



# City of Charlottesville

## *Strategic Investment Area Plan*

Presented to the City of Charlottesville  
December 13, 2013

December 2013

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# Acknowledgements

The Strategic Investment Area (SIA) Plan would not have been possible without the efforts and participation of numerous individuals and groups. Design Team wishes to express our appreciation to everyone who attended meetings, workshops, tours, open houses, and presentations and who shared their hopes and concerns and for the SIA. In particular, we would like to thank the following groups and individuals:

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Martha Jefferson Neighborhood Association  
Belmont Carlton Neighborhood Association  
Public Housing Association of Residents (PHAR)  
Development & Commercial Real Estate Representatives  
Charlottesville Redevelopment and Housing Authority (CRHA)  
Arts Community Representatives  
Jefferson School African American Heritage Center  
Bike/Pedestrian Safety Committee  
Business Incubators  
Ix Property Owners  
City Environmental and Engineering Staff  
City Tax Assessors  
City Transportation Staff  
At-Risk Youth and Children Interests  
Mt. Zion First African Baptist Church Leadership  
National Housing Trust (NHT)  
Jefferson Area Board for Aging (JABA)

The City of Charlottesville and the Design Team would like to acknowledge the significant contributions made by the University of Virginia School of Architecture in supporting community planning and design initiatives through research and engagement. We appreciate the specific contributions to this project including redevelopment and stormwater management strategies, mapping, and data visualization, as well as insights gained from faculty, graduate student thesis research, and design studio presentations.

We are indebted to the organizations and individuals who made space available for meetings and presentations: The Ix Project; CRHA (Crescent Halls and 6th Street); Mt. Zion First African Baptist Church; the Jefferson School African American Heritage Center; and CitySpace.

In addition to those listed above, many citizens and residents attended public meetings and presentations and shared their insights, concerns, and hopes for the SIA. We are deeply grateful for their participation.

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# I. Executive Summary



## Introduction

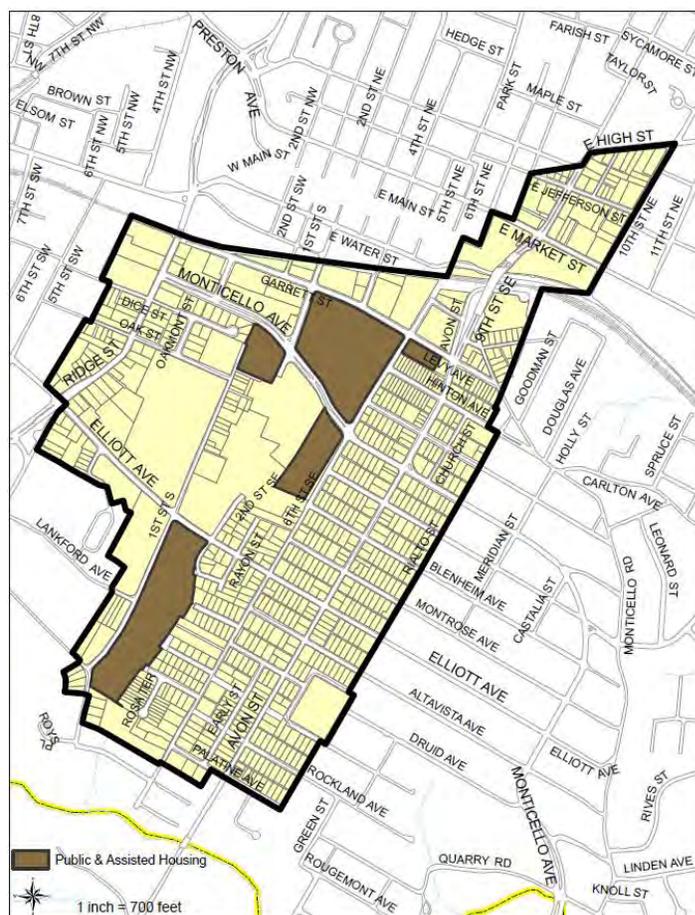
## Site

The Strategic Investment Area (SIA) is an area of Charlottesville bounded approximately by the CSX Buckingham Rail Line, Rialto Street, Ridge Street, and Palatine Avenue and extending north to include a small area bounded by East High, 8th Street NE, and 10th Streets. It is approximately 330 acres. The majority of the study area is located south and east of the Downtown Mall and it includes three major city entry corridors: Avon/Monticello, Ridge, and East High Streets. Its proximity to the Downtown Mall and the quantity of potential re-developable land within the SIA has increased development pressure in recent years.

## Purpose

The purpose of the SIA plan is to initiate a transformational process to engage stakeholders, city staff, and members of the greater community in the future of the Strategic Investment Area. The plan is to provide guidance for future redevelopment and investment in the area; improvements to affordable housing including existing public and assisted housing; improved connections throughout the area; and recommended strategies for expanding employment opportunities within the SIA.

The SIA plan expands upon the work of several previous studies, including the Charlottesville Redevelopment and Housing Authority (CRHA) Master Plan (Wallace Roberts & Todd, 2010) and the Commercial Corridor Study (Torti Gallas, 2000). It is not intended to replace any previous studies but to build upon them with a holistic view of the Strategic Investment Area.



Plan of the Strategic Investment Area from Request for Proposals



Partial Aerial view of the Strategic Investment Area from the Water Street Parking Garage

## Goals + Policies

### Project Goals

The goals for the SIA plan, as outlined in the Request for Proposals are:

1. To rebuild and preserve public and assisted housing as part of an integrated plan for revitalizing neighborhoods hallmarked by concentrated poverty.
2. To catalyze coordinated investments in neighborhood revitalization, including improvements in infrastructure, education and community assets that attracts businesses and industries.
3. To build the foundations for economically viable neighborhoods of opportunity and choice within one of the city's most distressed communities by promoting mixed income residential development without displacement and employment growth.
4. To address interconnected challenges: housing decay, crime, disinvestment, health disparities, adult educational opportunities, transportation and economic opportunities for youth and adults.
5. To create a healthy, viable neighborhood with urban amenities such as public parks, institutions like libraries and excellent food sources and safe, interconnected streets that promote walking, biking, and efficient public transit.
6. To adhere to and comply with the Residents' Bill of Rights for Redevelopment. (Note, the Residents' Bill of Rights for Redevelopment can be found on following page.)

### Guiding Principles of the Steering Committee

The Steering Committee adopted guiding principles for the SIA plan to:

1. Improve and maintain a high quality of life for the people who live there and those who may in the future by addressing issues surrounding housing decay, crime, health, jobs, adult education, child care, and transportation.
2. Create a healthy neighborhood and a "sense of place" with public parks, libraries, other amenities and healthy food sources with safe and interconnected streets that promote walking, bicycling and efficient public transit and use green infrastructure techniques to improve water quality.
3. Promote mixed income residential development without displacing current residents.
4. Focus and coordinate private and public investment in infrastructure, education and community assets to increase economic, recreation and housing opportunities.
5. Honor the CRHA Residents Bill of Rights and rebuild and preserve existing public and assisted housing as part of an overall plan to revitalize the area. (The SIA will work in concert with the CRHA redevelopment plan and not supersede or replace it).
6. Develop shared understandings of the issues, challenges, opportunities and desired outcome for the SIA.



Steering Committee Meeting March 15, 2013

## Goals + Policies

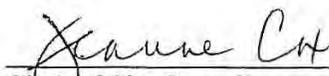
## Residents' Bill of Rights for Redevelopment

*(as approved unanimously by the CRHA Board of Commissioners, 11/24/08)*

The Charlottesville Redevelopment and Housing Authority and the City of Charlottesville hereby commit to a redevelopment process that improves the quality of life in our public housing neighborhoods, involves residents in key redevelopment decisions, enhances housing and employment opportunities for residents, and guarantees that current residents will not be subject to permanent or long-term displacement or homelessness as a result of redevelopment. To fulfill these commitments, CRHA and the City of Charlottesville endorse the following guiding principles for our redevelopment efforts:

1. A meaningful and enforceable resident participation process will guide all substantive decisions about redevelopment;
2. There will be at least one-for-one replacement of all affected units with newly-built or renovated public housing units ("replacement units");
3. Replacement units will be of like kind (1 bedroom for 1 bedroom, 5 bedroom for 5 bedroom, elderly for elderly, family for family, etc.), subject to an analysis of needs of current and future public housing-eligible residents;
4. Those replacement units will be reserved for very low-income and extremely low-income households, as under current public housing admissions rules;
5. The opportunity to live in the replacement units will be offered first to those households living in CRHA units, without having to re-apply or re-qualify;
6. Residents who are displaced by redevelopment, and who wish to stay in public housing, will be guaranteed replacement housing in the following order of preference:
  - a. Replacement units at their current site.
  - b. Replacement units in another area that has equal or greater advantages as their current site.
  - c. As a last resort, and only when required by space or necessity, temporary housing of an equal or greater quality to their existing housing, with a duration not to exceed 12 months.
7. Each displaced household will have the right to choose to return to the redeveloped site or to relocate permanently to another replacement unit;
8. The redevelopment process will support a system of economic justice in which residents have priority access to jobs, homeownership and contracting opportunities created by redevelopment, and in which the redeveloped communities feature improved amenities and enhanced access to services, employment and transportation for residents.

Approved by Council  
December 15, 2008

  
Clerk of City Council

# The Process

The planning process began with the review of previous studies and relevant documents, study and observation of the site conditions, and solicitation of stakeholder input.

## Public Outreach Process

The Strategic Investment Area Plan has had extensive community engagement with a mix of stakeholders including community residents, public housing residents, local business owners, community leaders, local historians, youth and religious leaders, property owners, school officials, transportation and development planners, city officials and elected and appointed city leadership.

The effort was guided by a public outreach plan, which consisted of multiple small group stakeholder meetings, large-scale public workshop charrettes and town hall style presentations. At key points of the process, the team led “hands-on” community workshops structured around initial presentations, follow-up small group community discussions, visual note-taking on table drawings, and report backs from community members.

### Public Meetings:

- Public Site Tour - March 14, 21013
- Public Open House - March 14, 2013
- Public Presentation and Hands-on Discussion - March 14, 2013 (Ix Property)
- Public Presentation and Hands-on Discussion - April 22, 2013 (Crescent Halls)
- Public Presentation and Hands-on Discussion - April 23, 2013  
(6th Street Community Center)
- Public Presentation and Hands-on Discussion - May 16, 2013  
(Mt. Zion Church)
- Public Presentation and Discussion - July 17, 2013 (Jefferson Center)

### Steering Committee Meetings:

- Project Team Introduction - February 20, 2013
- Steering Committee Site tour - February 21, 2013
- Steering Committee Meeting - February 22, 2013
- Steering Committee Meeting - March 15, 2013
- Steering Committee Meeting - April 24, 2013
- Steering Committee Meeting - May 17, 2013
- Steering Committee Meeting - July 16, 2013

### Stakeholder Group Meetings:

- Piedmont Housing Alliance
- Downtown Business Association
- Martha Jefferson Neighborhood Leaders
- Belmont Neighborhood Leaders
- PHAR Neighborhood Leaders
- Development Community
- City Transportation Staff
- Charlottesville Redevelopment and Housing Authority
- Arts Community & Jefferson City Center
- PLACE Design Task Force
- Bike/Pedestrian Safety Committee
- Business Incubators

- IX Property Owners
- City Environmental Staff
- City Economic Development Director
- City Tax Assessors
- UVA School of Architecture Dean and Department Chairs
- City Section 3 Coordinator
- At-Risk Youth and Children Interests
- Commercial Real Estate Representative
- Mt. Zion First African Baptist Church Leadership
- City Engineering Staff
- National Housing Trust
- Jefferson Area Board for Aging
- City Planning Staff



**Hands-on Discussion - March 14, 2013**

## Process

### Review of Previous Studies

The planning team reviewed the Master Plan conducted previously for CRHA, by Wallace Roberts & Todd and agreed that the over-arching principles of the Master Plan remain applicable:

- Respect for the Resident Bill of Rights and Resident and other Stakeholder Input
- Adherence to CRHA's goals to become financially sustainable; develop mixed-income communities; and extend the supply of affordable housing in Charlottesville to the extent possible
- Support for the City's long-range planning goals and objectives
- Adherence to sustainable community planning and design principles
- Creating connected communities
- Creating Mixed-Income communities
- Partnerships between Housing Authority & Private Developers or with the City are key for funding and to promote a unified vision
- The SIA builds upon the work of the CRHA Master Plan by considering the neighborhood as a whole, and the CRHA properties within the context of the neighborhood and the city.

Several additional plans, studies, and articles were reviewed during the research and subsequent phases of the study and informed the final Plan. These are included in the list below. Additional resources may be found in the References chapter of this document.

- The Orange Dot Project
- Target Markets Report (*Thomas Jefferson Partnership for Economic Development*)
- Martha Jefferson Hospital Market Study
- Create Charlottesville: A Cultural Plan for Charlottesville/ Albemarle Constituent Survey Report (*Dreeszen & Associates*)
- Bicycle & Pedestrian Facilities Master Plan
- Charlottesville Commercial Corridor Study (*Torti Gallas et al*)
- Growing Opportunities Report

# The Plan

## Vision Plan

Following the research and public engagement phases of the planning effort, three scenarios were generated to illustrate potential community improvements, development opportunities, and future environmental and community amenities. The vision for the SIA includes both physical and programmatic features, identified as important elements in the planning process, including: green infrastructure and sustainable components, public open space, wide selection of housing types, community services, and employment opportunities.

The Vision Plan proposes structuring new mixed-income and mixed-use neighborhood development around the armature of a linear park which follows roughly the historic course of Pollocks Branch. This linear park, named “Pollocks Greenway”, has potential to provide stormwater treatment and to be a major character-defining open space that creates a new sense of place and identity and establishes pedestrian linkages both within the neighborhood and to larger trail networks.

The Plan includes a new civic plaza adjacent to the Pollocks Greenway to provide a venue for activity in the central area of the SIA. The plaza is enclosed by ground floor retail, and is designed to accommodate everyday use by individuals and small groups as well as special events and large groups. The Plan envisions a strong pedestrian connection between the new civic plaza and the Downtown Mall, extending along a newly designed pedestrian-focused, mixed-use corridor, Second Street, with ground-floor retail and community services uses and mixed use development extending east and west along Garrett Street.

The Vision Plan chapter of this document incorporates illustrative plans and renderings of the SIA with more detailed descriptions of the key plan elements. These provide a framework and visualization for the future of the Strategic Investment Area.

## Development Feasibility

The Development Feasibility section of the Vision Plan assesses real estate market dynamics that help to underpin potential investment and implementable plan recommendations. Consideration is given to the SIA location; residential and commercial market trends; zoning implications; development economic capacity and timing; return-on-investment; and buildout capacity in order to realize the potential of the Vision Plan.

## Design Standards and Guidelines

The purpose of the design standards and guidelines is to promote high-quality urban and architectural design within the SIA and to encourage a cohesive and attractive environment that is consistent with the plan vision and economic revitalization. This provides the framework for a design review process that ensures predictability for development or redevelopment from concept through review, to approval and implementation.

The goals of the design standards and guidelines for the SIA are to create transects with zones of intensity, moving from the lower scale residential areas toward the mixed-use core area of the plan, and to improve the pedestrian and cyclist experience through streetscape and connectivity improvements.

## Plan Implementation

### Implementation Philosophy

For the effective implementation of the plan vision, it is recommended that a number of key stakeholders form new working relationships and coordinate initiatives. The SIA re-development plan provides a framework for implementation, paying special attention to priorities, timing, and possible funding strategies.

The key elements to the implementation philosophy are:

- A comprehensive framework
- Building on existing resources
- Priority and focus
- Quality over quantity

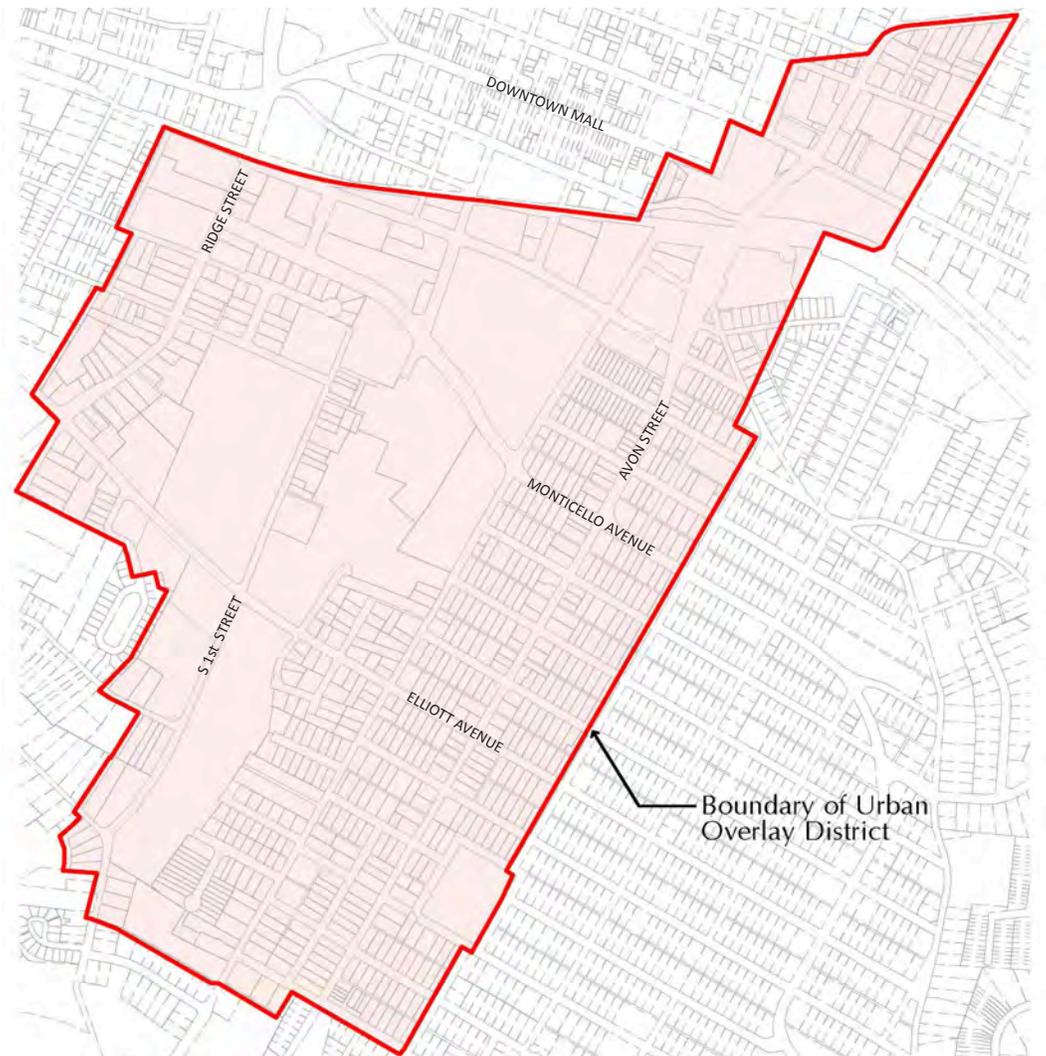
Implementation recommendations for Immediate Actions, Catalyst Projects, and Priority Actions are included below and in the following pages. Additional recommendations and diagrams are located in Chapter V: Recommendations & Implementation.

<b>Immediate Actions</b>				
Within the first 3-6 months, the following recommended actions should be taken:				
Recommendation	Possible Implementation + Funding	Phasing	Responsible	Priority
Provide needed maintenance and upgrades to public and assisted housing developments.	Remove metal fence at Friendship Court	Now	PHA/NHT	Yes
	Repair fences at other CRHA properties	Now	CRHA	Yes
	Cosmetic improvements to public spaces: Paint, Lighting	Now	CRHA	Yes
	Confirm proper function of all heating and air conditioning units. Confirm adequate ventilation inside all CRHA-owned units. Repair and maintain equipment as required.	Now	CRHA	Yes
	Construct/designate a new dog-walk area along the west property line - away from the building - at Crescent Halls (At minimum, provide a sign indicating this area)	Now	CRHA	Yes

## Plan Implementation

<b>Catalyst Projects</b>				
Within the first year after approval of the SIA Plan, there are certain recommended projects and key activities which have been identified as catalysts to initiate change within the SIA. These projects are expected to demonstrate public sector and private sector commitment to improvement in the SIA.				
Recommendation	Possible Implementation + Funding	Phasing	Responsible	Priority
<u>Overlay District.</u> Establish the SIA Plan Area as an Urban Overlay District to implement the initiatives called for by the SIA Plan and the testing of pilot programs	Incorporate the regulating plan found in the SIA plan, including the transect character zones, building envelope standards, and public space standards and guidelines	Near Term	City	Catalyst
	Revise the Zoning Map and amend Zoning			
<u>Form Based Code.</u> Adopt and implement form-based code components for new development in the SIA	Refine, coordinate, and finalize form-based code components of the plan for the SIA Overlay District	Near Term	City	Catalyst
<u>Expedited Staff Review.</u> Develop a process for special staff review of development projects (within the SIA) which meet the criteria, standards, and guidelines for the SIA associated with the applicable site	Create an SIA Development Review Checklist to outline criteria for special expedited review of projects by staff	Near Term	City	Catalyst
<u>Connectivity.</u> Invest in specified infrastructure throughout the SIA to improve connectivity	Begin design and engineering for streetscape improvements 1) along the Second Street Corridor from Water Street to Monticello Avenue; 2) at the Lexington/9th/High Street Intersection; and at 3) Monticello Avenue from 2nd Street to Ridge Street	Near Term	City	Catalyst
	Finalize and approve the design for the new Belmont Bridge	Near Term	City	Catalyst
<u>2nd Street Land Use.</u> Strengthen the connection of the SIA to the Downtown Mall through new limited redevelopment on Friendship Court/2nd Street frontage	Initiate process and discussions to facilitate new infill commercial street frontage facing 2nd Street at Friendship Court	Near Term	City/CRHA/ Piedmont Housing Alliance/ National Housing Trust	Catalyst
	Increase pedestrian and retail activity creating a more inviting environment in the Warehouse District with streetscape improvements at 2nd Street, Garrett Street, and Monticello Avenue	Near Term	City	Catalyst
<u>Access to employment.</u> Improve access to employment centers from the SIA.	Establish a transportation-demand management program for major employers in the study area	Near Term	City	Catalyst
	Provide transit access seven days a week for SIA area residents	Near Term	City	Catalyst
<u>Levy Site.</u> Utilize existing land assets in order to fund future endeavors through development	Begin design for the Levy Site as a mixed-income, mixed-use building	Near Term	CRHA + City	Catalyst

# Plan Implementation



Outline of Proposed SIA Urban Overlay District

## Priority Actions

There are key actions which have been identified as recommended top priorities for implementation and transformation in the Strategic Investment Area. These actions are recommended as being the most important to accomplish in the near, medium, and long term and are categorized below by type.

	Recommendation	Possible Implementation + Funding	Phasing	Responsible	Priority
Development : Affordable Housing	Work closely with the CRHA and existing residents to maintain and improve the physical inventory of affordable housing while encouraging mixed-income development for longer-term sustainability	Work with public housing occupants and PHAR to refine understandings of existing positive community housing features	Now	City/CRHA	Highest
		Explore prototype implementation vehicles such as Community Development Corporations (CDCs), land trusts, and a mixture of market rate and affordable units in order to ensure long-term financial viability for affordable housing in the SIA	Near Term	City/CRHA	Highest
		Develop hybrids of housing types appropriate for the SIA providing residents with housing choice and affordability	Near Term	City/CRHA	Highest
		Prioritize coordinating with CRHA regarding possible development opportunities for the Levy / Walker Garage site	Near Term	City	Highest
		Build prototype public housing replacement units (townhome and apartment styles) on existing land or alternative parcels	Near Term	City/CRHA	Highest
Economic Dev/Jobs	Encourage local serving retailers to locate in the SIA	Target neighborhood service oriented tenants, including both businesses and residents (food service, hair salon, dry cleaners, day care provider, banks, etc.)	Near Term	City/OED	Highest
		Explore sites for a new location for the Farmers Market (both short and long-term sites)	Near Term	City/OED	Highest
	Encourage job placement for residents of the SIA	Consider designating a City project liaison to facilitate local job recruitment at 5th Street Station	Near Term	City	Highest
Regulatory + Zoning	Increase opportunity for jobs located within the SIA	Amend zoning within the overlay district to allow additional uses (See V-14-15 for specific recommendations related to uses.)	Near Term	City	Highest
		Amend zoning to allow for additional non-resident employees of a home business	Near Term	City	Highest
	Encourage redevelopment in the SIA	Simplify permitting process for sites in the SIA by providing a predictable time-frame for construction permits and allowing for staff approvals	Near Term	City	Highest

## Priority Actions

There are key actions which have been identified as recommended top priorities for implementation and transformation in the Strategic Investment Area. These actions are recommended as being the most important to accomplish in the near, medium, and long term and are categorized below by type.

	Recommendation	Possible Implementation + Funding	Phasing	Responsible	Priority
Community Services + Civic Uses	Encourage development of spaces and buildings for social service programs in proximity so that they can be “bundled” to each other as a one-stop center	City purchase or designate property for this use, or provide development incentives for private development to incorporate these spaces	Med. Term	City	Highest
	Provide places for recreation and informal social interaction between neighbors of all ages and backgrounds as well as events for the larger community	Nurture development plans with IX property owners. Work with property owner to establish a major public space and encourage longer term larger scale mixed-use development	Med. Term	City	Highest
		Develop Pollocks Greenway as a “Central Park”	Long Term	City	Highest
Connectivity + Transportation	Improve connectivity for pedestrians, cyclists, and automobiles and overall	Improve the East High Street at Lexington Avenue intersection by investing in street realignments and other traffic control to make the intersection safer for pedestrians and more user friendly for traffic	Near Term	City	Highest
		Focus on redesign of major street intersections and linkages to adjoining neighborhoods	Near Term	City	Highest
		Plan for Garrett Street abutment	Med. Term	City	Highest
		Establish a program to construct new sidewalk network	Near Term	City	Highest
	Improve bicycle experience throughout the area	Bike lanes designate an exclusive space for bicyclists through the use of pavement markings and signage	Near Term	City	Highest
		At intersections with bicycle facilities on the approaches, intersection treatments such as bike boxes and intersection crossing markings should be explored	Near Term	City	Highest



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## II. Context & Analysis



## SIA Location

The Strategic Investment Area (SIA) is located south and east of Charlottesville's downtown core and the CSX Buckingham Branch rail line. It includes portions of four neighborhoods: Martha Jefferson, Belmont, Ridge Street, and Fifeville. The area is roughly bounded by two ridge lines and a central latent stream valley, which runs north to south through the study area. The SIA accounts for slightly less than five percent of Charlottesville's total land area and is approximately the same dimension (north-south) as Charlottesville's Downtown Mall (see Design Guidelines Chapter for scale comparison). It is one of the only remaining areas in Charlottesville with significant (re)-developable land available, especially so close to downtown.

Due to its location adjacent to the railroad tracks and the downtown core, much of the SIA was historically an industrial and manufacturing neighborhood, providing a stable place for middle and lower class jobs and worker housing for rail and mill workers. From the late 19th century until the middle of the 20th century, companies such as the Charlottesville Lumber Company, Charlottesville Ice Company, the Frank Ix and Sons Textile Mill and various other mills and wholesale food sellers were located within the SIA.<sup>1</sup>

As the mills and businesses developed, so did the need for nearby worker housing. The impact of the Ix Mill Housing and other worker housing is evident in the Belmont neighborhood in particular.<sup>2</sup> The electric streetcar and the rise of the personal automobile changed this pattern by allowing workers more flexibility to travel to work from outside the city.<sup>3</sup>

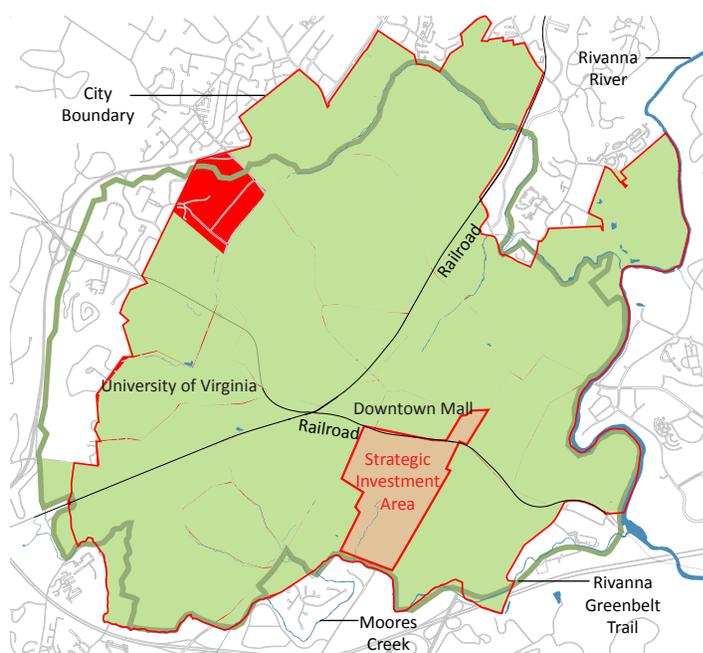
In the last half-century, Charlottesville's economy moved away from these industrial uses, causing an economic vacuum in the SIA. As many of the industrial and manufacturing uses left, many of the residents did as well. Starting in the 1970s, the city built several inward-focused superbloc public housing developments, adding to the social and economic complexity of the area.

Today, the SIA is diverse in its population, adjacent land uses, and character. Gridded streets of single family homes terminate in superblocs with large-scale multifamily housing complexes. Commercial sites are scattered throughout the SIA without a centralized neighborhood retail or commercial center.



**Charlottesville - Regional Location**

During the initial phase of the SIA Plan, the team researched and observed the historic and existing site characteristics and interviewed key stakeholders in order to gain an holistic understanding of the site needed to address the various goals of the project. The following pages document site observations, research, and analysis related to the landscape, landforms, history, built environment, demographics, employment trends, and transportation and connectivity of the SIA. These observations and research, in combination with stakeholder input (Summaries are found in Appendix A), ultimately informed the Vision Plan.



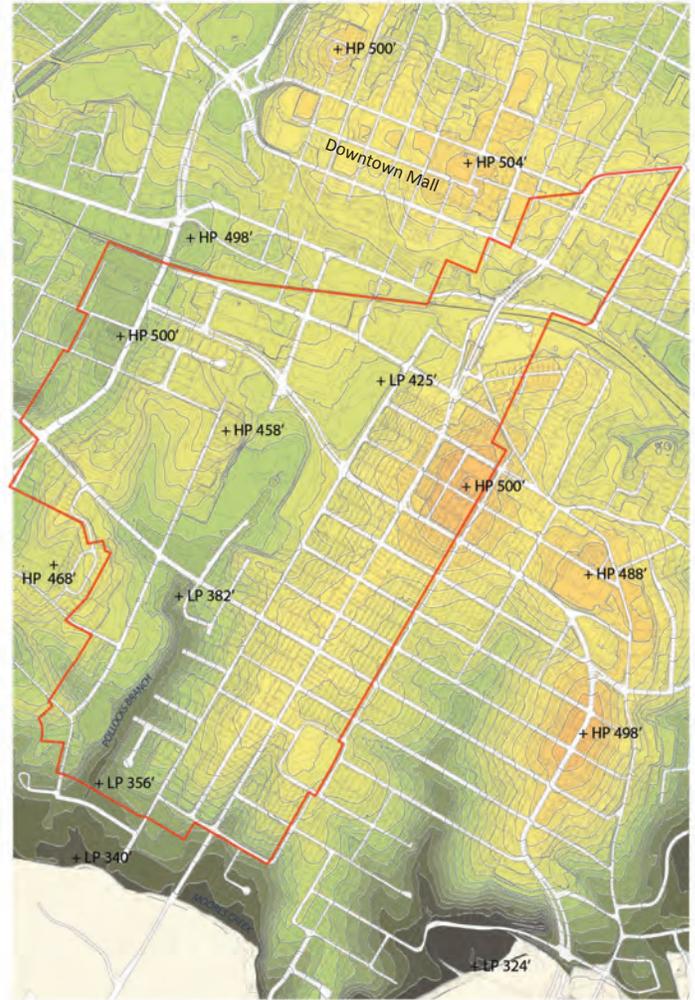
**Charlottesville - SIA Location**

# Landscape and Environmental Context

## Existing Site Topography

The site topography is characterized by a landform of ridges and hills flanking a central latent stream valley. The elevation drops over 150-foot from the high point at the historic Belmont mansion property (+HP 500') down toward the Moores Creek stream corridor (+LP 382'). The aptly named Ridge Street and Avon Street run along the west and east ridges, flanking the stream valley.

Over the last half century major topographic modifications have changed the character of the Pollocks Branch watershed. The remnant stream corridor and existing drainage-way is a highly manipulated topography with engineered slopes and piped drainage. Notable topographic modifications include the IX property, Friendship Court, and Monticello Avenue between Second Street and Sixth Street. Approximate areas of cut and fill are shown on the adjacent cut/fill diagram.

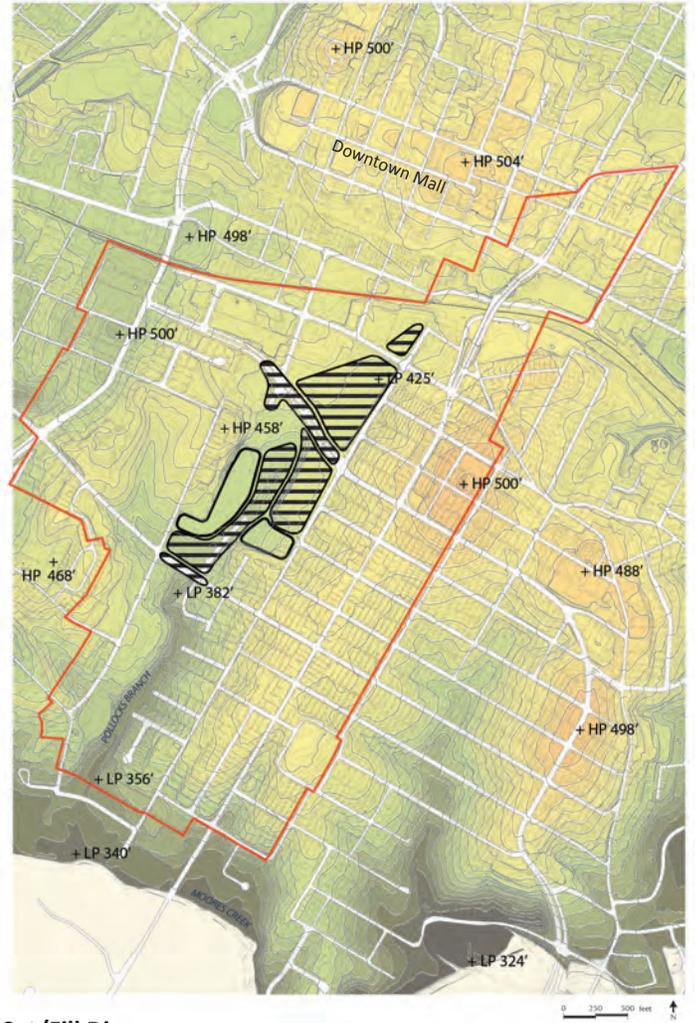
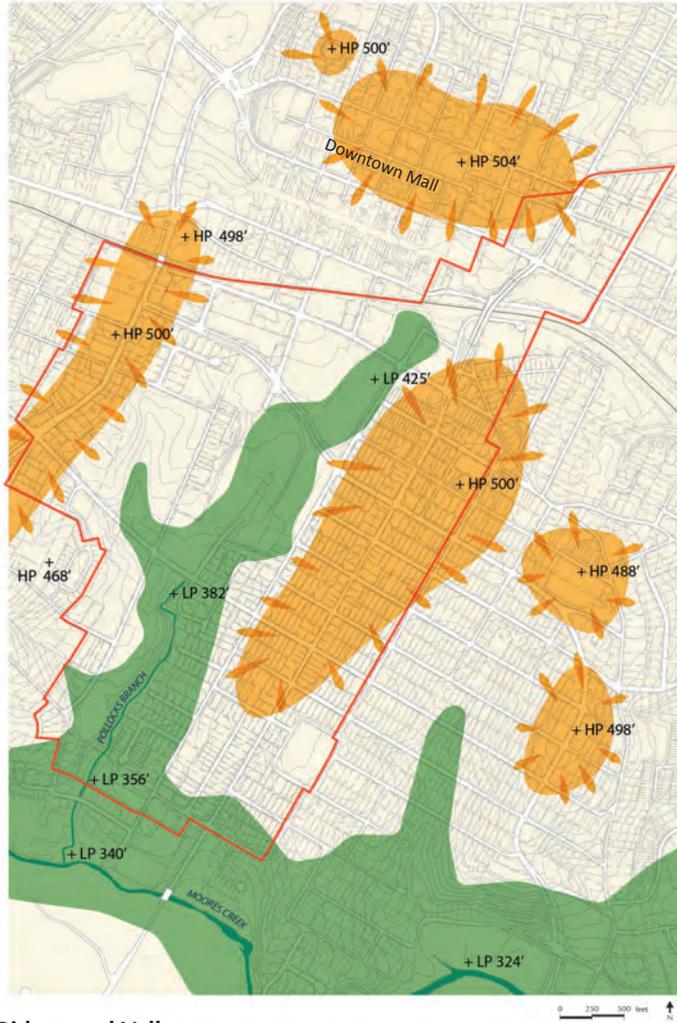


Existing Site Topography



Hinton Avenue sloping up from 6th Street and Friendship Court

# Landscape and Environmental Context



**Ridges and Valleys**

- Valley
- Ridge

**Cut/Fill Diagram**

- Filled areas
- Cut areas

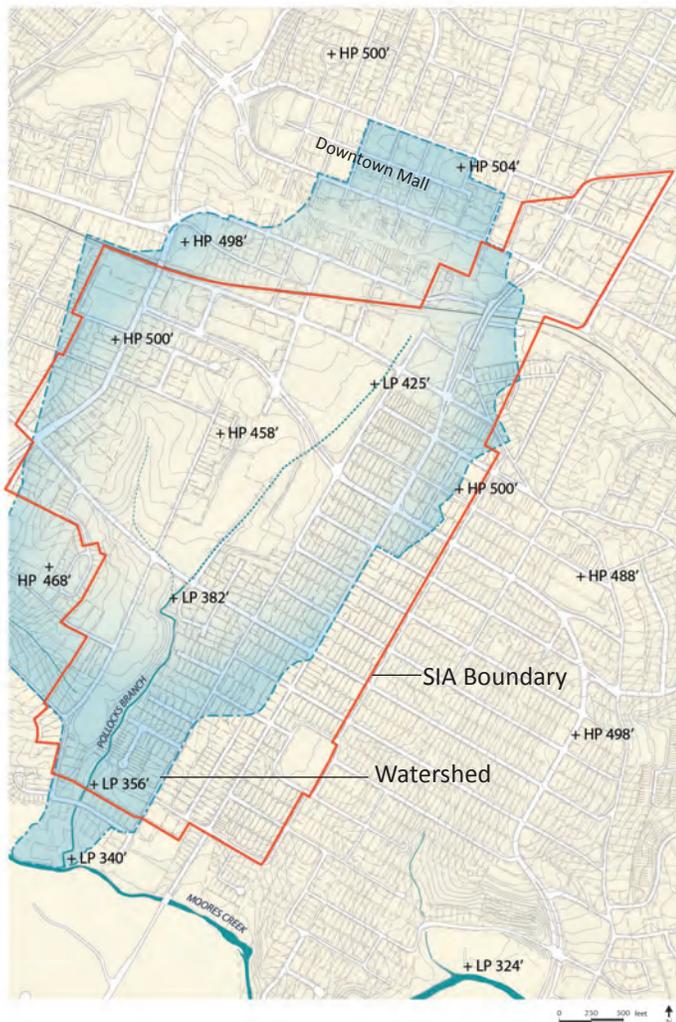


**Manipulated slopes and fill along the eastern edge of the IX property and 6th Street Housing**



**Highly manipulated topography at western edge of the IX property, see adjacent cemetery wall at upper right corner**

# Landscape and Environmental Context

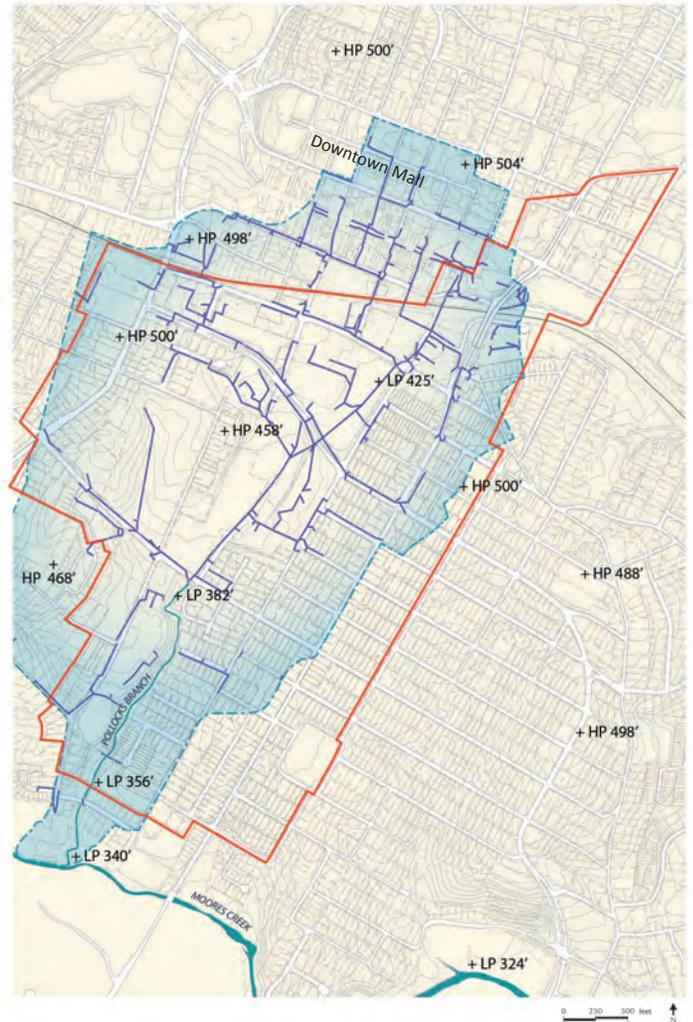


Existing Pollocks Branch Pipeshed and Approximate Location of Historic Stream Course

## Existing Site Hydrology

Pollocks Branch, a tributary of Moores Creek and the Rivanna River flows through the center of the Charlottesville SIA. North of Elliot Avenue, the stream is underground. South of Elliot Avenue, it runs in a deeply incised channel towards Jordan Park at the south terminus of 6th Street SE, where it joins Moores Creek.

Pollocks Branch drains most of the Downtown Mall and surrounding streets. It is one of the most urbanized watersheds in the City of Charlottesville with a significant amount of impervious surface area. The historic course of the Pollocks Branch stream ran from the rail line west of 6th Street SE, flowing southwest through the IX property, across Elliot Avenue and then into Moores Creek. Prior to 1949, the stream was above ground. Based on period aerial photographs it was buried through the IX property by 1966; and at Friendship Court by 1980.

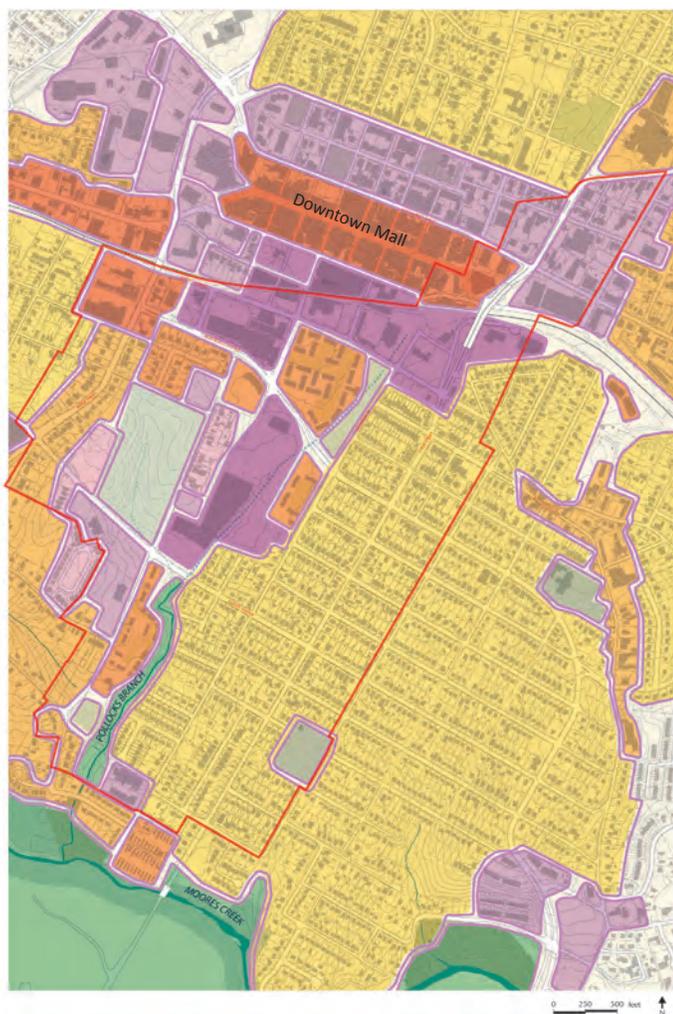


Existing Pollocks Branch Pipeshed with Spot Elevations

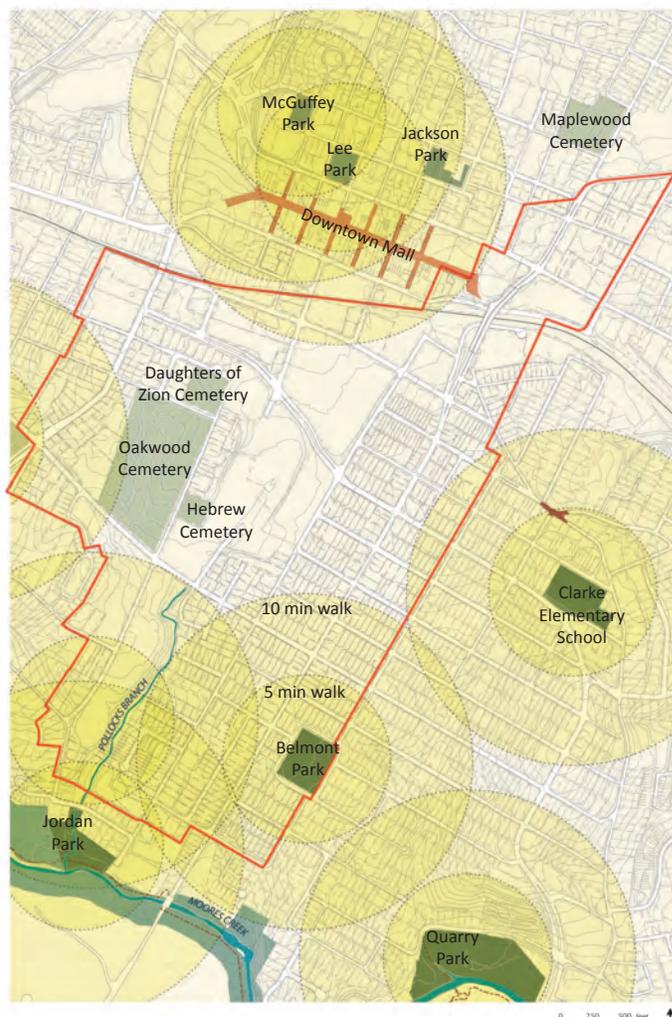
The existing stream surface flow south of Elliot Avenue is highly impaired and stream restoration opportunities are currently limited by high velocities and large volumes of stormwater runoff that discharge into Pollocks Branch and Moores Creek during rain events. In order to improve the ecological health of the stream corridor, substantial upstream improvements such as stormwater retention and stormwater filtration must first be implemented.

Diagram Data Sources: Charlottesville GIS, University of Virginia School of Architecture 2013 Graduate Thesis Research

# Landscape and Environmental Context



**Disjointed Landscape Character in the Study Area**



**Parks & Parkshed Radii**

## Existing Landscape Character

The SIA area is characterized by a variety of building types and uses. Current overall built form within the core project area represents late 19th- and early 20th-century attitudes concerning the devaluation of stream corridors. The SIA was one of the last areas proximate to downtown to be developed, as shown in the sequence on the following pages.

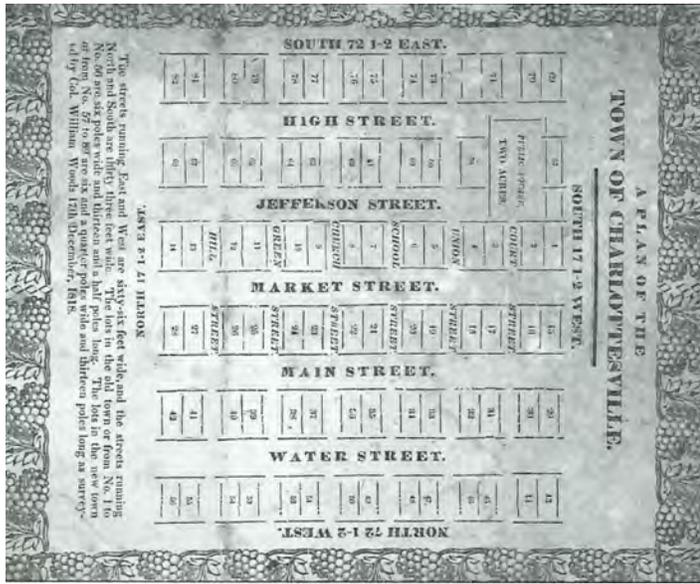
Today, the area contains remnants of industrial land use, as well as a mix of single family homes, multi-family structures, townhouses and more recent office construction. Community identity within the project area is challenged by patterns of fragmented land use and a lack of pedestrian and bicycle connectivity.

## Existing Access to Parks and Open Space

Unlike the surrounding Belmont and North Downtown neighborhoods, the SIA neighborhood lacks a true neighborhood park space. There are a number of interstitial spaces, such as parking lots and small lawn areas that function informally as de facto neighborhood gathering places, but these are not viable replacements for a central public park.

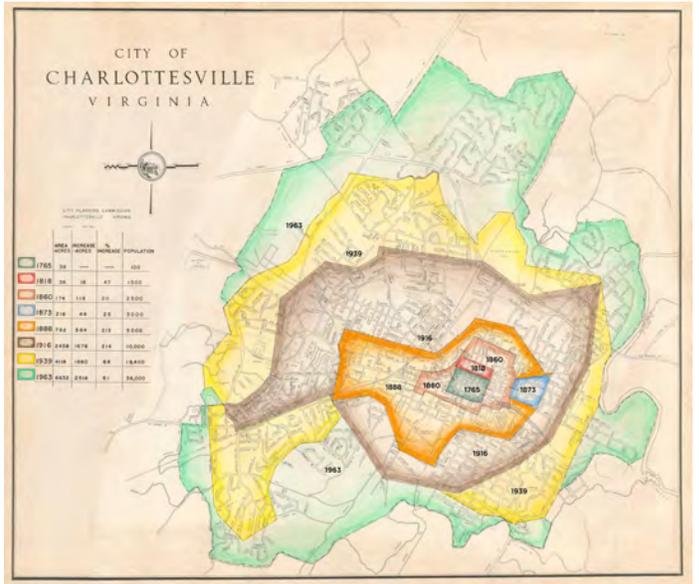
While the Rivanna Trail network is within a ten minute walk of SIA neighborhoods, poor connectivity makes it difficult for residents to access the extensive trail system. The diagram above with approximate five and ten minute walk circles illustrates the absence of public parks in the SIA area.

# Historical and Cultural Context



1888 Town Plan

Image: City of Charlottesville



Annexation Sequence Map

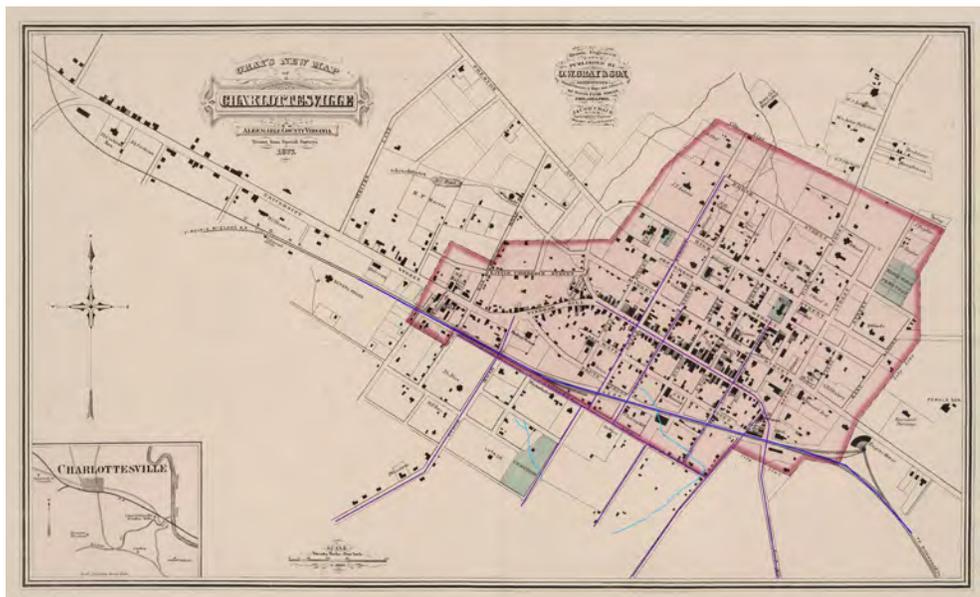
Image: City of Charlottesville

The social and economic history of the site is closely tied to its topography and geography. The following analysis has been compiled from a review of historic sources, including maps and aerial photos.

## Charlottesville Beginnings and Growth

The original plan for the Town of Charlottesville when it was chartered in 1762 was 50 acres, arranged in a grid of streets with 56 half-acre plots adjacent to the a public plaza.<sup>4</sup>

The Town grew rapidly during the second half of the 19th Century and first half of the 20th Century. Land was annexed from Albemarle County eight times until an Annexation and Revenue Sharing Agreement was enacted in 1982. The Town reached a population of 5,000 and became a City after the 1888 annexation.<sup>5</sup>

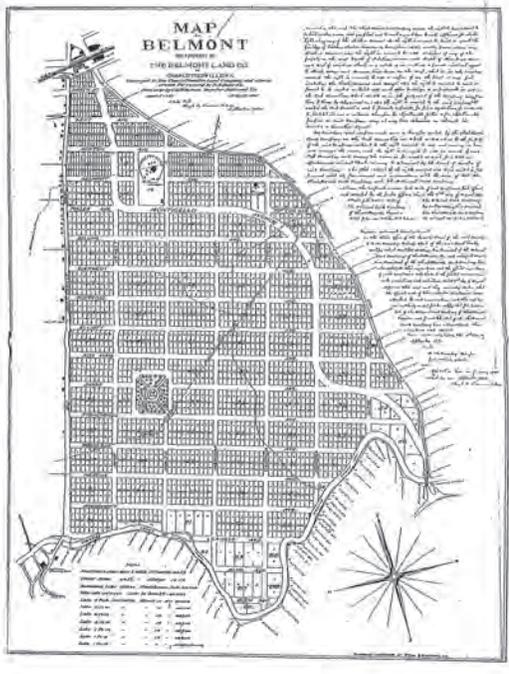


Town Plan- 1877

Image: Gray's New Map of Charlottesville (1877) from the David Rumsey Collection

The City continued to develop around the original Downtown area and along various corridors, particularly leading to the University of Virginia, Monticello, and Scottsville. As the Town expanded beyond the original grid, the rolling topography influenced the organization of streets and lots, but connections to the downtown remained. When the Louisa Railroad (later Virginia Central) was built through central Charlottesville on the south side of Downtown in approximately 1850, crossings at-grade were maintained in several locations.

# Historical and Cultural Context

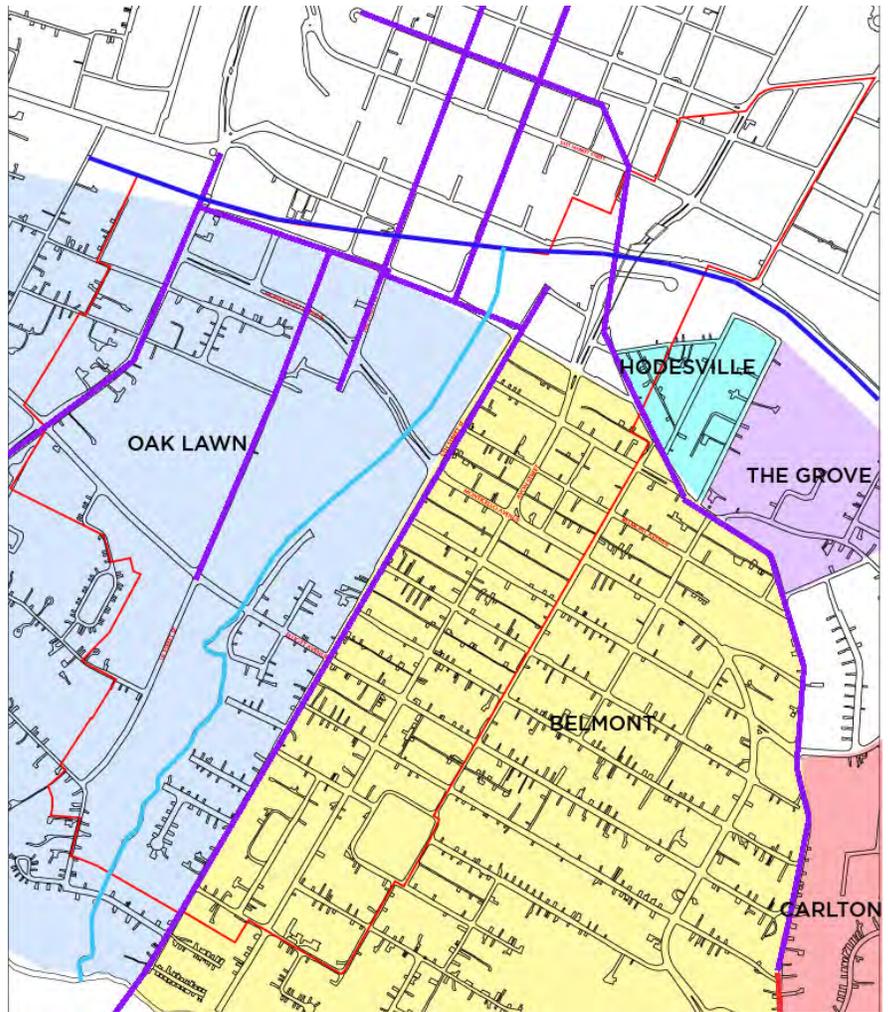


**Belmont Plat - 1891**  
Image: City of Charlottesville

## Belmont

In 1891, the Charlottesville Land Company (also called Belmont Land Company) purchased 551 acres from the estate of Slaughter Ficklin and platted a new neighborhood. The neighborhood was named for Ficklin's historic home, Belmont.<sup>6</sup>

Many of the connecting axes from downtown continued as the new grid was mapped. Other axes became more prominent as development continued along primary routes in and out of downtown.



**Farms Adjacent to Downtown, Circa 1890**

- KEY:**
- AXIS/CONNECTION
  - EXPOSED STREAM OR WATER
  - ENCLOSED STREAM OR WATER
  - RAILROAD



Charlottesville Ice Co. located on Garrett Street, c. 1915



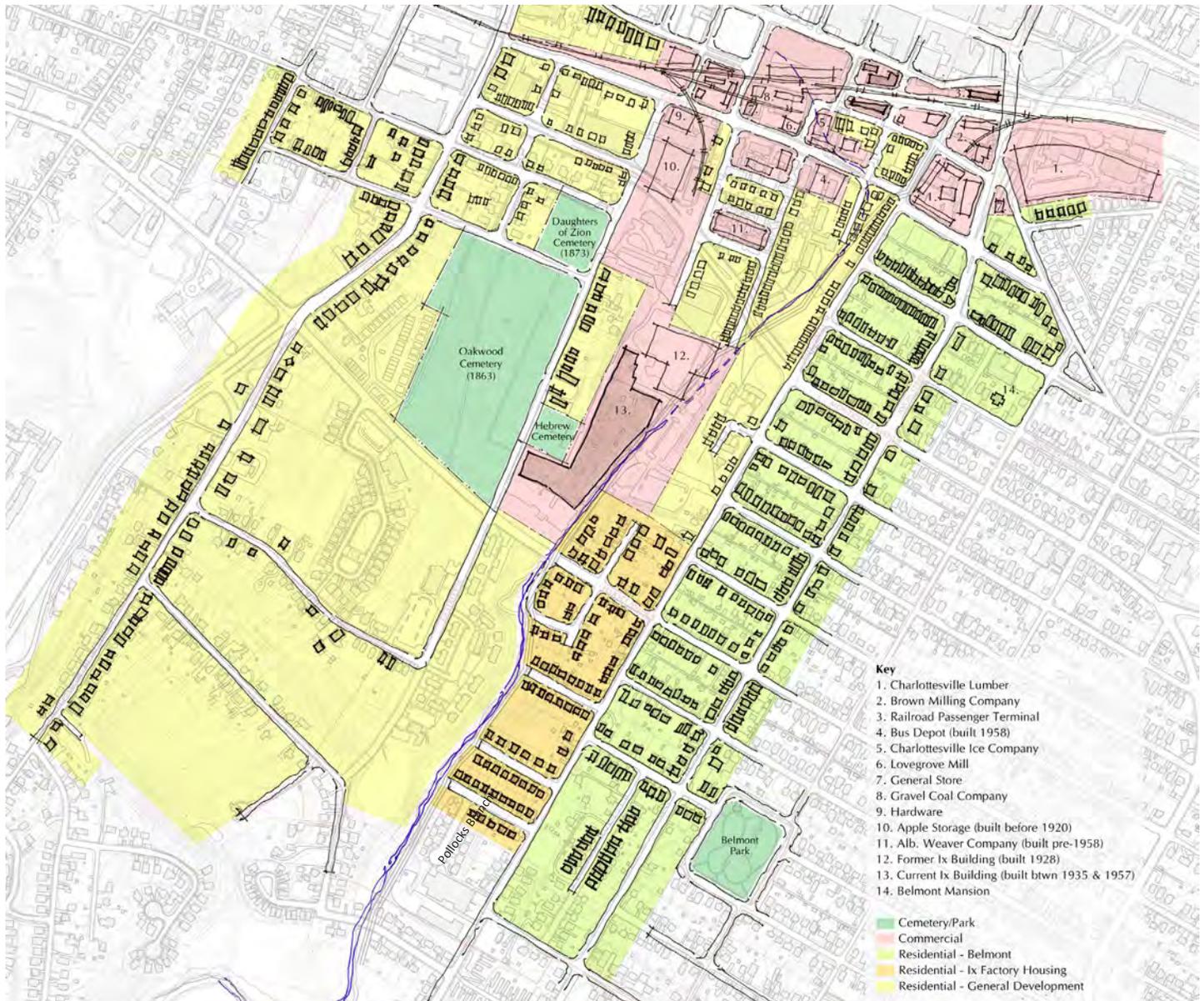
Brown Milling Co. located on Garrett Street, c. 1916



Lovegrove Milling Co., Garrett Street, c. 1916

Photos from the Holsinger Studio Collection, Albert and Shirley Small Special Collections Library, University of Virginia

# Historical and Cultural Context



## Nighborhood Growth 1865-1960 and Existing Site Conditions

This diagram illustrates that much of the original mixed-use fabric and many of the original smaller streets and blocks have been altered over the last 45 years.



Charlottesville Ice Co. located on Garrett Street, c. 1920



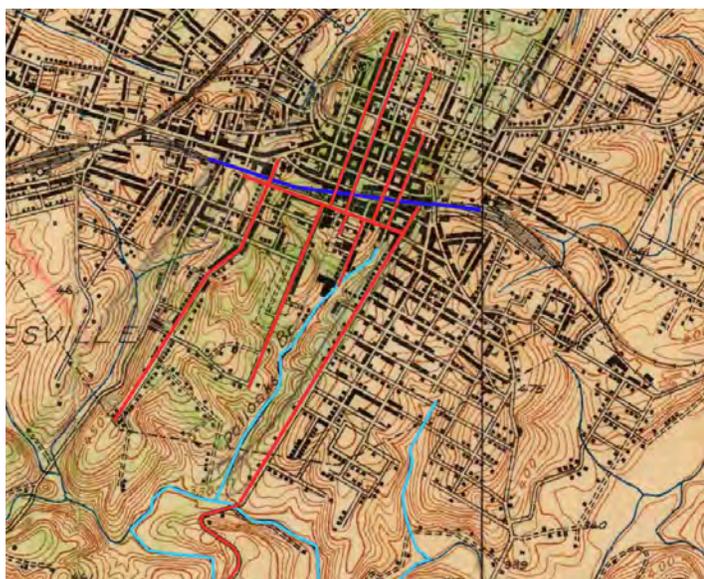
Garrett Street c. 1915



Garrett Street c. 1915

Photos from the Holsinger Studio Collection, Albert and Shirley Small Special Collections Library, University of Virginia

## Historical and Cultural Context



1935

Image: USGS



1957

Image: City of Charlottesville

### Industry and Housing

The central area of the SIA area continued to develop between the platted Belmont neighborhood and the Ridge Street neighborhood. During its initial development, the SIA was characterized by a mix of uses; worker housing was constructed proximate to industry located south of the railroad. The residential Belmont neighborhood also contained a number of small commercial sites. Large older homes also remained in this area, such as the Belmont Estate, and the homes of Dr. Ware and Dr. Diggs.

In the drawing to the left (Neighborhood Growth 1865-1960 and Existing Site Conditions), the original development pattern is shown overlaid with the current street and building plan. Homes and buildings original to their site are indicated. The diagram illustrates that much of the original mixed-use fabric and many of the original smaller streets and blocks have been altered over the last 45 years.

**KEY:**

- AXIS/CONNECTION
- EXPOSED STREAM OR WATER
- ENCLOSED STREAM OR WATER
- RAILROAD

The Belmont neighborhood continued to develop, generally according to the original gridded plan, through the early part of the 20th century. In 1905, the first Belmont Bridge was constructed, which contributed to the rapid expansion of the Belmont neighborhood.<sup>7</sup> Other residential development continued to radiate outward from Downtown along the ridges to the south and intermixed with new industrial development south of the railroad. Beginning in approximately 1900, industries such as the Charlottesville Ice Company, Charlottesville Lumber Company, and other Mills began to populate this area. The IX Silk Factory was built in 1928-29 along the edge of Pollocks Branch.<sup>8</sup>

By the 1950s, the Belmont grid was well established and other grids were also apparent. Part of Pollocks Branch had been routed to an underground pipe, and it appears that 4th Street SE continued from Downtown south past the IX property to Elliott Avenue. The expansion of the IX Factory and other industries in the area contributed to expansion of housing in this area, especially worker housing. While Belmont was more homogenous, industry and housing co-existed particularly in the area between Ridge and 6th Streets.

# Historical and Cultural Context



1966 Image: City of Charlottesville

## Reduced Connectivity

By 1966, Elliott Avenue connected East-West from Belmont to Cherry Avenue in Fifeville. 6th Street SE remained a primary route out of the City to the South. The “new” Belmont Bridge was constructed in 1961,<sup>9</sup> leading motorists North on Avon Street and out of town along East High Street, diminishing the direct connection of Belmont to Downtown.



1980 Image: City of Charlottesville

By 1980, new public housing developments were either recently completed or underway in the cleared areas south of Garrett. The scale of these developments created super-blocks in place of the previous more finely gridded system. The construction of Monticello Avenue in place of the previous gridded streets (Parrot, Charlevoix, and Diggs were among those removed completely while 4th, 2nd, Ware, and 1st Streets were among those truncated) also contributed to the larger block format, thereby decreasing connections across the area. Avon Street was extended and replaced 6th Street SE as the route South from Downtown.

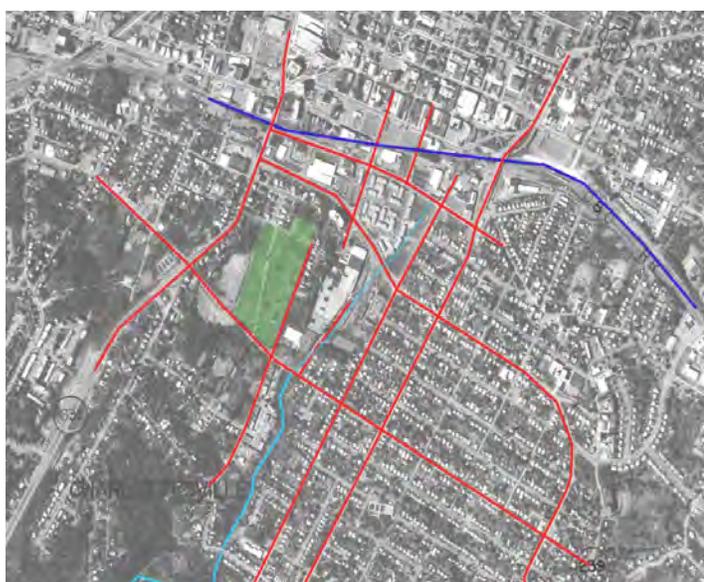


1974 Image: City of Charlottesville

In 1967, the area known as the Garrett Street neighborhood was cleared. Most of the industrial and commercial sites and all of the existing housing along Garrett Street as well as Diggs, Dice, Oak, Ware, and 2nd Streets to the south were removed during this effort. The 1974 aerial photograph above illustrates the extent of the initial neighborhood removal.

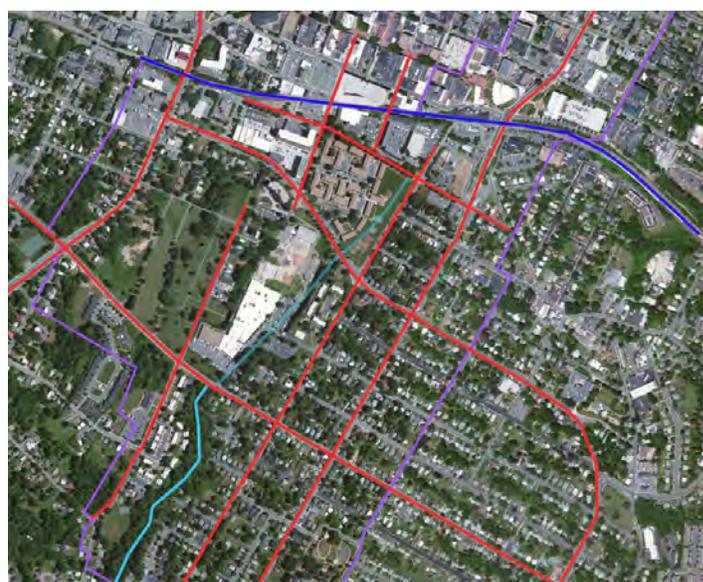
- KEY:**
- AXIS/CONNECTION
  - EXPOSED STREAM OR WATER
  - ENCLOSED STREAM OR WATER
  - RAILROAD

## Historical and Cultural Context



**1990** Image: City of Charlottesville

By 1990, connectivity in the area had decreased dramatically. Although new buildings began to spring up along Garrett Street in the 1980s, the super-blocks remained. New development occurred in a piece-meal fashion, without a large-scale employer taking the place of the previous industries which had closed.



**2012** Image: Bing Maps

Today, the super-block structure remains in the central portion of the area. Discontinuous streets and the fragmented grid cause visitors confusion and make destinations in the area difficult to reach. While the Belmont grid has successfully connected residents to employment downtown, other parts of the study area are less connected. Infill development continues in the SIA, but the large-scale housing development sites, the large IX property, and other still vacant land parcels give sections of the area a sense of isolation, particularly in the central part of the SIA.



**2002** Image: City of Charlottesville

As industry and business continued their disinvestment from the SIA area, the IX Mill (the last industry) closed in 1999<sup>10</sup> removing more jobs from the strategically located employment center.

### Existing Historic Sites

There are several historic buildings and sites remaining in the SIA, including the Ridge Street Historic District (National Register), the Brown Milling Building and the Belmont Mansion. The Daughters of Zion Cemetery (1873), the Oakwood Cemetery (+/- 1860), and the Hebrew Cemetery (1870) are some of the key historic sites within the SIA.

**KEY:**

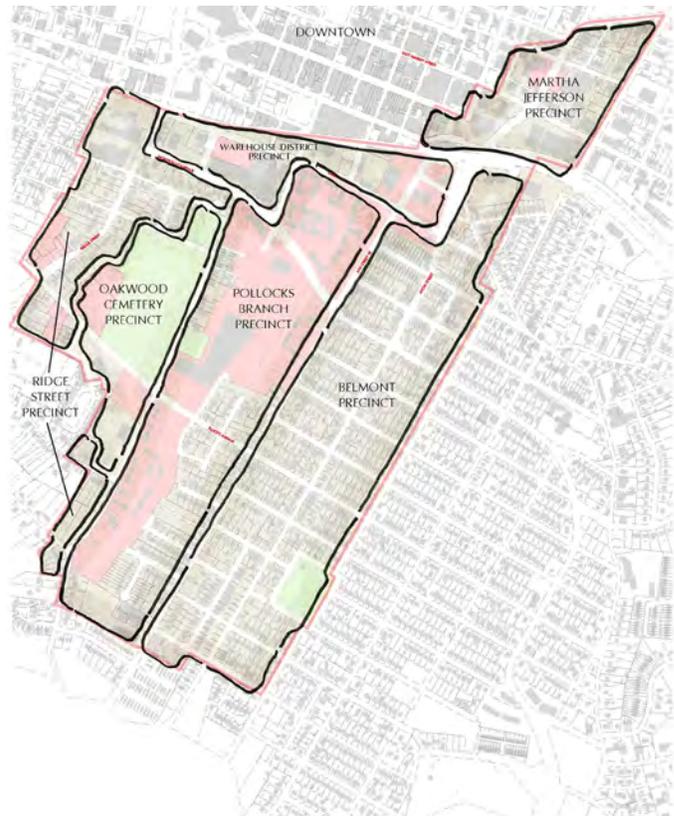
- AXIS/CONNECTION
- EXPOSED STREAM OR WATER
- ENCLOSED STREAM OR WATER
- RAILROAD

## Precinct Characteristics

### Zones / Precincts within the SIA

The evolution of various land uses and related zoning designations in the SIA have created six loosely defined development precincts:

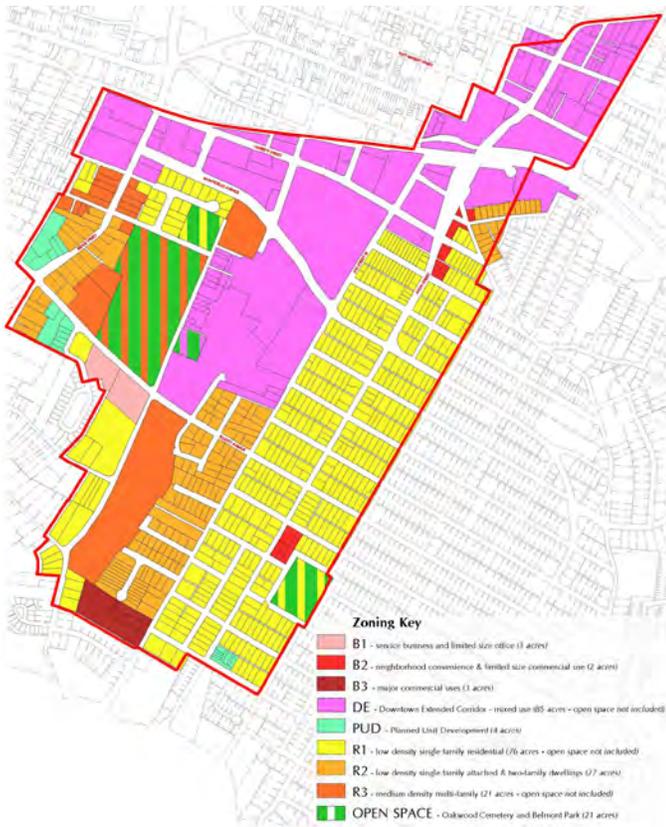
- **Martha Jefferson.** Representing the northern portion of the SIA, the portion of the Martha Jefferson neighborhood located within the SIA has smaller scale professional office uses intermixed with some residential uses and a variety of government and public spaces (i.e. pavilion, visitors center, recreation center / gymnasium, etc.). Retail space is limited to a restaurant, convenience store and auto related services.
- **Warehouse District.** Paralleling the southern side of the rail road tracks with Garrett Street functioning as its spine, this former warehouse area has provided for an extension of the Downtown Mall, manifested in major new investment in a mix of office, retail and residential uses. This precinct includes the properties along Avon Street at the base of the Belmont Bridge.
- **Pollocks Branch.** The Pollocks Branch precinct stretches north / south along the primary valley portion of the SIA. With an historic legacy of manufacturing uses, including larger integrated blocks, this section of the SIA has been the focus of the most substantial change in land uses over the past 60 years. Today, the precinct accommodates a number of public subsidized housing properties, including three Charlottesville Redevelopment and Housing Authority (CRHA) properties and the Friendship Court Section 8 townhome development. It also includes a large centrally located land parcel, known as the IX property, named after its former manufacturing function. A retained remaining warehouse building is currently leased to an eclectic tenant base, ranging from restaurants to media production space, professional and community service businesses. The existing building at approximately 150,000+ rentable square feet renders the site underutilized compared to the site size.
- **Belmont.** The Belmont neighborhood, located east of IX, is a traditional single family residential neighborhood with some retail interspersed at major intersections. New investment in this neighborhood is comprised of primarily various forms of single family residential construction. The Belmont precinct includes the CRHA owned site (Levy parking lot and adjacent garage) at the juncture of Avon, Garrett and 6th streets.



SIA Precinct Map

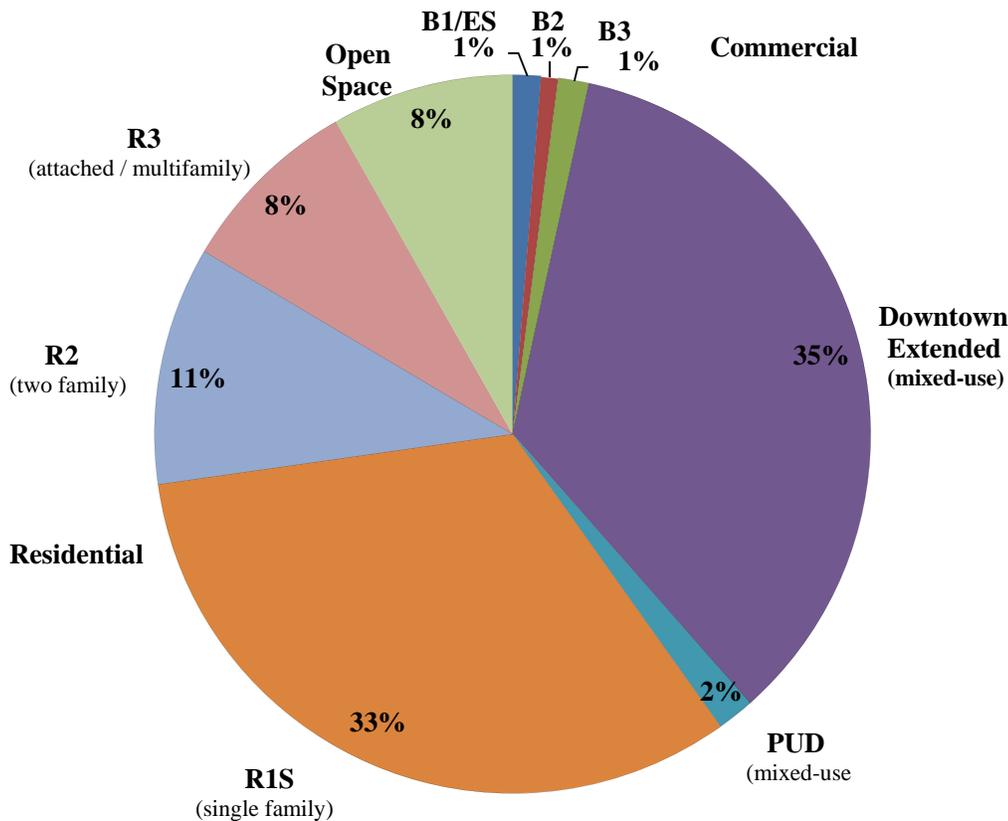
- **Oakwood.** The Oakwood precinct is defined primarily by the Oakwood Cemetery to the west of the Pollocks Branch precinct. The only available development area in this precinct is planned for a Habitat for Humanity 45+ new single family home project on the former City land fill property. The Oakwood precinct also includes the Mt. Zion Church property.
- **Ridge Street.** The Ridge Street precinct anchors the western edge of the SIA. It comprises commercial uses to the north and west and predominantly residential uses elsewhere with some vacant properties. This precinct includes the National Register Ridge Street Historic District.

