WHAT IS THE WEST MAIN STREET PROJECT?

A STREETSCAPE PROJECT

BUS STOPS
BUMPOUTS
SIDEWALKS
STREET TREES
CONNECTIONS TO NEIGHBORHOODS
CREATIVE PARKING STRATEGIES
LIGHTING
LID/SWM
PUBLIC ART
SIGNAGE

GoWESTMAIN.com
WHAT IS THE WEST MAIN STREET PROJECT?

NEW DEVELOPMENT MASSING STUDY

NEW DEVELOPMENT STANDARDS & CODE

A PLANNING PROJECT

ECONOMIC IMPACT ANALYSIS
<table>
<thead>
<tr>
<th>Project Schedule</th>
<th>FALL 2013</th>
<th>WINTER 2013/2014</th>
<th>SPRING 2014</th>
<th>SUMMER 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review &amp; Analysis</td>
<td></td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public Meetings</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alternative Design Concepts</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Code</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fiscal Impact Analysis</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Master Plan</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Construction Documents</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Where are we now?
Our Observations
Neighborhood Context

Locations:
- University
- 10th & Page
- Starr Hill
- Starr Hill Park
- Ebenezer Baptist Church
- Jefferson School
- Reid's Market
- Starr Hill Vinegar Hill
- First Baptist Church
- Amtrak Station
- Main St Market
- Downtown

GoWESTMAIN.com
THE WEST MAIN TIMELINE

A STREET RICH IN HISTORY
HISTORY

MANY DESIGNATED & CONTRIBUTING BUILDINGS

TWO HISTORIC DISTRICTS
Alternatives Development
“TASTE OF WEST MAIN”- PUBLIC MEETING #1
DECEMBER 7, 2013
WHAT WE LEARNED FROM PUBLIC MEETING #1

- More Trees
- Improved Transit
- Bicycle Accommodations
- More Green Space
- Parking Accommodations
- Stormwater Management
- Wider Sidewalks
- Underground Utilities
"A SECOND VISIT TO WEST MAIN" - PUBLIC MEETING #2

FEBRUARY 22, 2014

GoWESTMAIN.com
“A SECOND VISIT TO WEST MAIN”- PUBLIC MEETING #2

10 KEY DESIGN PRINCIPLES

• CREATE A MULTIMODAL STREET
• ENCOURAGE A MIX OF LAND USES
• ESTABLISH NEIGHBORHOOD CONNECTIONS
• LINK CULTURAL LANDSCAPES
• ACCOMMODATE PARKING
• ACTIVATE THE STREET
• FOSTER ENVIRONMENTAL STEWARDSHIP
• RETAIN MOUNTAIN VISTAS
• CELEBRATE THE HISTORY
• CREATE AN ECLECTIC STREETSCAPE

GoWESTMAIN.com
STREETSCAPE ALTERNATIVES

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

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

C. BOULEVARD / CYCLE TRACK
- Dedicated bicycle facility separate from cars
- “Boulevard”
- Street trees
- Retains some Parking

GoWESTMAIN.com
“A SECOND VISIT TO WEST MAIN” - PUBLIC MEETING #2

STREETSCAPE ALTERNATIVES

A. “WOONERF / SHARED STREET

B. “ASYMMETRICAL / GREEN STREET

C. BOULEVARD / CYCLE TRACK
STREETSCAPE ALTERNATIVES

A. “WOONERF / SHARED STREET

B. “ASYMMETRICAL / GREEN STREET

C. BOULEVARD / CYCLE TRACK
“A SECOND VISIT TO WEST MAIN” - PUBLIC MEETING #2

URBAN DESIGN ANALYSIS

SHOULD LONG SECTIONS OF STREET FRONTAGE DEVELOPED UNDER A SINGLE PROJECT HAVE SPECIAL GUIDELINES?

