....	iii
List of Tables.....	iii
List of Maps .....	iv
List of Figures .....	v
Introduction .....	vi
Chapter 1 – History .....	1-1
Chapter 2 – Natural Resources.....	2-1
Chapter 3 – Government Structure.....	3-1
Chapter 4 – Demographics.....	4-1
Chapter 5 – Economy .....	5-1
Chapter 6 – Housing.....	6-1
Chapter 7 – Transportation.....	7-1
Chapter 8 – Utilities.....	8-1
Chapter 9 – Community Facilities .....	9-1
Chapter 10 – Land Use .....	10-1
Appendix A – Community Survey.....	A-1
Appendix B – Historic Inventory.....	B-1
Appendix C – Geometric Inventory and Traffic Data Inventory for Broadway’s Urban Thoroughfare System .....	C-1

## List of Charts

Chart 4.1 – Population Projections – 2021 to 2045 .....	4-4
Chart 7.1 – Broadway Population by Age and Sex, 2022 .....	7-11
Chart 7.2 – Crashes by Severity and Type 2015-2023.....	7-19
Chart 7.3 – Crashes by Time of Year 2015-2023 .....	7-19

## List of Tables

Table 3.1 – Town of Broadway – General Fund Revenue 2009 .....	3-3
Table 3.2 – Town of Broadway – General Fund Revenue 2016 .....	3-4
Table 3.3 – Town of Broadway – General Fund Revenue 2023 .....	3-5
Table 3.4 – Town of Broadway – General Fund Expenditures .....	3-6
Table 3.5 – Local Tax Rates 2023.....	3-7
Table 4.1 – Population Change – 1900 to 2020 .....	4-2
Table 4.2 – Population Growth Estimates – 2012 to 2021 .....	4-3
Table 4.3 – Population Density – 2000 to 2021 .....	4-3
Table 4.4 – Population by Age Group – 2011 to 2021 .....	4-5
Table 4.5 – Population by Sex/Gender – 2010 to 2021 .....	4-7
Table 5.1 – Educational Attainment – 2021.....	5-2
Table 5.2 – Income and Poverty – 2011 to 2021 .....	5-2
Table 5.3 – Commuter Inflow/Outflow – 2021 .....	5-3
Table 5.4 – Top Commute Origins and Destinations – 2021.....	5-3
Table 5.5 – Resident Employment Classifications, Occupations, and Industries – 2021.....	5-4
Table 5.6 – Employment by Industry in Broadway – 2023 .....	5-5
Table 6.1 – Age of Housing Stock .....	6-3



Table 6.2 – Housing Value of Owner-Occupied Units by Percent (2010-2022) ..... 6-11

Table 6.3 – Mortgage and Rental Rates (2000-2022) ..... 6-12

Table 7.1 – Railroad Crossings of Public Streets ..... 7-8

Table 7.2 – Virginia Transportation Six-Year Program (FY 2025-2029)..... 7-9

Table 8.1 – Current and Projected Water Demand ..... 8-3

Table 8.2 – Current and Projected Water Demand Disaggregated by Use Category ..... 8-4

Table 8.3 – Adequacy of Existing Water Supplies ..... 8-4

Table 10.1 – Housing Unit Density Levels and Projected Acreage - 2045..... 10-2

Table C.1 – Geometric Inventory for Broadway’s Urban Thoroughfare System ..... C-2

Table C.2 – Traffic Data Inventory for Broadway’s Urban Thoroughfare System..... C-3

## List of Maps

Map 1.1 – Historic Resources..... 1-9

Map 1.2 – Historic Resources – Inset ..... 1-10

Map 2.1 – Broadway Area ..... 2-2

Map 2.2 – Environmental Constraints ..... 2-6

Map 6.1 – Housing Type Overview ..... 6-4

Map 6.2 – Housing Type – Section 1 ..... 6-5

Map 6.3 – Housing Type – Section 2 ..... 6-6

Map 6.4 – Housing Type – Section 3 ..... 6-7

Map 6.5 – Housing Type – Section 4 ..... 6-8

Map 6.6 – Housing Type – Section 5 ..... 6-9

Map 6.7 – Owner/Renter Occupied Housing Units by Town Section ..... 6-10

Map 7.1 – Functional Classification ..... 7-3

Map 7.2 – Annual Average Daily Traffic (AADT) Year 2022 ..... 7-5

Map 7.3 – Bicycle and Pedestrian Network ..... 7-7

Map 7.4 – Projected Annual Average Daily Traffic (AADT) Year 2045 ..... 7-16

Map 7.5 – Projected Level of Service (LOS) Year 2045 ..... 7-17

Map 7.6 – Crash Locations and Severity, January 2015 – August 2023 ..... 7-20

Map 7.7 – Broadway VTRANS Needs 2021 ..... 7-22

Map 7.8 – Project Recommendations ..... 7-25

Map 8.1 – Water Utilities ..... 8-2

Map 8.2 – Sewer Utilities ..... 8-5

Map 9.1 – Community Facilities ..... 9-6

Map 10.1 – Future Land Use ..... 10-12

## List of Figures

Figure 10.1 – Single-family detached houses fronting a green, Purcellville, Virginia ..... 10-11

Figure 10.2 – Single-family detached houses with a short front setback, Leesburg, Virginia ..... 10-11

Figure 10.3 – Retail uses fronting a central green, Lansdowne Town Center, Leesburg, Virginia ..... 10-11

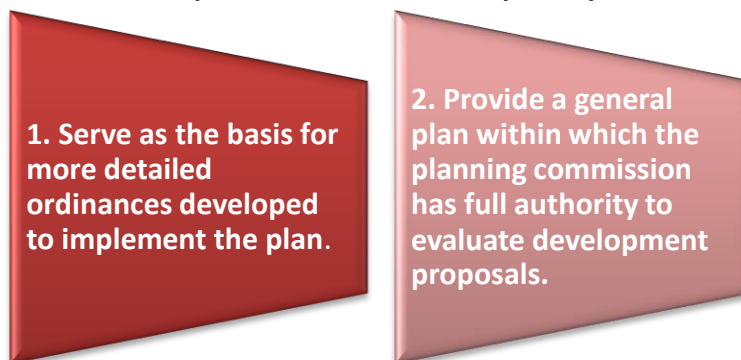
Figure 10.4 – Alley providing rear access to single-family detached houses, Gainesville, Florida ..... 10-11

# 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 March of 2023 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 2023-2045 plan identified and discussed the changes that have occurred since 2018. 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
Mr. Kyle O', Brian Broadway Town Manager Ms. Cari Orebaugh, Deputy Town Manager Mr. Eddie Long, Planning Commission, Chair Mr. Timothy Schmoyer, Planning Commission, Vice Chair Mr. Travis Driver, Planning Commission, Town Council Representative Ms. Elizabeth Fawley, Planning Commission Mr. Scott Cambell, 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**

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# CHAPTER 1 | HISTORY

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## EARLY DAYS

The geographical features of the Broadway area made it useful to both the Native Americans 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. The one-room frame school building had 3 teachers and 123 students in 1884 and was later expanded. 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:*

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

*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.

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. The water treatment plant was upgraded from a traditional sand filtration plant to a membrane filtration plant in 2019.

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. Annual social and cultural events include Autumn Festival & Antique Car Show; Red, White & Brew; Oktoberfest; Broadway Community Market; Hometown Halloweenfest; Kids Fishing Day; Hometown Holiday Event; Easter Egg Hunt; Movie Nights at Heritage Park; Spectacular Fireworks Show 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. Three sites, the Linville Creek Bridge, the Tunker House, and the Deering Town Hall 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 one of 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. It was placed on the National Register of Historic Places and the Virginia Landmarks Register in 2020.

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.

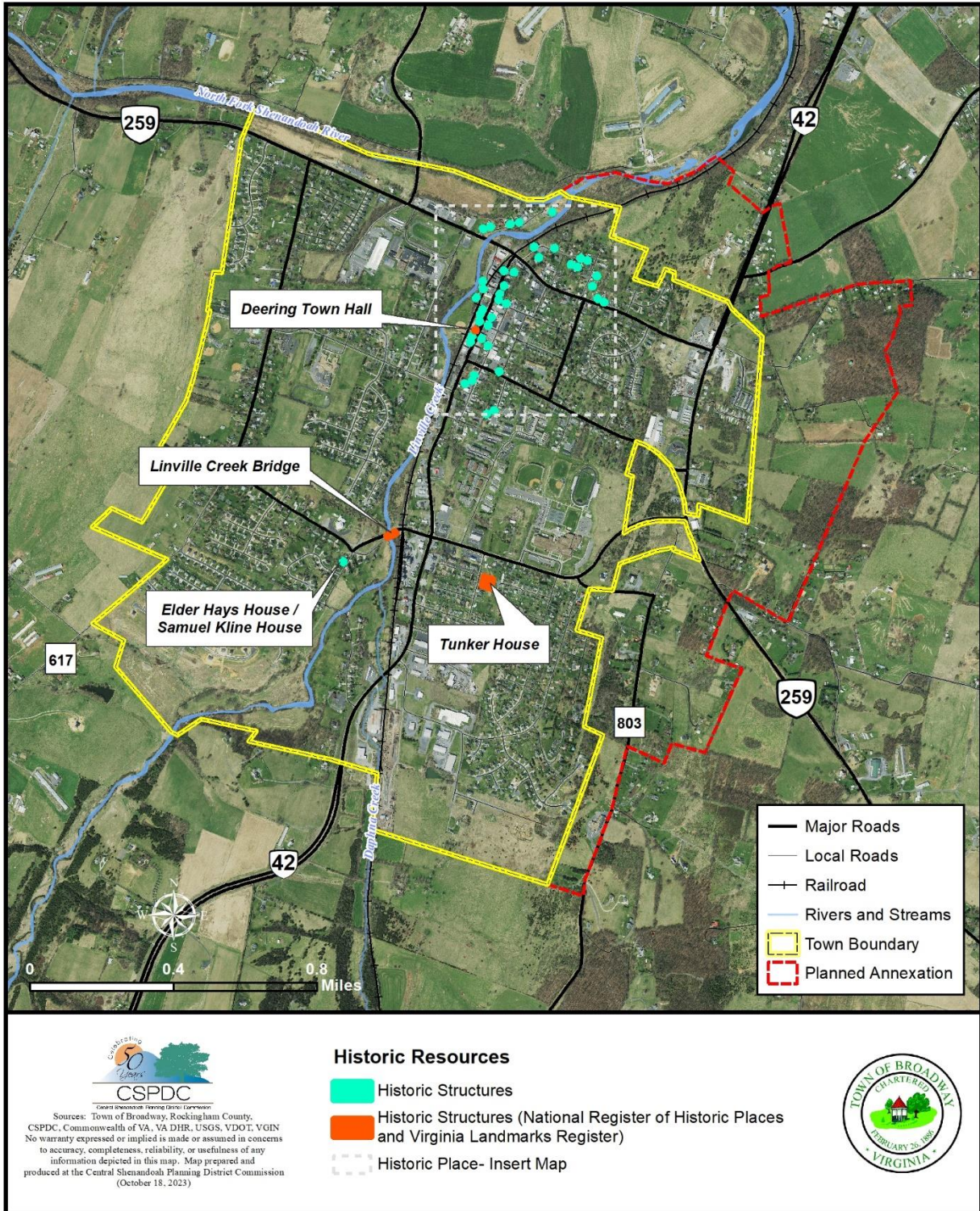
A house on Park Avenue built in the 1880s is the only example of a “gothic vernacular” style building in Broadway. The residential area along Lee Street contains a row of four workers’ houses, including the Sally Williams/ Sonifrank House (circa 1890s) and the Leon Good/ Workers House. The houses are one-and-one-half story, with a three-room plan and board-and-batten siding. These were homes for pottery workers 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





Central Shenandoah Planning District Commission  
Sources: Town of Broadway, Rockingham County, CSPDC, Commonwealth of VA, VA DHR, USGS, VDOT, VGIN.  
No warranty expressed or implied is made or assumed in concerns to accuracy, completeness, reliability, or usefulness of any information depicted in this map. Map prepared and produced at the Central Shenandoah Planning District Commission (October 18, 2023)

**Historic Resources**

■ Historic Structures





## HISTORY GOALS

**Summary:**

*Historic resources are vital assets that support economic development, community revitalization, education, and civic pride and contribute to the character of the community. 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.**

Objectives:

- Continue to develop and maintain productive partnerships to promote and accomplish historic preservation goals.
- Provide information to support repair, rehabilitation, restoration, and conservation of historic buildings.
- Promote a greater inter-relatedness between historic preservation, community revitalization, and tourism development and promotion activities.
- Encourage the productive reuse of unused and underutilized historic buildings in ways that are respectful of their character.
- Promote the installation of interpretive signage for historic properties by private owners, historical organizations, and the Town of Broadway.

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## CHAPTER 2 | *NATURAL RESOURCES*

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### 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.

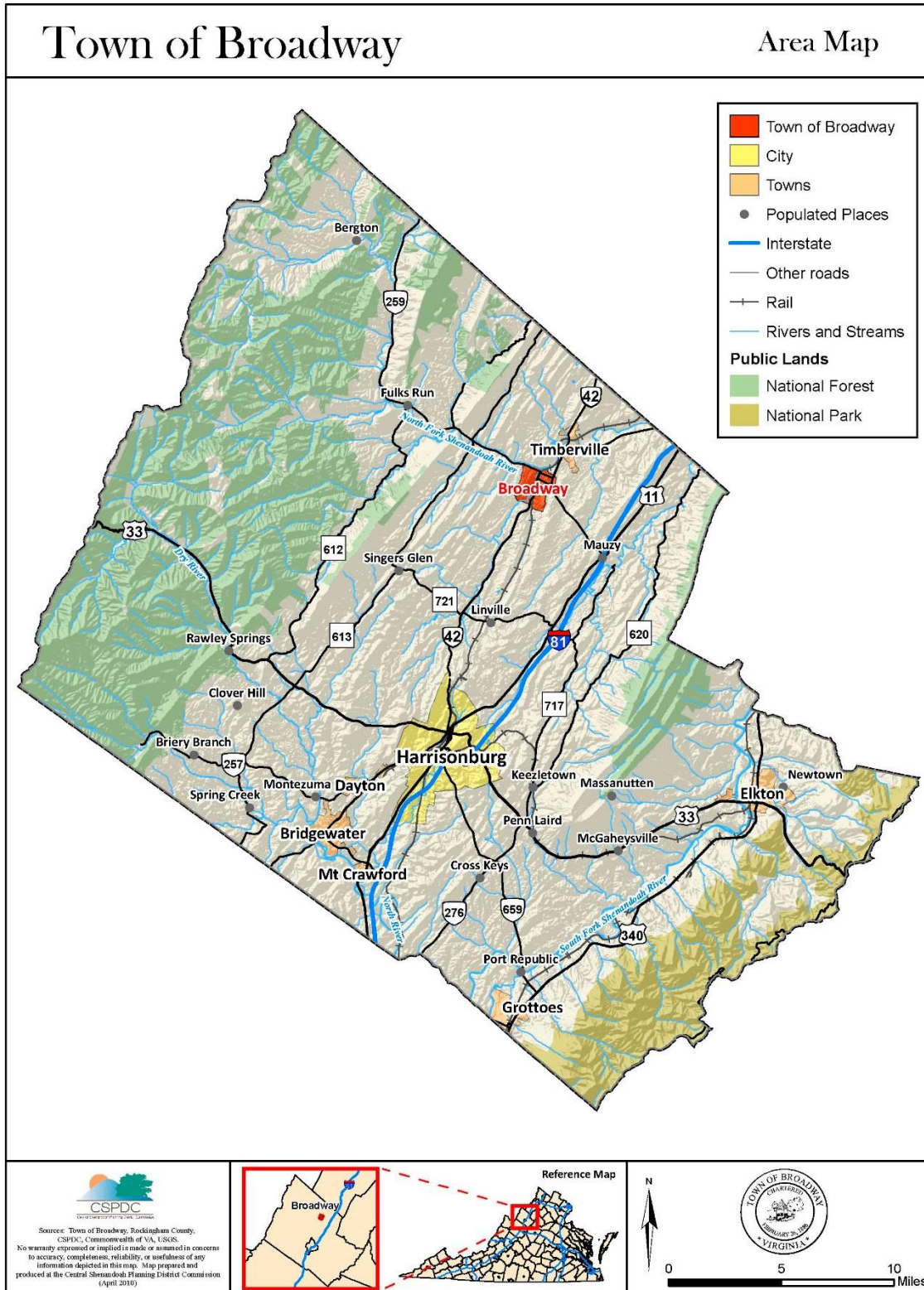
This natural topographic division is part of the Appalachian Valley, an old geosyncline in which sediments were deposited, consolidated, and later folded and eroded to form the topography existing today. This province, controlled by its structural geology, is distinct from its neighboring provinces.

### 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 41.3 and 85.1 degrees Fahrenheit respectively. Average low temperatures in January and July are recorded as 20.3 and 62.2 degrees Fahrenheit respectively. Heating degree days average approximately 4,406 using 65 degrees Fahrenheit as the base temperature.

The growing season averages 189 days with the last frost occurring around April 15 and the first frost occurring approximately October 21. Freezing temperatures have occurred, as late as May 25 and as early as September 21. Average annual precipitation is 37.7 inches, while annual average snowfall is

Map 2.1 – Broadway Area



19.5 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 2023, the Town is one of 61 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:** Broadway has three bodies of surface water: 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. 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.

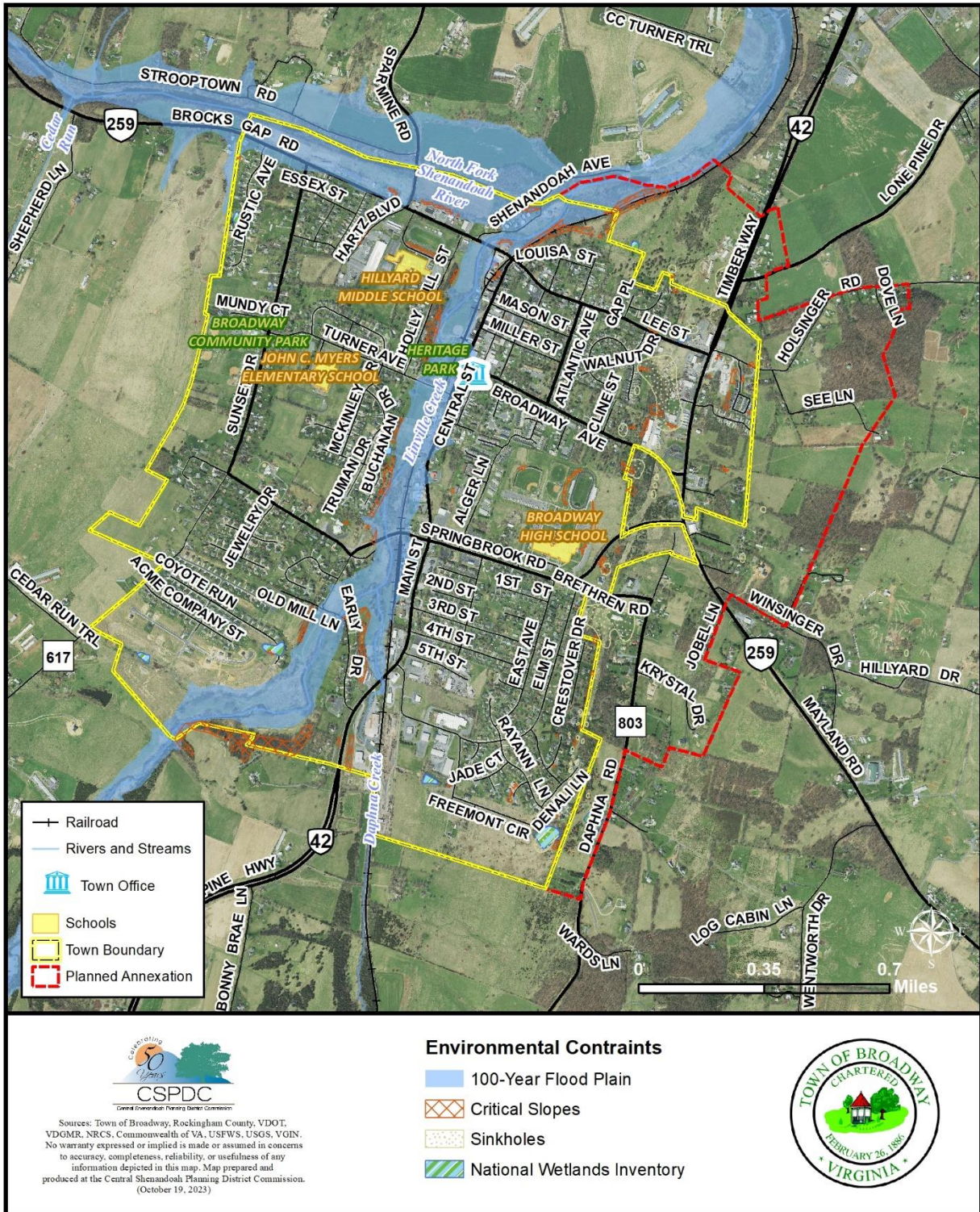
**Pollution Potential and Sinkholes:**

Pollution potential is a greater concern. Like the rest of the Valley floor, 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:

- 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; the Town should consider overlays to identify these areas.
- The limitations of natural features such as air, water, slope, geology, soils and natural habitat should be recognized when considering residential, commercial, industrial, and agricultural growth.
- 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.
- Seek to preserve the quality of the Town's natural resources (surface water, groundwater, air, soil, quiet, night sky).
- Participate in state and regional programs to protect local waterways, North Fork of the Shenandoah River and Linville Creek.
- Promote street cleaning efforts to improve the cleanliness of the Town's roadways and to increase the quality of runoff going into the Town's waterways.
- Encourage efforts to maintain the Town's tree canopy.

### **Goal 2. Reduce the impact of natural and man-made hazards on residential and commercial structures and properties.**

#### 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.
- Encourage developers to integrate mitigation techniques into new construction and renovation.
- Encourage the implementation of the mitigation strategies outlined in the CSPDC Hazard Mitigation Plan.
- Ensure any new development within the 100-year flood plain is done in accordance with best practices of hazard mitigation in order to minimize potential flooding risks.
- Prohibit new development in the Floodway.
- Maintain the community's compliance with the National Flood Insurance Program.
- Continue implementation of stormwater best management practices, as defined in the CSPDC's Stormwater Management Best Practices Toolkit.
- Complete a stream bank restoration project on the full length of Linville Creek to repair erosion that has already occurred and lessen future erosion.



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# CHAPTER 3 | GOVERNMENT STRUCTURE

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## 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, requiring councilmanic elections every odd-numbered year, in which three council members shall be elected to serve four-year terms.

The Town operates on a Council-Manager form of government. Daily operations of the Town and direct supervision of the Town employees are delegated to the Town Manager, with guidance and oversight by the Mayor and Town Council.

## 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. In November 2023, the Broadway Town Council abolished the Board of Zoning Appeals, run jointly with the neighboring Town of Timberville. The Broadway Town Council subsequently established a new, independent, five-member Board of Zoning Appeals for the Town of Broadway. 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, including public safety, highways and streets, parks and recreation, sanitation, 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 2009, 2016, and 2023.

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 133.6 percent from 2009 to 2023 (\$1,050,741 in 2009 to \$2,454,749 in 2023). Local revenues continue to comprise the largest portion, 76.5 percent of total income. State revenues increased from \$123,236 in 2009 to \$570,800 in 2023. The Town only received \$6,500 in revenue from the federal government in 2023, which was a significant decrease from 2016, when the Town received \$85,450 in asset forfeiture funds.

**Table 3.1. Town of Broadway – General Fund Revenues 2009**

Revenue Source	2009
<b>Local</b>	
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
<b>Total Local Revenues</b>	<b>\$ 920,477</b>
<b>Percent of Total</b>	<b>87.60%</b>
<b>Commonwealth of Virginia</b>	
Rolling Stock Taxes	\$ 1,746
Fire Program Funds	\$ 16,000
Law Enforcement Grant, 599 Funds	\$ 67,268
Personal Property Tax Reimbursement	\$ 33,222
Art Grant	\$ 5,000
<b>Total Commonwealth Revenues</b>	<b>\$ 123,236</b>
<b>Percent of Total</b>	<b>11.73%</b>
<b>Federal</b>	
DMV Grant	\$ 7,028
<b>Total Federal Revenues</b>	<b>\$ 7,028</b>
<b>Percent of Total</b>	<b>0.67%</b>
<b>Total (Local, State, and Federal)</b>	<b>\$ 1,050,741</b>

Table 3.2. Town of Broadway – General Fund Revenues 2016

Revenue Source	2016
<b>Local</b>	
<b>General Property Taxes</b>	<b>\$ 302,031</b>
<b>Other Local Taxes</b>	<b>\$ 747,117</b>
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
<b>Permits, Privileges Fees, and Regulatory Licenses</b>	<b>\$ 5,316</b>
<b>Fines and Forfeitures</b>	<b>\$ 7,132</b>
<b>Revenues from the Use of Money and Property</b>	<b>\$ 17,828</b>
<b>Charges for Services</b>	<b>\$ 277,423</b>
<b>Miscellaneous</b>	<b>\$ 6,499</b>
<b>Total Local Revenues</b>	<b>\$ 1,363,346</b>
<b>Percent of Total</b>	<b>63.84%</b>
<b>Commonwealth of Virginia</b>	
<b>Rolling Stock Taxes</b>	<b>\$ 3,295</b>
<b>Fire Program Funds</b>	<b>\$ -</b>
<b>Law Enforcement Grant, 599 Funds</b>	<b>\$ 58,788</b>
<b>Personal Property Tax Reimbursement</b>	<b>\$ 33,222</b>
<b>Revenue Sharing Project (Holly Hills Sidewalks)</b>	<b>\$ 154,182</b>
<b>Highway Maintenance Funds</b>	<b>\$ 429,321</b>
<b>Total Commonwealth Revenues</b>	<b>\$ 678,808</b>
<b>Percent of Total</b>	<b>31.79%</b>
<b>Federal</b>	
<b>DMV Highway Safety Program Grants</b>	<b>\$ 3,000</b>
<b>Asset Forfeiture Funds</b>	<b>\$ 85,450</b>
<b>Art Grant</b>	<b>\$ 5,000</b>
<b>Total Federal Revenues</b>	<b>\$ 93,450</b>
<b>Percent of Total</b>	<b>4.38%</b>
<b>Total (Local, State, and Federal)</b>	<b>\$ 2,135,604</b>

**Table 3.3. Town of Broadway – General Fund Revenues 2023**

Revenue Source	2023
<b>Local</b>	
<b>General Property Taxes</b>	<b>\$ 445,400</b>
<b>Other Local Taxes</b>	<b>\$ 1,210,500</b>
Local Sales and Use	\$ 265,000
Utility Taxes	\$ 110,000
Business Licenses	\$ 87,000
Motor Vehicle Licenses	\$ 75,500
Trash Fees	\$ 185,000
Meals Tax	\$ 240,000
Bank Stock	\$ 105,000
Cigarette Tax	\$ 61,000
Zoning Fees	\$ 7,000
Parks Revenue	\$ 75,000
<b>Fines and Forfeitures</b>	<b>\$ 14,000</b>
<b>Revenues from the Use of Money and Property</b>	<b>\$ 21,500</b>
<b>Miscellaneous</b>	<b>\$ 2,000</b>
<b>Transfer In</b>	<b>\$ 184,049</b>
<b>Total Local Revenues</b>	<b>\$ 1,877,449</b>
<b>Percent of Total</b>	<b>76.48%</b>
<b>Commonwealth of Virginia</b>	
<b>Rolling Stock Taxes</b>	<b>\$ 2,800</b>
<b>Fire Program Funds</b>	<b>\$ 15,000</b>
<b>Law Enforcement Grant, 599 Funds</b>	<b>\$ 68,000</b>
<b>Transportation Funding</b>	<b>\$ 485,000</b>
<b>Total Commonwealth Revenues</b>	<b>\$ 570,800</b>
<b>Percent of Total</b>	<b>23.25%</b>
<b>Federal</b>	
<b>DMV Grants</b>	<b>\$ 2,000</b>
<b>Art Grant</b>	<b>\$ 4,500</b>
<b>Total Federal Revenues</b>	<b>\$ 6,500</b>
<b>Percent of Total</b>	<b>0.26%</b>
<b>Total (Local, State, and Federal)</b>	<b>\$ 2,454,749</b>

## GENERAL FUND EXPENDITURES

As shown in Table 3.4, during the year ending in June of 2023, General Government Administration was the largest expense category. General Government Administration includes expenditures for administrative salaries, buildings and grounds, legal and professional fees, contributions (including fire and rescue), economic development, and all minor expenditures related to general municipal operations.