# Zoning



The predominant land in the SIA use by zoned acreage is residential (52 percent). This acreage is almost entirely occupied and used for residential purposes (excludes eight percent of residentially zoned land that is actually open space comprising Oakwood Cemetery and Belmont Park). The character of this land use is defined largely by single family detached residential adjacent to a central few blocks comprised of a concentration of attached and multifamily housing. Commercial zoning is concentrated in the Downtown Extended (DE) and other Business zoning designations (38 percent of the area) in the northern (adjacent to the railroad tracks) and central areas (i.e. IX property) of the SIA. A limited amount of convenience commercial zoning (B1 and B2) is scattered at select intersections in Belmont. In addition to office uses in the DE zone, there are also residential uses (i.e. Friendship Court, Norcross Station, etc.), some mixed-use (i.e. The Gleason) developments. A summary of acreage by zoning category (minus the open space from residentially zoned acreage) is illustrated below.

SIA Zoning Map



Zoning Acreage Breakdown (per Charlottesville VA Code of Ordinances)

# Built Environment

## Residential

Housing Characteristics. The SIA is primarily comprised of a relatively low density mix of single family detached and multifamily dwellings. Based on the residential zoned acreage approximating 190 acres, there is an average of seven units per acre, typical of a quasi urban location like the SIA. With noted exceptions (infill single family units toward the south and multifamily buildings in the Warehouse District), the housing stock is generally older: the median age for homes date back approximately 50 years. The housing inventory is represented by 57 percent single family attached and detached dwelling units, 28 percent being units that are part of smaller-scale multifamily buildings (between 3-49 units), and 14 percent being in larger-scale multifamily facilities (50+ units). This mix of housing units by structure in the SIA is similar to the City’s entire inventory.



Single Family Homes - Belmont

Table 1: SIA Housing Inventory (2012 estimate)

Description	Number of Dwellings	% of Total
Single Family	626	46.5%
TH’s & Duplexes	140	10.4%
Multifamily: 3-49 Units	372	27.7%
Multifamily: 50+ Units	193	14.4%
Other	14	1.0%
Total	1,345	100.0%

Source: US Census, ESRI, market data and Bolan Smart, 3/13

Ownership vs. Rental. The percent of owner occupied households in the SIA has been hovering in the mid-30 percent range for over 10 years. This is slightly less than the home ownership rate for the City (38+ percent), and significantly less than that of the Charlottesville MSA, which is greater than 60 percent.

Affordable Housing (also includes older non-subsidized single family units).

There are a total of 188 multifamily CRHA-owned public housing units in three projects and a privately owned 150-unit Section 8 subsidized townhome development (338 total non-market rate units). Each project requires some degree of renovations / rehabilitation:

1. South First Street (900-1000 S. First Street) has 58 townhome units on 12.26 acres, which equates to 4.73 dwelling units per acre (DU/acre). Built in 1979, South First Street comprises CRHA’s greatest mix of bedroom sizes with one 1-bedroom unit, seventeen 2-bedroom units, fourteen 3-bedroom units, eighteen 4-bedroom units and eight 5-bedroom units. At the southern end of the site, there are two playgrounds, basketball court, baseball field and a wooded vacant land parcel on the other side of South First Street. Current zoning of R3 allows for 21 DU/acre.



CRHA - South First Street

## Built Environment



**CRHA - Sixth Street SE**

2. Sixth Street SE (707-713 6th Street SE) has twenty-five 3-bedroom townhome units on 7.3 acres (3.42 DU/acre). Built in 1980, the site also includes a playground, basketball court and has a vegetable garden fronting onto the corner 6th Street and Monticello Avenue. Current zoning of Downtown Extended Corridor allows for 43 DU/acre.



**Friendship Court**

4. Friendship Court (418 Garrett Street) is a 150-unit facility owned by the National Housing Trust Enterprise Preservation Corporation partnering with Piedmont Housing Alliance on an 11.75 acre site (12.77 DU/acre). This is a HUD financed facility providing Section 8 housing opportunities in a mix of 2, 3 and 4-bedroom townhome units. Built in 1978, this property has more recently undergone a comprehensive green preservation renovation. Friendship Court has a playground, soccer field, two basketball courts and a vegetable garden. Current Downtown Extended Corridor zoning allows for 43 DU/acre.



**CRHA - Crescent Halls**

3. Crescent Halls (500 S. First Street) has 105 primarily one-bedroom units in an 8-story elevator high-rise building on 2.376 acres (44.19 DC/acre). Built in 1976, it is the oldest public housing facility in the SIA. Crescent Halls is zoned R3 which allows 21 DU/acre, so it exceeds the permitted density.

Planned Residential Projects in the SIA. Within the SIA, and not counting single ownership lots, there are 93 new single family residential homes and 25 apartment units planned for near-term construction (2014 to 2015 delivery):

1. Burnet Commons Phase II (Southern Development) is approved for 47 units (approximately 12 dwelling units per acre) of which up to 20 percent would be reserved for families with income at 80 percent of the local median income levels. These homes are being marketed starting in the mid \$300,000 range.
2. The 3.5 acre former City landfill site adjacent to the Oakwood Cemetery is being developed by Habitat for Humanity of Greater Charlottesville and Southern Development. This project is anticipated to comprise 46 residential units (13+ dwelling units per acre) comprising both single family detached dwellings and townhouses. Twenty of these units will be for families earning between 25 and 60 percent of the local median income.
3. The Station, located on the southeast corner of 1st and Garrett Streets, is approved for 25 apartments and 9,000 square feet of commercial space.

## Built Environment

### Retail

The retail land uses located within the prescribed boundaries of the SIA are relatively limited. As in the vast majority of residential neighborhoods, residents in the SIA tend to their shopping needs through a variety of sources, some nearby, some further afield.

Inventory. The SIA comprises over 30 smaller-scale locally based retail and restaurant establishments providing a range of services. There is an estimated 50,000 square feet (not including the ACAC Fitness and Wellness Center) of space representing approximately less than three percent of the entire estimated Charlottesville inventory of close to 2.0 million square feet.

Retail Characteristics. The mix of retail in the SIA includes some purpose built convenience and neighborhood serving retailing located at the intersection of East Market and East High Streets, along Ridge Street, 2nd Street and on Avon Street in Belmont. With the exception of the newly redeveloped Gleason space, much of the retail in the most central portion of the SIA is located in older properties not originally or exclusively intended for retail use. Retail offerings within the SIA tend to be clustered proximate to the railroad tracks in the Warehouse precinct and cater most to urban-oriented pedestrian patronage, not unlike the Downtown Mall. The IX property houses some retail uses, representing an alternative to more traditional downtown type retailing, including directly accessed parking. While there are some underused spaces, there is not a large amount of visibly vacant (or marketed) retail space overall in the SIA.

### Office

Though the portion of the SIA south of the railroad tracks has historically had more of an industrial base, office space in this vicinity has recently gained some market share as evidenced by office uses at The Gleason and in the Open Space building.

Inventory. Within the SIA, there is an estimated 300,000 square feet of office space (not including the mixed-use IX space) representing on the order of 7.5 percent of Charlottesville's total estimated 4.0 million square foot inventory.

Submarkets. Office space in the SIA is bifurcated into two concentrations within the Downtown area submarket: the southern portion of Downtown concentrated in the Warehouse precinct and east of the Downtown Mall in Martha Jefferson. Both locations feature proximity to the amenities in the Downtown Mall as well as concentrations of public institutions, distinguishing them from other submarkets in the rest

of the Charlottesville region. The range of tenants spans from the largest corporate tenant, Lexis Nexis, with approximately 220 employees located in the Martha Jefferson Neighborhood, to smaller entrepreneurial users in the Warehouse precinct. It should also be noted that while there are a number of professional offices based in the Martha Jefferson neighborhood, the historical basis for this has shifted somewhat with the recent relocation of the Martha Jefferson Hospital to east Charlottesville.

Space Characteristics. Largely reflective of tenant requirements, the prototype office building in the SIA is well less than 100,000 square feet in size, with a mix of tenants ranging from less than 5,000 square feet to no more than 25,000 to 30,000 square feet. The SIA has a handful of mid-sized primarily single tenant buildings (30,000+ square feet). The built inventory is dominated by 2 to 3 story lower rise structures with floorplates of 10,000 square feet or less. The newly constructed Open Space (at 455 2nd Street SE) and the adjacent Gleason buildings are taller mid-rise structures, in part in response to sloping site conditions. This recently delivered office space adds a significant portion of Class A space to the SIA. Total Class A space represents more than a third of the office inventory in the SIA, which is a higher proportion than for the entire City.

### Industrial / Warehouse / Flex / R&D

Within the SIA, there still remains a handful of smaller scale light industrial / flex businesses totaling approximately 125,000 square feet (i.e. Standard Produce, National Optronics, auto related, etc.) comprising almost 19 percent of the Charlottesville's 650,000 square foot industrial market. It should be noted that the auto related uses are considered industrial but the land is actually zoned commercial as B3. Other properties with existing industrial uses on non-industrial zoned land include Ferguson and Nolan Bath Center, both in the Downtown Extended zone. Many of these businesses are there by virtue of long standing real estate ownership in the SIA and their occupancy is not necessarily driven by modern corporate site selection criteria. Excluded as part of the industrial inventory is the former IX industrial space which is currently leased to a mix of office, retail, restaurant and entertainment tenants.

Although the SIA has representative industrial space, the type of existing uses is skewed more towards service oriented businesses and not manufacturing type facilities.

# Built Environment

## Mixed-use

While there are a diverse mix of uses spread across the entire SIA area (horizontal mixed-use), there is a limited amount of existing vertical mixed-use land uses. Dedicated street level retail in existing mixed-use product is currently occupied by both retail and office related tenants.

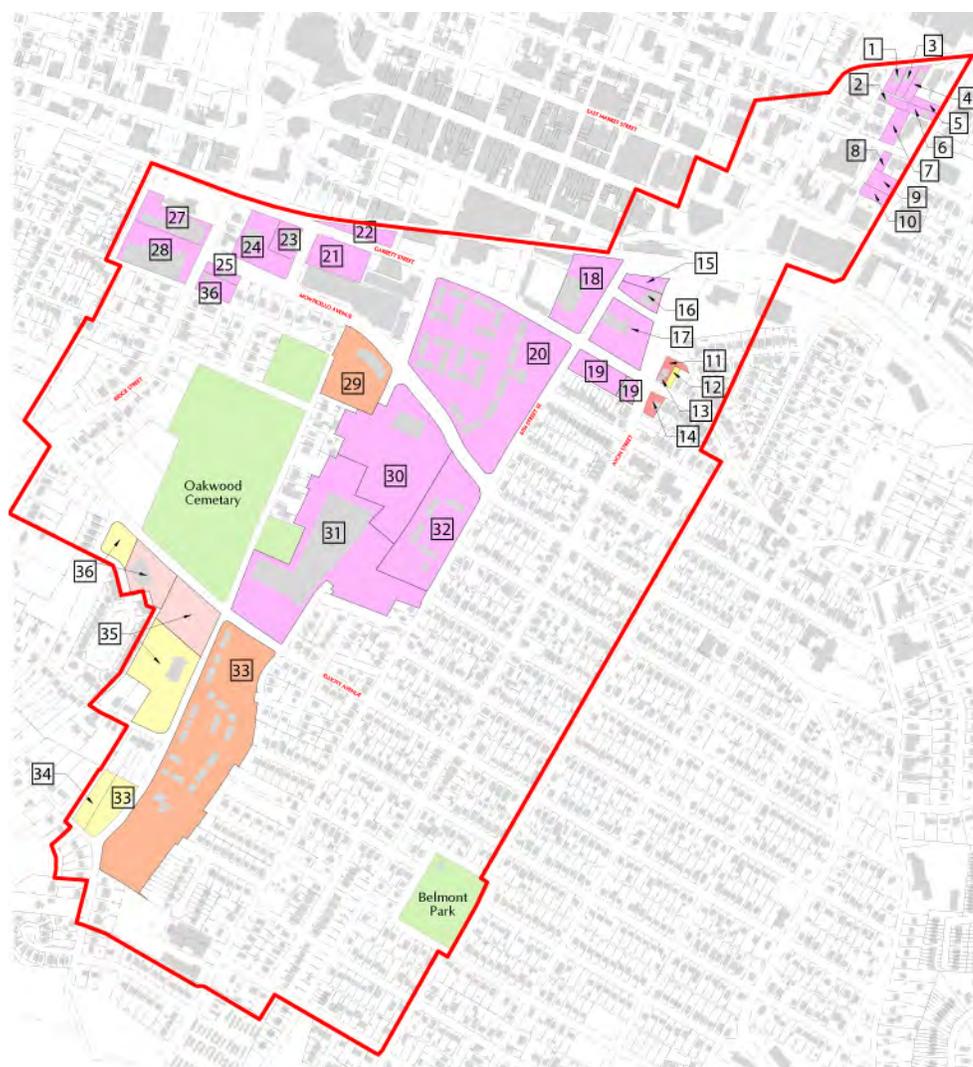
## Other and Vacant

The SIA is also home to a variety of other institutional and public sector spaces such as religious venues (Mt. Zion African Baptist Church and the Portico Church), open space (Oakwood Cemetery and Belmont Park), parking lots (Levy site), recreational facilities (Herman Key Jr. Gymnasium), performance space (Charlottesville Pavilion), etc.

Vacant land uses with no immediate plans for development in the SIA, exemplified by a number of unused parcels and surface parking lots, are estimated to total over 20 acres. In addition, there is a substantially larger amount of underutilized land, which over time is likely to become the focus of redevelopment attention.

## Key Property Ownership

The core of the study area is owned by three entities: Monticello Associates (IX Site), CRHA (1st St and 6th St Housing and 405 Avon St), and NHTE Piedmont Garrett Square LMT Park (Friendship Court). The remaining properties with development potential are owned by various entities.



**Key:**

1. 910 E. High St - Huber, Albert L & Jeanne S
2. 922 9-1/2 St NE - McClure, F Daniel
3. 912 E. High St - Witmer, David S & Anna M
4. 914 E. High St - 914 E. High, LLC
5. 325 10th St NE - Martha Jefferson Hospital
6. 311 10th St NE - Martha Jefferson Hospital
7. 921 E. Jefferson St - Gewinn Investors III
8. 930 E. Jefferson St - Tucker, LLC
9. 211 10th St NE - Jefferson Medical Building Limited Part
10. 10th St NE - 923 East Market St, LLC
11. 309 Avon St - Fitzgerald, Gary M & Lori W
12. 711 Levy Ave - Fitzgerald, Gary M & Lori W
13. 300 Avon St - Wood Property Investments, LLC
14. 403 Avon St - Johnson, Russell D
15. 201 Avon St - Lewis LLC of Troy
16. 215 Avon St - Willco Properties
17. 310 Avon St - Avon Court LLC
18. 50 5 Garrett St - Ferguson Enterprises Real Estate, Inc.
19. 405 Avon St - Charlottesville Redevelopment & Housing Authority
20. 400-426 Garrett St - NHTE Piedmont Garrett Square LMT Park
21. Garrett St - MAP III, LLC
22. Garrett St - Station Apartments, LLC
23. 140 Garrett St - Produce Company
24. Monticello Ave - Mattie, D Lewis & Ellin K
25. 300 Ridge St - Toney, Donald J
26. 304-308 Ridge St - Safi Enterprises LLC
27. 211 Ridge St - The Salvation Army
28. 307 Ridge St - Noland Properties Inc
29. 500 1st St S. - Charlottesville Redevelopment & Housing Authority
30. 979 2nd St SE - Monticello Associates, LLC
31. 201-239 Elliott Ave - Monticello Associates, LLC
32. 725 6th St SE - Charlottesville Redevelopment & Housing Authority
33. 900-1000 1st St S - Charlottesville Redevelopment & Housing Authority
34. 205 Hartman's Mill Rd - Laura R Robinson
35. 105 Lankford Ave - Allen, Howard ETAL TF Mt. Zion Baptist Church
36. 100 Burnet St - Region Ten Community Services BD Inc.

## Key Property Ownership



## SIA Demographics

Table 2: 2000 and 2012 SIA and Regional Demographic Highlights

Demographic Characteristic	Strategic Investment Area			City of Charlottesville			Albemarle County			Charlottesville MSA		
	2000	2012	Change	2000	2012	Change	2000	2012	Change	2000	2012	Change
Population	2,607	2,968	361	45,049	44,128	(921)	79,236	100,930	21,694	174,021	205,406	31,385
2000-2012 Population % Change			13.8%			-2.0%			27.4%			18.0%
Race:												
White	45.2%	54.2%	429	69.6%	69.1%	(844)	85.2%	79.8%	13,053	80.8%	78.4%	20,597
Black or African American	51.1%	38.8%	(180)	22.2%	19.0%	(1,636)	9.7%	10.1%	2,525	14.1%	12.6%	1,388
Asian	0.5%	1.7%	39	4.9%	6.7%	748	2.9%	4.6%	2,399	2.7%	4.0%	3,483
Other (one race)	1.0%	2.7%	54	1.2%	2.2%	444	1.0%	2.9%	2,073	1.0%	2.4%	3,285
2+ Races	2.1%	2.6%	21	2.1%	3.0%	367	1.3%	2.6%	1,644	1.5%	2.6%	2,641
Hispanic Population all Races	2.7%	5.3%	85	2.4%	5.0%	1,120	2.6%	5.8%	3,795	2.2%	5.0%	6,491
Median Age	33.0	33.3	0.9%	25.7	28.1	9.3%	37.3	38.5	3.2%	35.0	37.0	5.7%
Associate Degree or Higher 25+ yrs <sup>1</sup>	16.8%	33.0%		44.1%	46.7%		43.1%	46.3%		43.1%	46.3%	
Households (HH)	1,098	1,358	260	16,851	18,122	1,271	31,876	38,890	7,014	67,575	80,055	12,480
2000-2012 HH % Change			23.7%			7.5%			22.0%			18.5%
% Family Households	56.7%	48.2%	32	45.3%	41.6%	(93)	66.1%	63.7%	3,713	63.4%	61.2%	6,141
Average HH Size	2.32	2.13	-8.2%	2.27	2.30	1.3%	2.44	2.42	-0.8%	2.43	2.43	0.0%
% HH Homes Owner Occupied	37.0%	35.3%	74	40.8%	38.3%	56	65.9%	63.4%	3,666	64.3%	62.5%	6,551
Average HH Income	\$30,893	\$40,165	30.0%	\$43,336	\$54,303	25.3%	\$69,695	\$89,609	28.6%	\$58,549	\$76,218	30.2%
Median HH Income	\$23,947	\$28,309	18.2%	\$31,002	\$37,256	20.2%	\$50,792	\$61,857	21.8%	\$43,722	\$54,029	23.6%
2000-2012 Income Change After CPI			-11.8%			-9.8%			-8.2%			-6.4%
Average # of Vehicles per HH <sup>1</sup>	1.1	1.2	9.1%	1.6	1.6	0.0%	1.9	1.9	0.0%	1.9	1.9	0.0%

<sup>1</sup> 2012 Education attainment and avg # of vehicles per HH are estimates derived from the 2005-2009 American Communities Survey.

Sources: 2010 U.S. Census, American Community Survey, ESRI and Bolan Smart Associates, 2/2013

Unless otherwise noted, data is accurate for the geographic area indicated, and was not extrapolated from a larger area.

**Population and Household Growth Trends.** Both overall population and household change was relatively flat between 1990 and 2000 but has been steadily growing thereafter, posting increases of between one and two percent per annum between 2000 and 2012. This rate of population increase has been substantially higher than for the City of Charlottesville overall, which experienced a minor decline over the same period and has represented a rate of increase more than two thirds that of the greater MSA region. Interestingly, and consistent with some national trends impacting semi-urban locations in a generally growing area, the rate of household growth in the SIA has actually exceeded that for each of the City, Albemarle and the outer counties during the past 12 years.

**Household Profile.** Approximately 48 percent of the households in the SIA are family households (2+ people), of which slightly more than half have children, making the SIA more family centric than the City, but still less than average for the surrounding counties. The median age of SIA residents, 33 years, is at a midpoint between the lower median age for the City of Charlottesville and the higher median age for Albemarle County. This delta relates to the higher proportion of college age students living in other parts of Charlottesville and the older family oriented characteristic of the County.

Table 3: SIA Population and Household Growth

Timeframe	Population	Households
1990-2000	-1.4%	4.8%
2000-2012	13.8%	23.7%

Source: US Census, ESRI, Bolan Smart, 3/13

## SIA Demographics

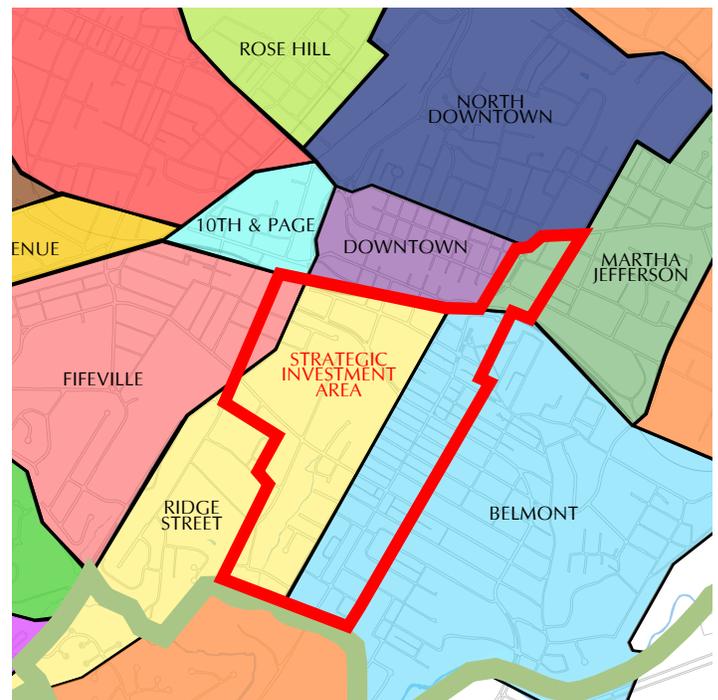
**Household Income.** The average 2012 estimated household income (one or more paid employed persons) is reported to be \$40,165 in the SIA (74 percent of that for the City of Charlottesville and 53 percent of that for Charlottesville MSA). The 2012 median household income is approximately \$28,309 (76 and 52 percent of that for the City of Charlottesville and Charlottesville MSA respectively). The estimated data for household income indicates that close to 72 percent of the households earn less than \$50,000 per year, and approximately 14 percent earn between \$50,000 and \$75,000 per year. It should be noted that Charlottesville’s population includes a large student cohort which may negatively impact household income levels. In the SIA specifically, lower income levels can be partly attributed to a larger proportion of family households with a single head of the household (i.e. 23 percent with no spouse present) compared to the 13 to 14 percent norm in the City, Albemarle County and the MSA.

**Getting to Work.** Data from the 2005 to 2009 American Community Survey on the SIA regarding commuting patterns suggest that the majority (58 percent) drive to work alone. Seven percent of resident’s car pool to work, close to 13 percent use public transportation (bus) and another 12 percent walk. Regardless of the transportation mode, close to 42 percent travel less than 15 minutes, 46 percent between 15 and 30 minutes, and 12 percent travel more than 30 minutes to their daily destination. Since 58 percent of the workforce commute times are 15 minutes or greater, residents typically are not working proximate to where they live. (i.e. City residents commuting to neighboring counties and vice versa). The majority of all households in the SIA own at least one vehicle.

## Neighborhoods Within the SIA

The SIA is primarily comprised of parts of three defined Charlottesville neighborhoods – Martha Jefferson (north the railroad tracks), Belmont (east of 6th St.) and Ridge Street (which includes 3 blocks in Fifeville) – each with different demographic dynamics. Ridge Street, much of which is located within the defined SIA geographic zone, has the largest population base with 59 percent, and is the largest geographic subset of the three neighborhoods with 170 acres (55 percent). Belmont has 40 percent of the population base on 110+ acres (35 percent) and Martha Jefferson, with just a small portion of its greater defined neighborhood area located inside the SIA, has one percent of the residents situated on less than 30 acres (10 percent).

As illustrated in Table 4, the small number of households in the Martha Jefferson portion of the SIA exhibit quite different demographic and economic trends from those found in the relatively similar Belmont and Ridge Street neighborhoods.



Charlottesville Neighborhoods and the SIA

## SIA Demographics

Table 4: 2000 and 2012 SIA Neighborhood Component Demographic Highlights

Demographic Characteristic	Martha Jefferson			Belmont			Ridge Street <sup>1</sup>			Strategic Investment Area		
	2000	2012	Change	2000	2012	Change	2000	2012	Change	2000	2012	Change
Population	49	38	(11)	965	1,172	207	1,547	1,723	176	2,607	2,968	361
2000-2012 Population % Change			-22.4%			21.5%			11.4%			13.8%
Median Age	43.8	37.5	-14.4%	34.5	34.5	0.0%	31.3	32.3	3.2%	33.0	33.3	0.9%
Associate Degree or Higher 25+ yrs <sup>2</sup>	52.8%	60.0%		20.1%	33.1%		12.7%	31.0%		16.8%	33.0%	
Households (HH)	20	30	10	474	585	111	590	728	138	1,098	1,358	260
2000-2011 HH % Change			50.0%			23.4%			23.4%			23.7%
% Family Households	25.0%	26.7%	32	54.6%	48.2%	(93)	59.7%	49.3%	3,713	56.7%	48.2%	32
Average HH Size	2.25	1.10	-51.1%	2.01	1.98	-1.5%	2.55	2.28	-10.6%	2.32	2.13	-8.2%
% HH Homes Owner Occupied	35.0%	30.0%	2	42.0%	41.5%	44	33.1%	30.6%	28	37.0%	35.3%	74
Average HH Income	\$41,108	\$60,395	46.9%	\$33,926	\$41,003	20.9%	\$27,908	\$38,757	38.9%	\$30,893	\$40,165	30.0%
Median HH Income	\$32,500	\$45,336	39.5%	\$28,701	\$30,906	7.7%	\$19,880	\$25,669	29.1%	\$23,947	\$28,309	18.2%
2000-2012 Income Change After CPI			9.5%			-22.3%			-0.9%			-11.8%
Average # of Vehicles per HH <sup>2</sup>	1.1	1.0	-9.1%	1.2	1.3	8.3%	0.9	1.1	22.2%	1.1	1.2	9.1%
# of Business Establishments <sup>3</sup>		66			72			107			245	
# of Daytime Employees		991			670			1,201			2,861	
Employee/Residential Population Ratio		26.08			0.57			0.70			0.95	

<sup>1</sup> Ridge Street neighborhood includes a couple blocks within Fifeville.

<sup>2</sup> 2012 Education attainment and avg # of vehicles per HH are estimates derived from the 2005-2009 American Communities Survey.

Sources: 2010 U.S. Census, American Community Survey, ESRI and Bolan Smart Associates, 3/2013

Unless otherwise noted, data is accurate for the geographic area indicated, and was not extrapolated from a larger area.

## SIA Economic Context

Though influenced significantly by its own historic place in time, the SIA is also heavily dependent on the ebbs and flows of the City of Charlottesville and the larger regional economy. After decades of mixed economic changes, the SIA has more recently witnessed strong signs of new investment in both commercial and residential industry sectors. Going forward, largely related to urban oriented lifestyle and employment interests, the SIA is poised to share more directly in the broader region's economic prosperity. In short, the study area is in the position to draw from a wide regional base seeking out the kind of community characteristics and proximity to downtown Charlottesville that the SIA offers.

Market Drivers. The appeal for new investment within the SIA is predicated on demand that stems from multiple sources:

1. Positive regional economic conditions
2. Relatively centrally located within the MSA
3. Nearby University of Virginia and University of Virginia Hospital anchors
4. Proximity to the Charlottesville Downtown Mall comprising over 2.0 million square feet of building area accommodating a diverse mix of uses
5. Regionally accessible
6. Public transportation options
7. Diverse demographic base and community history
8. Proven and dynamic patterns of new investment (single family homes, Warehouse District mix of uses)
9. Flexible zoning (downtown mall extended)
10. Offers an "in town" living and working environment
11. Infill parcels with consolidated ownership available for development

Market Constraints. Notwithstanding the potential for the study area, there are several constraints that are acting to limit the scale and extent of new development:

1. Near term slowed national and regional economy
2. Modest size of overall regional economy
3. SIA reliance on the ongoing success of the Downtown Mall
4. Access marginally compromised due to train tracks
5. Some building obsolesce
6. Dated and / or dysfunctional infrastructure network (i.e. inconsistent pedestrian connections, etc.)
7. Lack of housing choices – predominantly detached single family and subsidized multifamily properties
8. Monolithic super blocks
9. Mismatch of some resident population with employment opportunities
10. Perceived gaps in local serving retail
11. Disjointed community identity
12. Competing projects at other locations

## Employment Trends

**Regional Employment Trends.** The Charlottesville region (MSA plus Orange and Louisa counties) has experienced job growth of over 11 percent since 2000, beginning with 100,708 jobs in 2000 increasing to 111,855 by 2011 (see Table 5). The growth of 11,000+ jobs during this timeframe was evenly distributed between the private and public sectors. Albemarle County accounted for almost all of this job growth, with a 10,886 job increase from 2000 to 2011. Job growth was greatest in the Education & Health Services, Leisure & Hospitality and Professional & Business Services sectors while the greatest decline (by 46 percent) was in the Manufacturing sector. The City of Charlottesville accounted for the greatest loss of jobs, with a 3,383 decrease during this same period. Nonetheless, the city economy is showing signs of turning again more positive. Based on the Bureau of Labor Statistics employment information for Charlottesville in 2012 of 35,479, the number of jobs in Charlottesville has increased by 2.8 percent since 2011, equating to the addition of approximately 975 jobs just in last year. This recent job growth in Charlottesville not only outpaced growth of 1.5 percent in the region but accounted for more than half (58 percent) of new regional jobs.

**Table 5: 2000 to 2011 Jobs (At-Place-Employment)**

<i>Jurisdiction</i>	<i>2000</i>	<i>2007</i>	<i>2011</i>	<i># Change '00-11</i>	<i>% Change '00-11</i>	<i>2011 % of Region</i>
<i>City of Charlottesville</i>	<i>37,888</i>	<i>36,197</i>	<i>34,505</i>	<i>(3,383)</i>	<i>-8.9%</i>	<i>30.8%</i>
Private Sector <sup>1</sup>	27,094	26,053	24,612	(2,482)	-9.2%	31.4%
Public Sector <sup>2</sup>	10,794	10,143	9,894	(900)	-8.3%	29.6%
<i>Albemarle County</i>	<i>38,838</i>	<i>50,405</i>	<i>49,724</i>	<i>10,886</i>	<i>28.0%</i>	<i>44.5%</i>
Private Sector <sup>1</sup>	27,502	34,836	32,710	5,208	18.9%	41.7%
Public Sector <sup>2</sup>	11,336	15,569	17,103	5,767	50.9%	51.2%
<i>Charlottesville Region</i>	<i>100,708</i>	<i>114,124</i>	<i>111,855</i>	<i>11,147</i>	<i>11.1%</i>	
Private Sector <sup>1</sup>	73,054	82,135	78,436	5,382	7.4%	
Public Sector <sup>2</sup>	27,654	31,991	33,420	5,766	20.9%	

<sup>1</sup> Comprises mining; trade, transportation and utilities; information; financial; professional services; education health services; leisure and hospitality and other.

<sup>2</sup> Comprises federal, state and local government.

Source: Charlottesville Regional Chamber of Commerce 2012 Chambers Job Report and Bolan Smart, 8/2013

**Regional Employment to Population Comparison.** Using 2012 population and employment data for Charlottesville, the City has an employee to population ratio of approximately 0.80, compared to 0.50 in Albemarle County. Net of children 14 years of age and younger and persons 65 years and older, this ratio for the City increases to slightly more jobs than residents (1.03). Although the City has more jobs per “employable” resident, by quite another metric, it also has a higher unemployment rate, at 6.4 percent in July 2013 for City residents seeking jobs. This unemployment rate compares with 5.2 percent in Albemarle County and 5.3 percent in the extended region / MSA. While this suggests there is not a lack of jobs per se in Charlottesville, there is a slight imbalance between job opportunities and the unemployed resident labor pool. It also indicates that from a broader perspective, both the City of Charlottesville and the larger region are enjoying considerably lower rates of unemployment than is the case in other locations (US rate 7.7%, State of Virginia 5.8%).

**Commuting Patterns and Job Location.** Based on 2010 data from the U.S. Census, the number of people who live and work in the City of Charlottesville is 7,013, representing approximately 20 percent of total jobs located in the City. Another 11,726 Charlottesville residents commute to work outside of the City. The importance of these data points is twofold: First, as a large and prominent employment base, the City of Charlottesville is capable of attracting new residents seeking proximity to their place of work, while providing opportunities for existing City residents to access conveniently located jobs. Second, the City / suburban job and resident connection is clearly a two way street, meaning that suburban locations offer a wealth of job opportunities for City residents, indicated by the 50 percent more City residents currently working outside the City than inside.

## Employment Trends

Regional Average Yearly Wages. The average weekly wage for all industries in Charlottesville is \$917 according to the Virginia Employment Commission Community Profile for the 4th quarter 2012. This is \$68 less or 7.4 percent lower than the average weekly wage reported for Albemarle County (of \$985) and \$111 less or 12.1 percent lower than that reported for the state of Virginia (of \$1,028). The average weekly wage for the Finance and Insurance industry in Charlottesville well exceeded the wage reported in Albemarle County (\$2,422 compared to \$1,688). Conversely, Albemarle County’s average weekly wage for manufacturing of \$1,666 far exceeds Charlottesville’s \$899.

SIA At-Place Employment. Approximately 2,850 jobs, or six percent of daytime employees in Charlottesville, are reported to be sourced within the SIA. There are somewhat more employees working in the SIA per residents (0.95 ratio) than for the City of Charlottesville.

Historically, the SIA had more industrial uses, as evidenced by larger site configurations and building structures which now represent underutilized sites. Office space within the SIA is slowing gaining ground, represented by new commercial office

construction (i.e. the Open Space building and the Gleason). However, the major office users in the SIA are most concentrated in the Martha Jefferson neighborhood, and include Lexis Nexus and the City of Charlottesville government related offices. Employers in the Belmont and Ridge Street neighborhoods typically have fewer than 100 employees, which speaks to the diversity of interest of locating in the subject neighborhood.

A summary of the majority of the business sectors employing the 2,850+ employees within the SIA reported for 2012 by category is presented in Table 6. The remainder of the employment is accommodated in categories with wholesale trade, manufacturing, utilities and other.

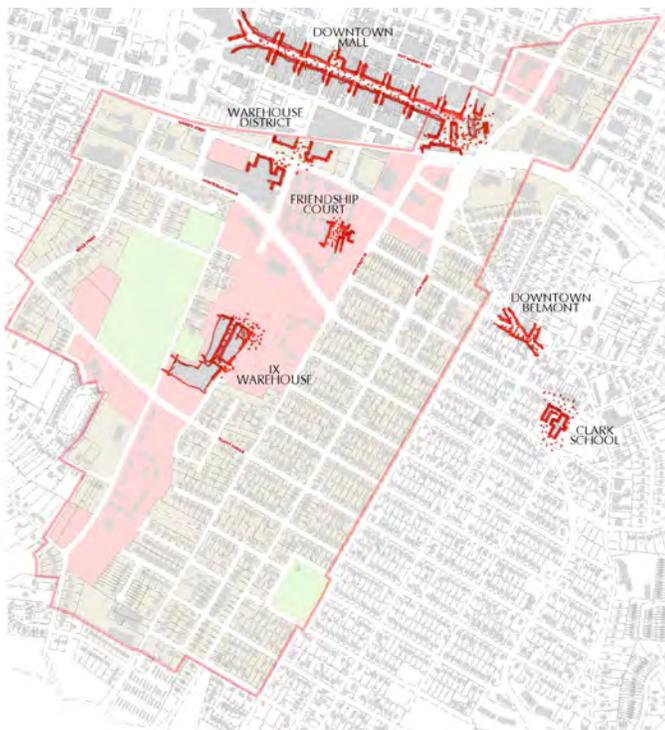
Employment Resources. Although there are reported to be over 2,850 jobs in the SIA and multiple more jobs in nearby concentrations, unemployment is prevalent for some select groups of residents in the SIA. To help facilitate job opportunities for unemployed or under employed members of the community, there are over 40 agencies / organizations offering economic and workforce development services. A list of some of the more accessible organizations to the SIA can be found in Appendix C of this document.

**Table 6: SIA Employment Sectors 2012**

<b>Business / Labor Sector</b>	<b># of Full Time Employees</b>	<b>% of Total</b>
Government	512	17.9
Real Estate, Rental, Leasing	329	11.5
Retail Trade	307	10.7
Professional, Science, Tech	259	9.1
Accommodation & Food Service	242	8.5
Information	222	7.8
Health Care & Social Assistance	174	6.1
Other Services (auto, etc.)	134	4.7
Construction	126	4.4
Finance & Insurance	108	3.8
Other	448	15.7
<b>Total</b>	<b>2,861</b>	<b>100.0%</b>

Source: ESRI, Bolan Smart, 3/12.

# Existing Connectivity



**Activity Center Locations**

**SIA Edges**

## Activity Centers

Residents and visitors to the SIA tend to congregate at several spaces, buildings, and prominent street intersections within and just outside the study area including the Downtown Mall, Garrett and 2nd Streets, Downtown Belmont, Clark School, Friendship Court, S. 1st Street, and the IX Warehouse. These existing activity centers are currently the highest generators of trips within and from the study area, and represent locations where new and improved connections can have the greatest immediate benefit to residents. These activity centers serve as the starting point for the review of transportation conditions in the study area.

## Edges

Topographic and physical edges represent barriers to travel within the study area and inhibit the ability to walk, bike, or drive to the identified activity centers. Permeable edges to the core of the study area are found to the north with the CSX rail line and Belmont Bridge and to the east at the Belmont neighborhood blocks that face 6th Street. The low eastern wall of Oakwood Cemetery forms a non-permeable edge along 1st Street at the western perimeter of the study area core. Additionally, steep slopes form secondary edges within the IX site and along Pollocks Branch south of Elliott Ave.



**CSX Buckingham Branch**

# Existing Transportation



## Existing Public Transportation

### Circulation: Public Transportation

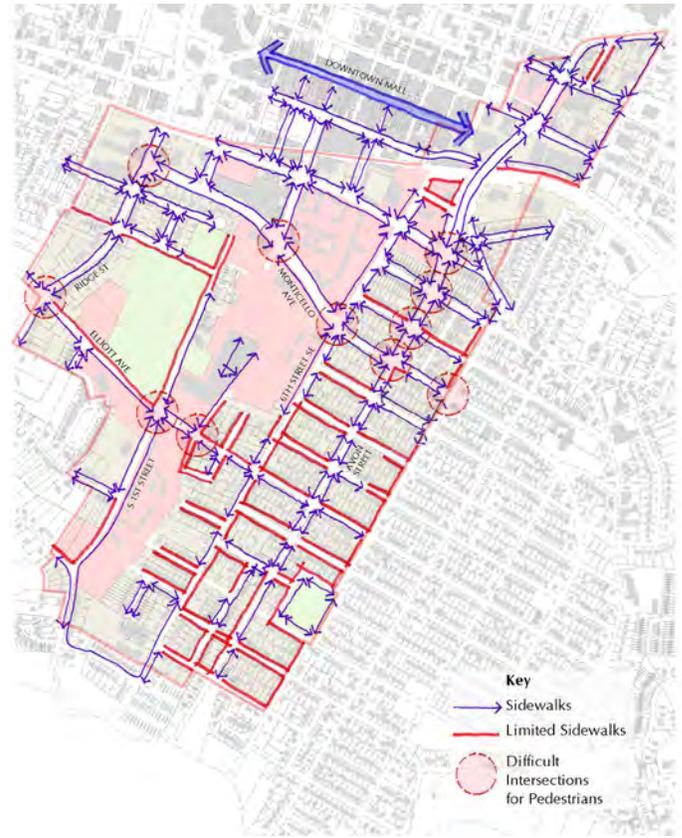
The SIA is served by public transit on major roads through three transit routes:

- 1B, which provides access to the local community college
- 3, which circulates through the area and connects to downtown
- 6, which connects to the hospital

Existing headways are about one hour, and public feedback suggests schedules are not often maintained. Stop locations appear almost “random” according to residents of the SIA, and connections to other routes in Charlottesville are through transit centers downtown and at the hospital with connecting service also operating on one hour headways.



Bus Service



## Existing Sidewalks and Pedestrian Circulation

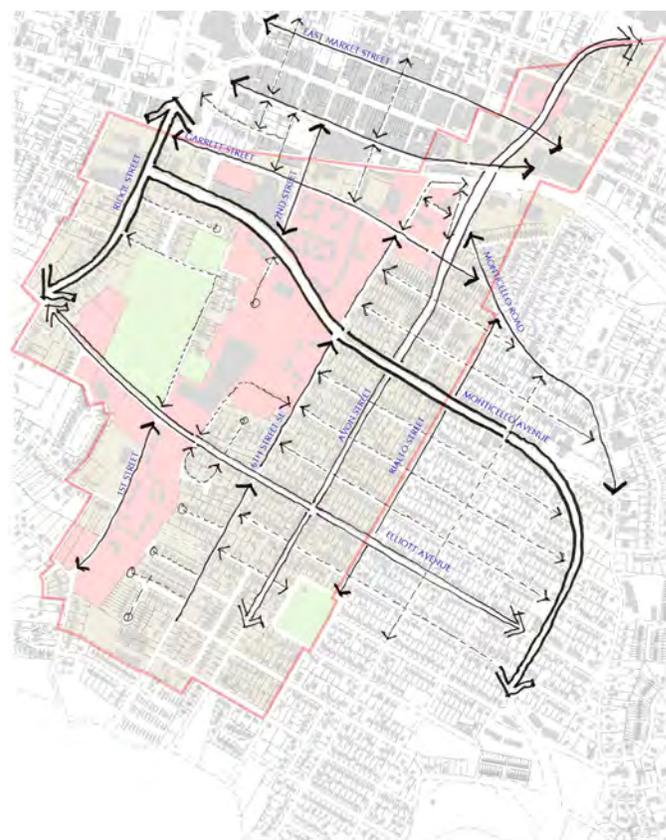
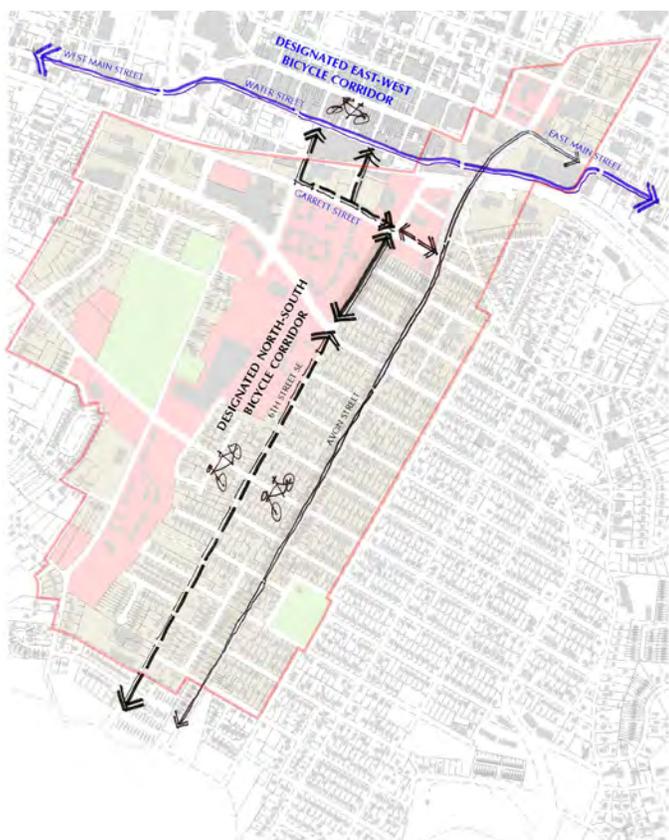
### Circulation: Pedestrian

Options for pedestrians and walkability throughout the SIA are limited. In addition to the identified edges preventing direct pedestrian connections between activity centers, the Belmont neighborhood lacks continuous sidewalks and area topography further hinders the ability to walk throughout the SIA. The major streets in the SIA (Monticello and Elliott Avenues) do not provide comfortable environments for pedestrian travel, and in the Martha Jefferson neighborhood, area residents identified the intersection of East High Street with 9th/Lexington as confusing for drivers and dangerous for pedestrians and cyclists alike.



Lack of Connectivity

# Existing Transportation



## Existing Bicycle Circulation

### Circulation: Bicycle

Charlottesville is very supportive of cycling, however, similar to other modes of transit, edges prevent direct connections to activity centers, and topography makes biking through the SIA difficult. Further, traffic speed and volume hinder bicycle travel on major streets in the SIA (Monticello and Elliott Avenues). There are, however, dedicated cycle lanes and cycle tracks within the SIA (in particular, 6th Street), which provide a protected environment for riders.



Existing 6th Street Cycle Track

## Existing Vehicular Circulation

### Circulation: Automobile

The SIA is located adjacent to Belmont and Downtown Charlottesville. There are at least three main commuter roads inbound from the County that border or cross the study area: Ridge/5th Street Extended; Monticello Avenue; and Avon Street. The streets are often crowded during morning and evening rush hours, particularly when a CSX train blocks the crossings at 2nd Street or 4th Street. The center of the SIA is characterized by a series of superblocks, which make circulation more difficult by forcing cars into one or two major streets.



4th Street Crossing

## Chapter Notes

1. Sanborn Maps, 1907 and 1920.
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# III. Vision Plan

# Vision Plan



**Plan Diagram**

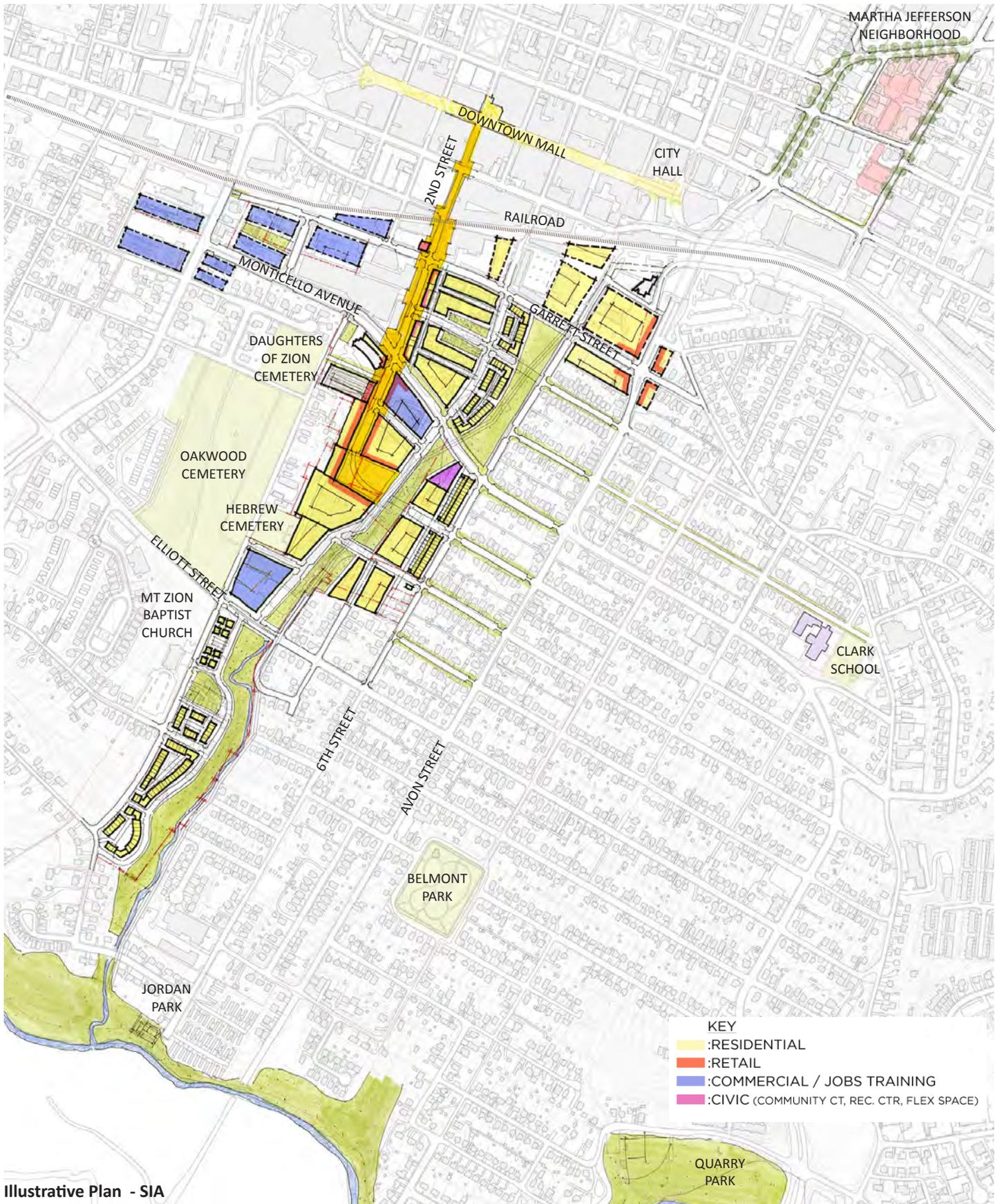
A comprehensive and long-term Vision Plan for the SIA was developed based on the previously described processes of research, analysis, and stakeholder engagement, and on opportunities identified by the design team for creative intervention. The following pages provide an overview of the vision for the SIA and the physical organization of the plan, followed by additional details and precedents related to each of the key plan components.

## Design Goals

The diversity of the SIA merits a comprehensive series of design goals to address the various opportunities, issues, and complexities of the area. The consultant team identified the following design goals for the vision plan:

- To reconnect the new and existing neighborhoods with one another, Downtown, area schools, parks, and the trail network.
- To formulate a comprehensive vision for the area in order to reposition it with its own unique identity building on its historical, cultural, and physical characteristics, including its topography and Pollocks Branch.
- To identify and brand the SIA as an emerging urban “Eco-district” with the Pollocks Branch watershed as the catalyst of a green system of stormwater management, utilizing cutting edge sustainable practices and strategies for new built interventions.
- To add new residential units within the SIA in order to increase the city’s tax base, increase opportunities for affordable housing, allow for a mix of unit types and prices, promote a mixed-income community, and provide a critical mass of residents to support additional needed retail.
- To increase access to economic opportunities for public housing residents through increased transit, bicycle and pedestrian access to jobs, education, and training in and beyond the SIA.
- To increase access to jobs, community services, and economic opportunity by increasing commercial space within the SIA.

# Vision Plan



Illustrative Plan - SIA

# Vision Plan

## Vision

The Vision Plan proposes structuring new mixed-income and mixed-use development around the armature of a linear park /ecological corridor which follows roughly the historic course of Pollocks Branch. This linear park, “Pollocks Greenway”, has potential to provide stormwater treatment, create a sense of place and identity, and establish pedestrian linkages both within the neighborhood and to larger trail networks.

The Plan includes a new civic plaza adjacent to the Pollocks Greenway to provide a venue for activity in the central area of the SIA. The plaza is enclosed by ground floor retail and is designed to accommodate everyday use by individuals and small groups as well as special events and large groups. The Plan

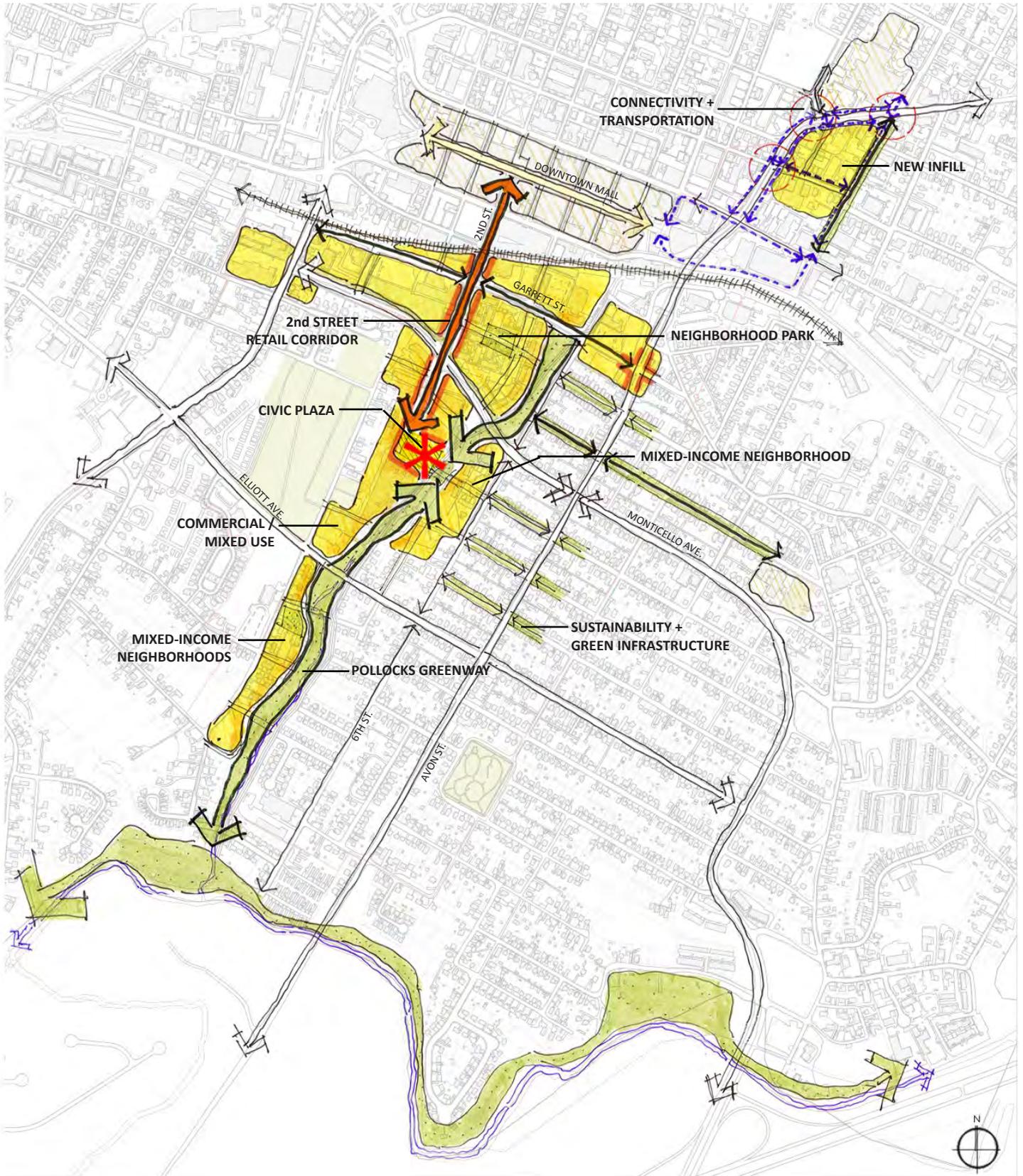
envisions a strong pedestrian connection between the new civic plaza and the Downtown Mall, extending along 2nd Street (a re-designed pedestrian corridor) with first floor retail and community uses, as well as mixed use development extending in either direction along Garrett Street.

The SIA Plan knits together the study area and adjacent neighborhoods by updating and improving older public housing and industrial properties. SIA residents currently have limited housing options. Informed by months of community dialogue and discussion, the vision plan proposes development of mixed-income housing with connections to the surrounding neighborhoods.



**Illustrative Plan - Pollocks Greenway/ Ecological Corridor**

# Vision Plan



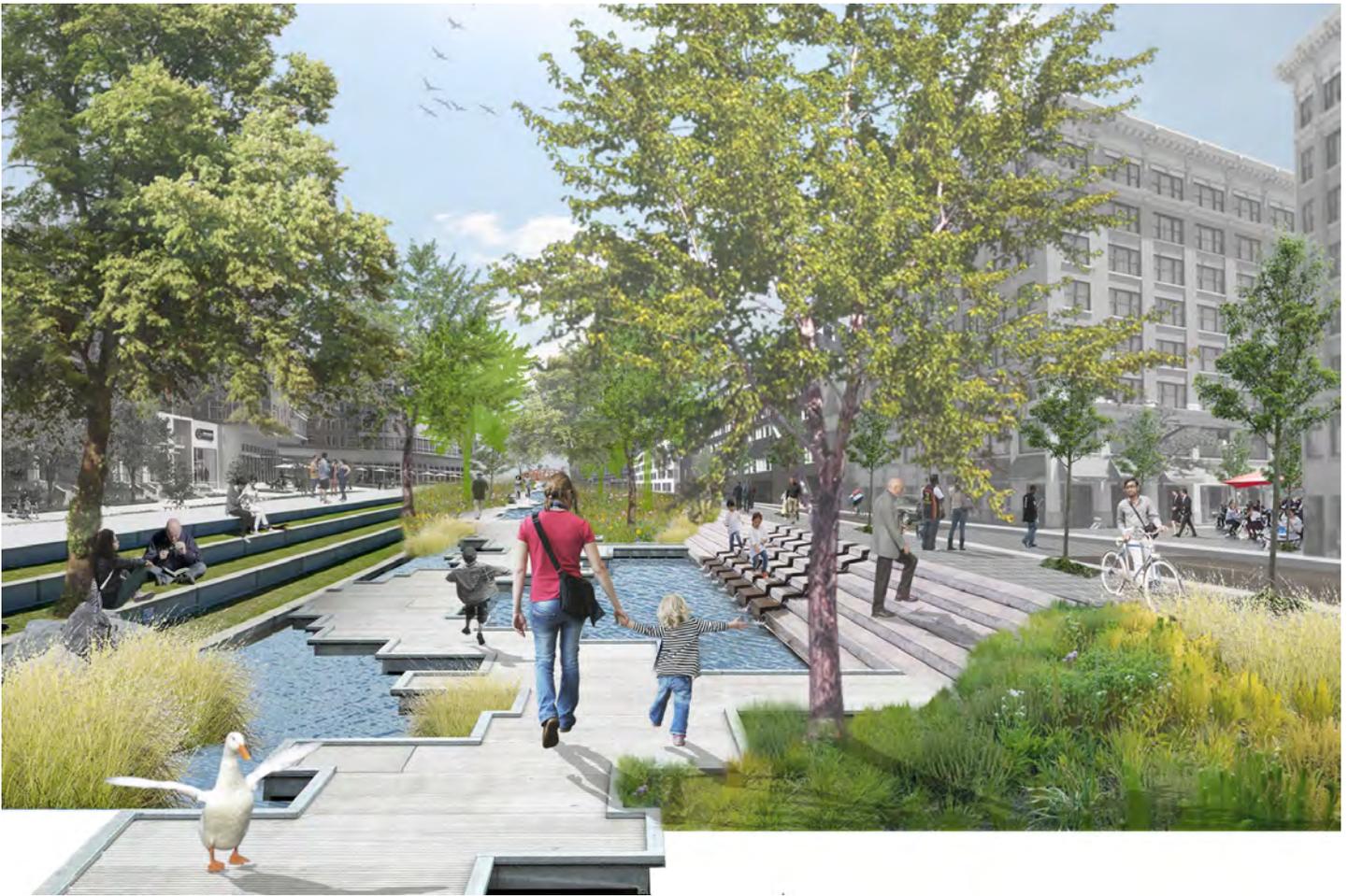
Design Concept Diagram

# Vision Plan



**Illustrative Axonometric - Core SIA Area looking South from Downtown**

# Vision Plan



Collage showing character of Pollocks Greenway at Urban Plaza

## Key Plan Elements



Conceptual Diagram of Civic Space

### Key Elements of the Plan

The Vision Plan is physically organized around the armature of **Pollocks Greenway**, the **2nd Street retail connection and urban plaza**, and a variety of housing types in **mixed-income neighborhoods**. Issues of connectivity and transportation are addressed throughout the Plan with new streets and streetscape improvements, new green infrastructure, and improved traffic calming and safety for pedestrians and cyclists. The Plan also includes recommendations for sustainability and green infrastructure throughout the SIA, in keeping with the goals of the City and the interests of the residents.

The vision for the SIA includes both physical and strategic features, identified as important elements in the planning process. Among the key elements of the Plan are:

1. Sustainability + Green Infrastructure. Showcasing existing city sustainability programs and encouraging the use of new best-practice technologies.
2. Pollocks Greenway. Linear park featuring storm water treatment and the rehabilitation of Pollocks Branch.
3. Retail Corridor. New retail corridor at 2nd Street to improve connection of the SIA to the Downtown Mall.
4. Civic Spaces. New urban plaza providing space for informal gathering, neighborhood interaction and temporary events as well as smaller parks close to housing. New Community Center providing access to indoor recreational and gathering spaces.
5. Mixed-Income neighborhoods. Provide a variety of housing choices and mix of affordability. Mixed-Use buildings provide opportunities for live/work spaces and increased access to service retail.
6. Community Services. Increased awareness of and opportunities for access to social service programs.
7. Employment opportunities. Promoting development of employment opportunities within the SIA as well as improving access to jobs in other areas of the city.
8. Connectivity. Providing better walkability and connections through the SIA for pedestrians as well as safer and more pleasant routes for cyclists and automobiles.

# Key Plan Elements



Illustrative Plan - SIA Core Area

# Sustainability + Green Infrastructure

Sustainability and Green Infrastructure are not just organizing elements of the plan; they are core values described and held by residents, stakeholders, and City Staff. The 2025 Vision Statement adopted by the City Council includes “A Green City” as one of its major goals. The Vision Statement describes A Green City: “Charlottesville citizens live in a community with a vibrant urban forest, tree-lined streets, and lush green neighborhoods. We have an extensive natural trail system, along with healthy rivers and streams. We have clean air and water, we emphasize recycling and reuse, and we minimize storm-water runoff. Our homes and buildings are sustainably designed and energy efficient.”

Investment and revitalization in the SIA provide an opportunity to implement and showcase existing city programs as well as exploring additional strategies for sustainability within the community. The vision for this area is that it will become a pilot eco-district, visibly demonstrating new technologies and best practices for replication in other areas of the city.

## Compact Development

The plan recommends that development within the SIA be compact and occur around significant open spaces. This approach has several benefits, including the preservation of open space within the area; increasing access to parks; grouping development together to reduce transportation needs and promote walkability; and preserving view sheds.

Most, if not all, of the development sites within the SIA are previously developed sites. Redeveloping this land is inherently more sustainable than clearing and developing greenfield sites.



10th Street Storm Drainage - June 26, 2013



LID Tree Box - Washington, DC



LID Planting at NPR Headquarters - Washington, DC (OCULUS)

## Sustainability + Green Infrastructure

### Green Buildings

There are many rating systems to quantify a building's level of sustainability. The plan recommends that the city incentivize participation in one or more of these systems in order to encourage new development to meet sustainable design criteria.

Some of the specific techniques that could be successful in the SIA include green roofs, improved energy efficiency, stormwater management, greywater use, and alternative energy sources. Energy sources such as solar arrays, geothermal wells, and wind energy may be feasible in the SIA. Increasing the overall energy efficiency of buildings will also reduce utility costs, making buildings more affordable for owners and tenants.



**Green Roof at Canal Park - Washington, DC**

### Urban Agriculture

Urban agriculture is a viable way of adding environmental, economic and social value to underutilized and vacant urban space. When implemented on a large scale, such as a district, these food systems can productively tie into larger urban infrastructures such as building integration and urban water management. Operations range in scale from small backyard gardens to commercially productive urban farms, which grow for profit. Currently, the 'locavore' and 'farm to table' food movements are generating a demand for locally sourced food, which creates an economy for local businesses, such as grocers, restaurants and other food based entrepreneurial endeavors. Beyond food production, urban agriculture is beneficial at a community level. It provides opportunities for social engagement through community gardens and educational programs, in addition to improving quality of life by providing healthy food and accessible green public space.

Charlottesville is home to several active local farmers' markets, including a large weekend market currently located adjacent to the Downtown Mall. The SIA already supports urban agriculture, with community gardens located on the grounds of Friendship Court, a residential multi-family development in the SIA. The existing garden is managed by the Urban Agriculture Collective of Charlottesville (UACC).

The redevelopment potential of the SIA provides opportunities to expand the existing garden program at multiple scales, either by the UACC or by others, and to increase community involvement. The plan recommends working with existing programs to incorporate vertical farming, with living walls on residential buildings; green roof areas; and outdoor balcony, patio, or yard spaces for residents to utilize, as well as the potential addition of individual ground-based gardening plots similar to those available at Azalea Park.



**Community Gardens at Friendship Court**

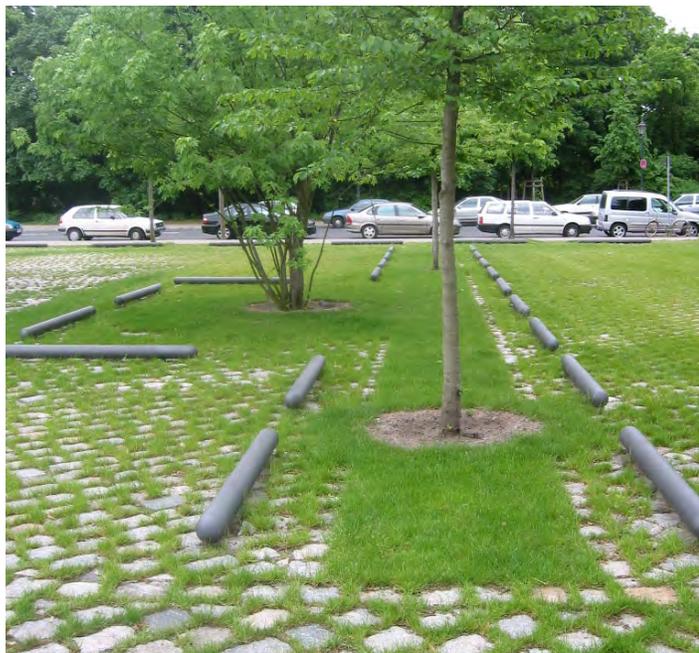
## Sustainability + Green Infrastructure

### Green Infrastructure/Low Impact Development

Green infrastructure is an important component of the plan and further aligns with the City’s goals for sustainability. New development within the SIA should require or incentivize pervious pavement, particularly in parking areas. Low Impact Development (LID) easement strips may also be considered as a strategy for the City to maintain landscape and water management elements owned by private entities.

Streetscape improvements should include sidewalk rain gardens for rainwater management and rain garden “bulb-outs” to allow on-site low-impact stormwater treatments. Reduction in street widths as appropriate is recommended in order to both reduce paved surface areas and to improve the pedestrian and cyclist experience. Key streets recommended for “road diets” include Monticello Avenue (from Ridge to Avon); Elliott Avenue; and 10th Street.

The Plan recommends that the city work with property owners and residents to rehabilitate the upper reach (north or upstream end) of Pollocks Branch and associated drainage systems to slow, divert, and cleanse storm water and to enable the restoration of the lower reach (south or downstream end) of Pollocks Branch. After development of improvements along the upper reach, the lower reach of the Pollocks Branch corridor should be evaluated to assess the feasibility of full restoration.



Permeable Parking Pavers

### Developing a United Landscape Identity

Neighborhood identity will be strengthened through retaining important existing landscape character and through newly established landscape characteristics of green infrastructure, parks, streetscapes, and trail corridors. Landscape design should be utilized to knit together the diverse spaces within the Warehouse District, SIA housing areas, and the IX development while retaining the character of the Belmont and Ridge Street neighborhoods. Potential strategies include consistent materials palette, dimensions, furnishings, signage and way-finding, planting palette, and well-connected pedestrian-scaled routes.



Artwork at Morton Botanical Garden - Lisle, IL

## Sustainability + Green Infrastructure

### Site Specific Place-Making

The Plan recommends that new development be oriented to the rehabilitated and restored Pollocks Branch stream and park to create a site specific sense of place and community identity and to meet the health, recreational, and civic needs of the neighborhood. This should be strengthened by creation of views to Pollocks Branch from developed areas and circulation systems that provide access to neighborhood natural areas and to the larger Rivanna Trail network. Additionally, retaining and showcasing views of Carters Mountain by shaping by-right development will help to preserve the appropriate view corridors and open spaces.

### Topographic Strategies

New development and infrastructure should respond to topographic features and conditions associated with the contextual and site landforms of ridges and stream valleys. Topographic change can be revealed and utilized through built forms, such as: amphitheaters, artfully implemented retaining walls, connector stairs, water features, overlooks, ramps, or grade-separated walks and seating. Building entrances should be designed to create an inviting and usable streetscape along sloped streets or parcels. Along the upper (northern) part of the latent Pollocks Branch stream corridor, constructed landscape features such as rills, geometric pools, sunken parks, and pedestrian overlooks will identify and express the historic stream.

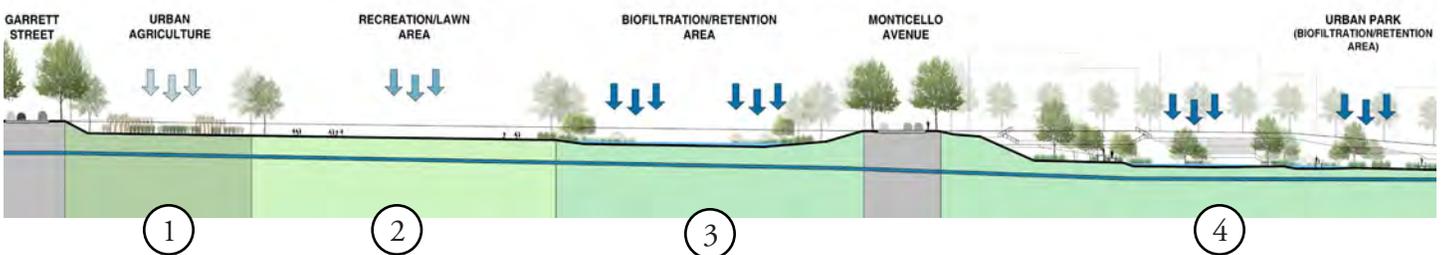


Ironbark Ridge Park - Rouse Hill, New South Wales (OCULUS)

# Pollocks Greenway



Pollocks Greenway Plan and Section



# Pollocks Greenway

The Pollocks Greenway is based on existing and historic site conditions, and informed by a cultural reading of the landscape. The plan recommends using the Pollocks Greenway as an armature to structure future investment and direct development along the historic stream corridor from Garrett Street to Elliot Street.

The following pages provide a description of each of the connected park elements from north (upstream) to south (downstream).

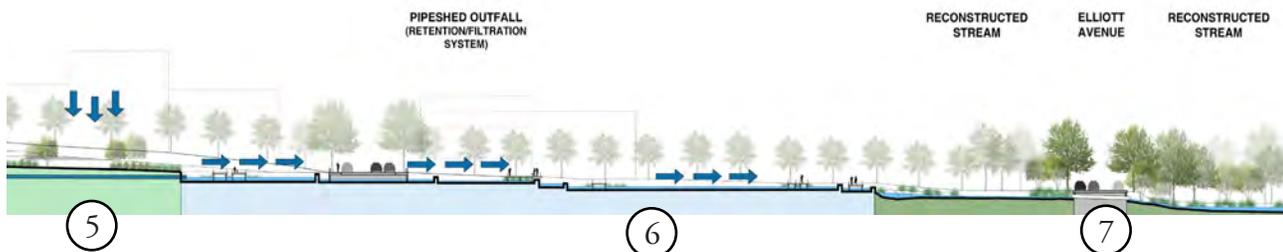
The proposed park spaces vary in character from informal lawn for field sports, to urban gardens and amphitheaters, to large constructed basin gardens. In addition to creating a core neighborhood place with recreation and public gathering spaces, Pollocks Greenway will provide significant and critical storm-water infrastructure.



**Key Plan**

- 1 Food Gardens  
(food production + water re-use)
- 2 Lawn  
(play and biofiltration)
- 3 Meadow  
(biofiltration)
- 4 Gardens  
(biofiltration + detention)
- 5 Plaza  
(gathering + detention)
- 6 Basins  
(detention)
- 7 Stream Corridor  
(urban stream restoration)

**Key Plan**



## Pollocks Greenway | Neighborhood Agriculture

This section of the greenway consists of urban vegetable and herb gardens that build on the existing program operated by the Urban Agriculture Collective of Charlottesville (UACC). The proposed configuration locates the agricultural gardens closer to the street, allowing for easier access by volunteers and for better visibility. The garden is proximate to the Farmer's Market location, and the plan recommends that it continue to provide seasonal produce for local residents from the current distribution point at Crescent Halls, as well as possible additional distribution points within the SIA. The plan recommends that the City continue to support the efforts of the UACC to make fresh food available to all residents and encourages expansion of the existing program.



### Strategies / Recommendations:

- Support the visions and efforts of the UACC to provide access to fresh food for all persons.
- Continue to increase community involvement in the garden through partnerships that educate youth about local food, gardening and healthy eating.
- Provide opportunities for individual community garden plots, in addition to the main garden. Consider local precedent at Azalea Park (city-owned, rentable garden plots, water available.)
- Include an area for children's plots.
- Develop a connection to the Farmer's Market.



Victory Gardens - Boston, MA

# Pollocks Greenway | Garrett Street Lawn

The Garrett Street Lawn is envisioned as mown lawn area for informal recreation and play (approximately 100' x 200') with adjacent terraced hillside seating and accessible pathways. Small play areas are located on the western edge by the housing and shaded picnic space is situated along the west and east edges. An elevated promenade / overlook is proposed along Sixth Street.



**Strategies / Recommendations:**

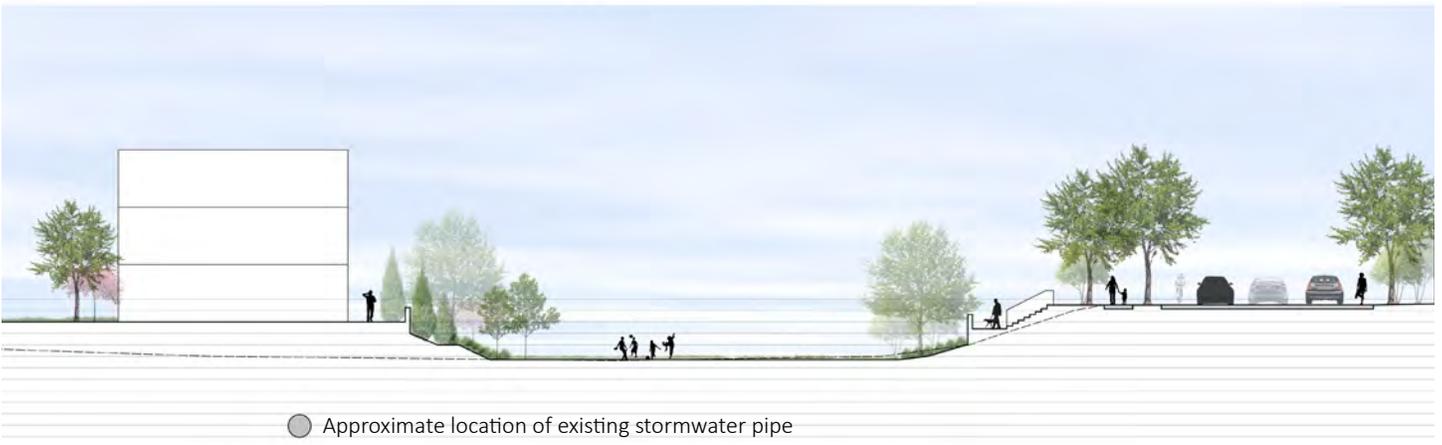
- Provide small, integrated play areas (e.g. slides built into the hill).
- Take advantage of topography to create stepped seating on edges.
- Provide large shaded areas.
- Consider potential for using the space for stormwater retention – using a level spreader / filter strip under fields to reduce run off.



Neuer Rebstockpark, Frankfurt Germany (Photo: Frank Behnsen)



Powhatan Springs Park, Arlington, VA (OCULUS)



○ Approximate location of existing stormwater pipe

**Section Cut at Garrett Street Lawn**

# Pollocks Greenway | Sixth Street Meadow



**John Paul Jones Arena at the University of Virginia - Charlottesville, VA (SITEWORKS)**

The 6th Street meadow is a wetland meadow planted with wildflowers and accessed by raised pedestrian pathways. This area fills to retain rainwater in large storm events. Rain water is captured from the adjacent proposed townhomes and associated parking and walkways. Existing stormwater conveyance pipes between Avon and Sixth Street are disconnected from the mainline and redirected into the wetland meadow in order to slow conveyance and filter particulate matter.

**Strategies / Recommendations:**

- Create a Sixth Street overlook and promenade, with stepped hill seating at Sixth Street.
- Construct an elevated pedestrian path or raised walkways across the wetland meadow to provide circulation and access to experience the wetland environment.
- Include pollinator species, wetland tolerant plants, and plants with seasonal color.
- Retain and slow run-off water during storm events – review similar requirements (such as 2013 DC stormwater regulations) for metrics on volume requirement, e.g. one inch storm retention.



**Blue Moon Fund, NBWLA**



**Wellington Harbor, New Zealand (OCULUS)**

# Pollocks Greenway | Urban Gardens

'Urban gardens' are centered on the historic course of Pollocks Branch (~700 LF), providing a 'front door' and organizing structure for proposed redevelopment and mediating between the proposed streetscape, IX plaza and the stepped or sunken planted areas and pathways. The conditions and design vary along the length of the garden corridors. Proposed site elements include: planted retention gardens, low weir walls, small plaza areas, stepped slopes, ramps, planted edges, constructed overlooks, amphitheater stairs, low walkways, and raised pedestrian bridges.



### Strategies / Recommendations:

- Develop the gardens as a figural organizing element and community amenity for proposed development and area residents; provide unique and temporal urban water-based experiences.
- Create a varied menu of urban garden experiences and poly-functional spaces.
- Utilize the landscape to reveal riparian connections between the upper reaches of Pollocks Branch and Moores Creek.
- Provide a continuous pedestrian-scaled walk from Garrett Street to Elliot Avenue.



