

# Taking Downtown to the Next Level



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

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

**Rachel Frischeisen**  
City of Lynchburg

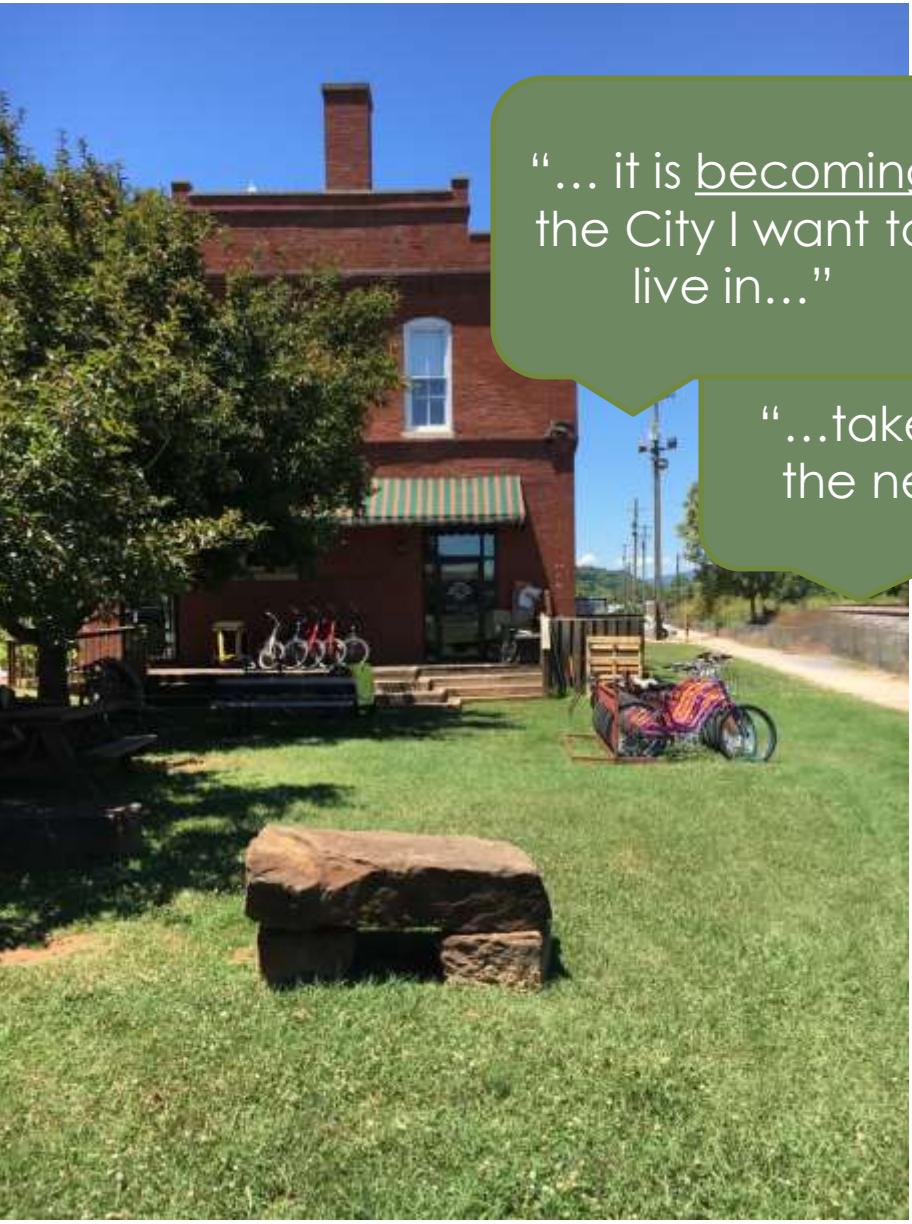
# What is a Downtown Plan?

- A 20-year Blueprint for Downtown



# Downtown 2040 Master Plan

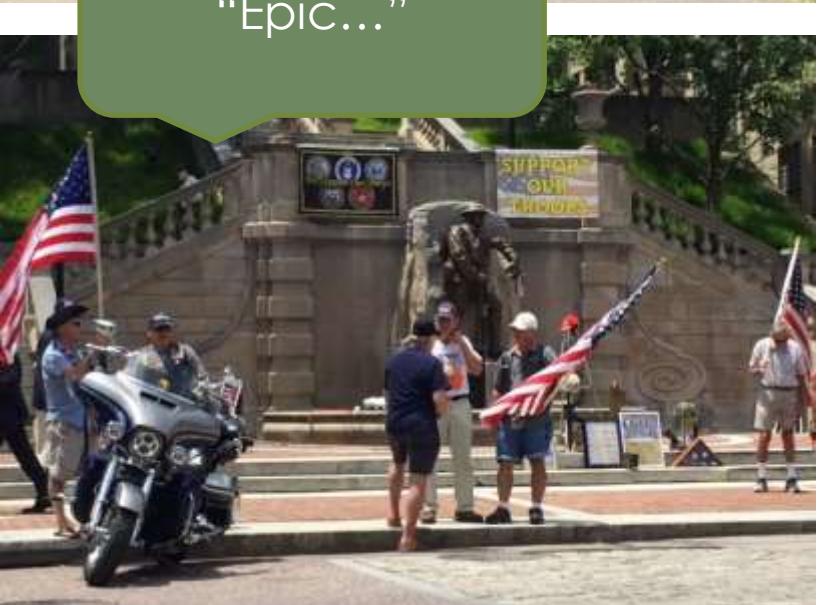




“... it is becoming the City I want to live in...”



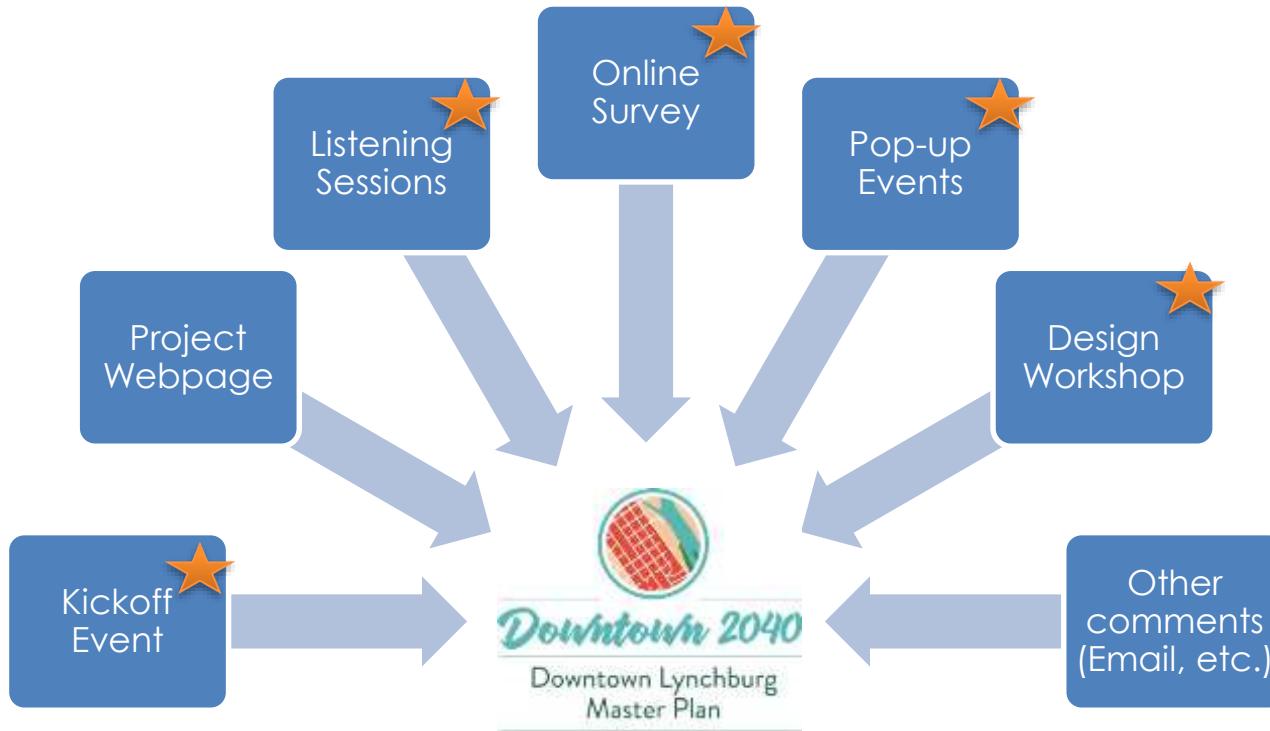
“...take this City to the next level...”



“Epic...”



