WHAT IS THE WEST MAIN STREET PROJECT?

A STREETSCAPE PROJECT

BUS STOPS

BUMPOUTS

SIDEWALKS

STREET TREES

CONNECTIONS TO NEIGHBORHOODS

BIKE AMENITIES

PUBLIC ART

LID/SWM

SIGNAGE

CREATIVE PARKING STRATEGIES

LIGHTING

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WHAT IS THE WEST MAIN STREET PROJECT?

NEW DEVELOPMENT
MASSING STUDY

NEW DEVELOPMENT
STANDARDS & CODE

A PLANNING PROJECT

ECONOMIC IMPACT
ANALYSIS

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PROJECT SCHEDULE

FALL 2013

Review & Analysis
Public Meetings
Alternative Design Concepts
Code
Fiscal Impact Analysis
Master Plan
Construction Documents

WINTER 2013/2014

1
2
3

SPRING 2014

SUMMER 2014

Where are we now?
WHO ARE WE?

Streetscape Design Group

Transportation Planning
Nelson\Nygaard

Low Impact Development
Low Impact Development Center

Engineering
Timmons Group

Low Impact Development
Low Impact Development Center

Planning and Urban Design Group

Architecture
Bushman Dreyfus

Zoning & Code
Code Studio

Economic Analysis
RCLCO

Historic Architecture
Sadler & Whitehead

West Main Street Steering Committee

Master Planning/Urban Design/Landscape Architecture
Rhodeside & Harwell
Schulze + Grassov

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Our observations
THE STUDY AREA

UNIVERSITY

THE NEIGHBORHOODS

THE DISTRICT

THE NEIGHBORHOODS

THE DISTRICT

THE NEIGHBORHOODS

THE DISTRICT

THE NEIGHBORHOODS

DOWNTOWN

THE DISTRICT

THE NEIGHBORHOODS

THE DISTRICT

THE NEIGHBORHOODS

THE DISTRICT

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Chapter Nine: Urban Design

Concurrently with the development of the Comprehensive Plan, the City contracted with HNTB Consultants, Inc. to prepare a "K elevator Study." This study looked at commercial centers and the retail centers and provided recommendations for economic and retail design improvements. The following are the description of the various case studies from the report. These descriptions offer the existing conditions in each of these areas and in some cases, the neighborhoods they border.

**Downtown Mall**
Employment and Entertainment District

Located on the Downtown Mall, the study area is bounded on the north by the UVA Radiology, on the west by the CofC Street, on the south by the market square and on the east by Southern Mall Road at the edge of the City Yard.

**Background**

As the historic center of Charlottesville, the Downtown Mall continues to serve as the commercial, cultural and civic center of the city. Following a national trend, Charlottesville's "Main Street" was re-established with brick pavers and improved sidewalks for pedestrians. Since then, it has evolved into an urban environment providing a mix of retail commerce and entertainment venues.

The transformation from Main Street to piazza has not been easy. Fashion Square Mall opened around the same time as the closing of the street to vehicular traffic and had a devastating effect on retail sales downtown, which has taken years to overcome. While the opening of the Charm Hotel and the art center's new location made the town more appealing, it has not had the effect of increasing the space to any real extent. In contrast, architectural design actually deteriorates from the Mall instead of enhancing it. The closing of Fashion Square Mall seal the fate of the downtown shopping district and the lack of any retail entertainment venues, aside from a few restaurants, plagued the area for years. Ad to this is the perception that retail rates were higher in the city, as well as this or a centralized coordination or management (such as a downtown business association), and it was close to the fate of the Mall if not inevitable.

In the 1990s, the Downtown Mall witnessed something of a renaissance. A new set of retail, restaurants, and entertainment outlets have opened in the Downtown Mall shops, and the mall has become a focal point of the city.

