
UNIVERSITY CORNER STREETSCAPE STUDY

CHARLOTTESVILLE, VIRGINIA

prepared for:

City of Charlottesville

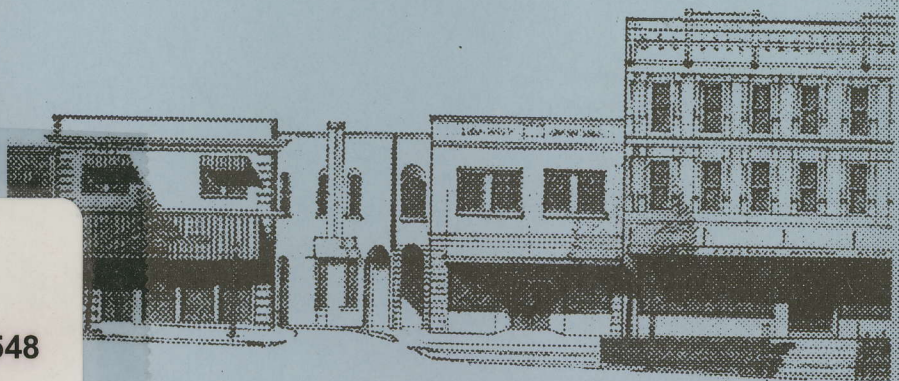
Department of Community Development

prepared by:

EDAW, Inc.

Alexandria, Virginia

August 1990



C/A
917.5548
EDA

C/A
917.5548
Eda

ALBEMARLE
CHARLOTTESVILLE
HISTORICAL SOCIETY

EX LIBRIS

2004

For Reference

Not to be taken

from this library

Table of Contents

PREFACE	1
INTRODUCTION	3
SECTION 1.0 INVENTORY & ANALYSIS OF THE UNIVERSITY CORNER	4
SECTION 2.0 DESIGN APPROACH	14
SECTION 3.0 UNIVERSITY CORNER STREETScape PLAN	17
SECTION 4.0 UNIVERSITY CORNER FACADE IMPROVEMENTS	23
SECTION 5.0 UNIVERSITY CORNER MANAGEMENT APPROACH	36
APPENDIX: PRELIMINARY COST ESTIMATE	38

PREFACE

For a number of years, the City of Charlottesville has been attempting to address various concerns expressed by University Corner area merchants about certain issues in that shopping area, including: parking; circulation; trash collection; and condition of the public spaces. The City worked with a private developer in 1985-86 to sell the public parking lot on the corner of 14th Street and Wertland Street in order to allow the construction of a private garage containing over 200 cars along with some commercial space. That same developer constructed over 40 additional spaces on Elliewood Avenue in a parking deck off of the Sovran Bank site. Discussions with corner merchants and property owners in the early to mid 1980's led to the inclusion of this area within the scope of the Urban Design Plan prepared for the City by Carr Lynch Associates in 1988.

That February, 1988 Urban Design Plan for Charlottesville, Virginia identified the University Corner area as a critical place which serves as a destination for large numbers of tourists and visitors to the University of Virginia. The Plan indicated that this area "seems more like a marginal commercial district grafted onto the University campus rather than a place in its own right." The financial success of the corner belies its appearance.

The Urban Design Plan recommended specific improvements, both public and private, which need to be made: sidewalks; streets; facades; signage; landscaping; and other details along University Avenue and Elliewood Avenue. The City endorsed the Urban Design Plan as a policy guide and created an Urban Design Committee to help carry out elements of the Plan with the Planning Commission.

During the development and discussion of the Urban Design Plan, the City contacted private property and business owners along the Corner and solicited their views on the proposal. The reaction was one of strong support and a willingness to participate in the cost of such improvements as outlined generally in the Urban Design Plan.

INTRODUCTION

EDAW, Inc. was retained in Fall 1989 to prepare a preliminary design for the University Corner Streetscape, to include both streetscape improvements and recommendations for building facade improvements. The following report provides a summary of the work conducted to prepare these plans.

The University Corner area is defined as the north side of University Avenue from the intersection of Chancellor Street to the intersection of 13th Street and includes Elliewood Avenue and 14th Street to the intersection at Wertland Street.

The report is divided into four sections. Section One, Inventory and Analysis, presents an overview of the process EDAW conducted to establish an understanding of both the physical and cultural opportunities and constraints of the University Corner area. Section Two, Design Approach, is a synthesis of the data collected and analyzed in Section One, as well as conceptual design development for the streetscape and facade improvements. Sections Three and Four present the preliminary design recommendations for streetscape and building facade improvements.

This work was prepared in an interactive process in which EDAW included the merchants and property owners of the University Corner, the City of Charlottesville Department of Community Development, as well as other city agencies. The preliminary design recommendations for the streetscape and facade improvements at the University Corner are in direct response to those concerns and needs that were expressed by these groups.

SECTION 1.0 INVENTORY & ANALYSIS OF THE UNIVERSITY CORNER

In order to obtain a complete understanding of the University Corner area, including both the physical conditions and the commercial/social environment, EDAW began this project with a two-task inventory process. The first task was to meet with the merchants and property owners of the University Corner. The second task was to conduct an inventory of the physical conditions of the site, as well as the visual qualities and character experienced by the pedestrian user of this area.

1.1 Inventory of the Merchants and Property Owners

The merchants and property owners of the University Corner were interviewed to determine their concerns, goals and objectives for the improvements to the streetscape and building facades. The following is a summary of the inventory of their comments, organized by category type:

1.1.a. Parking

1. A major problem in attracting users to the Corner.
 2. Street front parking is always full; there is no convenient short-term parking.
 3. Corner surface lot fills rapidly and remains full most of the day.
 4. People are accustomed to free and convenient parking at malls and are unwilling to pay at parking garages.
 5. Parking is available at Elliewood garage but location and availability is not clear.
 6. There is not a consistent parking validation program, resulting in customer confusion.
 7. Employees park in convenient spaces.
 8. Delivery vehicles block access to parking.
-

1.1.b. Traffic

1. Random street crossing by students and hospital employees is very disruptive to flow.
2. Loading vehicles block or impede circulation.
3. Lack of pulloffs for buses disrupts flow.

1.1.c. Loading/Deliveries

1. Large trucks block access to parking areas and/or tie-up street front areas, blocking store visibility and pedestrian circulation.
2. No restricted delivery times; some property owners would like deliveries restricted to before 11:00 a.m.
3. Smaller trucks are needed for deliveries; some owners believe this is not possible/feasible for all services.
4. Loading areas need to be limited to key areas on street.

1.1.d. Trash

1. Trash is currently left out all night for morning pickup.
2. There is not adequate trash storage in back of stores.
3. Early a.m. pickup schedule does not allow adequate time for merchants to put trash out in morning.

1.1.e. University Interface/Interaction

1. New hospital location has resulted in decreased lunch crowd and overall business.
 2. University is moving student facilities to opposite side of campus which will result in decreased student traffic.
 3. University has own commercial facilities which compete with Corner.
-

1.1.f. Tourism

1. Need tourist bus stops/turnarounds.
2. Corner is not tapping into tourism at Rotunda, University conferences, etc.
3. No maps/brochures are available to inform UVA tourists, conferences, etc. about Corner.
4. Tourists are a very desirable clientele for Corner as on average they spend much more than students.

1.1.g. Corner's Public Perception/Environment

1. Merchants have difficulty attracting non-academic (town's residents) customers.
2. Corner merchants want to attract local families and tourists as customers.
3. Corner area is perceived as unsafe at night; perception is somewhat accurate in late hours.
4. Current condition of streetscapes does not encourage new users.

1.1.h. Merchant Organization

1. Currently limited to a few key members.
2. Doesn't have publicity mechanism.
3. Doesn't organize events.
4. Potential to organize service schedule.
5. Potential to organize trash collection.

1.2 Goals and Objectives of the Merchants and Property Owners

The following is a summary of the goals and objectives for the improvement of the University Corner as identified by meeting participants.

1.2.a. Landscape Improvements

1. Shade trees.
2. New sidewalks.
3. Lighting.
4. Bike parking.
5. Handicapped access.
6. Attractive signage.
7. No seating.
8. Maintain individuality of shops while unifying district.
9. Remove utilities to rear of buildings.

