The West Main Street Streetscape Option 1 Plan was adopted by the Charlottesville City Council, as the guiding document for executing streetscape improvements to the West Main Street corridor, on March 21, 2016.

- Create “a safe, active, pleasant and useable space for all users”.
- Encourage “physical activity by creating a safe and welcoming place to walk or bike”.
- Design “a 400% increase in street trees along the corridor in a variety of sizes”.
- Develop “areas for Low Impact Development where green infrastructure can be utilized”.
- “Underground overhead utilities”.

THE CITY COUNCIL RESOLUTION
The Schematic Design phase spanned 11 months; from June 2016 through April 2017. The project team has hosted monthly progress meetings with City staff and provided updates to City Council and BAR, during which design feedback and direction was given.
The Design Development and Construction Document phases will combine to span 16 months; starting in October 2017 through February 2019. The project team will host progress meetings with City staff and provide updates to City Council and BAR.
THE PROJECT VISION

DESIGN A GREAT STREET!

Great streets - as public places - bring people of all backgrounds and incomes into restaurants, shops, offices, and housing along them. A great street is a place where people want to be - to live, to work, to visit with friends, to shop, and to spend time. Throughout the world, walkable and bikeable streets provide the economic engines for successful communities.
THE PROJECT PRINCIPLES

CONNECTIVITY
*unite* people and City via a safe, multimodal street

LIVABILITY
*create* an economically viable and socially comfortable ‘family room’

TECHNOLOGY
*modernize* critical infrastructure & stormwater management

BEAUTIFICATION
*contextually enhance* the visual character of the street

HISTORY
*celebrate* the history, culture, & identity of Charlottesville

STEWARDSHIP
*enable* long-term maintenance feasibility
WEST MAIN STREET EXISTING CONDITIONS

STREETSCAPE ISSUES
1. unsafe bike lanes
2. narrow sidewalks
3. heaving, uneven pavement
4. unsightly utilities
5. monoculture of trees
6. deteriorating furnishings
The Streetscape Design
THE STREETSCAPE PLAN

West of Bridge

Enlargement

East of Bridge

West of Bridge

PHASE I
A TYPICAL BLOCK

**SUSTAINABLE STREET TREE PLANTING**
seasonal | diverse | native

**UTILITY BETTERMENTS**
overhead to underground

**NEW SIDEWALKS**
widened paving & fresh furnishings

**STREET CROSSINGS & CONNECTIONS**
pedestrian-oriented | safe | decorative crosswalks

**ROADWAY & PARKING REALIGNMENT**
multimodal | safety-oriented | dedicated bike lanes

**GATEWAYS & GATHERING SPACES**
flexible | technological | historical
SUSTAINABLE STREET TREE PLANTING  seasonal | diverse | native

UTILITY BETTERMENTS  overhead to underground

NEW SIDEWALKS  widened paving & fresh furnishings

STREET CROSSINGS & CONNECTIONS  pedestrian-oriented | safe | decorative crosswalks

ROADWAY & PARKING REALIGNMENT  multimodal | safety-oriented | dedicated bike lanes

GATEWAYS & GATHERING SPACES  flexible | technological | historical

A TYPICAL BLOCK

Enlargement
A TYPICAL INTERSECTION

1. SIGNATURE BENCHES
2. RAISED CROSSWALK
3. AT GRADE CROSSWALK
4. PLANTERS
PARK AT WEST MAIN AND RIDGE STREETS

DESIGN HIGHLIGHTS

- A major community space along WMS
- Mix of fixed and moveable tables & chairs
- Expresses regional geological formations
- Relocated “Lewis & Clark” Statue, or prominent, central location for future public art
- Utilizes locally quarried stone
- Native, rugged plant palette
PARK AT WEST MAIN AND RIDGE STREETS

ALTERNATE LAYOUT
• Statue removed
• Utilizes the central axis of West Main St.
• Large vertical visual terminus in the park
• Determined by the community
• Public art or interpretive marker etc.

