west main street corridor plan
meadow street to the boulevard
richmond, virginia

AN ELEMENT OF THE MASTER PLAN
OF THE CITY OF RICHMOND

PREPARED FOR
Your Neighbors Uptown Association

PREPARED BY
Virginia Commonwealth University
Department of Urban Studies and Planning

SEPTEMBER 1998

ADOPTED
City Planning Commission
February 1, 1999

APPROVED
City Council
March 22, 1999
Ordinance 99-59-87
acknowledgements

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In August of 1997, Your Neighbors Uptown Association commissioned the Virginia Commonwealth University's (VCU) Department of Urban Studies and Planning to determine the needs of the West Main Street Corridor and prepare a plan of improvements. Prepared under the direction of Morton Gulak, PhD, this document constitutes the West Main Street Corridor Plan.

Prior to the Corridor Plan, Your Neighbors Uptown Association contracted with VCU's Department of Urban Studies and Planning in September 1996 to develop a plan for the Association's neighborhood service area. Information was collected that provided an understanding of existing conditions and a base from which to continue the planning process. (Your Neighbors Uptown Neighborhood Analysis. David M. Clinger Jr. and Morton Gulak, VCU/USP, May, 1997). Included in this analysis was information on the area's history, demographics, crime, existing land uses, zoning, transportation and housing tenure. Also preliminary information on building conditions and public area conditions were collected. A review of this information revealed a number of specific problems in the neighborhood including:

1) Most of the various zoning districts in the neighborhood contain non-conforming uses.
2) Twelve percent (average) of the robberies committed in the City of Richmond from 1993 to 1996 occurred in this area and other types of crime were at high levels.
3) Housing ownership according to the 1990 Census is low at 27.6 percent and many of the buildings are in need of improvements.

As part of overall efforts to improve the area, the Richmond Redevelopment and Housing Authority (RRHA) prepared a plan for a section of the neighborhood it considered appropriate for public intervention. Their plan includes the area from Meadow Street east to Lady Street and from Cary Street south to the Downtown Expressway. The plan was approved by Your Neighbors Uptown and other neighborhood groups in the surrounding area and was subsequently approved by the Richmond City Council.
This plan focuses on West Main Street, from Meadow Street to the Boulevard. This plan will serve as the first step in a two-step process. The second step will be to develop a comprehensive neighborhood plan for the area bordered by Meadow Street, Main Street, the Boulevard and the RMA Expressway. Completion of this first step is crucial to preparing the larger plan due to the importance of zoning, design and crime issues that need to be resolved in the Corridor.

The West Main Street Corridor Plan specifically addresses land use, zoning, traffic calming, streetscape design, design guidelines for private property and crime prevention. The plan is intended to guide specific improvements by private citizens, direct public improvements by the City of Richmond and to coordinate an approach to revitalization.

The planning process included three community meetings to determine the extent of the problems, establish a vision of the future and review the elements to be included in the plan. The community meetings were organized around questions specifically prepared to promote discourse and enable residents and property owners to guide the planning process. This document includes the vision established by the community and the components needed to achieve the future.

In addition to the community meetings, monthly meetings were held with a Planning Committee appointed by the officers of Your Neighbors Uptown and the consultant. These meetings insured that the neighborhood voice was included in the process. A Business Survey was also conducted by VCU of the 62 businesses in the Corridor (67% participation...
rate) to identify the problems and assets of doing business on West Main Street. The survey confirmed a need for (1) reducing the amount and perception of crime, (2) more parking and (3) physical improvements. Business owners and managers liked the diversity of businesses on the street, the convenience of being in the center of the city and the mixed use environment in the area (Survey of Businesses on West Main Street. VCU: Department of Urban Studies and Planning, March, 1998.).

The community approved the Plan at the third public meeting. The officers of Your Neighbors Uptown Association approved the plan as an official neighborhood document on May 12, 1998.

---

### Planning Process

<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Collect, Analyze and Share Information</td>
<td>November 20, 1997</td>
</tr>
<tr>
<td>2</td>
<td>Organize and Establish a Vision of the Future</td>
<td>November 20, 1997</td>
</tr>
<tr>
<td>3</td>
<td>Achieving the Vision and Establishing the Components of the Plan and Selecting Alternatives</td>
<td>February 12, 1998</td>
</tr>
<tr>
<td>4</td>
<td>Community Review and Approval of the Plan</td>
<td>March 19, 1998</td>
</tr>
<tr>
<td>5</td>
<td>YNU Association Official Approval of the Plan</td>
<td>May 12, 1998</td>
</tr>
</tbody>
</table>

---

WEST MAIN STREET CORRIDOR PLAN
location

The West Main Street Corridor is situated in the Near West Planning District of the City of Richmond. The planning area is a section of the larger Main Street that runs through the City's east end, downtown, central area and near west end. Boundaries for this plan extend from Meadow Street to the Boulevard and include properties to the alleys behind the street. (See Planning Area Map)

The West Main Street Corridor includes a variety of elements typical to an urban setting. Mixed uses such as restaurants, neighborhood markets, dry cleaners and other businesses that service the everyday needs of the population are within walking distance for local residents. These services also attract numerous consumers to the area from the surrounding region. The area's physical features include classic row houses with crafted wood, decorative brick and large front porches along with Colonial Revival, Queen Anne, Italianate and Vernacular structures.

West Main Street is within a mile of Richmond's Central Business District (CBD) and Virginia Commonwealth University. It provides east to west access to the west end as a primary urban arterial. Cary Street, one block south, acts as a major west to east artery providing access into central Richmond. The RMA Expressway, which runs past the neighborhood to the south, offers rapid access to surrounding communities, as well as to I-95 and I-64. Byrd Park and Maymont Park, which are large city parks offering both active and passive activities are also located nearby. Within these parks are Dogwood Dell, an outdoor amphitheater used for plays and concerts, Maymont Park, featuring a zoo and the historic house and grounds of the Dooley Mansion, and Boat Lake, which offers paddle boating and picnicking for public enjoyment. To the west, across Boulevard, Carytown contains a variety of specialty shops, entertainment and two large grocery stores. The Virginia Museum and the Virginia Historical Society are also located on the Boulevard near West Main Street. In addition, the area is bordered by two nationally recognized historic districts: the Fan District and the Boulevard Corridor District.
Neighborhood Characteristics Surrounding the Corridor
Your Neighbors Uptown Association represents the neighborhood surrounding the West Main Street Corridor. The boundaries are from Harrison Street to the alley east of Boulevard, from the alley south of Floyd Avenue to the RMA Expressway. This area is included in Census tract 411, which was used as the basis for much of the data that describes the surrounding neighborhood. (See Your Neighbors Uptown Neighborhood Area Map)
Between 1980 and 1990, the area contained within Census Tract 411 experienced an 18% decrease in total population. This compares with a 7.4% loss in population city wide between 1980 and 1990.

