City of Charlottesville, VA

WEST MAIN STREET PARKING OPPORTUNITIES AND ANALYSIS

October 2014

NELSON
NYGAARD

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INTRODUCTION

The City of Charlottesville retained Nelson\Nygaard to conduct a parking analysis along the West Main Street corridor. The work was performed in conjunction with the West Main Street Streetscape study being conducted at the same time and is intended to help inform the City of Charlottesville's assessment of the parking demand along the corridor, the potential and opportunities for change, parking alternatives and the need to provide additional off-street parking to accommodate existing development and future growth.

The parking opportunities and analysis study is a continuation of the work that the City of Charlottesville has completed to date in evaluating its parking supply. In 2008, the City conducted a Downtown Parking Study to assess existing conditions and project future parking requirements. The report concluded that the creation of a parking management plan would enable a proactive relationship with parking as compared to the current reactive approach. This included the recommendation of creating a Parking Department or Division where parking could be managed on a full-time basis.

The following report is a review of the City's existing and projected parking supply and demand, along the West Main Street corridor and whether or not its supply is adequate for its current and projected land use under existing conditions and proposed modifications.

PROJECT APPROACH

This **consultant's approach** focused on collecting as much existing use information as possible to develop a profile of parking activity along West Main Street. Key questions the data was intended to answer included:

- Identify existing issues.
- Estimate the existing private and public parking supply in the West Main Street corridor
- Collect and analyze parking demand and utilization data in the corridor.
- Identify parking demand management alternatives based on proposed land-use development and best practices.
- Identify off-street parking options to explore.

To answer these questions, the consultant collected and reviewed all existing studies related to parking as well as all zoning code and regulatory language influencing the operation and provision of parking in the corridor.

Several data collection tasks were conducted, including:

- **Parking Inventory**. In September, 2014, the consultant conducted a field inventory of all public and private spaces within the West Main Street study area, creating a detailed map and database of all regulations, time-limits, hours of operation, ownership, etc.

- **Parking Utilization**. During the late September, 2014 timeframe, the consultant conducted field surveys of select off-street lots and all on-street spaces in the inventory to establish their daily parking utilization. Observations were conducted every two hours for 12-hour periods on average weekdays and weekends

- **Stakeholder Meeting**. In October, 2014, the consultant attended a Midtown Business Association meeting to record input on problems in the parking system, as well as recommended changes.

- **Parking User Surveys**. The consultant prepared two on-line surveys that sought basic parking preference information from both the business community and visitors/users of West Main Street. It was distributed and advertised among stakeholders by City staff and local businesses. Over 300 responses were recorded.

- **Parking Opportunities**. The consultant assessed the applicable parking technologies, policies and management procedures that could be initiated along West Main Street to manage on- and off-street parking.

SUMMARY FINDINGS

The findings below are highlights of the findings from the parking supply and demand data collection and analysis effort. Detailed findings and methodologies can be found in the sections that follow these summary findings.

STUDY AREA

The parking analysis focused on the West Main Street corridor as shown in **Error! Reference source not found.**:

Figure 1 West Main Street Study Area
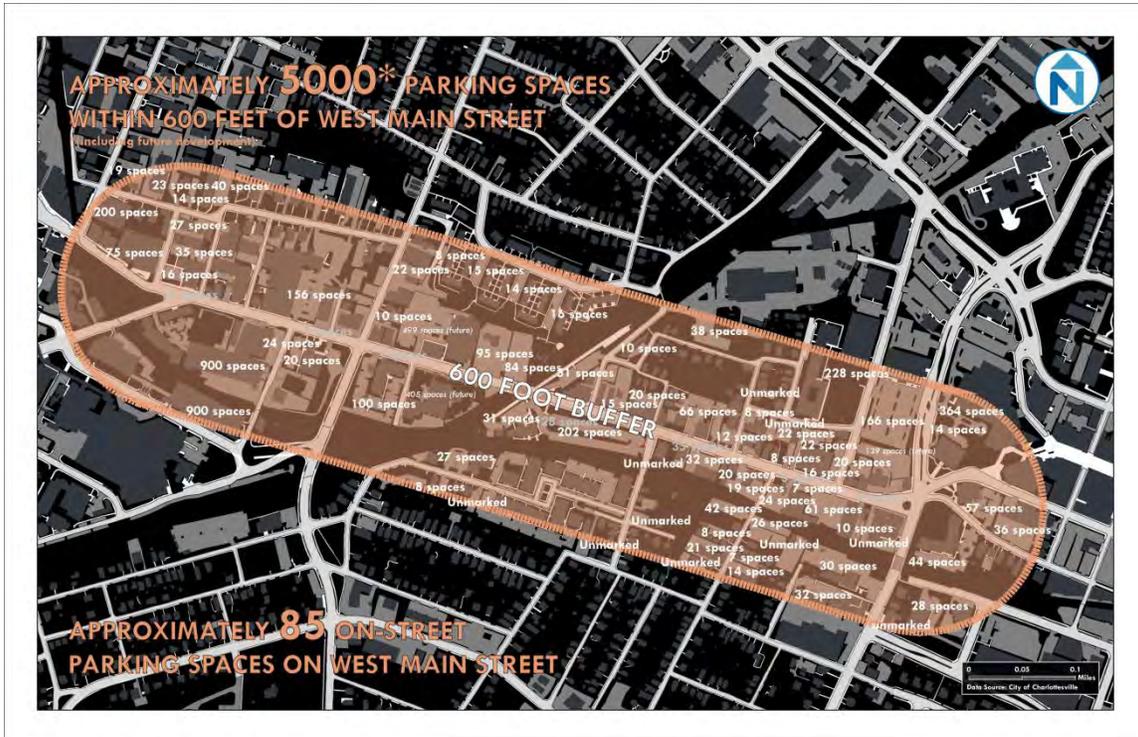
PARKING SUPPLY

The parking inventory identified **West Main Street's** parking supply as:

West Main Street Parking Overview	
Commercial	1098
Residential	1135
Hotel	762
Civic	455
UVA Health System	*2059*
Other	293
On Street Spaces	85
Total	5887

Most parking spaces within the West Main Corridor are off-street (98% of spaces, or 5,802 spaces). These spaces are controlled by a variety of off-street regulations, categorized as public/not time-limited, customer only, customers/employees, employee only, permit only, residential, and residents/employees. Almost all of the off-street spaces, or 5,327 spaces, are dedicated to employee/permit and customer parking with only 8% of off-street spaces being publicly-available.

The 85 on-street spaces along the West Main corridor are categorized by two distinct on-street regulatory categories (15-minutes and 2-hours), plus unregulated spaces (e.g. those without regulatory signs governing them). All of these on-street spaces are publicly available and nearly all on-street spaces are time-limited; most are for two hours or less.

Based on interviews with both merchants and staff, enforcement of time limits on the corridor is fairly lax and sporadic. At present on-street parking is not metered at any time of the day, week or year.

PARKING DEMAND

On-and off-street demand was observed during week days and weekends on an average week in September 2014. Field observations counted 88 on- street spaces and 18 loading spaces. Based on observed demand, peak periods in the study area occur during weekday midday (11am to 3pm); weekday evenings (5pm to 9pm), Saturday evenings and Sunday mornings – although there is relatively constant demand throughout the day.

Due to the small block size, the study area was segmented into three parts:

- Ridge McIntire to 6th Street
- 6th Street to 8th Street/rail bridge
- 8th Street to 10th Street

Generally speaking, demand for on-street parking was highest in the segment from 6th Street to the rail overpass while off-street occupancy was highest in the segment from Ridge McIntire to 6th Street.

On-street parking was at or above 90% on Friday and Saturday for most hours of the day in the 6th Street to 8th Street segment. This is over the 85% threshold for optimum parking occupancy. At the same time, publically available parking in the same segment (available at the Old Albermarle Hotel and Amtrak parking facilities) was underutilized with occupancies hovering between forty and sixty percent – a clear sign that better public parking management is needed.

Public off-street parking is not presently available in the Ridge McIntire to 6th Street segment. Although private off-street facilities exist that are capable of absorbing demand should any on street spaces be repurposed, off-street occupancy presently is routinely at or above 75%, which is under the typical 85% threshold for optimum occupancy.

The segment west of the rail overpass had the lowest demand for both on-and off-street spaces and abundant capacity to absorb demand during all hours of the day on both weekdays and weekends (typically less than 50% for off-street parking and less than 70% on average for on-street spaces)

PARKING AND TRAVEL SURVEYS AND INTERVIEWS

Two surveys were conducted as well as interviews with key agency and corridor stakeholders.

