

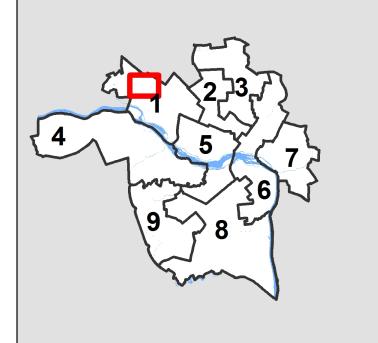
City of Richmond Department of Planning & Development Review

Location, Character, and Extent

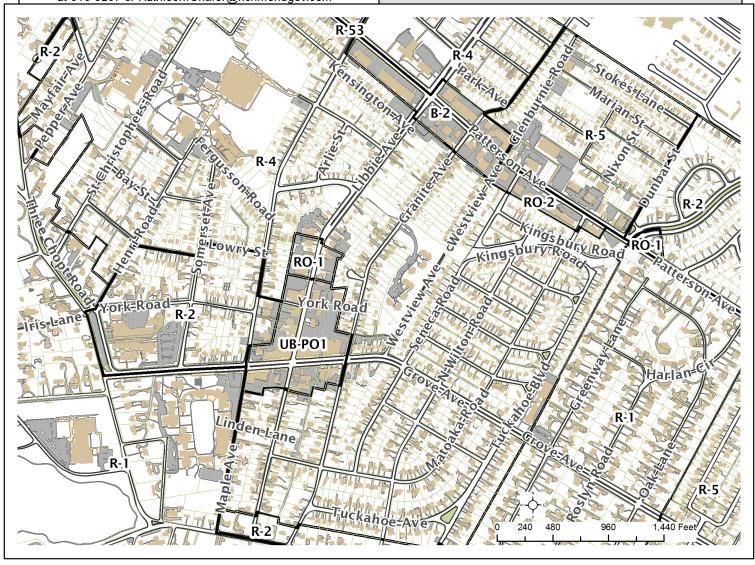
LOCATION: Patterson Ave. between Maple Ave. & Willow Lane Dr. as well as Grove Ave. between Maple Ave. & Westview Ave.

COUNCIL DISTRICT: 1

PROPOSAL: Conceptual review of streetscape modifications for Patterson & Grove Ave as part of a set of streetscape design guidelines.



For questions, please contact Kathleen Onufer at 646-5207 or Kathleen Onufer@richmondgov.com

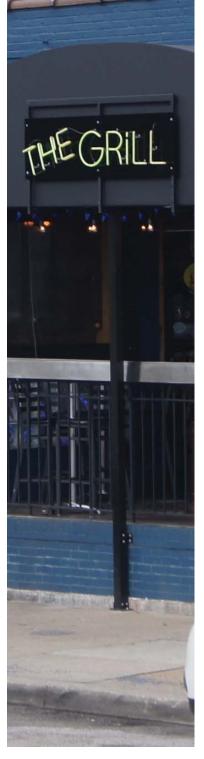












STREETSCAPE DESIGN FOR PATTERSON & GROVE AVENUES



PURPOSE

The purpose of this study is to provide design guidelines for the streetscape along Patterson Avenue and Grove Avenue within the Westhampton Commercial District. The guidelines address the following goals.

- Developing a unique physical identity for the Westhampton Commercial District. The Grove Avenue and Patterson Avenue commercial corridors have existed up to this point as separate entities. Streetscape design seeks to create a visual connection between the two streets, developing a singular identity.
- Complimenting the varied business uses and character of the area. While providing an identity as a whole for the area is important, the design also needs to address, and compliment, the way various businesses relate to the street. In addition, the design needs to work as well for areas with a more suburban character as it does for areas with an urban character.
- Providing a better experience for visitors. The streetscape should create a welcoming feel with clear circulation and areas to linger and rest. Vehicular traffic should be able to clearly identify driveways and parking. The streetscape should provide a walkable environment that emphasizes the pedestrian presence.

SCOPE

This study addresses the areas within the right of way on the following stretches of Patterson and Grove Avenues.

- Patterson Avenue between Maple Avenue and Willow Lawn Drive
- Grove Avenue between Maple Avenue and Westview Avenue

Funding has been secured to execute a limited amount of the following design as a first phase. The City of Richmond and HG are currently working with the Westhampton Merchants Association to define the scope of phase I construction. This study will provide design guidance for future phases of construction. Regardless of whether construction occurs in large sections or piece by piece as elements are replaced, these design guidelines will provide a consistent character for the district.



























VARIETY OF USES

THE AREA IS HOME TO LARGE AND SMALL RETAIL ESTABLISHMENTS, RESTAURANTS, OFFICES, BANKS, GAS STATIONS, A PUBLIC LIBRARY, AND THE FUTURE BON SECOURS COLLEGE OF NURSING. THE VARIETY OF USES IS ONE OF THE AREA'S STRENGTHS. HOWEVER, ALL OF THESE BUSINESSES RELATE TO THE STREET IN DIFFERENT WAYS. CREATING A UNIFIED STREETSCAPE THAT GIVES THE AREA AN IDENTITY AS A WHOLE, WHILE STILL TRYING TO MEET THE NEEDS OF THE VARIOUS BUSINESSES IN THE AREA PRESENTS A REAL CHALLENGE.

















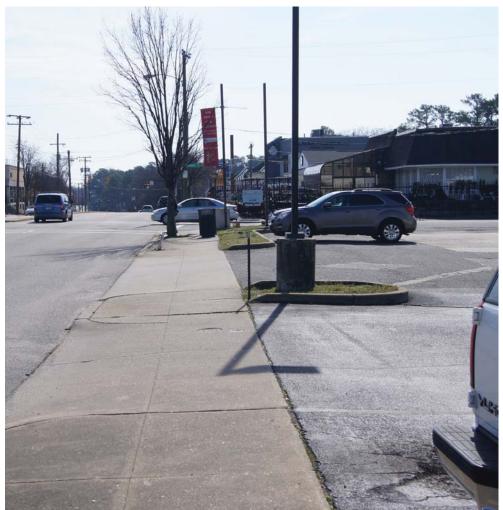




STREETSCAPE CHARACTER

THE CHARACTER OF THE STREETSCAPE VARIES THROUGHOUT THE PROJECT AREA. IN SOME PLACES IT HAS A VERY URBAN FEEL WITH BUSINESSES RIGHT UP ON THE SIDEWALK AND OUTDOOR SEATING AREAS. IN OTHERS, PARKING ADJACENT TO THE SIDEWALK AND DRIVEWAY ENTRANCES REPEATEDLY CROSSING THE SIDEWALK CREATE A MORE SUBURBAN FEEL. HOUSES CONVERTED TO OFFICE SPACE MEETING THE SIDEWALK WITH LAWNS CREATE A COMPLETELY DIFFERENT CHARACTER. THE STREETSCAPE DESIGN NEEDS TO COMPLIMENT ALL OF THESE VARIATIONS IN ORDER TO SUCCESSFULLY TIE THEM TOGETHER WHILE MAINTAINING EACH'S CHARACTER.



















SIDEWALK

SIDEWALKS ARE
OVERWHELMINGLY CONCRETE
WITH THE EXCEPTION OF ONE
STRETCH ON PATTERSON.
OVERALL, THE SIDEWALKS ARE IN
GOOD CONDITION. INSTANCES
OF HEAVING AROUND TREE
WELLS, PATCHING, AND
SETTLING THAT SHOULD BE
ADDRESSED.







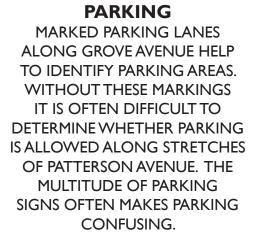


CROSSWALKS
CROSSWALKS VARY IN STYLE
THOUGHOUT THE AREA. IN
SOME LOCATIONS CROSSWALKS
ARE COMPLETELY ABSENT.
OVERALL, THE EXISTING
CROSSWALKS FAIL TO
EMPHASIZE THE PEDESTRIAN
NATURE OF THE AREA.