Table 1: Population Change 1980-1990

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>1980</td>
<td>4,155</td>
</tr>
<tr>
<td>1990</td>
<td>3,426</td>
</tr>
<tr>
<td>% Change</td>
<td>-18%</td>
</tr>
</tbody>
</table>

Source: US Census Bureau

Table 2: Population Cohort Change

<table>
<thead>
<tr>
<th>Cohort</th>
<th>1980 #persons</th>
<th>1990 #persons</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>under 5 yrs</td>
<td>225</td>
<td>137</td>
<td>-39%</td>
</tr>
<tr>
<td>5-9 yrs</td>
<td>192</td>
<td>121</td>
<td>-37%</td>
</tr>
<tr>
<td>10-14 yrs</td>
<td>233</td>
<td>102</td>
<td>-56%</td>
</tr>
<tr>
<td>15-19 yrs</td>
<td>304</td>
<td>158</td>
<td>-48%</td>
</tr>
<tr>
<td>20-24 yrs</td>
<td>578</td>
<td>679</td>
<td>17%</td>
</tr>
<tr>
<td>25-34 yrs</td>
<td>899</td>
<td>887</td>
<td>-3%</td>
</tr>
<tr>
<td>35-44 yrs</td>
<td>381</td>
<td>469</td>
<td>23%</td>
</tr>
<tr>
<td>45-54 yrs</td>
<td>400</td>
<td>289</td>
<td>-28%</td>
</tr>
<tr>
<td>55-64 yrs</td>
<td>407</td>
<td>200</td>
<td>-51%</td>
</tr>
<tr>
<td>65-74 yrs</td>
<td>342</td>
<td>226</td>
<td>-34%</td>
</tr>
<tr>
<td>75 yrs +</td>
<td>194</td>
<td>158</td>
<td>-39%</td>
</tr>
<tr>
<td>total</td>
<td>4,155</td>
<td>3,426</td>
<td>-18%</td>
</tr>
</tbody>
</table>

Source: US Census Bureau

A decline in population is evident primarily in the population below 20 years, and in the population above 45 years. The area did experience an overall increase in population of persons between 20 and 45 years of age. The 1990 Census shows this cohort comprising 59.4% of the area’s population. It is important to note that, although the 25-34 year old cohort showed a 1% decrease in population over the 10 year period, this age group actually increased by 4.3% as a percentage of the make-up of the entire neighborhood. This differs from the other decreasing cohort age groups in that all of the other decreasing cohorts show both actual decreases in population along with a decreasing representation in the neighborhood.

The distribution and overall age representation of the neighborhood is indicative of many possible factors. Residential improvement along Main Street and, especially, along Floyd Avenue is one. Residential improvements have brought young empty-nesters (couples without children) to the area to purchase and/or renovate homes. The large rental housing market is another factor. Demand from students of VCU and other local universities, as well as others who need affordable rental housing and access to transportation and jobs, has made the area popular for the development of rental units.
Education levels show the population of Census Tract 411 to be better educated in 1990 than it was 10 years prior. Whereas the 1980 population consisted primarily of persons having a high school education or less, the 1990 population consisted primarily of persons having some college or a college degree. The largest percentage of the population consisted of college graduates.

The increase by 44% of the number of persons having some college education is one indicator that the area may be turning over to a rental market for students of VCU and other area universities. The increase by 61% of the number of persons having a college education may also reflect the change in the population resulting from rehabilitation on Floyd Avenue and Main Street during the 1980s.

Census data from 1990 seems to indicate that the census tract is racially mixed. The population consisted of 51% white and 46% black.
During the decade between 1980 and 1990, Census Tract 411 showed an increase in income levels, and, correspondingly, in employment levels. While the 1980 Census data showed that 32% of the area's families were below poverty level, the 1990 data shows that only 20% of the area's families fell into this category.

Crime statistics were obtained for the years of 1993 to 1996 from the City of Richmond's Police Department. These have been averaged over this four-year period. The area does show levels of crime that affect its potential to be a safe place to live and work. (see table 5)

Over the four years the area has shown a general reduction in most crimes, but assaults, larcenies and rapes have increased. Robbery, in particular, is a problem to the area. Over the four years, robbery in this area constituted 12% of the city's overall robberies. The area has experienced only a 1% reduction in robberies during this period.

In 1996, the three most common crimes were robbery, burglary and larceny. The distinction between them is as follows:

Robbery constitutes the taking of another's personal possession(s) directly from the other person through force or intimidation.

Larceny constitutes the taking of another's personal possession(s) without that person's knowledge to deprive that person of that item.

Burglary constitutes the illegal entering of another's property, place of residence, or place of business.

The neighborhood's greatest reported crime in 1996 was larceny, totaling 337. Larceny was also the most commonly reported crime in all of the preceding years. This also includes such crimes as shoplifting, which must be dealt with within the establishment. However, robbery and burglary can be addressed through community watch efforts and increased police patrols.

### Table 5: Crime in Your Neighbors Uptown Neighborhood

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>homicide</td>
<td>4</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>-8%</td>
<td>-3</td>
</tr>
<tr>
<td>rape</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>5</td>
<td>167%</td>
<td>5</td>
</tr>
<tr>
<td>robbery</td>
<td>58</td>
<td>54</td>
<td>44</td>
<td>54</td>
<td>-1%</td>
<td>-4</td>
</tr>
<tr>
<td>assault</td>
<td>35</td>
<td>29</td>
<td>36</td>
<td>36</td>
<td>2%</td>
<td>1</td>
</tr>
<tr>
<td>burglary</td>
<td>161</td>
<td>124</td>
<td>109</td>
<td>82</td>
<td>-20%</td>
<td>-79</td>
</tr>
<tr>
<td>auto theft</td>
<td>n/a</td>
<td>85</td>
<td></td>
<td>51</td>
<td>-40%</td>
<td>-3</td>
</tr>
<tr>
<td>larceny</td>
<td>419</td>
<td>155</td>
<td>318</td>
<td>337</td>
<td>16%</td>
<td>-82</td>
</tr>
<tr>
<td>arson</td>
<td>n/a</td>
<td>17</td>
<td>10</td>
<td>4</td>
<td>-51%</td>
<td>-13</td>
</tr>
</tbody>
</table>

Source: City of Richmond Police Department
To gain a better understanding of the quantity of owner-occupied units versus rental units, two sources were used. Tax assessment information from the City of Richmond was one source. This information provides the mailing address of the owner. If the owner's address was the same as the location, it was classified as "owner-occupied." This information, however, does not distinguish additional units within a property. For the purpose of this study, if the owner of a duplex or other multi-family property lives in the building then the entire building may be classified as "owner-occupied." This information was checked in the field to determine the estimated tenure in the neighborhood. Please refer to Table 6 for the estimated tenure information.

The area was originally planned in 1817 to be a part of the new town of Sydney. Although the new town never came to fruition, its street layout was determined at that time. Industrial development along with homes for workers began in 1905 and established the character of the neighborhood defined by a mix of light industrial and commercial uses, with pockets of residential uses scattered throughout. The area contains a total of 1153 properties. Of this total 38% are commercial/industrial/public/vacant properties, and 62% are residential properties, including both single-family and multi-family dwellings.

Most of the development pre-dates the City's first zoning ordinance which was adopted in 1927. As a result, current zoning classifications have been superimposed onto the neighborhood in an effort to define the uses that exist. Zoning district boundaries meander through the neighborhood dividing it into islands of allowed uses. In some instances spot zoning is evident.
According to the estimated tenure information, 47% of the residential properties are owner-occupied and 52% are part of the rental stock. These results describe the neighborhood as one with a balanced mix of owners and renters.

Certain areas of the neighborhood demonstrate the well-maintained and comfortable environment that is conducive to urban life. Two areas, the Uptown District and the Richmond Better Housing Coalition's Cary 2000 project, stand out as examples of recent redevelopment that have greatly improved the neighborhood. Other areas, however, demonstrate a lack of attention and a need for improvement.

<table>
<thead>
<tr>
<th>TABLE 6: ESTIMATED HOUSING TENURE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
</tr>
<tr>
<td>Residential</td>
</tr>
<tr>
<td>Owner Occupied</td>
</tr>
<tr>
<td>Renter Occupied</td>
</tr>
<tr>
<td>Commercial</td>
</tr>
</tbody>
</table>

Source: VCU Survey, September 1997
West Main Street Corridor Characteristics
The residential population in the West Main Street area is estimated to be 400 persons. This figure was derived by calculating the number of dwelling units (197) and multiplying this by the average household size in Census Block Groups 2 and 3 (2.03 persons per household).