1.2.b. Operational Improvement

1. Coordinated and improved trash collection.
2. Coordinated and restricted loading/delivery.
3. Increased and deferred parking.
4. Improved public and tourist bus access.
5. Coordinated publicity for Corner.

1.3 Inventory and Analysis of the Site

A field inventory was conducted for the University Corner area to collect information concerning the opportunities and/or constraints of the existing physical conditions of the Corner, as well as the opportunities and/or

constraints of the visual qualities and character of the Corner as they are experienced by the pedestrian user.

The inventory first identified problematic streetscape conditions.

1.3.a. Parking:

Lack of informational and directional signage on University Avenue at the corner of Elliewood and on 14th Street for public parking garages on those streets.

1.3.b. Vehicular/Pedestrian Conflict Areas:

Areas of pedestrian/vehicular conflict occur along University Avenue where pedestrians cross from UVA on the south side of University Avenue to the Corner area. This includes the intersections of Chancellor, Elliewood, and at the alley corner where Littlejohn's Delicatessen is located. This last area is particularly problematic as University Avenue becomes wide and students randomly cross. Pedestrian/vehicular conflict also occurs at other alley crossings at the Corner.

1.3.c. Parking/Loading Conflict Areas:

Parking/Loading conflict areas occur along most of the Corner on University Avenue where delivery trucks pull up directly in front of the businesses they are attending. Parking also occurs along most of University Avenue in designated parking areas and in loading zones.

1.3.d. Sidewalk Impediments:

1. General disrepair of all sidewalk areas.
2. Signage clutter in area where sidewalks are narrow.
3. Utility poles impede pedestrian flow on the extremely narrow sidewalks on Elliewood Avenue.
4. Lack of continuous handicapped access.

1.3.e. Railroad Bridge:

The presence of the railroad bridge along University Avenue creates an uninviting, dark area on the Corner streetscape. The concrete retaining wall supporting the bridge contributes to the break in continuous storefront facades and further separates West University from East University Avenue. The newspaper boxes along the wall adds visual clutter.

1.3.f. Bus Stop Locations:

Two bus stops occur along University in the Corner area: 1. A stop with bench and sign exists at the intersection of 14th Street and University. 2. A stop with sign and no bench occurs in front of Macado's restaurant. Neither has a pull off area, which has been indicated by merchants to contribute to traffic congestion.

1.3.g. Building Signage:

Visually chaotic building signage, often overscaled or out of context with the historic architecture of the Corner, has a negative impact on the identity of the Corner.

1.3.h. Utilities:

1. Storm Drainage

a. 18" Reinforced Concrete Pipe located approximately at existing curblin through a good deal of site. In order to have street trees, pipe will have to be moved into a low elevation; otherwise there would have to be bends added to existing pipe.

b. Buildings may drain into the system under the sidewalk; this system could be deteriorated and need replacement.

c. Drainage in new tree pits is recommended due to possible problems with basements of older buildings.

d. Excavation process for sidewalk and trees should include waterproofing of existing buildings.

2. Underground Utilities

a. No pole mounted transformers exist on Main Street/University Avenue. Service for these buildings is from rear parking area. Undergrounding of utilities is not recommended here due to expense. Recommend establishing new service grid in rear to organize poles into more efficient pattern and continue service from rear. Additional evaluation is required for poles near or in alleys. Functionally and economically they can remain, but aesthetically they impact views from streetscape. Also must consider other replacement requirements if moved, i.e., PCB transformers.

b. Several pole mounted transformers are located on Elliewood Avenue. They are not only unsightly but contribute to tight circulation conditions. Poles can be moved to rear of buildings with either relocated rear feeds or wiring along buildings to maintain front feeds. Electrical wiring along buildings should not be encouraged due to safety issues.

c. Underground transformer vaults on Elliewood Avenue would have to be constructed in street with removable grates as there is no room in sidewalks. Servicing of the underground vaults is seldom required.

d. New street lights would incorporate undergrounding service as part of installation. Most of existing overhead lines on Main Street/University Avenue are for service for street lights.

e. Cable T.V. and phone are currently located overhead on streetfront. These can be run to rear of building, either along building or with new feed in rear of building. These services do not require same degree of protection as electrical service. (Further study required at Lucky Seven store.)

f. Several pole mounted transformers are located on 14th Street; it is not clear whether they can be relocated to rear of buildings as they also service an adjacent residential area. Direction of service will need to be clarified. Service to new building is undergrounded at sidewalk. Connection from high tension line is above. Recommend considering undergrounding high tension line on 14th Street and under railroad bridge and return above ground at pole on either side of bridge.

3. Utility Vault Covers

a. Recommend incorporating several smaller vault covers into one larger vault to simplify installation of pavement and meter reading.

4. Water and Gas Lines

a. From mapping provided by City, it appears most water lines are located well into street area and should only cause problems at alley crossings.

b. Gas service from buildings to main lines will have to be redone with new sidewalks. Old lines can be replaced with new plastic laterals.

1.4 Site Character and Subzones

The field inventory of the University Corner area also resulted in the conclusion that the area lacks strong definition as a district, without perceivable gateways at either end. Within the Corner area, there are actually subzones or areas which have their own character, which are weakly linked together as the University Corner. These subzones are identified as follows:

1.4.a. Campus Transition/Entry Zone (University Avenue from Chancellor to Kinko's):

This section of the street functions as the western boundary of the Corner. It is characterized by a more suburban architecture/street relationship as the buildings are set back from the public sidewalk and are secondary in importance to the few mature trees occupying the front yard areas. The front yards of these buildings are currently used for pedestrian gatherings and provide opportunity for future utilization. The facades of these buildings serve as walls to the exterior plaza space.

1.4.b. Elliewood Zone (Elliewood Avenue):

This section of the Corner is visually separated from University Avenue by the blind side walls of two tall brick buildings, very close to the street and fronting onto a narrow sidewalk. This break in the storefront facades does not provide an inviting entry into

Elliewood. To heighten this disconnection, the architecture/street relationship of buildings further north on Elliewood are the remains of a suburban residential relationship. The buildings are two- and three-story wood frame residences built in the late 1800's and early 1900's. The front yards of these former residential buildings have been adapted for pleasant outdoor seating areas under mature shade trees; this street is very pleasant for pedestrians. A significant gap in the streetscape continuity exists where the entrance to a large parking garage fronts on the west side of Elliewood.

1.4.c. University Avenue Urban Storefront Zone (University Avenue from Elliewood intersection to 14th Street intersection):

This street section appears to function as the heart of the Corner. The architecture/street relationship is traditionally urban with continuous storefronts functioning as one facade on University Avenue. The buildings are one-, two-, and three-story brick storefronts with white trim. Over the years, there have been new buildings and additions but they consistently remain within the original century. As a result, the greatest density of commercial activity occurs here. A significant change in elevation occurs along this block and is marked by steps within the sidewalk.

There are landmark buildings along this portion of University Avenue. The Anderson Brothers and Chancellor buildings should be considered for the National Historic Register. The Mincer's, Arnelle's, and the old Drug Store buildings are also fine examples of historic storefront architecture.

1.4.d. 14th Street Zone (14th Street):

The architecture on the west side of the street is consistently set back from the public sidewalk, and although there is space, existing opportunities for pedestrian seating are limited. Buildings on the east side of the street are somewhat consistently set back, but there is little space for pedestrian seating. Overall, the architecture is contemporary in style, and the resultant character of this block is distinctly different from the traditional storefront architecture that occurs on University Avenue.

1.4.e. East University Transition Zone (University Avenue from corner of 14th Street to Howard Johnson):

The architecture is traditional storefront architecture, forming a continuous building facade onto the street, but the buildings are not of a consistent scale or style as in the University Urban Storefront Zone. There is a significant grade change between pedestrian and automobile circulation. This area is also visually disconnected from the heart of the Corner by the railroad bridge.

1.4.f. East University Corner Boundary (University Avenue and 13th Street):

This area is dominated by the tall, contemporary trademark architecture of Howard Johnson. It is functionally and visually separated from the heart of the Corner, by the nature of being the only singular, large non-storefront building on the Corner.