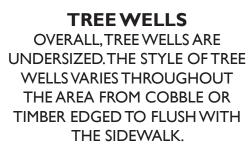






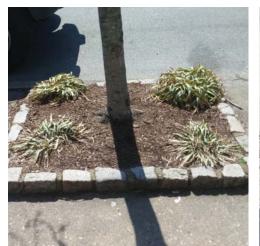


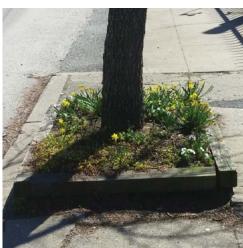
















STREET TREES

TREES RANGE FROM RECENTLY
PLANTED SAPLINGS TO FULLY
MATURE TREES. TREE SPECIES ARE
NOT ALWAYS CONSISTENT. SOME
TREE WELLS ARE MISSING TREES.
MATURE TREES IN SEVERAL
CASES HAVE OUTGROWN
THEIR TREE WELLS. A NUMBER
OF TREES HAVE BEEN TOPPED
TO AVOID CONFLICTS WITH
POWER LINES.











LIGHTING

THE DECORATIVE STREET LAMPS USED ALONG GROVE AVENUE ARE ONE OF THE MOST DEFINING ELEMENTS IN THE AREA. ADDITIONAL LIGHT IS PROVIDED BY COBRAHEAD LIGHTS MOUNTED ON THE UTILITY POLES AND PRIVATE LIGHTING ON INDIVIDUAL PROPERTIES.









SITE FURNITURE
SITE FURNITURE IS LIMITED TO
BENCHES, LOCATED PRIMARILY
AT BUS STOPS, AND TRASH CANS
THE STYLE OF BENCHES AND
TRASH CANS VARIES.







SIGNAGE
SIGNAGE IS LIMITED TO TWO
SIGNS LOCATED ON LIBBIE
AVENUE ON EITHER SIDE
OF GROVE. EXISTING SIGNS
IDENTIFY 'LIBBIE GROVE' AREA.

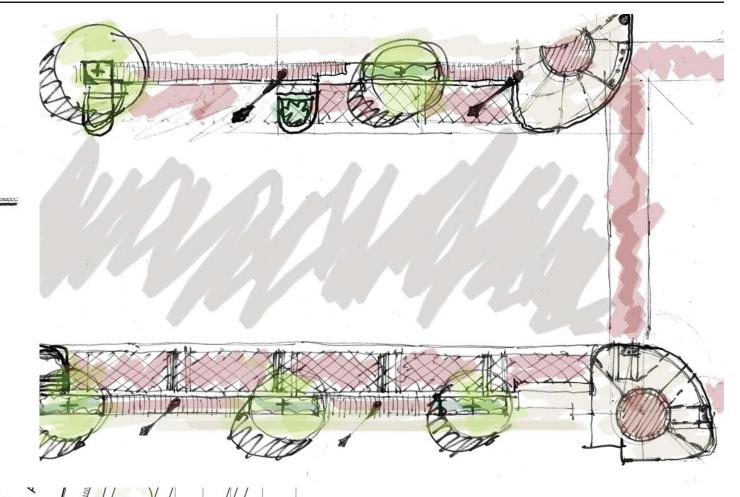












SCHEMATIC DESIGN PROCESS

DESIGN STARTED WITH A SURVEY OF THE PROJECT AREA AND A MULTITUDE OF PHOTOGRAPHS UP AND DOWN PATTERSON AND GROVE. RESEARCH PROVIDED PRECEDENTS THAT APPLIED TO THE AREA. DIFFERENT IDEAS WERE APPLIED TO THE STREETS CAPE WITHVARYING DEGREES OF SUCCESS. AT EVERY STAGE THE PROCESS EXPOSED NEW CHALLENGES AND OPPORTUNITIES. SOME IDEAS WERE ABANDONED BECAUSE THE IMPACT DID NOT JUSTIFY THE COST. OTHER IDEAS FELL BY THE WAYSIDE BECAUSE THEY ONLY COMPLIMENTED CERTAIN SECTIONS WITHIN THE OVERALL AREA.

THE RECOMMENDATIONS THAT FOLLOW ARE THE END RESULT OF THIS PROCESS.





PATTERSON & GROVE AVENUES | STREETSCAPE DESIGN

WEST

PROPOSED IMPROVEMENTS

A STREET TREES

STREET TREES COMBINED WITH LOW LEVEL PLANTINGS IN EXPANDED TREE WELLS HELP TO SOFTEN THE STREETSCAPE. EXPANDED TREE WELLS PROVIDE MORE ROOM FOR ROOT GROWTH DECREASING THE CHANCE FOR HEAVING SIDEWALKS. (SEE PAGES 13-16 FOR ADDITIONAL INFORMATION.)

B decorative street light

THE DECORATIVE STREET LIGHTS THAT ARE THE MOST IDENTIFIABLE FEATURE ALONG GROVE AND LIBBIE AVENUES ARE CONTINUED ONTO PATTERSON AVENUE. (SEE PAGES 17-18 FOR ADDITIONAL INFORMATION.)

C SIDEWALK PAVING

THE ADDITION OF BRICK PAVERS
PROVIDES A VISUAL SEPARATION BETWEEN
THE SIDEWALK AND STREET AND
PROVIDES A SOURCE OF DEFINITION FOR
THE AREA. CONCRETE PAVING IDENTIFIES
PATHS OF TRAVEL FOR PEDESTRIANS AND
VEHICULAR ENTRANCES. (SEE PAGES 10-12
FOR ADDITIONAL INFORMATION.)

D crosswalks

MORE PRONOUNCED CROSSWALKS HELP MAKE THE AREA MORE WALKABLE BY EMPHASIZING THE PEDESTRIAN PRESENCE. (SEE PAGES 10-11 FOR ADDITIONAL INFORMATION.)

${ m E}$ signage

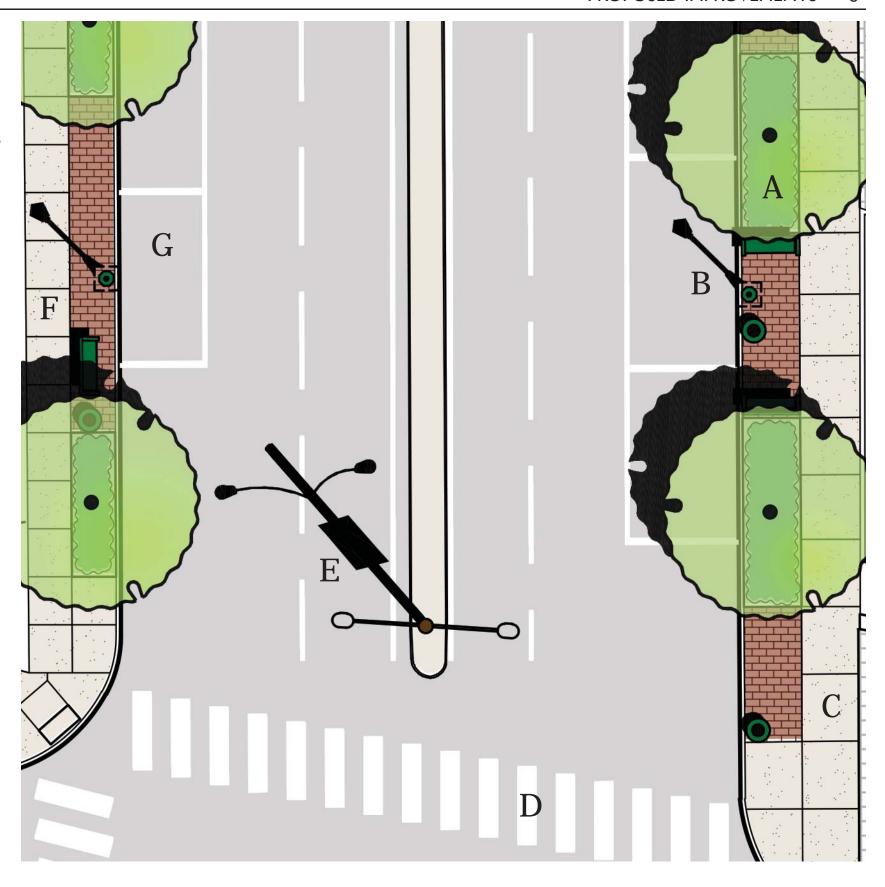
A COMBINATION OF BANNERS MOUNTED ON UTILITIY POLES AND ENTRANCE SIGNS AT THE EDGES OF THE AREA CREATE A STRONG IDENTITY FOR THE AREA. (SEE PAGES 19-20 FOR ADDITIONAL INFORMATION.)