The second largest category, Public Safety, includes the police department expenditures. The third category, Highways and Streets, includes salaries, wages, employee benefits, payroll taxes, beautification, streetlights, and street maintenance. In 2016, the Town disbursed \$70,000 on capital outlay and transferred \$184,049 from the Water Fund to the General Fund to resolve a negative fund balance.

Table 3.4 also highlights the expenditures for the year 2009 and 2016. Total expenditures increased from \$2,415,550 in 2016 to \$2,461,249 in 2023, a difference of \$45,699.

**Table 3.4. Town of Broadway – General Fund Expenditures**

Expenditures	2009	Percent Total
General/Administrative	\$ 421,901	37.77%
Public Health and Safety	\$ 319,769	28.63%
Public Works	\$ 227,503	20.37%
Cultural and Recreation	\$ 104,551	9.36%
Community Development	\$ 35,000	3.13%
Debt Service	\$ 8,368	0.75%
<b>Total Expenditures</b>	<b>\$ 1,117,092</b>	<b>100.00%</b>
Expenditures	2016	Percent 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%
<b>Total Expenditures</b>	<b>\$ 2,415,550</b>	<b>100.00%</b>
Expenditures	2023	Percent Total
General Government Administration	\$ 706,300	28.70%
Public Safety	\$ 676,709	27.49%
Highways and Streets	\$ 638,500	25.94%
Parks and Recreation	\$ 216,740	8.81%
Sanitation	\$ 223,000	9.06%
Debt Service	\$ -	0.00%
<b>Total Expenditures</b>	<b>\$ 2,461,249</b>	<b>100.00%</b>

## TAX RATES AND ASSESSMENT

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

**Table 3.5. Local Tax Rates 2023**

Local Tax Rates	Town of Broadway	Rockingham County
Real Estate	\$0.07/\$100	\$0.68/\$100
Personal Property	\$0.61/\$100	\$3.00/\$100
Machinery/Tools	\$0.40	\$2.55
Transient Occupancy	7.00%	5.00%
Meals	4.50%	6.00%
Vehicle License Fee	\$0.00	\$0.00

## 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. Seek to maintain and improve the long-term financial health of the Town**

Objectives:

- The Town Council should continue to plan for future capital improvements so that expenditures can be considered and budgeted for in advance.
- The Town should seek to diversify and expand its economic and tax bases so that it can continue to provide excellent services as the population continues to grow.

**Goal 2. Seek opportunities to improve the administrative capacity of the Town**

Objectives:

- The Town should seek to maintain and improve collaboration and communication with local and regional stakeholders and partners.
- The Town should seek funding opportunities that help to improve its capacity to provide services to residents and visitors.



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# CHAPTER 4 | *DEMOGRAPHICS*

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## 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 at 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

According to the Decennial Census, the Town has grown from 400 individuals in 1900 to 4,170 individuals in 2020. At the end of the nineteenth century, a 19.5 percent population decline occurred during a period of economic recession. From 1900 to 1920, the population of the Town remained fairly stable. Between 1920 and 1930, there was a 20.9 percent population increase. Population growth slowed between 1930 and 1940, during the Great Depression.

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

Broadway's population almost doubled between 1990 and 2010, as the Town grew from 1,861 residents to 3,691. The first annexation of 666.9 acres occurred in 1990, which added 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 402.9 acres and 78 people to the Town. The housing development boom peaked in 2005, increasing the population of the Town by 10.4 percent between 2005 and 2006.

From 2010 to 2020, the population increased by 13.0 percent. While slower growth than the previous several decades, the Town continues to grow faster than Rockingham County and the Commonwealth of Virginia. The Town's recent growth is due in part to continuing development in the Coyote Run, Sunset Springs, and Trimble Heights subdivisions.

Table 4.1 illustrates the change in population from 1900 to 2020 for the Town of Broadway, Rockingham County, and the Commonwealth of Virginia. It depicts Decennial Census population estimates and the percentage change from each prior decade.

Table 4.1. Population Change – 1900 to 2020

Year	Broadway	Percent Change	Rockingham County	Percent Change	Virginia	Percent Change
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%
2020	4,170	12.98%	83,757	9.75%	8,631,393	7.88%

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

\*Note: The 1990 Decennial 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 Decennial Census, resulting in an adjusted population of 1,304 people. The Phase I annexation occurred in December 31, 1990, which annexed 666.94 acres and an additional population of 557 people to the Town. The population total of 1,861 for 1990 includes the adjusted census population and the annexed population.

\*\*Note: From 2000 to 2010, the Town of Broadway completed Phase II annexations. The annexations occurred on 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 Phase II annexations was 78 people.

According to American Community Survey (ACS) Five-Year Estimates, the Town population is estimated to have increased by 712 people (19.1 percent) between 2010 and 2021, from a population of 3,440 persons to 4,152 persons. The Town of Broadway experienced a higher growth rate over the last decade than Rockingham County and the Commonwealth of Virginia. From 2010 to 2021, the County grew from a population of 74,922 to an estimated population of 83,090 in 2021, an increase of 8,168 persons (10.4 percent). During the same time period, the population of Virginia grew from 7,841,754 to an estimated population of 8,582,479, an increase of 740,725 persons (9.1 percent).

Table 4.2 illustrates annual population growth estimates between 2010 and 2021 for the Town of Broadway, Rockingham County, and the Commonwealth of Virginia (ACS Five-Year Estimates). The table includes annual estimates during this period and year-to-year percentage change in population. While the percentage changes vary year-to-year, the Town of Broadway experienced average yearly growth of 1.7 percent, Rockingham County experienced average yearly growth of 0.95 percent, and the Commonwealth of Virginia experienced average yearly growth of 0.82 percent.

Table 4.2. Population Growth Estimates – 2012 to 2021

Year	Broadway	Percent Change	Rockingham County	Percent Change	Virginia	Percent Change
2010	3,440		74,922		7,841,754	
2011	3,555	3.34%	75,633	0.95%	7,926,192	1.08%
2012	3,644	2.50%	76,353	0.95%	8,014,955	1.12%
2013	3,707	1.73%	76,885	0.70%	8,100,653	1.07%
2014	3,748	1.13%	77,345	0.60%	8,185,131	1.07%
2015	3,765	0.45%	77,785	0.57%	8,256,630	0.87%
2016	3,795	0.80%	78,427	0.83%	8,310,301	0.65%
2017	3,793	-0.05%	78,653	0.29%	8,365,952	0.67%
2018	3,855	1.63%	79,444	1.01%	8,413,774	0.57%
2019	3,891	0.93%	80,284	1.06%	8,454,463	0.48%
2020	3,925	0.87%	81,138	1.06%	8,509,358	0.65%
2021	4,152	5.78%	83,090	2.41%	8,582,479	0.86%

Source: U.S. Census Bureau, American Community Survey Five-Year Estimates

## POPULATION DENSITY

Population density is the average number of persons per square mile. Table 4.3 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 2021 the Town of Broadway averaged 2.7 persons per acre or 1,737.2 persons per square mile.

Table 4.3 Population Density – 2000 to 2021

Year	Population	Acres	Square Miles	Population/Acre	Population/Square Mile
2000	2,192	1,124	1.76	1.95	1,245.45
2001	2,330	1,124	1.76	2.07	1,323.86
2002	2,400	1,124	1.76	2.14	1,363.64
2003	2,548	1,124	1.76	2.27	1,447.73
2004*	2,699	1,256	1.96	2.15	1,377.04
2005	2,871	1,256	1.96	2.29	1,464.80
2006*	3,157	1,517	2.37	2.08	1,332.07
2007	3,182	1,517	2.37	2.10	1,342.62
2008	3,202	1,517	2.37	2.11	1,351.05
2009*	3,212	1,527	2.39	2.10	1,343.93
2010	3,440	1,527	2.39	2.25	1,439.33
2011	3,555	1,527	2.39	2.33	1,487.45
2012	3,644	1,527	2.39	2.39	1,524.69
2013	3,707	1,527	2.39	2.43	1,551.05

Table 4.3 Population Density – 2000 to 2021 (cont.)

Year	Population	Acres	Square Miles	Population/ Acre	Population/ Square Mile
2014	3,748	1,527	2.39	2.45	1,568.20
2015	3,765	1,527	2.39	2.47	1,575.31
2016	3,795	1,527	2.39	2.49	1,587.87
2017	3,793	1,527	2.39	2.48	1,587.03
2018	3,855	1,527	2.39	2.52	1,612.97
2019	3,891	1,527	2.39	2.55	1,628.03
2020	3,925	1,527	2.39	2.57	1,642.26
2021	4,152	1,527	2.39	2.72	1,737.24

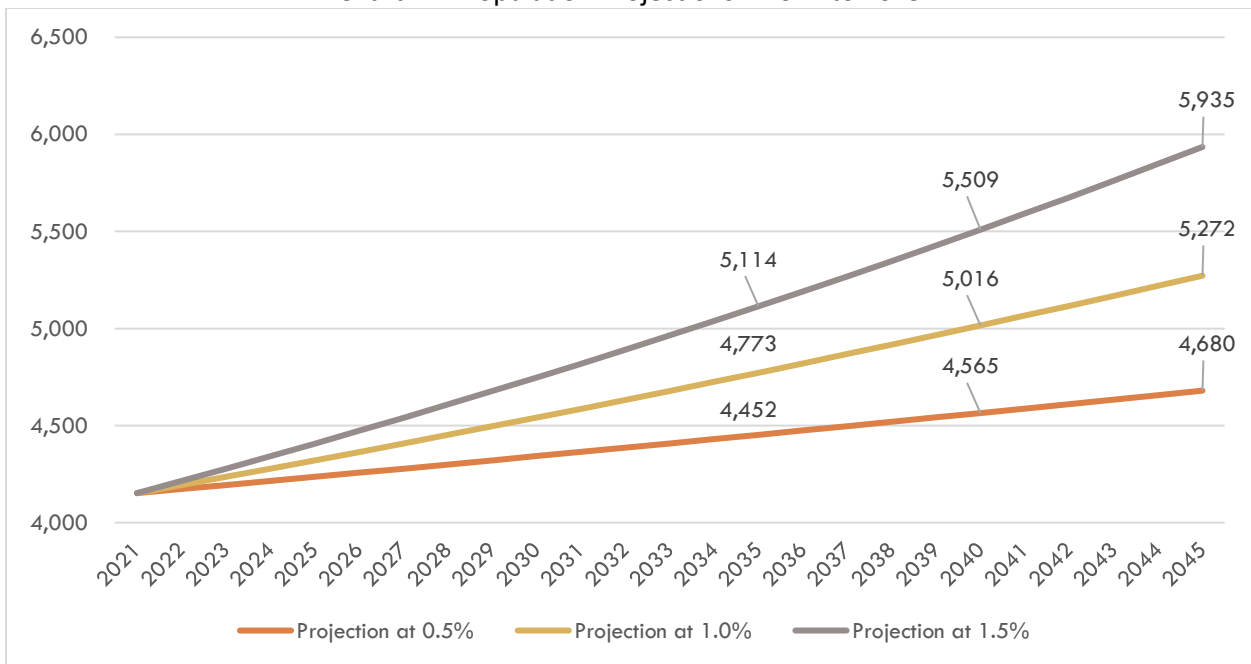
Source: U.S. Census Bureau, Five-Year Estimates; Town of Broadway; USGS; DHCD Boundary Change Report

\*Note: Between 2000 and 2010, the Town of Broadway completed three Phase II annexations. The annexations occurred on 12/31/2004 (adding 132 acres), 12/31/2006 (adding 261 acres), and 1/1/2009 (adding 9.93 acres).

## POPULATION PROJECTIONS

From 2000 to 2021, the Town’s population increased 89.4 percent. As previously noted, the Town of Broadway grew rapidly between 2000 and 2010. The population increased by an estimated 56.9 percent (ACS Five-Year) during this period, largely due to a housing boom and three annexations. 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. American Community Survey Five-Year Estimates indicate a population increase of 19.1 percent, with an average annual increase of 1.7 percent between 2010 and 2021. The Town issued 289 zoning permits for single-family and multi-family dwelling units between 2011 and 2023.

Chart 4.1. Population Projections – 2021 to 2045



Source: U.S. Census Bureau, American Community Survey Five-Year Estimates

Broadway's average population change over the last ten years was roughly 1.75 percent. While the Town is expected to continue to grow, the limited availability of undeveloped residential land may contribute to a slower rate of growth in the future. The future population projections shown in Chart 4.1 utilized an average annual growth rate of 1.0 percent. The 2021 ACS Five-Year Estimate for the Town of Broadway (4,152) is used as the base population. Population growth estimates at rates of 0.5 percent and 1.5 percent are also included as low growth and high growth projections for comparison.

Using these estimates, the Town of Broadway's population is projected to grow to approximately 5,272 by 2045. It should be noted that these estimates do not include potential growth through annexation. If the Town annexes additional land in the future, the population may grow faster than the above projections.

## POPULATION AGE

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. In 2021, the median age of Broadway residents was 38.7; relatively equal to the Virginia median of 38.5, and lower than the Rockingham County median of 40.3. Table 4.4 illustrates the major age group distributions among Broadway, Rockingham County, and Virginia populations.

Table 4.4. Population by Age Group – 2011 to 2021

Year	Age Group	Broadway	Percent Pop.	Rockingham	Percent Pop.	Virginia	Percent Pop.
2011	Under 5 Years	225	6.3%	4,573	6.1%	506,909	6.4%
	5 to 17 Years	806	22.7%	13,431	17.8%	1,337,018	16.9%
	18 to 64 Years	2,132	60.0%	45,919	60.7%	5,126,225	64.7%
	65 Years Plus	392	11.0%	11,710	15.5%	956,040	12.1%
2016	Under 5 Years	325	8.6%	4,430	5.7%	510,257	6.1%
	5 to 17 Years	688	18.1%	13,281	16.9%	1,355,299	16.3%
	18 to 64 Years	2,193	57.8%	46,680	59.5%	5,299,928	63.8%
	65 Years Plus	589	15.5%	14,036	17.9%	1,144,817	13.8%
2021	Under 5 Years	288	6.9%	4,715	5.7%	501,494	5.8%
	5 to 17 Years	681	16.4%	13,823	16.6%	1,391,258	16.2%
	18 to 64 Years	2,567	61.8%	48,825	58.8%	5,361,127	62.5%
	65 Years Plus	616	14.8%	15,727	18.9%	1,328,600	15.5%

Source: U.S. Census Bureau, American Community Survey Five-Year Estimates

Broadway's total population of children under 5 years of age grew by an estimated 60 individuals from 2011 to 2021. The percentage of children under 5 years of age increased from 6.3 percent of the total population in 2011 to 6.9 percent of the total population in 2021. Both Rockingham County and the Commonwealth of Virginia experienced decreases in the percentage of this age group compared to their



total populations. Rockingham County decreased from 6.1 percent in 2011 to 5.7 percent in 2021 and Virginia decreased from 6.4 percent in 2011 to 5.8 percent in 2021.

The estimated population of school-age children, those between the ages of 5 and 17, in Broadway decreased by an estimated 125 individuals from 2011 to 2021. The percentage of school-age children in Broadway decreased from 22.7 percent in 2011 to 16.4 percent in 2021. Rockingham County and Virginia also experienced a decrease in the percentage of school-age children between 2011 and 2021. The percentage in Rockingham County decreased from 17.8 percent in 2011 to 16.6 percent in 2021, while the percentage in Virginia decreased from 16.9 percent to 16.2 percent

In Broadway, the estimated working-age population, those between the ages of 18 and 64, grew by 435 individuals between 2011 and 2021. This age group represents the largest percentage of Broadway's population, comprising 61.8 percent of the population in 2021, an increase of 1.8 percent since 2011. Rockingham County and Virginia experienced decreases in the percentage of working-age residents. The percentage in Rockingham County decreased from 60.7 percent in 2011 to 58.8 percent in 2021, and the percentage in Virginia decreased from 64.7 percent in 2011 to 62.5 percent in 2021.

Broadway's elderly population, those 65 years and older, increased by an estimated 224 individuals between 2011 and 2021. The percentage of elderly residents increased from 11.0 percent in 2011 to 15.5% percent in 2016, then decreased to 14.8 percent in 2021. In comparison, the percentage of elderly residents have increased for both Rockingham County and Virginia. Rockingham County and Virginia experienced increases of 3.4 percent from 2011 to 2021.

## POPULATION SEX/GENDER

From 2010 to 2021, the estimated percentage of female residents in the Town of Broadway increased, while the percentages of female residents in Rockingham County and the Commonwealth of Virginia decreased. The percentage of female resident in Broadway increased from 48.3 percent in 2010 to 54.9 percent in 2021. In comparison, the percentage of female residents in Rockingham County decreased from 51.1 percent in 2010 to 50.6 percent in 2021, while the percentage in Virginia decreased from 50.9 percent in 2010 to 50.5 percent in 2021. Table 4.5 below illustrates the male and female populations of Broadway, Rockingham County, and Virginia from 2010 to 2021.

Table 4.5. Population by Sex/Gender – 2010 to 2021

Year	Town of Broadway			Rockingham County			Commonwealth of Virginia		
	Male	Female	Percent Female	Male	Female	Percent Female	Male	Female	Percent Female
2010	1,778	1,662	48.31%	36,664	38,258	51.06%	3,849,352	3,992,402	50.91%
2011	1,747	1,808	50.86%	37,040	38,593	51.03%	3,891,319	4,034,873	50.91%
2012	1,782	1,862	51.10%	37,322	39,031	51.12%	3,933,820	4,081,135	50.92%
2013	1,802	1,905	51.39%	37,587	39,298	51.11%	3,977,926	4,122,727	50.89%
2014	1,745	2,003	53.44%	37,671	39,674	51.29%	4,022,624	4,162,507	50.85%
2015	1,762	2,003	53.20%	38,141	39,644	50.97%	4,060,948	4,195,682	50.82%
2016	1,869	1,926	50.75%	38,501	39,926	50.91%	4,086,283	4,224,018	50.83%
2017	1,832	1,961	51.70%	38,485	40,168	51.07%	4,113,988	4,251,964	50.82%
2018	1,817	2,038	52.87%	38,910	40,534	51.02%	4,138,574	4,275,200	50.81%
2019	1,776	2,115	54.36%	39,392	40,892	50.93%	4,159,173	4,295,290	50.81%
2020	1,799	2,126	54.17%	39,714	41,242	50.94%	4,186,543	4,322,815	50.80%
2021	1,873	2,279	54.89%	41,088	42,002	50.55%	4,245,281	4,337,198	50.54%

Source: U.S. Census Bureau, American Community Survey Five-Year Estimates

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# CHAPTER 5 | ECONOMY

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## 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 the labor force, employment characteristics, presence of industry, and the demand for various goods and services in the Town of Broadway.

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 commercial and industrial opportunities, attracting a diverse base of industries, or the nurturing existing and developing businesses are just a few examples of ways communities can strengthen and revitalize their economy.

Local government plays a large role 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.

## LABOR FORCE

The Town of Broadway has an estimated civilian labor force of 2,572 individuals age 16 and over, accounting for 77.4 percent of the town population (U.S. Census Bureau, American Community Survey Five-Year Estimates, 2021). In comparison, Rockingham County has a labor force participation rate of 64.5 percent and the Commonwealth of Virginia has a labor force participation rate of 63.3 percent. The Town also has a lower unemployment rate (1.4 percent) than Rockingham County and Virginia, which have unemployment rates of 3.1 percent and 4.6 percent, respectively. The following sections examine the socio-economic characteristics of the Town population, with particular emphasis on the civilian workforce.

## 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, which is well rounded and highly skilled in a variety of different sectors. The Town's location is key to 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.

Table 5.1 below illustrates the educational attainment levels for residents age 25 and over for Broadway, Rockingham County, and Virginia. An estimated 11.6 percent of Broadway residents 25 and

over have less than a high school (or equivalent) education, which is lower than the percentage for Rockingham County but higher than that of Virginia. Forty percent of Broadway residents 25 and over have a high school (or equivalent) education, while 26.5 percent have some college (including Associate Degree), and 21.9 percent have a Bachelor’s Degree or higher. The percentage of Broadway residents with at least some college education is comparable to Rockingham County, but significantly lower than the percentage of Commonwealth residents.

Table 5.1. Educational Attainment – 2021

Locality	Less than High School	High School or Equivalent	Some College/ Associate’s	Bachelor’s or Higher
Town of Broadway	11.6%	40.0%	26.5%	21.9%
Rockingham County	13.8%	36.6%	22.0%	27.7%
Commonwealth of Virginia	9.2%	23.8%	26.6%	40.3%

Source: U.S. Census Bureau, American Community Survey Five-Year Estimates

## INCOME

Median Household Income, Median Worker Earnings, and Poverty Rate are common metrics that illustrate the economic health of a community. Median household income is the middle of the income distribution, meaning half of households have a higher and half a lower income; median worker earnings are the middle of the worker earning distribution; poverty rate is the percentage of all individuals experiencing poverty over the last 12 months. While median household income in Broadway increased from \$53,125 in 2011 to \$57,878 in 2021, it did not increase at the same rate as that of Rockingham County and the Commonwealth of Virginia. However, median worker earnings in Broadway decreased slightly from 2011 to 2021, but increased from \$28,247 in 2016 to \$33,343 in 2021. The poverty rate in Broadway decreased from 10.3 percent in 2011 to 5.7 percent in 2021. Over the same period of time, the poverty rate in Rockingham County decreased from 9.9 percent to 7.6 percent, while the poverty rate in Virginia decreased from 10.7 percent to 9.9 percent. Table 5.2 below illustrates these economic metrics for Broadway, Rockingham County, and Virginia.

Table 5.2. Income and Poverty – 2011 to 2021

Year	Locality	Median Household Income	Median Worker Earnings	Poverty Rate
2011	Town of Broadway	53,125	34,877	10.3%
	Rockingham County	51,775	29,137	9.9%
	Commonwealth of Virginia	63,302	34,054	10.7%
2016	Town of Broadway	49,226	28,247	10.7%
	Rockingham County	55,029	28,850	11.6%
	Commonwealth of Virginia	66,149	35,535	11.4%
2021	Town of Broadway	57,878	33,343	5.7%
	Rockingham County	67,484	34,889	7.6%
	Commonwealth of Virginia	80,615	42,964	9.9%

Source: U.S. Census Bureau, American Community Survey Five-Year Estimates

## COMMUTING PATTERNS

According to the American Community Survey Five-Year Estimates, 96.1 percent of Broadway’s workforce commuted to work in 2021, while 3.9 percent worked from home. An estimated 88.4 percent of workers drive alone to work, while 7.2 percent carpool and 0.4 percent walk. Broadway has a higher percentage of workers who drive alone and lower percentages of residents who carpool, utilize public transit, walk, bicycle, and work from home than Rockingham County and the Commonwealth of Virginia. Most of the Town’s workforce (93.1 percent) commutes to work outside of Broadway and most individuals employed in Broadway (87.2 percent) commute from outside communities. Tables 5.3 and 5.4 below illustrate the commuting characteristics of workers living in the Town of Broadway and those commuting to Broadway.

Table 5.3. Commuter Inflow/Outflow – 2021

Inflow	Number	Percent	Outflow	Number	Percent
Employed in Broadway	1,201	100.0%	Living in Broadway	2,242	100.0%
Living Outside Broadway	1,047	87.2%	Employed Outside Broadway	2,088	93.1%
Living in Broadway	154	12.8%	Employed in Broadway	154	6.9%

Source: U.S. Census Bureau, 2021 On The Map Data Tool

Table 5.4. Top Commute Origins and Destinations - 2021

Commute Origin	Number	Percent	Commute Destination	Number	Percent
Town of Broadway	154	12.8%	City of Harrisonburg	678	30.2%
City of Harrisonburg	101	8.4%	Town of Broadway	154	6.9%
Town of Timberville	55	4.6%	Town of Bridgewater	56	2.5%
Town of New Market	16	1.3%	Town of Dayton	40	1.8%
Massanetta Springs	15	1.2%	Town of Mount Jackson	34	1.5%
All Other Locations	860	71.7%	All Other Locations	1,280	57.1%

Source: U.S. Census Bureau, 2021 On The Map Data Tool

## OCCUPATIONAL CHARACTERISTICS

According to the American Community Survey Five-Year Estimates, 2,003 (79.0 percent) Broadway residents are private wage and salary employees, 438 (17.3 percent) residents are public employees, and 96 (3.8 percent) are self-employed. An estimated 641 (25.3 percent) residents are employed in management, business, science, or art occupations; 478 (18.8 percent) residents are employed in a service occupation; 615 (24.2 percent) residents are employed in sales and office occupations; 306 (12.1 percent) residents are employed in natural resources, construction, or maintenance occupations, and 497 (19.6 percent) residents are employed in production, transportation, or material moving



occupations. An estimated 22.2 percent of Broadway residents are employed in the manufacturing industry; 21.4 percent of residents are employed in the educational services, healthcare, and social assistance industries; and 14.2 percent of residents are employed in the retail trade industry. More than 5.0 percent of Broadway residents are also employed in the following industries: construction; transportation and warehousing; professional, scientific, and management and administrative and waste management services; arts, entertainment, and recreation and accommodation and food services; and public administration. Table 5.5 illustrates the employment classifications, occupations, and industries of individuals living in the Town of Broadway in 2021.

Table 5.5. Resident Employment Classifications, Occupations, and Industries – 2021

Classification	Number Employed	Percent Employed	Change Over Last Five Years
Private Wage and Salary Workers	2,003	79.0%	+590
Government Workers	438	17.3%	+147
Self-Employed	96	3.8%	-24
Occupation	Number Employed	Percent Employed	Change Over Last Five Years
Management, Business, Science, and Arts	641	25.3%	-51
Service	478	18.8%	+41
Sales and Office	615	24.2%	+243
Natural Resources, Construction, and Maintenance	306	12.1%	+185
Production, Transportation, and Material Moving	497	19.6%	+295

Source: U.S. Census Bureau, American Community Survey Five-Year Estimates

## BUSINESS SECTOR

As of December 7, 2023, the Town of Broadway had issued 186 business licenses, an increase of 32 licenses over 2017. The licenses issued include: 34 Contractor, 9 Wholesale, 20 Professional, 47 Retail, 57 Repair or Personal Services, 3 Other, 8 ABC, 4 Utility Wireless, 3 Utility Telephone, 1 Solicitor.

According to Chimura Economics & Analytics’ JobsEq database, construction (25.7 percent) and educational services (23.3 percent) are the largest industries in the Town of Broadway. Public administration (8.2 percent), retail (8.0 percent) and wholesale trade (4.7 percent), accommodation and food services (4.5 percent), and healthcare and social assistance (3.6 percent) are among the next largest industries in Broadway. Table 5.6 illustrates employment by industry for businesses located in the Town of Broadway in 2023.

Table 5.6. Employment by Industry in Broadway – 2023

Classification	Number Employed	Percent Employed	Change Over Last Five Years
Construction	509	25.68%	+53
Educational Services	461	23.26%	+143
Other Services (except Public Administration)	171	8.63%	+38
Public Administration	162	8.17%	+158
Retail Trade	159	8.02%	+27
Wholesale Trade	93	4.69%	+44
Accommodation and Food Services	90	4.54%	-5
Health Care and Social Assistance	72	3.63%	+25
Manufacturing	53	2.67%	+17
Finance and Insurance	53	2.67%	+10
Administrative and Support and Waste Management and Remediation Services	40	2.02%	+6
Transportation and Warehousing	37	1.87%	-1
Information	31	1.56%	-46
Professional, Scientific, and Technical Services	17	0.86%	-5
Agriculture, Forestry, Fishing and Hunting	15	0.76%	-1
Real Estate and Rental and Leasing	12	0.61%	+4
Unclassified	3	0.15%	+2
Mining, Quarrying, and Oil and Gas Extraction	2	0.10%	+1
Arts, Entertainment, and Recreation	1	0.05%	+0

Source: Chimura Economics & Analytics, 2023 JobsEq Database

## COMMERCIAL

Broadway's traditional downtown area, along Main Street, is home to the majority of retail businesses in Town. Other areas of commercial activity include the strip along State Route 259 (W Lee St; Brocks Gap Rd) across from J. Frank Hillyard Middle School, and State Route 259 (Timber Way) 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 needs of Broadway residents. However, the scale of these businesses, with corresponding limitations on selection and hours, suggests that residents shop elsewhere for many items. Broadway's proximity to the Town of Timberville means that some services, such as fast-food restaurants and a franchised grocery store, can provide benefits to both communities. However, residents looking to frequent larger or more niche businesses often travel to the City of Harrisonburg, approximately 15 minutes outside of Town. The Broadway Comprehensive Plan Public Input Survey, conducted in Fall 2023, found that residents have a strong desire for more restaurants and food/beverage options, particularly in downtown Broadway. The health of the

downtown area a critical issue in small towns, as traditional businesses often have to compete with strip malls and large discount stores located just outside the corporate limits. In the past, Broadway’s Main Street businesses have not suffered like other towns and cities, more recently it has become increasingly difficult for small businesses to compete with online shopping and big-box retailers.