SECTION 2.0 DESIGN APPROACH

From the stated problems and concerns identified by property owners and merchants and ensuing site analysis, EDAW developed its design approach. This design approach was developed from the overall objectives to:

1. Improve the public perception of the Corner by raising its visibility and image;
2. Improve the current conditions of the streetscape and create a safe, comfortable and attractive streetscape environment; and
3. Recommend solutions to pedestrian/vehicular user conflicts and parking/loading user conflicts.

These objectives directed the design development of the preliminary design for the University Corner Streetscape and Facade Improvements, which follow in Sections 3.0 and 4.0. While the designs of the streetscape and the facades are directly related and must be integrated, they are presented in two sections to facilitate organization and communication.

The following is an expansion of these objectives and the design direction development.

2.1 Design objectives to raise the visibility and image of the Corner

2.1.a. Unify the Corner and link the identified subzones along University Avenue, Elliewood, and 14th Street with consistent streetscape design, while maintaining the individuality of the architecture, the uses, and the users. The streetscape treatment should be simple and provide the unifying base for charm and character of the buildings and uses.

2.1.b. Identify entry points/gateways to the University Corner at Chancellor and University Avenue and at 13th and University Avenue with "mini-plazas" containing informational kiosks, benches and seat walls, and special paving.

2.1.c. Provide informational signage at the intersection of University Avenue and Elliewood and 14th Streets for promotion and direction.

2.1.d. Develop facade improvement recommendations which strengthen the definition of the Corner district without detracting from the architectural character and uniqueness of the building.

2.1.e. Develop building signage recommendations which minimize visual clutter and confusion and provide individual identification which complements the scale and character of the buildings.

2.2 Design objectives to improve problematic street conditions for a comfortable attractive pedestrian environment

2.2.a. Widen the sidewalk on University Avenue up to eight feet to allow for smooth pedestrian traffic flow, and the addition of street trees and lights, street furniture, and designated parking and loading zones.

2.2.b. Add pedestrian cross walks with special paving at major pedestrian alley and street crossing intersections along the corner and across University Avenue.

2.2.c. Provide a safe, well-lit evening pedestrian environment with unified street lighting.

2.2.d. Provide and restrict trash receptacles for pedestrian use only along University Avenue, Elliewood and 14th Street. Trash containers for commercial use should be located at rear of shops and restaurants and merchants should not use street-trash receptacles for commercial use. Trash collection should be coordinated with the City.

2.2.e. Incorporate regulatory signage onto new street light poles so as to not be obtrusive in the streetscape and to provide an uncluttered, aesthetic appearance.

2.2.f. Brighten the dark area beneath the railroad bridge by painting the walls adjacent to the pedestrian walkway a light color. Painted signage could be incorporated here to advertise businesses and special events on 14th Street. Remove newspaper boxes to kiosk plaza on West University.

2.2.g. Provide continuous handicapped access along the sidewalk.

2.2.h. Relocate electrical service to rear of buildings to minimize poles and overhead wiring disturbance to the corner area.

2.3 Design objectives to resolve pedestrian/vehicular user conflicts and parking/loading zone conflicts:

2.3.a. Remove bus stop from its present location in front of Macado's to West University Avenue in front of Sovran Bank. Create 60' curb cut for bus to pull off without impeding traffic.

2.3.b. Provide vehicular drop off area at University Theater.

2.3.c. Designate loading areas along University Avenue for trucks to pull off without impeding traffic. These should have limited times to allow unrestricted use after normal daytime business hours.

2.3.d. Provide painted crosswalk across University Avenue at University Avenue and JPA for increased pedestrian traffic with new hospital buildings.

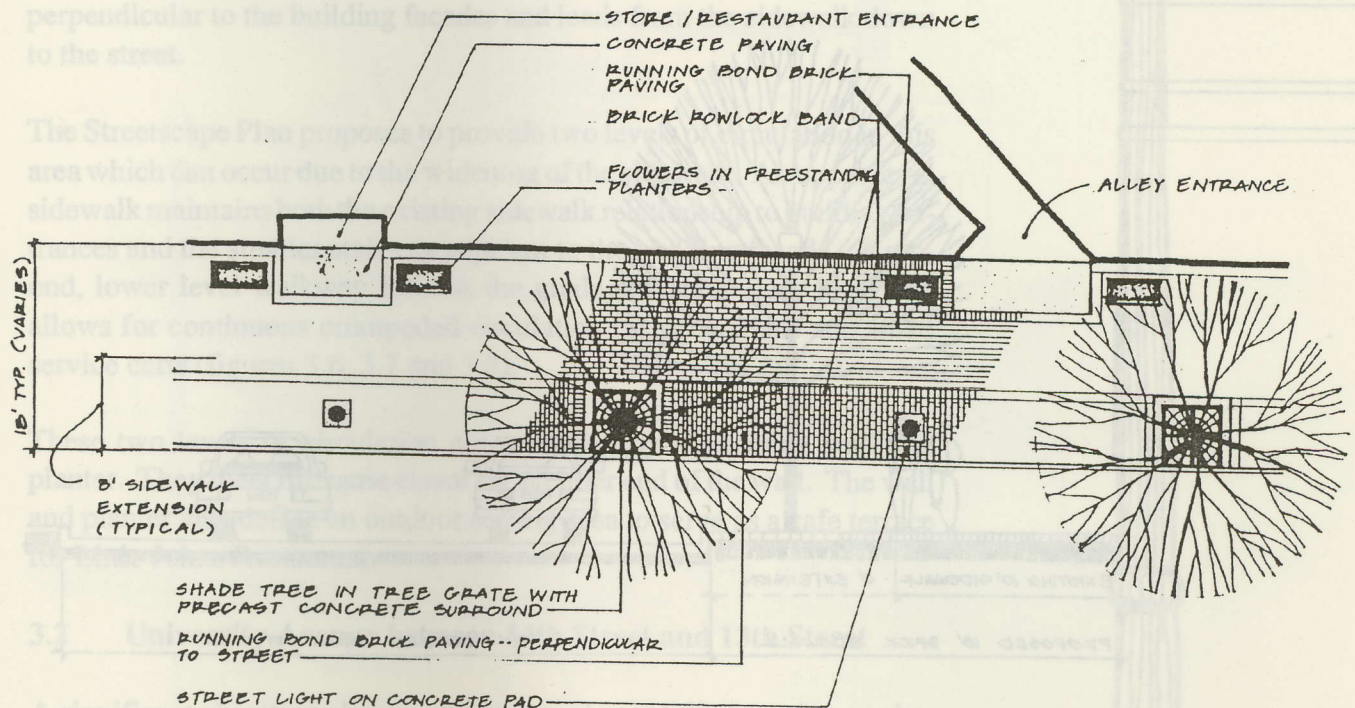
2.3.e. Remove commercial trash collection to rear of shops and restaurants.

SECTION 3.0 UNIVERSITY CORNER STREETScape PLAN

The University Corner is an active commercial area that provides an array of goods and services to a diverse university community. These activities occur in a distinct collection of buildings with a varying range of architectural or historic significance. EDAW recognizes the value of this diversity and eclecticism and has developed a preliminary design plan for the streetscape which meets the stated goals and objectives without diminishing or disrupting the bustle and charm of The Corner.

The design intent of the proposed streetscape treatment is to unify and clarify the district through a simple palette of pavement materials and street furnishings. These include brick pavement, with concrete bands and pads to articulate street elements, street trees and tree grates, street lights, crosswalks, trash receptacles and free standing flower pots (figure 3.1).