F site furnishings

BENCHES, BIKE BOLLARDS, AND TRASHCANS LOCATED THROUGHOUT THE AREA PROVIDE A MORE USER FRIENDLY EXPERIENCE. (SEE PAGES 17-18 FOR ADDITIONAL INFORMATION.)

G PARKING SPACE MARKINGS

WELL MARKED PARKING LANES AND SPACES MAKE IT EASIER TO IDENTIFY AVAILABLE SPACES AND HELPS REDUCE INTERFERENCE WITH DRIVEWAYS AND INTERSECTIONS. (SEE PAGES 10-11 FOR ADDITIONAL INFORMATION.)

















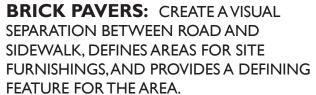
BRUSHED CONCRETE: EXISTING SIDEWALK, REPAIRED AS NEEDED, MARKS THE PATH FOR PEDESTRIANS. CONCRETE CLEARLY DEFINES DRIVEWAY ENTRANCES WHERE IT CROSSES THE BRICK PAVING.





PARKING SPACE MARKING: CLEARLY MARKED PARKING SPACES WILL HELP REDUCE CONFUSION ABOUT WHERE PARKING IS ACCEPTABLE.









CROSSWALK MARKING: MORE PRONOUNCED CROSSWALK MARKINGS EMPHASIZE THE PEDESTRIAN PRESENCE.







BRICK PAVERS:



CITY OF RICHMOND STANDARD



TAN-ORANGE RANGE



BROWN RANGE



ROSE RANGE



BURGUNDY RANGE

STAINED CONCRETE:



STAINED CONCRETE AT TUCKAHOE LIBRARY



TERRA COTTA RANGE



ORANGE-RUST RANGE



TAN-GOLD RANGE

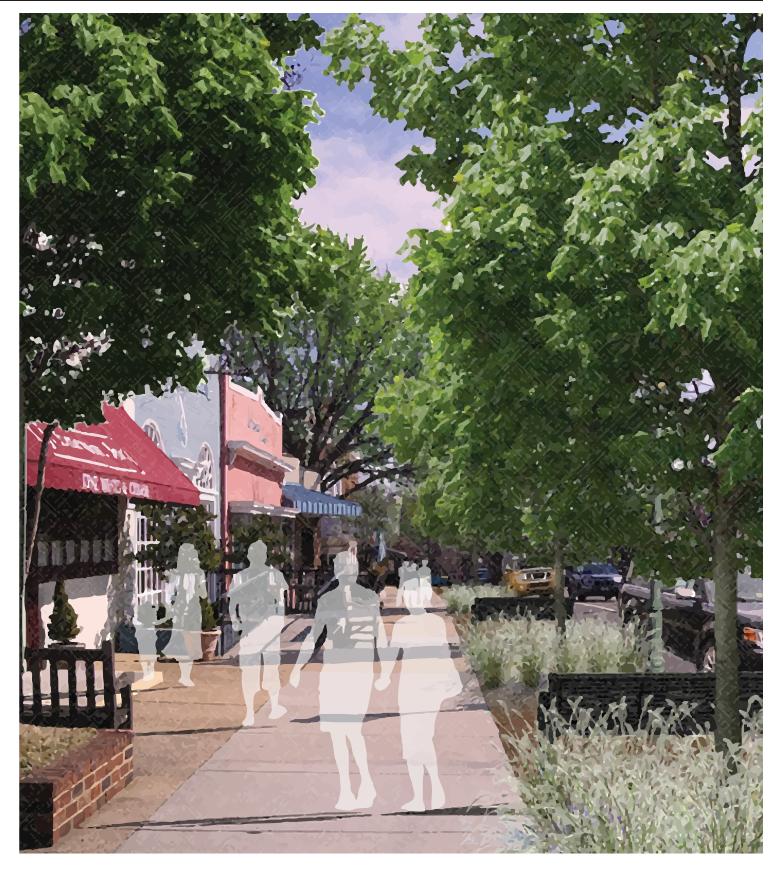


RED RANGE















Acer rubrum - Red Maple

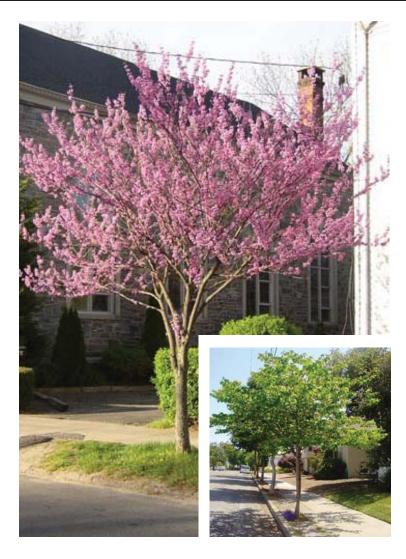
Category: Tree Native: Yes Evergreen: No Fall Color: Red Height: 35'-45' Width: 25'-30' Exposure: Full Sun

Irrigation: Moderate water needs

Drought Tolerant: Yes

Growth rate: Moderate to Fast





Cercis canadensis - Redbud

Category: Tree Native: Yes Evergreen: No Fall Color: Yellow

Bloom: Pink blooms in Spring

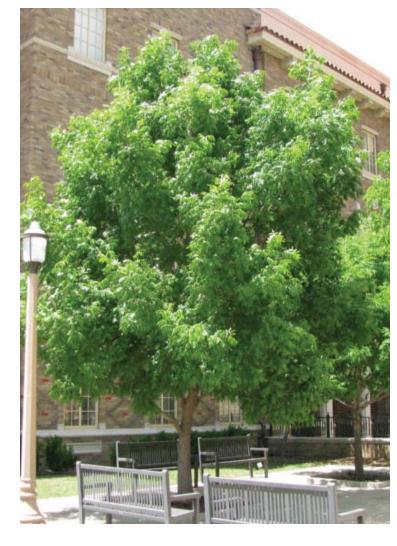
Height: 20'-25' Width: 25'-30'

Exposure: Full to Partial Sun Irrigation: Moderate water needs

Drought Tolerant: Yes

Growth rate: Moderate to Fast





Pistacia chinensis - Chinese Pistache

Category: Tree Native: No Evergreen: No

Fall Color: Orange-Red

Height: 25'-35' Width: 25'-30'

Exposure: Full to Partial Sun Irrigation: Moderate water needs

Drought Tolerant: Yes Growth rate: Moderate











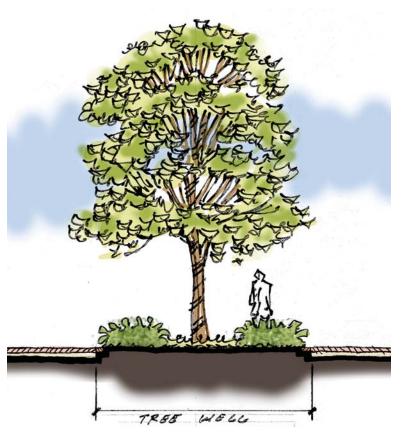


RED MAPLEBOTH SIDES OF GROVE

NOTE: TREE SELECTION PER CITY OF RICHMOND ARBORIST DIRECTION.



EXPANDED TREE WELL, DOWNTOWN RICHMOND



EXPANDED TREE WELL: EXPANDING THE SIZE OF TREE WELLS PROVIDES ADDITIONAL AREA FOR THE TREE'S ROOT GROWTH. SHRUB, ORNAMENTAL GRASS, AND GROUNDCOVER PLANTINGS IN THE TREE WELL ADD INTEREST AND HELP SOFTEN THE EXPANSES OF HARD SURFACE.