**Raingarden at University of Ontario Institute of Technology - Oshawa, Ontario**



**Reveal stormwater strategies in the design and construction of landscape and architectural details.**



**Section Cut at Urban Gardens**

# Pollocks Greenway | Plaza

This central gathering area establishes an anchor for redevelopment at the IX property. The plaza area is the terminus of a mixed use Second Street that connects back across the railroad tracks to the mall and downtown transit center. The plaza is envisioned as a lively, shaded public open space, bordered by ground level retail and outdoor seating. There is a constructed water feature connecting the plaza to the Urban Gardens, with opportunities for rill and water play areas.

**Strategies / Recommendations:**

- Provide a public gathering space, an alternative destination to the Mall, at a smaller scale.
- Create a central tree bosque to provide shade and pedestrian scale.
- Include integrated / sculptural urban play elements, both permanent and temporary.
- Create opportunities for events, festivals, seasonal programming.



Children Playing - Canal Park, Washington DC



Plaza with Urban Water Play Elements - Goppingen, Germany



Section Cut at Urban Gardens and Plaza

# Pollocks Greenway | Basins Garden

An elegantly constructed set of pools where the mainline of Pollocks Branch will surface from the pipeline, this set of planted basins will negotiate between the urban gardens and the naturalized stream corridor, functioning to retain, slow and filter water. Additionally, the Basins Garden will provide waterfront access for residents and reveal the connections between upstream and downstream elements.

**Strategies / Recommendations:**

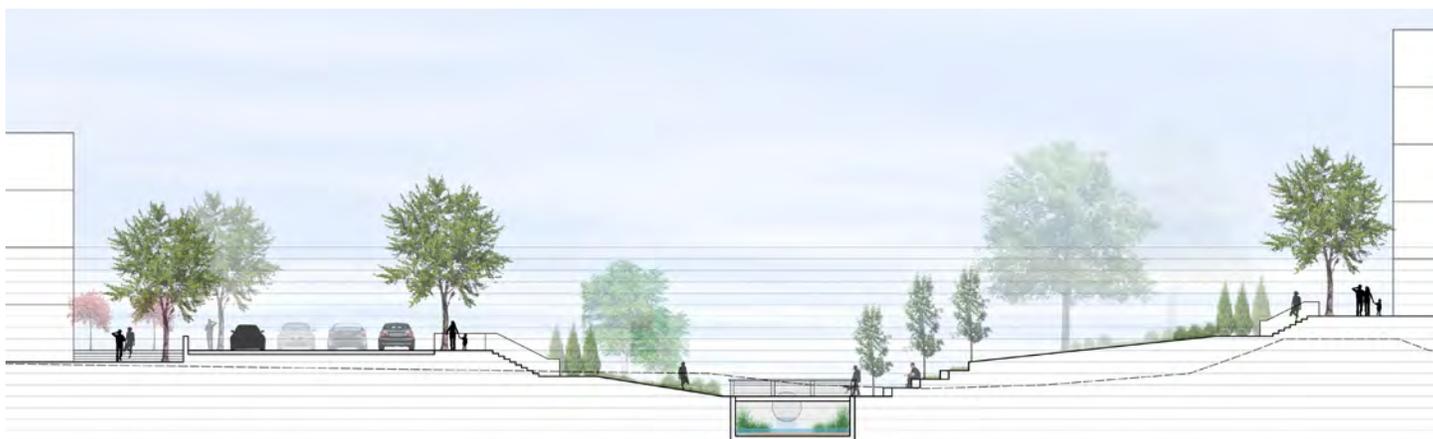
- Study current flow conditions in the existing mainline pipe to better understand base flow.
- Develop planted basin gardens that function at high and low water levels.
- Provide safe public access to the water edge.
- Create a unique world-class amenity.



Portland, Oregon

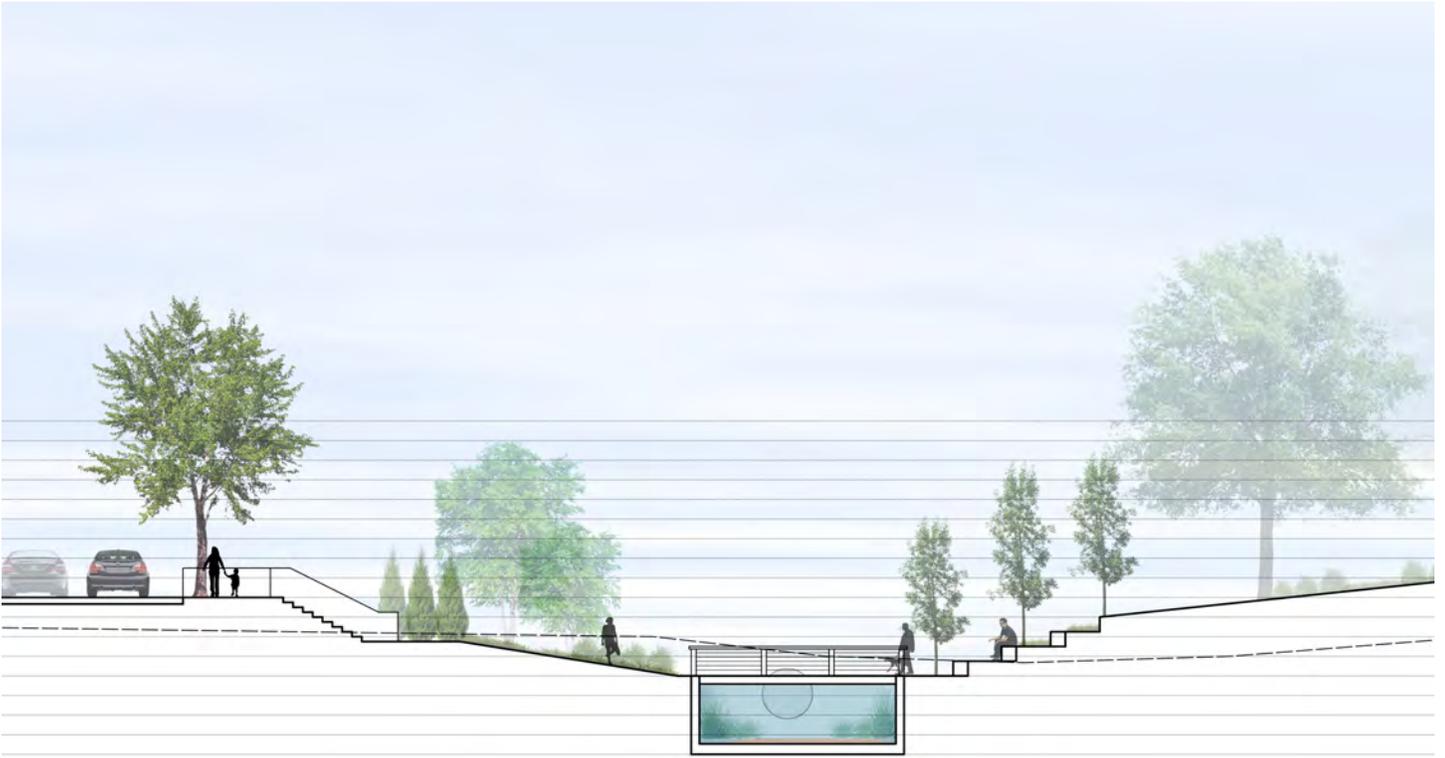


Raingarden at University of Ontario Institute of Technology - Oshawa, Ontario

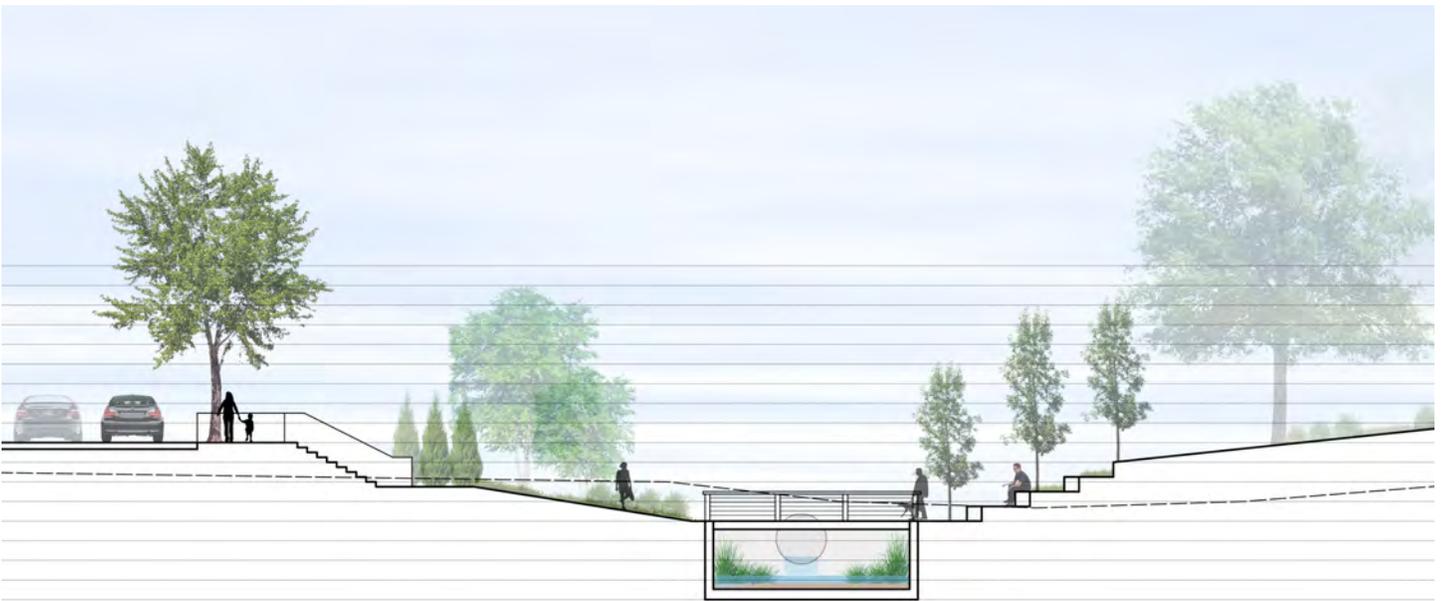


Section Cut at Basins Garden

# Pollocks Greenway | Basins Garden



Section Cut at Basins Garden - High Water Levels



Section Cut at Basins Garden - Low Water Levels

## Pollocks Greenway | Restored Stream

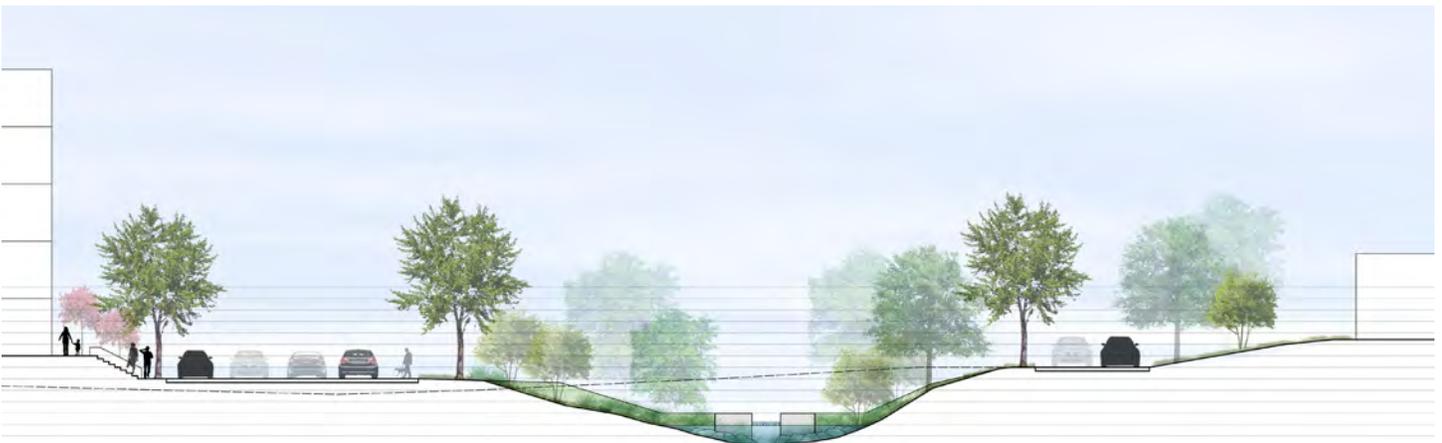
The pipeline is pulled back to expose a naturalized stream corridor with surface flow on the north side of Elliott Avenue. The Pollocks Branch stream corridor between Elliott Avenue and Jordan Park is only partially within the study area, but the connection from the upper reaches in the Linear Park to Moores Creek is a critical linkage – both as a hydrological connection, and as a pedestrian route connecting residents to a larger natural area and trail network.

### Strategies / Recommendations:

- Study current flow conditions in the existing mainline pipe to better understand base flow.
- Restore the stream bank to create a naturalized corridor.
- Once peak flow has been reduced with retention and BMPs in the upper reaches of Pollocks Branch, restore stream banks in existing channel and direct flow to limit erosion.
- Provide pedestrian and bike access along the stream from Elliott Avenue, south to Jordan Park and the Rivanna Trail.

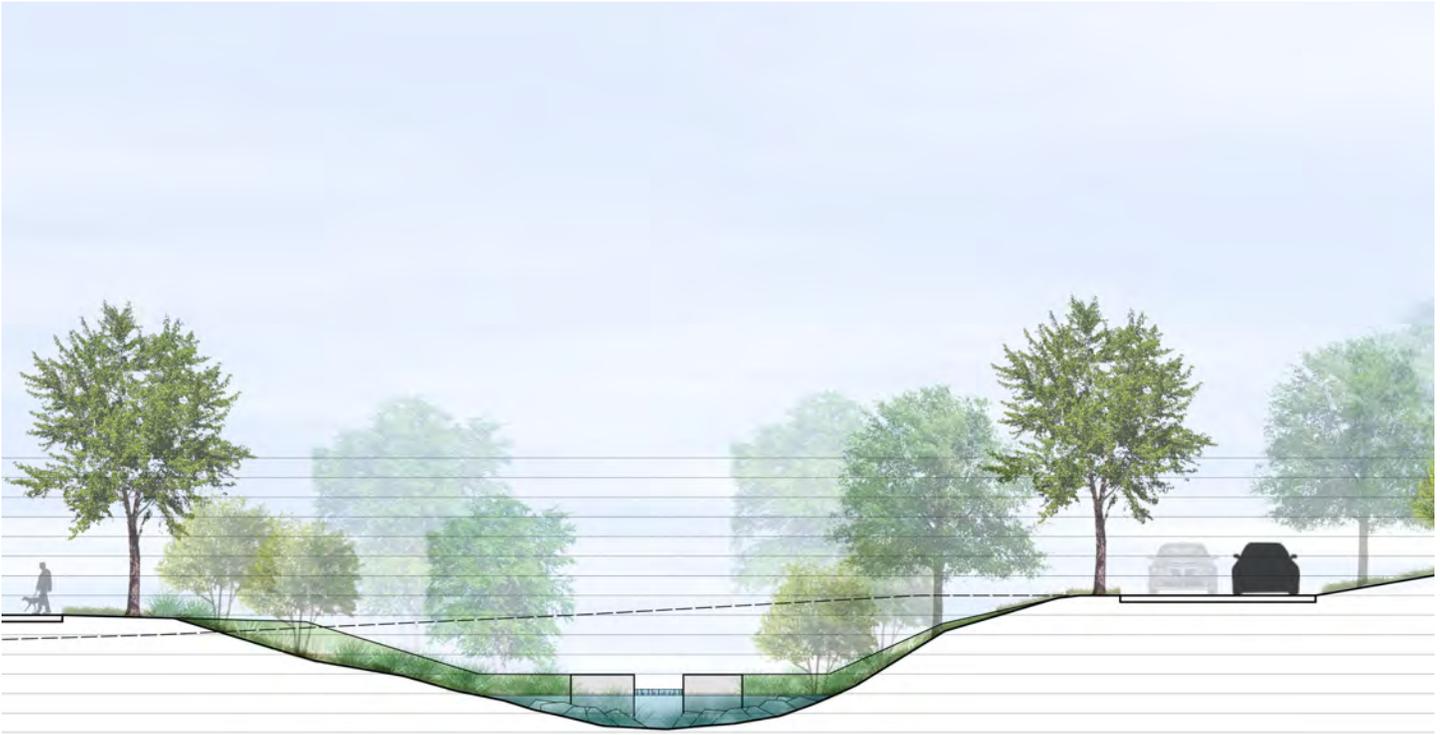


Restored Stream Example - Arlington, VA

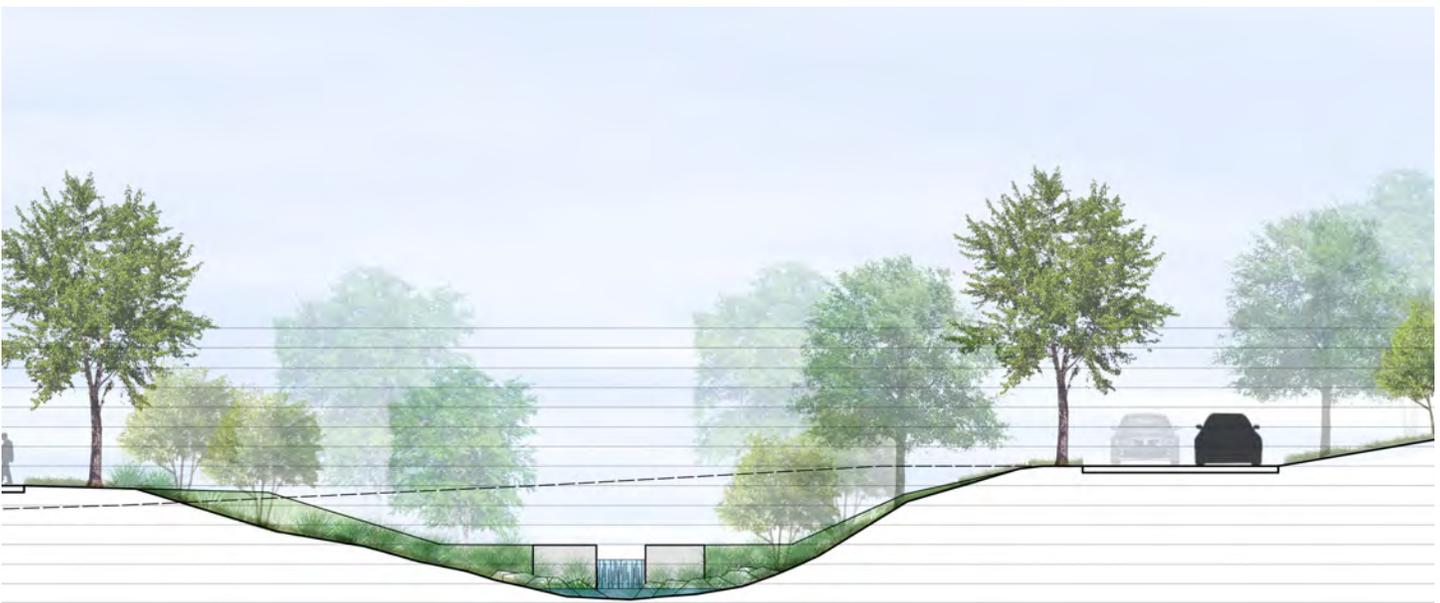


Section Cut at Restored Stream

# Pollocks Greenway | Restored Stream



**Section Cut at Restored Stream - High Water Levels**



**Section Cut at Restored Stream - Low Water Levels**

## 2nd Street Corridor + Urban Plaza

### Connection to Downtown Mall

The central area of the SIA is located within 1/2 mile of the center of the Downtown Mall. Even with the rail line between the SIA and the Mall, connections occur at several locations including 2nd Street, 4th Street, and the Belmont Bridge. Building upon existing retail and commercial buildings along 2nd Street, there is a desire to strengthen this connection and encourage synergy between the Mall and the SIA. Although the retail and commercial uses in the SIA are likely to differ from those on the Mall, strengthening this connection through streetscape improvements and active retail and services will bring more people to and through the SIA, creating a critical mass to support new investments.

### Active Retail

Active retail frontages are an important part of the connection to the Downtown Mall. Active retail may include such uses as cafes and restaurants, beauty salons, convenience stores, pharmacies, and boutique shops. These uses encourage pedestrian traffic by providing window-shopping and short trip opportunities, and places to stop.

### Live/Work

The Plan envisions an opportunity to incorporate live/work units along the 2nd Street Corridor. Live/Work is a mixed-use development typology in which living space, typically a one or two bedroom apartment, is located above and connected to a ground floor retail space within the same building. Both spaces are owned or rented by one person or family, who is able to run a business out of the retail space and live in the residential space. This type of unit typology provides opportunities for small local business owners who often struggle to find reasonably priced well-located commercial space in which to run a business. Consolidating one's expenses on commercial and residential rent into a single space can significantly reduce overhead, thereby providing more opportunity for financial success.

### Streetscape Improvements

Streetscape improvements are envisioned to increase pedestrian traffic and walkability along the 2nd Street corridor by improving the pedestrian experience. Improvements may include sidewalk widening, new lighting, street furniture, street trees, and articulated facades.



**Ground Floor Retail with Residential and/or Office Above  
Alexandria, VA**



**Venue for Spontaneous Activity**

## 2nd Street Corridor + Urban Plaza

### Urban Plaza

The area defined by the SIA boundary is currently lacking civic space for active recreation and social interaction. Although each of the CRHA properties includes a community room, these spaces are not open to the public and have limited hours, size, and function.

Residents expressed a strong desire for spaces for informal social interaction, i.e. “places to meet your neighbors”. In order to provide a sense of community and to promote mixing of persons from various demographic backgrounds, the plan incorporates a large public plaza and a linear greenway/park (discussed previously) as well as a variety of smaller public open spaces and a neighborhood community center.

Located at the terminus of the 2nd Street connection to the Downtown Mall and adjacent to the linear park, the central plaza is a focal point of the plan. Buildings surrounding the plaza are envisioned as mixed-use, incorporating ground-floor retail uses.



Canal Park Public Art- Washington, DC



Canal Park - Washington, DC



Civic Plaza at Canal Park - Washington, DC



Chevy Chase Center - Chevy Chase, MD (OCULUS)

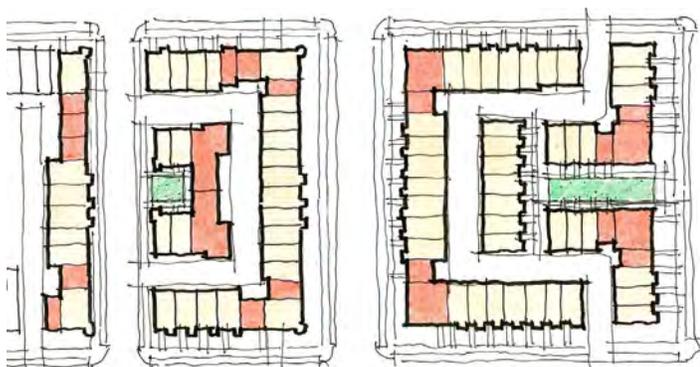
## Mixed-Income Neighborhoods

### Mixed-Use/Mixed-Income Neighborhoods

One of the stated goals of the Plan is “To build the foundations for economically viable neighborhoods of opportunity and choice ... by promoting mixed income residential development without displacement and employment growth.” Building the foundations for an economically viable neighborhood involves increasing access to jobs outside of the neighborhood; increasing the types and availability of jobs within the neighborhood; increasing retail at the neighborhood-retail scale; and increasing the population of the neighborhood in order to support these.

In order to achieve these goals, the Plan recommends a mix of building types, including mixed-use buildings, and a mix of housing affordability. Affordable, moderate-income, workforce, and market rate housing should all be included in order to achieve a balanced range of affordability. The SIA, particularly the Garrett Street Corridor and the area between Garrett Street and Elliott Avenue, was historically a mixed-use community where residents were able to work near their homes. Likewise the SIA has traditionally been a mixed-income neighborhood and remains so today, but the super-block configuration of public and assisted housing has served to isolate these areas from other parts of the neighborhood.

Various models for mixed-income housing development were explored during the planning effort, including a model with rows of market-rate townhouses and intermittent affordable flats at the ends of each row. It is critical to the success of any mixed-income housing development that from the exterior, the affordable units are not distinguishable from market rate units.



**Diagram of Mixed-Income Townhouse development - Capitol Quarter, Washington, DC**

**Key**  
■ Affordable Units  
■ Market-Rate Units



**Mixed-Income Housing: James Bland - Alexandria, VA**



**Affordable Mixed-Use/Multifamily: The Shell - Arlington, VA (Cunningham | Quill Architects)**



**Mixed-Income/Multifamily**

## Mixed-Income Neighborhoods

### Spaces for Neighborhood Interaction

In addition to providing a variety of housing typologies and units for people at different income levels, another essential component of a mixed-income neighborhood is a public realm that includes a variety of thoughtfully designed and enclosed open spaces, available to the entire community. Public open spaces provide a place for residents to interact with their fellow citizens. These spaces should be thought of as enclosed outdoor rooms, immediately adjacent to residences, that are inviting and create a sense of place and community within a neighborhood.

A well-functioning open space network should be made up of a hierarchy of different types of spaces. Pollocks Greenway will provide primary green space within the SIA and the Urban Plaza will provide a destination gathering space. However, smaller, more intimate secondary spaces and pocket parks are necessary as well. These spaces should be included in the plan and designed to cater to a smaller more localized portion of the SIA. They are optimal locations for targeted programming such as playgrounds where parents can watch over children in an intimate enclosed setting.

Location of a new Community Center to provide indoor recreational and gathering space for residents is also recommended in the Plan. Providing spaces for recreation and indoor events is important in a mixed-income community. It is critical that spaces be accessible to all residents, and that there are places available for persons with different social and economic backgrounds to interact. These spaces will benefit the entire community.



**Arlington Mills Community Center - Arlington, VA**



**Community Park at the new James Bland Housing  
Alexandria, VA**



**Yards Park - Washington, DC**

## Mixed-Income Neighborhoods | Variety of Housing

### Housing Types

The plan proposes a variety of housing types in order to increase choice with regard to living arrangements for all residents. It was discussed during several stakeholder meetings that Downtown Charlottesville currently lacks options for urban housing types such as rowhouses and small multifamily buildings. The plan includes a combination of small multifamily buildings, urban townhouses, and mid-rise multifamily buildings.

The plan recommends that some current public housing sites be converted to mixed-income housing and some remain strictly affordable. It is important that affordable or voucher housing and market-rate housing be undifferentiated, and that they both have access to amenities such as open space.

Many public housing residents expressed a desire to have front and/or rear yards. Others expressed a desire to have places for children to play within sight of their homes. Residents of multifamily buildings identified a need for play areas and open space for multi-generational informal recreation activities.

Although residents of the area are concerned about increased density within the neighborhood, they agree that it can be achieved in a manner that is architecturally pleasing and therefore acceptable.



**Small Multifamily: Davis Place - Arlington, VA**  
(Cunningham | Quill Architects)

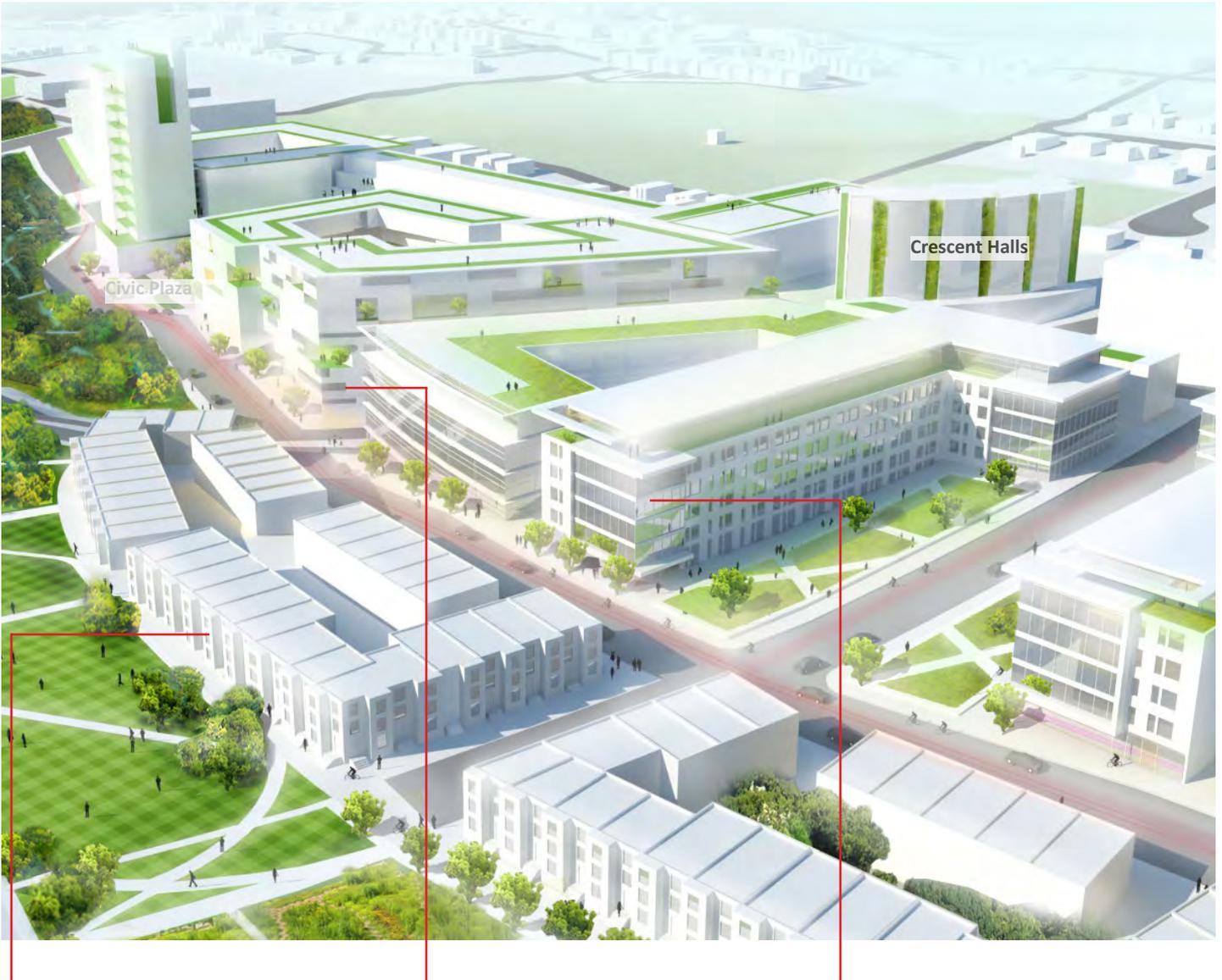


**Mixed-Income Housing: Chatham Square - Alexandria, VA**



**Mixed-Income Housing: James Bland - Alexandria, VA**

# Mixed-Income Neighborhoods | Variety of Housing



**Mixed-Income Urban Townhouse Precedent:**  
Chatham Square - Alexandria, VA



**Mid-Rise Multifamily Building Precedent:**  
Reston Heights - Reston, VA  
(Cunningham | Quill Architects)



**Low-Rise Multifamily Building Precedent:**  
The Clayborne - Alexandria, VA  
(Cunningham | Quill Architects)

## Mixed-Income Neighborhoods | Community Services

During stakeholder meetings with some public housing residents and with some members of the steering committee, it was discussed that while Charlottesville is home to over 700 non-profits, it is often difficult for residents of the SIA to gain access to needed services and assistance. Beyond this, there are currently no public community centers, libraries, or other cultural centers within the SIA boundary.

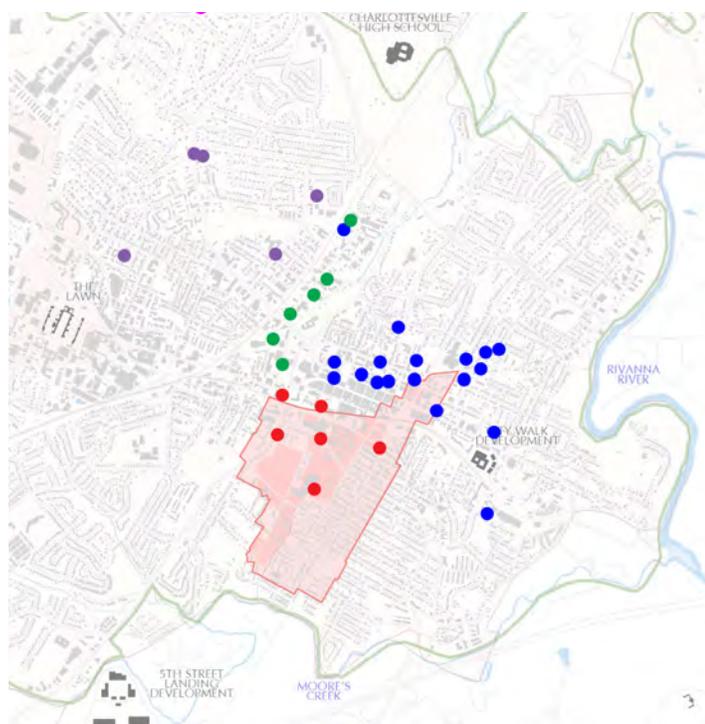
The plan recommends that the City encourage “clustering” of social services providers and start-up businesses within the SIA as well as purchasing or renting space for a satellite branch of the Workforce Center within or in close proximity to the SIA.

With regard to providing better access to social services, the plan recommends that the Charlottesville Redevelopment & Housing Authority (CRHA), Piedmont Housing Alliance (PHA), and Jefferson Area Board for Aging (JABA) work together with

others as needed to develop a peer network program which would provide a method for current residents to share information with peers and assist them with accessing services.

There is also an opportunity to expand provide educational and child care assistance to low-income children in partnership with the City Public School System. Clark Elementary School is located just beyond the eastern limits of the SIA boundary, but is a central feature in the northern part of the SIA and serves as a focal center for the community. Partnership with entities such as Head Start (already operating locally through the Monticello Area Community Action Agency (MACAA)) or Educare would benefit this community.

The map below indicates locations of some of the social service and assistance providers in Charlottesville as well as major job center locations.



**Job Center Locations and Social Services Providers**

**Services Key:**

Red = located within or adjacent to the SIA

Blue = located within the Downtown Area

Green/Purple = located between Downtown and the Rt. 29 N Corridor



**Public Health Clinic - Alexandria, VA**

# Mixed-Income neighborhoods | Jobs Outlook

## Future Employment Opportunities

Table 11 illustrates a range of job (full time equivalent or multiple part time positions) sources at locations relatively accessible to underemployed SIA residents. The list includes large existing employers, such as hospitals, a variety of light industrial and service providers located generally south of and near to the downtown core, as well as many smaller businesses concentrated in the area of the Downtown Mall.

*Wegmans Profile.* The SIA should significantly benefit from the planned 100,000+ square foot Wegmans grocery store at 5th Street Station, to be located two to three miles southwest of the SIA just across the City border in Albemarle County. The proposed Wegmans at 5th Street Station should add well over 400 jobs (over 1,000 jobs in the entire retail center). Employment opportunities range from hourly wages for cashiers, bakery workers, and deli customer service to salaried food service managers, team and department leaders. Top factors reported by employees who continue to work at Wegmans elsewhere in Virginia and beyond include health benefits, flexible work hours and job security (has experienced no layoffs).

In addition, the SIA will benefit from an increase in future neighborhood based job opportunities. Given the probability of business growth in the SIA spanning a larger number of smaller firms, a variety of job types can be expected, including generic labor categories that might suit underemployed SIA residents. Construction jobs in support of new development within the SIA will provide a further base for general and skilled labor. Were 1.0+ million square ft of new mixed-use development projects to be added over the course of the next 10 to 15 years, the implication is that there would be \$200 million of direct construction expense, assuming \$200 square foot in construction costs. Using a benchmark that 40 per-

cent of the \$200 million covers on-site labor costs means the labor payroll would approximate \$80 million spread over say 10 year period. With the average annual construction salaries of \$45,000 to \$48,000 for the City reported by the Virginia Employment Commission (2012), this translates into approximately 1,700+/- person year jobs in the next 10 to 15 years. On an annual basis, there would then be the potential for 110 to 175 construction jobs.

OED Basic Industry Initiative. Based on industry interest, it is possible that with city support, a 20,000 to 40,000 square foot flex building in the SIA could be targeted to encourage light industrial / manufacturing uses. This would help generate stable hourly wages for local residents similar to the Charlottesville Economic Development Authority's (CEDA) land purchase that paved the way for the development of the National Optronics flex building. Were this initiative to result in introducing 50 to 100 new jobs, and assuming that SIA residents were qualified for 50% of the jobs, at an achieved 30% hire rate, the result would equate to 10+ new jobs held by current SIA residents.

A critical component of successful implementation of the SIA plan is to reinforce the integration of social and job advancement services and facilities. Facilitating physical access to employment centers, employer job networks, platform for business-to-business local contracting and improved access and transportation connections within the neighborhood and to the Downtown Mall are fundamental components. With gradual investment in the SIA, over time, the area will establish itself as an activity center with an amenity base, reinforcing enterprise both of which will be supported by the background regional market and improved infrastructure.

**Table 11: SIA Jobs Outlook**

Employer	# of Jobs Within Three Miles	% Jobs Generic Skilled	# Jobs Generic Skilled	SIA Underemployed Job Prospects <sup>1</sup>	Timeframe
<i>Existing</i> hospital, university, govt, corporate, other	44,000	> 15%	> 6,000	@ 5% hire rate	Current/Ongoing
<b>Existing Avg Job Turnover <sup>2</sup></b>	3,200	> 15%	> 480	25+ per year	
<i>Potential Growth (permanent)</i> Wegmanns Supermarket	400+	> 35%	140+	@ 15% hire rate 20+	2015 +
5th Street Station	500+	> 35%	175+	25+	
SIA Mixed-Use Development	1,000+	> 10%	100+	15+	
<i>Potential Growth (temporary)</i> SIA Construction	100+ per year	> 20%	20+	@ 30% hire rate 6+	2014 +
<i>Potential Growth (targeted)</i> OED Basic Industry Initiative	50+	> 50%	25+	@ 30% hire rate 10+	2016 +
<b>Total Job Growth</b>	2,150+		450+	75+	

<sup>1</sup> Potential job hires for underemployed or unemployed SIA residents

<sup>2</sup> Average annual job turnover is 7.3% per the Virginia Employment Commission Charlottesville City Profile

## Connectivity

### Pedestrian Walkability & Bicycle Circulation

Improving connectivity and connections within the SIA area and surrounding neighborhoods is a major plan objective. The Plan restores pedestrian walkability to an area that is characterized by disconnected streets, discontinuous sidewalks and unconnected open spaces. It also incorporates improvements and new bike routes to the proposed city bicycle network to increase bicycle mobility as an option for circulating through the SIA.

Connectivity aspects of the plan have focused on creating better connections in the Plan area through increasing pedestrian walkability, pedestrian safety, bicycle networks, and traffic calming measures. Currently, there are gaps in the sidewalk network through the Belmont neighborhood and discontinuous bicycle lanes and cycle tracks throughout the SIA. Some streets are exceptionally wide, and intersections are designed for cars without adequate consideration of the pedestrian or bicycle experience.

The plan includes new streetscape standards for pedestrian circulation and dedicated bicycle lanes on all major streets. Improved or new sidewalks are proposed on all existing and new streets. New street trees and wider sidewalks will increase walkability. Rain garden/pedestrian “bulb-outs” are proposed at many intersections to help with traffic calming, capture stormwater, and reduce street crossing distances.

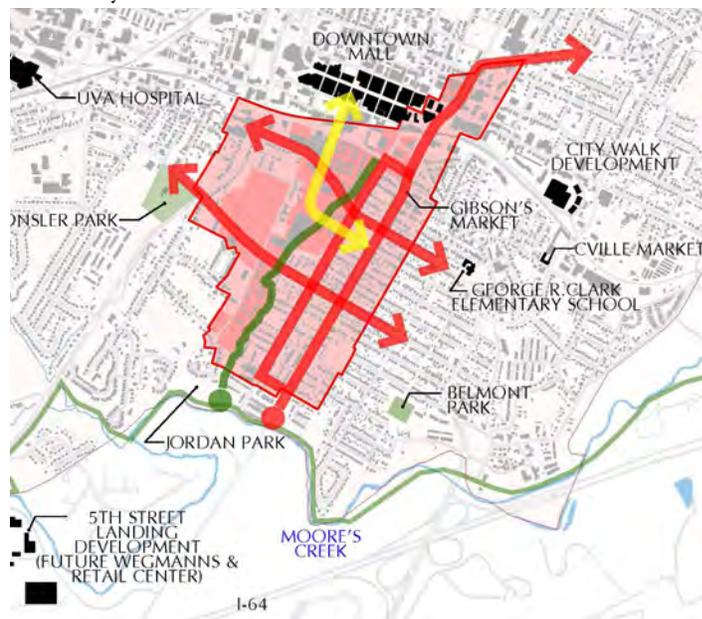
One of the key goals of the plan is to ensure pedestrian safety at crossings of multiple major streets, including: Monticello Avenue, Elliott Avenue, Avon Street, 9th Street NE, and Ridge Street. Bicycle and pedestrians crossings should be located at intersections to reduce conflicts between pedestrians, bicyclist and vehicles. Heightening the level of visibility and denoting a clear pedestrian crossing zone, through highly articulated crosswalks with pedestrian traffic signals, should be pursued. All new or reconfigured intersections within the SIA should provide bicycle and pedestrian crossings and amenities. Traffic signals should be considered in the context of a signal warrant analysis study that determines whether the signal will improve the operations and safety of the crossing.



Articulated Stamped and Painted Asphalt Crosswalk

### Connection to the Trail Network

The new linear park proposed pedestrian and bicycle trail connects the study area to the existing Rivanna Trail network to the south which circumvents the city. This connection is important for recreational purposes and as potential transportation purposes to future employment centers. Residents will be able to safely walk and bike via the trail system to outer areas of the city.



#### Key Bicycle and Pedestrian Routes

- █ Recommended Bicycle Routes
- █ Trail Connection
- █ 2nd Street Connection



Dedicated Bicycle Lane

# Connectivity



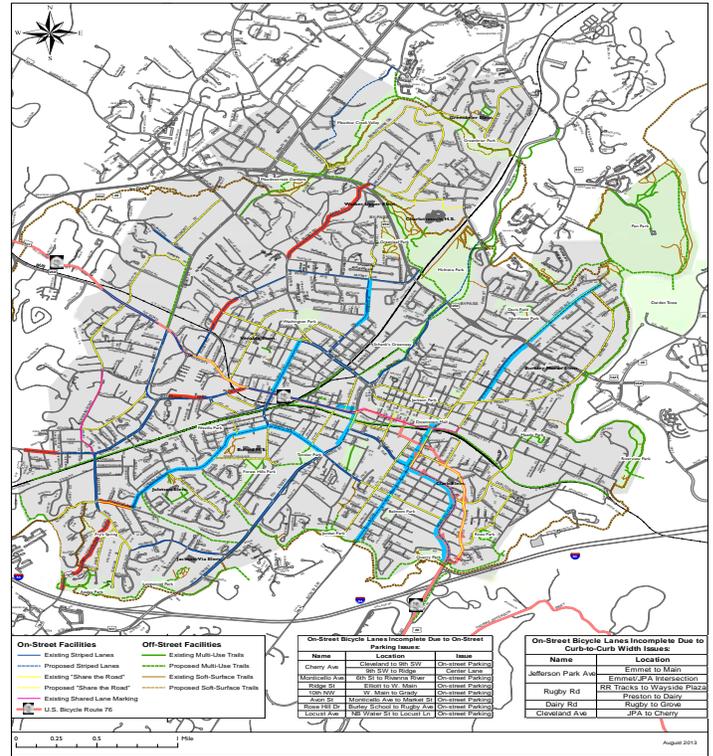
**Bicycle Box Recommended at Signalized Major Intersections**



**Pedestrian and Bicycle Friendly Street**

## Automobile Circulation - Street Network

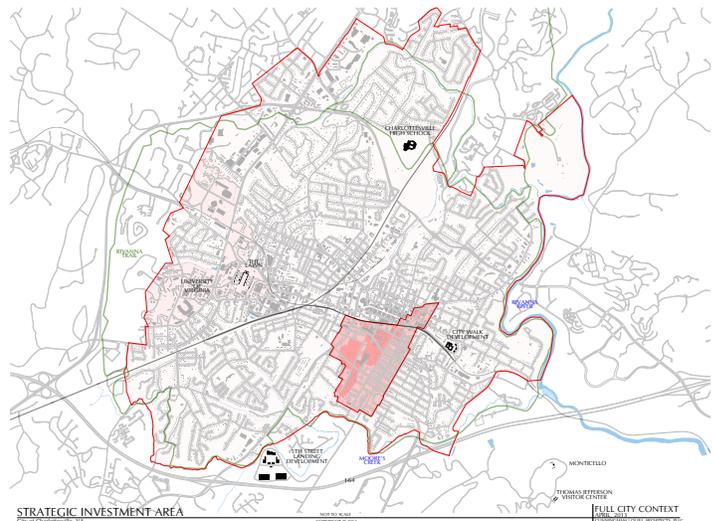
The transportation plan for automobile circulation emphasizes re-connecting areas of the Plan area east-west and north-south with a major connection from the center of the study area to the Downtown Mall. The existing 2nd street corridor becomes an important means of connecting the Mall to the IX property. The extension of 4th Street south from the Mall to Elliott Avenue will serve as a vehicular, bicycle and pedestrian connection to Pollock's Park through the study area. In addition to providing connections, these through streets will help to reduce traffic jams during peak rush hour by recreating an interconnected network offering more options. Traffic through the study area (instead of around it) will promote businesses and retail establishments and improve the visibility of the area. New street sections with reduced travel lane widths will help to decrease travel speeds and assist with traffic calming.



**Charlottesville Existing and Proposed Bike Routes Map - 2013**

## Transit

Charlottesville's existing public transit network is extensive, with a relatively new transit center located adjacent to the Downtown Mall. Most of the bus lines pass through this center, and there are four bus lines that pass through or along the SIA boundary. As new emerging business and job centers develop in the future, existing transit routes should be examined to ensure adequate and direct access to these new centers. Additionally, the SIA would benefit from transit access every day, including Sundays, and from better pedestrian access to the Transit Center.



**Charlottesville Existing Job Centers Map**

## Recommended Phasing Plans



The Strategic Investment Area Plan envisions that change in the SIA will happen incrementally, over a period of years. The recommended phasing plans suggest ways to achieve the long-term vision through strategically timed key actions.

# Recommended Phasing Plans | Near Term | 0-5 years

## Key Actions - Phase 1 (Near Term)

### Martha Jefferson Neighborhood:

- Intersection improvements at High/9th/ Lexington to be coordinated with Belmont Bridge construction
- Streetscape improvements on High/9th Streets to improve pedestrian connection to Downtown Mall

### Warehouse District:

- City extend 2nd Street south to future plaza location
- Garrett Street streetscape improvements
- Monticello Avenue narrowing and streetscape improvements
- CRHA - Levy Avenue property development with retail at Avon Street, residential units above, townhouses along Garrett Street
- 4 buildings at Friendship Court redeveloped with commercial mixed-use at street level and residential units above
- Development of an office building (+/- 75,000 sf) at 2nd Street & Monticello Avenue

### Belmont Neighborhood:

- Begin sidewalk infill & green infrastructure improvements

### Pollocks Branch:

- Begin first phase of park system at the Friendship Court site



Martha Jefferson Neighborhood - Phase 1

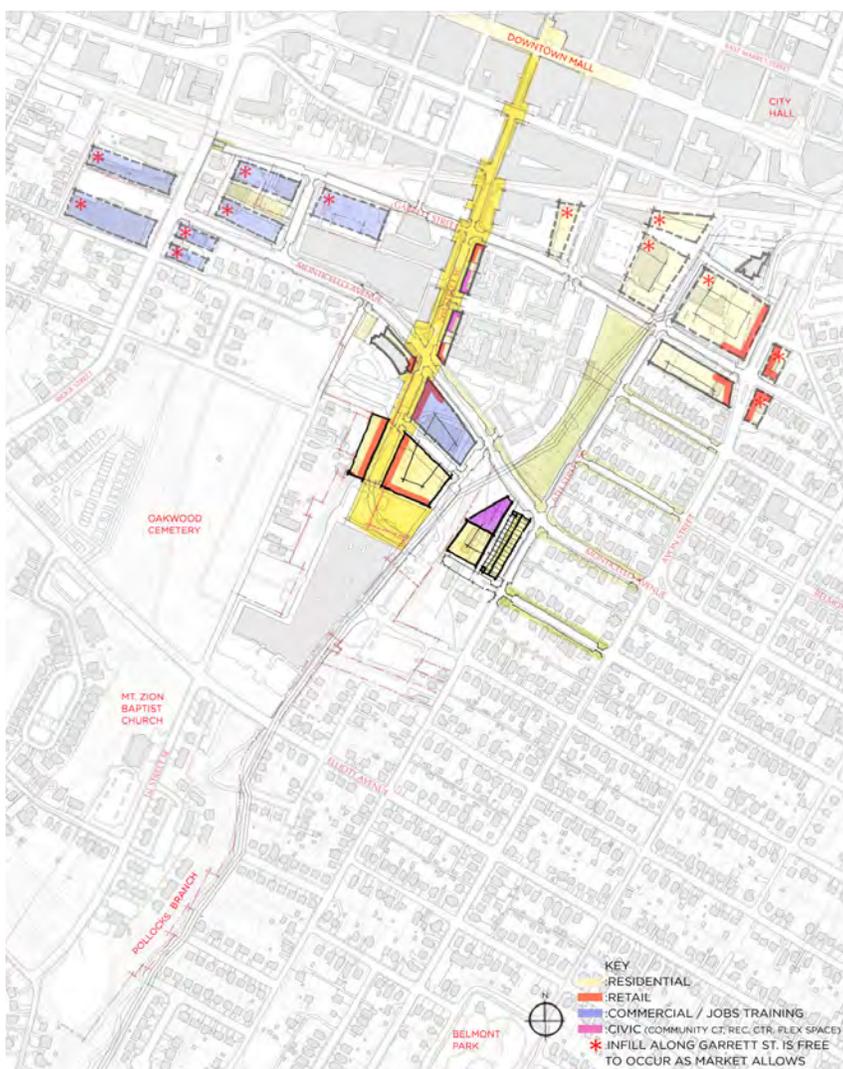


Warehouse/IX/Belmont/Ridge Street Neighborhoods - Phase 1 - Near Term

# Recommended Phasing Plans | Medium Term | 5-10 years



Martha Jefferson Neighborhood - Phase 2



Warehouse/IX/Belmont/Ridge Street Neighborhoods - Phase 2 - Medium Term

## Key Actions - Phase 2 (Med. Term)

### Martha Jefferson Neighborhood:

- Road Diet on 10th Street NE – Narrow Travel Lanes
- New Pedestrian Sidewalks & Street Trees

### IX Property District:

- City implement a TIF zone on the IX property in consultation with property owners, in order to incentivize development of public plaza and mixed-use buildings by private owner. Develop Design Guidelines and/or Form-Based Code District to align with TIF boundary.
- Continue to improve 2nd Street south to plaza location
- City build additional street network
- CRHA re-develop 6th Street property to provide mixed-income housing of various types

### Belmont Neighborhood:

- Continue sidewalk infill & green infrastructure

### Pollocks Branch:

- Continue improvements in first phase



# Recommended Phasing Plans | Long Term | 10-15 years

## Key Actions - Phase 3 (Long Term)

### Martha Jefferson Neighborhood:

- Conduct parking study to identify opportunities for Parking Reduction & Shared Parking
- Identify infill development opportunities on parking lots

### IX Property District:

- IX Property continue to develop as Market allows.
- Develop plaza open space and streetscape as a coordinated development with adjacent buildings
- CRHA continue re-development of 6th Street property to provide mixed-income housing of various types and new community center
- PHA/NHT redevelop Friendship Court Property
- Private development south of the 6th Street Housing site. Potential for combining of parcels or joint development.

### Belmont Neighborhood:

- Continue sidewalk infill & green infrastructure

### Pollocks Branch:

- Begin second phase of park system at the IX property site and further south

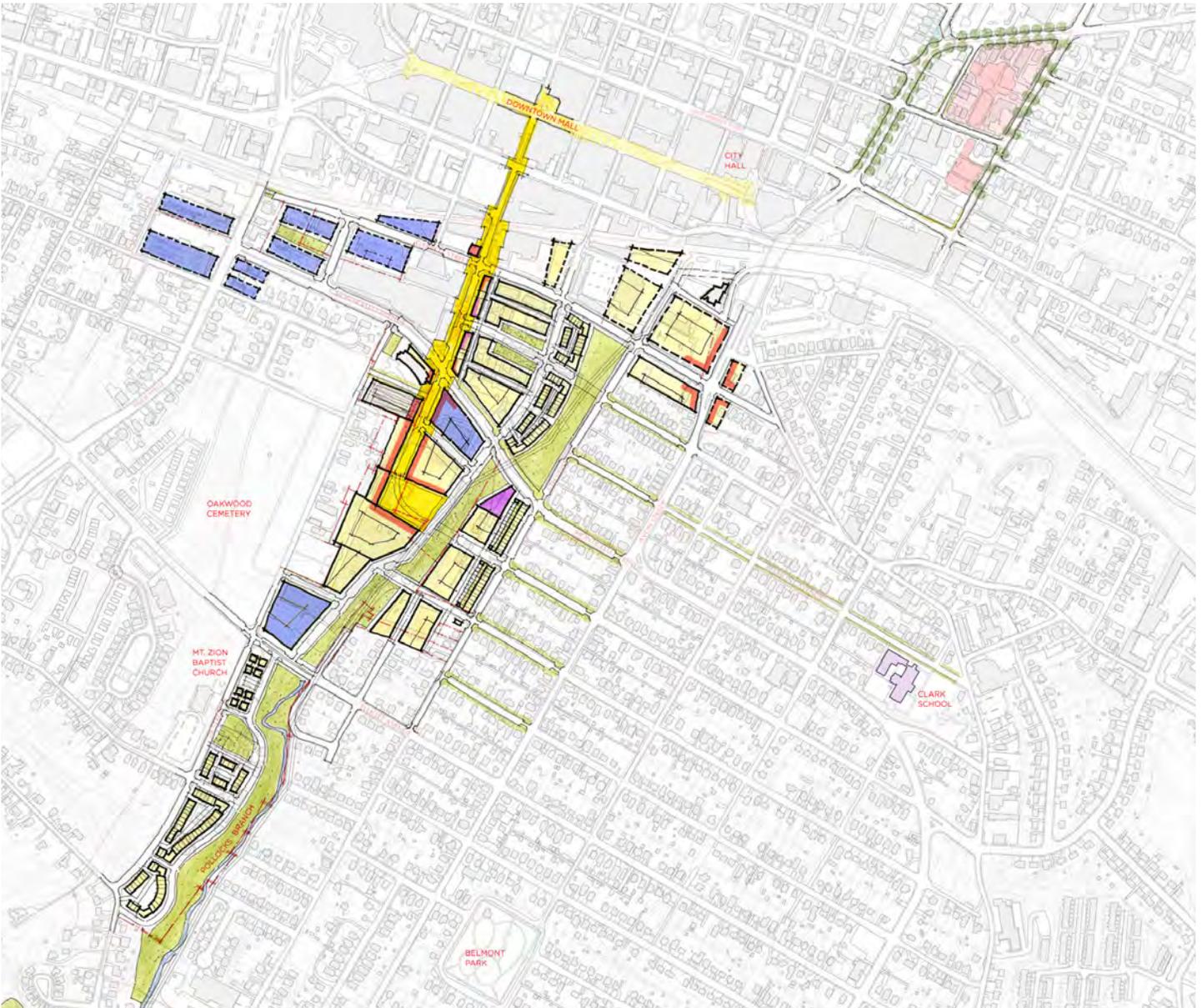


Martha Jefferson Neighborhood - Phase 3



Warehouse/IX/Belmont/Ridge Street Neighborhoods - Phase 3: Long Term

# Recommended Phasing Plans | Final Term | 15+ Years



SIA Final Phase Plan

## Key Actions - Phase 4 (Final)

### S. 1st Street Housing

- City assemble parcels and/or easements for maintenance of trail & creek at Pollocks Branch
- City provide new road along Pollocks Branch
- CRHA redevelop South 1st Street Housing to include mixed-income, mixed housing types
- CRHA explore partnership with Mt. Zion Baptist Church on play field/ park space activities



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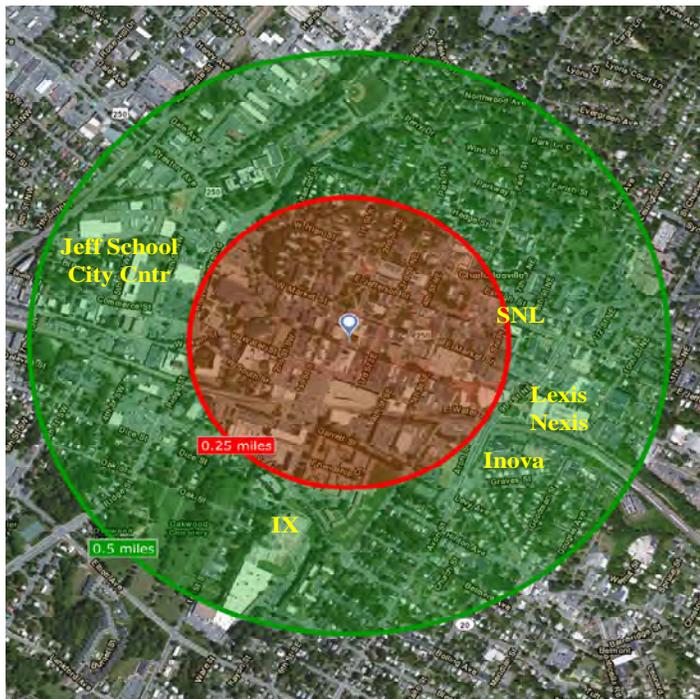
# IV. Development Feasibility

## Market Assessments

Development feasibility assesses real estate market dynamics that help underpin potential investment and implementable plan recommendations.

### Location

Given its proximity, the SIA provides for the natural outgrowth of the Downtown Mall. Moreover, the attributes of the location and underdeveloped conditions help distinguish the SIA from the existing downtown area, meaning that over time, the SIA can compete at the regional level for growth in ways that the existing downtown is less able. Established market velocity is clearly evidenced by recent new construction in the Warehouse precinct, which is essentially contiguous with the center point of the Downtown Mall. As depicted below, the core of the SIA is of equal distance, if not closer to the center of the Downtown Mall, than other major downtown activity nodes. With improved infrastructure and north / south access, the link with downtown can only become more seamless and complementary.



**1/4 and 1/2 Mile Radii From 2nd and Main Streets  
(Downtown Mall)**

### Market Residential

Regional interest in residential investment in the SIA is clear, as witnessed over the last decade in the range of building activity found throughout and next to the SIA. The question of future market prospects is more of how new residential investment should be channeled, and when it will happen, rather than if there is any potential.

Residential Building Permit Analysis. To better understand potential market depth, an analysis of building permits for the entire region is presented in Appendix B. These historical benchmarks provide a starting point to scale how much regional growth might be able to be captured in the SIA. While the development patterns exhibited from the past should not be considered as static, they also suggest practical limits regarding the amount of new residential development that may be able to be attracted to the SIA.

Over the past 13 years, the City of Charlottesville has been competitive in anchoring new multifamily development, with less single family activity. The 13 year averages for the City of Charlottesville, including both boom times and a more depressed economic period, are 90 single family units per year, with permits for approximately 150 multifamily units. Though multifamily permits in Charlottesville have trailed only Albemarle County over this period, the City has accounted for less than 15 percent of the overall average annual regional housing unit growth. A recent uptick in multifamily activity is attributed largely to the 301-unit City Walk project just east of downtown. The City Walk, though originally conceived as a 9-story development project, is being constructed with a combination of three and four story structures, including 456 parking spaces (1.5 spaces per unit). More recently in 2013, a building permit was issued for the 200-unit Plaza on West Main (with 595 bedrooms designated for student housing). Plaza on West Main comprises two buildings, one six-story and the other eight stories. Special use permits were needed to allow for added density and height over the basic zoning provisions. Although this project is not located in the SIA, it is an example of a project requiring an SUP which may be in competition with future projects in the SIA.

## Market Assessments

Ownership Housing Costs. 2012 Median home values for owner occupied units in the SIA are reported at approximately \$196,000 (per ESRI). This median home value is more affordable compared with the 2012 median home value for owner occupied units in Charlottesville at \$226,700 and \$240,400 for the Charlottesville MSA. Listings for single family home sales in Belmont averaged around \$271,000 based on a first quarter 2013 sample of 29 offerings. During this period the Gleason condos in the Warehouse precinct had four units for sale with asking prices between \$379,000 for a one bedroom unit and \$449,000 for a two bedroom unit (\$350+ per square foot). Single family residential detached dwelling units built within the last 10 years in the SIA have typically been transacting in the low to mid \$300,000 range, which equates to between \$125 and \$175 per square foot. Examples include homes in Burnet Woods (Burnet Street) and on Blincoe Lane.

For Rent Housing Costs. Apartment rents in the Charlottesville region for newer market rate apartment properties such as The Reserve at Belvedere and Arden Place have asking rents ranging from \$1.30 to \$1.80 per square foot at the new Stonefield Commons just north of Charlottesville in Albemarle County on Route 29. A new project just underway proximate to the SIA is the 300-unit City Walk / Coal Tower project just east of the Martha Jefferson portion of the study area. Rents range can start below \$1.00 per square foot and span up to \$1.50 per square foot.

Norcross Station, located in the Warehouse District nearest to the Downtown Mall, is the most representative of a newer (2003) rental apartment complex in the SIA. These apartments comprise 88 units in 4-story renovated warehouse buildings originally built in 1924. The Norcross has one and two bedroom units ranging in size from 695 to 1,574 square feet. Monthly asking rents start at \$950 and go as high as \$1,550, equating to approximately \$1.00 to \$1.50 per square foot net of utilities.

Planned Residential. The majority of single family and multi-family units currently either approved and/or under construction in Charlottesville are in nearby neighborhoods proximate to the SIA. An indicator of market strength are the proposed plans to redevelop the 25 year old four-story 60,000 square foot Republic Plaza at 855 West Main with a six-story mixed-use apartment building comprising 192 residential units, up to 12,000 square feet of commercial space and approximately 500 parking spaces. This project, being called The Standard, would need a special use permit for both its height and density.

Residential trends in Charlottesville suggest that single family units have a smaller but stable on-going demand, limited mostly by a lack of suitable underdeveloped land, and stronger multifamily prospects. The SIA has proven well suited to meeting both these sources of demand. Not only should these opportunities persist and expand, there may also be room for a greater range of new housing. This would include a mix of townhouse type units, and broader choice of multifamily product of mixed densities. (Two examples of recent market orientation adding townhomes to the mix proximate to the SIA include the Belmont Cottages, with six approved townhouses in addition to seven single family homes, and Eddins Cottages, comprising ten townhouse units.)

**Table 7: Residential Opportunities and Constraints**

Strengths	Weaknesses	Opportunities
<ul style="list-style-type: none"> <li>• Belmont neighborhood appeal – “urban bling”</li> <li>• Available sites for development</li> <li>• Proximity to downtown / amenity base</li> <li>• Growing marketplace</li> <li>• Limited pipeline supply</li> <li>• Accessibility</li> </ul>	<ul style="list-style-type: none"> <li>• Housing stock not diverse</li> <li>• Highest concentration of subsidized housing in Charlottesville</li> <li>• Affordability?</li> <li>• Bifurcated SIA neighborhoods</li> <li>• Safety and crime concerns</li> <li>• Nearby competition</li> <li>• Neighborhood school concerns</li> </ul>	<ul style="list-style-type: none"> <li>• Infill and redevelopment sites</li> <li>• Diversification of product type</li> <li>• Demand for ownership</li> <li>• Competitive pricing</li> <li>• Community appeal / niche</li> <li>• Longer term high-rise product potential</li> </ul>

## Market Assessments

### Retail

Though competing with a large inventory of retail space just outside its borders in Albemarle County, retail use in the City represents a focal point for certain types of regional demand, and gains significant support from University of Virginia related demand from students and visitors / tourism.

Inventory. Concentrations of retail space in the City of Charlottesville totaling approximately 1.5 million square feet are divided between the Downtown Mall, The Corner (beside UVA) and four shopping centers – Barracks Road, Preston Plaza, Seminole Square and McIntire Plaza. The historic Downtown Mall, one of the longest outdoor pedestrian malls in the US, with over 120 shops, accounts for the majority of the space. There is additional retail scattered throughout the City, primarily along commercial and entrance corridors, such that the total amount of retail space within the City runs upwards of 2.0 million square feet.

Vacancy. Reported retail vacancy in the City of Charlottesville as of July 2013 is less than four percent, generally well below the average for nearby more suburban jurisdictions.

Type of Retail. The character of the two primary major shopping venues in the City is quite distinct: the Downtown Mall offers smaller niche and tourist related offerings while Barracks Road, which is in northwest Charlottesville proximate to UVA, functions as a regional power center with big users (Old Navy, Harris Teeter, Barnes & Noble, Bed Bath and Beyond, Michaels, CVS, Kroger, etc). In addition, the types of retail spaces vary between the historic offerings in the Downtown Mall and the conventional shopping centers throughout the region. More of the retail tenants are sole proprietorships in the Downtown Mall, and not generally representative of regional or national chains or franchises.

Rents. Asking rents as of the second quarter 2013 for vacant retail space in Charlottesville are typically less than \$20 per square foot net of expenses. Asking rent for new in-line space in neighborhood oriented shopping center (Rivanna Plaza) along the Route 29 corridor in Albemarle County are being quoted as high as \$30 per square foot net of expenses. Asking rents in the SIA vary based on space characteristics, but are generally estimated to fall well below \$20 per square foot net of real estate taxes and expenses, substantially less than for prime space elsewhere.

Planned Retail. A potential game changer for most SIA residents is the planned new 5th Street Station, located just outside

the City's border one mile south of the SIA but inside of I-64 between 5th and Avon Streets. Planned for a total of 470,000 square feet, 5th Street Station will be anchored by a 130,000 square foot Wegmans grocery store. Other project components include another big box anchor and a five-story parking structure. In addition, Fifeville immediately west of the SIA has 44,800 square feet of approved commercial space planned as part of three different mixed-use residential projects.

SIA Competitiveness. Retail activity in the SIA is constrained by a variety of demographic and location factors. Simply put, the potential for retail is limited by the combination of limited internal market demand and plentiful nearby retail offerings. Potential exists to supplement the existing retail base, but the most promising opportunities will come more from increasing the market size (more residents and businesses), rather than simply adding retail space. For example, with approximately 1,350 households, the SIA has only one third the “roof tops” needed to justify a modern format 50,000+ square foot grocery store. And there are existing and soon to be added grocery store alternatives relatively nearby but peripheral to the SIA. Just outside the study area is the 10,000+/- square foot Cville Market on Carlton Avenue which is more “right-sized” to the background market area (in addition to other grocery stores such as two Food Lions located further afield). With increased density over time, the addition of another grocery store, as for other retailers, may eventually be justified.

### Office

Office space on the Downtown Mall is near or at capacity while both smaller and larger users alike are seeking downtown proximate office accommodations. At some level, existing office uses are being converted to residential (see preceding Republic Plaza Story). The expansion of office space into the SIA is a natural consequence as evidenced by the 2009 and 2010 deliveries of totaling over 100,000 square feet.

Inventory. A compilation of multiple data sources suggest that the City has an estimated 4.0 million square feet of office space which includes primarily Class B and C space, with only about 25 percent being Class A. According to CBRE's 2012 office market report, the Downtown / Central Business District submarket comprises thirteen Class A office buildings totaling approximately 485,000 square feet. This accounts for 27 percent of Class A space in the greater Charlottesville market of Class A space totaling 1.8 million square feet that extends into Albemarle County. The most recent Class A space delivery in the Downtown submarket is the 6-story Waterhouse project at 218 West Water Street with slightly more than 53,000 square

## Market Assessments

feet that is fully occupied by WorldStrides (financed with a Performance Agreement with the City allowing for specified tax abatements). This project was originally planned for two 9-story mixed-use towers and was scaled back to include the office anchor plus 35,000 square feet of enclosed parking and nine residential units. Still under construction due to delivery in late 2013 is the CFA Institute's 140,000+ square foot project (in addition to ancillary office and residential space totaling over 100,000 square feet) in the former Martha Jefferson Hospital space. This project was also financed with a City performance agreement and represents a single tenant commercial user / project anchor.

Not included as part of CBRE's analysis is office condominium space, such as the 70,000 square foot office component of The Gleason, a mixed-use project in the SIA on Garrett Street.

Finally, the Open Space building, which was only partially pre-leased prior to financing and construction, represents the only two speculative office buildings constructed in Charlottesville in over 50 years.

Submarkets. The regional office market typically is broken down into four submarkets: 1) Downtown / CBD; 2) West / UVA / 250; 3) East / Pantops (Peter Jefferson Place); and 4) North (GE Campus, UVA Northfork Research Park). Though it has gained some share of the office market, the SIA historically has had a strong industrial and warehouse land use base, as evidenced by existing larger stand alone facilities (i.e. IX, Ferguson, Noland properties, etc.). Some of the former warehouse type facilities have been redeveloped into other uses such as the Norcross apartments and the mixed-use Gleason building.

Vacancy. Class A office vacancy for the greater Charlottesville region is 13.8 percent for 2012 per CBRE's report. Vacancy was the lowest in the West Quadrant at less than one percent and was highest at over 22.4 percent in the North Quadrant. The Downtown / CBD posted 6.4 percent vacancy, which is down from 2011.

Tenant Profile. Newest users coming to Downtown in 2013 but just outside the SIA include the CFA Institute's 400+ employee headquarters located in the redevelopment of the former Martha Jefferson Hospital site. World Strides moved into 50,000+/- square feet at Waterhouse near the Downtown Mall in the 1st quarter of 2012 adding an estimated 250+ employees to the downtown area. However, these users are larger than the typical Charlottesville user, as there are only a handful of firms have more than 100 employees. There are more office users

with requirements of 5,000 square feet of space or less. In addition, CFA Institute is housed in an owner-occupied building and is not a good example of typical Charlottesville users, who need smaller space, more suited to buildings with footprints of approximately 10,000 square feet. Given the SIA's location south of downtown, the SIA is not generally considered as a target market for University of Virginia off-campus office requirements.

Office Rents. Office rents vary based primarily on the type of space and location but typically range from \$15 to \$25 per square foot full service. A key component of asking rents is the parking equation, since much of the office space in the Downtown / CBD submarket is parking constrained, and rates often exclude parking with the default provider being City sponsored parking garages. The market standard is for approximately four spaces for every 1,000 square feet of office space and can get pricey at \$25,000 space for structured parking. Tenants in the Open Space building located in the SIA are charged \$75 month for parking.

An example of asking rents in the SIA is the Inova Solutions space at 110 Avon Street, representative of a late 1990s 3-story Class A office building, where the asking rent for the 30,000+ square foot space is \$22 per square foot including parking. Office condo pricing is in the mid-\$200 per square foot range per sales at the new Gleason building.

Planned Office. There are two proximate planned projects to the SIA: 1) the Grove Square at 999 Grove Street in Fifeville approved for 113,500 square feet with a 920 space parking deck; and 2) also in Fifeville but immediately adjacent to the SIA is the planned William Taylor Plaza site which is an example of the development of one of the few remaining infill sites. This is a 3.19 acre site for sale at the northwest corner of Ridge and Cherry Streets just outside the SIA. The site is fully entitled for up to 120,000 gross square feet of office or medical office space, multi-family development (up to a maximum of 50 units) or combination. Current listing price as of September 2013 of \$1,950,000 equates to \$14 per square foot of land value or \$16 per square foot of building area (FAR).

# Zoning Implications

**Table 8: Commercial market Summary**

<ul style="list-style-type: none"> <li>• Proximity to Downtown Mall</li> <li>• Pedestrian scale</li> <li>• Positive investment environment</li> <li>• Available sites for development</li> <li>• Consolidated ownership of key parcels</li> </ul>	<ul style="list-style-type: none"> <li>• Points of access and visibility</li> <li>• No cohesive identity</li> <li>• High property costs for new construction</li> </ul>	<ul style="list-style-type: none"> <li>• Potential affordability</li> <li>• Regional income growth</li> <li>• Improved circulation</li> <li>• Assistance / incentives for users</li> <li>• Parking equation</li> <li>• Diversification of commercial product</li> </ul>
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## Industrial / Warehouse / Flex / R&D Potential

The industrial market in Charlottesville is confined by limited acreage zoned for industrial uses, and to some extent, relatively high cost. Given the SIA’s rich history of manufacturing, designating one or two sites for future industrial / warehouse / R&D and/or flex space could be a natural outgrowth, and a possible tool in advancing the range of job opportunities. A past example of proactive development of this sort is CEDA’s involvement in the 1990s to acquire land that was privately developed into the 40,000 square foot National Optronics processing facility. Replication of this type of investment merits serious consideration to create a more diverse and sustainable commercial base in the SIA.

Inventory and Submarkets. The real estate firm CBRE states in its 2012 Industrial Market report that there is an under-supply of Class A product in Charlottesville and Albemarle County, causing tenants to lease space in the adjoining submarkets report Compared with neighboring jurisdictions, Charlottesville posted lower than average vacancies, but has a smaller inventory.

Rents. The average rent for the Greater Charlottesville region is approximately \$6.00 net of operating costs per square foot in 2012 per the CBRE report. Rents in the City of Charlottesville range between \$8.50 and \$9.00 per square foot, compared with Albemarle County’s average 2012 asking rent of \$7.50 to \$8.00 per square foot range. Rents vary greatly in the industrial market since the type of space can vary from older warehouse space to high-tech R&D / flex space. Higher rents in Charlottesville and Albemarle County reflect, in part, that much of the space is flex / R&D space, which can include partial office use.

## Hospitality Market

The Charlottesville area has an estimated 30+ lodging facilities with over 3,000 rooms. The largest and only existing hotel on the Downtown Mall is the 1980s vintage Omni, with 208 rooms. There is a stalled hotel redevelopment property in the middle of the Downtown Mall that has recently been rejuvenated. Otherwise, non-suburban hotel activity in Charlottesville is oriented towards West Main proximate to UVA, with the 133-room Marriott Residence soon to be under construction at the intersection of Ridge McIntire and Water Street representing the latest addition. The SIA’s location could be a serious longer-term prospect for an additional hotel, especially if timed in conjunction with added economic scale and amenities.

## Zoning Implications

With some specific but limited exceptions, the existing zoning in the SIA provides sufficient options to accommodate a wide range of prospective market demand. The zoning designation in the primarily areas of development interest is the Downtown Extended (DE) zone. Important DE zone requirements comprise:

1. Height – Minimum height of 35 feet up to a maximum of 55 feet but for mixed-used building which can go as high as 101 feet subject to street adjacency regulations.
2. Density – For residential buildings and mixed-use buildings and developments having twenty-five percent to seventy-five percent of the gross floor area designed and occupied for residential use, residential density shall not exceed forty-three dwelling units per acres (DUA); however, up to two hundred forty DUA may be allowed by special use permit. For multifamily development, the minimum density for is twenty-one DUA.
3. Uses – Typical office, retail, hotel and most residential uses are accommodated in the DE zone. More specialized permitted uses include the tech sector, printing, education, etc. Some uses not permitted and/or allowed only by special exception include shopping centers, farmers market, assembly plant, manufacturing and warehouse uses.

## Development Economics

These primary zoning parameters are reasonable enough and sufficient for the type of development contemplated by this plan with two important qualifiers: 1) implementation may result in numerous Special Use Permits (SUPs) to accommodate the variety of developments contemplated; and 2) the addition of industrial uses, a farmers market and perhaps one or two more use categories, should be permitted uses in certain precincts in the DE and/or B3 zones.

### Development Economics

Since 2000, well over \$1.0 billion is recorded to have been invested in new private sector real estate development in the City of Charlottesville. This averages over \$100 million per year, a number that was doubled in 2012, at over \$211 million. This increase can be attributed to some larger scale projects, namely the CFA Institute and Waterhouse developments, collectively comprising over \$60 million, or 28 percent of the 2012 total. Were these levels of annual investment to continue – which seems reasonable to project given improving national and regional economic conditions – the SIA would be well positioned to see substantial and sustained new construction spending extending well into the future.

Notwithstanding its range of development potential, the SIA needs to be competitively priced to attract demand. The decision to locate in the SIA is directly related to value pricing relative to other locations in Charlottesville and Albemarle County, at least over the near term. This applies to both the existing and future cost structure associated with delivering space.

Land and Construction Costs. Based on research and industry discussions, it appears that raw land costs (per square ft of buildable area / FAR) at better locations in the City of Charlottesville are marginally higher than for better sites in Albemarle County for similar forms of vertical development. While this does not directly constrain the ability for downtown Charlottesville proximate sites to compete for regional based development (especially for somewhat more removed and less costly SIA sites), raw land pricing in or close to downtown comes with some limiting implications. Additional development costs, the need to provide for parking, the possibility to accommodate more expensive building types or to cover infrastructure and public related improvements, can add up in a more urban environment compared with some suburban settings. It is these latter potential additional costs of new construction, versus the basic land cost, which pose the competitive cost challenge for the SIA.

Density / Right-Sizing Development Projects. Land costs, though significant, typically do not comprise more than 10 percent to 20 percent of the total development cost of new construction in Charlottesville, meaning that varying land costs impacts only a part of the development cost equation. One of the consequences of a relatively low ratio of land cost to overall development expense is that after a certain threshold, building to a permitted project density may not be financially prudent. The limited economies of added density can relate to: a) construction costs increasing with taller higher buildings and structured parking; and b) the higher cost of building and operating mixed-use buildings compared to single-use individual buildings. Certain market practice in Charlottesville would seem to underscore the limits of realizing density: Few larger scale projects approved for development in recent years have in fact maximized the by-right density allowed under the applicable zoning. This circumstance may therefore limit the potential impact of adding development rights as a possible public tool in leveraging investment in the SIA.

With some exceptions, the practical assumption regarding maximizing development densities for the near-term in the SIA is to anticipate that wood construction will prevail for new residential buildings (up to four or five floors over a concrete base), with hybrid steel frame construction not exceeding five to eight stories defining the limits for new commercial buildings (with lower-rise projects actually being more cost effective). At these practical height limits, the current Downtown Extended zoning designation that predominates in the underdeveloped sections of the SIA is more than adequate to accommodate most near to medium-term development.

Parking. While parking is sometimes viewed as superfluous in a more urban environment, the reality of seeing the SIA compete for regional investment is to provide for reasonably convenient, safe and affordable parking. The most obvious precedent for handling parking needs in or near downtown Charlottesville is the presence of City sponsored parking garages. Replicating this approach may help advance some aspects of the commercial development prospects in the SIA, and for the near-term is likely to be expected to some degree, at least where surface parking is not feasible.

Parking provisions, while preferably market driven for new development, are likely to require an average of 1.5 spaces per non-single family detached dwelling and 3 to 4 spaces per 1,000 square feet of general commercial (80% office /20% retail mix) well into the foreseeable future, with variations depending on the potential for shared use. Required residential serving spaces will almost always need to dedicated be on-site, with the park-

## Future Capacity and Timing

ing supply for commercial use being able to be met through a combination of on-site and nearby off-site capacity. From an economic standpoint, requiring a large amount of parking to be constructed more than one level below grade is expected to be not feasible nearer to medium-term, suggesting that parking garages representing a combination of one-level below grade and some above grade levels need to be anticipated.

