

**PLANNING COMMISSION
AGENDA
AUGUST 16, 2016 - 3:00 PM
Council Chambers - Rouss City Hall**

1. POINTS OF ORDER

- A. Roll Call
- B. Approval of Minutes- July 17, 2016 Meeting
- C. Correspondence
- D. Citizen Comments
- E. Report of Frederick Co Planning Commission Liaison

2. PUBLIC HEARINGS – New Business

- A. **CUP-16-416** Request of Emad Khezam dba Alibaba Hookah Bar for a conditional use permit for nightclub use and to modify conditions of an existing conditional use permit for hookah establishment use at 932 Berryville Avenue (Map Number 176-07-3) zoned Highway Commercial (B-2) District with Corridor Enhancement (CE) District overlay. **(Mr. Grisdale)**

3. PUBLIC HEARINGS – Continued

4. NEW BUSINESS

5. OLD BUSINESS

- A. **RZ-16-251** AN ORDINANCE TO REZONE APPROXIMATELY 64 ACRES OF LAND CONTAINING APPROXIMATELY 149 PARCELS, EITHER IN FULL OR IN PART, TO BE INCLUDED IN THE CORRIDOR ENHANCEMENT (CE) DISTRICT; AS DEPICTED ON AN EXHIBIT ENTITLED: "Fairmont/Wyck/N Cameron/ N Loudoun Proposed CE District" PREPARED BY WINCHESTER PLANNING DEPARTMENT ON 03/25/2016. **(Mr. Youmans)**

6. OTHER BUSINESS

7. ADJOURN

PLANNING COMMISSION MINUTES

The Winchester Planning Commission held its regular meeting on Tuesday, July 19, 2016, at 3:00 p.m. in Council Chambers, 15 N. Cameron Street, Winchester, Virginia.

CALL TO ORDER:

PRESENT:

Vice Chairman Loring, Commissioner Smith,
Commissioner Fieo, Commissioner Wolfe,
Commissioner Tagnesi

ABSENT:

Chairman Slaughter, Commissioner Eaton,
City Manager Freeman

EX OFFICIO:

FREDERICK CO. LIAISON:

Commissioner Kenney

STAFF:

Aaron Grisdale, Carolyn Barrett

VISITORS:

None

Vice Chairman Loring called for corrections or additions to the minutes of June 21, 2016. Hearing none, he called for a motion. Commissioner Fieo moved to approve the minutes as submitted. Commissioner Tagnesi seconded the motion. Voice vote was taken and the motion passed 5-0.

CORRESPONDENCE:

None.

CITIZEN COMMENTS:

None.

REPORT OF THE FREDERICK COUNTY PLANNING COMMISSION LIAISON:

Meeting held on July 6, 2016. Agenda included one Conditional Use Permit for a landscaping business that was approved and sent to the board. There was an update to a draft for road improvements. A video was shown on conservation easement. The July 20, 2016 meeting has been canceled.

PUBLIC HEARINGS

None.

NEW BUSINESS:

TA-16-356 AN ORDINANCE AMENDING ARTICLE 14 OF THE WINCHESTER ZONING ORDINANCE PERTAINING TO THE HISTORIC WINCHESTER DISTRICT AND CRITERIA FOR GRANTING A CERTIFICATE OF APPROPRIATENESS. (Mr. Grisdale)

Mr. Grisdale reviewed the amendment to the City Ordinance article pertaining to the Board of Architectural Review.

Vice Chairman Loring opened the public hearing

No one spoke during the public hearing.

Vice Chairman Loring closed the public hearing

Vice Chairman Loring asked if this would put everything in line with what the state has said. Mr. Grisdale said this was a local option and would make sure the Zoning Ordinance properly references the Historic District guidelines. It clarifies what the BAR should be using which is what has already been in use.

Commissioner Fieo asked who developed the Historic Winchester guidelines. Mr. Grisdale said the city hired consultants back in the 90's to come up with the guidelines along with the BAR. They were then approved by the City.

Commissioner Fieo made a motion to forward TA-16-356 with a favorable recommendation because the ordinance as presented provides for good planning practice and properly outlines the process for a Certificate of Appropriateness for the Board of Architectural Review. Commissioner Smith seconded the motion. Voice vote was taken and the motion was approved 5-0.

OLD BUSINESS:

None.

OTHER BUSINESS:

None.

ADJOURN

With no further business before the Commission, the meeting adjourned at 3:07pm.

CUP-16-416 Request of Emad Khezam dba Alibaba Hookah Bar to modify conditions of an existing conditional use permit for a hookah establishment use and entertainment establishment use at 932 Berryville Avenue (*Map Number 176-07-3*) zoned Highway Commercial (B-2) District with Corridor Enhancement (CE) District overlay.

REQUEST DESCRIPTION

The applicant is seeking re-approval and a modification of an existing Hookah Establishment and Entertainment Establishment CUP, as defined in the Zoning Ordinance, at the subject property, which is located at 932 Berryville Avenue.

AREA DESCRIPTION

The subject property is located on the north side of Rt. 7 (Berryville Avenue), and is zoned Highway Commercial (B-2). Similarly zoned parcels are located to the east, west, and north. Across the street and to the south, properties are primarily used for single-family residential and zoned Medium Density Residential (MR). Additionally, the property is encumbered with the Berryville Avenue Corridor Enhancement (CE) Overlay district.



STAFF COMMENTS

The Hookah Bar was initially granted a conditional use permit (CU-11-76) on May 10, 2011. On February 12, 2013, a conditional use permit (CU-12-556) was approved for a nightclub use (now termed entertainment establishment) and modified conditions of the existing conditional use permit for the hookah establishment use. This CUP (12-566) was approved for three years was subject to fifteen conditions, which are enumerated as follows:

1. Review in six (6) months and re-approval required every three (3) years thereafter;
2. No one under 18 years of age is permitted to enter the establishment as a patron and no one under 18 years of age shall be employed within the establishment;
3. Clearly marked signage, as presented in ATTACHMENT 'A,' shall be placed adjacent to the entrance door, indicating that no one under 18 years of age shall be permitted to enter the establishment nor to purchase or attempt to purchase tobacco, to include citing the Code of Virginia section (§ 18.2-371.2) and applicability of civil fines and penalties associated with violations;
4. The establishment shall post prominent warning signs, as represented in ATTACHMENT 'B,' about the harmful effects of hookah smoking, to specifically include: "Hookah smoking causes lung cancer, heart and other diseases and

- cancers. Hookah tobacco contains nicotine, and hookah smoking is not a safe alternative to cigarettes.” Similar warnings shall also be included on all marketing materials, including newspaper advertisements, websites, and menus;
5. The hours of operation for the Hookah Establishment shall be limited to not earlier than 11:00 a.m. nor later than 2:00 a.m.;
 6. Nightclub use to end no later than 11:59 p.m., Sunday through Wednesday nights and no later than 2:00 a.m., Thursday night/Friday morning through Saturday night/Sunday morning;
 7. The applicant taking into consideration the concerns of all of the neighbors and addressing them as they come up;
 8. No alcohol will be served or consumed within the establishment;
 9. A maximum of four (4) criminal calls per month within or attributable to the establishment, after which private security may be required and the permit may be subject to revocation;
 10. All windows and exterior doors to remain closed during nightclub use and no aspects of nightclub use to occur outside the building;
 11. Food service and related inspections shall be reviewed and permitted through the Virginia Department of Health – Loud Fairfax Regional Office;
 12. Strict obedience with all local and state laws, especially those pertaining to the noise ordinance outlined in city Code and the timely payment of all local taxes;
 13. Applicant and business owner is responsible for maintaining the sanitary condition of hookah devices and any related equipment;
 14. The CUP expires automatically if the nightclub use ceases for more than one (1) year or if the use of the property changes; and,
 15. The applicant is responsible for cleaning up any trash outside the facility after closing.

With the current proposal, Mr. Khezam is submitting a request that is consistent with what the previous conditions imposed by City Council in 2013. The one exception is that Mr. Khezam would like to have the expiration time limit removed from a potential renewal of the CUP. Zoning & Inspections has not had any documented issues since the most recent approval by City Council in 2013.

RECOMMENDATION

The Director of Zoning and Inspections recommends approval of the request with conditions. Mr. Khezam’s application is consistent with what the Commission supported during their previous application.