## INDUSTRIAL

Broadway is home to several manufacturing operations. Poultry is the dominant industry in Broadway, as it is in many parts of Rockingham County. Pilgrim’s Pride operates a hatchery and laboratory within Town limits; Virginia Poultry Growers Cooperative operates a feed mill; George’s, Inc. operates a poultry hatchery located just outside Town limits; and the closest poultry processing plant is located in nearby Timberville. Below is a list of all manufacturing and industrial operations located within or near the Town boundary:

### ***Industrial Operations in Broadway***

- Air Quality Systems, Inc.
- Agri of Virginia, Inc.
- Auto Krafters, Inc.
- Broadway Automotive & Tire
- Broadway Electric, Inc.
- Broadway Metal Precision, Inc.
- Broadway Metal Works, Inc.
- Broadway Motors Service Center LLC
- Custom Air Solutions
- Elite Insulation & PolyPro, LLC
- Lantz Construction Co.
- Quality Auto Parts LLC (NAPA)
- Sarandi Manufacturing, LLC
- Superior Concrete, Inc.
- Top Bead Welding Service, Inc.
- TransTech Towing & Repair
- Trumbo Electric, Inc.
- Turner Diesel Service LLC
- Pilgrim’s Pride Corporation
- Valley Well & Water Solutions, Inc.

### ***Industrial Operations near Broadway***

- Neff Lumber Mills, Inc.
- Branner Printing Services, Inc.
- Frazier Quarry, Inc.
- Rockydale Quarries Corporation

## GROWTH POTENTIAL

The Town has historically zoned vacant tracts within Town limits as industrial. However, analysis by the Town suggests that Broadway has a limited ability to attract major industry due to its limited access and roadways. The Town’s distance from Interstate 81 creates several challenges for growth. However, several highways serve Broadway, including U.S. Route 42 and State Route 259. Through past annexations, the Town gained frontage on State Route 259. This area contains vacant acreage, increasing its potential for future commercial growth. The potential for industrial sites remains limited. In recent years, interest in industrial development has been concentrated on sites near to, but not within, Town limits. Town leadership has come to realize that Broadway’s market niche is centered on small industry and commercial ventures. At this time, it is not realistic nor desirable to attract large industries to Broadway.

## 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 BHP 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 efforts include making the town more attractive and directing attention to physical elements on Main Street, such as assisting the Town with beautification efforts and encouraging building renovation. 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. Economic revitalization efforts include creating a business-friendly environment. The Partnership focuses on attracting, retaining, and expanding businesses. Recent efforts include developing a hometown revitalization brand, improvements to 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 located in Town, existing businesses have expanded, facades have been renovated, and a feeling of excitement continues to abound among Broadway's business community. The potential development of the Shenandoah Valley Rail Trail, a 50-mile multi-use trail that would travel from Broadway to Front Royal, could build on these efforts by bringing more activity, both residents and tourists, to downtown Broadway that may help to continue revitalizing downtown Broadway.

## ECONOMY GOALS

### **Summary:**

*The Town needs a strong business sector to maintain a broad tax base and provide jobs and services for citizens. The Town contains several major industrial operations. Businesses downtown and on the major roads are essential to the Town's fiscal health, as business licenses add to the tax base. While the Town contains banks, a post office, restaurants, a 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. Foster collaborative relationships with economic and community development stakeholders at the local, regional, state, and national levels.**

#### Objectives:

- Develop opportunities to collaborate with local and regional businesses and community organizations and encourage public-private partnerships.
- Ensure that local businesses and community organizations are aware of local, state, and federal programs, services, and activities that may benefit them or their clients.
- Collaborate with workforce development stakeholders to ensure workers and businesses are aware of workforce programs and the skills necessary to remain competitive.
- Continue supporting the Shenandoah Rail Trail as a transformational economic development opportunity for the Town and region.

### **Goal 2. Encourage efforts to grow and expand existing and new businesses, and diversify the local economy.**

#### Objectives:

- Collaborate with regional stakeholders to grow and market existing businesses, attract new businesses, and reduce job-out migration.
- Develop relationships with local business owners and stay apprised of their needs and challenges.
- Improve infrastructure necessary to accommodate development downtown and in other commercial areas throughout the Town.
- Improve the availability, quality, and diversity of housing for the Town's workforce.

### **Goal 3. Create a vibrant downtown and commercial corridors that attract a diverse range of businesses, residents, and visitors to Town.**

#### Objectives:

- Identify placemaking and community building projects that can improve existing commercial corridors and areas in need of reinvestment and reinvention.
- Promote and celebrate local arts, culture, and heritage through festivals, events, and public art installations.
- Consider developing a branded wayfinding system to enhance sense of place and support downtown revitalization.



**Goal 4. Seek external funding sources to assist with planning and implementing community and economic development projects in Town.**

Objectives:

- Seek and utilize state and federal funding sources to develop economic and community development, infrastructure, and resource management plans.
- Seek and utilize state and federal funding that supports downtown revitalization, entrepreneurial efforts, and infrastructure improvement projects.
- Seek and utilize state and federal funding that supports beautification and safety improvement efforts downtown and in other commercial areas throughout Town.

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# CHAPTER 6 | HOUSING

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## 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 Decennial Census, the American Community Survey 5-year 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 68.4 percent. Between 2000 and 2010, the Town issued 565 zoning permits 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, the Town issued 113 zoning permits for single-family and multi-family dwelling units between 2011 and 2016, and 176 permits were issued between 2017 and 2023. The housing stock in Broadway grew from 1,695 units in 2015 to an estimated 1,919 units in 2023. This is an increase of 13.2 percent. According to the 2022 American Community Survey, Broadway had an average household size of 2.54 persons. There were 2.78 persons per owner-occupied housing unit and 2.08 persons per renter-occupied unit, which is slightly lower than Rockingham County's 2.59 persons per owner-occupied unit and 2.59 persons per renter-occupied unit. Although growth has slowed more recently, Rockingham County and Town anticipate residential growth over the next several years.

## HOUSING STOCK

The Broadway housing stock contained an estimated 1,919 housing units in 2023, according to 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 65 percent, or 1,241 units. Apartments and townhouses represent the next highest percentage of housing types. There are 341 apartment units representing 18 percent of the housing stock, and 230 townhouse units representing 12 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 399 units. The majority of housing units in this area are single-family dwellings, with 316 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 248 units. In this area, 99 percent, or 245 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 831 units. This area also contains the highest number of multi-family units, with 252 apartments, 46 duplexes, and 222 townhouses.
- Section 4, the southeast area of Town, located south of Springbrook Road and east of Route 42, contains 364 housing units. Single-family dwellings account for 324 units, or 95 percent of the area.
- Section 5 is the planned annexation area and is not currently located within the Town boundary. This area currently contains 77 housing units.

Broadway is fortunate to have less than 40 percent of its homes built before 1980. 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 in 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 neighborhood vitality and/or decline. The physical condition of housing contributes to a neighborhood being an attractive place to live and it increases housing values.

Past construction in Broadway has pushed the town in the direction of a “younger” housing stock. In fact, over 50 percent of homes have been built since 1990. In Broadway, 21 percent of houses were constructed between 2000 and 2009. Fifteen percent of houses have been constructed since 2015. 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
Built 1939 or earlier	101	5.9%
Built 1940 to 1949	67	3.9%
Built 1950 to 1959	36	2.1%
Built 1960 to 1969	145	8.5%
Built 1970 to 1979	307	18.0%
Built 1980 to 1989	186	10.9%
Built 1990 to 1999	264	15.4%
Built 2000 to 2009	356	20.8%
Built 2010 to 2019	248	14.5%
<b>TOTAL</b>	<b>1,710</b>	<b>100%</b>

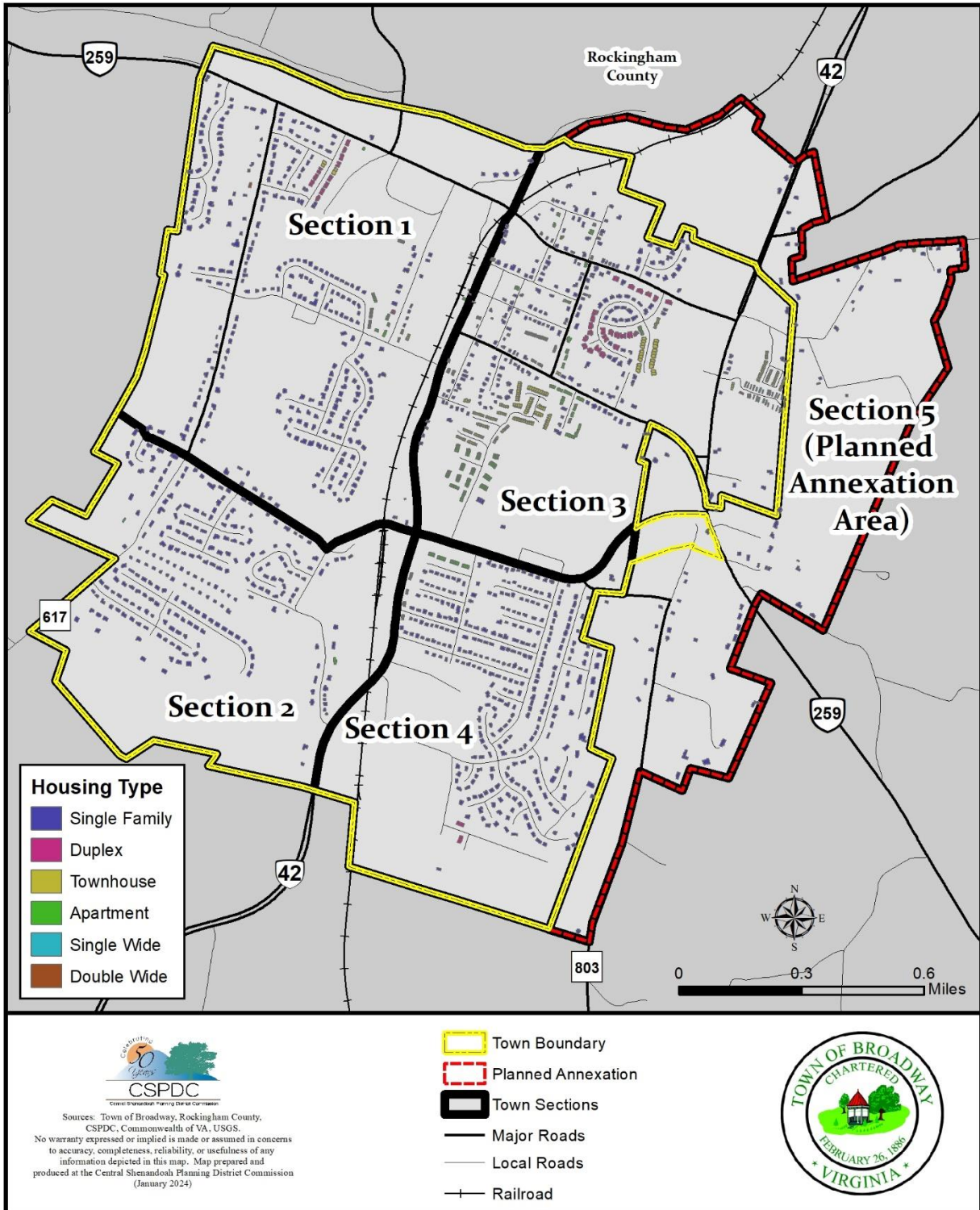
Source: 2022 American Community Survey, U.S. Census Bureau

## HOUSEHOLD CHARACTERISTICS AND OCCUPANCY

According to the 2022 American Community Survey (ACS), Broadway had an average household size of 2.5 persons. In 2022, there were 1,710 housing units in Town. Based upon data from the 2018-2022 ACS estimates, owner-occupied units represent 65.3 percent of the occupied housing units in Town and renter-occupied units represent 34.7 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 as estimated by ESRI's Community Analyst tool:

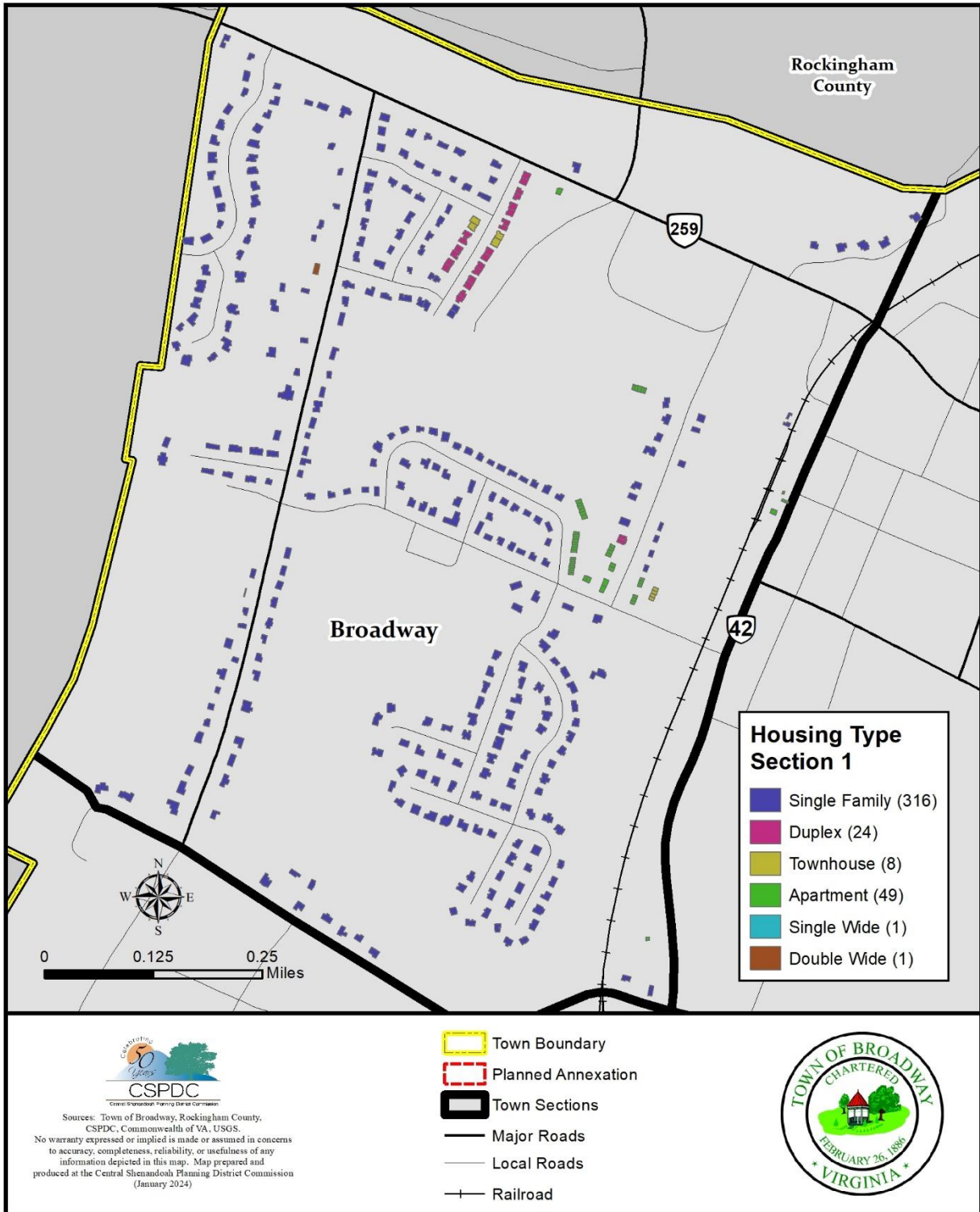
- Section 1, located north of Springbrook Road and west of Route 42, contains the highest percentage of owner-occupied units at 82 percent. 330 units are owner-occupied, and 74 units are renter-occupied.
- Section 2, located south of Springbrook Road and west of Route 42, contains the second highest percentage of owner-occupied units at 81 percent. 142 units are owner-occupied and 34 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 38 percent, or 279 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 451 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 35 percent, or 122 units. This area is 65 percent owner-occupied with 228 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 63 percent owner-occupied.