Over 275 people responded to a survey geared toward parking consumers. The majority of respondents patronize West Main Street establishments at least occasionally (over 75%), however only 31% indicated that their primary purpose in coming to West Main Street was to support the commercial enterprises. The balance of respondents were bicycle or vehicle commuters, parishioners of corridor churches, employees of local offices, or local neighborhood residents.

The survey indicated that a large proportion (70%) of business patrons typically drive and park on the corridor with smaller percentages accessing businesses primarily through walk, bike, or transit.

Interestingly, a roughly equal proportion of respondents indicated that parking can easily be found on the corridor as did the proportion of people who stated that they had turned around or avoided West Main Street due to a lack of parking (about 1/3 of each). A large majority of respondents stated that they are willing to walk a block or more from a parking space to their destination (74% of retail consumers and 63% of the general populace). While parking is currently free on the corridor, just under half the respondents (and a greater proportion of commercial consumers) indicated a willingness to pay $1 or more per hour to park on the corridor. Roughly a quarter were unwilling to pay any amount for parking; however, of these, two-thirds did not identify themselves as primarily coming to the corridor to shop or dine.

Fewer than a third of respondents felt that, as it is today, West Main Street is a nice street to walk along. Only one third of respondents indicated that they are generally satisfied with the corridor as it is today.

Two dozen business owners responded to a survey targeted at their interests. Respondents comprised a good representation of the diverse mix of commercial enterprises on the corridor. Business owners highlighted a serious perceived need for additional patron and employee parking, better enforcement of on-street parking, and potentially the extension of the duration of permitted parking.

Meetings and interviews with corridor businesses and stakeholders found similar concerns and perceptions. Specific issues raised during these conversations related to accommodating church patron needs, deterring university-related consumption of on-street parking, the need for short-term transactional parking and loading, the lack of enforcement, and the need to protect residential streets from parking encroachment.

FINDINGS AND CONCLUSIONS

Designated public parking – both on-street and off-street – is constrained on the West Main Street corridor at present but generally sufficient to meet existing demands. The highest demand occurs during weekday mid-day hours when off-street parking is generally occupied by university or hospital-associated employees, students or visitors   while, at the same time, general daytime consumers come to the corridor to shop and dine. Sunday mid-morning through mid-afternoon also poses a challenge as church and commercial parking demands converge. Although retail and dining demands are high on weekends and during evening hours, employment or university associated demands have abated providing some parking relief.

Reducing the on-street parking supply on the corridor, while modest in total numbers, could have significant negative impacts on corridor's commercial enterprises _unless_ it is concurrently mitigated with better on-street management, better information on available parking resources, and more off-street opportunities for workers and patrons. These parking policy and management recommendations are addressed later in the report.

Parking on the corridor is currently unmanaged or poorly managed. On-street or public off-street parking is routinely occupied for long periods of time by employees of both the small commercial establishments as well as university patrons. There is a substantial quantity of underutilized off-street parking, however, this parking is generally not publically available. All of these provide an opportunity for mitigation for any potential reduction in on-street parking.

Initial recommendations are to:

- Meter both on-and off-street public parking, accommodating free very short term parking (15 minutes or less). Metering parking can more than triple parking turn-over rates effectively increasing parking access even with a decrease in parking supply.
- Prioritize on-street parking for short duration, transactional parking and loading activities. Through pricing strategies, encourage longer period parkers (greater than 1 hour) to utilize off- street facilities.
- Maintain parking time limits during the week, but relax time limits during non-workday days and hours. Four-hour parking limits in off-street lots should be reduced to 2 hours during the work day to deter employee parking.
- Promote trolley and Route 7 service, especially for lunch hour trips. Although data is not specifically available, observational indications are that a significant share of mid-day, weekday patrons are traveling short distances that may be effectively accommodated by transit service if barriers to transit use can be overcome.
- Negotiate agreements for employee parking. Underutilized existing private lots can accommodate employee needs well on weekends and after 4pm. This would open up on-street parking for higher value patron use.
- Improve wayfinding and guidance for visitors to indicate where public off-street parking **is available. Adopt and encourage the use of "smart" meters and off**-street lot/garage control devices to provide patrons with real time parking availability information via apps and other techniques.

- Encourage or require new developments along the corridor to provide publically available off street parking as a component of their project. Enable shared parking to maximize the use of any spaces constructed. Developments may charge prevailing hourly rates for parking spaces; however, off-street parking fees must be priced below on-street rates.
- Improve access to the corridor via non-driving modes including additional bicycle parking, bicycle accommodation, transit enhancements, and a significantly improved walk environment.

The need for construction of an off-street municipal garage is not supported by this data. Parking needs can adequately, and more evenly, be met through the above enumerated strategies. This conclusion is based on the following:

- Parking demand is spread across the corridor. West of 6th Street on-street parking demand is lower, but off-street demand is higher and the segment lacks any off-street public parking accommodations. 6th Street to the rail overpass has higher on-street occupancy, but unused publically available off-street capacity.
- Retail patrons generally prefer to walk 600 feet or less between parking and their destination. A parking garage would be proximate to only one segment of the corridor while parking demand is spread along the length of the corridor.
- Supply can be increased and met through partnership with private development or existing underutilized lots.
- Structured parking is expensive. Small and awkwardly shaped sites result in inefficient parking layouts and even greater cost. The tight configuration of available sites on the corridor would result in construction costs of roughly $15,000 per parking space. Amortized over a 20 year financing period, this equates to nearly $30,000 or $6million for a 200 space garage. A smaller facility would not be economical.
- Supportable parking rates need to be low. The estimated tolerable price point for parking on the corridor is between $1.00 and $1.50 per hour for on-street parking. Off-street parking would need to be lower to preserve the availability of on-street spaces.
- The city should focus first on regulating and enforcing existing on-street parking.

ISSUES AND OPPORTUNITIES

Respondents to a public survey conducted as a component of this study were asked their perceptions about West Main Street. Although patrons of the corridor, over two-thirds of respondents did not feel that West Main Street was a very nice place to walk along nor were they satisfied with the current state of parking along the corridor.

The West Main Street Streetscape plans proposes to improve the environment, experience and opportunity of West Main Street. It does so through enhancements to the public realm – wider sidewalks, safer bicycle accommodations, greater efficiencies in public transit, and expanded street tree canopy and environmental features. While vehicle travel to and along the corridor is, and remains, a significant and viable alternative, the largest share of the roadway is presently allocated to auto movement and parking. This allocation compromises the viability and enjoyment of other modes.

The plan proposes to repurpose some of this right of way to improve the walkability of the corridor, enhance the visual image of it, and improve safety for all users. The proposed design would result in a net reduction of roughly 30 of the existing 88 on-street parking spaces (roughly one-third).

This opportunity for enhancement introduces a potential issue for business access as the majority of patrons, at present, use driving as their dominant travel mode to the corridor.

Merchants voiced strong concerns about parking on West Main Street. While many businesses do provide or have access to modest amounts of off street parking, several rely on on-street parking. Business concerns ranged from the need for short term, transactional patron parking, to loading issues, to providing adequate access for their employees. The cited parking pressures from the nearby university and hospital. Weekday daytime constraints are the highest for both on and off-street parking resources.

Merchants recognized an opportunity for better management and enforcement of existing on-street spaces. Surveys of the corridor further identified opportunities to utilize off-street parking resources that are generally unused during evening and weekend peak demand hours.

In order to gain a true assessment of the parking issues that face both retailers and patrons of the West Main Street corridor an online parking and travel survey was distributed to business owners, customers and publicized to City residents and visitors. The survey focused on gathering information on how people utilized the West Main Street corridor in terms of use (shopping, work, dining etc.), how they access the corridor, when they frequent the corridor and their parking preferences. In addition meetings were held with the business community to discuss their opinions and issues regarding parking along the corridor.

PARKING AND TRAVEL SURVEY – BUSINESS OWNERS

23 business owners responded to a survey targeted at gaining insight of their observations and operations. Respondents represented the diverse range of establishments in the corridor. All operate Monday thru Friday, three quarters are open on Saturdays and two thirds open on Sundays. Overall the busiest time for the corridor is on weekdays between 11:00am and 4:00pm.