**2001 Comprehensive Plan Corridor Study**

2004 West Main Street
Open Space Concept & Streetscape Schematics

Wallace Roberts & Todd, LLC
November 2004

Plan Design Build
2013 and beyond

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THE NETWORK
NEIGHBORHOOD CONTEXT

- UNIVERSITY
- 10TH & PAGE
- WEST MAIN STREET
- STARR HILL
- VINEGAR HILL
- AMTRAK STATION
- FIRST BAPTIST CHURCH
- MAIN ST MARKET
- REID'S MARKET
- EBENEZER BAPTIST CHURCH
- JEFFERSON SCHOOL
- DOWNTOWN

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THE WEST MAIN TIMELINE

A NEIGHBORHOOD STEEPED IN HISTORY
HISTORY

MANY DESIGNATED & CONTRIBUTING BUILDINGS

TWO HISTORIC DISTRICTS
Today’s Event
### The Format

<table>
<thead>
<tr>
<th>Station 1</th>
<th>Lessons Learned from Public Meeting #1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Station 2</td>
<td>Introduction to Alternatives</td>
</tr>
<tr>
<td>Station 3</td>
<td>Alternative ‘A’</td>
</tr>
<tr>
<td>Station 4</td>
<td>Alternative ‘B’</td>
</tr>
<tr>
<td>Station 5</td>
<td>Alternative ‘C’</td>
</tr>
</tbody>
</table>

- **9.00 AM** Walking Tour with Oliver Schultz

<table>
<thead>
<tr>
<th>Station 6</th>
<th>Streetscape Character</th>
</tr>
</thead>
<tbody>
<tr>
<td>Station 7</td>
<td>Transportation Elements</td>
</tr>
<tr>
<td>Station 8</td>
<td>Urban Design Analysis</td>
</tr>
<tr>
<td>Station 9</td>
<td>Comments</td>
</tr>
</tbody>
</table>

9 Stations. 3 hours.
WHAT WE LEARNED FROM PUBLIC MEETING #1

- PARKING ACCOMMODATIONS
- WIDER SIDEWALKS
- UNDERGROUND UTILITIES
- WHAT WE LEARNED FROM PUBLIC MEETING #1
- MORE TREES
- IMPROVE TRANSIT
- BICYCLE ACCOMMODATIONS
- MORE GREEN SPACE
- STORMWATER MANAGEMENT
INTRODUCTION TO ALTERNATIVES

10 KEY DESIGN PRINCIPLES

1. CREATE A MULTIMODAL STREET
2. ENCOURAGE A MIX OF LAND USES
3. ESTABLISH NEIGHBORHOOD CONNECTIONS
4. LINK CULTURAL LANDSCAPES
5. ACCOMMODATE PARKING
INTRODUCTION TO ALTERNATIVES

6. ACTIVATE THE STREET

7. FOSTER ENVIRONMENTAL STEWARDSHIP

8. RETAIN MOUNTAIN VISTAS

9. CELEBRATE HISTORY

10. CREATE AN ECLECTIC STREETSCAPE
TRANSPORTATION ELEMENTS

FRAMEWORK

1. Reduce traffic on West Main.
2. Increase pedestrian connections from West Main into adjacent neighborhoods.
3. Provide alternate routes for bicyclists.
4. Improve transit stop amenities.
   - Improve travel time and reliability.
   - Retain West Main as a major transit corridor.

- Divert traffic onto parallel, high capacity roadways - Preston Ave., Cherry Ave., Rugby Rd., etc.
- Slow travel speeds on West Main.
- Additional study needed for streets receiving increased volume of traffic.
- Link community assets (including the Jefferson School and Starr Hill Park) to West Main.
- Increase access to West Main.
- Improve the bicyclist’s experience on West Main.
- Enhancing transit service, with potential for enhanced amenities.
TRANSPORTATION ELEMENTS

INTERSECTION OPTIONS:
WEST MAIN & RIDGE-MCINTIRE

INTERSECTION OPTIONS:
WEST MAIN & 10TH STREET

TRAFFIC CALMING

PARKING

POLICIES

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INTRODUCTION TO ALTERNATIVES

A. "WOONERF" / SHARED STREET
- Shared roadway for cyclists and drivers
- Preserves parking
- Wider sidewalks
- Street trees

B. ASYMMETRICAL / GREEN STREET
- Green Space
- Wider sidewalks
- Shared roadway for cyclists and drivers
- Street trees
- Retains some parking

C. BOULEVARD / CYCLE TRACK
- Dedicated bicycle facility separate from cars
- "Boulevard"
- Street trees
- Retains some Parking
INTRODUCTION TO ALTERNATIVES

