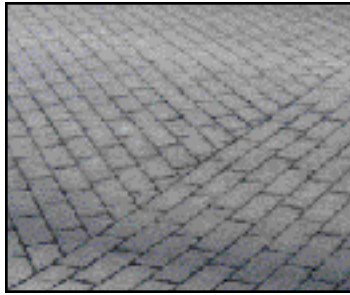


**The  
Corridor  
Plan**

THE  
CORRIDOR  
PLAN



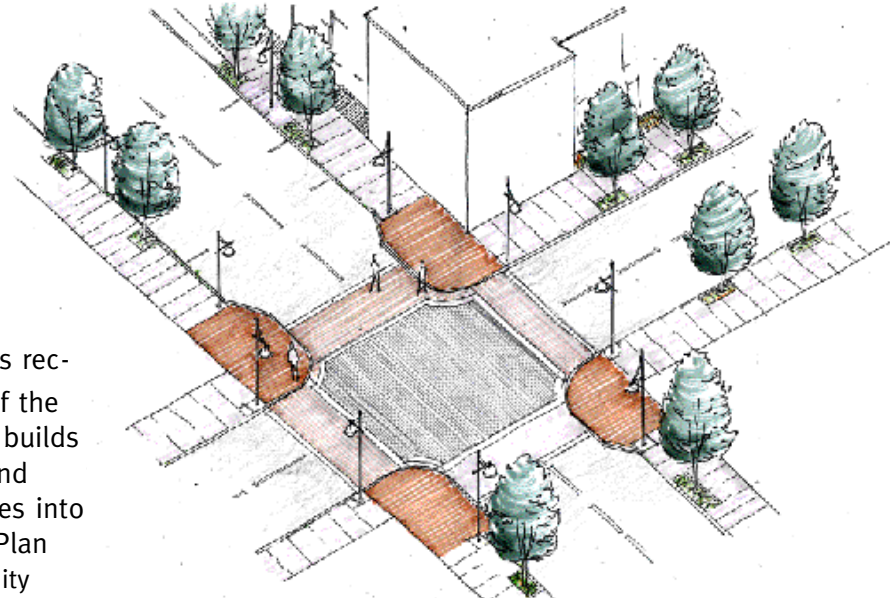
The Corridor Plan for West Main Street includes recommendations for achieving the components of the future envisioned by the community. The Plan builds on existing character and guides the existing and proposed mix of residential and commercial uses into a community place. Recommendations in the Plan 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.

design  
elements

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

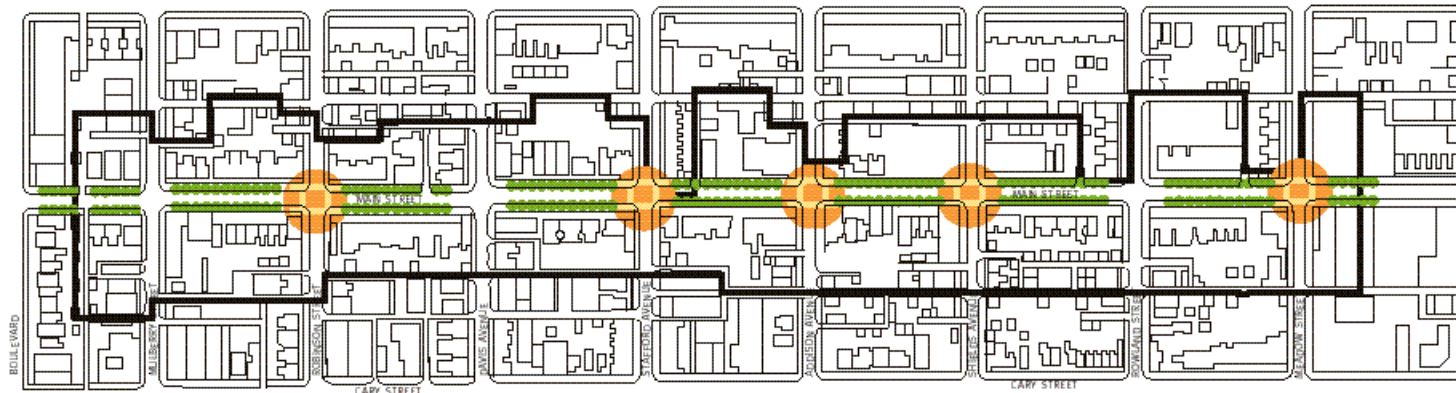
Sidewalk corner extensions should articulate the major entrances to West Main Street (Meadow and Robinson Streets) and emphasize the largest cluster of commercial activity situated between Shields, Addison and Stafford Streets. (See Intersection Improvements Illustration.) A pale yellow paving block 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.



# WEST MAIN STREET CORRIDOR PLAN

RICHMOND, VIRGINIA



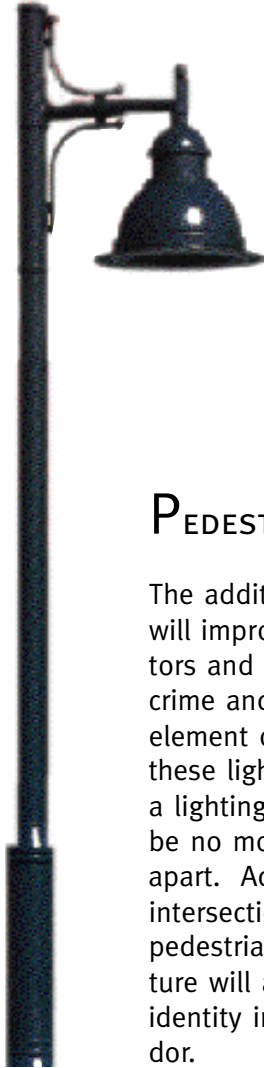
## streetscape concept plan



-  INTERSECTION IMPROVEMENT
-  TREE

PREPARED FOR  
Your Neighbors Uptown Association

PREPARED BY  
Virginia Commonwealth University  
Department of Urban Studies and Planning



## 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.

## other proposed improvements

### 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)

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# WEST MAIN STREET CORRIDOR PLAN

RICHMOND, VIRGINIA



proposed land  
use



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WEST MAIN STREET  
CORRIDOR 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.

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# WEST MAIN STREET CORRIDOR PLAN

RICHMOND, VIRGINIA



proposed  
zoning



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crime  
prevention

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.

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## crime prevention guidelines

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

The maintenance of buildings and property can also reinforce the ownership of the area. Guidelines for maintaining buildings to indicate concern for ownership include the following:

Exterior lights should be directed away from adjacent properties and roadways

Exterior lights should be maintained in an operable state

Landscaping should be maintained

## 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.

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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.