

Chapter Fourteen: Implementation Strategy

This chapter will outline the strategies that Charlottesville will employ to accomplish the goals and policies outlined in the previous chapters of the Comprehensive Plan. The implementation strategy includes the following:

- Strategies to be employed during the 25 year planning time frame to address the needs and goals articulated in the plan.
- Policies to be adopted that support community values and that define priorities regarding specific needs addressed in the plan. These policies and priorities will give direction to local government officials in implementing the plan. Primary emphasis here is on the land use and urban design plans and on the transportation policy.
- A Short Term Work Program for the purpose of scheduling specific actions the local government intends to take during each of the next five years.

All implementation policies, strategies and actions should be based on the Plans Guiding Principles. Those are restated here:

The Charlottesville Community...

...has strong neighborhoods with identifiable centers that are diverse in their physical characteristics and residents.

...has accessibility to safe public transportation, alternative modes of transportation, and interconnected pedestrian and bicycle access that creates self-sufficient neighborhoods.

...puts a value on trees, parks, greenspace and biodiversity as adding to the appearance and livability of the City.

...values and provides quality education for all ages, vocations, and abilities.

...is one where housing opportunities are available to all with a diversity of style, scale, price, financing and location and are located in safe and affordable neighborhoods.

...has open and accessible governments and institutions which cooperate to provide quality services economically and operate through an open democratic process.

...has a strong diversified economy with opportunities for local businesses and meaningful jobs

...balances the natural and built environments and practices sustainability in its decisions.

...is made up of diverse individuals who adhere to principles of justice, equity, and respect and who practice stewardship of the natural and built environment as well as human resources.

...has progressive schools that provide quality education for all citizens.

City Council Guiding Principles

The City Council has taken the guiding principles and work they have done to determine their vision and a set of vision principles to guide their decision making. These are in line with the previously stated guiding principles and are outlined below. Together, these form the spirit and intent with which all implementation decisions should be made.

City Council has drafted an overall vision statement and seven subject area vision statements that lead to seven vision principles, that are followed by supporting statements. The seven vision statements and principles follow:

Vision Statements

Mindful of our responsibility to future generations, Charlottesville will build a distinctive, world class, small city by.....

- Insuring a climate of excellence in public and private life,
- Providing quality, responsive and innovative citizen services,
- Creating opportunities for community members and their families to reach their full economic, social, and cultural potential,
- Reaching across jurisdictional lines for regional progress,
- Respecting the diversity of our population,
- Insuring the quality of our natural and built environment, and
- Summoning the courage to embrace positive change for the common good.

Citizens have a critical role in shaping the public decisions that affect their lives. Our local government should be instrumental in mobilizing the diverse public and private resources needed to meet the priorities and challenges of the new century. To these ends, we will work toward the following:

A Progressive Economic Center that Generates Opportunity and Prosperity for All Citizens

Charlottesville will enhance its position as the thriving economic center of the region poised to take advantage of the emerging new economy. We will ensure our success by building on the strengths of our educational institutions, our established companies, and an emerging entrepreneurial sector. We will emphasize expanding our existing businesses and growing our own workforce as we strategically recruit capital, labor and other resources from inside and outside the City to create opportunities for all our citizens to prosper.

Greater Residential Opportunities and Options throughout the City

The City Council recognizes the critical role cities have played historically in providing affordable housing opportunities for those most in need, and is proud of the efforts it has made (and will continue to make) to ensure that our housing stock meets high standards while enhancing the quality of residential neighborhoods. The Council also recognizes that the future of the City is linked to increasing the stock and diversity of housing type and price. This will permit our citizens, as their incomes rise and the size of their families increases, to remain the City, if they choose to do so. And it will allow new residents who seek to build a future in a dynamic City to find quality housing throughout our community.

Enhance the Social Fabric

We will enhance the social fabric of our community by embracing diversity, striving for a healthy and balanced demographic mix in our population and in our neighborhoods. We will represent the interests of all sectors of the community in the decisions and processes of City Government. We will promote tolerance of different lifestyles, heritages and points of view among the diverse members of our community. We will protect the rights of all citizens to feel safe throughout the city. We will enhance the ability of every citizen to communicate and to have access to information through the latest advances in technology. We will strive to create a community that nurtures and protects the physical and mental health of all of its citizens, and most especially of children, who require healthy family environments in which to thrive and develop.

Promote Educational Excellence and An Intellectual Climate (Art and Culture)

We are fortunate to live in a progressive community that places a high value on educational excellence, and that shares an understanding of the essential role of art and culture in maintaining a civilized society. Education nourishes the mind and prepares citizens to be contributing members of society and to be good citizens. Art and culture nourishes the spirit and enhance our understanding of our common humanity. We envision a city in which art and culture are a daily part of civic life, and where excellent institutions of public education advance the economic health of the community and individual success of every member of the community, young and old.

Enhance our Natural and Built Environment

Quality of life includes all the tangible and intangible factors that make Charlottesville attractive to live in, to work in, or to visit. The quality of its natural and built environment must be extended and enhanced, its heritage conserved, and new development must be high quality and sensitive to needs. The physical environment should preserve and augment the appearance and richness of the intellectual and sensory experience throughout the city.

Engage the Community to Create Constructive Change and the Preservation of What's Good

A healthy and vibrant City depends upon many strong and diverse civic institutions which define and work for the betterment of the community. We will strive to create an atmosphere in which every citizen is encouraged to make a meaningful and positive contribution to civic life, either through direct involvement with City government, or through the myriad of other civic institutions which define us as a community. We will strive to involve all citizens and civic institutions in creating and working towards a progressive vision of the future.

World Class Government

We will provide excellent customer service in every aspect of City government operations, based on a culture of diversity, efficiency, teamwork, and continuous self-improvement. We will built a local, national and international reputation for Charlottesville City Government.

Vision Principles

Progressive Economic Center Principles

1. We will actively pursue strategies designed to keep the City a thriving and vital retail center of the region.
2. We will support mechanisms to ensure that economic opportunity is integrated into the fabric of the community.
3. We will engage our business community in an effort to nurture an expanding group of civic entrepreneurs who invest their time and capital to increase civic wealth and economic opportunity.
4. We will provide well-maintained, state-of-the art public infrastructure and use municipal resources to help catalyze private sector investment.
5. We will encourage efforts in workforce development targeted to Charlottesville residents to keep our community thriving and provide greater opportunity to those most in need.
6. We will ensure that our transportation plans and initiatives, whether pedestrian, bicycle, auto, transit, rail, or air, are designed to enhance the economic opportunity and the quality of life in the City.
7. We will build partnerships throughout the City and region designed to ensure our ability to compete in emerging new economy.
8. We will seek to create a broad range of quality work opportunities that support a local economic and pay a "living wage".
9. We will promote the City as an attractive tourist destination with other regional partners.
10. We will encourage employers to be good corporate citizens and foster a climate of social equity.
11. We will support initiatives to increase commercial, retail and residential growth opportunities in our commercial corridors.
12. We will encourage quality urban design in the construction new buildings and the redevelopment of existing ones.
13. We will develop partnerships designed to address the parking and mobility needs in the commercial areas of the City.
14. We will streamline and regularize permitting and other processes to assist businesses and developers to complete quality projects in reasonable periods of time.
15. We will support strategies and incentives to protect and enhance our historic resources.

Residential Opportunities Principles

1. We will support a housing mix and the development of new housing product to accommodate city residents as their income rise and their families grow.

2. We will increase the amount of market rate, higher density residential housing downtown and along the economic development corridors.
3. We will support owner-occupied residential housing in established neighborhoods that raises the overall quality of life of the neighborhood.
4. We will strengthen the school system and neighborhood amenities to encourage quality housing development and retain the character of established residential neighborhoods.
5. We will support programs that assist low and moderate-income, first-time homebuyers.
6. We will support the rehabilitation of older housing stock.
7. We will be guided by a comprehensive housing strategy and sound planning principles.
8. We support a fair-share housing plan that spreads affordable housing opportunities throughout the region.
9. We support marketing efforts directed toward expanding the middle class throughout the City.
10. We will support initiatives which promote conversion of single-family rental structures to home ownership.
11. We will seek to have new, appropriate student housing located on University property or along commercial corridors so that high-density development may occur outside of established residential neighborhoods.
12. We support new housing in residential areas which is marketed at prices comparable to or higher than those in the immediate neighborhoods.

Enhance the Social Fabric Principles

1. We are committed to a strong system of public safety and to assisting the criminal justice system in its mission to protect citizens.
2. We will support prevention and intervention programs to reduce the perception of and incidents of crime in our City.
3. We embrace diversity in our citizens and in our community and will work to create a community in which citizens of all races, ethnic background, gender, financial means, religion, educational level, abilities and sexual orientation and respect the different lifestyles and points of view of all members of the community. (fix)
4. We respect the privacy and individuality of all citizens.
5. We will pursue policies and strategies to reduce poverty in our community in the next decade.
6. We will provide opportunities for all citizens and families to gain greater self-sufficiency and share in the prosperity of our community.
7. We will act to create a community in which a healthy balance in levels of income, type and value of housing, and age of population is maintained.
8. We will support and encourage a wide array of recreational, cultural and educational activities for citizens of all ages.
9. We value and encourage community service by our citizens who contribute their time, energy and resources for the benefit of our community.
10. We will work to enhance and support the ability of families in our community to provide nurturing environments in which people of all ages can thrive and achieve their full potential.
11. We believe that all citizens should have access to quality health care through a network of public and private providers and insurance programs.
12. We will help to educate and inform our citizenry about our collective heritage and its contribution to our contemporary society.
We support access to information of all types and the availability of the means of communication to all citizens.
13. We will endeavor to create a connected community in order to insure that all of our citizens have the opportunity to use electronic technology to enhance their personal lives and their economic well being.

Educational Excellence Principles

1. We will provide every child in our community with an excellent public school education. (new) We will increase opportunities for life-long learning, from pre-school through adult education. (work on).
2. We will recognize the importance of technical and career/workforce education as essential to our economic health and the prosperity of our citizens and community.

3. We will foster a supportive climate for cultural and artistic institutions and expression and will enhance the community support for the arts.
4. We will build on the successes of the public school system to promote upward trends in educational excellence.
Our schools will be staffed with a well-trained, competitively-compensated teaching faculty.
5. We support the concept of using our public schools as neighborhood and community centers.
6. We will support the University of Virginia's efforts to remain one of the best public institutions in the nation.
7. We will seek to built partnerships with PVCC and UVA to enhance the intellectual, artistic and cultural environment of the community.
8. We take pride in being a community of readers and support universal access to excellent public library services and reading programs.

Natural/Built Environment Principles

1. In order to protect the physical beauty and the clean, natural environment, we will apply the principles articulated in the Sustainability Accord.
2. We will enhance our small town feeling by protecting our historic resources.
3. We commit to extension and enhancement of the public realm – all those spaces, public and private, we share as a community.
4. We will promote and support the ideal of our City as a Park by expanding green space, the urban canopy, and improving access to our waterways.
5. We will protect and enhance the quality of our air and water.
6. We will emphasize public and pedestrian spaces in the architectural fabric of our entrance corridors and throughout the City.
7. We will develop transportation strategies that focus on safety and traffic reduction, including transit, pedestrian, bicycle and light rail systems and strategic placement of parking.
8. We will endeavor to balance people's desire for convenience with viable alternatives that support or enhance our natural and built environment.

Engage the Community Principles

1. We will encourage and support a climate of respectful and informed discourse.
2. We will support an open and transparent government by assuring a participatory decision-making process.
3. We will empower all members of the community to be active participants in shaping the decisions that affect us all.
4. We acknowledge the role of government as a catalyst and a partner that builds and supports constructive change.
5. We will create an environment that encourages community activism, civic involvement, and citizen empowerment.
6. We support the efforts of neighborhood associations to improve the quality of life throughout the city.
7. We acknowledge that, in addition to government, there are many institutions needed to support a healthy community, and we will work to be an active partner with all community institutions.
8. We will build community across jurisdictional boundaries by encouraging joint planning, by equitably sharing the responsibilities of the region, and by working together to preserve and enhance the common wealth.
9. We welcome and support the University of Virginia's efforts to become a fully participating, engaged member of our regional community.
10. We will endeavor to create a connected community in order to insure that all of our citizens have the opportunity to participate in new forms of communication.