As a whole, the West Main Street study area would be classified as mixed use. (See Existing Land Use map). A majority of the area is dedicated to residential uses of both single and multi-family. However, there are a number of commercial uses throughout with an occasional vacant area, some of which are dedicated for parking. Many of these commercial uses appear on corner lots, and a number of others exist below residential dwellings. These properties are classified as mixed use. No industrial development exists in the area. Table 7 below shows a breakdown of land uses on each block.

For the purpose of this analysis a property is a physical structure separated from those beside it either by vacant space or an interior wall. Dwelling or commercial spaces which exist above or below one another are considered one property even if they have a separate mailing address.

<table>
<thead>
<tr>
<th>Block</th>
<th>Single Family</th>
<th>Multi-family</th>
<th>Commercial</th>
<th>Mixed Use</th>
<th>*Vacant/Parking</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>13</td>
<td>6</td>
<td>4</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>2100</td>
<td>6</td>
<td>10</td>
<td>3</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>2200</td>
<td>6</td>
<td>3</td>
<td>7</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>2300</td>
<td>3</td>
<td>3</td>
<td>7</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>2400</td>
<td>12</td>
<td>11</td>
<td>2</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>2500</td>
<td>2</td>
<td>9</td>
<td>5</td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>2600</td>
<td>10</td>
<td>9</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>2700</td>
<td>3</td>
<td>9</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>115</td>
<td>30</td>
<td>19</td>
<td>7</td>
<td></td>
</tr>
</tbody>
</table>

*This category includes both vacant and parking lots

Commercial uses are especially intensive in the center, in the 2200 and 2300 blocks and in the western portion, in the 2500 block. Conversely, the two blocks on both the far east and the far west of the study area (2000, 2100, 2600, 2700) are principally residential. The 2400 block also contains a large majority of residential property. Worthy of special notice is the large vacant lot on the north side of the 2300 block, between Addison and Stafford Avenues.
WEST MAIN STREET  CORRIDOR PLAN
RICHMOND, VIRGINIA

existing land use

PREPARED FOR
Your Neighbors Uptown Association

PREPARED BY
Virginia Commonwealth University
Department of Urban Studies and Planning
Zoning categories along West Main Street and the immediate surrounding areas, vary widely (See Existing Zoning Map). These zones imposed during the 1960s were intended to attract industry and businesses to this urban arterial with easy access to the downtown and the growing suburbs. Since the street did not develop as planned for the most part, many current uses do not conform to the zoning categories. Permitted uses on Main Street include residential/office, general business, multi-family residential, community business, and urban business. Permitted uses in each of these zones is described below with a breakdown of actual uses in each and the conflicts that exist. The area contains 164 units for zoning purposes. Of this total 115 are residential (70%). (See Zoning Analysis Map)
zoning descriptions

R-6 Single-Family Attached District (surrounding)
R-6 zoning allows for single-family attached dwellings and two-family detached dwellings, in addition to uses permitted in R-1 districts. These include single-family detached dwellings, churches, certain government and public uses, and adult and day nurseries when located within a place of worship.

R-48 Multi-Family District (surrounding)
R-48 zoning allows for single-family attached dwellings, two-family dwellings, multi-family dwellings, churches, and adult and day care facilities, in addition to uses permitted in R-1 districts.

R-53 Multi-Family Residential District
R-53 allows single-family and multi-family dwelling units. In addition, adult day care facilities, day nurseries and churches are allowed.

RO-2 Residential Office District
This classification allows for single-family attached residences, multi-family residences, government operating facilities (including libraries, schools, and museums), churches, and adult and child care facilities. Also allowed in this district are professional and administrative offices in which no retailing or wholesaling of merchandise is offered.

UB Urban Business District
The intent of the Urban Business District is to maintain and protect areas with densely developed pedestrian oriented businesses, make them compatible with surrounding residential areas and free from the affects of vehicle oriented land uses. The uses permitted are very similar to the B-2 district, with some added stipulations, particularly the prohibition of vehicular drive-up facilities. (See Appendix A for an expanded list of allowable uses)

B-2 Community Business District
B-2 allows for lighter, community oriented commercial uses including restaurants, professional offices, retail stores and centers, auto service centers, personal care businesses such as salons and Laundromats, and contractor’s shops. Under this classification residential uses are only allowed if they are associated with businesses, and are located above or behind the business and dwellings as principal uses governed by R-48 density.

B-3 General Business District
In addition to the uses allowed in the B-2 district, B-3 allows for warehousing and distribution facilities of no more than 20,000 square feet, as well as automobile and boat sales and service facilities.
zoning analysis by area

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Your Neighbors Uptown Association

PREPARED BY
Virginia Commonwealth University
Department of Urban Studies and Planning
zoning analysis
by area

In the following zoning analysis, residential units associated with a business are included in the business use.

Area I:  R-53 Multi-Family Residential District

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Family Attached</td>
<td>8</td>
<td>32%</td>
</tr>
<tr>
<td>Multi Family</td>
<td>17</td>
<td>68%</td>
</tr>
<tr>
<td>Residential</td>
<td>25</td>
<td>100%</td>
</tr>
<tr>
<td>Businesses</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>

In all, 25 residential addresses fall within Area I. Of these, 8 are single family and 17 are multi-family. There are no businesses in this district.

Inconsistencies with zoning: There are no inconsistencies. Both single family and multi family housing are permitted in this district.

Area II:  B-2 Community Business District

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurant</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Businesses</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Single Family Attached</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Multi Family</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Residential</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>

One business, a restaurant, is all that occupies Area II.

Inconsistencies with zoning: There are no inconsistencies. Eating and drinking establishments are permitted in B-2 areas.

Area III:  B-2 Community Business District

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Family Attached</td>
<td>5</td>
<td>71%</td>
</tr>
<tr>
<td>Multi Family</td>
<td>2</td>
<td>29%</td>
</tr>
<tr>
<td>Residential</td>
<td>7</td>
<td>100%</td>
</tr>
<tr>
<td>Restaurant</td>
<td>1</td>
<td>33%</td>
</tr>
<tr>
<td>Tailoring and Dressmaking</td>
<td>1</td>
<td>33%</td>
</tr>
<tr>
<td>Wholesale</td>
<td>1</td>
<td>33%</td>
</tr>
<tr>
<td>Businesses</td>
<td>3</td>
<td>100%</td>
</tr>
</tbody>
</table>

Area III contains seven residential units and three businesses. Of the residential units, a majority of them are single family attached.

Inconsistencies with zoning: Some inconsistencies exist with the residential uses. All residential uses must be above ground floor and associated with a commercial use. None of the residential units comply with these permitted uses. However, all of the businesses in this district are permitted.
Area V: RO-2 Residential Office District

<table>
<thead>
<tr>
<th>Property Type</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Family Attached</td>
<td>12</td>
<td>(46%)</td>
</tr>
<tr>
<td>Multi Family Attached</td>
<td>14</td>
<td>(54%)</td>
</tr>
<tr>
<td>Residential</td>
<td>26</td>
<td>(100%)</td>
</tr>
<tr>
<td>Convenience Store</td>
<td>1</td>
<td>(12.5%)</td>
</tr>
<tr>
<td>Laundromat</td>
<td>1</td>
<td>(12.5%)</td>
</tr>
<tr>
<td>Medical/Therapy</td>
<td>2</td>
<td>(25%)</td>
</tr>
<tr>
<td>Personal Care</td>
<td>1</td>
<td>(12.5%)</td>
</tr>
<tr>
<td>Professional Services</td>
<td>1</td>
<td>(12.5%)</td>
</tr>
<tr>
<td>Real Estate</td>
<td>1</td>
<td>(12.5%)</td>
</tr>
<tr>
<td>Repair Shop (Plumbing)</td>
<td>1</td>
<td>(12.5%)</td>
</tr>
<tr>
<td>Businesses</td>
<td>8</td>
<td>(100%)</td>
</tr>
</tbody>
</table>

Area V contains largely residential units, but also shows a great deal of diversity in its eight businesses.