**Mixed-Income Housing:** Recognizing the variety of definitions of mixed-income housing (building based, development based, neighborhood based, housing cost or income based, etc.), one broader economic question pertains to the relative impact that mixing lower and higher cost housing together has on the economic feasibility of each type of housing. Aside from possible social goals or concerns, the economic balance in finding the optimum mix of incomes relates to providing enough market rate homes to offset the costs of helping pay for non-market rate units without undercutting the viability of the market rate units. A variety of experiences around the country suggest that this balance typically ranges from 60 to 80 percent market to 20 to 40 percent non-market. For Charlottesville, a recent civic study suggests that the appropriate balance approximates a 70 percent market / 30 percent non-market ratio (per the CRHA MOU Report dated November 6, 2011).

There are 83 existing public housing units (First and Sixth Street) that are candidates for replacement not including Crescent Halls that may be renovated. Assuming a one-for-one replacement, if a mixed-income community is to be established at a 70:30 suggested mixed-income ratio, 194 new market rate housing units would need to be added (total of 277 units). If the 150 subsidized units at Friendship Court were also replaced one-for-one, a market rate component for Friendship Court would comprise 350 units. Combined, this suggests 233 replacement public / subsidized units and 544 market rate units totaling approximately 775 units.

If all 775 replacement and new market rate units were to be built on their respective existing sites, the average densities would increase in line with the densities suggested in the Design Standards and Guidelines section of the report. If new market rate units built on non-public related sites within the SIA are counted as part of the 70:30 mix, the implied densities on the publicly owned sites could be less. However, if the purpose of the market rate housing units is to help offset the costs of replacing the public and subsidized housing units, then densities on the publicly owned sites would need to increase. Furthermore, additional market rate units could be recommended on the public housing sites to help fund the renovation of the Crescent Halls units.

## Future Capacity and Timing

Part of the impetus driving this study is the amount of available and / or underutilized property located within the SIA.

**Profile of Select Underutilized Sites.** Nine sites have been profiled that are proximate to the Downtown Mall. These sites are deemed as underutilized primarily based on having a floor-area-ratio (FAR) of less than a 0.5 FAR, the majority of which comprise single story buildings with less than a 0.2 FAR. In addition, all but one property has an assessed land value that is greater than the assessed value of the improvements, a key sign that the existing improvements, if any, may be candidate for replacement. All of these properties have Downtown Extended zoning, allowing maximum building heights of anywhere between 55 and 101 feet. Based on recently completed developments, a build out scenario at a 2.0 FAR provides an illustrative example of future property densities.



### Properties with Potential for Development

The IX Site, Friendship Court, and CRHA sites at 6th St. and S. 1st St. form the core of the study area and provide the most potential for development. Additional secondary potential development sites are located to the northwest along Monticello Ave. and Garrett St., to the northeast near the Belmont Bridge, and further to the north in the Martha Jefferson neighborhood.

## Future Capacity and Timing

**Table 9: Select Underutilized Property Illustrative Redevelopment Potential**

#	Address	Owner	Size (SF)	Bldg SF	Yr Built	FAR	Density @ 2.0 FAR (SF)
1	201 Avon St	Lewis LLC of Troy	18,165	721	1942	0.04	< 50,000
2	215 Avon St	WILLCO Properties	18,905	8,561	1885	0.45	< 50,000
3	310 Avon St	Avon Court LC	77,058	10,076	1984	0.13	150,000+
4	505 Garrett St	Ferguson Enterprises	98,010	17,375	1981	0.18	175,000+
5	Garrett Street	MAP III LLC	55,147	0	N/A	N/A	100,000+
6	Garrett & 2nd Sts	Station Apartments LLC	19,602	0	N/A	N/A	< 50,000
7	140 Garrett Street	Standard Produce Co	13,939	4,216	1951	0.30	< 50,000
8	201 Monticello Ave	Lewis & Ellin Mattie	67,126	7,000	1984	0.10	150,000+
9	307 Ridge St	Noland Properties	92,304	34,560	1969	0.37	175,000+

Source: Charlottesville Real Estate Tax Assessments and Bolan Smart, 9/13

**Phased Density Equation.** While the underutilized site examples highlight specific property potential, the entire SIA has the capacity to more than double the built area of the existing downtown inventory. Table 11 illustrates possible future build out capacities suggesting, on average, 100,000 to 150,000 square ft of growth per annum over a 30 year investment period. Calculations were based on total acres in each precinct, less required square footage for infrastructure / roads of 20 percent, which yielded total developable acreage. Since only some sites within each precinct have developable potential, only a fraction of total available acreage was used and varied from precinct to precinct based on the amount of the existing built environment. Based on the character of development with each precinct, the amount of density (floor-area-ratio / FAR) was assigned and the estimated new building potential was determined. Finally, the type of new development anticipated in the locations most proximate to the Downtown Mall was considered to approximate a 50 percent mix of commercial and 50 percent residential, with the balance of commercial to residential gradually shifting towards predominantly residential as distance increases. The IX property is envisioned, due to its sheer size and location, to have the potential to attract and entire range of uses, including for example, over the longer-term, a possible hotel.

The accompanying narrative and tables illustrating existing and potential total future building area, along with references

to floor-area-ratios (FAR), need to be understood as depicting amounts of space within specified precincts for land area that includes the gross area of buildable lots before consideration of needed right-of-ways, easements and dedicated open space or other deductions. What this means is that where in aggregate, a sub neighborhood may be illustrated as accommodating a 1.0 to 3.0 FAR on the basis of gross land area, the actual site specific FARs, related to net buildable land areas, may be quite higher. Furthermore, indicated projections represent a hypothetical maximization of development potential, without distinguishing in advance the exact mix between commercial or residential type, or any other parcel-by-parcel variations.

Regarding timeframes, it is expected over the nearer-term, the Warehouse and Martha Jefferson precincts would continue to be the target for the majority of commercial and mixed-use growth, with the north end of Belmont as a supplemental focus. Addressing the renovation and/or replacement of the public housing units in the Pollocks Branch is a tandem priority. Other initial investment in either the Warehouse or Pollocks Branch should be streetscape and parking components to help stimulate private sector investment. To this end, the preliminary focus in the Pollocks Branch should be a grand public space. Establishing the public space in Pollocks Branch first will help guide the amount, type and location of future uses in the medium and longer term horizons.

**Table 10: Illustrative Potential Precinct New Construction**

Precincts	Acres	Less Infra-structure	Total Acres	Est Deve-lopable Acres	Zoning	FAR	Est Potential New Bldg SF	Comments
MJ	26	5	20	5	DE	1 - 3	200,000 - 250,000	Some parking lot consolidation, 50/50 mix
Warehouse	26	5	20	8	DE	1 - 3	400,000 - 600,000	Double existing SF, 50/50 mix
Pollocks Br.	90	18	72	36	DE/R2&3	1 - 3	2.0 - 3.0 M	50/50 mix
Belmont	102	20	82	4	R1/B2/DE	1 - 2	150,000 - 200,000	Neighborhood commercial, DE Zone
Oakwood	26	5	20	2	R1&R3	NA	47 units planned	Habitat for Humanity's plan (existing)
Ridge St	38	8	31	6	DE/R/PUD/B1	1 - 2	250,000 - 300,000	W/H to north to commercial, 50/50 mix
<i>Total:</i>	307	61	246	61			3.0+	

## Return-on-Investment

Estimating the benefit of a given investment is a critical element in weighing planning and economic development options. At the regulatory and administrative level, are the contemplated public actions likely to leverage the desired private responses, for both businesses and targeted populations? Is there a likely positive development response, resulting in increased economic activity and gains in municipal revenues? If successful, these results would provide for a range of civic benefits, accruing to a cross section of the population, including helping to underwrite community improvements. The key lies in starting with a strategic plan grounded in practical goals and implementation assumptions, which are the guideposts for the SIA study.

At the financial level there are the aforesaid community-wide, macro fiscal impacts that can be reinvested to support a range of community goals. Also at the financial level are micro, project specific investments, where the return-on-investment is typically represented by quantifying the economic payback from a specified expense. For private industry, the financial results need to (a) show that the original cost is recovered, plus (b) some increment of additional yield to offset the risk, or opportunity cost, of financing the selected investment compared with some other investment. The same principal applies to the public sector, with the exception that the required yields are compared against other public investments, invariably involving more than simply maximizing the financial return.

Possible public financial related investments in the SIA can include both direct expenditures, such as building and funding roads, and indirect, such as providing mechanisms to assist the private sector in accomplishing the same outcome. The example below illustrates the return City of Charlottesville may gain over time if the future development potential of the SIA is realized:

### Cost:

- Public Components (physical and social infrastructure) i.e. \$5 to \$10 million
- Private Elements (share of infrastructure, homes and businesses) i.e. \$300 million

### Return over first 10 to 15 yrs (@ one-third of hypothetical build out):

- 100% retained public assistance housing units
- 750+ new residences (1,500+ new population)
- 300,000+ sf new commercial space (1,500+ new jobs, varied income)
- \$2.5M / year in added annual real estate taxes

## Estimated Buildout

The quantity and pace of future development (especially on the private investment side) is often very difficult to predict; however, the Strategic Investment Area plan does strongly recommend significant investment and development within the study area. The following table quantifies a 30-year buildout scenario with a moderate pace of development, as outlined in the economic recommendations and phasing plans on pages RI-16 to 19.

**Table 12: Buildout Data Estimates / SIA Plan Investment**

	Existing in SIA	Estimated Net New Construction <sup>2</sup>	Estimated Full Buildout in SIA
Residential Units (Single family attached & detached homes)	766	+200	+/- 950
Residential Units (Multifamily Units)	239	+ 1,100	+/- 1,350
CRHA Units (188) + Section 8 Units <sup>3</sup> (150)	188 + 150		188 + 150 <sup>4</sup>
<b>Residential Subtotal</b>	<b>1,345</b>	<b>1,300 (estimated 1,600,000 GSF)</b>	<b>2,645</b>
Retail GSF	50,000		
Office GSF	300,000		
Light Industrial / Warehouse / Flex GSF	125,000		
Mixed-Use (IX) GSF	150,000		
<b>Commercial Subtotal GSF</b>	<b>625,000</b>	<b>1,400,000</b>	<b>1,700,000 <sup>5</sup></b>
<b>Total New Construction (GSF)</b>		<b>3,000,000+</b>	

Notes:

1. All numbers are approximate.
2. "Net new" does not include replacement of existing in-kind.
3. Section 8 Housing within the SIA boundary refers to Friendship Court.
4. 188 + 150 is the minimum required number of units for CRHA and Section 8 housing.
5. Some existing commercial space is expected to be demolished and redeveloped. This is reflected in the estimated full buildout.



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    Economic Development/Jobs  
    Regulatory + Zoning  
    Sustainability + Green Infrastructure  
    Community Services + Civic Uses  
    Connectivity + Transportation

# V. Recommendations + Implementation



# Implementation Philosophy + Priorities

## Implementation Philosophy

For the effective implementation of the Strategic Investment Area vision, it is suggested that a number of key stakeholders form new working relationships and coordinate initiatives. This chapter outlines a general framework for implementation, with special attention to priorities, timing and possible funding strategies.

## Comprehensive Framework

There are no simple solutions that will magically revitalize the Strategic Investment Plan Area. Instead, the SIA vision sets a comprehensive framework for sustainable, long-term and robust revitalization and redevelopment, through partnerships between potential developers, existing businesses, the Charlottesville Redevelopment Housing Authority, non-profits, residents, and others in the private sector supported by local governments.

## Building on Existing Resources

Implementation should build on recent publicly and privately funded momentum. Recently, private business investments and civic investments have converged on several properties along 2nd Street south of the railroad. The SIA plan seeks to continue this momentum by providing design concepts that enhance growth in this area. Likewise, public investment should build on this momentum with incremental investments - such as new streetscape improvements, crosswalks, redevelopment subsidies, and others - in this area.

## Priority and Focus

For the near-term future, both public and private resources are limited. Therefore, it is important to focus on projects and specific areas where stakeholders can create the biggest “bang for their buck.” The following charts identify low-cost actions that can be taken immediately, as well as key recommendations for longer-term investment.

## Incremental Change

Start small, think big. Even with limited budgets, many small-scale, low-cost actions can be taken. Collectively, these actions grow public awareness and confidence that the Strategic Investment Area is changing for the better. Smaller projects give way to larger ones, and over time, dramatic changes can be achieved.

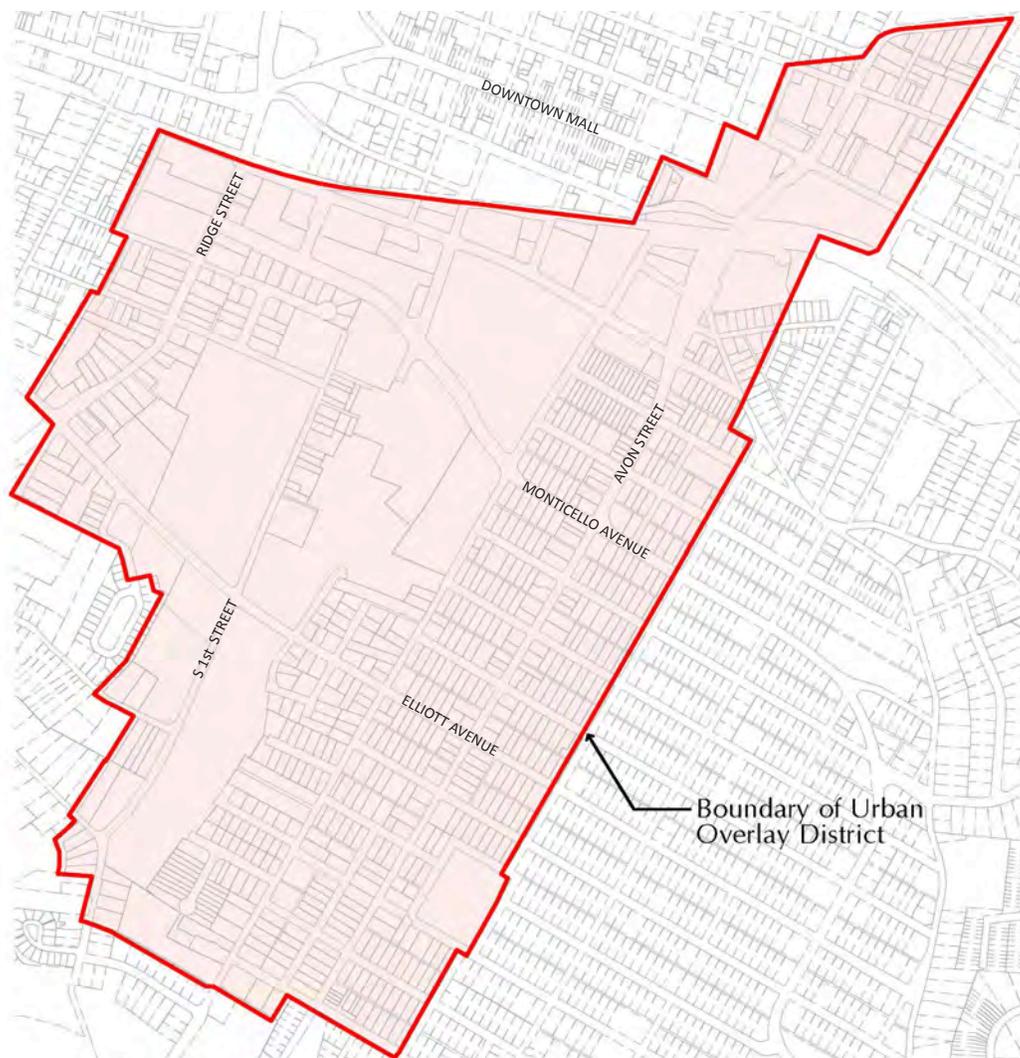
## Implementation Priorities

Successful redevelopment concepts are built on a combination of investments in (a) capital improvements such as streetscapes, new infill development and façade improvements, (b) institutional infrastructure providing ongoing management and branding, and (c) private investments that match and enhance civic investments. The SIA plan framework emphasizes the following priorities:

1. Support and recognition of the Strategic Investment Area plan as a critical tool in providing a unified approach to making decisions affecting the SIA area in Charlottesville. All public initiatives regarding specific actions or properties should be measured and tested against the best interests of the entire SIA area. This will help in prioritizing strategies and allocating limited public resources to achieve the most impact.
2. Concentration of public investment and energy on specific focal point areas: the 2nd Street Corridor south of the railroad tracks, old Pollocks Branch stream corridor, and public housing sites as outlined in the SIA plan. Reinforcing specific locations can result in lower infrastructure costs and a higher overall economic impact.
3. Commit to a new Pollocks Branch green infrastructure system, as outlined in the SIA plan.
4. Streamline building and permitting processes for SIA-related projects.
5. Commit public investment in shared parking infrastructure to help ease development costs for several properties.
6. Bring well-integrated public art into the SIA area.
7. Host regular meetings between stakeholders in the SIA area to simplify communication and idea exchange.

# Immediate Actions

<b>Immediate Actions</b>				
Within the first 3-6 months, the following recommended actions should be taken:				
Recommendation	Possible Implementation + Funding	Phasing	Responsible	Priority
Provide needed maintenance and upgrades to public and assisted housing developments.	Remove metal fence at Friendship Court	Now	PHA/NHT	Yes
	Repair fences at other CRHA properties	Now	CRHA	Yes
	Cosmetic improvements to public spaces: Paint, Lighting	Now	CRHA	Yes
	Confirm proper function of all heating and air conditioning units. Confirm adequate ventilation inside all CRHA-owned units. Repair and maintain equipment as required.	Now	CRHA	Yes
	Construct/designate a new dog-walk area along the west property line - away from the building - at Crescent Halls (At minimum, provide a sign indicating this area)	Now	CRHA	Yes



**Outline of Proposed SIA Urban Overlay District**

## Catalyst Projects

<b>Catalyst Projects</b>				
Within the first year after approval of the SIA Plan, there are certain recommended projects and key activities which have been identified as catalysts to initiate change within the SIA. These projects are expected to demonstrate public sector and private sector commitment to improvement in the SIA.				
Recommendation	Possible Implementation + Funding	Phasing	Responsible	Priority
<u>Overlay District.</u> Establish the SIA Plan Area as an Urban Overlay District to implement the initiatives called for by the SIA Plan and the testing of pilot programs	Incorporate the regulating plan found in the SIA plan, including the transect character zones, building envelope standards, and public space standards and guidelines	Near Term	City	Catalyst
	Revise the Zoning Map and amend Zoning			
<u>Form Based Code.</u> Adopt and implement form-based code components for new development in the SIA	Refine, coordinate, and finalize form-based code components of the plan for the SIA Overlay District	Near Term	City	Catalyst
<u>Expedited Staff Review.</u> Develop a process for special staff review of development projects (within the SIA) which meet the criteria, standards, and guidelines for the SIA associated with the applicable site	Create an SIA Development Review Checklist to outline criteria for special expedited review of projects by staff	Near Term	City	Catalyst
<u>Connectivity.</u> Invest in specified infrastructure throughout the SIA to improve connectivity	Begin design and engineering for streetscape improvements 1) along the Second Street Corridor from Water Street to Monticello Avenue; 2) at the Lexington/9th/High Street Intersection; and at 3) Monticello Avenue from 2nd Street to Ridge Street	Near Term	City	Catalyst
	Finalize and approve the design for the new Belmont Bridge	Near Term	City	Catalyst
<u>2nd Street Land Use.</u> Strengthen the connection of the SIA to the Downtown Mall through new limited redevelopment on Friendship Court/2nd Street frontage	Initiate process and discussions to facilitate new infill commercial street frontage facing 2nd Street at Friendship Court	Near Term	City/CRHA/ Piedmont Housing Alliance/ National Housing Trust	Catalyst
	Increase pedestrian and retail activity creating a more inviting environment in the Warehouse District with streetscape improvements at 2nd Street, Garrett Street, and Monticello Avenue	Near Term	City	Catalyst
<u>Access to employment.</u> Improve access to employment centers from the SIA.	Establish a transportation-demand management program for major employers in the study area	Near Term	City	Catalyst
	Provide transit access seven days a week for SIA area residents	Near Term	City	Catalyst
<u>Levy Site.</u> Utilize existing land assets in order to fund future endeavors through development	Begin design for the Levy Site as a mixed-income, mixed-use building	Near Term	CRHA + City	Catalyst

## Priority Actions

<b>Priority Actions</b>					
There are key actions which have been identified as recommended top priorities for implementation and transformation in the Strategic Investment Area. These actions are recommended as being the most important to accomplish in the near, medium, and long term and are categorized below by type.					
	Recommendation	Possible Implementation + Funding	Phasing	Responsible	Priority
Development : Affordable Housing	Work closely with the CRHA and existing residents to maintain and improve the physical inventory of affordable housing while encouraging mixed-income development for longer-term sustainability	Work with public housing occupants and PHAR to refine understandings of existing positive community housing features	Now	City/CRHA	Highest
		Explore prototype implementation vehicles such as Community Development Corporations (CDCs), land trusts, and a mixture of market rate and affordable units in order to ensure long-term financial viability for affordable housing in the SIA	Near Term	City/CRHA	Highest
		Develop hybrids of housing types appropriate for the SIA providing residents with housing choice and affordability	Near Term	City/CRHA	Highest
		Prioritize coordinating with CRHA regarding possible development opportunities for the Levy / Walker Garage site	Near Term	City	Highest
		Build prototype public housing replacement units (townhome and apartment styles) on existing land or alternative parcels	Near Term	City/CRHA	Highest
Economic Dev/Jobs	Encourage local serving retailers to locate in the SIA	Target neighborhood service oriented tenants, including both businesses and residents (food service, hair salon, dry cleaners, day care provider, banks, etc.)	Near Term	City/OED	Highest
		Explore sites for a new location for the Farmers Market (both short and long-term sites)	Near Term	City/OED	Highest
	Encourage job placement for residents of the SIA.	Consider designating a City project liaison to facilitate local job recruitment at 5th Street Station	Near Term	City	Highest
Regulatory + Zoning	Increase opportunity for jobs located within the SIA	Amend zoning within the overlay district to allow additional uses (See V-14-15 for specific recommendations related to uses.)	Near Term	City	Highest
		Amend zoning to allow for additional non-resident employees of a home business	Near Term	City	Highest
	Encourage redevelopment in the SIA	Simplify permitting process for sites in the SIA by providing a predictable time-frame for construction permits and allowing for staff approvals	Near Term	City	Highest

## Priority Actions

<b>Priority Actions</b>					
There are key actions which have been identified as recommended top priorities for implementation and transformation in the Strategic Investment Area. These actions are recommended as being the most important to accomplish in the near, medium, and long term and are categorized below by type.					
	Recommendation	Possible Implementation + Funding	Phasing	Responsible	Priority
Community Services + Civic Uses	Encourage development of spaces and buildings for social service programs in proximity so that they can be “bundled” to each other as a one-stop center	City purchase or designate property for this use, or provide development incentives for private development to incorporate these spaces	Med. Term	City	Highest
	Provide places for recreation and informal social interaction between neighbors of all ages and backgrounds as well as events for the larger community	Nurture development plans with IX property owners. Work with property owner to establish a major public space and encourage longer term larger scale mixed-use development	Med. Term	City	Highest
		Develop Pollocks Greenway as a “Central Park”	Long Term	City	Highest
Connectivity + Transportation	Improve connectivity for pedestrians, cyclists, and automobiles and overall	Improve the East High Street at Lexington Avenue intersection by investing in street realignments and other traffic control to make the intersection safer for pedestrians and more user friendly for traffic	Near Term	City	Highest
		Focus on redesign of major street intersections and linkages to adjoining neighborhoods	Near Term	City	Highest
		Plan for Garrett Street abutment	Med. Term	City	Highest
		Establish a program to construct new sidewalk network	Near Term	City	Highest
	Improve bicycle experience throughout the area	Bike lanes designate an exclusive space for bicyclists through the use of pavement markings and signage	Near Term	City	Highest
		At intersections with bicycle facilities on the approaches, intersection treatments such as bike boxes and intersection crossing markings should be explored	Near Term	City	Highest

## Recommendations & Implementation

Development - Land Uses				
The SIA is a growth area adjacent to downtown Charlottesville that has special near to longer-term investment opportunities. The area functions as a multi-neighborhood planning zone. The actual proposed mix and intensity (or density) of land uses should be both consistent with the character of the sub area / precincts and market driven, albeit limited in scale to the suggested parameters of the SIA plan, and as modified overtime to reflect future circumstances.				
Recommendation	Possible Implementation + Funding	Phasing	Responsible	Priority
<b>Residential / Housing:</b> Residential uses dominate sub-neighborhoods in the SIA and are the foundational land use defining the SIA's future. The key is balancing the mix of unit types with a market-driven combination of rental and ownership housing for market rate, affordable and subsidized units. While public efforts at all levels should be committed to maintaining and improving the physical inventory of affordable housing, the primary objective is to sustain a living community for all residents, current and future.	Target a broad range of urban appropriate housing types that can attract and serve a wide cross-section of the Charlottesville regional population. This includes adding housing types that are in shorter supply, such as new townhome offerings, that can help provide a strong basis for new family formation	Near Term	City + Local Developers	High
	Preserve existing housing that can be sustained in good condition	Now	City	High
	Treat each subset component of housing type with respect, facilitating the complementary mixing of historically segregated conditions	Now	City + Local Developers	High
	Integrate planning efforts with community services that reinforce the neighborhoods, including schools, open space, recreational opportunities, job and social services	Near Term	City + Local Developers	High
<b>Affordable Housing:</b> As previously stated, existing public housing units subject to one-for-one replacement need to be located proximate to their current locations. Additional affordable units can comprise a mixture of subsidized units; moderate income; affordable / workforce units (80 percent of area median income); and market rate units. The recommended mixed-income breakdown for additional residential units is 70 percent market rate to 30 percent affordable / subsidized. Continued planning efforts should include:	Close coordination between the City and CHRA leadership to determine feasibility of various aspects of plan recommendations	Now	CRHA + City	High
	Communicate with residents on a regular basis the status of plan implementation / planning efforts	Now	CRHA + City	High
	Encourage a mixture of housing affordability including low-income, moderate income, workforce, and market rate.	Near Term	City	High
	Prioritize public housing replacement keyed to when existing units turnover / change occupants	Near Term	CRHA	Medium
	Nurture possible future home ownership, including advancing understanding of financing options	Near Term	CRHA	Medium

## Recommendations & Implementation

Development - Land Uses				
Recommendation	Possible Implementation + Funding	Phasing	Responsible	Priority
<b>Commercial.</b> Suggested recommendations for specific commercial uses should encompass:				
<b>Office.</b> Provide for a spectrum of office users and associated building types, ranging from medium size corporate facilities down to sole-proprietor shared spaces. For the foreseeable future, this will include anticipating demand for buildings ranging from sole proprietor loft space to medium size multi-tenant office buildings, generally not exceeding 75,000 square feet. Parking needs to be convenient, safe and over the medium-term, relatively low cost.		Near Term	City	Medium
<b>Retail.</b> Encourage local serving retailing, which is also served by reinforced linkages to nearby destination retailing (Downtown Mall and the planned 5th Street Station).	Anticipate the possible interest of select, destination style, regional serving medium size retailers, such as a niche furniture store, and an expanding restaurant base	Med. Term	City/OED	Low
	As the future level of overall economic activity in the SIA increases, anticipate the addition of additional specialty grocers, or even a full service supermarket	Long Term	City/OED/ Property Owners	Low
<b>Industrial:</b> Although there is a respectable industrial space presence in the SIA, some of the sites are in prime locations and are considered underutilized sites. As displacement of these types of uses occurs with redevelopment and investment, targeted investment should be made elsewhere within the SIA to maintain a balanced sustainable economy.	Determine which sites are better suited for industrial uses and create an overlay district with incentives or requirements for light industrial / manufacturing	Near Term	City	Medium
	Use City funds to assemble land and/or partner with the private sector to provide flexible space for new basic industry employment working through CEDA	Med. Term	City/OED	High

## Recommendations & Implementation

<b>SIA Development Opportunities by Neighborhood</b>				
<p>There is potential for this area to more than double its existing built environment adding another 3.0+ million square feet over the next 20 to 30 years. To achieve this goal, the future of the SIA should be guided by three principles / guidelines:</p> <ul style="list-style-type: none"> <li>• Planning vision based on a balancing of physical, social and economic development goals.</li> <li>• Strong development guidelines and public investment that provide for well informed public and private decision making.</li> <li>• Flexibility regarding land uses, densities and regulatory controls over time.</li> </ul>				
Recommendation	Possible Implementation + Funding	Phasing	Responsible	Priority
Martha Jefferson Neighborhood	Anticipate and facilitate incremental mixed-use development premised largely on the existing template of zoning and infrastructure	Long Term	City	Med.
	Monitor construction progress at City Walk to ensure the smoothest possible project completion. Although not in the SIA, the success of this project and improved Water Street access should have a positive impact on the SIA	Near Term	City	Med.
	Meet with select property owners to discuss possible parking lot consolidation / redevelopment opportunities	Med. Term	City	Low
Warehouse District	Continue to shepherd investment opportunities along similar lines to the development patterns of the last few years	Long Term	City/OED	Medium
	Work to resolve the treatment of the access network at both the east and west ends of Garrett Street. (At the east end, while there are different merits for the Belmont Bridge replacement (bridge vs. an underpass), without a detailed study, it does not appear that there is an apparent advantage from a development perspective of proceeding with one option or the other.)	Near Term	City	High
	Improve connections to the Downtown Mall by investing in 2nd Street streetscape treatment, signage, traffic control and sensitivity to issues of safety need to be linked together in the preparation and implementation of development plan guidelines. 2nd Street needs to be reinforced as a vital commercial corridor (i.e. infrastructure improvements, way finding signs, etc.)	Near Term	City	High
	Assist with advancing any near-term developments	Near Term	City	High
	Stay the course regarding straightforward development requirements	Long Term	City	High
	Support transitional commercial and/or multi-family land use change north of Garrett but let the market drive timing	Long Term	City	Medium

## Recommendations & Implementation

SIA Development Opportunities by Neighborhood				
Recommendation	Possible Implementation + Funding	Phasing	Responsible	Priority
Pollocks Branch Area	Envision a future mixed-use area of varied densities functioning as a southern axis complementing the Downtown Mall area	Near Term	City/Property Owners/Developers	High
	Nurture development plans with IX property owners. For example, discussing the possibility of incorporating a civic place to anchor the southern end of 2nd Street from the Downtown Mall to help improve the visible role and economic vitality of the SIA. Work with property owner to establish a major public space and encourage longer term larger scale mixed-use development. Consider implementing a TIF zone in order to incentivize development	Med. Term	City	High
	Begin feasibility due diligence on the possible addition of a public parking garage just south of the intersection of Monticello Avenue and 2nd Street	Near Term	City	Medium
	Consider some part of the IX property as possible candidate for a flexible high bay ground floor building space that could have multiple uses over time (i.e. start-up flex space near-term, grocery store longer-term.)	Med. Term	Property Owners	Medium
Belmont Neighborhood	Continue to preserve the neighborhood's single family character	Near Term	City/Residents	High
	Monitor ongoing single family investment projects	Near Term	City	Medium
	Improve street level access (sidewalks) and storm water management practices	Near Term	City	High
	Consider establishing building mass limits for single family lots	Near Term	City	Medium
Oakwood Area	Preserve the open space but facilitate infill development projects	Near Term	City	Medium
	Monitor and facilitate / fast track Habitat for Humanity development of former City land fill site adjacent to cemetery	Near Term	City	Medium
Ridge Street Neighborhood	Facilitate market driven redevelopment of major properties on the west side Ridge Street precinct (i.e. Noland site)	Long Term	City	Medium

## Recommendations & Implementation

<b>Economic Development/Jobs</b>				
Due to the SIA's central location and historic mix of uses, the area offers a special opportunity to be a focus for job growth. This combination of positive investment opportunities and social economic need should guide the public and private sectors in making priority commitments to support job growth specific to the SIA location and population.				
Recommendation	Possible Implementation + Funding	Phasing	Responsible	Priority
The Office of Economic Development should continue its efforts to market and utilize economic development incentive packages (i.e. Technology Zone, HUB zone, Performance Agreements, etc.).	Continue current marketing and program implementation. Highlight new successful projects	Near Term	City/OED	Medium
Reinforce Hospital / UVA opportunities	Promote successes of existing residents with jobs at the hospital and facilitate job openings / recruiting process with unemployed residents	Near Term	City	Medium
Augment Economic Opportunity Programs for low-income residents	Continue to promote and expand programs	Near Term	City	High
Facilitate linkages between demand and supply of jobs	New job center in the study area should partner with employers to provide training and jobs to residents, including transit passes and other travel support	Near Term	City	High
Create an EDA basic industry facility	Facilitate the development of a flexible, low cost building to target and attract businesses that have lower skilled and labor intensive job opportunities	Near Term	City/OED	High
Increase transit options within the study area for residents to travel to work and to access services and retail	Establish a transportation-demand management program for major employers in the study area. Techniques could include: <ul style="list-style-type: none"> <li>• Offering transit passes for employees</li> <li>• Offering on-site, sheltered bike parking and showers</li> <li>• Provide convenient and safe bicycle and pedestrian connections</li> </ul>	Near Term	City/Employers	High

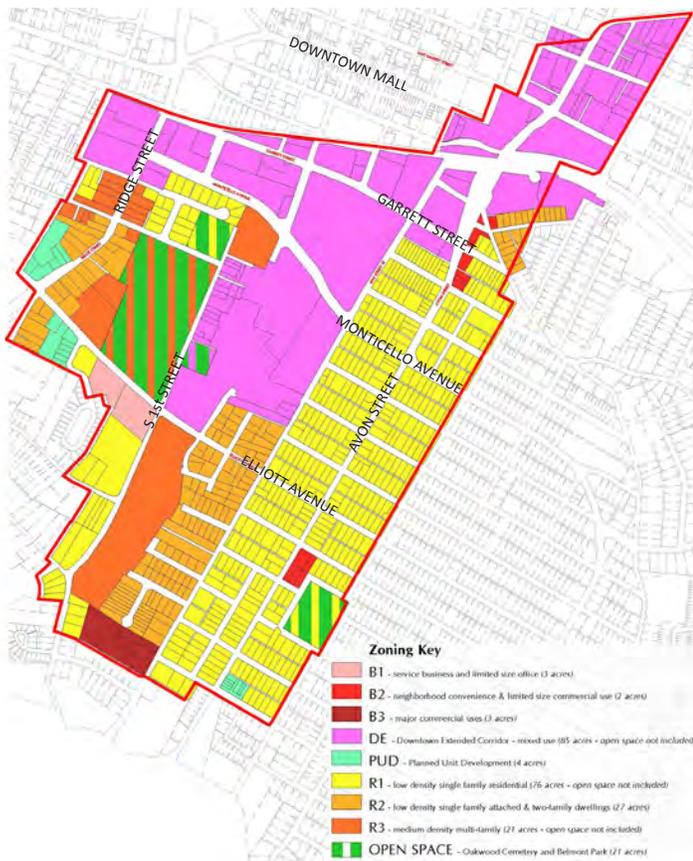
## Recommendations & Implementation

Regulatory + Zoning				
Recommendation	Possible Implementation + Funding	Phasing	Responsible	Priority
<p>Nearly 70% of the SIA is zoned Downtown Extended (DE) or Residential Single family (R1). In most cases, the DE Zone allows the density levels recommended in this plan. It is recommended that an urban overlay district be established in order to implement the items below specifically within the SIA as well as to implement the form-based code elements found in Chapter VI. In certain cases, it is recommended that the zoning code be revised to allow greater flexibility of use.</p>				
Encourage new development coordinated with improved bicycle, pedestrian, and public transit options	Include in the development checklist review of routes to and from development sites, including needed pedestrian and bicycle accommodations	Near	City	Medium
Encourage sustainable development initiatives	Incentivize LEED and/or other Green Building rating systems	Near	City	Medium
<p><b>Parking:</b> Parking requirements, while preferably market driven for new development, should have an average of 1 to 1.5 spaces per non-single family detached dwelling; 3 to 4 spaces per 1,000 square feet of general commercial (80% office / 20% retail mix); and 1 space per 500 square feet of general office space with variations depending on the potential for shared use. Needed residential serving spaces will almost always need to be dedicated on-site, with the parking supply for commercial use being able to be met through a combination of on-site and nearby off-site capacity. From an economic standpoint, requiring a large amount of parking to be constructed on more than one level below grade is expected to be infeasible nearer to medium-term, suggesting that parking garages representing a combination of one-level below grade and some above grade levels need to be anticipated.</p>	Amend Zoning Code	Long Term	City	High
Encourage a pedestrian-friendly, appropriately scaled streetscape	Allow residential entrances on primary streets to activate the streetscape	Near Term	City	High
* See Chapter VI: Design Standards and Guidelines for specific recommendations	Require a minimum building front setback on primary streets	Near Term	City	Medium
	Require on-site bicycle parking for sites in the SIA	Near Term	City	Medium

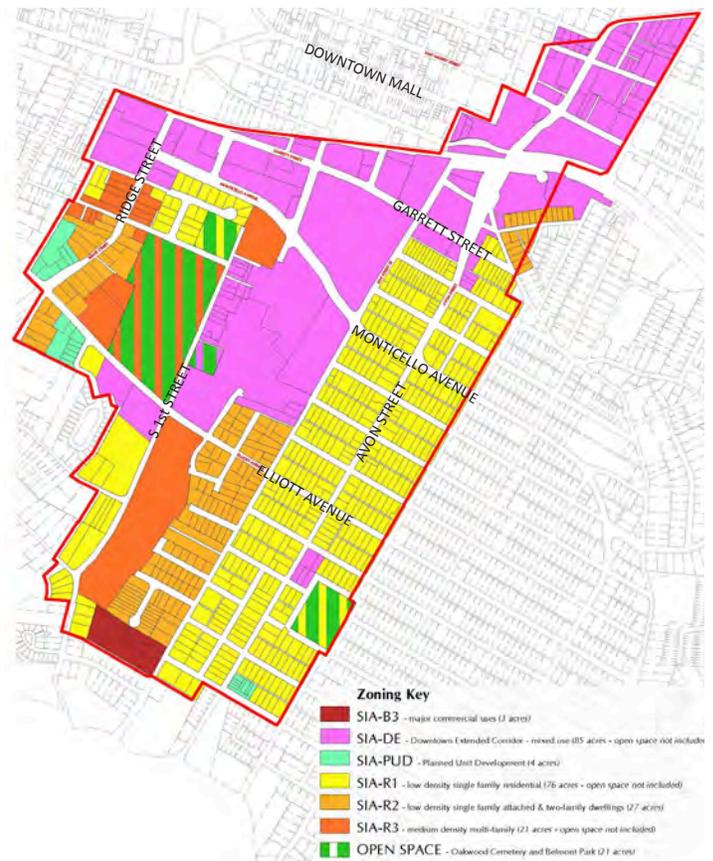
## Recommendations & Implementation

Regulatory + Zoning				
Recommendation	Possible Implementation + Funding	Phasing	Responsible	Priority
Promote industry growth and increase job opportunities within the SIA	Within the SIA Overlay District, re-zone existing B1 Zone and B2 Zone parcels to SIA-DE Zone.	Near Term	City	High
	Allow the following uses within the designated zones in the SIA Overlay District:	Near Term	City	High
	<p><i>SIA - DE Zone.</i></p> <p><u>By-Right.</u> Townhouse, Greenhouse/nursery, Janitorial service company, Landscape service company, Laundries, Manufacturing (light)</p> <p><u>Provisional Use Permit.</u> Accessory Apartment (internal or external), Farmer’s Market, Vocational Ed. up to 10,000 sf GFA, Industrial Accessory buildings, Industrial equipment repair / service, Moving companies, Welding or machine shop, Warehouses</p>			
	<p><i>SIA-R3 Zone.</i></p> <p><u>By-Right.</u> Art studio (GFA 4,000 sf or less), Art workshop</p> <p><u>Provisional Use Permit.</u> Small home-based businesses</p>			

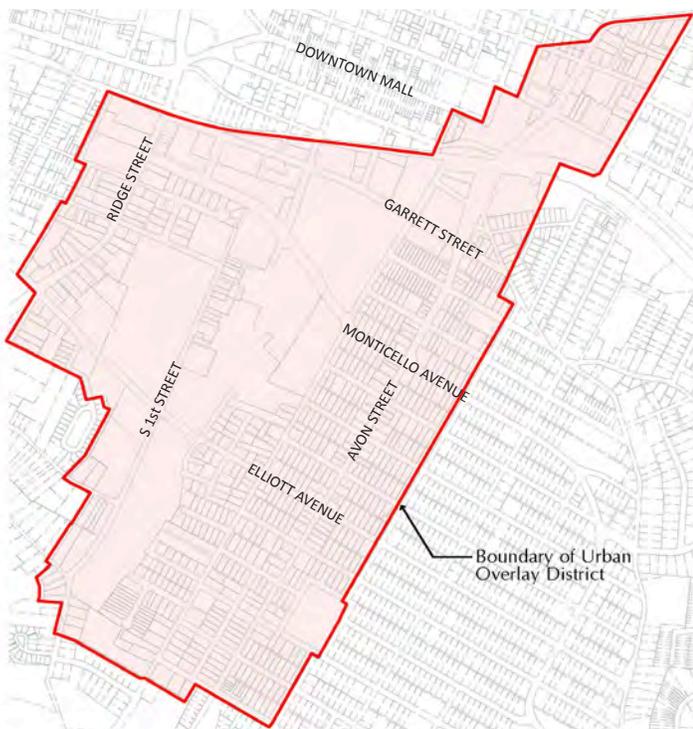
# Recommendations & Implementation



Existing SIA Zoning



Proposed SIA Urban Overlay District Zones



Outline of Proposed SIA Urban Overlay District

# Zoning Comparison

The following charts summarize the proposed changes to the existing zoning for the SIA Urban Overlay District.

Downtown Extended Zone (DE)		Existing	Proposed
Height	Height - min	35'	See Design Standards
	Height - max	101' for mixed use, 50' other types	See Design Standards
Setbacks	Front - Primary Street	0'min to 15' max	See Design Standards
	Front - Linking Street	10' min to 20' max + 50% of setback must be landscape buffer	See Design Standards
	Side/Rear, adj. to R1 or R2	20' min	See Design Standards
	Side/Rear adj. to other	None	See Design Standards
Density	Mixed Use ( where 25%-75% GFA is residential)	43 DUA (up to 240 DUA with SUP)	
	Residential	43 DUA	
	Multifamily Residential	21 DUA	Change to 43 DUA
	Office & Commercial/Retail	N/A	
Other	No ground floor residential uses front on primary streets		Allow ground floor residential uses to front on primary streets
	Off-street loading areas may not face a public right of way		Provide screening for any off-street loading areas facing a public right of way
Uses Permitted	Townhouse	S	B
	Accessory Apartment, internal	not permitted	P
	Accessory Apartment, external	not permitted	P
	Vocational Ed. up to 4,000 sf GFA	not permitted	P
	Vocational Ed. up to 10,000 sf GFA	not permitted	P
	Farmer's Market	S	P
	Greenhouse/nursery	S	B
	Industrial Accessory buildings	not permitted	P
	Industrial equipment repair and service	not permitted	P
	Janitorial service company	not permitted	B
	Landscape service company	not permitted	B
	Laundries	not permitted	B
	Manufacturing, light	not permitted	B
	Moving companies	not permitted	P
	Welding or machine shop	not permitted	P
Warehouses	not permitted	P	

S = Special Use Permit

P = Provisional Use Permit

B = By-right Use

# Zoning Comparison

R3 Zone		Existing	Proposed
Height	Max Height	45'	
Groups	Max. townhouses per group		8
	Distance between groups	10' min.	
Lots	Minimum site area for TH development	12,000 sf	
	Average minimum lot width	20'	
	Minimum frontage	16'	
Amenities Required	Laundry facilities		
	Storage facilities		
	Recreational areas		
Uses Permitted	Accessory Apartment, external	B	B
	Art studio, GFA 4,000 sf or less	not permitted	B
	Art workshop	not permitted	B
	Small, home-based business	not permitted	P

S = Special Use Permit

P = Provisional Use Permit

B = By-right Use

## Recommendations & Implementation

<b>Sustainability and Green Infrastructure</b>				
Recommendation	Possible Implementation + Funding	Phasing	Responsible	Priority
Determine baseline stormwater parameters for the Linear Park	Begin collecting existing base flow data along the mainline of Pollocks Branch stormwater pipe at Garrett Ave, Monticello Ave, and at Elliot Ave. Consider partnerships with UVA or local environmental groups.	Near Term	City	High
Explore opportunities to leverage funds from adjacent developments for constructing the Linear Park	Research precedents for leveraging stormwater credits from adjacent development as a source of funding for the park's wetland meadow and urban rainwater gardens, which can be utilized as stormwater retention.	Med. Term	City	Medium
Rehabilitate the upper reach of Pollocks Branch and associated drainage systems to slow, divert, and cleanse storm water and to enable the restoration of the lower reach of Pollocks Branch.	Manage upstream flows via best management practices. Disconnect storm drains in the Belmont and Ridge Street neighborhoods from the Pollocks Branch main line and manage and treat stormwater within a water cleansing system piggybacked over the existing Pollocks Branch main line sewer pipe	Long Term	City	Medium

## Recommendations & Implementation

<b>Community Services and Civic Uses</b>				
Recommendation	Possible Implementation + Funding	Phasing	Responsible Party	Priority Action
Reinforce Clark School as a center of community through programming as well as infrastructure	Provide additional after-school programming for adults and families	Near Term	City/CCPS	High
Strengthen neighborhood identity through temporary civic functions	Provide temporary and permanent landscape interventions and art (e.g. encourage that festivals and events be located in the SIA, collaborate with Arts & Culture groups)	Near Term	City	Medium
Provide learning opportunities for children while increasing low-cost child care options for residents of the study area	Explore opportunity for a 0-5 year-old program in the study area to serve as a feeder for Clark	Med. Term	City	High
Foster improved classroom and learning experiences for children at Clark School	Explore utilizing the Traditional Academy Model for Clark	Med. Term	City/CCPS	Medium
Provide programming for public open spaces	Explore relationships with City Arts to provide temporary exhibits and events	Med. Term	City	Medium
Create a mechanism by which to protect historic structures and resources within the study area	Identify key historic resources including: Brown's Mill Building; Daughters of Zion, Oakwood, and Hebrew Cemeteries; Belmont Mansion; other original landowner homes; other industrial building. Create guidelines for restoration and redevelopment of these resources and adjacent properties	Med. Term	City	Medium
Celebrate & recognize the history of the area through commemorative information, signage, and place-making	Connect Daughters of Zion, Oakwood, and Hebrew Cemeteries to linear park & path system. Provide signage indicating history of the cemeteries and listing significant family names with plots. Provide walking tour/map/signage through Garrett Street area highlighting history of residential and industrial development in the corridor	Med. Term	City	Medium
Develop a new Community/Recreation Center	Explore partnership with a private developer for funding	Med. Term	City	Medium
Provide places for recreation and informal social interaction and between neighbors of all ages and backgrounds as well as events for the larger community	Use Pollocks Branch to define a "Central Park" and to [re]structure development (e.g. create new neighborhood park) connecting various portions of the site using a series of smaller parks or spaces along the way. Assemble parcels and/or easements for maintenance and trail access along the linear park	Long Term	City	Yes

## Recommendations & Implementation

<b>Connectivity &amp; Transportation</b>				
Recommendation	Possible Implementation + Funding	Phasing	Responsible	Priority
Combine traffic-calming and pedestrian safety improvements with storm water management systems	Review proposed street sections in this plan and evaluate with regard to future and existing traffic conditions and volumes.	Near Term	City	High
	Construct rain garden bulb-outs throughout the Belmont neighborhood to slow traffic and manage stormwater	Near Term	City	High
Provide transit access seven days a week for SIA area residents	Establish connections to proposed transit routes and ensure funding for transit service to operate every day, including night and Sunday service	Near Term	City	High
Maintain pedestrian connection between Garrett Street and Ridge Street	Improve walkway and steps from Garrett to Ridge. Maintain landscape and monitor for safety	Near Term	City	High
Improve pedestrian connection from Martha Jefferson neighborhood to the Downtown Mall via 9th/Lexington	Provide additional cross-walks for pedestrians and improved streetscape and sidewalks	Near Term	City	Medium
Encourage bike use through safety and maintenance programs	Establish additional bike maintenance stations within the SIA. Develop a bike maintenance training program in the SIA or in conjunction with Clark School	Near Term	City	Medium
Improve connectivity throughout the study area to Clark and other neighborhood centers	<p>Improve access and routes to Clark Elementary and generally within the study area by increasing pedestrian and bicycle safety</p> <ul style="list-style-type: none"> <li>• Fill sidewalk and bicycle connectivity gaps</li> <li>• Traffic calming through narrowed travel lanes, bump-outs, and crosswalks</li> <li>• Connect Clark to the neighborhoods via landscape “way-finding” strategies and through streetscape and green infrastructure</li> </ul>	Near and Med. Term	City	High
Create a walkable, pedestrian-scaled streetscape with attention to site specific micro-climates and neighborhood specific identity	<ul style="list-style-type: none"> <li>• Invest in the infrastructure to create a lively and engaging streetscape corridor to connect the IX property to downtown</li> <li>• Transform Monticello into a more walkable street with wider sidewalks, bumpouts and crossing signals as needed</li> <li>• Incorporate green infrastructure elements and BMPs into the design / funding</li> <li>• Allow sufficient space for street trees, seating elements, bike racks (as appropriate)</li> </ul>	Med. Term	City	High

<b>Connectivity &amp; Transportation</b>				
Recommendation	Possible Implementation + Funding	Phasing	Responsible	Priority
Utilize recommendations from this plan to be a pilot program for use with the upcoming bicycle and pedestrian master plan	Explore opportunities for cycle tracks in the SIA and on nearby downtown streets, including: <ul style="list-style-type: none"> <li>• Garrett Street</li> <li>• 6th Street SE</li> <li>• 5th Street SW/Ridge Street</li> <li>• Elliott Avenue</li> </ul>	Med. Term	City	High
Promote neighborhood health by creating a walkable environment with access to trail networks and basic services	Provide clear pedestrian routes connecting the SIA to the Rivanna Trail along Pollocks Branch and along Sixth Street. Ensure pedestrian and bicycle access to the re-established natural areas around Pollocks Branch	Near Term	City	High
Promote bicycle connectivity throughout the area	At locations with on-street parking and a cycle-track, a designated buffer space separating the bicycle lane from the adjacent parking aisle should be considered	Med. Term	City	Medium
	Bikeway signing and marking should be used to indicate the presence of a bicycle facility and to distinguish the facility for bicyclists, motorists, and pedestrians	Med. Term	City	Medium
Encourage activity and connections between the study area and Downtown Mall	Extend 2nd Street into the IX property and terminate with a Public Plaza Explore widening 4th Street at railroad underpass to accommodate two way automobile traffic and sidewalks for pedestrians on both sides of the street	Med. Term	City	Medium
Provide public access and visibility for interior sub-lots within the IX Property. Re-connect north and south ends of study area	Extend 4th Street through Friendship Court and IX Property to Elliott Avenue.	Long Term	City PHA/NHT Property Owners	High
Simplify parking and traffic patterns within the Martha Jefferson neighborhood	Explore improvements to and increased use of alleys to facilitate mid-block connectivity.	Med. Term	City	Medium
	Conduct a parking study to identify opportunities for parking reductions and shared parking as well as infill development opportunities	Long Term	City	Low



**Regulating Plan .....3**  
 Character Areas  
 Key Infill Opportunities  
 New Street Network  
 LID Green Infrastructure  
 Housing Typologies  
 Parking

**Building Envelope Standards .....13**  
 Building Heights and Setbacks  
 Storefronts and Active Building Frontages

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 9th Street / Avon Street Corridor  
     Avon Street at Belmont Bridge  
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     Avon Street - Hinton to Belmont  
     Avon Street - Monticello to Bolling  
     Avon Street - Bolling to Blenheim  
 Garrett Street  
 Typical Belmont East-West Streets at 6th Street  
 Monticello Avenue  
 2nd Street  
 Elliott Avenue  
 New 4th Street Extension  
 New Pollocks Branch Border Street  
 Intersections  
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**Scale Comparison .....68**

**Density Comparisons .....69**

# VI. Design Standards and Guidelines

# Design Standards and Guidelines

## Background

The Strategic Investment Area (SIA) Plan area shall be designated as an “Urban Overlay District”. This District, established to incentivize redevelopment and investment, incorporates all the components and elements of the SIA Plan. Addressing the relationship of building façades and the public realm, massing and form of buildings and the scale and types of streets and blocks, the Design Standards are presented in text, photographic imagery and diagram and are keyed to a Regulating Plan, clearly articulating the desired scale, form and character of the new infill redevelopment and structured following a form-based code framework.

The role of the Design Standards and Guidelines is to promote a high-quality public realm and architectural design within the SIA and to encourage a cohesive and attractive environment that is consistent with the plan vision and economic revitalization. They provide the framework for physical form and site planning that ensures predictability for development or redevelopment from concept through review to approval and implementation. The Regulating Plan, Design Standards and Guidelines provide a clear plan for the area, illustrating locations of specific important elements in the public realm (ie: sidewalks, travel lanes, on-street parking, street trees, street furniture, etc.) and clarifying the built form and articulation that will shape and define the public realm and character of the Strategic Investment Area plan.

Additionally, the Regulating Plan identifies 1) locations for installation of sustainable infrastructure such as Low-Impact Development (LID) Sites, 2) character areas, 3) key infill opportunities, 4) new streets, 5) street hierarchy, 6) housing typologies, and 7) public parking. A series of graphics and drawings also provide information on the design of building envelopes and the public realm, including intersections and streetscape, civic plaza, secondary parks, and pedestrian connectors.

Finally, the Design Standards incorporates components of the Smartcode through transect zones illustrating zones of intensity, moving from the lower scale residential areas toward the higher scale mixed-use core area of the plan. Research data and information illustrating scale comparisons and density comparisons have also been provided.

## Expedited Project Review

Proposed projects (applications) located in the Urban Overlay District– SIA Plan boundaries that meet all of the conditions of the SIA Plan, including meeting the vision components, goals, objectives and design criteria (Regulating Plan, Building Envelope Standards and Public Space Standards & Guidelines) may receive an expedited Staff Development Review.

## Elements of a Form-Based Code

**Regulating Plan:** A plan or map of the regulated area designating the locations where different building form standards apply, articulating the community’s intentions related to physical character of the area.

**Building Envelope Standards:** Standards controlling the configuration, features and functions of buildings that define and shape the public realm and character of an area.

**Public Space Standards:** Standards for the elements within the public realm (sidewalks, travel lanes, biking lanes, on-street parking, trees, street furniture, etc.)

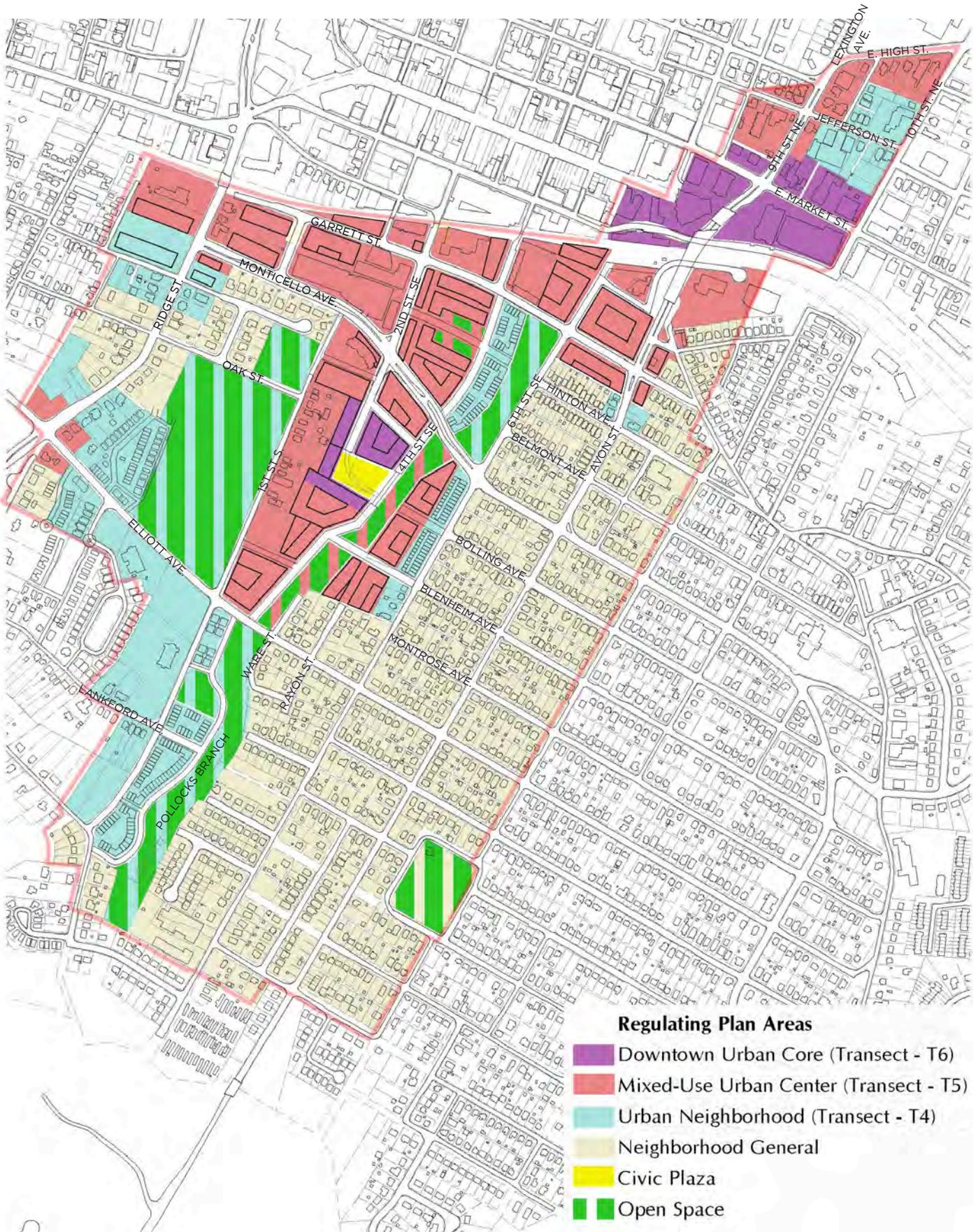
## Transect Zones

**T-4 Urban Neighborhood Zone** consists of a mixed use but primarily residential urban fabric. It may have a wide range of building types: single family and townhouses. Setbacks and landscaping are variable.

**T-5 Mixed-Use Urban Center Zone** consists of higher density mixed use building that accommodate retail, offices, townhouses and apartments. It has a tight network of streets, with wide sidewalks, steady street tree planting and buildings set close to the sidewalks.

**T-6 Downtown Urban Core Zone** consists of the highest density and height, with the greatest variety of uses, and civic buildings of importance. It may have larger blocks; streets have steady street tree planting and buildings set close to the wide sidewalks.

# Regulating Plan | Transect Character Areas



# Design Standards and Guidelines

Table 1. Building Envelopes and Placement Standards by Transect Zone

Transect	Housing Typologies	Building Heights	Street Types	Building Orientation & % Frontage	Private Frontages	Ground Floor Retail, Office Frontages
T6	High Rise Mid Rise	6+ stories	Primary (1st), (Limited number of core area Secondary Streets)	To street, 80% min.	Storefronts (75% min. glass - merchants, 50% - restaurants) Stoops	Primary Retail
T5	Mid Rise Low Rise	4-5.5 stories	Primary, Secondary (1st, 2nd)	To street, 80% min. (80% may vary with single family lot size)	Storefronts (75% min. glass - merchants, 50% - restaurants) Stoops, Porches	Primary Retail, Secondary Office/ Service Retail, Civic
T4	Low Rise Townhouses Multiplexes	2-3.5 stories	Secondary, Tertiary (2nd, 3rd)	To street, 80% min.	Storefronts (50% min. glass - all retail types) Stoops, Porches	Secondary Office/ Service Retail (where applicable)
T3	Multiplexes SFD	1-2.5 stories	Secondary, Tertiary (2nd, 3rd)	To street, 80% w/ alley, <80% w/out alley to allow for side drives	Stoops & Porches	NA

## Regulating Plan | Transect Character Areas

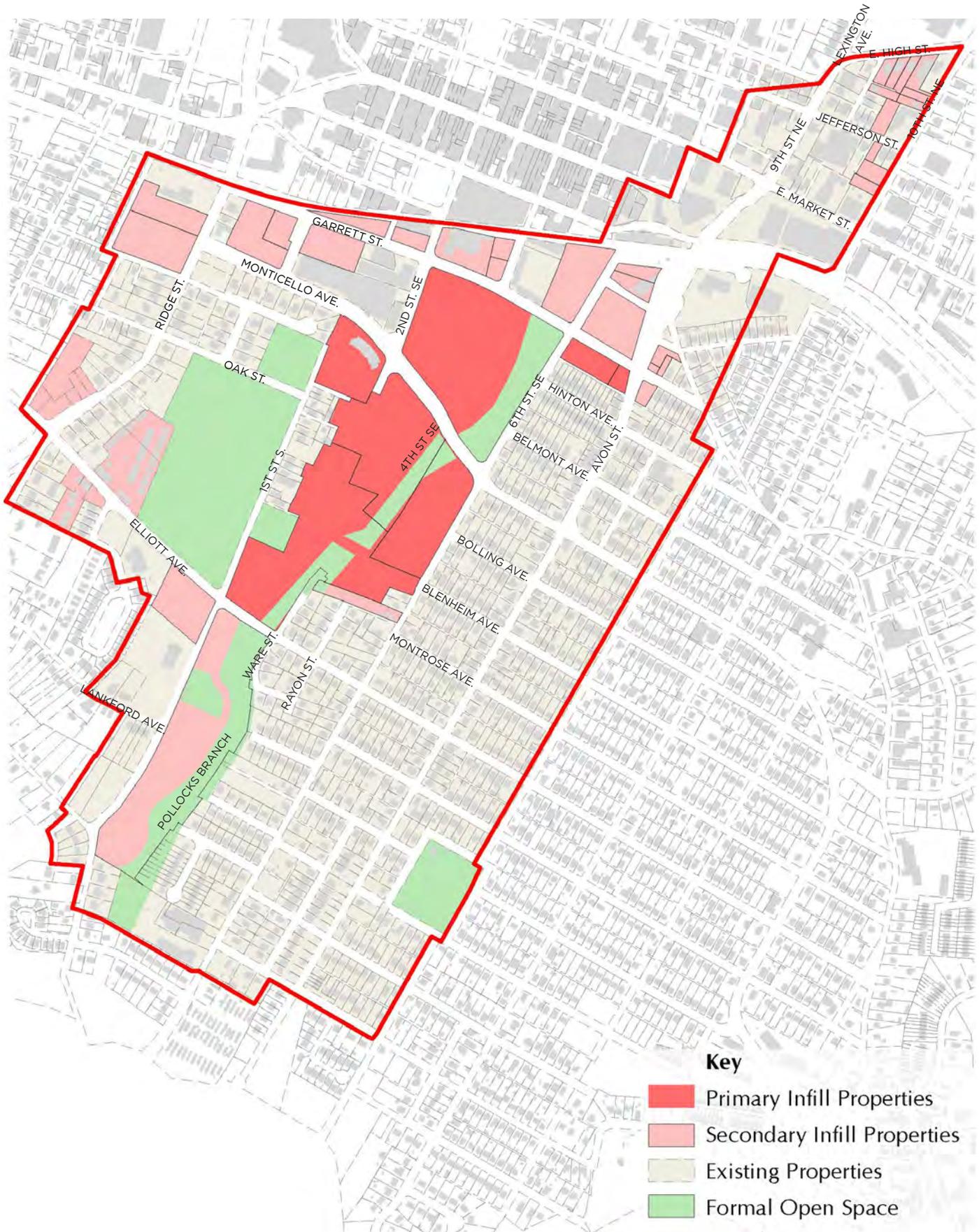
Table 2. Public Space Standards by Transect Zone

Transect	Street Types	Setbacks (1st) (see note 2)	Sidewalk Widths (see note 1)	Setbacks (2nd, 3rd) (see note 2)	Sidewalk Widths (see note 1)	Applicable Park Types	Applicable Park/Street Sections
T6	Primary (1st), Alleys	0' (see note 2)	10'-15' w/ planters (see note 1)	NA (see note 2)	NA (see note 1)	Plaza, Greenway	Plaza (VI-24-25), Pedestrian Connections (VI-30)
T5	Primary, Secondary (1st, 2nd) Ped Streets, Alleys	0'-5' (see note 2)	10'-15' w/ planters (see note 1)	5'-10' (see note 2)	7'-10' w/ 6' planting strips (see note 1)	Plaza, Greenway, Secondary Spaces (greens, pocket parks)	Secondary Park at Friendship Court (VI-28-29), Pedestrian Connections (VI-30), other streets (VI-36-51 & VI-54-61)
T4	Secondary, Tertiary (2nd, 3rd) Ped Streets, Alleys	NA (see note 2)	NA (see note 1)	5'-10' (see note 2)	7'-10' w/ 6' planting strips (see note 1)	Plaza, Greenway, Secondary Spaces (greens, pocket parks)	Pedestrian Connections (VI-30), other streets (VI-36-51 & VI-54-61)
T3	Secondary, Tertiary (2nd, 3rd), Alleys	NA (see note 2)	NA (see note 1)	10'-15' (see note 2)	5' min. w/ 6' planting strips (see note 1)	Greenway	East-West Belmont Streets LID at 6th Street (VI-52-53)

Note 1. Because of variety of different existing right-of-way conditions, sidewalks may vary. Specific sidewalk widths are noted in the Public Space Standards & Guidelines Street Sections. Please reference these standards for specific conditions at specific streets.

Note 2. Because of variety of different existing right-of-way conditions, setbacks vary. Please reference Public Space Standards & Guidelines Street Sections for specific setbacks at specific site conditions.

# Regulating Plan | Key Infill Opportunities

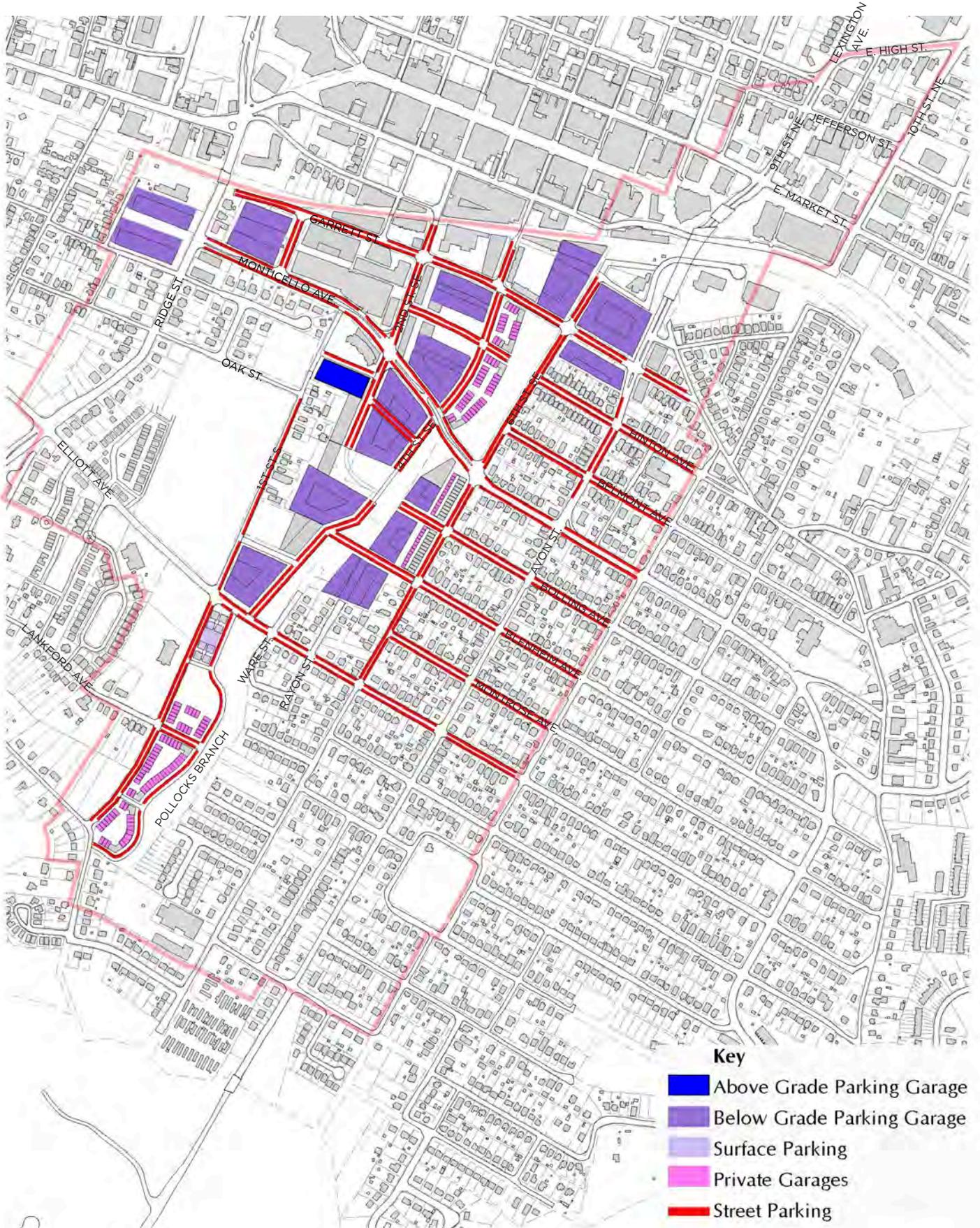


# Regulating Plan | New Street Network

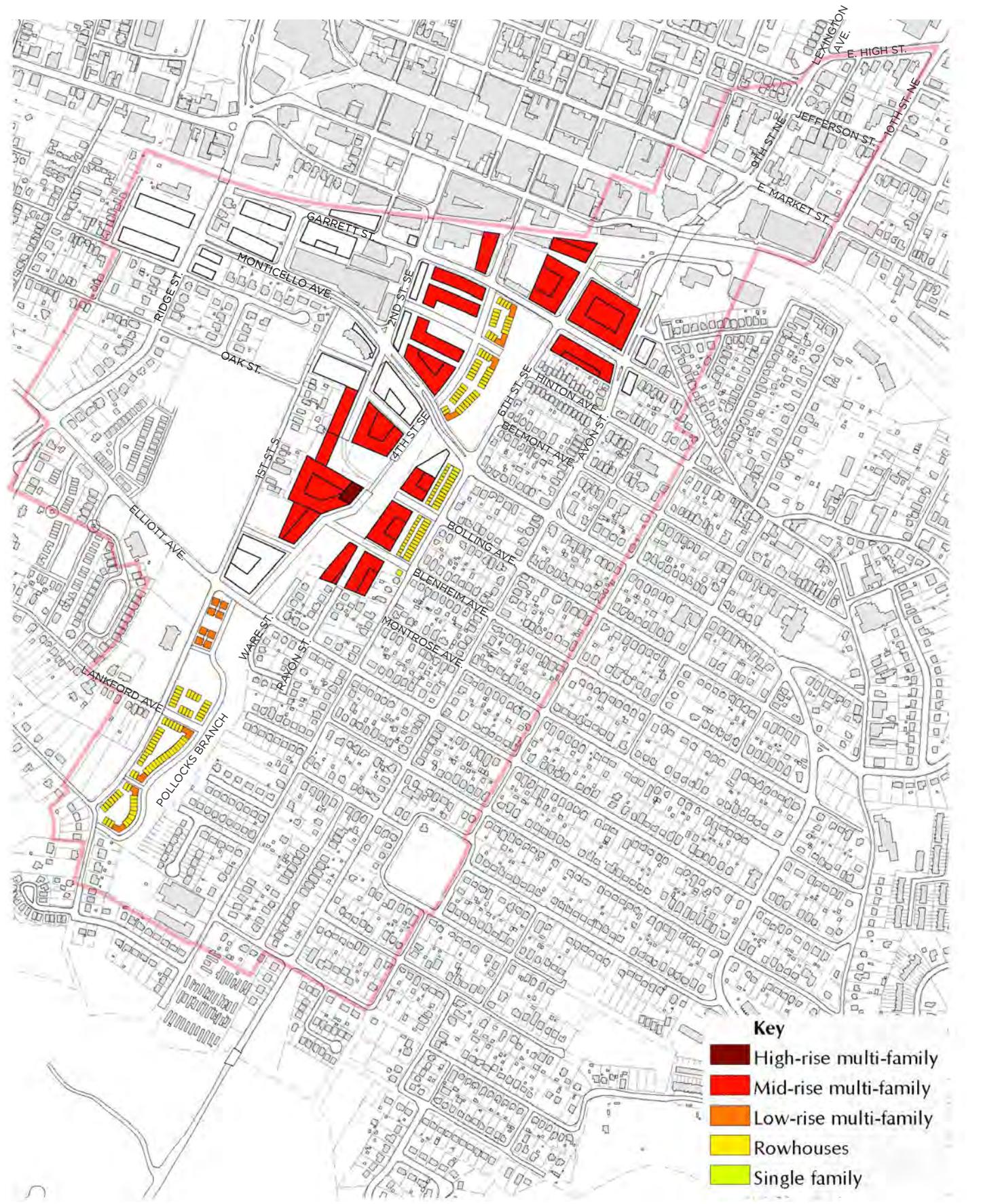




# Regulating Plan | Parking



# Regulating Plan | Housing Typologies



## Regulating Plan | Housing Typologies



Low-Rise Multifamily housing - Arlington, VA



Mid-Rise Multifamily housing - Reston, VA



Low-Rise Multifamily housing - Alexandria, VA



Rowhouses - Alexandria, VA

### A Range of Housing Types

The plan proposes a variety of housing types in order to increase choice with regard to living options for all residents. It was discussed during several stakeholder meetings that Downtown Charlottesville currently lacks options for urban housing types such as rowhouses, and small multifamily buildings. The plan includes a combination of small multifamily buildings, urban townhouses, and mid-rise multifamily buildings.

Housing types should be arranged such that public amenities are available to all residents.



# Building Envelope Standards



## Building Envelope Standards

This section describes building design standards and guidelines that best reflect elements defined in the plan vision.

# Building Envelope Standards | Building Heights and Setbacks



Regulating Plan - Building Heights

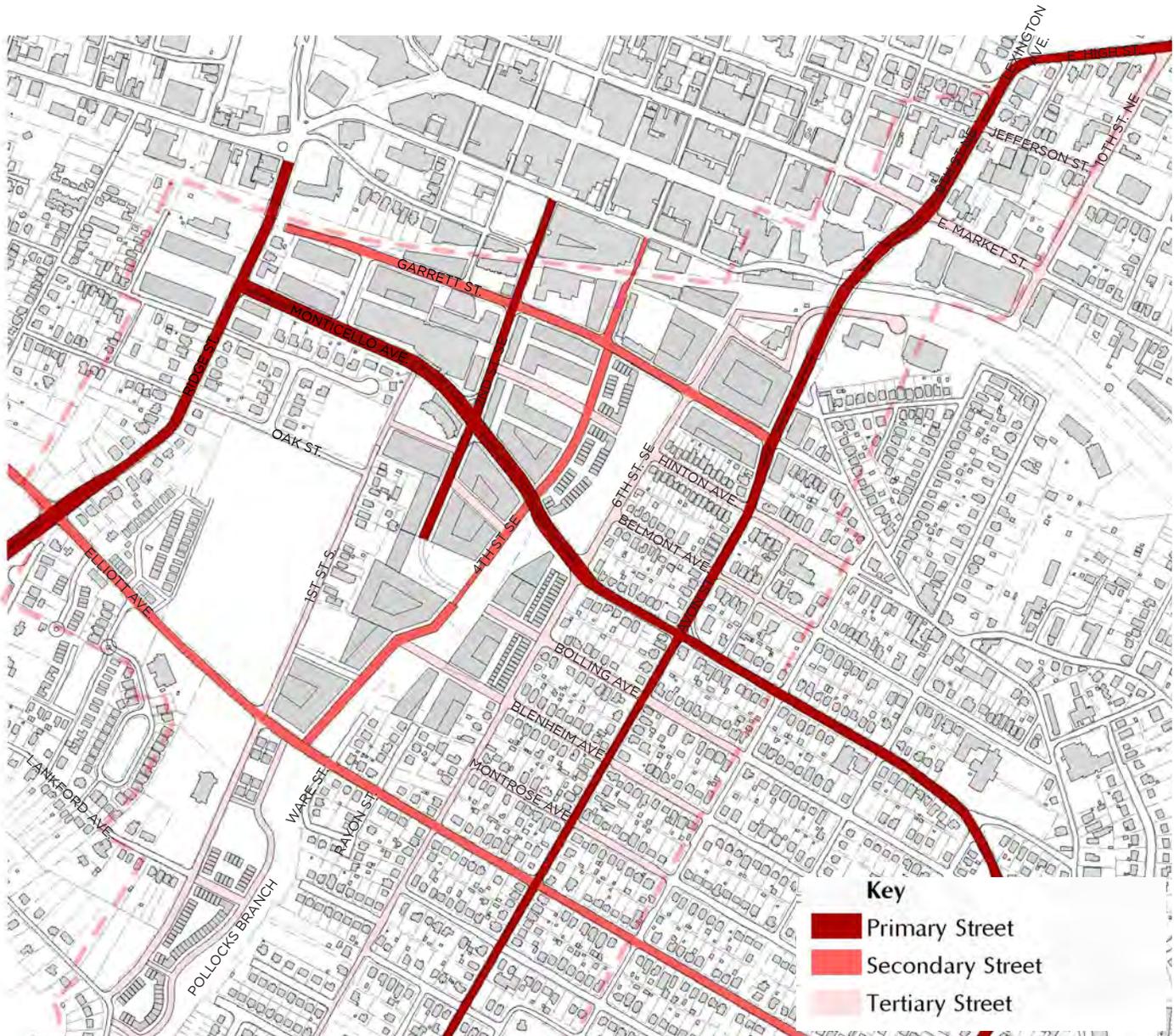
## Building Heights

It is recommended that the tallest buildings in the SIA be located at the core of the study area on the IX site, between Monticello Avenue and Blenheim Avenue. Radiating out from this core, buildings should step down in height towards the surrounding neighborhood. At sites directly adjacent to existing single family houses and other low-rise buildings, it is recommended that the mass of proposed buildings be molded to step down further in recognition of their smaller neighbors.