World Class Government Principles

1. We will provide quality, basic City services in an efficient and fiscally responsible manner.

2. We will ensure our customer services and interactions are guided by the City government values of quality, responsiveness, fairness, creativity, dignity, empowerment, communication and integrity.
3. We will use technology to create an interactive climate to support our vision for customer service and provide all appropriate services and information on-line.
4. We will become a leader in best practices for local governments that are responsive to the service needs and issues of Charlottesville's citizens.
5. We will maintain sound stewardship of our financial resources through responsible fiscal management and through the use of innovative approaches to funding City services.
6. We will remain open to different ways of providing services, including through the creation of strategic partnerships with others groups in the community.
7. We are committed to leveraging our dollars through partnerships that foster economics of scale and efficiencies.
8. We will foster relationships with other organizations to improve services to our citizens and enhance the quality of life.
9. We will position ourselves as an employer of choice by providing competitive salaries, flexible and responsive benefits, and an inclusive, secure work environment that provides professional development and learning opportunities.
10. We will continuously evaluate the effectiveness of our efforts.
11. We will demonstrate the courage to lead in implementing these visions.

Strategies to Address Needs and Goals

Here it is necessary to outline the strategies that will be employed to insure that the Comprehensive Plan is implemented as written and to insure that identified needs are resolved and goals are accomplished. The strategies are as follows:

1. Planning and Budget Linkage – One of the most important aspects of Comprehensive Plan implementation is the annual budget process. While the budget is an annual process, the comprehensive planning process has traditionally been an occasional activity. As a result, there has been little formal connection between these two important responsibilities of local government. That will be changed to a great degree in Charlottesville as a result of the adoption of this plan.

Comprehensive Planning should be a continuous and routine activity of the local government. The process should be overseen by the Planning Commission, but undertaken by everyone concerned with the continued improvement of the city and county.

To link the comprehensive planning and budgeting processes, Charlottesville will prepare and annually revise a plan implementation strategy as officials and staff gain a better understanding of how their actions can help build the community described in their plans, and how they can be more successful in their efforts to meet the community's most pressing needs.

Planning activities should be integrated with budgeting functions because planning provides a framework for decision making throughout the entire government organization. If the processes are fully integrated, it is more likely that staff members will make daily decisions in accord with the desires of the City Council, the Planning Commission, and the department heads. This means that goals and objectives will have a better chance to be achieved, and everyone will have an opportunity to contribute their talents to the annual planning and budgeting process.

This comprehensive plan is directed mostly toward the physical development of Charlottesville. The annual budget of the City is also a planning system, but it is primarily concerned with the costs of operation, maintenance, and, to some extent, installation of new capital facilities. Budgeting is a formal way to convert the City's long range plans and policies into services and programs for the citizens of the City of Charlottesville. The budget also details these services and programs in term of costs. The City's budget informs the public of the City government's plan for the coming fiscal year. The budget is the work plan of objectives to be accomplished over the coming year.

The budget will remain the annual master plan for all government operations. Its implementation will continue to produce maximum service to the community at the lowest possible cost. To effectively coordinate government development policies with implementation procedures, the current budgeting system should be slightly modified to include an annual review of the Comprehensive Plan. As capital improvement requests are evaluated, the process will include an evaluation of the requests' conformity to the comprehensive plan.

Coordination of a continuing, multi-year planning and budgeting system will have the following characteristics:

- Government operations will be defined and directed by growth and development policies.
- The budgets will be directed by policies and programs, even though the city operates under a line item budget.
- The emphasis will be on budget planning and decision making rather than on budget administration.
- Program choices will be made based on cost effectiveness of alternative strategies for achieving objectives.
- The Comprehensive Plan and city budget will both become increasingly targeted toward achieving community aspirations.
- A department's current budget will not be used as an indicator of its future budgets, since its activities may change through the years to better allow the city to fulfill its purpose.

The focus is on end products of government – the general character and relative importance of the work to be done and the service to be rendered by the city. The emphasis is on what is to be achieved and who is to benefit. To this end, the budget process includes an annual review and prioritizing of the community's development plans, and appropriate allocation of financial resources toward achievement of city programs.

2. Monitoring of the Comprehensive Plan – The neighborhood planning staff will have as one of their annual duties monitoring the comprehensive and neighborhood plans. They will annually meet with the neighborhoods to assess plan compliance and to perform annual updates.

3. Updating of the Comprehensive Plan – The Comprehensive Plan will be published in loose-leaf format so that updates can be easily added. All who initially purchase a copy of the Plan will be provided updates for the five-year period outlined in the Short Term Work Program.

Classification of Land Use Categories

The following land use categories were used in preparing the Future Land Use Plan:

Residential. Includes all land occupied by any type of housing. Residential land is divided into three sub-categories: **Low Density** (3 to 7 units per acre); **Medium Density** (7 to less than 12 units per acre); and **High Density** (12 units or more per acre).

* **University Precinct.** This category includes land near the University of Virginia which is primarily used for student housing. To maximize the use of property greater densities are allowed, parking ratios are reduced, and design control assures compatibility with adjacent areas.

Commercial. This category includes wholesale and retail trade, consumer service, eating establishments and related uses such as parking and storage.

Commercial – Office. This is a subcategory of commercial land uses. It includes such uses as medical and dental offices, legal and accounting firms and service businesses. Such uses can be freestanding or in an office-park type development.

Industrial. This category includes all land and buildings used for manufacturing and warehousing, including such accessory uses as rail loading yards, parking and storage.

Public/Institutional. This category includes publicly owned lands and buildings such as the Government Center, police and fire stations, libraries, post offices, schools, colleges, and, cemeteries,. Related uses include private or semi-privately owned facilities and lands that are generally open to the public such as churches, lodge halls, and private hospitals.

Transportation, Communication and Utilities (TCU). Land in this category is occupied by public and quasi-public right-of-way for railroads and transmission lines. This category includes power substations, radio and television transmission facilities, airports, and other utility land uses.

***Mixed-Use.** This category includes land in the economic development corridors and Historic Overlay Districts and provides for a mixture of residential, retail, office and commercial uses.

Parks/Recreation/Conservation. This category includes both active and passive park and recreational lands, including associated buildings and parking areas. These areas may be either publicly or privately owned and may include playgrounds, public parks, golf courses, and recreation centers.

Undeveloped. This category is for land not currently developed for a specific use.

Undeveloped – Wetlands. This is a subcategory of undeveloped land. It consists of all wetland areas as defined by the United States Geological Survey (USGS) quadrangle maps.

***These two classifications are proposed. Details will be developed during the review of the Zoning Ordinance.**

The Future Land Use Map

The Future Land Use Map graphically illustrates the spatial distribution and relationships for proposed land uses. The Future Land Use Map was developed using the Existing Land Use Map as the starting point, and making judgment as to where growth will occur and where growth should be encouraged. As with the Existing Land Use Map, the pattern is generalized and is not intended to be interpreted on a parcel specific basis or without reference to the text regarding objectives, development guidelines and geographic area recommendations. Attempts to measure or "scale" the dimensions of a particular land use category depicted on the map, in order to gain some guidance as to boundary location, are inappropriate. In many instances, however natural or manmade features (streams, road, etc.) were utilized as logical transition points between land use types. Further, the map is to be referenced recognizing the limited ability of those who had input into the map preparation to predict the future.

It must be recognized as well that the plan, while static in map form, depicts a future that is constantly evolving. It is important to emphasize that the plan is not intended to be an inflexible mandate for growth management. The plan is flexible and provides generalized local guidelines for the future pattern of land use and development in Charlottesville. Reference to the Future Land Use Map, for critical review of land development proposals, must reflect on the changes that may have occurred (social, economic, and land use) and may not have been incorporated in the planning process. Timing of development, therefore, is an important concept implicit in the implementation of the plan. The change of any land area from one use to another must be cognizant of the circumstances that are necessary to support the change. Infrastructure, road improvements, community services and adjacent development are factors that may serve as pre-conditions for a change in land use to be approved. Thus, the interpretation of the plan must remain flexible while adhering to the basic principles, goals and objectives, policies and intent of specific land use recommendations. Regular updating of the plan and map is necessary to insure that they serve as valid instruments for guiding development.

General Objectives of the Future Land Use Plan

The planning process in any community involves making divisions between alternatives in various phases of the community's development. As an essential component of the Land Use Plan, it is necessary to formulate general objectives and recommendations, which embody the community's goals, as well as sound planning principles and concepts. The following serve as the basic parameters for comprehensive planning in Charlottesville.

1. The character and scale of the community should be conserved and enhanced.
2. Residents and investors should be protected from danger to life, health, and property.
3. Existing neighborhoods should be maintained for the continuation of family-centered living.
4. Substandard housing conditions should be corrected through direct action, as well as through the indirect actions of providing appropriate, basic public services and utilities, such as transportation access, water and sewer service.
5. A variety of new housing opportunities should be available consistent with the character of the City's established neighborhoods.
6. A balanced diversity of age groups and social and economic backgrounds among residents should continue to be promoted for the good of the community.
7. The community's natural resources should be conserved and maintained and their sound and wise use promoted in support of the local economy as well as the health and welfare of local residents
8. An adequate and appropriate level of essential public and private community services and facilities should be provided in support of residents and investors.
9. Contiguous development patterns that decrease the costs of transportation, utilities and supporting services should be encouraged.

Specific Land Use Recommendations

Land use changes in Charlottesville have been studied in great detail over the last several years. Particularly with the Neighborhood Protection Study there have been changes recommended to protect the character of neighborhoods by changing zoning to conform to the existing character of neighborhoods. Most of these changes are in the Ridge Street, Fifeville, and Belmont Neighborhoods. Other land use changes have been recommended in the Commercial Corridor Study that would primarily create more mixed-use development opportunities and increase residential densities in the commercial corridors. These are specifically described in the "Urban Design Recommendations" section of this chapter.

Land use issues identified in this planning process can be generally categorized in three areas:

- Issues associated with student housing and development around the University and the medical facilities;
- Issues associated with the desire for more mixed use development along commercial corridors including greater residential density that will facilitate transit use and remove pressure for high density residential from neighborhoods;
- The desire to protect residential neighborhoods from encroachment by unwanted and incompatible uses and changes that will de-stabilize the neighborhood.

Land Use Policies

Land use policies that will be used to guide development are as follows:

Land use policies should support:

A. Reduced dependence upon fossil fuels, underground metals, and minerals by promoting:

1. Compact development that minimizes the need to drive.
2. A mix of integrated community uses – housing, shops, workplaces, schools, parks, civic facilities (within walking or bicycling distance).
3. Human scaled development that is pedestrian friendly.
4. Development oriented around public transit.
5. Home based occupations and work that reduce the need to commute.

B. Reduction of activities that encroach upon nature through:

1. Guiding development to existing developed areas and minimizing development in outlying, undeveloped areas.

2. Maintaining a well defined "edge" that is permanently protected from development.
3. Remediation and redevelopment of brownfield sites and other developed lands that suffer from environmental or other constraints.
4. Preservation and enhancement of natural ecosystems.
5. Creation of financial and regulatory incentives for infill development; elimination of disincentives.

C. Meeting human needs fairly and efficiently by:

1. Eliminating disproportionate environmental burdens and pollution experienced by historically disadvantaged communities.

D. Creating livable neighborhoods by:

1. Reducing conflicts between university and neighborhoods by focusing university related high density housing in most appropriate areas.
2. Creating higher density zoning along corridors to create transit demand and reduce pressure to neighborhoods.
3. Implementing a schematic based land use regulation to create development that preserves and enhances specific neighborhood character.
4. Encouraging development that is sensitive to adjacent neighborhood concerns.

E. Creating jobs and providing economic development opportunities by:

1. Encouraging the redevelopment of underutilized properties, particularly in the Downtown and Emmet Street areas.
2. Providing parking to support business development.
3. Encouraging mixed use development in corridors that will support business uses because of higher density housing in close proximity to the businesses.
4. Marketing vacant city-owned parcels.
5. Implementing corridor study recommendations to create development opportunities consistent with recommended development guidelines.

Land Use and Zoning Changes

The Neighborhood Protection Task Force recommended changes to both the zoning map and land use plan that were intended to provide stability to neighborhoods. Those have never been implemented pending the development of this plan. Other changes were recommended by the neighborhoods during the neighborhood planning process. The recommended land use maps on the following pages include those recommended land use changes deemed appropriate by the Planning Commission. For clarity, the land use and zoning changes map is presented by sectors. The zoning map should be amended to include the changes recommended to zoning. These changes are recommended with the intent to balance neighborhood needs with private property rights.

The following table identifies all of the land use map and zoning changes that are recommended.