The main pedestrian circulation areas are defined by running band brick pavement; brick rowlock or soldier course bands line different uses and



TYPICAL STREETScape DETAIL

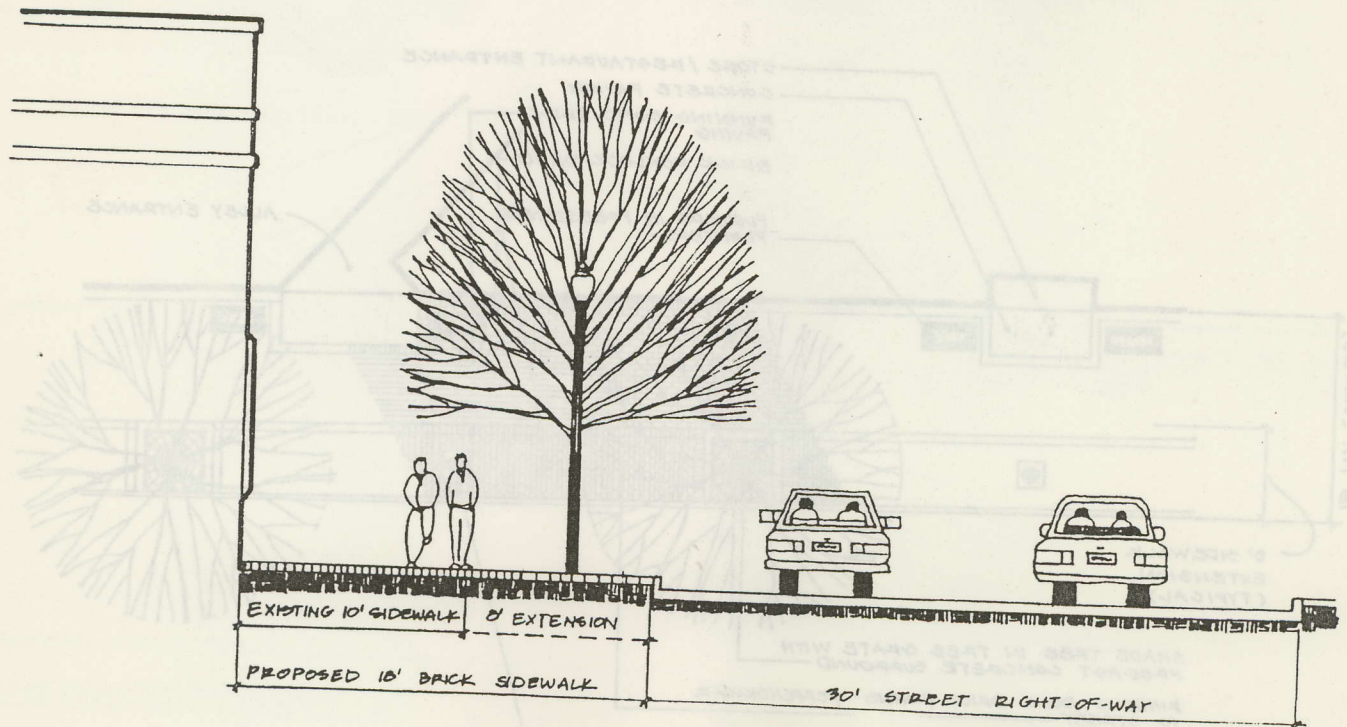
SCALE 1/8" = 1'-0"

street furnishings. Concrete, used to add variety to the ground plane pattern, occurs as entrance pads to each building and as bands around tree grates, lights, handicapped ramps, and at crosswalks. Logos, street addresses, or other building identification can be added to the concrete entrance pads in relief if desired by the building owners.

Removal of metered parking along University Avenue is proposed to allow widening of the sidewalk by eight feet and designation of key loading, bus, and drop-off areas (figure 3.2). These areas can serve as parking during evening hours.

Street trees are spaced to frame buildings without blocking window displays or entrances when possible (see Facade Elevations, Section 4.0). Tree grates are used to avoid the maintenance required when plants are used in the tree base area, and also to minimize pedestrian obstructions.

The proposed street light is the GE Edison III luminaire on 14 ft. cast aluminum poles (figure 3.3). This light and pole, a city standard, was selected because of its historic style which complements and strengthens the image of the Corner as an historic commercial area.



TYPICAL STREETSCAPE SECTION: UNIVERSITY STREET

SCALE: 1/4" = 1'-0"

figure 3.2

Wall mounted lights were considered for Elliewood Avenue due to the narrow width of the sidewalk. While this alternative would create additional pedestrian area, the installation cost would be very high and would require extensive rewiring along building facades.

Painted metal trash receptacles for pedestrian use, low concrete planters at building entrances, and metal bicycle racks are proposed for the area. These, as well as other street furnishings, will need to be sized and weighted to handle the constant abuse by students.

This basic palette of materials and furnishings have been applied to University Avenue, Elliewood Avenue and 14th Street to define the district (figures 3.4 and 3.5) In several areas, existing conditions or specific activities required modification of this palette. Those areas are as follows:

3.1 University Avenue at Little Johns/Anderson Bookstore

A significant elevation change occurs in front of these buildings. Currently two sets of stairs take up the grade change and inhibit handicapped access. One small stairway occurs within the main pedestrian sidewalk area, paralleling the building facades. A second broad stairway occurs perpendicular to the building facades and leads from the sidewalk down to the street.

The Streetscape Plan proposes to provide two levels of circulation in this area which can occur due to the widening of the sidewalk. An upper level sidewalk maintains both the existing sidewalk relationship to building entrances and the smaller stairway adjacent to the building facade. A second, lower level walkway follows the grade change at curb level and allows for continuous unimpeded circulation for pedestrians and small service carts (figures 3.6, 3.7 and 3.8).

These two levels of circulation are separated by a retaining wall and planter. They meet the same elevation at either end of the wall. The wall and planter also define an outdoor seating area to serve as a cafe terrace for Little Johns Restaurant.

3.2 University Avenue between 14th Street and 13th Street

A significant elevation change also occurs along University Avenue between 14th Street and 13th Street. Currently a stone wall retains the sidewalk which is several feet above street level.



figure 3.3

With the additional width of eight feet due to the removal of metered parking, the streetscape plan proposes to replace the stone wall with a sloped planting strip which is less costly and more attractive (figure 3.9).

A drop-off area and a plaza area are proposed at the University Theater is recognition of the activity and traffic that is ongoing.

3.3 Service and Loading Areas

The Corner merchants clearly expressed the need for service and loading areas along University Avenue. These areas have been provided, located within the sidewalk areas, to limit traffic disturbances on University Avenue. They are located on the Mincer's block, at Kinko's and Lucky 7, at the corner of University Avenue and 14th Street, and adjacent to the University Theater.