Fifty-seven percent of businesses offer their customers dedicated spaces in private lots Forty-three percent indicated that parking was available to patrons either in a public parking lot or garage.[1]

Despite being in an urbanized location, the majority of business owners (over 80%) did not feel that parking was adequate and of an expected amount. Business owners generally felt that existing time limits (maximum 2 hours) were sufficient for their patrons to comfortably do business on the corridor. More than two-thirds felt parking enforcement was inadequate. Owners **were divided as to whether "park once" strategies –** where patrons can leave their car at one location and visit many places on the corridor – were good for business.

Business owners reported that the majority of their employees – over 50%, or about 1,100 workers - get to work by car. Roughly equal portions (around 10%) arrive on foot or via public transit, and about 5% come by bike. Employees who drive are reported to primarily (68%) park in dedicated off-street spaces provided by the establishment, although over 40% may also occasionally or routinely park on-street and 15% in a public lot. Roughly a third of the businesses reported employees utilizing remote parking options.[2]

Owners were asked to provide their top 3 recommendations to improve patron access to West Main Street. Their responses are included in full within Appendix A, but the three primary responses were:

- Building a paid public parking lot/garage
- Enforcement of the existing on-street parking and public lots
- Provision of extended duration parking (>2hr)

PARKING AND TRAVEL SURVEY – VISITORS/RESIDENTS

Two hundred and seventy-eight (278) individuals responded to an online survey primarily oriented toward retail and dining patrons of the corridor. Although 76% occasionally dine on the corridor and 54% have shopped there, less than one-third of the respondents identified their primary association with the corridor as being a retail or dining customer (31%). Large portions of survey respondents were employees or students (29%), residents of nearby neighborhoods (23%), or members of one of the local churches (12%). The remaining few (5%) used the corridor for commuting by bike or car, or for exercise.

Over 88% of respondents were regular or frequent visitors coming to the corridor either daily or a few times a month. Over half typically visit two or more places when they come. Walking is overwhelmingly the mode of choice to move between destinations on the corridor (over 60%), however roughly 18% typically drive between locations, with the balance opting for bicycles, transit or varying their modes. The Main Street Market, Blue Moon Diner, Continental Divide, and Albemarle Bakery were the most commonly cited destinations.

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[1] Business owners were able to select more than one option thus the responses are not cumulative.

[2] Owners could select more than one option for locations utilized for employee parking.

Among commercial patrons, weekday evenings and weekend days and evenings were the most popular times to visit. The general populace tended to favor daytime hours during both the week and on weekends.

Driving and parking is the most often cited mode for accessing the corridor (86% of commercial consumers and 72% of general respondents). This was followed by walking, bicycling and transit use (in order of frequency of use).

Drivers did not indicate any strong preference for parking on street versus off street locations. Few currently do, and fewer yet wish to, park on nearby residential streets.

Consumer perceptions of the corridor closely mirrored that of general respondents. Interestingly roughly comparable numbers of people (roughly one-third of respondents) feel it is easy to find parking near West Main Street as the number of people who have avoided West Main Street due to a perceived lack of parking. Two-thirds indicated that current parking time limits may be insufficient to do all they would like to do on the corridor. Less than a third of respondents think West Main Street is a nice walking street and fewer still are satisfied with the current parking situation on the corridor.

Encouragingly, a significant majority of respondents are willing to walk up to a block from their parking space to their destination. While parking is currently free on the corridor, just under half the respondents (and a greater proportion of commercial consumers) indicated a willingness to pay $1 or more per hour to park on the corridor. Roughly a quarter were unwilling to pay any amount for parking, however of these, two-thirds did not come to the corridor primarily to shop or dine.

Comments from respondents highlighted two consistent themes – parking **IS** important to the success of the corridor, but so too is the character of the corridor. Most comments expressed support to enhance the corridor to improve the retail environment and safety ***provided*** parking remained available and affordable.

The full survey responses are included as Appendix B.

CURBSIDE ASSETS AND DEMANDS

CURBSIDE AND RIGHT-OF-WAY

West Main Street is a vital urban street, a locally designated historic district, and an important connection between the University of Virginia and Downtown Charlottesville, and to its surrounding neighborhoods. In recent years West Main Street has become a vibrant, mixed-use corridor that has a number of competing demands for its curbside space. These demands all need to be met, but should also be prioritized and accommodated accordingly.

Transit Access

West Main Street is one of the busiest transit corridors in Charlottesville. At present, it carries just two CAT (Charlottesville Area Transit) routes – Route 7 and the Trolley. However, these lines form the backbone of the entire Charlottesville transit system. They connect the two primary transit hubs – one located at the east end of the Pedestrian Mall and the other located at the UVA Hospital, a primary employment center and destination. Additional transit service and increased frequencies are anticipated on the corridor to respond to rising demand.

Pedestrian Access

Despite the high amount of foot traffic along West Main Street between the University of Virginia and downtown Charlottesville the pedestrian environment on West Main Street is lacking. The sidewalks are narrow, and many intersections lack crosswalks on all approaches. All traffic signals in the study area require pedestrians to push a button to activate the walk signal, allowing them to legally cross the street. Street lighting is poor, which leads to a perceived unsafe environment at night. The notable elements of the current West Main Street Streetscape plan that address the quality of the pedestrian environment include:

- Raised crosswalks
- Sidewalk widening
- Highlighted crosswalks (different materials)

Bicycle Access

West Main Street is also one of the busiest bicycling corridors in Charlottesville, with the highest bike traffic counts at Ridge McIntire Road, closer to the Downtown Mall. An estimated 237,000 bicycle trips occur here each year. The second highest traffic counts are at Jefferson Park Avenue next to the University of Virginia, where there are an estimated 219,000 bike trips annually. Counts fall in the central portion of the study area; the intersection of West Main and 4th Street NW has 197,000 bike trips each year, suggesting that bike traffic, like pedestrian traffic, is oriented to destinations at the ends of the study area.

However, there are limited bicycle facilities on West Main Street. There are 12 bike racks within a 600 foot walk of the corridor.

Loading and Short-term Parking

Through discussions with the local business community as well as the field observations, there is a substantial demand for curbside loading and short-term parking. The demand for loading comes primarily from commercial uses along the corridor and occurs during the morning period when deliveries are a key element of business activity. Additionally curbside space is a required aspect for the food and beverage industry that need curbside space for trash collection in the early morning.

Parking for customer utilization is also in demand to enable the short-term exchange of goods (i.e., collection or drop-off of goods). The combination of curbside space demands to focus on loading zones in the morning period and the transfer to short-term parking spaces later in the day are elements under consideration in the streetscape plan.

OFF-STREET PARKING RESOURCES

At present there are approximately 88 public on-street parking spaces on the corridor itself and several more on adjoining and nearby streets. These parking spaces are largely unmarked and unmetered. Turnover is encouraged through a posted two-hour maximum time limit, although it is acknowledged that enforcement is spotty and ineffective at achieving the desired parking availability.

In addition to these limited on-street resources, a handful of 2- or 4-hour public parking spaces are available in an off street lot adjacent to the Albermarle Hotel on the 600 block of West Main Street.

Despite the limited availability of publically held and maintained parking spaces, there are a vast number of parking spaces within a block of the main corridor – over 5,000 in fact! However, nearly all are privately held and dedicated to a single user. Only 648 spaces are publicly available.

The parking inventory identified as **West Main Street's** parking supply is:

Figure 2	West Main Street Parking Overview		
West Main Street Parking Overview			
	Total Spaces	**Publicly Available**	**Location**
Commercial	1098	280	Amtrak Station
Residential	1135	None	
Hotel	762	None	
Civic	455	228 55	Carver Recreation Center Old Albermarle Hotel
UVA Health System	*2059*	*None*	
Other	293	None	
On Street Spaces	85	85	
Total	5887	648	

PARKING UTILIZATION

To gain a comprehensive understanding of the existing parking supply, parking trends, regulations, rates and management practices, the West Main Street study area was divided into three zones, by geographic location and facility type, which were then subdivided into individual block codes.

> Zone A: West Main Street between Ridge McIntire Road to 7th Street (On-street parking)
>
>> Main Street Market Lot
>>
>> Old Albemarle Hotel Lot
>>
>> Lot next to Old Albemarle Hotel (Private)

> Zone B: West Main Street between 7th Street and 10th Street (On-street parking)
>
>> House & Hound Lot
>>
>> Starr Hill Lot
>>
>> Sweethaus Lot

> Zone C: Staple Lot (243 Ridge McIntire Road)
>
>> Amtrak Lot
>>
>> Hampton Inn Lot
>>
>> Republic Plaza (839 West Main Street)

These zones and locations were prioritized for on-street and off-street surveys as they included commercial blocks with a significant presence of street-fronting retail, as well as the most immediately relevant off-street parking within the West Main Street corridor.