PROPOSED LAND USE CHANGES

PROPERTY LOCATION	ZONING / LUP	EXISTING LAND USE	PARCEL SQ. FT.	PROPOSED CHANGE	JUSTIFICATION
PARCEL 20 :259.37 FLINT DRIVE	R-2/ ONE FAM RES	VACANT	16,950	ZON TO R1A	ADJ. ZONING & USE, LUP
PARCEL 20-121	R-2 / ONE FAM RES	VACANT	15,000	ZON TO R1A	ADJ. ZONING & USE, LUP

20:121 MOTE VISTA AVE.	ONE FAM RES				
PARCEL 20:122 MONTE VISTA AVE.	R-2/ ONE FAM RES	VACANT	7,265	ZON TO R1A	ADJ. ZONING & USE, LUP
PARCEL 20:124 206 MONTE VISTA AVE.	R-2 / ONE FAM RES	2 UNIT	7,500	ZON TO R1A (REAR)	ADJ. ZONING & USE, LUP
PARCEL 20: 125 MONTE VISTA AVE.	R-2/ ONE FAM RES	VACANT	30,000	ZON TO R1A	ADJ. ZONING & USE, LUP
PARCEL 20 :126 MONTE VISTA AVE.	R-2 / ONE FAM RES	VACANT	13,500	ZON TO R1A	ADJ. ZONING & USE, LUP
PARCEL 20: 127 212 MONTE VISTA AVE.	R-2/ ONE FAM RES	1 UNIT	13,000	ZON TO R1A (REAR)	ADJ. ZONING & USE, LUP
PARCEL 20 :129 MONTE VISTA AVE.	R-2 /ONE FAM RES	VACANT	25,317	ZON TO R1A	ADJ. ZONING & USE, LUP
PARCEL 20: 130 218 MONTE VISTA AVE.	R-2/ONE FAM RES	1 UNIT	90,000	ZON TO R1A (REAR)	ADJ. ZONING & USE, LUP
PARCEL 20: 131 222 MONTE VISTA AVE.	R-2 /ONE FAM RES	1 UNIT	13,500	ZON TO R1A (REAR)	ADJ. ZONING & USE, LUP
PARCEL 20:132 224 MONTE VISTA AVE.	R-2 /ONE FAM RES	1 UNIT	54,000	ZON TO R1A (REAR)	ADJ. ZONING & USE, LUP
PARCEL 20: 142 MONTE VIST AVE.	R-2/ONE FAM RES	VACANT	6,250	ZON TO R1A	ADJ. ZONING & USE, LUP
PARCEL 20:144 BELLEVIEW STREET	R-2 /ONE FAM RES	VACANT	13,500	ZON TO R1A	ADJ. ZONING & USE, LUP
PARCEL 20:145 BELLEVIEW	R-2/ONE FAM RES	VACANT	14,000	ZON TO R1A	ADJ. ZONING & USE, LUP

STREET					
PARCEL 20:146 BELLVIEW STREET	R-2 / ONE FAM RES	VACANT	5,250	ZON TO R1A	ADJ. ZONING & USE, LUP
PARCEL 20:147 BELLEVIEW STREET	R-2/ ONE FAM RES	VACANT	10,500	ZON TO R1A	ADJ. ZONING & USE, LUP
PARCEL 20:148 BELLEVIEW STREET	R-2 / ONE FAM RES	VACANT	11,250	ZON TO R1A	ADJ. ZONING & USE, LUP
PARCEL 20:259.26 FLINT CT.	R-2/ ONE FAM RES	VACANT	9,532	ZON TO R1A	ADJ. ZONING & USE, LUP
PARCEL 20:259.26 FLINT CT.	R-2 / ONE FAM RES	VACANT	10,471	ZON TO R1A	ADJ. ZONING & USE, LUP
PARCEL 20:259.26 FLINT CT.	R-2/ ONE FAM RES	VACANT	14,400	ZON TO R1A	ADJ. ZONING & USE, LUP
PARCEL 20:259.26 FLINT CT.	R-2 / ONE FAM RES	VACANT	9,500	ZON TO R1A	ADJ. ZONING & USE, LUP
PARCEL 20:259.26 FLINT CT.	R-2/ ONE FAM RES	VACANT	9,340	ZON TO R1A	ADJ. ZONING & USE, LUP
PARCEL 20:259.26 FLINT CT.	R-2 / ONE FAM RES	VACANT	6,125	ZON TO R1A	ADJ. ZONING & USE, LUP
PARCEL 20:259.26 FLINT CT.	R-2/ ONE FAM RES	VACANT	33,700	ZON TO R1A	ADJ. ZONING & USE, LUP
PARCEL 20:259.26 FLINT CT.	R-2 / ONE FAM RES	VACANT	16,000	ZON TO R1A	ADJ. ZONING & USE, LUP
PARCEL 20:259.26 FLINT CT.	R-2/ ONE FAM RES	VACANT	10,739	ZON TO R1A	ADJ. ZONING & USE, LUP
PARCEL 20:259.26 FLINT CT.	R-2 / ONE FAM RES	VACANT	21,750	ZON TO R1A	ADJ. ZONING & USE, LUP
PARCEL 20:259.26 FLINT CT.	R-2/ ONE FAM RES	VACANT	10,000	ZON TO R1A	ADJ. ZONING & USE, LUP
PARCEL 20:259.26 FLINT CT.	R-2 / ONE FAM RES	VACANT	19,994	ZON TO R1A	ADJ. ZONING & USE, LUP

PROPERTY LOCATION	ZONING/ LUP	EXISTING LAND USE	PARCEL SQ. FT.	PROPOSED CHANGE	JUSTIFICATION
20:29.5 / FLINT CT. PARCEL 29:37 233 4 TH ST. SW	ONE FAM RES R-3/ ONE FAM	1 UNIT	3,200	ZON R1A	CONFORM TO LUP
PARCEL 29:38 231 4 TH ST. SW	R-3/ ONE FAM	1 UNIT	3,366	ZON TO R1A	CONFORM TO LUP
PARCEL 29:39 229 4 th ST. SW	R-3/ ONE FAM	1 UNIT	4,050	ZON TO R1A	CONFORM TO LUP
PARCEL 29:40 227 4 th ST. SW	R-3/ ONE FAM	1 UNIT	3,502	ZON TO R1A	CONFORM TO LUP
PARCEL 29 :41 225 4 TH ST. SW	R-3/ ONE FAM	VACANT	9,200	ZON TO R1A	CONFORM TO LUP
PARCEL 29:42 223 4 TH ST. SW	R-3/ ONE FAM	1 UNIT	420	ZON TO R1A	CONFORM TO LUP
PARCEL 29 :43 221 4 TH ST. SW	R-3/ ONE FAM	1 UNIT	6,975	ZON TO R1A	CONFORM TO LUP
PARCEL 29 :44 221 4 TH ST. SW	R-3/ ONE FAM	1 UNIT	4,600	ZON TO R1A	CONFORM TO LUP
PARCEL 29: 45 4 TH ST. SW	R-3/ ONE FAM	VACANT	2,112	ZON TO R1A	CONFORM TO LUP
PARCEL 29 :51 210 5 TH ST. SW	R-3/ ONE FAM	1 UNIT	6,000	ZON TO R1A	CONFORM TO LUP
PARCEL 29 :52 206 5 TH ST	R-3/ ONE FAM	1 UNIT	6,592	ZON TO R1A	CONFORM TO LUP

200 S. ST. SW					
PARCEL 29 :53 208 5 TH ST. SW	R-3/ ONE FAM	VACANT	3,296	ZON TO R1A	CONFORM TO LUP
PARCEL 29 :54 208 5 TH ST. SW	R-3/ ONE FAM	1 UNIT	0	ZON TO R1A	CONFORM TO LUP
PARCEL 29:55 212 5 TH ST. SW	R-3/ ONE FAM	9 UNITS	3,429	ZON TO R1A	CONFORM TO LUP
PARCEL 29 :56 214 5 TH ST. SW	R-3/ ONE FAM	2 UNITS	2,130	ZON TO R1A	CONFORM TO LUP
PARCEL 29 :57 218 5 TH ST. SW	R-3/ ONE FAM	1 UNIT	4,590	ZON TO R1A	CONFORM TO LUP
PARCEL 29 :58 220 5 TH ST. SW	R-3/ ONE FAM	1 UNIT	3,502	ZON TO R1A	CONFORM TO LUP
PARCEL 35 :44 714 ROSE HILL DR.	B-3 COMMERCIAL	SERVICES	6,250	LUP/ZON TO MIXED	PROTECT SF CHARACTER
PARCEL 35 :46 706 ROSE HILL DR.	B-3/ COMMERCIAL	SERVICES	3,125	LUP/ZON TO MIXED	PROTECT SF. CHARACTER
PARCEL 35: 47 704 ROSE HILL DR.	B-3 COMMERCIAL	OFFICE	1,100	LUP/ZON TO MIXED	PROTECT SF CHARACTER
PARCEL 35: 48 ROSE HILL DR.	B-3/ COMMERCIAL	VACANT	1,208	LUP/ZON TO MIXED	PROTECT SF. CHARACTER
PARCEL 35:48.1 ROSE HILL DR.	B-3 COMMERCIAL	VACANT	1,100	LUP/ZON TO MIXED	PROTECT SF CHARACTER
PARCEL 35:49	B-3/ COMMERCIAL	RETAIL	3,200	LUP/ZON TO MIXED	PROTECT SF. CHARACTER

700 ROSE HILL DR.					
PARCEL 35 :50 819 DALE AVE	B-3/ COMMERCIAL	1 UNIT	5,750	LUP/ZON TO MIXED	PROTECT SF CHARACTER
PARCEL 35:51 815 DALE AVE.	B-3/ COMMERCIAL	1 UNIT	5,000	LUP/ZON TO MIXED	PROTECT SF. CHARACTER
PARCEL 35:52 811 DALE AVE.	B-3/ COMMERCIAL	1 UNIT	5,250	LUP/ZON TO MIXED	PROTECT SF CHARACTER
PARCEL 35:53 807 DALE AVE.	B-3/ COMMERCIAL	1 UNIT	4,062	LUP/ZON TO MIXED	PROTECT SF. CHARACTER
PARCEL 35:54 803 DALE AVE.	B-3/ COMMERCIAL	1 UNIT	4,062	LUP/ZON TO MIXED	PROTECT SF CHARACTER
PARCEL 35:55 801 DALE AVE.	B-3/ COMMERCIAL	1 UNIT	10,650	LUP/ZON TO MIXED	PROTECT SF. CHARACTER
PARCEL 36:68 641 ROSE HILL DR.	B-3/ COMMERCIAL	1 UNIT	6,250	LUP/ZON TO MIXED	PROTECT SF. CHARACTER
PARCEL 36:69 635 ROSE HILL DR.	B-3/ COMMERCIAL	1 UNIT	1,562	LUP/ZON TO MIXED	PROTECT SF CHARACTER
PARCEL 36: 70 633 ROSE HILL DR.	B-3/ COMMERCIAL	BUSINESS	6,250	LUP/ZON TO MIXED	PROTECT SF. CHARACTER
PROPERTY LOCATION	ZONING/ LUP	EXISTING LAND USE	PARCEL SQ. FT.	PROPOSED CHANGE	JUSTIFICATION
PARCEL 36: 71 631 ROSE HILL DR.	B-3/ COMMERCIAL	1 UNIT	4,550	LUP/ZON TO MIXED	PROTECT SF CHARACTER
PARCEL 36 :72 629 ROSE HILL DR.	B-3/ COMMERCIAL	1 UNIT	6,250	LUP/ZON TO MIXED	PROTECT SF. CHARACTER