GROVE AVENUE



GROVE AVENUE

GRÓVE AVENUE



Ilex vomitoria 'Bordeaux' - Dwarf Yaupon Holly

Category: Shrub Native: Yes Evergreen: Yes Flower Color: N/A Bloom time: N/A Height: 2' Width: 3'-4'

Exposure: Full to Part Sun Irrigation: Low Water Needs Growth rate: Moderate to fast



Nassella tenuissima -Mexican Feather Grass

Category: Ornamental Grass

Native: No
Evergreen: No
Flower Color: Brown
Bloom time: Summer
Height: 1'-2.5'

Width: 1.5'-2' Exposure: Full Sun

Irrigation: Low Water Needs Growth rate: Moderate



Liriope spicata - Creeping Lilyturf

Category: Groundcover

Native: No Evergreen: Yes Flower Color: White Bloom time: Summer

Height: 1' Width: 2'+

Exposure: Full Sun to Part Shade Irrigation: Low Water Needs

Growth rate: Fast



Abelia x grandiflora 'Radiance' - Radiance Abelia

Category: Shrub Native: No Evergreen: Yes Flower Color: White

Bloom time: Summer to Fall

Height: 2'-3' Width: 3'-4'

Exposure: Full to Part Sun Irrigation: Low Water Needs Growth rate: Moderate to Fast



Muhlengergia capillaris - Pink Muhly Grass

Category: Ornamental Grass

Native: No Evergreen: Yes Flower Color: Pink Bloom time: Summer

Height: 2'-3' Width: 2'-3'

Exposure: Full to Part Sun Irrigation: Low Water Needs Growth rate: Moderate



Hypericum calycinum - St. John's Wort

Category: Groundcover

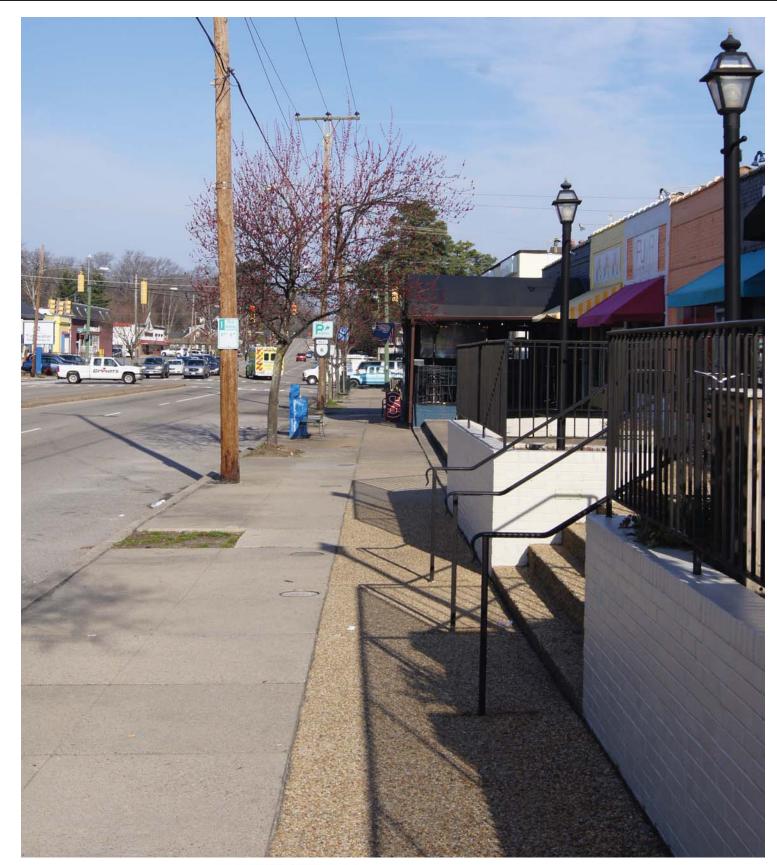
Native: No Evergreen: Yes Flower Color: Yellow Bloom time: Summer

Height: 1' Width: 2'

Exposure: Full Sun to Part shade Irrigation: Low Water Needs Growth rate: Moderate













DECORATIVE STREET LAMP: THE EXISTING STREET LAMPS ON GROVE AVENUE ARE ONE OF THE MOST RECOGNIZABLE ELEMENTS IN THE AREA. EXTENDING THE USE OF THIS STREET LAMP THROUGHOUT THE AREA WILL PROVIDE A UNIFYING ELEMENT.