CASE STUDY FOR ENTIRE BLOCK DEVELOPMENT SCENARIO

GoWESTMAIN.com
## "A Second Visit to West Main" - Public Meeting #2

### What We Learned

<table>
<thead>
<tr>
<th>Alt. A</th>
<th>Alt B</th>
<th>Alt C</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Like</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Most desirable option</td>
<td>12 19%</td>
<td>Good for pedestrians</td>
</tr>
<tr>
<td>Good for pedestrians</td>
<td>10 16%</td>
<td>Trees/greenery</td>
</tr>
<tr>
<td>Trees/greenery</td>
<td>9 15%</td>
<td>Asymmetry</td>
</tr>
<tr>
<td>Shared street</td>
<td>9 15%</td>
<td>Shared street</td>
</tr>
<tr>
<td>Parking</td>
<td>8 13%</td>
<td>Traffic calming</td>
</tr>
<tr>
<td>Traffic calming</td>
<td>3 5%</td>
<td>Parking reduced</td>
</tr>
<tr>
<td>Good compromise for all</td>
<td>2 3%</td>
<td>Would make WMS more of a destination</td>
</tr>
<tr>
<td>Least amount of change – easy</td>
<td>2 3%</td>
<td></td>
</tr>
<tr>
<td>Activates businesses</td>
<td>1 2%</td>
<td></td>
</tr>
<tr>
<td>Discourages through traffic</td>
<td>1 2%</td>
<td></td>
</tr>
</tbody>
</table>

| **Dislike** |       |       |
| Sharrow/shared lane | 12 19% | Sharrow/shared lane | 10 16% | Center cycletrack | 19 31% |
| Emphasis on parking/cars | 10 16% | Least desirable option | 8 13% | Least desirable option | 13 21% |
| Concerns for vulnerable cyclists/families | 10 16% | Too much green space | 6 10% | Not enough parking | 5 8% |
| Not enough change | 2 3% | Asymmetry | 6 10% | Not enough parking | 5 8% |
| Not enough traffic calming | 2 3% | Not enough parking | 3 5% | Speeds up cyclists | 3 5% |
| Needs more for pedestrians | 2 3% | Too much parking | 3 5% | Divides N & S | 1 2% |
| Least desirable option | 1 2% | | | Not enough traffic calming | 1 2% |
| Neighborhood impacts due to diverting traffic | 1 2% | | | |
ALTERNATIVE A(1)
REVISED "WOONERF"

ALTERNATIVE A(2)
SIDE CYCLETRACK

ALTERNATIVE B(1) & B(2)
MULTI-USE BOULEVARD

GoWESTMAIN.com
Alternative A(1) – Revised "Woonerf" Street
Alternative A(2) - Side Cycletrack

GoWESTMAIN.com
Alternative B(1) – Multi-Use Boulevard

- 10' SIDEWALK
- 11' DRIVE LANE WITH SHARROWS
- PERMEABLE PAVING
- 18' "BACK-IN" ANGLED PARKING WITH TREE STOPS (CYCLETRACK FROM 7-10AM)
- 11' DRIVE LANE WITH SHARROWS
- 10' SIDEWALK
Alternative B(2) - Multi-Use Boulevard Bus Bulb
10th Street to Jefferson Park Avenue

[Diagram showing a street layout with various elements such as sidewalks, bike lanes, drive lanes, and medians/turn lanes.]

GoWESTMAIN.com
Alternative A(1) - Revised "Woonerf" Street + Alternative B(1) - Multi-Use Boulevard

GoWESTMAIN.com
COMMUNITY CONCERNS & NEEDS

- BICYCLE ACCOMODATIONS
- PARKING
- A “FLEXIBLE” STREET
- PEDESTRIAN ACCOMODATIONS
- MOTOR VEHICLE ACCOMODATIONS
- INNOVATIVE / UNIQUE DESIGN
- HUMAN SCALE URBAN FORM
Suitability Analysis

Office of the Architect
for the University
Transit Routes

Legend

- UTS/CAT Bus Stops
- UTS Routes
- CAT 7 Route

Office of the Architect for the University
Battle Building | Plant Palette

Landscape Planning
# University / Emmet / Ivy District
## Planning Schedule: February - June 2014

<table>
<thead>
<tr>
<th>Capacity/Suitability Analysis</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. CIE analysis of 300pc area: opportunities/constraints</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Overlay previous studies within study area</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Develop suitability direction</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Develop district suitability model</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Develop district suitability map</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Circulation Analysis</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
</tr>
</thead>
<tbody>
<tr>
<td>6. Review existing/completed area analyses</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Assess need for additional data</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. Create circulation issues overlay</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. Review need for additional specific analysis</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10. Define district circulation opportunities/issues</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Land Use Analysis</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
</tr>
</thead>
<tbody>
<tr>
<td>11. Overlay 2008 Grounds Plan redevelopment zones</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12. Assess existing and potential district land use</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13. Develop conceptual land use scenarios</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14. Select preferred scenario with preferred Grounds Plan redevelopment zones</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Landscape Planning</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
</tr>
</thead>
<tbody>
<tr>
<td>15. Review previous landscape planning</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16. Develop objectives for entry corridors’ landscape</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17. Integrate/expand landscape analysis to include entire district</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18. Assess need for additional scope</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19. Develop conceptual landscape scenarios</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20. Select/refine proposed landscape scheme</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Ivy Mountain Planning Analysis