Inconsistencies with zoning: All of the residential properties, both multi family and single family, are allowed in RO-2. However, several of the businesses do not conform to RO-2 standards. The convenience store, laundromat, personal care, and repair shop (plumbing) establishments are not permitted in an RO-2 area. The medical/therapy and professional service businesses are allowed in this district.

Area IV: B-3 General Business District

<table>
<thead>
<tr>
<th>Property Type</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Family Attached</td>
<td>2</td>
<td>(25%)</td>
</tr>
<tr>
<td>Multi Family Attached</td>
<td>6</td>
<td>(75%)</td>
</tr>
<tr>
<td>Residential</td>
<td>8</td>
<td>(100%)</td>
</tr>
<tr>
<td>Contractor's Shop</td>
<td>1</td>
<td>(17%)</td>
</tr>
<tr>
<td>Furniture Shop</td>
<td>1</td>
<td>(17%)</td>
</tr>
<tr>
<td>Restaurant</td>
<td>2</td>
<td>(33%)</td>
</tr>
<tr>
<td>Personal Care</td>
<td>1</td>
<td>(17%)</td>
</tr>
<tr>
<td>Real Estate</td>
<td>1</td>
<td>(17%)</td>
</tr>
<tr>
<td>Businesses</td>
<td>6</td>
<td>(100%)</td>
</tr>
</tbody>
</table>

Area IV includes eight residential units and six businesses.

Inconsistencies with zoning: Some inconsistencies exist with the residential uses. All residential uses must be above ground floor and associated with a commercial use. None of the residential units comply with these permitted uses. However, all of the businesses in this district are permitted.
Area VI: B-3 General Business District

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Family Attached</td>
<td>5</td>
<td>63%</td>
</tr>
<tr>
<td>Multi Family</td>
<td>3</td>
<td>37%</td>
</tr>
<tr>
<td>Residential</td>
<td>8</td>
<td>100%</td>
</tr>
<tr>
<td>Art Gallery</td>
<td>1</td>
<td>5%</td>
</tr>
<tr>
<td>Business, Prof. Office</td>
<td>2</td>
<td>11%</td>
</tr>
<tr>
<td>Contractor’s Shop</td>
<td>1</td>
<td>5%</td>
</tr>
<tr>
<td>Personal Care</td>
<td>3</td>
<td>16%</td>
</tr>
<tr>
<td>Professional Services</td>
<td>4</td>
<td>21%</td>
</tr>
<tr>
<td>Real Estate</td>
<td>1</td>
<td>5%</td>
</tr>
<tr>
<td>Restaurant</td>
<td>5</td>
<td>27%</td>
</tr>
<tr>
<td>Retail Shop</td>
<td>1</td>
<td>5%</td>
</tr>
<tr>
<td>Wholesale</td>
<td>1</td>
<td>5%</td>
</tr>
<tr>
<td>Businesses</td>
<td>19</td>
<td>100%</td>
</tr>
</tbody>
</table>

In Area VI, businesses outnumber residential properties, one of the three zones where this occurs. Single-family units are more common, though multi-family units are not far behind. Diversity in the 19 businesses is good, however there are a number of repeat businesses led by the Area's five restaurants.

**Inconsistencies with zoning:** The businesses which exist in Area VI are all permitted in a B-3 area. The residential properties, however, conflict with B-3 zoning. None of the eight residential units conform to B-3 permitted uses.

Area VII: RO-2 Residential Office District

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Family Attached</td>
<td>22</td>
<td>54%</td>
</tr>
<tr>
<td>Multi Family</td>
<td>19</td>
<td>46%</td>
</tr>
<tr>
<td>Residential</td>
<td>41</td>
<td>100%</td>
</tr>
<tr>
<td>Personal Care</td>
<td>2</td>
<td>25%</td>
</tr>
<tr>
<td>Professional Services</td>
<td>2</td>
<td>25%</td>
</tr>
<tr>
<td>Real Estate</td>
<td>2</td>
<td>25%</td>
</tr>
<tr>
<td>Restaurant</td>
<td>2</td>
<td>25%</td>
</tr>
<tr>
<td>Businesses</td>
<td>8</td>
<td>100%</td>
</tr>
</tbody>
</table>

Area VII exhibits an overwhelming majority of residential properties, compared to business establishments. A unusually large number of single family houses appear in this district, which is only one of three where single family is at least as highly represented as multi-family. The eight business establishments in the area fall into four categories, which are listed above.

**Inconsistencies with zoning:** All of the residential uses in Area VII are permitted. However, none of the four businesses types and subsequently the eight businesses are permitted in RO-2.
Zone VIII: UB Urban Business District

Single Family Attached 0 (0%)
Multi Family Attached 0 (100%)
Residential 0 (100%)
Restaurant 2 (50%)
Retail 2 (50%)
Businesses 4 (100%)

Zone VIII is the only Urban Business District in the study area. It is a small area on the east edge that incorporates only four businesses, two restaurants and two retail establishments.

Inconsistencies with zoning: No conflicts exist in this zone.

Housing tenure

Housing tenure in the Corridor was determined using the same method as Housing in the overall neighborhood (see page 16). City of Richmond assessor information was combined with field observations to establish the estimated tenure in the Corridor. Table 8 illustrates the results.

<table>
<thead>
<tr>
<th>block</th>
<th>renter</th>
<th>owner</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>5</td>
<td>15</td>
</tr>
<tr>
<td>2100</td>
<td>15</td>
<td>4</td>
</tr>
<tr>
<td>2200</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>2300</td>
<td>11</td>
<td>3</td>
</tr>
<tr>
<td>2400</td>
<td>13</td>
<td>11</td>
</tr>
<tr>
<td>2500</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>2600</td>
<td>10</td>
<td>12</td>
</tr>
<tr>
<td>2700</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>total</td>
<td>74 (55%)</td>
<td>60 (45%)</td>
</tr>
</tbody>
</table>

source: VCU Survey, Sembester 1997
Walking surveys were conducted in September and October, 1997 to assess the front and exterior condition of existing structures and properties. Four categories of evaluation were used to determine the existing condition of the buildings.

Sound Buildings that are generally in good condition and show no indication of structural damage.

Fair Buildings that demonstrate minor signs of neglect, such as the need for paint, repainting of brick, and/or replacement of gutters and downspouts.

Intermediate Buildings demonstrating the need for more major types of repair, including replacement or repair of porches, windows, and other major building details.

Dilapidated Buildings demonstrating structural deficiencies or are otherwise uninhabitable.

Overall, the existing residential and commercial structures on West Main Street are in sound condition. A few residential structures scattered throughout the street show the need for paint but meet the sound category.

Five styles of architecture are prevalent in the West Main Street study area; Vernacular, Colonial Revival, Queen Anne, Italianate, and Contemporary. The number, percentage, and examples of each of these styles are listed below in Table 9. These styles are taken from a list compiled by the Virginia Department of Historical Resources (VDHR). Representations of Colonial Revival, Queen Anne, and Italiane architecture shown on the illustrations should help illustrate the design features described.

