

“(The Midtown Plan) is something that reflects the wishes, desires, and values of our community.”

– Kimball Payne, City Manager

Midtown Plan

Lynchburg, VA

PROJECT DETAILS

Project Area: 1,400 acres
Client: City of Lynchburg
Year Adopted: 2005
Website: lynchburgva.gov

For more information, visit doverkohl.com.



Lynchburg College is growing and the creation of a village center along Lakeside Drive would provide a better entrance. The proposed “College Corner” should be a place where students, faculty, and Midtown residents alike can reach by foot and shop and eat.



The team produced design concepts for improvements at several key locations along Lakeside Drive, Langhorne Road, and Park Avenue, three of the primary streets in Midtown.



The Project

The Midtown Plan sets forth a series of design and implementation strategies to redevelop and revitalize a central area of the city. Located 3 miles west of Downtown, Midtown is home to Lynchburg College, Lynchburg General Hospital, E.C. Glass High School, Miller Park, and several neighborhoods. The Midtown Plan identifies specific character areas for future development and infill development, organized as Village Centers, Neighborhood Conservation areas, Neighborhood Infill & Redevelopment areas, a Medical Arts District, Business & Industry areas, and the Green Network. The character areas combine to form a cohesive vision that will guide growth in Midtown Lynchburg for generations to come. The Plan also includes economic strategies for revitalization as well as detailed transportation strategies to transform many of Midtown's corridors into pedestrian-friendly streets. The planning team included Craddock Cunningham Architectural Partnership, Hall Planning & Engineering, UrbanAdvisors, and UrbanAdvantage.

The Process

Community involvement was an essential component in creating the Midtown Plan. More than 500 property owners, neighbors, business people, developers, elected officials, appointed officials, City staff, students, and community leaders participated in the public charrette process, directly contributing to the creation of a workable plan for Midtown Lynchburg.

Status

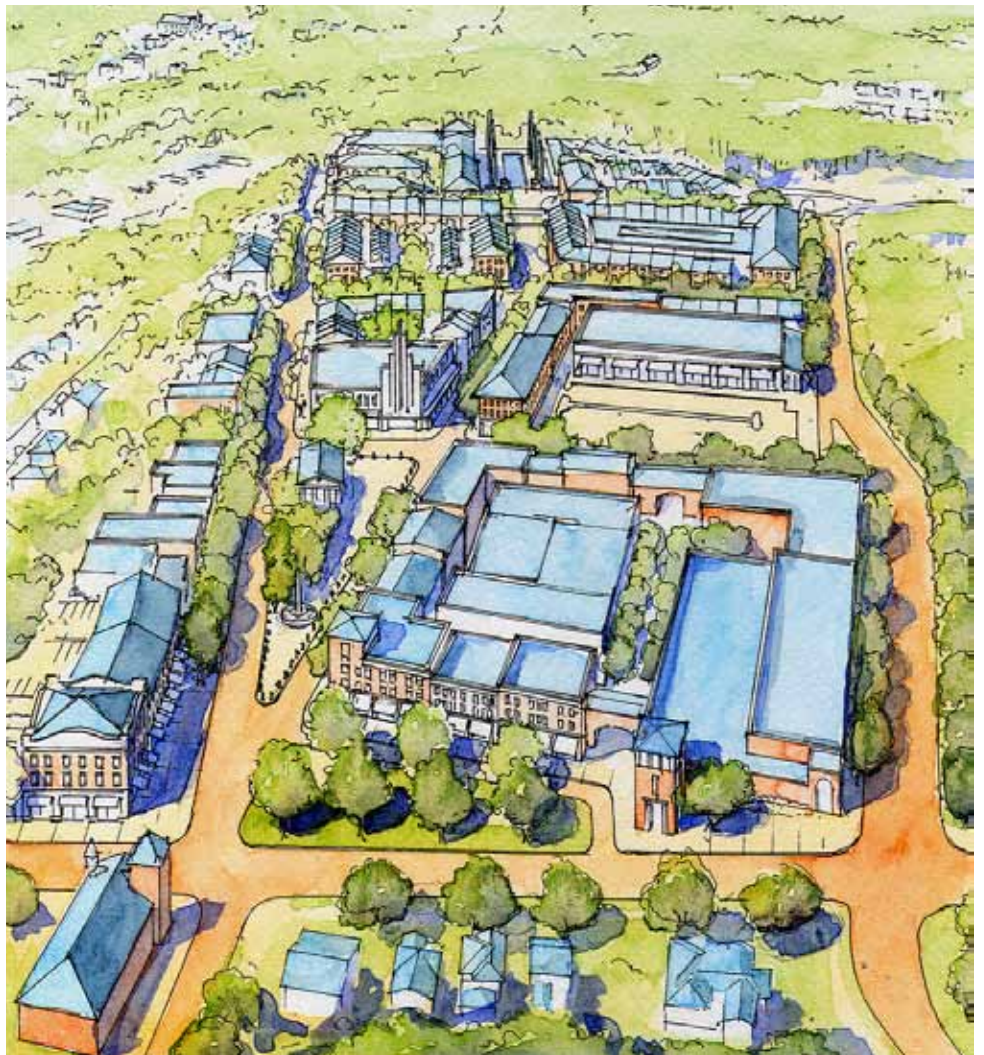
The Plan was adopted by City Council in October 2005, and the first redevelopment projects are currently underway.

The Plaza

In 1960 Pittman Plaza opened as a major retail shopping center. While many Lynchburg residents have fond memories of visits to the Plaza, the shopping center property today is in decline. The Plan for Midtown includes a conceptual redevelopment vision for the Plaza. The detailed plan for the Plaza shows the location of new blocks, streets, and parking facilities. The single use retail center is proposed to be replaced with a new mixed-use neighborhood. A variety of housing options are included in the Plan, such as mid-rise apartments, rowhouses, and condominiums.



Above: Existing aerial view of the Plaza.



Above, right: Aerial view of the Plaza, after proposed redevelopment.

Below: Existing conditions, corner of Wadsworth and Memorial Avenue looking toward the Plaza.

Right: Utility lines are placed underground and street trees and on-street parking are added to Memorial Avenue. Mixed-use buildings complete a new Village Square on the Plaza site. The new Square provides a gathering place for residents and is faced by civic buildings.

