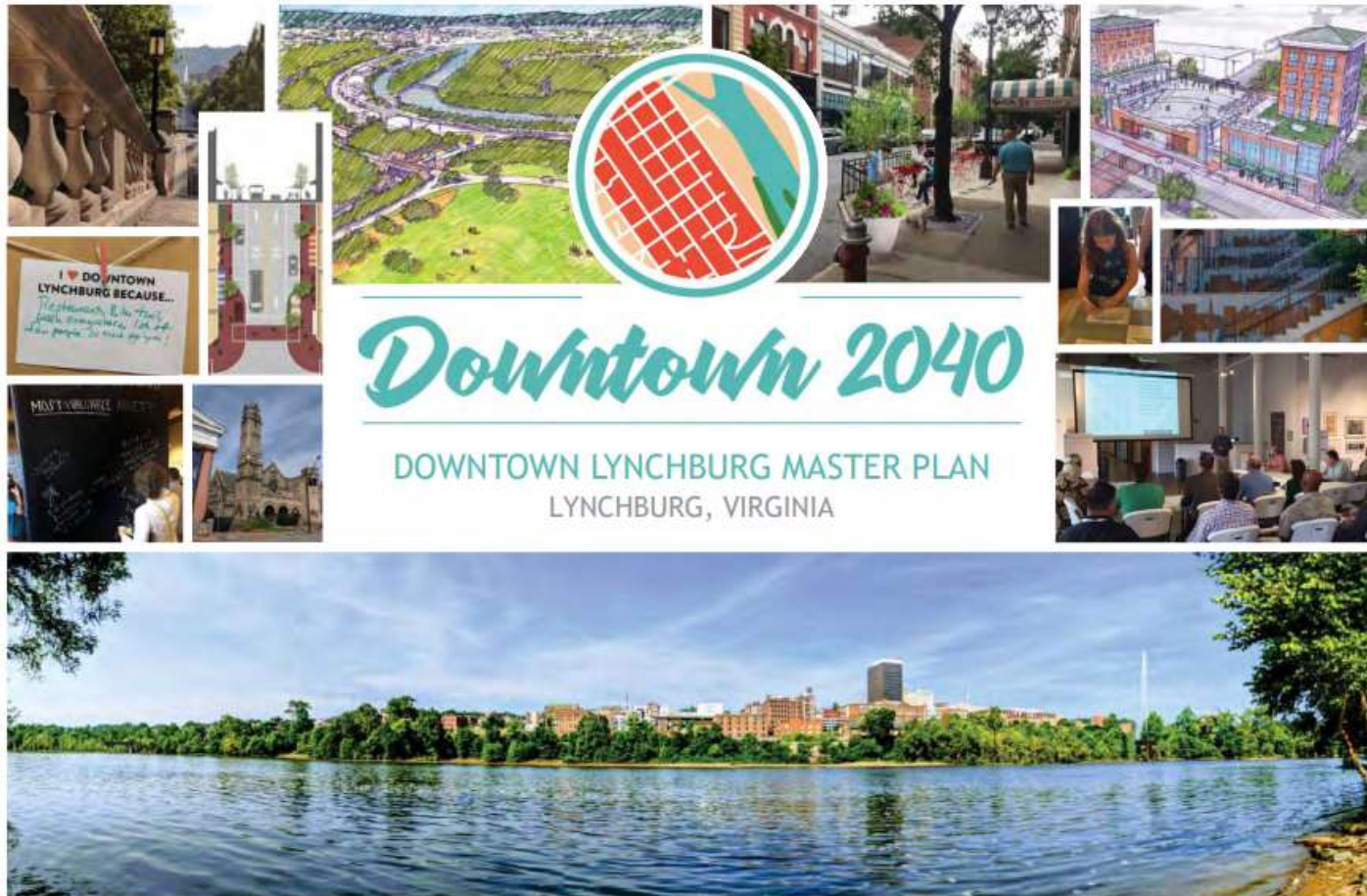


# Taking Downtown to the Next Level



**David P. Hill, ASLA**  
Hill Studio

**Aaron Arnett**  
Arnett Muldrow &  
Associates, Ltd.

**Rachel Frischeisen**  
City of Lynchburg

# What is a Downtown Plan?

- A 20-year Blueprint for Downtown





# Downtown 2040 Master Plan



**Downtown 2040**  
Downtown Lynchburg Master Plan

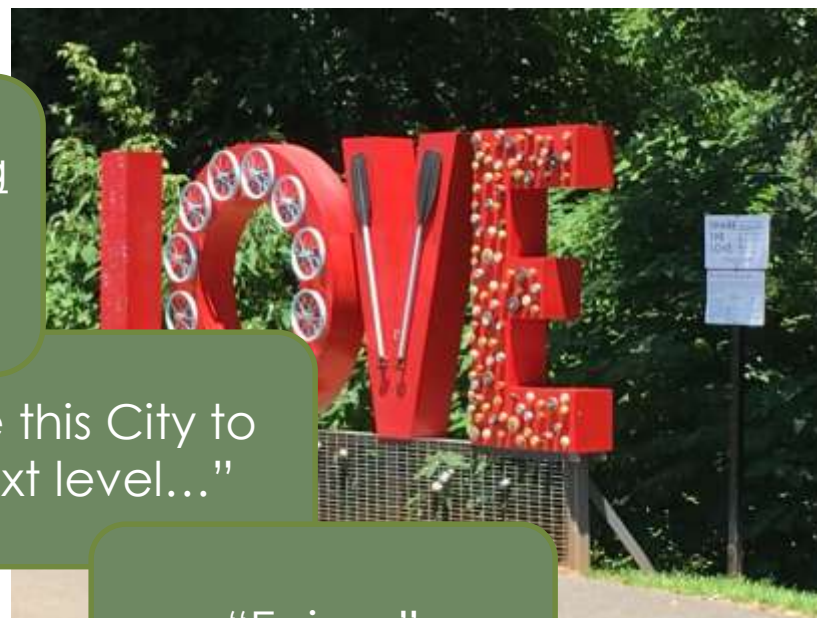




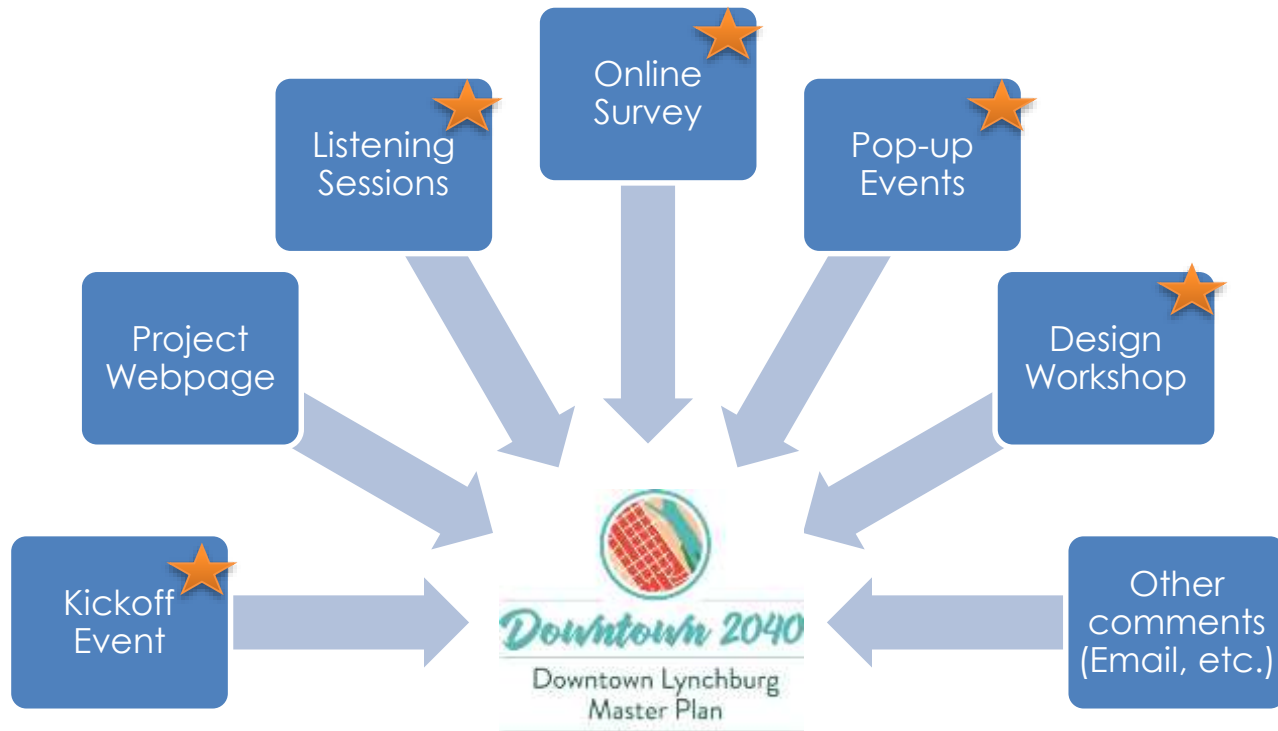
“... it is becoming  
the City I want to  
live in...”

“...take this City to  
the next level...”

“Epic...”



# Public Engagement



# Public Engagement: Kickoff Event





# Public Engagement: Listening Sessions



# Public Engagement: Online Survey

Answer 1	Tags	Answer 2	Tags	Answer 3	Tags
Lack of free	Parking	Free parking time is too s		Adding a grocery store	
Clean up the river		Improve local neighborho		Make is eco-friendly with r	
Cheaper hotels		Parking		Later night options	
Parking	Parking	Continued work on safety		Ease of navigating streets	
Traffic pattern	transportatio	Parking		Needs more variety of thin	
Parking	Parking				
traffic pattern	transportatio	restore historic buildings		safer	
More parking	Parking	More events		More businesses	
Better parkin	Parking				
More nightin	business/res	Traffic pattern		Better parking	
The parking	Parking	The parking		The parking	
Clean up the development		A reasonably (for downtow		Clearer parking, especially	
Better lands	outdoor recr	Saturday evening parking		Some of the run Down vac	
More busine	business/res	More nightlife		Playground at riverfront pa	
Parking	Parking	Entertainment for kid frien		Business names displaye	
I want more people to car		More public restrooms.		More frequent family friend	
more parking	Parking	more shops		more events and activities	
more parking	Parking	more events		access to river and walk b	
Parking	Parking	More murals		Accessibility to business	
Parking	Parking	Later hours		More sunday businesses	
Would love r	business/res	Would love to continue to		The mural on the side of th	
More parking	Parking	Easier parking		Places with lower price po	
More Parking	Parking	Less blight		Better roads	
Later hours f	business/res	More things to do		More days for community	
More availab	Parking	Be more open and diverse		to new ideas and busines	
Revamping t	cleanliness	More boutiques		Something that makes dow	
No metered	Parking	two way Main Street		have another get downtow	
More shops	business/res	Library open on weekend		Real bathroom for walkers	
free & more	Parking	close the market area off		more pedestrian friendly	

Q3 What are three things that you would like to change in Downtown?



