

STRATEGIC INVESTMENT PLAN:

Petersburg, Virginia URBAN DESIGN ASSOCIATES

APRIL 2007



Strategic Investment Plan

PREPARED FOR
Virginia LISC

CONSULTANT TEAM
Urban Design Associates

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Overview

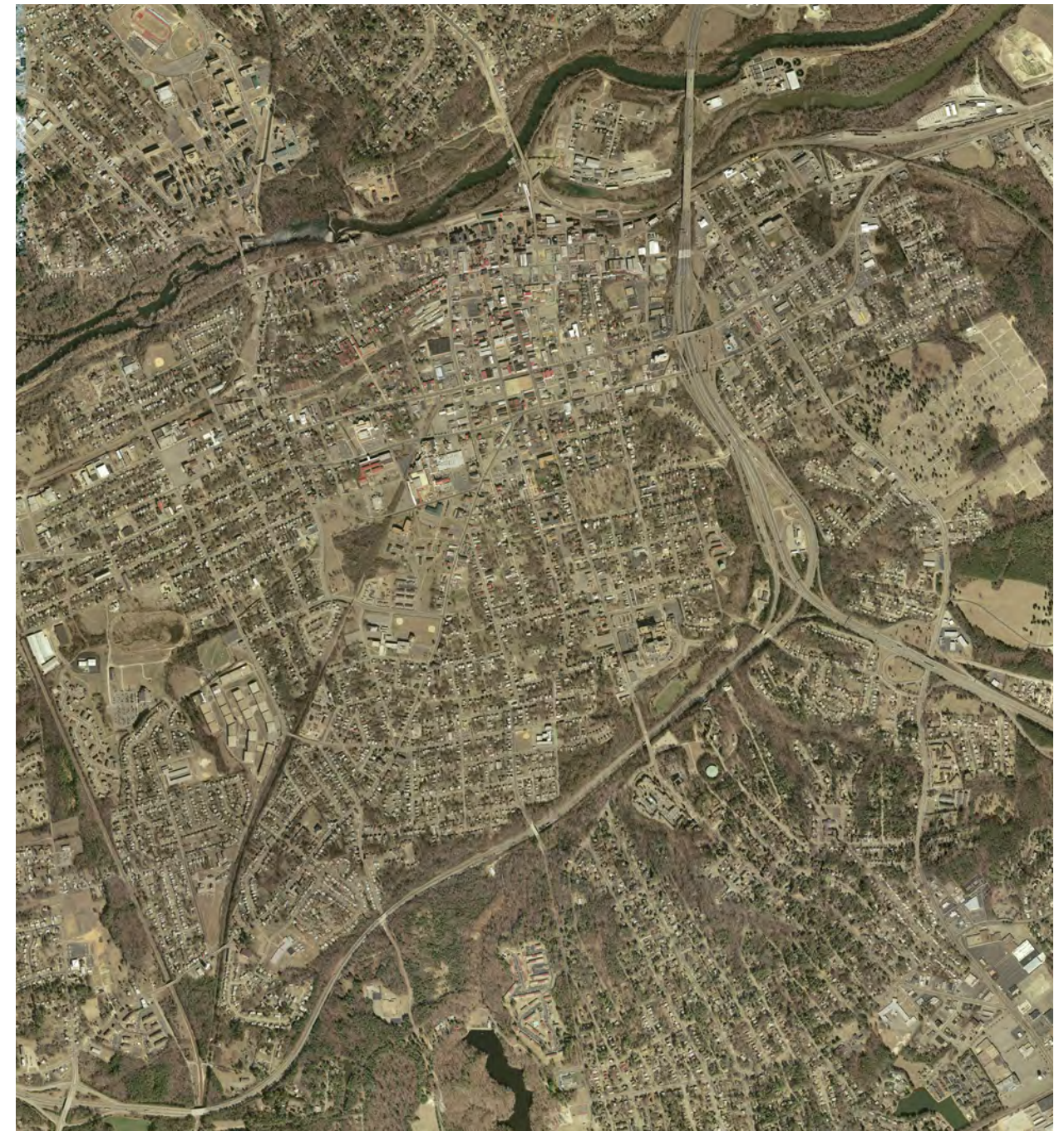


(ABOVE) Photos of the streetscape of Old Towne and a home along Poplar Lawn.

THIS DOCUMENT SUMMARIZES the recommendations from a strategic neighborhood planning process for Virginia LISC in Petersburg, Virginia. The city has suffered from years of disinvestment and decay, and is now seeking to identify initiatives that can act as catalysts for improving the quality of neighborhoods, housing stock and opportunities for existing residents as well as attracting new residents. This six-month long planning process was designed to build consensus among stakeholders regarding initiatives and strategies that will stabilize neighborhoods, create a context for public and private re-investment, and improve the quality of life for residents, businesses and community institutions.

The ongoing revitalization of the Old Town area with new businesses and residents and the restoration of homes in the Poplar Lawn neighborhood are two of the most prominent successes in recent years. In addition, the influx of military families resulting from the privatization at Fort Lee has the potential to increase economic development in coming years. The opportunity to capitalize on these investments will depend in large part on significant improvements to Petersburg's older neighborhoods that surround the core of the downtown and make up the gateways into the city. The recommendations summarized in this report recognize the need for an integrated approach to neighborhood reinvestment that must include efforts to create job opportunities, improved public safety, improvement in secondary education and social services.

Four initiative areas were selected as a first step in the revitalization effort by LISC: Battersea, Blandford and the I-95 Gateway, Halifax, and the Rome Street and Birdville neighborhoods. These initiatives were chosen as prime locations to spur a long-term revitalization that will eventually spark improvements to the entire Petersburg area.



(ABOVE) Aerial view of the City of Petersburg

The Planning Process

IN OCTOBER OF 2006, the planning team consisting of urban designers and LISC staff began a three phase process: Data Analysis, Exploring Alternatives, and Deciding on the Preferred Plan. As part of the first step in the process, the team held multiple stakeholder meetings and a large public meeting to gather feedback on the issues facing Petersburg. In order to achieve consensus on the direction of the process and development of the preferred plan, two guiding committees have been assembled. The Petersburg Community Planning Advisory Group (PCAG), will help to leverage resources and options for executing initiatives. The Petersburg Community Planning Council (PCPC) consists of community leaders and will offer guidance regarding community development and quality of life strategies.



SUMMARY OF FOCUS GROUP MEETINGS

The process included meetings with city staff, the Chamber of Commerce, Virginia State University officials and students; school children, community organizations, social services groups, business owners, and other key stakeholders. Three questions were asked each time: *What are the strengths of Petersburg?*; *What are the weaknesses?* and *What are your visions for the future?* The summary results of this survey are listed to the right.

KEY POINTS		
STRENGTHS / GOOD THINGS	WEAKNESSES / PROBLEMS	VISION FOR THE FUTURE
Small town feel Great neighborhoods Art and architecture Potential growth and development Convenient location and access to highways Downtown historic district History and diversity River and riverfront Friendly people Medical Center Neighborhood leaders	Vacant lots and abandoned homes Poverty and slum lords Crime Schools are not accredited Failing infrastructure (streets, sidewalks) Lack of recreation for youth City bureaucracy Taxes are too high Lack of jobs Lack of a transportation system	Revitalization of downtown Activities for youth Improve schools Improve dilapidated housing, and provide new housing Revitalization of Halifax area More shopping opportunities Full utilization of the riverfront Build on cultural resources Focus on economic development

INVESTMENT PRIORITIES

Upon completion of the analysis phase, specific guiding principles were agreed upon to direct the plan and measure the success of proposed initiatives. Both the PCAG and the PCPC agreed that while there are many reinvestment opportunities, initiatives would have to be prioritized based on these criteria. The investment priorities are listed below.

PRINCIPLE 1: Focus on Gateways

One of the major obstacles to the revitalization of Petersburg is the perception of the city from its gateways, the I-95 interchange and the Washington and Wythe Street corridors that provide the major east/west circulation. The dilapidated motels that house transient families surrounding the I-95 interchange create a negative impression. Washington and Wythe Streets were redesigned in the 1960's to prioritize traffic flows to and from the interstate at the expense of the downtown and it's neighborhoods. These streets act as major arterials that bisect the city rather than serving as attractive neighborhood streets that foster commercial and residential development. Therefore, a major goal is to improve the appearance and function of these gateways in order to present a welcoming entrance into town and encourage new investment and development.

PRINCIPLE 2: Create Visible Investments

Another way to reinforce a positive image of Petersburg and encourage development is to choose initiatives that are the most visible. This implies choosing sites that are along major corridors or in highly traversed areas of town. If projects are embedded in neighborhood fabric, it is often more difficult for them to serve as a catalyst to additional development.

PRINCIPLE 3: Provide Opportunities for Current Residents

An important part of this revitalization effort will be to choose initiatives which have a positive effect on current residents. Given the lack of opportunities and available amenities for residents, initiatives should include mixed-income opportunities and collaboration with other efforts including social service and youth programming.

PRINCIPLE 4: Address Long-term Issues- education and training

A major obstacle to attracting investment to the City is the poor state of the education system. Certain schools lack accreditation which creates obstacles for young people trying to pursue higher education. There also exists a demand for more training opportunities for young people. LISC efforts should be part of a coordinated effort to address the underlying issues affecting neighborhoods.

PRINCIPLE 5: Build on Unique Qualities and Historic Character

The unique history of Petersburg is an essential quality to build upon. The City boasts an extensive civil war history, a broad collection of historic buildings and several sites of historic significance. Building upon those qualities can help to reinforce new development while maintaining the heritage of the City.

PRINCIPLE 6: Compliment Current Investments and Initiatives

Several ongoing investments in Petersburg include the restoration in Old Towne, a proposed multi-modal center on Washington Street, a new library, and current loft conversion projects. In order to make the greatest impact city-wide, it is imperative to build on current investment so as not to spread available resources too thin. Therefore, initiatives must be evaluated based on how they may compliment existing efforts.



(ABOVE LEFT) View of historic buildings along Grove Street in Old Towne



(ABOVE RIGHT) Existing view of East Washington Street approaching the highway interchange



(ABOVE LEFT) A renovated house along High Street, east of Battersea



(ABOVE RIGHT) The South Street lofts, a recently completed residential loft project adjacent to Canal Street



(ABOVE LEFT) View of the Appomattox River, a natural feature with poor access



(ABOVE RIGHT) The Governor's school, a recent success in education

Analysis



A photo of an existing single family home in the Rome Street area.



An early fall scene along a neighborhood street in the Poplar Lawn area.

THE ANALYSIS PROCESS included two components in addition to the gathering of public input: the study of land use patterns and photo documentation. The study of these two components helped the team to identify the city's major assets and challenges. Photo documentation was translated into a series of precedent boards in order to highlight the essential qualities of each neighborhood.

Petersburg neighborhoods vary greatly in character based on their era of construction, architectural character, and siting near natural features such as rivers and woodlands. The Grove Street and High Street area offers smaller lots, more industrial building types, a range of single family and attached housing types and mixed-use storefront buildings. Other neighborhoods such as Poplar Lawn and the more recent Walnut Hill offer much larger homes with larger lots. Two of the historic commercial nodes include Old Towne and Halifax Triangle. An important facet of this revitalization effort is to maintain the unique character of each area while encouraging new development.