Illustration of scale transition at 6th Street

# Building Envelope Standards | Building Heights and Setbacks



Regulating Plan - Street Network Hierarchy

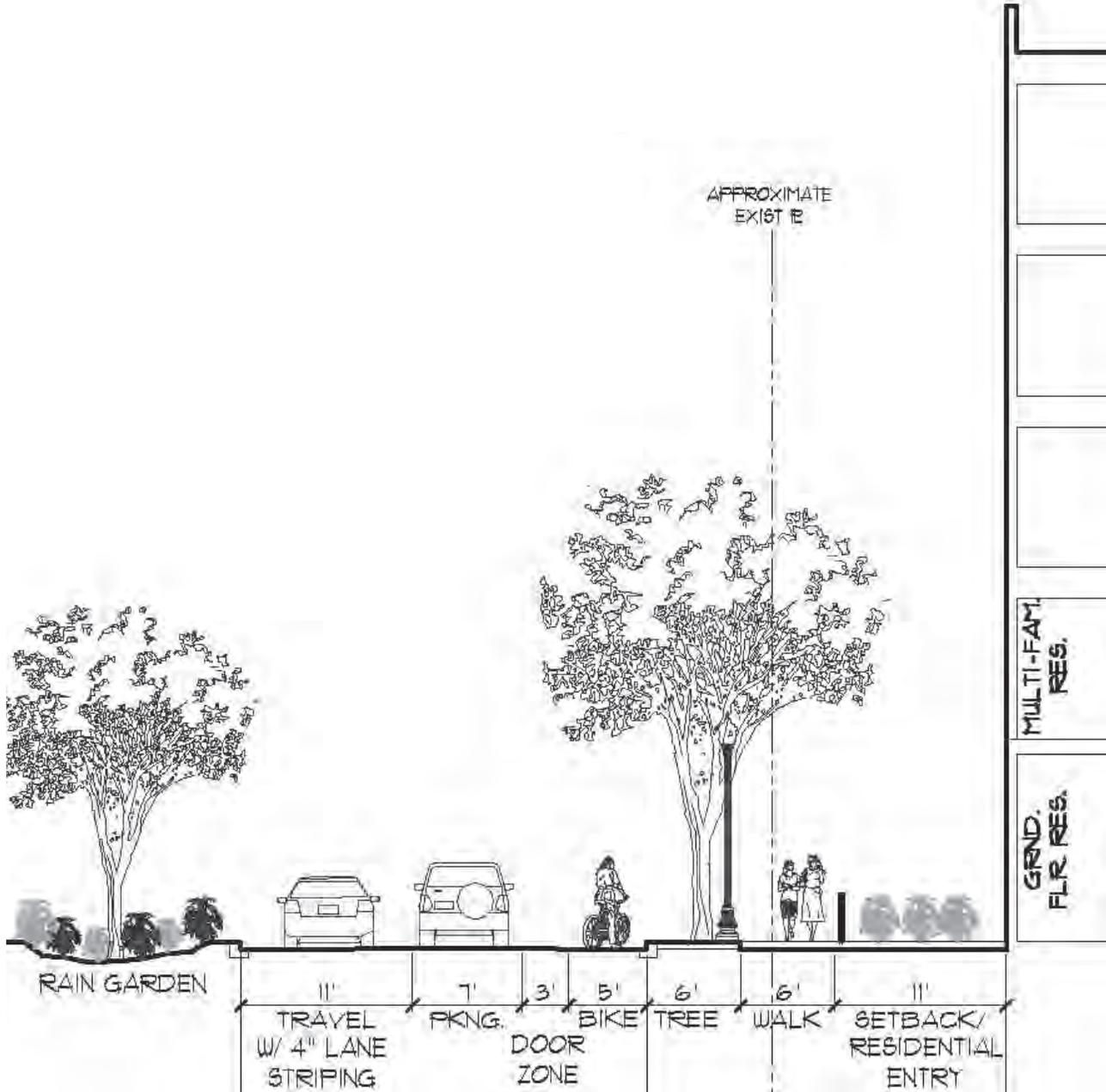


Mid-rise buildings enclosing a public park - Tanner Springs Park, Portland, OR

## Setbacks and Site Coverage

The Linear Park, Civic Plaza, and Secondary Parks will provide a substantial amount of public realm open space in the SIA. Therefore, high lot occupancy is recommended on all sites in the SIA, especially within the core area that includes the IX property, 6th Street Housing site, and Friendship Court site. Minimal setbacks for buildings facing the Linear Park, Civic Plaza, and Secondary Parks are essential in providing those spaces with a sense of enclosure. Setbacks between 10' and 15' are recommended for Primary streets and setbacks between 5' and 10' are recommended for Secondary and Tertiary Streets.

# Building Envelope Standards | Building Heights and Setbacks

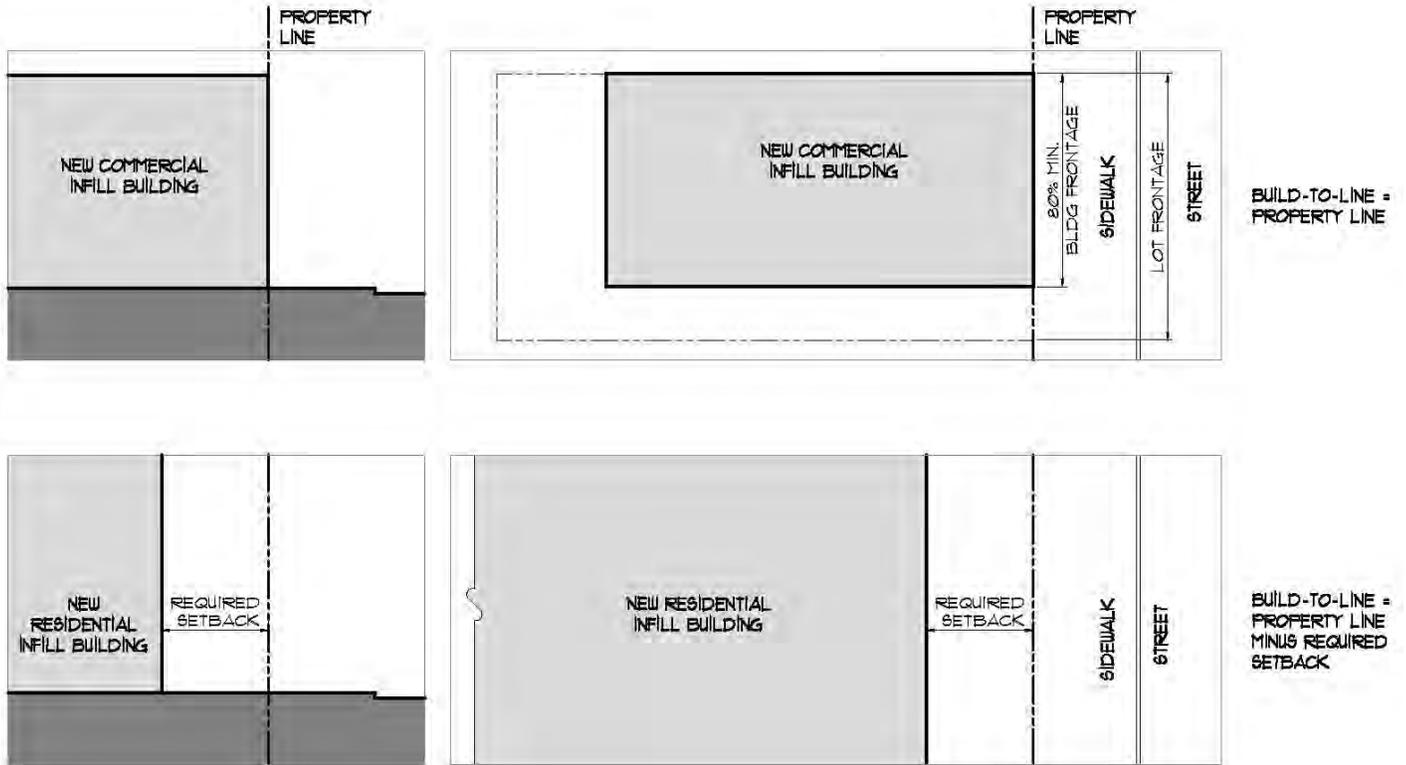


## Standards

Setbacks from all streets shall maintain a continuous wall of buildings in the SIA area. This has the effect of defining a building environment and also defines the public space of the street. Exceptions may be granted in cases where existing buildings are not built to an existing building line or where an existing front yard contributes to the quality of the street.

- Infill buildings shall be built flush to adjacent buildings.
- New building facades shall maintain the established setbacks of the area.
- Exceptions may be granted if the setback is pedestrian oriented and contributes to the quality and character of the street.
- Main entrances shall be oriented towards the street.
- Building alignment shall be maintained at the sidewalk edge.

# Building Envelope Standards | Building Heights and Setbacks



## Building Orientation, Build-to Line and Frontage

- New Buildings shall have a primary facade oriented towards the street. Buildings shall create a consistent street wall that provides a sense of enclosure to the public space.
- Buildings on corner sites must have two primary facades.
- For new buildings without a required setback, the build-to lines are property lines directly abutting street rights-of-way.
- All new buildings shall have a primary building facade on the build-to line. The building's frontage will cover 80% minimum of the total build-to line.
- Properties with no alley access may have a side setback to allow for vehicle access.

# Building Envelope Standards | Storefronts and Active Building Frontages



Regulating Plan - Retail Focus and Active Building Frontages (2nd Street corridor highlighted in yellow)

## Retail / Secondary Office Frontage Guidelines

- The 2nd Street Corridor is a core element of the SIA plan. It is recommended that this corridor be continuously lined with retail, restaurants, and active uses at all ground floor spaces that face 2nd Street as well as the Urban Plaza.
- Properties with primary retail frontages should have pedestrian-scale storefronts facing the public realm, with a minimum of 75% glass. These properties are recommended locations for active retail uses, such as restaurants and stores.
- Properties with secondary retail active frontages are recommended for small scale office and retail, and do not necessarily require active retail storefronts. Non-retail active ground floor uses should be permitted at these locations. Non-retail active ground floor uses may include, but are not limited to the following: day-care centers, gym and fitness facilities, employment centers and other public services, office meeting rooms, art galleries, event spaces, etc.

# Building Envelope Standards | Storefronts and Active Building Frontages



Ground floor retail storefront - Washington, DC



High transparency at ground floor retail storefront - Washington, DC



Individual ground floor residential unit entries and private terraces  
- San Francisco, CA

## Architectural Features & Articulation

- It is recommended that building facades utilize a tripartite base/middle/top composition in order to provide a pedestrian friendly ground floor zone and a top-floor terminus treatment.
- Extruded bays and upper story setbacks are additional recommended facade treatments which help to break down the massing of new buildings with large footprints.

## Ground Floor Facade Treatments

- Facade treatments at primary and secondary ground floor retail storefront spaces are recommended to be as transparent as possible. Black glass and tinted glass should not be used. A minimum of 50% glass area is recommended at storefronts
- Storefronts should provide a distinct character at the base of buildings but also utilize materials and design elements from the general facade design of building.
- Ground floor facades with individual residential unit entries should be less transparent in order to provide privacy for the residential uses behind them. Private landscaped areas should be provided at ground floor residential units as well, in order to provide a buffer between the residential unit and the public sidewalk.



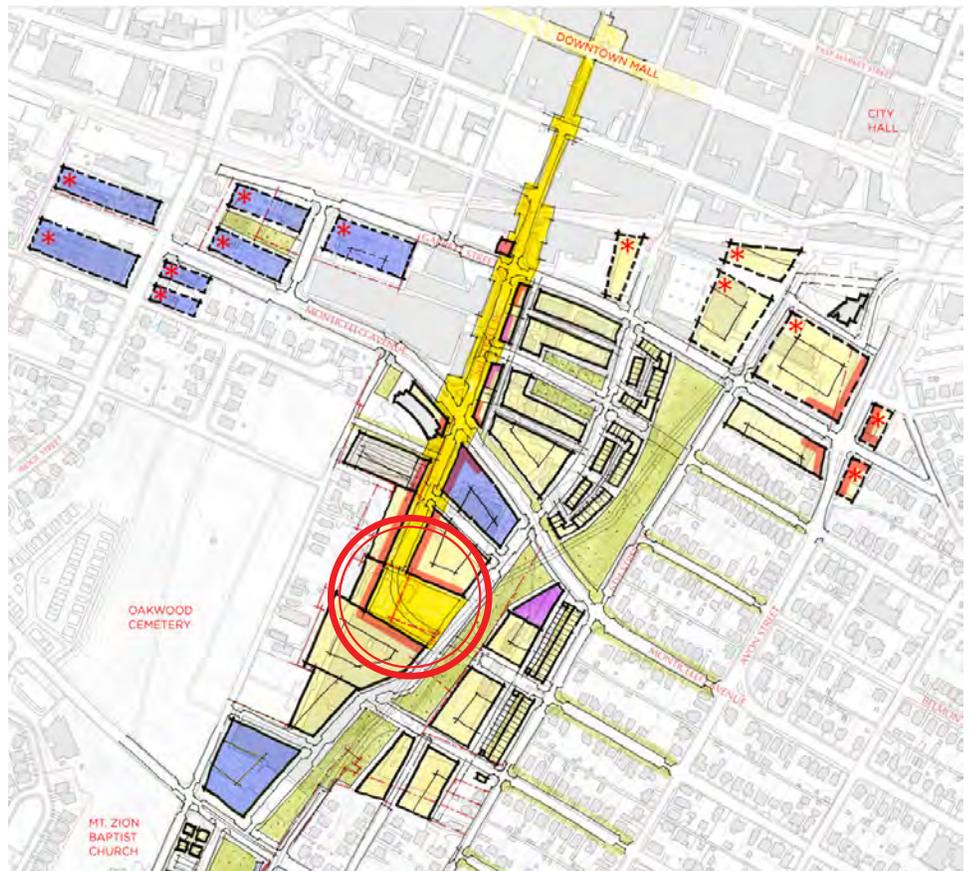
# Public Space Standards and Guidelines



## Public Space Standards and Guidelines

This section describes site design and public space guidelines that best reflect elements defined in the plan vision.

# Public Space Standards and Guidelines | Urban Plaza



Location of Urban Plaza within overall SIA Plan

## Design Guidelines

### Connection to 2nd Street Corridor

The urban plaza should look visually attractive from 2nd Street looking south, using a variety of street trees, landscape elements, public art and other streetscape elements. Pedestrians should intuitively understand that the plaza terminates and completes the 2nd Street Corridor.

### Focus on the Pedestrian Experience

Typical vehicular streetscape details should be de-emphasized, such as:

- Street curbs should be eliminated where possible, and replaced with roll-curbs and bollards.
- Asphalt paving should be eliminated where possible, and replaced with continuous special paving from building face to building face.
- Tall, vehicle-oriented street lamps shall be eliminated in favor of intimate pedestrian-oriented street lamps.
- Vehicle speed limits shall be reduced to 25 mph or less.
- Wide turning radii at intersection should be reduced to urban standards.
- Pedestrians and bicyclists should be free to circulate in and around the plaza at will.



Cady's Alley, Washington, DC

## Public Space Standards and Guidelines | Urban Plaza



Illustrative Sketch - Urban Plaza Design with Landscaping



Tanner Springs Park, Portland, OR



Canal Park, Washington, DC

**Building Frontages**

Zero lot lines for all buildings surrounding the plaza are crucial in order to provide a sense of enclosure to the space. All surrounding buildings should be oriented towards the plaza using significant architectural elements and ground floor retail uses. Doorways, retail frontages, signage and building uses should be designed to maximize the urban nature of the plaza.

**Programmable Open Space**

The urban plaza shall have a flexible design capable of shutting off vehicular traffic and hosting social events such as farmers markets, festivals and other public gatherings.

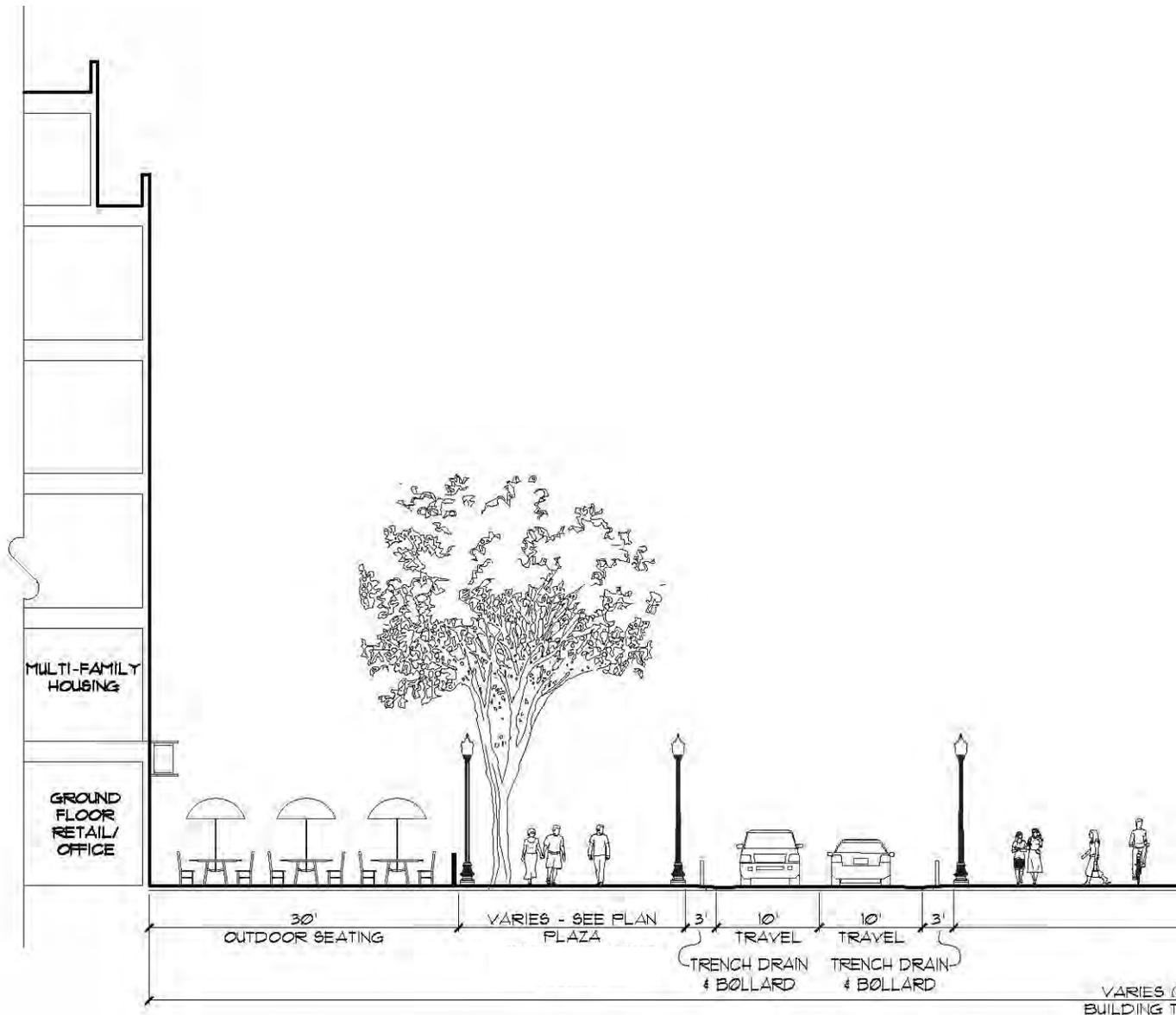
**Landscape Elements**

Landscaping should be an overarching design element in the plaza. The plaza is the key intersection between the 2nd Street Corridor and the Pollocks Branch park system, so connections between the two systems should be highly visible. Street trees, water features, landscape buffers and water management systems should be integrated into an attractive design.

**High-quality materials**

Street trees and plants, street paving, sidewalk covering, street furniture (including benches, bike racks and trash receptacles), water elements, public art and other public realm elements should be composed of high-quality and durable materials. As a significant city investment, these streetscape designs should strive for long-term beauty.

# Public Space Standards and Guidelines | Urban Plaza

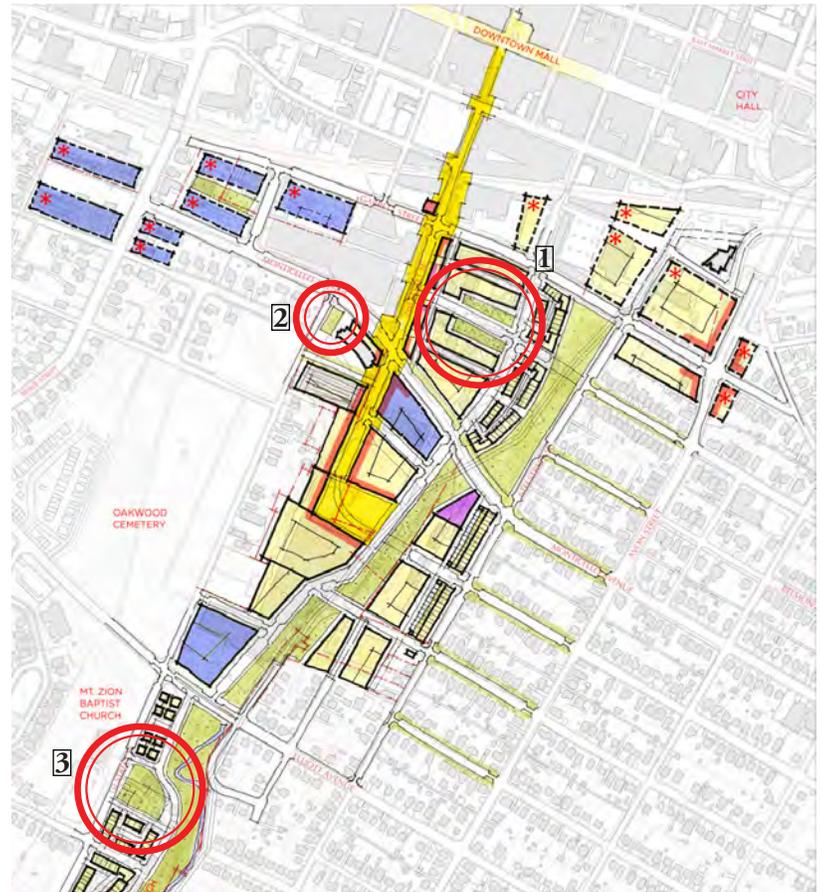


Urban Plaza - Proposed Section

# Public Space Standards and Guidelines | Urban Plaza



# Public Space Standards and Guidelines | Secondary Parks



Location of Secondary Parks within overall SIA Plan

## Locations of Secondary Spaces



Yards Park, Washington, DC

### 1. Friendship Court

This space is located at the center of the current Friendship Court site and is bisected by a new road which creates two small linear park spaces enclosed by new residential buildings. Both of these spaces should be tailored to the needs of the residents of this portion of the SIA.

### 2. Crescent Halls

This space at the northwest corner of the Crescent Halls building is intended to be programmed primarily as a dog park for the residents of the building.

### 3. 1st Street Housing

This space spans from 1st Street to Pollocks Branch and is intended primarily as a multi-use recreation space. This park should be designed to allow for flexibility so that it can be utilized by residents for other uses at times when it is not needed for baseball.

## Public Space Standards and Guidelines | Secondary Parks



Pocket park at Old Town Commons, Alexandria, VA

### Design Guidelines

#### Building Frontages

Minimal setbacks for all buildings surrounding the secondary spaces are crucial in order to provide a sense of enclosure. All surrounding buildings should be oriented towards the secondary spaces including individual unit entries and significant architectural elements.

#### Programmable Open Space

Secondary public spaces are intended to provide the opportunity for social and community interaction at the individual block or street level. These spaces are optimal locations for playgrounds where parents can watch over children in an intimate enclosed setting.

#### High-quality materials

Street trees and plants, street paving, sidewalk covering, street furniture (including benches, bike racks and trash receptacles), water elements, public art and other public realm elements should be composed of high-quality and durable materials. As a significant city investment, these streetscape designs should strive for long-term beauty.

#### Pedestrian and Bicycle Accommodations

Pedestrians should be free to circulate in and around the Secondary Parks at will, including grassy areas. Within the Secondary Parks, bicycle circulation should be limited to paved areas.

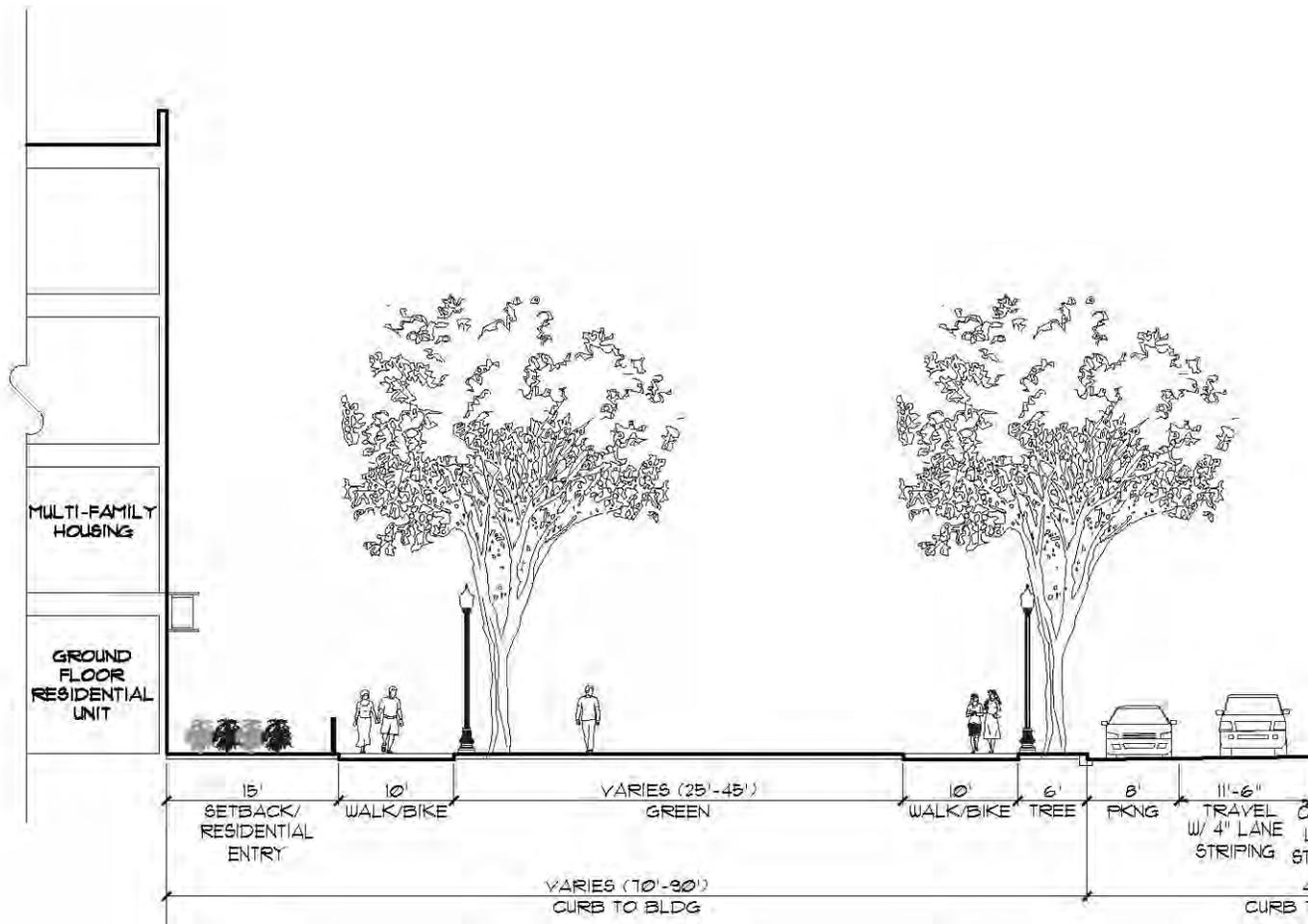


Individual ground floor residential unit entries and private terraces - Washington, DC



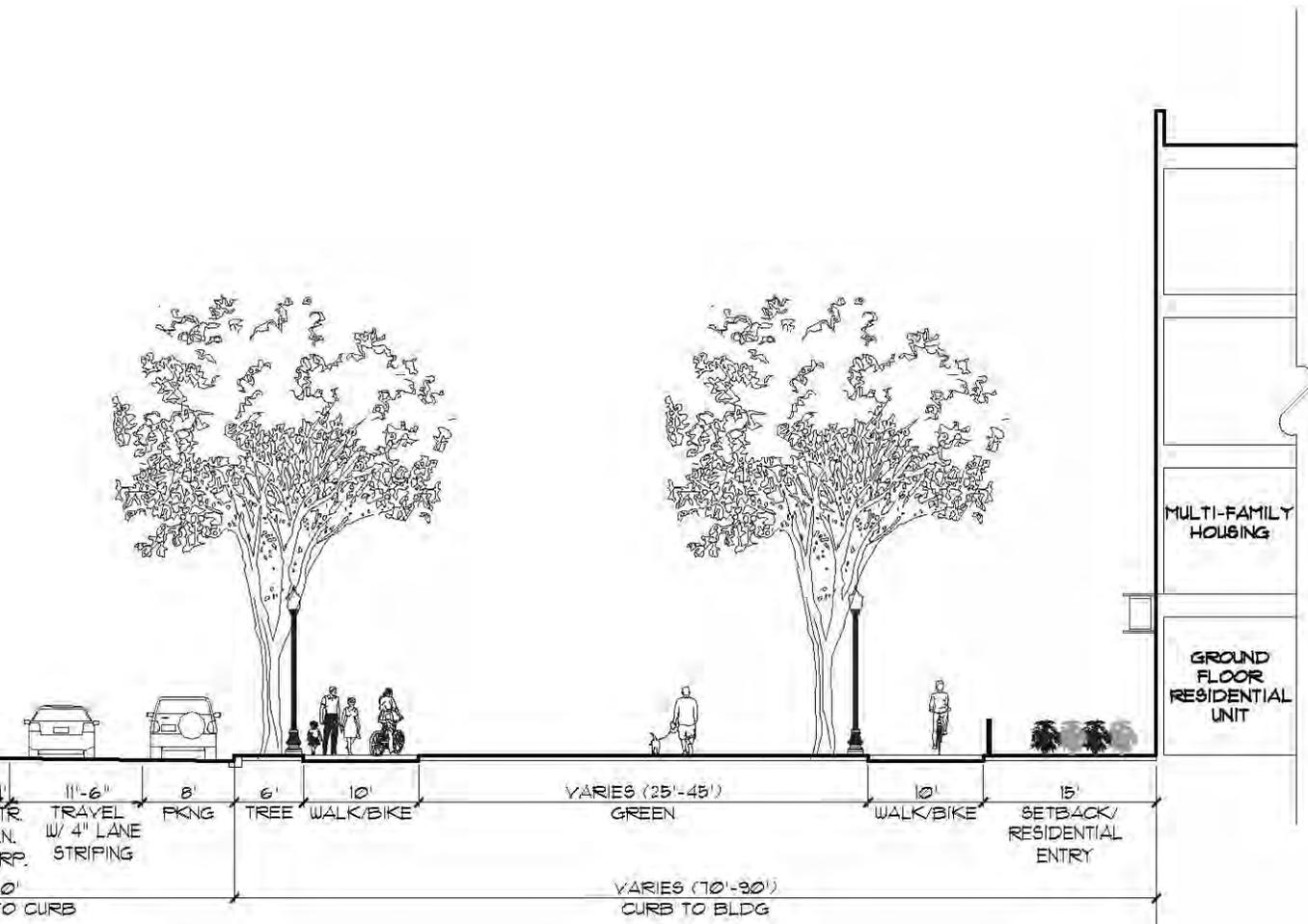
LID street tree box - Washington, DC

# Public Space Standards and Guidelines | Secondary Parks

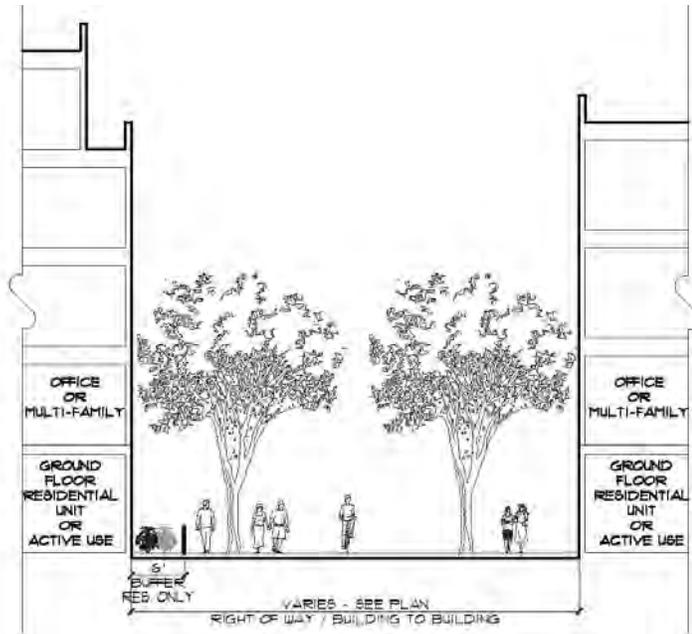


Secondary Park at Friendship Court Site - Proposed Section

# Public Space Standards and Guidelines | Secondary Parks



# Public Space Standards and Guidelines | Pedestrian Connections



Pedestrian Connection - Typical Section



Location of Pedestrian Connections within overall SIA Plan

## Design Guidelines



Yards Park, Washington, DC

### Pedestrian streets and Alleys

These are connections meant to provide connections through large blocks for ease of pedestrian circulation. Automobiles may or may not be permitted for parking access depending on the conditions at each site.

### Pedestrian Stairs

Where pedestrian connections occur on slopes, pedestrian stairs will be necessary. In this condition the stairs should be as wide as possible, preferably spanning from building face to building face, include street trees and other landscape elements where possible, use pedestrian friendly street lighting, and generally provide an inviting and pleasant circulation route.

### Linear Park border pedestrian routes

These pedestrian routes should complement the design elements of the Pollocks Branch Linear Park (see Vision Plan chapter) and correspond with the topography in this part of the study area. Ground floor residential unit entries are strongly recommended at the base of all buildings fronting the Pollocks Branch Linear Park.

## Public Space Standards and Guidelines | Pedestrian Connections



Cady's Alley, Washington, DC

## Design Guidelines



Inviting Pedestrian Stair - Washington, DC



1st St - Charlottesville, VA

**Building Frontages**

Although they are more linear in nature than the other public realm spaces and meant for circulation rather than lingering, pedestrian connections also benefit from a sense of enclosure and active building frontages (akin to the numbered streets perpendicular to the Downtown mall). It is recommended that buildings fronting pedestrian connections maintain zero lot lines and contain ground floor spaces that are programmed with individual residential unit entries and/or live/work units.

**Programmable Open Space**

Pedestrian connections of suitable length should allow for the possibility of intermittent events such as block parties, craft fairs, or small vendor markets.

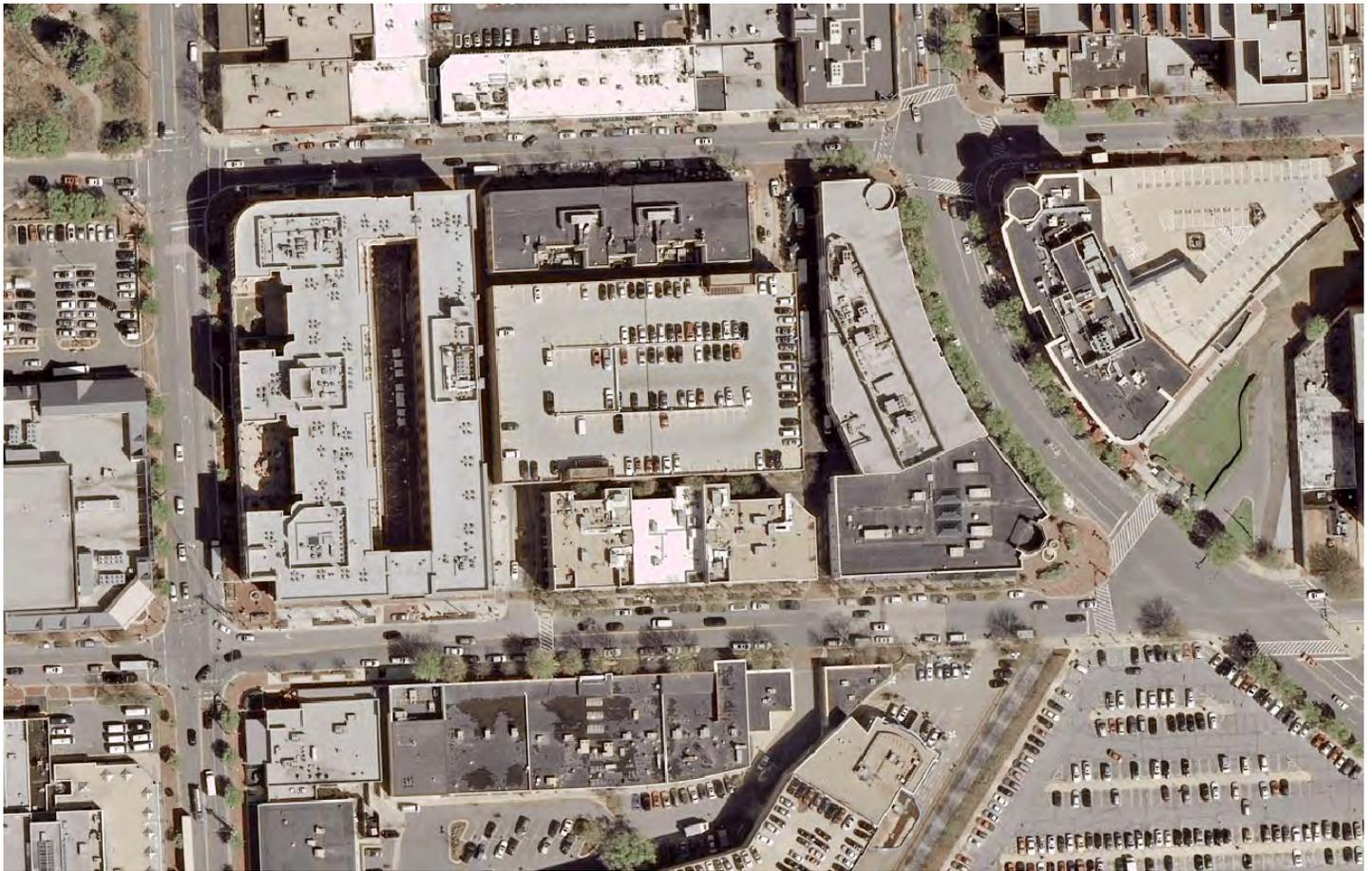
**High-quality materials**

Street trees and plants, street paving, sidewalk covering, street furniture (including benches, bike racks and trash receptacles), water elements, public art and other public realm elements should be composed of high-quality and durable materials. As a significant city investment, these streetscape designs should strive for long-term beauty.

**Pedestrian and Bicycle Accommodations**

Pedestrians and bicyclists should be free to circulate in and around the Pedestrian Connection areas at will.

## Public Space Standards and Guidelines | Parking



Shared municipal parking structure - Bethesda, MD (Montgomery County GIS)

### Shared Parking

With mixed land uses, as proposed in the SIA, shared parking can reduce the overall parking demand compared to assigning individual spaces to particular properties. The appropriate number of motorists that can be assigned to a particular number of parking spaces depends on several factors and should be evaluated as development occurs in the SIA. In general, the more diverse the users and the larger the facility, the more parking spaces that can be shared.

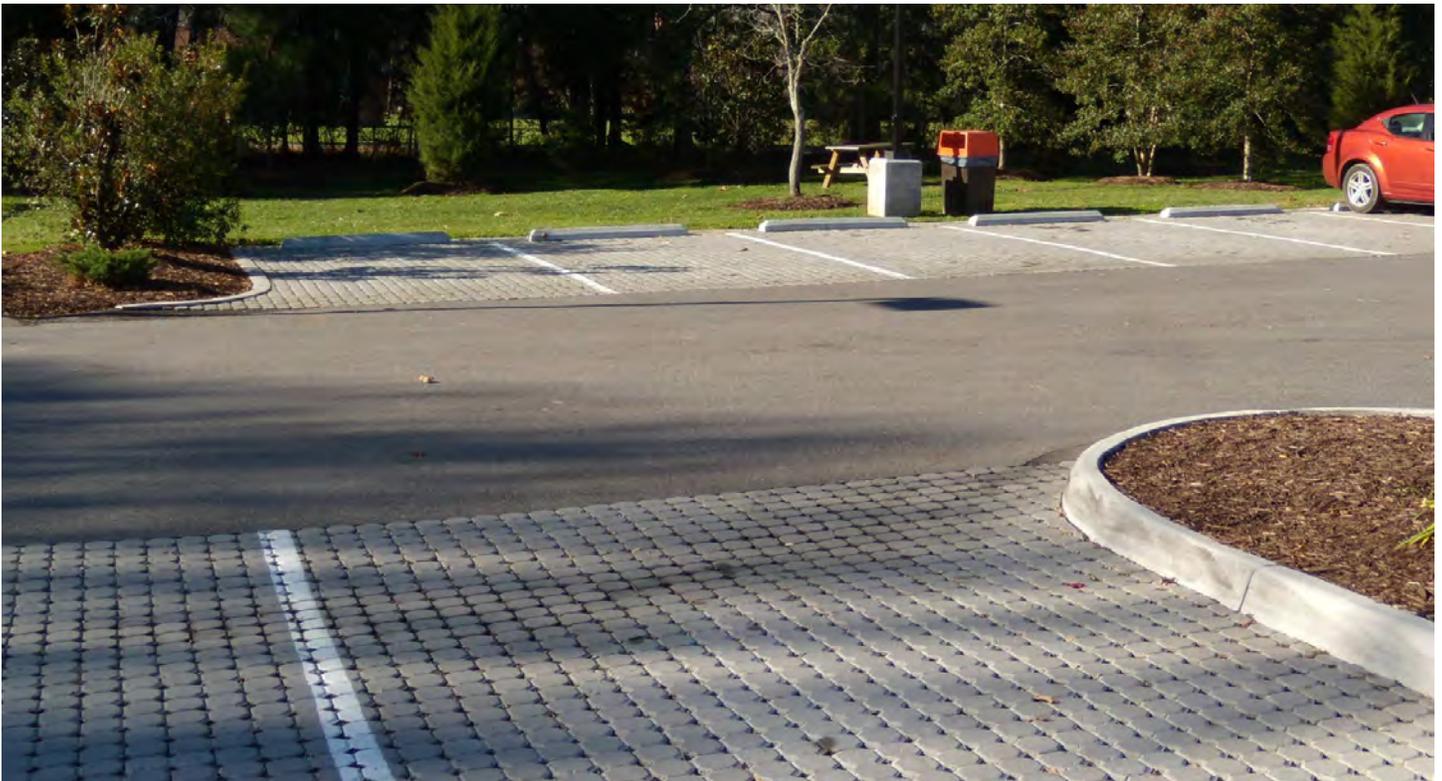
### Parking Guidelines

Parking facilities can be managed and regulated to encourage more efficient use of parking resources and more efficient travel. This often involves making the most convenient parking spaces available to certain higher-value uses. Strategies include:

- Limit parking duration to encourage turnover and favor shorter-term users, especially in on-street locations.
- Charge higher parking prices and shorter payment periods for more convenient spaces.

- A municipal above grade parking garage is proposed at the rear of the Crescent Halls site due to this location's proximity to the core of the study area and accessibility from 2nd Street and Monticello Avenue. For new developments that require more parking than is provided by the municipal parking structure, below grade parking is recommended. If above grade parking structures are necessary for new development they shall be concealed from the street by programmed liner elements of retail, residential, or commercial spaces.
- Surface parking lots are strongly discouraged within the study area, with the exception of low density areas, such as the 1st Street Housing site. Where surface parking provided in low density areas they shall be placed behind buildings and screened with landscape elements to minimize its impact on the street frontage. Permeable paving is recommended for surface parking lots.
- Loading entrances shall be located on side streets or alleys, away from primary retail frontages.

# Public Space Standards and Guidelines | Parking



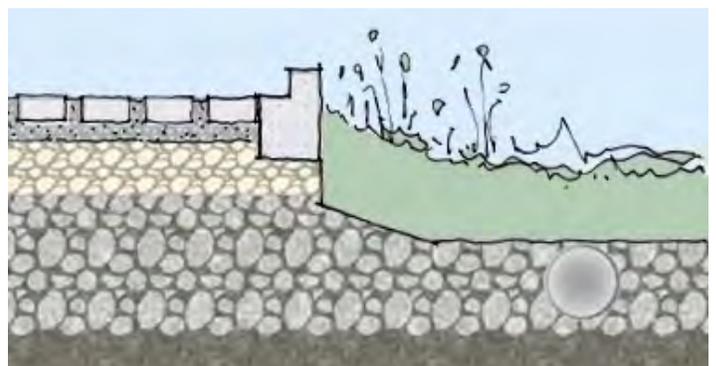
Example of surface parking lot with permeable paving

## Surface Parking

- Surface parking lots shall be screened with walls, fences or hedges. Walls and/or fences must be a minimum of three feet and maximum of four feet in height.
- Hedges over four feet in height must be trimmed to allow drivers to have clear visibility.
- Loading and service areas shall not be visible from the street.
- Parking surfaces shall be paved with high-quality, durable permeable pavers.
- Drive aisles may be paved with asphalt (optional).
- Parking lots shall permit pedestrian circulation
- Parking lots shall detain stormwater on site.



Fence and landscape street screening for parking areas



Permeable pavers

## Public Space Standards and Guidelines | Sidewalks



Sidewalk and Street Tree Illustration - with cycle track and multi-use path

### **Sidewalks**

Sidewalks shall be made of durable attractive materials that are pedestrian-scaled. Decorative paving materials, such as brick, precast and granite pavers are recommended. All paving should accommodate the standards set forth in the Americans with Disabilities Act.

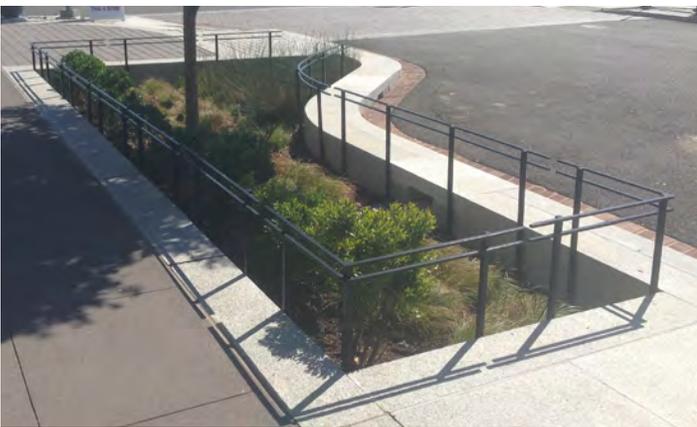
### **Street Trees**

Street trees are required along all streets (reference street sections for spacing). Low maintenance tree species with large canopies are recommended. Final tree selections should be made in consultation with the Urban Forester and the City Tree Commission.

## Public Space Standards and Guidelines | Sidewalks



**Stormwater collection via LID (Low-Impact Development)  
Curb Extension at intersection**



**LID street tree box**

### **Green Infrastructure/Low Impact Development**

Green infrastructure is an important component of the plan and aligns with the City's goals for sustainability. New development within the SIA should require or incentivize pervious pavement, particularly in parking areas. Low Impact Development (LID) easement strips may also be considered as a way for the City to maintain landscape and water management elements owned by private entities.

Streetscape improvements should include sidewalk rain gardens for rainwater management and rain garden "bulb-outs" to allow on-site low-impact development stormwater treatments. Reduction in street widths as appropriate is recommended in order to both reduce paved surface areas and to improve the pedestrian and cyclist experience.



**Outdoor seating in the Del Ray neighborhood of Alexandria, VA**

### **Outdoor Seating**

Businesses, especially restaurants, are encouraged to provide outdoor seating. Outdoor seating areas should be placed in informal open spaces in front of, beside, and between buildings. These areas may be enclosed by walls, fences, and/or plantings. Outdoor furniture should be durable, high-quality, easy to maintain and designed to withstand outdoor use. Furniture color and materials should be compatible with building color and materials.

# Public Space Standards and Guidelines | 10th Street / Martha Jefferson



Existing conditions at 10th St. - Looking south from Little High St.



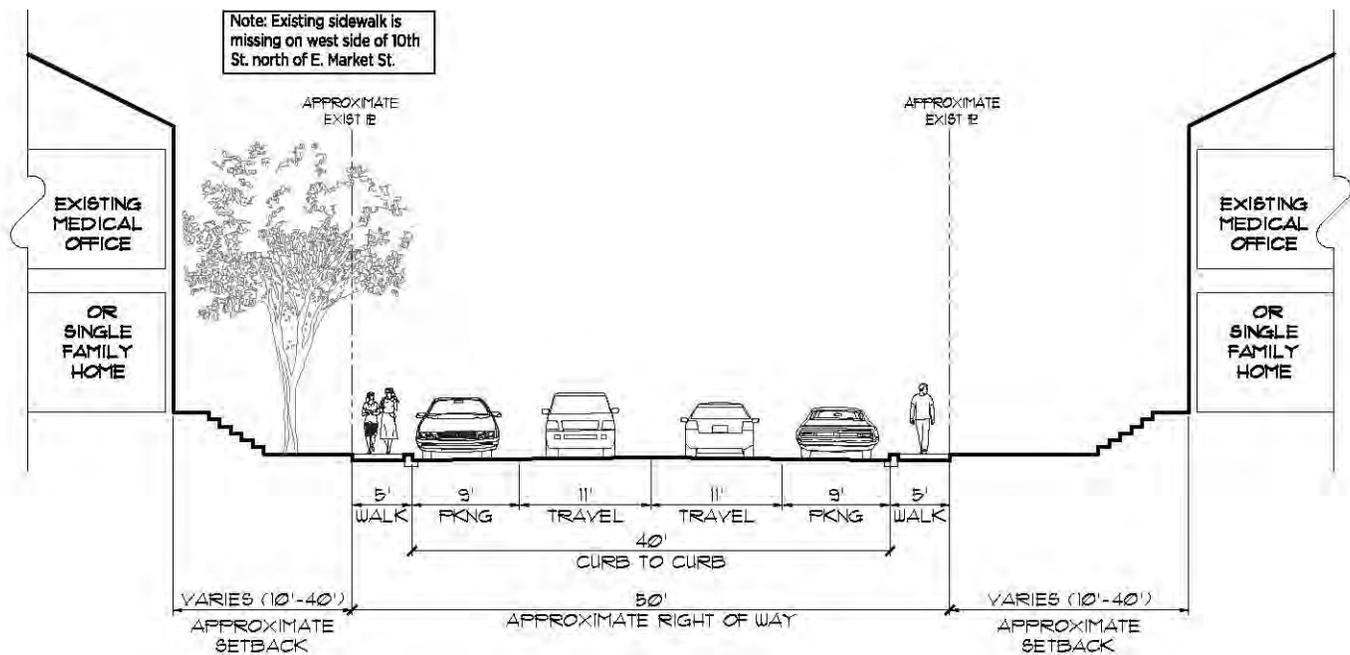
Existing conditions at 10th St. - Looking south from Jefferson St.



Location of 10th St. within the Martha Jefferson neighborhood

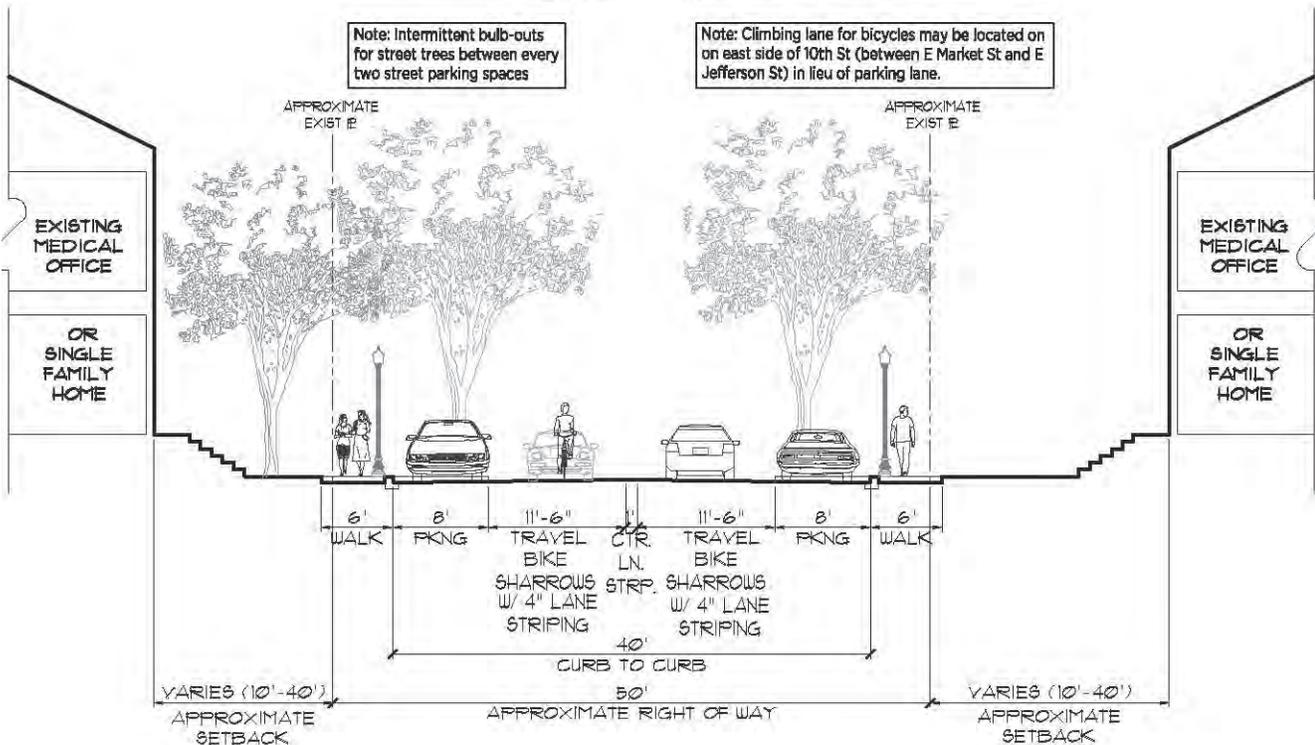
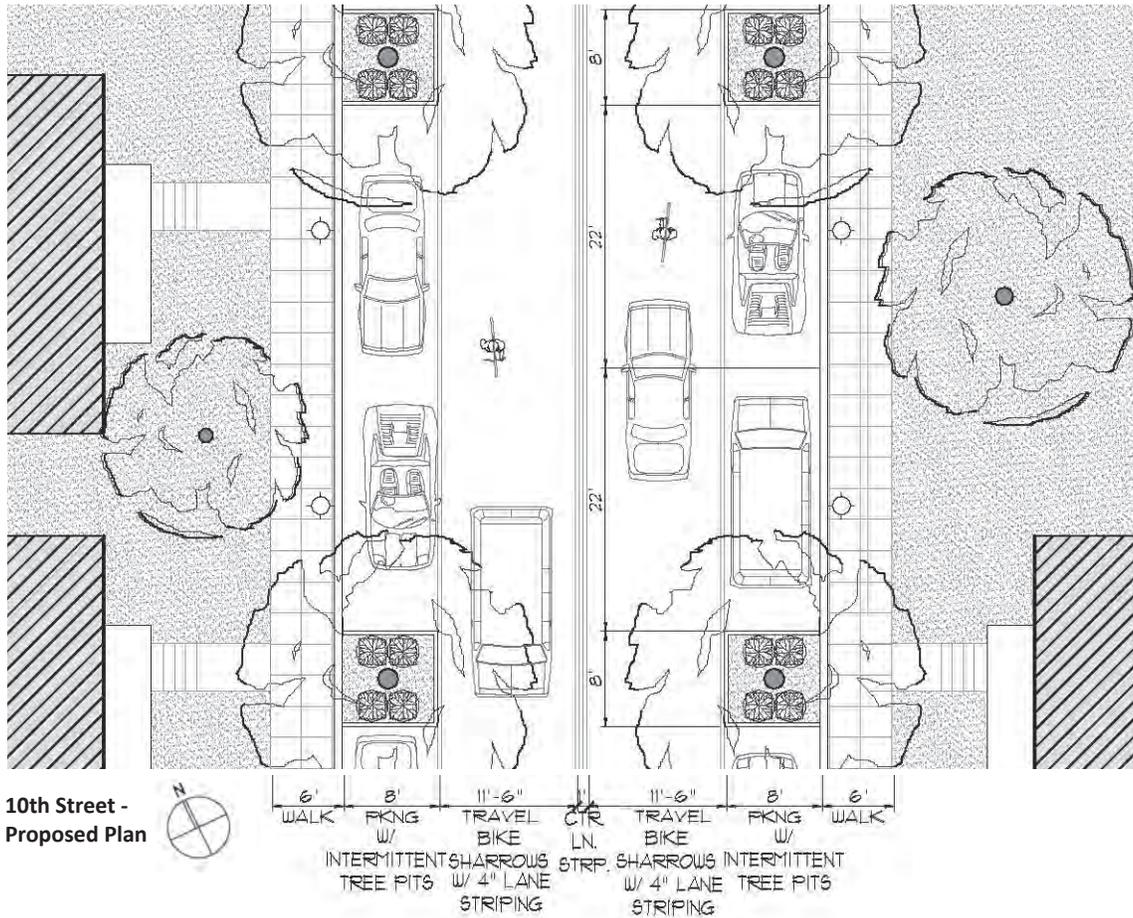
## Pedestrian and Bicycle Accommodation

Curb extensions increase visibility of pedestrians, reduce pedestrian crossings widths, minimize out of distance pedestrian travel and provide additional space for community enhancement features. Due to the narrowness of the 10th Street right of way, it is recommended that street trees be introduced between parallel parking spaces according to the proposed plan on the next page. The sidewalks along 10th Street should be widened to a minimum of six feet in width to accommodate pedestrian circulation. It is also recommended that pedestrian friendly street lighting be added. 10th Street will also provide an important bicycle connection to the new Coal Tower Trail.



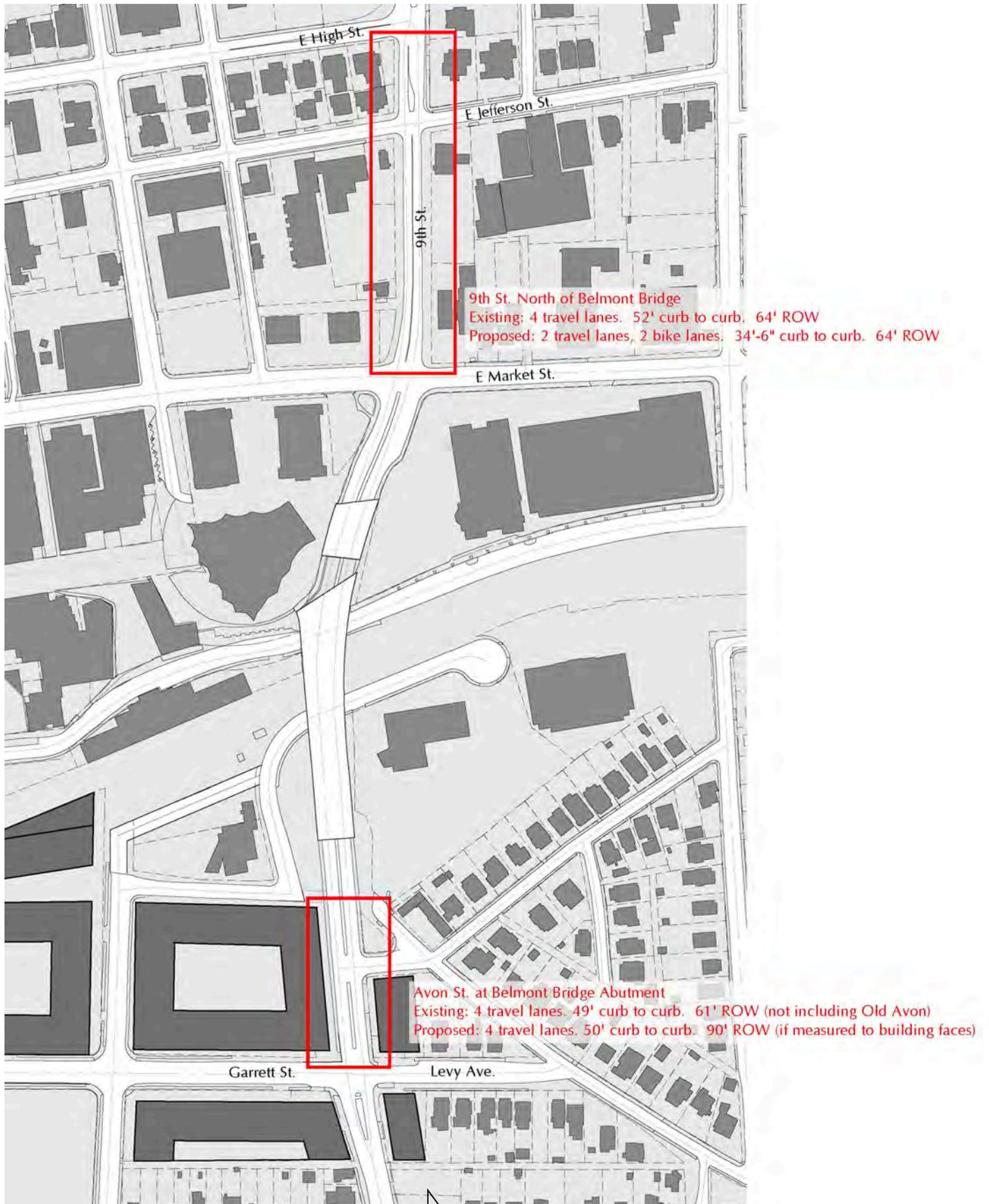
10th Street - Existing Street Section

# Public Space Standards and Guidelines | 10th Street / Martha Jefferson



10th Street - Proposed Street Section

# Public Space Standards and Guidelines | 9th Street / Avon Street Corridor



# Public Space Standards and Guidelines | 9th Street / Avon Street Corridor



# Public Space Standards and Guidelines | 9th Street North of Belmont Bridge



Existing conditions at 9th St. - Looking north from E. Market St.



Location of 9th St. within the Martha Jefferson neighborhood

## Vehicular Travel Improvements

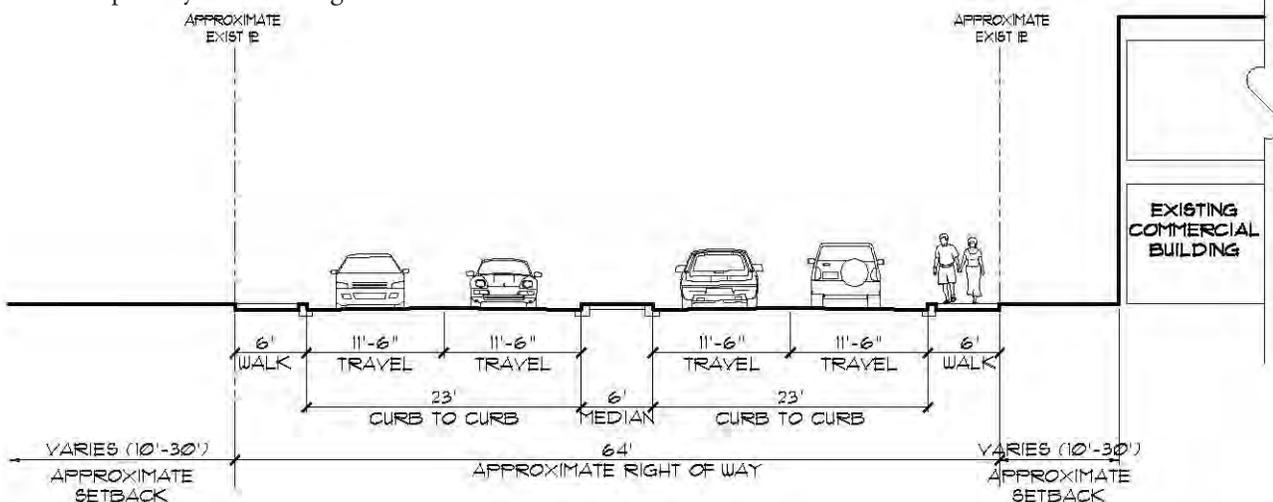
9th Street to E High Street through movement is reinforced through the use of curb extensions and the realignment of the Lexington Avenue approach. The realigned Lexington Avenue approach provides greater sight distance to motorists on Lexington Avenue, reduces the pedestrian crossing width, and provides greater speed control. (See pages VI-62 and VI-63 for additional detail related to this intersection.)

## Pedestrian Realm

Widening sidewalks, adding pedestrian friendly street lighting, and introducing street trees as a buffer between the sidewalk and street traffic, all act to provide a more pleasant pedestrian experience. Curb extensions increase visibility of pedestrians, reduce pedestrian crossings widths, minimize out of distance pedestrian travel and provide additional space for community enhancement features.

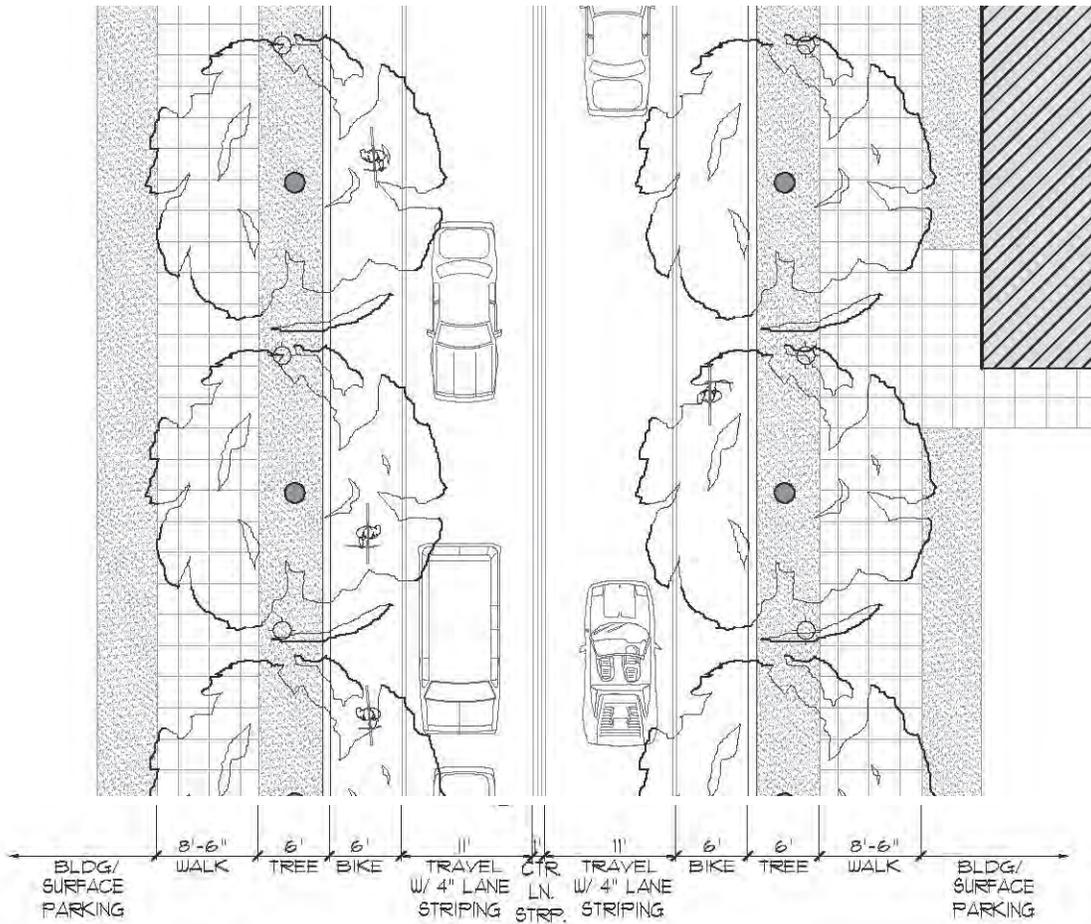
## Bicycle Accommodation

The two-stage turn queue box allows bicyclists a safe way to make northbound left turns at the E High Street/9th Street intersection by reducing turning conflicts between vehicles and bicyclists. Shared lane markings or “sharrows” on the E High Street approach west of 9th Street helps alert motorists to the legitimacy and potential presence of bicyclists on the roadway, encourages safe passing by motorists and helps bicyclists position themselves in the lane. Intersection crossing markings indicate the intended paths of bicyclists through the intersection, raise awareness of potential conflict areas, and reinforce that through-bicyclists have priority over turning vehicles.

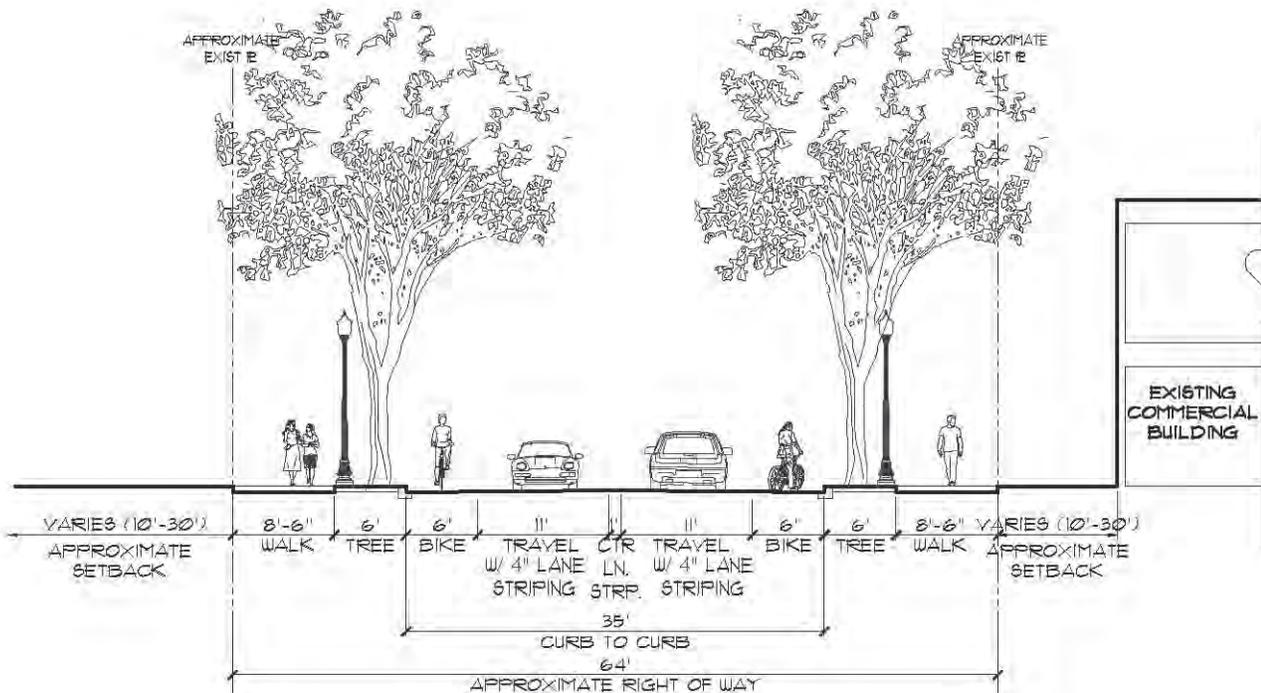


9th Street - Existing Street Section

# Public Space Standards and Guidelines | 9th Street North of Belmont Bridge



9th Street - Proposed Plan

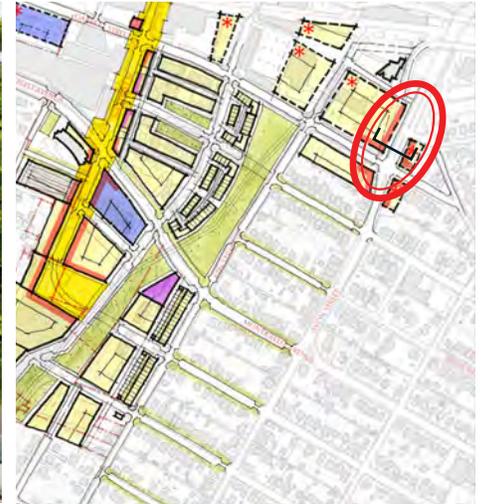


9th Street - Proposed Street Section

# Public Space Standards and Guidelines | Avon Street at Belmont Bridge



Existing conditions at Belmont Bridge - Looking South toward Garrett St.



Location of this portion of the Avon St. corridor within overall SIA plan

## Pedestrian Realm

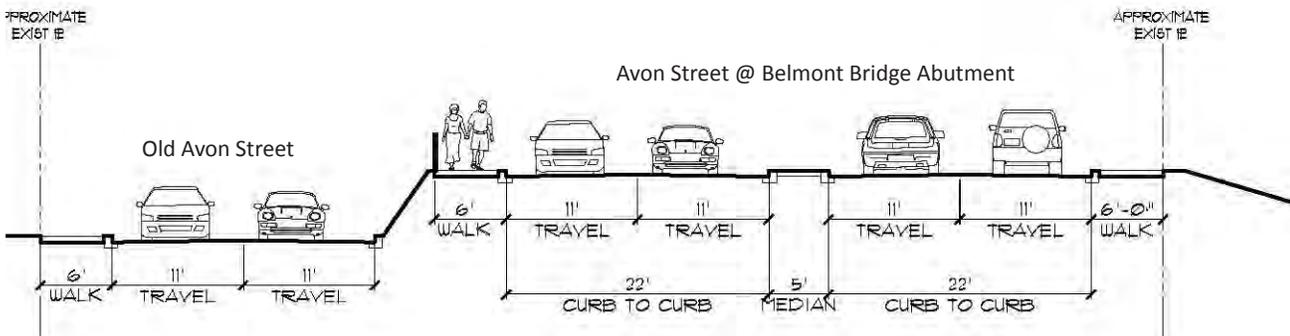
Widening sidewalks, adding pedestrian friendly street lighting, and introducing street trees as a buffer between the sidewalk and street traffic, all act to provide a more pleasant pedestrian experience. Curb extensions at Garrett Street will increase visibility of pedestrians, reduce pedestrian crossings widths, minimize out of distance pedestrian travel and provide additional space for community enhancement features.

## Bicycle Accommodation

Shared lane markings or “sharrows” on the Garrett Street and 9th Street SE approaches help alert motorists to the legitimacy and potential presence of bicyclists on the roadway, encourage safe passing by motorists, and help bicyclists position themselves in the lane. Conventional bike lanes on Avon Street designate an exclusive space for bicyclists, enable bicyclists to ride at their preferred speed, and facilitates predictable behavior and movements between bicyclists and motorists. Bike lanes are not shown on the proposed section as they were part of the Bridge Design process.

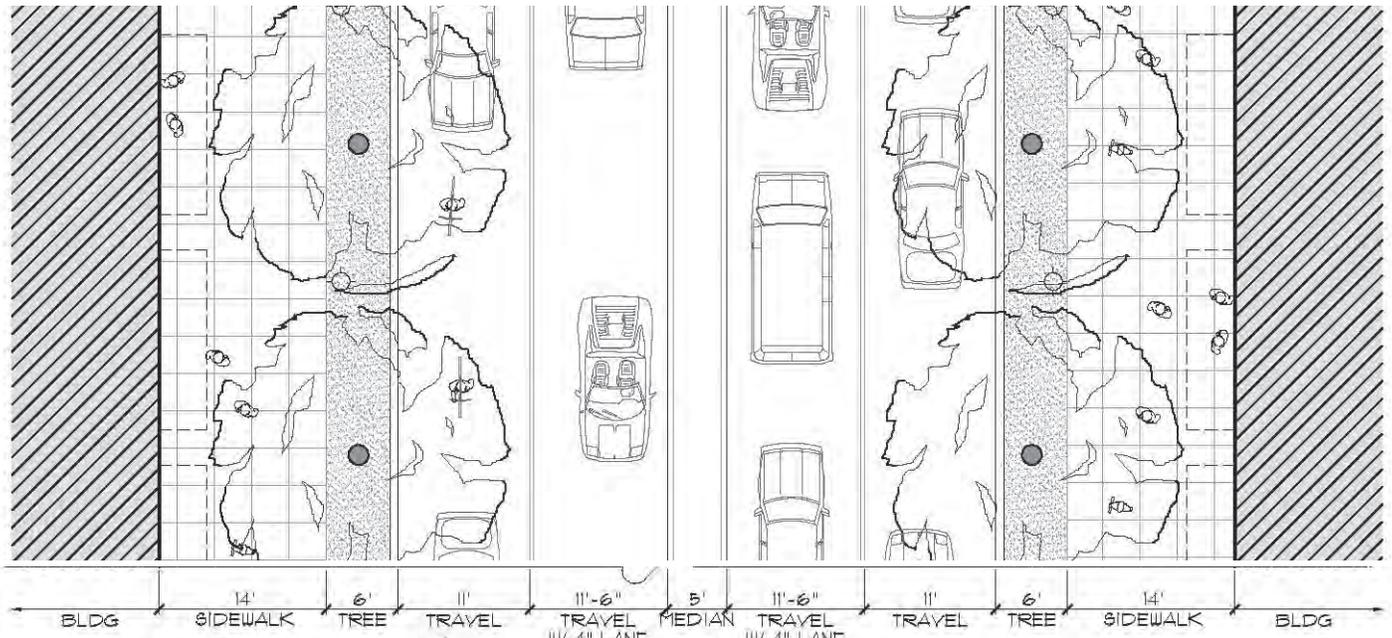
## Building Frontages

The elimination of old Avon Street between Garrett Street and South Street East is recommended. This will allow new development to front directly onto Avon Street at the Belmont Bridge abutment. Retail or other active ground floor uses are recommended at this new frontage.