CENTERLINE OF WEST MAIN STREET
PARK AT WEST MAIN AND RIDGE STREETS  SECTION A-A

STONE WALL W/ TOOTH CHISELED FINISH
LOCALY QUARRIED STONE

DECOMPOSED GRANITE
PARK SURFACING

MOVEABLE FURNISHINGS
'PARC CENTRE' TABLES
AND CHAIRS
Landscape Forms
LINEAR ROCK FORMATION
LOCALLY QUARRIED STONE

SIGNATURE BENCH
LOCALLY MANUFACTURED
UHPC BENCH
Fine Concrete
THE PARK AT WEST MAIN AND RIDGE STREETS IS ...  
A PLACE FOR HISTORY AND LEARNING

This is West Main Street - the heartbeat of Charlottesville - a place for everyone.
A WARM CONTEXTUAL PALETTE THAT VISUALLY CONNECTS THE DOWNTOWN MALL TO THE UNIVERSITY. DEEP, RICH COLORS WITH SUBTLE CHANGES OF TONE, TEXTURE, AND PATTERN.

MATERIALS PALETTE INFO
- precast concrete pavers
- simple, consistent pattern
- pedestrian-scaled units
- long-term durability
MATERIALS EXPLORATION

UNILOCK ENDURACOLOR SMOOTH

Sierra 3" x 12" x 2.5"

UNILOCK ENDURACOLOR SMOOTH

Heritage Brown 3" x 12" x 2.5"

UNILOCK IL CAMPO BRUSHED FINISH

Coffee Creek 3" x 12" x 2.5"

UNILOCK ENDURACOLOR PREMIER

Terra Cotta 3" x 12" x 2.5"

UNILOCK IL CAMPO BRUSHED FINISH

Heritage Brown 3" x 12" x 2.5"

UNILOCK IL CAMPO BRUSHED FINISH

Granite Color 3" x 12" x 2.5"

UNILOCK ENDURACOLOR SMOOTH

Warm Grey Color 3" x 12" x 2.5"

UNILOCK IL CAMPO BRUSHED FINISH

Heritage Brown 3" x 12" x 2.5"

UNILOCK ENDURACOLOR SMOOTH

Granite Color 3" x 12" x 2.5"

UNILOCK ENDURACOLOR SMOOTH

Almond Grove Color 3" x 12" x 2.5"

UNILOCK IL CAMPO BRUSHED FINISH

Granite Color 3" x 12" x 2.5"

UNILOCK ENDURACOLOR SMOOTH

Warm Grey Color 3" x 12" x 2.5"

UNILOCK ENDURACOLOR SMOOTH

Almond Grove Color 3" x 12" x 2.5"

*MATERIALS EXPLORATION

*Proposed @ Schematic Design

*Recommended @ Design Development
PRECAST CONCRETE UNIT PAVERS
SIDEWALK PEDESTRIAN PAVING
25% Coffee Creek / 50% Heritage Brown / 25% Sierra

ASPHALT
ROADWAY PAVING
Drive Lanes and Parking Lanes

P.I.P CONCRETE
EXPOSED AGGREGATE
6" Curb, Flex Zone, and Driveway Aprons

ROADWAY PAINTING
BIKE BOXES ONLY
High Visibility Green

PRECAST CONCRETE UNIT PAVERS
DRIVEWAY PAVING
100% Granite Blend
HERRINGBONE
VEHICULAR PAVING

INTERSECTING PATTERNS
DRIVEWAY CROSSING DETAIL

RANDOM RUNNING BOND
PEDESTRIAN PAVING
GENERAL SPECIES SELECTION CRITERIA
1. bio-retention suitable
2. tough, rugged, drought tolerant
3. tolerant of salt & roadway pollution
4. not shallow rooted
5. provide year-round seasonal interest

GATEWAY CANOPY TREES
- London Plane - *Platanus acerifolia*
- American Elm - *Ulmus americana* varieties
- Willow Oak - *Quercus phellos*

LARGE & MEDIUM CANOPY TREES
- Black Gum - *Nyssa Sylvestica*
- Red Maple - *Acer rubrum*
- Sweet Gum - *Liquidambar styraciflua*
- Kentucky Coffee - *Gymnocladus dioicus*
- Hornbeam - *Carpinus caroliniana*
- Pin Oak - *Quercus palustris*