UNDERSTANDING THE URBAN PATTERNS

Analysis drawings were prepared by the design team to understand the land use and infrastructure patterns throughout the city and determine where key interventions might help to reinforce and repair neighborhoods, parks and streets. The diagrams on the following page illustrate each land use separately as a method to understand the framework of neighborhoods. The vacancy diagram in particular highlights one of the major challenges to development.



(ABOVE LEFT) Photo of renovated house in the Battersea neighborhood



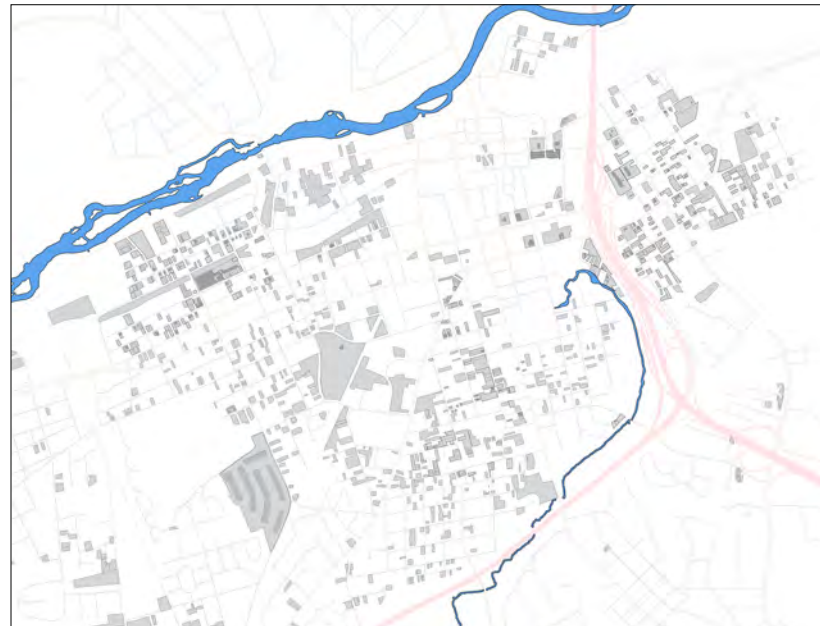
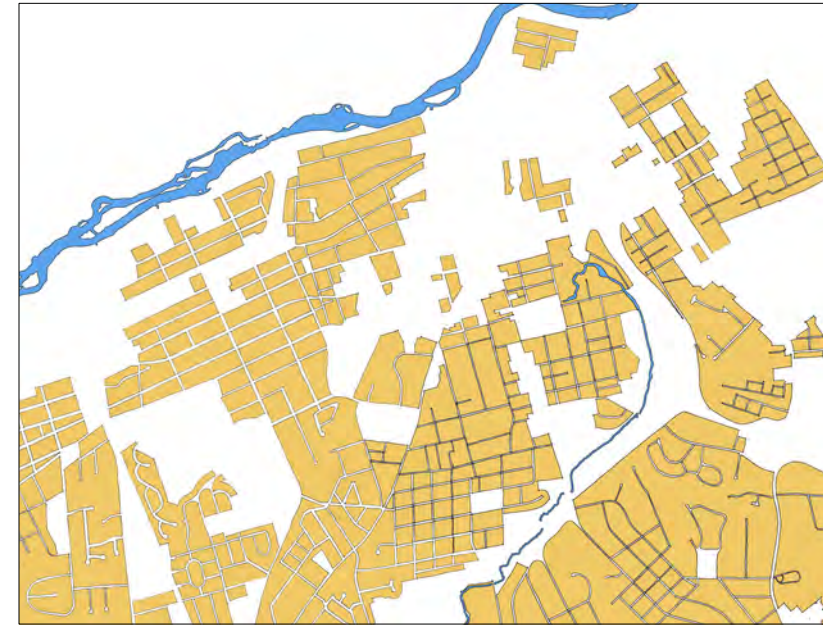
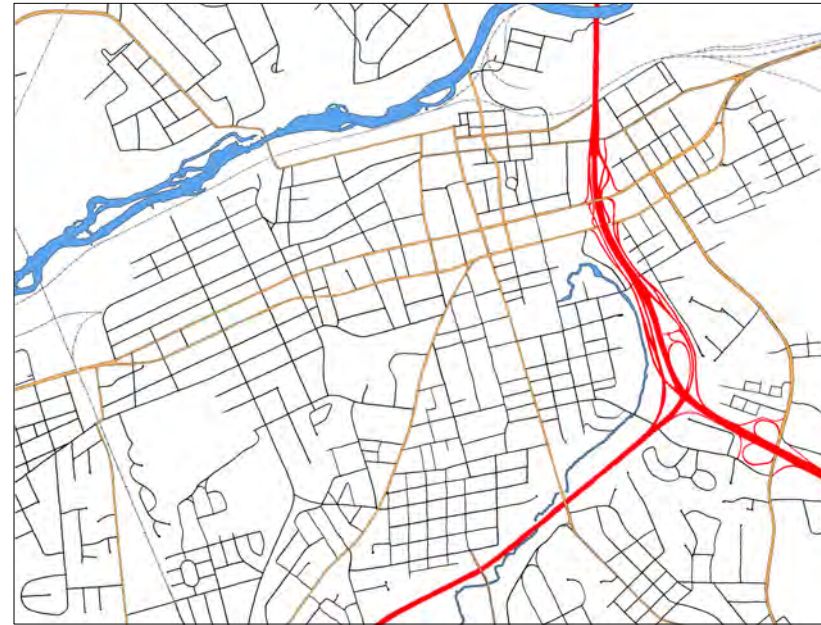
(ABOVE RIGHT) A typical building type found in the Blandford neighborhood



(ABOVE LEFT) Townhouse typology found in the Halifax neighborhood



(ABOVE RIGHT) Example of a mixed-use building along Grove Street



(ABOVE LEFT) City-wide analysis drawings showing parks and open spaces, highways and street networks, and residential settlement patterns
(BELOW LEFT) City-wide analysis drawings showing vacant buildings and lots, locations of commercial uses, and locations of industrial uses

Analysis continued

LAND USE PATTERNS

Petersburg has evolved south from the Appomattox River with the oldest neighborhood existing along this northern edge. Old Towne is the historic commercial area and extends south along Sycamore Street down towards Poplar Lawn, the major civic space in town.

FOCUS AREAS

The decision making process on choosing focus areas for redevelopment was informed by the physical evaluation of Petersburg's neighborhoods along with the input that was accumulated during focus groups. The analysis drawings from this phase are illustrated on the following pages.



- EXISTING RESIDENTIAL
- EXISTING INSTITUTIONS
- EXISTING COMMERCIAL
- EXISTING INDUSTRIAL
- PARKS & OPEN SPACE
- VACANT PROPERTY
- VACANT BUILDINGS

(ABOVE) A Diagram indicating the initiative areas in Petersburg
(RIGHT) City-wide land use patterns

Analysis continued

DESIGN DEVELOPMENT

Reinvestment opportunities were identified through an analysis of the existing patterns and the effect upon existing initiatives. The diagrams to the right illustrate the evolution of the reinvestment strategy and identification of early phase initiatives.

EAST-WEST CONNECTIONS

Washington Street and Wythe Street are the two primary arterials running east-west through town. This one way pair offers a quick way through downtown, yet it presents challenges to neighborhoods along the major gateways into town. These currently do not provide support for destinations, only through traffic.

NORTH-SOUTH CONNECTIONS

The primary north-south connections within the downtown and close-in neighborhoods include: West Street, Canal and South Streets, Halifax Street, Sycamore Street and Crater Road. These local streets connect neighborhoods to the downtown, connect schools, connect to the river and adjacent institutions such as Virginia State University.

EXISTING INITIATIVE AREAS

Petersburg has a series of initiatives already occurring. The revitalization of Old Towne along with the rehabilitation of the homes on High and Grove Streets provide a strong core. Additional initiatives include: the creation of the Governor's School, the Multi-modal center, the proposed library, the riverfront improvements, improvements in Halifax and residential improvements around Peabody Middle School.

PROPOSED INITIATIVE AREAS

In addition to the existing initiative areas, there will be several additional sites that will be proposed for future redevelopment. These initiatives will focus around the following places: Battersea, Rome Street, Westview, and Birdville neighborhoods, Halifax Triangle Area, and Blandford and the I-95 Gateway.