"There isn't a ton of public gathering spaces/seating so I feel like when I'm visiting downtown I have to be constantly moving."

“More murals”

“Later night options”



# Public Engagement: Pop-ups



# Public Engagement: Design Workshop





In 2040, Downtown Lynchburg will be a **bustling** and **thriving urban core**; the **economic, social, and cultural hub** of Central Virginia – a **destination** for visitors and a **livable neighborhood** for residents.

Both locals and tourists alike will enjoy a **diverse** offering of retail, restaurants, and recreational activities set in a downtown rich with **historic** architecture, **unique** topography, and **vibrant public spaces**.

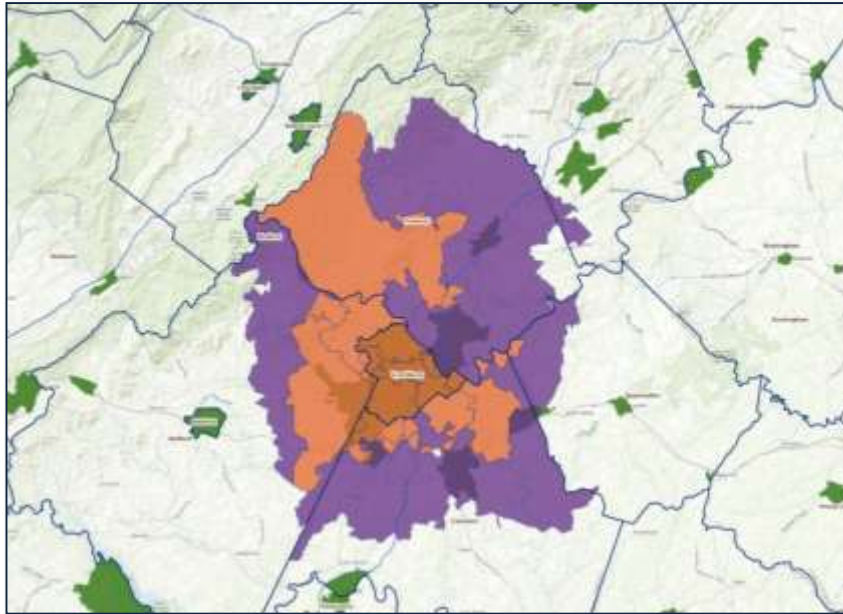
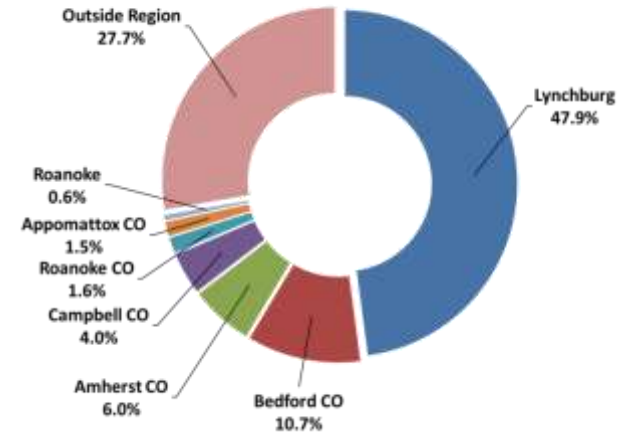
This is the **exciting atmosphere** that makes Downtown Lynchburg the **heart of the region**.



# Market Definition

- Market Geography
- Key Sectors
  - Downtown Residents
  - Workers
  - Businesses
  - College Students (13%)

Customer Origin in Region – Total





# Market Data Findings - Retail

- \$71.4 million = Downtown Market
- \$3.1 billion = PTA Market
- \$240.7 million = Trade area gain
- 228,000 sf = potential capture

## Key Opportunities - Leakage in PTA



# Market Data Findings - Residential

- 1000+ units since 2007
  - Rental Lofts (Cliffs Edge, City Market, etc)
  - Condos (James River Place)



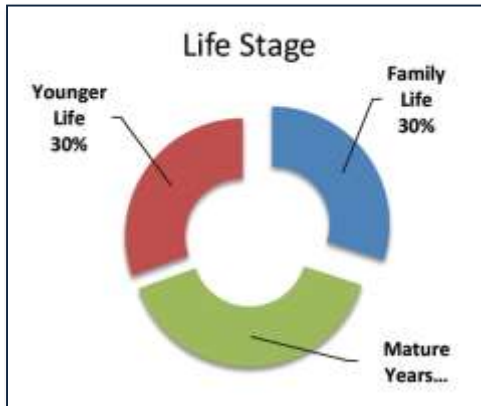
- Market Indicators
  - \$550 - \$1250+/mo. rent
  - 595 – 2500 sf
  - \$350k + - for sale condos
  - Values & rents up
  - Demand + Developer interest
  - Incentives
  - Increased pricing for development/lending





# Downtown Lynchburg “Market”

- 1000 + Residents
- 7000 + Workers
- 185,000 Population
- Younger
- Creative
- Professional



## 05 - Country Squires

### Wealthy Older Family Mix

The wealthiest residents in exurban America live in Country Squires, an oasis for affluent Baby Boomers who've fled the city for the charms of small-town living. In their bucolic communities noted for their recently built homes on sprawling properties, the families of executives live in six-figure comfort.



## 25 - Up-and-Comers

### Upper Midscale Younger Family Mix

Up-and-Comers are younger families, some with children and some just beginning to get married. Found in suburban areas and second cities, these mobile adults, mostly age 25 to 44, are college graduates who are into athletic activities and the latest technology. Many are continuing their education in the hopes of owning a home, increasing their savings, and achieving greater success in later years.



## 50 - Metro Grads

### Lower Midscale Middle Age Mostly w/o Kids

Metro Grads are middle age singles and couples still establishing themselves in their careers and their lives. They are settled in suburban areas and second cities but are often out and about, attending everything from soccer and hockey games to traveling south of the U.S. border to warm climates with tropical breezes.



# Business Development

- Create "Anchors" of clustered businesses
  - Specialty Retail
  - Creative Businesses
  - Visitor/Entertainment
- Target asset-based businesses





# Business Development

- Diversify Restaurant
- Diversify Residential
- Recruit Signature Retail Tenant



# Business Development

- Engage Development Community
  - PPP
  - Mixed Use
  - Creative Funding
- Continue Entrepreneurial Development Efforts



## CO.STARTERS™

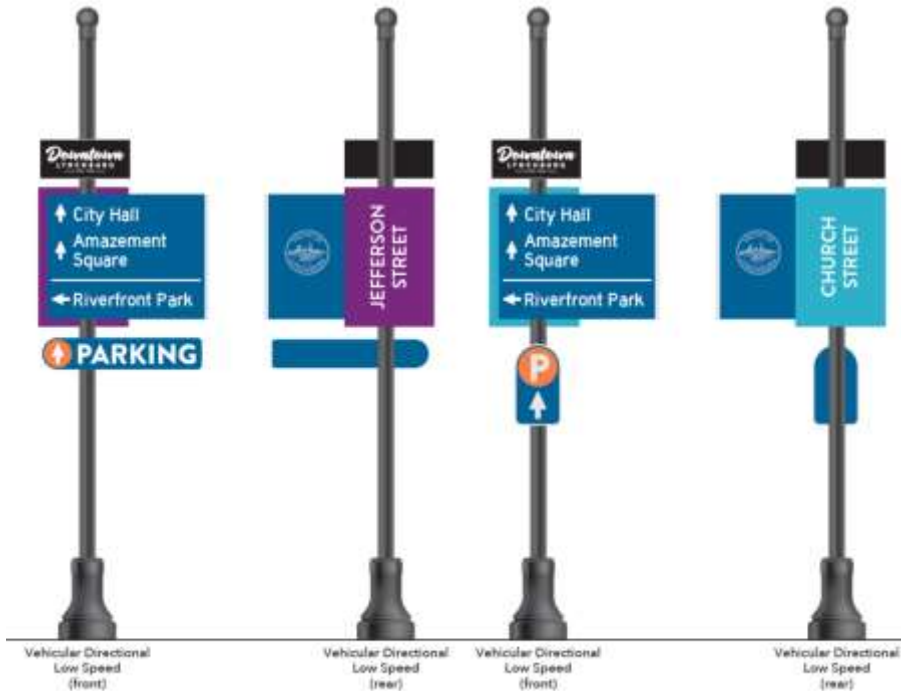


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Downtown Lynchburg Master Plan



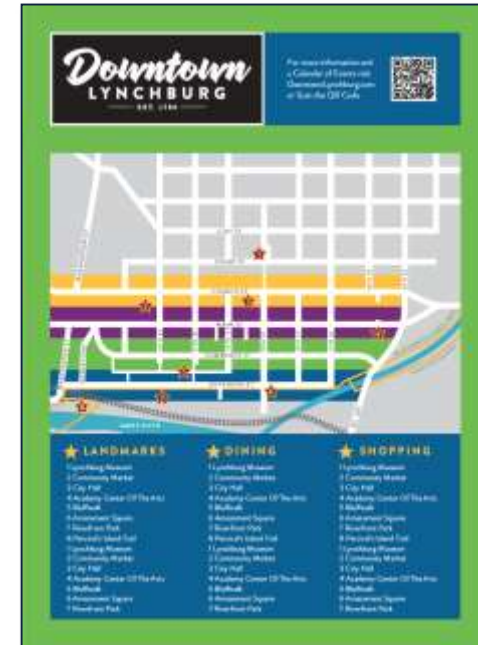
# Business Development

- Market Positioning
  - Downtown Residents
  - Young Professionals
  - College Students
  - Visitors



**PARKING** →

**P MAIN STREET DECK**  
 (See your space number and pay at pay station)  
 First Hour = \$0.25  
 Add'l 15 Mins = \$0.25  
 Full Day = \$5.00  
 MON-FRI 8AM-5PM SAT 8AM-12PM SUNDAY 8AM-12PM  
 Monthly fee information: 414-82-4042 or [parking.downtownlynchburg.com](http://parking.downtownlynchburg.com)  
**FREE NIGHTS & WEEKENDS**  
 (See your space number and pay at pay station)



# RESPONDING to the DATA



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*Downtown 2040*

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Downtown Lynchburg  
Master Plan