Section 18-2-1.1 of the Zoning Ordinance states that a conditional use shall not be approved by Council unless it finds that the proposal as submitted or modified will not affect adversely the health, safety or welfare of persons residing or working in the neighborhood and will not be detrimental to public welfare or injurious to the property or the improvements in the neighborhood. Factors which the Commission and Council must consider in granting a permit include traffic congestion, noise, light, dust, odor, fumes and vibration with regard for timing of operation, screening, and other matters which may be regulated to mitigate negative impact.

A favorable motion could read:

MOVE, the Commission forward CU-16-416 to Council recommending approval because the use, as proposed, should not adversely affect the health, safety, or welfare of residents and workers in the neighborhood nor be injurious to adjacent properties or improvements in the neighborhood. The recommendation is subject to:

1. Review in six (6) months and re-approval required every three (3) years thereafter;
2. No one under 18 years of age is permitted to enter the establishment as a patron and no one under 18 years of age shall be employed within the establishment;
3. Clearly marked signage, as presented in ATTACHMENT 'A,' shall be placed adjacent to the entrance door, indicating that no one under 18 years of age shall be permitted to enter the establishment nor to purchase or attempt to purchase tobacco, to include citing the Code of Virginia section (§ 18.2-371.2) and applicability of civil fines and penalties associated with violations;
4. The establishment shall post prominent warning signs, as represented in ATTACHMENT 'B,' about the harmful effects of hookah smoking, to specifically include: "Hookah smoking causes lung cancer, heart and other diseases and cancers. Hookah tobacco contains nicotine, and hookah smoking is not a safe alternative to cigarettes." Similar warnings shall also be included on all marketing materials, including newspaper advertisements, websites, and menus;
5. The hours of operation for the Hookah Establishment shall be limited to not earlier than 11:00 a.m. nor later than 2:00 a.m.;
6. Entertainment establishment use to end no later than 11:59 p.m., Sunday through Wednesday nights and no later than 2:00 a.m., Thursday night/Friday morning through Saturday night/Sunday morning;
7. The applicant taking into consideration the concerns of all of the neighbors and addressing them as they come up;
8. No alcohol will be served or consumed within the establishment;
9. A maximum of four (4) criminal calls per month within or attributable to the establishment, after which private security may be required and the permit may be subject to revocation;
10. All windows and exterior doors to remain closed during entertainment establishment use and no aspects of entertainment establishment use to occur outside the building;
11. Food service and related inspections shall be reviewed and permitted through the Virginia Department of Health – Lord Fairfax Regional Office;
12. Strict obedience with all local and state laws, especially those pertaining to the noise ordinance outlined in city Code and the timely payment of all local taxes;
13. Applicant and business owner is responsible for maintaining the sanitary condition of hookah devices and any related equipment;
14. The CUP expires automatically if the hookah establishment or entertainment establishment use ceases for more than one (1) year or if the use of the property changes; and,

15. The applicant is responsible for cleaning up any trash outside the facility after closing.

OR

An unfavorable recommendation from the Planning Commission to City Council should cite the reasons why the proposal as submitted or modified could negatively impact the health, safety, or welfare of those residing or working in the area and/or why it would be detrimental to public welfare or damaging to property or improvements in the neighborhood.

**NO ONE UNDER 18 YEARS OF AGE
PERMITTED TO ENTER**

NO PERSON SHALL SELL TO,
DISTRIBUTE TO, PURCHASE FOR OR
KNOWINGLY PERMIT THE PURCHASE
BY ANY PERSON LESS THAN **18 YEARS**
OF AGE, ANY TOBACCO PRODUCT.

NO PERSON LESS THAN **18 YEARS** OF
AGE SHALL ATTEMPT TO PURCHASE,
PURCHASE OR POSSESS ANY
TOBACCO PRODUCT.

VERIFICATION OF AGE THAT
CUSTOMERS ARE AT LEAST **18 YEARS**
OF AGE IS REQUIRED AND MUST BE
DEMONSTRATED BY A VALID DRIVER'S
LICENSE OR SIMILAR PHOTO
IDENTIFICATION ISSUED BY A
GOVERNMENT AGENCY.

VIOLETIONS ARE SUBJECT TO CIVIL
FINES AND PENALTIES.

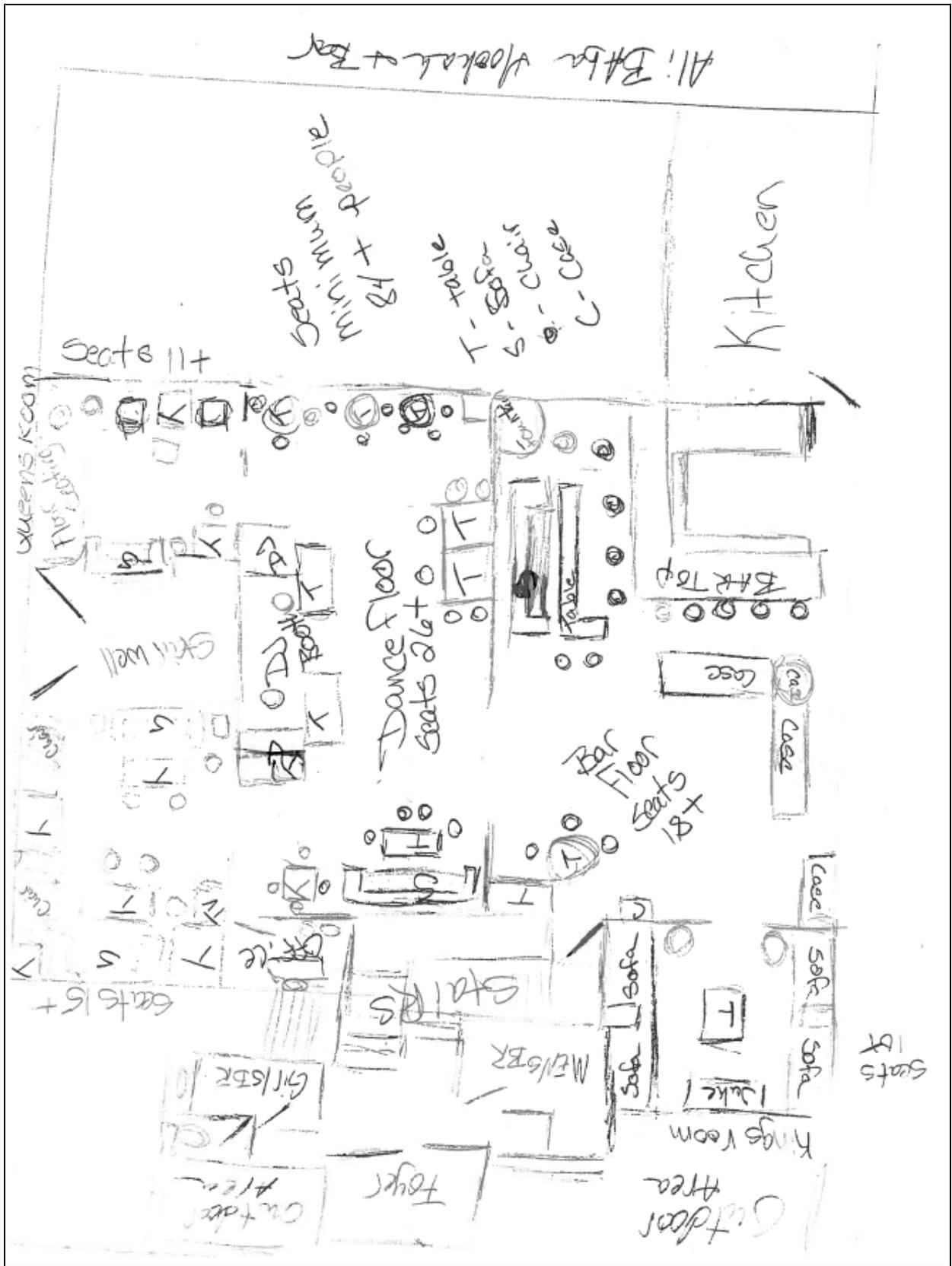
§ 18.2-371.2, Code of Virginia (1950), as amended.

Attachment A

WARNING:

Hookah smoking causes lung cancer, heart and other diseases and cancers. Hookah tobacco contains nicotine, and hookah smoking is not a safe alternative to cigarettes.