# Public Engagement



# Public Engagement: Kickoff Event



**Downtown 2040**  
Downtown Lynchburg Master Plan

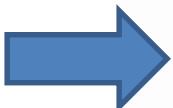
# Public Engagement: Listening Sessions



**Downtown 2040**  
Downtown Lynchburg Master Plan

# Public Engagement: Online Survey

Answer 1	Tags	Answer 2	Tags	Answer 3	Tags
Lack of free parking	Parking	Free parking time is too short		Adding a grocery store	
Clean up the river		Improve local neighborhood		Make it eco-friendly with recycling	
Cheaper hotels	Parking			Later night options	
Parking	Parking	Continued work on safety		Ease of navigating streets	
Traffic pattern transportation	Parking			Needs more variety of thin	
Parking	Parking				
traffic pattern transportation	restore historic buildings			safer	
More parking	Parking	More events		More businesses	
Better parking	Parking				
More night time business/retail	Traffic pattern			Better parking	
The parking	Parking	The parking		The parking	
Clean up the development	A reasonable amount	(for downtown)		Cleaner parking, especially	
Better lands	outdoor recreation	Saturday evening parking		Some of the run Down vac	
More business	business/retail	More nightlife		Playground at riverfront pa	
Parking	Parking	Entertainment for kid friendly		Business names displayed	
I want more people to car	More public restrooms.				
more parking	Parking	more shops		More frequent family friend	
more parking	Parking	more events		more events and activities	
Parking	Parking	More murals		access to river and walk b	
Parking	Parking	Later hours		Accessibility to businesse	
Would love to see more business/retail	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 of business/retail	More things to do			More days for community	
More available parking		Be more open and diverse to new ideas and business			
Revamping to cleanliness		More boutiques		Something that makes downtown	
No metered parking		two way Main Street		have another get downtown	
More shops	business/retail	Library open on weekend			
free & more parking		Real bathroom for walkers			
		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



**Downtown 2040**  
Downtown Lynchburg Master Plan

# Public Engagement: Design Workshop



**Downtown 2040**  
Downtown Lynchburg Master Plan

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**.

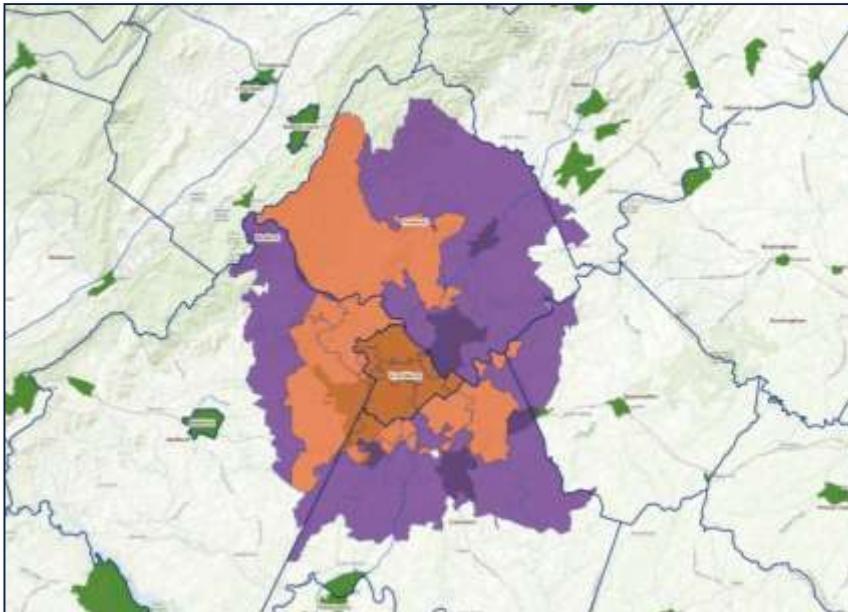
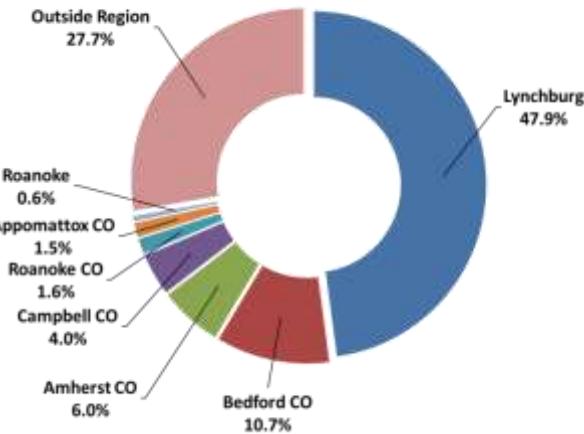
This is the **exciting atmosphere** that makes Downtown Lynchburg the **heart of the region**.



# 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

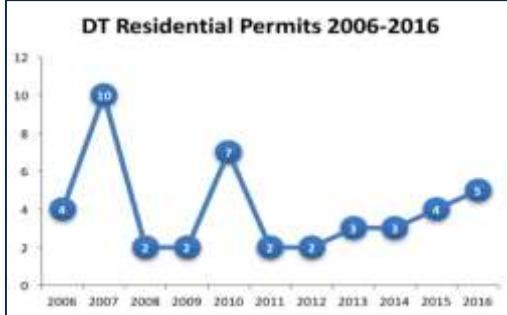


**Key Opportunities - Leakage in PTA**



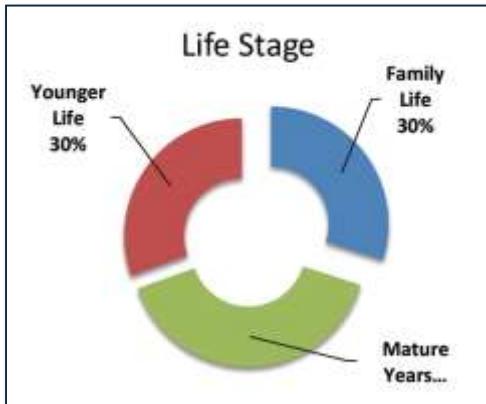
# Market Data Findings - Residential

- 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



**Downtown 2040**  
Downtown Lynchburg Master Plan

# Business Development

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



## CO.STARTERS™



LAUNCHED™ *Lynchburg*



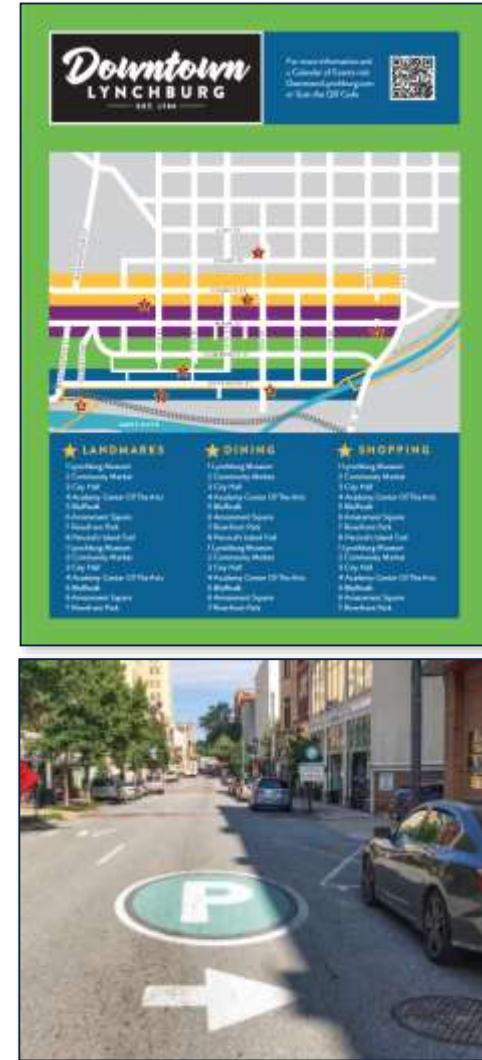
**Downtown 2040**  
Downtown Lynchburg Master Plan