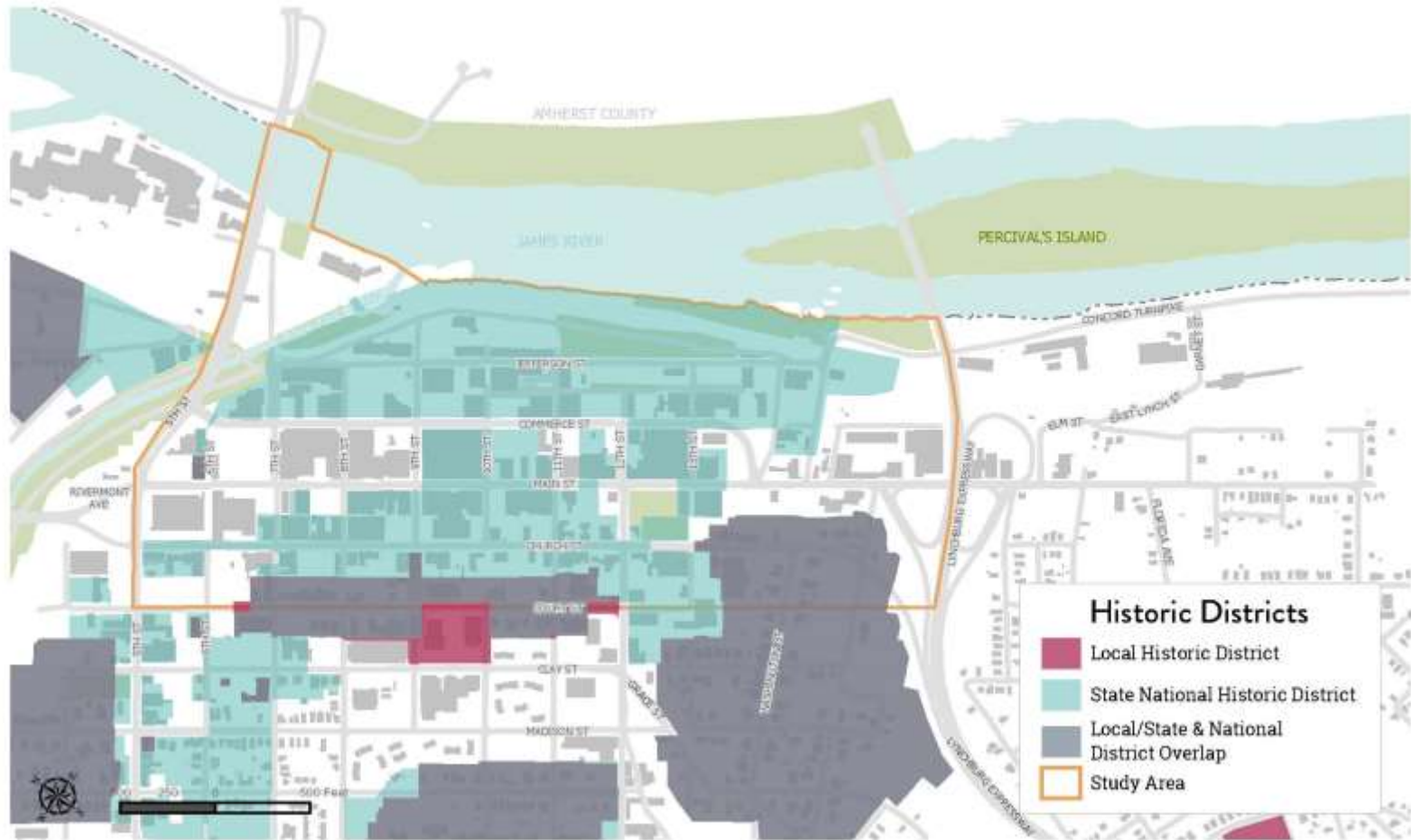
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Downtown Lynchburg Master Plan



“Quaint, interesting  
historical architecture”



# Historic Districts – continuing progress





# Local Historic Districts

- Protect the Resource beyond 5 years
- Design Guidelines that are specific to downtown
- Could Prevent Inappropriate Demolition



# Adaptive Reuse

1112 Main Street



901 Main Street



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Downtown Lynchburg Master Plan

**BUILDINGS**





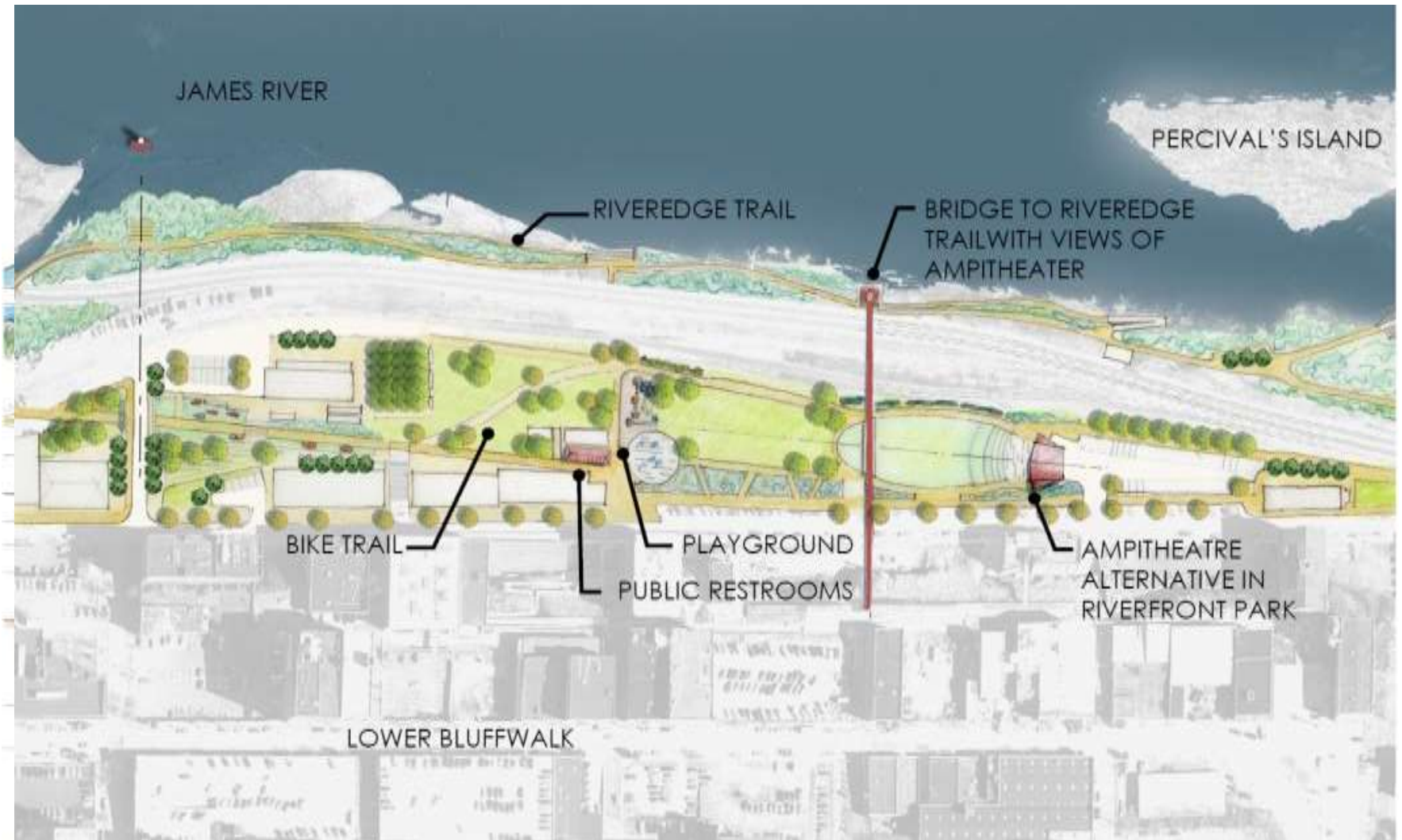


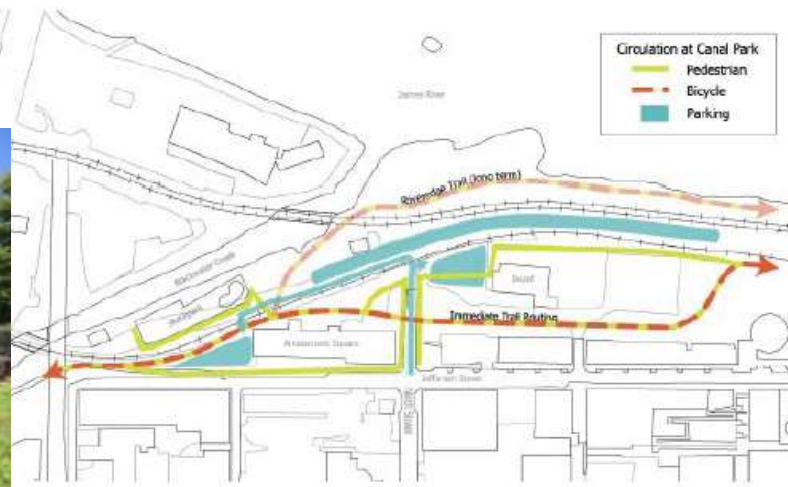
"People love the Bluffwalk. Below it is vacant property. Need to protect the view if developed! Critical to keep the view! Preserve views along Bluffwalk."





