

**RESOLUTION**  
**To Adopt West Main Streetscape Improvement Plan Option 1**

**WHEREAS**, The West Main Street Streetscape Plan Option 1 (herein referred to as “The Plan”) seeks to retain and grow the patrons of the corridor by creating a safe, active, pleasant and usable space for all users, thereby sustaining the customer base for local businesses and promoting a sense of well-being for local residences, and

**WHEREAS**, The Plan is the product of three (3) public meetings with over 100 citizens in attendance at each meeting, several focus group sessions, two parking surveys and meetings with the planning commission, board of architectural review, tree commission, Mid-Town Business Association and the University of Virginia over several years beginning in December, 2013, and

**WHEREAS**, Execution of The Plan will meet several objectives of the City’s Strategic Plan Goal 2: Be a safe, equitable, thriving and beautiful community and Goal 3: Have a strong diversified economy; and

**WHEREAS**, The Plan encourages physical activity by creating a safe and welcoming place to walk or bike by improving the walkability and bike-ability of a vital corridor that connects neighborhoods, downtown, and the University of Virginia; by making biking far safer on this crucial corridor through improved and wider bike lanes; and improves bus service on the City’s busiest route by adding shelters and amenities and improving access to the Jefferson School on Fourth Street, and

**WHEREAS**, The Plan proposes a 400% increase in street trees along the corridor in a variety of large-canopy, medium-canopy, columnar, and small trees for their visual interest, their ability to adapt and thrive in the West Main Street environment, and their positive impact on the environmental quality of the immediate area through carbon dioxide reduction, and

**WHEREAS**, The Plan establishes several areas for Low Impact Development where green infrastructure practices could be utilized and highlighted and recommends technologies to preserve tree root zones that prevent compaction, a deadly force upon many urban trees, and

**WHEREAS**, The Plan also proposes undergrounding overhead utilities, which are limiting to the health and canopy of large trees due to the regular trimming or removal of branches to prevent conflicts with utility lines, and prone to failure during heavy snow and wind storms thereby disturbing the well-being of both businesses and residences, and

**WHEREAS**, The West Main Street Citizen Steering Committee has provided valuable input throughout the multi-year planning process and has fulfilled its duties as charged for which the Charlottesville City Council is grateful;

**BE IT RESOLVED** that the Charlottesville City Council hereby adopts the West Main Street Streetscape Plan Option 1, as the guiding document for executing streetscape improvements to the West Main Street Corridor, and

**BE IT FURTHER RESOLVED** that the Charlottesville City Council shall henceforth serve as the West Main Street Streetscape project's review body during the construction documents phase, availing itself of the expertise of its advisory groups as needed, and

**BE IT FURTHER RESOLVED** that the City of Charlottesville through its representatives on the Planning and Coordination Council (PACC) and key staff shall engage with the University of Virginia to identify shared investment opportunities within three (3) months of passing this resolution, and

**BE IT FURTHER RESOLVED** that Charlottesville City Council directs the City Manager, his staff and consultants to within six (6) months of passing this resolution:

- Authorize the design and engineering team of Rhodeside Harwell to proceed immediately with construction documents needed to bid and execute the work and secure all necessary approvals, without the use of a Pilot Project; and
- Develop an Implementation "Action" Plan including the following:
  - A parking plan including, but not limited to, developing new structured parking within the West Main Street corridor, on-street parking meters, restriping spaces and enhanced enforcement), exploration of shared use agreements;
  - A cost estimate based on more accurate design development drawings, inclusive of undergrounding utilities;
  - A funding and financing strategy including an evaluation of and advice regarding tax increment financing (TIF) strategies, parking meter revenue dedicated to infrastructure maintenance, a business improvement district (BID), general obligation bonds, revenue bonds and applicable state and federal grants);
  - A phasing plan based on allocated and potential sources of funding and a timeline for construction;
  - A construction mitigation plan including strategies and a timeframe for informing West Main residents and businesses about construction, alternative routes, appropriate signage;
  - A property owner outreach plan including meetings with owners about the streetscape improvement plan;
  - A coordinated, timely community engagement strategy;
  - A project management strategy for pre- and post ground breaking to ensure proper coordination of the above and contract monitoring and
  - Quarterly progress reports to City Council, and

**BE IT FURTHER RESOLVED** that Charlottesville City Council directs the City Manager to conduct an analysis of jobs required by the West Main Street Improvement Project that can be performed in-house by city departments (such as sidewalk installation, laying pipe, others) and linked to the Growing Opportunity GO apprenticeship programs for the benefit of local residents within nine (9) months of passing this resolution.

Approved by Council  
March 21, 2016



Clerk of Council