Attachment B



RZ-16-251 AN ORDINANCE TO REZONE APPROXIMATELY 64 ACRES OF LAND CONTAINING APPROXIMATELY 149 PARCELS, EITHER IN FULL OR IN PART, TO BE INCLUDED IN THE CORRIDOR ENHANCEMENT (CE) DISTRICT; AS DEPICTED ON AN EXHIBIT ENTITLED: "Fairmont/Wyck/N Cameron/ N Loudoun Proposed CE District" PREPARED BY WINCHESTER PLANNING DEPARTMENT ON 03/25/2016.

REQUEST DESCRIPTION

This publicly sponsored rezoning request is to apply the Corridor Enhancement (CE) District to approximately 64 acres of land (part or all of 149 parcels) along North Loudoun St., North Cameron St., Fairmont Ave., and Wyck St, all designated as key tourist entry route connecting to City's Historical Downtown from US-11 and US-522. The standards and guidelines for the N. Loudoun and N. Cameron/Fairmont/Wyck CE Overlay District were unanimously approved by Council on April 12, 2005 and August 12, 2014 (respectively) and are intended to protect and promote major tourist access routes in the City.

AREA DESCRIPTION

The two proposed CE overlay districts encompass the US Rte 522 tourist entry corridor from the northwest and the US Rte 11 tourist entry corridor from the north. The two entry corridor overlap at the intersection of N. Loudoun St and Wyck St. See attached exhibit map and list of parcels.

COMMENTS FROM THE PLANNING DEPARTMENT

The Comprehensive Plan calls for guiding the physical form of development along key tourist entry corridors leading into the City's core historic district by utilizing a combination of standards and guidelines. In 2013, City Council adopted an initial Strategic Plan which called for City Gateway Beautification in order to improve designated "city gateways" and to meet the goal of Creating a More Livable City for All. The most recent Strategic Plan adopted by Council on 12-8-15, includes Goal #II to 'Promote and accelerate revitalization of catalyst sites and other areas throughout the city. Under Objective B, Strategy 2, it includes an Action item that reads: "Implement additional Corridor Enhancement Districts to enhance the city's entryway."

In addition, a 1993 ad hoc committee initiated by the Winchester-Frederick County Chamber of Commerce issued a report on Corridor Appearance (see attached). This Chamber effort was the catalyst for what became the CE overlay district initiative in the City.

Council has previously approved CE Districts for Millwood Avenue, Berryville Avenue, Valley Avenue, Amherst Street, Cedar Creek Grade, National Avenue and portions of S. Pleasant Valley Rd and E. Cork Street. The overlay CE zoning for the northernmost section of Valley Avenue has not been adopted yet.

THE DISTRICT

Corridor Enhancement Overlay Districts provide guidelines and regulations for building aesthetics and site features; **it does not change the underlying zoning that regulates land use**. Some examples of CE standards include: building orientation, roof treatments, wall treatments, and placement of mechanical units. It guides any proposed exterior changes or new construction on a mixture of commercial and residentially-used land. The attached map depicts the specific boundaries of the district. Information outlining the standards and guidelines specific to Fairmont/Wyck/N Cameron St and N. Loudoun Street CE Districts are available in the Planning Office as well as on the City's website. There is also a matrix offering a general overview of the CE District provisions citywide.

DEVELOPING THE BOUNDARY

The boundaries of these two CE districts follow much of the historically significant N. Frederick Pike and Valley Pike routes which are designated as U.S. Routes 522 and 11 respectively. US Rte 522 connects Selinsgrove, PA and Powhatan, VA. Notably, it is a popular connection from I-68 and I-70 near Hancock, MD to Winchester, serving tourists coming from the Ohio Valley and western PA areas. US Rte 11 provides access into the City from I-81 at Exit 317 just north of the City. N. Loudoun St provides a direct connection between the historic Ft Collier Civil War site and the Winchester Historic District for tourist traveling the Va Civil War Trails network. Fairmount Ave provides a direct tourist route between the Star Ft site just outside the City and the historic district, including the Stonewall Jackson Museum on N. Braddock St and the Ft Loudoun site on N. Loudoun St.

The Rte 522 is a key link on the Apple Trail promoted by the Convention and Visitors Bureau (CVB) connecting the Virginia Farm Market to Old Town, passing the National Fruit Products facility as well as current and former apple storage facilities on the way. Among other food and beverage destinations, tourists seeking the Escutcheon Brewery on Commercial St and the Winchester Brew Works on N. Cameron St are also served by these corridors.

At the July 27th public information meeting, staff presented two options for the boundaries of the two CE districts (see attached maps) as part of discussions with the Commission to explore alternative boundaries. The first option (the original proposed boundary) shows the Fairmont/Wyck/N. Cameron CE district that goes along Fairmont Avenue, Wyck Street, and North Cameron Street, and second district along N. Loudoun Street. The second option is a more simplistic boundaries with the CE districts corresponding to their respective US Routes numbers and streets. The first district (Fairmont Ave) follows US Rte 522 and continues down Fairmont Ave until it reaches the Winchester Historic District near the intersection of Fairmont/North Ave. The second district (North Loudoun) follows US Rte 11 down North Loudoun Street until it also reaches the Winchester Historic District near the intersection of N. Loudoun/North Ave. This option would not include the CE district along Wyck and N. Cameron Street and would eliminate confusion of overlapping CE districts and would have less coverage area of the CE overlay district.

CITIZEN COMMENTS

Staff held a public information session on May 4, 2016 and received numerous questions and comments from a few of the dozen or so people in attendance regarding the CE district and standards and provisions. One of the concerns brought up during the public information meeting was the requirement for undergrounding overhead utilities when any change of use invoking an increases parking occurs (see §14.2-8.4j). A parking amendment that was adopted by City Council subsequent to the CE District standards being adopted in 2005 mostly eliminated any applicability of the increased parking being invoked by any changes of use internal to an existing building. That particular standard is, therefore, no more restrictive within CE overlay districts than it is in non-CE areas. Staff is receptive to discussing the matter with the Planning Commission and possibly initiating a Text Amendment to abolish this CE-specific provision.

The Planning Commission unanimously initiated the rezoning request at the May 17, 2016 regular meeting consistent with the recommendations of the Comprehensive Plan and the Strategic Plan.

At the June 21, 2016 Planning Commission Public Hearing, seven citizens spoke either against the rezoning or voiced concerns about the unknown impacts the applicability of the CE zoning overlay district would have on their properties. The Planning Commission tabled the rezoning request until the August 16, 2016 meeting to allow additional time for more information and feedback from citizens.

Staff held a second public information session on July 28, 2016 and again received numerous questions, comments, and concerns from a small number of citizens out of the 14 citizens in attendance. Some of the concerns that were expressed included:

- The applicability of the undergrounding of utilities where there is a change of use with an increase in parking.
- The desire to have more standards rather than suggestive guidelines.
- The impact on the single family dwellings along Fairmont Ave. if included in the second CE boundary option.
- The purpose of sixty feet or less of off-street parking between a building and street guideline.
- Concerns of regulations or CE boundaries changing/fluctuating over time.

RECOMMENDATION

A possible favorable motion could read:

MOVE, that the Planning Commission forward **RZ-16-251** to City Council recommending approval as depicted on an exhibit entitled: "Fairmont/Wyck/N Cameron/ N Loudoun proposed CE district" prepared by Winchester Planning Department on 03/25/2016 because the rezoning protects and promotes the aesthetic character and

functionality of major tourist access corridors leading into the local and national Historic Winchester District as called for in the Comprehensive Plan

A motion to table the request could read:

MOVE, that the Planning Commission table **RZ-16-251** until {date} to pursue Option #2 of the CE District Boundary and re-advertise the public hearing for this option.