# Riverfront Park







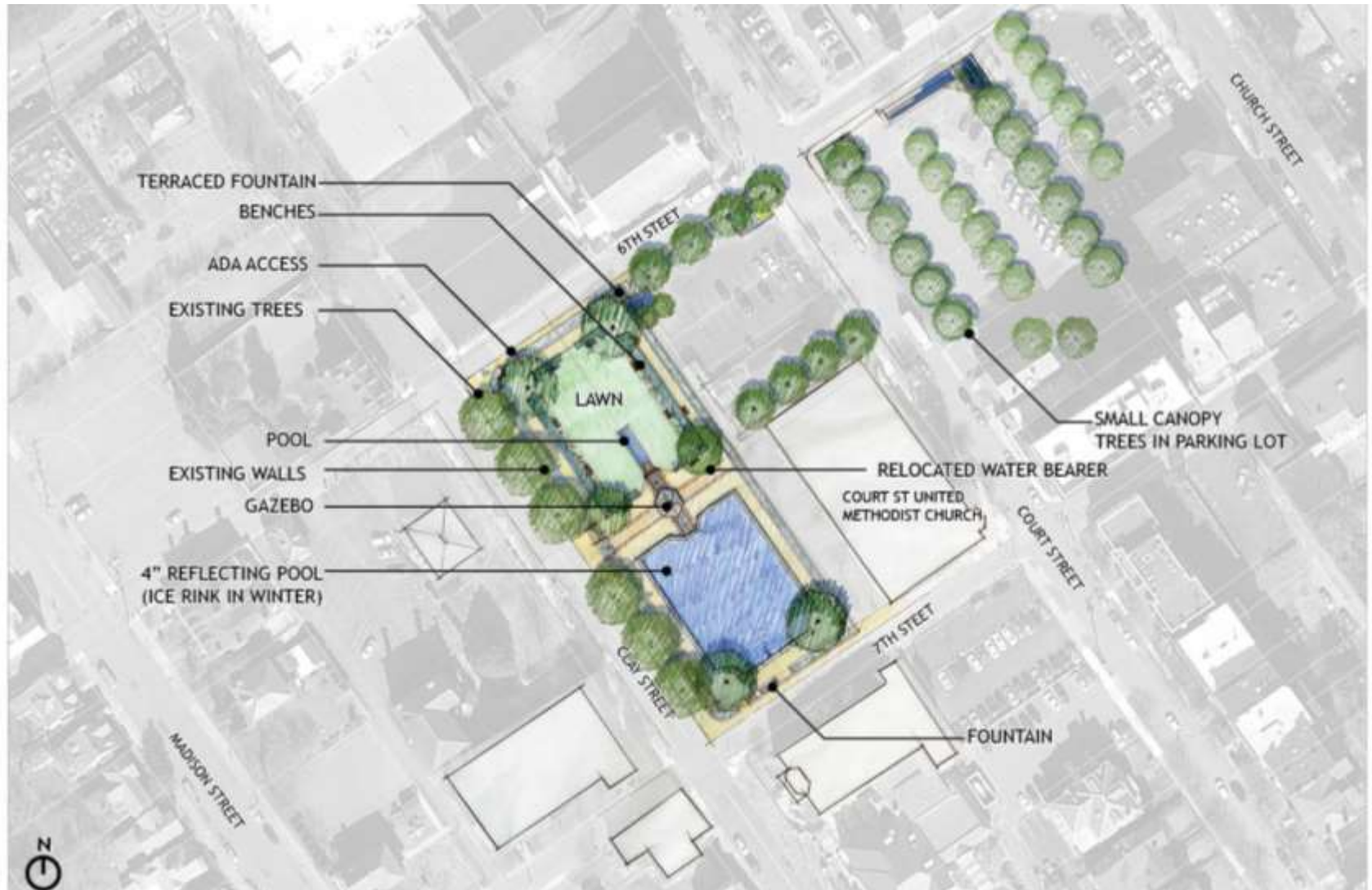
# Foundry Park



Foundry Park Concept



# Clay Street Reservoir





# Dog Park



- Corner of 12<sup>th</sup> & Grace St
- Fenced & Double-Gated
- Cleaning Supplies
- Shade
- Small and Large Dogs



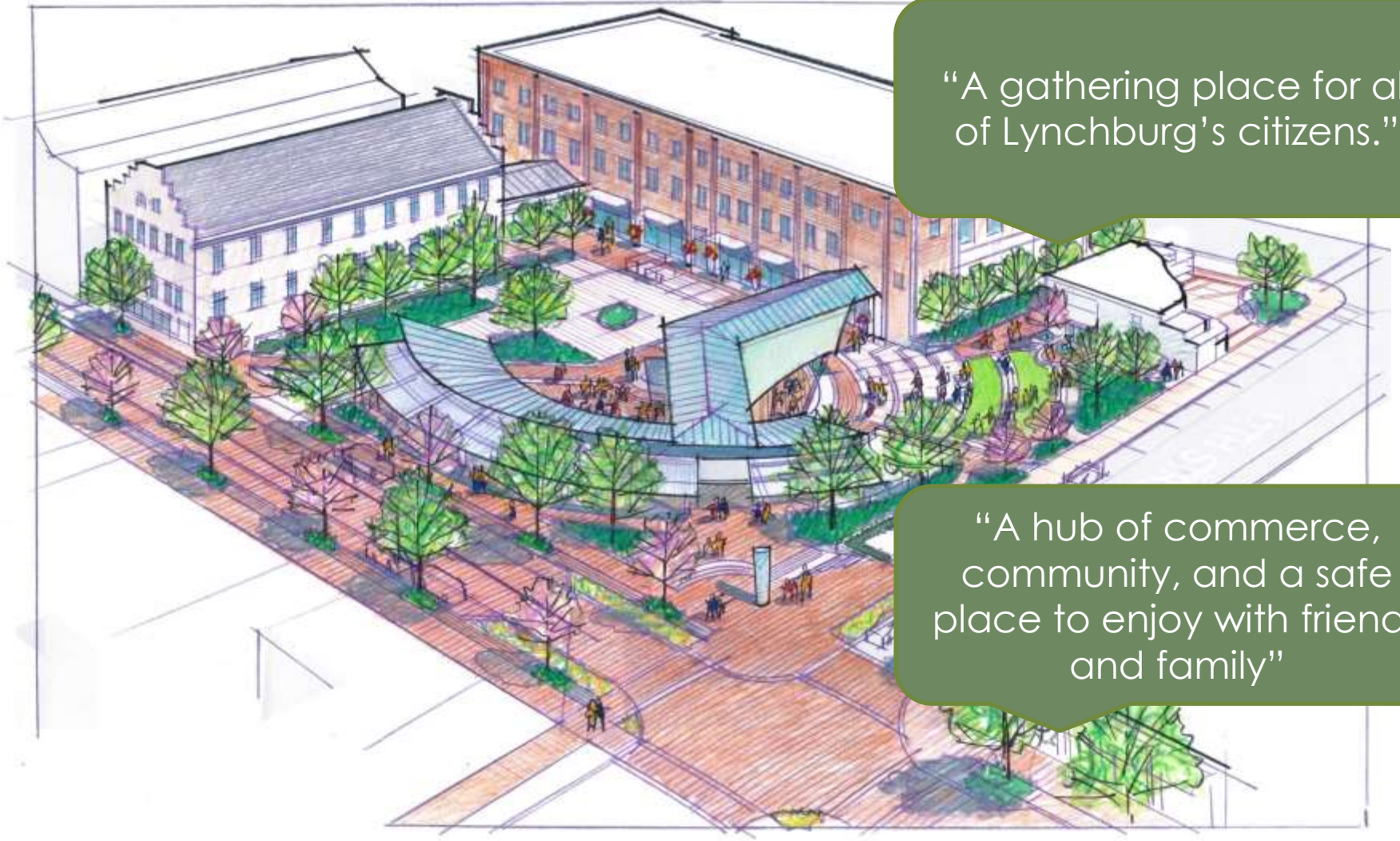


# City Hall Plaza

"There isn't a ton of public gathering spaces/seating so I feel like when I'm visiting downtown I have to be constantly moving."



# Community Market & Arrival Pad



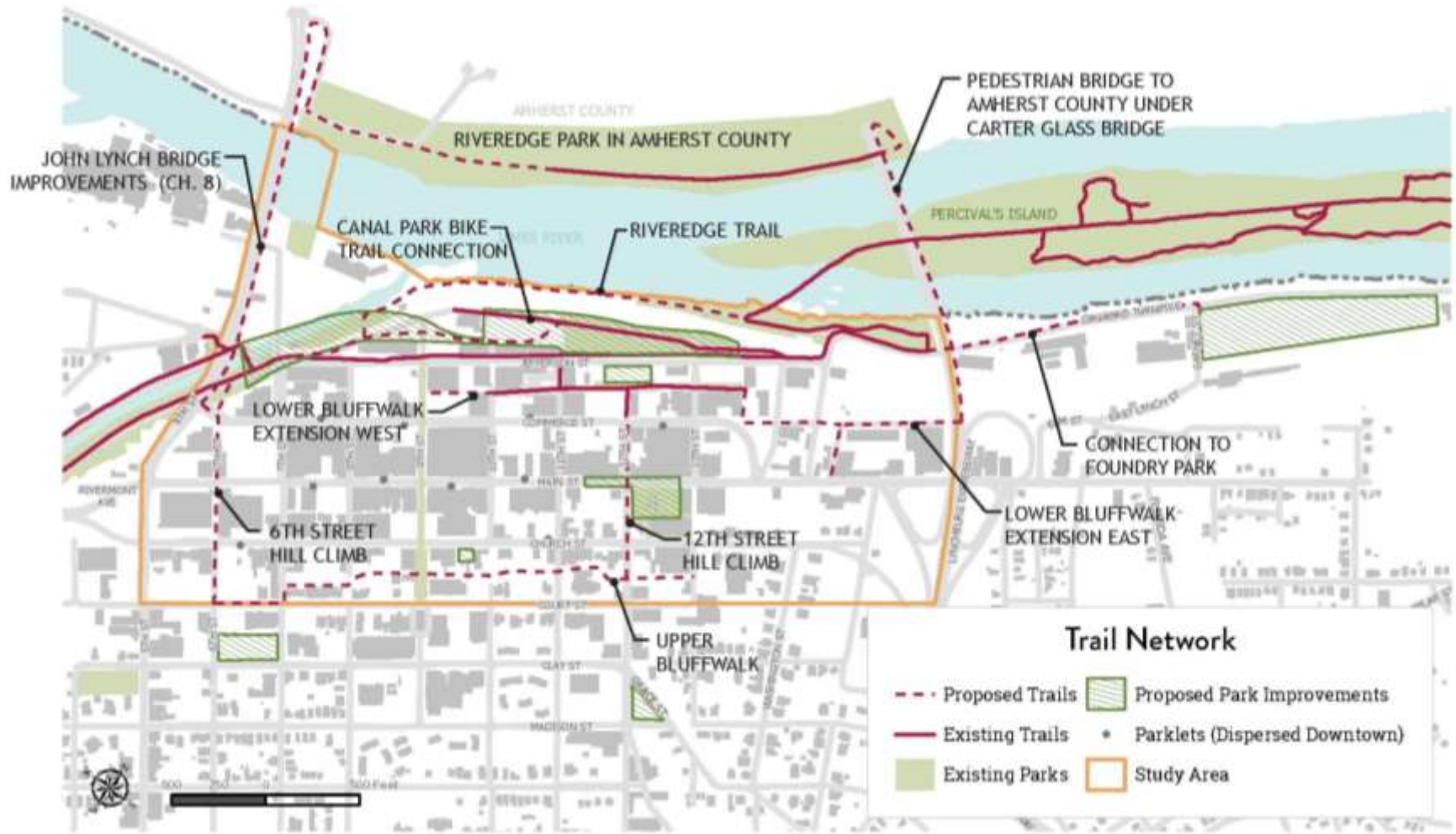
“A gathering place for all of Lynchburg’s citizens.”