Map 6.1. Housing Type Overview



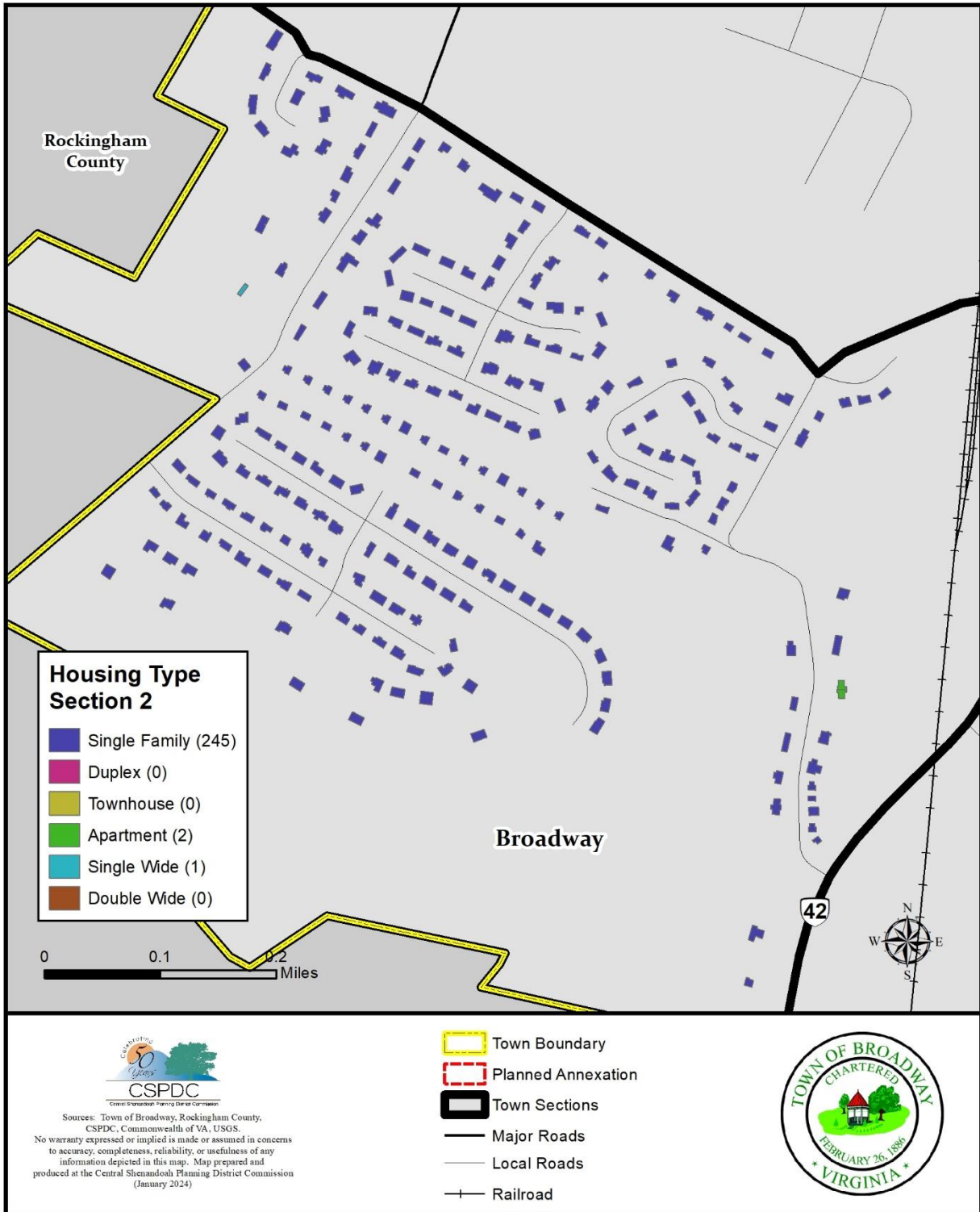


Map 6.2. Housing Type – Section 1

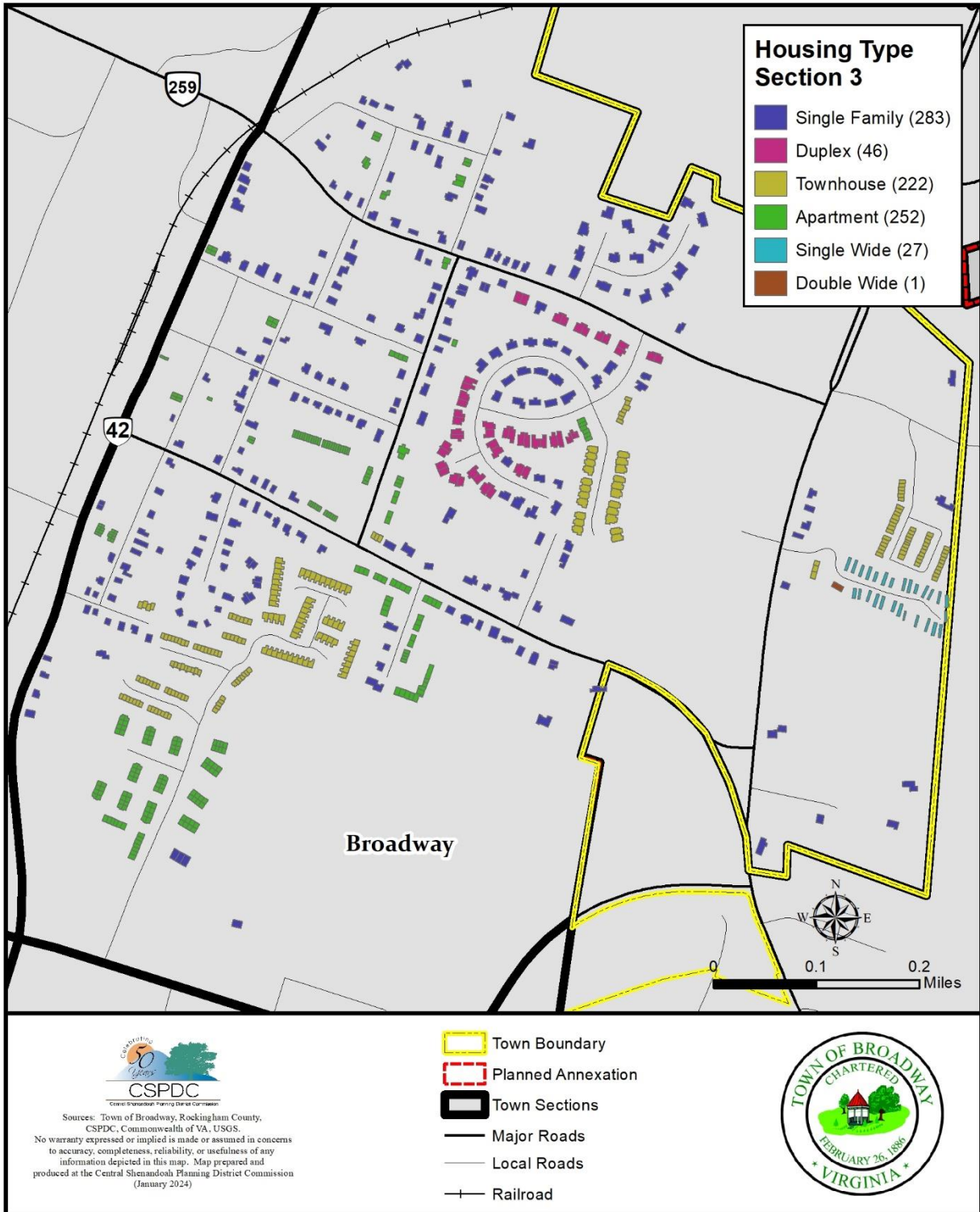




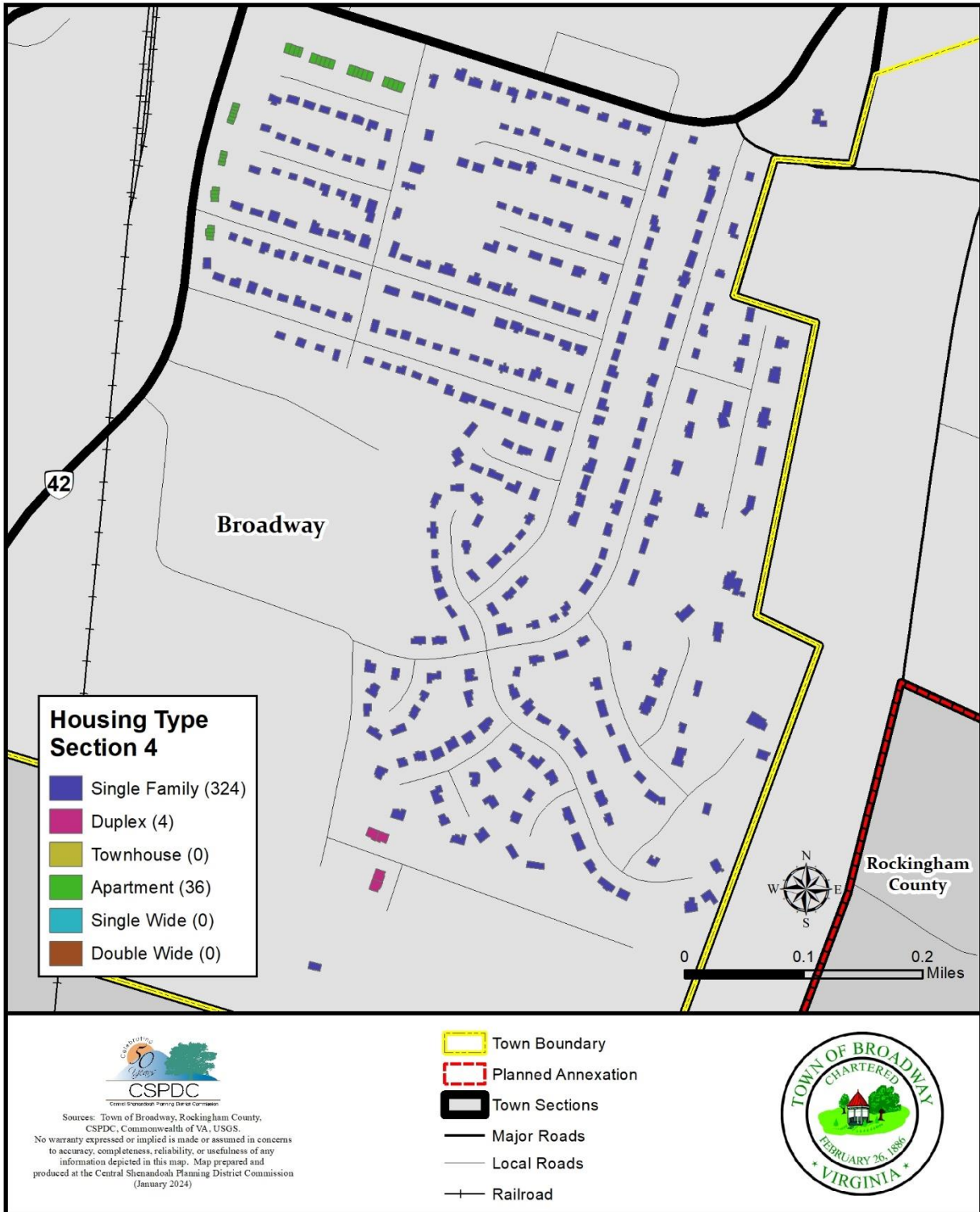
Map 6.3. Housing Type – Section 2



Map 6.4. Housing Type – Section 3

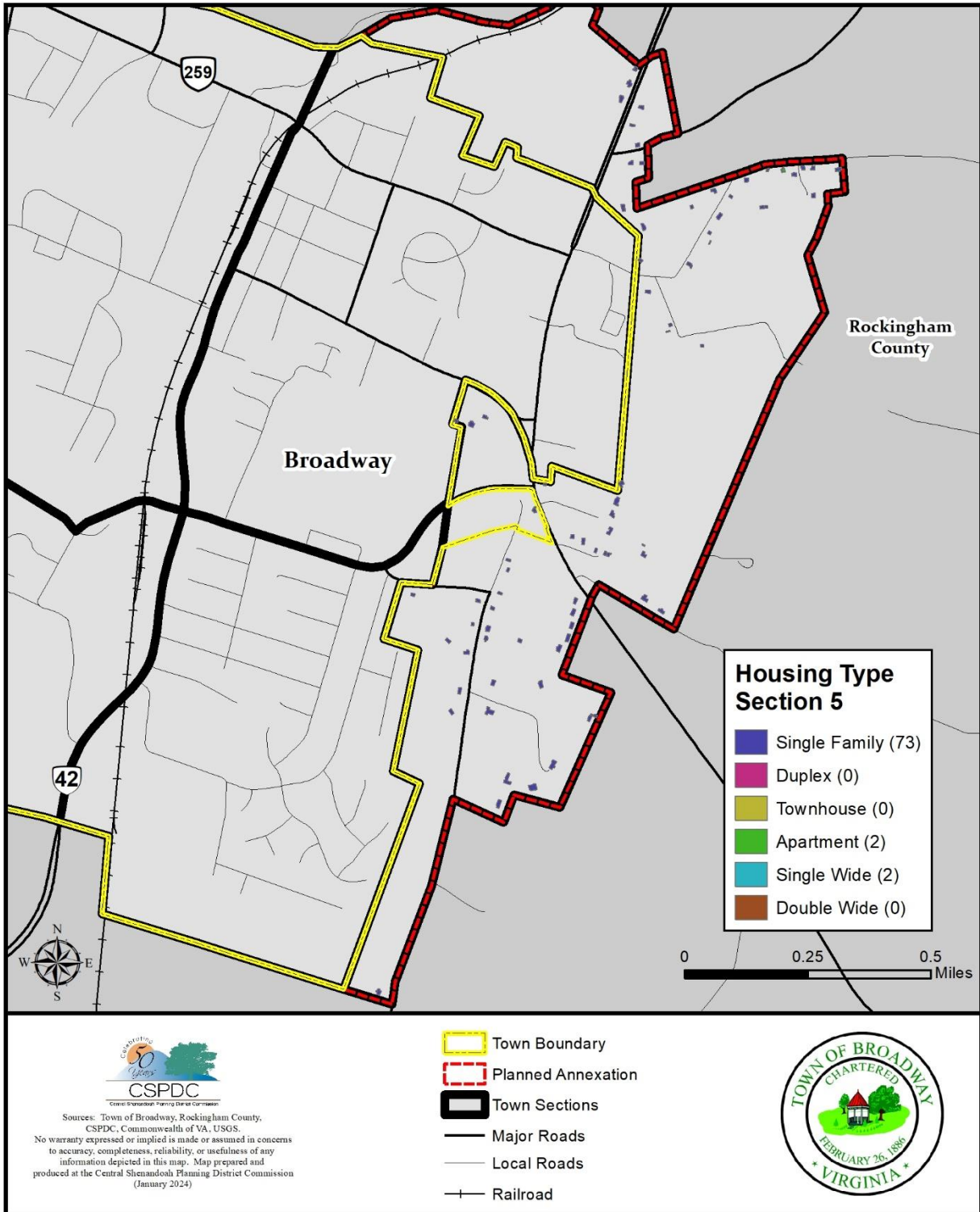


Map 6.5. Housing Type – Section 4

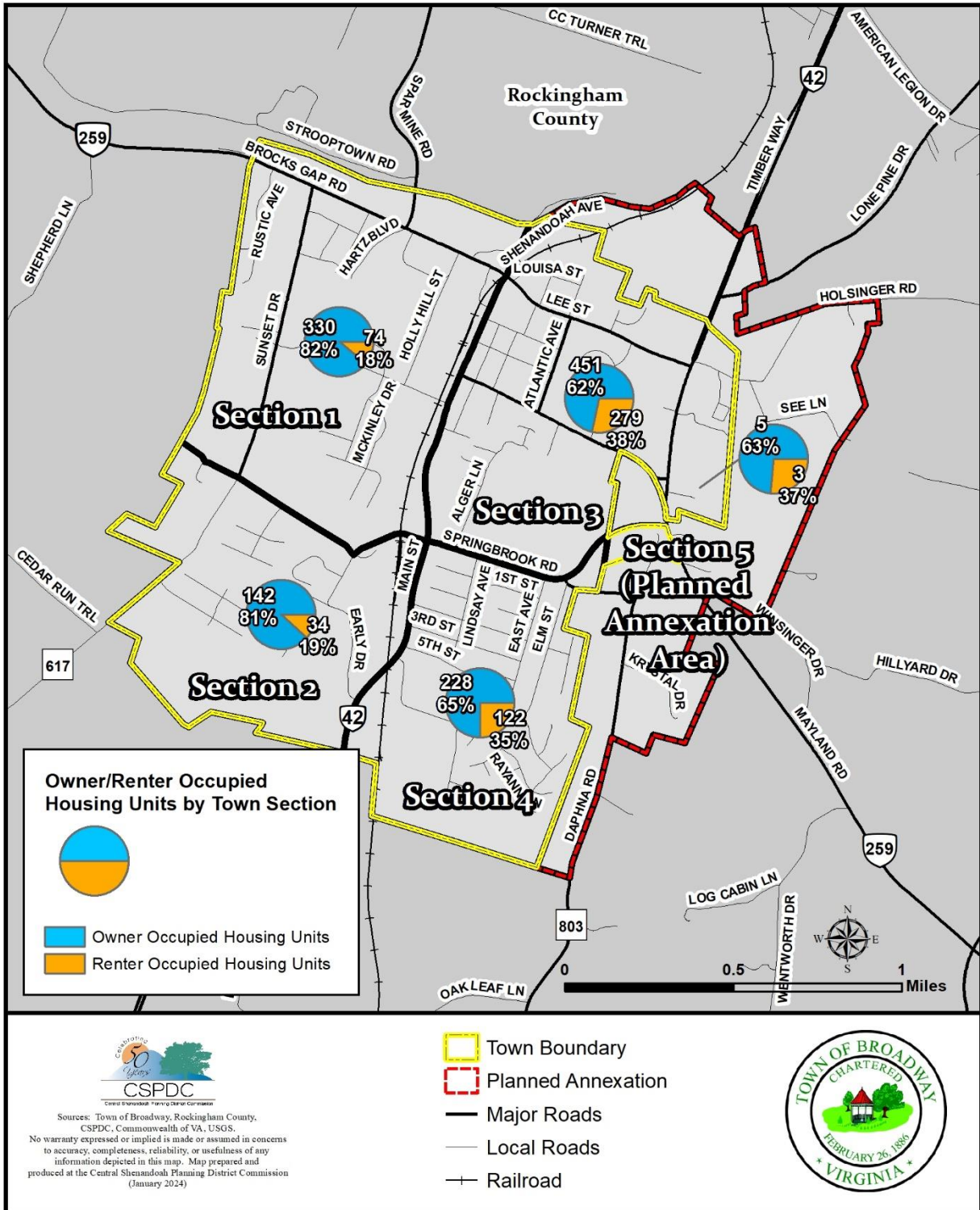




Map 6.6. Housing Type – Section 5



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 \$201,400 in 2010 and \$190,500 in 2015, according to American Community Survey estimates. See Table 6.2 for a comparison between 2010, 2015, and 2022. There was an 88 percent increase from 2000 to 2015 estimates.

Table 6.2. Housing Value of Owner-Occupied Units by Percent (2010-2022)

Value	ACS 2010	ACS 2015	ACS 2022
Less than \$50,000	2.7%	1.5%	1.7%
\$50,000-99,999	3.2%	2.9%	0.0%
\$100,000-149,999	15.8%	22.8%	8.0%
\$150,000-199,999	27.7%	25.7%	14.2%
\$200,000-299,999	35.4%	38.4%	50.9%
\$300,000-499,999	12.7%	7.8%	19.8%
\$500,000-999,999	2.6%	1.0%	4.0%
\$1,000,000 or more	0.0%	0.0%	1.3%
Median Value	\$201,400	\$190,500	\$244,800

Source: Decennial Census, 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 (2000-2022)

Gross Rent: Occupied Units Paying Rent		2000	2010	2015	2022
	Less than \$500	173	94	70	0
	\$500-999	104	436	291	289
	\$1,000-1,499	0	41	25	184
	\$1,500 or more	0	0	0	73
	Median (Dollars)	\$472	\$647	\$695	\$974
Mortgage: Housing units with a mortgage		2000	2010	2015	2022
	Less than \$500	26	7	0	0
	\$500-\$999	225	114	253	111
	\$1,000-1,499	51	254	239	237
	\$1,500-2,000	30	105	257	206
	\$2,000-\$2,499	2	53	53	116
	\$2,500 or more	0	0	0	16
	Median (Dollars)	\$793	\$1,253	\$1,291	\$1,489

Source: 2000, 2010, 2015, 2022 American Community Survey, U.S. Census Bureau

Note: Owner-occupied housing units without a mortgage are not included in the table. As of 2022, there were 383 owner-occupied housing units without a mortgage in the Town of Broadway. Median selected monthly owner costs were \$360.

## 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. Seniors age 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 2022 ACS, 16.0 percent of Broadway’s population was age 65 years and over, 59.6 percent was between the ages of 18 and 64, and 21.9 percent was between the ages of 5 and 18. With further analysis of the demographic groups related to housing needs, 19.5 percent of the population was between the ages of 20 and 35, 25.6 percent was between the ages of 35 and 54, 20.9 percent was between the ages of 55 and 74, and 5.9 percent were 75 years 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 to consider the capacity of the roadway network to and from these newly developed areas. Aside from transportation, the availability of water, wastewater, and electrical 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 workforce.

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 19.5 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 46.5 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. Promote Homeownership.**

Objectives:

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

**Goal 2. 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 3. 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 4. The Town will work to ensure that older structures are being maintained to ensure safety.**

**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*

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## 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 2045 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 a functional class on the map are local roads.

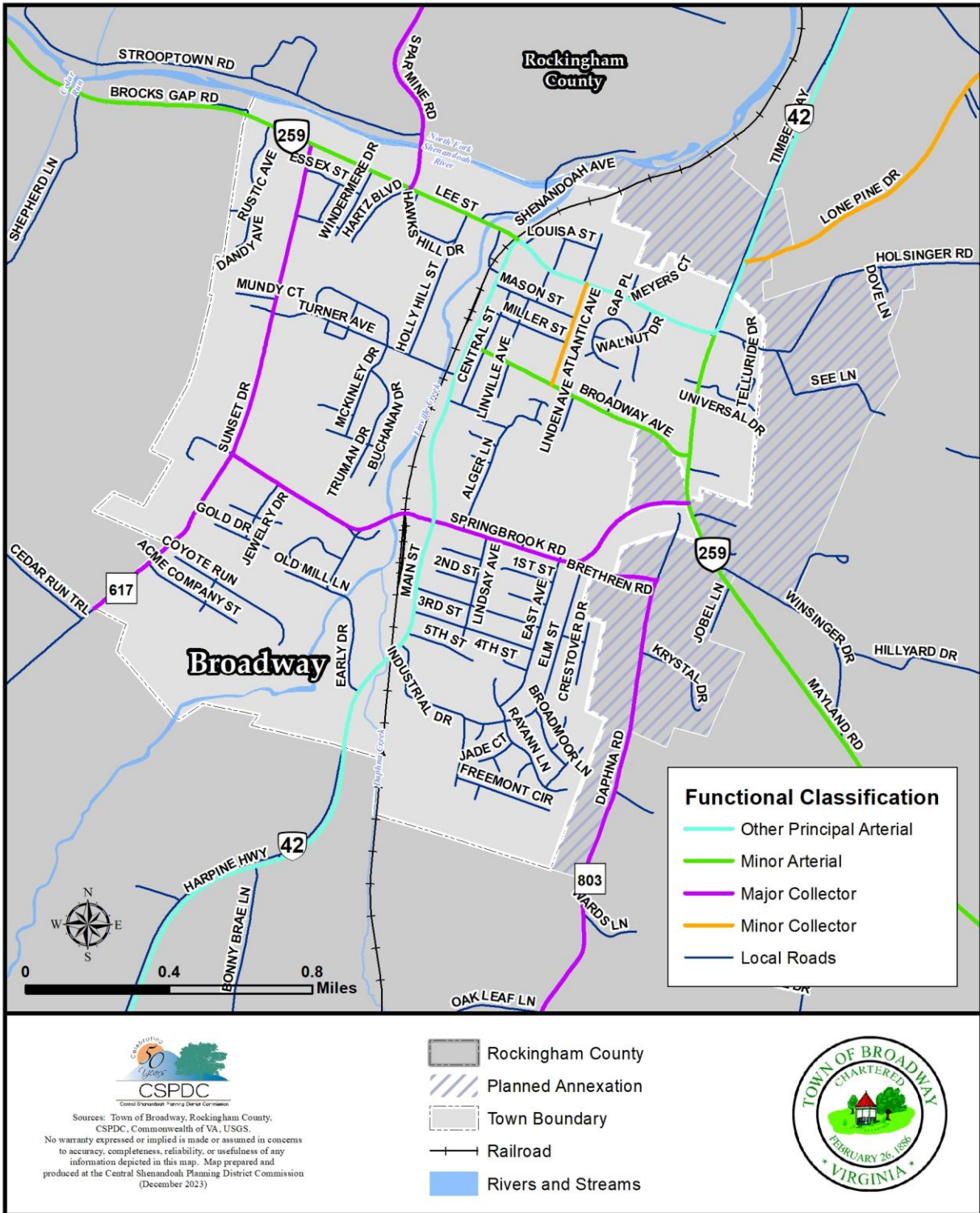
### Functional Classification and Characteristics

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 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 in Broadway.

Map 7.1 – Functional Classification





Annual Average Daily Traffic

Map 7.2 on page 7-5 shows the Town's estimated 2022 Annual Average Daily Traffic (AADT) volumes. AADT data for all arterials and collector roads are from counts provided by VDOT between 2019 and 2022. Local roads are not included due to a lack of data.

The AADT map highlights the nature of travel in Broadway and how the roadway network is utilized. The Town's travel patterns generally correspond with VDOT's roadway classifications, as motorists use a grid of collectors and arterials to reach their destinations. Broadway's highest traffic volumes flow along VA 42 and VA 259 coming to and from Timberville, Harrisonburg, and I-81. As seen in Map 7.2:

- VA 259 west of VA 42 is the most heavily trafficked road in Broadway with about 14,200 vehicles per day,
- Roughly 11,700 vehicles per data travel on VA 42 between Broadway and Timberville,
- Approximately 8,800 vehicles travel on Route 259 toward I-81 every day, and
- Main Street has an AADT of 8,600 vehicles.

Most of Broadway's local roads experience very low traffic levels. The main exception is East Springbrook Road which connects VA 42 to VA 259 while providing access to Broadway High School.

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.

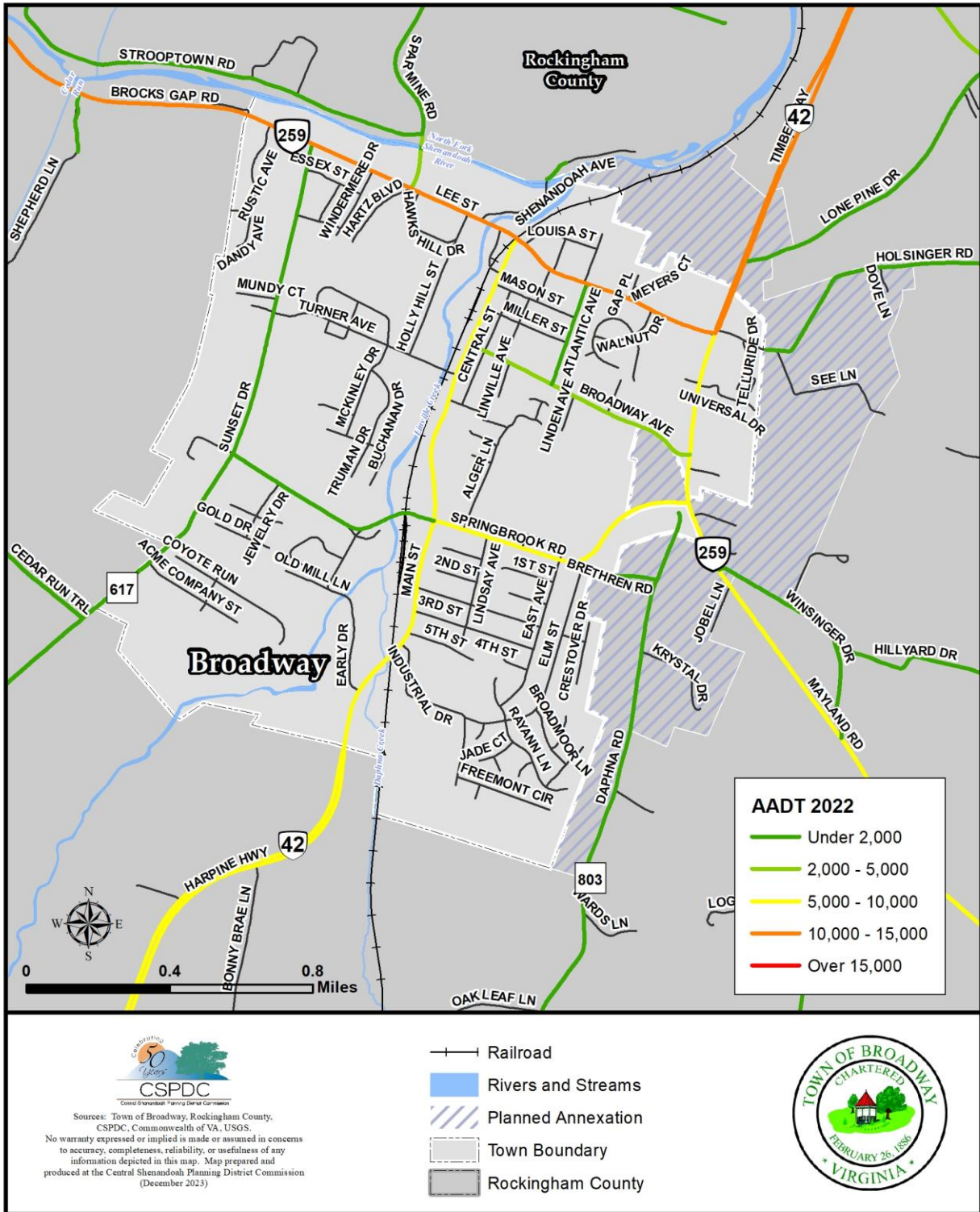
As will be discussed in more detail in the Transportation Needs Assessment section, the higher traffic volumes along Main Street and VA-259 have yet to cause consistent traffic delays. However, bottlenecks around major destinations like the schools are increasingly causing peak-period traffic congestion.

**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 38% (12 parking spaces used out of 31) in 2022.

Map 7.2 – Annual Average Daily Traffic (AADT) Year 2022



### **BICYCLE AND PEDESTRIAN FACILITIES**

Broadway has an extensive network of about 12.3 miles of sidewalks (Map 7.3). 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 sidewalks along Turner Avenue and Holly Hill Street connect neighborhoods to J. Frank Hillyard Middle School and the Broadway Community Park. In addition, the Town has ensured that new subdivisions such as Sunset Springs, Coyote Run, and Mountaineer Heighes include sidewalks to provide greater pedestrian mobility within the Town's neighborhoods.

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. Improving bicycle access throughout town will be important, particularly once the Shenandoah Rail Trail is completed.

### **TRANSIT, SOCIAL SERVICE TRANSPORTATION, AND TAXI**

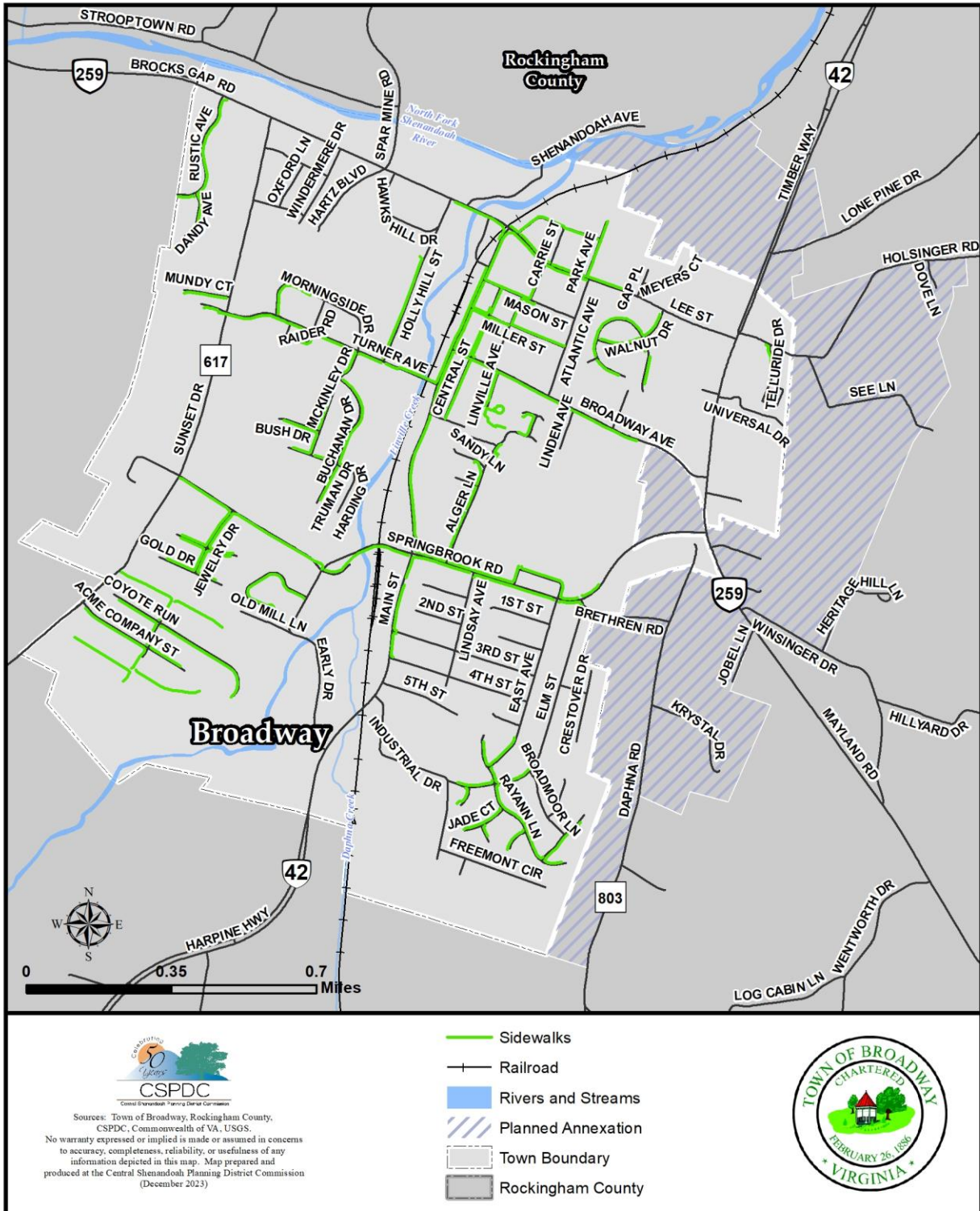
There are three dedicated community service organizations that serve Broadway, providing transportation to the elderly and persons with disabilities. These organizations are located in Harrisonburg or Rockingham County, and Broadway is included in their service area. These organizations are as follows:

- 1) Pleasant View: Provides transportation for individuals with developmental and intellectual disabilities for clients of Pleasant View, which is an assisted living service.
- 2) Valley Program for Aging Services (VPAS): Provides aging adults, who are no longer able to drive, with transportation to essential services like grocery shopping, medical appointments, and banking.
- 3) Way to Go: Provides low-income workers in Rockingham County with a variety of transportation services such as assisting with the payment of DMV vehicle fees, payments for monthly car loans, and donating used vehicles for individuals trying to become more self-sufficient.

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



Map 7.3 – Bicycle and Pedestrian Network



**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**

Broadway has historically been a manufacturing town. As such, a rail line currently owned by Norfolk Southern runs north-to-south directly through the center of Town. The Town has freight rail service along one rail spur that serves the Virginia Poultry Growers Cooperative feed mill. The remainder of the rail line north of the feed mill is currently not being utilized. There is no passenger rail service in Broadway. The Town has four at-grade railroad crossings (See Table 7.1)

**Table 7.1  
Railroad Crossings of Public Streets**

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

**GOODS MOVEMENT**

Broadway’s long history of food processing and manufacturing has placed a premium on freight and the movement of goods. 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 4-7 percent. The movement of goods is a vital part of supporting economic growth and activity, but supporting the efficient movement of goods must be balanced with ensuring truck traffic does not negatively impact the safety and comfort of bicyclists, pedestrians, and other vehicles.

**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) also outlines planned spending for transportation projects proposed for construction or study within a six-year horizon. There is one project currently programmed into Virginia Transportation Six-Year Program (FY 2019-2024) for the Town of Broadway (See Table 7.2). This project to replace the bridge on VA 259 over Linville Creek was completed in late 2022. Upon completion, the Town worked with VDOT to rename the bridge in honor of William “Billy” M. Pangle, Jr.

**Table 7.2  
Virginia Transportation Six-Year Program (FY 2025-2029)**

UPC	Description	Route	District	Road System	Jurisdiction	Estimate
113033	#SGR REPLACE BRIDGE ON RTE 259 OVER LINVILLE CR (STR 15862)	259	Staunton	Primary	Broadway	\$7,254,000



## 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 historical traffic trends within VDOT's Staunton Construction District. Updated traffic growth rates and forecasts for the Town's urban thoroughfare system can be reviewed in Table C.2 in Appendix C. These forecasts are discussed in more detail in the Needs Assessment.

### POPULATION AND DEMOGRAPHICS

Table 4.1 in Chapter 4-Demographics shows that between 1990 and 2020, Broadway's population more than doubled from 1,861 to 4,170. 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 21.2% between 2010 and 2022 as shown in Table 4.2. The expected rate of growth for the current planning period was set to 1.0 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. Using this estimate, the Town of Broadway's population is projected to grow to approximately 5,272 by 2045.

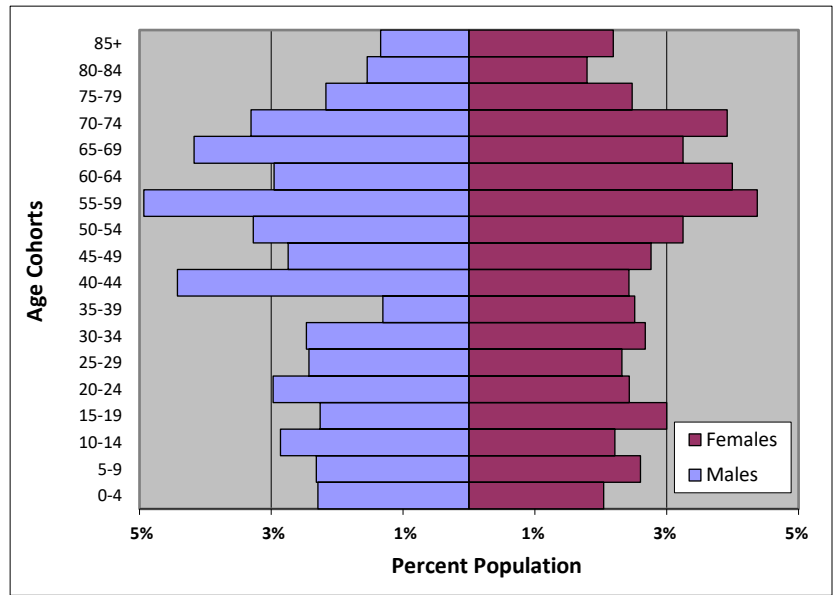
As will be discussed in more detail in the Needs Assessment, Broadway's and the surrounding area's continued population growth will generate higher travel demand and more vehicle trips. The Town will need to monitor the area's traffic patterns to ensure the additional population does not create travel delays and congestion problems.

Broadway's median age in 2022 was 37.6, slightly less than the state average. The population pyramid in Chart 7.1 is a graphical illustration of the distribution of age groups within the Town's 2022 population. From 2010 to 2022, the child population remained about the same, although the proportion of children to the general population is higher than the state average. School enrollment also continues to grow as of 2022. The working age population (ages 18-64) increased by about

twenty percent, and the elderly population (65+) almost doubled in the last decade. Consequently, the proportion of residents aged 55 and older has notably increased in the last five to ten years.

Age distribution trends can change, and The Town will continue to review the American Community Survey results in the coming years to monitor how the Town’s age distribution may change over time. If Broadway continues to be a desirable place for members of the regional workforce to live and raise families, then the Town will need to make transportation investments that both support commuters in their journeys to work outside the Town, and expand its multimodal transportation network to maintain a high quality of life for residents of all ages. Similarly, if Broadway’s population continues to age, special consideration of elderly populations’ unique transportation needs may be required.