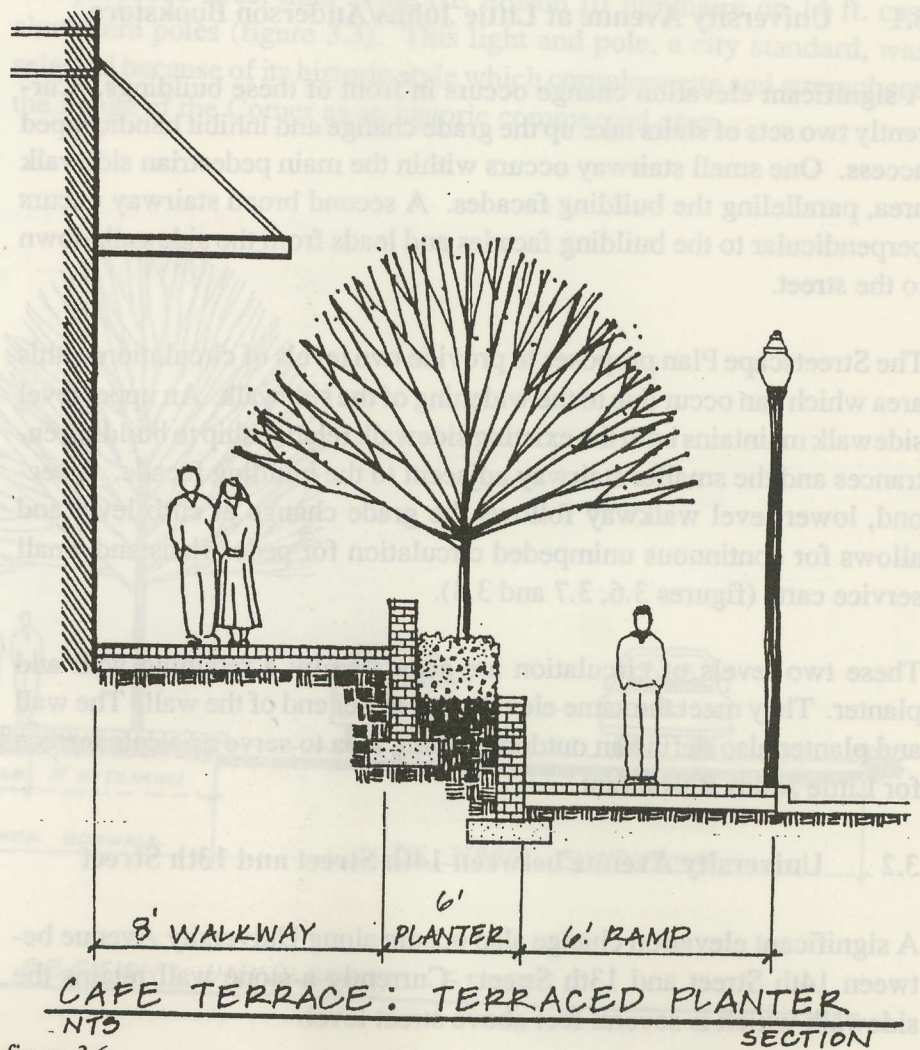
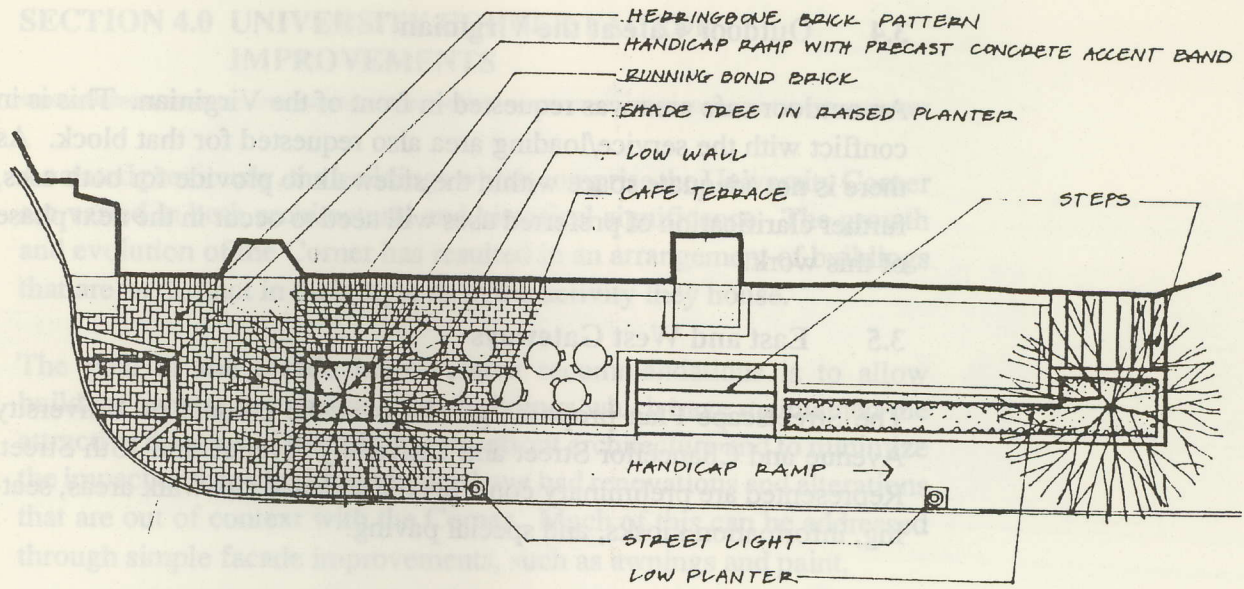


figure 3.6

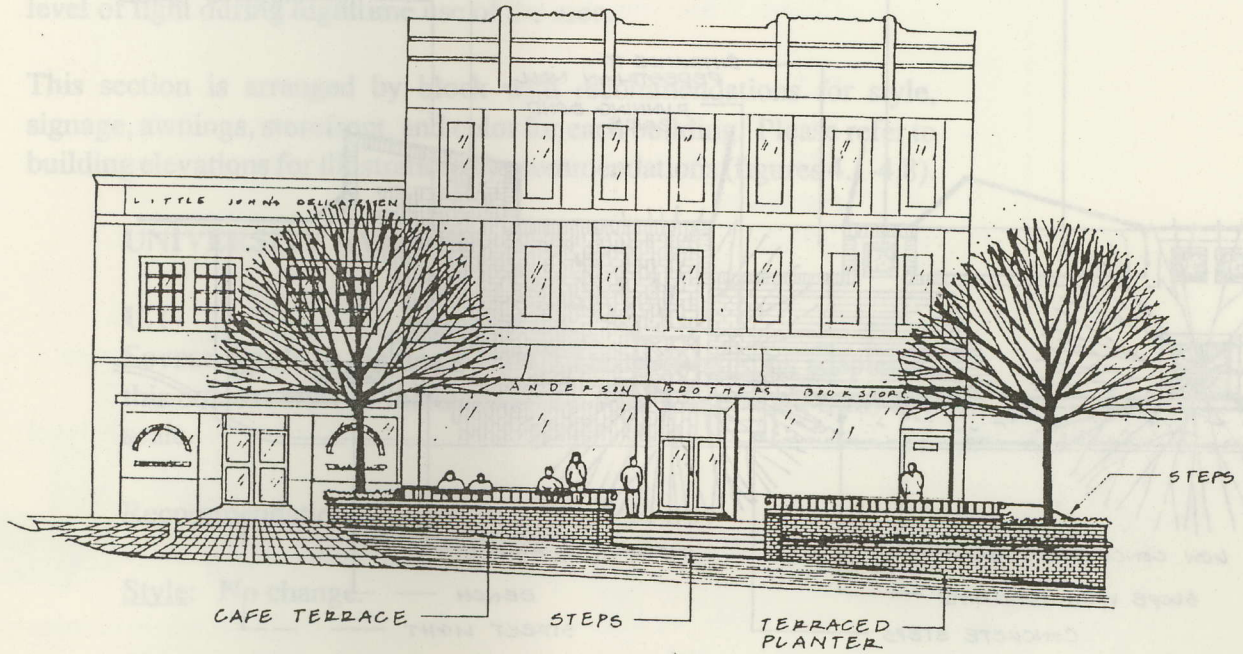


ANDERSON BOOKSTORE STEPS / CORNER CAFE

SCALE 1/8" = 1'-0"

PLAN

figure 3.7



CAFE TERRACE

SCALE: 1/8" = 1'-0"