“A hub of commerce, community, and a safe place to enjoy with friends and family”





# Trails and Pedestrian Connections



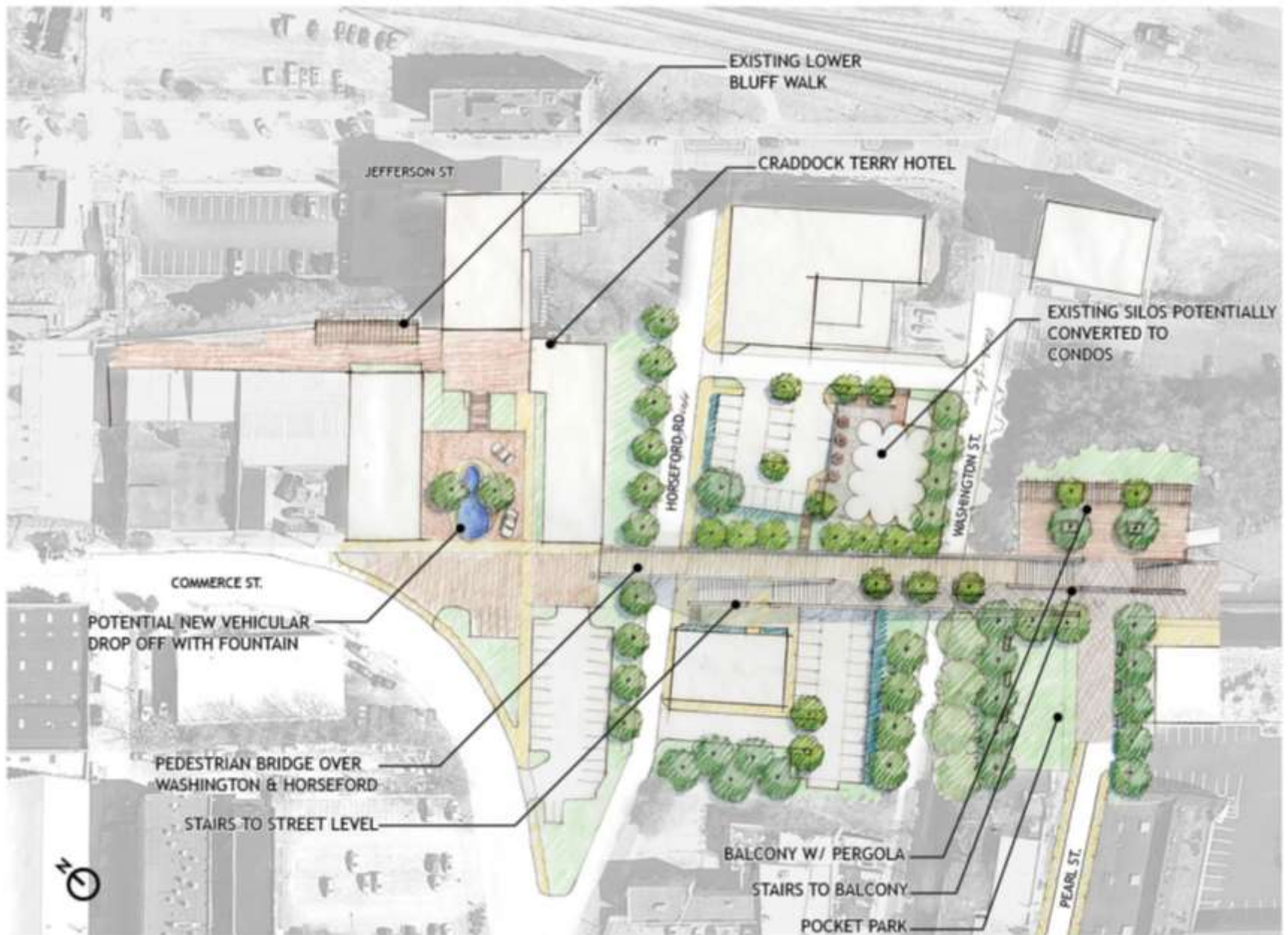




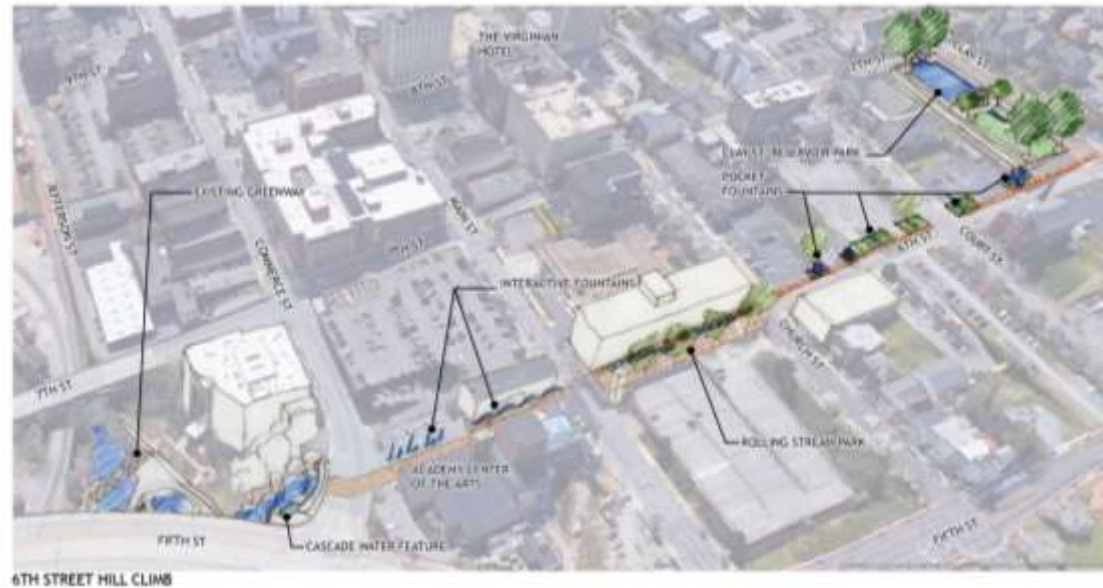
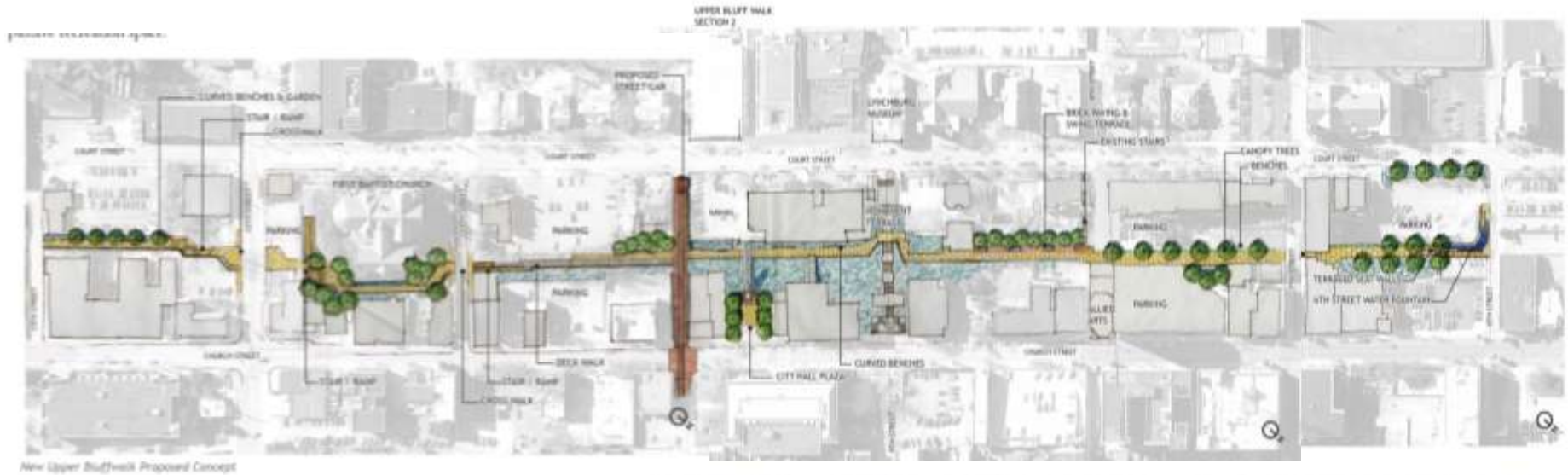




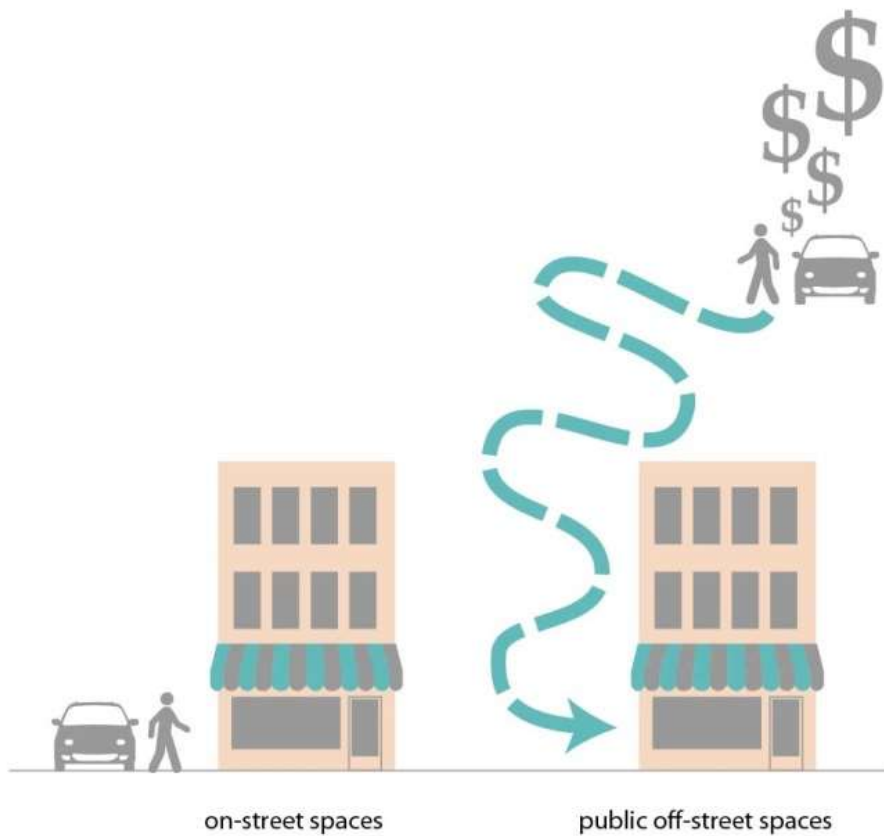




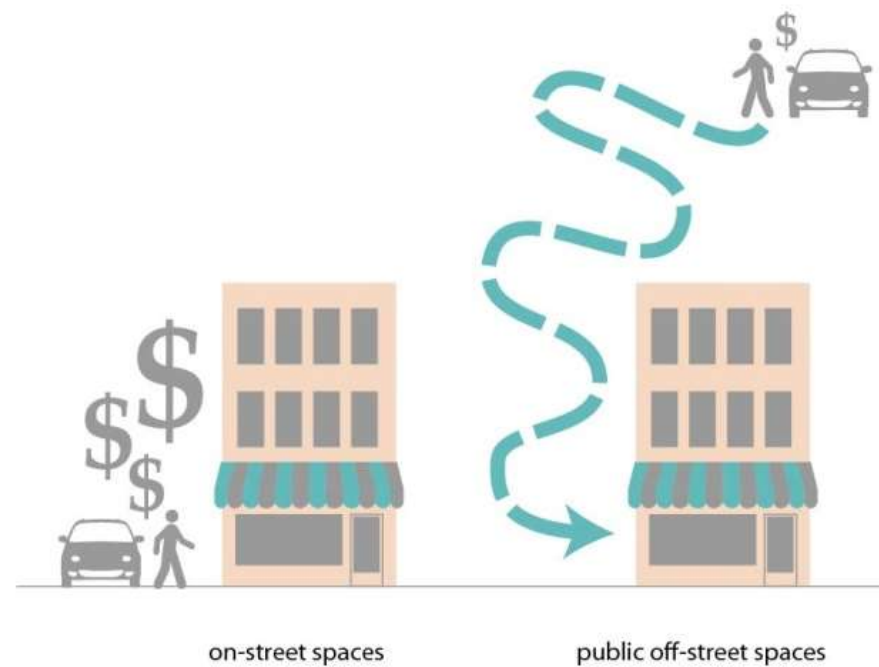
# Upper Bluffwalk, 6th Street Hill Climb & 12th Street Hill Climb