# Business Development

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



**PARKING** →



**Downtown 2040**  
Downtown Lynchburg Master Plan

# RESPONDING to the DATA



---

*Downtown 2040*

---

Downtown Lynchburg  
Master Plan



*Downtown 2040*  
Downtown Lynchburg Master Plan

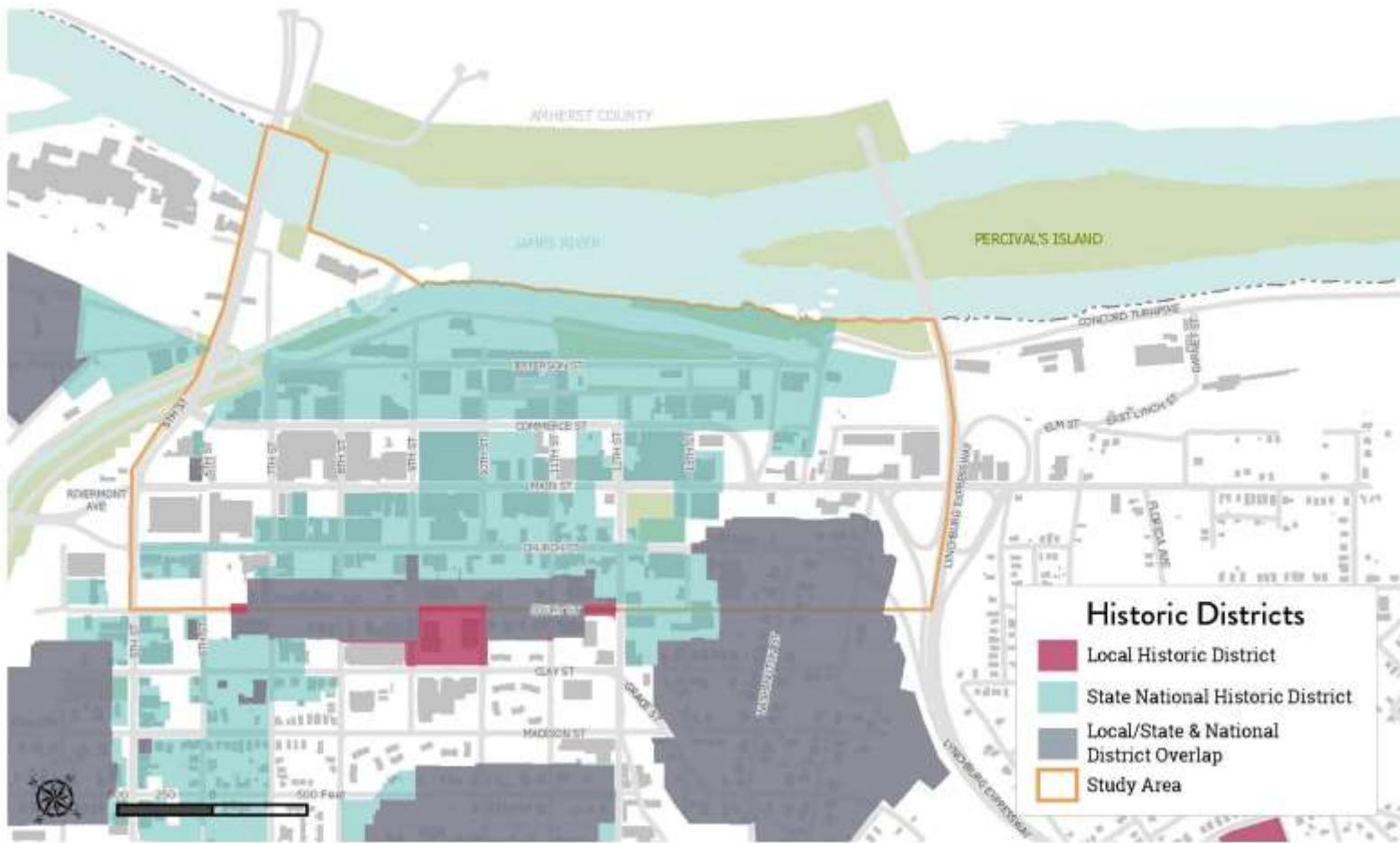
“Quaint, interesting historical architecture”



**Downtown 2040**  
Downtown Lynchburg Master Plan

**BUILDINGS**

# 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



**Downtown 2040**  
Downtown Lynchburg Master Plan

**BUILDINGS**



**Downtown 2040**  
Downtown Lynchburg Master Plan

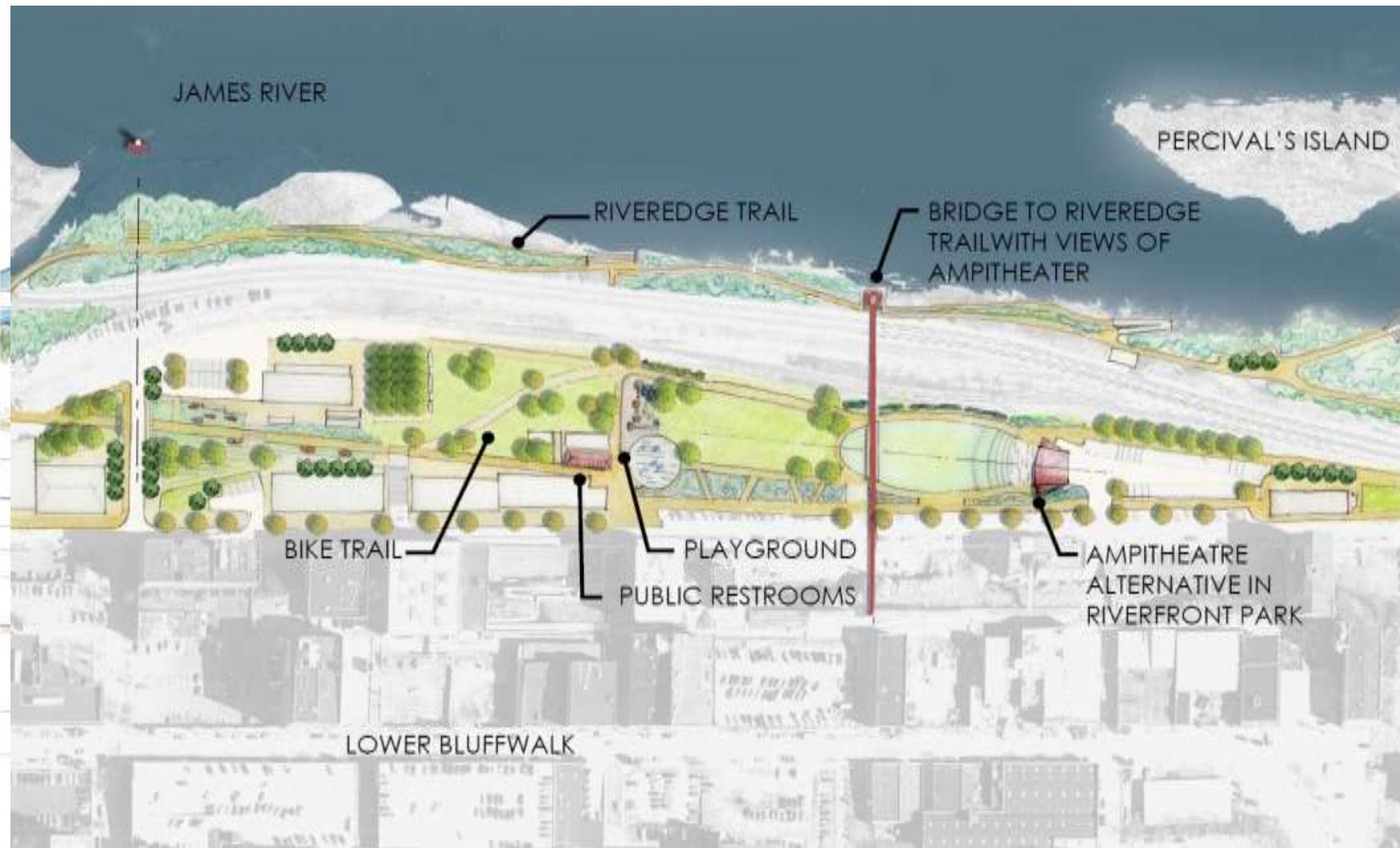
**PARKS & GATHERING SPACES**



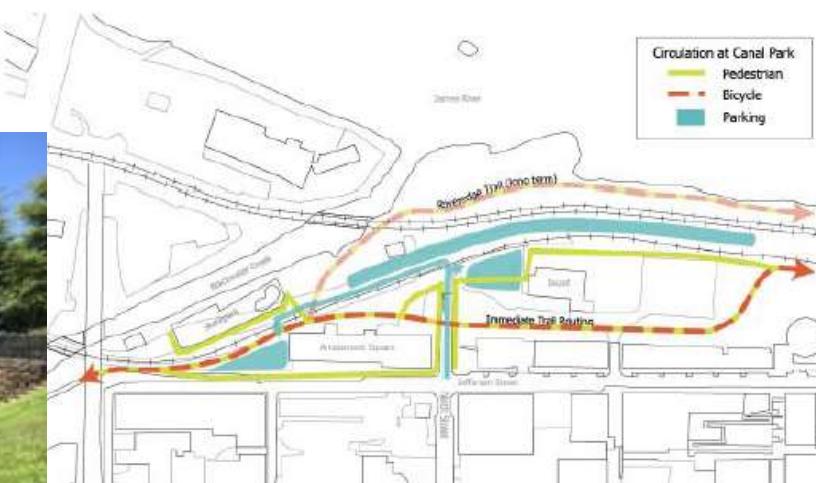
“People love the Bluffwalk. Below it is vacant property. Need to protect the view if developed! Critical to keep the view! Preserve views along Bluffwalk.”