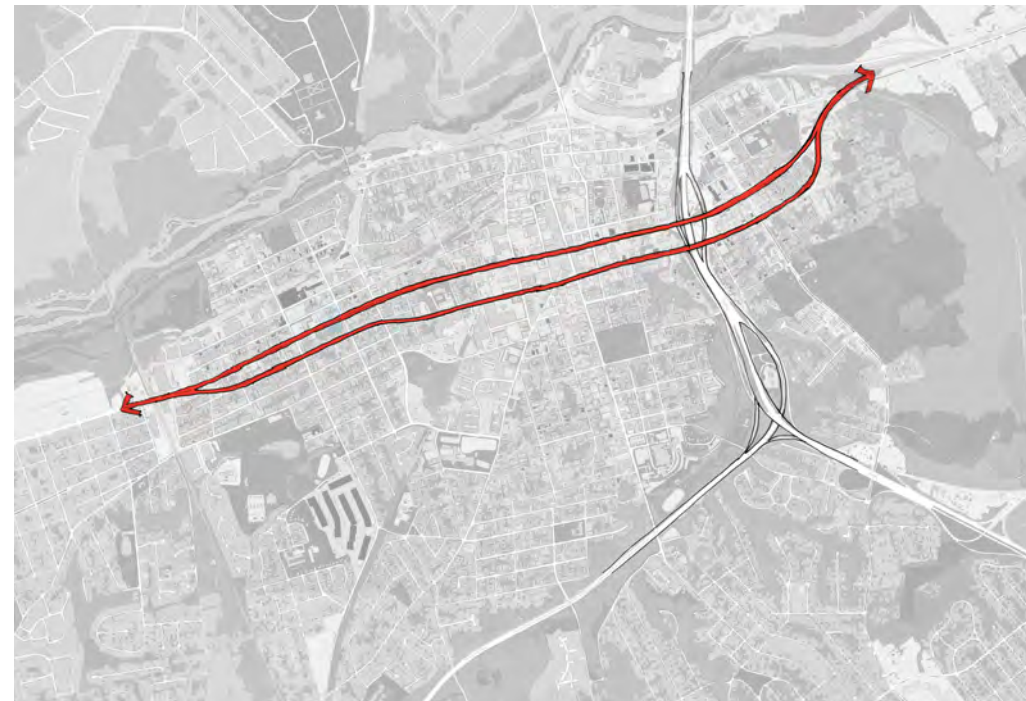


Diagram showing the city's major east-west thoroughfares

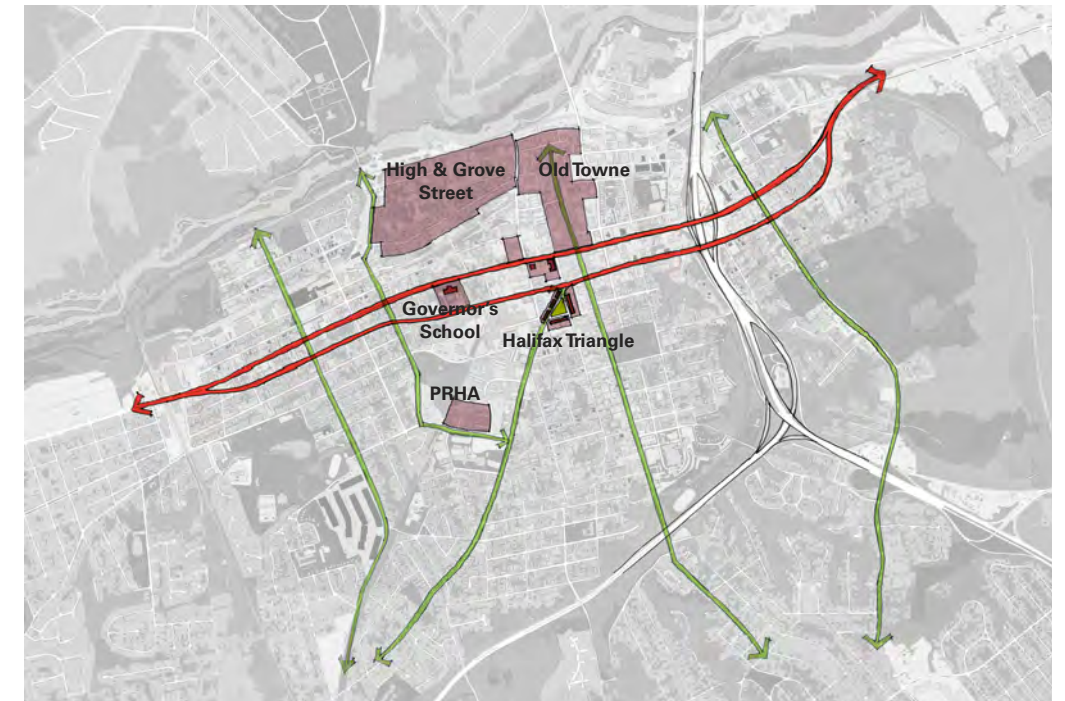


Diagram showing the major existing initiative areas

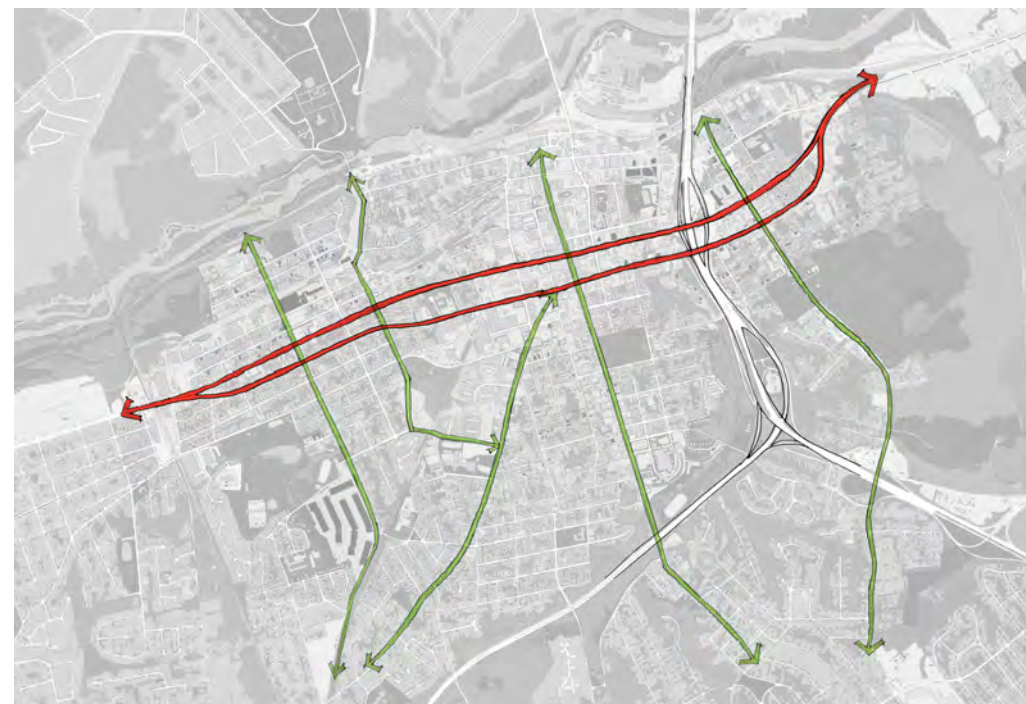


Diagram showing the city's major north-south thoroughfares

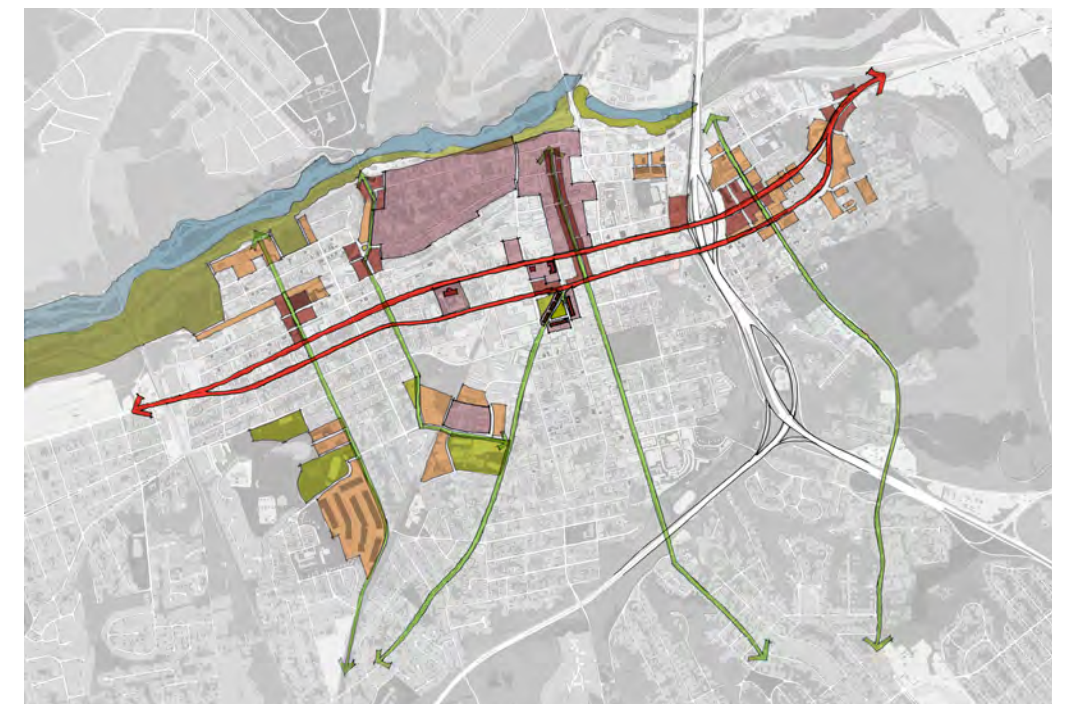


Diagram showing the major existing and proposed initiative areas

Initiatives

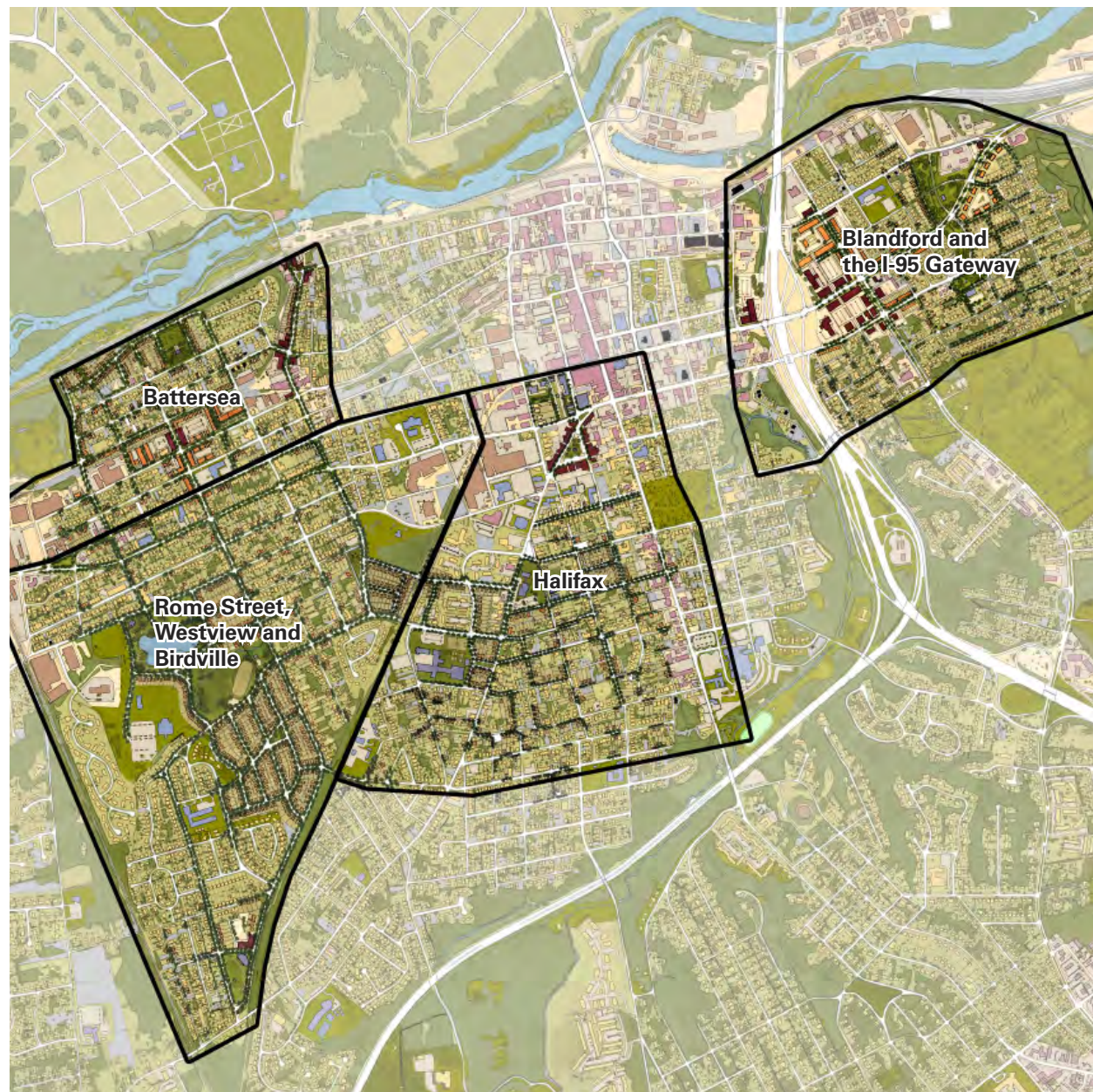
THE PRIORITY REINVESTMENT RECOMMENDATIONS for Petersburg are divided into four geographic areas within the city. The intention is to provide an overall framework to focus public and private redevelopment efforts and develop a coordinated approach to neighborhood reinvestment. The illustrative Master Plan sets out the basic frameworks required to implement a successful plan. Additional opportunities will certainly arise in the coming years and the residents and leadership within Petersburg must be able to respond in a coherent and strategic way. The following pages will illustrate the overall objectives and approach for each of the four focus areas.