**Chart 7.1  
Broadway Population by Age and Sex, 2022**



Source: 2022 ACS 5-year estimate

**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 in Chapter 10.

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. 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's location along Turner Avenue near downtown provides easy pedestrian access. Broadway Community Park is located at the end of Turner Avenue along Route 617.

The Broadway Community 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. In particular, a new sidewalk along Turner Avenue provides improved access to Broadway Community Park. However, several parts of town remain in need of additional bicycle and pedestrian facilities. With continued improvements, 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 2022 American Community Survey estimates that 90.7 percent of Town workers drive by automobile (alone) to work. Approximately 4.5 percent carpool with one or more individuals, and approximately 4.4 percent work at home. Travel time to work estimates indicate that 13 percent of commuters travel less than 10 minutes, 19.1 percent travel 10-20 minutes, 31.8 percent travel for 20-30 minutes, and 36.1 percent of commuters travel longer than 30 minutes. The mean average trip travel time is 23.5 minutes.

Many Broadway residents commute to a variety of locations within the City of Harrisonburg, Rockingham County and elsewhere outside Rockingham County. Approximately 6.9 percent (154 residents) live and work in Town, and approximately 93.1 percent (2,088 residents) work outside of Town. Of all individuals who are employed in Broadway (1,201 individuals), 91.6 percent (1,047 Individuals) live outside of the Town according to U.S. Census Bureau, OnTheMap, 2021.

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 2045, as well as to be considered in the SMART SCALE statewide prioritization process for project selection.

As Broadway continues to grow and develop, residents’ mobility needs and the demand placed on the existing transportation system will change. Identifying and tracking what these needs are and how they are expected to change over time is a foundational component of developing the Town’s transportation goals and the projects that will help to meet those goals.

To assess transportation needs for the Town, traffic projections to the year 2045 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.

Based on the following needs assessment, Broadway’s three most pressing transportation needs are:

1. Improving vehicular and pedestrian safety along key corridors and at targeted intersections.
2. Upgrading the Town’s roadway operation systems (traffic signals, intelligent transportation systems, etc.) to support a safer and more efficient roadway network.
3. Expanding Broadway’s pedestrian and bicycle network to ensure all residents can access essential services and points of interest regardless of their ability to own a car.

Additional transportation needs include:

4. Increasing roadway capacity to address peak period traffic congestion, particularly along Main Street and Lee Street.
5. Maintaining the condition of Broadway’s roadway network.
6. Improving intersection design (roundabouts, improved geometry, add turning lanes, etc.) where needed.
7. Enhancing Broadway’s signage and wayfinding.

**FORECAST METHODOLOGY**

As Broadway and the surrounding areas continue to grow, so too will travel demand. New neighborhoods and commercial developments will generate more trips, more travel, and more traffic. Projecting how travel demand is expected to grow in the coming years is an important part of gauging when and where additional roadway capacity and infrastructure improvements may be necessary.

To do this, VDOT forecasts how AADT and Level of Service (LOS) are expected to change in the next 25 years. Updated traffic growth rates and forecasts for the Town's urban thoroughfare system can be reviewed in Table C.2 in Appendix C. Based on VDOT estimates, all major roadways in the Town were anticipated to incur traffic growth between 0.5 percent and 2.2 percent per year. The 2022 traffic volumes for each road segment were then multiplied by the respective growth factor to obtain the 2045 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 previously outlined.

**ROADWAY CAPACITY AND LEVEL OF SERVICE**

Projected 2045 traffic volumes are shown on Map 7.4 and were used to identify future deficient roadways in the Town. Comparing Map 7.2 to Map 7.4 shows that trips along most of Broadway's major roadways are expected to increase about 11.5% between 2022 and 2045. 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.

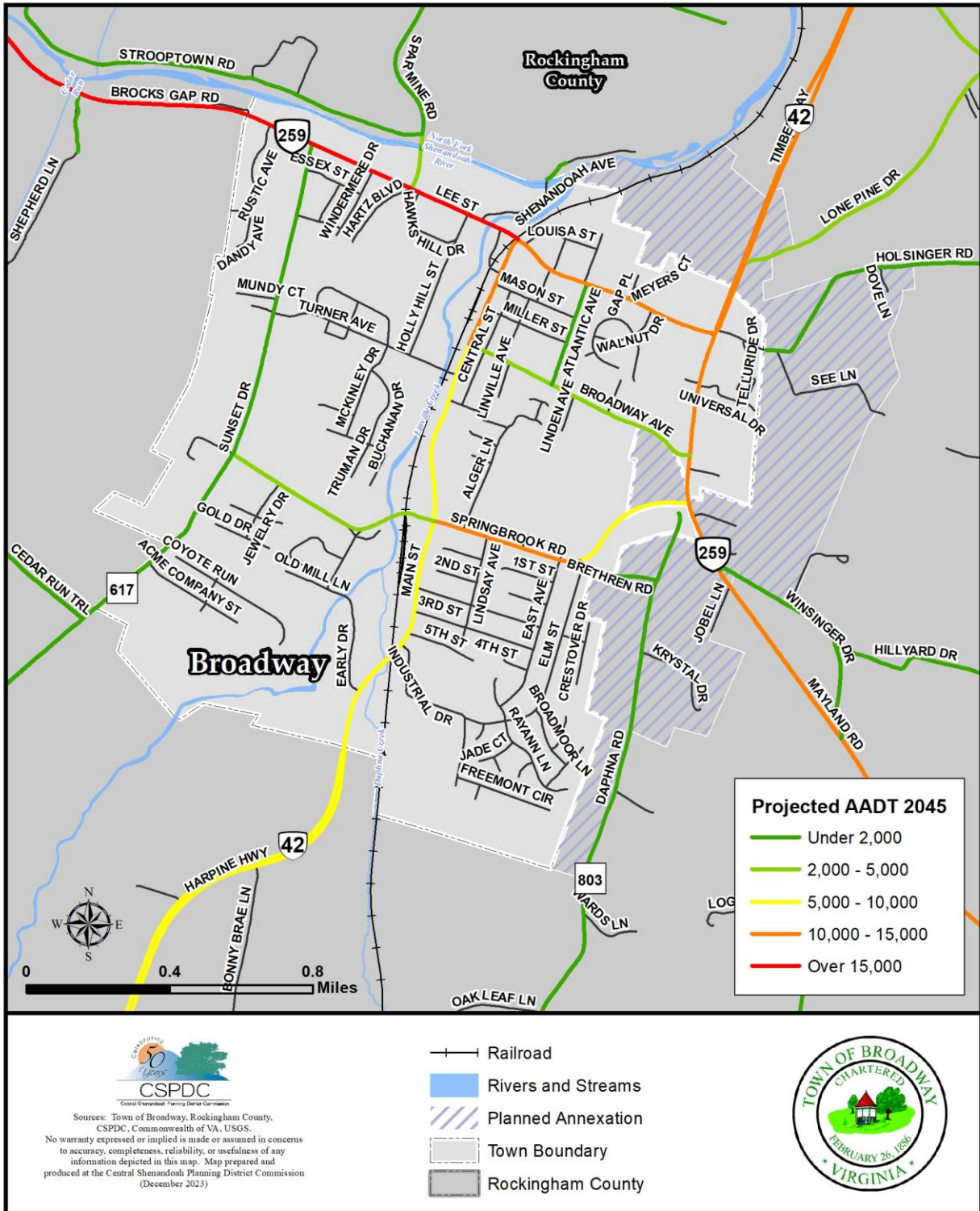
However, the additional traffic is not expected to cause significant congestion problems in Broadway. The Town is generally projected to have ample capacity on the roadway system. Level of Service (LOS) is a measure of the quality of service a road segment provides by grading how well traffic flows on a scale from A (best) to F (worst). In other words, it grades whether travel demand exceeds roadway capacity. Roads with a LOS of A have free-flowing traffic with no peak-period travel delays, while roads with an F consistently experience major traffic congestion and extended travel delays. Based on the AADT forecasted for each roadway segment, VDOT can project the expected LOS in the future, thereby identifying roads that will need additional capacity.

As seen in Map 7.5, LOS data indicate that traffic generally flows relatively freely in Broadway. However, residents consistently report peak-period congestion, particularly around the Town's three schools during arrival and departure time. This is reflected by the fact that the only roadways in town with projected LOS of D are Main Street south of Springbrook Road, Lee Street west of main Street, and Springbrook Road east of Main Street, all three of which serve one or more of Broadway's schools. The rest of Broadway's road network is expected to maintain a LOS of C or better, indicating generally free-flowing traffic and limited travel delays.

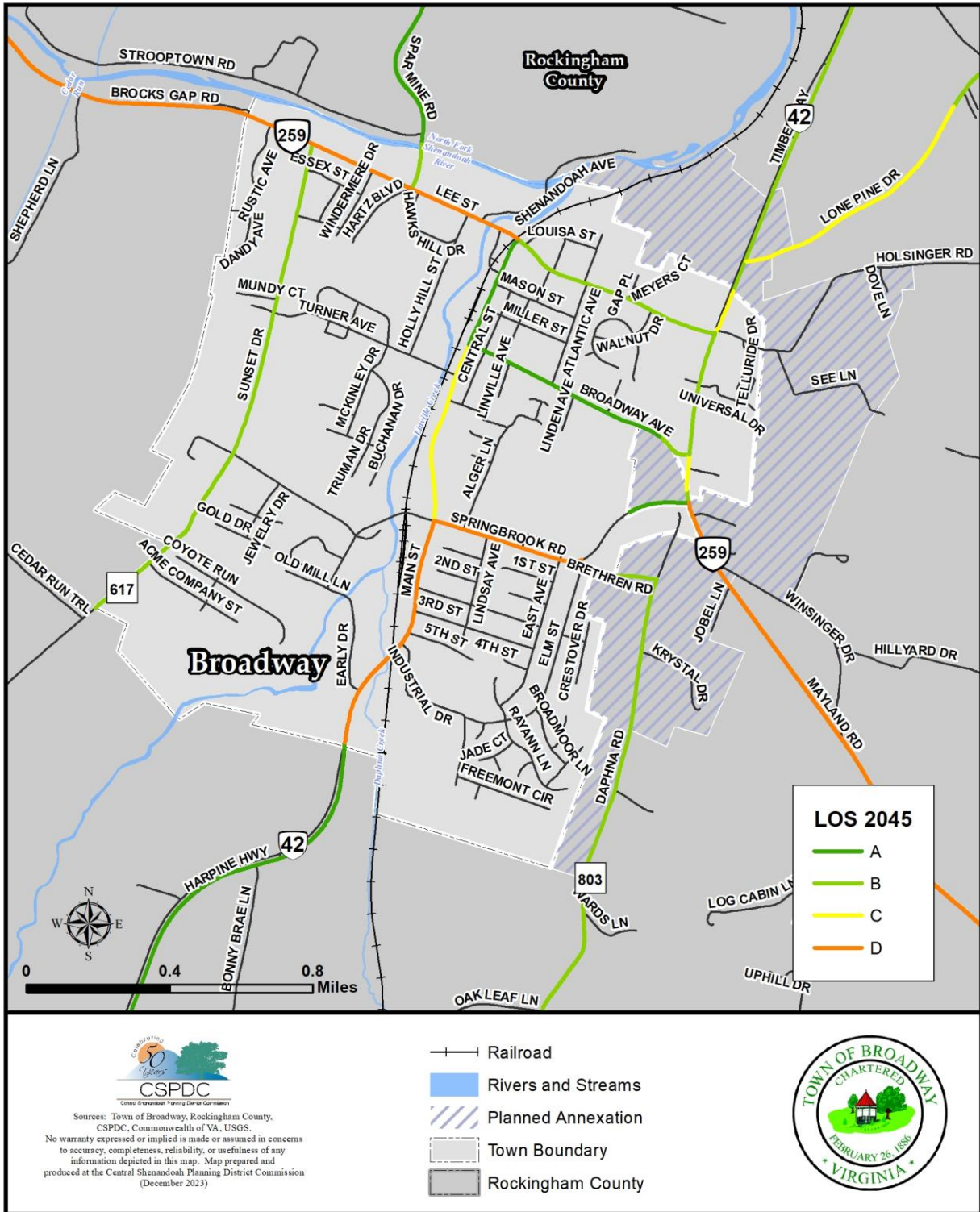
The Town of Broadway will need to continue monitoring its travel patterns to ensure the Town's growing population and employment do not cause congestion issues. Exploring creative options to relieve peak-period congestion to and from the school may be particularly important.



Map 7.4 – Projected Annual Average Daily Traffic (AADT) Year 2045



Map 7.5 – Projected Level of Service (LOS) Year 2045



**CRASH ANALYSIS 2015-2023**

Vehicle crashes in the Town were analyzed using eight years of crash data. Crash reports from January 1, 2015 to August 30, 2023 were obtained from an online database maintained by VDOT's Traffic Engineering Division. There were 207 total crashes recorded in the Town over eight and a half years which translates to an average of about 24 total crashes per year. This is almost the same rate as the previous five years. Of the total number of crashes, 43 were injury crashes (including ten severe injuries and one fatality), which equates to an average of 5.0 injury crashes per year. There were no pedestrian or bicycle crashes recorded.

The orange trend line in Chart 7.3 indicates that crashes declined on average by about 10.2 percent per year between 2015 and 2023. However, this decline is due in large part to how the COVID-19 pandemic reduced vehicle miles traveled in 2020. 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.

Vehicle crashes were broken into two main categories: 1) Crashes by Severity and 2) Crashes by Type. The breakdown of the two categories is shown in Chart 7.2. The most common type of crash was a rear-end collision with a total of 89, followed by angle crashes with a total of 42. Of all rear end collisions, 16 resulted in some type of injury, including one fatality.

The most common crash in terms of severity was Property Damage Only (PDO), with a total of 164. There was one fatality in the Town during this time period, and speed was cited as the major issue.

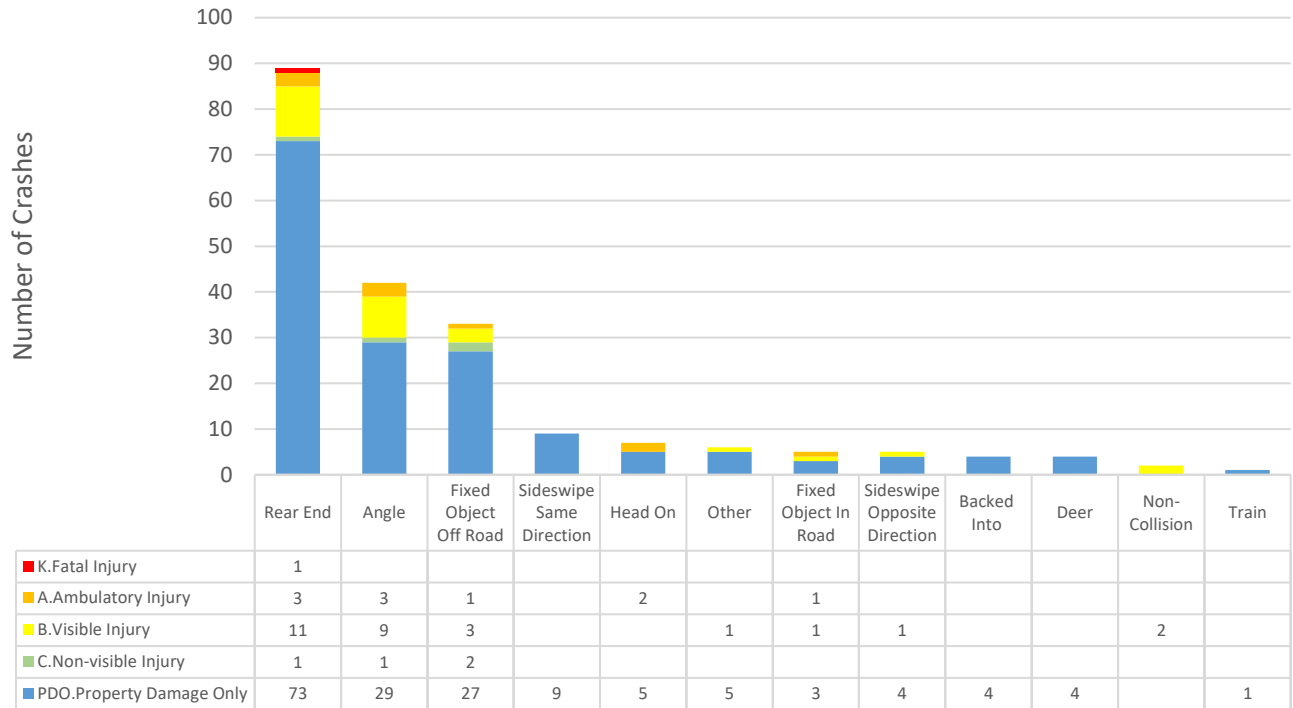
Map 7.6 shows that crashes cluster along major thoroughfares and around higher traffic volume intersections. Seventy-eight percent of crashes occurred on VA 42 or VA 259, and the majority of those (57 percent of all crashes) occurred on Timber Way or Lee Street. In this way, most crashes in Broadway occur on less than two miles of roadway.

The intersections with the highest number of crashes were:

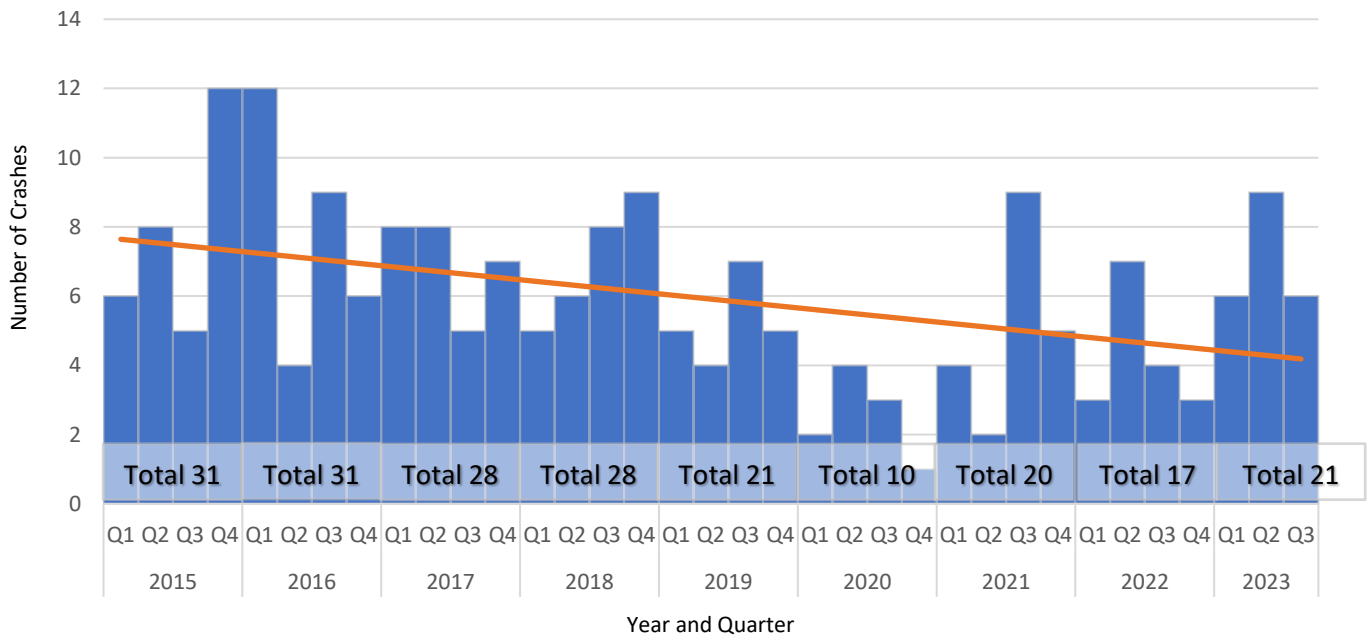
- VA 259/Timber Way and Broadway Avenue – 20 crashes including 5 Visible Injury Crashes occurred at or near this intersection.
- VA 42 North/Timber Way and VA 259/East Lee Street – 16 crashes including 2 Visible Injury Crashes occurred at or near this intersection.

Based on the high number of crashes that occurred at the intersection of Timber Way and Broadway Avenue over the last five years, VDOT classifies this intersection as a Potential Safety Improvement (PSI) location. Prioritized safety improvements to these key segments and intersections will be a vital part improving the safety of Broadway's roadway network.

**Chart 7.2**  
**Crashes by Severity and Type 2015-2023**

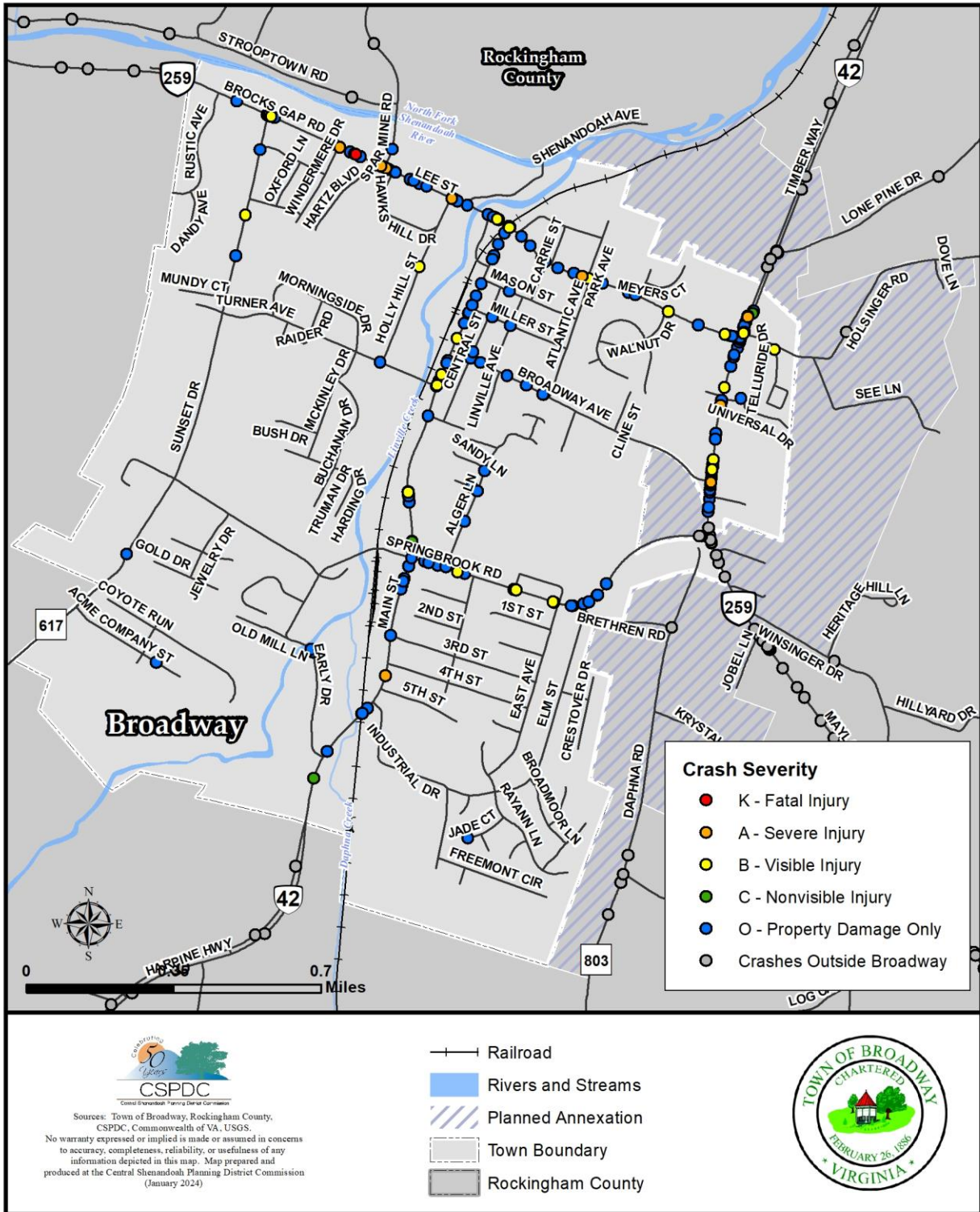


**Chart 7.3**  
**Crashes by Time of Year 2015-2023**





Map 7.6 – Crash Locations and Severity, January 2015 - August 2023





## **VTRANS Needs**

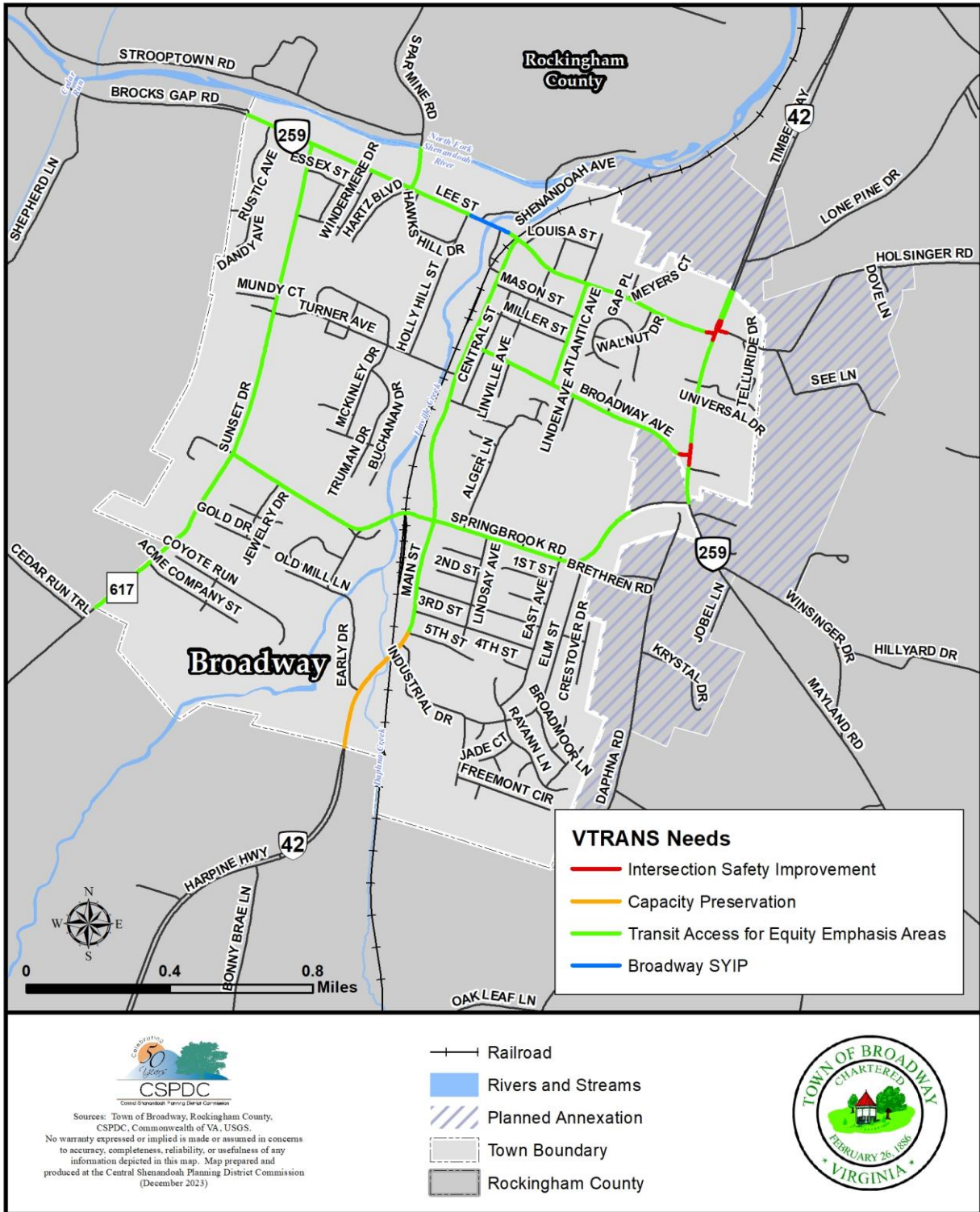
VTrans 2045 is Virginia’s statewide long-term transportation plan designed to guide VDOT’s major transportation priorities and investments across the state over the next 25 years. To ensure VDOT’s planning efforts and transportation investments match the characteristics and needs of each part of the state, VTrans divides the state into three types of travel markets: Corridors of Statewide Significance, Regional Networks, and Urban Development Areas.