OR

MOVE, that the Planning Commission table **RZ-16-251** until {date} to allow additional time to

A motion to deny the request could read:

MOVE, that the Planning Commission forward **RZ-16-251** to City Council recommending disapproval because the application for the proposed as submitted:
Cite potential reason(s)

AN ORDINANCE TO REZONE APPROXIMATELY 64 ACRES OF LAND CONTAINING APPROXIMATELY 149 PARCELS, EITHER IN FULL OR IN PART, TO BE INCLUDED IN THE CORRIDOR ENHANCEMENT (CE) DISTRICT; AS DEPICTED ON AN EXHIBIT ENTITLED: "Fairmont/Wyck/N Cameron/ N Loudoun Proposed CE District" PREPARED BY WINCHESTER PLANNING DEPARTMENT ON 03/25/2016

RZ-16-251

WHEREAS, the Planning Commission resolved at its May 17, 2016 meeting to initiate the rezoning of this land as a publicly sponsored rezoning; and,

WHEREAS, it is in the interest of the City to protect and promote the aesthetic character and functionality of major tourist access corridors leading into the local and national Historic districts; and,

WHEREAS, it is in the interest of the City to promote the general welfare of the community by attracting visitors and generating business through heritage tourism-based economic development and enhance the overall appearance of the City's corridors, while improving access along the corridors through increased walkability and interconnectivity; and,

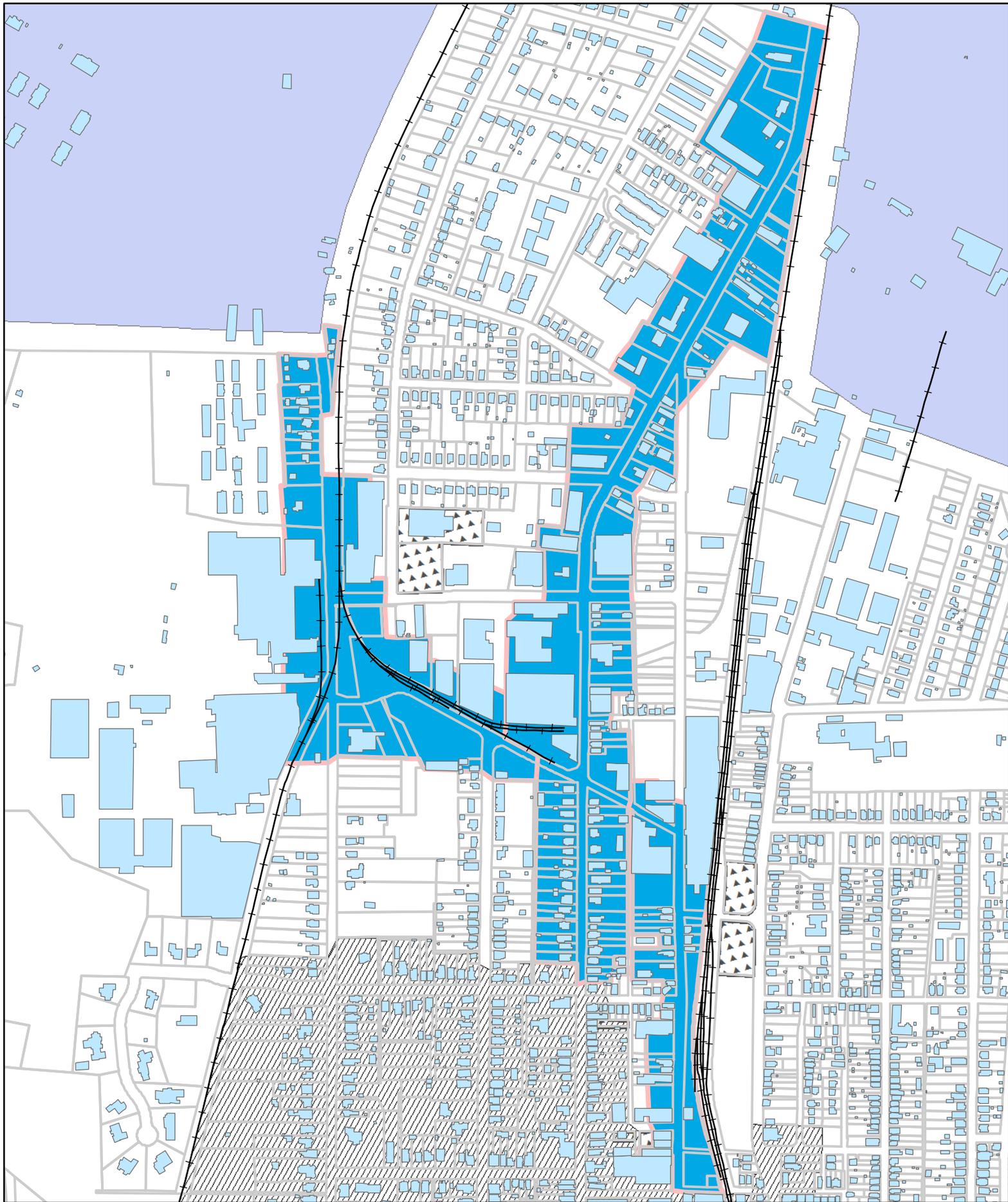
WHEREAS, the Planning Commission has studied the existing physical development, land use, zoning, topography, and view sheds of the Fairmont Avenue/Wyck Street/N Cameron Street corridor and the N Loudoun Street corridor and has identified properties along the corridors that are suitable for inclusion in the Corridor Enhancement District; and,

WHEREAS, the City held a Public Information Meeting on May 4, 2016, pertaining to these proposed CE Districts.

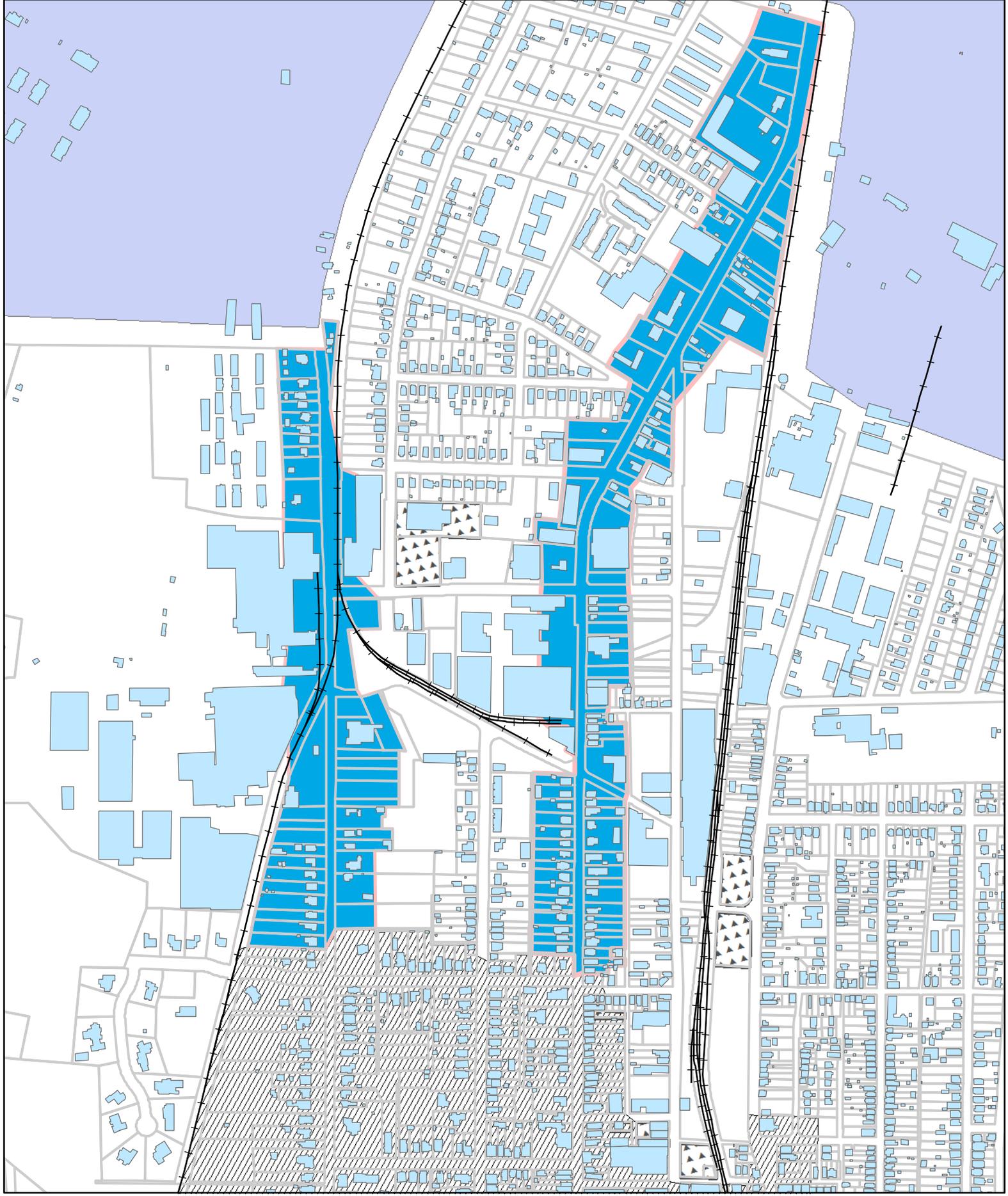
WHEREAS, the Planning Commission forwarded the request to Council on June 21, 2016 recommending approval of the rezoning as depicted on an exhibit entitled "Fairmont/Wyck/N Cameron/ N Loudoun proposed CE district" prepared by Winchester Planning Department on 03/25/2016 because the rezoning protects and promotes the aesthetic character and functionality of major tourist access corridors leading into the local and national Historic Winchester District as called for in the Comprehensive Plan; and,

WHEREAS, a synopsis of this Ordinance has been duly advertised and a Public Hearing has been conducted by the Common Council of the City of Winchester, Virginia, all as required by the Code of Virginia, 1950, as amended, and the said Council has determined that the rezoning associated with these properties herein designated is consistent with the Comprehensive Plan.

