

**FOR IMMEDIATE RELEASE**

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The Town of Broadway is pleased to announce that it has selected Whitesell Group of Roanoke, VA to perform its streetscape study. Whitesell Group is a landscape architecture and land planning firm that specializes in downtown revitalization and recreational/greenway development, and was selected from four highly qualified firms. The Town received a \$60,000 TEA 21 grant earlier this year for this project. This plan will be the catalyst for future improvements to the Main Street Corridor and Town entranceways, and will include planning for items such as parking, landscaping, pedestrian facilities, vehicular traffic, a wayfinding system, as well as other applicable items. In addition to planning for these items, this plan will also identify a timetable and funding to implement the plan.

The special Streetscape Committee appointed by the Town Council and vested with the duty of guiding this project, has been hard at work getting the process rolling. After reviewing and then interviewing several firms, the Committee recommended Whitesell to the Council as the best match for Broadway. Acting upon the recommendation, the Council unanimously approved the hiring of Whitesell at the May 6<sup>th</sup> meeting. Town Manager Kyle O'Brien stated that "Whitesell Group was selected because of their familiarity with Broadway and their innovative and client driven approach towards the project, as well as their previous experience with similar projects." "We're excited to have them on board."

Eugene C. Whitesell, who will serve as the Project Manager for Broadway's Streetscape, heads the Whitesell Group. As a specialist in urban and greenway design, he has over 16 years of experience in planning and designing municipal spaces. Suzanne Gandy Akers, Director of Project Development, will be leading the marketing and communications aspect of the project. The firm's activities extend beyond the planning side of the project and offers strategic marketing to promote public awareness and participation. The Whitesell Group has vast experience in developing similar projects like the comprehensive plans for the revitalization of downtown Waynesboro, and the creation of a citywide greenway system. To round out the team, Valley Engineering will be partnering with Whitesell for any necessary civil engineering. They have a proven track record in the region and a strong background in municipal planning.

Whitesell Group will work to help the community to realize the Town's unique characteristics and resources. In expressing the firm's enthusiasm Eugene Whitesell said, "We are eager to become members of a team who will have a tremendous impact on the Broadway community".

The Streetscape Committee is pleased with the rapid progress that is being made on getting this project underway. Members look forward to hearing the ideas of residents as the project will soon be entering the data collection phase. Committee Chairman and Vice-Mayor John Long said, "The development of this master plan will be a great asset to the Town".

Members of the Streetscape committee include:

John F. Long, Jr., Chairman and Vice-Mayor

Kyle D. O'Brien, Town Manager

Fred Olson, Citizen

Tim Reamer, Director BHP

Marlene Showalter, Citizen

Travis Whitmore, Local business owner