ELEVATION

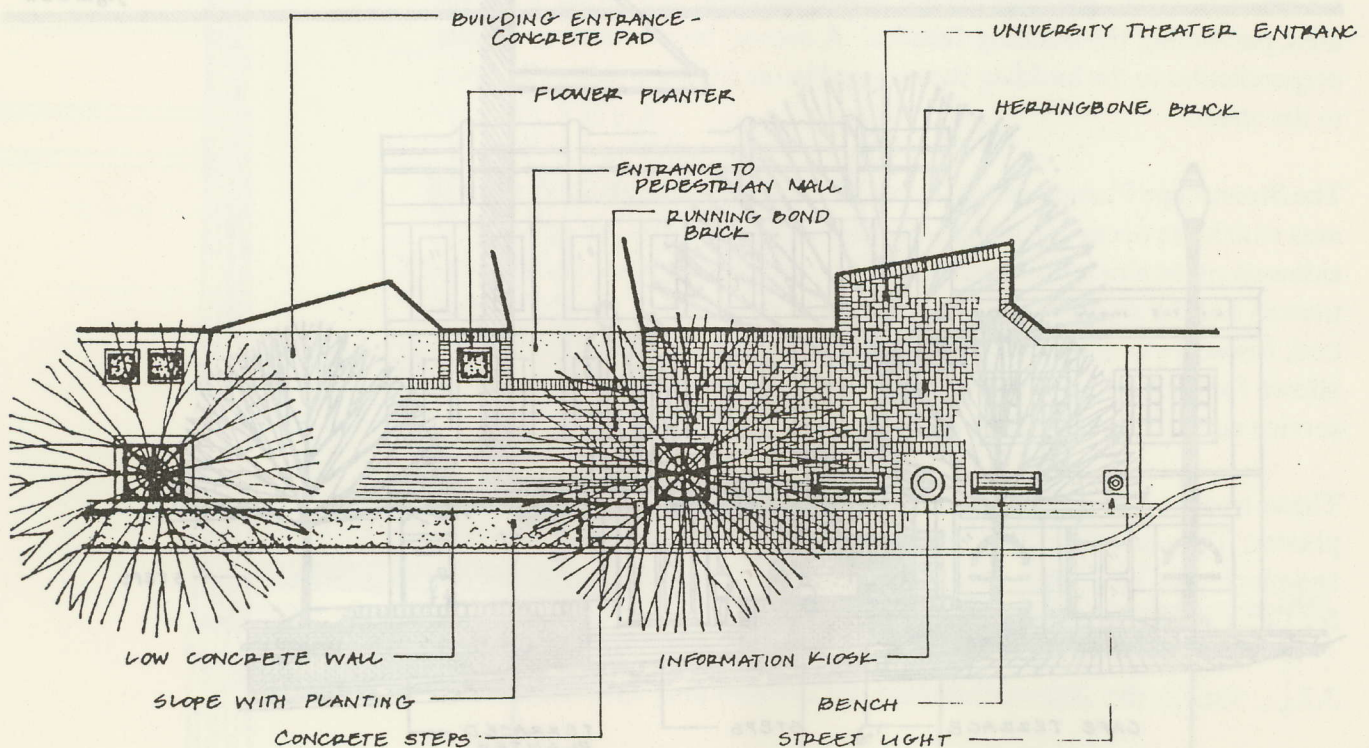
figure 3.8

3.4 Outdoor Cafe at the Virginian

An outdoor cafe area was requested in front of the Virginian. This is in conflict with the service/loading area also requested for that block. As there is not adequate space within the sidewalk to provide for both uses, further clarification of preferred uses will need to occur in the next phase of this work.

3.5 East and West Gateways

The Streetscape Plan proposes gateways at the corners of University Avenue and Chancellor Street and University Avenue and 13th Street. Represented are preliminary concepts for widened sidewalk areas, seating, information kiosks, and special paving.



UNIVERSITY THEATER PLAZA

SCALE 1/8" = 1'-0"

figure 3.9

SECTION 4.0 UNIVERSITY CORNER FACADE IMPROVEMENTS

As stated previously, the buildings which comprise the University Corner are varied in both architectural and historical significance. The growth and evolution of the Corner has resulted in an arrangement of buildings that are as distinct in their style as in the activity they house.

The goal of the facade improvement recommendations is to allow building owners to enhance those buildings which have maintained the attractive features of the original storefront architecture and to minimize the impact of those buildings which have had renovations and alterations that are out of context with the Corner. Much of this can be addressed through simple facade improvements, such as awnings and paint.

The recommendations also focus on signage, which has a strong impact on the image of each building. Numerous signs within the Corner are overscaled, out of context with the architecture and placed without a recognition of building composition.

Property owners should also consider uplighting the buildings to highlight attractive architectural features while enhancing the quality and level of light during nighttime use of the area.

This section is arranged by block with recommendations for style, signage, awnings, storefront, and color for each building. Please refer to building elevations for illustration of recommendations (figures 4.1-4.8).

UNIVERSITY AVENUE

U.1

Sovran Bank. A single story suburban style building adapted to this context with its materials (brick with white wood trim) and scale.

Recommendations:

Style: No change.

Signage: Remove vertical signage and replace with lower horizontal sign in corner planting bed. Materials should reflect building (i.e. brick, painted wood).

Awnings: No change.

Storefront: No change.

Color: No change.

U.2

The Lucky Seven. A single-story building set back from the street giving space to a mature oak tree. A few relatively inexpensive improvements could give this storefront great benefit.

Recommendations:

Style: No change.

Signage: Use eye level window graphics or signage in arches above windows and doors.

Awnings: No change.

Storefront: Add cornice treatment (i.e. painted wood moulding being typical along street).

Color: White trim is typical on red brick buildings along street.

U.3

Kinko's Copy Store. This building has a cedar shake cornice which is probably a remnant of the last building tenant, a fast food restaurant.

Recommendations:

Style: Remove cedar shake mansard roof, add wood cornice.

Signage: Tree foliage mandates at least some signage at eye level - window graphics or small signs near doors.

Awnings: None.

Storefront: Add lintel detail and continue brick facade to cornice (if none exists).

Color: White trim with the red brick.

U.4

Arnelle's. A well maintained two-story brick storefront, this is an excellent example of the architectural style on "the corner" and no change is required.

U.5

Mincer's. Another piece of splendid architecture, it is three stories with both wood trim and brick trim. The only change recommended is to rework the signage to better fit with the building's geometry (i.e. locate signs directly above awnings and size them in scale with the windows on the second and third stories).

U.6

The Virginian. A single-story brick storefront.

Recommendations:

Style: No change.

Signage: Locate horizontal signage directly above awning - with additional graphics near door.

Awning: No change.

Storefront: Clean and highlight brick detailing.

Color: No change.

U.7

Armands. A two-story brick storefront.

Recommendations:

Style: No change.

Signage: Signs on awnings and doors are sufficient - hanging signs are unnecessary.

Awnings: No change, but a rule of thumb is that awnings follow the shape of the opening they cover (rectangular for most and curved when the opening is curved).

Storefront: No change. Add missing shutter.

Color: No change.

U.8

The Old Drug Store Building. A beautiful two-story late 19th century brick storefront, the only recommendation is one regarding signage. Overall facade composition should be considered when locating signs. A good location would be in the center window above the door. Removing the old drug store sign would be optional.

U.9

College Inn. A single-story brick storefront with an asymmetrical recessed entry. This entry's style would suggest it was an improvement built around 1960.

Recommendations:

Style: No change.

Signage: Incorporate graphics onto awning.

Awnings: Construct fabric awning with signage added.

Storefront: No change.

Color: No change.

Note: Angle of alley draws attention to side elevation - remove signage, better utilize window for advertisement.

U.10

College Market. This two-story brick facade building seems to have been recently renovated. The simple yet effective signage combined with improved storefront detail works well. No change is necessary on this building.

U.11

A cloth awning divides the elevation of this two-story brick storefront. The bottom is a framed wood extension.

Recommendations:

Style: No change.

Signage: Incorporate sign onto awning.

Awnings: Be consistent with upper level and add graphics.

Storefront: A more appropriate material for facade extension would be brick.

Color: No change.

U.12

Baree Station. This two-story brick storefront is painted white and there is a deep blue awning applied flush with the storefront elevation. There has been a recent adjustment to the fenestration at the sidewalk level that could have paid more respect to the buildings' original symmetry. Major changes are probably not necessary but replacement of the existing awning with a fabric awning matching the awnings on the upper level windows and extending out from the building face in a more traditional manner would be appropriate.

U.13

Little John's Restaurant. This two-story brick storefront is a classic turn-of-the-century storefront, symmetrical on both levels with a well developed cornice, two pairs of second level windows and a recessed entry with glazing wrapping back to the recessed pair of doors. The metal awning is also appropriate for storefronts from this era.

Recommendations:

Style: No change.

Signage: Good use of window graphics - hanging sign interrupts building elevation - a better location might be just below cornice.

Awnings: No change.

Storefront: Relocate mechanical equipment from awning to behind parapet on roof.

Color: No change.

Note: Angle of alley draws attention to side elevation - mechanical ductwork could be relocated or painted to blend with building.

U.14

Anderson Brothers. This is an intricately detailed three-story brick building painted white. Painting brick is usually frowned upon due to maintenance problems but in this case it highlights the detailing due to the contrast between the white wall and the shadow from the details. The only recommendations would be to better utilize the large display/glazing area at sidewalk level and to possibly light upper levels to highlight the detail at night.

U.15

Fantasia. This storefront is really an archway to channel patrons in and downstairs to the shop. The recommendations here are related to signage. This particular storefront is designed to have signage on the parapet above the door and window lintels. The signage should be simple and horizontally composed, and it should be painted in appropriate colors.

Visibility and attraction to the store will be aided by improvements to the adjacent sidewalk which will include planters and a new stairway.

U.16

The Chancellor Building. This is a wonderful two-story brick building with stone detailing. Unfortunately the three storefronts work to disrupt the building's inherent unity.

Recommendations:

Style: No change.

Signage: Small consistent signs, centered on each storefront, hanging perpendicular from building face in transom zones supplement with graphics on each door.

Awnings: Use cloth awnings to replace metal awnings.

Storefront: Treat each storefront as part of overall building. Relocate soda machine.

Color: Retain white trim with red brick. Keep awnings and signs consistent.

U.17

A single-story, well detailed brick building.

Recommendations:

Style: No change.