BATTERSEA
Battersea is plagued by abandoned lots, run-down houses and the remnants of an old rail line and industrial uses. The Master Plan seeks to create a stronger connection to Virginia State University, redevelop the old industrial uses to create a cohesive neighborhood environment, and provide new and renovated homes for residents.

ROME STREET, WESTVIEW AND BIRDVILLE
This neighborhood area is defined by the presence of an under-utilized public park, dilapidated buildings owned by absentee landlords and existing abandoned industrial buildings. The plan calls for an incremental development strategy around the public park and expansion of the current housing improvement efforts by the Housing Authority.

HALIFAX
The Halifax Area is fragmented by vacant land and houses, many one-way streets and minimal east-west connections through the neighborhood into other parts of the city. This proposal encourages concentrating new infill housing and renovation efforts within the neighborhood, reinforce current institutional investment within Halifax; add additional connections through the neighborhood and partner to make improvements to the existing Peabody School campus.

BLANDFORD
The Blandford neighborhood has been fragmented by the interstate and presence of the Washington and Wythe Street Corridors. This initiative will focus on re-stitching the neighborhood and establishing an attractive gateway into the city. The plan includes a new neighborhood commercial center, new entrance park and a new and renovated housing stock.

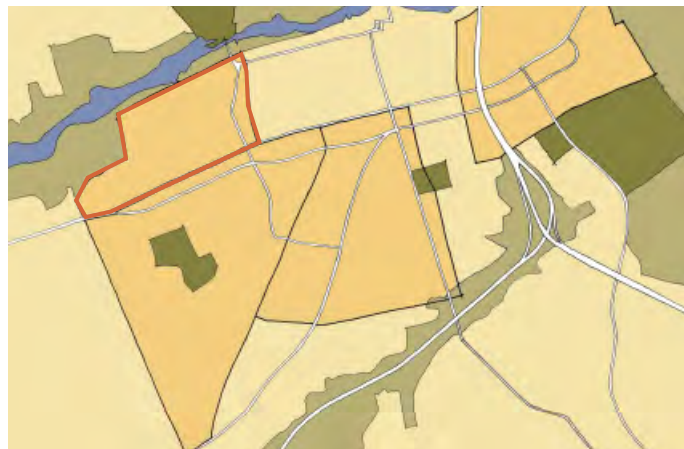


(ABOVE) A proposed aerial of Blandford and the I-95 Gateway looking west along Washington Street
(LEFT) City-wide illustrative Master Plan of initiative areas

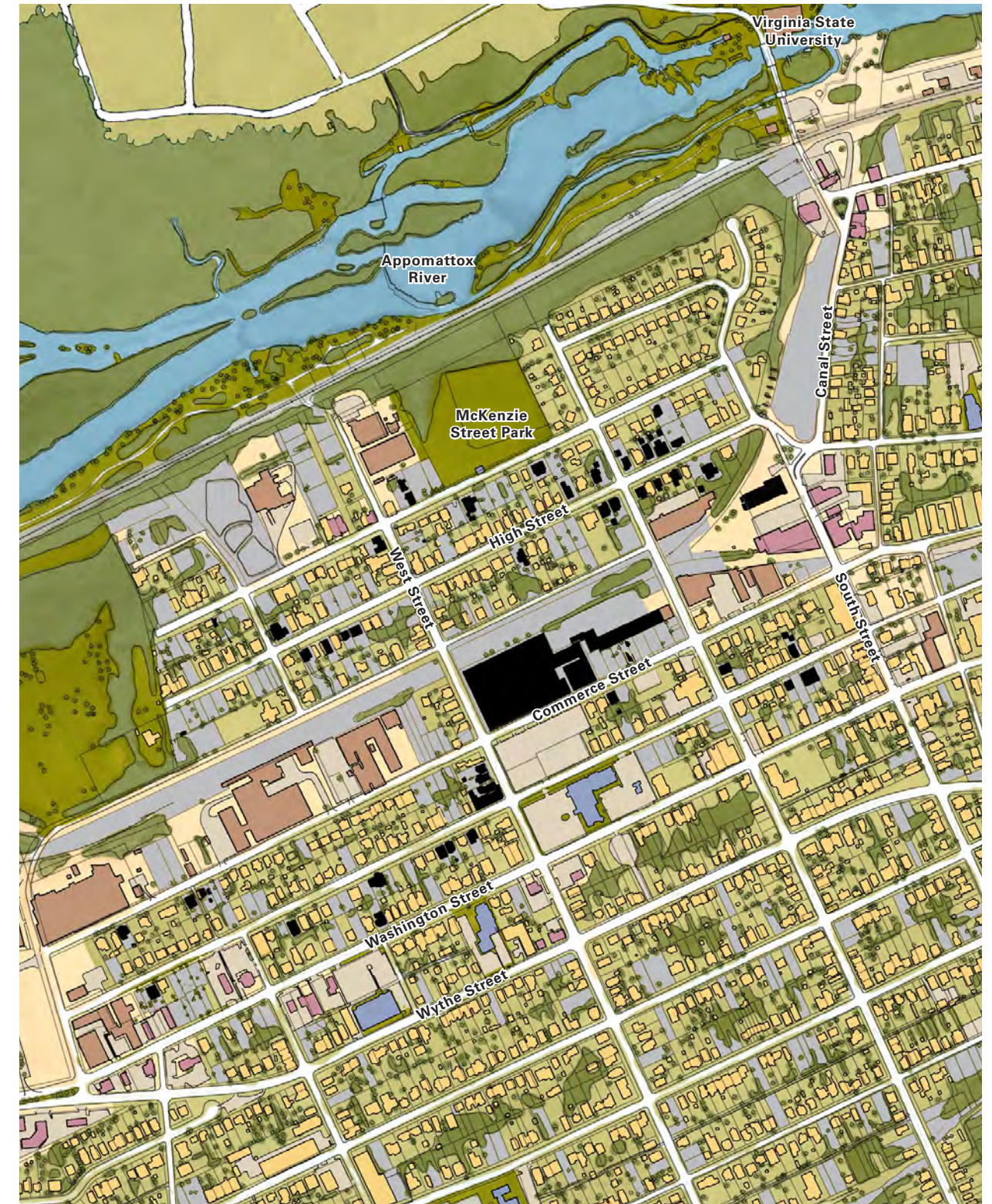
INITIATIVE A:
Battersea

EXISTING CONDITIONS

Battersea was once one of Petersburg's most desirable neighborhoods. The neighborhood has a broad collection of historic homes including the historic Battersea Mansion. The neighborhood's adjacency to the river and excellent proximity to downtown offers a unique setting for urban residents. Over the past several decades, the condition of the housing stock has deteriorated and home ownership has gradually given way to rental properties, most of which are in various states of serious decay. The presence of vacant industrial buildings that used to line the rail spurs contribute to the image of decay and disinvestment. Along with dilapidated housing, there is an extensive amount of vacant property that fragments the sense of place and perception of safety and character. The eastern edge of the neighborhood is experiencing some reinvestment in the wake of the High and Grove Street reinvestments. Input from residents, city officials and stakeholders emphasized the need for stabilization and improvement to the infrastructure to create a context for reinvestment.



(ABOVE) Historic homes once prevalent in Battersea. (BELOW) McKenzie Street Park



PROPOSED INITIATIVES

The proposed investment strategy links improvements within the neighborhood to a highly visible gateway redevelopment along Canal/South Street. The proximity to recent loft conversions on South Street and housing rehabilitation along Grove Street and High Street to the east creates a context for a successful early phase reinvestment initiative. This focus area not only restores a once vibrant neighborhood service district for Battersea, but also creates a strong connection to Virginia State University. The strategy sequence could include the following:

- 1 Canal and South Streets will be lined with mixed-use buildings and townhouses. In addition, a new development at Canal and Grove Streets will encourage connections between Virginia State University and the City
- 2 Industrial parcels will be re-incorporated into the residential fabric providing a mixture of housing and tenure types to diversify the area and supply alternatives for residents.
- 3 Infill housing between South and West Streets will rebuild the core of the neighborhood and reinforce the continuation of renovating existing run-down homes.
- 4 In the long term, new housing and an additional street along McKenzie Street Park will increase neighborhood connections to the park and the river while creating a safer relationship between park edges and the neighborhood. Improvements to McKenzie Park will be part of a comprehensive redevelopment.



(ABOVE) Virginia State University is just north of the river adjacent to Battersea and downtown. (MIDDLE) New adaptive reuse projects and residential renovations are positive trends at the edge of Battersea. (BOTTOM) Remnant industrial buildings create a negative image of the neighborhood



INITIATIVES: 1 New mixed-use and residential along Canal and South Streets 2 Industrial parcels converted to new housing 3 Infill housing around Appomattox Street 4 New housing around McKenzie Street Park

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**BATTERSEA FOCUS
GROUP SUMMARIES - PRIORI-
TIES FOR REINVESTMENT**

- Preserve history and historical sites
- Renovate existing houses where possible
- Opportunity to upgrade the housing stock
- Attract neighborhood commercial businesses
- Capitalize on location near Appomattox River
- Invest in the park and trails
- Support Petersburg Urban Ministries and Youth-build
- Enhance the feeling of safety
- Remove railroad tracks to reconnect the community

(RIGHT) New development along Canal Street will establish a gateway to the University and create a catalyst for redevelopment and investment within Battersea. Buildings would include townhouses and mixed-use buildings with opportunity for commercial uses on the ground floor at the intersections with High and Grove Streets.
 (LEFT) Plan of new development along Canal and South Street
 (BOTTOM) The existing condition of Canal Street looking south at the High Street intersection.



(ABOVE) Townhouses and mixed-use building types would be appropriate along Canal Street with parking accessed behind the buildings

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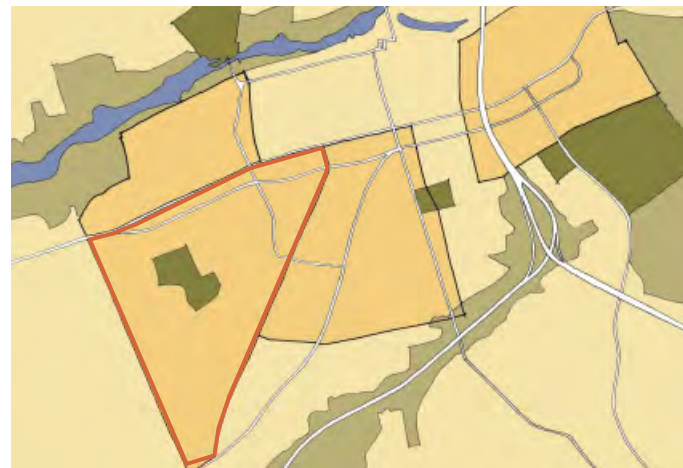
INITIATIVE B:

Rome Street, Westview and Birdville

EXISTING CONDITIONS

The Rome Street, Westview and Birdville neighborhoods are important residential communities to the west of downtown which offer a variety of housing types while enjoying a close proximity to a large community park. Unfortunately, use of this park amenity is not maximized, and it suffers from poor access and deteriorating facilities. Several schools and churches also function as anchors in this community.