PARCEL 36: 73 509 ROSE HILL DR.	B-3/ COMMERCIAL	1 UNIT	3,400	LUP/ZON TO MIXED	PROTECT SF CHARACTER
PARCEL 36 :74 507 ROSE HILL DR.	B-3/ COMMERCIAL	1 UNIT	1,100	LUP/ZON TO MIXED	PROTECT SF. CHARACTER
PARCEL 53: 132 513 8 TH ST. NE	R-3/ MULTI FAM	1 UNIT	3,000	ZON TO R1A& LUP TO ONE FAMILY	PROTECT SF. CHARACTER
PARCEL 53 :135 511 8 TH ST. NE	R-3/ MULTI FAM.	1 UNIT	3,000	ZON TO R1A & LUP TO ONE FAMILY	PROTECT SF. CHARACTER
PARCEL 53 :136 509 8 TH ST. NE	R-3/ MULTI-FAM	1 UNIT	3,000	ZON TO R1A & LUP TO ONE FAMILY	PROTECT SF. CHARACTER
PARCEL 53 :137 507 8 TH ST. NE	R-3/ MULTI-FAM	1 UNIT	2,675	ZON TO R1A & LUP TO ONE FAMILY	PROTECT SF. CHARACTER
PARCEL 53 :138 505 8 TH ST. NE	R-3/ MULTI-FAM	1 UNIT	3,548	ZON TO R1A & LUP TO ONE FAMILY	PROTECT SF. CHARACTER
PARCEL 53 :141 705 MAPLE ST.	R-3/ MULTI-FAM	4 UNITS	4,400	ZON TO R1A & LUP TO ONE FAMILY	PROTECT SF. CHARACTER
PARCEL 53 :142 503 8 TH ST. NE	R-3/ MULTI-FAM	1 UNIT	1,000	ZON TO R1A & LUP TO ONE FAMILY	PROTECT SF. CHARACTER
PARCEL 53 :143 707 MAPLE ST.	R-3/ MULTI-FAM	2 UNITS		ZON TO R1A & LUP TO ONE FAMILY	PROTECT SF. CHARACTER
PARCEL 60: 188 CARLTON ROAD	R1A/ COMMERCIAL	VACANT	7,754	LUP/MIXED USE	ENCOURAGE MIXED USE
PARCEL 60 :188.1 CARLTON ROAD	R1A/ COMMERCIAL	VACANT	6,360	LUP/MIXED USE	ENCOURAGE MIXED USE

ROAD					
PARCEL 60: 189 CARLTON ROAD	R1A/ COMMERCIAL	VACANT	6,055	LUP/MIXED USE	ENCOURAGE MIXED USE
PARCEL 60 :190 CARLTON ROAD	R1A/ COMMERCIAL	VACANT	9,453	LUP/MIXED USE	ENCOURAGE MIXED USE
PARCEL 60:191.3 BLENHEIM AVE.	R1A/ COMMERCIAL	VACANT	6,708	LUP/MIXED USE	ENCOURAGE MIXED USE
PARCEL 60:191.2 BLENHEIM AVE.	R1A/ COMMERCIAL	VACANT	6,403	LUP/MIXED USE	ENCOURAGE MIXED USE
PARCEL 60:191.1 BLENHEIM AVE.	R1A/ COMMERCIAL	VACANT	6,403	LUP/MIXED USE	ENCOURAGE MIXED USE
PARCEL 60:191 BLENHEIM AVE.	R1A/ COMMERCIAL	VACANT	11,151	LUP/MIXED USE	ENCOURAGE MIXED USE
PARCEL 59 :371 1600 6 TH ST. SE	B-2/ ONE FAM	MOBILE HOMES	183,126	LUP/MIXED USE	ENCOURAGE MIXED USE
PARCEL 59 :369 1469 AVON ST.	B-2/ ONE FAM.	VACANT	10,584	LUP/MIXED USE	ENCOURAGE MIXED USE
PARCEL 59 :370 1475 AVON STREET	B-2/ ONE FAM.	VACANT	8,246	LUP/MIXED USE	ENCOURAGE MIXED USE
PARCEL 5:92 1405 GRADY AVENUE	R-2/ MULTI-FAM	1 UNIT	4,950	CHANGE LUP TO 1-FAM.	OTHER THREE QUADRANTS OF THE INTERSECTION ARE SINGLE FAMILY
PARCEL 5:93 1401 GRADY AVENUE	R-2/ MULTI-FAM	1 UNIT	5,600	CHANGE LUP TO 1-FAM.	OTHER THREE QUADRANTS OF THE INTERSECTION ARE SINGLE-FAMILY
PARCEL 5:94 605 14 TH STREET, NW	R-2/ MULTI-FAM	1 UNIT	3,200	CHANGE LUP TO 1-FAM.	OTHER THREE QUADRANTS OF THE INTERSECTION ARE SINGLE-FAMILY
PARCEL 5:95 607 14 TH STREET, NW	R-2/ MULTI-FAM	1 UNIT	5,000	CHANGE LUP TO 1-FAM.	OTHER THREE QUADRANTS OF THE INTERSECTION ARE SINGLE-FAMILY

PROPERTY LOCATION	ZONING/ LUP	EXISTING LAND USE	PARCEL SQ. FT.	PROPOSED CHANGE	JUSTIFICATION
PARCEL5:150 CABELL AVENUE	R-2/ MULTI-FAM	VACANT	14,300	CHANGE LUP TO 2-FAM.	DUE TO EXISTING USES , LUP AND ZONING ACROSS THE STREET
PARCEL 5:152 812 CABELL AVENUE	R-2/ MULTI-FAM	1 UNIT	6,600	CHANGE LUP TO 2-FAM.	DUE TO EXISTING USES , LUP & ZONING ACROSS THE STREET
PARCEL 5:153 808 CABELL AVENUE	R-2/ MULTI-FAM	1 UNIT	6,396	CHANGE LUP TO 2-FAM.	DUE TO EXISTING USES , LUP & ZONING ACROSS THE STREET
PARCEL 5:153.1 810 CABELL AVENUE	R-2/ MULTI-FAM	2 UNIT	7,354	CHANGE LUP TO 2-FAM.	DUE TO EXISTING USES, LUP & ZONING ACROSS THE STREET

Additional land use/zoning changes were identified in the development of this plan. **Upon adoption of the Comprehensive Plan, the Planning Commission will develop a strategy to update the Zoning Ordinance that will include a thorough involvement of citizens, property owners, and business owners in the process.** Those are outlined below and shown on the land use and zoning changes map where appropriate. Specific changes are as follows:

- Create a "university precinct" that allows higher-density in areas adjacent to the University. This change should include incentives that will require a mixture of bedroom types for development that exceeds a base density. Densities are suggested to be 50 units per acre with only 25% of the units over the current base density of 21 per acre allowed to be four bedroom. Parking required is suggested to be lowered to one space per unit.
- Create a new concept zoning ordinance that utilizes principles of the transition zone combined with performance criteria to create opportunity for mixed use development and higher density along corridors. Residential densities would mirror those proposed in the "university precinct"
- Adopt zoning changes and urban design criteria to implement the recommendations of the Corridor Study.
- Explore the "parking free" zone in the Downtown and West Main Street areas to require development to meet its parking need. Coupled with this might be a public/private partnership to provide parking.
- Provide incentives (density) for alternative transportation measures to encourage transit, bike and pedestrian use.

Urban Design Recommendations

As a part of the Corridor Study prepared for the City, there were themes developed for the various corridors and a work plan to implement those things recommended. The study, found in the appendix, outlines the recommendations for each specific corridor with most having a short-term, mid-term, and long-term recommendation. If implemented, these will cause development in the City to occur in a way that implements the themes that were developed through the Planning Process. All recommended alternatives for improvements to the

corridors are outlined in that study. Those actions most necessary to occur within the next five years to make the Corridor Study happen to increase Economic Development activities, are also identified more specifically in the key action section of this chapter. More general aspects of the recommendations are presented here. **The drawings included are conceptual and do not include details on buffering or specific site plans. Prior to any development specific plans must be developed that indicate proper buffering. Additionally, urban design standards will be adopted that provide for proper relationships to surrounding neighborhoods.**

Downtown Mall:

Recommendations described for Downtown are divided into four categories: Downtown Mall, Market Street, Water Street, and McIntire Road between West Main Street and Preston Avenue. Recommendations for the Downtown Mall are described as below:

The proposed plan recommends reconstructing the mall surface and extending it to a new terminus at 7th street, eliminating the current darting traffic pattern. This end would be open to the existing outdoor Amphitheater. The new Mall paving would extend down to Market and Water Streets, and would continue the pedestrian only use in these areas.

Over the long term, the most important improvement is to generate more interest and activity opportunities at the eastern end of the Mall. The urban design plan provides the following recommendations to increase activity at this end.

Infill opportunities exist within the ground floor colonnade of the city's parking facility, located next to City Hall. Occupying, or building into the existing open-air arcade to accommodate additional retail space will help to continue the vertical edge of the Mall. The addition of some traditional storefront retail or services here will amplify the allure of these spaces on the eastern end.

The plan also proposes to rebuild the stair sequence at the West End of the Mall leading up to Water Street, past the Omni Hotel's atrium entrance. The current stairway condition would be rebuilt into a wider, grander stairway with an additional access ramp along the north side of the ice rink. This larger opening would allow enhanced visibility to the Mall from McIntire Road and Water Street. A one or two-story retail addition would be built onto the mall side of the Omni Hotel, built out to the property line and creating a more pedestrian friendly area on the mall level.

Water Street:

Two blocks, bordered by West 2nd Street and East 2nd Street, represent the last large development opportunity in the historic downtown area. The urban design plan here illustrates 1st Street divided to create a public green between the two blocks. The plan calls for the existing structures across South Street and Water Street to complete the edge around this space. Retail uses should line Water Street and 1st Street; with the 1st Street green being an ideal spot for restaurants and cafes. Ideally, these two blocks would develop simultaneously so a shared parking facility under 1st Street could be constructed as part of the whole scheme. If such holistic development is impossible, then development on the western block should still line South Street and partially line West 2nd Street. Architecturally, care should be taken that the development along these blocks does not appear to be monolithic; continuous facades spanning the length of a block should be avoided. The façade and overall structure, or massing should be articulated individually and the details and scale of openings should change along the length of the building.

Development of the vacant city lot at the corner of 5th Street and Water is critical to the continued viability of the east end of the Mall. A mixed use urban building in this location should continue the street edge along Water Street and respect the extended public space on 5th Street.

Market Street:

The last significantly sized vacant parcel along Market Street lies opposite Lee Park, between 1st Street and East 2nd Street. As a prominent edge to the City's most significant public square, the design of this building is of critical importance. Retail uses should occur on the street level of this building, with office or residential uses above. A proposal is currently under consideration to link this site with three or four contiguous parcels on the Downtown Mall. This proposal suggests a grocery store facing the Mall side and specialty shops lining Market Street. The Team would reverse this arrangement. If this redevelopment project can attract a grocery store anchor, it should be located on Market Street, where it will be more highly visible to passing motorists (customers); the grocery store is more auto-oriented. Grocery stores rarely want or require the significant number of shop windows needed for proper Mall frontage. Specialty retailers along the Downtown Mall would use/need the shop windows and visibility to attract pedestrians, compliment the existing mix of shops, provide the visual variety necessary, and help animate that portion of the Mall.

West Downtown/Vinegar Hill/City Yard (McIntire Road between West Main Street and Preston Avenue):

The plans for this area incorporate the proposed Lewis and Clark Museum, and a new hotel and conference facility. The plan suggests using these newcomers to reconnect this fragmented but historic neighborhood back to Downtown and the surrounding neighborhoods. As part of this strategy, the street grid will be restored to set the framework for the area and redefine city blocks where none exist. These newly created blocks could develop in a range or mix of civic, residential, commercial, and industrial uses. To restore the street grid, several streets are extended or rerouted, including Commerce Street (extended one-block east to McIntire Road) and 4th Street (diverted northwest to cross the railroad tracks and meet with Harris Street at Preston Avenue). Another new street bisects the existing parking lot of the abandoned supermarket, and will connect the Jefferson School parking lot, across McIntire to the current entry drive of the Omni.

The restructuring of the City Yard and adjacent parcels yields one large site, appropriately located and accessible to accommodate a new hotel/conference center. The hotel also anchors a corner of a newly proposed traffic circle at Preston Avenue and McIntire Road (see Preston Avenue Section for a discussion of this circle). The hotel stands as a welcoming beacon to travelers entering the city from the north. The 40,000 square foot conference facility would be attached to the hotel, immediately to the south along McIntire Road. Conference facilities typically present un-welcoming blank walls to the street, with no windows, doors, etc. The Team's plan calls for a conference center with a pedestrian friendly façade along McIntire Road, lined with retail shops, restaurants or possibly appropriate offices. Here 4th Street acts as a service street and provides truck access (always an important component of these facilities) to the conference center/hotel. A parking structure is proposed to accommodate this hotel/conference center development, where 4th Street backs up to the railroad spur. This parking garage will also front Preston Avenue and will require careful architectural consideration for its north facade.

The redevelopment and restructuring of this area west of McIntire Road provides some opportunity for light industrial uses. These sites are typically larger than city blocks and are provided west of the conference facility in two large parcels. Such uses are rarely pedestrian friendly, and in this case, the parcels provide enough area to line the facilities with townhouse type residential buildings. This is more pedestrian friendly and creates an appropriate transition for the area. These townhouses would extend the residential character and scale of the Starr Hill neighborhood east to the museum and conference center, providing visual interest and further enhancing connectivity. Depending on future market demand, these townhouses may incorporate ground floor office or retail space (live/work) or could be used exclusively as office space. They could also be combined with the industrial uses in the rear to present a street-friendly office component to the industrial enterprise.