<table>
<thead>
<tr>
<th>Architectural Styles</th>
<th># of Buildings</th>
<th>% of Buildings</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>vernacular</td>
<td>108</td>
<td>64%</td>
<td>2101, 2302, 2412</td>
</tr>
<tr>
<td>colonial revival</td>
<td>35</td>
<td>21%</td>
<td>2016, 2211, 2519</td>
</tr>
<tr>
<td>queen anne</td>
<td>20</td>
<td>12%</td>
<td>2202, 2402, 2624</td>
</tr>
<tr>
<td>italianate</td>
<td>3</td>
<td>2%</td>
<td>2015, 2226, 2310</td>
</tr>
<tr>
<td>contemporary</td>
<td>2</td>
<td>1%</td>
<td>2203, 2320</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>168</strong></td>
<td><strong>100%</strong></td>
<td></td>
</tr>
</tbody>
</table>
Vernacular is the stylistic term used to describe local and regional designs which do not adhere to any particular classic architectural style. Often these structures were designed and built by builders and craftsmen instead of trained architectural professionals. In addition, many of the structures located in the West Main Street study area have undergone exterior renovations that make architectural classification difficult. Historically this has been done to update the appearance of the structure, add more living space, minimize the expenditures, or a combination of factors. Vernacular buildings represent the largest number in the West Main Street study area (65%) of the 167 buildings that were classified by the Virginia Department of Historical Resources.

The Colonial Revival was at its peak of popularity from 1880-1955, and was the dominant domestic architectural style in the first half of the 20th Century in America. This style features a prominent front door, often accentuated with a pediment and bordered by pilasters. Some exhibit a front porch supported by thin columns. The facade generally shows symmetrical rows of windows, with the door being in the center. This style in second only to Vernacular in the West Main Street study area with 35 representatives.
**Queen Anne**

Queen Anne houses generally appeared between 1880 and 1910, but were especially popular between 1880 and 1900 in the southern states. Identifying features include a steeply pitched roof usually irregular in shape, a gable that faces the front of the building, and an asymmetrical facade. Most features which are common to this style were used to break up the front facade and avoid a smooth appearance. There are 20 Queen Anne structures in the study area, which is 12% of the total. The subtype seen on West Main Street is most accurately represented by the “Town House” example in the Queen Anne illustration.

**Italianate**

Italianate architecture construction occurred principally between 1840 and 1885, dominating American domestic architecture between 1850 and 1880. Italianate buildings feature low pitched roofs with wide overhanging eaves and tall, narrow windows that are often arched on top. This style is uncommon in the study area, and represents only 2% of all structures. The subtype seen on West Main Street is most accurately represented by the ‘Town House’ example in the Italianate illustration.

**Contemporary**

Contemporary architecture belongs under the larger classification of modern architecture, which characterizes buildings constructed in America since the 1940s. The Blackburn Mattress Company building at 2203 West Main, which was constructed in the 1970s, is one representative of this style. This building’s flat roof and large, unbroken facade are testament to the simple, functional appearance that characterizes contemporary commercial buildings.
The Corridor contains interesting overall design characteristics, as well as individual architectural features. Most of the structures were constructed around 1910. They, therefore, exhibit similar design details appropriate at that time. These designs produce a strong visual theme in the Corridor, which includes:

Heights and widths of buildings are generally consistent

Facade elements like windows and doors are symmetrically placed

Roofs are articulated with a design feature such as a cornice, dormer or slate shingle panel

Most buildings are constructed of brick

Colors are diverse yet tied together through the use of the color white used on trim, porches and facades

**Residential Style Structures**

Most are set back from the sidewalk approximately 10 feet

A small grassed front yard is included

Many have porches
COMMERCIAL STRUCTURES

Many corner buildings have been adapted from residential to commercial uses with needed design additions.

Most corner structures extend beyond the residential set back to the sidewalk.

Commercial signs are attached to buildings.

Many commercial buildings contain large areas of glass (storefront).

Older commercial buildings maintain a residential scale that is compatible with the area.

Newer structures are box style buildings without the architectural characteristics of the residential or earlier commercial buildings.

URBAN DESIGN ANALYSIS

The following are several key points detrimental to the Corridor:

The street is a long unbroken floor of asphalt that emphasizes distance and encourages cars to go faster, promoting a "race track" or "highway" feeling.

It is dangerous to cross the street. There is no indication to pedestrians or motorists as to where people should or will be crossing.

There is no identity to the street. Individual buildings have character but the public spaces do not exhibit anything that suggests that this is a special place.

Utility poles are not appealing.

Parking is a problem for businesses and residents.
Included in the visual environment are the elements that make-up the streetscape. These also help define the area and establish its image. (See Streetscape Conditions Map.)
Street Trees
Street trees play a prominent role in establishing an environment that is pleasing and comforting to the pedestrian. They provide shade and shelter from the elements, trap heat, and shield pedestrians. As the Conditions Map indicates, tree coverage is not uniform and is lacking altogether on some blocks. Between Meadow and Rowland Street trees are placed at regular intervals, making the pedestrian experience here a pleasurable one. In contrast, the lack of trees on the north side of Main between Shields Avenue and Stafford Avenue detracts from the area's character. Uniform tree coverage is critical if the area is to be perceived as pedestrian friendly.

Street Lighting
Lighting acts as a crime deterrent and encourages positive street activity after the daylight hours. Overall, coverage of lights for the streets in the area appears to be good. Lights are staggered at fairly regular intervals throughout. However, the design of the street lights hampers their effectiveness for pedestrians. Lights are placed well above the sidewalk and are oriented toward the street, offering more coverage for motorists than pedestrians. In some instances, trees and other objects obstruct light from penetrating to the ground.

Street Sidewalks
Pedestrian circulation is important in maintaining the character of the area. While most sidewalks along Main Street are in good condition, many lack curb ramps to allow access to handicapped persons. Another missing element in the neighborhood is the use of crosswalks. At present, only Robinson and Addison have pedestrian crossing signals and striped crosswalks.

Street Furniture
Although the West Main Street area has a moderate amount of foot traffic, street furniture is largely absent. The only bus stop in the area does not have a shelter or bench. The only benches which exist in the entire area are on Robinson Street, offering nothing to pedestrians traveling on Main Street. There are no trash receptacles.
West Main Street contains both positive and negative aspects of urban transportation. The availability of good public transportation is a plus for the street and the surrounding neighborhood, while the presence of two major high volume traffic arteries between downtown and the west end is less attractive. Main Street and Cary Street handle as many as 25,500 vehicles a day in combined totals. The traffic peak for Cary Street occurs in the morning as city residents travel into the downtown. The traffic peak for Main Street occurs in the evening as residents travel home.

The speed limit along Main Street is posted as 25 miles per hour, though the majority of commuters travel well above this limit. A major factor in these excessive speeds may be the lack of signage listing the speed limit, the lack of visibility for existing signs and the long uninterrupted view. The high speeds of vehicles travelling this axis pose a danger to pedestrians as they try to cross the street. The traffic problems also create hazardous conditions at side streets as they enter onto Main. The most recent data show that accidents occurred at almost every intersection along Main Street, most of them classified as improper turnings.