EXISTING STEEL BENCH, PATTERSON AVENUE







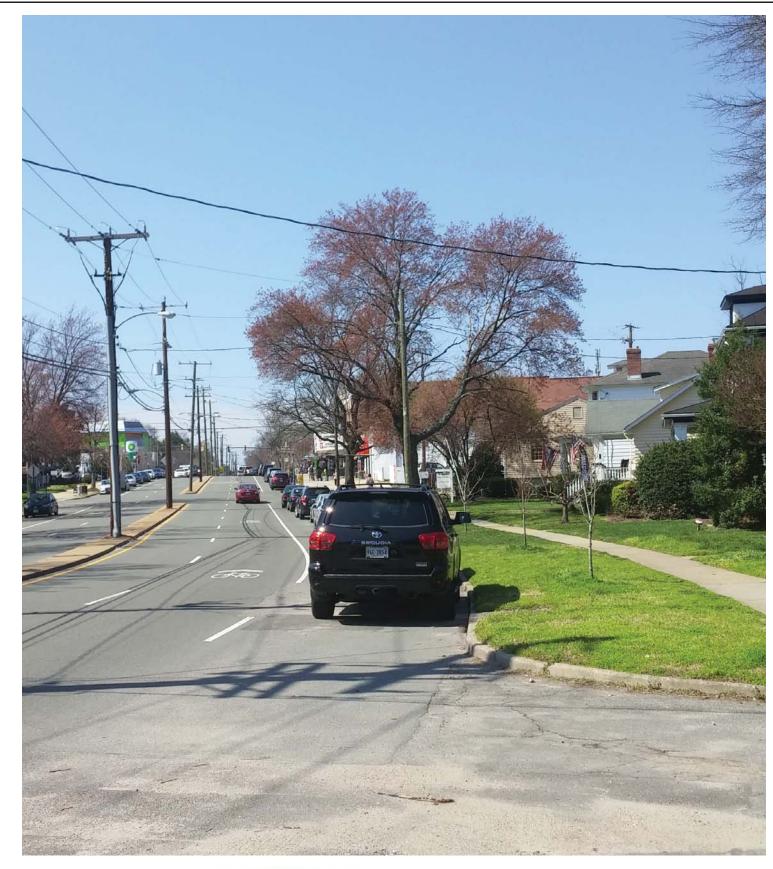
STEEL BIKE RACK COLOR: DARK GREEN

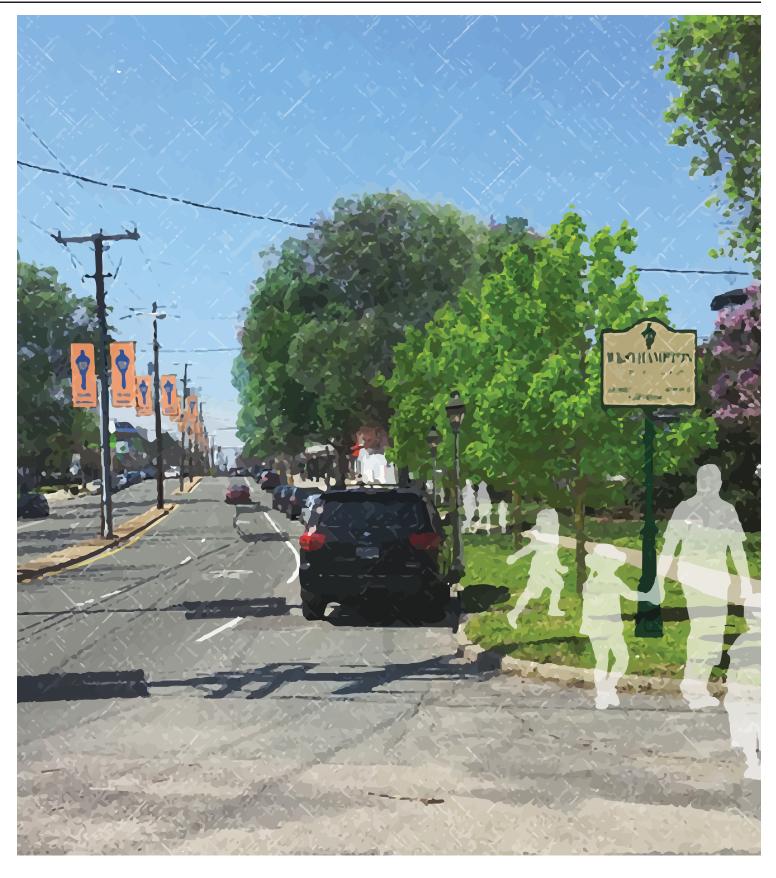


EXISTING BIKE RACKS, RICHMOND PUBLIC LIBRARY BELMONT AND ELWOOD AVENUES



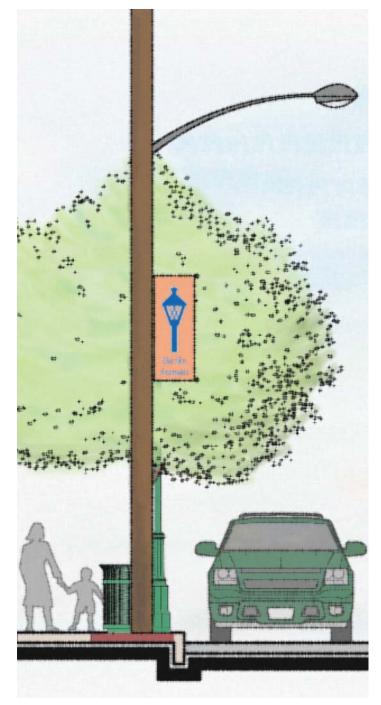


















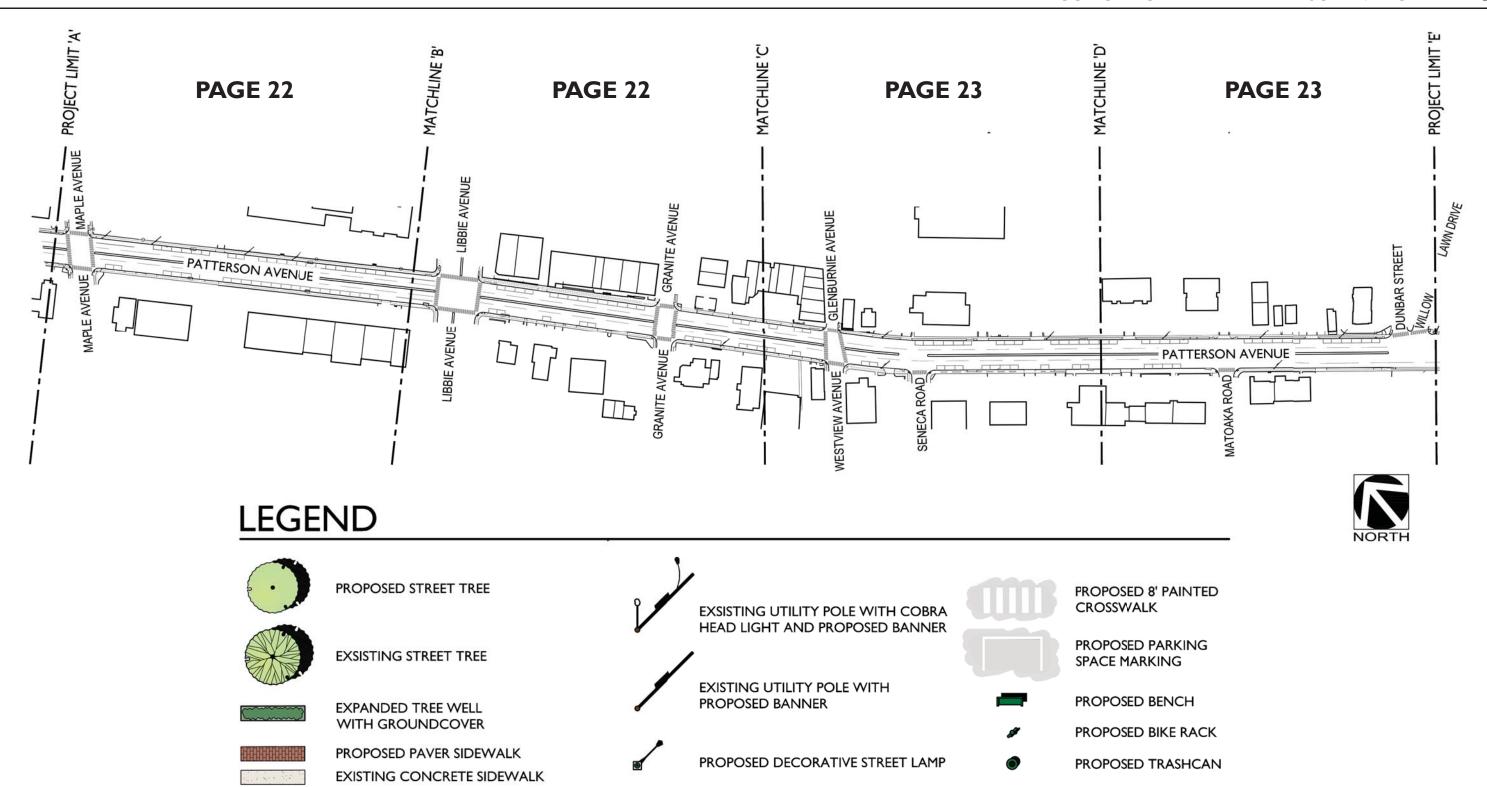
BANNERS: BANNERS ARE USED THROUGHOUT THE RICHMOND AREA TO DEFINE SPECIFIC AREAS. BANNERS WOULD BE ATTACHED TO UTILITY POLES ON BOTH SIDES OF THE STREET ON PATTERSON AVENUE AND DOWN THE MIDDLE OF THE STREET ON GROVE AVENUE.

AREA IDENTIFICATION SIGNS: AREA IDENTIFICATION SIGNS ARE PROPOSED AT EITHER END OF THE STUDY AREA ON BOTH PATTERSON AND GROVE AVENUE.