Parking Zone Overview

On-street surveying of each zone was conducted over a five day period in September 2014, prioritizing commercial blocks with significant presence of street-fronting retail, residential streets with high-density housing developments or commercial-spillover demand, and off-street parking lots catering to mixed, commercial, and civic uses.

This parking survey includes all on-street spaces and select off-street lots. Overall, the survey included a total of 1,084 spaces, of which 401 are publicly-available and 683 are use-restricted.

Figure 3   West Main Street Parking Survey Inventory
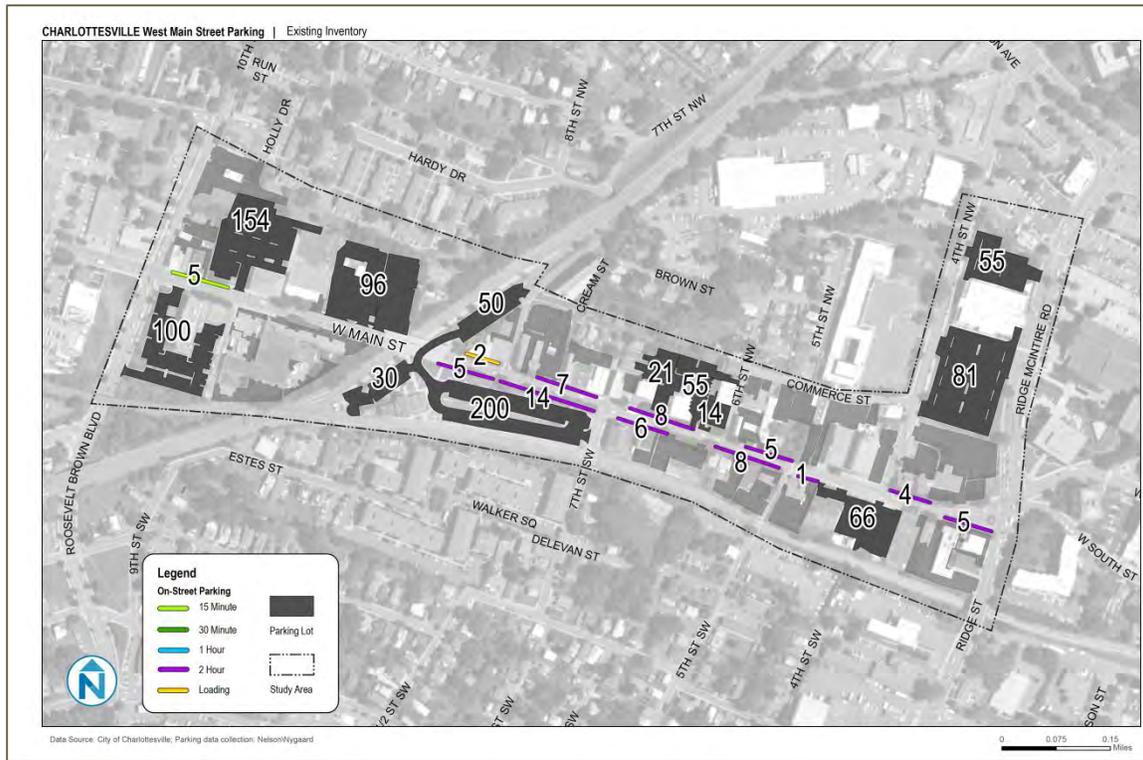
REGULATIONS AND GENERAL OBSERVATIONS

The use category and applicable regulations were recorded for all spaces within the study area. Multiple regulatory approaches co-exist along the West Main Street corridor, including free on-street public parking, paid off-street public parking, free off-street private parking (for customers), paid off-street private parking, and paid off-street permit parking.

The 70 free on-street public parking spaces and the 51 free off-street public parking spaces have varying time restrictions and regulatory periods. Between Ridge Street and 9th Street, and in the Old Albemarle Hotel parking lot, public parking is granted in two-hour limits, from 8 a.m. to 6 p.m., Monday through Saturday. The parking limit between 9th and 10th Streets is 15 minutes, from 8 a.m. to 6 p.m., Monday through Saturday. Public on-street parking is unmonitored on Sundays.

In addition to standard on-street public parking spaces, there are at least nine loading zone spaces and six handicapped spaces (the three spaces fronting First Baptist Church between 6th and 7th Streets are only active on Sundays). Many loading zone spaces are not clearly demarcated, which encourage and lead to non-uniform and illegal parking practices. Included in the supply are 28 total handicapped spaces available in the study area.

The largest parking facility along the West Main Street corridor, public or private, is the Amtrak station lot, which features 280 total spaces subdivided into three lots. Hourly rates are $2 per hour (paying with cash) and $2.50 per hour (paying with credit); the daily rate is $12; the weekly rate is $50. Wild Wing Café, located above the Amtrak station, offers parking validation for up to two hours.

Figure 4   Monthly Parking Facilities and Regulations

Parking Lot	Number of Spaces	Monthly Charge
CB Richard Ellis	55	$78
Starr Hill	71	$55
Sweethaus	84	$60
Amtrak	280	$200 ($50 weekly)

Monthly permit parking is available at three private lots in the study area. The most centrally located permit lot – between Ridge Street and 4th Street (north of the private Staples parking lot) – is managed by CB Richard Ellis, and costs $78 per month; 14 additional, uncounted spaces in the northern section of this lot are presently occupied by construction trucks and trailers working on the Residence Inn on West Main, located at the corner of Ridge Street and West Main Street. The monthly rate for the Starr Hill lot (835 W. Main Street) is $55; the monthly rate for the 84 permit-only spaces in the Sweethaus lot (843 W. Main Street) is $60.

Illegal on-street parking is a recurring issue on multiple blocks within the study area. While surveying the parking utilization rates, taxi cabs were repeatedly observed parking illegally on-street outside the Greyhound Station (310 West Main Street) between Ridge Street and 4th Street. Multiple cars were also consistently observed parking illegally on-street on the northern side of West Main Street between 6th Street and 7th Street, fronting the 601/603 West Main Street parking lot, where signage is missing and no spaces exist.

In several instances private companies located near public lots (Safelite Auto Glass at Amtrak) and reserved/permit only facilities (Century Link at CB Richard Ellis) were observed parking work vehicles in these facilities; whether this practice is illegal or permitted is not clear.

Additionally, numerous blocks within the study area are missing regulatory signage, or do not feature explicitly marked parking spaces. This is most notably an issue on the south side of West Main Street between 4th and 5th Streets, on the north side between 5th and 6th Streets, and on the north side between 9th and 10th Streets, where the total number of legal parking spaces is unclear. Clearly marking existing on-street spaces can provide greater clarity for infrequent or one-time visitors.

RESTRICTED USE VS. PUBLIC-ACCESS PARKING

A total of 1,084 parking spaces in the study area were surveyed, split between public-access, private, and reserved/permit only use. Thirty-seven percent of spaces are public-access, 29% are private parking, and 33% are reserved/permit-only parking. There are 121 free public parking spaces (both on-and off-street), and 280 paid off-street public spaces. The largest private and reserved/permit-only lots are located on the east and west ends of the study area.

PARKING UTILIZATION PATTERNS

To determine availability of parking in the West Main Street study area, parking utilization counts were conducted in September 2014. On a midweek day (Wednesday) and Sunday, all parked cars within the study area were counted every two hours between 9 a.m. and 7 p.m. On Friday and Saturday, all parked cars in the study area were counted every two hours between 9 a.m. and 9 p.m.

In order to eliminate the perception that parking is not available, it is ideal to have at least one empty space per block face in a commercial district, ensuring easy customer access to businesses. This typically equates to about 1 out of 8 on-street spaces free, or a target of 15-percent vacant spaces per block face. Similarly, a goal of at least 10-percent vacancy in off-street lots is optimal. If any facility has less availability, it is effectively at its functional capacity.

Utilization patterns include all inventoried spaces – both restricted-use and publicly available spaces. The utilization pattern analysis for West Main Street indicates that, for the majority of the time the study area has more than adequate parking supply to satisfy its demand, most notably in off-street private and reserved/permit only lots during non-business hours.

