BACKGROUND

- Revitalization Campaign
  - Branding
  - Trail Impacts
  - Downtown Streetscape
- Park
- Recycling Center, Business Incubator & Next Steps
Revitalization Campaign
A multi-faceted approach to promote:

- ECONOMIC DEVELOPMENT
- SENSE OF PRIDE
- RETAINING OUR YOUTH
REVITALIZATION CAMPAIGN

- Case Studies
- Design Guidelines
- The Blacksburg Brand
- Trail Impacts
- Downtown Streetscape
STREETSCAPE CASE STUDIES
Stronger Economies through Active Communities

The Economic Impact of Walkable, Bikeable Communities in South Carolina

Kelsey Allen <kelsey@eatsmartmovemoresc.org>
The Economics of Walking & Biking Infrastructure

- Spurs activity-related spending
- Creates new jobs & businesses
- Raises property values
- Encourages private investment
- Promotes tourism
- Reduces injuries & health care costs

- In SC, 52.7 million/yr. gross from bike retail & 1,037 jobs across state
- Property Value within ¼ mile of trail sell for 11.4.% more than avg. homes
CASE STUDIES VICINITY
W. JEFFERSON AFTER

West Jefferson, NC
Population 1,299
- 10 new businesses have opened
- 56 new jobs were created
- Downtown vacancies went from 33 to 5
- An estimated $500,000 in new private investment
DESIGN GUIDELINES
STREETSCAPE REVITALIZATION: A RELATIONSHIP BETWEEN THE PUBLIC & PRIVATE REALMS

PEDESTRIAN TRIANGLE

The pedestrian triangle is where the public and private realms meet. Essentially, the triangle’s height is provided for from the building facade (Private Realm). The base consists of the sidewalk and pedestrian amenities (public realm).
PRIVATE

Creating an inviting pedestrian experience.

It’s not just a nice thing to do, it can help INCREASE RETAIL SALES.
BE INVITING

OPEN YOUR DOORS!
Customers are more likely to enter your business if the door is open.

EXTEND INTO THE STREET
Extend your business into the street with dining spaces or retail merchandise.

NO CLOTHES RACKS
Avoid the garage sale look.
PARKING AND DRIVEWAYS

NO PARKING IN FRONT
Parking in front of buildings affects the downtown charm by disrupting the "street wall." In addition, parking lots located in front of buildings make pedestrians feel uncomfortable and unprotected.

SHARE LOTS & REDUCE CURB CUTS
Shared parking lots reduce the number of curb cuts creating a more walkable downtown. More sidewalks = more people walking = stronger downtown economy.

LANDSCAPE ALONG THE STREET
Landscaping buffers separate parking areas from pedestrian areas and help beautify downtown.
RETAIL DISPLAYS

STREET APPEAL
Window displays can tastefully extend into the street.

KEEP IT SIMPLE
Catch window shoppers' attention while giving them a glimpse into your store.
SIGNAGE

BLADE SIGNS
"Blade signs" are oriented towards pedestrians.

MENU BOARDS
Menu boards can be exhibited outside.

CHALK BOARDS
Chalk boards can be used for menus or daily messages.
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PRIVATE

LANDSCAPING

WINDOW BOXES

HANGING BASKETS

PLANTERS
PRIVATE

FAÇADE PROGRAM

1. new cornice treatment
2. new storefront (3 parts) w/ established jamb lines
   - transom band (glazing)
   - view/display band (glazing)
   - water table band (brick, stone, panel)
3. new aileron "facades"
4. new entry canopy
5. new signage band
6. new storefront (3 parts)
7. new stone water table
8. new storefront (3 parts)

EXISTING
STREETWALL
ZERO LOT LINE SETBACK
BUILDING HEIGHT
PARKING IN REAR
“Empty Windows Project”
PUBLIC

In terms of
- economic development
- tourism
- and community development

there is absolutely, positively

NOTHING THAT’S MORE IMPORTANT THAN YOUR DOWNTOWN.
PUBLIC

PARKS, OPEN SPACES & THIRD PLACES

FARMERS MARKETS
Farmers markets are great “third places” to meet other community members outside of home and work.

DOWNTOWN PARKS
Downtown parks are great places for the community to gather for holidays and events.

ALLEYWAYS
Alleyways are an often overlooked public space.
LANDSCAPING 
& STREET 
TREES

PUBLIC LANDSCAPING

Public landscaping along Main Street can significantly improve the pedestrian experience.

STREET TREES

Street trees frame the street and provide pedestrian refuge from vehicles.
SIDEWALKS
- DESIGN FOR PEOPLE FIRST!

**WIDE SIDEWALKS**
Wide sidewalks are desirable and provide opportunities for a range of activities.

**CURB EXTENSIONS**
Curb extension “bump outs” allow pedestrians to cross the street in a shorter distance and help slow traffic.

**CROSSWALKS**
A continuous network of sidewalks and crosswalks establish a pedestrian-oriented environment.
PARKING

EXISTING PARKING LOTS

Existing parking lots can be screened with seat walls, landscaping, and public art.

ON-STREET PARKING

On-street parking helps to create a barrier between pedestrians and motorists.
IF YOU BUILD IT, THEY WILL COME!
Provide the necessary infrastructure to support a vibrant downtown.

» LIGHTING. Consider both pedestrian and vehicular lighting.

» SEATING. Benches, seatwalls, rocking chairs, and artistic yet functional seating should all be considered.

» LITTER RECEPTACLES. Litter receptacles can be installed along with other street furniture in a similar style to help create continuity.

» DRINKING FOUNTAINS. These can be creative. Also, don’t forget about dogs!

» RESTROOMS. Public restrooms are a great downtown asset.

» SIGNAGE AND WAYFINDING. Town banners and directional signs help navigate downtown visitors.

» BASE FOR PUBLIC ART. Provide the structural base for art exhibits.

» BICYCLE RACKS. Bike racks can be a work of art!
Maintain and continue the street wall as it is one of the principal defining characteristics of the downtown district.
Street festivals, outdoor concerts, and other events held downtown are a great way to create excitement on Main St. and attract customers. These events should be held year-round.
LARGEST IMPACT IN STREETSCAPE

- Street Trees
- Curb Extensions
- Wide Sidewalks w/ Pavers
STREET TREES
CURB EXTENSIONS

• EXISTING
CURB EXTENSIONS

- TRAFFIC CALMING
- DISCOURAGE HIGH SPEED TURNING
- BETTER VISIBILITY
- DECREASE CROSSING DISTANCE
Pedestrians wait where they can see - in front of parked cars

Curb extension places pedestrian where they can see and be seen
Curb Extensions

- Curb Radius
- Design for vs accommodate large vehicles
- Potential truck route around town center

Option 1: A shorter crossing and larger overall bulb-out

Option 2: Greater directionality and sharper curb radius

R1 = Actual curb radius
R2 = Effective turn radius
PAVERS