Current Condition



Logical Condition



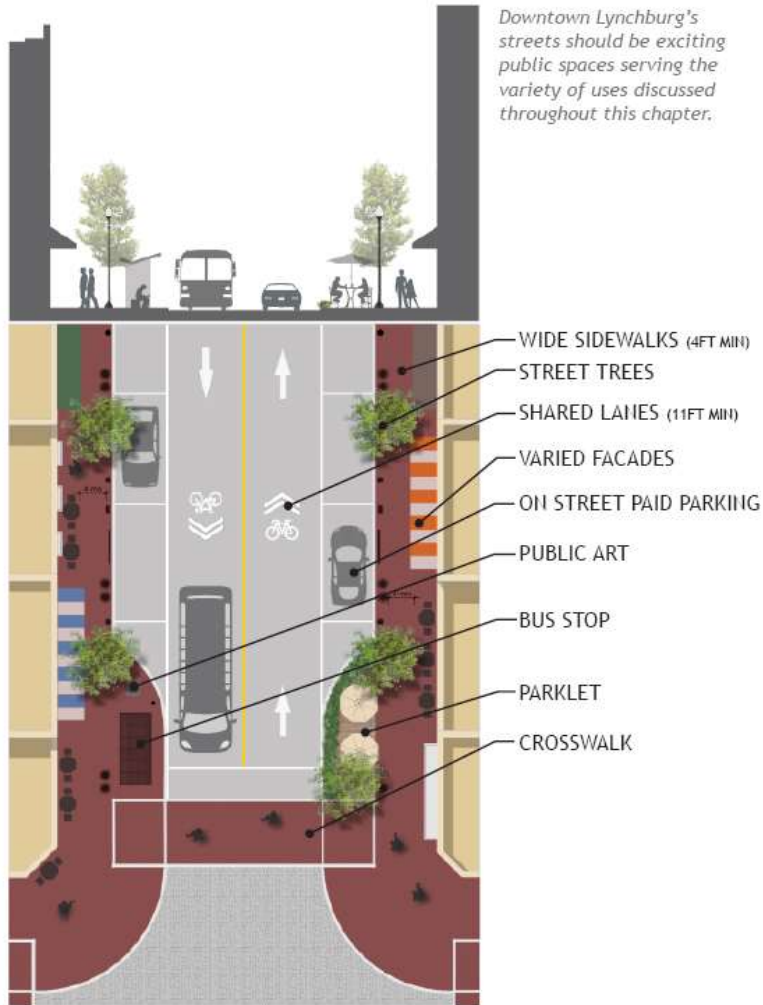


901 Commerce Street

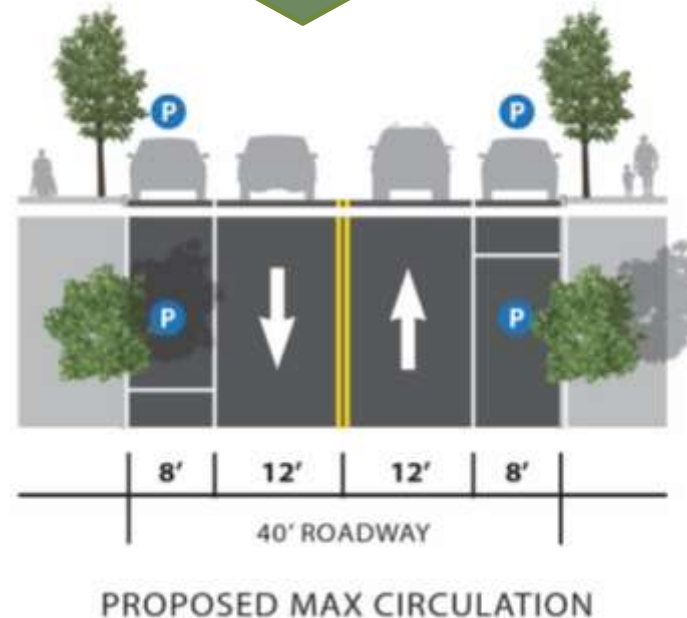




# Walkability



“Current state of Business Downtown...Parking and access to businesses is a challenge... Time spent trying to find parking. Circling block...Perception is businesses are closed. Hard to get to businesses, and therefore, a decline in business.”



# Street as Public Space

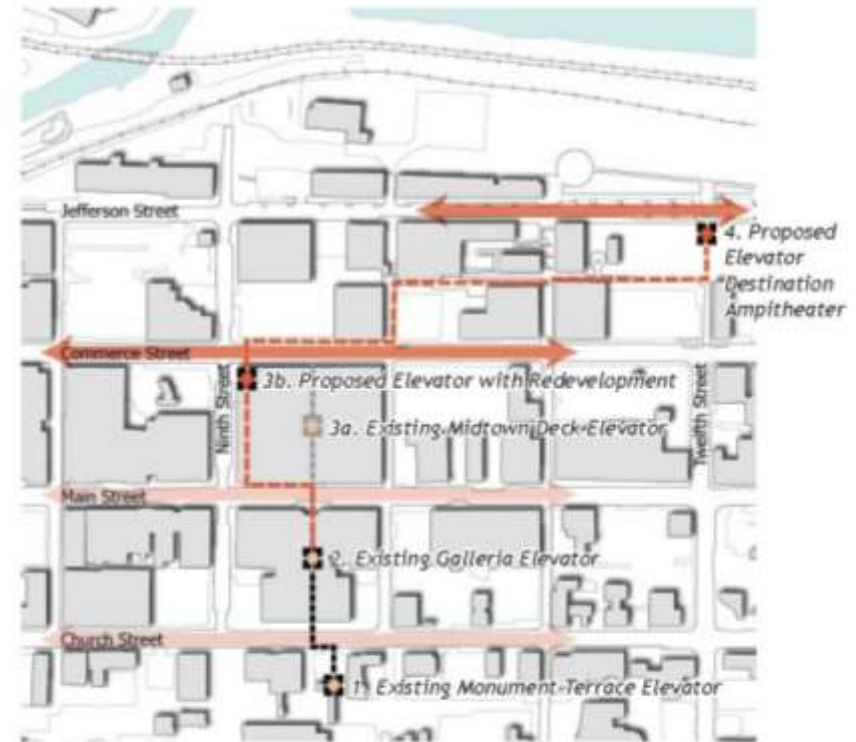
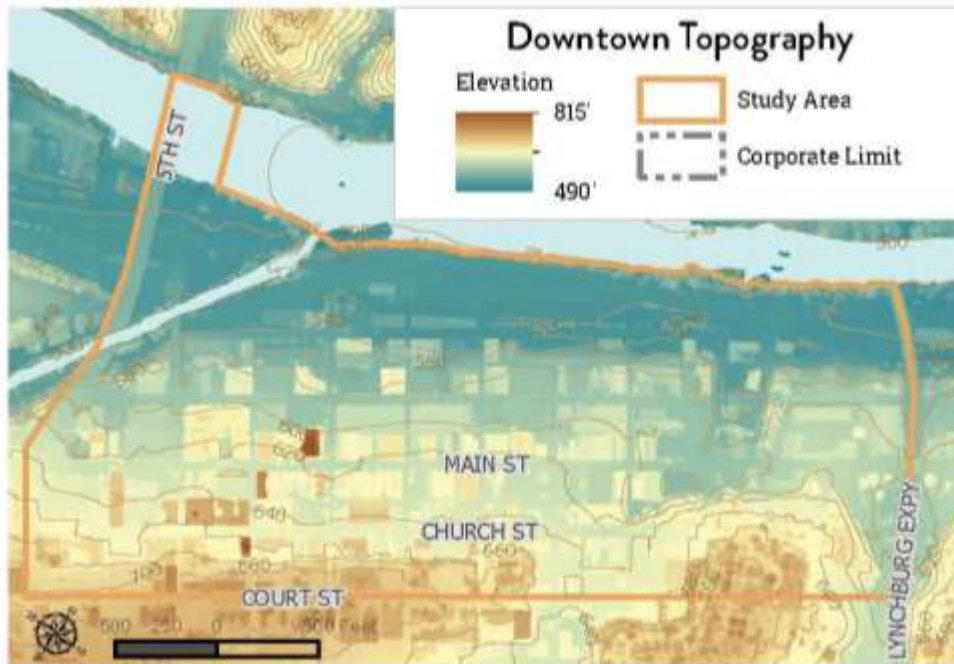


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**PARKS & GATHERING SPACES**



“A current issue facing downtown is the lack of handicapped accessibility ... elevation between streets, and walkability....”