Crime on West Main Street appears to be similar to that of the entire neighborhood. Residents indicated crime as a major problem at the Community Meetings and merchants included crime as a deterrent to business development in the recent survey of businesses. Vandalism, theft and personal crimes in particular were reported by the business residents. The operating hours of businesses extend from 6 a.m. to 2 a.m., providing both the potential activity on the street to deter crime and the need to improve safety. A nighttime visual survey of West Main Street revealed dark areas on most of the streets and no indication as to where commercial uses were located. Although the number of street lights is appropriate for automobiles traveling on each block, light is not projected evenly on the ground. Dark sections appear on the sidewalk for example, due to wide spacing of the street lights and the light being blocked by street trees in some areas. The dark sections of the street reduce the perception of safety and do not provide guidance to restaurants and other businesses open after dark. (See Public Lighting Conditions Map.)
WEST MAIN STREET  CORRIDOR PLAN
RICHMOND, VIRGINIA

public lighting conditions

PREPARED FOR
Your Neighbors Uptown Association

PREPARED BY
Virginia Commonwealth University
Department of Urban Studies and Planning
A Vision for the West Main Street Corridor
The vision of the future of West main Street Corridor emerged from the series of Community Meetings held during the planning process. This vision was used as the basis for the development of the Plan.

At the first meeting, a list of the strengths and weaknesses were identified.

**TODAY**

**STRENGTHS**
Architectural character and building quality
Mix of businesses and residences
Urban life style
The people

**WEAKNESSES**
Poor appearance
Lack of a strong sense of identity/image
Crime
Traffic and parking problems
Lack of community participation

**VISION OF THE FUTURE**

**WEST MAIN STREET IS...**
Eclectic and interesting
Residents living above the store and next to the store
A strong sense of visual identity
A dynamic place
A pedestrian environment
Fun atmosphere
Good restaurants (no fast food drive-through businesses)
Dressed-up appearance
A street (neighborhood) “on the edge”
This vision is composed of the following components:

**Identifiable Architectural Character and Building Quality**
- Diversity in architectural styles and colors
- New structures complementing older buildings
- Well-maintained buildings

**Mixed Land Use and Zoning**
- A mix of business types
- Strong residential presence among business uses
- New users in vacant buildings
- Outdoor uses of space by pedestrians including patios at restaurants

**Improved Public Spaces**
- Clear of trash and litter
- Slow traffic
- Trees and lighting improved
- Well maintained alleys
- Utility wires underground

**Slower Traffic and Adequate Parking**
- Adequate parking
- Slow traffic
- Safe transit for pedestrians

**Community Pride**
- A sense of neighborhood community
- The city participating in the areas' development
- People involved in community activities

**Reduced Crime**
- Reduced crime against businesses, residences and persons
- A feeling of safety
The Corridor Plan
The Corridor Plan for West Main Street includes recommendations for achieving the components of the future envisioned by the community. The Plan builds on existing character and guides the existing and proposed mix of residential and commercial uses into a community place. Recommendations in the Plan are organized around implementing the community vision and the following objectives:

- Providing opportunities for commercial and residential growth
- Creating a strong urban image
- Overcoming pedestrian and vehicular safety problems
- Reducing crime in the corridor

Key elements of these objectives are changes or improvements to zoning, design features in public and private locations and the implementation of architectural design guidelines and crime prevention guidelines.

The following elements are proposed to improve the Corridor’s physical appearance and establish an identifiable image. They are intended to enhance the existing design character and create a special urban sense of place.

Intersection Improvements at Strategic Location

Sidewalk corner extensions should articulate the major entrances to West Main Street (Meadow and Robinson Streets) and emphasize the largest cluster of commercial activity situated between Shields, Addison and Stafford Streets. (See Intersection Improvements Illustration.) A pale yellow paving block is recommended for the crosswalks to clearly identify crossing locations for pedestrians. Paving within the walks should be asphalt block, similar to that on Monument Avenue, to tie together a design feature with that of the larger neighborhood district. Use of the asphalt center paving will also change the texture of the street and signal motorists to reduce speed. The combination of paved crosswalks, center street paving, and signage at these strategic locations will enhance the design identity of the Corridor, reduce the speed of automobiles and increase pedestrian safety.
**Pedestrian Street Lighting**

The addition of pedestrian-scaled lights will improve lighting conditions for visitors and residents, assist in reducing crime and establish a consistent design element on the street. Spacing of these lights needs to be determined by a lighting analysis but generally should be no more than approximately 50 feet apart. Additional lights at the improved intersections will provide for increased pedestrian safety. A distinctive light fixture will also add in producing a clear identity in the West Main Street Corridor.

**Street Tree Replacement**

Missing trees should be replaced to establish a pedestrian friendly environment and a consistent streetscape design. The new trees should match the existing street trees. Trees should not be planted within 30 feet of an intersection to maintain visibility for motorists entering from a side street. Clear intersections at the paved crosswalk corners will also emphasize the commercial land uses in the Corridor and produce better way-finding for visitors.
**Remove Overhead Utility Wires**

Poles and overhead utility wires disturb the view by interrupting streetscape elements. They also require unnatural trimming of street trees. Utility wires should be placed in the alleys behind the street.

**Private Front Yard Landscaping**

Front yards on properties set back from the sidewalk should be landscaped by property owners to improve the appearance of the Corridor. A visual separation between private properties and the public sidewalk will also result in clarity, adhere to the crime prevention guidelines and show that residents care about their properties. A color theme of flowers or ground cover, for example, would emphasize this distinction, provide a cohesive look to the street and establish the Corridor as a special place. At minimum, well maintained yards are recommended.

**Implement Fan District Preservation Guidelines**

It is recommended that the West Main Street Corridor be included within the boundary of the proposed Fan Architectural Preservation District and governed by the proposed Fan District’s Preservation Guidelines. When implemented, this district will maintain the mix of architectural styles and a variety of colors and details that exist today and were recommended as part of the future. The designation of the Fan preservation District is being pursued by the Fan District Association and may be formally considered by the City Council in the Fall of 1998. The Fan District Association proposal for the Fan Preservation District would subject to design review new buildings, new additions and auxiliary structures, renovation and reconstruction of existing buildings, the rear of buildings, parking areas, signs and architectural styles. Copies of the Guidelines are available from Your Neighbors Uptown Association and from the Fan District Association.
SLOW TRAFFIC

In addition to the calming effect that the design improvements will have on slowing traffic speed, at some time in the near future, Main Street should become a two way traffic street. This change will reverse the image of the street as an artery out of the city to one of the Corridor as an active commercial and residential place. Two way traffic will produce increased awareness of individual businesses along the Corridor, make them more accessible by patrons and provide a more leisurely trip through the area. Your Neighbors Uptown Association should begin discussions with the City of Richmond to return two way traffic to Main Street as part of the overall implementation of the Plan.

PROVIDE ADEQUATE PARKING

With the increase in business development expected from reduced parking requirements, a need will still exist for additional parking. The Business Survey and discussions at the Community Meetings indicate a latent need at the present time for additional parking available for business patrons, employees and residents. Your Neighbors Uptown Association should involve the City of Richmond in identifying and purchasing conveniently located lot(s) to serve the needs of the community.