Signage: Each storefront in this building should utilize window graphics on its display window and place any additional signage on awnings above the door.

Awnings: Consistent awnings over doors and window.

Storefront: Treat each storefront as part of the building. Each individual storefront gets lost in the streetscape but unified as a continuous facade become more powerful.

Color: Retain white trim with red brick, keep awning colors consistent.

U.18

El Greco's Restaurant. A contemporary two level facade built with brick and aggregate concrete. Its scale and materials work well within the overall corner context.

Recommendations:

Style: No change.

Signage: Simplify graphics, use compatible materials (with brick and concrete building). Relocate on awnings or introduce window graphics.

Awnings: Add cloth awnings to tie together entries around the building's corner as well as to break up the facade.

Storefront: In the overall context of "University Corner" this building occupies an important place (the corner of 14th and University). There should be more emphasis on the corner as a place and less separation of each building face.

Color: Utilize awnings to add color to building facade.

ALBEMARLE COUNTY HISTORICAL SOCIETY
CHARLOTTESVILLE, VA. 22901

U.19

A single story metal storefront which may cover a more substantial original facade made of brick. If this is the case it should be exposed and rejuvenated.

Recommendations:

Style: No change.

Signage: Locate horizontal sign above awning.

Awnings: Add cloth awning.

Storefront: Change material to brick or horizontal wood.

U.20

Big Jim's Diner. A brick and metal single-story restaurant, the design and materials of this building can be directly attributed to American roadside architecture of the 1950's and 1960's. It is stylistically unique to the corner, and with some thoughtful renovation could be quite positive.

Recommendations:

Style: No change.

Signage: Simplify, and utilize graphics appropriate with 1950's diner architecture (i.e. art deco).

Awnings: No change.

Storefront: Maintain integrity of diner - accentuate it with art deco materials (i.e. stainless steel, glass block.)

Color: No change.

U.21

A two-story brick building with two metal storefronts added to the building around 1950 and 1960. The original brick facade has beautiful detailing that should remain exposed.

Recommendations:

Style: No change.

Signage: Simplify graphics, remove any outdated signs, and utilize window graphics and awnings.

Awnings: Add two cloth awnings to better separate 1950's stainless steel storefronts from original turn of the century brick storefront.

Storefront: Replace blocked out windows at second level with glazing and improve general maintenance.

Color: Utilize awnings with color and/or logos to call attention to storefronts.

U.22

The University Theater. Appropriate in scale and materials within the context of the corner, the theater has good signage and is well maintained. No changes are necessary to the theater facade.

U.23

Howard Johnson's Motel. This building, its scale, architectural design and signage, is a variation of 1950's - 1960's Highway Architecture. All of the aforementioned design elements work in the highway environment, but are inappropriate along University Avenue's streetscape. Because the seven-story mass of rooms is set back from the street an opportunity arises for architectural continuity along the sidewalk in order to screen the building mass beyond.

Recommendations:

Style: Street facades to be contexturally sensitive regarding scale, proportion, choice of materials and detailing, as well as signage. Locate building functions in individual storefronts that would be connected within the hotel.

Signage: Use awnings and window graphics and a small appropriately located (above doorway) perpendicular sign.

Awnings: Cloth awnings above major glazing areas.

Building Facade: Continue materials detailing and window patterns from University Avenue that would be brick two-story with paired windows above symmetrical glazing areas at street level.

Color: Corporate colors could be integrated into signage awning scheme.

ELLIEWOOD AVENUE

E.1

The Arnelle's Dress Shop building fronts University Avenue and its side is the beginning of Elliewood Avenue. Unfortunately for Elliewood this is a bearing wall, allowing for few windows in the two-story brick elevation. The arched brick lintels hint at windows which were once there. It would be positive to reintroduce glazing below the arches but not imperative. No changes are required to this building.

E.2

A single-story brick with four small storefronts.

Recommendations:

Style: Construct wood cornice.

Signage: The narrow width of the street makes eye level signage the most effective. Also, small storefronts made up of glazing are a great opportunity for window graphics.

Awnings: Remove individual awnings and replace with single cloth awning for building unity.

Storefront: No change.

Color: Use color on awning to call attention to building. Use white cornice with red brick when possible.

E.3

Andee's Frozen Yogurt. A single-story brick building, the facade is dominated by a cedar shake mansard roof/parapet. If this was removed there would be an opportunity to use the bay window

as the elevation's focal point.

Recommendations:

Style: Remove cedar shake mansard roof. Construct wood cornice.

Signage: Reduce scale and locate appropriately within facade geometry.

Awnings: Locate over exterior tables.

Storefront: Build roof over bay window to highlight window on facade.

Color: Should be consistent within streetscape. White trim with red brick.

E.4

Parking Garage. This two level parking garage was recently constructed of brick and concrete.

Recommendations:

Style: Construct a wood cornice and detail the columns to blend with the red brick and white trim architecture of the University Corner.

Signage: Use a simple parking sign/logo that is consistent with directional parking signage along University Avenue.

Awnings: None.

Building Front: Add lattice and trim detailing to connect parapet to the ground and give the facade a more definite scale. Relocate ticket/money collection booth and vending machines behind lattice work.

Color: It should be consistent within streetscape - red brick and white trim.

E.5

A turn of the century two-story wood framed residence, currently used as a restaurant with outdoor patio.

Recommendations:

Style: Retain original residential character.

Signage: Avoid signs on building. Incorporate sign with trellis utilizing similar materials and keeping in mind the scale and horizontality of trellis.

Awnings: None.

Building Front: Maintain original residential facade while utilizing historical front yard as outdoor seating area.

Color: No change - white building with dark accents.

E.6

Martha's Cafe. A two-story turn-of-the-century residence converted into a restaurant with outdoor seating in the "front yard." The only recommendation here is to keep in mind the building's original character regarding type and location of signage. Signs should be small and possibly symmetrical, keeping the integrity of the porch intact.

E.7

A two-story residence for commercial use, this building has a less than complimentary addition constructed to the lower half of the front facade. Costly changes would be required to restore the residences original integrity. Consequently, the recommendations are addressing the signage and the structural facade can be left intact.

Recommendations:

Style: No change.

Signage: Avoid signs on building, especially at the upper level. Signage should be smaller in scale respecting the residential char-

acter of the building. Locate them in the planter next to the walk or by the front door.

Awnings: No change.

Building Front: No change.

Color: No change.

E.8

A three-story residence currently housing commercial and office space. The suggested improvements are related to signage. In an attempt to retain some of the original residential character avoid applying signs on the building. Signage on the awnings functions well as does small scale signage working in conjunction with the planters.

E.9

A single-story brick storefront currently serving as a bookstore. This is a well maintained appropriately designed building. No changes are required.

E.10

El Jo's Clothing Store. A two-story brick building recently constructed utilizing materials and detailing consistent with most of the buildings on the corner. Although its single entry and minimal glazing give the building more of a suburban feeling, no changes are required.

E.11

The blind side of the Mincer's building, similar to Arnelle's, is structural. It has a rhythmic pattern of double hung windows on the upper levels with smaller vented or blocked openings at the sidewalk level. This is a beautiful building and no changes are required here except the addition of a merchant information sign describing to the pedestrians walking along University Avenue what shops are on Elliewood Avenue.

SECTION 5.0 UNIVERSITY CORNER MANAGEMENT APPROACH

Not all the goals identified by the University Corner merchants and property owners can be achieved through design recommendations for improvements to the streetscape and facades. Some of the goals, such as attracting the broader community to the area or coordinating deliveries and trash removal, involve policy and operations issues. These goals can only be met through the development of management policy for operation of the University Corner which will require organization of the merchants into a management group. This will, in effect, allow the Corner to benefit from some of the management strategies successfully used in the operation of mall shopping centers. Developing a management group which represents all the Corner merchants will create a vehicle for publicity and promotion for the Corner and resolution of servicing, trash removal, and other functional conflicts, as well as effective coordination with the City.

5.1 Publicity and Promotion for The University Corner

Coordinated efforts by the merchants would allow the development of promotional material for the University Corner which could strengthen the image of the area as a tourist destination as well as a viable commercial district serving the greater Charlottesville community. Promotional efforts should consider the following:

5.1.a. Development of a University Corner logo that would appear on advertisements, signage, and distributed materials.