NOW, THEREFORE, BE IT ORDAINED by the Common Council of the City of Winchester, Virginia that the following land is hereby rezoned to establish Corridor Enhancement (CE) District:



**Fairmont/Wyck/N Cameron/ N Loudoun
Proposed CE District
Option 1**



**Fairmont/Wyck/N Cameron/ N Loudoun
Proposed CE District
Option 2**

Fairmont/Wyck/N Cameron Proposed CE District
Prepared by Winchester Planning Department on 03/25/2016

Number	Range	Street	Tax Map ID	Current Zoning	Proposed Zoning
130		BAKER	173-01-W- 1- 2>	CM1	CM1(CE)
573		BRADDOCK	153-01-B- 24- >	HR	HR(CE)
580		BRADDOCK	153-01-D- 25- 26>	HR	HR(CE)
419		N CAMERON	173-01-L- 10A- >	CM1	CM1(CE)
423		N CAMERON	173-01-L- 10B- >	CM1	CM1(CE)
425		N CAMERON	173-01-L- 9- >	CM1	CM1(CE)
427		N CAMERON	173-01-K- 1- >	CM1	CM1(CE)
435		N CAMERON	173-01-K- 2- >	CM1	CM1(CE)
437		N CAMERON	173-01-K- 3- >	CM1	CM1(CE)
439		N CAMERON	173-01-K- 4- >	CM1	CM1(CE)
441		N CAMERON	173-01-K- 5- >	CM1	CM1(CE)
449	-451	N CAMERON	173-01-K- 6- >	CM1	CM1(CE)
455		N CAMERON	173-01-K- 7- >	HR1	HR1(CE)
459		N CAMERON	173-01-K- 8- >	HR1	HR1(CE)
501		N CAMERON	153-01-E- 23- >	HR1	HR1(CE)
505	-507	N CAMERON	153-01-E- 24- >	HR1	HR1(CE)
509		N CAMERON	153-01-E- 25- >	HR1	HR1(CE)
513		N CAMERON	153-01-E- 26- >	HR1	HR1(CE)
514		N CAMERON	153-01-F- 4- >	CM1	CM1(CE)
516	-516 1/2	N CAMERON	153-01-F- 3- >	CM1	CM1(CE)
517		N CAMERON	153-01-E- 27- >	HR1	HR1(CE)
519		N CAMERON	153-01-E- 28- >	HR1	HR1(CE)
520		N CAMERON	153-01-F- 2- >	CM1	CM1(CE)
521		N CAMERON	153-01-E- 29- >	HR1	HR1(CE)
522		N CAMERON	153-01-F- 1- >	CM1	CM1(CE)
523		N CAMERON	153-01-E- 30- >	HR1	HR1(CE)
525		N CAMERON	153-01-E- 31- >	HR1	HR1(CE)
536	-598	N CAMERON	154-01-B- 1- >	CM1	CM1(CE)
537		N CAMERON	153-01-E- 32- >	CM1	CM1(CE)
563	-599	N CAMERON	153-01-G- 9- >	CM1	CM1(CE)
670	-700	N CAMERON	134-03- - 50A- >	M2	M2(CE)
685		N CAMERON	134-01-A- 5A- >	B2	B2(CE)
702		N CAMERON	134-03- - 54- >	B2	B2(CE)
704		N CAMERON	134-03- - 53- >	B2	B2(CE)
145		COMMERCIAL	153-01-I- 7- >	M1	M1(CE)
147		COMMERCIAL	153-01-I- 8- >	M1	M1(CE)
151		COMMERCIAL	153-01-I- 4- >	M1	M1(CE)
210		COMMERCIAL	133-01- - D- >	M1	M1(CE)
531		FAIRMONT	153-01- - 3- >	M1	M1(CE)
536		FAIRMONT	153-01-B- 32- >	M1	M1(CE)
551	-799	FAIRMONT	153-01- - 2 >	M1	M1(CE)
554		FAIRMONT	153-01-B- 27- >	M1	M1(CE)
700		FAIRMONT	153-01- - 1- >	M1	M1(CE)

Fairmont/Wyck/N Cameron Proposed CE District

Prepared by Winchester Planning Department on 03/25/2016

Number	Range	Street	Tax Map ID	Current Zoning	Proposed Zoning
801		FAIRMONT	133-01- - A- >	M1	M1(CE)
871		FAIRMONT	133-05- - 7- >	M1	M1(CE)
873		FAIRMONT	133-05- - 6- >	M1	M1(CE)
875		FAIRMONT	133-05- - 5- >	M1	M1(CE)
877		FAIRMONT	133-05- - 4- >	M1	M1(CE)
879		FAIRMONT	133-05- - 3- >	M1	M1(CE)
881		FAIRMONT	133-05- - 2- >	M1	M1(CE)
883		FAIRMONT	133-05- - 1- >	M1	M1(CE)
886		FAIRMONT	133-01- - C- >	MR	MR(CE)
893		FAIRMONT	133-05- - 1A- >	M1	M1(CE)
421	-499	N KENT	173-01-W- 2A- >T	CM1	CM1(CE)
560		N LOUDOUN	153-01-G- 7- >	CM1	CM1(CE)
605	-625	N LOUDOUN	153-01-I- 1- >	M1	M1(CE)
202		WYCK	153-01-I- 5- >	M1	M1(CE)
205		WYCK	153-01-B- 25C- >	M1	M1(CE)
206		WYCK	153-01-I- 6- >	M1	M1(CE)
209		WYCK	153-01-B- 25B- >	M1	M1(CE)
213		WYCK	153-01-B- 26- >	M1	M1(CE)

N Loudoun Proposed CE District

Prepared by Winchester Planning Department on 03/25/2016

Number	Range	Street	Tax Map ID	Current Zoning	Proposed Zoning
15		JACKSON	134-03- - 13- >	B2	B2(CE)
17		JACKSON	134-03- - 14- >	B2	B2(CE)
504		N LOUDOUN	153-01-E- 17- >	HR1	HR1(CE)
505		N LOUDOUN	153-01-D- 10- >	HR1	HR1(CE)
506		N LOUDOUN	153-01-E- 16- >	HR1	HR1(CE)
510		N LOUDOUN	153-01-E- 15- >	HR1	HR1(CE)
512		N LOUDOUN	153-01-E- 14- >	HR1	HR1(CE)
513		N LOUDOUN	153-01-D- 11- >	HR1	HR1(CE)
514		N LOUDOUN	153-01-E- 13- >	HR1	HR1(CE)
515		N LOUDOUN	153-01-D- 12- >	HR1	HR1(CE)
518		N LOUDOUN	153-01-E- 12- >	HR1	HR1(CE)
520		N LOUDOUN	153-01-E- 11- >	HR1	HR1(CE)
521		N LOUDOUN	153-01-D- 13- >	HR1	HR1(CE)
521	521 1/2	N LOUDOUN	153-01-D- 14- >	HR1	HR1(CE)
522		N LOUDOUN	153-01-E- 10- >	HR1	HR1(CE)
523		N LOUDOUN	153-01-D- 14A- >	HR1	HR1(CE)
526		N LOUDOUN	153-01-E- 9- >	HR1	HR1(CE)
527		N LOUDOUN	153-01-D- 15- >	HR1	HR1(CE)
528		N LOUDOUN	153-01-E- 8- >	HR1	HR1(CE)
529		N LOUDOUN	153-01-D- 16- >	HR1	HR1(CE)
531	-533	N LOUDOUN	153-01-D- 17- >	HR1	HR1(CE)
532		N LOUDOUN	153-01-E- 7- >	HR	HR(CE)
536		N LOUDOUN	153-01-E- 6- >	HR	HR(CE)
537		N LOUDOUN	153-01-D- 18- >	HR1	HR1(CE)
539		N LOUDOUN	153-01-D- 19- >	HR1	HR1(CE)
540	-544	N LOUDOUN	153-01-E- 5A- >	HR	HR(CE)
541		N LOUDOUN	153-01-D- 20- >	HR1	HR1(CE)
545		N LOUDOUN	153-01-D- 21- >	HR	HR(CE)
548	-548 1/2	N LOUDOUN	153-01-E- 3- >	HR	HR(CE)
550		N LOUDOUN	153-01-E- 2- >	HR	HR(CE)
551		N LOUDOUN	153-01-D- 22- >	HR	HR(CE)
552		N LOUDOUN	153-01-E- 1- >	HR	HR(CE)
553	-553 1/2	N LOUDOUN	153-01-D- 23- >	HR	HR(CE)
555		N LOUDOUN	153-01-D- 24- >	HR	HR(CE)
564		N LOUDOUN	153-01-G- 5- >	CM1	CM1(CE)
566		N LOUDOUN	153-01-G- 4- >	CM1	CM1(CE)
568	-570	N LOUDOUN	153-01-G- 3- >	CM1	CM1(CE)
572		N LOUDOUN	153-01-G- 2- >	CM1	CM1(CE)
574		N LOUDOUN	153-01-G- 1- >	CM1	CM1(CE)
600		N LOUDOUN	153-01-H- 12- >	CM1	CM1(CE)
608	-610	N LOUDOUN	153-01-H- 11- >	CM1	CM1(CE)
612		N LOUDOUN	153-01-H- 10- >	CM1	CM1(CE)
614		N LOUDOUN	153-01-H- 9- >	CM1	CM1(CE)
618	-624	N LOUDOUN	153-01-H- 8- >	CM1	CM1(CE)