Public on-street parking in the study area is generally well utilized, but not yet overcapacity. The lowest demand was observed during the morning midweek periods (9 and 11 a.m.), with utilization rates hovering between 25 and 70%. Utilization rates for midday periods (1 and 3 p.m.) is more robust, generally clustering around 75%.

On-street parking utilization predictably approaches capacity on Friday and Saturday nights (7 p.m.), when demand peaks at 86% and 90%, respectively.

Figure 5   West Main Street On-Street Parking Utilization Rates

Day	Period	Total Cars	Utilization Rate
Wednesday (9/17)	9 a.m.	27	39%
	11 a.m.	--*	--*
	1 p.m.	42	60%
	3 p.m.	31	44%
	5 p.m.	--*	--*
Friday (9/19)	9 a.m.	32	46%
	11 a.m.	47	67%
	1 p.m.	57	81%
	3 p.m.	58	83%
	5 p.m.	60	86%
	7 p.m.	60	86%
Saturday (9/20)	9 a.m.	36	51%
	11 a.m.	58	83%
	1 p.m.	55	79%
	3 p.m.	43	61%
	5 p.m.	54	77%
	7 p.m.	63	90%
Sunday (9/21)	9 a.m.	14	20%
	11 a.m.	53	76%
	1 p.m.		
	3 p.m.	N/A**	
	5 p.m.		
Sunday (10/26)	9 a.m.	30	43%
	11 a.m.	74	106%
	1 p.m.	53	76%
	3 p.m.	44	63%
	5 p.m.	56	80%

*Insufficient data; **On-street parking prohibited due to Midtown Street Fair

The Midtown Street Fair was held on Sunday September 21st from 1-6 p.m., closing West Main Street from 4th Street to 7th Street; on-street parking was also prohibited during this time, resulting in the loss of 27 on-street public parking spaces. The street fair, and its attendant parking restrictions, provided the opportunity to observe how parking patterns fluctuate during a special event, and the impact of increased demand for off-street parking. Additional surveys were undertaken on Sunday October 26th, which was a typical Sunday (i.e., no special events). During this time on-street parking peaked at 106% of capacity at 11am due to the parking of vehicles in illegal spaces. Throughout the rest of the day, on-street parking utilization rates ranged from 43% to 80%.

At the Amtrak Station – the nearest public off-street parking facility – near capacity utilization rates were recorded for the 1-3 p.m. (93%) and 3-5 p.m. (93%) periods during the Midtown Street Fair. In the 43 on-street public parking spaces that remained open during the street fair (Ridge to 4th, 7th to 8th, 8th to 9th, and 9th to 10th), utilization rates nearly met or exceeded capacity from 1-3 p.m. (98%), 3-5 p.m. (95%), and 5-7 p.m. (105%).

Demand for reserved/permit only facilities is evident during the work week, with utilization rates for the CBRE facility steady at 58%, an average of 64% utilization at the Starr Hill facility, and 50% utilization for the Sweethaus lot. However, during the weekend periods utilization rates for these facilities were lower than 10%. Implementing shared parking policies in select private and reserved/permit, where private spaces are opened for public use during non-business hours, could help relieve the demand for on-street public parking and reduce the time visitors spend circling for parking, especially during special events that result in the loss of publicly-accessible on-street parking.

The utilization maps for each day and time period are included as Appendix C.

Land Use development

To determine the future potential for **West Main Street's** parking supply the most recent project information was gathered from the City of Charlottesville. Five major development projects have been completed or are expected to completed in the near future, as shown in Figure 6.

The West Main Street parking supply will increase by a net of 2,266 spaces and over 780 residential units and 235,000 square feet of commercial land uses if all six developments are built as proposed. The growth of West Main Street as a mixed-use corridor with significant proposed

Figure 6   West Main Street Expected Development

Project	Square Footage/Units	Parking Spaces
Battle Building – University of Virginia -completed	155,471 sq.ft office	1050 (at the 11th Street Parking Garage)
Marriot -under construction	124 residential units 27,251 sq. ft office	118
The Flats -completed	219 residential units 24,600 sq. ft retail	411
The Standard	205 residential units 15,905 sq. ft retail	499
1000 West Main	240 residential units 9,340 sq,ft retail	188

development creates multiple opportunities for viable alternatives to the existing parking system.

PARKING POLICY AND MANAGEMENT

Parking is best managed pro-actively as a critical component of a corridor management plan. The best practice is to move away from the approach of constantly reacting. Many cities are now adopting parking management elements in concert with marketing and development efforts. Along the West Main Street corridor as well as throughout the City of Charlottesville, the following alternatives are recommended for further exploration and would formulate a considered parking management approach.

Department of Parking

Creating a City Parking Department, or a Parking Division within an existing City department, to provide full-time management of the parking system. This would include oversight of the parking enforcement, dynamic rate management, maintenance and stakeholder liaison.

Benefits

- Would provide central oversight of the City parking system and facilities.

Limitations

- Additional staff cost and management, Dept. annual budget and initial set-up.

Enforcement of Time limits

Currently on-street parking along West Main Street is time limited to 2 hours but these limits are rarely enforced. This results in overuse of parking spaces thus reducing the available supply of parking for visitors particularly those in need of short-term spaces. Implementing an enforcement program through the time limit with the strengthening of enforcement activities would increase turnover and ensure an occupancy level where there are some available parking spaces at any given time. This strategy reduces the perception of a lack of available parking and provides valuable short-term spaces for local businesses.

Benefits

- Would increase turnover and ensure availability of on-street spaces.
- Would force employee and long-term parkers to lots/garages.

Limitations

- Would be a big change to the existing system and may be seen as a revenue generator.
- Would require the capital outlay of parking enforcement equipment, software and collections contract. Most collections contracts will include enforcement equipment and be based on a per citation cost.
- A parking enforcement officer salary and benefits is approximately $50,000/year (with potential revenue within a City-wide system at approx. $150,000)

Challenges

- Proper parking enforcement is not possible unless regulatory signs are in place to notify people of the intended purpose of a parking area and the rules that apply.
- Fines should be set merely as a deterrent to illegal parking and should not be viewed as a revenue source. Fines also should escalate depending on the severity of the infraction. If fines are set too low, they will not discourage people from parking illegally.
- Would require the implementation of an enforcement division with the City (or the new parking dept.).

Metered parking

There is currently no metered on-street parking along West Main Street, though the City does operate one public parking lot with meters at 100 East Water Street, a few blocks outside the study area near the Downtown Mall. The Downtown Parking Study did recommend establishing the West Main Street corridor as an "Outer Zone" to the Downtown Mall, where on-street parking was free and with a two-hour time limit only on specific spaces in certain areas[3]. Meanwhile, City Planning Commissioners have expressed interest in expanding on-street meters to free up more parking spaces in congested commercial corridors such as West Main Street[4].

Benefits

- Manage occupancy levels to ensure that most spaces are used but some spaces are always available for arriving shoppers and visitors. The usual target occupancy level for on-street parking is 85%.
- Make it cost-effective and easy for commuters to buy monthly garage permits, rather than utilizing on-street spaces that are needed for short-stay shoppers and visitors.
- Reinvest the parking revenue to pay for the parking meters and associated costs, as well as enforcement costs. City code should also be altered to enable any net revenue to fund transit improvements or enhancements to the West Main Street district.
- Fees would apply to all on-street parking spaces and further study would be required to determine the desired hourly rate, hour of use and/or the use of dynamic rates. The objective would be to provide a rate that is cost-effective for those long-term parkers to utilize the off-street garages/lots.

Limitations

- Would be a big change to the existing system and may be seen purely as a revenue generator.
- Would require capital outlay for parking meter equipment. **Typical costs for "smart meters" enabling credit card payment and pay**-by-cell is $250/meter with associated fees per transaction.

Challenges

- Proper parking enforcement is not possible unless regulatory signs are in place to notify people of the intended purpose of a parking area and the rules that apply.
- Fines should be set merely as a deterrent to illegal parking and should not be viewed as a revenue source. Fines also should escalate depending on the severity of the infraction. If fines are set too low, they will not discourage people from parking illegally.
- Would require the implementation of an enforcement division with the City (or the new parking department).

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[3] "Charlottesville Downtown Parking Study," Martin Alexiou Bryson, http://www.dailyprogress.com/news/article_3d33cd09-7547-5d20-af6e-1a5265458390.html; retrieved May 28, 2014.