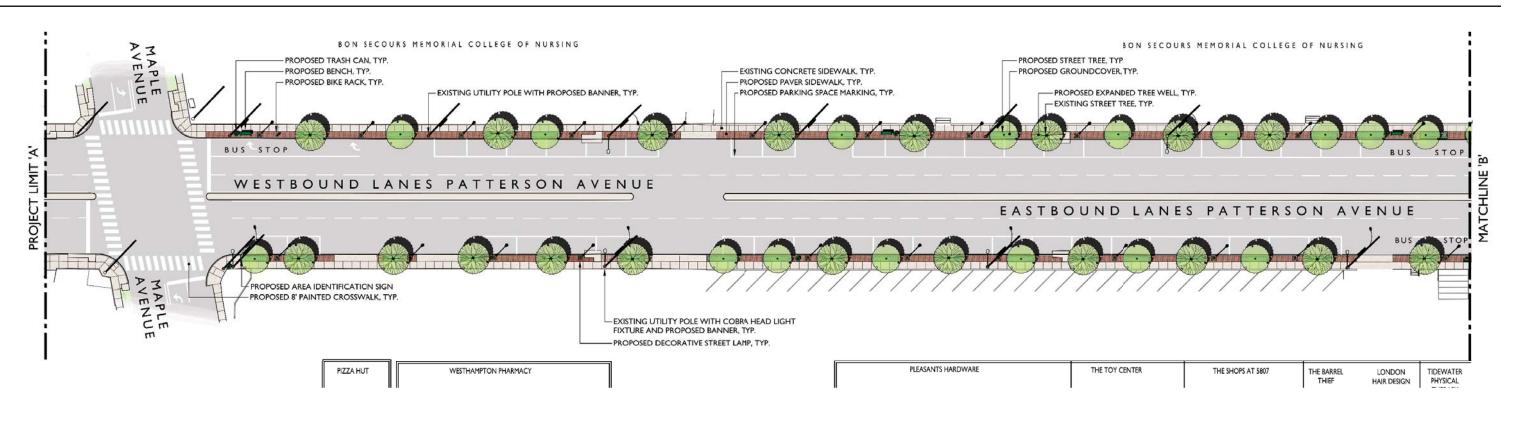








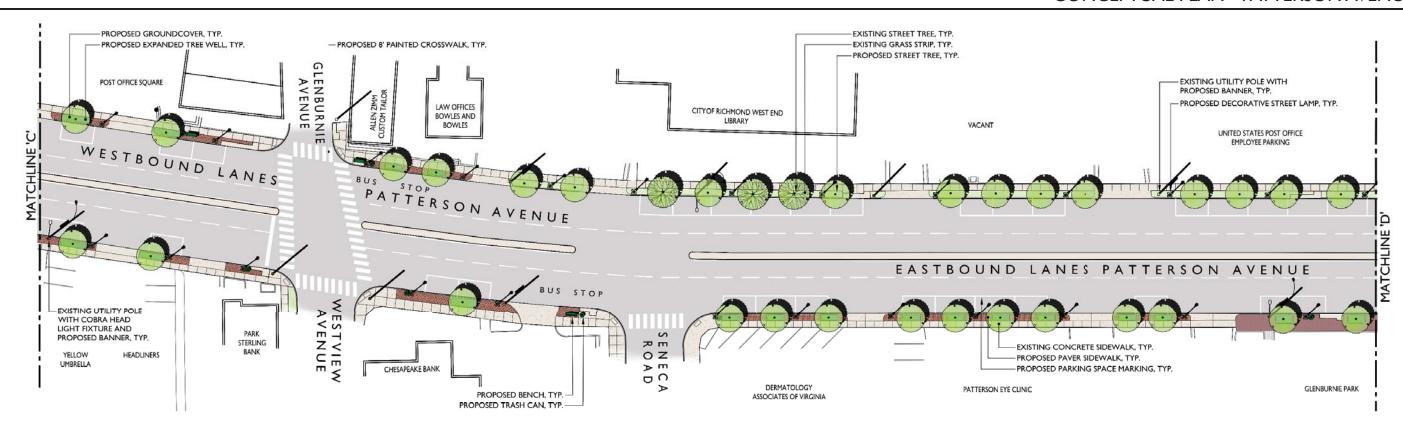


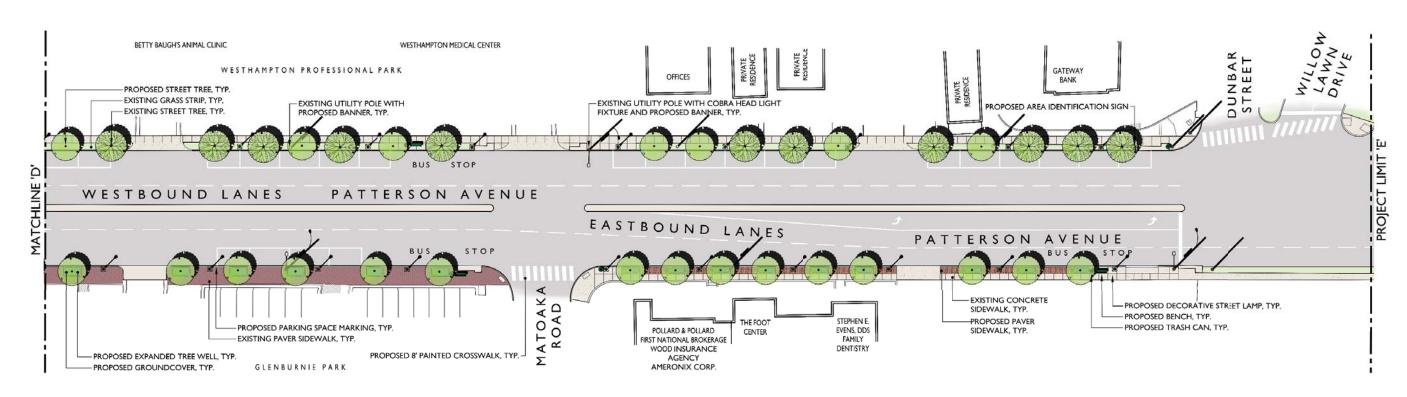






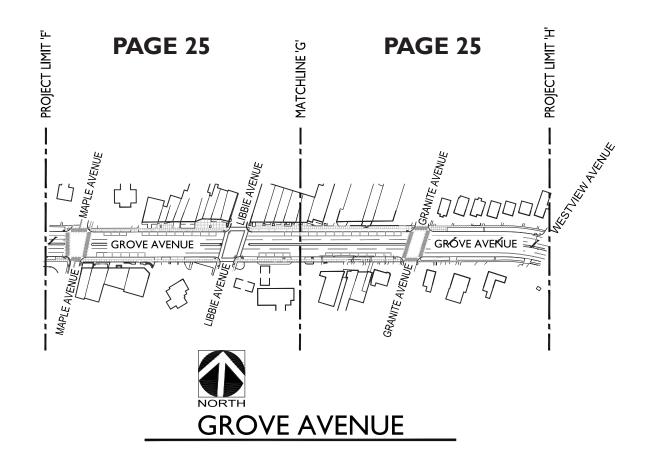




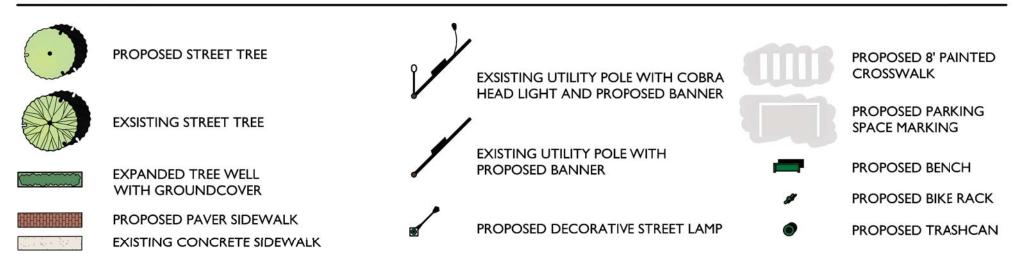






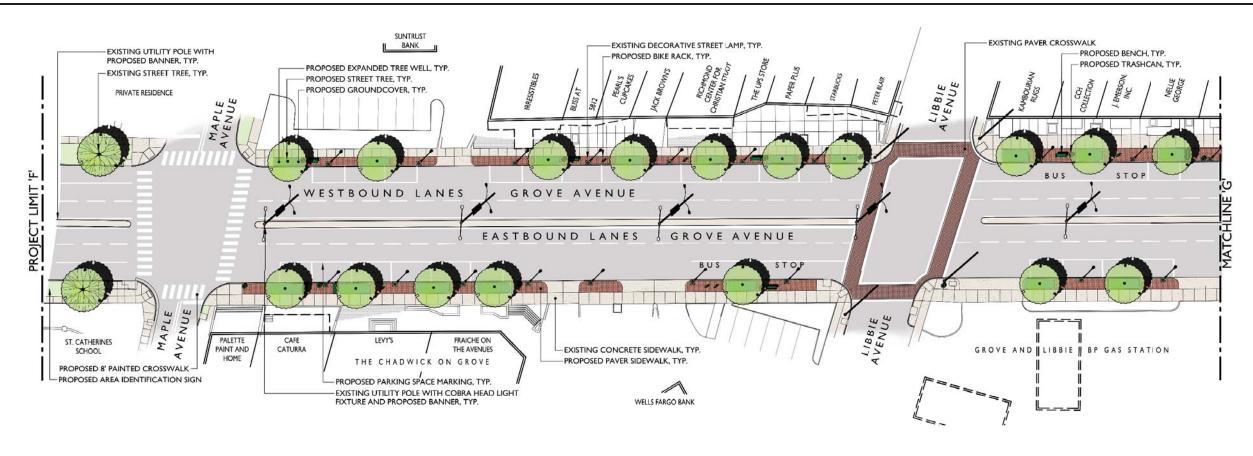


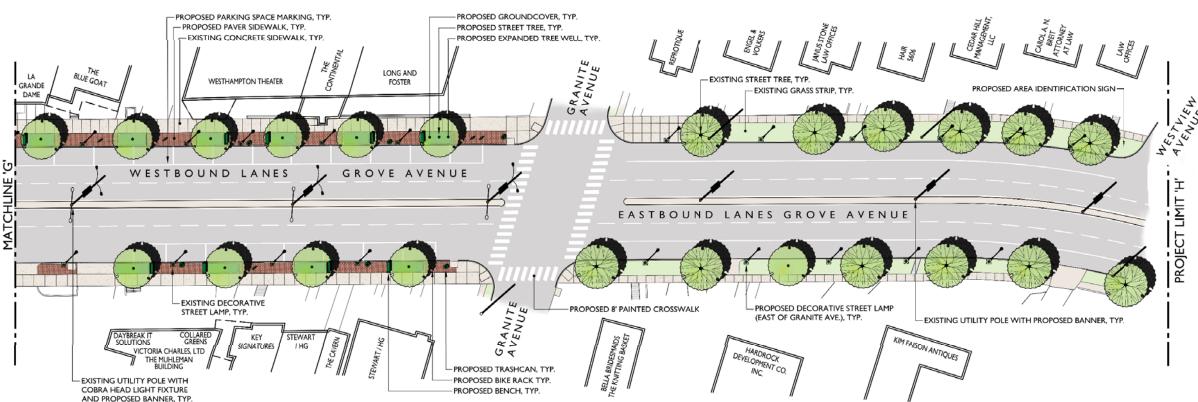
LEGEND















LIBBIE AVENUE

LIBBIE AVENUE WAS NOT INCLUDED IN THIS STUDY. HOWEVER, LIBBIE'S ROLE AS A CONNECTOR BETWEEN GROVE AND PATTERSON MAKES IT A CRITICAL COMPONENT IN CREATING EXACT LOCATIONS WOULD DEPEND ON THE A UNIFIED IDENTITY FOR THE WESTHAMPTON COMMERCIAL DISTRICT. IT IS RECOMMENDED THAT THE ELEMENTS INCLUDED IN THIS STREETSCAPE DESIGN BE ADAPTED AND APPLIED TO LIBBIE AVENUE TO PROVIDE CONTINUITY THROUGHOUT THE AREA.

CENTRAL FOCAL POINT

IT WAS SUGGESTED DURING THE DESIGN PROCESS THAT SOME TYPE OF CENTRAL FOCAL POINT SUCH AS A CLOCK TOWER COULD BE USEFUL IN CREATING A CENTER FOR THE WESTHAMPTON COMMERCIAL DISTRICT. THE **EXCLUSION OF LIBBIE AVENUE FROM THIS STUDY** MAKES IT DIFFICULT TO IDENTIFY WHAT MIGHT BEST BE CONSIDERED A CENTER FOR THE DISTRICT. IT IS RECOMMENDED THAT THE IDEA OF A CENTRAL FOCAL POINT BE CONSIDERED IN MORE DETAIL LOOKING AT THE DISTRICT AS A WHOLE.



PUBLIC ART

THE STREETSCAPE ALONG PATTERSON AND **GROVE AVENUES PRESENTS THE OPPORTUNITY** TO PROVIDE SPACE FOR PUBLIC ART DISPLAYS. SCALE AND CHARACTER OF THE PIECE TO BE DISPLAYED. THE INCLUSION OF PUBLIC ART IN THE STREETSCAPE SHOULD BE ASSESSED AS PART OF CONSTRUCTION PHASING.