The scheme retains the Jefferson School in anticipation of its reuse as an arts center and/or residential building, but proposes to line the eastern edge of its current parking lot with new residential development. This development, along with other projected residential uses to the east, offers not only significant new opportunities to live downtown, but also greater prospects for Downtown Charlottesville's emergence as a 24-hour city.

University Corner:

Local merchants have begun to develop plans for a 325 car parking garage, off University Avenue (behind the corner) to meet some of the area's parking needs. These plans were refined at the charrette to improve the structure's efficiency, which also resulted in reducing the number of land parcels required for this garage. A number of private financing strategies are being considered for construction but the City may be asked to participate financially.

To aid trucker awareness, a warning device activated by an infrared beam (similar to those in elevator doors) mounted at the clearance height should be located at least 300 feet west of Rugby Road. Approaching truck drivers whose trailers 'break' the beam would be warned with a flashing light 50 yards ahead to turn left at Rugby Road. Additional signage could provide directions for a truck route to downtown and to other sites beyond the bridge.

West Main Street:

Enhancing West Main Street's pedestrian appeal will require comfortable sidewalk widths, especially as daytime population densities increase. A comfortable width allows adequate room for three people walking side by side, tree planting, café space and other outdoor seating areas. The strategy for achieving this improvement requires two-steps: 1) relocating the bikeway to a dedicated bike path within or adjacent to the CSX tracks; and 2) extending the existing sidewalk to include the existing, on-street bike lanes.

Areas of significant redevelopment should occur along a new setback line, with a 12-foot wide sidewalk from face of building to curb. This is especially necessary for the blocks on the south side of West Main, west of 11th Street extending to JPA, where an assemblage and redevelopment is being contemplated. As illustrated in the urban design plan, this proposed multiple-structure, mixed-use development could serve the University's needs for research and office space, while providing student-housing opportunities and street level retail along West Main. Parking for these facilities should be located behind the buildings with a parking structure along the CSX right of way.

Other conceptual plans have been exhibited for a mixed-use development on the south side of West Main near Union Station, on what is currently a parking lot. This development proposal incorporates a multi-modal transit center, relocating the Greyhound Bus Terminal to this site. This plan includes opportunities for additional public financial support: the structured parking with requirements for the transportation hub, and a tower at the Drewary Brown Bridge, with a staircase and elevator providing access to parking and the train station (possible Federal DOT - TEA21). This tower would also serve as a visual civic beacon on West Main, announcing the train station below.

Also in this plan, an entrance to the parking area occurs opposite 8th Street, breaking the long façade into increments similar to Charlottesville's block structure. A pedestrian bridge over the tracks extends this "street," linking with a possible new mixed-use development in Fifeville (Local, State or Federal support). The final modification to this plan provides a small green or pedestrian plaza at the corner of 7th Street and West Main. This idea was suggested at the charrette by Fifeville representatives, having grown out of a series of planning workshops held earlier in the Fifeville neighborhood (local or private foundation support). This space provides a little "breathing room" along West Main Street, relieving the western face of the elegant Gothic Revival style Baptist church, further establishing this institution as a landmark for the area.

The Study revived a recommendation from the 1988 Urban Design Plan to create a signalized roundabout where West Main Street meets Ridge, McIntire, Water and South Streets. The circle resolves the intersection of five separate streets meeting at a variety of angles. The roundabout will be named Sacajawea. A new monument heralding the great leader will be prominently placed in its center. The proposal for this roundabout has several important characteristics. The new traffic circle expands to reclaim the underutilized front spaces of existing buildings and unites these disparate, distinct structures into a coherent urban ensemble. The space encompassed by the roundabout is a landscaped park, large enough to be occupied and enjoyed by pedestrians. This space serves to further reconnect West Main Street and the Downtown Mall. Neighbors raised concerns that traffic circles allow cars to speed through them without stopping, thus making it harder to cross the street. This circle

however, inspired by Dupont Circle in Washington, D.C., will have traffic lights; traffic will stop and pedestrians using crosswalks may cross in all directions.

A number of smaller parcels shown for redevelopment along West Main should contribute to the betterment of this corridor, toward a kind of place charrette participants desire. Development of sites on West Main Street near the 10th Street and Page Street community should reinforce the connection between these areas. Easily accessible pedestrian-oriented retail will provide much needed conveniences for many of the elderly in the area and job opportunities for neighborhood residents.

Preston Avenue:

Preston Avenue should be a great urban boulevard rather than a suburban style collector road; its design speed should be reduced, its level of pedestrian amenity should be increased, and it should terminate, east and west, in significant urban places.

The recommended first step is simplifying the intersection with Grady and Barracks Streets, and removing the criss-crossed turn lanes in the triangle, and replacing them with a signalized fork in the road. Essentially reclaiming the land area now occupied by those turning lanes, the plan shows 17 townhouses in an urban block. In addition, this reclamation and housing development could provide a source of revenue for the City and pay for the first phase of improvements. This redevelopment creates a smaller triangular space to the east, perfect for a neighborhood park and a small civic monument.

The urban design plan and accompanying proposed view suggest the retention of the old dairy facility, and the infill of the property immediately to its east. North of this new block, the plan suggests redeveloping the small neighborhood shopping center into mixed use, four-story buildings, with retail space on the ground floor and residential or office space above. All of the parking for these buildings is provided behind the buildings, in the center of the block.

The relationship between these uses and the delicately scaled residential neighborhoods to the north and south require appropriate transitions in the plan. To this end, the depth of these parcels is an even greater advantage, allowing a townhouse type development to complete the perimeter of these blocks facing into the existing single family houses of the 10th Street and Page Street community. These townhouses would have alley parking behind.

The eventual redevelopment of the City Yard, the possibility of establishing a Lewis and Clark Museum and a new hotel/conference across McIntire from the Omni (discussed in the Downtown Section), suggest the likelihood of redevelopment at Preston and McIntire. This should be the occasion to reconfigure this intersection as a signalized roundabout. Unlike the double circle proposed in the earlier study, this roundabout is considerably larger and allows for complete connection with High Street as well. Moreover, signalizing the roundabout (using traffic lights to move vehicles and pedestrians through the intersection) should alleviate earlier concerns that roundabout traffic speeds through an intersection, making it more difficult for pedestrians to traverse. Signalized and marked crosswalks should be the norm, and the space within the circle should be designed as a public amenity. As new buildings are constructed along the southern side of this circle, they should be built to the edge of their property line and help to define the space of the roundabout in three-dimensions.

Fontaine Avenue:

In addition to the planned road improvements, the environment at Fontaine is due for an upgrade. The urban design plan suggests a new, mixed use building for the southwest corner of JPA and Fontaine Avenue; a redevelopment of the gas station on the northwest corner; reclamation and reuse of the service garage on the northeast corner; higher density, mixed use buildings along Fontaine Avenue; and redeveloped neighborhood services on Maury Avenue.

Maury Avenue is currently lined with one-story, neighborhood shops and services that serve local residents and some students. The urban design plan suggests rebuilding this area with a multi-story structure that could provide much needed housing above. The neighborhood services located here would be relocated to the newer structure and upgraded. This area also allows for the addition of a restaurant or café to the block. A prominent building

façade should be placed at the northern terminus of the block, where Price Avenue meets Maury Avenue. The placement of a signature façade here would provide a gateway to students entering the area from campus and would signify arrival in an important neighborhood culture.

As JPA becomes a north/south street, it crosses over the CSX railroad tracks on a deteriorating bridge. VDOT plans to rebuild this road including plans to realign and rebuild the bridge. This higher bridge will affect the road's current height and incline, which could affect the existing buildings and their relationship to the street. Care should be taken to minimize the "sunken building" situation, where raising a street causes the original entry point to fall below the street level, appearing sunken. The bridge should have enough clear area under the span to allow for an alternative transportation pathway adjacent to the tracks.

This corner should be re-built with a new mixed use, multistory building that lines the streets of the intersection and creates a corner on the southwest side of that intersection. This new building should contain street level retail and housing above. Parking for this building will be located in the rear, adjacent to the railroad tracks.

Next to this new building on the corner, another mixed-use structure is proposed surrounding the 2-bay fire station. This fire station will be recessed behind the other on-street buildings to allow alert time and space behind the pedestrian sidewalk during emergency exits; for example, the fire trucks will be able to come halfway out of the station and sound their warning siren before crossing the sidewalk and existing onto Fontaine Avenue. This fire station is designed to enter from the rear and exit to the front with ample room for maneuvering in the rear lot.

It is suggested that a number of the outdated and unused buildings along the south side of Fontaine Avenue be replaced with multi-family buildings to provide housing. These multifamily buildings could be full of apartments or combined with some street level retail.

Street trees should be provided along Fontaine Avenue and JPA through the rebuilding of these roads. These sidewalks and street trees will help to provide a safe walking environment for pedestrians in the neighborhood. These elements are very important to identify a commercial area that is thriving. For this reason, special care should be taken to ensure the provision of these walks and trees throughout this reconstructed intersection. The sidewalk should continue in front of the Fry's Spring Service station, along Fontaine to the city-county line, and along JPA south over the rebuilt railroad bridge.

The area located along the north side of Fontaine Avenue should be improved with proper curbs, sidewalks and street trees, but can remain either as residential homes or re-used for commercial structures.

Cherry Avenue:

Cherry Avenue is seen as a sort of "Main Street." Its role within the surrounding community is to provide space for the sale and acquisition of necessary goods, casual encounters between local residents and local business owners, and a thoroughfare conducive to thru-traffic as well as local transport. What this "Main Street" is missing is a coherent structure, or framework, for all of this activity. This urban design plan attempts to create, or in some cases reinforce, this structure.

The Cherry Avenue study area includes the southern portion of the 9th/10th connector and continues to Ridge Street, where the street borders Tonsler Park. The naturally maintained, private Fife property and magnificent family mansion dominate the southwest corner of this study area. The Fife homestead qualifies as a historic property, dating back to Jefferson's time. The public could only benefit from more access to this beautiful property. Additional single family homes could be developed on the property south of the manor house. These homes would help to enclose the Buford Middle School's front yard, resulting in more positive supervision and a safer environment for children. New Habitat for Humanity homes, built across the street, will provide additional "eyes" for the schoolyard. The family cemetery would be preserved on the property, and the two together could be an interesting piece of Charlottesville walking tour history. At some point in the future, the home could become a bed and breakfast set upon a public square or park, with benches, a fountain and walking paths for residents and visitors.

On the 9th/10th connector, south of the CSX property, the Piedmont Housing Alliance is currently proposing a mixed use building, with upper story apartments and ground level retail. This building's primary facade should be on the 9th/10th connector, while disguising parking in the rear. Similar methods should be employed in the redevelopment of the northeast corner of Cherry and 10th Streets.

Multistory, mixed use buildings, independent multifamily residential buildings, and live/work town house units line the rest of the Cherry Avenue "Main Street." These combined uses and building types, with residential and commercial space, create the structure of the street. The relationship of floor, pedestrian scaled signage and architectural detailing. The northwest corner of this intersection (formerly the "Better Living" building), is now home to the rental store discussed above. This site is the prime location for this new development. One alternative would be to redevelop this site as a mixed use building featuring ground floor retail and housing above. Some form of structured, or garage parking may also be a part of this redevelopment.

On the south side of Levy Avenue a parcel owned by the Charlottesville Redevelopment and Housing Authority, and currently being used for surface parking for City employee, provides another excellent site for infill development. The urban design plan recommends constructing "live-work" units (fee-simple lots with a townhouse-like building on each). Parking would be provided off the alley in the rear. In such units, the ground floor is designed for retail or office use with a residence above. These units are particularly attractive to small business owners, who can finance their home and business address in one mortgage, and to first-time homeowners who can rent out the ground floor space as additional income.

Belmont Business District:

In the end, it was decided that Belmont, while needing some paint, was already a pretty special place with an identity all its own. The urban design plan tries to reinforce that identity, while adding some infill, suggesting improvements and to ensure its continued success, sharing it with the larger Charlottesville community. Because Belmont is fairly isolated, shops and businesses are missing out on patrons and customers daily. Signage, saying 'If You Lived in Belmont – You'd Be Home By Now,' on Avon Street and Monticello Avenue would direct Charlottesville visitors and residents into the Belmont Business District, where they might pick up lunch, have their cabinets stripped or grab a new or used set of tires. The urban design plan suggests a new multifamily building, central public open space, central parking facility, and a cafe reclaiming a currently underused, but very important intersection in the neighborhood.