N Loudoun Proposed CE District

Prepared by Winchester Planning Department on 03/25/2016

Number	Range	Street	Tax Map ID	Current Zoning	Proposed Zoning
626		N LOUDOUN	153-01-H- 7- >	CM1	CM1(CE)
630		N LOUDOUN	153-01-H- 6- >	CM1	CM1(CE)
632	-632 1/2	N LOUDOUN	153-01-H- 5- >	CM1	CM1(CE)
638		N LOUDOUN	153-01-H- 4- >	CM1	CM1(CE)
648		N LOUDOUN	154-01-N- 2- 3>	CM1	CM1(CE)
660	-668	N LOUDOUN	154-01-N- 1- >	CM1	CM1(CE)
661		N LOUDOUN	153-01-J- 1- >	B2	B2(CE)
663		N LOUDOUN	133-09- - 3- >	B2	B2(CE)
665	-673	N LOUDOUN	133-09- - 2- >	CM1	CM1(CE)
672		N LOUDOUN	154-07- - 2- >	CM1	CM1(CE)
674		N LOUDOUN	154-07- - 3- >	B2	B2(CE)
682		N LOUDOUN	134-01-A- 8- >	B2	B2(CE)
685		N LOUDOUN	133-04- - A1- >	CM1	CM1(CE)
688		N LOUDOUN	134-01-A- 6- >	B2	B2(CE)
690		N LOUDOUN	134-01-A- 5- >	B2	B2(CE)
691		N LOUDOUN	134-02- - 1B- >	CM1	CM1(CE)
692		N LOUDOUN	134-01-A- 4- >	B2	B2(CE)
694		N LOUDOUN	134-01-A- 3- >	B2	B2(CE)
696		N LOUDOUN	134-01-A- 2- >	B2	B2(CE)
697		N LOUDOUN	134-02- - 1C- >	B2	B2(CE)
698		N LOUDOUN	134-01-A- 1- >	B2	B2(CE)
705		N LOUDOUN	134-03- - 2- >	B2	B2(CE)
706		N LOUDOUN	134-03- - 51A- >	B2	B2(CE)
709		N LOUDOUN	134-03- - 3- >	B2	B2(CE)
716		N LOUDOUN	134-03- - 47- >	CM1	CM1(CE)
718		N LOUDOUN	134-03- - 46- >	CM1	CM1(CE)
720		N LOUDOUN	134-03- - 45- >	CM1	CM1(CE)
724		N LOUDOUN	134-03- - 44- >	CM1	CM1(CE)
725		N LOUDOUN	134-03- - 4- >	B2	B2(CE)
726		N LOUDOUN	134-03- - 43- >	CM1	CM1(CE)
730	-738	N LOUDOUN	134-03- - 42- >	CM1	CM1(CE)
731	-735	N LOUDOUN	134-03- - 12A- >	B2	B2(CE)
740	-742	N LOUDOUN	134-03- - 41- >	B2	B2(CE)
800		N LOUDOUN	134-03- - 40- >	B2	B2(CE)
805		N LOUDOUN	134-03- - 33- >	B2	B2(CE)
807	-823	N LOUDOUN	134-05- - 6- >	B2	B2(CE)
808	-820	N LOUDOUN	134-03- - 39- >	B2	B2(CE)
824		N LOUDOUN	134-03- - 38- >	B2	B2(CE)
828		N LOUDOUN	134-03- - 37- >	B2	B2(CE)
829		N LOUDOUN	134-06- - 2- >	B2	B2(CE)
833		N LOUDOUN	134-06- - 1- >	B2	B2(CE)
901		N LOUDOUN	134-03- - 36- >	B2	B2(CE)
903		N LOUDOUN	134-03- - 35- >	B2	B2(CE)
6		RICHARDS	134-03- - 1- >	B2	B2(CE)



**Report
of the
Corridor Appearance
Task Force**

JANUARY, 1993

**Winchester-Frederick County Chamber of Commerce
1360 S. Pleasant Valley Road
Winchester, Virginia 22601**

Corridor Appearance Task Force
an ad hoc committee of the
Conservation of Natural Resources Committee
Winchester-Frederick County Chamber of Commerce

ORGANIZATION

Chairman: Gary Williams Zuckerman Company, Inc.

Members

Carl Rinker
Patton, Harris, Rust and Associates

June Wilmot
Economic Development Commission

Pam Throckmorton
Apple Travel and Tours

Gary Longerbeam
Public Works
City of Winchester

Chuck Anna
Potomac Edison

Greg Harper
Shenandoah's Pride

Kitty Zuckerman
Tourism Marketing Director
Chamber of Commerce

Pat Brasher
Delco Development Company

Ron Lilly
Planning Department
Frederick County

Sally Penfield
Sally Crisman Interiors

Pia Crandell
Northwestern Workshop

Douglas R. Toan
Toan & Associates

Matt McHale
Colony Realty

Sally Wolfe
The Shockey Companies

Jim Spangler
Mascom Systems

Bill Shendow
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Chamber of Commerce

Rick Ours
Winchester Medical Center

Timothy Youmans
Planning Director
City of Winchester

ACKNOWLEDGMENTS

The Corridor Appearance Task Force gratefully acknowledges the support of those Chamber of Commerce volunteers whose names appear above. The Task Force also expresses its appreciation to the following organizations: Media Services Department of the Winchester Medical Center, Frederick County Planning Department, City of Winchester Planning Department

and

Publication Sponsor, BROWNING-FERRIS, INC.

Report of the Corridor Appearance Task Force

BACKGROUND

In the winter of 1992, the Conservation of Natural Resources Committee of the Winchester-Frederick County Chamber of Commerce was asked by the Economic Development Commission to consider taking on the project of producing a report, the purpose of which would be to improve the appearance of roadway corridors leading into the community. After some discussion, the Conservation of Natural Resources Committee determined that the appearance of community corridors was a business-related issue of importance. The committee reasoned that the decision of businesses, shoppers and tourists to come to Winchester-Frederick County is directly influenced by the appearance of its roadway corridors. This being the case, the Conservation of Natural Resources Committee agreed to take the lead for the Chamber in addressing the issue.

In March of 1992, an ad hoc committee, The Corridor Appearance Task Force, was formed for the purpose of developing a recommendation as to how the appearance of Winchester-Frederick County's roadway corridors might be improved. Those asked to serve on the committee consisted not only of volunteers from the Conservation of Natural Resources Committee, but also representatives from business and government who would bring special areas of expertise to the committee. The Committee's first meeting was held on Monday, March 26th. The Committee met every month since then and approved the report on January 18, 1993.