# Riverfront Park



# Canal Park



**Downtown 2040**  
Downtown Lynchburg Master Plan

**PARKS & GATHERING SPACES**

# Foundry Park

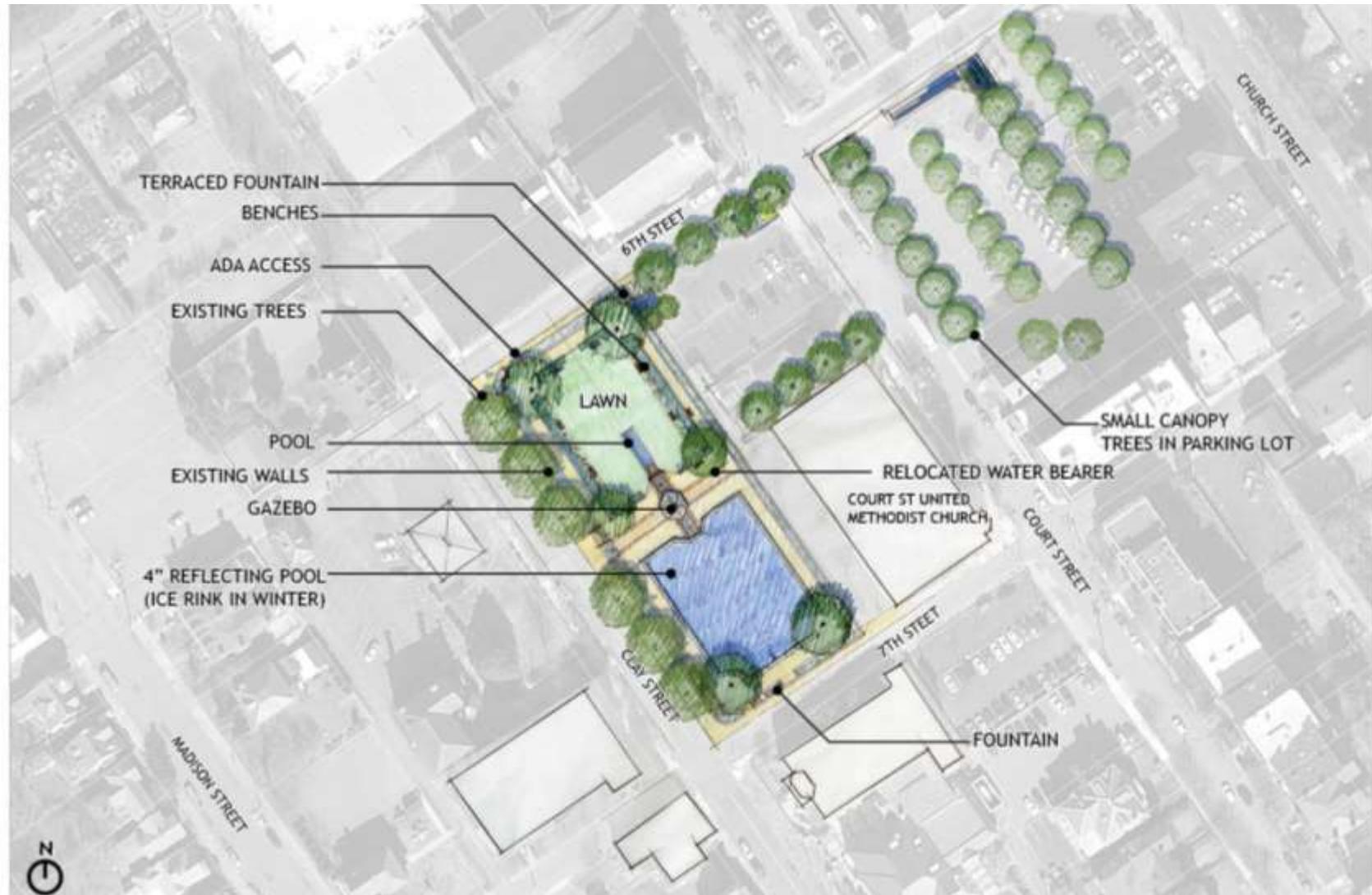


Foundry Park Concept



**Downtown 2040**  
Downtown Lynchburg Master Plan

# Clay Street Reservoir



# Dog Park



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



**Downtown 2040**  
Downtown Lynchburg Master Plan

**PARKS & GATHERING SPACES**

# 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.”

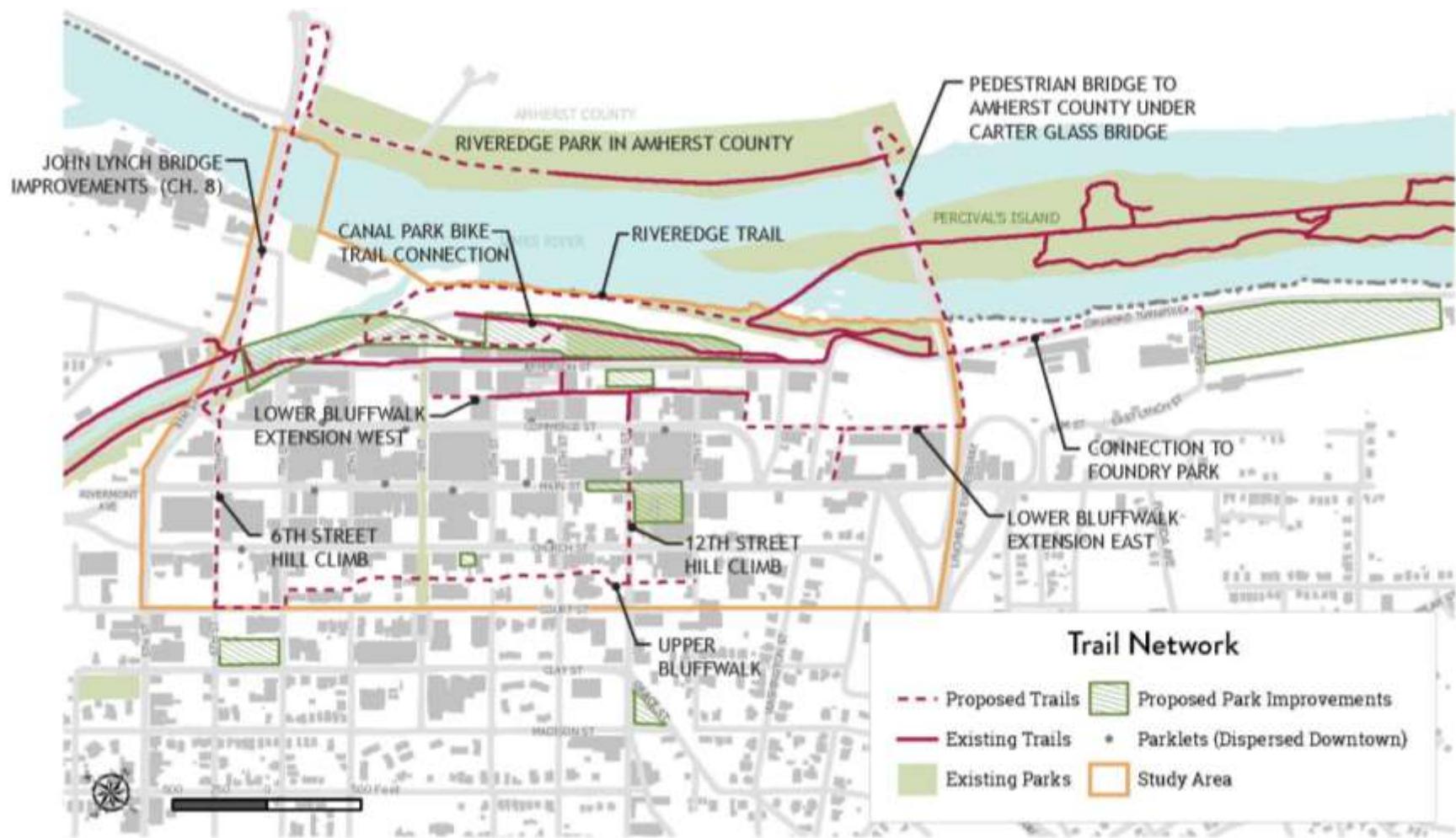
“A hub of commerce, community, and a safe place to enjoy with friends and family”