Broadway falls within two VTrans travel markets. First, Broadway falls within a 5-mile buffer of the Crescent Corridor of Statewide Significance that follows I-81. Second, due to its location in Rockingham County and its proximity to the Harrisonburg-Rockingham Metropolitan Planning Organization, Broadway also falls within the Harrisonburg Regional Network.

Based on these designations, VTrans 2021 Needs and Priorities identified two primary needs within the Town of Broadway (Map 7.7):

1. Lack of Transit Access – None of Broadway’s primary or secondary roads have transit service
2. Capacity Preservation – Route 42 (Main Street) south of Industrial Drive was identified as an arterial segment in need of capacity preservation, which means that it may need proactive measures to strike a balance between access and mobility.
3. Intersection Safety Improvement – The intersections of Timber Way crosses Lee Street and Broadway were both identified as being intersections in need of safety improvements due to the high number of crashes that have occurred at or around those intersections.

Map 7.7 – Broadway VTRANS Needs 2021



## 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, 11 recommendations are included here. Planning-level cost estimates were developed using VDOT's Transportation and Planning Mobility Division (TMPD) worksheet and are shown in 2024 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 both sides of Sunset Drive from the intersection of West Springbrook Road to Route 259 / Brocks Gap Road (0.87 miles).  

Cost Estimate: \$5,400,000
  
2. Broadway Avenue at Route 259 (Timber Way): 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: \$1,000,000
  
- 2a. Broadway Avenue / Route 259 Intersection Improvements (roundabout): An alternatives analysis (iCAP) will be performed with VDOT to determine the ultimate intersection control type.  

Cost Estimate: \$3,500,000
  
3. Springbrook Road Sidewalk Extension: Extend the sidewalk from the existing sidewalk near Brethren Road to VA Route 259/Timber Way (0.35 miles).  

Cost Estimate: \$1,000,000

### Long-Term Recommendations

4. Brock's Gap Road/ West Lee Street Pedestrian Improvements: Complete sidewalk improvements along from Holly Hill Street to the Western Corporate Limits (0.60 miles).  

Cost Estimate: \$3,000,000

5. Elm Street Sidewalk Extension: Extend the sidewalk from the existing sidewalk on the west side of Elm Street to Springbrook Road. This will provide the Trimble Heights and Mountaineer Heights neighborhoods with pedestrian access to Broadway High School (0.41 miles).  
Cost Estimate: \$1,300,000
6. East Avenue Sidewalk Extension: Extend the sidewalk from the existing sidewalk on the west side of East Avenue to Springbrook Road and the Broadway High School (0.35 miles).  
Cost Estimate: \$1,200,000
7. Linville Creek Walking Path: Complete a pedestrian walking path along Linville Creek to create a central north-south connection from the Town’s non-motorized infrastructure system to the proposed Shenandoah Valley Rail Trail. (0.32 miles)  
Cost Estimate: \$780,000

**Further Study/Implementation Recommendations**

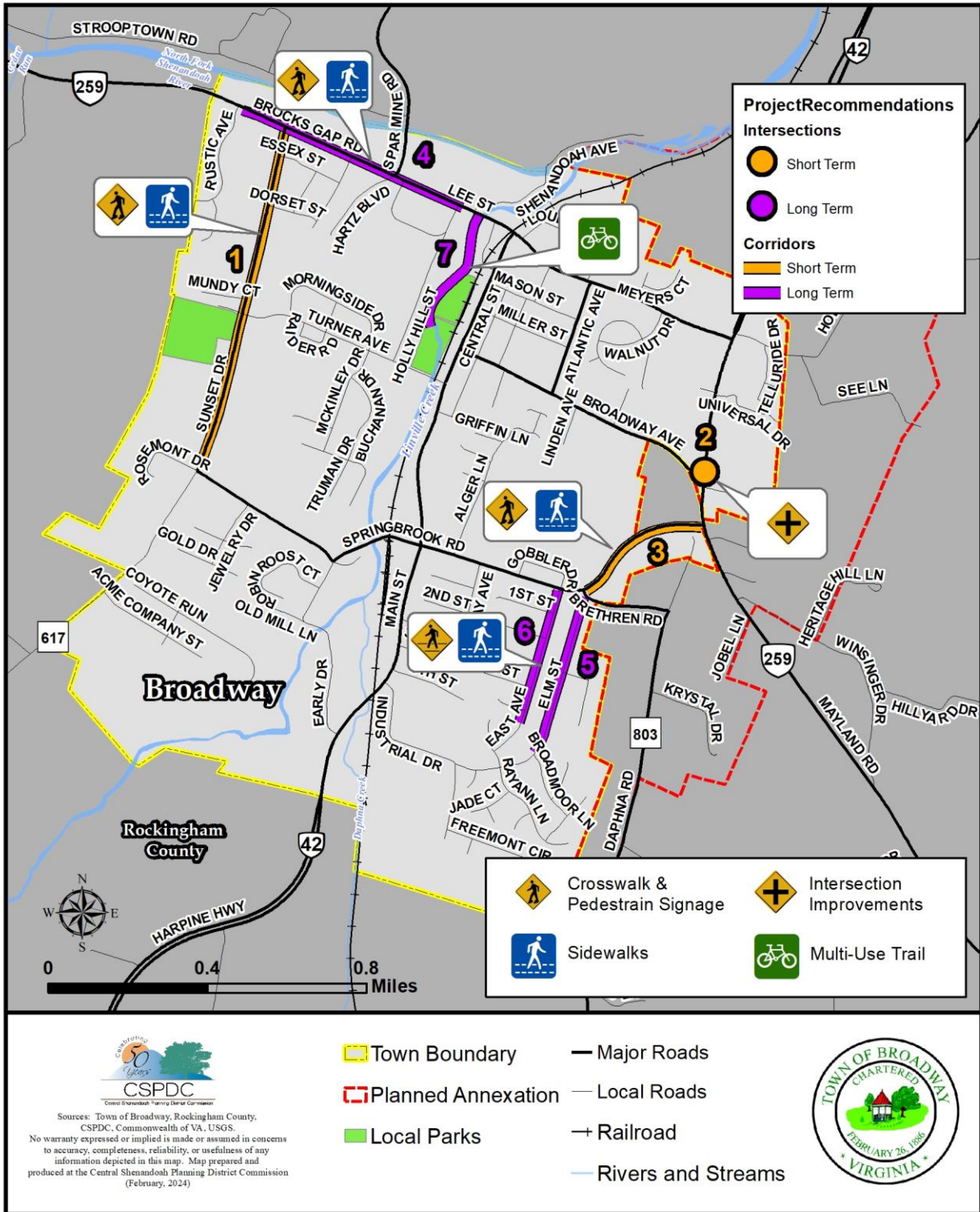
Considering future transportation planning efforts, there are four recommended studies. These studies are:

8. 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.
9. Route 259 Brock’s Gap Road and Spar Mine Road Intersection Study: Conduct an intersection study of where Route 259/Brock’s Gap Road intersects with Spar Mine Road, Hartz Boulevard, and Hawks Hill Drive to review and identify possible improvements.
10. Lee Street and Holly Hill Street Intersection Study: 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.
11. 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 7.8 – 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.
- Promote bicycle and pedestrian connections to the proposed Shenandoah Valley Rail Trail.

**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.

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# CHAPTER 8 | UTILITIES

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## 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 72 module membrane treatment plant. The Water Plant has a treatment capacity of 2,158,560 gallons per day (gpd) and is located at 350 Shenandoah Avenue. The plant provides water service to approximately 4,015 people and has a total of 1,808 residential, business, and commercial metered connections.

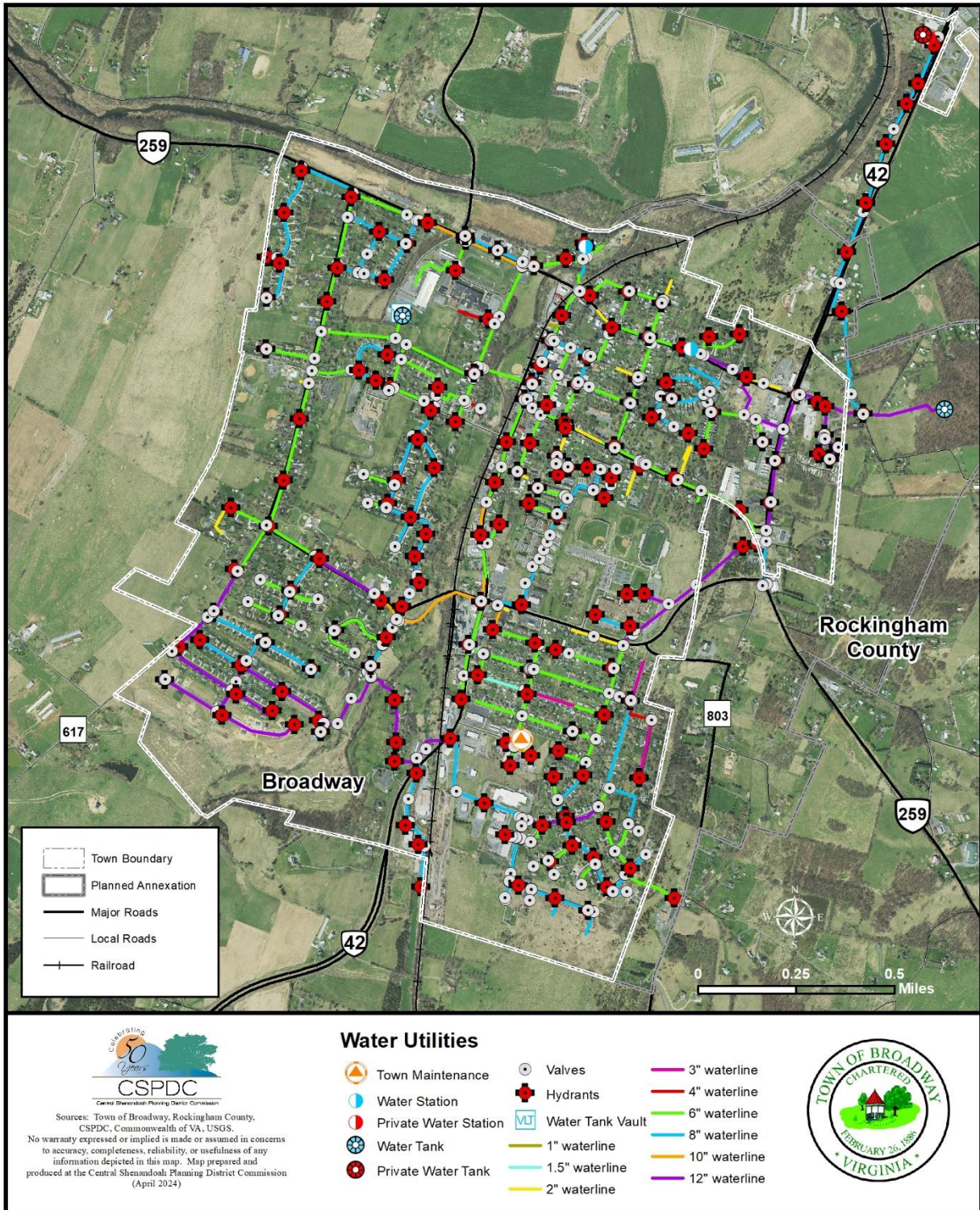
The current raw water source for the plant is the North Fork of the Shenandoah River. To date, this source has provided adequate water for the Town; however, records indicate that during periods of low flow conditions (less than 233,200 gpd), the North Fork will not provide adequate water to allow operation 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 86 gallons per minute (gpm). It was put into production in 2017.

The original water distribution system was installed in 1935 and consists of cast iron and ductile iron pipes, one elevated and two ground storage tanks with a combined capacity of 1,325,000 gallons, and two booster pump stations creating three different distribution pressure zones. The Town upgraded the rapid sand filtration plant to a membrane filtration plant in 2019.


Pipe sizes in the system range from 2 to 12 inches in diameter. The 185 fire hydrants scattered throughout the system are tested routinely to assure they are working properly (see Map 8.1). During the 2023 calendar year, the Town distributed a daily average of 0.339 million gallons per day (mgd).



Map 8.1 - Water Utilities



Town Boundary  
 Planned Annexation  
 Major Roads  
 Local Roads  
+ Railroad

  
**CSPDC**  
 Central Shenandoah Planning District Commission  
 Sources: Town of Broadway, Rockingham County,  
 CSPDC, Commonwealth of VA, USGS.  
 No warranty expressed or implied is made or assumed in concerns  
 to accuracy, completeness, reliability, or usefulness of any  
 information depicted in this map. Map prepared and  
 produced at the Central Shenandoah Planning District Commission  
 (April 2024)

**Water Utilities**

Town Maintenance	Valves	3" waterline
Water Station	Hydrants	4" waterline
Private Water Station	Water Tank Vault	6" waterline
Water Tank	1" waterline	8" waterline
Private Water Tank	1.5" waterline	10" waterline
	2" waterline	12" waterline



In order to supplement the water demand, the Town purchases treated water from the Food Processors Water Co-op. In 2023, the daily average amount purchased from the Co-op was 0.02 mgd. The Town provides water to all areas within the Town and some areas that are identified in the planned annexation boundary (see Map 8.1 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 WATER DEMAND AND CAPACITY NEEDS

To ensure the water needs of both current and future Broadway residents are met, it is important to estimate the future demand for water. Since residential uses historically account for at least 70% of Broadway's water usage, projections of the demand for water are based on the Town's expected population growth. As described in Chapter 4 – Demographics, Broadway's population has more than doubled over the last 30 years. While limited land availability may slow future growth, the Town's population is projected to grow by 1% per year through 2045. Using this estimate, the Town of Broadway's population is projected to grow to approximately 5,272 by 2045. See Chapter 4 for more information on how these population forecasts were developed.

Table 8.1 applies a 1% annual growth rate to Broadway's average daily water usage to estimate the future demand for water. Based on these projections, the total demand for water is expected to increase to 0.43 mgd (26.8%) by 2045.

Table 8.1. Current and Projected Water Demand

	Year	Population	Water Demand (mgd)
Actual	2021	4,152	0.339
Projected	2025	4,321	0.353
	2030	4,541	0.371
	2035	4,773	0.390
	2040	5,016	0.410
	2045	5,272	0.430

Source: U.S. Census Bureau, American Community Survey Five-Year Estimates; Town of Broadway

Based on information provided by the Town of Broadway, the current demand is disaggregated into five categories: residential, commercial, industrial, lost and unaccounted-for, sale to other communities. Table 8.2 below assumes 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 8.2:



Table 8.2. Current and Projected Water Demand Disaggregated by Use Category

Demand Sector	% of Total Demand	2021	2025	2030	2035	2040	2045
Residential	70%	0.237	0.247	0.260	0.273	0.287	0.301
Commercial	7%	0.024	0.025	0.026	0.027	0.029	0.030
Industrial	10%	0.034	0.035	0.037	0.039	0.041	0.043
Lost and Unaccounted-for	13%	0.044	0.046	0.048	0.051	0.053	0.056
Sales to Other Communities	0%	0.000	0.000	0.000	0.000	0.000	0.000
<b>Total</b>	<b>100%</b>	<b>0.339</b>	<b>0.353</b>	<b>0.371</b>	<b>0.390</b>	<b>0.410</b>	<b>0.430</b>

Source: Town of Broadway

The Broadway Water Treatment Plant has a treatment capacity of 2,158,560 gpd, and the Broadway Waterworks has a total design capacity of 985,200 gallons per day. Consequently, as shown in Table 8.3, Broadway’s existing water system has more than enough capacity to meet the projected demand for water. In 2045, only 43.7% of the design capacity is expected to be utilized.

Table 8.3. Adequacy of Existing Water Supplies

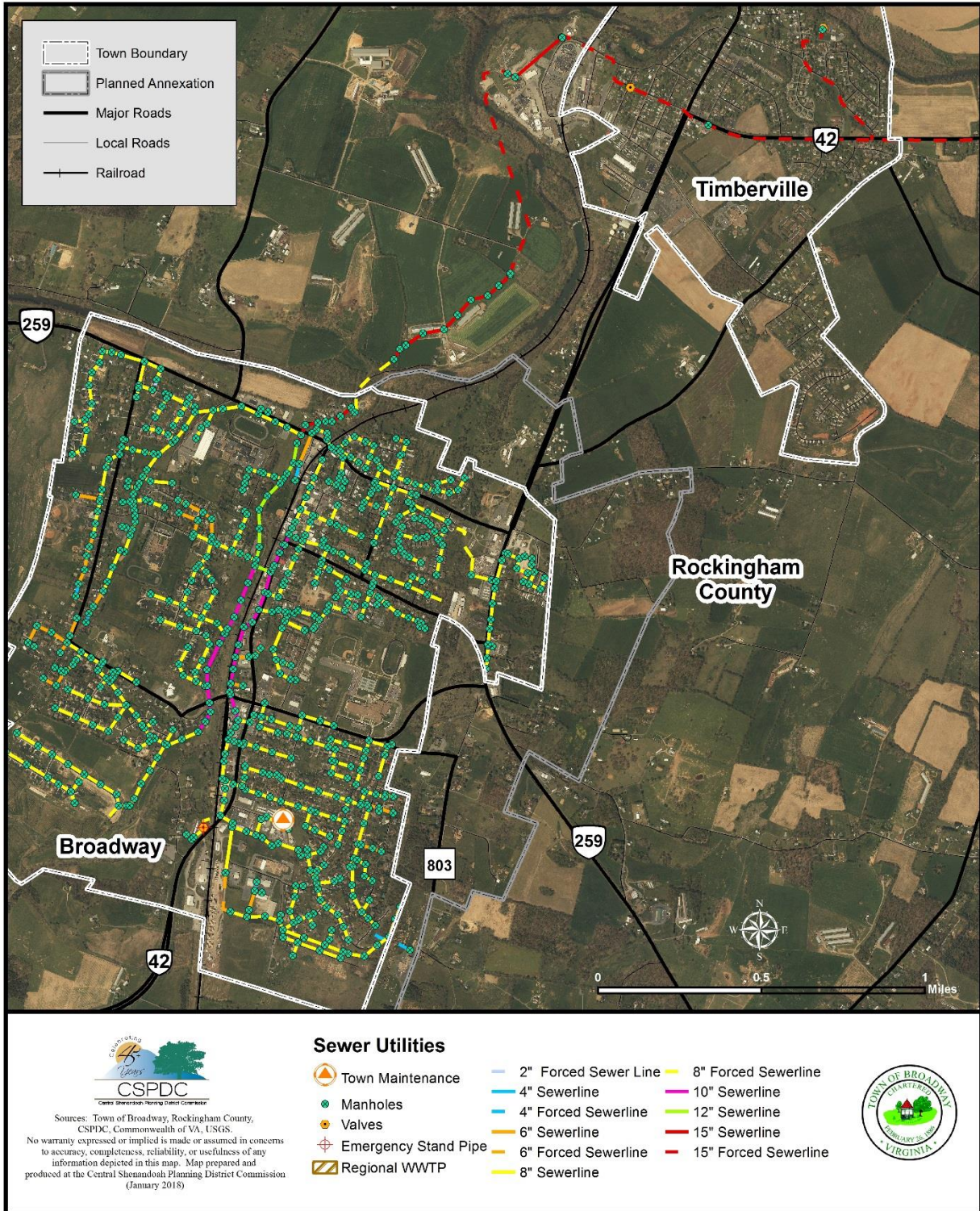
	2021	2025	2030	2035	2040	2045
Projected Demand (mgd)	0.339	0.353	0.371	0.390	0.410	0.430
Total Design Capacity (mgd)	0.985	0.985	0.985	0.985	0.985	0.985
Percent of Design Capacity Utilized	34.4%	35.8%	37.7%	39.6%	41.6%	43.7%

Source: Town of Broadway

## WASTEWATER AND 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 facility, now named the Broadway Regional Wastewater Treatment Facility, located at 15524 New Market Road, has undergone two major upgrades, transforming the finished facility into a state-of-the-art treatment plant capable of treating an average daily flow of 2.93 million gallons. The regional facility is owned by the Town of Broadway and receives sewage from Broadway, Timberville, New Market, and two poultry plants, Pilgrim’s Pride and Cargill. Please refer to Map 8.2 – Sewer Utilities for the location of sewer utilities. The sewer billings are computed on a bi-monthly basis and the current rate structure can be found on the Town website. As a result of the recent upgrades, Broadway’s wastewater system has sufficient capacity to meet current and future wastewater demands.

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 requires localities to 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 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. Collection is funded through service fees and is provided by 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.

## WATER AND WASTEWATER RECOMMENDATIONS

The recommended projects are based on existing and anticipated water and wastewater demands of the Town of Broadway and the neighboring communities served by its wastewater facilities.

1. **New Muffin Monster grinder:** Installing a Muffin Monster grinder is crucial as rags entering the system are causing pump issues, leading to frequent pump maintenance and repair. This grinder would significantly reduce pump damage and save money on maintenance and repair costs. The grinder would also prolong the pumps' lifespan and support a safer working environment.

**Cost Estimate:** \$100,000

2. **Phosphorous Filter Bypass:** This project involves bypassing existing filters due to their inability to handle the facility's permitted 3-million-gallon flow rate. Currently, only 2.6 million gallons out of the permitted 3.0 million can be discharged before the filters overflow. As the wastewater facility approaches its permitted flow capacity, bypassing the filters will become necessary for the overall performance of the wastewater plant.

**Cost Estimate:** \$100,000



## UTILITIES GOALS

**Summary:**

*The Town of Broadway provides water and wastewater services 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 are also 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 available state or federal funding for water and wastewater infrastructure improvements as needed.**

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# CHAPTER 9 | *COMMUNITY FACILITIES*

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## INTRODUCTION

Communities provide a variety of services to their residents and businesses. Services include fire and police protection, park and recreation programs, schools, libraries and emergency services. These services are often provided 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. The locations of Broadway's community facilities are illustrated in Map 9.1.

## 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 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.

## 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 and was operated by volunteers. 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. In 2013, the library 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, a children's specialist, and a part-time library assistant. The Village Library also has several volunteers and an active Friends of the 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. Materials can be requested from any Massanutten Regional branch and delivered for pick up at the Village branch. Items are delivered between branches three times weekly. The library also offers many electronic databases, e-books, e-magazines, e-audios, and streaming services making the library truly available twenty-four hours a day.

Six- to eight-week story time sessions for young children are held throughout the year on Thursday mornings. The library hosts several field trips from pre-school and elementary schools throughout the year and sponsors a variety of programs. An adult book club is hosted monthly. Each summer, the library offers a popular summer reading program for both children and adults with special programming and events and the opportunity to win prizes. All events can be found on the library's website: [www.mrlib.org](http://www.mrlib.org).

Local businesses, civic clubs, patrons, and the Friends of the Village Library support the library throughout the year with volunteers, in kind donations and monetary contributions. The Village branch also participates with the Town of Broadway's HalloweenFest and assists with the town's holiday tree lighting. The Massanutten Regional Library mission is to be an engaged community partner providing programs and services that bring people together, foster creativity, and encourage lifelong learning. Its vision is to be the welcoming heart of our community where all come to learn, discover, create, and connect.

## SCHOOLS

Public schools for the citizens of Broadway are provided through Rockingham County Public Schools. 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.

## 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 six full-time police officers and several part-time police officers. Full-time police officers include the Chief of Police, a Corporal, and three Officers. Police officers work in shifts to provide as much coverage as possible. The service area of the Broadway Police Department is limited to the Town of Broadway, 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.

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 3,200 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 also 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, Rockingham County, 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. The Department is equipped with a fleet of seven vehicles.

Volunteer 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, Rockingham County, 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.

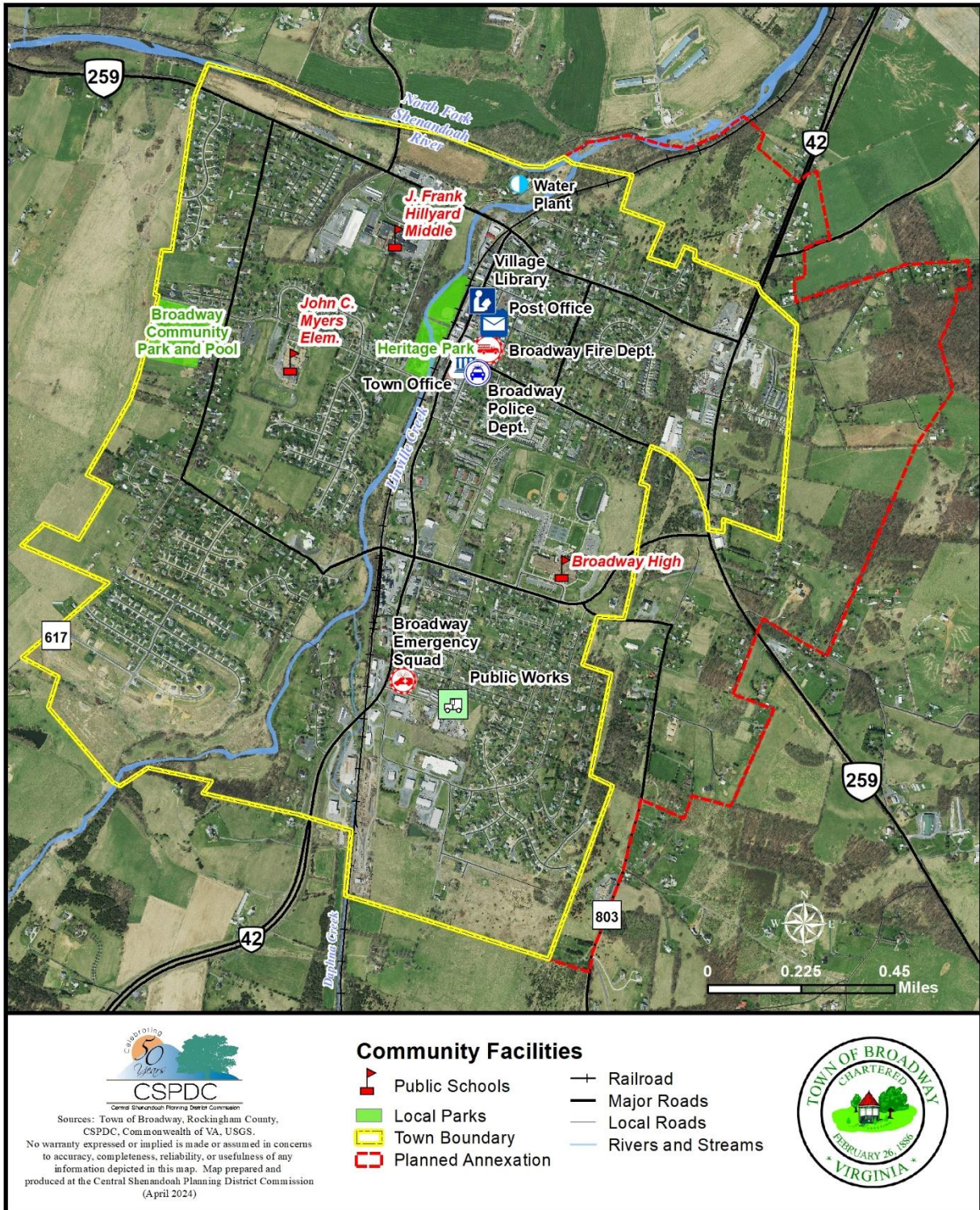
The Town of Broadway contains a variety of recreational facilities. In addition, the Rockingham County Recreation Department makes available a wide range of team and individual sports, summer playground programs, and extensive creative classes.

## 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 picnic tables, footbridge and walking paths, and newly constructed pickleball courts. An additional four acres were donated to the Town from Rockingham County for the expansion of this heavily utilized 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
  - Tennis courts
  - Baseball/softball fields
  - Football fields
  - 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.



Map 9.1 - Community Facilities



Sources: Town of Broadway, Rockingham County, CSPDC, Commonwealth of VA, USGS.  
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**Community Facilities**

- Public Schools
- Local Parks
- Town Boundary
- Planned Annexation
- Railroad
- Major Roads
- Local Roads
- Rivers and Streams



## 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 Schools, Massanutten Regional Library, the Broadway Emergency Squad, and the Broadway Volunteer Fire Department.*

**Goal 1. Continue support for various facilities and services, including schools, libraries, and municipal buildings, among others, to enrich the services and features that contribute to making Broadway an even more attractive and fulfilling place to reside.**

#### Objectives:

- Continue to support operations at community facilities and collaborate closely with Rockingham County, Rockingham County Public Schools, and Massanutten Regional Library to plan, make informed decisions, and grow resources for residents, staff, and Broadway school students.