Emmet/Barracks/Ivy:

As the major landowner on the Emmet Street Corridor, the University of Virginia will have the greatest impact on its future. Its Master Plan shows substantial growth in this area, including additional dormitory and classroom space, an arena, parking facilities and a host of landscape improvements. While the University's development is outside the scope of this study, the plan shows that the growth will line Emmet in a dignified manner. For these reasons, the proposed plan restates most of the improvements projected exactly as they appear in the University's master plan.

However, the Emmet Street corridor plan does provide some tweaking to the University's Master Plan, in the hope that it may generate a dialogue between City and University officials toward the goal of continual improvement. Among the small changes envisioned is the inclusion of an academic or residential building to line the face of the proposed parking garage near Emmet and University Avenue. Should the University acquire the remaining properties between the creek and University Avenue on the north side of Emmet, a rather spectacular park could be established at the front door of the "academical village." By itself the parking garage occupies too dominant a position in this proposed space, hence the liner building would provide a more dignified face for this threshold.

On the other side of the street, the University has proposed a rather substantial residential quadrangle, the Emmet Street face of which may include retail space. The plan included in this document supports the concept of a mixed-use (residential over retail) development along Emmet Street, but proposes a less institutional scale of residential development along Ivy Road. In keeping with the stated desire of nearby residents to develop a more

neighborhood feel to Ivy Road, this plan shows a townhouse-like development along Ivy with narrow neighborhood streets extending into the site.

The Plan recommends against widening of Ivy Road to four lanes. As most of the traffic in this area is generated by turns into the multitude of retail facilities, the plan recommends a three lane section for Ivy Road, coupled with a program to consolidate curb cuts by creating inter-parcel connections between individual sites.

The Emmet Street Plan reflects a strategy of long-term replacement of the aging office structures, motels, and fast-food facilities dotting the corridor. However, such a strategy is unlikely to be implemented without the private sector's leadership setting an example. The owners of Barracks Road Shopping Center could set such an example.

Across Emmet Street, the Meadowbrook Shopping Center is also a likely candidate for redevelopment, probably before the Barracks Road Shopping Center. It is most critical in this redevelopment that a similarly urban character is created on the site. The southeast corner of Barracks Road and Emmet Street, depicted in the proposed view, exemplifies this concept. Further to the south, the possibility that the University may be willing to sell its holdings, including Caruthers Hall, prompted the proposal for additional mixed use along the east side of Emmet Street. However, steep terrain at Caruthers Hall prompts a different solution: a freestanding structure at the top of the hill, perfect for independent living or assisted living for seniors. **Any development on this site should provide buffering to reduce light, noise and any other impacts to the adjacent residential area.** Pedestrian stair connections provide residents along Westview Road and Field Road with direct access to this entire area, while pedestrian cross walks and adequately timed signals will allow safe access to and from Barracks Road Shopping Center. Any development along Emmet Street must be sensitive to the residential uses in Venable and should be adequately buffered where needed and appropriate.

The urban design plan also includes a depiction of a light-rail transit line in the center lane of Emmet Street. The Charlottesville Transit Service is currently conducting a literature search on light-rail. While planning and construction of a system is no doubt years away, the likelihood is quite high that Emmet Street would be a strong candidate for a future route.

High Street:

Charlottesville has a riverfront! Though hidden, inaccessible and underutilized, it is a potential amenity with appeal to countless City and County residents and visitors to the area. Nowhere is this fact more significant than at the East High Street and River Road corridors. Attempts at reclaiming the riverbank for recreational uses in the form of trails, playing fields, and both passive and active green spaces, pay obvious dividends in enhancing the quality of life for residents. Environmental and economic benefits are likely to accrue as well. Incorporating Best Management Practices for controlling storm water runoff as part of a river front park will help both aspects. Less obvious, but tremendously important for the City's continued economic health, is the role that such amenities play in attracting a highly skilled talent pool to a region. Increasingly, employees in the New Economy are considering the proximity of recreational amenities to job and home as they ponder multiple employment offers from companies in competing geographic markets. The degree to which Charlottesville can integrate new employment venues with such recreational (as well as urban) amenities, the easier it will be for its companies to compete for talent. This will, in turn, enhance the City's ability to retain and expand its roster of New Economy corporations.

The work begun on streetscape improvements proposed in the Urban Design Plan for the Ninth Street entrance corridor, the Medical Corridor and the Neighborhood Transition Corridor must continue. These subtle improvements and streetscape enhancements will go a long way in improving the overall quality of this urban area and promote a healthier pedestrian environment. However, the portion of East High Street between Meade Avenue and Long Street cannot be as easily reclaimed. Without great effort, it is unlikely that Charlottesville's relationship with the Rivanna River will be realized.

The urban design plan suggests significant redevelopment of the area; clearing sites in the Rivanna's floodway, connecting perpendicular streets across East High, and creating a new parallel street (east of High Street), to front the Rivanna Park. Beginning at Long Street and extending to Willow Drive this new street requires the city to acquire properties east of High Street. These parcels are subject to frequent flooding, due to their location within

the floodway. Clearing them for parkland would create immediate visibility to the riverfront for vehicles traveling over Free Bridge and up East High Street. As properties on the west side of East High Street eventually redevelop (as they now enjoy spectacular views), building along the edge of the sidewalk is encouraged.

Expanding the street-grid between Willow Drive and Hazel Street includes extending Caroline Avenue and creating a new street parallel to the river. This area is within the 100-year floodplain, but out of the floodway. The redevelopment effort depicted in this urban design plan will require further acquisition of property (excluding the telephone company building). Constructing a plinth to raise this area to an elevation 1' above the floodplain level will provide one level of parking below the new ground floor.

While ambitious, the results of such efforts will yield an extraordinary civic place (see 'proposed view') and the creation of tremendous land value. Lined with buildings three to four stories high, with ground floor retail and restaurants and office or multifamily housing above, this new street opens up to the Rivanna River Park and becomes a sought after location in which to live and work. This will be a destination for visitors and nearby residents alike. The buildings fronting Caroline Avenue and High Street, on the other side, will be similar in height, but may not include as much retail activity. Parking is provided mid-block and one level below (within the flood plain). The City may wish to partner in this development or assist a private developer in parcel consolidation, site clearance and infrastructure improvements.

The plan also proposes enhancing Rivanna Park with landscaping and trails; a fragment of the proposed Greenbelt Park. A trail connection to Fairway Avenue is also proposed, and a boat launch for canoes may be possible in this area.

River Road:

The urban design plan for River Road consists of two simple concepts. The first is a necessity: building out of the floodway on the river side of River Road. The second is an amenity: open up views and access to the river intermittently, to provide for some new development that is sensitive to the waterfront opportunities.

The first concept (building out of the floodway) is necessary in order to create a sustainable enterprise adjacent to the river. This can be accomplished by creating a hard edge, building a wall out of the floodway, approximately 300 feet from the road edge, or along the uphill half of each property. This wall would provide a barrier to flooding and create a tangible edge between the built environment along River Road and the park environment proposed along the riverfront. This river front park could be created out of the approximate 300 feet remaining of the properties located along the riverfront. Creating this park will require a considerable amount of clean-up of both vegetation debris and possible waste and overflow dumping from past users in the area. The 300 feet greenway park will require an agreement between the City and River Road's landowners.

The development along the Road should open up to the river to offer views and access to the river. Currently, the river could not be considered an amenity due to its invisibility and inaccessibility from River Road. This plan suggests access could be in the form of public parks, or courtyards within pairs or groups of buildings that would terminate at the wall and offer stairs and/or ramps to the riverfront below. These open spaces at the street level would designate points of access to riverfront park, and would provide open space for the area's new R&D and small industrial occupants and for the neighborhood adjacent to River Road to the north. Such amenities (the public green, and access to the riverfront) could help to attract cleaner industries and businesses to River Road.

The urban design plan suggests some infill on the site of the vacant grocery store. This new development should occur along the edge of River Road and could be in the form of lunchtime restaurants and some support service/retail for the businesses and residents in the area. The grocery store would remain and be reused for some other function, and share parking with the new amenities.

The northern end of River Road, nearest to River Court, is vacant on the west side and is the highest point along the corridor. The panoramic views from this property suggest it would be an ideal location for multifamily housing. The new units would immediately overlook the river and the park, and beyond, have a view to the mountains. This property is located within the shadow of a power substation, but is buffered by the topography and dense trees. This housing would help link the businesses proposed along River Road with the residential

neighborhoods to the north, and would provide nearby housing for new relocating employees; overall, a spectacular place to live.

Long Street:

The unfortunate construction of a new, suburban style CVS poses a challenge: how to enclose the intersection and define a gateway where a critical corner of that gateway is developed contrary to this concept. The development site available across Long Street from the CVS, on the corner of High Street, presents an ideal location for a mixed-use (residential over retail) building. This building would fill in the entire corner in a reversed "L" shape; it would turn the corner and define both street edges along its sides (see proposed view from Free Bridge looking west). Residential units here could enjoy fantastic views of the Rivanna River and its surrounding park and amenities across High Street and in the distance.

Beyond the gateway intersection, ornamental street lighting should be installed on the narrow median. These stunning fixtures will direct views upwards and towards the center of the road, away from the concrete retaining walls. Banners identifying the Charlottesville gateway and the Rivanna River Park can be hung from these fixtures, contributing a festive quality to the area. The concrete walls themselves may be "sheathed" with a thin wire grid or lattice, which will soften the appearance of the walls by adding depth and shadow.

The intersection of Long with River and High Streets needs a clearly defined pedestrian crosswalk and crossing signs. The signals at this intersection must be long enough to allow for safe pedestrian crossing. A greenway connection will occur beneath Free Bridge. This connection will serve primarily recreational traffic enjoying the river setting and will not suffice as the major means of crossing the intersection on foot.

Harris Street:

Harris Street's emergence as a prime location for Charlottesville's light industrial and distribution businesses, and its growing base of high-tech industries is dependent on its proximity and accessibility to Downtown. Already an urban industrial park with numerous vacant and underutilized parcels, Harris Street can accommodate the construction of research labs, small production and fabrication studios, smaller distribution facilities, and product showrooms serving the building and interior design industries.

As a growing metropolitan area, the Charlottesville / Albemarle region will continue to attract businesses that provide building materials and furnishings required for new construction (e.g., distributors of plumbing and electrical fixtures and supplies, appliances, flooring, furniture, etc). Moreover, as the South Downtown area and River Road corridors begin their own transformation, existing businesses in those corridors may wish to relocate to Harris Street. Here, they will remain in the city and enjoy the synergies of a central location for related services. The City market may wish to include the building supply and furnishings businesses on its target list of prospective tenants for this area. Both builders and consumers would benefit from being able to shop for these goods and services in one location, i.e. "home improvement central."

The urban design plan depicts virtually all of the new construction on Harris Street occurring on the west side, reflecting the availability of vacant or underutilized lots. By contrast, few parcels seem to be available on the corridor's east side. Fuel pipelines and storage facilities representing substantial infrastructure investments are unlikely to be moved or abandoned anytime soon.

Harris Street is not a pedestrian friendly environment at present, but does not dismiss the possibility that future construction could improve upon its walkability. The goal here, as in other industrially oriented corridors, is creating an environment with a distinct sense of "place," or a place where its unique quality helps attract businesses.

To help achieve this goal, new construction should be built to the property line, locating parking and service bays in the rear (against the railroad tracks). Adequate turn radii and maneuvering room for large semi-trailer trucks will be required, and should be executed without impeding the walkability of the street. Businesses with walk-in traffic (retail or wholesale) should be designed with display windows along Harris Street. Businesses that do not

require display should be encouraged to provide facilities with "liner shops" for service retail (e.g., coffee shops, and restaurants, dry cleaners, florists, travel agencies).

Although the urban design plan for this corridor reflects initiatives that will come mostly from the private sector, the plan also recommends public infrastructure improvements including street tree planting and continuous sidewalks. It suggests extending Henry Street east of Harris Street, connecting across a railroad spur to McIntire Road. This vehicular connection would reduce the isolation of Harris Street and increase its desirability as a business location. It would also provide local, east/west alternative to Preston Avenue, both in and out of Downtown. More details of this proposed road extension are provided in the discussion of McIntire Road.