ADOPT PROPOSED LAND USE

The proposed land use plan combines a number of uses in close proximity to establish a strong urban community and achieve the vision of residents. Commercial use is recommended at most corner intersections, recalling and reinforcing the natural pattern of development in the area. Larger clusters of commercial use extend from these corners to maintain a significant base of commercial activity on the Corridor. These clustered areas will allow most of the existing commercial uses to continue and also provide the opportunity for new neighborhood related businesses to develop. Two major commercial clusters are recommended: one between Shields and Stafford Streets and the other between Davis and Robinson Streets. Residential and office use between the commercial areas will maintain the predominant residential base in the Corridor, provide space for small office development and reinforce the mixed-use character of West Main Street. The higher density residential use at the west end of the Corridor, beyond the corner of Robinson Street to the alley behind Mulberry Street will maintain a substantial residential population in the area and provide a link to the higher density residential uses on the Boulevard. (See Proposed Land Use Plan)
Implement Proposed Zoning

To achieve a mixed use community identity, the Plan recommends Urban Business (UB) zoning in the corridor. UB zoning is recommended to replace B-2 and B-3 districts and establish a pattern of community businesses at most of the corners. In some cases, this also includes changing from residential to UB. UB increases the opportunities for pedestrian-related businesses, with associated residences, to locate in the Corridor. It does not allow drive-through businesses in the district. UB zoning in the Corridor will continue this zone from Main Street, east of Meadow, and produce a consistent pattern of business and residential development along the entire street. Activities not conforming to UB zoning may continue as is after the new zoning is enacted.

Other sections within the West Main Street Corridor should remain RO-2 and R-53 to maintain the residential uses in the area. (See proposed Zoning Plan.) The "Main Street Parking Overlay District" should also be extended beyond Meadow Street into the Corridor to further reduce the parking requirements and increase the potential for economic growth. The proposed central parking lot recommended to relieve parking demand will add public spaces to the calculations for area parking requirements and reduce the burden on individual businesses.
Crime Prevention Through Environmental Design (CPTED) is a program to reduce the incidence of crime and increase the perception of safety in urban areas. This program suggests that crime can occur where the opportunity exists, access to a crime site is available, surveillance is low and where there is little human activity near a potential site. Through proper design of the environment, these factors can be reduced and the sense of security for the users of the site can be increased. Three principles guide the location and placement of crime prevention features:

**Surveillance:** Buildings and other physical features should be placed to maximize visibility. Windows that are oriented to the street as well as proper lighting after dark are included.

**Access Control:** Entrances and exits should be placed in locations that can be easily observed. Guiding people to these locations through lighting, walkways and landscaping is included.

**Territorial Ownership:** Features should be used to identify ownership of a property. Landscaping; fences, especially at the rear of properties; and signs on commercial establishments are included as ways of marking ownership. Well maintained buildings and property also imply a sense of caring ownership.
The following CPTED Guidelines are recommended to be implemented by property and business owners as a major initiative in reducing crime on West Main Street. In addition to the Guidelines, each resident and business owner should contact the Richmond Police Department for recommendations for proper locks, alarms and other devices that should be installed on each property for additional security.

GUIDELINES FOR NATURAL SURVEILLANCE
1. Orient activities to the street to enhance visibility for residents and visitors
2. Backlight windows to the street for visibility to the outside and inside
3. Illuminate walkways to major activity locations
4. Provide lighting at entrances and exits of residential, office and commercial buildings
5. Lights should be placed at the rear of buildings for visibility and observation
6. Pedestrian walkways between buildings should be lighted after dark with continuous or sensor controlled lights
7. Open blocked-up windows for visibility
8. Clearly identify commercial and residential land uses
9. Allow one or more vendors at strategic locations on the street to aid in surveillance. Items for sale may include flowers, candy, chewing gum, and magazines.

GUIDELINES FOR ACCESS CONTROL
1. Sidewalks, lighting and landscaping should clearly guide residents and visitors to the various activities on West Main Street
2. Street lighting should provide security for people getting in and out of cars at parking spaces on the street
3. Fences should be used to discourage public access from dark areas such as rear or side commercial parking and storage lots. These fences, however, should allow visibility for surveillance
4. Signage for direction and a map of commercial establishments to direct residents and visitors to their destination should be located at the corner of Main and Addison Streets
GUIDELINES FOR TERRITORIAL REINFORCEMENT

1. Use landscaping to outline ownership of property for residential, office and mixed use structures at the interior of blocks.

2. Keep sidewalks and streets clear of litter.

3. Property owners in cooperation with the City should maintain alleys clear of weeds and overgrowth.

4. Off-street parking next to buildings, at rear parking lots and at public/community parking lots should be maintained and well lighted.

5. Remove graffiti within 24 hours.

6. In offices or storage spaces above first floor commercial activities, lights should be on during early evening hours.

7. Commercial businesses that are open after dark such as restaurants should be well lighted for easy identification by patrons. Signs, entrances and walkways should be easily identifiable and attractive.

8. Gateways and streetscape elements should be identified to indicate neighborhood territory.

IMPLEMENTATION OF CPTED GUIDELINES

The CPTED Guidelines should be implemented through a variety of activities. Association meetings and special meetings on West Main Street, coordinated by Your Neighbors Uptown Association, will increase awareness of the importance of these principles. Property owners, residents and business proprietors should initiate changes to buildings, properties and the location of activities to conform to these guidelines. The Richmond Police Department can also increase the potential for success by providing coordination and monitoring services for the entire area. In combination, the program will make a difference in reducing crime on West Main Street.
The following additional activities will ensure the implementation of the Guidelines:

1. The community should become proactive in dealing with crime issues rather than reactive.

2. Your Neighbors Uptown Association should assist in maintaining open channels of communication between residents, business owners, employees and the police.

3. Your Neighbors Uptown Association should regularly conduct crime prevention training at Association meetings.

4. A Crime Prevention subcommittee of the Association should be established.

5. A facade/building improvement program should be initiated through YNUA in cooperation with the City of Richmond. This program can be funded through a CDBG grant. The program should mandate that eligibility and funding be contingent on successful completion of a crime prevention review.

6. The police should be asked by owners and renters to review existing buildings and properties as well as designs for new construction for crime prevention strategies.
Implementation
beginning the process

Adoption of the Plan

An important first step in implementation is the adoption of the Plan by the City of Richmond as an amendment to the current Master plan. This will provide the opportunity for the Plan’s implementation through the City’s Capital Budget and to other resources available through this status. The steps to accomplish this are listed below. It is important that the process be supported by members of the Association and the neighborhood.

1. Your Neighbors Uptown makes an informal presentation to the City Planning Commission outlining the main points of the plan
2. Your Neighbors Uptown will then be notified of a public hearing which will be conducted in a manner similar to the meetings held during the planning process
3. An advertisement announcing the public meeting will be placed in the neighborhood prior to the meeting, as required by law
4. Action on the adoption of the West Main Street Corridor Plan may take place at the meeting or at a later date
5. City Council will then hold a public meeting after which a decision will be reached regarding the amendment

Contact with the City of Richmond’s Division of Comprehensive Planning should be made as soon as possible. Every attempt should be made to coordinate efforts with that division in an effort to expedite the process and gain the support necessary for this endeavor. This is especially critical as the Master Plan is currently being updated.

Additional Elements

There are specific recommendations within the plan which Your Neighbors Uptown Association can act upon parallel to the plan adoption process. These include the zoning changes which have been proposed in this plan and the recommendation that vehicular traffic on Main Street be changed to two-way.

Zoning

Zoning was identified in the purpose of the Plan as one issue that warranted immediate attention. Action by Your Neighbors Uptown on this issue would certainly increase the chances that the proposal would be addressed in a timely fashion. The zoning change process can be initiated in three ways:

1. Your Neighbors Uptown can initiate the process by gathering signatures from the owner of every property which would be affected by the proposed zoning changes
2. The City Planning Commission can initiate the process
3. A City Council member can initiate the process

It is recommended that Your Neighbors Uptown begin the process through the City Planning Commission. Since proposals for changes in zoning must first be heard by the planning commission, the request should be coordinated with the process to adopt the plan as part of the City’s Master Plan.

Traffic Circulation

In order to request a change in traffic circulation, Your Neighbors should contact the City of Richmond Traffic Engineering Department.
### Priority for Implementation: Meadow Street to the Boulevard

The table below shows the recommended plan priorities with approximate cost estimates identified by the City's Department of Public Works.