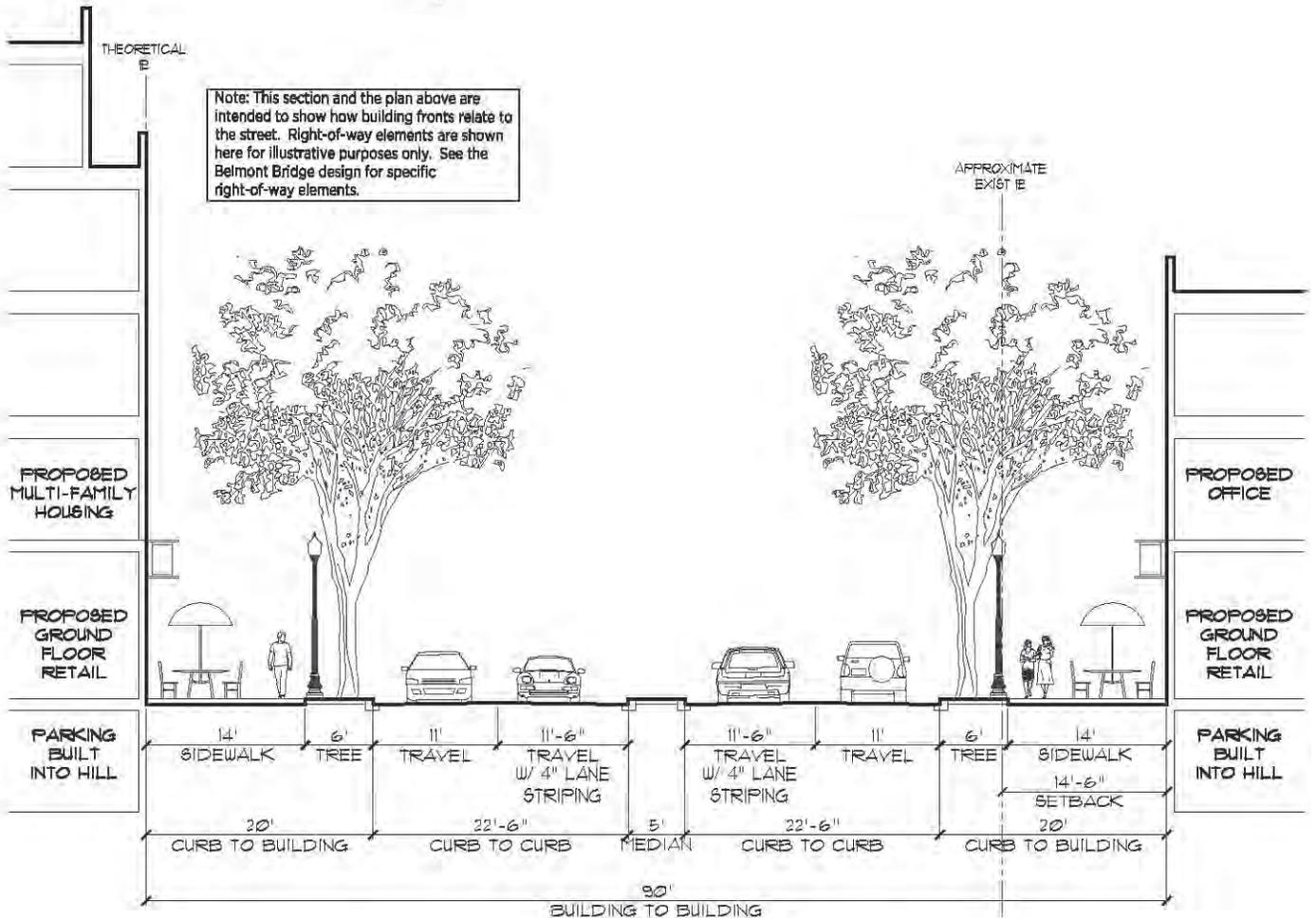


Avon Street at Belmont Bridge abutment - Existing Street Section

# Public Space Standards and Guidelines | Avon Street at Belmont Bridge



Avon Street at Belmont Bridge abutment - Proposed Plan

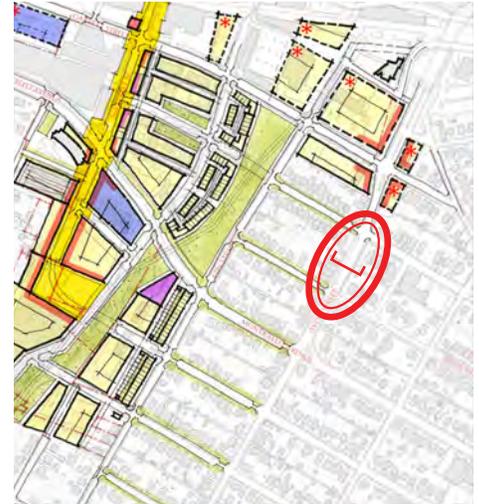


Avon Street at Belmont Bridge abutment - Proposed Street Section

# Public Space Standards and Guidelines | Avon Street (Hinton to Belmont)



Existing conditions at Avon Street - Looking north from Belmont Avenue



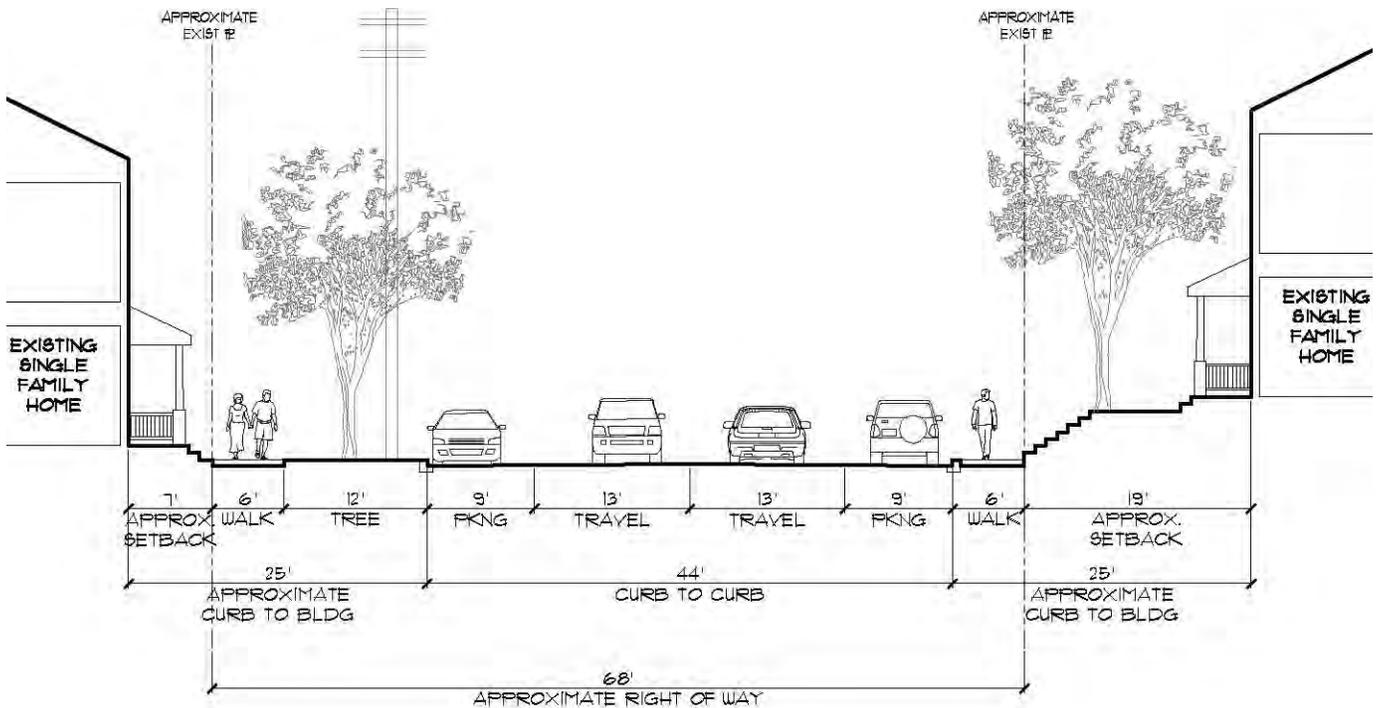
Location of this portion of the Avon Street corridor within overall SIA plan

## Pedestrian Realm

Widening sidewalks, adding pedestrian friendly street lighting, and introducing street trees as a buffer between the sidewalk and street traffic all act to provide a more pleasant pedestrian experience. Curb extensions at intersections will increase visibility of pedestrians, reduce pedestrian crossings widths, minimize out of distance pedestrian travel and provide additional space for community enhancement features.

## Bicycle Accommodation

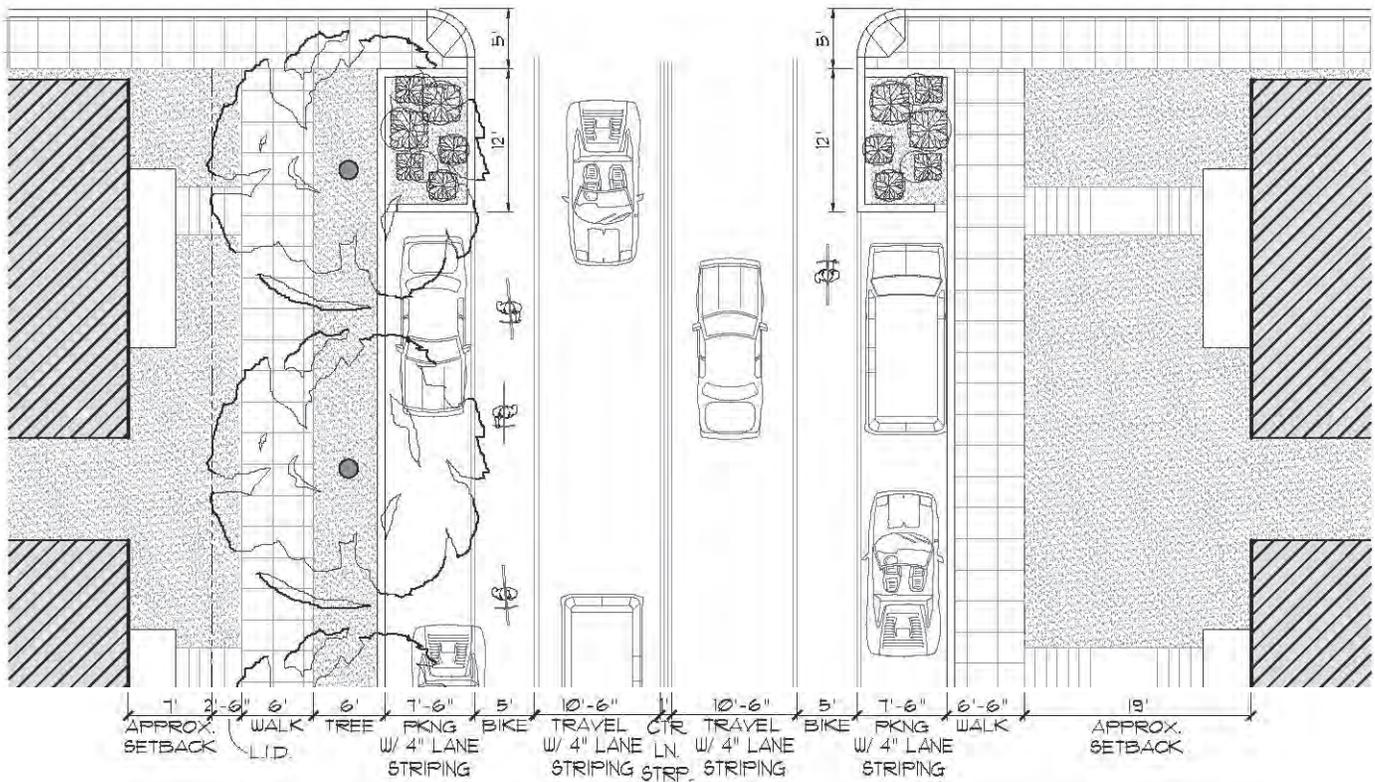
Conventional bike lanes on this portion of Avon Street designate an exclusive space for bicyclists, enable bicyclists to ride at their preferred speed, and facilitates predictable behavior and movements between bicyclists and motorists.



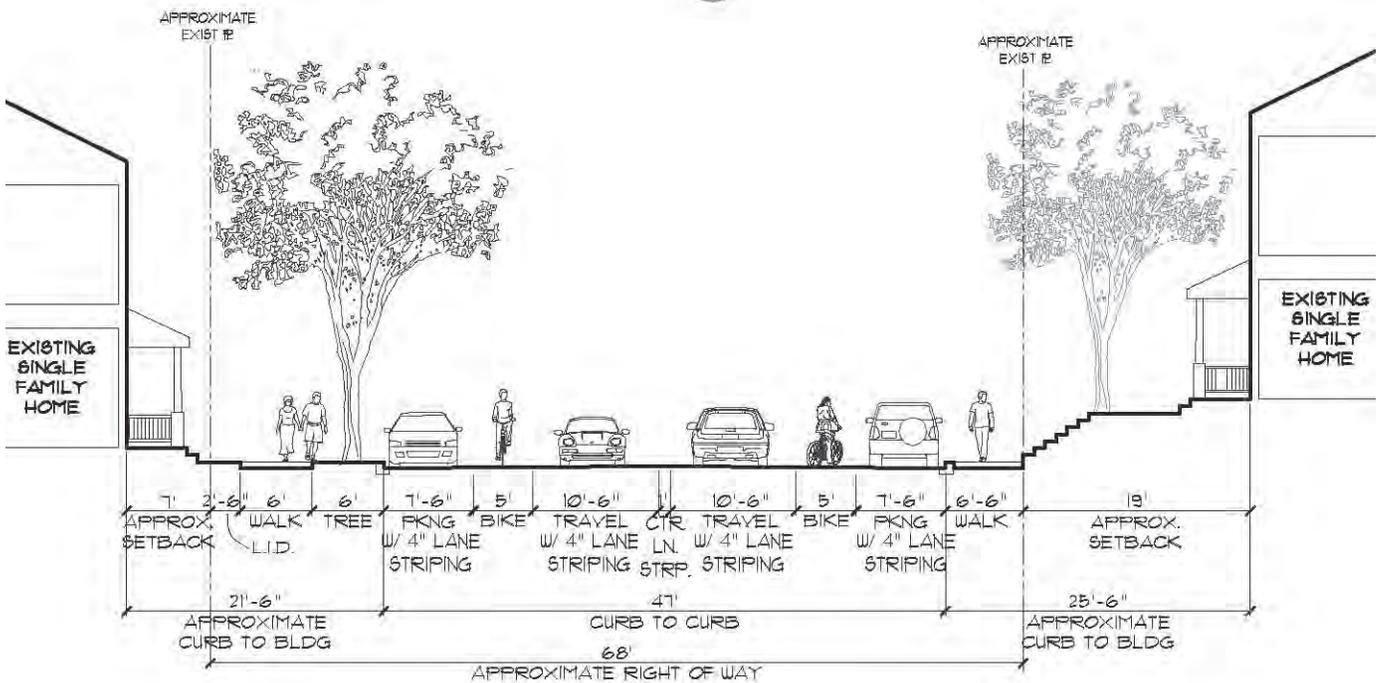
Avon Street (between Hinton Ave and Belmont Ave) - Existing Street Section

# Public Space Standards and Guidelines | Avon Street (Hinton to Belmont)

## HINTON AVENUE



Avon Street (between Hinton Ave and Belmont Ave) - Proposed Plan

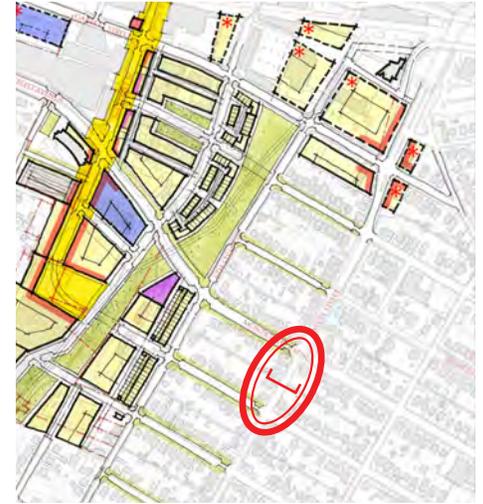


Avon Street (between Hinton Ave and Belmont Ave) - Proposed Street Section

# Public Space Standards and Guidelines | Avon Street (Monticello to Bolling)



Existing conditions at Avon Street - Looking south from Monticello Ave



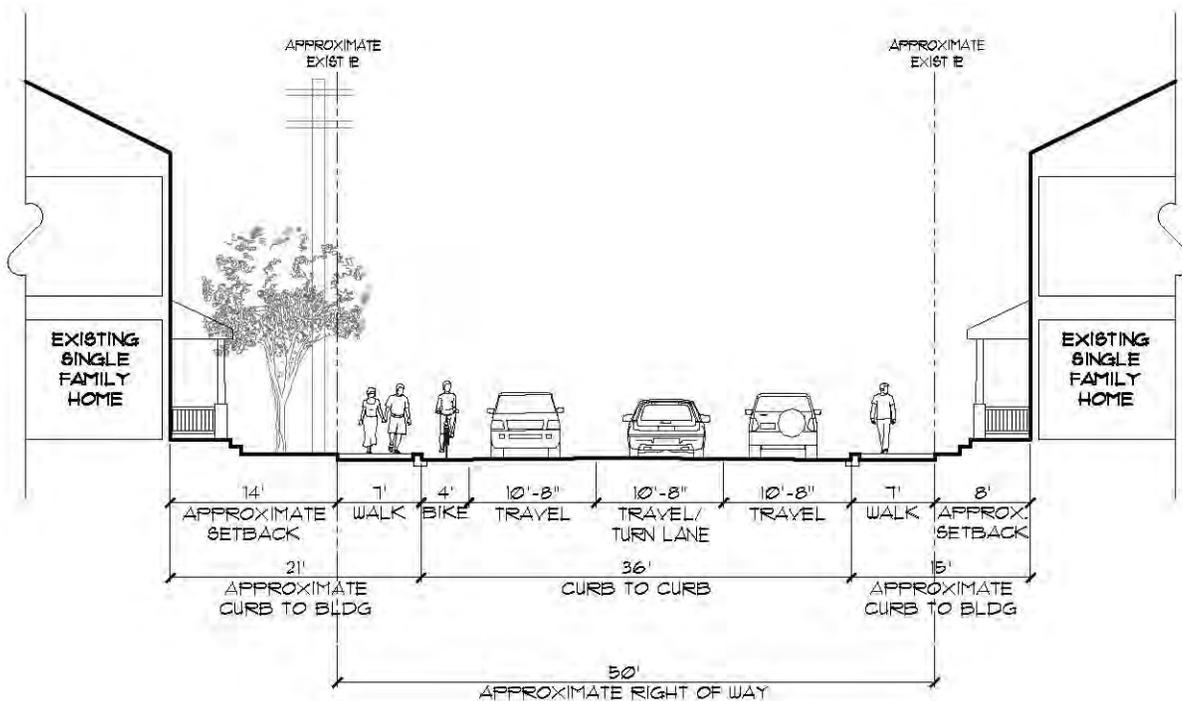
Location of this portion of the Avon St. corridor within overall SIA plan

## Pedestrian Realm

Widening sidewalks, adding pedestrian friendly street lighting, and introducing street trees as a buffer between the sidewalk and street traffic, all act to provide a more pleasant pedestrian experience.

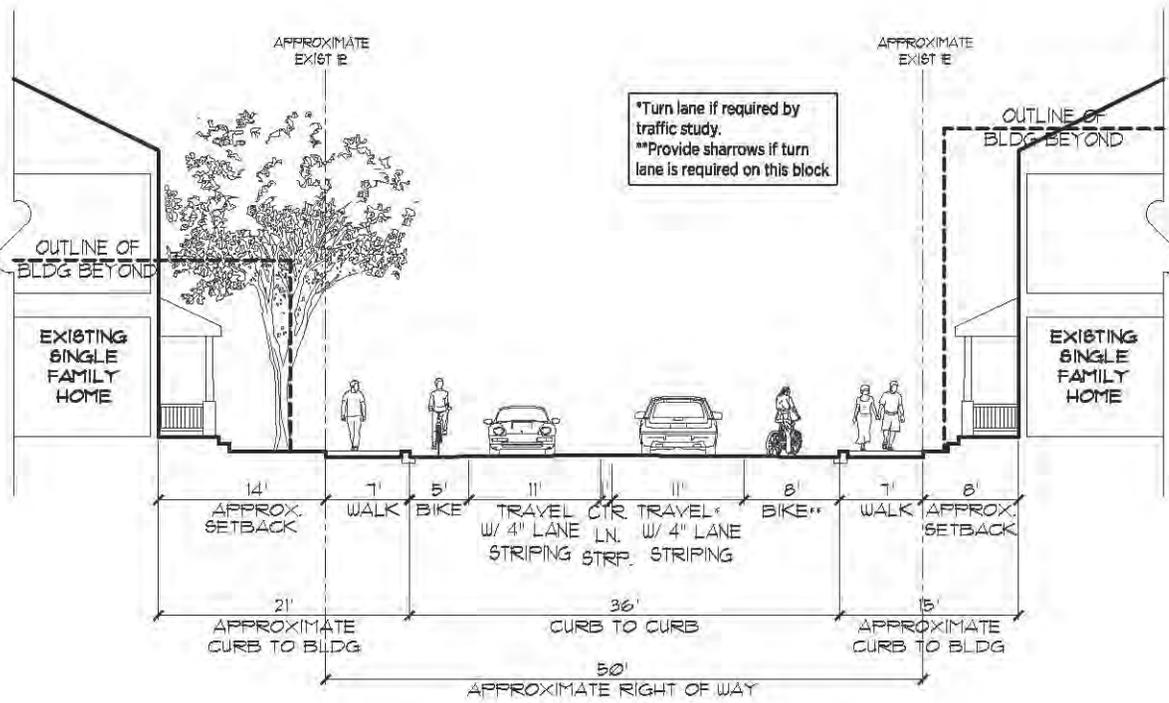
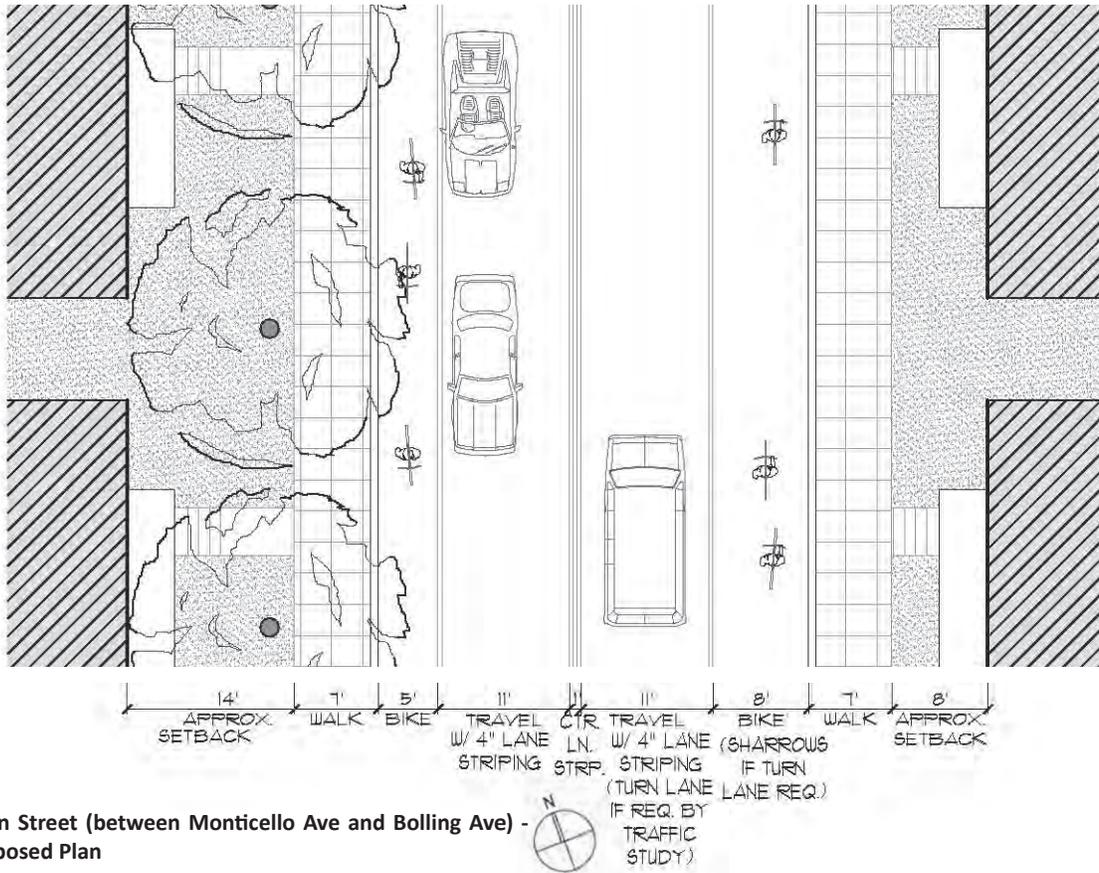
## Bicycle Accommodation

Conventional bike lanes on this portion of Avon Street designate an exclusive space for bicyclists, enable bicyclists to ride at their preferred speed, and facilitates predictable behavior and movements between bicyclists and motorists.



Avon Street (between Monticello Avenue and Bolling Avenue)- Existing Street Section

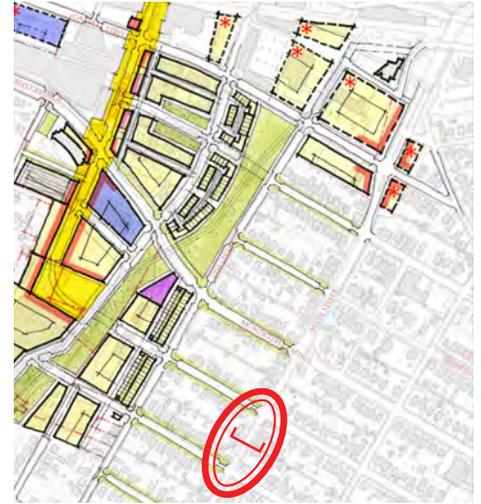
# Public Space Standards and Guidelines | Avon Street (Monticello to Bolling)



# Public Space Standards and Guidelines | Avon Street (Bolling to Blenheim)



Existing conditions at Avon Street - Looking north from Blenheim Avenue



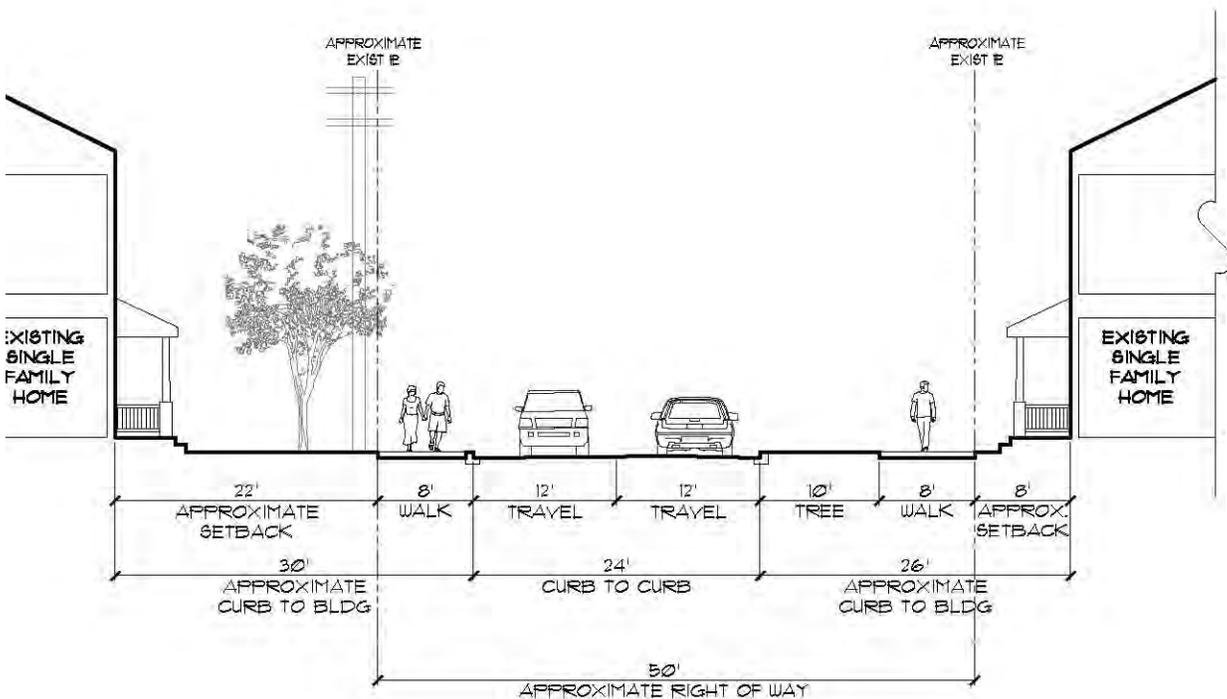
Location of this portion of the Avon Street corridor within overall SIA plan

## Pedestrian Realm

Widening sidewalks, adding pedestrian friendly street lighting, and introducing street trees as a buffer between the sidewalk and street traffic, all act to provide a more pleasant pedestrian experience.

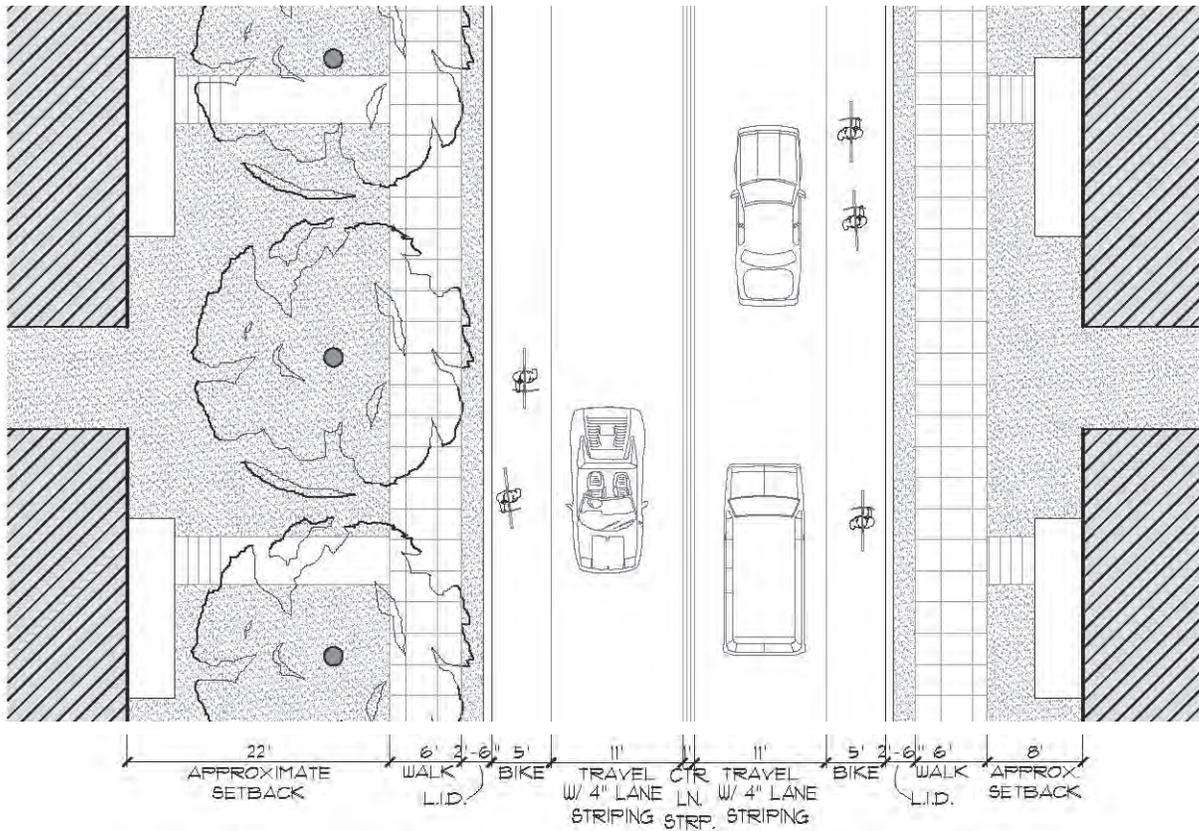
## Bicycle Accommodation

Shared lane markings or “sharrows” on this portion of Avon Street help alert motorists to the legitimacy and potential presence of bicyclists on the roadway, encourage safe passing by motorists, and help bicyclists position themselves in the lane.

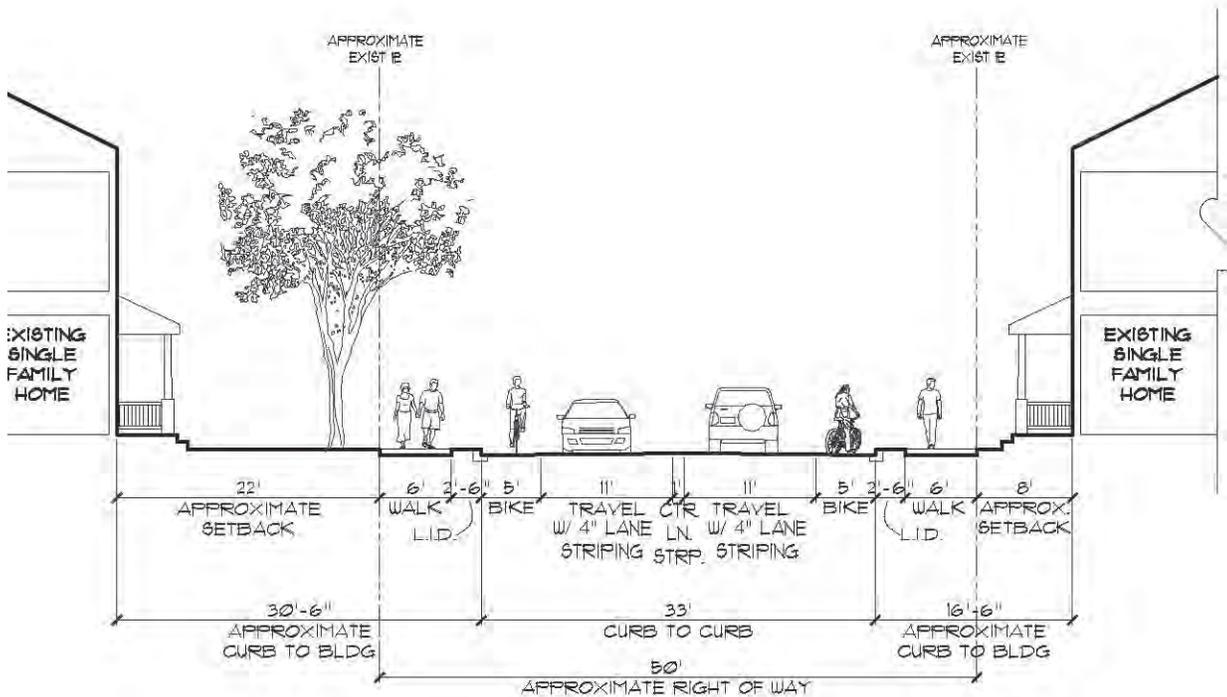


Avon Street (between Bolling Ave and Blenheim Ave)- Existing Street Section

# Public Space Standards and Guidelines | Avon Street (Bolling to Blenheim)



Avon Street (between Bolling Ave and Blenheim Ave) - Proposed Plan



Avon Street (between Bolling Ave and Blenheim Ave) - Proposed Street Section

# Public Space Standards and Guidelines | Garrett Street



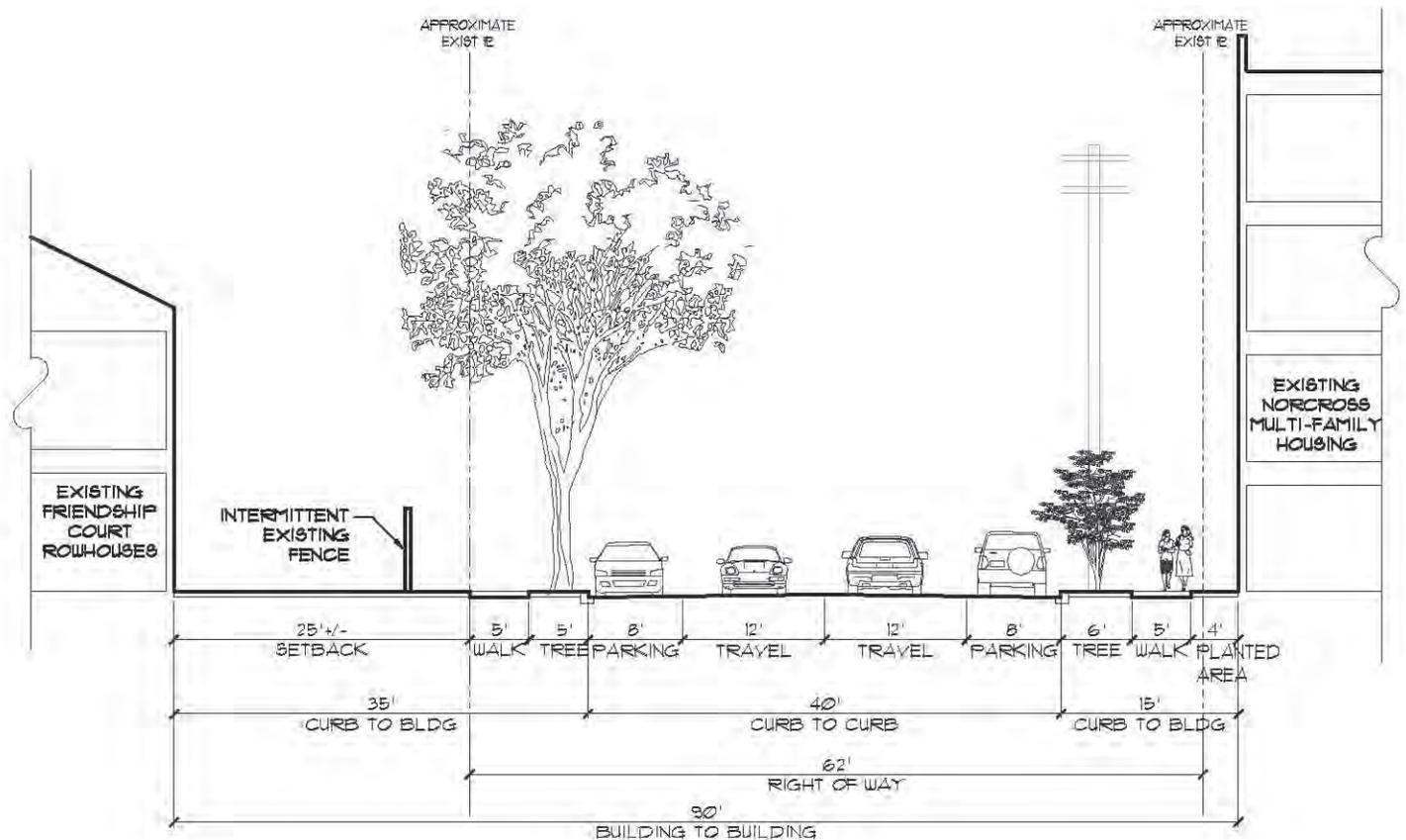
Existing conditions at Garrett St. - Looking east from 2nd Street



Location of Garrett St. corridor within overall SIA plan

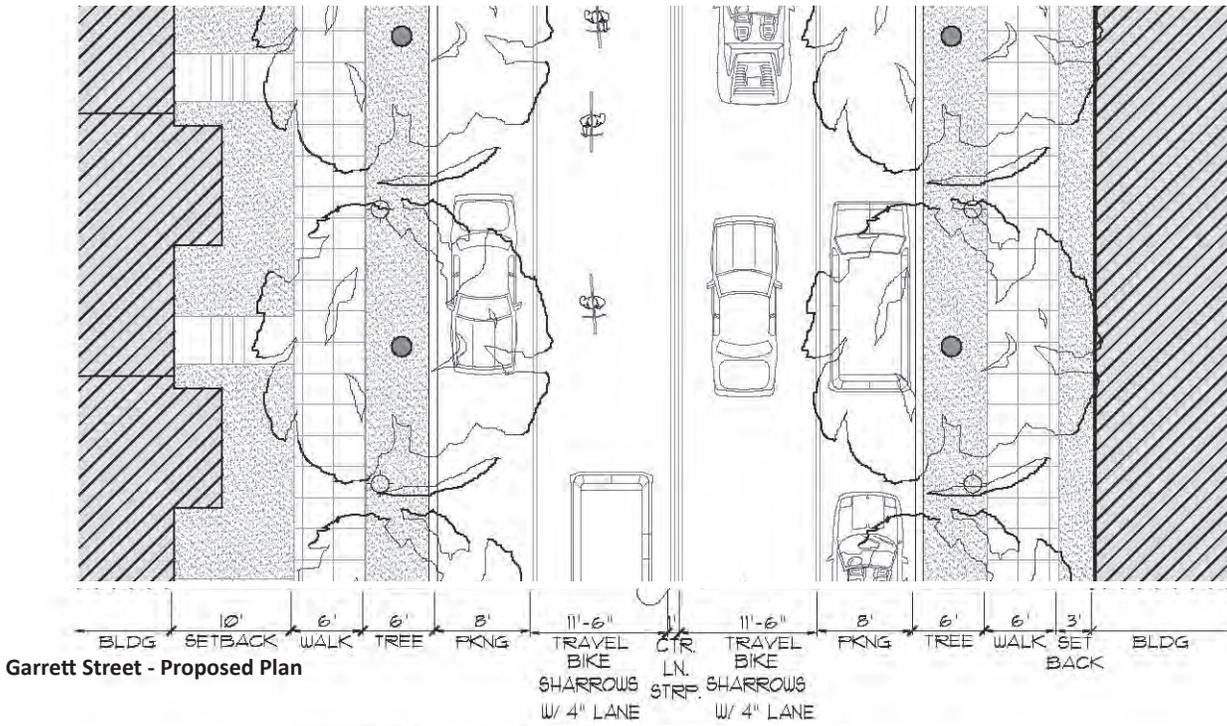
## Pedestrian Realm

Increasing sidewalk width, introducing new pedestrian friendly street lighting, and the addition of new residential development with individual ground floor unit entries will help to activate and enliven this street. Overhead electric lines should be placed underground in order to accommodate shade trees on the north side of the street. It is recommended that the healthy trees along the south side of Garrett Street, bordering the Friendship Court site, be maintained. Tree boxes on both sides of the street should be widened to increase soil volumes.



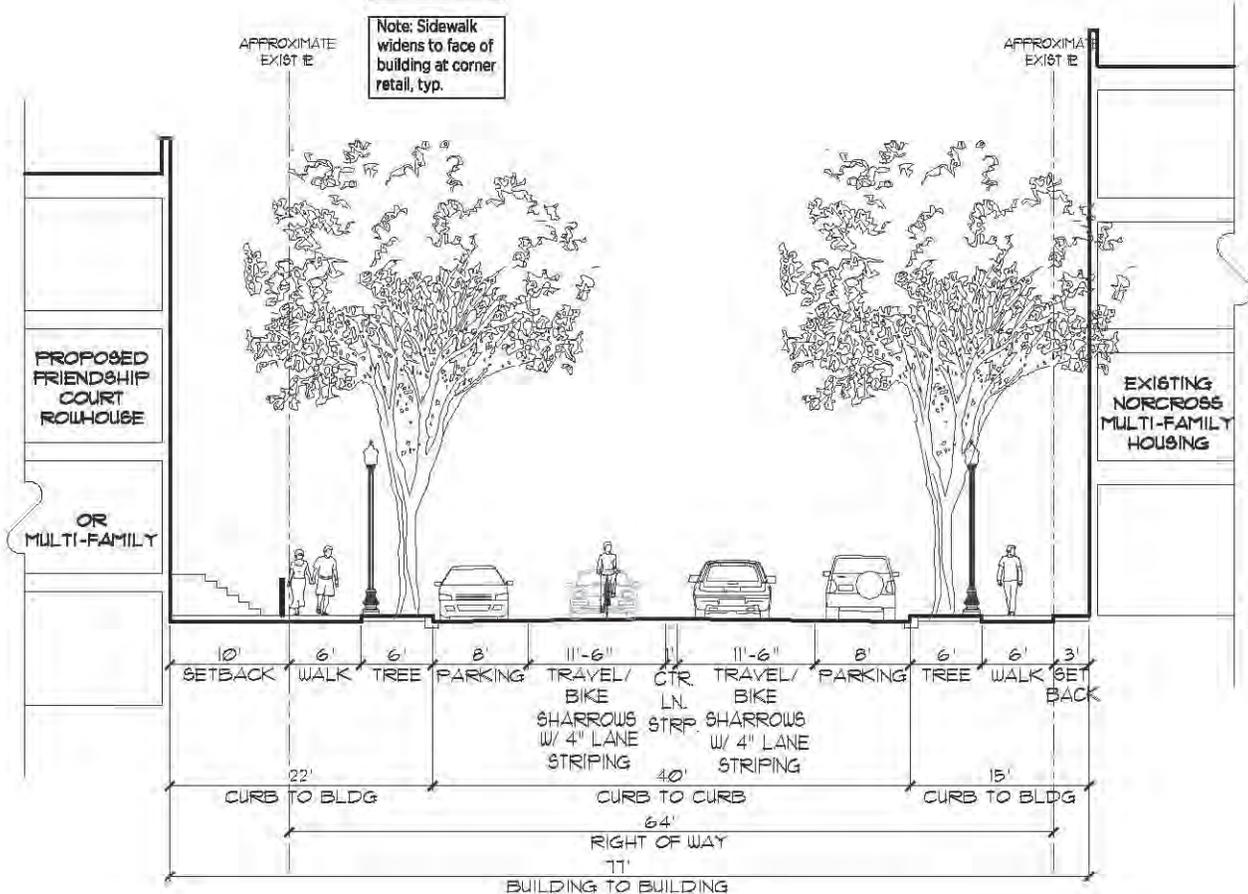
Garrett Street - Existing Street Section

# Public Space Standards and Guidelines | Garrett Street



Note: Retain existing large street trees where applicable.

Note: Sidewalk widens to face of building at corner retail, typ.

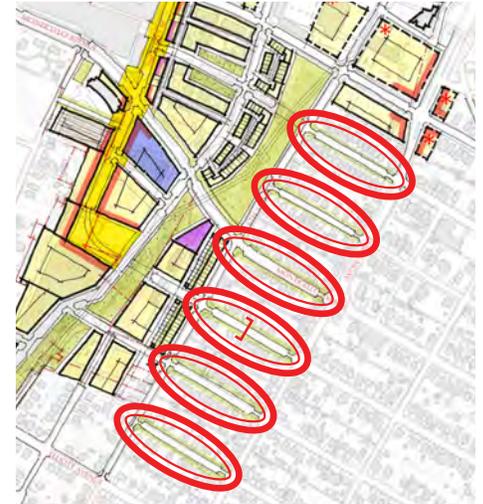


**Garrett Street - Proposed Street Section**

# Public Space Standards and Guidelines | Typical Belmont Streets at 6th Street



Existing conditions at Belmont Ave. - Facing east from 6th St. - Typical sloped street condition at intersection



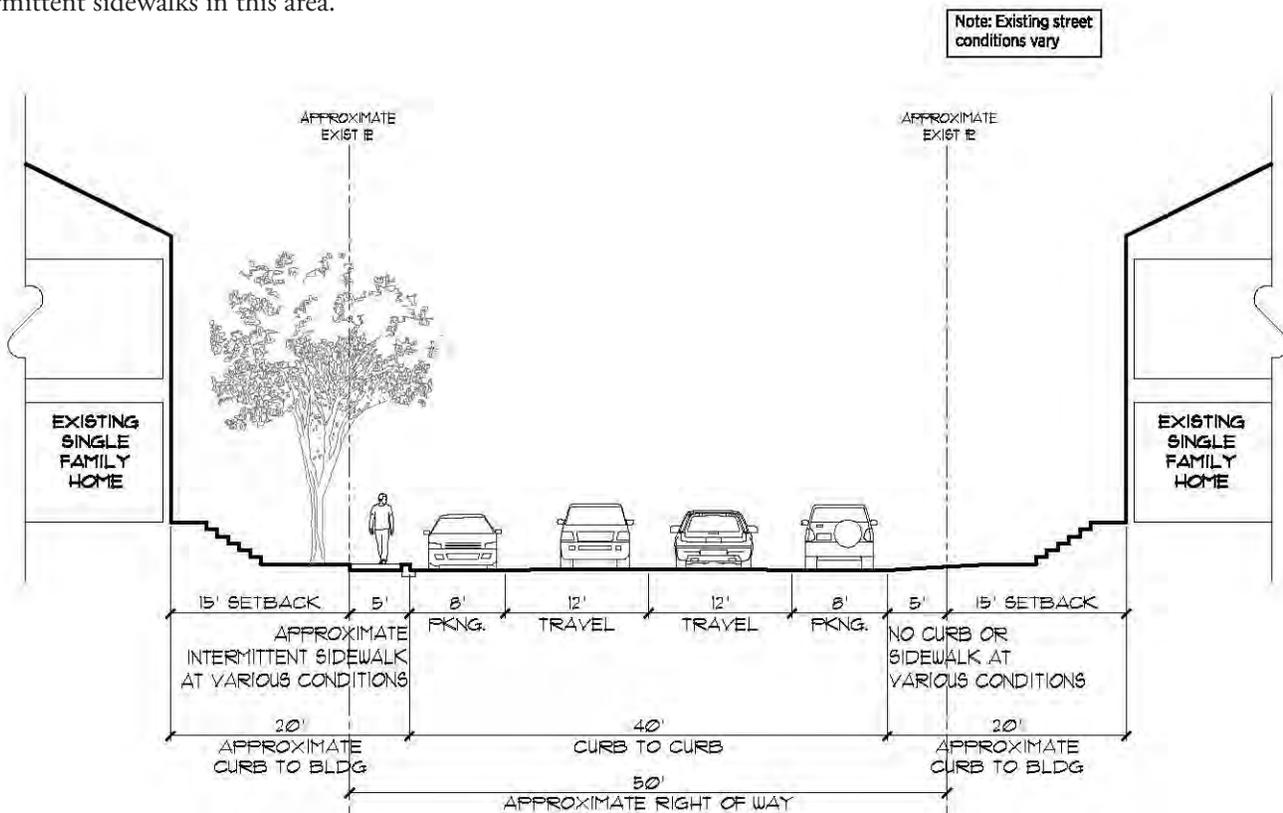
Location of Belmont east-west streets within overall SIA plan

## Low Impact Development

Curb extension bulb-outs with Low Impact Development stormwater management landscape treatments, located at the intersections of 6th Street with Hinton Avenue, Belmont Avenue, Monticello Avenue, Bolling Avenue, Blenheim Avenue, Montrose Avenue, and Elliott Avenue, will provide a catchment area for stormwater runoff on these streets and reduce the burden on the main stormwater line.

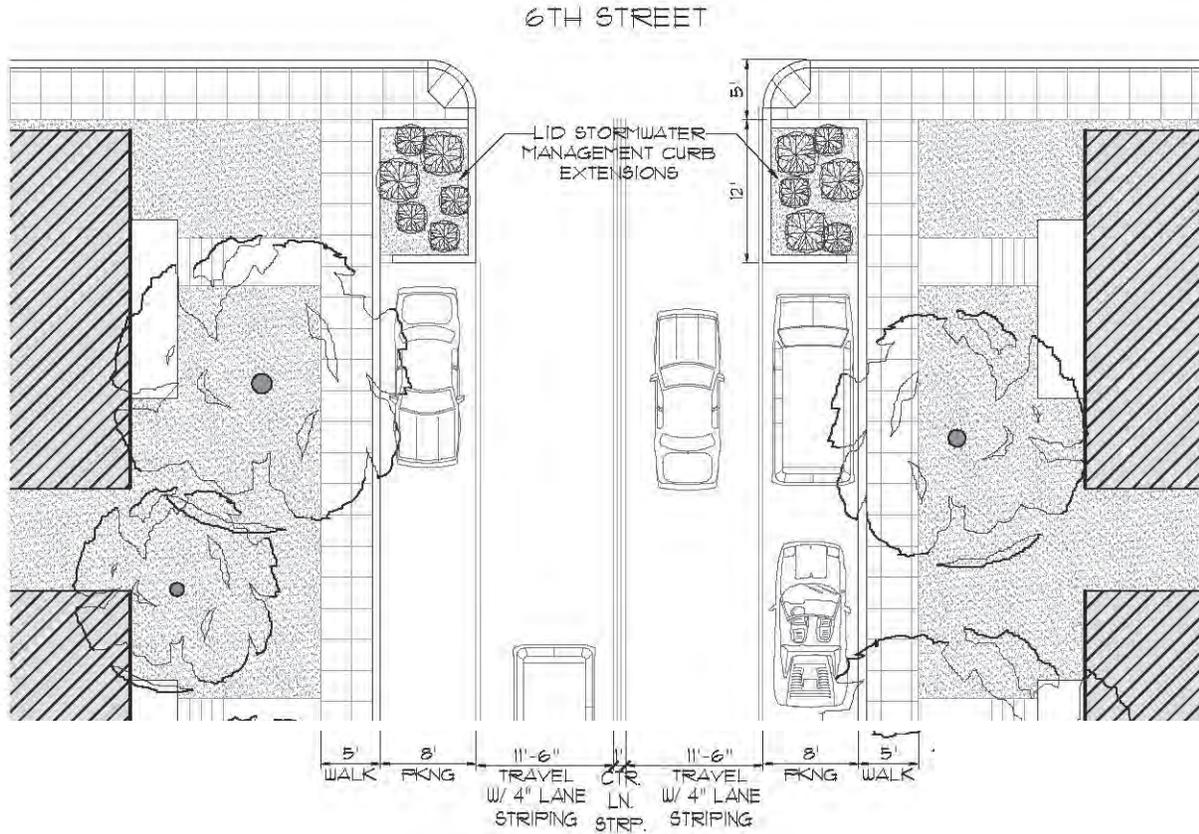
## Pedestrian Realm

It is recommended that continuous sidewalks be introduced on all streets in order to add to and improve upon the current intermittent sidewalks in this area.

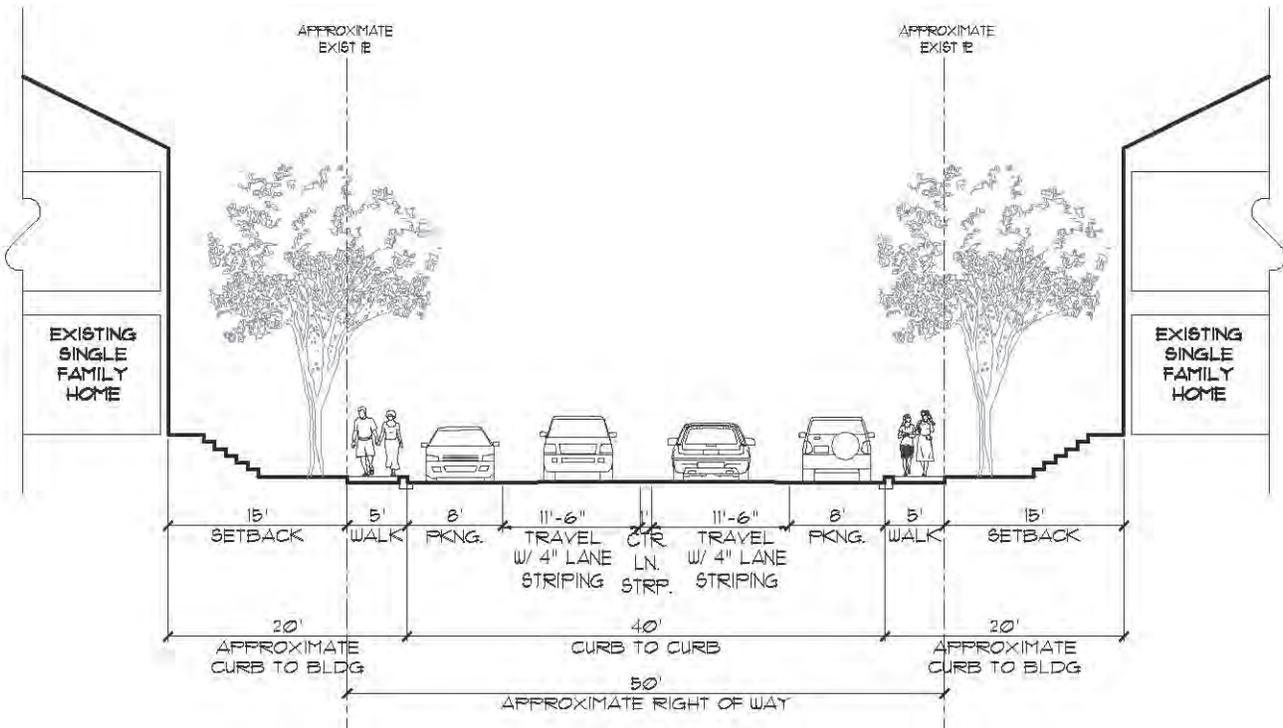


Typical East-West Belmont Streets - Existing Street Section

# Public Space Standards and Guidelines | Typical Belmont Streets at 6th Street



Typical East-West Belmont Streets - Proposed Plan



Typical East-West Belmont Streets - Proposed Street Section

# Public Space Standards and Guidelines | Monticello Avenue



Existing conditions at Monticello Avenue - Facing east from 2nd Street



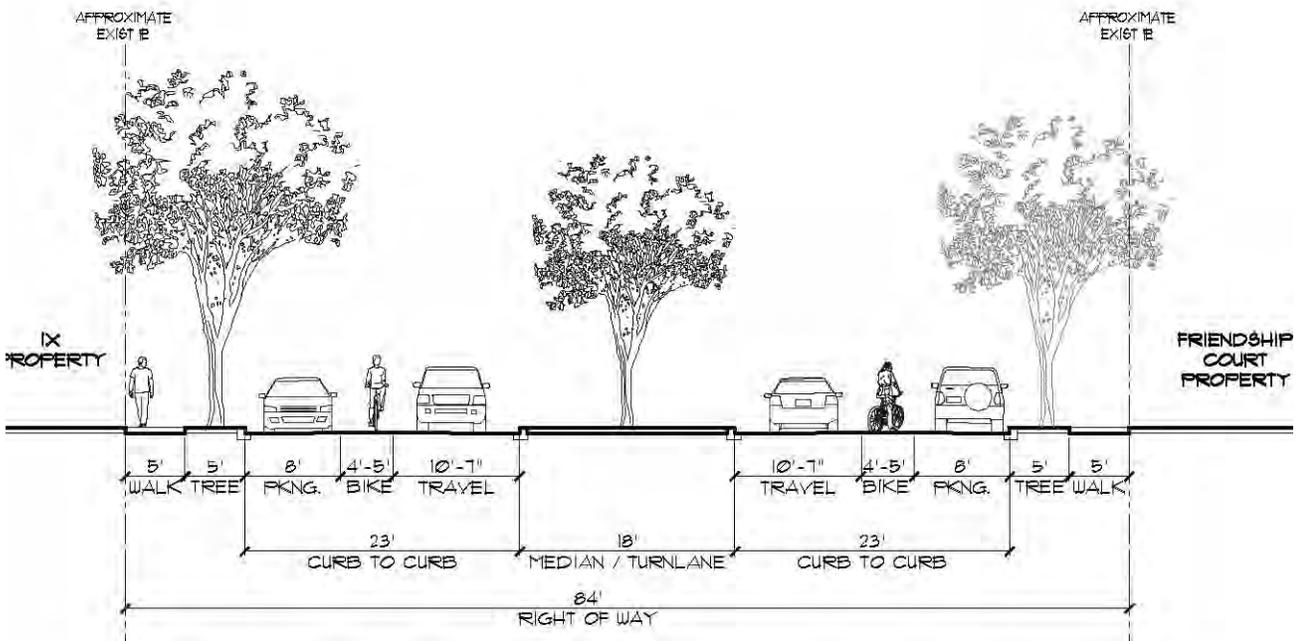
Location of Monticello Avenue Corridor within overall SIA

## Low Impact Development (LID)

LID landscape treatment at the central median will help to reduce stormwater runoff in the area.

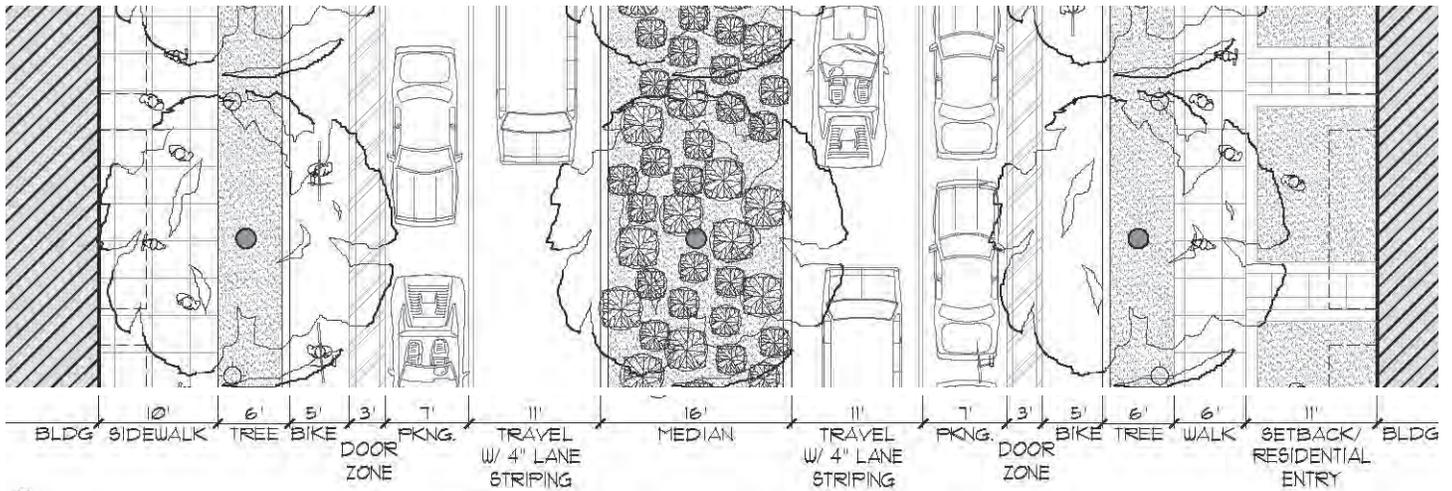
## Pedestrian Realm

Pedestrian friendly lighting, ground floor active frontages, individual residential unit entries, and the introduction of cycle tracks will create a streetscape that provides for a comfortable environment for all modes of transportation.



Monticello Avenue - Existing Street Section

# Public Space Standards and Guidelines | Monticello Avenue

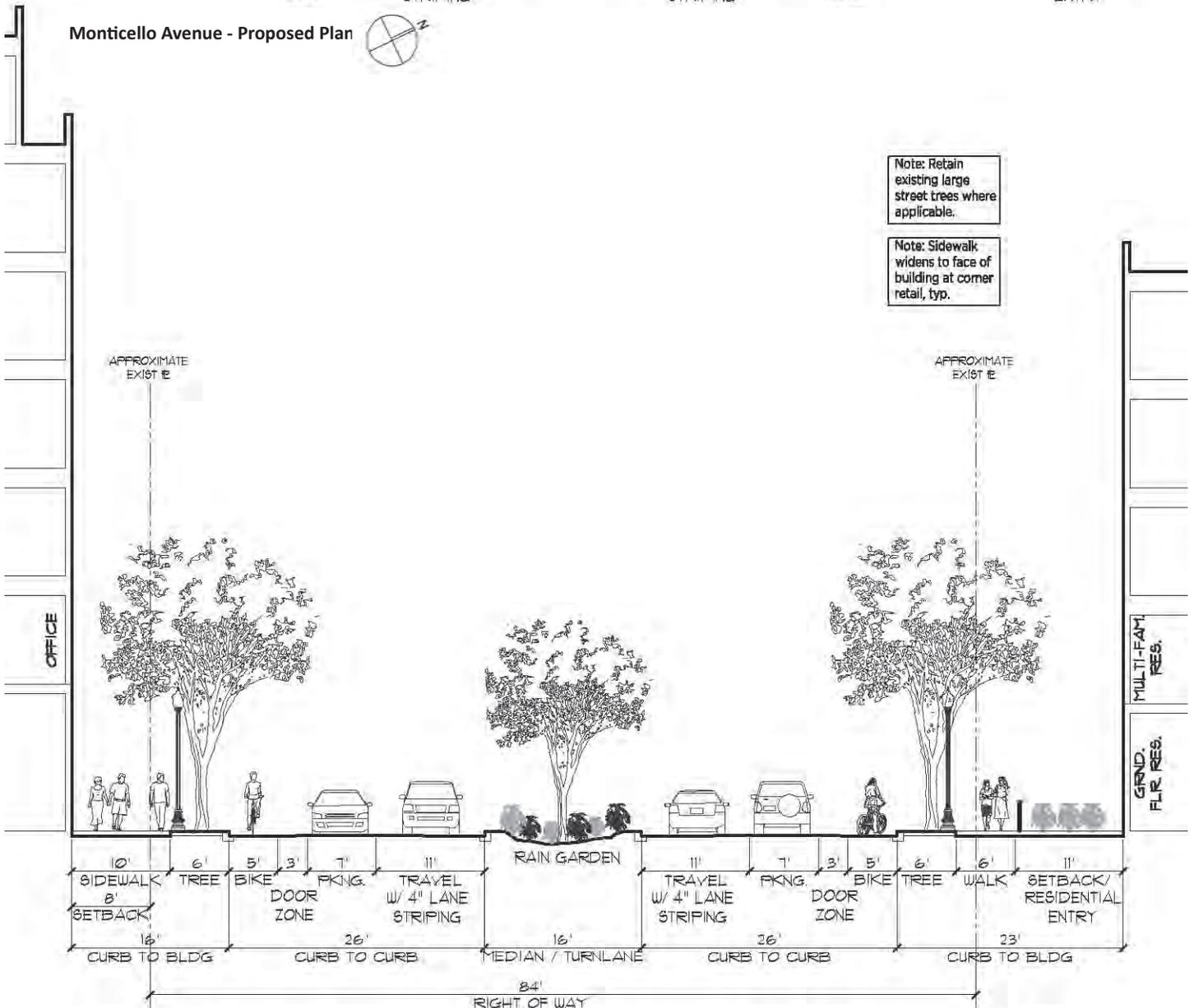


Monticello Avenue - Proposed Plan



Note: Retain existing large street trees where applicable.

Note: Sidewalk widens to face of building at corner retail, typ.



Monticello Avenue - Proposed Street Section

# Public Space Standards and Guidelines | 2nd Street



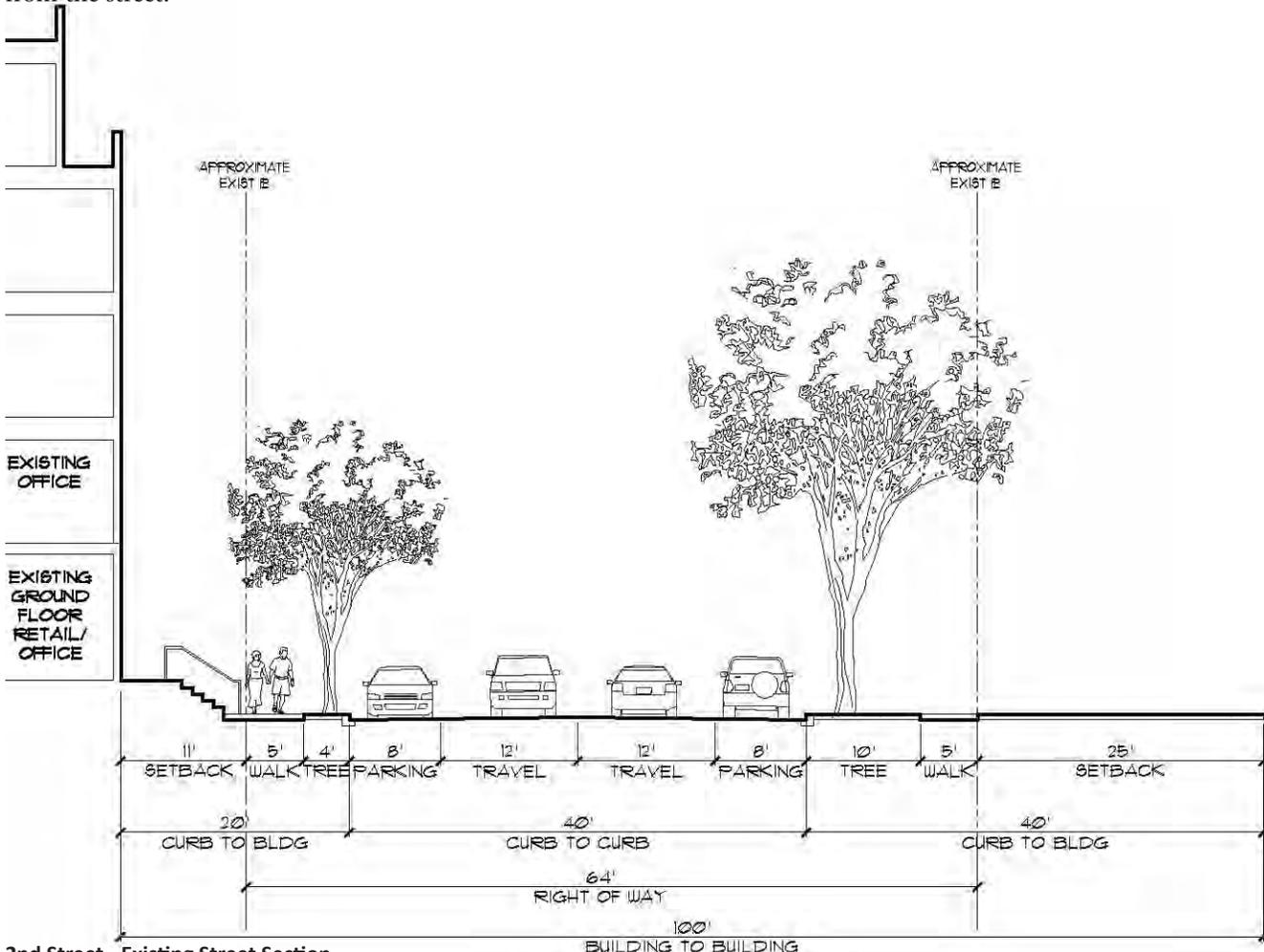
Existing conditions at 2nd Street - Facing north from Monticello Ave.



Location of 2nd Street Corridor within overall SIA plan

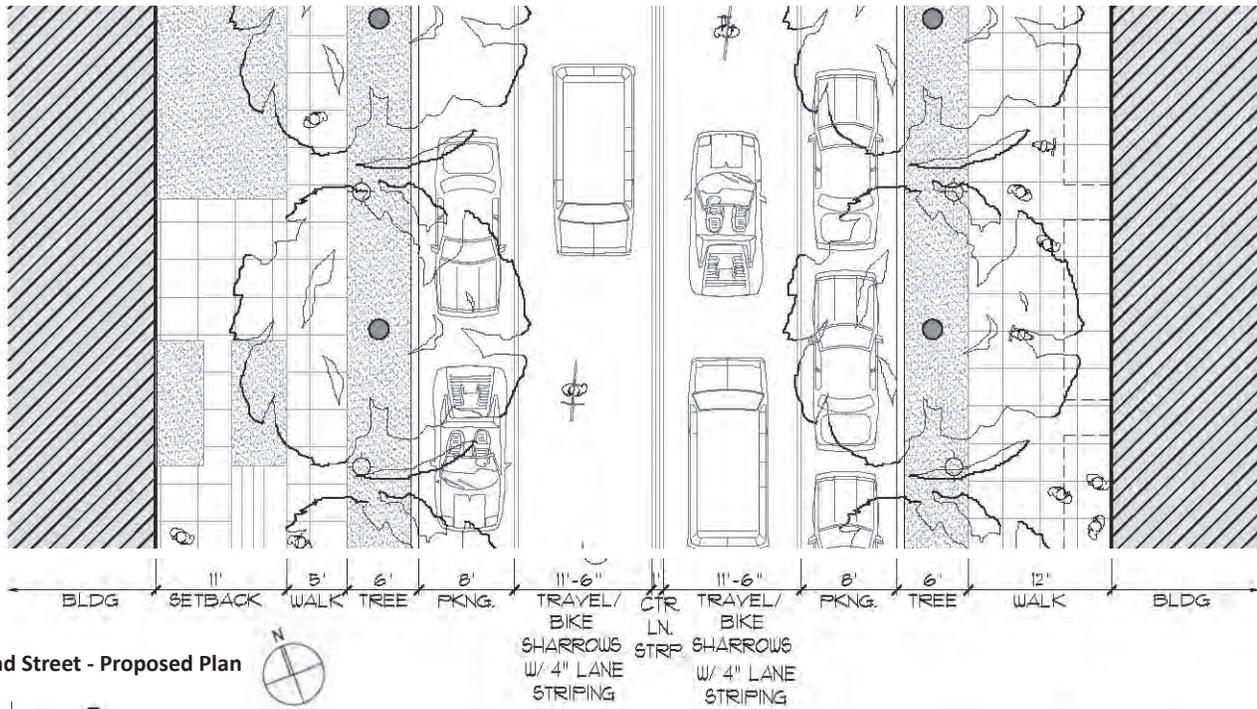
## Retail Corridor

This important street, which will act as the primary connection to the Downtown Mall, should be reoriented as a pedestrian friendly right of way with a consistent tree canopy, pedestrian friendly lighting, and accommodation for bicycle circulation. Development along the east frontage should provide active ground floor uses and ground floor retail with outdoor seating accommodation at the corners of Garrett Street and Monticello Avenue. Where possible it is recommended that the existing developments along the west frontage be augmented where possible to provide for active ground floor uses and ease of access from the street.

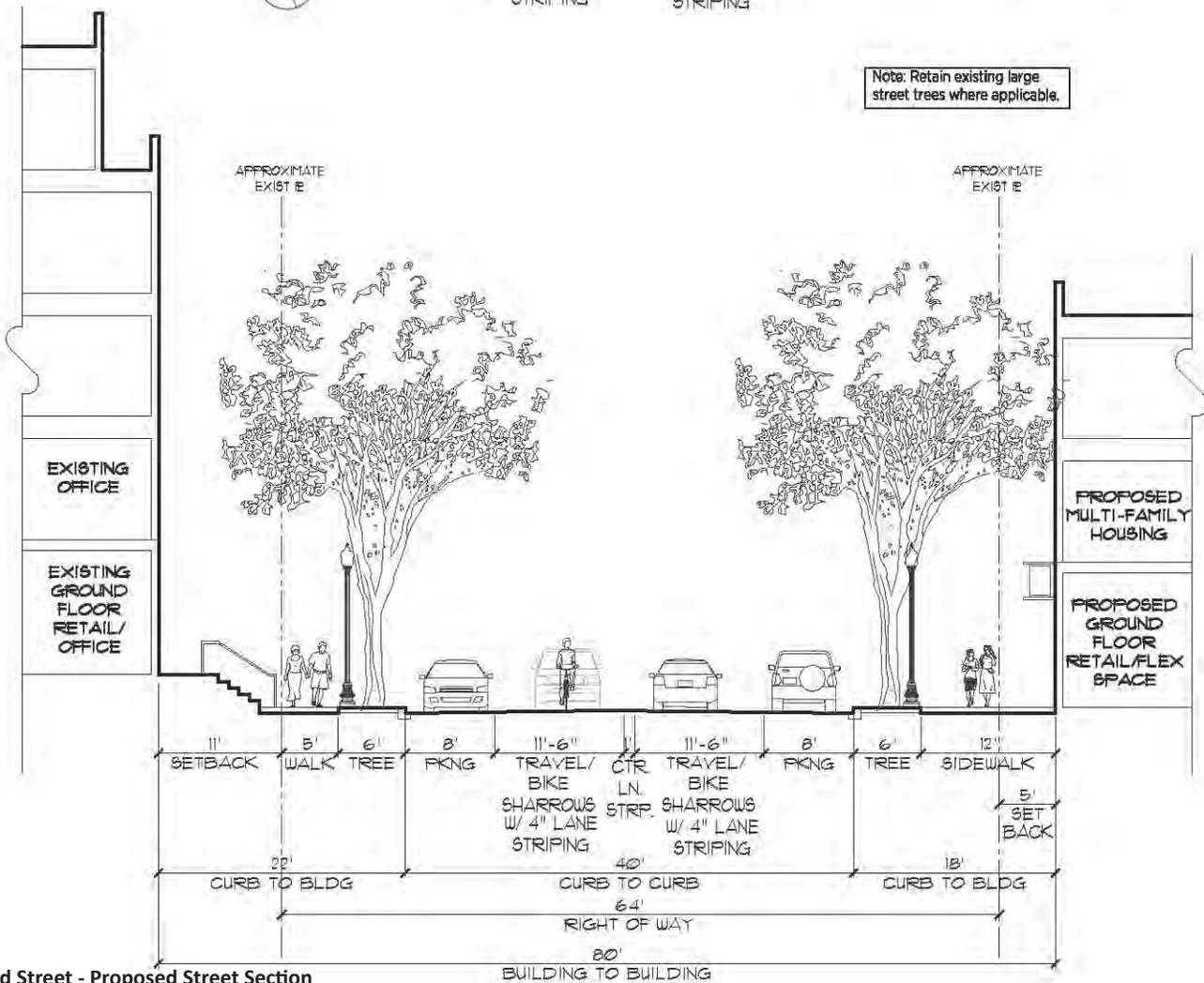


2nd Street - Existing Street Section

# Public Space Standards and Guidelines | 2nd Street



Note: Retain existing large street trees where applicable.

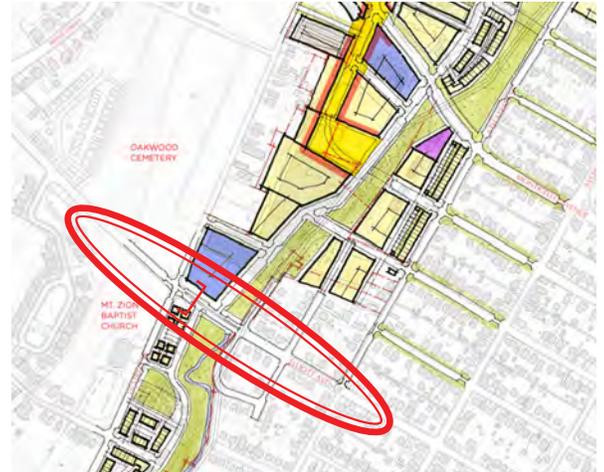


2nd Street - Proposed Street Section

# Public Space Standards and Guidelines | Elliott Avenue



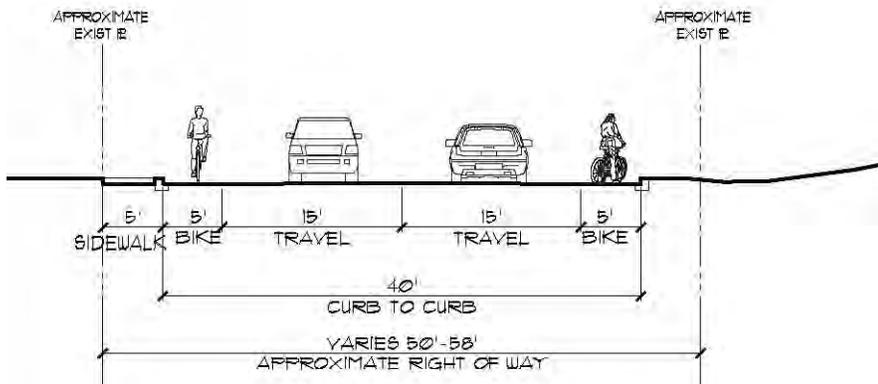
Existing conditions at Elliott Avenue - Looking West from Pollocks Branch



Location of Elliott Avenue Corridor within overall SIA plan



Existing conditions at Elliott Avenue - Looking West from Rayon Street



Elliott Avenue - Existing Street Section

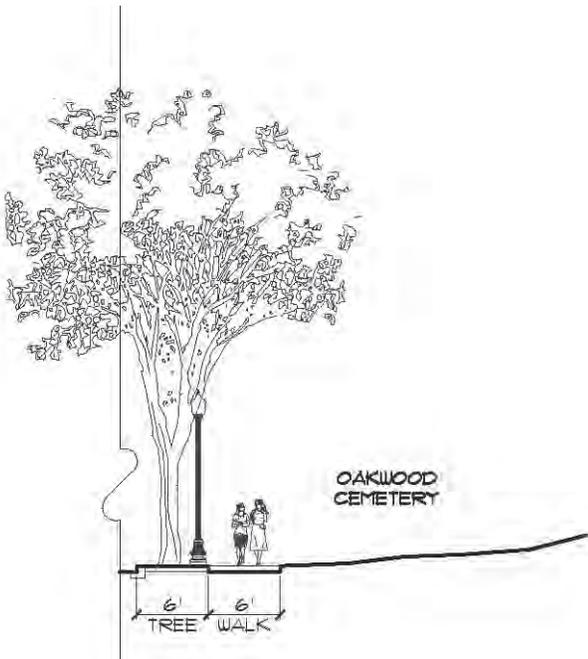
# Public Space Standards & Guidelines | Elliott Ave.