Urban Design Guidelines: For Overlay Districts and Commercial Areas

A charge to the Corridor Study consultant team was to develop a set of criteria to guide the development of both private and publically held property in commercial areas. The standards outlined below are provided to give guidance to new development and to redevelopment.

Active, sonorous and vibrant streets are attractive to visitors: prospective customers, residents, employers and business owners, alike will play a role in enabling the city to realize the potential of the current market for development suggested by the preceding analysis. A dynamic streetscape is an indication of an area where visitors feel safe and comfortable spending their time and meeting their needs. These guidelines are intended to direct new corridor development and city improvements toward that vibrancy: where the structure of the built environment creates and reinforces a safe and comfortable setting for its visitors and residents. Other contributing factors are discussed throughout other areas of this study. The corridor, or street, can be built in ways to ensure this vitality by accommodating:

24-hour use; where people who are living, working, shopping, and otherwise utilizing the corridor throughout the day and night; 24-hour use is the by-product of mixing uses within a comfortable urban density. Urban density is required to create and support these successful healthy streets.

Pedestrian activity; architectural details provide "human" scale to buildings. Creating visual interest within the realm of our daily activity provides an interesting backdrop and enlivens the streetscape. Out of our car we are all pedestrians; we are more comfortable in areas designed for the pedestrian first, and then allow for other important modes of transport.

Potentially a zone such as the new Transitional Zone District could direct these forms of development throughout the city into areas of 24-hour use and higher possible pedestrian animation. The purpose of the transition zoning is to conserve land resources, minimize automobile travel and to locate employment and retail centers in proximity to housing. The zone permits and encourages mixed-use development and density along high traffic areas. This zoning is a great step toward building community further into the city with infill and redevelopment opportunities and could be used throughout commercial corridor areas and adjacent neighborhoods. At this time, however, it is applied only to Cherry Avenue, the 9th/10th Connector Road, and the area immediately south of West Main.

These urban design guidelines were developed in the "Corridor Study" that was prepared for the City by Torti Gallas and Partner, CHK, Inc. concurrently with the development of the Comprehensive Plan.

Ensuring 24-Hour Activity

Urban density is required to create and support successful activity centers. The concept of higher density often meets opposition, but density itself is not the problem. A well designed multi-unit project can conform with neighboring buildings and provide privacy and convenience to residents. Density can provide the capacity to absorb the bulk of new residents who, in turn, help to support local businesses and retailers. Uses co-exist and feed off of each other, providing many useful places to go in a small area. Most of the advantages of "community living" are not available without a critical mass (in these thriving corridor areas.)

Density can be created by mixing uses: stacking the compatible office and residential uses above street-level retail or mixing uses horizontally, along the street and within the block. This ensures three user groups. Not only is the street active with visitors in the shops, restaurants and services available, but provide for more permanent users, such as employees within the offices and/or residents within the apartments. This horizontal and vertical use mixes should provide goods and services for local residents and workers, and encourage round-the-clock activity through a variety of functions.

Creating a Pedestrian Oriented Environment

Activating a street and a neighborhood requires supporting a number of different users, from commuters to residents and tourists. Though the most common and important user is the pedestrian, the streetscape should be carefully planned for every user. Much of the design focus lies at the pedestrian scale. Two sets of guidelines are included below: Public Infrastructure Guidelines and Private Development Guidelines.

Public Infrastructure Guidelines

These guidelines are divided into two groups: "Creating an Urban Structure" and "Details."

Creating an Urban Structure

While most of the corridors are "built out" already, there are some larger parcels available for redevelopment. These parcels provide the opportunity for re-subdivision in the form of blocks. Where these parcels are dominated by vast expanses of available parking, there is opportunity to infill the parking areas with new construction, thus creating streets and blocks where none were before.

Blocks

- should vary in size depending on use: 300'x400' (maximum) for commercial and 250'x500' (maximum) for residential; if providing parking on the interior, should measure no larger than 350'x600'
- aid the transition between the corridor, mixed-use areas, and the surrounding neighborhood, which is primarily residential
- support pedestrian-friendly neighborhoods
- provide multiple, more interesting travel routes for cars and pedestrians
- calm vehicular traffic, particularly smaller blocks
- facilitate transitions within neighborhoods
- reduce vast, undefined parking areas by infilling existing retail centers with streets and buildings

Parking:

- on-street parallel parking is encouraged on all corridors, it slows thru-traffic and provides a safety barrier for the pedestrian
- larger parking lots or garages should be accommodated within the interior of the block according to the A & B Street criteria
- curb cuts should be consolidated and/or eliminated to reduce the amount of vague, undefined vehicle travel areas
- should be shared among uses (churches need parking Sunday mornings, offices during the week)

A Streets and B Streets

The guidelines propose that Charlottesville's Commercial Corridors be divided according to a hierarchy of "A Streets" and "B Streets"

A Street

- at least 75% of building facades should align with required build-to line
- no surface parking lots in front or exposed next to buildings

- no entry to a structured parking garage
- structured parking garage facades should be articulated like a building
- structured parking garages should not be visible from street level (retail at the street level)
- ramps should not be visible from the street-front of a garage
- should not have exposed loading docks
- all commercial buildings should be at least 30 feet in height (at least 2 stories)

B Street

- at least 50% of building facades should align with required build-to line
- structured parking garages may be entered from the street
- surface lots can be screened with landscaping and low walls
- parking is not permitted in front of buildings or beyond adjacent building facades
- sidewalk and street trees maintain continuity of street
- all commercial buildings should be at least 24 feet in height

Gas stations:

- main buildings should front A Streets, with pumps and other services behind
- may be accessed from B Streets

Details

Sidewalks

- should be provided on both sides of a street
- wide enough to accommodate two people walking side by side, a minimum of 7' and a maximum of 18'
- should continue as crosswalks, and will be clearly marked at intersections
- crosswalks should be provided with a signal (walk light) long enough for safe crossing

Paved Bike Paths

- should be provided on off-road pedestrian ways,
- should connect directly with the street and sidewalk network
- should be 8'-0" wide

Bus Stops

- should be located at convenient intervals, near schools and activity centers
- should provide shelter and a place to sit or lean
- should be named for their location
- should contain route maps, schedules and transfer locations
- would, when technically feasible, provide information for next actual bus arrival times

Street lights

- sodium vapor lights are discouraged
- should offer enough light to create a safe atmosphere
- should be at a human scale
- highway lighting, or "cobra" style lights are not pedestrian scale lighting and are inappropriate for these corridors

Newspaper Boxes

- should be consolidated into stands or kiosks

Phone Booths

- should be available along commercial corridors
- should be provided in sets of two

Lighting

- should be designed and located so as to avoid glare and excessive brightness
- should be a coordinated hierarchy of lighting sources and intensities
- should be safe and of uniform low level lights; no glaring or obtrusive light to distract from the overall atmosphere of the development
- should not be flashing lights and or poorly made
- should not exceed 12 feet above the surface of the drive or parking areas on top of or within parking structures should be designed so as to prevent glare and excessive brightness from being directed to the exterior

Fences and Walls

- should be wrought iron or steel, stucco, stone or brick
- may also be aluminum or hedge on B Streets
- should be used to complete (fill in) empty corners

Street Trees

- in residential areas should be planted in planting strips between the curb and the sidewalk
- in retail and commercial areas should be planted in the sidewalk, either with tree grates or some other form, suitable for walking across
- should be chosen for height and spread of the leaf canopy
- should offer a softened appearance to streets and provide shade on hot days
- enhance the quality of the walk for pedestrians and provide visual interest
- provide a safety barrier between the pedestrian and a moving car

Private Development Guidelines

These guidelines are divided into three groups. These include: Frontage Guidelines (categorized by corridor), Building Siting and Massing Guidelines (categorized by building type), and Architectural Guidelines, or Building Articulation.

Frontage Guidelines

Arcade Front: The arcade front sets the ground floor back to the right-of-way line while bring the upper levels of the building to the streets, thereby covering the sidewalk. This front is appropriate anywhere a retail front is applicable, except at Downtown Mall, McIntire, Emmet, Ivy and Avon Streets

Shop Front: The shop front is also a public street front, with the building façade on the right-of-way line. It is appropriate on West Main, Cherry, Emmet, Ivy, East High, Downtown Mall, Preston Avenue, McIntire (downtown), Fontaine Streets, and all streets downtown.

Stoop Front: The stoop front pulls the front façade of buildings up to ten feet back from the right-of-way. This front is most commonly found in less dense, more residential or mixed-use areas. It is appropriate on Preston, Cherry, East High, River, Emmet, and Monticello Streets.

Residential Boulevard: The residential boulevard front allows a larger setback from the right-of-way line (up to 20 feet) and is applicable in residential areas. It is appropriate on Monticello, 5th, Preston, and East High Streets, where front yards exceed 12 feet; a fence line or wall should be established along the right-of-way.

Building Articulation

The character of the architecture on the street reinforces the idea of a pedestrian scale, eliminating vast expanses of asphalt and concrete and articulating building masses and edges along the street, with windows, entryways and street furniture that provide interest and stir curiosity. Architectural elements help to define and beautify buildings and thereby enliven the streetscape.

Buildings

- should be oriented to the sidewalk and the street
- buildings line the main street in a continuous edge
- distinction between uses and levels should be clearly articulated
- blank walls (e.g. grocery stores, pharmacies) should be set back from the street and lined with street-fronting, compatible uses

Façade sections

- shall vary in length and in height
- to avoid a monolithic appearance, facades shall have varying designs
- break down buildings into smaller sections no larger than 60' in length
- three or four façade sections per building are required
- each façade section shall vary either in different type or a different color
- variation is intended to encourage a variety of character changes along the streetscape
- buildings shall be detailed with decorative cornices at their top edge
- balconies and roof terraces are encouraged

Entries

- locations for the ground floor retail or commercial spaces shall be located along the street and the building fronts
- service entrances shall be in the rear of the buildings
- entrances to second and third story uses will be located along the street the fronts are articulated differently than the retail entrances
- entrances shall be articulated to make the entrance locations visible to assist in wayfinding and to enliven the streetscapes
- a hierarchy of ground level and upper story uses should be held
- entries along sloping streets should provide safe, flat entryways while maintaining easy access to storefronts for window shopping
- raised terraces, or plinths are discouraged along "A" streets
- arcades, if provided, should cover the entire sidewalk area within the public right of way and be wide enough to accommodate pedestrian traffic

Parking Structures

- should be architecturally compatible with proposed and surrounding buildings Exterior finished materials shall be compatible with the main building components
- should be designed to include architectural features and building materials to minimize the appearance of bulk
- should be horizontal, not ramped or sloped situations
- should provide clear pedestrian access between the parking structure and the building entrance
- should be screened by landscape material
retail store fronts should be constructed in front of parking decks that adjoin streets or clusters of office buildings
- should provide for landscaping on the roof

Mechanical Equipment

- should be screened (on rooftops) with materials compatible with the exterior façade and incorporated into architectural elements, such as parapets, pediments and other rooftop details
- should be provided for supporting and screening equipment such as satellite dishes and/or other communications equipment located on a building roof

Service and Loading Areas

- should not be located along any A Streets
- should be located within or adjacent to the parking decks
- should be located away from public view and screen/buffered by a combination of the berms, depressions, walls, fences, and/or landscaping and integrated with the architecture of the buildings
- should be enclosed in buildings with roll-up doors
- should not be placed in highly visible locations
- should be shared where possible in loading and service courtyards
- should be separated from pedestrian areas as much as possible, enclosed within parking decks or grade separations, taking advantage of topography

Retail Shop Windows

- should have a minimum of 70% of the building surface glazed on A Streets
- should have a minimum of 40% of the building surface glazed on B Streets
- glazing must be transparent; spandrel glass, mirror glass or blackout glass is not permitted
- may not be blocked more than 30% with interior fixtures or paper signs
- may not be blocked higher than 54" inches above the exterior sidewalk on B streets
- may not be blocked on A streets
- should have sill heights no higher than 32 inches above the exterior sidewalk

Windows

- windows should relate to all facing streets
- fenestration should appear punched
- windows should be vertical in proportion
- continuous ribbon windows, or other horizontally oriented window patterns are not acceptable
- paired or tripled windows of similar proportions as the individual windows are acceptable at façade sections at the ends of buildings, provided that the overall proportions of the combined windows are not greater than 1:1.5
- fenestration should vary with the changing façade
- window heads and sills are encouraged

Signage

- retail signage shall highlight the individual character of each tenant
- box signs that are internally illuminated are discouraged
- signage and other projections should promote the individual identity of retail tenant
- signage designs should be unique and not match other retailer's signage
- blade signage should be perpendicular to its façade
- should enable identification of each store from the sidewalk
- should be minimized in size and quantity
- should not protrude above the building or above the parapet wall to which it is mounted

Banners

- should be managed through a program organized throughout the city

- should be used to identify and promote neighborhoods, significant buildings or special events

Awnings

- canvas awnings that vary in color and design are encouraged
- no internally illuminated vinyl awnings are allowed
- buildings/owners/shops are encouraged to use projections such as awnings, and signage

Transportation Policy Recommendation

For years, transportation policy making for Charlottesville has been a function of the Charlottesville Albemarle Metropolitan Organization with input from the City Council. This plan proposes policy based on that previously adopted by the MPO in the Charlottesville Albemarle Transportation Study, as outlined on the following pages.