CONNECTION TO STREETSCAPE OUTSIDE OF THE RIGHT OF WAY

IN SEVERAL AREAS ALONG GROVE AND PATTERSON AVENUES SIDEWALK AREAS **OUTSIDE OF THE RIGHT OF WAY CONTRIBUTE** SIGNIFICANTLY TO THE CHARACTER OF THE STREETSCAPE. OPPORTUNITIES TO STRENGTHEN THE CONNECTION BETWEEN THE STREETSCAPE AND ADJACENT PROPERTIES SHOULD BE EXPLORED AND ENCOURAGED. ONE IDEA THAT WAS RAISED DURING DESIGN WAS THE USE OF STRING LIGHTS STRUNG FROM BUILDINGS TO STREET LIGHTS TO CREATE. OTHER OPPORTUNITIES INCLUDE THE USE OF CONTRASTING PAVING, OUTDOOR SEATING AND LANDSCAPING TO CREATE DISTINCT RELATIONSHIPS BETWEEN PRIVATE AND PUBLIC SPACE.



CONSTRUCTION PHASING

THERE ARE LIMITED FUNDS AVAILABLE FOR PHASE I CONSTRUCTION. IT IS RECOMMENDED THAT WORK IN PHASE I BE CONCENTRATED IN A COUPLE OF BLOCKS IN ORDER TO SHOW THE FULL IMPACT OF ALL OF THE ELEMENTS WORKING TOGETHER. IT IS HOPED THAT BY SHOWING A CLEAR PICTURE OF THE STREETSCAPE'S POTENTIAL, IT WILL PAVE THE WAY FOR GAINING SUPPORT FOR FUTURE PHASES.

MAINTENANCE

THE ULTIMATE SUCCESS OF THE STREETSCAPE PLAN FOR GROVE AND PATTERSON AVENUES WILL DEPEND GREATLY ON THE MAINTENANCE OF THE IMPROVEMENTS AFTER CONSTRUCTION. THE CREATION OF A PUBLIC/PRIVATE PARTNERSHIP BETWEEN THE CITY OF RICHMOND AND THE WESTHAMPTON MERCHANTS ASSOCIATION SEEMS TO PROVIDE THE BEST OPPORTUNITY FOR PROVIDING STRONG ONGOING MAINTENANCE.