A large abandoned industrial parcel along West Street creates a massive disconnect between the community park, Westview Elementary and the existing neighborhood fabric. A major goal is to discover a new use for that site, and methods to maximize use of the park. Another common obstacle is the prevalence of vacant lots and abandoned housing. Stainback Street is an area of particular concern due to its state of severe decay and its direct adjacency to the community park.



(ABOVE) Photos showing the existing park along Farmer Street and an existing house in the neighborhood.



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PROPOSED INITIATIVES

The reinvestment strategy for these three neighborhoods seeks to combine new residential development with renovation in an effort to improve the residential fabric. Another facet of this strategy is to provide additional community amenities and improved neighborhood connections. Opening additional street connections lined by residential frontage, including a new park drive, will help to connect the park and nearby church to the rest of the neighborhood. The result will be a seamless network of neighborhood streets. The following initiatives are key elements of the reinvestment strategy:

- 1 New housing developments, such as the Stainback Street redevelopment, is an example of ‘urban acupuncture’ which transforms the worst areas into the best neighborhood locations.
- 2 The updating of amenities such as improvements to the existing community park will help to improve the quality of life within the area.
- 3 New housing along West Street, on the existing abandoned industrial site will introduce new linkages and restore the neighborhood block structure.
- 4 Connectivity will be improved within neighborhoods by improving infrastructure per each initiatives, linking current investments and continuing with housing infill.
- 5 In addition to infill and revitalization of abandoned property, a new community center will be created in the Birdville neighborhood.



(ABOVE) Photos showing the character of rehabilitated housing in the Rome Street neighborhood



- INITIATIVES:
- 1 New and infill housing along Stainback street
 - 2 Improvements to existing parks and natural open space
 - 3 New housing along West Street on a former industrial site
 - 4 Improved connectivity within neighborhoods
 - 5 New Birdville community center



ROME STREET, WESTVIEW AND BIRDVILLE FOCUS GROUP SUMMARIES - PRIORITIES FOR REINVESTMENT

- New housing and a new mixed-use community
- Enhance Westview and Birdville
- Create family day care
- Tighten streets, slow traffic
- Create opportunities for new and existing businesses
- Enhance civic uses: Fire Department, Post Office
- Create new recreation opportunities - pool, basketball and tennis courts
- Connect to Mt. Olivet Church
- Create a beautiful neighborhood for the area school once more

(RIGHT) New development along Stainback Street will replace abandoned housing and apartments, creating a vibrant residential address. Stainback Street will serve as a example of new infill housing for the entire neighborhood.
 (LEFT) Plan of new development along Stainback and West Streets
 (BOTTOM) The existing condition of Stainback Street, looking east from its end.



(ABOVE) Proposed designs for new housing in Rome Street, Westview, and Birdville

INITIATIVE C:
Halifax

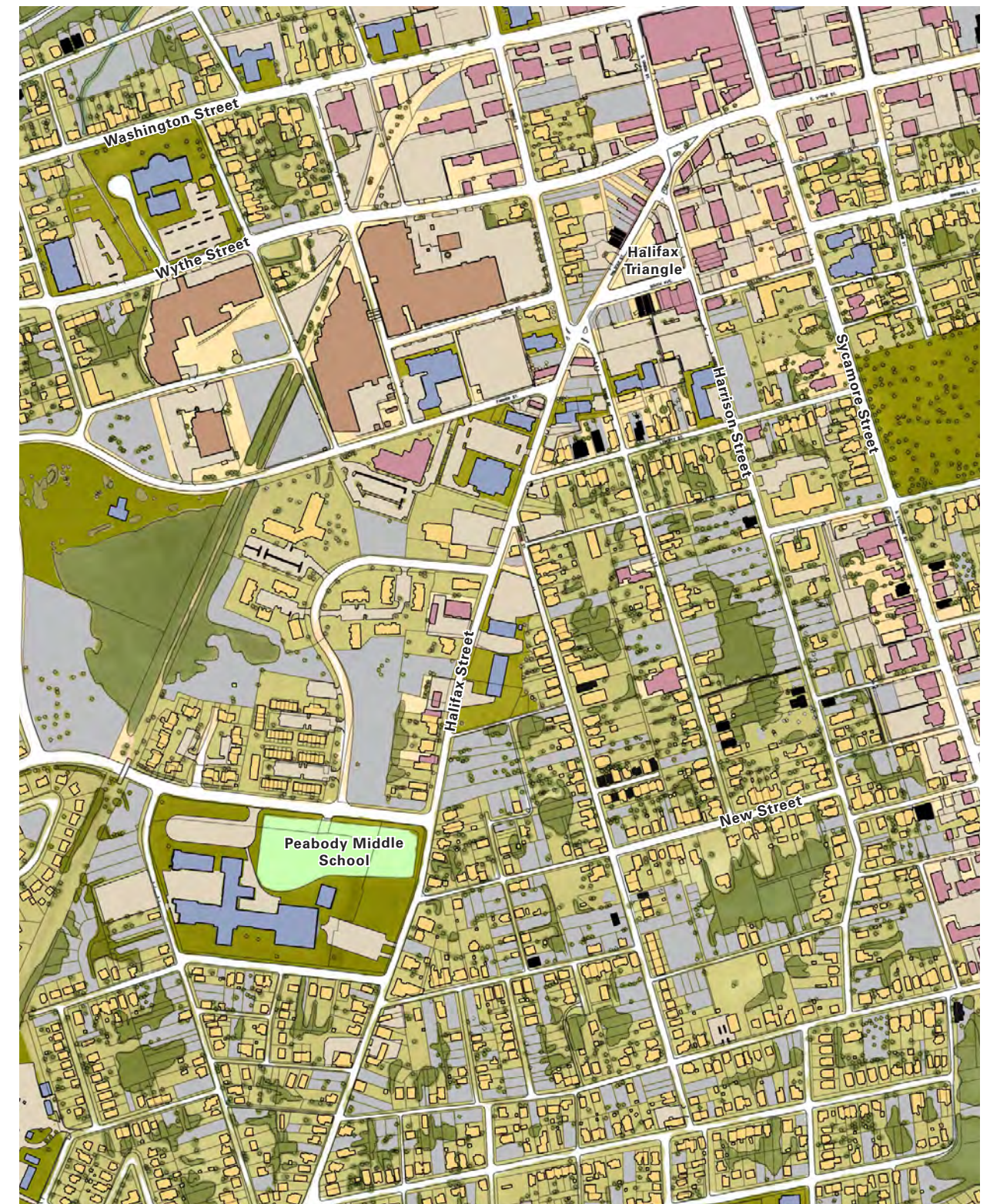
EXISTING CONDITIONS

Halifax was at one time a thriving commercial center and the heart of the African American community. A market building and several well known jazz venues made the Halifax triangle area a popular destination. Yet recent years of decay has left the neighborhood full of many vacant lots and structures. While many churches remain in the area, there is little retail or cultural amenities left. Therefore one goal is to restore the triangle as a vibrant commercial area and a focal point for surrounding neighborhoods.

While the neighborhood contains many historic residences, a major obstacle is the prevalence of vacant lots and deteriorating structures. The result is a lack of quality housing and several public safety issues. In addition, the lack of connectivity within the neighborhood between Halifax and Sycamore Streets causes traffic problems while reinforcing the seclusion of the Halifax neighborhood. There are also issues to address concerning Peabody Middle School, regarding expansion and historic preservation.



(ABOVE) Photos of the housing stock in the Halifax neighborhood



PROPOSED INITIATIVES

Residential infill throughout the Halifax neighborhood, supported by new street connections and the revitalization of the Halifax Triangle are the key components of the reinvestment strategy for this neighborhood. These efforts will complete the residential fabric of this historic community, while reviving a commercial center at Halifax triangle. Harrison Street, currently plagued by vacant lots and buildings, is a prime opportunity for infill housing and improved streetscape. The following initiatives are the vital to the success of the plan:

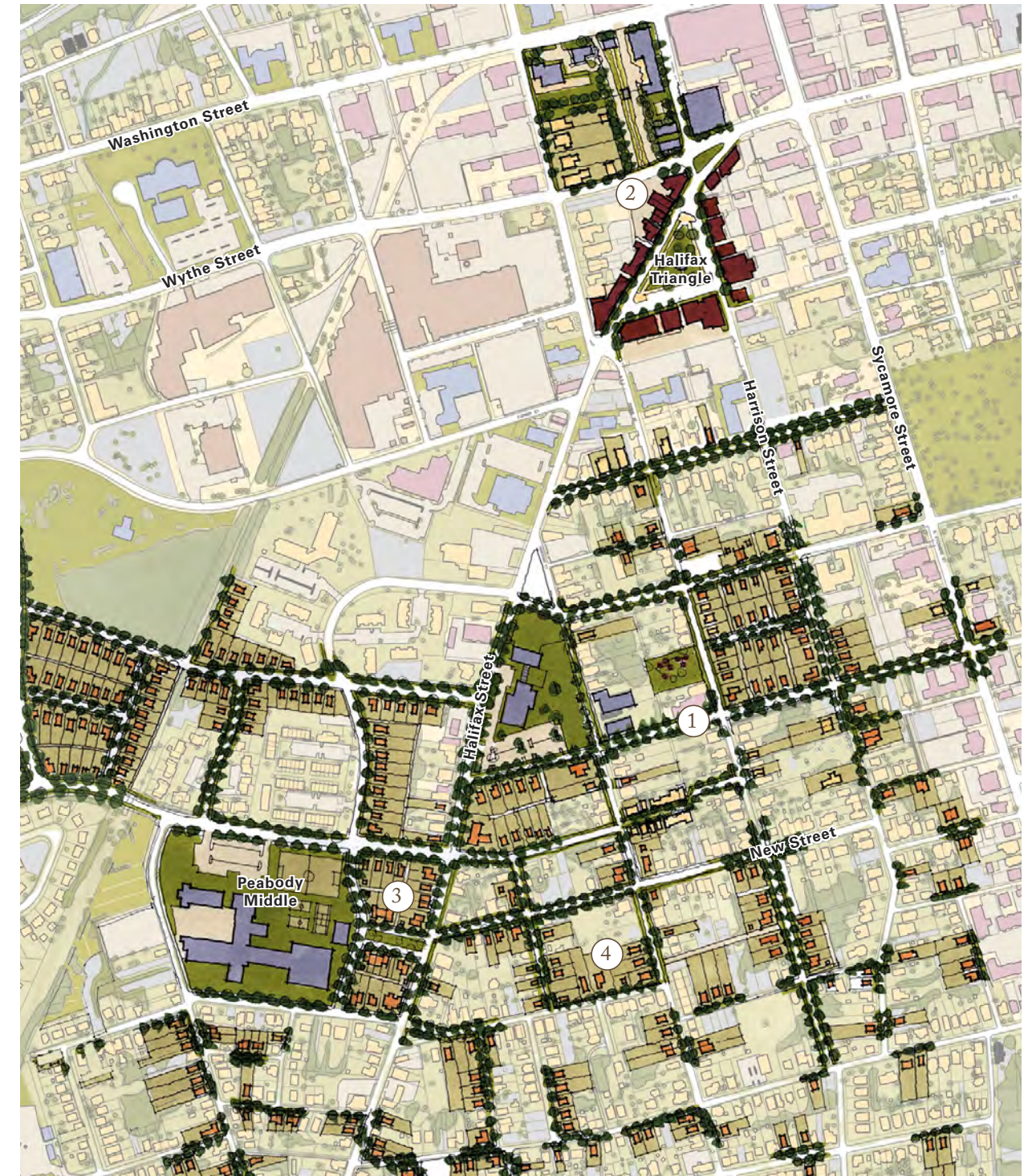
- 1 Establish key east/west connections through the Halifax neighborhood linking Halifax Street with Sycamore Street.
- 2 Revitalization of the historic Halifax Triangle as a new commercial center adjacent to the new transit center. This may include the addition of a public or civic space in the triangle.
- 3 Restore the historic Peabody High School and Cook Elementary School as civic amenities, while reorganizing the campus. This new campus plan could include the construction of additional housing and a new community center. Sculpting a campus plan and the addition of a new street along the school frontage will help to connect the school to the neighborhood fabric.
- 4 Strategic infill for housing within the neighborhood fabric will help to unify and strengthen the area, while providing much needed quality housing.