PURPOSE

The purpose of the Corridor Appearance Task Force is to produce a viable recommendation for the City of Winchester and County of Frederick which, if adopted, would serve to significantly enhance, over the long term, the appearance of roadway corridors leading into the community.

APPROACH

The Corridor Appearance Task Force determined that the task of producing a recommendation as to how to improve the appearance of corridors leading into the community could best be accomplished by developing a model of what an attractive roadway corridor should look like. Once a model was developed, it could then be used as a source of comparison in examining existing corridors. This comparison would serve to focus the attention of local citizens and officials on those factors that contribute to the unsightly appearance of existing community corridors and what was needed to improve their appearance.

GENERAL RECOMMENDATIONS

"Community Corridors Require Special Attention"

The committee is of the singular perspective that because of their importance to the economic development of Winchester-Frederick County, the appearance of roadway corridors leading into the community deserve special attention.

"Our Community Needs To Establish Standards For Corridors"

Because of the importance of the appearance of roadway corridors, standards need to be established for the purpose of bringing their appearance into conformity with the model corridor envisioned in this report. This report provides both an analysis of those factors that contribute to the appearance of roadway corridors and recommendations as to what should be done regarding each factor to improve the overall appearance of our community's roadway corridors.



Specific Recommendations

SIGNAGE

THE PROBLEM: Commercial signage is a leading contributing factor to a corridor's appearance. Along some stretches of the roadway corridors leading into our community, signage dominates the horizon. The problems associated with signage are multifaceted. They include:

Size – Signs are oftentimes too large, too tall or both. They are frequently out of proportion to the building which houses the business they promote. Excessive sign size can dominate the landscape and obscure the community's character.

Clutter – In many instances there are too many signs, too close together, along our roadway corridors. The result is not only visual clutter, but confusion on the part of the motorist.

Design – Signs along roadway corridors lack quality of design. They frequently have no relationship to the business they promote. Their facades are often unprofessional and temporary.

Maintenance – Corridor signage is oftentimes in varying stages of disrepair and signs remain long after the business has departed. This tends to reflect an uncaring attitude on the part of the community.

The Recommendation: The Corridor Appearance Task Force believes the following sign standards are necessary to bring our roadway corridors into conformity with what a model roadway corridor should look like.

Size – The height and overall square footage of free-standing signs along a model roadway corridor should be in proportion to the horizon and those buildings housing the business for which the signs are designed to advertise. Signs which dominate the skyline should not be permitted along designated roadway corridors. With the exception of signs for shopping centers of five or more businesses and businesses immediately adjacent to interstate highways, no sign along designated roadway corridors should be more than 25 feet in height (20 feet is preferred)¹ and should not exceed 75 square feet in overall size. In addition, building-mounted signs should be no larger than one square foot for each linear foot of building frontage. Variances shall be considered by appropriate governmental body on a case by case basis. In no instance shall a size variance be granted if the sign is deemed out of proportion to either the lot size or the building housing the business being advertised.

Clutter – The number of free-standing signs per property² and their proximity to one another needs to be restricted. Along roadway corridors leading in to the community, there should be no more than one free-standing sign per building, per corridor, with a minimum of 100 feet spacing between signs.

¹ In a study prepared in 1989 for the American Planning Association entitled *Sign Regulation*, planners Eric Kelly and Gary Raso determined 20 feet to be the most effective and attractive height for roadway signs.

² For the purposes of this report, property shall mean those properties along roadway corridors which are either zoned commercially or intended for commercial use in accordance with the adopted land use plans.

Design – Design concepts for both free-standing and building-mounted signs should be a part of the overall design concept of commercial properties located along roadway corridors. Monument-type is a preferred design for free-standing signs, but should not be required as such a restriction would stymie flexibility of design. Building-mounted signs should complement the architecture of the building. Permanent flashing signs and additional billboards along roadway corridors should be prohibited. Temporary signs should be allowed by permit only and then only for a specified period of time.

Maintenance – All signs including those constructed by government should be maintained so as to present a neat and orderly appearance. The owner or leasee of a property should be required to remove signs when the business they advertise is no longer in operation.

Non-Conforming Signs – Existing signs in roadway corridors erected in accordance with applicable regulations at the time of their erection but not in conformity with model roadway corridor requirements enumerated above, shall be “grandfathered” so long as the business continues to operate. Businesses are encouraged to take the initiative in eliminating non-conforming signs along roadway corridors and local government is encouraged to consider a tax credit for those businesses which take such an initiative.

LANDSCAPING

The Problem: Commercial roadway corridors leading into the community give the appearance of urban deserts with vast expanses of pavement. In those areas in front of businesses and along median strips where vegetation does exist, it is often unkempt or sterile in appearance.

The Recommendation: Landscaping along a roadway corridor is a most effective way of projecting a positive community image. A combination of establishing standards and innovative initiatives can best accomplish the landscaping necessary to improve the appearance of our community’s roadway corridors. These standards and initiatives are contained in the following recommendations.

- (1) Existing vegetation should be protected and attractively maintained by owners of property abutting designated roadway corridors.
- (2) When not deemed to be a safety factor, the planting of trees should be encouraged along designated roadway corridors.
- (3) A landscape design should be a part of the permitting process for any new business and/or new construction along a designated roadway corridor.
- (4) Natural borders, either level or bermed, should be required in the front of parking lots that adjoin designated roadway corridors and encouraged around buildings that exist along such corridors.
- (5) Those local and state governing bodies with the responsibility of maintaining roadway corridors need to be made aware of the special importance of the appearance of vegetation in such areas and alerted when lack of maintenance reflects unfavorably upon the community.
- (6) Whenever possible, local and state government should cooperate with the local Chamber of Commerce in a Gateway Appearance Program designed to solicit the

support of local landscaping firms in the maintenance and enhancement of corridor medians in return for publicity and recognition.

- (7) Those governing bodies responsible for the maintenance should investigate alternatives to grass along roadway corridors such as provided for by the Department of Transportation in the Virginia Wildflower Program, a program which allows for the sowing of wildflower seeds along Virginia's roadsides.
- (8) Those responsible for the maintenance of roadway corridors should investigate the availability of grants which have been used in other communities to improve the appearance of roadway corridors.

UTILITY LINES

The Problem: Overhead utility lines and poles contribute significantly to the cluttered appearance of roadway corridors.

The Recommendation: Develop a 20 year plan, the goal of which is to place all new and existing utility lines along roadway corridors underground, or to minimize their visibility through a program of relocation and/or screening. In addition, include in the plan the goal of replacing overhead wire supports for traffic signals along roadway corridors with mastarms.

LIGHTING

The Problem: Lighting is extremely important to the overall appearance of roadway corridors. If the lighting is either insufficient or too harsh, the result is an unfavorable appearance. Similarly, burned out and flickering bulbs or tubes reflect an uncaring and, therefore, detrimental impression of the community.

Fixtures for the light source can also detract from the overall appearance if, because of size or design, they fail to complement the roadscape and character of the community.

The Recommendation: Lighting along roadway corridors should be of adequate intensity so as to promote safety and provide an attractive nighttime vista for motorists. Lighting should be arranged as to reduce glare. The lighting fixture should be of a size and design that enhances, not detracts, from the overall appearance of roadway corridors. In no case should the light fixture exceed 30 feet in height. All lighting connections should be underground. Property owners and highway maintenance divisions should be encouraged to replace inappropriate and inoperable lights, light fixtures, poles and bases.

BUILDINGS

The Problem: Poor building designs often detract from the appearance of roadway corridors. All too often commercial areas have been developed without any consideration of architectural style or size in relation to their surroundings. Some building facades have been allowed to deteriorate to the point that they are noticeably unattended and unattractive.

The Recommendation: Standards need to be set for buildings along roadway corridors. The architecture of newly-constructed buildings along roadway corridors should be reviewed so as to insure their architecture and size complement the roadscape and the community's character. The facades of existing commercial buildings along roadway corridors should be maintained. When there is a change of ownership, use or a major building modification, consideration should be given to requiring changes that enhance the building's attractiveness and complement the appearance of the roadscape.

CIRCULATION

The Problem: Access to and from roadway corridors is often haphazard with little or no consideration given to either safety or convenience. Furthermore, the location of ill-advised accessways reduces the opportunity for appearance enhancements.