## Pedestrian Realm

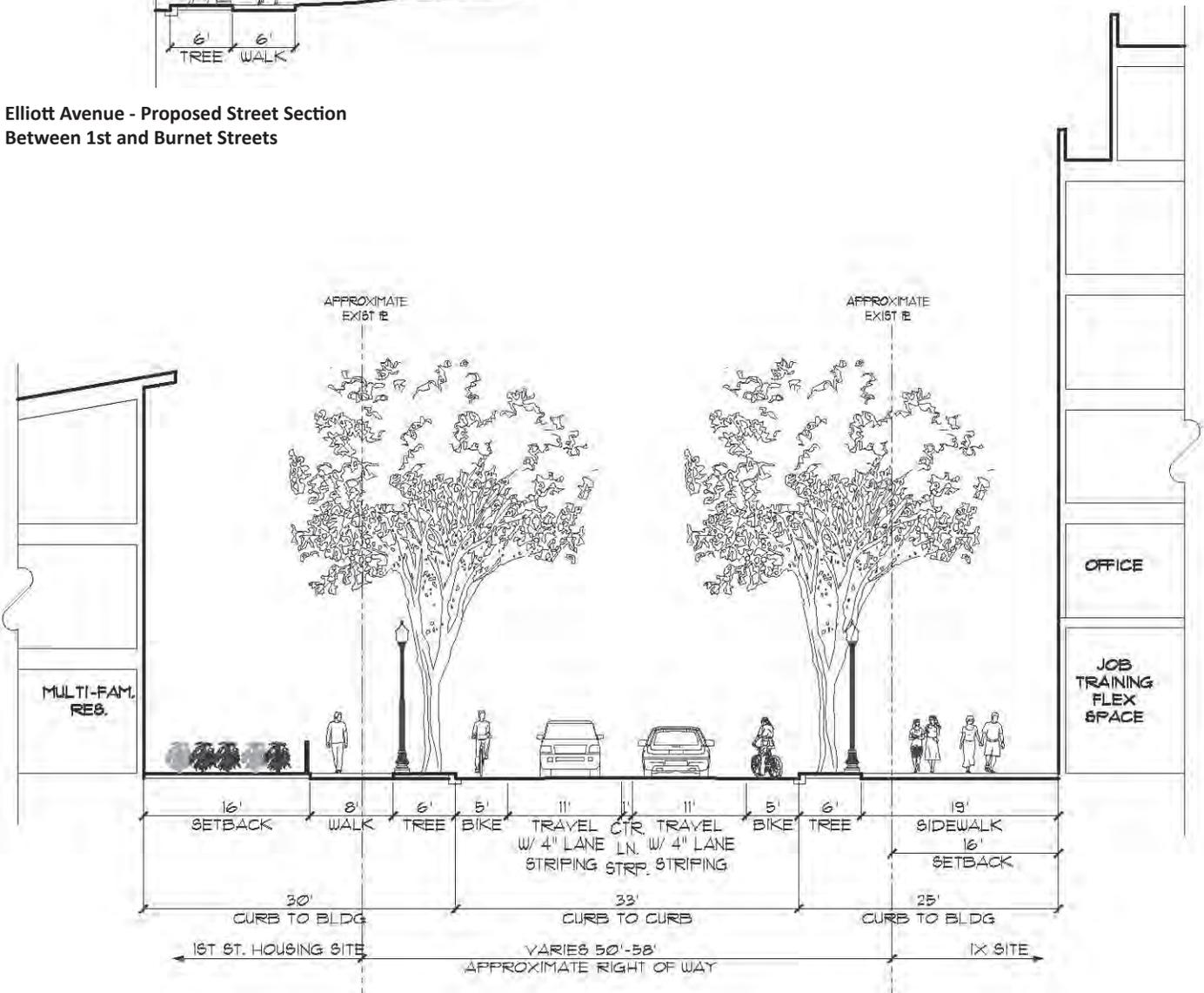
It is recommended that the sidewalk be shifted back from the street with new street trees and pedestrian friendly lighting providing a buffer between street traffic and pedestrians.

## Street Frontage

New development along Elliott Ave between 1st Street and Ware Street, should include ground floor active uses and individual residential unit entries.



Elliott Avenue - Proposed Street Section Between 1st and Burnet Streets

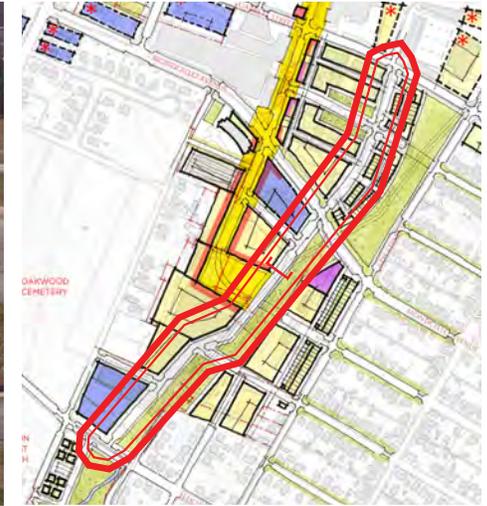


Elliott Avenue - Proposed Street Section between Ware and 1st Streets

# Public Space Standards and Guidelines | 4th Street Extension (IX Property)



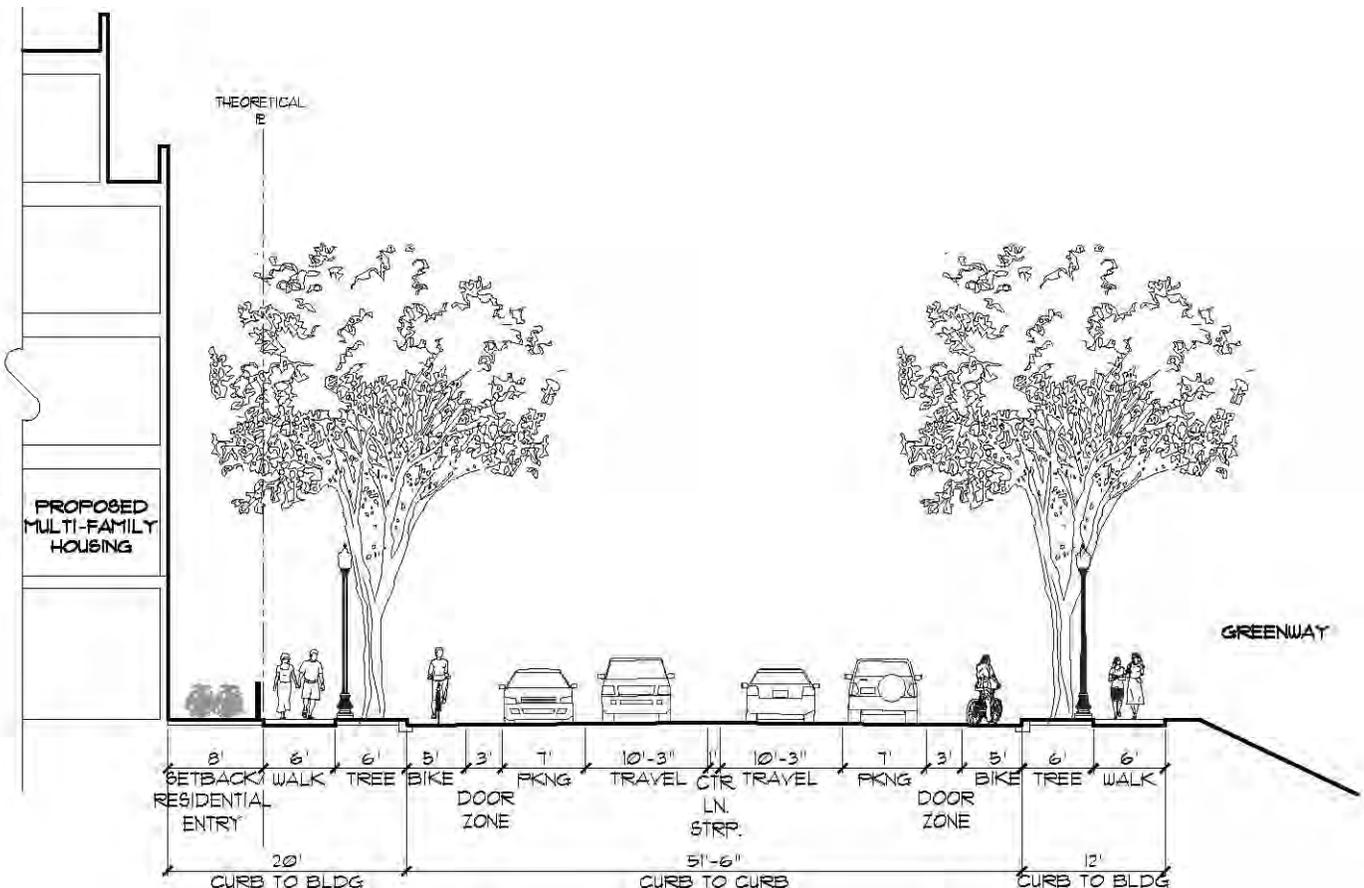
Existing conditions on IX property at proposed 4th Street Extension right of way



Location of 4th Street Extension within overall SIA plan

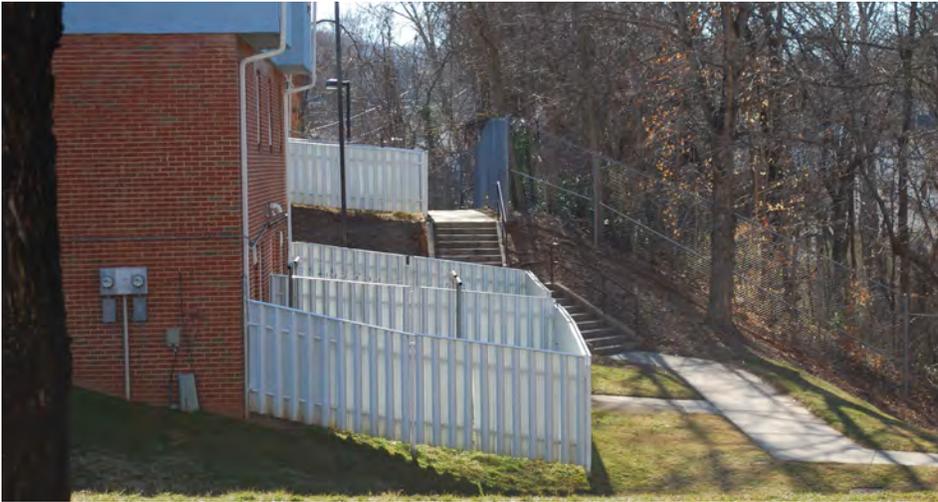
## Street Right of Way Elements

This new street within the IX property should provide for pedestrian, bicycle, and vehicular circulation, include street trees and pedestrian friendly lighting, and acknowledge the presence of the new linear park to the east.

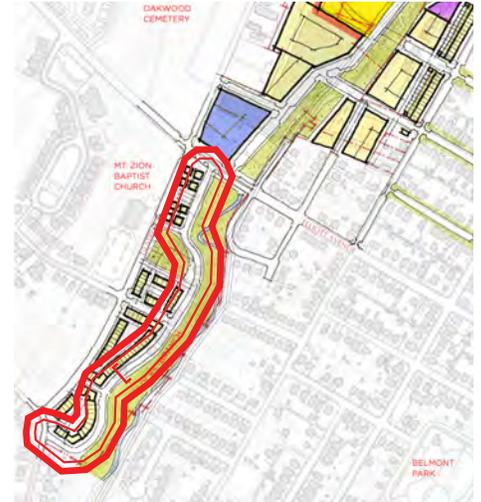


4th Street Extension - Proposed Street Section

# Public Space Standards and Guidelines | Pollocks Branch Border Street



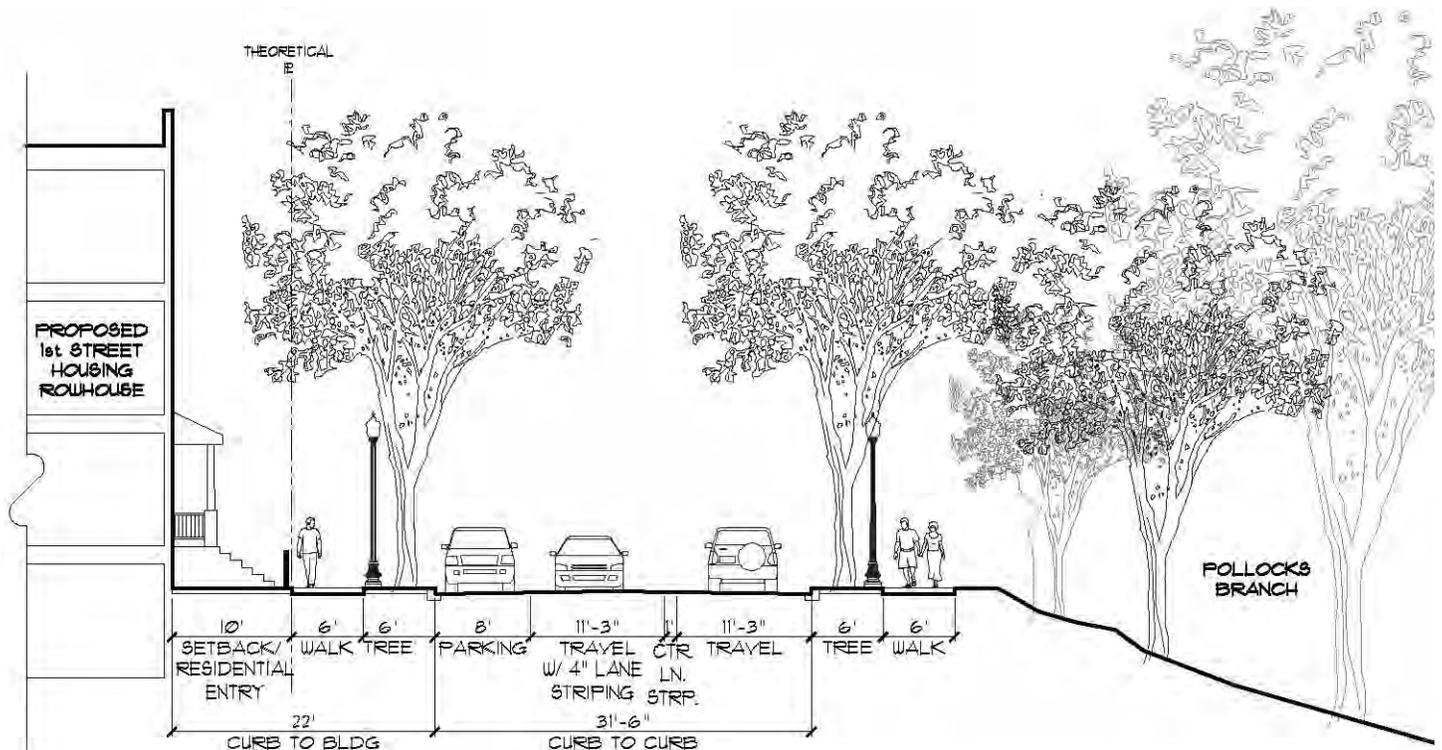
Existing conditions on 1st Street Housing site at proposed new Pollocks Branch border street right of way



Location of 4th Street Extension within overall SIA plan

## Street Right of Way Elements

This new street will provide a buffer between new development on the 1st Street Housing site and the restored Pollocks Branch. The right of way is narrow between the new development and the steep slopes along Pollocks Branch but sidewalks, street trees, pedestrian friendly lighting, two-way vehicular travel, and at least one lane of street parking should all be provided.



Pollocks Branch Border Street - Proposed Street Section

## Public Space Standards and Guidelines | Lexington/High/9th Intersection



Existing conditions at 9th Street NE - Looking north from E High Street



Existing conditions at E High Street - Looking west from 9 1/2 Street NE

### **Vehicular Travel Improvements**

In the proposed reconfiguration of the Lexington/High/9th intersection, 9th Street to E High Street through-movement is reinforced through the use of curb extensions and the realignment of the Lexington Avenue approach. The realigned Lexington Avenue approach provides greater sight distance to motorists on Lexington Avenue, reduces the pedestrian crossing width, and provides greater speed control.

### **Pedestrian Realm**

Widening sidewalks, adding pedestrian friendly street lighting, and introducing street trees as a buffer between the sidewalk and street traffic, all act to provide a more pleasant pedestrian experience. Curb extensions increase visibility of pedestrians, reduce pedestrian crossings widths, minimize out of distance pedestrian travel and provide additional space for community enhancement features

### **Bicycle Accommodation**

The two-stage turn queue box allows bicyclists a safe way to make northbound left turn at the E High Street/9th Street intersection by reducing turning conflicts between vehicles and bicyclists. Shared lane markings or “sharrows” on the E High Street approach west of 9th Street helps alert motorists to the legitimacy and potential presence of bicyclists on the roadway, encourages safe passing by motorists and helps bicyclists position themselves in the lane. Intersection crossing markings indicate the intended paths of bicyclists through the intersection, raise awareness of potential conflict areas, and reinforce that through bicyclists have priority over turning vehicles.

# Public Space Standards and Guidelines | Lexington/High/9th Intersection



Proposed Reconfiguration

## Public Space Standards and Guidelines | Avon Street & Garrett Street



Existing conditions at Belmont Bridge - Looking South toward Garrett Street



Existing conditions at Belmont Bridge and Old Avon Street - Looking north from Garrett Street

### **Pedestrian Environment**

Widening sidewalks, adding pedestrian friendly street lighting, and introducing street trees as a buffer between the sidewalk and street traffic, all act to provide a more pleasant pedestrian experience. Curb extensions at Garrett Street will increase visibility of pedestrians, reduce pedestrian crossings widths, minimize out of distance pedestrian travel and provide additional space for community enhancement features.

### **Bicycle Accommodation**

Shared lane markings or “sharrows” on the Garrett Street and 9th Street SE approaches help alert motorists to the legitimacy and potential presence of bicyclists on the roadway, encourages safe passing by motorists and helps bicyclists position themselves in the lane. Conventional bike lanes on Avon Street designate an exclusive space for bicyclists, enable bicyclists to ride at their preferred speed, and facilitates predictable behavior and movements between bicyclists and motorists. Bike lanes are not shown on the proposed section as they were part of the Bridge Design process.

### **Building Frontages**

The elimination of old Avon Street between Garrett Street and South Street East is recommended. This will allow new development to front directly onto Avon Street at the Belmont Bridge abutment. Retail or other active ground floor uses are recommended at this new frontage.



# Public Space Standards and Guidelines | Monticello Avenue Intersections



## Monticello/Ridge

- A curb extension on the southeast corner increases visibility of pedestrians, reduces pedestrian crossings widths, minimizes out-of-distance pedestrian travel and provides additional space for community enhancement features.
- Conventional bike lanes on all three approaches designate an exclusive space for bicyclists, enable bicyclists to ride at their preferred speed, and facilitates predictable behavior and movements between bicyclists and motorists.
- “Bike boxes” increase visibility of bicyclists, facilitate bicycle turning movements, help reduce “right-hook” conflicts with turning vehicles, and allow bicyclists to get ahead of queuing traffic during the red signal phase.
- Intersection crossing markings indicate the intended paths of bicyclists through the intersection, raise awareness of potential conflict areas, and reinforce that through bicyclists have priority over turning vehicles.
- The two-stage turn queue box allows bicyclists a safe way to make southbound left turn at the intersection by reducing turning conflicts between vehicles and bicyclists.



## Monticello/2nd

- Curb extensions increase visibility of pedestrians, reduce pedestrian crossings widths, minimize out of distance pedestrian travel and provide additional space for community enhancement features.
- The farside bus stop increases pedestrian safety by encouraging passengers boarding and alighting to cross behind the bus, and allows the bus to safely pull back into traffic during a break in the travel stream.



Example of “Bike box” cyclist safety zone at traffic light.

## Public Space Standards and Guidelines | Monticello Avenue Intersections

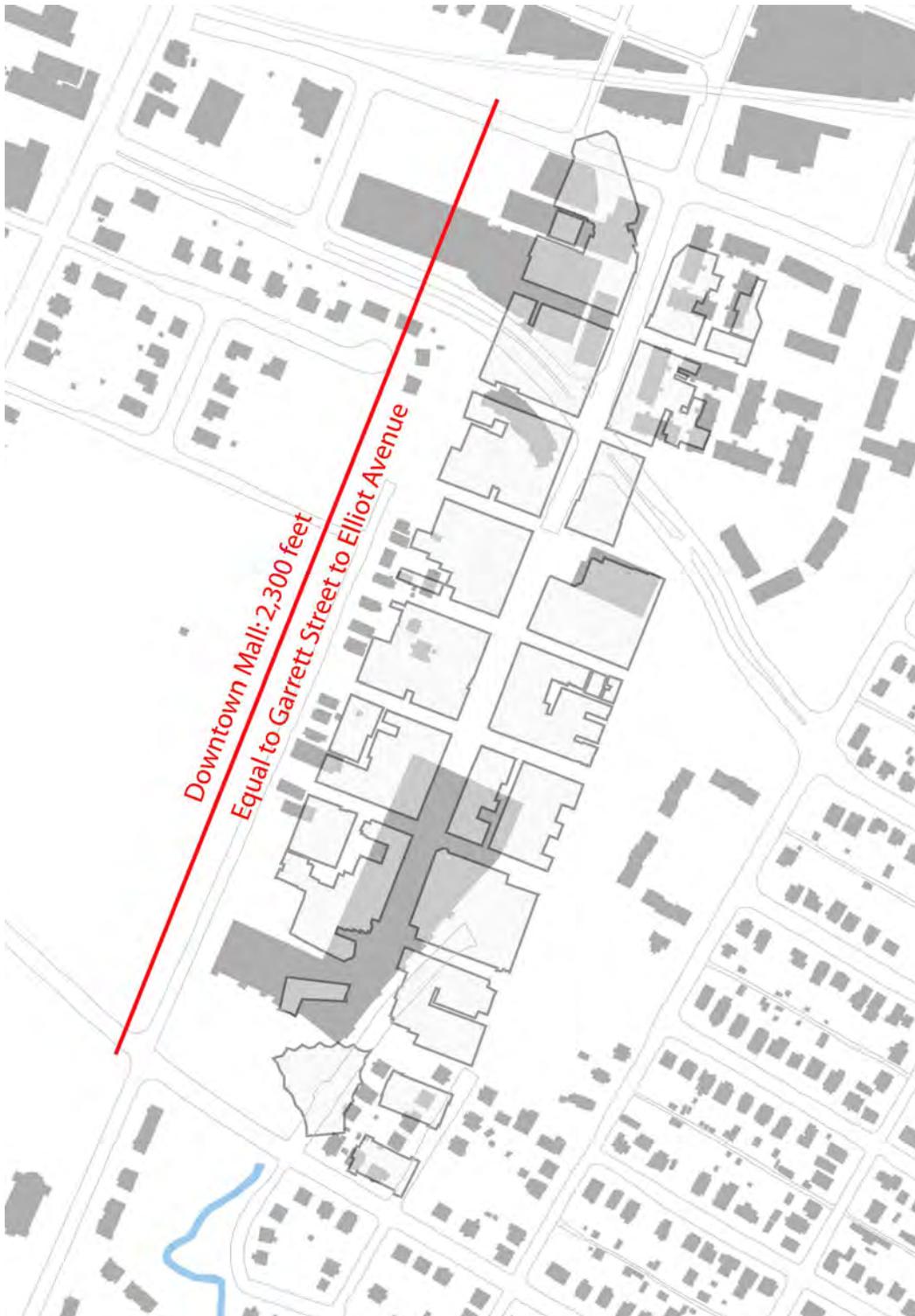
**Monticello/6th**

- Curb extensions increase visibility of pedestrians, reduce pedestrian crossings widths, minimize out-of-distance pedestrian travel and provide additional space for community enhancement features.
- Extending accommodations for cyclists on 6th Street, beyond the one block between Garrett Street and Monticello Avenue, are recommended. This can manifest as an extension of the cycle track or as sharrows.

**Monticello/Avon**

- A curb extension on the southeast corner increases visibility of pedestrians, reduces pedestrian crossings widths, minimizes out-of-distance pedestrian travel and provides additional space for community enhancement features
- The slip lane at the northeast east corner is recommended to be removed as it presents a hazard for pedestrian crossing Monticello Avenue.

## Scale Comparison | Downtown Mall to SIA Mixed-Use Urban Center



The core of the SIA study area, including the IX site, Friendship Court site, 6th Street Housing site, and the 2nd Street Corridor, is similar in scale to the Downtown Mall. This illustrates that there is a significant amount of development potential on these sites, which are currently developed at a relatively low density.

# Density Comparisons



Capitol Hill Neighborhood. Washington, DC - 22 units per acre



Davis Place. Arlington, VA - 23 units per acre



Crescent Hall. Charlottesville, VA - 44 units per acre



Potomac Yard. Alexandria, VA - 25-30 units per acre



The Clayborne. Alexandria, VA - 74 units per acre



Kentlands. Gaithersburg, MD - 12-15 units per acre

Density of the proposed SIA plan varies from approximately 12.5 dwelling units per acre (DUA) to approximately 40 DUA. It is important to note that increased density does not also mean “stacked” units or flats. In the Capitol Hill neighborhood above, density is approximately 22 DUA and buildings are no more than four stories. The density of other precedents varies from 12 DUA to 40 DUA as indicated.



## Stakeholder and Community Meeting Notes

Steering Committee - *February 20-21, 2013*

Piedmont Housing Authority

Downtown Business Association of Charlottesville

Neighborhood Association Leaders

Public Housing Association of Residents

Development Community

Transportation Staff

Steering Committee - *February 22, 2013*

Charlottesville Redevelopment and Housing Authority

Arts Community

PLACE Task Force

Public Site Tour- *March 14, 2013*

Public Open House - *March 14, 2013*

Public Meeting - *March 14, 2013*

Bike/Pedestrian Committee

Tax Assessors

Director of Economic Development

Start-up Business Incubators

Steering Committee - *March 15, 2013*

IX Property Ownership

Environmental Staff

Public Meeting at Crescent Halls - *April 23, 2013*

Steering Committee - *April 24, 2013*

UVA School of Architecture Dean & Department Chairs

Section 3 Coordinator

At-Risk Youth & Children Interests

Real Estate Community

Public Meeting at 6th Street Housing - *April 24, 2013*

Site Tour at Martha Jefferson Neighborhood

Rev. Edwards - Mt. Zion First African Baptist Church

City Environmental & Engineering Staff

Section 3 and Department of Social Services Clients

Piedmont Council for the Arts

Public Open House + Meeting - *May 16, 2013*

Steering Committee - *May 17, 2013*

Steering Committee - *July 16, 2013*

Focus Group Presentations - *July 16-17, 2013*

Public Open House + Meeting - *July 17, 2013*

# Appendix A

The statements found in Appendix A are comments made by stakeholders during focus group meetings, and do not necessarily represent the views of the design team or actual conditions. In some cases, opinions expressed during one meeting may be in conflict with those expressed during another meeting. Statements have been reported here in un-edited form to show the diversity of ideas and opinions.

# Steering Committee

February 20, 2013

## *Participants:*

Brandon Collins	Deborah Booker
Kathy Galvin	Amanda Poncy
Tierra Howard	Kristin Rourke
Valerie Long	Genevieve Keller
Carolyn Shears	Edith Good
Shymora Cooper	John Foster
Charley Lewis	Pete O'Shea
Deidre Gilmore	Connie Dunn
Joy Johnson	Monica Scott
Claudette Grant	A'Lelia R. Henry

## *Common Themes and Major Concerns:*

There is a need for commercial space in the Downtown area.

There are “flows” across the official study boundary line. It's not a hard line.

There are six PHAR properties within the SIA boundary. The SIA is not yet known in the community; people need to understand what it is. PHAR can assist the City to facilitate distribution of information.

The best way to engage residents may be to get out and talk to residents in the community after work hours. People will be outside more during summer and spring. PHAR will let residents know what the team is doing there.

The SIA Team needs to be made aware of concurrent planning efforts such as the Piedmont Cultural Issues, which is looking at job creation through the arts in Charlottesville.

The background research should include review of the Clark travel plan and other intersections.



# Steering Committee Site Tour

February 21, 2013

## Participants:

Brandon Collins  
Genevieve Keller  
Monica Scott

Carolyn Shears  
Valerie Long  
Kathy Galvin

## Common Themes and Major Concerns:

The tour began with the IX Building and its central 'street'. This includes a very interesting mix of uses with some vacant spaces. IX is becoming successful, but will need an additional level of infrastructure in order to grow and to maintain this success.

The connections to the Downtown Mall from IX are weak; there is need for better connectivity to Downtown. Current way-finding around the property is confusing. The stretch of 2nd Street between Monticello and Garrett is un-inviting; topography along this stretch also obscures the sight-lines and makes the downtown area appear to be farther away than it actually is.

Elliot Avenue is perceived as a barrier: high traffic volume and fast traffic make the street difficult to cross as a pedestrian. This might be a good location for an assisted (flashing lights) cross walk.

There is a potential connection to Downtown via 6th Street as a corridor or green stream. The stream (Pollock's Branch) currently goes into a culvert at Elliot Street.

At the S. 1st St. Public housing area, exterior conditions of the buildings are generally okay but the landscape is (ecologically) bare with grass only. There are no connections to the creek, but there has been some discussion about trail and access. The playground is fenced, and was closed for an extended period of time. Multi-use fields to the south are reportedly under-used, residents suggested using this site for building additional houses.

In the S. 1st St. community, people know their neighbors. Residents shared some concerns about dis-empowerment in a more mixed-market housing community. However, other comments suggest a mix of sentiments, some supporting more mixed-market and others supporting current configurations.

The Downtown Mall is a Regional retail center and does not meet Neighborhood retail needs. Additionally, there are both physical and psychological barriers to travelling both North-South and East-West across the study area.



The Sixth Street Market is owned and run by a local entrepreneur seeking to improve the area, particularly for children. Current sales at the Market are dominated by alcohol and tobacco; the owner would have more options to provide food if food stamps could be accepted. The owner was a one-time resident of Garrett Square/Friendship Court.

There is potential for stormwater interventions along Montrose or Blenheim where streets are wide and without sidewalks, there may be opportunities here to slow water flowing downhill from the Avon Street ridge and reduce pavement with rain gardens or bulb-outs. There is a sheltered bikeway only along the one-way block of 6th Street.

## Piedmont Housing Alliance (PHA)

February 21, 2013

### *Participants:*

Stuart Armstrong  
Mark Watson  
Selena Cozart O'Shaughnessy  
Gary Davis

### *Common Themes and Major Concerns:*

Friendship Court (originally called Garrett Square) was built in 1977 and purchased by PHA a few years ago. PHA manages program services at and owns 50% in partnership with the National Housing Trust.

The 150 units are 100% occupied. There are 140 single-parent households, of which approximately 134 are single mothers.

There are a lot of elementary school-age children in the SIA. Children living at Friendship Court and 6th St. attend Clark Elementary. Children living at S. 1st St. attend Jackson Via.

Pollock's Branch runs under Friendship Court on the east side, under the field.

The courtyard space in front of community center was created to create a gathering space while also eliminating cut-throughs in the housing development. The community center is an asset for the whole corridor. PHA is considering redesigning it.

There is a synergy between the community gardens at Friendship Court and the residents of Crescent Halls who purchase produce from the gardens. This could become an opportunity for greater connectivity.

There is a desire among residents for a sense of community with simultaneous preference for privacy. There is a need for public outdoor and gathering spaces and private outdoor spaces.



## Downtown Business Association of Charlottesville

February 21, 2013

### *Participants:*

Bob Strohe  
George Benford

### *Common Themes and Major Concerns:*

The 2nd Street connection from the Downtown Mall to the IX Property is a critical corridor for exploration. The IX Warehouse is a unique resource but needs to be reinforced and improved.

Downtown is mostly an entertainment district with many live music venues, however, 18-hour activity is lacking. Not enough people are able to walk to the Downtown Mall; there is not a critical mass of residents nearby. The Coal Tower project will be bringing 400 units to the east soon. There is interest in additional housing in the Downtown area. Inexpensive off-site parking with a shuttle is needed for employees who work downtown.

"Clean" industry and research jobs may be desirable additions to Downtown. New jobs in the SIA should complement the Downtown Mall instead of trying to compete with it. There is currently not enough office space Downtown.

Charlottesville may not be likely to bring in many new businesses from out of town. Small businesses have a great role in improving community, but the focus in the past has been on big businesses and the university (Pollock's Branch as a resource).

The SIA Study should focus on enhancing and properly plugging into existing neighborhoods. Pedestrian and bicycle infrastructure is lacking. Pollock's Branch is an under-utilized resource.



## Public Housing Association of Residents (PHAR) and Belmont and Martha Jefferson Neighborhood Associations

February 21, 2013

### *Participants:*

Maria Chapel	Harry Holsinger
Julia Williams	Melanie Miller
Galin Boyd	Deirdre Gilmore
Greg Jackson	Joy Johnson

### *Common Themes and Major Concerns:*

Service/Neighborhood retail is needed in the Martha Jefferson and Belmont Neighborhoods. Examples: Groceries, car repair, laundromat, child care, gas station.

Residents are concerned about lack of sidewalks and general poor walkability in their neighborhoods. Sidewalk improvements and additions need to take into account stormwater management necessities. Sidewalks on east side of 6th St are challenged because of steep topography. Street section design here will be important. Maybe retaining walls could be seen as a celebratory element.

Street trees in the neighborhood are currently in various states of disrepair. There is a lack of cohesive tree canopy cover and a need to plant more mature street trees. Open space, playgrounds, and mature plantings are always needed.

There are several intersections that are difficult for pedestrians and motorists alike.

Belmont alleys are not maintained by the city and have mostly been taken over by homeowners, but could be a great public resource.

There is potential for a connecting trail along the Pollock's Branch streambed south of Elliott to the citywide ring trail. This could engage the streambed at rear edge of the S.1st St Housing site.

Small landowners in the area with diversity of uses and small lots (Belmont and Downtown) are viable and successful. However the large properties (IX and public housing sites) are more insular and monocultural and less vibrant. It would be helpful to instill aspects from former into latter.

The Public Housing sites are marked with "Do Not Enter" signs, which keeps other neighbors from coming into the properties. PHAR Leaders had not previously met with Belmont and Martha Jefferson leaders.



# Public Housing Association of Residents (PHAR)

February 21, 2013

## *Participants:*

Brandon Collins  
Joy Johnson  
Deirdre Gilmore  
A'Lelia Henry

Emily Dreyfus  
Mandy Wrinkle  
Edith Good  
Kathy McHugh

## *Common Themes and Major Concerns:*

Many residents do not know what the SIA is and are therefore suspicious of it. Some are concerned about others making decisions that impact the futures of the residents.

Current public housing residents value their private outdoor spaces.

Additional density may be acceptable to residents of the public housing provided that the total number of affordable units is also increased.

There is concern that mixed-income housing may cause dilution of the community. Some residents fear that they may not be able to afford to remain in the area.

There is concern that potential financial partners may not relate to the residents of public housing. Public housing is regulated by HUD and subject to procedures for relocation plans, etc. The process for redeveloping the housing sites will be complex.

There is a need for more senior housing in the area to allow aging-in-place. Childcare centers are also needed. This is imperative so that single parents can have time to work.

Additional services needed include laundry, grocery, access to fresh food. These could be local businesses.

There is a desire to locate job training center(s) in the SIA in close proximity to where people live.

PHAR runs an internship program to train residents, which may be a useful model for mobilization.



# Development Community

February 22, 2013

## *Participants:*

Alan Taylor	Sean Dockerty
Charlie Armstrong	Caroline Satira
Hugh Ewing	

## *Common Themes and Major Concerns:*

The multi-family housing market in Charlottesville shows a growing need for rental properties. High prices of condos have pushed people to rentals. Rentals also eliminate the need for the developer to find financing and buyers to find loans.

The Downtown Mall is often perceived as an entertainment district more than a retail district. Boutique stores serve primarily tourists and special occasion shoppers. Service retail is needed but incentives have to be put in place, both on the Mall and in surrounding areas. There is a large tourist focus on the Downtown Mall. Residential will be the primary driver of the plan, not retail.

High land costs and low availability of developable land are limiting residential development at this time. The Friendship Court and 2nd Street areas are important links to Downtown.

The two parking lots north of the train tracks are important developable sites but costs are too high right now.

A pedestrian connection at 6th St across train tracks could add more potential for properties across the tracks from the transit center.

At the Avon Court property near the Belmont Bridge there is a plan to build mixed-use commercial, retail, residential development. However, there is concern about connectivity and access to the site for occupants.

There is currently no space downtown for 5,000sf+ commercial tenants. The Martha Jefferson Hospital Site will soon provide this space however.

New market-rate residential projects should not compete with Belmont for housing for families. It is better in that market to focus on single and empty nesters in new high density housing.



# Transportation Staff

February 22, 2013

## *Participants:*

Donovan Branche  
Jared Buchanan  
Amanda Poncy

## *Common Themes and Major Concerns:*

There is a general lack of good north-south connections in the study area. There is a need to add sidewalks and bulbouts at intersections. Rain gardens for stormwater management could be incorporated into streetscape at slopes and bulbouts.

Car ownership is low in the study area. This creates an opportunity to look at transit and bike/pedestrian transit as a focus.

Some areas of the SIA have already been studied by Transportation Staff. NDS transportation staff has studied the intersections of Monticello & 6th and Monticello & Rialto. The Streetscape on Avon from Elliott to the bridge has also been studied.

### **Pedestrian:**

Although they are not publicly maintained, there may be opportunity for pedestrian or bike traffic in the alley network of Belmont.

There is potential for 6th Street as a green corridor, anchored by Jordan Park at the end of the street.

Difficult crossings occur at Monticello and Avon; Belmont Avenue and Elliott Avenue are also difficult for pedestrians. At the intersection of Avon and Druid, the city may wish to consider a flashing crossing light or concrete median. Traffic speed on Avon increases as cars travel south out of town.

### **Bicycle:**

Topography influences bike travel in the study area. Different bike communities exist in Charlottesville: leisure riders, sport bikers, commuters. The City needs to provide cycling infrastructure for leisure cyclists as well as long-distance cyclists. Most people feel safer riding on Belmont Ave (vs. Monticello).

Recent bike improvements include the protected lane on 6th street, which has generally been well received with few complaints. Traffic on the road segment has slowed down. This may be extended, but the City needs to study the interface with private driveway entries. Bike racks are also relatively cheap interventions. Some are located at La Taza; more could be added in Belmont.



### **Vehicular:**

Traffic calming may be needed in several Belmont locations. There are concerns about the use of bump-outs in required truck travel routes (bulbouts may require trucks to turn into the lane of oncoming traffic). A few small roundabouts exist in neighborhoods to the North of Downtown, but have not been very well received; perhaps they would be accepted as part one in a 'kit of parts' for traffic calming.

Connections to IX to downtown are limited – private roads on IX property, would be a good connection for 6th street housing. Oakwood Cemetery has been identified as habitat area. Is there potential for connections through to Monticello adjacent to the Cemetery?

The Belmont Bridge design is still in flux, therefore the City has directed consultants not to spend too much time on the bridge at this moment. Downtown businesses are advocating for two traffic lanes on the bridge, it is unclear as to whether this is necessary or not.

## Steering Committee + City Staff

February 22, 2013

### *Participants:*

Greg Jackson	Amanda Poncy
Claudette Grant	Tierra Howard
Valerie Long	Kathy McHugh
Gennie Keller	Kristin Rourke
John Foster	Brian Haluska
Monica Scott	David Ellis
Deborah Booker	Chris Engel
Kathy Galvin	Jim Tolbert

### *Common Themes and Major Concerns:*

It is important that the SIA study focus on identifying economic opportunities in addition to suggesting physical improvements. The SIA is an economic as well as design problem.

Additional communication between meetings would be helpful. The process of this effort needs to be more visible. The media was identified as a way to get information out.

The Steering Committee needs to convey the message “what can you do” – but might need to distill the messages for different neighborhoods, and need to better understand how to describe the SIA and process.

City Staff will work with the consultant team to establish display space and an online presence.



# Charlottesville Redevelopment and Housing Authority

February 22, 2013

## *Participants:*

Joy Johnson  
 Connie Dunn  
 Kathy McHugh  
 Hosea Mitchell  
 Aubrey Watts  
 Deirdre Gilmore

## *Common Themes and Major Concerns:*

Redevelopment must be based on not just sites that CRHA owns now, but also potential synergy with nearby sites and with the greater community. Development investors are sometimes hard to get to the table with but without a vision and strong planning ideas, the investors won't be interested.

CHRA has identified a need for additional accessible units for elderly residents. It would be best to provide separate housing for handicapped and elderly persons.

There is a need for more lower-rent units; affordability is crucial.

Parks & Recreation activities for children may be an opportunity to engage children in the process. The entire community needs to be engaged during this process.

Parks & Recreation activities are crucial in the Community; space needs to be allocated for them as part of the SIA plan.

It is important to utilize Economic development to provide opportunities for upward mobility (jobs) within the SIA. The goal of the SIA should be to strategically put resources into an area that helps people.

There are competing priorities at work in the SIA: de-concentrating poverty, maintaining African American communities, and introducing mixed-use/mixed-income development. Incremental growth and phasing will be critical, allowing redevelopment to occur slowly.



## Arts Community + Jefferson City Center

March 14, 2013

### *Participants:*

Andrea Douglas  
Elizabeth Green

### *Common Themes and Major Concerns:*

Charlottesville currently has over 400 (or more?) non-profits. Competition for funding is high.

The arts community in the city is strong and private funding is relatively easy to find. The "Art in Place" project is a drive-by art exhibit in high visibility locations placed (mostly next to roadways) for one-year periods. Most sites are city-owned non-VDOT land. Installations cannot be placed over water or sewer lines. Private land is possible for locations but \$2000 funding is needed and artist owns his/her piece. Monticello or Elliot are potential locations within study area. A piece has already been located on Elliot near intersection with Burnet St.

The IX Warehouse would like to be an art center but charges too much for space. Opportunities for overflow/additional civic activity from Downtown Mall are needed.

The community gardens at Friendship Court are dependant on 'Farmer' Todd and would not be there without him.

Charlottesville contains pockets of African American community that are discrete but have lines of family and ownership that cross. Oakwood Cemetery is a historically African American cemetery. Oakwood Cemetery includes the historic Daughters of Zion Cemetery.

Jefferson City Center was renovated with \$6 m from the city and opened in January. The goal of the Center is to be connected to neighborhoods. Facilities include Arts and Cultural permanent display, temporary galleries, a 300 seat auditorium, a genealogy center, and an Alumni group.

Originally the freedman's school, the initial site was at the current train station in 1865, moved in 1894 to this site. The current building was constructed in 1926. It was the only African American school in Charlottesville until 1951 and was instrumental in the integration of schools in the city. The Jefferson School Exhibit includes Charlottesville history from reconstruction to massive resistance. Charlottesville is a small, but culturally informed community.

## PLACE Task Force

March 14, 2013

### *Participants:*

Andrea Douglas	Tim Mohr
Claudette Grant	Kathy Galvin
Beth Meyer	Bill Emory
Rachel Lloyd	Mark Watson
Mary Joy Scala	Richard Price
Madeleine Hawks	Genevieve Keller

### *Common Themes and Major Concerns:*

The study area is unique in its proximity to downtown; its former industrial character; and its large amount of vacant land and open space. This creates great possibilities and great dangers. There is an opportunity for additional density here, if created carefully.

The goal for the SIA is to give direction to this part of Charlottesville through:

1. Addressing program needs (mixed use - multifamily housing, service retail, commercial).
2. Suggesting infrastructure improvements (sidewalks, connectivity).
3. Suggesting civic gathering spaces (recreation center, open space, arts spaces)

A sense of historical and current value systems needs to be addressed in the SIA; it is necessary to understand this in order to successfully implement mixed-income housing efforts. Sometimes community and family is about having uninterrupted, un-perforated area. It is important to remember that the Public Housing Sites were established by referendum, not through the organic growth of a neighborhood. Prior to the construction of Public Housing, the neighborhood was a mixed-use area with public open space.

Bring back places where people make things. Synergy with IX Warehouse - Arts/Light industrial. Potential housing (live/work, artists housing) tied with this.

While the Population and Housing are static per census information, it seems like there has been more growth. 3,000 dwelling units have been added in the City since 2000. However, there is still a lack of choice in housing and a problem of not having enough affordable housing. It is likely that the City could capture a larger portion of regional housing growth if there was more diversity of housing typology downtown. Existing housing stock consists of single family homes and apartment flats. More urban townhouse models are needed.



### **Infrastructure:**

Porosity between downtown, across tracks, 4th Street used to be one way; that circulation was loaded. Looking for recommendations for more porosity across tracks

Character of major streets is important. The City needs tools to understand when massing should occur. Mixed-use blobs can be as bad as Euclidian zoning, and create land that is difficult to develop / fund. There is an opportunity for additional density here, if created carefully. The SIA should include ideas about where higher density and larger massing should and can occur, allowing for transects or relative zones of intensity and use along the streets. The amorphous Downtown Extended Mixed Use zone needs to be broken down into strategic higher intensity areas/activity centers with lower scale development elsewhere. There is concern about size of existing blocks. Tools are needed to achieve the look of density without huge density increases.

### **Civic Spaces:**

Neighborhood parks for children, such as Key Park and Tonsler Park are needed. Additional civic spaces may also be needed. The study should consider: what civic spaces should be added? Should all festivals and civic events take place on the Downtown Mall?

## Public Site Tour

March 14, 2013

### *Participants:*

Tedde Biddle  
 Matt Wilson  
 Brian Wheeler  
 Ben Henderson  
 Shirley Halladay  
 Bill Weaver  
 Alex Ix  
 Harry Holsinger

Richard Mason  
 Brian Flynn  
 Kevin White  
 Collette Brown  
 Jason Halbert  
 Matthew Slaats  
 Pete O'Shea

### *Common Themes and Major Concerns:*

Adjacent to the S. 1st Street Residences, the street becomes a social center in the evenings, due to the proximity of the bus stop and lack of off-street outdoor gathering space.

The addition of shade trees at both S. 1st Street and 6th St., particularly near the Public Housing and Friendship Court, would make the streets much more walkable and friendly.

Because S. 1st St. does not continue through to Monticello Ave, it is not used as a cut-through during rush hours and is generally not heavily trafficked. This makes it a pleasant route for walking and biking.

Creating a pedestrian connection (bridge) across Pollock's Branch at S. 1st St. would increase the feeling of connectivity within the neighborhood.

One of the main incentives to live in Belmont is the ability to walk from there to workplaces in the Downtown Neighborhood. Residents perceive that traffic problems are due to thru traffic from non-residents cutting through from outside the neighborhood to Downtown.

When the "new" Belmont Bridge was built, it intersected what had been a dense urban fabric with social places and gathering spaces which have not been replaced.

The field adjacent to Friendship Court appears to be under-utilized. Previously, this area has been used for soccer games and structured programs for children and youth. Suggestions to activate this area included BBQ pits and picnic areas, playing fields, and water features (restoration of Pollock's Branch or a new wetland area). Controlled flooding techniques used in the Netherlands were suggested as an example.

Many Belmont Residents are not aware that they are invited to work in the community gardens run by Farmer Todd at Friendship Court in exchange for produce from the gardens.



Residents of the Martha Jefferson Neighborhood are concerned that the new bridge and changes in the SIA may mean increased traffic in their neighborhood.

The study of the SIA must be integrated with other planning efforts throughout the city.

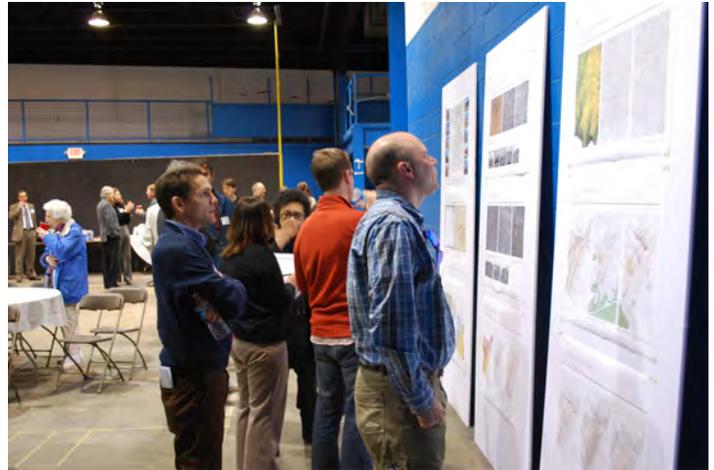
# Public Open House + Public Meeting

March 14, 2013

## Participants:

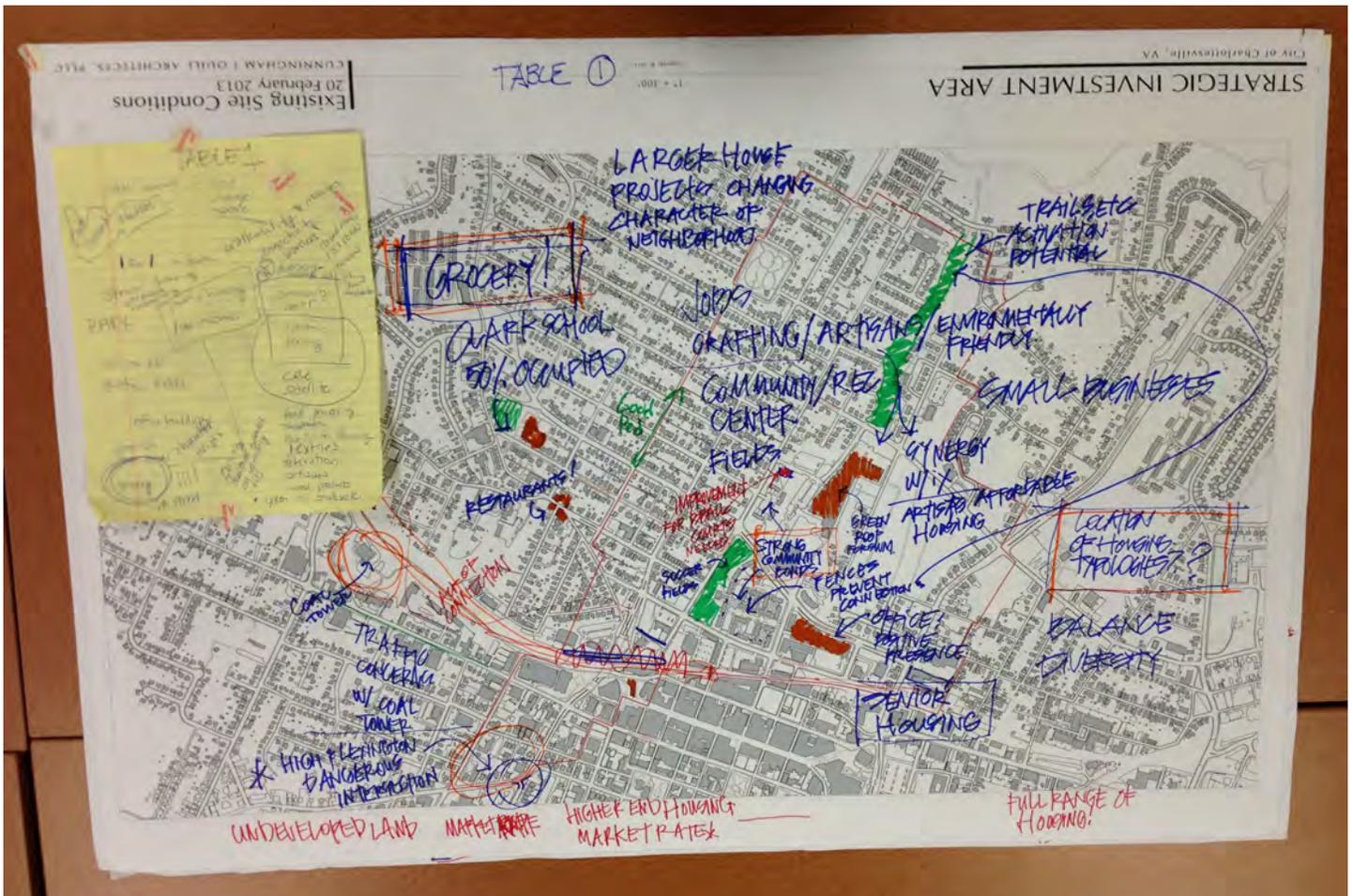
Greg Jackson  
 Kevin White  
 Dez Babs  
 Julia Williams  
 Chris Murray  
 Lena Marie  
 Brian C. Flynn  
 Claudette Grant  
 Pete O'Shea  
 Patrick O'Shea  
 John Woodruff  
 Alex Ix  
 Matt Wilson  
 Tedde Biddle  
 Jordan Phemister  
 John Foster  
 Sarah Lawson

Hardy Whitten  
 Greg Powe  
 Galin Boyd  
 Deirdre Gilmore  
 Henry J. Browne  
 Harry Holsinger  
 Sheila Holsinger  
 Genevieve Keller  
 Edith Good  
 Mary Carey  
 A'Lelia R. Henry  
 Fabian Kuttner  
 Kathy Galvin  
 Tim Mohr  
 Shymora Cooper  
 Joy Johnson



# Hands-On Discussion: Table 1

March 14, 2013



## Hopes & Desires:

- Residents would like more offices, parks, food processing, artisan products, green and small scale industries, a grocery store, and office buildings in the study area.
- There is a need for additional Senior housing.

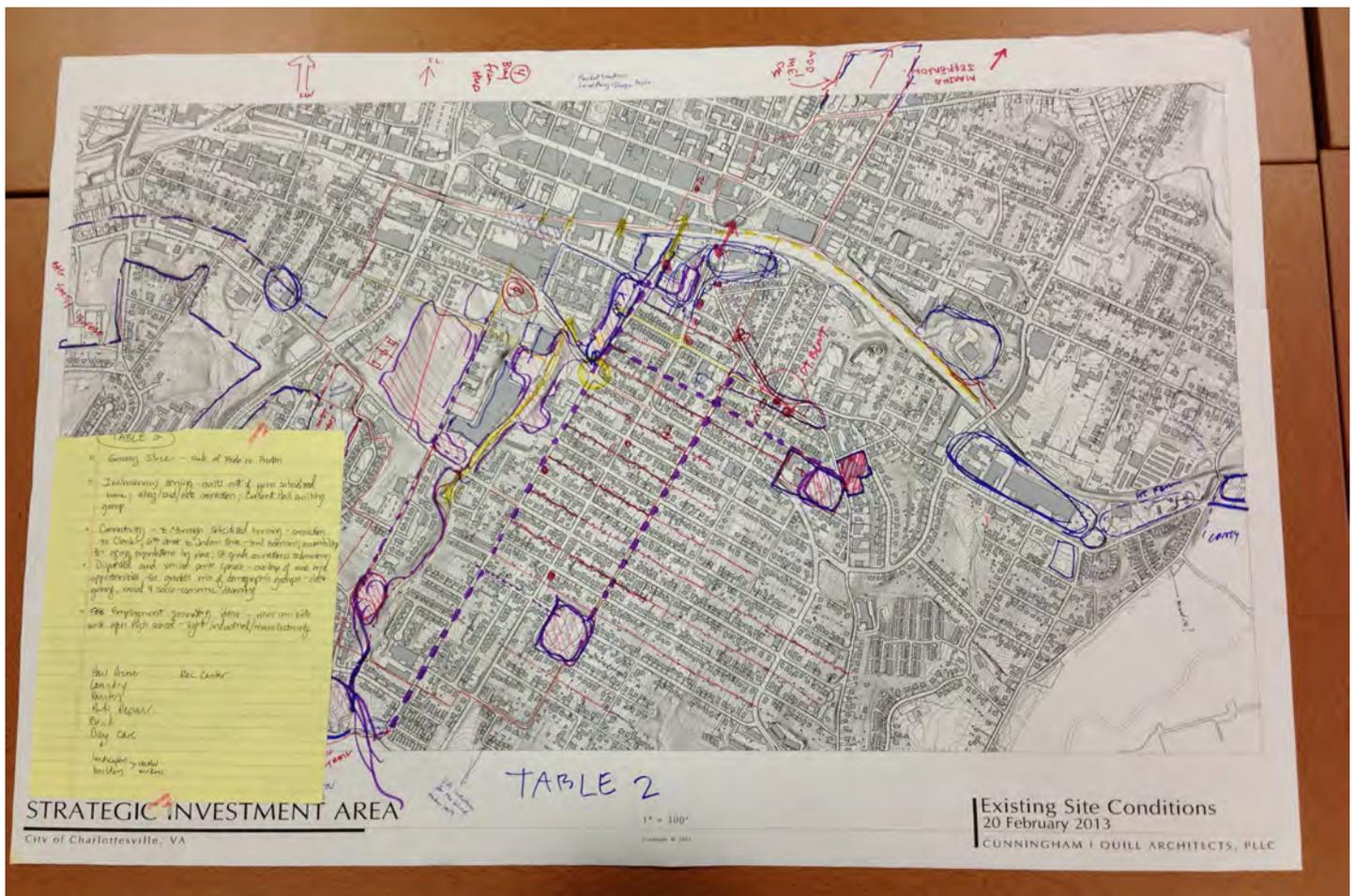
## Concerns:

- Residents have concerns about the lack of walkability and the difficulty of getting around the study area by foot, especially getting to downtown across the train tracks.
- There is a difference in opinion regarding mixed income diversity: some want higher property values while some want to maintain status quo.



# Hands-On Discussion: Table 2

March 14, 2013



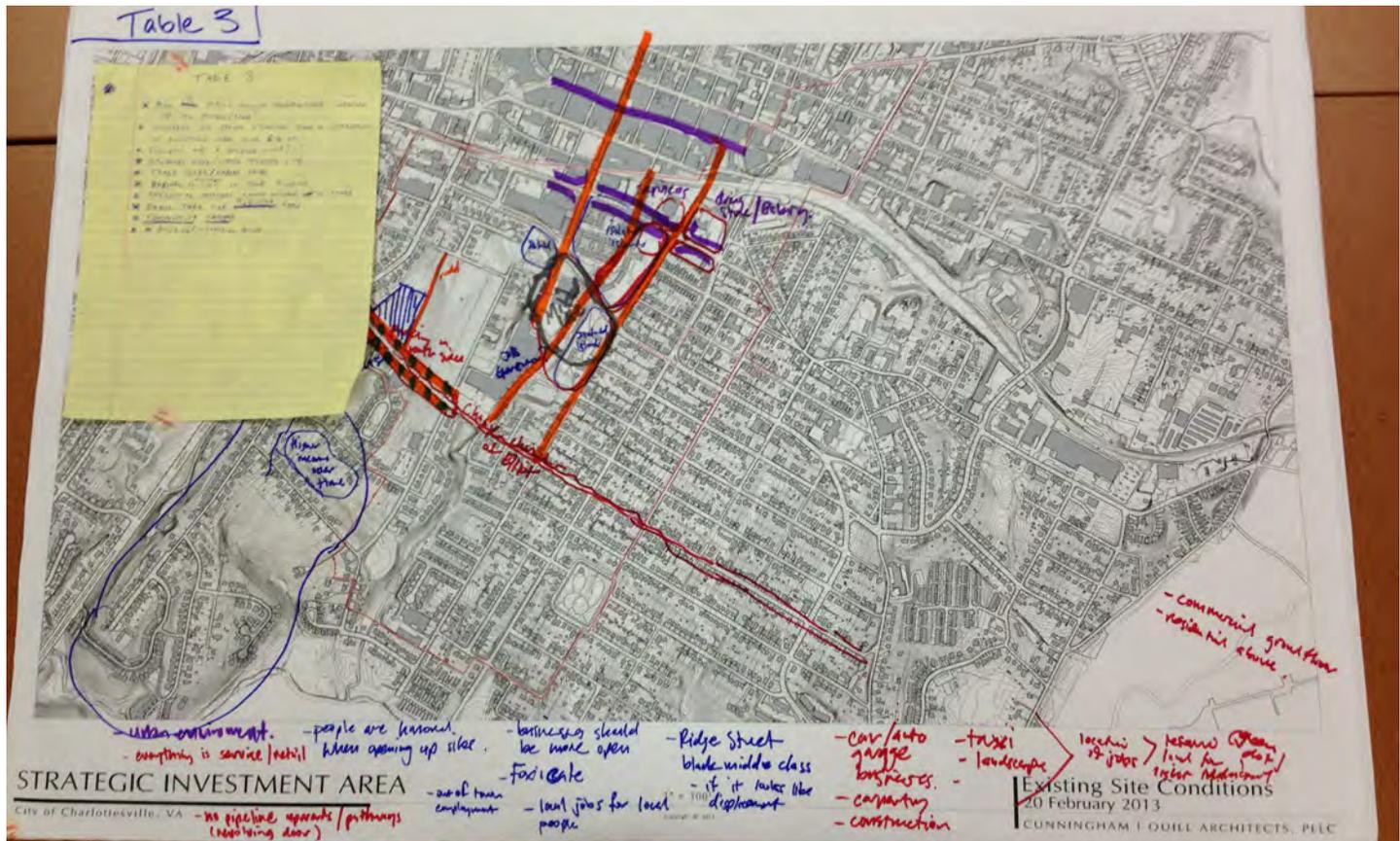
## Hopes & Desires:

- A grocery store in the study area is desired.
- Residents need better opportunities for aging in place; i.e. more accessible housing units.
- Residents suggested examining an inclusionary zoning policy (to allow for light industrial, commercial, etc).
- Increased connectivity, particularly through at-grade crossings of railroad, is desired.
- Better pedestrian connections for kids to get to Clark Elementary are desired.
- Residents would like more open spaces and more recreational opportunities beyond Belmont Park.
- It may be desirable to add studio space for artists. Is there a possibility of accessory units utilizing the alley system? Under current zoning, accessory units have to be owner occupied.
- Could there be a change of zoning to allow alley accessory units that are not owner-occupied?



# Hands-On Discussion: Table 3

March 14, 2013



## Hopes & Desires:

- Residents would like to see more trade jobs that create a career path located within the study area.
- Repositioning IX to utilize the existing buildings and outdoor spaces is desirable.
- Residents would like to see residential buildings facing outward not inward.
- Residents would like to incorporate shared spaces for working on cars, repairs, etc.
- There is a strong need for spaces for interaction between members of the community such as a community center & small park (like McGuffey Park).
- Unemployment and underemployment is high in the SIA, and the effort should look at the idea of pushing “local jobs for local people”
- Many public housing residents have under-utilized skills: auto repair, carpentry, construction, landscaping, painting, taxi drivers, etc. – maybe there could be a centralized incubator building that creates employment for these skills. Additionally, having jobs training near the incubator building and where people live would make the system effective.
- An idea of a few “live-work” buildings, with commercial workspaces on the ground floor (such as a small auto repair shop), and residential above.

## Concerns

- Residents are concerned about speeding traffic on Elliott Ave. Possibly narrowing the road would help with this?
- Residents of public housing communities are concerned about losing their front & back yards, which allow them to “own” parts of the outdoor space.
- There is concern about the idea of redevelopment of the public housing sites. Residents feel that redevelopment of public housing often becomes displacement. The SIA effort should make sure the public housing community is respected when those sites are redeveloped.
- There is a lack of useful service retail near the study area.





## Bike/Pedestrian Committee

March 15, 2013

### *Participants:*

Scott Paisley	Peter Ohlms
Mac Lafferty	Susan Elliott
Sarah Rhodes	Sue Berres
Stephen Bach	Amanda Poncy
Mike Callahan	

### *Common Themes and Major Concerns:*

East-West Dedicated Bicycle Corridors: West Main and Water Street

North-South Dedicated Bicycle Corridors: 1st St or 6th St

Trail systems surrounding the city allow for long distance cycling.

It would be advantageous to create pedestrian precincts where car drivers know there are a lot of pedestrians and know to drive slow. Elliott Avenue and Monticello Avenue both have safety issues.

Public opinion about biking is changing: in a survey three years ago there was a sense that the city was built out re: bike lanes. Since then the bike committee has re-animated the bike community.

There is potential for a greenway trail south of Jordan Park to Biscuit Run; this would follow old road bed, and take advantage of the installation of large sewer pipe. At the river the pipe is sized to hold bridge, and could accommodate a pedestrian crossing.

Typical local bikers: hard core commuters and recreational riders. Changing bike population, which is becoming much more diverse; cyclist with kids in trailers, kids on bikes. Seasonal variation. Three years ago, fear was a big issue - that is changing.

City-wide Bike Events include the open streets festival in October with Clarke School and Bike Week in May.

Coal Tower project trail: shared bike connection from downtown to Belmont along a relatively flat grade – the current on-road route has significant topography.

A new bike comprehensive plan will be published this year. Highlights include: North-South corridor (Meadow Creek Park / Shanks), rose hill drive to McIntire Park.

Biker education needs to be addressed in Elementary School.

The biggest improvement to safety is getting more cyclists on roads.

There is some bike participation from public housing residents: Boys and Girls Club Ride; Take a Kid Mountain biking day; Girls Mountain bike camp. Bikes may be a community connector.

Car ownership in our study area is 50%.

Bike and Bus are available now but only get light use, more during Bike Week in May. There is a need for more linkages between bike / pedestrian / transit.

Possible extension of First Street through to Monticello: cyclists and pedestrian concern about more traffic cutting through. Greater connectivity. Options for discouraging through traffic: speed humps (as on 6th Street), traffic calming circle: small dot in intersections, hawk signals, blinking lights: have worked well. Lights in ground versus lights on pole? Some concerns about visibility.

Precedent for pedestrian precinct: The Corner.

Precedent for Bike racks: e.g. Pittsburg bike rack prototype competition, locally: competition for bike rack at the library on Market Street.

SIA Content: it would be helpful to have typical street section in the SIA report. Need travel plan for schools to obtain funding - that was the impetus for the Clarke School Safe Travel Plan. Disconnect between Clarke walkshed and school boundary. (Jackson Via).



## Tax Assessors

March 15, 2013

### *Participants:*

Jeffrey S. Davis

Roosevelt W. Barbour, Jr.

### *Common Themes and Major Concerns:*

There is concern about how to avoid artificially inflating property values within the site area through the planning process.

Residential properties in the city are nearing the same unit value as commercial properties. Unit prices are similar in Albemarle County neighborhoods closest to the City. Current land values do not support the feasibility of structured parking.

Land values drop approximately 2-3% in Belmont, moving farther from the Downtown Mall. Residential assessments were fairly stable until 2010 when they began to decrease.

## Director of Economic Development

March 15, 2013

### *Participants:*

Chris Engel

### *Common Themes and Major Concerns:*

The City has developed a series of “Strategic Action Teams” (SATs) which include members from various City departments who share ideas and knowledge in order to develop a plan or series of actions to remediate a problem such as unemployment.

The main physical constraint to attracting investment in the Study area is land availability and high land costs. Multifamily residential developments are typically more profitable than industrial developments, and is therefore more likely to pay the higher land costs. The infrastructure is in place in the SIA to support new development when investors are found.

There is interest in large scale flexible or light industrial properties. In some locations, cities have prohibited mixed-use development in certain areas and required development to be industrial in those locations. In order to be successful, new jobs located in the study area need to include light industry capable of hiring approximately 100 people at a time.

## Business Incubators

March 15, 2013

### *Participants:*

Ridge Schuyler  
Matthew Murphy  
Toan Nguyen  
Wendy Brown

### *Common Themes and Major Concerns:*

This group is involved with helping to create jobs in Charlottesville. Part of the jobs equation may be discovering what goods can be produced here for UVA, Martha Jefferson Hospital, or other large entities who are not currently purchasing locally.

Charlottesville Central provides micro-lending for starting businesses, funnel contracts to small businesses, training/mentoring as well. They are in search of storefront space.

Portico Church serves as a gathering place for finding people in search of jobs and people looking to help out. They are planning to relocate to the IX Warehouse. They hope to be a “center” within the community.

Both organizations need to work on demand side more than starting businesses. What services are people looking for? How can they connect workers with employers?

There is a need for a vibrant space for these job creating startups to locate all in close proximity within the neighborhood, next to the people they are serving, all within walking distance. In addition to allowing for easy access to the jobs, this also allows more visibility for the programs within the local community.

Workforce training should be located in close proximity to this as well. In addition to tangible skills-training, workforce training programs need to include education in “soft” skills such as networking, interviewing, attire, and employer expectations.

It is also important to implement a peer support network, and to remove any perceived dis-incentives to working.



## Steering Committee

March 15, 2013

### *Participants:*

Brandon Collins  
Valerie Long  
Kathy Galvin  
Claudette Grant  
Mark Watson  
Jim Tolbert  
Greg Jackson  
Alex Ix

Richard Price  
John Foster  
Genevieve Keller  
Tierra Howard  
Kathy McHugh  
David Ellis  
Chris Engel  
Amanda Poncy

### *Common Themes and Major Concerns:*

One goal of the SIA is to convey the benefits of change to a group that fears change.

Some of these benefits include networking and ownership opportunities. Networking is a major benefit of connected communities. This allows for internships with neighbors, kids looking after neighbors pets, etc. These benefits are intangible and can be difficult to communicate.

The Study needs to communicate that there is a range of affordable housing available, including home ownership. There are opportunities for renters to gain equity. It is important to preserve enclaves within a larger community while still benefitting from the positive aspects of the larger community as a whole.

The Old Vinegar Hill neighborhood included an organic mix of building types/ages and a socio-economic mix. Friendship Court/1st & 6th Street Housing are more artificial, one building type, one economic level, monoculture, closed. Closing Garrett Street made a huge difference in the areas job market by re-routing commercial traffic to Elliott and Monticello Avenues.

The SIA should demonstrate what an economically sustainable community or neighborhood might be like.



## IX Property Owners

March 15, 2013

### *Participants:*

Fabian Kuttner  
Ludwig Kuttner

### *Common Themes and Major Concerns:*

Breaking down super blocks

The vision is long-term.

The Ix Property can serve as a center for the neighborhood.

There is opportunity for creative use of the topography to site new buildings.

New development that is pedestrian focused.

a 'Green Valley' of compact development with height along 1st Street, terraced housing on slopes, and a piazza at the center. Precedents: Mosaic House in Prague, Piazza at Schmidts in Philadelphia, Atlantic Station in Atlanta, Solaris in Vail, CO

The city needs another center with a different brand than the Downtown Mall.

There needs to be a unifying vision for all groups (public housing residents, PhDs, families, hipsters, etc) to get excited about. The area really needs a Business Improvement District.



## Environmental Staff

March 15, 2013

### *Participants:*

Jamie Atkinson  
Marty Silman  
Dan Frisbee  
Tony Edwards  
Kristel Riddervold

### *Common Themes and Major Concerns:*

Their goal is measurable pollutant reduction.

Linking strategies: i.e. sidewalk/streetscape improvements combined with stormwater management improvements. Opportunities at intersections along 6th St.

New linear feature/organizing element, related to Pollock's Branch, running through the study area that can act as a seam to bring the neighborhood together. Pollock's Branch is 4'-5' below the surface of the Ix property (likely running under setback between building and parking). Pollock's Branch is 10'-12' below the surface of the Friendship Court property. There is potential for flooding if Pollocks Branch is daylighted.

Other linking features could allow for percolation of stormwater before it reaches the stream. Treeboxes can be utilized. Streetscape precedent at Bainbridge Island, WA: no curbs, LID treeboxes, permeable paving.

Rainwater harvesting could also be utilized to prevent water from going into stormwater system entirely. Can be used to wash city vehicles, etc. There is a residential rainbarrel rebate in place. There is on-going coordination between building code and health department related to the use of harvested water. Rainwater is currently captured at Friendship Court to irrigate the gardens.

Pervious paving would be easier to maintain if limited to drive aisles, since parked cars would block maintenance crews in parking lanes.

There is great interest in connecting the mall as an urban park with Jordan park.

Changing city standards incorporate LID standards. Charlottesville has a BMP program and is trying to improve on that. There is great interest in measurable pollutant reductions.



The City is also interested in climate protection: looking at overall energy demand... e.g. Inefficient building stock, solar thermal, solar PV, geothermal. The city has signed climate reduction mayor's agreement.

Maintenance: important to understand the level of maintenance required for proposed interventions.

# Public Meeting at Crescent Halls

April 23, 2013

## Participants:

Catherine T. Adams	Mr. Brock
Betty Faulkner	Mr. Taylor
Mack	Kathy Galvin
Charles	Genevieve Keller
Frances Washington	Kathy McHugh
Fred	City Staff
Elizabeth Anderson	City Staff
Mary Carey	Connie Dunn
Deborah F. Booker	Josea



## Hopes & Desires:

There is need for more entertainment for children and youth in the area as well as adults. More parks where children can run and play are also desired.

Residents desire private outdoor spaces such as balconies. Fresh air and better ventilation are needed within the units.

Better transit connections are needed; for example more bus stops in closer proximity to Crescent Halls.

There is concern about the possibility of mixed income housing, and residents want to ensure that levels of affordable housing are maintained or increased.

There is need for a dog park on the property.

There is a need for a small grocery store or convenience store in the building or nearby so that everyone can access it.

There is a need for better transit service to the population of this building.

Better pedestrian connection and access north-south is needed; especially to the Transit Center, the South 1st Street Community, and to Mt. Zion First African Baptist Church.

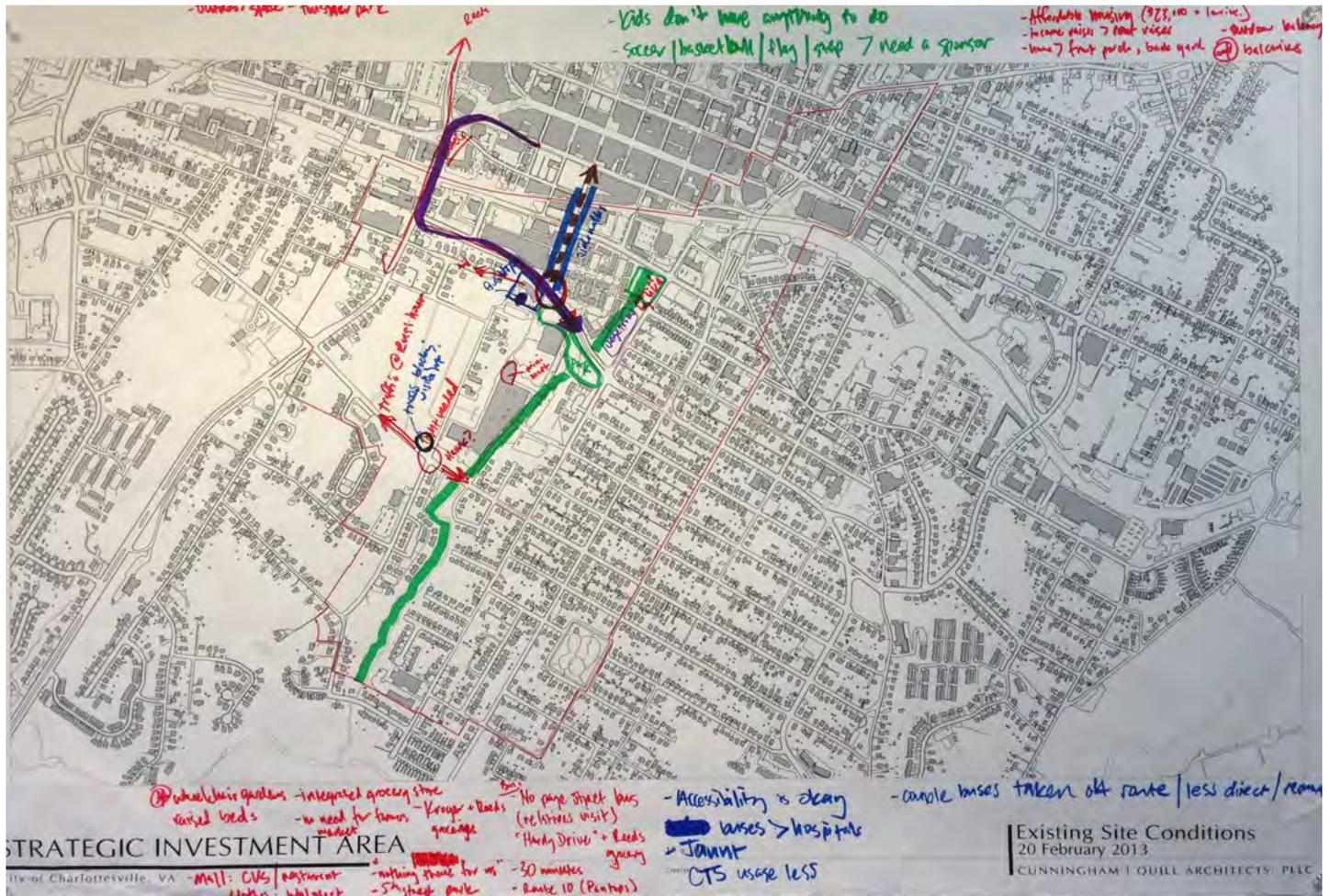
Residents would like a park nearby for adults and children to use. Suggested activities include: horse shoe pits, putt-putt golf, other active recreation.

Sidewalks throughout the area need to be better maintained. It is especially difficult for elderly residents and those with impaired mobility to move easily throughout the neighborhood.



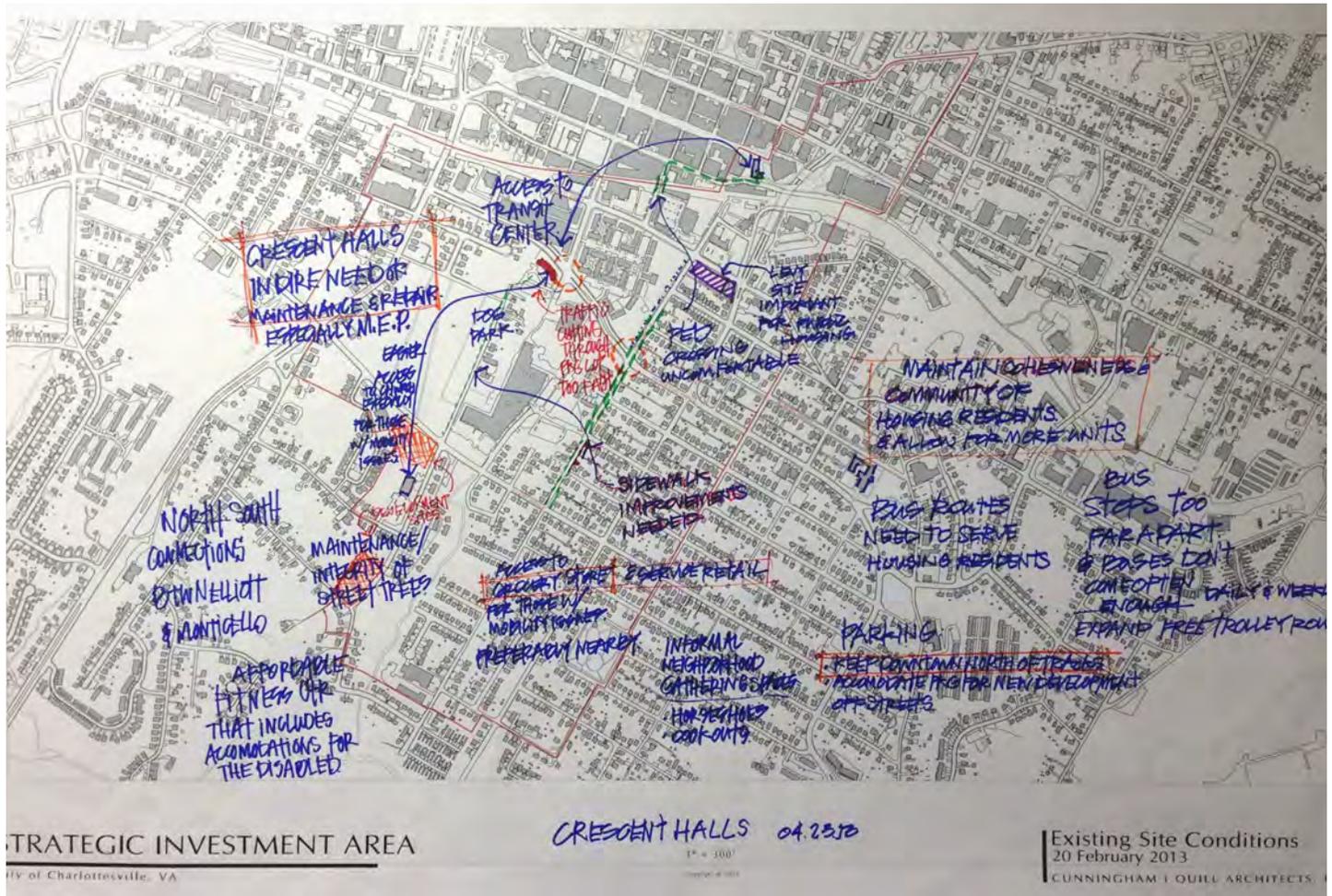
# Crescent Halls Hands-On Table Discussion: Table 1

April 23, 2013



# Crescent Halls Hands-On Table Discussion: Table 2

April 23, 2013



# Steering Committee

*April 24, 2013*

## *Participants:*

Richard Price	Pete O'Shea
Mary Joy Scala	Kathy Galvin
Alex Ix	Greg Jackson
Fabian Kuttner	Jim Tolbert
John Foster	Tierra Howard
Genevieve Keller	Kathy McHugh

## *Common Themes and Major Concerns:*

Clark Elementary School functions as a vibrant community center, but is not used by the neighborhood equally. It is important to maintain safe routes to the school in addition to public “play” spaces such as the alley system of Belmont. The landscape infrastructure should focus on places of various scales to allow for various types of use and interaction and to provide destinations within the neighborhood.