**Goal 2. The Town should continue to provide and support police and other essential emergency services to serve the Broadway community.**

#### Objectives:

- Maintain minimum training standards for emergency personnel while striving for 24/7 coverage.
- Continue to utilize the Towns' resources to support emergency services organizations, within the town's budgetary limits and priorities.
- Strengthen ties with residents and businesses, emphasizing fire safety education, public safety awareness, volunteer recruitment, and fundraising for emergency response.
- Consider developing an emergency operation plan.

**Goal 3. Maintain existing parks and continue to pursue opportunities to develop and expand recreational offerings, benefiting both our local community and visitors.**

#### Objectives:

- Explore opportunities to connect parks, open spaces, places of historic interest, businesses, and cultural amenities.
- Continue efforts to engage residents in the planning and development of recreational projects and initiatives.
- Foster partnerships with local organizations, schools, and businesses to offer a diverse range of recreational programs, events, and activities.
- Support the development of the Shenandoah Valley Rail Trail and strive to improve bicycle and pedestrian connections to the proposed Trail and other park spaces.



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# CHAPTER 10 | *Land Use*

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## ROLE OF THE LAND USE PLAN

This Land Use Plan, which covers the period from 2024 to 2045, 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.

## 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.

Between 2000 and 2021, Broadway's population increased by 89.4 percent. The growth was particularly rapid from 2000 to 2010, which witnessed a population increase of approximately 56.9 percent. This surge was primarily attributed to a housing boom and the incorporation of three annexations into the town's boundaries. However, post-2010, the pace of population growth decelerated. According to the

American Community Survey Five-Year Estimates, Broadway’s population only rose by 19.1 percent between 2010 and 2021, averaging 1.75 percent annual increase. Zoning data reveals that between 2011 and 2023, the town issued 289 permits for both single-family and multi-family dwelling units, indicating a significant slowdown compared to the 565 permits issued during the preceding 2000-2010 period.

The preceding 2018-2040 Comprehensive Plan outlined a growth target of 0.75 percent for its planning period, starting from a population baseline of 3,860 in 2016. This equated to an expected annual increase of 34 individuals, and a projected population of 4,285 by 2030 and 4,617 by 2040.

Current future population projections indicate an average annual growth rate of 1.0 percent. Drawing from the 2021 ACS Five-Year Estimate for the Town of Broadway, which places the current population at 4,152, we anticipate the population of Broadway Town to grow to 4,541 by 2030, 4,773 by 2035, 5,016 by 2040, and 5,272 by 2045. Importantly, these estimates do not include any potential growth through annexation.

With an estimated average household size of 2.5 individuals, projections indicate that approximately 399 dwelling units will be required by 2045 to accommodate the expanding population, averaging about 19 new units per year. Given the availability of vacant land and developable lots, the Town anticipates ample opportunities for new or infill development within Broadway’s traditional borders in the decades to come.

## FACTORS IN ACHIEVING A GROWTH RATE

Many of the factors that will determine the speed and nature of which 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 19 additional dwelling units per year. Different densities would accommodate the projected 19 housing units per year using the following amounts of land:

**Table 10.1  
Housing Unit Density Levels and Projected Acreage - 2045**

DENSITY	ANNUAL USAGE	PLAN PERIOD TOTAL
4 dwellings per acre	4.75 acres	99.75 acres
1 dwelling per acre	19 acres	399 acres
1 dwelling per 5 acres	95 acres	1,995 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 several 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 consider the current and future needs of the community. Certain factors should be considered in determining the land use plan and reviewing prospective development. Some of these factors are described below.

### GUIDING PRINCIPLES

- ❖ Develop a strong economic base.
- ❖ Maximize the Town's growth potential.
- ❖ Preserve Broadway's small Town's atmosphere.
- ❖ Enhance commercial, residential, and employment opportunities in Town.
- ❖ Accommodate the varied housing needs of all citizens.
- ❖ Provide an efficient, safe, and convenient street and highway system.

### DEVELOPMENT FACTORS

- 1) **Slope** – Slopes more than 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 light 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. Construction of the Coyote Run Subdivision has been completed, with construction continuing along Mesa Ct. 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 – Brocks Gap Road - 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 from 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.

## LAND USE AND TRADITIONAL NEIGHBORHOOD DEVELOPMENT

As a designated UDA, the Town of Broadway will strive to incorporate Traditional Neighborhood Development (TND) principles in its planning efforts. TND calls for residential neighborhoods to be designed in the format of small, early 20<sup>th</sup> century villages and neighborhoods. Most contemporary development is characterized by an auto-centric orientation, separation of land uses, and low intensities. In contrast, TND calls for compact, pedestrian-oriented neighborhoods with a mix of commercial and residential uses, a variety of housing types, and public places where people have opportunities to socialize and engage in civic life (see figures 10.1-10.4).

Per the Code of Virginia (§ 15.2-2223.1.), the town will strive to incorporate TND principles, including but not limited to: pedestrian-friendly road design; interconnection of new local streets with existing local streets and roads; connectivity of road and pedestrian networks; preservation of natural areas; mixed-use neighborhoods, including mixed housing types, with affordable housing to meet the projected family income distributions of future residential growth; reduction of front and side yard building setbacks; and, reduction of subdivision street widths and turning radii at subdivision street intersections.

Following are some examples of development projects that illustrate some TND principles 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



### Examples of Traditional Neighborhood Development



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



Figure 10.2 - Single-family detached houses with a short front setback, Leesburg, Virginia

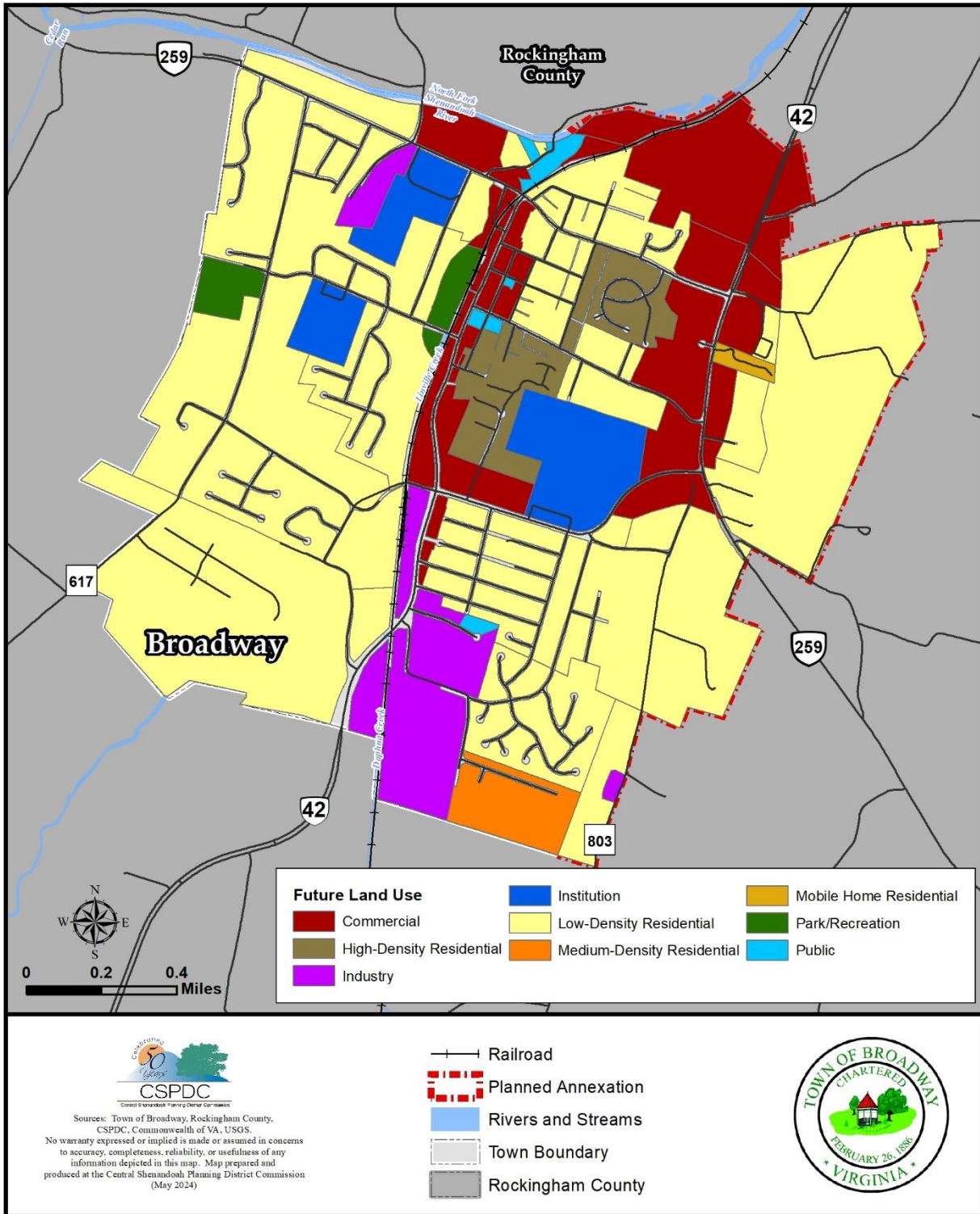


Figure 10.3 - Retail uses fronting a central green, Lansdowne Town Center, Leesburg, Virginia



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

Map 10.1 - Future Land Use



## LAND USE POLICY GOALS

### **Summary:**

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

### **Goal 1. Encourage a blend of land uses and design principles that complements existing development and contributes to Broadway's small-town character and sense of community.**

#### Objectives:

- Maintain and enhance the Town's visual appeal and character, particularly through code enforcement.
- Encourage building and site design for new or infill development that is compatible with the surrounding neighborhood.
- Employ Traditional Neighborhood Development (TND) design principles in existing and future developments.
- Strengthen the walkable core in the Downtown area with pedestrian-friendly uses and connections to residential areas.
- Promote community parks and green space.
- Accommodate a moderate amount of commercial development in designated areas to bolster the economic and social vitality of Broadway while preserving its essential small-town character.

### **Goal 2. Encourage land use patterns that contribute to the vitality of the Town.**

#### Objectives:

- Promote land use policies that support business development, both within existing town boundaries and possible extensions to annexation areas.
- Encourage opportunities for infill commercial development along major corridors and commercial districts.
- Promote the ongoing revitalization of Main Street through expanded commercial development and mixed-use redevelopment.

### **Goal 3. Encourage efficient and orderly land development patterns that optimize the Town's ability to grow and develop.**

#### Objectives:

- Promote land development patterns consistent with the transportation plan, community facilities, and planned infrastructure improvements.
- Advance opportunities to redevelop vacant, abandoned, or dilapidated structures.
- Encourage infill development where appropriate.

**Goal 4. Promote balanced growth through land use planning that encourages a diversity of land use activities.**

Objectives:

- Encourage mixed-use development where appropriate, particularly along Main Street.
- Ensure Town zoning and land development regulations are in conformance with the land use plan and the future land use map.

**Goal 5. There are currently no plans for annexation. If annexation occurs, develop Phase II annexation by permitting developers to extend utilities in that area.**

# APPENDIX A | **COMMUNITY SURVEY**

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## 2023 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 advertised on the Town's website and social media pages. A paper version of the survey was also made available at the Town Hall. The survey was open from October 11, 2023 to November 24, 2023 and received 146 responses. It had 29 questions, four of which included written text responses. As outlined below, this document provides a copy of the survey questionnaire and summaries of the multiple choice and short answer responses.



# Broadway Comprehensive Plan Community Survey

The Town of Broadway is updating its Comprehensive Plan to guide town planning for the next 20 years. The Comprehensive Plan provides a general overview of the Town’s present and future needs and provides direction for allocating community resources for meeting those needs. Ultimately, the plan develops a collaborative vision for the community’s future and identifies goals and priorities to achieve the vision to guide and inform the town’s long-term development.

This survey will aid the planning process by identifying the Town’s current strengths and weaknesses, how it could be improved, and what features and amenities should be included in the Comprehensive Plan. Your insight and ideas are a vital part of the process. The survey only takes 5-10 minutes to complete.

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

- Excellent
- Good
- Average
- Poor
- Very Poor
- N/A

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

	Excellent	Good	Average	Poor	Very Poor
Trash Collection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Water & Sewer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Police Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreational Facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traffic in Town	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

- No Additions
- Additions (Please specify) \_\_\_\_\_

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

- Excellent
- Good
- Average
- Poor
- Very Poor
- N/A

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

- Excellent
- Good
- Average
- Poor
- Very Poor
- N/A

**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
- Poor
- Very Poor
- N/A

**7. How safe do you feel in Broadway?**

- Very Safe
- Safe
- Somewhat Safe
- Not Safe

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

	Excellent	Good	Average	Poor	Very Poor
Speed of Response	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Courtesy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Professionalism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

- Agree
- Disagree

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

	Excellent	Good	Average	Poor	Very Poor
Helpfulness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Courtesy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Professionalism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

- Yes
- No
- Do Not Know
- Does Not Apply

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

- Yes
- No
- N/A

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

- Yes
- No
- N/A

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

- Excellent
- Good
- Average
- Poor
- Very Poor
- N/A

**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)**

- \_\_\_\_\_ Daily News-Record
- \_\_\_\_\_ Town Office
- \_\_\_\_\_ Town Website
- \_\_\_\_\_ Facebook
- \_\_\_\_\_ Instagram
- \_\_\_\_\_ Other



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

- Very Satisfied
- Satisfied
- Dissatisfied
- Very Dissatisfied
- N/A

**17. Have you visited the Town’s website? ([www.broadwayva.gov](http://www.broadwayva.gov))**

- Yes
- No
- No, I don’t have internet access
- No, I did not know of it

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

- Excellent
- Good
- Average
- Poor
- Very Poor
- Have Not Visited

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

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree
- N/A

**20. What is your opinion of holiday events, festivals in the parks, movie nights, etc.?**

- Very Satisfied
- Satisfied
- Dissatisfied
- Very Dissatisfied
- N/A

**21. Have you visited the Community & Farmers Market in the past 12 months?**

- Yes
- No
- N/A

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

- Yes
- No
- N/A

**23. Do you currently:**

- Work in Broadway
- Do Not Work
- Commute Outside Broadway

**24. If you commute outside of Broadway, where do you work? (What county, city, or town)**

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**25. Are there any services or businesses you would like Broadway to have in the future?**

- No
- Yes (explain): \_\_\_\_\_

**26. Are there any recreational or cultural opportunities you would like Broadway to have in the future?**

- No
- Yes (explain): \_\_\_\_\_

**27. Which age group applies to you:**

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-65
- 65-75
- Over 75

**28. 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

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

- Own
- Rent

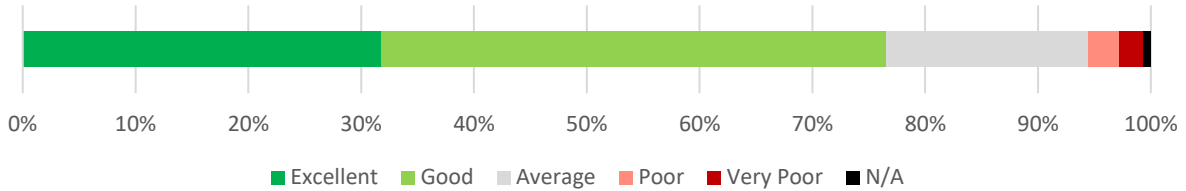
**Thank You for Your Help!**

Please Return the Completed Survey to The Town of Broadway  
Office Location: 116 Broadway Avenue, P.O. Box 156, Broadway, VA 22815  
Email: [info@broadwayva.gov](mailto:info@broadwayva.gov)

## Multiple Choice Responses

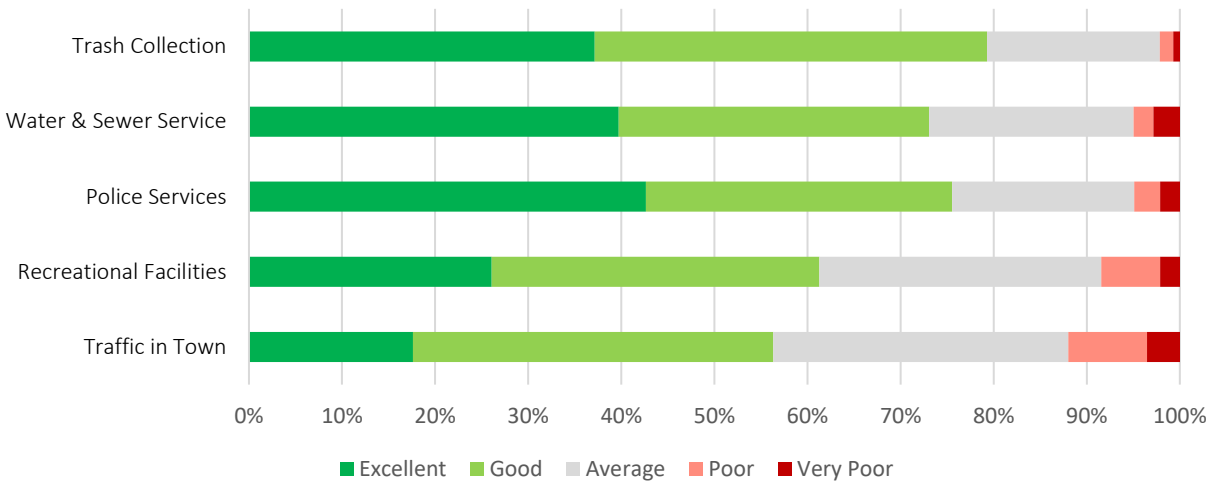
**1. Overall, how would you rate the quality of services performed by or provided by the Town of Broadway?**

Excellent	Good	Average	Poor	Very Poor	N/A	Total Responses
46 (31.72%)	65 (44.83%)	26 (17.93%)	4 (2.76%)	3 (2.07%)	1 (0.69%)	145



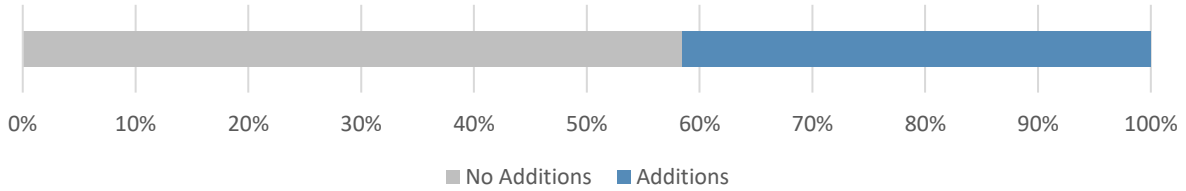
**2. Please rate how satisfied you are with the following subjects:**

	Excellent	Good	Average	Poor	Very Poor	Total Responses
Trash Collection	52 (37.14%)	59 (42.14%)	26 (18.57%)	2 (1.43%)	1 (0.71%)	140
Water & Sewer Service	56 (39.72%)	47 (33.33%)	31 (21.99%)	3 (2.13%)	4 (2.84%)	141
Police Services	61 (42.66%)	47 (32.87%)	28 (19.58%)	4 (2.80%)	3 (2.10%)	143
Recreational Facilities	37 (26.06%)	50 (35.21%)	43 (30.28%)	9 (6.34%)	3 (2.11%)	142
Traffic in Town	25 (17.61%)	55 (38.73%)	45 (31.69%)	12 (8.45%)	5 (3.52%)	142



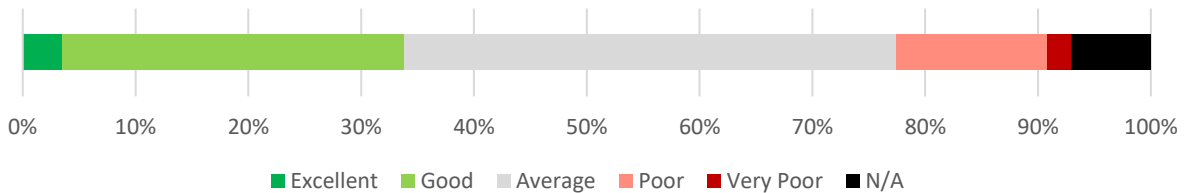
**3. What public services, if any, should the Town provide, that are not already available?**

No Additions	Additions	Total Responses
79 (58.52%)	56 (41.48%)	135



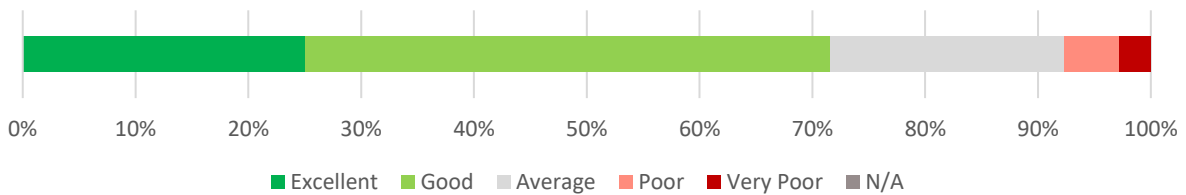
**4. How do you rate the Town's current housing stock?**

Excellent	Good	Average	Poor	Very Poor	N/A	Total Responses
5 (3.52%)	43 (30.28%)	62 (43.66%)	19 (13.38%)	3 (2.11%)	10 (7.04%)	142



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

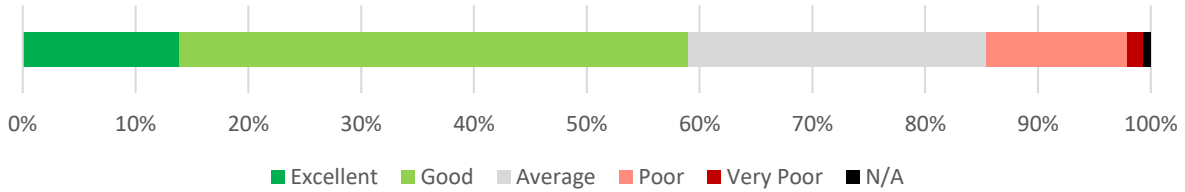
Excellent	Good	Average	Poor	Very Poor	N/A	Total Responses
36 (25%)	67 (46.53%)	30 (20.83%)	7 (4.86%)	4 (2.78%)	0 (0%)	144





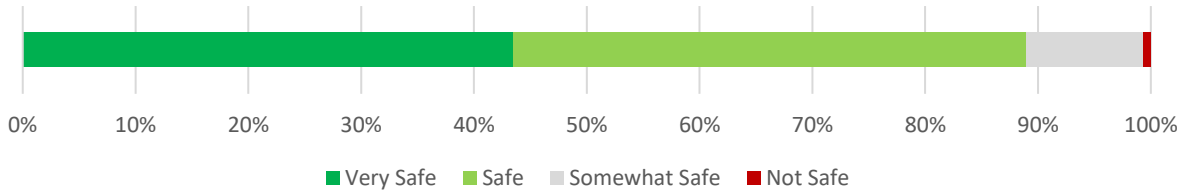
**6. Overall, how would you rate the Town’s efforts in making Broadway a more pedestrian friendly town in recent years by adding and improving sidewalks.**

Excellent	Good	Average	Poor	Very Poor	N/A	Total Responses
20 (13.89%)	65 (45.14%)	38 (26.39%)	18 (12.50%)	2 (1.39%)	1 (0.69%)	144



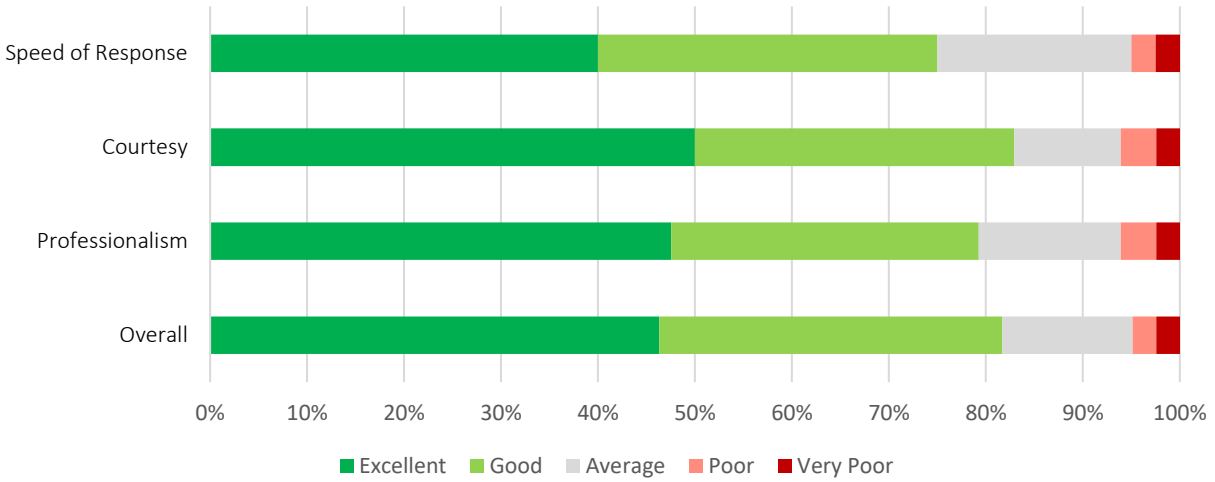
**7. How safe do you feel in Broadway?**

Very Safe	Safe	Somewhat Safe	Not Safe	Total Responses
63 (43.45%)	66 (45.52%)	15 (10.34%)	1 (0.69%)	145



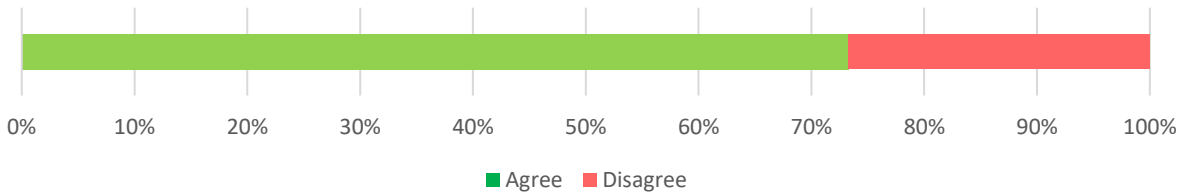
**8. If you have been in contact with Broadway Police in the past 12 months, please rate the service:**

	Excellent	Good	Average	Poor	Very Poor	Total Responses
Speed of Response	32 (40%)	28 (35%)	16 (20%)	2 (2.50%)	2 (2.50%)	80
Courtesy	41 (50%)	27 (32.39%)	9 (10.98%)	3 (3.66%)	2 (2.44%)	82
Professionalism	39 (47.56%)	26 (31.71%)	12 (14.63%)	3 (3.66%)	2 (2.44%)	82
Overall	38 (46.34%)	29 (35.37%)	11 (13.41%)	2 (2.44%)	2 (2.44%)	82



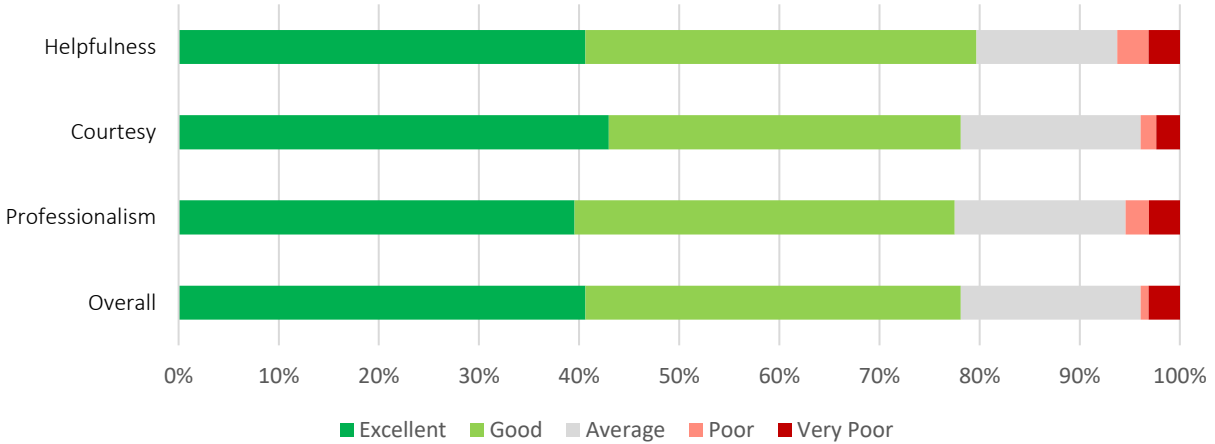
**9. Do you agree that the Town adequately enforces property codes such as parking or junk cars, grass & weed ordinance, etc.?**