The Recommendation: Closer scrutiny of the functional and aesthetic aspects of circulation needs to be undertaken during the site planning process. In order to provide safe and efficient travel along roadway corridors, minimum spacing of 150 feet should be required between accessways. No new lot should be created along a roadway corridor unless spacing requirements are met or access is provided through shared or existing access. Driveways with entrances on roadway corridors which do not meet spacing requirements should be allowed only when there is no reasonable alternative which meets the spacing requirements. Driveways should be well defined and not less than twenty-four (24) feet in width for two-way traffic and twelve (12) feet in width for one-way traffic.

CONCLUSION

The Corridor Appearance Task Force recognizes that implementing the recommendations in this report will not be easy. Some of the recommendations will take considerable time and expense. However, because the attractive appearance of our roadway corridors is so vital to the continued development of our community, the Corridor Appearance Task Force encourages the prompt consideration by local authorities of a Roadway Corridor Plan which would detail how the recommendations contained in this report are to be implemented. The Corridor Appearance Task Force encourages the business community to support this effort and to work cooperatively with local government officials towards making the roadway corridors leading into our All-America Community a source of pride for the residents of Winchester-Frederick County.

Date Approved



R. G. Williams, Chairman
Corridor Appearance Task Force

APPENDIX A

Partnership Improves Town's Entranceway

First impressions are often lasting impressions, and Blacksburg's local leaders want people to get a good first impression of their town.

As a result, the town government launched a public/private partnership, called the South Entrance Landscape Project, to beautify and improve the southern entrance into Blacksburg. This partnership culminated in the planting of more than \$70,000 worth of material in the winter 1991 and spring of 1992.

The project was conceived when residents and businesses expressed concern that the widening of South Main Street, the major route of entry into Blacksburg, would have a detrimental effect on the aesthetic quality of the former rural road. Citizens debated the impact of the road widening on the town's character, and a bitter schism between residents and businesses resulted from the issue of building medians, which ultimately were not included.

Emerging from the debate, however, came a common concern for the aesthetics of the roadway and for the establishment of an entrance to the town consistent with the town's character.

The landscape project that developed in response to this common concern was envisioned as a way to turn a utilitarian roadway into an attractive, inviting urban area. Goals for the project included creation of a coordinated and cohesive entrance to Blacksburg, enhancement of business entrances and improvements for pedestrians.

Community involvement was vital to this project. First, the need for the project and the vision for the design arose from citizen concern. Second, limited town staff and minimal initial funding made community involvement necessary to the project's organization and administration.

The local government formed the South Main Street Landscape Committee to set goals for the project, to recommend a landscape architect to the town manager and to work with the consultant to achieve the desired results. Committee members consisted of representatives of Townscape, a community beautification committee, the town's economic development coordinator, the public works director and the town horticulturist.

The committee met monthly with the architect throughout the conceptual and design development phase of the project. Citizen comments and suggestions were solicited at all stages of project, and neighborhood groups, civic organizations, businesses, property owners and individuals were encouraged to review the plans.

The committee faced and met several challenges in their planning. One was a problem of limited public right-of-way along the corridor: how to streetscape a right-of-way extending a half foot to 1 foot behind the sidewalk? There was also the question of how to consistently maintain the landscape with 30 or more property owners along the route and many vacant or undeveloped properties. As a result, the committee forged an agreement whereby the property owners would donate an easement for the land necessary to plant and the town would assume maintenance for the finished project.

The beautification project served a community need, but it went beyond the scope of current public funding. To address this issue, a public/private South Main Fundraising Committee was formed to bring together the business community and residents in a unified attempt to raise donations.

As the committee set out to target groups for fundraising, it quickly realized that success depended on support from a broad base of the population and that more individual involvement was needed.

Supporters of the project grew in number and became known as Friends of the South Main Landscape. Individuals and organizations served as community contacts, increasing awareness and project support. Their campaign focused on corporate donors not necessarily in the corridor, adjacent business and property owners and individual community donors.

The committee used press releases, newspaper articles, public meetings and individual contacts to enhance public participation in the process. Mass mailings to residents, businesses, service organization and Virginia Tech student groups were used also. Finally, the committee organized a fundraising dinner and groundbreaking ceremony to keep the project in the public eye.

As of April 1992, more than \$147,000 had been pledged to the project. The town also received \$27,500 in grant funds from Global ReLeaf, the Small Business Administration and Green Virginia 2000. The project consists of two phases. Phase

I included planting street trees, evergreen and flowering trees at intersections and revegetation of cut slopes with perennials, evergreens and seedling trees. Hokie stone, a local building material, was used in the center lane between turn lanes to break up the expanse of pavement while improving the appearance of the corridor.

Phase II includes the planting of more trees, shrubs and perennials and placement of banners on light poles. The banners will be installed at major intersections and may be changed to highlight seasonal activities and holidays.

Once the funding for Phase I was ensured, a landscape contractor was hired to install the plants. To maximize funds, town crews supervised by the town horticulturist installed 224 street trees and the Hokie stone inlays.

Phase I of the project has been completed, and the local government is committed to maintaining the plants and landscaped beds in the improved area. To do so, the town has reassigned one employee to the landscape crew and plans to hire a part-time gardener to help maintain the area.

Residents have participated in the project by making donations or sponsoring trees. A total of 49 trees were sponsored for Phase I, and a brass plaque commemorating the individual or organization will be installed near each sponsored tree.

The project results are a source of community pride, and may be the impetus for other planting projects. Participants have ranged from the school rooms to the board rooms of the town. As a result, this public/private partnership has turned the hotly-debated five-lane highway into an attractive urban parkway in keeping with the character of Blacksburg.

More important, this project may serve as a model for other towns. It demonstrates that a town can retain its character and develop usable urban spaces that meet the economic needs of business and the aesthetic desires of the community.

APPENDIX B

MARTINSVILLE BULLETIN

Martinsville, Virginia

Beautification goal realized as poppies bloom on U.S. 58

By DONNA BRIM
Bulletin Staff Writer

Last year, the idea of making his hometown a more beautiful place was planted in Charles Trent's mind. This month, as poppies and larkspur began to spring up in the median along U.S. 58 East, his idea bloomed.

Trent said the notion of planting

flowers along a mile-long strip sprang up after he had written the North Carolina Department of Transportation for literature about wildflowers. He planted his first wildflowers three years ago to enhance the landscape at his home and business, Charlie W. Trent & Co. Inc. in Chatmoss.

Trent said he was surprised when

even flowers that weren't native to this area thrived, and he later decided to use wildflowers in a highway beautification project.

"I'd seen a program in North Carolina where flowers were planted along the banks and medians to help deter people from

See TRENT, Page 2-A

(Continued From Page 1-A)

throwing trash on the highway. And I decided to give it a try here," said Trent, whose company "adopted" two miles of highway on U.S. 58 East two years ago.

As he began planning the project, Trent said he decided to dedicate it to the late House Speaker A.L. Philpott of Bassett "because he did so much for southwest Virginia."

Not knowing where to begin, Trent first called Joel Amos, local resident engineer for the state Department of Transportation (DOT), who advised him to contact the department's Salem office.

But when he called the department he was told no state funds were available for the type of project he envisioned. Unwilling to give up his idea, Trent made the department an offer.

"I asked them that if my company bought the seeds, would the state pay to have them planted," he said. "And they agreed."

Laura Bullock, community affairs coordinator for the Salem District of the Department of Transportation, said the department accepts donations of money, seeds and labor from groups wanting to landscape areas.

With the help of Darrell E. Bower, a landscape specialist with the transportation department,

Trent learned which wildflowers would grow best in this area. Then he selected which ones he wanted planted: coreopsis, corn poppies, black-eyed Susans, tick seed, dames rocket and rocket larkspur.

Trent said that combination will allow for blooms from April until September and all but the poppies, which are annuals and have to be re-seeded, will bloom every year.

With all the plans in place, Trent said the physical aspect of the project began last summer when the highway department sprayed herbicides to kill the weeds and grass in the area where the wildflowers were to be planted. The seeds were mixed and planted at the beginning of November.

"It's not been as simple as people think," said Trent, who has a file several inches thick containing the paperwork it took to get the project approved and completed. "It involved an awful lot of work."

This spring, as the lavender larkspur and red and pink poppies began to bloom, Trent said all the time, money and effort were worthwhile. Although he wouldn't disclose the cost of the project and Bullock of the transportation department said the cost was not available, Trent said it was the best investment his company ever has made.

"Anytime you can do something to make the world a little prettier, everybody's better off," he said.