[4] "Parking meters worth look-see, say some in city," The Daily Progress, http://www.dailyprogress.com/news/article_3d33cd09-7547-5d20-af6e-1a5265458390.html; retrieved May 28, 2014.

Shared parking

Despite the number of parking spaces on or near West Main Street, residents and business owners state that parking can still be difficult to find. Shared parking, or allowing businesses and institutions to pool their resources, is one potential solution. It is effective in mixed use environments, either when there is a mix of uses on a single site or when sites with different uses are located suitably close together. One example of this is an office building sharing parking with a restaurant or movie theater, since most of the office workers (and their cars) will be gone in the evenings when there is the most demand for parking from the restaurant or theater.

Benefits

- This would maximize the amount of available parking for all users along the corridor.
- Not only would this better utilize the corridor's parking amenities, but it would improve access and encourage customers and businesses to the area.
- Regulations and restrictions for parking in private lots, which are currently confusing at best, would be reviewed and codified into an understandable, consumer friendly form.
- By allowing for and encouraging shared parking, the City could implement minimum parking requirements and reduce the required number of parking spaces for mixed use developments or single-use developments in mixed-use areas.

Limitations

- There are over 70 different parking facilities along the West Main corridor. Some of them have as few as 7 parking spaces, and several lots are completely unmarked. All of the facilities have different and potentially competing owners.

Challenges

- One challenge with shared parking is working out an agreement between land owners or developers if the uses are not all on the same property.
- Any shared parking scheme would require extensive cooperation among owners and standardization of parking rates and restrictions. Many local jurisdictions have utilized Business Improvement Districts (BIDs), parking authorities or parking management partnerships to formulate and organize private resources.

Public (or District) Valet Parking

A growing practice to expand the efficiency of available parking resources is the use of valet parking in public and private parking areas. The available off-street parking lots along West Main Street could be utilized during peak periods (such as Friday evenings, seasonal weekends, and special events) as public valet parking at no additional charge.

Benefits

- In many cases parking supply can increase by 40% as attendants can utilize drive aisles and other available space. The City of Annapolis successfully provided valet parking in its downtown garage during the summer season of 2013 and noted increased usage, revenue and customer satisfaction.
- For the City of Charlottesville to pursue public valet parking as a viable option there would be a few obstacles relating to regulation and implementation.

Limitations

- The primary concern would be the insurance and liability concerns related to valet **parking and ensuring that all private operators met the City's demands.**

Challenges

- Enforcement of parking fees may be **required to provide a "level playing field" and to** ensure that price gouging is deterred. As previously stated this could be collectively managed through a BID or Parking Authority.
- Overcoming the initial public hesitancy of valet parking as shown through the parking and travel survey where 78% of respondents stated they would be unlikely to utilize public valet. A marketing campaign would be needed to make people aware and comfortable with this option.

Remote Employee Parking

Remote parking for employees would utilize available parking at the outskirts of the West Main Street corridor where demand is lower. The location of the remote parking would be tied into the existing trolley service or provided with a separate shuttle service to the corridor.

Benefits

- Would remove employees from the in-demand spaces along West Main Street.
- Would provide employees with either free or low cost all-day parking.

Limitations

- The availability of a remote parking facility.
- Cost to provide a remote facility. As previously stated this could be collectively managed through a BID or parking authority.

Challenges

- Encouraging employees to utilize a remote location.
- Ensuring the safety of employees especially restaurant/bar staff that leave work past midnight.

Municipal Parking Development

With the implementation of the recommended policies and strategies described above to manage parking along the West Main Street corridor, the need for a newly constructed municipal parking resource (off-street) would not be needed, certainly not in the near future. However, with such a large portion of the existing parking spaces being privately owned in and near the corridor the land could be redeveloped or simply remain as private parking. As such, the potential in the future for a public parking garage to accommodate the parking demand could be feasible.

Benefits

- Would provide a significant increase in publicly available parking.
- Would alleviate the need for corridor-wide collaboration of the individual parking lot owners/operators.

Limitations

- The availability of a property for a new parking facility.
- Cost to provide a new facility. Recent studies by the VTPI show the national average for constructing an off-**street parking space at $15,552 with additional "soft" costs at 30**-40% (design, permits and financing) of the total construction cost.

Challenges

- Using the above cost estimates a 200-space facility would require over $6million for construction and an annual operating budget of $250,000.

- Given the unknown development potential along West Main Street, would a new municipal parking facility be competing against private garage owners in the future?

Off-street parking options

The feasibility of constructing a new parking facility requires additional review and study, but the observations and data provided within this report as well as discussions with City staff and local stakeholders indicates that such a facility is an option within the West Main Street corridor.

The critical element of constructing a new parking facility would be the availability and suitability of locations within the corridor as many existing properties are privately owned and are not under **the City's control. A list of potential locations along West Main Street with an initial assessment** of their merits, deficiencies and challenges are shown below.

Figure 7   Potential Municipal Garage Locations

Figure 7   Potential Municipal Garage Locations
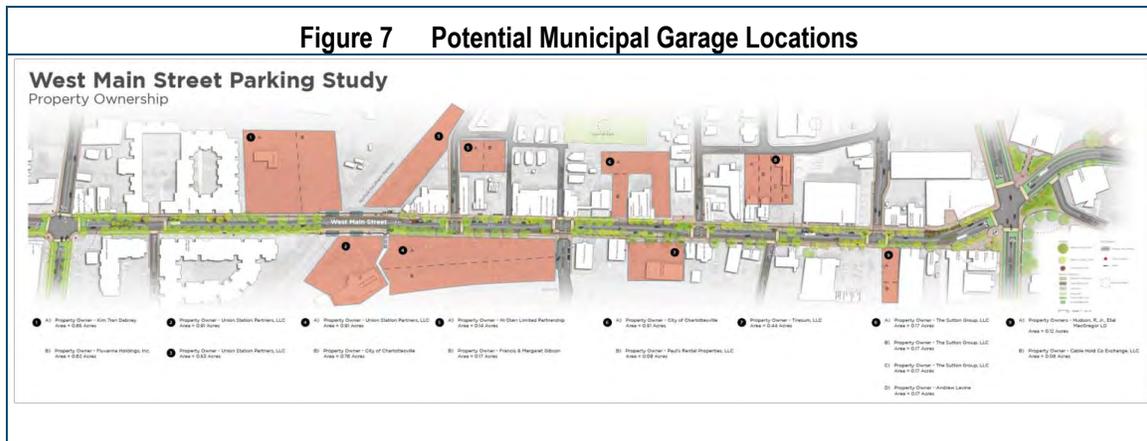
1. 843 West Main Street (Current use = private parking and retail)
   Property Size = 0.85acres
   Potential Parking Yield (at 350 sq.ft/space) = 105 spaces/level
   Merits

   – Access from West Main Street
   – Shape and size of lot

   Deficiencies

   – Not centrally located
   – Privately owned property
   – Greater potential for mixed-use development

2. 810 West Main Street (Current use = private parking and retail)
   Property Size = 0.91acres
   Potential Parking Yield (at 350 sq.ft/space) = 113 spaces/level
   Merits

   – Close to railway line with lower commercial development potential

- Can utilize elevation change under bridge

Deficiencies

- Not directly accessed from West Main Street
- Privately owned property

3. 154 8th Street (Current use = private parking)
Property Size = 0.53acres
Potential Parking Yield (at 350 sq. ft./space) = 65 spaces/level
Merits
- Close to railway line with lower commercial development potential
- Can utilize elevation change under bridge

Deficiencies
- Not directly accessed from West Main Street
- Privately owned property
- Elongated parcel

4. 810 West Main Street (Current use = Amtrak parking)
Property Size = 0.91acres
Potential Parking Yield (at 350 sq. ft./space) = 113 spaces/level
Merits
- Rectangular parcel
- Utilized for existing Amtrak parking
- Can utilize elevation change under bridge
- Good access from 7th Street to West Main Street
- Centrally located property

Deficiencies
- Privately owned property
- Greater potential for mixed-use development

5. Elsom Street (Current use = commercial and private parking)
Property Size = 0.31acres
Potential Parking Yield (at 350 sq. ft./space) = 37 spaces/level
Merits
- Rectangular parcel
- Lower commercial development potential

Deficiencies
- Two privately owned parcels
- Limited access from West Main Street
- Limited yield potential