(ABOVE) A photo of an existing home used as precedent for proposed housing



(ABOVE) Detail plan of the new street connections made through the Halifax area.



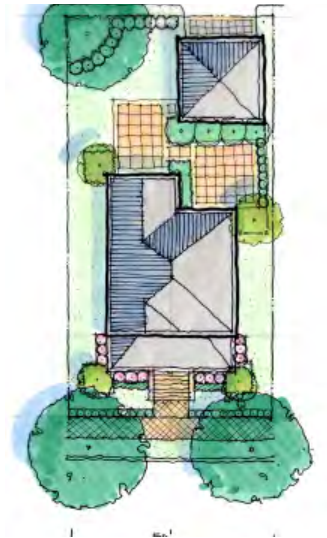
INITIATIVES: 1 Connect streets through from Halifax Street to Sycamore Street 2 Revitalize Halifax Triangle commercial uses 3 Peabody Middle School restoration and new housing 4 New infill housing throughout the Halifax area



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HALIFAX FOCUS GROUP SUMMARIES - PRIORITIES FOR REINVESTMENT

- Maintain and enhance historic architecture and history
- Enhance walkability of area
- Create new housing and commercial uses, including boutique shopping district
- Connect to Westview and Birdville neighborhoods
- Enhance Neighborhood landscaping
- Develop Black History Museum (at Peabody Middle School)
- Create youth programs and additional recreation services; connect to AP Hill Community Center



(TOP) Photo of existing duplex housing in Halifax. (ABOVE) Proposed plan of Halifax Triangle initiative and new multi-modal transit center

(ABOVE) A proposed perspective and existing photo of Harrison Street. (RIGHT) Proposed elevations of new infill housing in Halifax



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The revitalization of the Halifax neighborhood includes the renovation of Ross Court. The bungalows on this historically significant street can be renovated to provide a unique address within Halifax. Smaller bungalow-style houses, like those downtown on Center Hill (shown above), provide affordable opportunities for residents and contribute to the diversity of the neighborhood's character.

(RIGHT) Plan of new infill development in Halifax, including the revitalization of Ross Court.



(ABOVE) A proposed perspective of Ross Court illustrating renovation of the historic bungalow court, and an existing photo of the court today. (RIGHT) Elevation of a typical bungalow elevation

INITIATIVE D:
Blandford

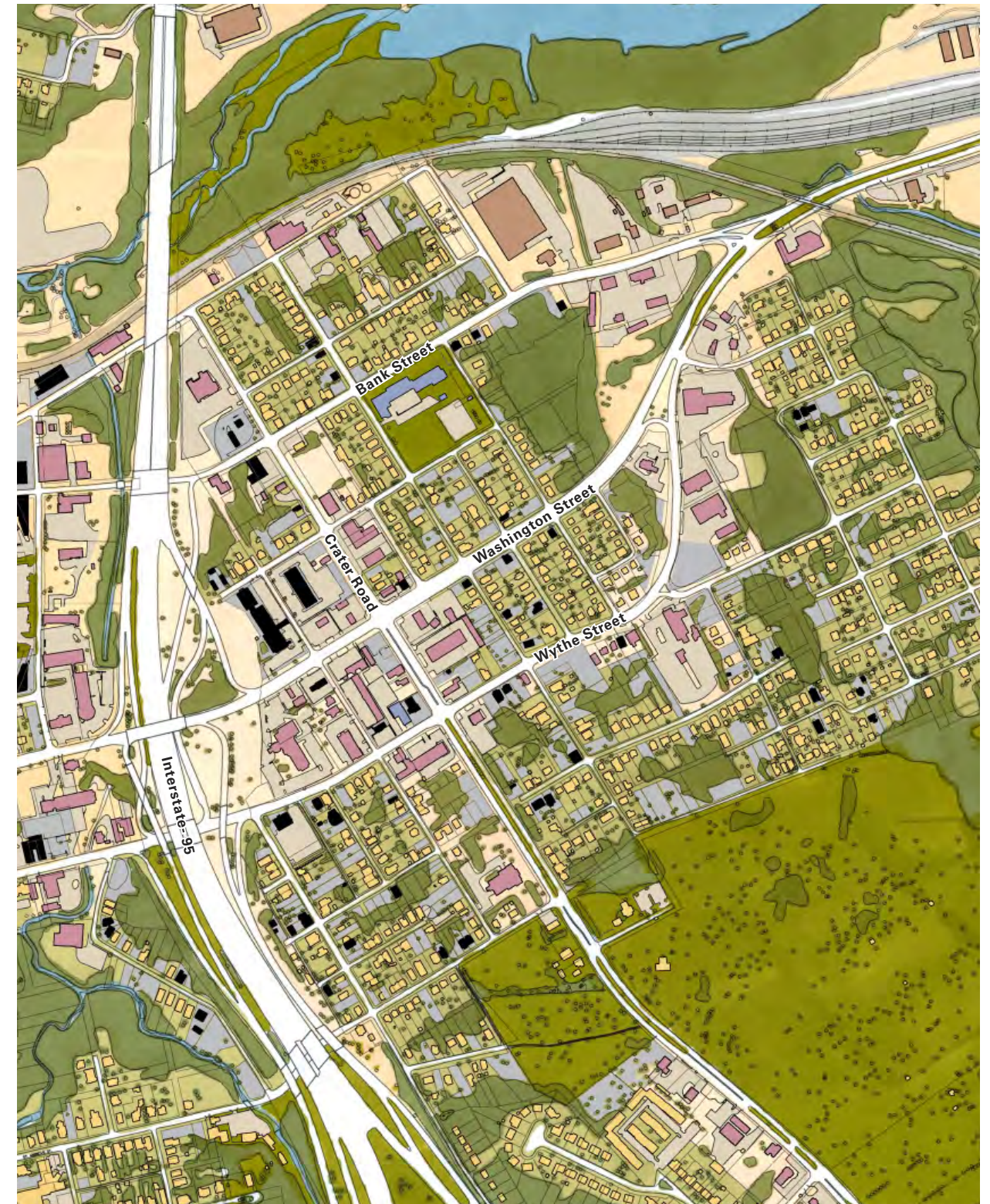
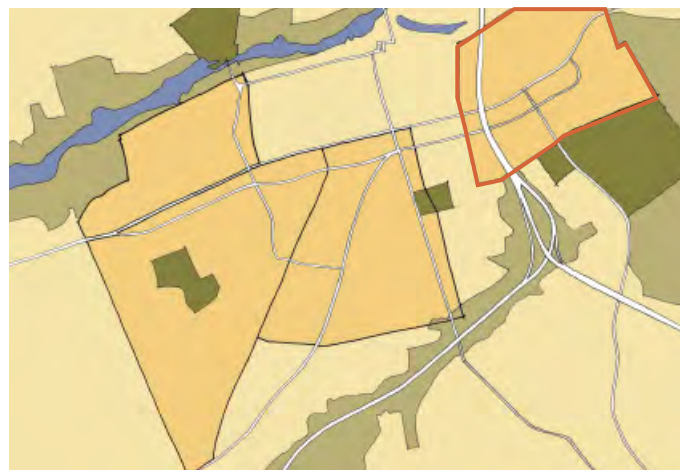
EXISTING CONDITIONS

A great amount of pride surrounds the Blandford community. Much of this stems from the early history of the community, the elementary school, neighborhood churches and the existing neighborhood watch program. Over time, Blandford has been dissected by major arterials, Washington Avenue and Wythe Street that serve traffic movements through the heart of the city and to the I-95 interchange near Crater Road. While at one time the city center was a destination for regional traffic, the current configuration of the arterials treats the neighborhood and the city as a throughway dividing the neighborhood north and south. Blandford is also severed from the rest of the city to the west by the I-95 corridor.

Consequently, the neighborhood has deteriorated and now suffers from a large number vacant lots and abandoned houses. This lack of a strong neighborhood fabric has encouraged drug activity and absentee landlords. In addition, the Crater Road commercial corridor has been forgotten and is now lined by run-down extended stay hotels. Various large parking lots and vacant commercial properties are scattered throughout. The goal of this initiative would be to restore the neighborhood fabric while repairing the edges along the interstate.



(ABOVE) Photos of existing streets and houses in Blandford



PROPOSED INITIATIVES

The Blandford reinvestment strategy focuses on creating new gateways into Petersburg as a larger, city-wide initiative working with Fort Lee, the state highway department and the city's economic development leadership. The long term health of the Crater Road business district adjacent to I-95 and Washington Avenue as well as reinvestment in the Blandford neighborhood, depend on repairing the neighborhood fabric, and transforming the nature of Washington and Wythe within the downtown. Introducing a mixed-use village center along Washington Street adjacent to I-95 can provide neighborhood services while also marking a gateway into town. Facets of this strategy include upgrading existing housing as well as building new housing.

Specific initiatives may include the following:

- 1 The I-95 interchange ramps and the Washington and Wythe Street one-way pair will be examined as part of a comprehensive gateway improvement initiative
- 2 Development of a new park at the east entrance to Blandford will provide a beautiful entry into Blandford and provide attractive frontage for new and renovated housing.
- 3 Washington Street will be converted to a landscaped boulevard lined by new multi-family buildings and rows of townhouses.
- 4 A major re-development initiative along the Crater Road corridor would replace dilapidated motels and under-utilized commercial property with a new urban, mixed-use center adjacent to Blandford and the historic downtown. This district can provide well-positioned urban land with terrific access to the region and the downtown.



(ABOVE) Proposed aerial of the Blandford and I-95 Gateway



(ABOVE) A new mixed-use district can replace the dilapidated and under-utilized land along Crater Road adjacent to the downtown core and Blandford.