Agree	Disagree	Total Responses
99 (73.33%)	36 (26.67%)	135



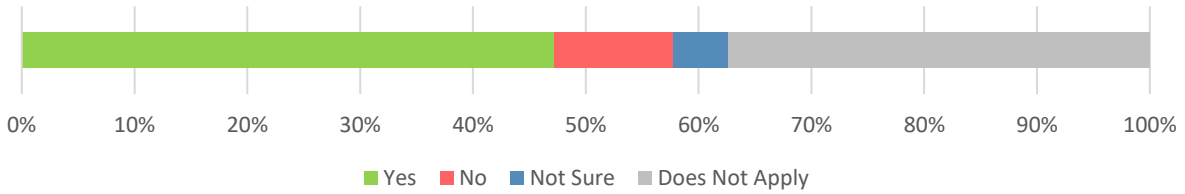
**10. When coming in contact with Town employees in the past 12 months, other than police officers, rate their service:**

	Excellent	Good	Average	Poor	Very Poor	Total Responses
Helpfulness	52 (40.62%)	50 (39.06%)	18 (14.06%)	4 (3.12%)	4 (3.12%)	128
Courtesy	55 (42.97%)	45 (35.16%)	23 (17.97%)	2 (1.56%)	3 (2.34%)	128
Professionalism	51 (39.53%)	49 (37.98%)	22 (17.05%)	3 (2.33%)	4 (3.10%)	129
Overall	52 (40.62%)	48 (37.50%)	23 (17.97%)	1 (0.78%)	4 (3.12%)	128



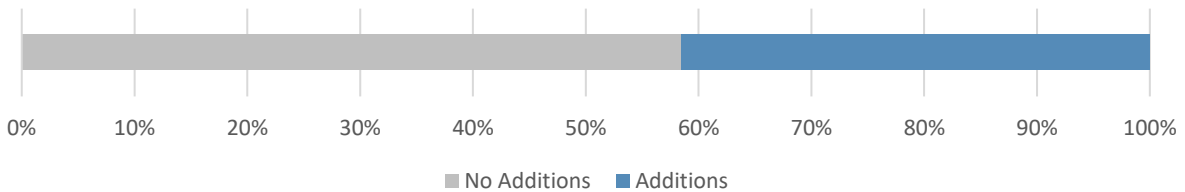
**11. If you contacted a Town employee in the last 12 months, was your problem resolved?**

Yes	No	Not Sure	Does Not Apply	Total Responses
67 (47.18%)	15 (10.56%)	7 (4.93%)	53 (37.32%)	142



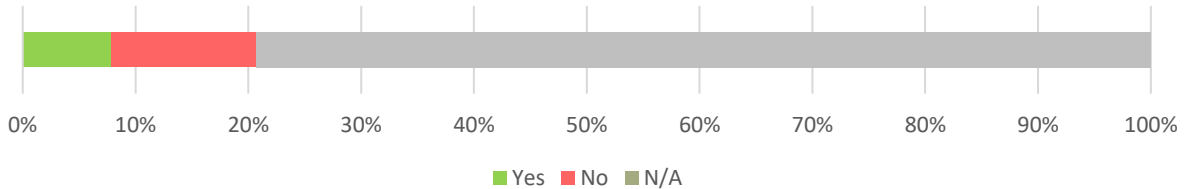
**12. Have you experienced a problem with your water & sewer billing in the last 12 months?**

Yes	No	N/A	Total Responses
12 (8.39%)	116 (81.12%)	15 (10.49%)	143



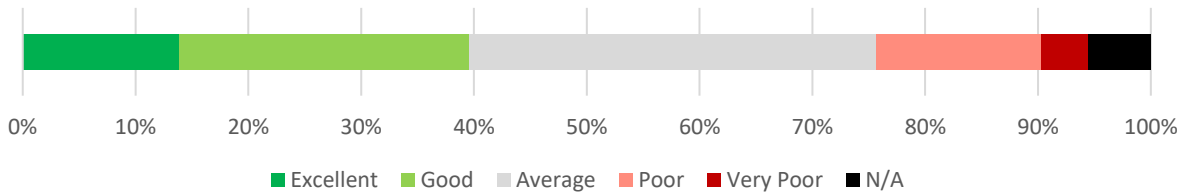
**13. If you experienced an issue with your water bill in the last 12 months, was that issue resolved?**

Yes	No	N/A	Total Responses
11 (7.86%)	18 (12.86%)	111 (79.29%)	140



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

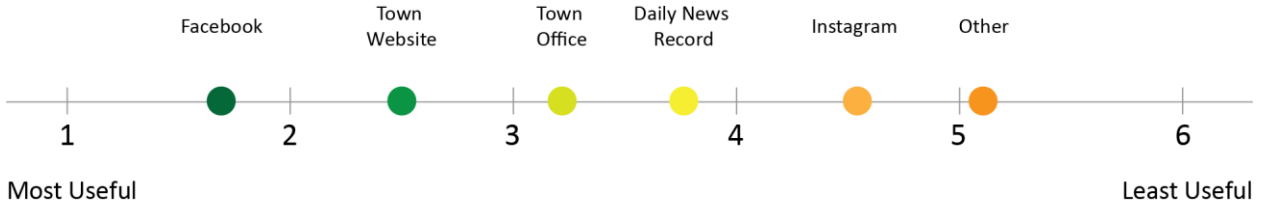
Excellent	Good	Average	Poor	Very Poor	N/A	Total Responses
20 (13.89%)	37 (25.69%)	52 (36.11%)	21 (14.58%)	6 (4.17%)	8 (5.56%)	144



**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)**

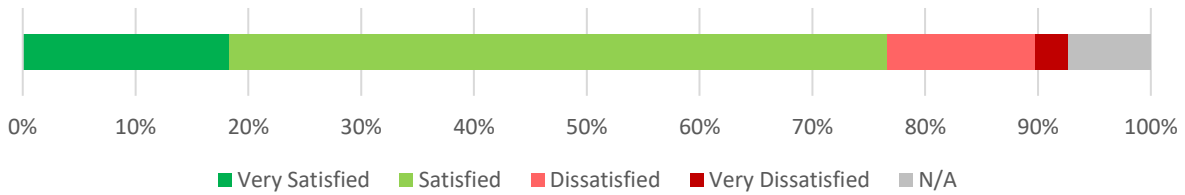
	1	2	3	4	5	6	Total Responses
Daily News Record	17 (12.32%)	15 (10.87%)	22 (15.94%)	31 (22.46%)	22 (15.94%)	31 (22.46%)	138
Town Office	7 (5.07%)	30 (21.74%)	38 (27.54%)	43 (31.16%)	18 (13.04%)	2 (1.45%)	138
Town Website	17 (12.32%)	67 (48.55%)	40 (28.99%)	10 (7.25%)	3 (2.17%)	3 (2.17%)	138
Facebook	91 (65.94%)	16 (11.59%)	11 (7.97%)	14 (10.14%)	3 (2.17%)	3 (2.17%)	138
Instagram	4 (2.90%)	3 (2.17%)	14 (10.14%)	28 (20.29%)	64 (46.38%)	25 (18.12%)	138

Other	2 (1.45%)	7 (5.07%)	13 (9.42%)	12 (8.70%)	28 (20.29%)	76 (55.07%)	138
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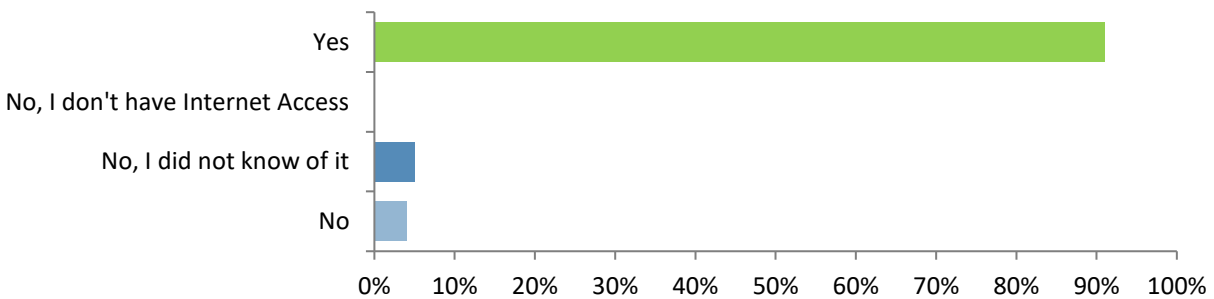
**16. Are you satisfied with the level of communication you have received from the Town government regarding services and other community issues?**

Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	N/A	Total Responses
25 (18.25%)	80 (58.39%)	18 (13.14%)	4 (2.92%)	10 (7.30%)	137



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

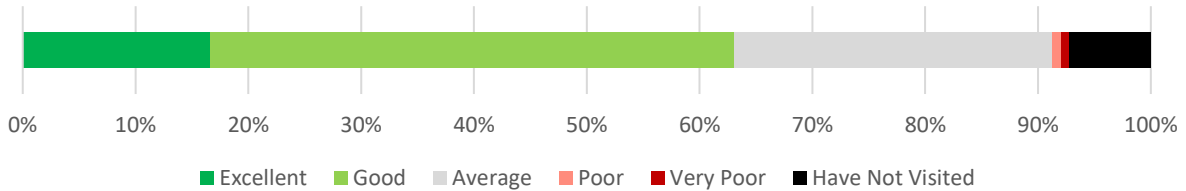
Yes	No, I don't have Internet Access	No, I did not know of it	No	Total Responses
106 (91%)	0 (0%)	6 (5%)	5 (4%)	139





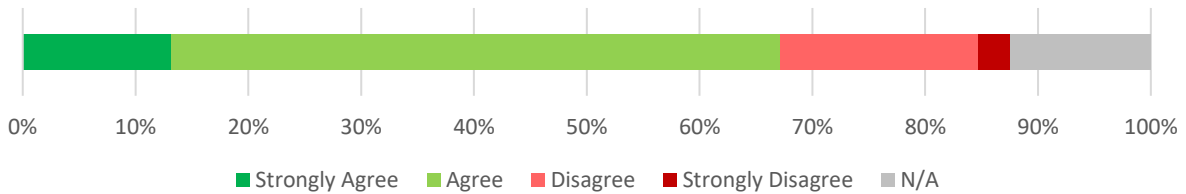
**18. If you have visited the website, how would you rate it?**

Excellent	Good	Average	Poor	Very Poor	Have Not Visited	Total Responses
23 (16.67%)	64 (46.38%)	39 (28.26%)	1 (0.72%)	1 (0.72%)	10 (7.25%)	138



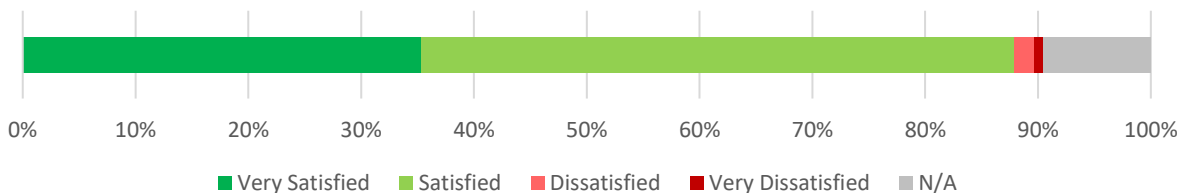
**19. Do you feel the character of Broadway has positively changed in the past five years?**

Strongly Agree	Agree	Disagree	Strongly Disagree	N/A	Total Responses
18 (13.14%)	74 (54.01%)	24 (17.52%)	4 (2.92%)	17 (12.41%)	137



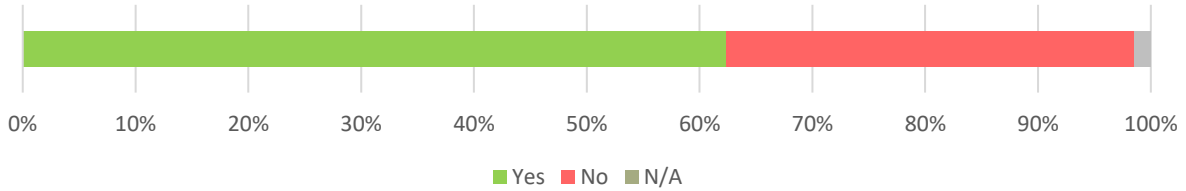
**20. What is your opinion of holiday events, festivals in the parks, movie nights, etc.?**

Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	N/A	Total Responses
41 (35%)	61 (53%)	2 (2%)	1 (1%)	11 (9%)	139



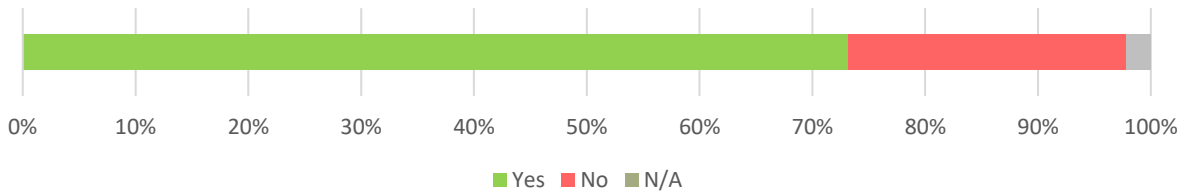
**21. Have you visited the Community & Farmers Market in the past 12 months?**

Yes	No	N/A	Total Responses
86 (62.32%)	50 (36.23%)	2 (1.45%)	138



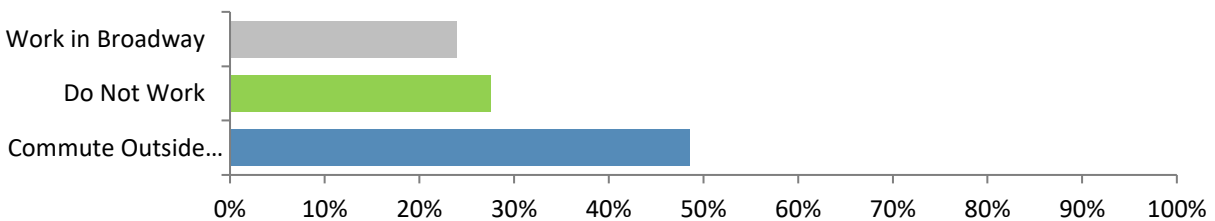
**22. Do you use the Community Park or Heritage Park on a regular basis?**

Yes	No	N/A	Total Responses
101 (73.19%)	34 (24.64%)	3 (2.17%)	138



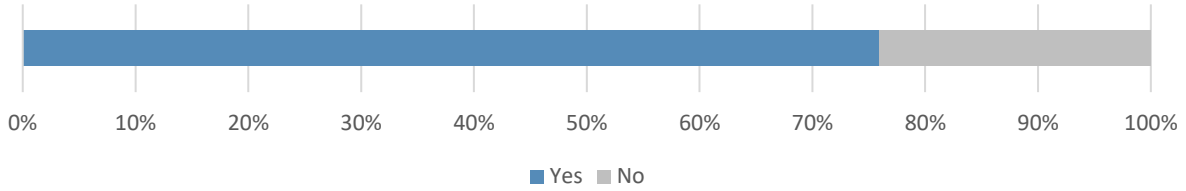
**23. Do you currently:**

Work in Broadway	Do Not Work	Commute Outside of Broadway	Total Responses
33 (23.91%)	38 (27.54%)	67 (48.55%)	138



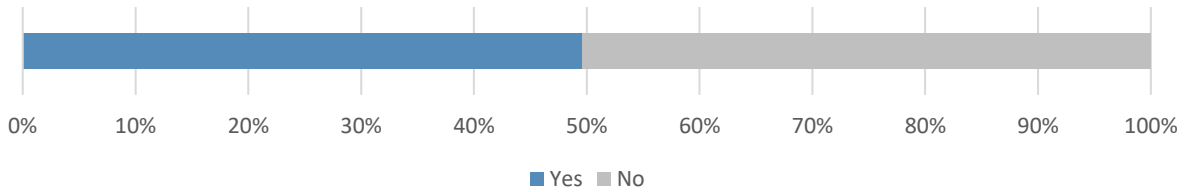
**24. Are there any services or businesses you would like Broadway to have in the future?**

Yes	No	Total Responses
104 (75.91%)	33 (24.09%)	137



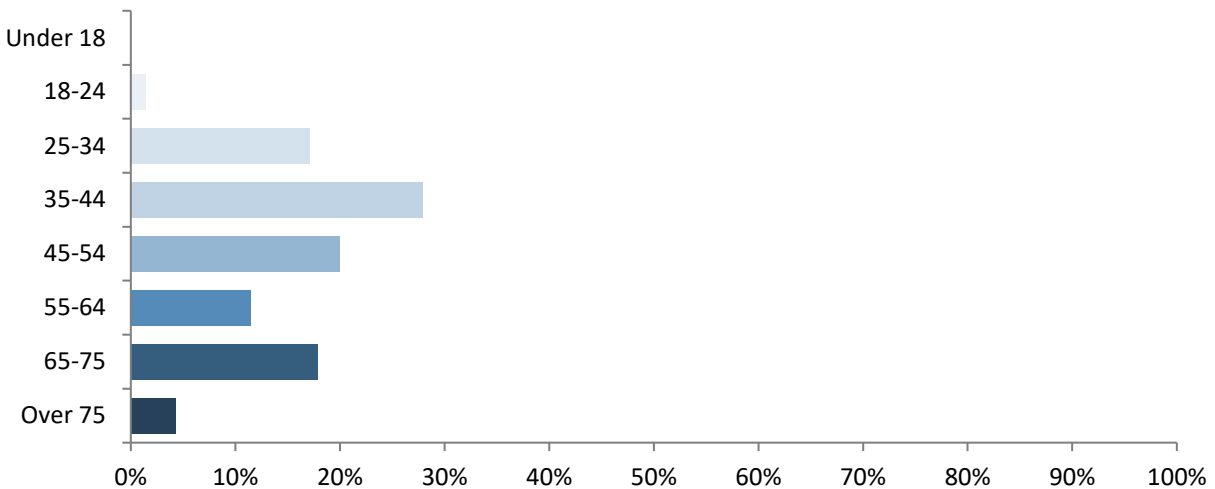
**25. Are there any recreational or cultural opportunities you would like Broadway to have in the future?**

Yes	No	Total Responses
67 (49.63%)	68 (50.37%)	135



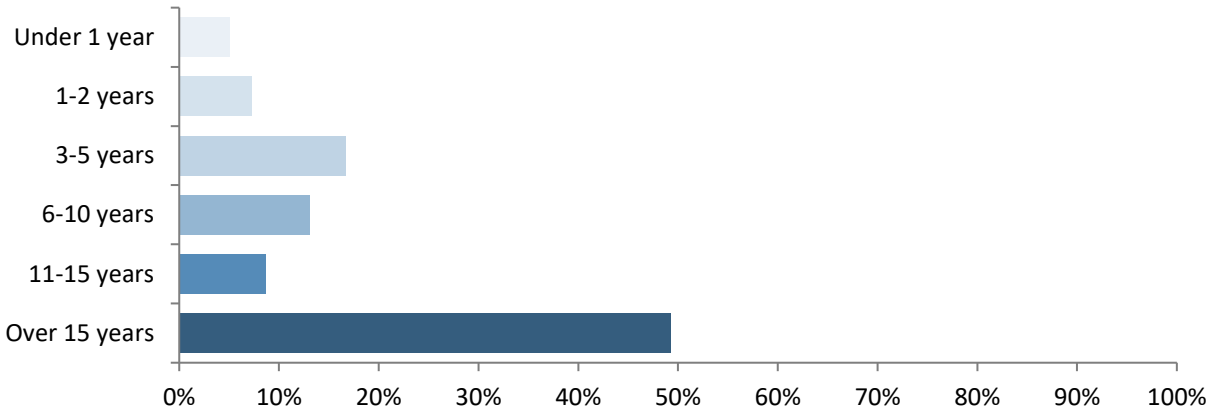
**26. Which age group applies to you:**

Under 18	18-24	25-34	35-44	45-54	55-64	65-75	Over 75
0 (0%)	2 (1.43%)	24 (17.14%)	39 (27.86%)	28 (20%)	16 (11.43%)	25 (17.86%)	6 (4.29%)



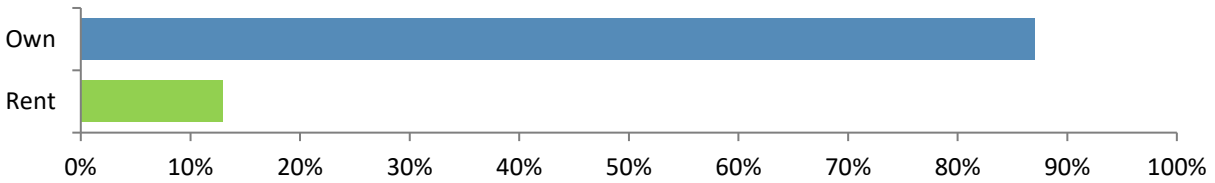
**27. How long have you lived in Broadway?**

Under 1 year	1-2 years	3-5 years	6-10 years	11-15 years	Over 15 years	Total Responses
7 (5.07%)	10 (7.25%)	23 (16.67%)	18 (13.04%)	12 (8.70%)	68 (49.28%)	138



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

Own	Rent	Total Responses
121 (87.05%)	18 (12.95%)	139



## Short Answer Response Summaries

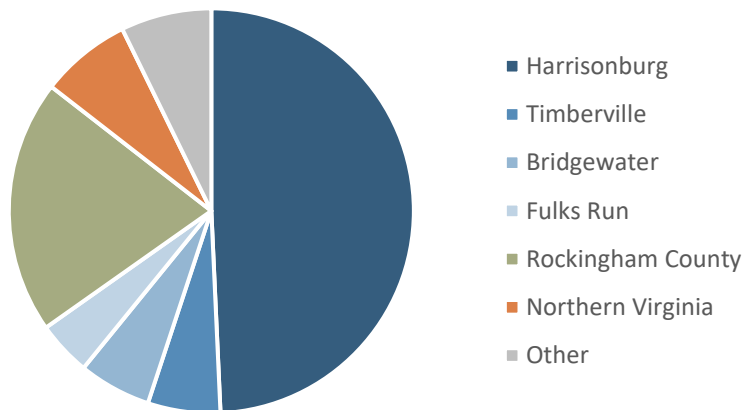
### Question 3: What public services, if any, should the Town provide, that are not already available?

Forty-one percent of survey question participants responded that there were additional public services that the Town should provide. The most frequent comments generally related to:

- More indoor space and opportunities for recreation and community gathering
- Curbside recycling or drop off locations around town
- Sidewalk expansion, flashing lights at crosswalks, and street lights

### Question 23: Common Commute Locations

Nearly fifty percent of survey question participants responded that they commute outside of Broadway. The following chart shows the most common locations from which people commute.



### Question 24: Are there any services or businesses you would like Broadway to have in the future?

Seventy-six percent of survey question participants provided responses to services and businesses they would like Broadway to have in the future. Frequent comments generally included:

- More dining options, including coffee shops, sit-down restaurants, and fast food
- Grocery stores and pharmacies
- A brewery or bar establishment
- Venues to host community events or music performances
- Recreational spaces or activity centers for kids

**Question 25: Are there any recreational or cultural opportunities you would like Broadway to have in the future?**

Nearly fifty percent of survey question participants provided responses to recreational and/or cultural opportunities they would like Broadway to have in the future. Frequent comments generally included:

- The Rail Trail and expansion of other walking trails
- An indoor recreational center or community building
- Venues or opportunities for music performances, heritage festivals, or films



# APPENDIX B | *HISTORIC INVENTORY*

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**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 20<sup>th</sup> 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 20<sup>th</sup> century this two-story house is a well preserved example of a stretcher bond brick house. This is a typical early 20<sup>th</sup> 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 19<sup>th</sup> and early 20<sup>th</sup> century.



**Jean Fawley Davis House**—Constructed in the late 19<sup>th</sup> 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.



**Montague 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/ Sonfrank 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 19<sup>th</sup> 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 19<sup>th</sup> 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 20<sup>th</sup> 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***

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

Link ID	Route Number	Facility Name	Segment From	Segment To	Segment Length	Terrain Type	Operation Type	Num Thru Lanes	Pavement Width	Avg Lane Width	Median Width	Median Type	Num Signals	Speed Limit	Sidewalk
80632	42	Timber Way	NTL	Lee St	0.16	Level	Two-way	4	48	12	12	Raised	1	45	None
80471	259	Timber Way	Lee St	STL	0.56	Rolling	Two-way	2	20	10	0	None	1	45	None
80470	259	W Lee St/Brooks Gap Rd	WTL	Main St	1.03	Rolling	Two-way	2	20	10	0	None	1	35	None
80449	42&259	E Lee St	Main St	Timber Way	0.72	Level	Two-way	2	20	10	0	None	1	35	None
80588	42&259	N Main St	Lee St	Broadway Ave	0.42	Level	Two-way	2	40	12	0	None	1	25	Both
80182	42	S Main St	Broadway Ave	STL	1.54	Level	Two-way	2	40	12	0	None	1	25	Both
768905	1421	W Springbrook Rd	WTL	Early Dr	0.53	Level	Two-way	2	36	12	10	Center turn lane	0	35	Right Side
768906	1421	W Springbrook Rd	Early Dr	Main St	0.28	Level	Two-way	2	36	12	10	Center turn lane	0	35	Right Side
768907	1421	E Springbrook Rd	Main St	Brethren Rd	0.54	Level	Two-way	2	36	12	10	Center turn lane	0	35	Right Side
792480	1421	E Springbrook Rd	Brethren Rd	ETL	0.25	Level	Two-way	2	36	12	10	Center turn lane	0	35	Right Side
80138	259 Alt	Broadway Ave	Main St	Timber Way	0.89	Level	Two-way	2	40	12	0	None	0	35	Left Side
402674	617	Sunset Dr	Lee St/Brooks Gap Rd	Springbrook Rd	1.12	Rolling	Two-way	2	20	10	0	None	0	25	None
201633	617	Sunset Dr	Springbrook Rd	STL	0.66	Level	Two-way	2	20	10	0	None	0	25	None
402675	617	Spar Mine Rd	NTL	Lee St	0.14	Level	Two-way	2	20	10	0	None	0	45	None
768864	1403	Atlantic Ave	Lee St	Broadway Ave	0.38	Level	Two-way	2	20	10	0	None	0	25	None
792620	803	Brethren Rd	Springbrook Rd	ETL	0.08	Level	Two-way	2	20	10	0	None	0	25	None

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

Link ID	Route Number	Facility Name	Segment From	Segment To	Segment Length	Functional Classification	AADT 2022	AADT 2045	Growth Rate	LOS 2019	LOS 2045	Heavy Truck %
80632	42	Timber Way	NTL	Lee St	0.16	Other Principal Arterial	11,681	14,556	1.1%	C	C	4.0%
80471	259	Timber Way	Lee St	STL	0.56	Minor Arterial	8,847	11,797	1.5%	B	B	6.5%
80470	259	W Lee St/Brooks Gap Rd	WTL	Main St	1.03	Minor Arterial	14,182	21,456	2.2%	D	D	6.5%
80449	42/259	E Lee St	Main St	Timber Way	0.72	Other Principal Arterial	12,474	13,909	0.5%	B	B	4.0%
80588	42/259	N Main St	Lee St	Broadway Ave	0.42	Other Principal Arterial	9,308	10,378	0.5%	B	A	4.0%
80182	42	S Main St	Broadway Ave	STL	1.54	Other Principal Arterial	8,663	9,659	0.5%	D	D	4.0%
768905	1421	W Springbrook Rd	WTL	Early Dr	0.53	Major Collector	1,251	2,331	3.3%	-	-	0.9%
768906	1421	W Springbrook Rd	Early Dr	Main St	0.28	Major Collector	1,083	2,649	5.6%	-	-	1.1%
768907	1421	E Springbrook Rd	Main St	Brethren Rd	0.54	Major Collector	6,535	12,346	3.4%	C	D	5.2%
792480	1421	E Springbrook Rd	Brethren Rd	ETL	0.25	Major Collector	6,528	7,279	0.5%	A	A	4.8%
80138	259 Alt	Broadway Ave	Main St	Timber Way	0.89	Minor Arterial	2,252	2,511	0.5%	A	A	1.9%
402674	617	Sunset Dr	Lee St/Brocks Gap Rd	Springbrook Rd	1.12	Major Collector	1,184	1,584	1.3%	B	B	1.0%
201633	617	Sunset Dr	Springbrook Rd	STL	0.66	Major Collector	-	-	-	B	B	-
402675	617	Spar Mine Rd	NTL	Lee St	0.14	Major Collector	2,011	2,272	0.5%	B	B	2.9%
768864	1403	Atlantic Ave	Lee St	Broadway Ave	0.38	Minor Collector	381	425	0.5%	-	-	0.5%
792620	803	Brethren Rd	Springbrook Rd	ETL	0.08	Major Collector	1,199	1,355	0.5%	B	B	2.6%

\*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.