**Downtown 2040**  
Downtown Lynchburg Master Plan

**PARKS & GATHERING SPACES**

# Trails and Pedestrian Connections

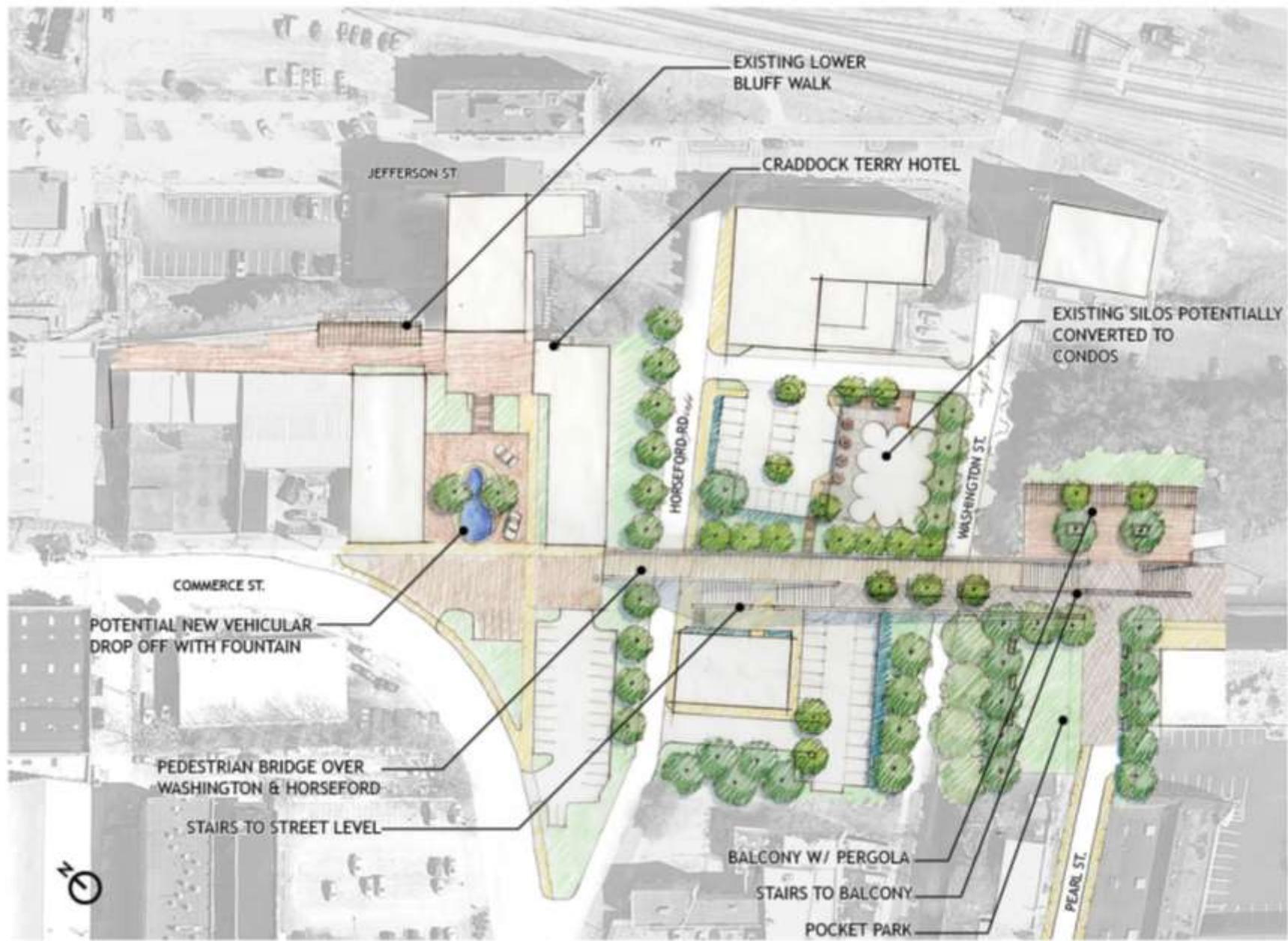




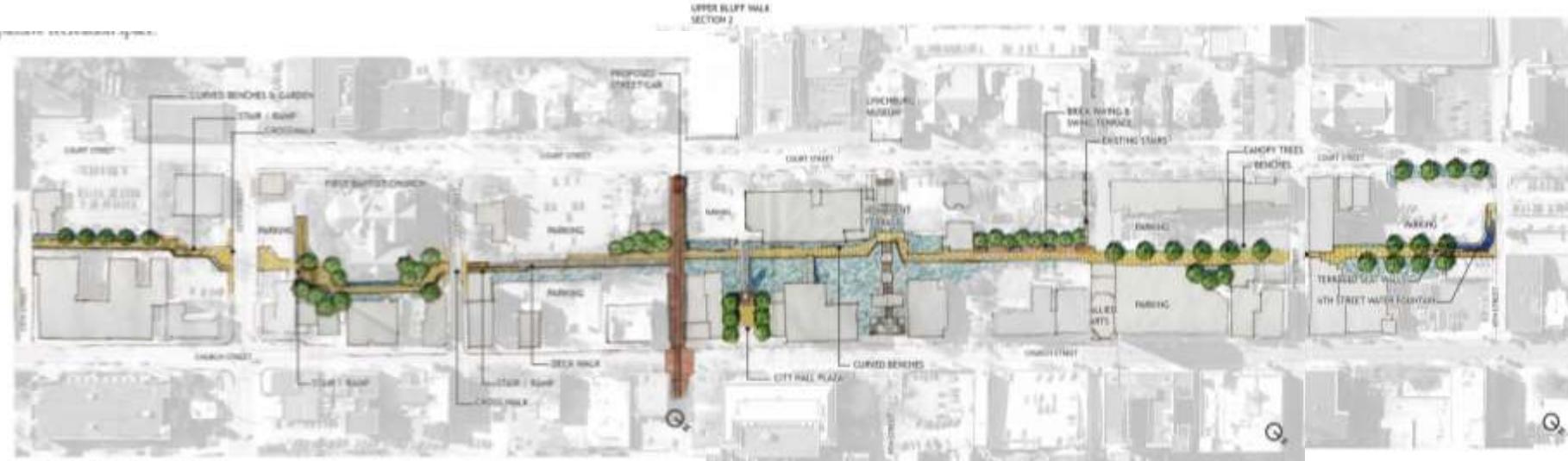
**Downtown 2040**  
Downtown Lynchburg Master Plan