- INITIATIVES:
- 1 Bank street converted into two-way mixed-use corridor
 - 2 New park as gateway to Blandford
 - 3 Washington Street converted into tree-lined boulevard
 - 4 New Blandford village center

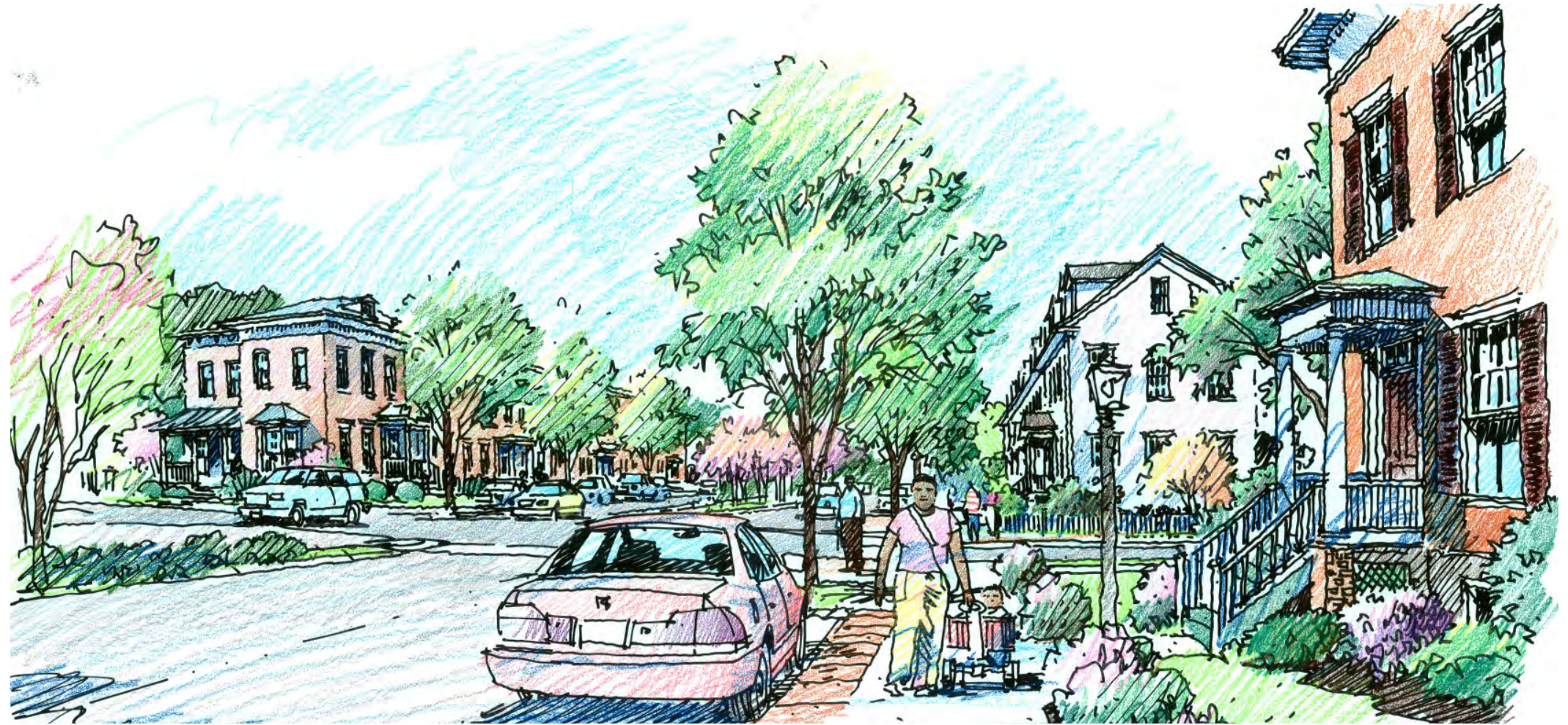


BLANDFORD FOCUS GROUP SUMMARIES - PRIORITIES FOR REINVESTMENT

- Maintain and enhance historic neighborhood
- Redevelop existing structures
- Revitalize Blandford Elementary School
- Connect to Blandford Church and National Cemetery
- Make opportunities for community reunions and festivals that engage neighbors
- Create parks, outdoor opportunities, a fitness center, and other recreation facilities
- Create Community Center for neighborhood youth
- Clean-up drug activity and encourage police interaction



(ABOVE LEFT) A photo of a one-story Ranch style house commonly found in the neighborhood. (ABOVE RIGHT) A typical two story-house in Blandford.. (ABOVE) A detail plan of a new park to create a gateway to Blandford. (BELOW LEFT) A drawing of a one-story replacement house designed to fit into the Blandford neighborhood fabric



(ABOVE) A proposed perspective of the Washington Street initiative and a photo of the site's existing condition. (RIGHT) An elevation and lot plan for a proposed new infill housing in Blandford.



(ABOVE) New, appropriately scaled, multi-family housing can be constructed along re-designed city-wide corridors such as Washington and Wythe Street.

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Architectural Character

HOUSING PROTOTYPES for single family detached, attached and multi-family buildings were developed as part of the strategic planning process. These unit designs reflect a range of types, sizes, and architectural vocabularies based upon contextual analysis of the four initiative areas. The image and character of the houses will be key to the success of the strategic plan effort. Traditional architectural vocabularies associated with the more desirable neighborhoods and housing stock in the Petersburg region have been used as precedents for these designs. Prevalent styles in Petersburg include Classical Revival, Victorian Era and Italianate – all popular in the latter half of the 19th century. There is also a collection of Craftsman style houses, which were popular with builders in the early 20th century.



(LEFT) Photos of mixed-use and multi-family buildings in Petersburg. (RIGHT) Gallery of typical residential types and styles in Petersburg neighborhoods.



TOWNHOUSES AND APARTMENTS

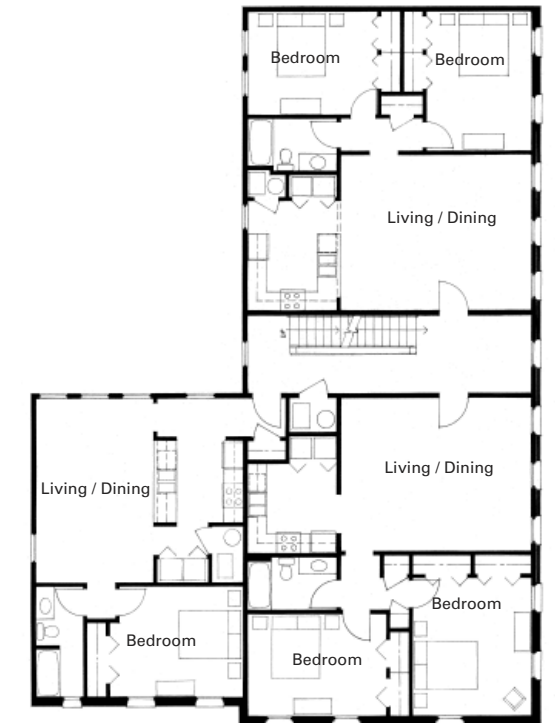
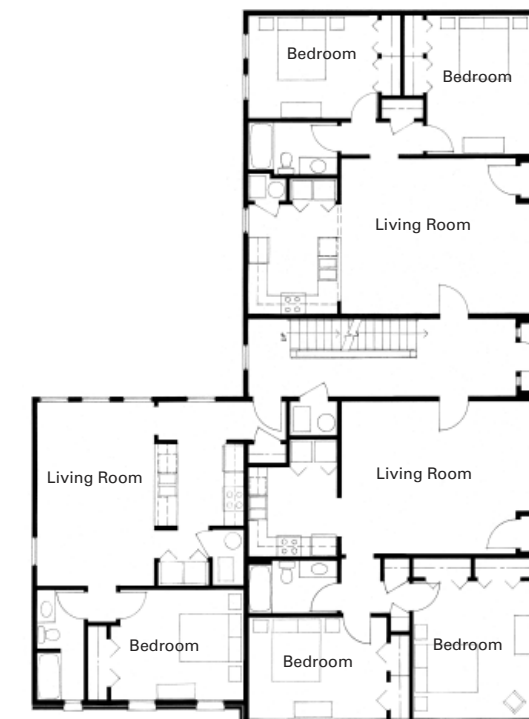
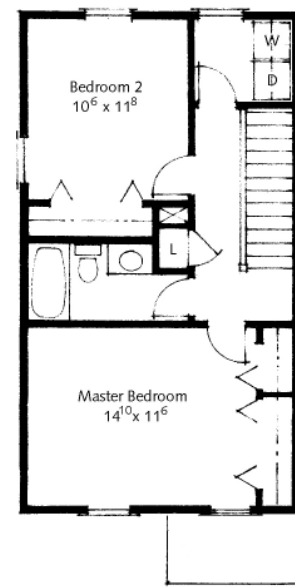
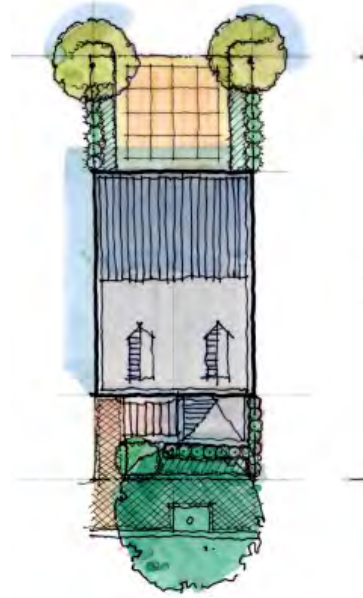
A portion of the single family homes in Battersea and Blandford will consist of townhouses. In addition, apartments will also be available in these neighborhoods to provide a variety of housing types. These housing types will be placed in denser areas of the neighborhood often fronting busy arterial streets. Garage access should be from an alley or service lane whenever possible. Typically, Classical and Victorian Era architecture were the principal vocabularies for attached and multi-family housing in Petersburg. Townhouse lots range from 16 feet to 20 feet wide; apartment lot sizes vary on the number of units. Mixed-use apartment buildings will have commercial or office uses on the ground floor.



TOWNHOUSE
16 foot wide, 2BR - 1000sf



APARTMENT BUILDING - 9 UNIT
1BR & 2BR, 704 sf, 981 sf, & 1043 sf



COTTAGES AND SMALL SINGLE FAMILY HOUSES

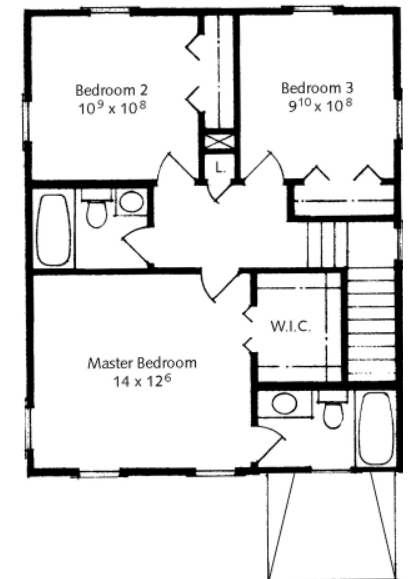
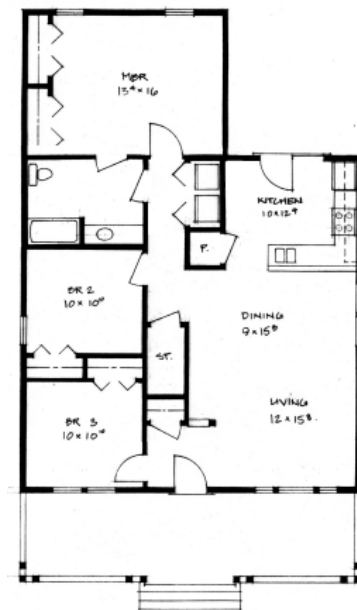
Single family homes will be infilled in addition to becoming part of new developments within the Petersburg neighborhoods. Cottages and small two-story houses in Blandford will complement the smaller lots with more modest houses while small two-story homes will match current homes found in the Battersea and Rome Street areas. The Victorian architectural vocabulary is popular for smaller, two-story single family houses. Craftsman style, one-story bungalows are also found in the Petersburg. Smaller single family lots range from 30 to 40 feet wide and 100 to 120 feet deep. Garage access should be from an alley or service lane whenever possible.