It is also important to increase the amount of market rate housing within the Clark boundary area.

Blending of the neighborhoods is important. IX is a critical location for linking the Ridge, Belmont, and Downtown neighborhoods.

A significant number of employees who work in the city do not live in the city. Many of those commuters pass through or near the SIA but do not have much interaction with the area. The SIA currently does not connect to Belmont.

As it is now, this area is not an optimal location for public housing. Services and amenities needed by residents of public housing are not easily available here.

The SIA is too big and too diverse to be considered as one neighborhood. It needs to be a series of neighborhoods arranged around nodes with needed neighborhood services. A park without other services surrounding it will not be sustainable.

Commercial Districts in Charlottesville tend to be linear; allowing easy access from residential areas.

Some of the implementation challenges for this area will be finding the “right” developer(s) for each project. The projects will need to be “right-sized” for developers in this community. Past developments by outside developers have not always been successful.

The existing Mixed-Use DE Zoning is too broad for this area. Smaller areas with varying uses are needed within the area. It may be possible to provide transitions to “Adjacent” uses instead of true “Mixed-use”. This might take the form of well-designed density and adjacent civic uses. Zoning can be a complicated tool.

Some ideas that have been proposed are: connecting grids, creating a connector zone through the IX property (either recreational or retail-based), using a linear park as a rail-trail connector, emphasizing Clark School as a neighborhood center.

The central problem in the Martha Jefferson neighborhood is parking. The Study should consider shared parking uses and parking optimization.

Both ends of the bridge should be “re-densified” over a period of time. This will allow 1-2 properties at a time to be re-developed, and land assembly strategies can be developed on a parcel-by-parcel basis.

The purpose of the study is to provide a framework for development, letting potential investors and developers know what the parameters are and encouraging creativity.

Clark Elementary School functions as a neighborhood center now, but has un-met potential. The study should look at some of the statistics of Clark vs. other schools and use Clark as a positive example and catalyst.

The study should speak to the housing typologies found throughout Belmont. There is a tax abatement policy in place to encourage renovation of older houses. Most of the homes in this area were built in the 1930s and later. Many local communities would like to be historic conservation districts in order to provide guidelines for renovation. A pattern book could be created in order to provide guidance for scale, orientation, site location, massing, parking size and areas, and lot sizes in the study area. There should be clear design guidelines in order to eliminate or reduce discretionary review.

Alleys are an important part of keeping the character of the neighborhood urban instead of suburban.

Friendship Court and the South 1st Street development are both inward-facing. Re-orienting them toward the street would improve the character of the streets.

**University of Virginia  
School of Architecture  
Dean & Department Chairs**

*April 24, 2013*

***Participants:***

Kim Tanzer  
Nancy A. Takahashi  
Teresa Gali-Izard

***Common Themes and Major Concerns:***

The UVA School of Architecture is very interested in a collaborative role in future urban design projects in the city. Student work may be particularly useful for its research component; and students would be appropriately credited for the use of this information.

For future projects efforts, it would be helpful to involve the School before the project begins in order to develop a template for their involvement.

**Section 3 Coordinator (NDS)  
& VIEW Supervisor (DSS)**

*April 24, 2013*

***Participants:***

Tierra Howard  
Kelly Logan

***Common Themes and Major Concerns:***

Section 3 works to advance job opportunities in Charlottesville (including SIA study area). They are focused on identifying need and what can be achieved. There is a disconnect between the number of jobs available and the number of citizens with skills to take them. Job training is needed concurrent with job creation.

The V.I.E.W program provides employment opportunities instead of welfare. It helps citizens with literacy, substance abuse, health barriers, transportation, and criminal backgrounds. It also helps citizens to develop soft skills such as social interactions.

Small neighborhood community/job training centers would make an impact but they need to be well staffed. Programming and scheduling is key. There is a center on Hydraulic Road but it is not well located.

There are few incentives for housing residents to find work. Most will only break even due to the balance of income vs. rent requirements. Wegmans is intimidating as a job opportunity to housing residents.

Section 3 will be a big jobs creator when development happens, but aside from that, with HUD influence dwindling, Section 3 will likely go away eventually. There is concern over how to get people ready for jobs before they are created.

The fear of mixed-income development is partly generational and based on memories of the Vinegar Hill displacement. However, redevelopment likely won't take place for some years and will effect younger generations the most.

There is a strong need for relationship building between residents and the housing authority. All low-income residents in the SIA area may not be represented. Improvements for reaching low-income residents within and outside of public housing are essential in order to ensure that the community is informed and resources are accessible.

Safety is a concern among housing residents. Many criminal incidents are not reported by the media.

## At-Risk Youth & Children Interests

April 24, 2013

### *Participants:*

Wes Bellamy, H.Y.P.E. Program  
Sarad Davenport, City of Promise  
Ty Cooper, Entertainment Marketing Co.

### *Common Themes and Major Concerns:*

The new Wegmans development is close to the South 1st Street Housing, but transportation will still be a challenge for obtaining and maintaining jobs.

Education and culture will help level the income field. Attracting and retaining African American professionals in Charlottesville is a challenge. The representation of African American culture in community is important.

There is a need to deconcentrate poverty, which is seen as inevitable. However, mixed-income redevelopment will dilute the community. The fear of mixed income development is partly due to nostalgia for community and wanting to maintain community fabric. Allowing and encouraging people to broaden their definition of community is key.

Providing 1 to 1 replacement of affordable housing units within the study area is essential. This charge must be made real. Phasing of redevelopment is necessary in order to limit disruption.

There are differing adult perspectives, but kids perspective is very different. Children and youth like to interact with different and diverse people. Long term thinking is key, especially for the next generation. Addressing parents is necessary to get children and youth involved. A hub for gatherings for kids programs would be very useful.

Everyone wants to see improvement. Increasing population is the best way to bring about improvement. Mixed-income is the best way to increase population. Some people will be upset regardless.

## Real Estate Community

April 24, 2013

### *Participants:*

Carolyn Shears

### *Common Themes and Major Concerns:*

The Martha Jefferson Neighborhood will need additional service retail and restaurants when the CFA complex is complete.

Rentable industrial and flex spaces are needed in the city. There are many locations where older manufacturing buildings have been re-purposed, but these are not typically suitable for multiple tenants.

The character of Charlottesville is generally dynamic and entrepreneurial, making it likely possible to replicate the Downtown Mall and Central Belmont areas in the SIA. People are attracted to “cool” or “hip” designed spaces. If the space is desirable, 2nd or 3rd Floor walk-up office space is marketable.

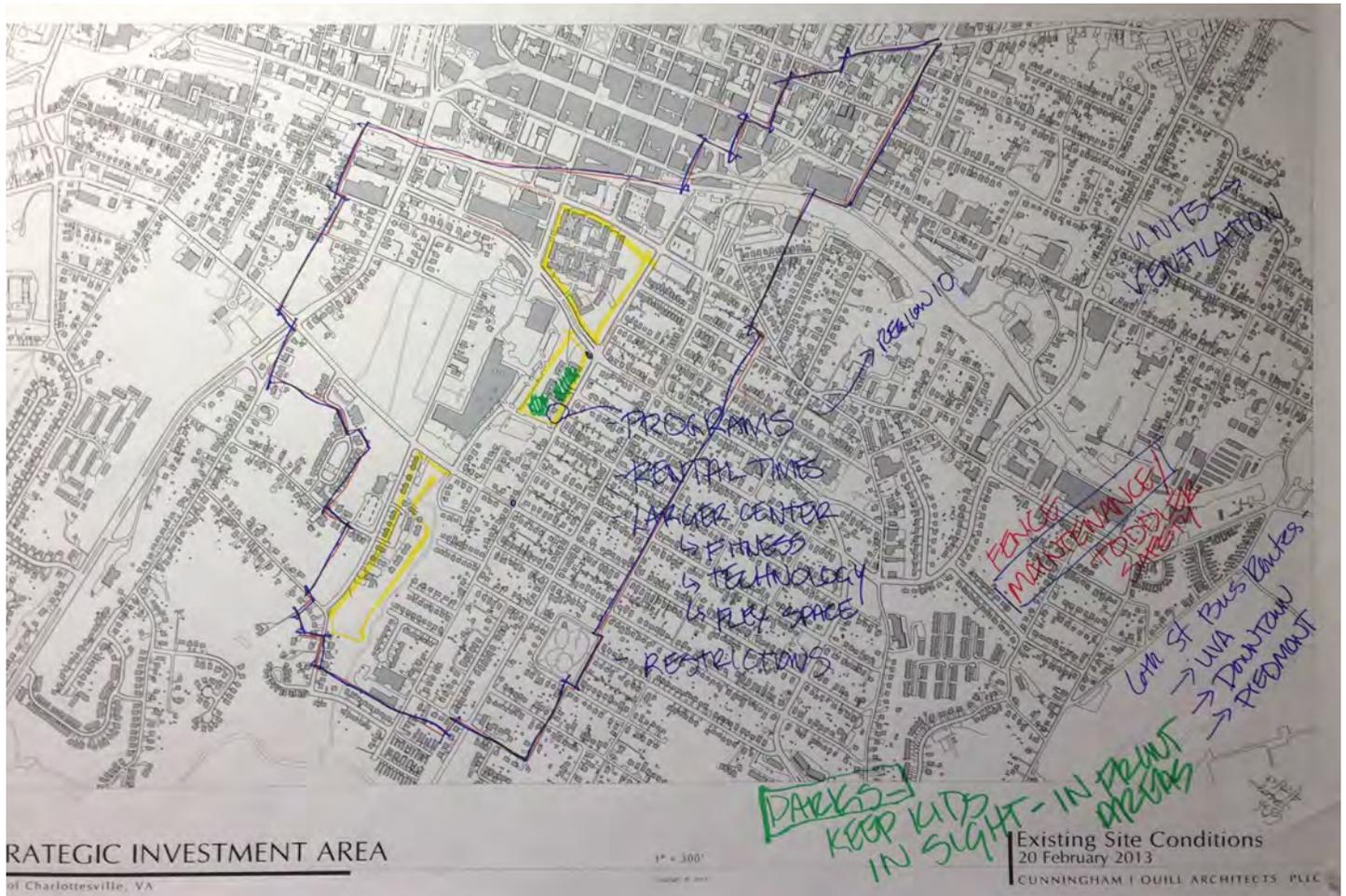
Shuttle systems to parking areas would be a marketable feature if parking cannot be incorporated into the immediately adjacent area.

Day care in close proximity to jobs is a significant need in the city, and particularly in Downtown.

The IX property needs to be incorporated better into the neighborhood and connected to Downtown.

# Public Meeting at 6th Street Housing Community Room

April 24, 2013



### *Participants:*

- Missy Creasy
- Ebony Walden
- Tierra Howard
- A'Lelia R. Henry
- Jacquana Mason
- Shymora Cooper
- Shanda Mayo
- Tonya Harris
- Donna Underwood
- Judy White

### *Common Themes and Major Concerns:*

The existing transit and bus routes to UVA work well for most residents.

It is important for residents to be able to see park and play spaces from their homes to ensure childrens' safety.

Several improvements to the property are needed in the short



term, such as fence repairs and ventilation.

A larger, more accessible community center is needed. Extended hours are needed to make it easier for residents to use the center in the evening.

There is also need for an adult exercise facility in the area.

## Site Tour: Martha Jefferson Neighborhood

*April 25, 2013*

### *Participants:*

Harry Holsinger  
Kathy Galvin  
Maria Chapel  
Amanda Poncy  
Bruce Odell

### *Common Themes and Major Concerns:*

Pedestrian safety is a priority in the neighborhood. The intersection of 9th Street with East High Street and Lexington Avenue is extremely problematic and confusing.

There are streets that serve as bicycle routes, but few dedicated cycle lanes. Sidewalk connectivity is also a problem.



## **Rev. Edwards - Mt. Zion First African Baptist Church**

*April 25, 2013*

### ***Participants:***

Rev. Dr. Alvin Edwards

### ***Common Themes and Major Concerns:***

The previous church facility was next to the West Main Street and Ridge Street intersection. It was boxed in with no parking or educational facilities, and no land on which to build them. The church bought the land for the current church at South 1st Street and Elliot Avenue from a nursery in 2003.

The Congregation is approximately +/-700 persons total, +/- 350 of them are givers. They live all over within 20 mile radius of Charlottesville. Some are from the public housing communities, but not many.

The church is considering buying other sites along South 1st Street and along Langford Ave. Senior Housing would be ideal on these auxiliary sites.

The church would like to add on to the existing building: a gymnasium, pool, classrooms, bus parking, cafe, and tutoring space would be ideal program for an addition. These would be open to the public. The church built a computer lab in its current facility across the street from the South 1st Street Housing and invited the residents to use it, but they have not done so.

Rev. Edwards observed that kids tend to segregate during/after middle school, possibly due to lack of places for teens to congregate.

One of the keys to reducing poverty in the city is growing public housing residents toward home ownership. It would be helpful to work with some of the best renters and a local bank to reach that goal.

## City Environmental & Engineering Staff

*April 25, 2013*

### *Participants:*

Tony Edwards  
 Jamie Atkinson  
 John Mann  
 Tim Hughes  
 Marty Silman  
 Kristel Riddervold  
 Chris Gensic

### *Common Themes and Major Concerns:*

The City has been working to install bio-retention curbs at several locations throughout the city. These are planned for the intersections of 6th and Avon Streets and 6th Street and Monticello Avenue. Concerns related to these features include responsibility for long-term maintenance and providing adjacent truck access for maintenance.

The City is considering purchasing additional properties adjacent to Jordan Park in order to expand the park, similar to Riverview Park. Staff would like to consider taking ownership of park and trail land that is on CHRA property in order to link to the City trail system and provide adequate maintenance.

Off-street parking is a critical component for bike and pedestrian-friendly streets.

It is difficult to grow large-canopy street trees in the city due to sidewalk sizes. Not enough soil is available in the space provided for adequate root growth.

The City studied the feasibility of a complete restoration of Pollock's Branch in 2004. It was determined that it would not be feasible due to the large water volume and the number of properties that would be impacted.

The new storm water fees are based on impervious surface area on private properties in increments of 500 sf. In the future, there may be offset credits available for large properties.

One natural feature the city is lacking is still water. There are few if any, places where people can be near to and observe still water within the city. The Dell at UVA is a good example of transition of a water feature from a more natural character to a more urban character.

Shenks Greenway is an example of an existing linear park in the city. The Proposed Meadow Creek Trail and Stream Val-

ley Master Plan is another project underway in the city. The median of Jefferson Park Avenue Extended serves as a "demonstration arboretum", showcasing trees and electrical lines co-existing.

In the near term, a catalyst for the trail system would be a connection to Clark Elementary School, possibly in conjunction with the Safe Routes to School Study. As part of this, a pedestrian tunnel under Monticello Avenue is not out of the question from a feasibility perspective.

## Section 3 and Department of Social Services Clients

May 14, 2013

### Participants:

Harriet Anne Slaughter	Kelly Logan
Laquasia Starkes	Charles Child
Kathy McHugh	Takira Emmerly
Tierra Howard	Jacquana Mason

5 SIA Section 3 and/or DSS residents who live in the SIA area answered survey questions and then discussed answers in an open discussion. The questions and answers are below:

Do you like the neighborhood where you live?

- 3/5 said yes, 2/5 said no
- Because of location yes, otherwise no

If yes, what should stay the same?

- Community based features/resources
- Would like to see the area remain residential, content with IX being commercial
- Would like to see things remain as is because it is safe for kids to play (10pm curfew in Friendship Court)
- Does not like where she lives because it is loud and noisy which deters visitors (South First Street)

If no, where would you like to live? What do you like more about that place?

- Turtle Creek neighborhood because they have amenities such as a swimming pool, fitness center and a quiet area.
- Harrisonburg, Chestnut Hill Neighborhood

What would you like to have within walking distance of your home or accessible by transit?

- 4/5 residents chose the top five - flexible and convenient child care, afterschool programs and sports activities, arts and culture activities, adult job/training education programs, affordable fitness
- 1/5 residents chose grocery stores (such as Food Lion, Harris Teeter)
- Opportunities for young people to use their talents, encouragement of young people
- ACAC is not accessible to low-income residents
- Area for kids to play, upgraded playground, don't like fence around Friendship Court
- Safe playground for kids, ice cream shop
- can go anywhere you need to go with transit, Rougemont neighborhood could use a closer bus stop,

How can your neighborhood be improved?

- Stores and services within walking distance
- Improved housing conditions, new or redeveloped housing that increases density, new or redeveloped housing that decreases or maintains the current density (either or both),
- Public relations class, computer center at Crescent Halls is good
- Walking kids to Clark School is dangerous when crossing Avon Street in the morning
- Community center hours at Sixth and South First Street are limited, no computer access or organized activities

Do you frequently visit the City's business district?

- Yes, to use Market Street Market Downtown to get a week's worth of groceries will cost a week's worth of pay (not affordable), Reid's is good but needs to be expanded
- Don't use Downtown Mall, goes to Barracks Road, need a grocery store like IGA
- Yes, goes to City Hall, CVS, Elks, Post Office but need a grocery store and a discount store like Woolworth or Roses, likes the 5th street Willoughby Shopping Center, however, the stop inside the shopping center is no longer on the bus line, enjoyed IGA on Cherry Avenue and Safeway
- The group agreed that there is more of a variety of choices at Barracks Road (one-stop shopping center) and Cherry Avenue does not have many choices.

Which are your favorite shopping centers? What do you like most about them?

- Downtown Mall, Barracks Road shopping center, Seminole Square, likes the socializing, local shops, restaurants, recreational activities
- Downtown Mall, Barracks Road shopping center, Cherry Avenue, likes the local shops, national retail stores, restaurants, entertainment venues, recreational opportunities

What housing types attract you most? What would you want to live in or nearby?

- Would like to see mixed income
- More space and handicap/elderly accessible friendly, low-midrise buildings, mentioned that he likes living in a high-rise because of the "eyes on the street" notion
- More single-family and townhouses, community center and mix of activities for all ages, parenting classes
- New counter tops, central heating and air
- Remove the fence from around Friendship Court, Norcross station should be more connected to Friendship Court (mixing of incomes), and higher density

# Piedmont Council for the Arts

*May 16, 2013*

## *Participants:*

Caroline Griffith  
Maggie Guggenheimer  
Craig Dreeszen  
Sarah Lawson

## *Common Themes and Major Concerns:*

There may be overlap between the vision of the Arts Community and the Vision Plan for the SIA. Commonalities include:

- The need to provide housing that is affordable
- The need to provide areas for home businesses and/or studio space

There is a need for flexible space that is available to artists on both a temporary and permanent basis.

# Public Meeting

May 16, 2013

## *Participants:*

Cheryl Hoess  
Lena Seville  
Claudette Grant  
A'Lelia Henry  
Brandon Collins  
Reagan Greenfield  
A. Max-Yeboah  
Ridge Schuyler  
Richard Mason  
Sam Saunders  
Elizabeth Shoch  
David Shoch  
John McLaren  
Eberhard Jehle  
Buddy Weber  
Bruce Odell  
Maria Chapel  
Mary Carey  
Harriet Slaughter  
Mike Farrugio  
Bruce Dembling  
Susan Lantermans  
Sharon Dixon  
Eddie Banks  
Leah Watson  
Mark Rylander  
Valerie Brooks

Joy Johnson  
Cherry Henley  
John Woodriff  
Dorothy Bartee  
Joanie Freeman  
Dave Redding  
Edith Good  
Galin Boyd  
Greg Jackson  
Harry Holsinger  
Susan Krischel  
Stephen Balut  
Ivania Kadija  
Brian Wimer  
Colette Brown  
Dede Smith  
Kristin Szakos  
Jim Tolbert  
Missy Creasy  
Brian Haluska  
Kathy McHugh  
Willy Thompson  
Michael Smith  
Mary Joy Scala  
Hollie Lee  
Ebony Walden

## *Common Themes and Major Concerns:*

Relocation of public housing residents should be a consideration in this plan. There is a great need for program spaces and programs. There is a need for public seating, resting, and gathering spaces.

Some residents have never heard of Pollocks Branch.

There is a need for job creation, at a larger scale than live-work.

The plan (scenario diagrams) needs to include the whole study area, especially the problematic intersections. Traffic and safety are concerns throughout the SIA. Improving bike safety and ability throughout the city is important. Connectivity is important – especially pedestrian. The Second Street connection is important.

The scenarios are more of a kit of parts than a single idea. There are a lot of details to be figured out, especially parking, mixes of uses and densities on specific sites. This plan needs to be coordinated with the Belmont Bridge plans.

How is the plan going to be implemented? What will the area look like when change occurs? What kind of change will occur? How is the plan going to be financed?

Neighborhood leaders need more communication and interaction together outside of the Consultant Community meetings. The plan needs to acknowledge the barriers that exist related to discussions of class and race and gentrification.

The plan should focus on some actionable items so that short term improvements and investments can begin to occur.

# Public Meeting

May 16, 2013



# Steering Committee + City Staff

May 17, 2013

## Participants:

Greg Jackson	Jim Tolbert
David Ellis	Stephen Balut
Amanda Poncy	Susan Krischel
Kathy McHugh	Joy Johnson
Tierra Howard	Lena Marie
Mary Joy Scala	Alex Ix
Edith Good	John Foster
Kathy Galvin	

## Common Themes and Major Concerns:

Need better orientation graphics on the plans – satellite imagery, make landmarks stronger in graphics (cemetery, major roads). Need more 3-D visualizations on the proposal and presentation

Linear Park Scenario: may be too much public space. Combine linear park with pocket parks, smaller spaces, and urban plaza? Show linear design with anchors. (Downtown Mall and other parks?) How do the connections flow?

Emphasis on jobs and “ladders” of opportunity. There is tension between this and green infrastructure/bike-ped concerns. These seemed to be mutually exclusive but there should be a way to communicate that they are not.

New jobs need to benefit this community.

Clarify and integrate affordable housing in the plan

Making the density visual is very important – what is the density now? Show more examples of proposed SIA plan density. Show what amenities may be possible with additional density – demonstrate where these could best occur.

Neighborhood Nodes Scenario: Grid could be extended further into the area from Belmont. Mixing things together can be a good way to break down barriers & super-blocks.

Mr. Kuttner’s team conveyed his thoughts on the IX property:

- The property is under-utilized but must be developed in a way that benefits the community as a whole
- The property can/should be a beautiful place, that can become a center for the neighborhood

Market – could this become a way to connect IX to other areas? Mall area probably doesn’t want to lose the (Farmers’) Market

IX Property/Central Space Scenario: Plaza or other “special” district – festivals, other temporary events need to program the space

Workforce center – Could be a satellite of Piedmont Center on Hydraulic Road. That center is too far away and not dealing with C-ville specific workforce needs. How can this happen? Should this go into the SIA?

Light-industrial incubator (such as CIC but tied to physical shops & spaces)? Where can these go?

Analysis of how many jobs could be created in SIA? (Qualified analysis requested.)

The long-term idea of a permanent (farmers’) market that expands on weekends could fly here, but it needs a character to draw people. And it needs to include everyday retail, not just “tourist” retail like the Roanoke Market. (Roanoke Market: City of Roanoke owns the market but a foundation runs it and does the leasing, which allowed historic tax credit financing.) A permanent market building is a commitment. Charlottesville market is studying whether it is feasible for it to be an everyday market – there are other short-term markets around town throughout the week.

Need for a youth center – move the existing center on Market St to IX? IX needs to be better connected to the community to help its tenants as well as making it more visible.

The SIA could become an area with organic restaurants, farm food sales, etc

Housing Authority & PHA – The SIA Plan is for guidance on what they could do; understanding that this plan is to provide ideas on what could be done not “forcing” them to do anything.

After a plan is approved, part of the plan effort will be what is left for the residents, city staff, others to DO in order to keep the SIA plan and vision alive.

- Demonstration projects, Catalysts
- Short-term actionable ideas

Steering Committee may be a good source to work with Ridge Street property owners. We understand that a new petition is coming from PHAR. The Steering Committee should read this document and work through items noted.

### *Community Comment Period at End of Steering Committee:*

Incremental change allows neighborhood to retain character as it grows as well as not flooding the market.

Linear Scenario – could be thinner and extend into the neighborhoods further - allow for spaces for ball courts, playgrounds, gardens “Tree” or “fingers” into the community

Piazza Scenario – flexible ways to use the frontage/office space – could be convertible from residential to office space, or front-back duplex with commercial and residential when market conditions are right.

Nodes Scenario – is one-to-one (replacement of affordable units) a guaranteed space or a voucher space? Public housing could be more integrated into other housing types instead of separated.

In Greenville, SC example, you can't identify public housing units from other units and a park is located in the middle of the community.

Redevelopment is not just about public housing, it also impacts other below-market rate housing as well as people on the waiting list for public housing and homeless people, and those who have aged in place and inherited houses but can't afford taxes. Would prefer to build more affordable units to increase the density – don't forget the needs of the others – Villages Concept.

CHRA study didn't reflect what residents said or wanted Residents appreciate amenities of backyard & front yards (CHRA study = stacked units)

Finances = key

- Developers who have control may not follow residents' desires. Residents need an advocate.
- The SIA plan should give guidance for this (zoning, incentives, etc.)

The way to destroy community is to remove services. (Community) Services drive growth and who stays. Need to look at services in the neighborhood. If the downtown development aesthetic continues, what will that do to Friendship Court? Historic Preservation is important.



## Focus Group Presentations

July 16-17, 2013



### Steering Committee

July 16, 2013

#### *Participants:*

Kathy McHugh  
Tierra Howard  
Mary Joy Scala  
Jim Tolbert

Susan Krischel  
Genevieve Keller  
Claudette Grant  
Latita Talbert

# Focus Group Presentations

July 16-17, 2013



## Development & Business Community

July 16, 2013

### *Participants:*

Dan Rosensweig  
Ridge Schuyler  
Toan Nguyen  
Bob Stroh

Susan Krischel  
Ludwig Kuttner  
Hugh Ewing



## Public Housing Association of Residents

July 16, 2013

### *Participants:*

Aaliyah Jones  
Jeffrey Fogel  
Holly Edwards  
A'Lelia R. Henry

Brandon Collins  
Latita Talbert  
Joy Johnson

## Charlottesville Redevelopment & Housing Authority

Jefferson Area Board for Aging

Piedmont Housing Alliance

National Housing Trust

July 16, 2013

### *Participants:*

Kevin White  
Karen Reifenberger  
Mark Watson  
Chris Murray  
Bob Stevens

Hosea Mitchell  
Connie Dunn  
Gordon Walker  
Edith Good

# Focus Group Presentations

July 16-17, 2013



## City Environmental & Engineering Staff

July 17, 2013

**Participants:**

Tony Edwards	David Tucker
Kristel Riddervold	Amanda Poncy
Wendy Phelps	Donovan Branche
Marty Silman	Dan Frisbee



## Belmont, Ridge Street, and Martha Jefferson

### Neighborhood Associations

July 17, 2013

**Participants:**

Martha Levering	Maria Chapel
Mark Kavitt	Harry Holsinger
Greg Jackson	Richard Zeller
Julia Williams	Ellen Wagner

## Housing Advisory Committee

July 17, 2013

**Participants:**

Kira Drennon	Jennifer Jacobs
Kristin Szakos	Nancy Kidd
Dan Rosensweig	Melissa Thackston
Mark Watson	Edith Good
Bob Hughes	Joy Johnson
Kaki Dimock	



## NDS Planning Staff

July 17, 2013

**Participants:**

Michael Smith	Melissa Thackston
Mary Joy Scala	Missy Creasy
Madeleine Hawks	Brian Haluska
Kathy McHugh	Tierra Howard

# Public Open House + Meeting

July 17, 2013

## *Participants:*

Sarah Litchfield	Cecile Gosham
Natasha Siemtsky	Levon Buller
Oliver Platts-Mills	Christine Palazzolo
Edith Good	Greg Jackson
Nancy Carpenter	John Foster
Joanie Freeman	Bill Wuensch
Shymora Cooper	Susan Elliott
Jennifer Lawless	David Hirschman
Matt Reges	Garnet Mellen
Harry Holsinger	Baughan Roemer
Aubrey Watts	Missy Creasy
Deirdre Gilmore	Lena Seville
Aaliyah Jones	Jim Rounsevell
Karen Shepard	Mo Nichols
Alex Ix	Dede Smith
Mark Kavit	Bob Stevens
Ridge Schuyler	William Lucy
Emily McMillan	Zachary Brackett
David Tucker	Nina Brackett
Maurice Jones	Paul Beyer
David Ellis	Julie Jones
Amy Wicks-Horn	John Woodruff
Helen Paol	Bitsy Waters
Julia Williams	Claudette Grant
Dinko Pocanic	Andrea Douglas
Franciska Pocanic	Rachel Lloyd
Pat Lloyd	Marla Ziegler
Hollie Lee	Laura Knott
Kristin Szakos	Betty Bruback
Kevin Wood	Susan Krischel
Jo Olson	Ludwig Kuttner
Leah Watson	Troy Bowles
Ivana Kadisa	Brenda Singletary
Brian Wimer	Fabian Kuttner
Stacy Miller	



**Public Open House**



**Plan Presentation**



**Town Hall Format Discussion**



**Town Hall Format Discussion**



Building Permits Issued 2000-2012 (MSA)

# Appendix B



# Building Permits

## Building Permits Issued 2000-2012 in the MSA

Year	Charlottesville		Albemarle County		Fluvanna County		Greene County		Nelson County		Total	
	# SF	# 2+ Units	# SF	# 2+ Units	# SF	# 2+ Units	# SF	# 2+ Units	# SF	# 2+ Units	# SF	# 2+ Units
2000	48	16	515	34	336	0	178	0	112	0	1,189	50
2001	68	84	465	358	434	0	211	0	116	0	1,294	442
2002	53	63	631	1,120	420	2	180	0	120	0	1,404	1,185
2003	57	302	639	417	330	0	160	0	157	12	1,343	731
2004	105	166	565	19	323	2	166	0	201	0	1,360	187
2005	163	121	717	108	248	0	207	0	216	0	1,551	229
2006	111	348	567	13	206	0	196	0	156	0	1,236	361
2007	194	74	488	92	172	0	174	0	123	0	1,151	166
2008	163	30	374	58	106	4	101	0	77	0	821	92
2009	57	48	287	38	84	18	107	0	51	0	586	104
2010	47	46	331	300	79	16	99	136	51	0	607	498
2011	49	97	384	288	57	4	84	0	45	0	619	389
2012	<u>60</u>	<u>625</u>	<u>331</u>	<u>0</u>	<u>73</u>	<u>4</u>	<u>76</u>	<u>0</u>	<u>43</u>	<u>0</u>	<u>583</u>	<u>629</u>
Total	1,175	2,020	6,294	2,845	2,868	50	1,939	136	1,468	12	13,744	5,063
Average Annual	90	155	484	219	221	4	149	10	113	1	1,057	389

Sources: Weldon Cooper Center for Public Service: Demographics and Workforce at UVA, Bolan Smart 3/13

Bolan Smart, 3/13



Existing Employment Resources

# Appendix C



## Existing Employment Resources

Although there are reported to be over 2,850 jobs in the SIA, and multiple more jobs in nearby concentrations, unemployment is prevalent for some select groups of residents in the SIA. To help facilitate job opportunities for unemployed or under employed members of the community, there are over 40 agencies / organizations offering economic and workforce development services. Specific services offered include workplace skills / job readiness training, job search and placement assistance as well as basic literacy / education. Organizations that cater to low-income residents and youths that are convenient / easily accessible to SIA residents comprise:

- Section 3 Program (administered by City of Charlottesville Department of Neighborhood Development Services). Section 3 is a provision of the U.S. Department of Housing and Urban Development Act of 1968 that promotes local economic development, neighborhood economic improvement, and individual self-sufficiency. The Section 3 programs provide job training, employment, and contracting opportunities for low or very low income residents in connection with projects and activities in their home neighborhoods. To date, the Section 3 program has reported its most success in facilitating Section 3 contracts.
- Charlottesville's Community Investment Collaborative (CIC) was created to function as a conduit between getting larger employment contracts and sourcing them to Section 3 businesses (defined as at least 51 percent Section 3 resident owned, employing more than 30 percent Section 3 residents or subcontracting out 25 percent of the contract dollar value to a Section 3 business concern). The CIC also provides opportunities to entrepreneurs who may lack the social, economic, or educational wherewithal to establish a new business, but who have the motivation and creative drive to pursue success. Specific resources include training, mentoring and micro-lending.
- Charlottesville Department of Human Services Community Attention. Key services provided include job readiness, educational support, independent living skills and youth programs.
- Charlottesville Department of Social Services. One of the distinguishing features of the organization is that it provides low-income families with financial assistance for child care. In addition, the program facilitates the knowledge and use of state programs such as Virginia Initiative for Employment Not Welfare (see below).
- Offender Aid & Restoration Reentry Program. Provides pre-and-post release services in support of a positive transition from incarceration back to the community.

Among the numerous efforts intended to advance full employment, there are a few state programs that underscore the range of resources currently being targeted at those in need in the SIA area. Examples include:

- Virginia Initiative For Employment Not Welfare (VIEW). VIEW offers employment-related activities, including assessment, referrals to jobs, education, training, and support services for participants in the Temporary Assistance for Needy Families program with the goal of becoming economically self-sufficient. Work activities may include unsubsidized or subsidized employment, community work experience, and on the job training.
- Virginia Workforce Connection. This program should be mentioned as an online labor market information tool designed to connect job seekers with training and employers, etc.
- Virginia Jobs Investment Program (VJIP). VJIP exists to support private sector job creation primarily by encouraging the expansion of existing Virginia businesses and the start-up of new business operations by off-setting recruiting and training costs.

Finally, there are numerous and ongoing economic development and job initiatives championed by Charlottesville Office of Economic Development (OED). Two prominent OED workforce services functions include:

## Existing Employment Resources

- Charlottesville Community Career Conferences. There are two conferences, one in the spring and one in the fall, held at the John Paul Jones Arena. Last year, the conferences attracted over 70 employers and over 1,000 job seekers.
- City Council recently endorsed an OED staff position dedicated entirely to Workforce Development Strategies. Its creation will allow the further alignment of the City's workforce and economic development efforts. The position has been appointed to Hollie Lee, who previously worked for OED in an Economic Development Specialist capacity.

Job Growth Recommendations

# Appendix D



# Job Growth Recommendations

The City recently published the Growing Opportunity: A Path to Self-Sufficiency in Charlottesville report and has numerous job growth implementation initiatives underway as a result. The highlights of these recommendations that would benefit the SIA are summarized as follows:

## General:

1. Form a community council that will serve in an advisory capacity to the City when developing and implementing its workforce development efforts and strategies.
2. Develop a formal partnership with the Workforce Center – Charlottesville by establishing a downtown satellite workforce center to ensure that City residents have access to training opportunities and resources that will help them meet local employers' workforce needs.
3. Explore the possibility of establishing a peer-to-peer network within Charlottesville's low-income neighborhoods that will provide City residents with the workplace training, basic skills training, support services, and job placement services necessary to meet employers' workforce needs.

## Job Barrier Specifics (not previously mentioned herein):

1. Job Creation – a) Conduct site and building surveys to identify suitable parcels and willing property owners that can support manufacturing or light industrial positions requiring low to moderate skills. b) Make changes to the City's Zoning Ordinance to allow flexibility for the location of start-up businesses in zoning districts that currently allow industrial/business/technology uses. Group by potential impacts and allow as many as possible by-right.
2. Basic Literacy – Leverage existing regional resources such as Thomas Jefferson Adult and Career Education and the Adult Learning Center among others.
3. Workplace Skills – a) Design and implement career training programs using Community Development Block Grant Funding (CBDG). b) Design and implement a pilot of the Section 3 Training to Employment Program using funding from the Charlottesville Housing fund.
4. Transportation – a) Design and implement a subsidized bus program to facilitate getting eligible City residents to work for the first two months. b) Enhance partnerships with non-profit organizations that offer transportation assistance to low-income residents.
5. Child Care – Increase the accessibility of available and affordable child care options including during non-traditional hours.
6. Criminal History – Reduce the impact that criminal convictions have on employment and transportation.
7. Housing – Multiple efforts focused on providing safe and clean affordable housing, including the rehabilitation of the existing subsidized housing in the SIA. A specific recommendation example is to repurpose the Strategic Investment Fund (the portion earmarked for housing support) to provide short-term loans and/or gap financing for affordable and/or mixed-use, mixed-income projects at or slightly more than the most recent bond rate.
8. An example of a specific recommendation in this report that is currently being implemented that is worth mentioning is the PluggedInVA program, operated out of the Virginia Office of Adult Education and Literacy. The program offers an intensive six-month career pathways training that prepares adult learners with the knowledge and skills they need to succeed in postsecondary education, training, and high demand, high-wage careers in the 21st Century. The goal of PluggedInVA is to provide low skilled adults with a career pathways program that incorporates 21st Century skills into a traditional GED curriculum to help them quickly develop the technological and workplace skills they need to succeed. The City is currently organizing a program focused more towards retail training (i.e. for jobs at Costco, CVS, Wegmans, etc.) for local residents.



Financial Toolbox

# Appendix E



## Financial Toolbox

Economic development strategies that help guide future investment should focus on the specific local industry drivers being championed by the revitalization effort. To facilitate these developments, there are numerous incentives and techniques that can be employed to minimize existing barriers and development constraints and build on specific opportunities created by the development plan. They range from fairly conceptual to more specific incentives and programs to direct subsidies and assistance by the public sector. During development and redevelopment projects, these programs and incentives should be considered individually and collectively for their applicability to helping promote desired development.

### Charlottesville Financial Resources.

The two important City of Charlottesville expenditure categories that may impact implementation of the SIA plan are: 1) the City's Capital Improvement Program (CIP) budgeted at \$11.2 million for FY 2014, and 2) the City's capacity to finance more debt. City budget guidelines stipulate that the City maintain a debt service to general fund total expenditure budget ratio of 8 percent or less. This means that with General Fund revenues for FY 2014 of \$135.5 million, debt service expenditures could be approximately \$11.0 million. With current debt service payments of \$6.5 million (less than five percent of the General Fund expenditures), and putting aside any other new capital investment demands, there could be capacity for the City to make infrastructure investments in the SIA.

Within the existing CIP and other budget categories, allocations are made to the following housing and neighborhood related funds:

- Charlottesville Housing Fund – Has an allocation averaging over \$1.4 million to specifically address affordable housing that has been in place since fiscal year 2007 and 2008. Funds are currently equivalent to \$0.03/1,000 of tax revenue. If funding was shifted from CIP to tax based contributions, the amount could vary and actually decrease with property values that are subject to market variation and the national economy. The current CIP allocation reflects the City's recognition of affordable housing as part of the required community infrastructure. Funds are awarded through a request for proposal or through strategic investments and are overseen by Neighborhood Development Services.
- Neighborhood CIP Fund – A more modest CIP program with a \$50,000 per annum budget. Examples of projects funded comprise sidewalk upgrades, traffic calming, lighting, landscaping and more.

Another Charlottesville resource is the Office of Economic Development (OED), which promotes employment opportunities for the City. Implementation of OED initiatives are often facilitated by Charlottesville Economic Development Authority (CEDA). CEDA uses bond authority as a source of tax exempt financing for manufacturing and charitable organizations. CEDA also has the capability of acquiring, owning, leasing or disposing of property in order to promote economic development. For example, in 1994, CEDA bought 1.98 acres from the railroad which is now the 41,088 square foot two-story National Optronics building at 100 Avon Street (flex use – not a traditional office building).

Several economic incentive programs championed by the OED include, but are not limited to:

- Performance Agreements – An example is CEDA entering into a Performance Agreement used to help support desired development. The increase in the real estate tax base resulting from a new investment is shared 50/50 between the City and the developer over a five year period. The developer pays 100 percent of the incremental increase in taxes and 50 percent is rebated back. Two such agreements have been completed in the last four years: 1) The CFA Institutes Center for Global Operations in the former Martha Jefferson Hospital Campus space, to be completed in 2013 comprising a \$40 million investment along with approximately 400 jobs; and 2) the Waterhouse project at 218 Water Street designated as World Strides headquarters (a student travel business). Waterhouse is a \$20 million 90,000 square foot mixed-use development that houses an estimated 300+ WorldStride's employees.

## Financial Toolbox

- **Charlottesville Technology Zone** – In 2001, the City created a tax incentive for qualified technology businesses operating with the City limits. Over 300 qualified businesses have taken advantage of this ordinance, which essentially reduces business license taxes.
- **Historically Underutilized Business Zone Program (HUBZone)** – Sponsored by the Small Business Administration, this program is intended to stimulate economic development and create jobs in targeted / qualified areas of the City by providing federal contracting preferences to small businesses. Stipulations require employing staff and maintaining a principal office in a designated HUBZone. Most of the SIA is within a HUBZone.

### Regional and State Financial Resources.

- **Central Virginia Partnership for Economic Development (CVPED)** – A regional organization comprised of the City of Charlottesville and eight surrounding counties. CVPED serves as a conduit for inquiries and prospects from the Virginia Economic Development Partnership.
- **Virginia Economic Development Partnership** – Created in 1995 to help those seeking a prime business location and increased trade opportunities thereby fostering increased expansion of the Commonwealth's economy.
- **Virginia Housing Development Authority (VHDA)** – Makes loans for construction, acquisition/rehabilitation, refinancing of rental properties and mixed-use properties, including tax-exempt bond financing, taxable bond financing, mixed-income, mixed-use with mixed-income, SPARC (sponsoring partnerships and revitalizing communities) multifamily and REACH Virginia (resources enabling affordable community housing in Virginia).
- **Virginia Housing Trust Fund (HTF)** – The Virginia Housing Trust Fund came into being in 2013 with an initial budget of \$7 million. The funding for the HTF came from a one-time payment that Virginia received as a part of the National Mortgage Settlement Agreement. No long-term funding source has yet been identified for the HTF. The HTF will be administered jointly by the Virginia Department of Housing and Community Development (VDHCD) and the Virginia Housing Development Authority (VHDA). At least 80 percent of the moneys from the Fund are allocated to providing flexible financing for low-interest loans through eligible organizations. All such funds shall be repaid to the credit of the Fund. Loans may be provided for: a) affordable rental housing to include new construction, rehabilitation, repair, or acquisition of housing to assist low or moderate income citizens, including land and land improvements; b) down payment and closing cost assistance for homebuyers; and, c) short, medium and long term loans to reduce the cost of homeownership and rental housing.
- **The Virginia Regional Industrial Facilities Act** – This legislation is meant to aid the economic development of localities within Virginia. The Act provides a mechanism for localities to establish regional industrial facility authorities, enabling them to pool financial resources to stimulate economic development. The purpose of a regional industrial facility authority is to enhance the economic base for the member localities by developing, owning, and operating one or more facilities on a cooperative basis involving its member localities.
- **Virginia Small Business Financing Authority** – This State of Virginia backed entity offers direct loans featuring guarantees and insurance loss programs for fixed asset purchases such as land, buildings, and equipment, intended to be used in conjunction with bank and other financing, to businesses, localities and Economic Development Authorities.

Federal Financing Tools.

Successful Federal programs that have been used to implement community revitalization and affordable housing efforts nationwide include:

- Community Development Block Grant (CDBG) program – Provides communities with resources to address a wide range of community development needs such as to ensure affordable housing and to create jobs through the expansion and retention of businesses.
- New Market Tax Credit Program (NMTC) – The federal NMTC program is designed to channel private investment capital into businesses located in economically distressed census tracts, some of which are located within the SIA. Specialized financial institutions make loans to these businesses that are typically at lower interest rates and on more flexible terms than loans from conventional commercial banks.
- U.S. Housing & Urban Development Rental Assistance Demonstration (RAD) Program – HUD recently proposed allowing certain properties to convert to long-term Section 8 rental assistance contracts. In late December 2012, HUD announced its initial awards under the RAD. These applications represented a broad range of applicants in terms of Public Housing Authority (PHA) size, geographic distribution, conversion type, and financing sources. In Virginia, there were two awards: 1) Richmond Redevelopment & Housing Authority (373 units at the Fay development); and, 2) Hopewell Redevelopment & Housing Authority (130 units at Kippax Place and Piper Square).
- Low Incoming Housing Tax Credits (LIHTC) – The LIHTC Program is an indirect Federal subsidy used to finance the development of affordable rental housing for low-income households. Investors receive a dollar-for-dollar credit against their Federal tax liability each year over a period of 10 years. The amount of the annual credit is based on the amount invested in the affordable housing.
- Capital Fund Financing Program (CFFP) – A Public Housing Authority (PHA such as CRHA) may borrow private capital to make improvements and pledge, subject to the availability of appropriations, a portion of its future year annual capital funds to make debt service payments for either a bond or conventional bank loan transaction. The loans or bonds are obligations of the PHA. HUD does not guarantee or insure these loans or bonds. The PHA obligation is subject to the availability of appropriations by Congress and compliance with statutory and regulatory requirements.
- HOME Investment Partnership Program – HOME provides formula grants to States and localities that communities use in partnership with local nonprofit groups-to fund a wide range of activities that build, buy, and / or rehabilitate affordable housing for rent or homeownership or provide direct rental assistance. HUD establishes HOME Investment Trust Funds for each grantee, providing a line of credit that the jurisdiction may draw upon as needed. The program allows States and local governments to use HOME funds for grants, direct loans, loan guarantees or other forms of credit enhancement, or rental assistance or security deposits.
- HUD's Section 202 Program – This program provides capital advances to finance the construction, rehabilitation or acquisition with or without rehabilitation of structures that will serve as supportive housing for very low-income elderly persons, and provides rent subsidies for the projects to help make them affordable.
- HUD's Section 811 Program – Through the Section 811 Supportive Housing for Persons with Disabilities program, HUD provides funding to develop and subsidize rental housing with the availability of supportive services for very low-income adults with disabilities.

# Financial Toolbox

## Other.

Suggested programs that could be leveraged to help nurture both public and private sector investment:

- Block-by-Block Pilot – This is a newer program that is a collaborative effort among non-profits, UVA, and the City to target funds into specific micro-neighborhoods. Similar to the Neighborhoods in Bloom program in Richmond, the idea of the program is that concentrated funds will have a bigger impact on positive community change than scattering funds across the City. Work began on this program in spring 2013.
- Business Improvements District – Targeted area management services supported by supplemental fees paid by affected property owners and businesses.
- Public Parking – Facilitating private development through assisting with the provision of parking, especially where the costs of providing parking tends to make a desired development uncompetitive with market alternatives. The City of Charlottesville has strong precedent experience with supporting such parking.
- Through IDBs, creditworthy businesses can finance up to 100 percent of the cost of acquiring, constructing, and equipping a facility, including site preparation, at favorable interest rates. IDBs may also be used to allow manufacturers to lease facilities and equipment at tax-exempt rates. All projects financed with IDBs must meet federal tax code eligibility requirements.

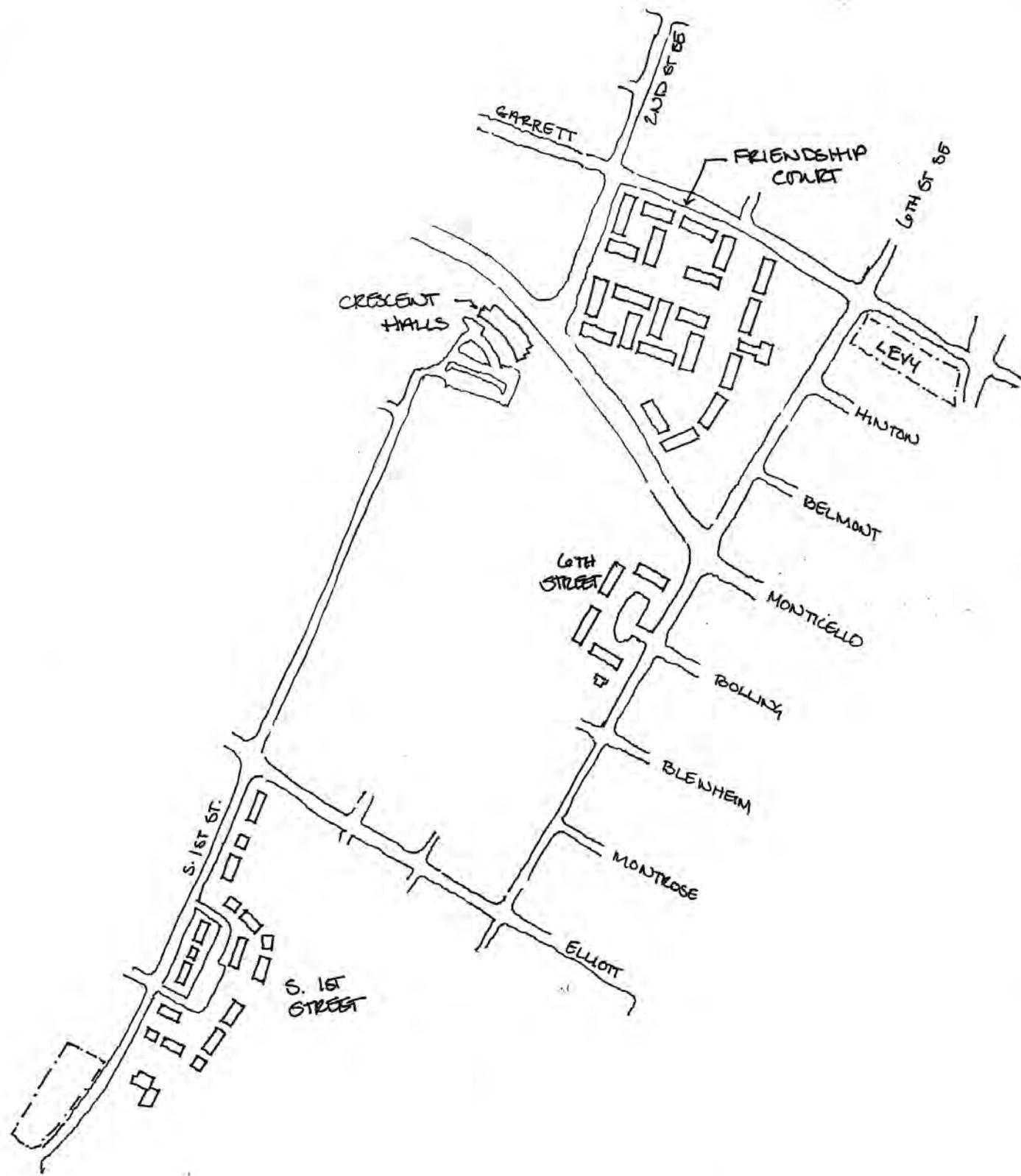
Example Relocation Strategy

# Appendix F

## Example Relocation Strategy

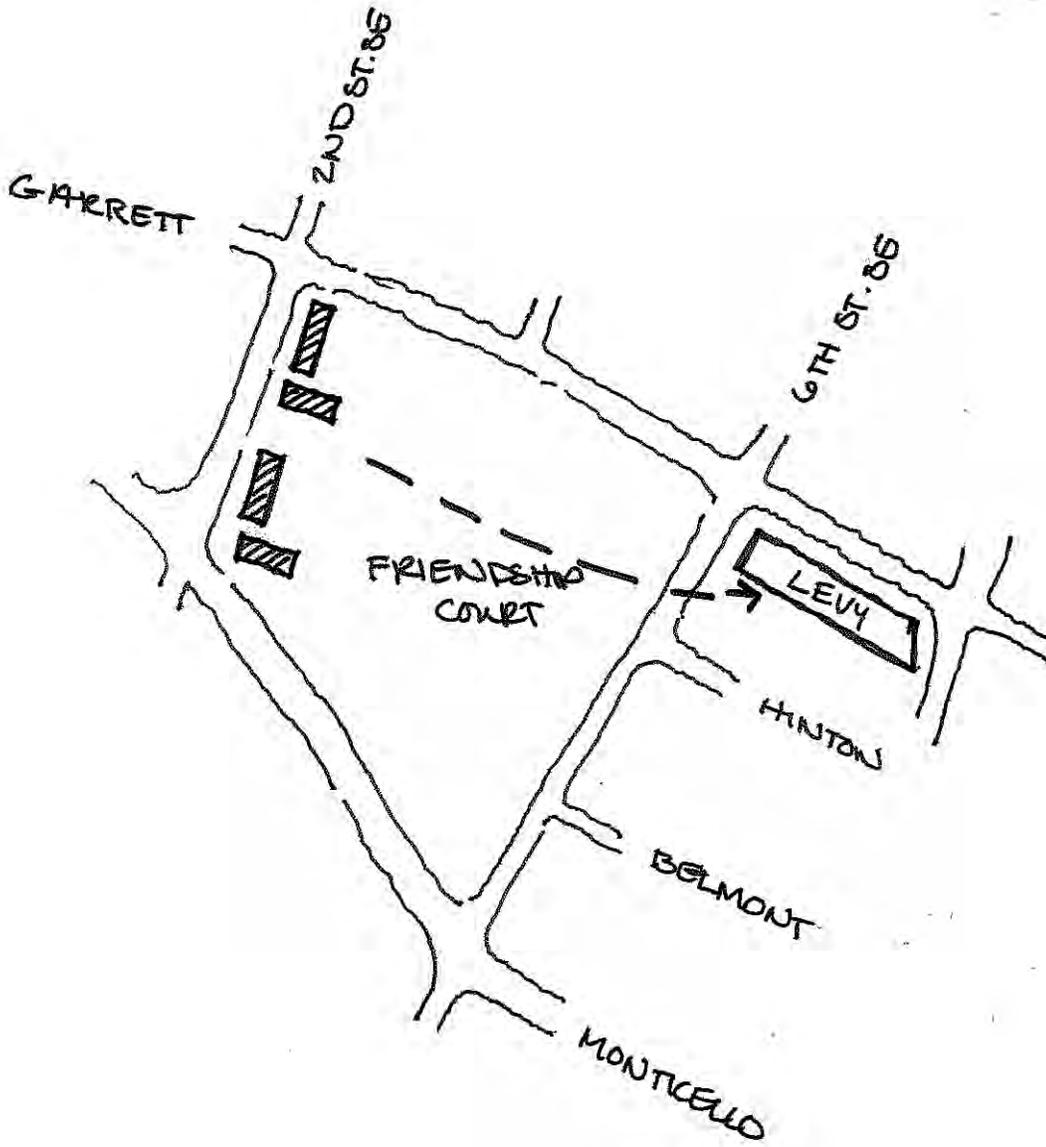
The following diagrams illustrate one potential option for relocation of Residents of CRHA properties and Section 8 properties during redevelopment activities on those properties. The Plan recommends that the properties be considered as a whole and that redevelopment activity be phased in such a way that residents who must be temporarily relocated are able to remain in the neighborhood and have the option to return to their previous location if desired. The plan recommends that CRHA and PHA/NHT work together on redevelopment and relocation plans to ensure the best future for their residents.

# Example Relocation Strategy



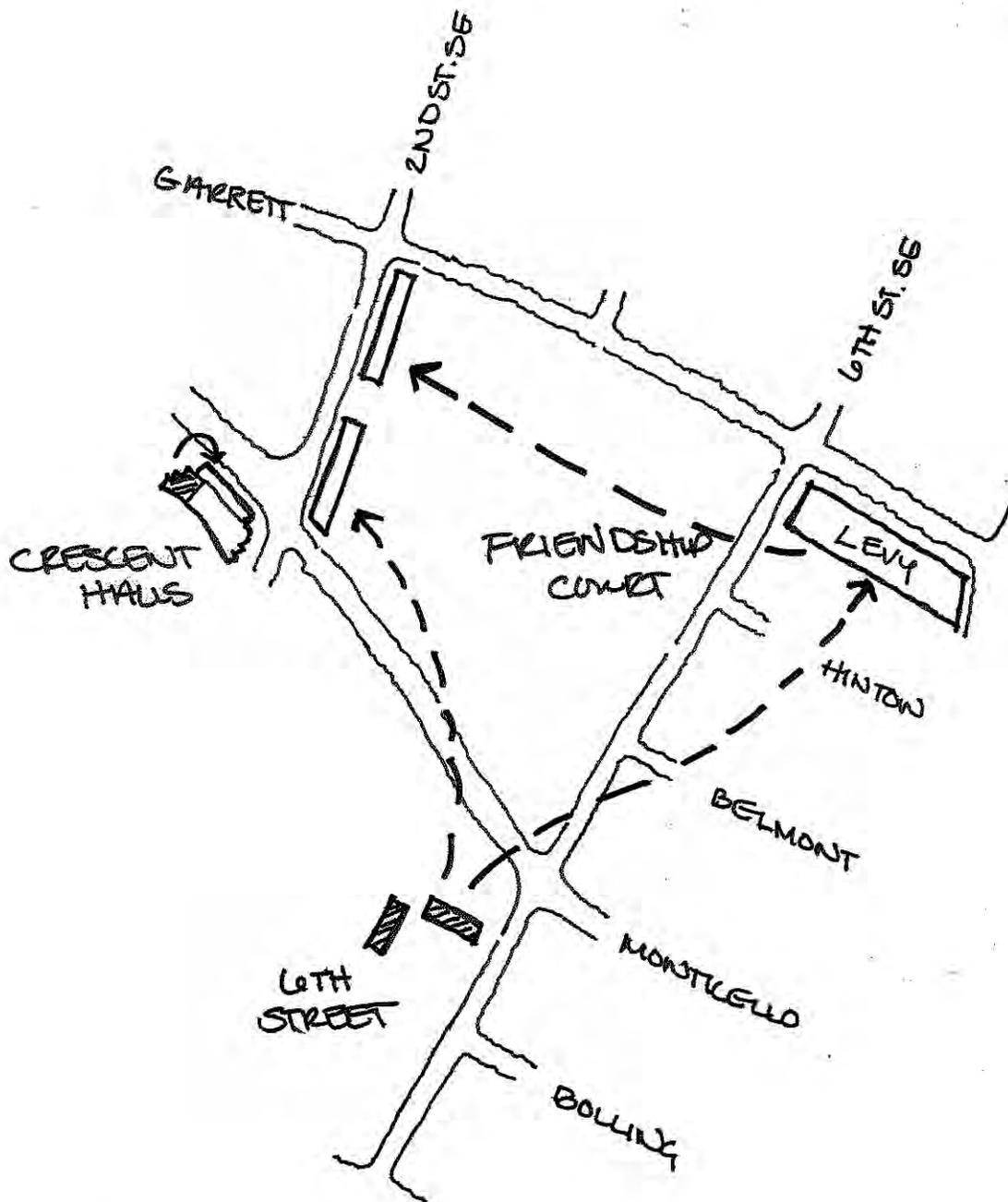
1. Existing CRHA properties and Section 8 Property within the SIA. Construction of new housing on Levy Site.

# Example Relocation Strategy



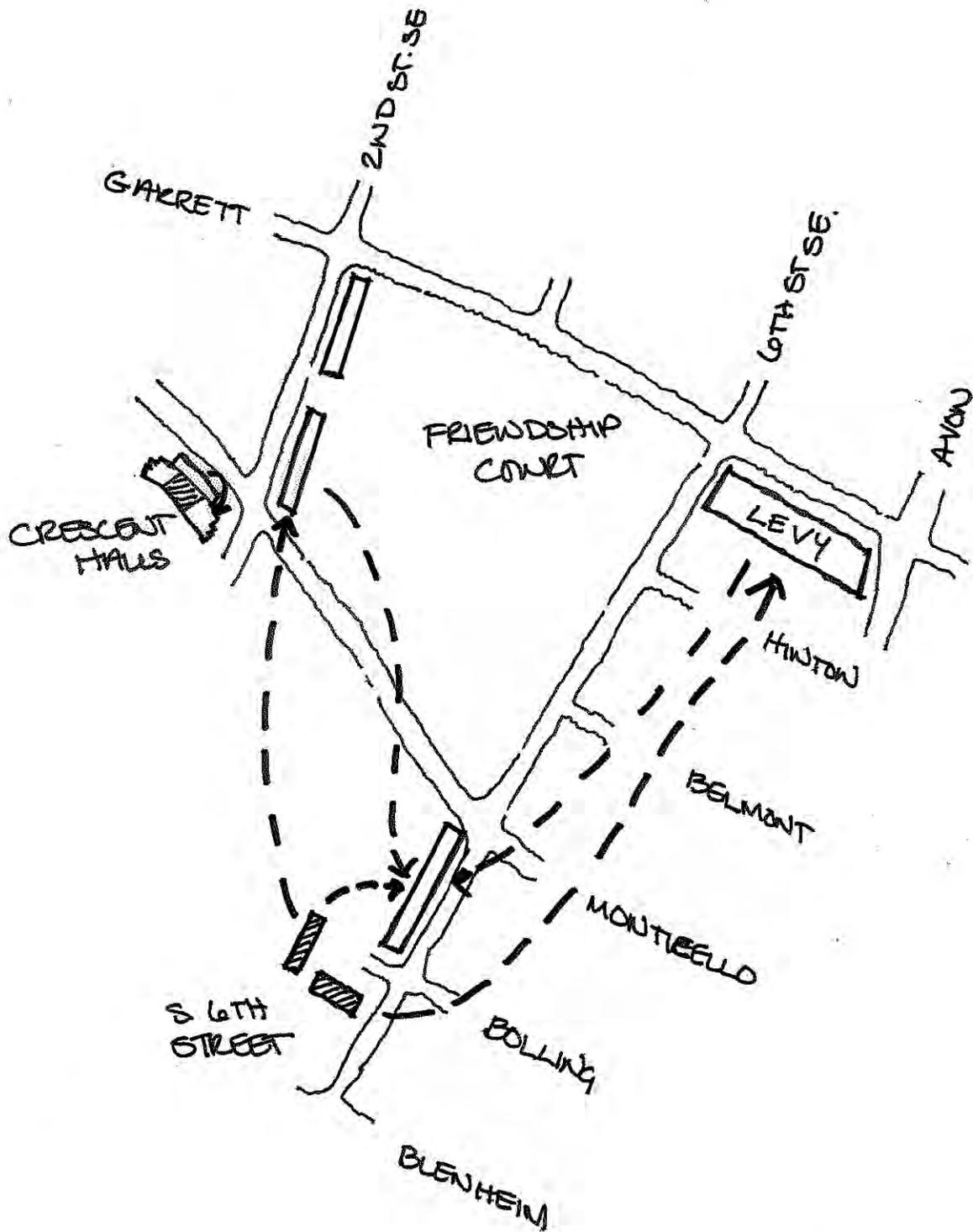
2. Some Friendship Court residents move to Levy Avenue. Partial redevelopment at Friendship Court.

# Example Relocation Strategy



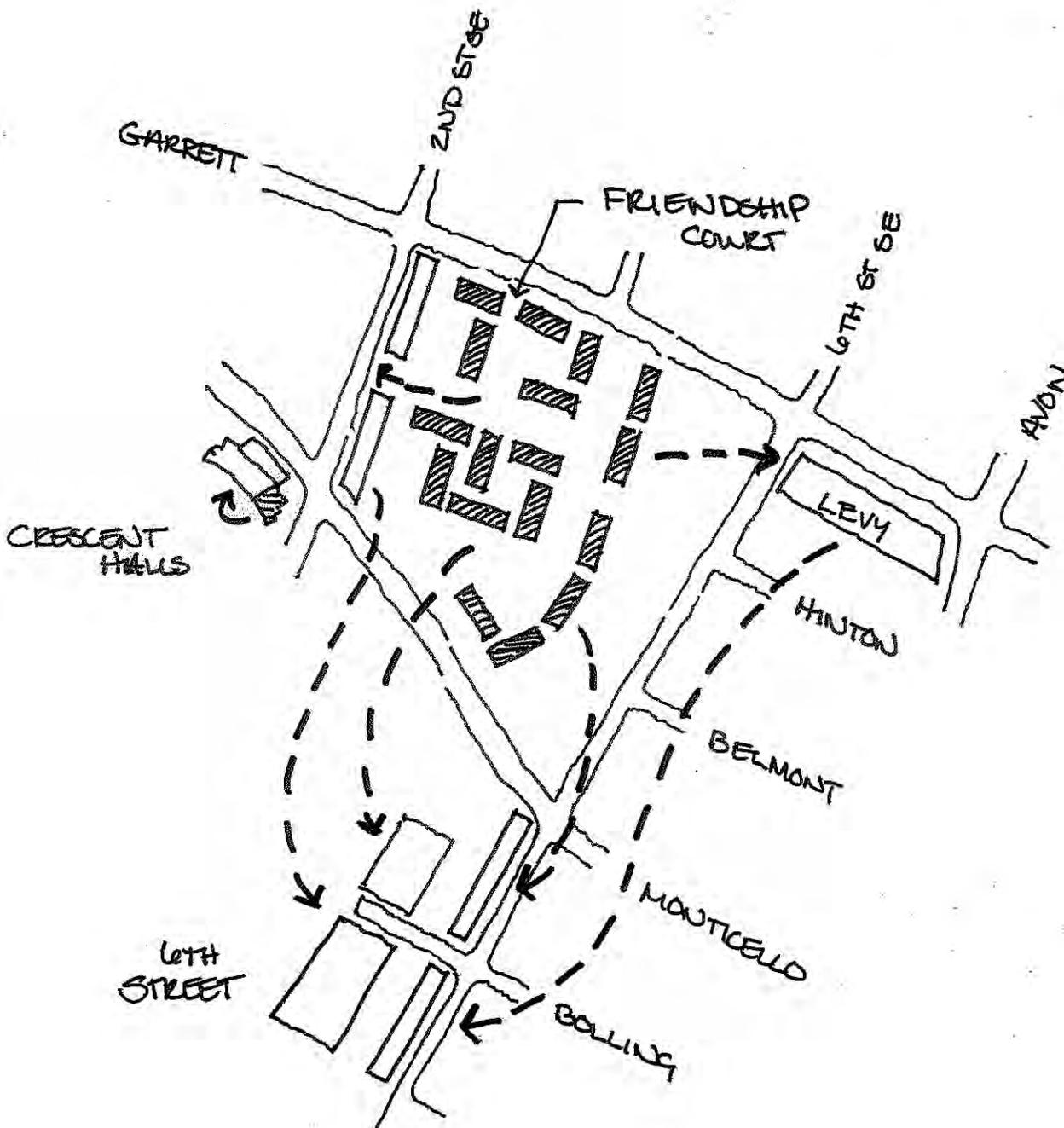
3. Some Friendship Court residents return to redeveloped property. Some 6th Street residents relocate to Levy Avenue or re-developed Friendship Court.

# Example Relocation Strategy



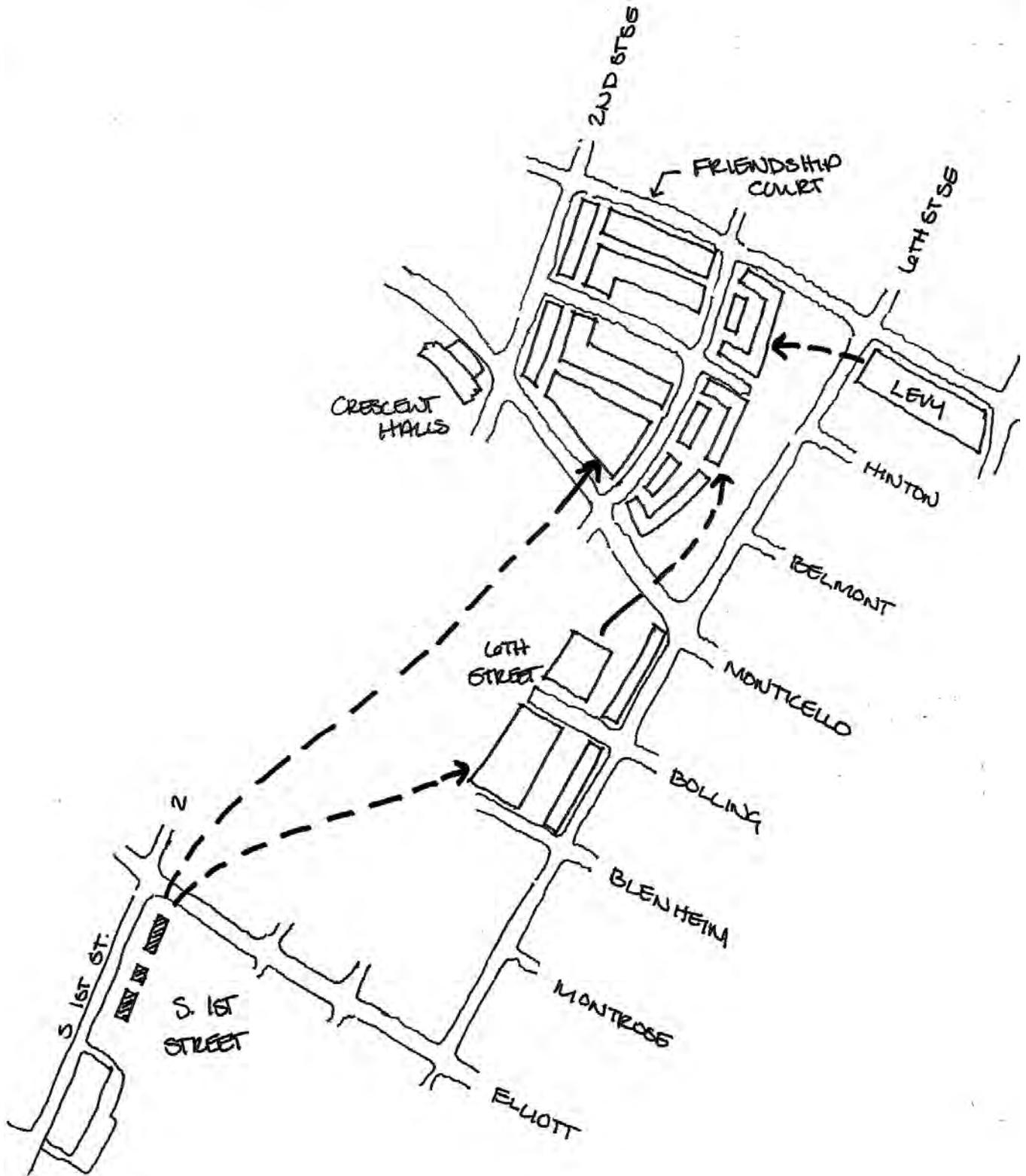
4. Some 6th Street residents return to 6th Street. Other 6th Street residents move to Levy Avenue. Crescent Halls under phased renovations.

# Example Relocation Strategy



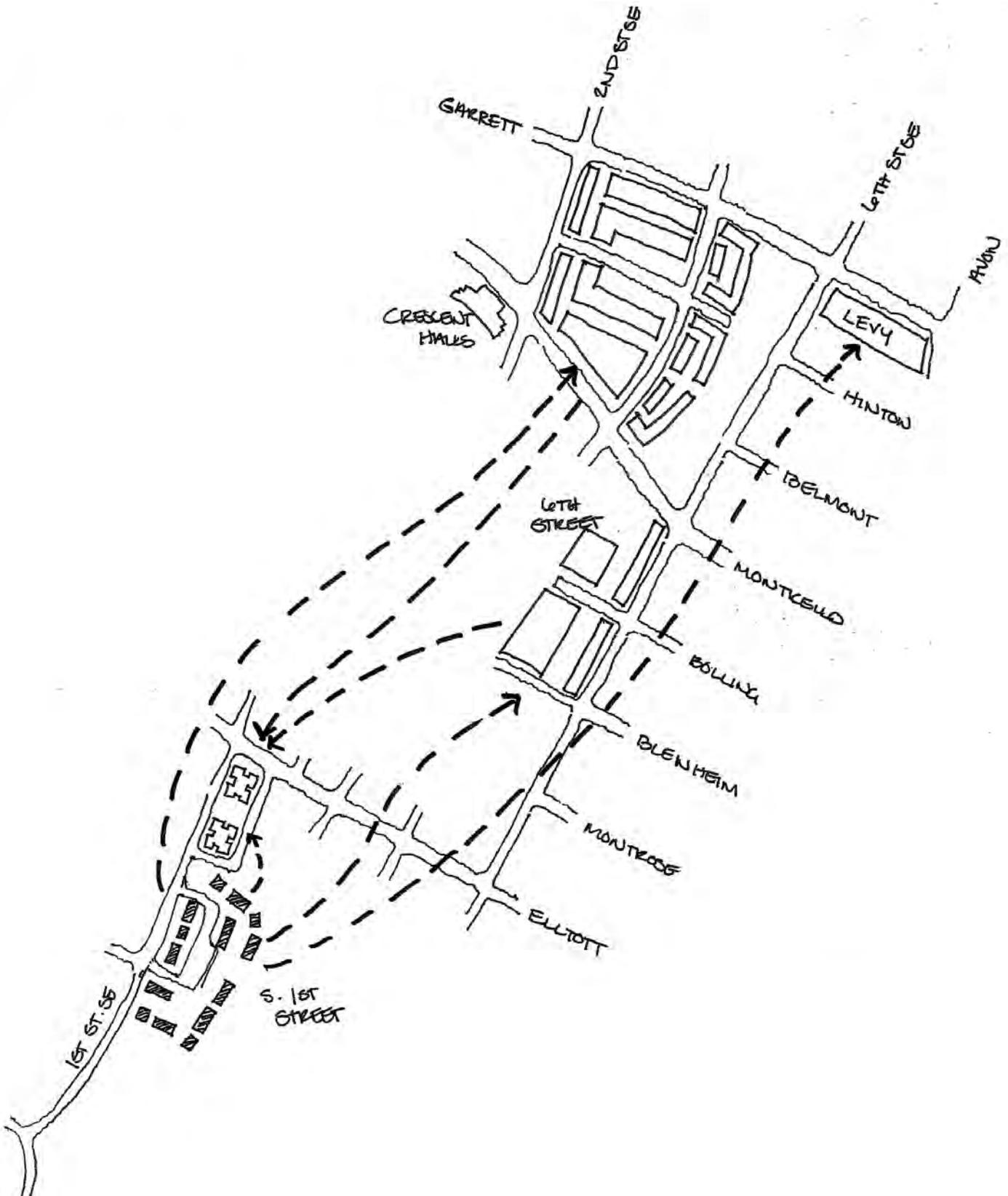
5. New buildings are completed at 6th Street. Some 6th Street residents return. Friendship Court residents relocate to 6th Street or Levy Avenue.

# Example Relocation Strategy



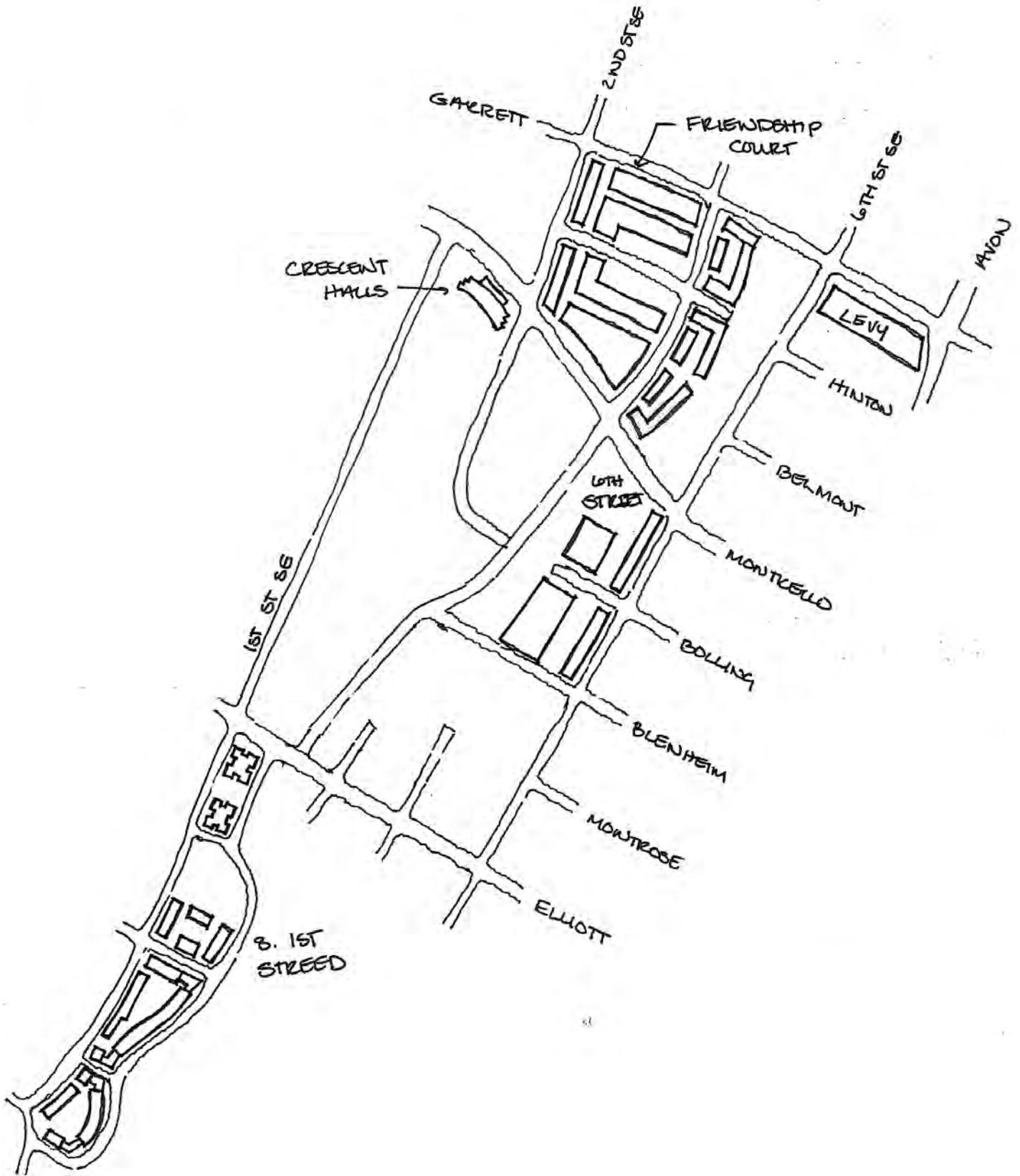
6. New buildings are completed at Friendship Court. Some residents return. Some S. 1st Street residents relocate to 6th Street and Friendship Court.

# Example Relocation Strategy



7. New buildings are completed at S. 1st Street. Some residents return. Other residents move to Levy Avenue, 6th Street, or Friendship Court.

# Example Relocation Strategy



8. Redevelopment within the SIA is completed. Residents have options for location and housing type within the SIA.

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