ACCENT TREES
- *Taxodium distichum*
- *Celtis occidentalis*
- *Acer x freemanii*
- *Gymnocladus dioicus*
- *Quercus palustris*
- *Acer rubrum*
- *Liquidambar styraciflua* ‘Rotundiloba’
- *Quercus michauxii*
- *Quercus bicolor*
- *Quercus phellos*
- *Ulmus americana* var. ‘Jefferson’
- *Ginkgo biloba*
- *Quercus acutissima*
- *Quercus shumardii*
- *Tilia tomentosa*
- *Carpinus caroliniana*
- *Nyssa sylvatica*
- *Betula nigra*
- *Ostrya virginiana*
- *Carpinus betulus* ‘Fastigiata’
- *Acer miyabei*
- *Prunus x incamp* ‘Okame’
- *Maclura pomifera*
- *Zelkova serrata*
- *Cercis canadensis*
- *Magnolia virginiana*
- *Maackia amurensis*
- *Acer tataricum* ssp. *ginnala*
- *Lagerstroemia indica* var. ‘Appalachian Spring’ or ‘Cherokee Princess’
- *Syringa reticulata* ‘Ivory Silk’
- *Stewartia pseudocamellia*
ARTFUL, MULTI-FUNCTIONAL FURNITURE, DIVERSE IN SIZE AND USE, AND BUILT OF LASTING MATERIALS.

FURNISHINGS PALETTE INFO
• sealed Jarrah hardwood
• ‘Stormcloud’ powdercoat color
• ultra high-performance concrete
ARTFUL, MULTI-FUNCTIONAL FURNITURE, DIVERSE IN SIZE AND USE, AND BUILT OF LASTING MATERIALS.

FURNISHINGS PALETTE INFO
- ultra high-performance concrete
- sealed hardwood
A DYNAMIC LIGHTING SCHEME TO AMPLIFY THE NIGHT-TIME VISUAL APPEAL, AND PROVIDE A SENSE OF SAFETY.

LIGHTING OPPORTUNITIES
- street & pedestrian poles
- recessed seat lighting
- catenary lighting at gateways
- facade lighting (by property owners)

STREET LIGHTING GUIDELINES
- frame the gateways
- create a rhythmic glow
- marry elegance with economy
- remote monitoring capabilities

Note: Buy America requirements may cause a change in this feature.
PRIMARY POST LUMINAIRE CHARA MODIFIED OPTIONS MODELED

ARCHITECTURAL LIGHTING DESIGN

6 STREET POLE LIGHTS
STREETSCAPE
NERI three ring design
20’ Pole @ 60’-70’ O.C Spacing

CATENARY LIGHTS
GATEWAYS
TIVOLI shatter-resistant glass globes
Option: Laser Lights

PEDESTRIAN LIGHTING
INTERPRETIVE SIGNAGE & WAYFINDING
Backlit or embedded LED fixtures
LIGHTING CURRENT EXPLORATION

PREVIOUS PROPOSED LIGHTING

PROPOSED @ PRE-SHEMATIC SELUX ASTRO

PROPOSED @ SCHEMATIC DESIGN LANDSCAPE FORMS ASHBERY

ALTERNATIVES TO COMPLY WITH BUY AMERICA

ALTERNATIVE LIGHT HESS VILLAGE

ALTERNATIVE LIGHT LANDSCAPE FORMS FGP

ALTERNATIVE LIGHT LANDSCAPE FORMS TORRES
INTERPRETATIVE SIGNAGE + WAYFINDING

A CURATED SELECTION OF HISTORICAL FRAGMENTS, QUOTES, WAYFINDING STRATEGIES, AND CULTURAL ARTIFACTS.

INTERPRETIVE FEATURES

1. street corner markers
2. interpretive memory markers
3. automobile wayfinding
4. bus shelter infographics
5. tactile maps
6. bridge builders recognition

*shown on next slide
BRIDGE BUILDERS RECOGNITION

1. new commemorative plaques
2. cast medallion with new logo
3. embossed names with LED lighting

LEGEND
- STREET CORNER SIGNS (SC#)
- INTERPRETIVE (IS#)
- AUTOMOBILE WAYFINDING (AW#)
- BUS SHELTER INFOGRAPHICS (BS#)
- AUTOMOBILE WAYFINDING / INTERPRETIVE (AW# / IS#)
- TACTILE MAPS / INTERPRETIVE (M# / IS#)
INTERPRETIVE SCREENING

IMAGE WALL / GRAPHIC SCREEN
ZIR A BY ZAHNER

INTERPRETATIVE SCREENING
1. opportunity for storytelling
2. perforated metal screen with custom graphic or image
3. used for screening utility boxes and select parking areas
A PLACE TO GATHER AND DINE
WEST MAIN STREET IS...

A PLACE TO STROLL AND SHOP
WEST MAIN STREET IS...

A PLACE OF LIGHT AND SAFETY
DISCUSSION