5.1.b. Preparation of a map which locates and lists the businesses at the Corner. This map could be distributed at UVA, Charlottesville, and regional tourist destinations.

5.1.c. Sales promotions that involve a number of the Corner businesses which are advertised in local and University newspapers.

5.2 Resolution of Functional Conflicts

The management group should address the following functional conflicts which regularly disrupt the operations of the Corner. Issues to be considered are included.

5.2.a. Deliveries and Loading

All deliveries should be restricted to off-peak hours, preferably before 11 a.m.

5.2.b. Trash Removal

1. Dumpsters for commercial use should be located in the rear of buildings. Acquisition and placement of the dumpsters should be coordinated by the management group.

2. Guidelines for use of trash receptacles included in the streetscape improvements should be developed. These should not be used by commercial establishments because of the resulting trash overflow. They should instead be restricted for pedestrian use.

3. The management group should develop recycling strategies for paper, cardboard, glass and aluminum waste.

4. The management group should coordinate with City opportunities for garbage pickup by smaller trucks which will not block circulation in alleys and rear parking lots.

5. Trash removal schedules should be coordinated with the City to best serve the area.

APPENDIX: PRELIMINARY COST ESTIMATE

The following is the conceptual cost estimate, prepared at the concept plan level, to indicate costs for streetscape improvements block by block. This estimate does include storm drain relocation, which will be required due to widening the sidewalk. Street light relocation and rewiring will be coordinated with VEPCO. Rewiring and other services to individual buildings will require further study and are not within the scope of this work. These estimates are subject to change based upon detailed designs. The estimates do not include all utility costs on and off-site.

Streetscape Improvements - Chancellor Street to Elliewood Avenue

	Quantity	Unit Price	Amount
Demolition - Sidewalks	300 SY	\$4.50/SY	\$1,350.00
Demolition - Curbs	290 LF	\$5.00/LF	\$1,450.00
Demolition - Pavement	260 SY	\$4.00/SY	\$1,040.00
Curb and Gutters	300 LF	\$12.50/LF	\$3,750.00
Asphalt Pavement Patch	260 SY	\$55.00/SY	\$14,300.00
Adjust Valve Covers/Manholes	—	LS	\$1,200.00
Storm Sewer Relocation	320 LF	\$45.00/LF	\$14,400.00
Brick Sidewalks	3,900 SF	\$12.50/SF	\$48,750.00
Concrete Pavement	370 SF	\$7.50/SF	\$2,775.00
Brick Walls	65 LF	\$45.00/LF	\$3,000.00
Street Trees	3	\$500.00 ea.	\$1,500.00
Tree Grates	3	\$650.00 ea.	\$1,950.00
Tree Pit and Soil	3	\$400.00 Pit	\$1,200.00
Drip Irrigation	3	\$75.00/Tree	\$225.00
Street Lights	6	\$2,300.00 ea.	\$13,800.00
Street Furnishings		LS	\$10,000.00
Sum Total			\$120,690.00

Streetscape Improvements - Elliewood Avenue

	<u>Quantity</u>		<u>Unit Price</u>	<u>Amount</u>
Demolition - Sidewalks	1,550	SY	\$4.50/SY	\$2,500.00
Demolition - Curbs	800	LF	\$5.00/LF	\$4,000.00
Demolition - Pavement	270	SY	4.00/SY	\$1,080.00
Curbs and Gutters	840	LF	\$12.50/LF	\$10,500.00
Asphalt Pavement Patch	270	SY	\$55.00/SY	\$14,850.00
Adjust Valve Covers/Manholes	—		LS	\$5,000.00
Storm Sewer Relocation	20	LF	\$45.00/LF	\$900.00
Fire Hydrant Relocation	1		\$2,000.00/ea	\$2,000.00
Brick Sidewalks/Gutter	7,570	SF	\$12.50/SF	\$94,625.00
Concrete Pavement	225	SF	\$7.50/SF	\$1,688.00
Planting	—			\$1,000.00
Street Lights	15		\$2,300.00 ea.	\$34,500.00
Street Furnishings			LS	\$4,000.00
Sum Total				\$176,643.00

Streetscape Improvements - Elliewood Avenue to 14th Street

	<u>Quantity</u>		<u>Unit Price</u>	<u>Amount</u>
Demolition - Sidewalks	780	SY	\$4.50/SY	\$3,500.00
Demolition - Curbs	575	LF	\$5.00/LF	\$2,900.00
Demolition - Pavement	705	SY	\$4.00/SY	\$2,820.00
Curbs and Gutters	600	LF	\$12.50/LF	\$7,500.00
Asphalt Pavement Patch	705	SY	\$55.00/SY	\$38,775.00
Adjust Valve Covers/Manholes	—		LS	\$6,500.00
Storm Sewer Relocation)	400	LF	\$45.00/LF	\$18,000.00
Brick Sidewalks	9,750	SF	\$12.50/SF	\$121,875.00
Concrete Pavement	1,350		\$7.50/SF	\$10,125.00
Walls and Steps	150	LF	\$50.00/LF	\$7,500.00
Plant Materials			LS	\$1,500.00
Street Trees	7		\$500.00 ea.	\$3,500.00
Tree Grates	5		\$650.00 ea.	\$3,250.00
Tree Pit and Soil	7		\$400.00 Pit	\$2,800.00
Drip Irrigation	7		\$75.00/Tree	\$525.00
Street Lights	14		\$2,300.00 ea.	\$32,200.00
Street Furnishings			LS	\$4,000.00
Sum Total				\$267,270.00

Streetscape Improvements - 14th Street

	<u>Quantity</u>		<u>Unit Price</u>	<u>Amount</u>
Demolition - Sidewalks	500	SY	\$4.50/SY	\$2,300.00
Demolition - Curbs	480	LF	\$5.00/LF	\$2,900.00
Curbs and Gutters	480	LF	\$12.50/LF	\$6,000.00
Asphalt Pavement Patch	160	SY	\$55.00/SY	\$8,800.00
Adjust Valve Covers/Manholes	—		LS	\$1,000.00
Storm Sewer Relocation	20	LF	\$45.00/LF	\$900.00
Brick Sidewalks	4,650	SF	\$12.50/SF	\$58,125.00
Concrete Pavement	126	SF	\$7.50/SF	\$945.00
Street Trees	8		\$500.00 ea.	\$4,000.00
Tree Grates	6		\$650.00 ea.	\$3,900.00
Tree Pit and Soil	8		\$400.00/Pit	\$3,200.00
Drip Irrigation	8		\$74.00/Tree	\$592.00
Street Lights	10		\$2,300.00 ea.	\$23,000.00
Street Furnishings			LS	\$3,000.00
Sum Total				\$117,717.00

Streetscape Improvements - 14th Street to 13th Street

	<u>Quantity</u>		<u>Unit Price</u>	<u>Amount</u>
Demolition - Sidewalks	450	SY	\$4.50/SY	\$2,000.00
Demolition - Curbs	450	LF	\$5.00/LF	\$2,300.00
Demolition - Pavement	750	SY	\$4.00/SY	\$3,000.00
Curbs and Gutters	460	LF	\$12.50/LF	\$5,800.00
Asphalt Pavement Patch	750	SY	4.50/SY	\$3,375.00
Adjust Valve Covers/Manholes	—		LS	\$1,500.00
Storm Sewer Relocation				
Brick Sidewalks	6,350	SF	\$12.50/SF	\$79,375.00
Concrete Pavement	556	SF	\$7.50/SF	\$4,170.00
Walls and Steps			LS	\$10,000.00
Street Trees	5		\$500.00 ea.	\$2,500.00
Tree Grates	5		\$650.00 ea.	\$3,250.00
Tree Pit and Soil	5		\$400.00/Pit	\$2,000.00
Drip Irrigation	5		\$75.00/Tree	\$375.00
Plant Materials			LS	\$2,000.00
Street Lights	9		\$2,300.00 ea.	\$20,700.00
Street Furnishings			LS	\$10,000.00
Sum Total				\$152,345.00

Preliminary Streetscape Cost estimate	\$834,665.00
Sub-Total	
10% Contingency	\$83,466.50
Preliminary Streetscape Total	\$918,131.50

Other cost which are not included in the streetscape estimate but should be considered are as follows:

Streetscape Signage Package
Building Signage and Awnings