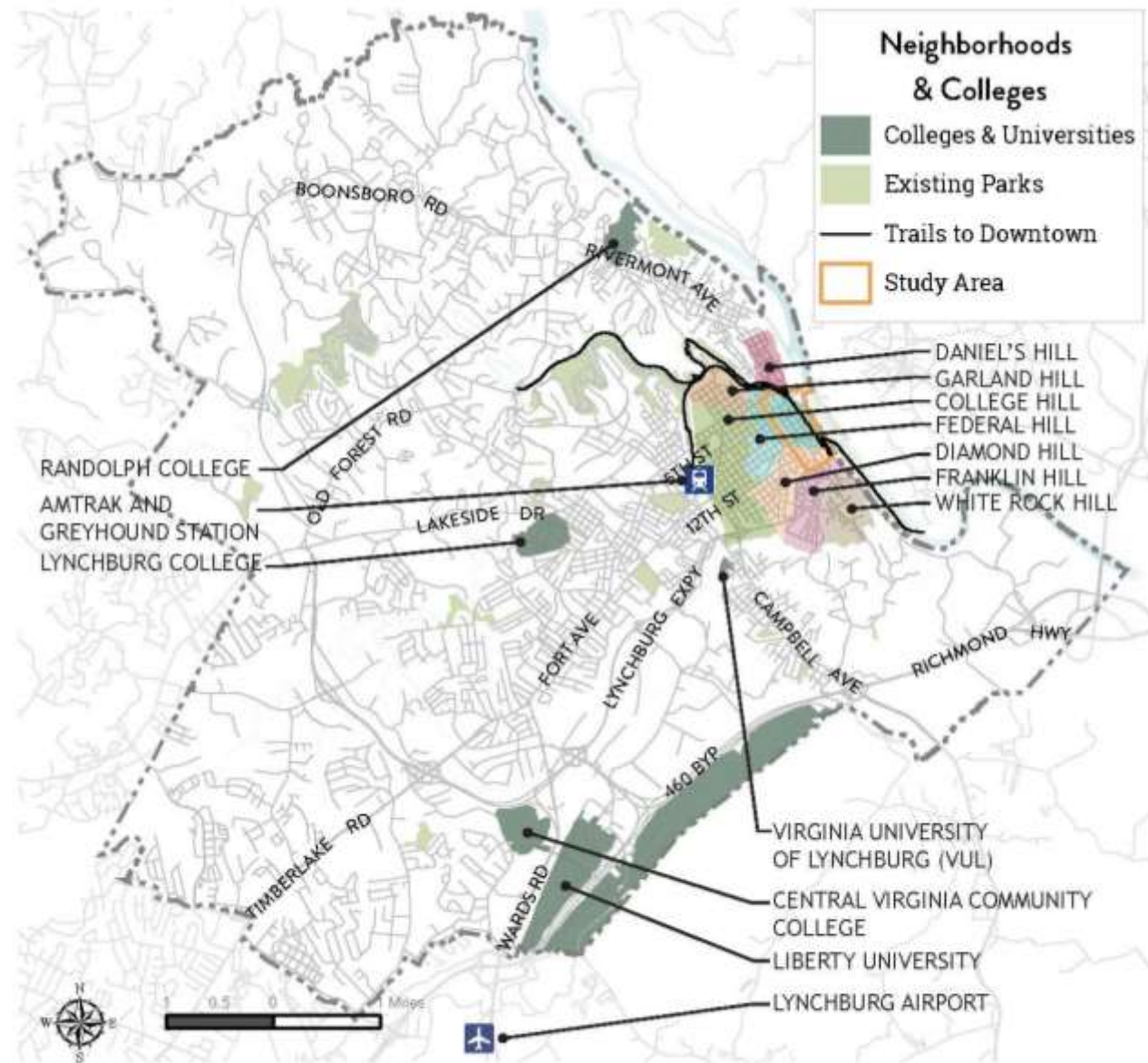


Public and Semi-Public Elevators Help Improve Accessibility on Downtown's Multiple "Levels"



“...our kids love downtown!”

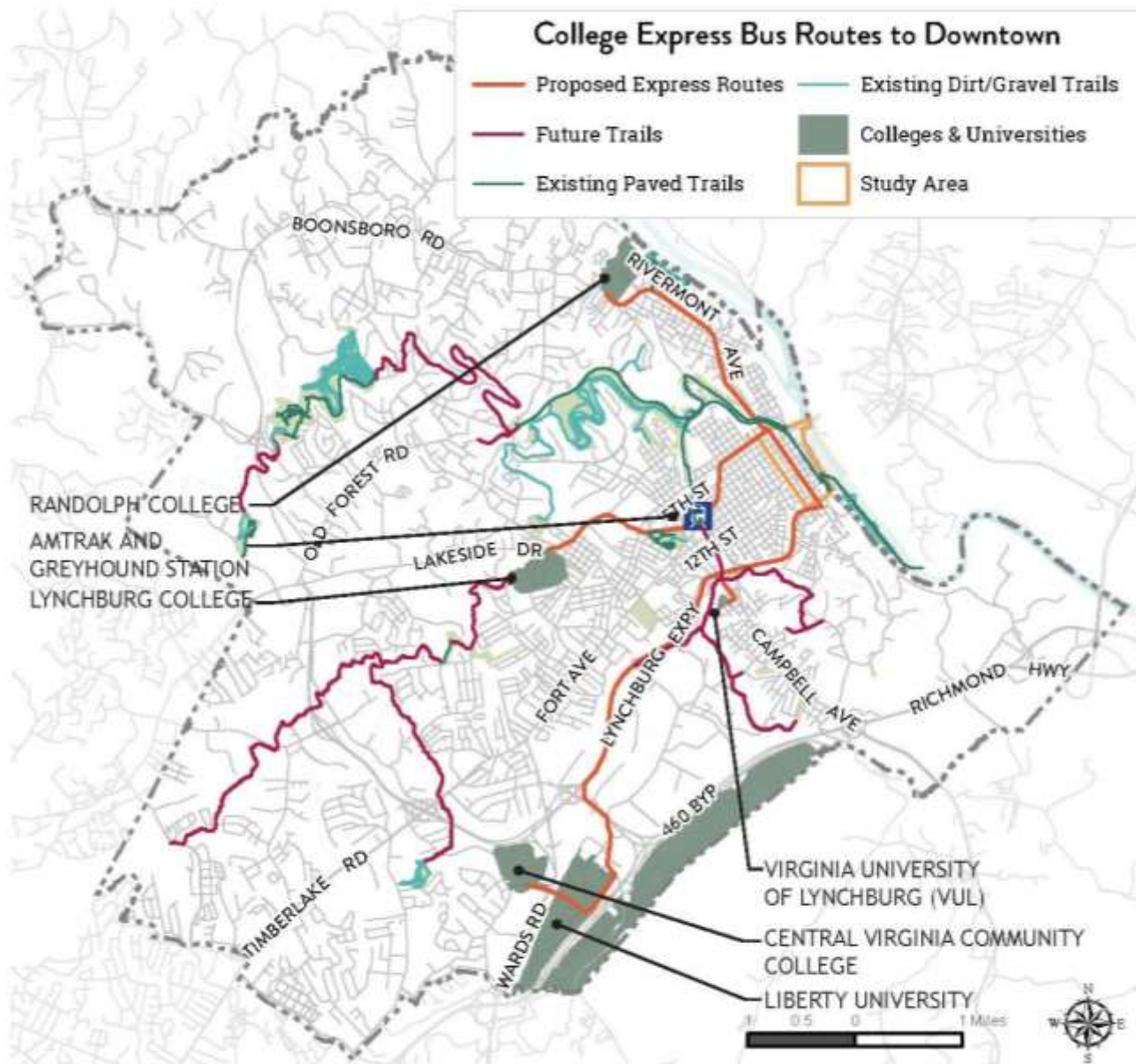
-- from quarterly meeting of college presidents



