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City of Harrisonburg and ULI Virginia District Partner on Technical Assistance Panel

Panel Tasked with Evaluating Key, City-Owned Downtown Properties Including Proposal for Urban Park

HARRISONBURG, VA (August 28, 2018) – The City of Harrisonburg, Virginia and the Urban Land Institute Virginia District are partnering on a Technical Assistance Panel (“TAP”) evaluation of city-owned property in Harrisonburg’s downtown. The TAP will evaluate a proposal for an urban park, providing recommendations for the redevelopment of a City-owned parking deck on Water Street, review proposed alignments for the Northend Greenway/Federal Street alley/Bluestone Trail, and offer guidance for the development of a Downtown Master Plan.

The TAP will take place September 5 – 6, 2018 and conclude with a public presentation scheduled for September 6, 2018 at 5:30pm in City Council Chambers at City Hall, 409 South Main Street, Harrisonburg, Virginia 22801.

“We are very excited about the opportunity to engage with talented real estate professionals from across Virginia through this Technical Assistance Panel,” said Brian Shull, Economic Development Director for the City of Harrisonburg. “The ULI Virginia TAP Program has an impeccable track record for assisting localities with complex real estate planning matters and we look forward to the panel’s recommendations about these important City assets.”

The City of Harrisonburg is the official sponsor of this ULI Virginia TAP and has requested the panelists review and provide recommendations for a specific study area of downtown Harrisonburg. Specifically, the study area boundaries will be East Market Street to the north, Martin Luther King, Jr. Way to the south, Liberty Street to the west, and S. Mason Street to the east. The TAP will address the following study area questions:

- Analyze the urban park proposal submitted to the City Council of Harrisonburg by Build Our Park and offer recommendations on appropriateness of physical location, impacts on public parking, and other matters;
- Offer recommendations for the redevelopment of the City-owned Water Street parking deck and provide input as to any possible redevelopment economic benefits;
- Review the previously proposed alignments for the Northend Greenway/Federal Street alley path/Bluestone Trail and recommend any preferred alignments for the main trail and potential spurs/branches; and
- Provide insight into how these recommendations can be used for the development of a future comprehensive Master Plan for all downtown Harrisonburg.

Adena Patterson, Co-Chair of ULI Virginia's TAP Committee, commented: "The City of Harrisonburg has seen tremendous growth over the past several years. New investments and redevelopment opportunities are revitalizing the downtown area and ULI Virginia is thrilled to be a part of the process in helping provide recommendations for next steps."

At the conclusion of the TAP in September, panelists will provide City of Harrisonburg officials with a final report on their recommendations in October 2018.

About the City of Harrisonburg, Virginia

The city of Harrisonburg is located in the heart of the Shenandoah Valley. Harrisonburg has evolved from an agricultural and commercial hub during the 19th and 20th centuries, to today's artfully-restored, forward-thinking destination best known for its vibrant downtown and friendly feel. As a university town, Harrisonburg enjoys all the arts and amenities of a larger metro area combined with the charm and laid back vibe of a small city. The outdoor recreation opportunities, the varied culinary offerings, and the friendly faces that greet you everywhere make Harrisonburg a great place to live and/or visit!

About the Technical Assistance Panel (TAP) Program

The objective of ULI Virginia's Technical Assistance Panel (TAP) program is to provide expert, multidisciplinary advice on land use and real estate issues facing public agencies and nonprofit organizations across the Commonwealth of Virginia. Drawing from its extensive membership base, ULI Virginia conducts one and one-half day panels offering objective and responsible advice to local decision-makers on a wide variety of land use and real estate issues, ranging from site-specific projects to public policy questions. The TAP program is intentionally flexible to provide a customized approach to specific land use and real estate issues. Learn more at <https://virginia.uli.org/uli-action/taps/>.

About ULI Virginia

ULI Virginia is a district council of the Urban Land Institute (ULI), a nonprofit education and research organization supported by its members. Founded in 1936, the Institute today has over 30,000 members worldwide representing the entire spectrum of land use planning and real estate development disciplines working in private enterprise and public service. As the preeminent, multidisciplinary real estate forum, ULI facilitates the open exchange of ideas, information, and experience among local, national, and international industry leaders and policy makers dedicated to creating better communities.

ULI's mission is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. ULI Virginia carries out the ULI mission locally by sharing best practices, building consensus, and advancing solutions through educational programs and community outreach initiatives.

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