Goals of the CATS and incorporated here include:

Environment: The transportation system will support preservation and enhancement of the natural environment through two major objectives : A) Integrate and promote alternatives to the automobile; and B) Ensure transportation plans are consistent with local land use and environmental preservation goals, and that facilities are developed and built in a manner sensitive to the environment.

Economy: The Charlottesville-Albemarle metropolitan area transportation system will support and enhance a vital local and regional economy.

Neighborhood and Community Development: The transportation system will support local government plans and support and enhance neighborhoods and a sense of community within the region.

Community Services and Facilities: The transportation system will support the needs and goals of people in the region for access to community services and cultural/recreational facilities.

Criteria to guide the decisions made regarding transportation issues are as follows:

Promotes alternatives to the automobile: Establishes and provides incentives to use modes other than the automobile including bicycling, walking, ridesharing, public transit; and/or reduces the need to travel during peak congestion periods through use of technology or flexible work schedules.

Supports given land use and environmental preservation goals: Promotes efficient land use and limits negative impacts on the air, water, soils, wildlife, and plant life.

Enhances local and regional economy: Provides efficient, flexible access to and circulation within economic activity centers for commuters, tourists, commercial patrons, business travelers, freight carriers, and agricultural industries; and/or supports local goals for affordable housing.

Enhances neighborhoods and sense of community: Protects and enhances the scale, character, safety, affordability and stability of existing neighborhoods and protects against destruction or encroachment upon areas which contribute to the character of the region. Interconnects neighborhoods with an appropriately scaled transportation network.

Supports access to community services/public facilities: Expands the range of safe, affordable alternatives for transportation to human services, cultural and recreational facilities, and schools.

Enhances intermodal access: Promotes multimodal choices and intermodal connections.

Supports intended road network function: Supports efficient, appropriate use of roadways, i.e., through routes carrying through traffic, local routes carrying local traffic.

Ensures safety of travelers: Reduces the likelihood of accidents among or between automobiles, buses, trucks, bicycles, pedestrians, and airplanes.

Ensures emergency vehicle access: Ensures ability of emergency vehicles to move quickly to any area at any time of day or night.

Enhances traveler convenience and flexibility: Increases travelers' choices of where, when, and how they want to travel, reduces travel time; and/or improves information for planning trips.

Complements state, national, global transportation network: Improves mobility and connectivity for commercial and personal travel in, out, and through the region.

Is favorable to "no build" alternatives: For construction projects, addresses problems better than comparable options such as changing land use policies, transit scheduling, or parking prices.

This plan recognizes that bicycle and pedestrian facilities serve transportation functions and are viable components of the city and county's transportation system. The plan describes how bicycle and pedestrian circulation needs can be met, taking into account the timing of road improvement projects, the need for interconnected bicycle and pedestrian networks, and the desire for both on-street and off-street routes and pathways.

Policies to guide the safe and efficient use of pedestrian travel as an alternative to motorized travel include:

Provide for interconnected, direct, and area-wide pedestrian circulation that serves a transportation related function.

Develop a Discretionary Pedestrian Improvement Projects List that will contain and prioritize improvements that would be funded as part of the on-street system. These projects will be constructed utilizing general fund dollars, or other funds as they become available.

Encourage incorporation of design features for pedestrian facilities in new developments and subdivisions in accordance with the Comprehensive Plan.

Encourage off-street pedestrian pathways within developments that enhance the

area-wide system by linking recreational areas, schools, shopping areas, employment centers, and adjacent neighborhoods. Such facilities should be designed to meet American Association of State Highway and Transportation Officials (AASHTO) standards.

Develop an area-wide off-street system of pedestrian paths which use open space areas and utility and drainage corridors as identified in the Comprehensive Plan.

Construct pedestrian walkways in areas where development has already occurred; where walkways are needed to complete the existing system.

Integrate pedestrian thinking into the review process of all transportation plans especially as related to the following planning factors;

- The need to relieve congestion and prevent congestion from occurring where it does not yet occur.
- The likely effect of transportation policy decisions on land use and development, and the consistency of transportation plans and programs with the provisions of all applicable short and long term land use and development plans.
- Preservation of rights-of-way for construction of future transportation projects, including identification of those corridors for which action is most needed to prevent destruction or loss.
- The overall social, economic, energy, and environmental effects of transportation decisions.

One method to insure that pedestrian access is a successful alternative to the automobile is to construct a system of sidewalks that encourage their use. Criteria to be used to determine those sidewalks most necessary include:

Safety: Determined by safety records in the area, nature of the street design and topography.

Pedestrian Use: Refers to existing or potential pedestrian movement in the area, based upon actual movement and/or density of the neighborhood.

Age of User and Disability: Applies when a high number of elderly, disabled or school age children may utilize the sidewalk. All new construction should meet American with Disabilities Act (ADA) Standards.

Low Income Neighborhoods: Applies to sidewalks in low-income neighborhoods or areas that have experienced historical inequities.

Vehicular Traffic: Applies to proposed sidewalks on streets with high vehicular traffic in relation to other similar streets and to the sizes of streets.

Drainage: Applies where sidewalks would relieve drainage problems.

Environmental Impact: Low priority should be given to sidewalks where it will result in significant adverse environmental impact in the form of destruction of trees and vegetation, major topography changes, erosion, etc.

Cost: These would be sidewalks which can be built within the budget or do not require significant land acquisition, drainage improvements or retaining walls.

Access to Community Facilities: Refers to access to community facilities with first priority being given to schools; second priority to parks and community facilities; and third to shopping areas

Completion of Existing Network: Priority should be given to sidewalks that would fill the gap in existing sidewalks resulting in continuous sidewalks on at least one side of the street.

Residents Desire: This would be determined by the number of complaints and requests for sidewalks and the resident's willingness to dedicate any necessary right-of-ways. Private improvement efforts and level of neighborhood organization need to be considered in the designated neighborhoods.

Street Speeds of Movement: This would apply to sidewalks on streets where the speed limits are higher and/or where people drive faster.

Relation to Other Projects: Priority should be given to those sidewalks that could be built in conjunction with other projects (e.g. streets, drainage, housing, etc.).

Bicycling is another alternative form of transportation that will relieve congestion on the streets. Policies that guide bicycle development and insure the inclusion of bicycling in the planning process as follows:

Provide for interconnected, direct, and area-wide bicycle circulation that serves a transportation-related function.

Use the Proposed Future Bicycle/Greenways Map to guide future bicycle improvements to the Arterial and Collector system as highway capacity or reconstruction improvements are made and to guide the development of off-system improvements. This is to be further studied in the Greenways Master Plan.

Develop a Discretionary Bicycle Improvement Project Lists which will contain and prioritize improvements that would otherwise be funded as part of the on-street system. These projects will be constructed utilizing general fund tax moneys, or other funds as they become available.

Encourage incorporation of design features for bicycle facilities in new developments and subdivisions in accordance with the Comprehensive Plan.

Encourage off-street bicycle pathways within developments which enhance the area-wide system by linking recreational areas, schools, shopping areas, employment centers, and adjacent neighborhoods. Such facilities shall meet American Association of State Highway and Transportation Officials (AASHTO) standards.

Develop an area-wide off-street system of bicycle paths which use open space areas and utility and drainage corridors as identified in the Comprehensive Plan.

Integrate bikeway thinking into the review process of all transportation plans especially as related to the following planning factors:

- The need to relieve congestion and prevent congestion from occurring where it does not yet occur.
- The likely effect of transportation policy decisions on land use and development and the consistency of transportation plans and programs with the provisions of all applicable short- and long-term land use and development plans.
- Preservation of rights-of-way for construction of future transportation projects, including identification of those corridors for which action is most needed to prevent destruction or loss.
- The overall social, economic, energy, and environmental effects of transportation decisions.

Additional policies to guide bicycle use and the development of bicycle facilities include:

- A bikeway system should be developed to serve the primary destination points and traffic generators (schools, parks, commercial facilities).
- Future road project right-of-ways should be evaluated to accommodate bikeway width design criteria and shield distances.
- In areas where high-speed traffic volumes (i.e., principle or major arterials) exist, bikeways should be separated from the roadway by physical barriers (i.e., grade separation, landscaped median).
- Bikeways located on streets should flow with the traffic and should be designated with painted indicators and/or appropriate signage. Signage and pavement markings should follow the Manual of Uniform Traffic Control Devices (MUTCD). Bikeways should also be located where on-street parking is minimal or prohibited, if possible.
- Bikeway routes should be selected with the goal of minimizing conflict between vehicular and pedestrian circulation.
- Bike routes should generally be placed on roadways with low volumes of vehicular traffic (residential and collector streets) and not on heavily traveled roads.
- Off-road bikeway routes should be placed in areas with existing right-of-ways or easements (drainage canals, power lines, abandoned railroad lines).
- Bikeway routes should contain points where bicyclists may change modes or ride public transportation.
- Bikeway routes should have designated areas where safe and secure parking for bicycles is made available.
- Support of the TDM alternatives program and examine the options before any proposed projects.
- Work with interested business groups, citizens and employees to develop and implement demand management programs.
- Coordinate development of the Demand Management Alternative Program with Albemarle County, the Virginia Department of Transportation, and University of Virginia.
- Focus demand management programs on areas of high density employment and on firms with 50 or more employees.

Parking

Parking has been the subject of a recent formal study and the results are still being discussed. No remedial actions have been decided upon at this time. The Parking Study has identified a serious shortage of parking spaces in the Downtown, Court Square, and West Main Street areas. The Study suggests the construction of parking decks and

other strategies to address this problem. The problem is not restricted to the commercial and employment areas in the Downtown, Court Square and West Main Street areas, because the shortage of parking has forced many of those employed in those areas to find parking in surrounding neighborhoods.

The following statements shall serve as guiding principles for use in the development of solutions relative to the parking issues in the City. The principles are as follows:

- The parking master plan clearly defines a significant deficit both in calculated demand and needed parking at the present time within the downtown area of the City of Charlottesville. The Council recognizes this deficit, its impacts upon the adjacent neighborhoods and economic development vitality, and the need to reduce it in the immediate future.
- The City has an appropriate and significant role to play in addressing parking issues. This role includes appropriate efforts to assist in the financing of parking structures, and addressing zoning, regulation and administration of our parking assets.
- The City needs to focus its time and attention immediately on two sites: one in the western business corridor of our downtown area and the other in the eastern portion of our downtown area. The eastern site should address some of the issues associated with the Court Facility Study.
- Future parking decks should be designed and coordinated with mixed use development, and to the extent possible, the City should encourage public/private development of the parking.
- The capital costs associated with parking is significant and the City has an important role in the funding of this infrastructure requirement.
- In order to meet funding requirements, it will be necessary for the City to use a matrix of various types of funding including City capital funds and debt financing to meet the capital requirements.
- The Council is open to the examination of potential sites for parking development and will consider sites based upon their efficiency, cost and compliance with the principles of the City Comprehensive Plan and recently completed Corridor Study.

Underground parking should receive careful consideration as projects come forward, particularly in light of the limited number of sites available in the City. Some principles that will need to be considered are among the following:

- To the extent possible, maximize the natural topography of the site with the proposed structure.
- Carefully evaluate the economic feasibility from a cost benefit standpoint, short and long term.
- Be mindful of the environmental consideration associated with underground parking primarily relating to the air circulation and exhaust.
- Care needs to be taken to make the facility as user friendly as possible to patrons who are not familiar with these types of structures.
- There should be careful attention to safety and safety enhancements which make people more comfortable.
- The management of these facilities should take into consideration techniques such as making short term limited parking available on the upper floors and long-term employee parking on the lower levels.
- Consider the uses of any technology advances in parking that may be appropriate in order to gain maximum efficiency of space.

Continued...