Lynchburg Colleges / Universities & Downtown Neighborhoods

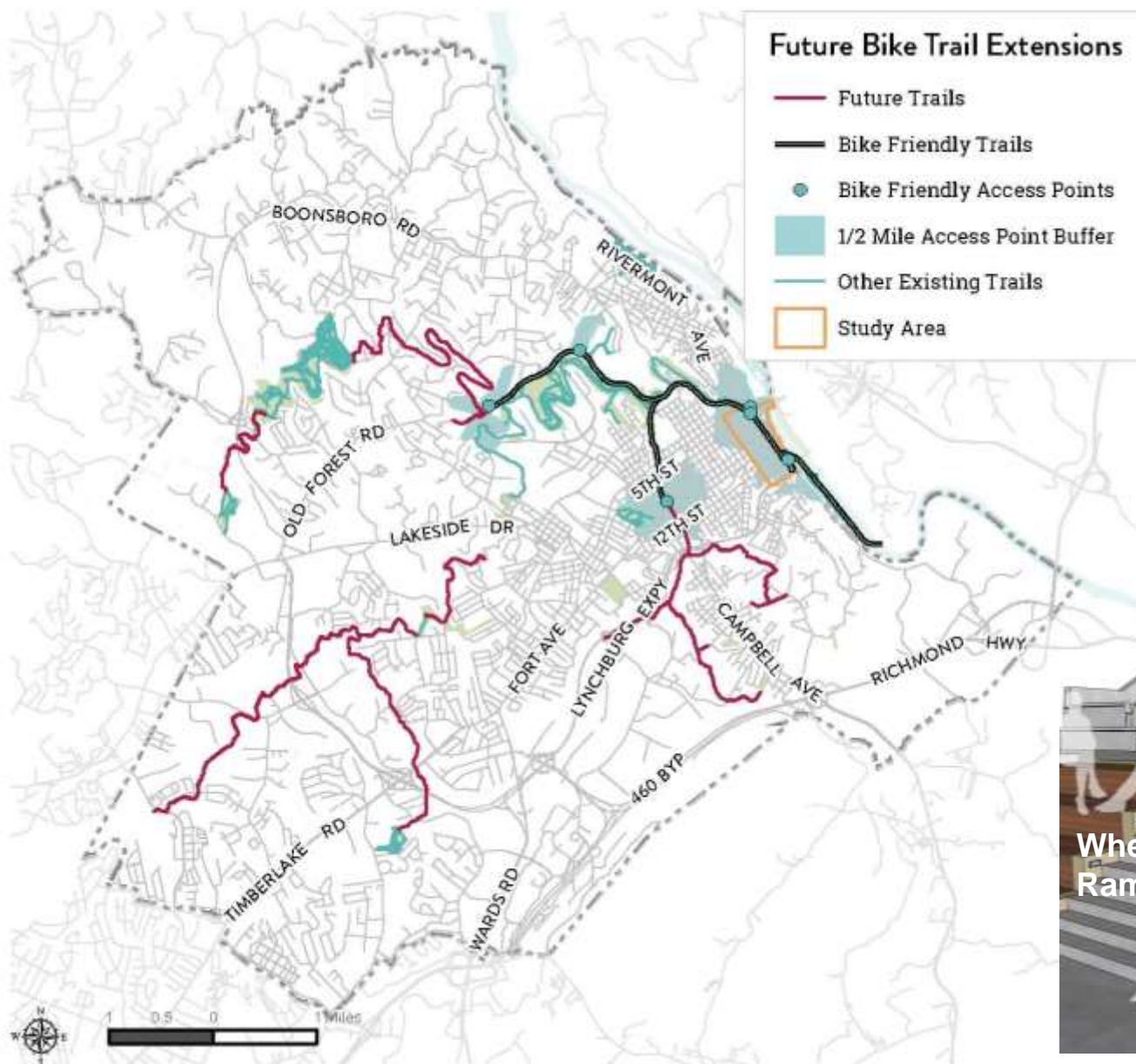






Express Bus Routes to Lynchburg Colleges and Universities





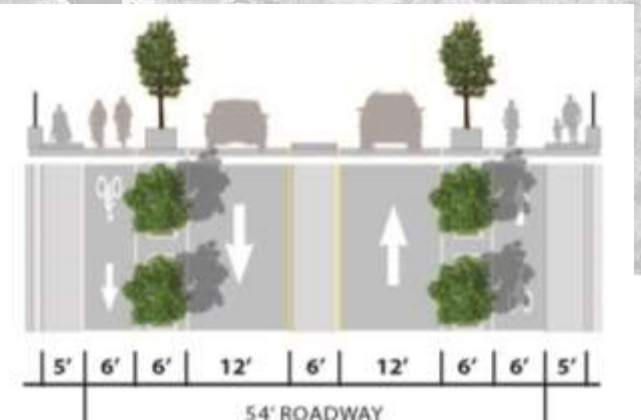
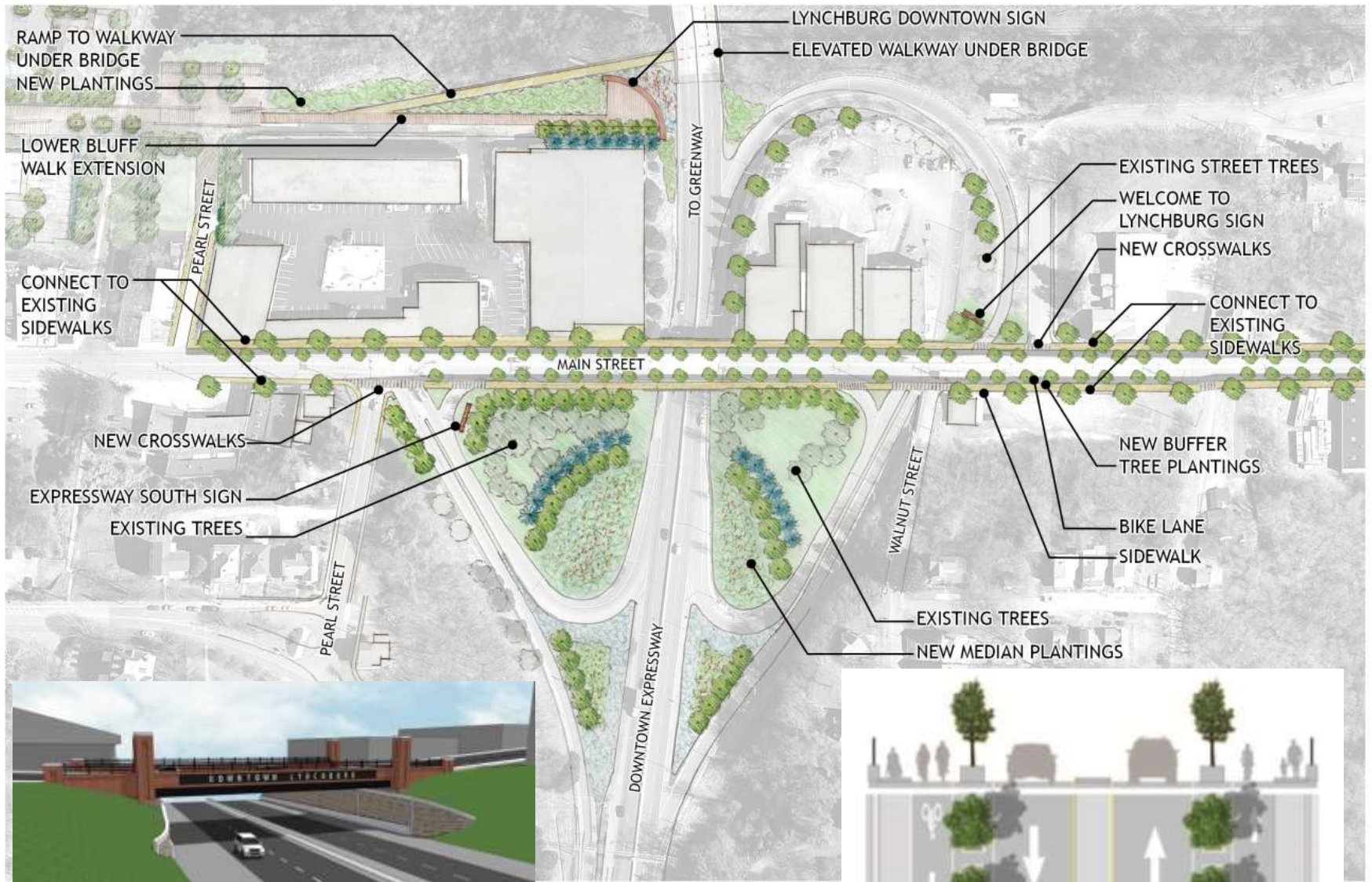


# Gateways

“Greener, more walkable, more livable....”

“A walkable comfortable , welcoming town....”



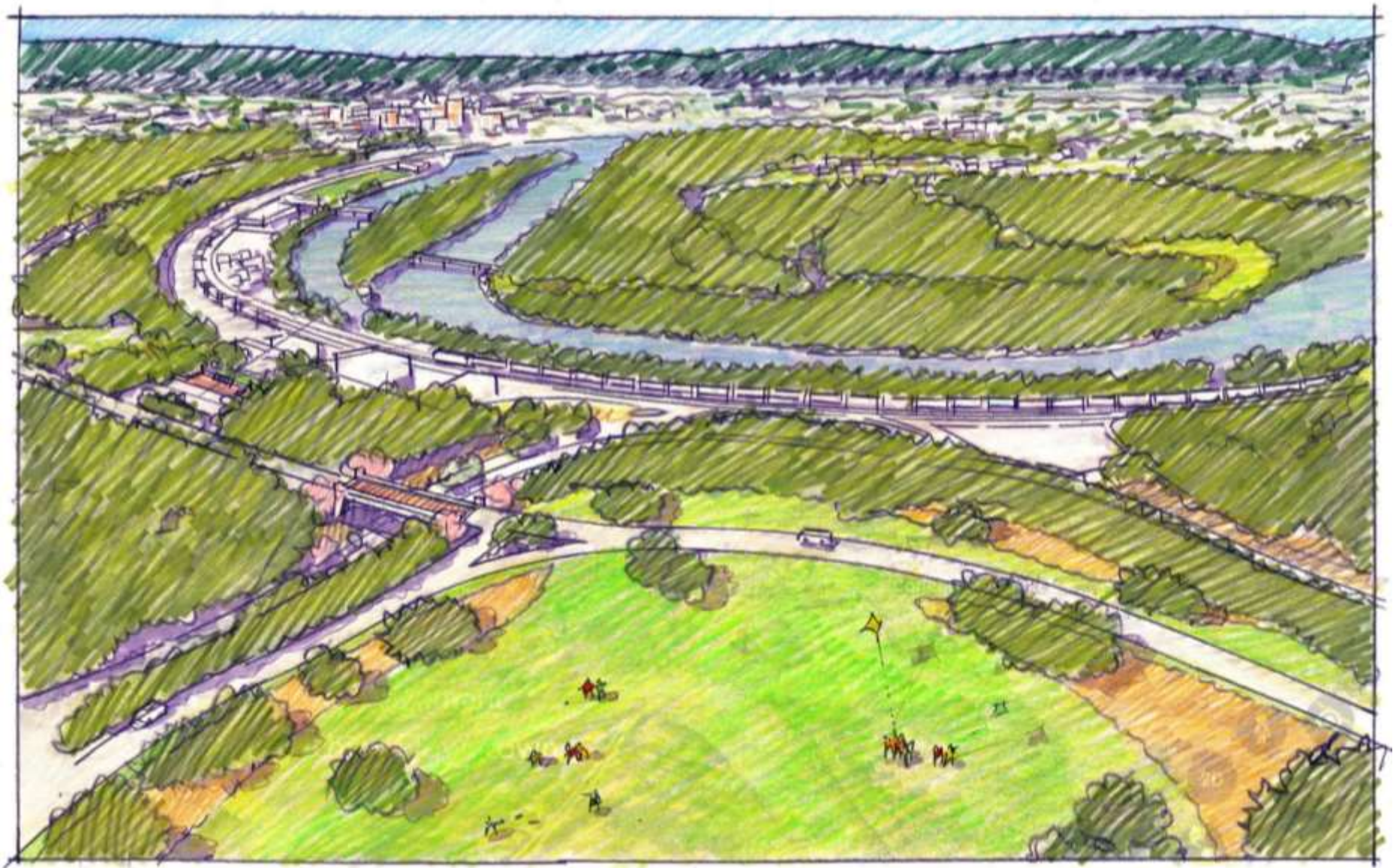




John Lynch Bridge









# Implementation: Pocket Park by Downtown Lynchburg Association



# Implementation: Loading Zones



## Sec. 25-249. - Penalty for violation of division.

Unless otherwise provided, any person violating the provisions of this division relating to overtime parking shall be punished by a fine of \$20.00 for each offense; and any person violating the provisions of this division relating to parking in prohibited areas and loading zones shall be punished by a fine of \$30.00 for each offense. shall be punished as follows

(a) Any person violating the provisions of this division relating to overtime parking shall be punished by a fine of \$20.00 for each offense.

(b) Any person violating the provisions of this division relating to parking in prohibited areas and loading zones shall be punished by a fine of \$30.00 for each offense.







# Implementation: Future CIP

## 2020

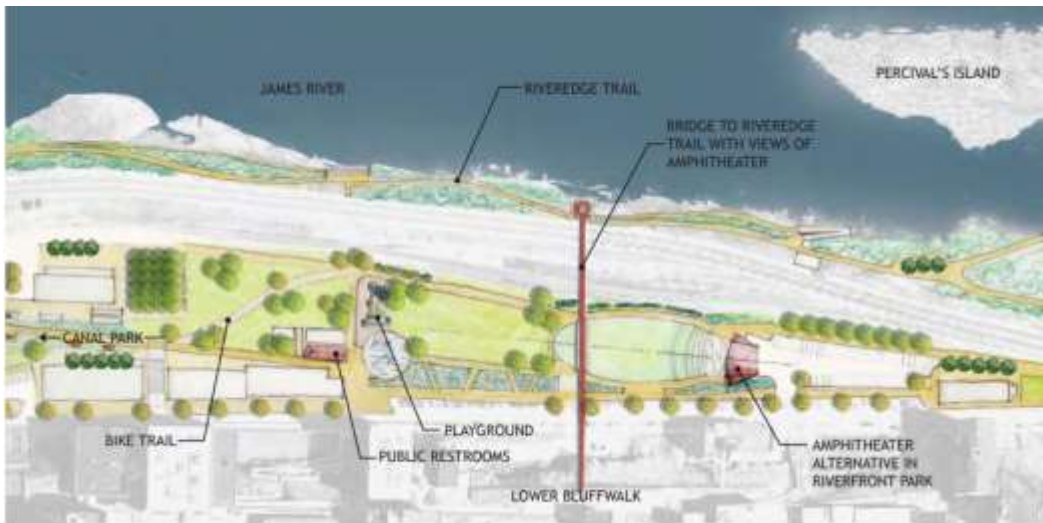
- Riverfront Park Restrooms

## 2021

- Riverfront Park Fencing

## 2024

- Dog Park
- Bike/Ped Improvements



Rivermont Avenue Bridge in 2018







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# *Downtown 2040*

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Downtown Lynchburg  
Master Plan

*Thank you*