#### Table 10: Recommended Priority for Implementing Plan Elements

<table>
<thead>
<tr>
<th>Improvement</th>
<th>Approximate Cost</th>
<th>Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Highest Priority</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adopt Proposed Land Use and Zoning</td>
<td>NA</td>
<td>City of Richmond</td>
</tr>
<tr>
<td>Intersection Improvements (5 total)</td>
<td>625,000</td>
<td>City of Richmond</td>
</tr>
<tr>
<td>Corner extensions (paving block or brick)</td>
<td>200,000</td>
<td>City of Richmond</td>
</tr>
<tr>
<td>Crosswalks (paving block or brick)</td>
<td>150,000</td>
<td>City of Richmond</td>
</tr>
<tr>
<td>Asphalt block center paving</td>
<td>75,000</td>
<td>City of Richmond</td>
</tr>
<tr>
<td>Pedestrian Lights (8 per intersection)</td>
<td>200,000</td>
<td>City of Richmond</td>
</tr>
<tr>
<td>Street Tree Replacement (approximately 50)</td>
<td>20,000</td>
<td>City of Richmond</td>
</tr>
<tr>
<td>Actual number to be determined by field survey</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Medium Priority</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Crime Prevention Guidelines</td>
<td>NA</td>
<td>Private-YNUA</td>
</tr>
<tr>
<td>Design Guidelines</td>
<td>NA</td>
<td>YNUA</td>
</tr>
<tr>
<td>Private Front Yard Landscaping</td>
<td>NA</td>
<td>Private</td>
</tr>
<tr>
<td><strong>Modest Priority</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Discuss Initiating Two-way Traffic</td>
<td>NA</td>
<td>YNUA-City of Richmond</td>
</tr>
<tr>
<td>Pedestrian Street Lights (approximately 56)</td>
<td>300,000</td>
<td>City of Richmond</td>
</tr>
<tr>
<td>Actual number to be determined by lighting analysis</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Remove Overhead Wires and Poles</td>
<td></td>
<td>Virginia Power</td>
</tr>
</tbody>
</table>
Appendix A:

Zoning

Permitted

and

Accessory

Uses
APPENDIX A:
ZONING
PERMITTED AND
ACCESSORY USES

R-53 zoning

PERMITTED

Athletic fields with restrictions
Churches or other places of worship
Community centers with restrictions
Day nurseries with restrictions
Libraries
Multi-family dwellings
Museums operated/owned by a government agency
Parking areas serving uses permitted in the district
Parks and recreational facilities owned or operated by any government agency
Private elementary and secondary schools
Private non-commercial parks and recreational facilities with restrictions. These may include:
- athletic fields
- community centers
- country clubs
- swimming pools
Public and swimming pools
Tourist homes located on federal highways
Two-family dwellings
Single-family dwellings
Adult day care

ACCESSORY

Day nurseries within churches, community centers or schools
Home occupations
Lodging units
Parking areas
Private garages
Raising and keeping domestic animals for non-commercial purposes
Swimming pools
Temporary feeding and housing of no more than 30 homeless people
Temporary structures, trailers and storage incidental to construction

RO-2 zoning

PERMITTED

Adult care facilities
Banks and savings and loan offices with stipulations
Churches or other places of worship
Communications centers and telephone repeater stations
Community center
Day nurseries with restrictions
Funeral homes
Hospitals
Libraries
Lodges
Medical and dental clinics
Multi-family dwellings
Museums
Parking areas
Parks and recreational facilities owned or operated by any government agency
Private elementary and secondary schools
Private non-commercial parks and recreational facilities including:
- athletic fields
- community centers
- country clubs
- swimming pools
Private school athletic fields
Public and private non-commercial forests, wildlife preserves and conservation areas
Radio broadcasting studios and offices with no towers
Single Family attached dwellings
Single Family detached dwellings
Tourist homes
Two-family dwellings
RO-2 zoning, cont.

**ACCESSORY**

Day nurseries within churches, community centers or schools
Home occupations
Lodging units
Lodging houses
Parking areas
Private garages
Raising and keeping domestic animals for non-commercial purposes
Restaurants, gift shops, florist, drug stores within hospitals
Swimming pools
Temporary feeding and housing of no more than 30 homeless people
Temporary structures, trailers and storage incidental to construction

**PERMITTED**

NO DRIVE UP SERVICE PERMITTED

Adult day care
Art galleries or studios
Banks or similar
Catering businesses with provisions
Christmas tree lots
Contractor’s shops including service, supply, wholesale, and distribution with restrictions
Day nurseries permitted uses
Dry cleaners (with restrictions) and pick-up stations
Dwelling units above the ground floor or to the rear and not to exceed 3 times the area of the business
Food and beverage service establishments
Grocery stores
Libraries, museums, parks, and other commercial recreational facilities
Office supply, business service, copy and printing establishments
Parking areas
Personal service businesses-barbers, salon, spas, fitness centers, etc
Pet shops, veterinary clinics
Post offices, packaging and mailing services
Recreation and entertainment uses
Retail stores and shops
Schools located above ground floor
Services businesses which rent, service, or repair equipment or appliances
Shopping centers
Tourist homes
APPENDIX A:
ZONING
PERMITTED AND
ACCESSORY USES

B-2
zoning

PERMITTED
Adult care facilities
Auto service centers
Bakeries
Banks
Business, professional and vocational schools
Business, professional and administrative offices
Catering businesses
Churches and other places of worship
Communication centers and telephone repeater stations
Contractor's shops, offices and display rooms with conditions
Day nurseries
Dry cleaning and laundering
Dwelling units with a principal use above ground
Eating and drinking establishments with consumption on or off premises
Eating and drinking establishments with outdoor service
Funeral homes
Furniture repair and upholstery
Hospitals
Hotels and motels
Incidental storage for retail
Incidental storage for merchandise
Janitorial service and supply
Laundromats
Laundry pick up stations
Libraries, museums, schools, parks
Loan and financial services
Lodges

B-2
zoning, cont.

Lots for sale of Christmas trees
Medical and dental clinics
Nursing homes
Parking areas
Parking lots
Personal service-barber shops, beauty parlors, health clubs
Pet shops, animal hospitals
Printing shops
Private elementary and secondary schools
Radio and television studios with no tower
Recreation and entertainment uses-clubs, theaters, museums, bowling alleys, entertainment centers
Rental establishments
Repair shops
Self service auto wash with conditions
service stations with stipulations
lot cannot be less than 10,000 square feet
Shopping centers with PUD
Tailoring and dressmaking
Tourist homes and lodging houses
Wholesale and distribution establishmnets
B-3 zoning

PERMITTED
B-2 USES PLUS THE FOLLOWING

- Adult book stores with provisions
- Adult entertainment establishments with provisions
- Adult motion picture theaters with provisions
- Auto, truck, boat, and trailer sales with provisions
- Government uses except incarceration facilities
- Incidental storage of merchandise
- Massage parlors with provisions
- Nursing home with PUD
- Milk and other distributions stations
- Outdoor recreation with provisions
- Parking garages with provisions
- Printing, publishing, and engraving establishments
- Public utilities installations, terminals for public transportations
- Repair businesses
- Self-service auto washing facilities
- Serving stations and auto service centers
- Shopping centers with PUD
- Sign painting shops
- Tire recapping and vulcanizing shops
- Travel trailer parks and campgrounds
- Truck and freight transfer terminals
- Wholesale, warehouse, and distribution facilities with no more than 20,000 square feet of floor area