**Downtown 2040**  
Downtown Lynchburg Master Plan

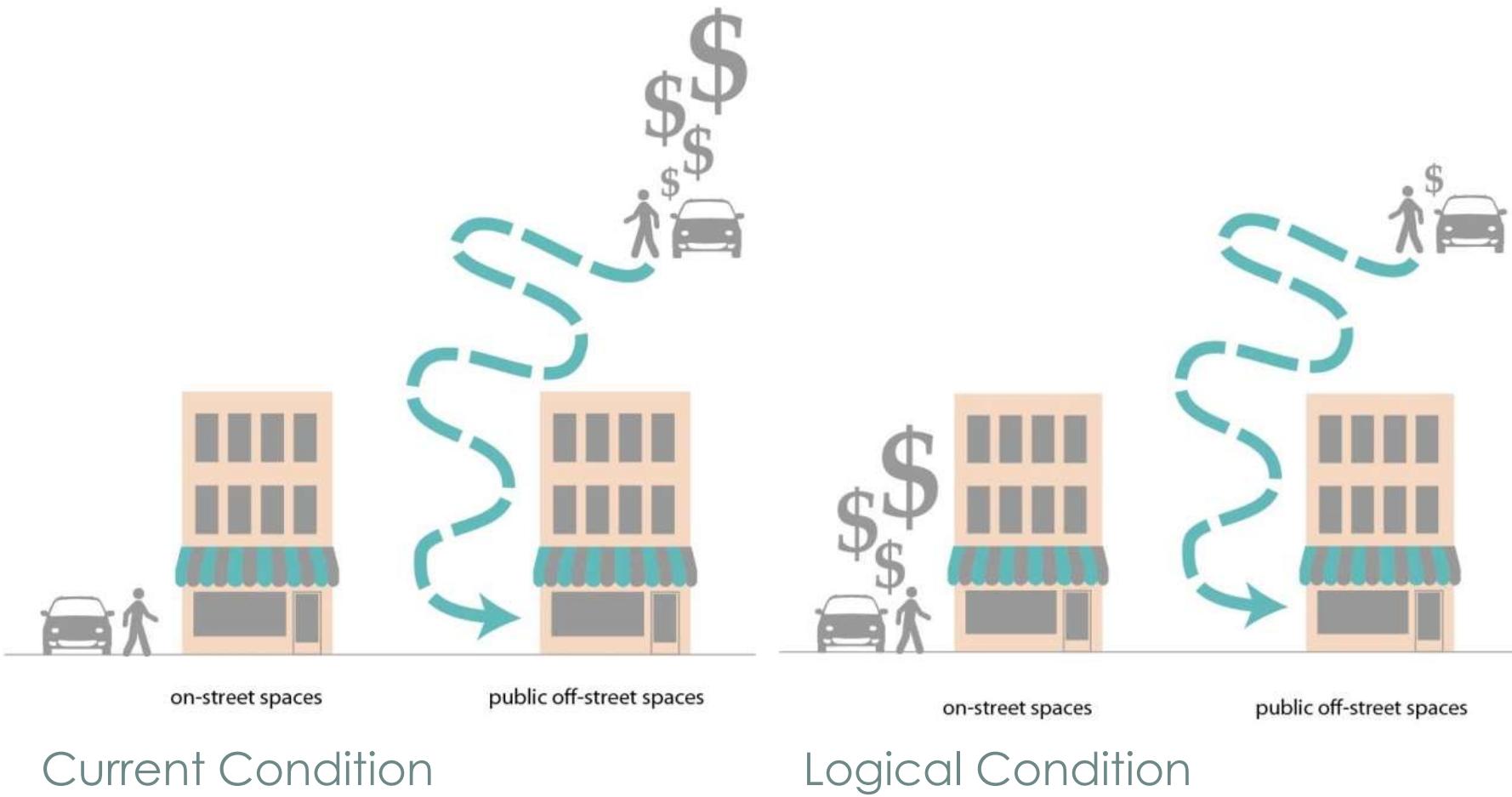


## Upper Bluffwalk, 6th Street Hill Climb & 12<sup>th</sup> Street Hill Climb



### New Upper Bluffwick Proposed Concept







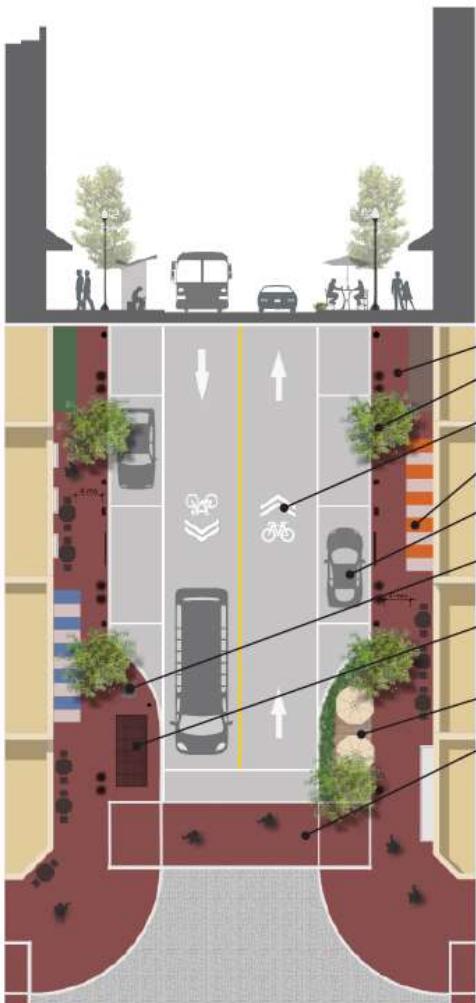
901 Commerce Street



**Downtown 2040**  
Downtown Lynchburg Master Plan

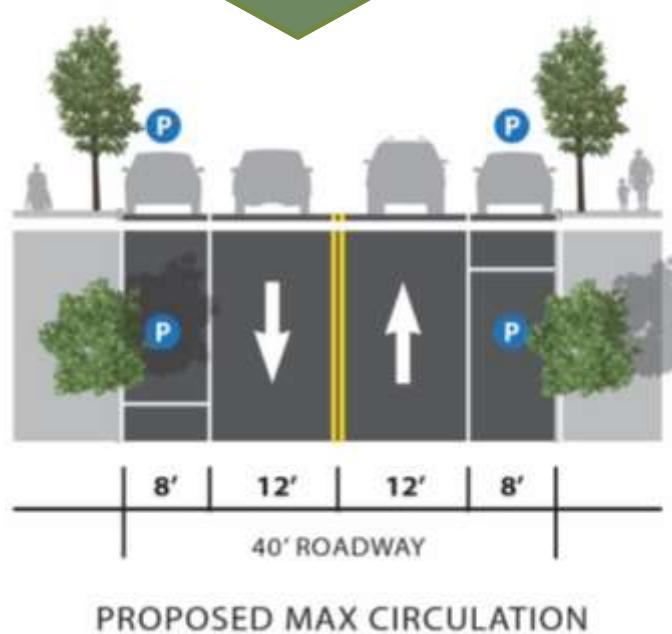
**MOBILITY**

# Walkability



Downtown Lynchburg's streets should be exciting public spaces serving the variety of uses discussed throughout this chapter.

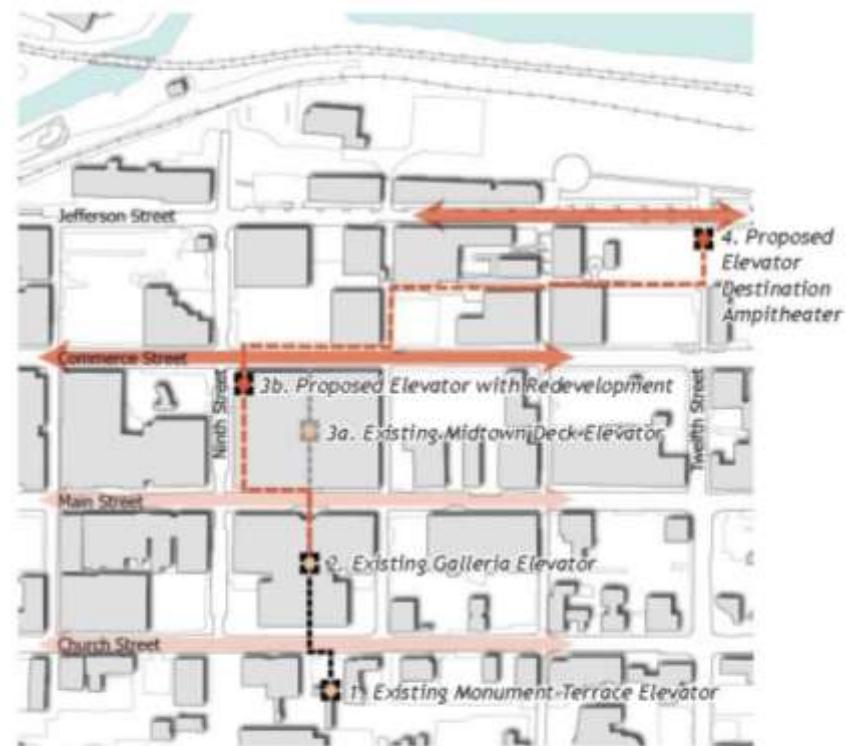
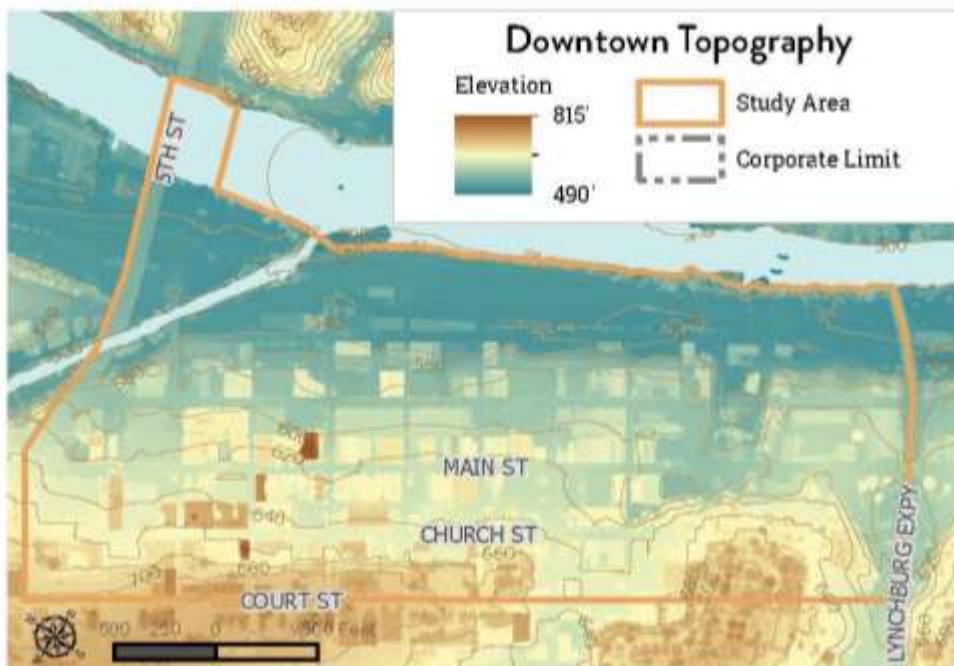
“Current state of Business Downtown...Parking and access to businesses is a challenge... Time spent trying to find parking. Circling block...Perception is businesses are closed. Hard to get to businesses, and therefore, a decline in business.”



# Street as Public Space



“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"