A. “WOONERF” / SHARED STREET

B. ASYMMETRICAL / GREEN STREET

C. BOULEVARD / CYCLE TRACK
INTRODUCTION TO ALTERNATIVES

STREETSCAPE TOOLKIT
ALTERNATIVE ‘A’

“WOONERF” / SHARED STREET

Future Building Setback

Existing Building Setback

Easement

(South Side of West Main)

15'

Structural Soil / Grates

Silva Cells

6'

Tree & Sidewalk Zone

4'

Parking & Curb Extension Zone

7'

13'

Shared Lane

13'

Shared Lane

7'

Parking & Curb Extension Zone

4'

Tree & Sidewalk Zone

6'

Sidewalk

60'

Right-of-Way

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ALTERNATIVE ‘A’

“WOONERF” / SHARED STREET
## "Woonerf" / Shared Street

<table>
<thead>
<tr>
<th></th>
<th>Existing</th>
<th>Proposed</th>
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</thead>
<tbody>
<tr>
<td><strong>Trees</strong></td>
<td>30 trees from 10th St. to 7th St.</td>
<td>63 trees from 10th St. to 7th St.</td>
</tr>
<tr>
<td>(ea. = 10 trees)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Green Space</strong></td>
<td>813 sq. ft. of planted area from 10th St. to 7th St.</td>
<td>7,326 sq. ft. of planted area from 10th St. to 7th St.</td>
</tr>
<tr>
<td>(ea. = 1,000 sq. ft. of planted area)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>On-Street Parking</strong></td>
<td>85 spaces</td>
<td>89 spaces</td>
</tr>
<tr>
<td>(ea. = 10 parked cars)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sidewalks</strong></td>
<td><img src="image" alt="Sidewalks" /></td>
<td><img src="image" alt="Sidewalks" /></td>
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<tr>
<td></td>
<td><img src="image" alt="Sidewalks" /></td>
<td><img src="image" alt="Sidewalks" /></td>
</tr>
</tbody>
</table>

### Bicycle Accommodation

- **Existing**: 4’ bike lane
- **Proposed**: 13’ shared lane
### ALTERNATIVE ‘B’

**ASYMMETRICAL / GREEN STREET**

<table>
<thead>
<tr>
<th></th>
<th>EXISTING</th>
<th>PROPOSED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trees</td>
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<td>63 trees from 10th St. to 7th St.</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Green Space</td>
<td>813 sq. ft. of planted area from 10th St. to 7th St.</td>
<td>12,280 sq. ft. of planted area from 10th St. to 7th St.</td>
</tr>
<tr>
<td>(ea. = 1,000 sq. ft. of planted area)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>On-Street Parking</td>
<td>85 spaces</td>
<td>52 spaces</td>
</tr>
<tr>
<td>(ea. = 10 parked cars)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sidewalks</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bicycle Accommodation</td>
<td>4’ bike lane</td>
<td>13’ shared lane</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
5. ALTERNATIVE ‘C’

BOULEVARD / CYCLE TRACK
5. ALTERNATIVE ‘C’

BOULEVARD / CYCLE TRACK

**Trees**
(ea. = 10 trees)
- **EXISTING**: 30 trees from 10th St. to 7th St.
- **PROPOSED**: 130 trees from 10th St. to 7th St.

**Green Space**
(ea. = 1,000 sq. ft. of planted area)
- **EXISTING**: 813 sq. ft. of planted area from 10th St. to 7th St.
- **PROPOSED**: 7,021 sq. ft. of planted area from 10th St. to 7th St.

**On-Street Parking**
(ea. = 10 parked cars)
- **EXISTING**: 85 spaces
- **PROPOSED**: 45 spaces

**Sidewalks**

**Bicycle Accommodation**
- **EXISTING**: 4’ bike lane
- **PROPOSED**: Buffered, boulevard cycletrack with 4.5-5.5’ bike lane

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URBAN DESIGN ANALYSIS

EXISTING, CURRENTLY PROPOSED & UNDER CONSTRUCTION BUILDINGS

ARE CURRENT POLICIES ADEQUATE TO REALIZE YOUR VISION OF WEST MAIN?
URBAN DESIGN ANALYSIS

PRECEDENTS