SINGLE FAMILY HOUSE
35 foot wide, 3BR - 1,084 sf



SINGLE FAMILY HOUSE
24 foot wide, 3BR - 1,440 sf



MEDIUM SINGLE FAMILY HOUSES

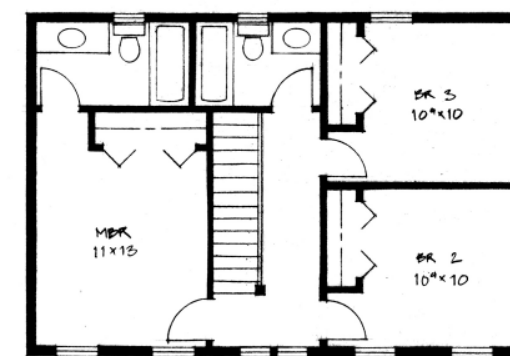
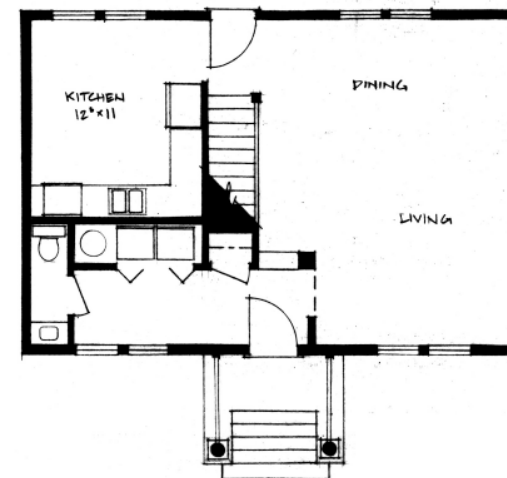
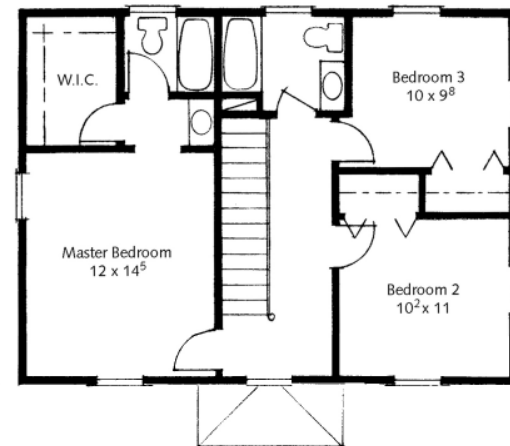
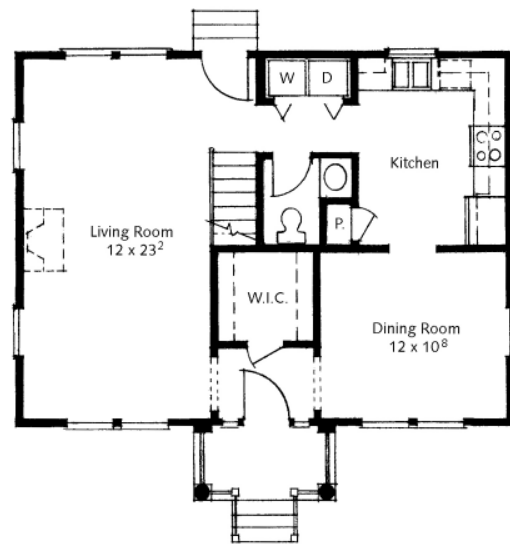
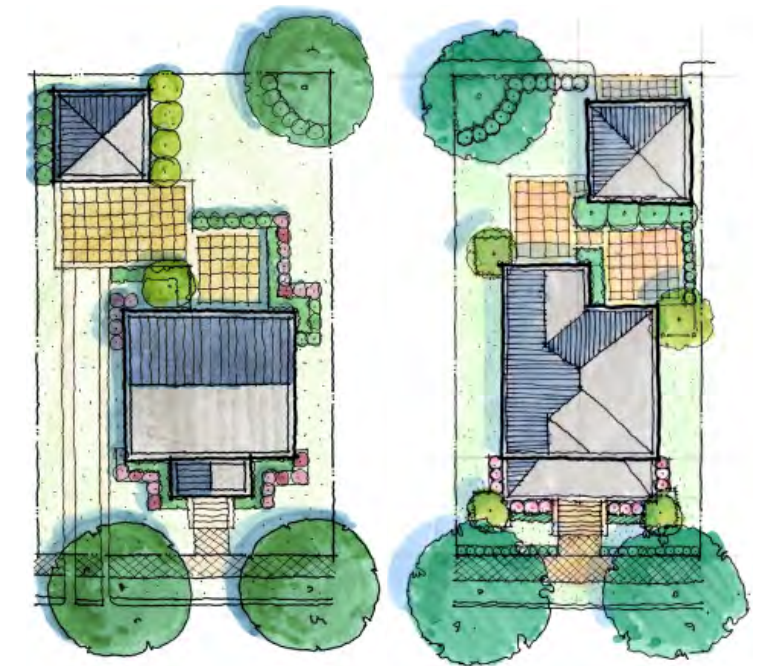
Mid-sized two-story single family homes can be found on larger lots within the Battersea and Rome Streets. The Halifax area will also be dominated by single family homes of this scale. In this size, Italianate and Victorian architectural styles are seen throughout Petersburg. Medium sized single family lots range from 40 to 50 feet wide and 110 to 120 feet deep. Garage access should be from an alley or service lane whenever possible. Front-loaded lots should have the garage set back from the street.



SINGLE FAMILY HOUSE
32 foot wide 3BR - 1,590 sf



SINGLE FAMILY HOUSE
32 foot wide 3BR - 1,408 sf



DUPLEX

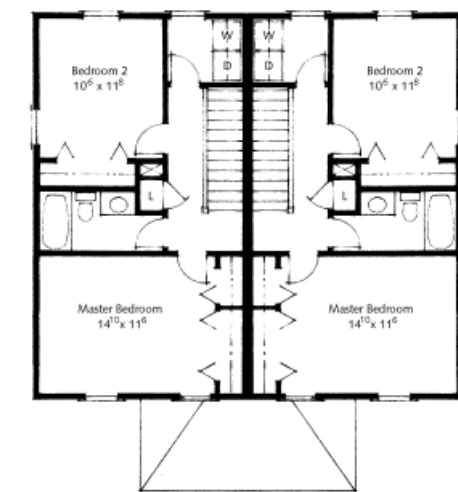
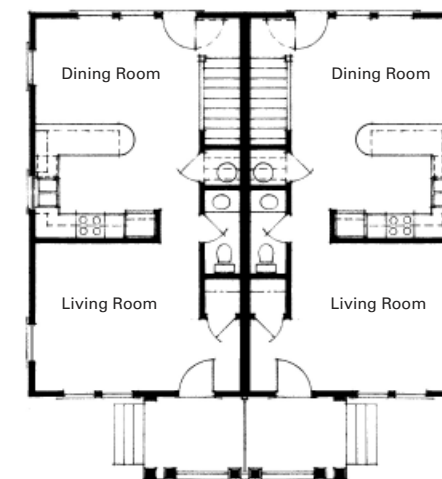
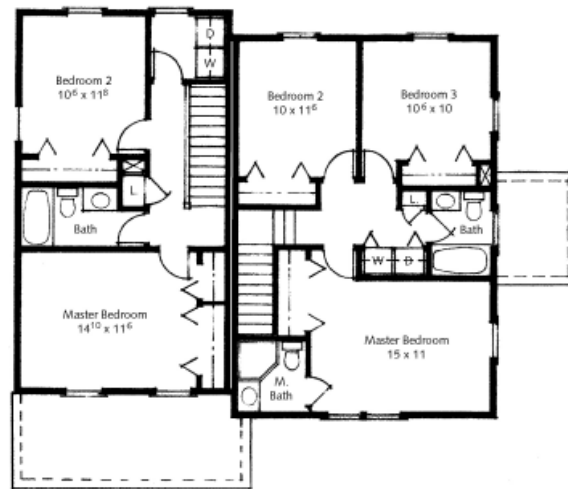
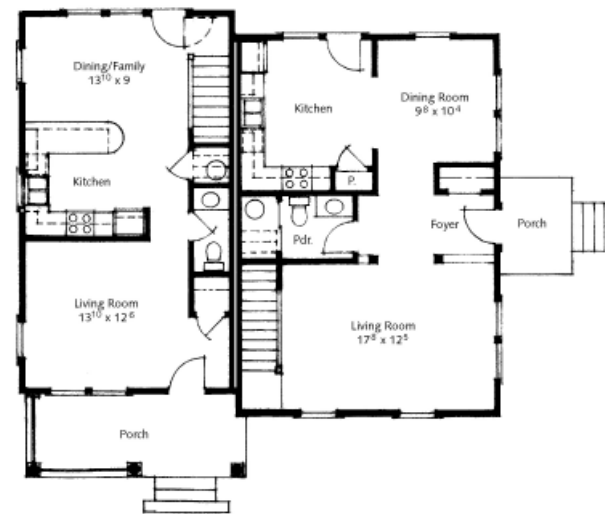
Duplexes will be found in a majority of the initiative areas: Battersea, Rome Street and Halifax. Duplexes will allow a variety of housing types in the neighborhoods by creating a larger buildings that complement the existing single family homes on typical lot sizes. Classical and Italianate architecture were the principal vocabularies for duplex houses in Petersburg. Duplex lots range from 80 to 100 feet wide and are 120 feet deep. Garage access should be from an alley or service lane whenever possible.



CORNER DUPLEX
2BR & 3BR - 1,322 sf & 1,360 sf



MID-BLOCK DUPLEX
2BR Units - 1,100 sf each



MULTI-FAMILY HOUSES

A segment of the housing types in Battersea and Blandford will consist of larger multi-family units. These building will provide apartments for six different units. Classical and Italianate vocabularies are often found in Petersburg for multi-family housing. Multi-family lots range from 90 to 100 feet wide and are 120 feet deep. Garage access should be from an alley or service lane whenever possible.



SMALL MULTI-FAMILY BUILDING - 6 UNIT
1BR & 2BR - 650 sf, 900 sf, & 1020 sf



SMALL MULTI-FAMILY BUILDING - 4 UNIT
1BR & 2BR - 860 sf & 1105 sf