Master Planning Council
Office of the Architect
April 30, 2014
Current Planning for Redevelopment Zones

- Ivy Mountain: 23 acres
- Ivy Corridor: 12.8 acres
- Brandon-Monroe: 7.5 acres

Precincts and Redevelopment Zones:
- Residential
- Mixed Use
- Academic
- Mixed Use
- Structured Parking
- Connectivity Improvement
Site Aerial and Context
<table>
<thead>
<tr>
<th>Existing Site Layers</th>
<th>Ivy Mountain Development Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing Forest Canopy</td>
<td>Building Footprints</td>
</tr>
<tr>
<td>Slope Condition</td>
<td></td>
</tr>
<tr>
<td>Solar Exposure</td>
<td></td>
</tr>
<tr>
<td>Utility Easements</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Guideline Layers</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Riparian Buffer (50’)</td>
<td></td>
</tr>
<tr>
<td>Critical Slope Buffer (&gt;25%)</td>
<td></td>
</tr>
<tr>
<td>Building Setback (50’)</td>
<td></td>
</tr>
<tr>
<td>Circulation</td>
<td></td>
</tr>
<tr>
<td>High Quality Stream or Forest</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Proximity Layers (100-foot Intervals)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distance to Internal Roads</td>
</tr>
<tr>
<td>Distance to Electric Lines</td>
</tr>
<tr>
<td>Distance to Gas Lines</td>
</tr>
<tr>
<td>Distance to Sanitary Lines</td>
</tr>
<tr>
<td>Distance to Water Lines</td>
</tr>
</tbody>
</table>
Suitability Analysis
<table>
<thead>
<tr>
<th>Development Suitability</th>
<th>Acreage</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Development</td>
<td>9.2</td>
</tr>
<tr>
<td>Less Suitable</td>
<td>2.5</td>
</tr>
<tr>
<td>Moderately Suitable</td>
<td>5.7</td>
</tr>
<tr>
<td>Highly Suitable</td>
<td>5.7</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>23.1</strong></td>
</tr>
<tr>
<td>Suitable Total</td>
<td>11.4</td>
</tr>
</tbody>
</table>

**Site A** 5.1 ac.  
**Site B** 0.5 ac.  
**Site C** 1.9 ac.  
**Site D** 1.5 ac.
Site: D
Area: 1.5 Acres
Site Capacity: 32,000 GSF

Site: A
Area: 5.1 Acres
Site Capacity: 110,000 GSF

Site: C
Area: 1.9 Acres
Site Capacity: 42,000 GSF

Site: B
Area: 0.5 Acres
Site Capacity: 12,000 GSF

Suittability Analysis: 0.5 FAR (196,000 GSF)
Suitability Analysis: 1.0 FAR (392,000 GSF)

- **Site: D**
  - Area: 1.5 Acres
  - Site Capacity: 64,000 GSF

- **Site: A**
  - Area: 5.1 Acres
  - Site Capacity: 220,000 GSF

- **Site: C**
  - Area: 1.9 Acres
  - Site Capacity: 84,000 GSF

- **Site: B**
  - Area: 0.5 Acres
  - Site Capacity: 24,000 GSF

Additional details:
- Site: D
  - Area: 1.5 Acres
  - Site Capacity: 64,000 GSF

- Site: C
  - Area: 1.9 Acres
  - Site Capacity: 84,000 GSF

- Site: B
  - Area: 0.5 Acres
  - Site Capacity: 24,000 GSF
• Environmentally Sensitive Site
• Circulation Challenges
• Aesthetically Unique
• Available Development Capacity
• Notable Demolition Required

Process:
Working Group Meetings Completed
Steering Committee Meeting Planned
Two Working Group Meetings Completed:
Luis Carrazana, Tom Cook, Kevin Fox, Joann Im, Julia Monteith, John Rainey, Rebecca White, David Neuman

Steering Committee Meeting Planned:
Bo Cofield, Larry Fitzgerald, Tom Harkins, Charlie Hurt, Rich Kovatch, George Southwell, Colette Sheehy, Dick Minturn, Julia Monteith, David Neuman