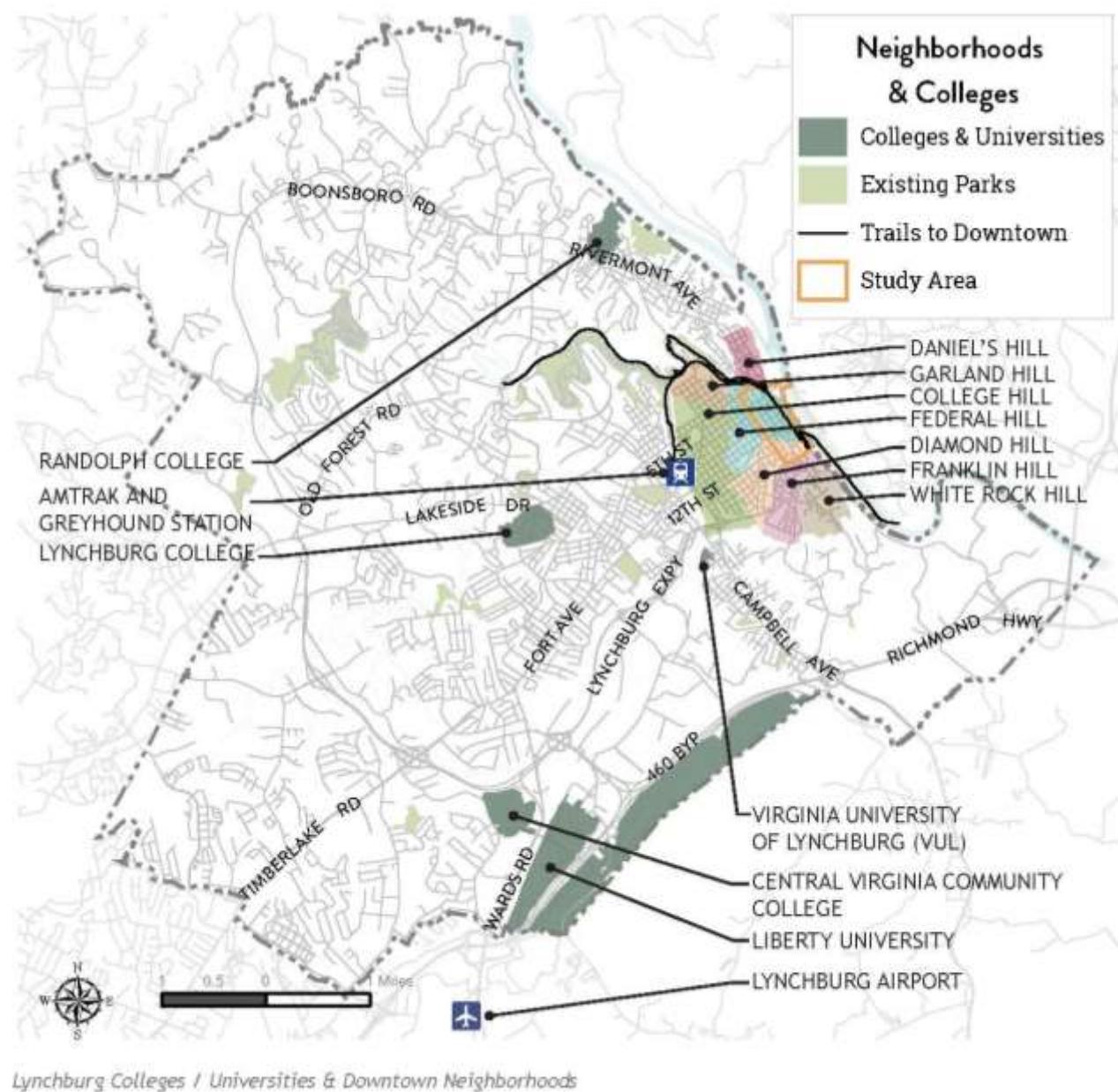


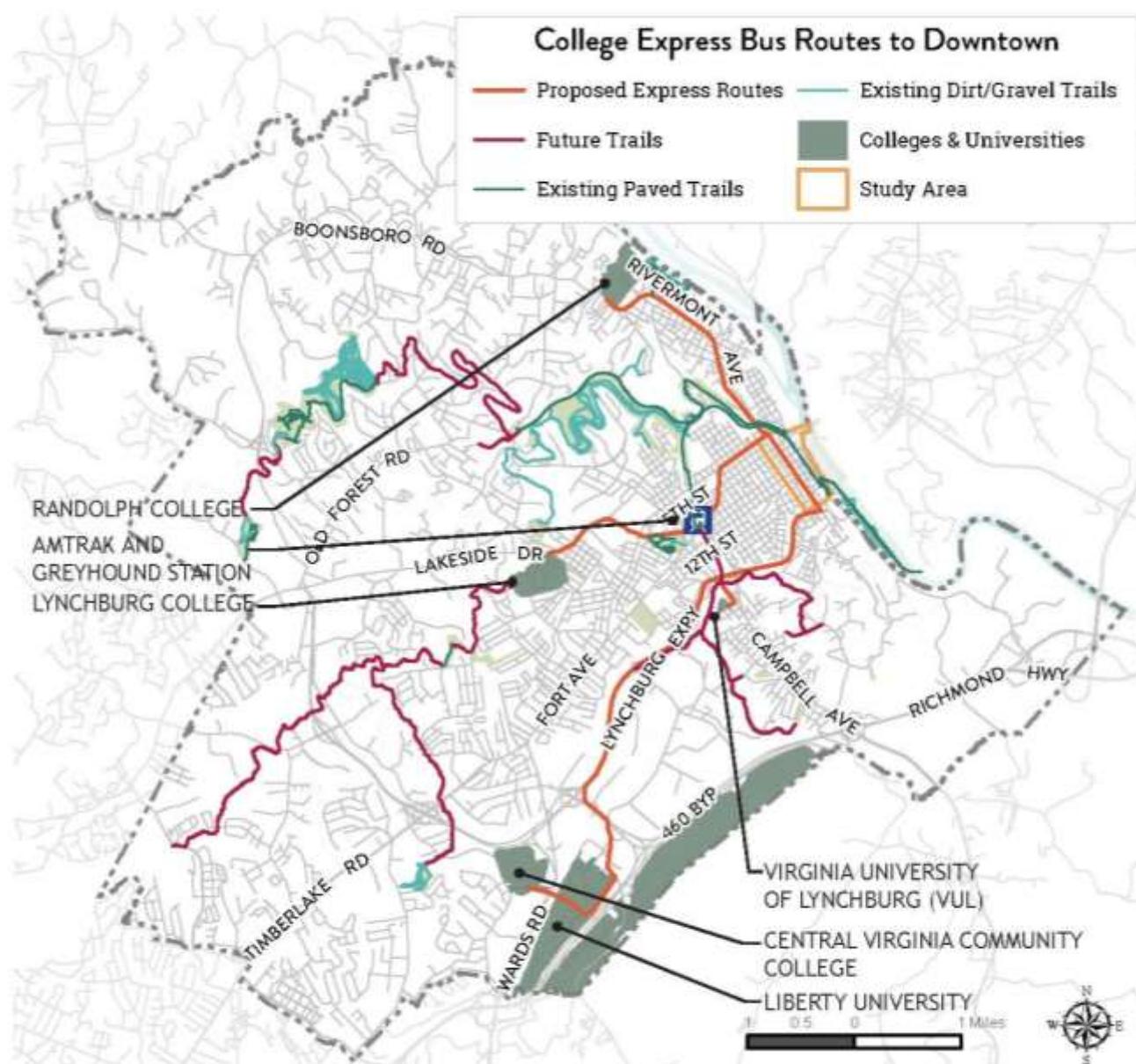
**Downtown 2040**  
Downtown Lynchburg Master Plan

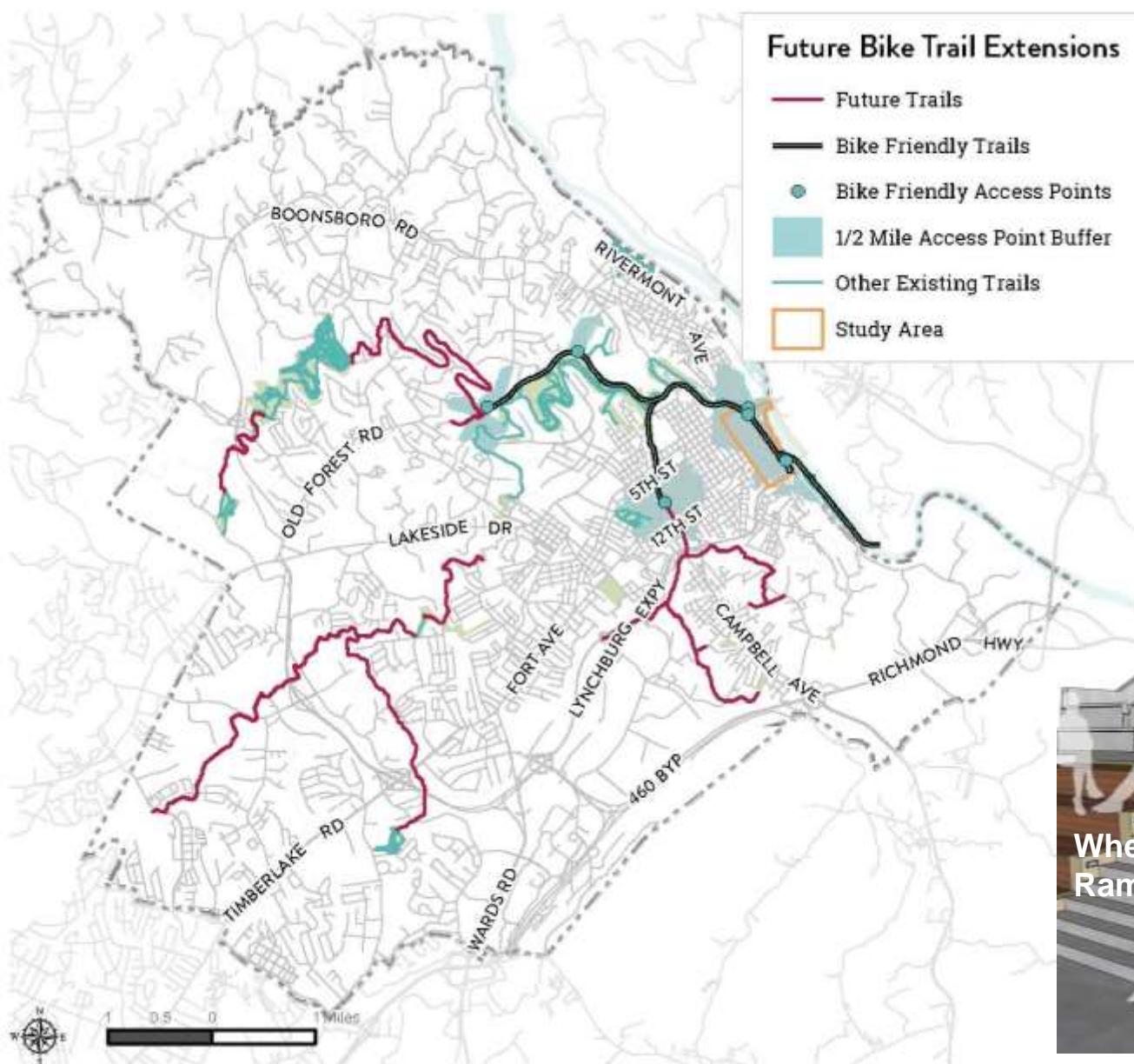
**MOBILITY**

“...our kids love downtown!”