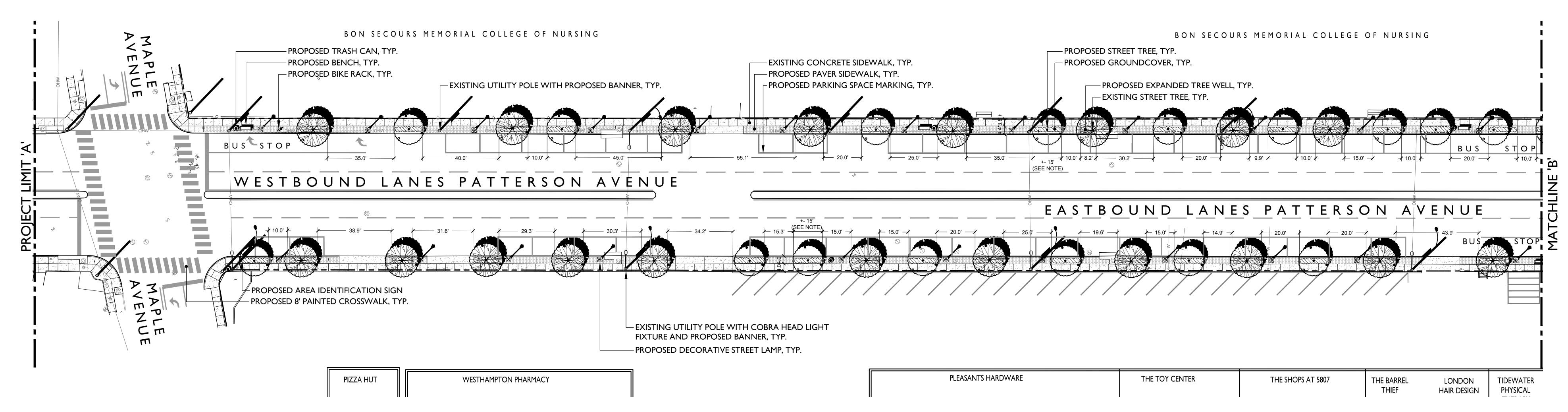




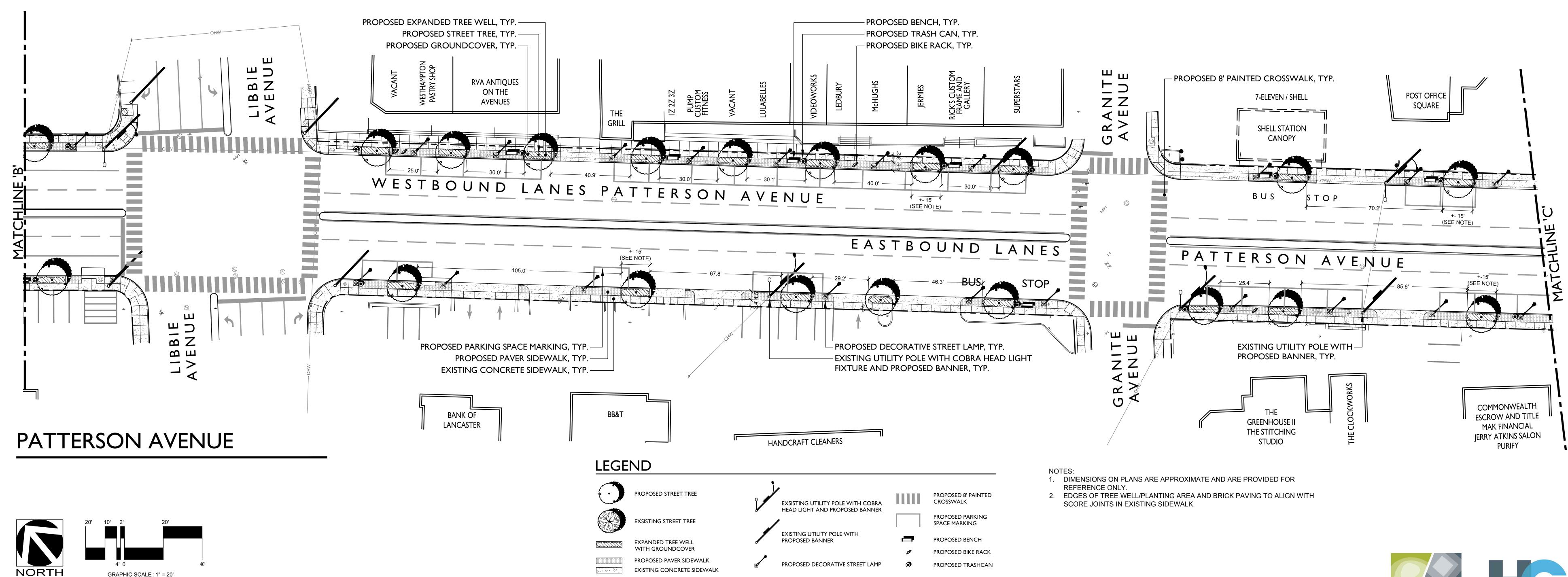








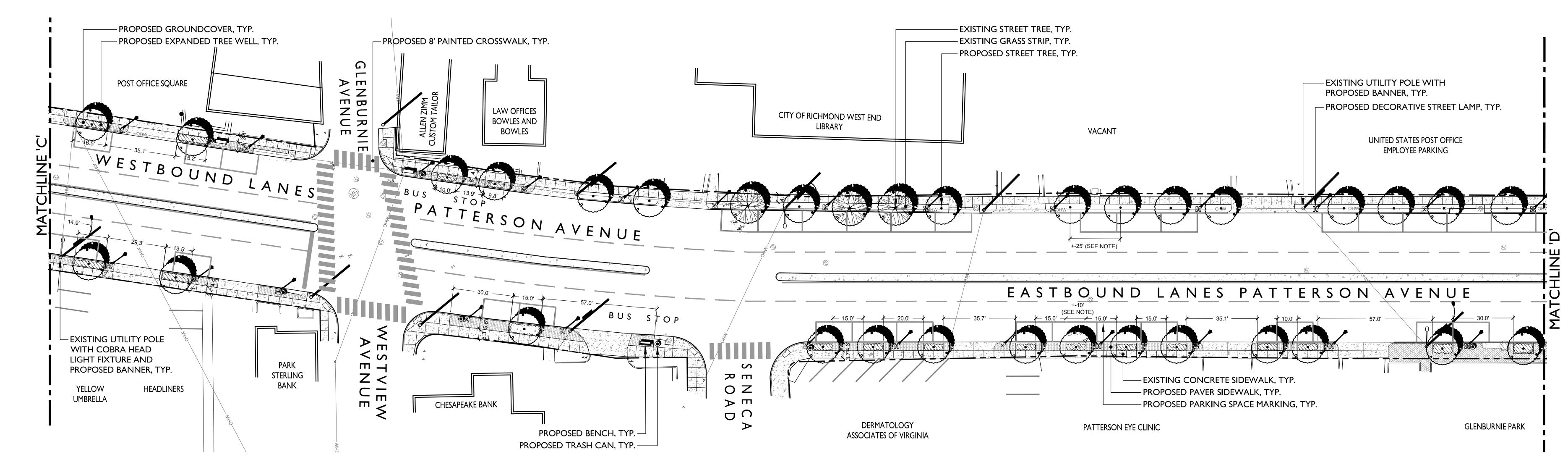
PATTERSON AVENUE



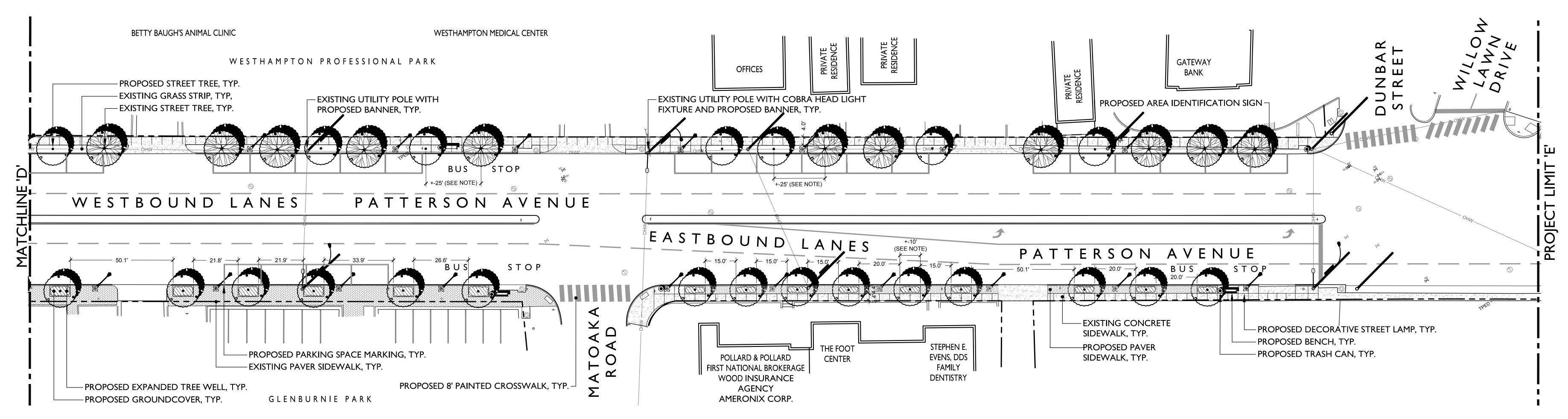
PATTERSON & GROVE STREETSCAPE · conceptual streetscape plan

STEWART -

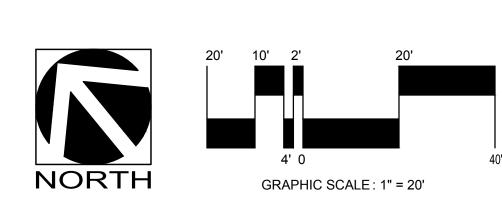
STRONGER BY DESIGN

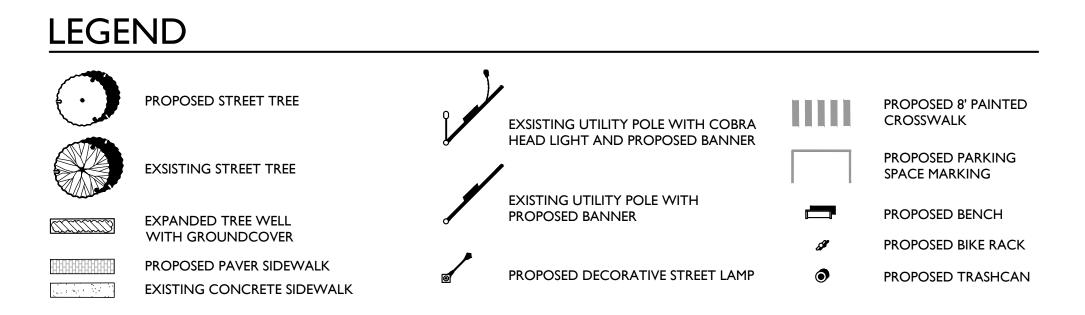


PATTERSON AVENUE



PATTERSON AVENUE





1. DIMENSIONS ON PLANS ARE APPROXIMATE AND ARE PROVIDED FOR

 EDGES OF TREE WELL/PLANTING AREA AND BRICK PAVING TO ALIGN WITH SCORE JOINTS IN EXISTING SIDEWALK.