-- from quarterly meeting of college presidents





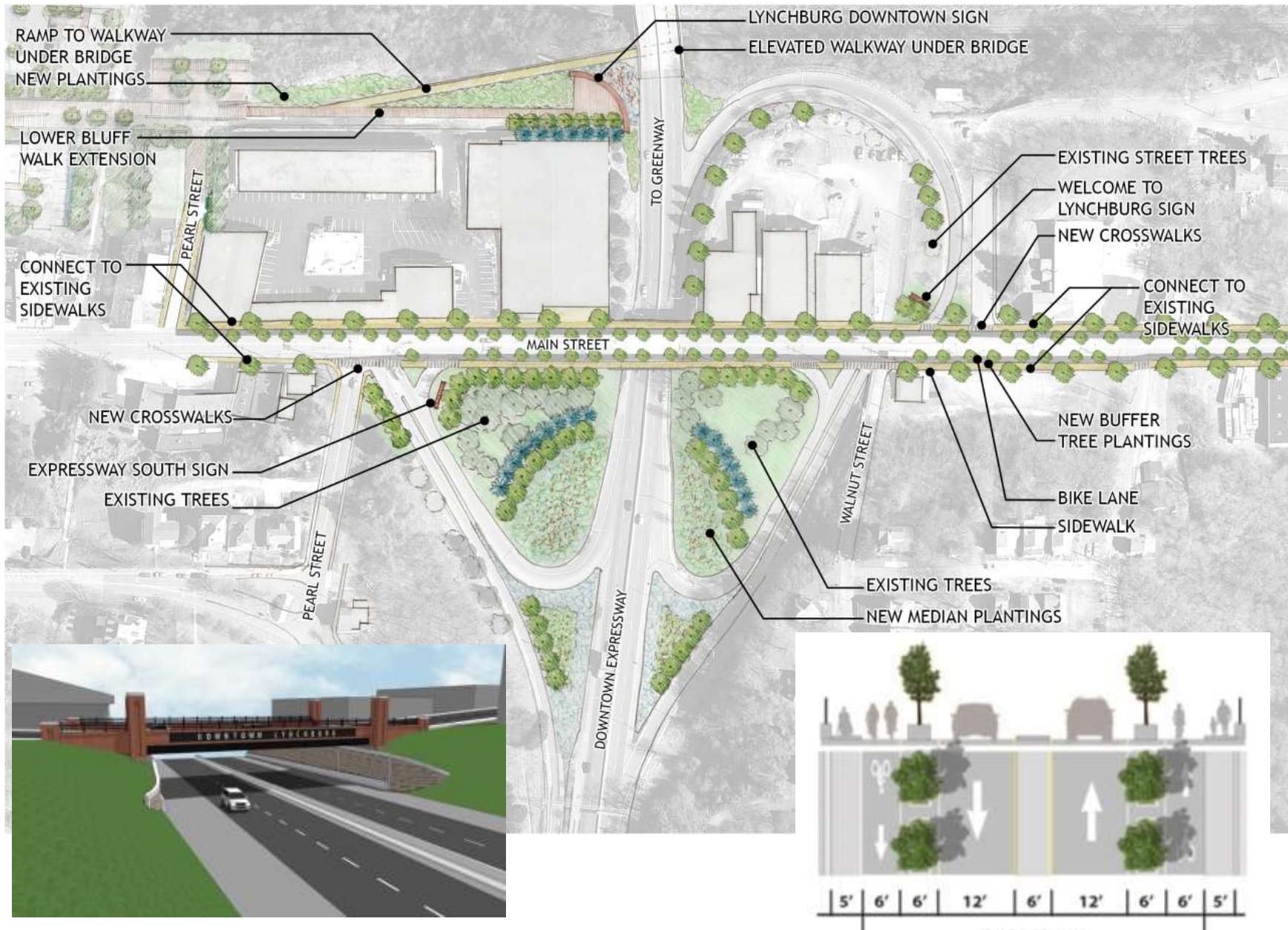


# Gateways

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

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





## John Lynch Bridge

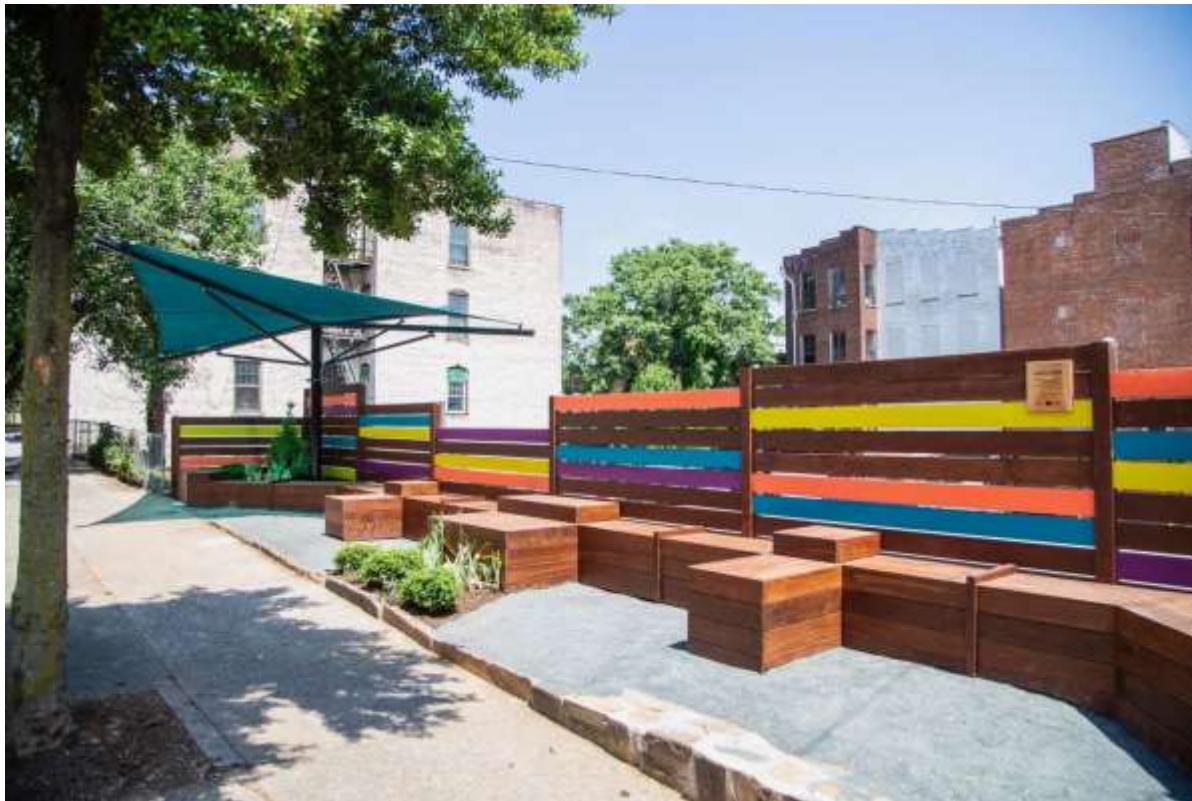




**Downtown 2040**  
Downtown Lynchburg Master Plan

**MOBILITY**

# Implementation: Pocket Park by Downtown Lynchburg Association



**Downtown 2040**  
Downtown Lynchburg Master Plan

# 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: Main Street Renewal (Fall 2019)



# Implementation: Future CIP

2020

- Riverfront Park Restrooms

2021

- Riverfront Park Fencing

2024

- Dog Park
- Bike/Ped Improvements



Rivermont Avenue Bridge in 2018



**Downtown 2040**  
Downtown Lynchburg Master Plan



---

# Downtown 2040

---

Downtown Lynchburg  
Master Plan

# Thank you



**Downtown 2040**  
Downtown Lynchburg Master Plan