6. Starr Hill Park/Old Albermarle Hotel (Current use = public parking)
    Property Size = 0.60acres
    Potential Parking Yield (at 350 sq. ft./space) = 74 spaces/level
    Merits

    –   Centrally located

    –   Existing public parking location

    –   Lower commercial development potential

    –   One parcel is owned by the City of Charlottesville

    Deficiencies

    –   Two separately owned parcels

    –   Limited yield potential

    –   L-shaped parcel with limited width

7. 616 West Main Street (Current use = commercial)
    Property Size = 0.44acres
    Potential Parking Yield (at 350 sq.ft/space) = 54 spaces/level
    Merits

    –   Centrally located

    –   Single rectangular parcel

    –   Access from West Main Street

    Deficiencies

    –   Limited yield potential

    –   Existing commercial use

    –   Located opposite existing surface public parking lot

8. 421 West Main Street (Current use = commercial)
    Property Size = 0.68acres
    Potential Parking Yield (at 350 sq.ft/space) = 84 spaces/level
    Merits

    –   Centrally located

    –   Combined parcels would create an efficient shape

    –   Access from West Main Street or Commerce Street

    Deficiencies

    –   Four parcels with two separate owners

    –   Limited yield potential

    –   Existing commercial uses

9. 324 West Main Street (Current use = private parking lot)
    Property Size = 0.18acres
    Potential Parking Yield (at 350 sq.ft/space) = 22 spaces/level
    Merits

– Access from West Main Street or 4th Street (south approach)

– Existing surface parking lot

Deficiencies

– Two privately owned parcels

– Very limited yield potential

– Existing commercial uses

– Eastern location

As previously stated the cost to provide a new facility can vary with the type of construction. Recent construction costs have however, shown that show the national average for constructing an off-street parking space at approximately $15,000 per space in a multi-level facility. A single level facility would bear lower costs in the region of approximately $10,000/space. In addition **"soft" costs throughout the process such as design, financing and permitting can add as** much as 30-40% to the total constructions costs.

RECOMMENDATIONS

The recommendations that follow were developed to prioritize the parking needs and demands of West Main Street as well as informing the planning process as future development is proposed in conjunction with the West Main Street Master Plan. The recommended actions provide for the short-term and then several additional recommendations for consideration.

Summary

Short-Term Recommendations

- Creation of a _**City Parking Department**_ to oversee the on-street and off-street parking system City-wide.

- Implementation of a robust _**parking enforcement strategy**_ to help create availability and to better balance parking demand in the West Main Street corridor.

- Implementation of a _**metered parking district**_ along West Main Street to include smart-meters, allowing multiple payment methods (i.e., credit card, pay-by-cell).

- Consideration of the use of _**Smart parking technologies**_ should be considered to enhance customer convenience, information, revenue collection, enforcement, and overall efficiency.(e.g., pay-by-phone, credit card meters, parking app)

- Creation of metered on-street parking to enable _**demand-responsive pricing**_ in order to help create availability and manage occupancy within the corridor.

- Implementation of _**Shared Parking Policies and Management Regulations**_ for private property owners and existing parking facilities _**through the City Parking Department and Planning Office**_

- Designation of _**employee parking**_ areas that are price and convenience competitive with customer spaces to help ease user conflicts at prime front-door spaces.

- _**On-going monitoring**_ of parking utilization in order to adjust programs in response to performance on the ground.

- Development of an _**implementation program for pricing, regulatory, signing, and technology changes,**_ including a robust outreach and education program.

Additional Recommendations

- The City should establish a _**parking & transportation fund**_ that reinvests parking revenues generated on the corridor on West Main Street improvements and connections to remote parking.

- Decisions should be made _**in close coordination with West Main Street's business community**_ with the creation of a Business Improvement District.

- The City should consider creating and offering a _**municipal management program for private parking**_ facilities to improve utilization of these assets and generate new public and private revenues.

- Several low-cost _**supply increases**_ in existing lots should be considered after better management practices have been operating successfully and before additional parking lots or garages are contemplated.

- Continue the feasibility and exploration of _**new parking resources**_ as development opportunities arise.

Appendix A
Business Surveys

West Main Street Commercial and Retail Parking Survey

Q1 Name of retail or commercial establishment(s) you represent

Answered: 23   Skipped: 0

Answer Choices		Responses	
1		**100.00%**	23
2		**4.35%**	1
3		**0.00%**	0

#	1	Date
1	Albemarle Baking Co.	9/20/2014 6:02 AM
2	Pearl's Bake Shoppe	9/19/2014 9:49 AM
3	Courtyard by Marriott	9/12/2014 2:46 PM
4	Continental Divide	8/31/2014 4:47 PM
5	The Spice Diva	8/29/2014 1:33 PM
6	Greater Charlottesville Habitat for Humanity	8/29/2014 12:40 PM
7	Threepenny Cafe	8/27/2014 2:01 PM
8	eloise	8/26/2014 11:25 PM
9	The Cutting Edge Salon	8/26/2014 10:19 PM
10	Dummy	8/26/2014 6:37 PM
11	Shenanigans	8/26/2014 2:03 PM
12	Orzo Kitchen & wine Bar	8/26/2014 1:41 PM
13	Blue Moon Diner	8/26/2014 1:33 PM
14	Seafood at West Main	8/26/2014 1:13 PM
15	Sycamore House	8/26/2014 11:11 AM
16	Tobey's	8/26/2014 9:48 AM
17	UVA Clinical Laboratory	8/26/2014 8:55 AM
18	Kane Furniture	8/25/2014 6:46 PM
19	UNIVERSITY TIRE AND AUTO	8/25/2014 5:55 PM
20	Albemarle Baking Co.	8/25/2014 4:39 PM
21	feast	8/25/2014 4:29 PM
22	UVA community credit union	8/25/2014 4:17 PM
23	Grand Market	8/25/2014 4:07 PM

#	2	Date
1	Studio Art	8/26/2014 11:11 AM

#	3	Date
	There are no responses.	

Q2 Address of retail establishment(s)

Answered: 23   Skipped: 0

Answer Choices	Responses	
1	100.00%	23
2	17.39%	4
3	8.70%	2

#	1	Date
1	418 West Main Street 22903	9/20/2014 6:02 AM
2	711 West Main Street	9/19/2014 9:49 AM
3	1201 W. Main Street	9/12/2014 2:46 PM
4	811 West Main Street Cville 22903	8/31/2014 4:47 PM
5	410 W Main Street	8/29/2014 1:33 PM
6	919 West Main Street	8/29/2014 12:40 PM
7	420 West Main Street, Charlottesville 22903	8/27/2014 2:01 PM
8	505 West Main	8/26/2014 11:25 PM
9	300 w. Main st.	8/26/2014 10:19 PM
10	Dummy	8/26/2014 6:37 PM
11	601 West Main Street	8/26/2014 2:03 PM
12	416 W. Main Street	8/26/2014 1:41 PM
13	512 West Main Street	8/26/2014 1:33 PM
14	416 W Main Street	8/26/2014 1:13 PM
15	1108 W Main St	8/26/2014 11:11 AM
16	801 West Main Street	8/26/2014 9:48 AM
17	112 11th Street, SW, Charlottesville, VA 22903	8/26/2014 8:55 AM
18	1200 West Main Street	8/25/2014 6:46 PM
19	6316 WEST MIAN SR\T	8/25/2014 5:55 PM
20	418 West Main Street 22903	8/25/2014 4:39 PM
21	416 West Main St. Suite H	8/25/2014 4:29 PM
22	1018 west Main Street	8/25/2014 4:17 PM
23	323 W Main Street Charlottesville, VA 22903	8/25/2014 4:07 PM
#	2	Date
1	Charlottesville, VA 22903	8/26/2014 2:03 PM
2	Charlottesville, VA	8/26/2014 1:41 PM
3	Charlottesville, Va.	8/25/2014 6:46 PM
4	Charlottesville va 22903	8/25/2014 4:17 PM
#	3	Date

| 1 | 22903 | 8/26/2014 1:41 PM |
| 2 | 22903 | 8/25/2014 6:46 PM |

Q3 Which of the following best describes your retail establishment(s)?:

Answered: 23   Skipped: 0
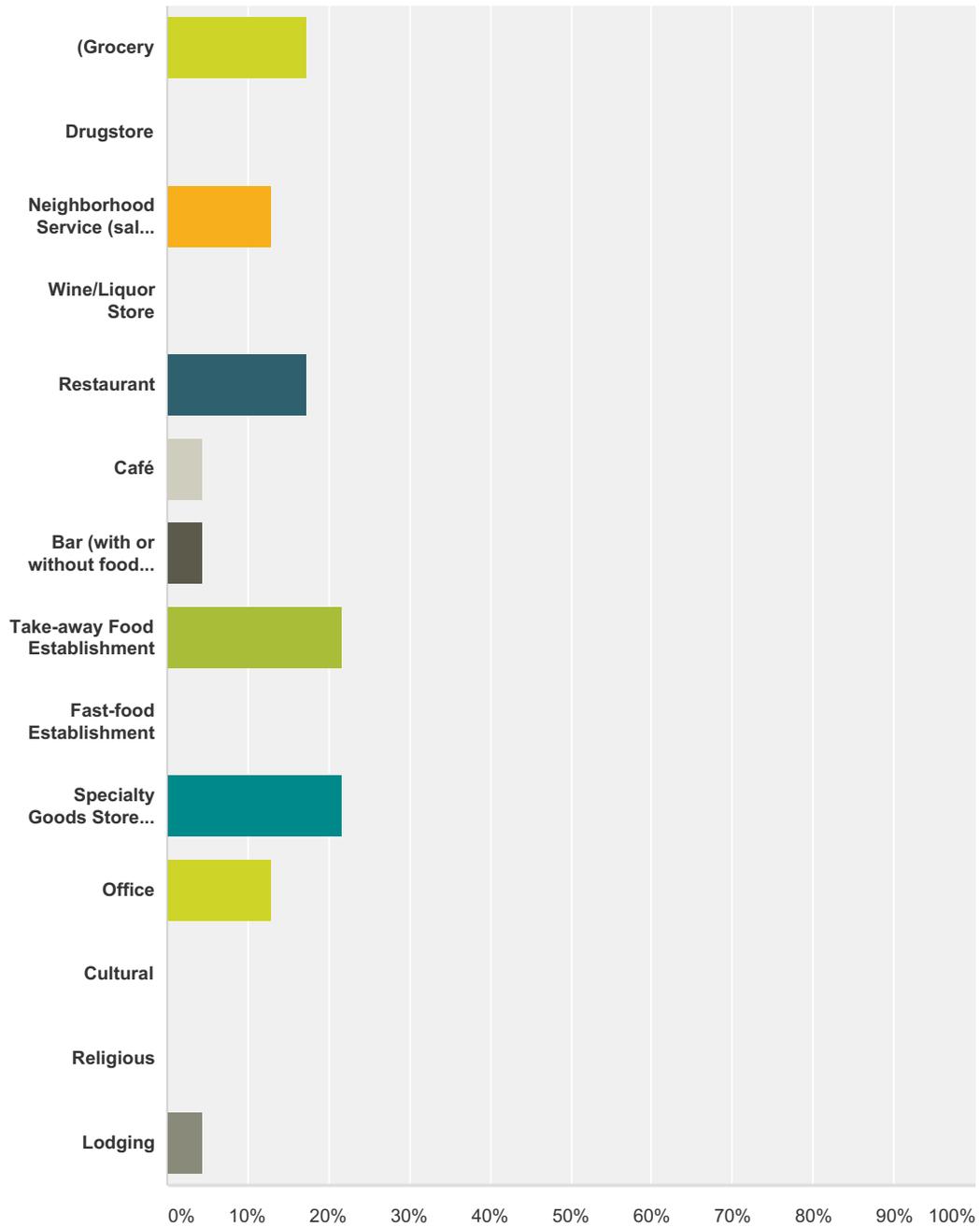
Answer Choices	Responses	
(Grocery	**17.39%**	4
Drugstore	**0.00%**	0
Neighborhood Service (salon, barber, dry cleaner, florist, etc.)	**13.04%**	3

Wine/Liquor Store	**0.00%**	0
Restaurant	**17.39%**	4
Café	**4.35%**	1
Bar (with or without food service)	**4.35%**	1
Take-away Food Establishment	**21.74%**	5
Fast-food Establishment	**0.00%**	0
Specialty Goods Store (stationery, furniture, apparel, shoes, gifts, art, accessories, etc.)	**21.74%**	5
Office	**13.04%**	3
Cultural	**0.00%**	0
Religious	**0.00%**	0
Lodging	**4.35%**	1
Total Respondents: 23		

Q4 How long has your business operated at this location?

Answered: 22   Skipped: 1

Answer Choices	Responses	
years/months	**100.00%**	22
years/months	**0.00%**	0
years/months	**0.00%**	0

#	years/months	Date
1	13/4	9/20/2014 6:05 AM
2	1 year, 5 months	9/19/2014 9:51 AM
3	14 years	9/12/2014 2:50 PM
4	20 years and 4 months (est. April 1994)	8/31/2014 4:49 PM
5	2/11	8/29/2014 1:35 PM
6	2	8/29/2014 12:42 PM
7	4 months	8/27/2014 2:04 PM
8	2 years	8/26/2014 11:26 PM
9	17 months	8/26/2014 10:25 PM
10	39/11	8/26/2014 2:05 PM
11	7 years, 9 months	8/26/2014 1:46 PM
12	Blue Moon since 1979, we've had it since 2006	8/26/2014 1:37 PM
13	12 years	8/26/2014 1:15 PM
14	40 years	8/26/2014 11:13 AM
15	2/10	8/26/2014 9:51 AM
16	10 years	8/26/2014 8:56 AM
17	50 years	8/25/2014 6:51 PM
18	3	8/25/2014 5:56 PM
19	15	8/25/2014 4:41 PM
20	12 yrs. 6 months	8/25/2014 4:34 PM
21	7 years	8/25/2014 4:21 PM
22	9 years	8/25/2014 4:09 PM
#	years/months	Date
	There are no responses.	
#	years/months	Date
	There are no responses.	

Q5 What are your days and hours of operation?

Answered: 21   Skipped: 2

Answer Choices	Responses	
Weekdays (Mon-Fri):	**100.00%**	21
Saturday:	**80.95%**	17
Sunday:	**66.67%**	14

#	Weekdays (Mon-Fri):	Date
1	7 am to 6 pm	9/20/2014 6:05 AM
2	7:30AM to 6PM	9/19/2014 9:51 AM
3	24 hours	9/12/2014 2:50 PM
4	10 am -10:30 pm (open to public after 5)	8/31/2014 4:49 PM
5	10-6	8/29/2014 1:35 PM
6	9 am - 5 pm	8/29/2014 12:42 PM
7	Closed Mon; T-W 11-10; Th-F 11-12	8/27/2014 2:04 PM
8	10-5	8/26/2014 11:26 PM
9	9:00am - 7:00pm	8/26/2014 10:25 PM
10	10-6	8/26/2014 2:05 PM
11	Lunch (M-F) 11:30 - 3pm, Dinner (TH) 5:30-9:30, (FR) 5:30-10pm	8/26/2014 1:46 PM
12	8am-10pm	8/26/2014 1:37 PM
13	Mon - Sat	8/26/2014 1:15 PM
14	9-6	8/26/2014 11:13 AM
15	9am-5:30pm	8/26/2014 9:51 AM
16	Mon - Fri	8/26/2014 8:56 AM
17	Mon. Wed.Fri. 10-9 Tues. Thurs. Sat. 10-6	8/25/2014 6:51 PM
18	7-6	8/25/2014 4:41 PM
19	10-7	8/25/2014 4:34 PM
20	9:00am to 5:00pm & 9:00am to 6:00pm on Fridays	8/25/2014 4:21 PM
21	9 am to 9 pm	8/25/2014 4:09 PM
#	Saturday:	Date
1	7 am to 5pm	9/20/2014 6:05 AM
2	7:30AM to 6PM	9/19/2014 9:51 AM
3	24 hours	9/12/2014 2:50 PM
4	10 am -10:45 pm (open to public after 5)	8/31/2014 4:49 PM
5	10-5	8/29/2014 1:35 PM
6	11 am-12 am	8/27/2014 2:04 PM

7	10-5	8/26/2014 11:26 PM
8	10:00am - 4:00pm	8/26/2014 10:25 PM
9	10-6	8/26/2014 2:05 PM
10	11:30am-3pm, 5:30pm-10pm	8/26/2014 1:46 PM
11	9am-3pm	8/26/2014 1:37 PM
12	9-5	8/26/2014 11:13 AM
13	9am-1pm	8/26/2014 9:51 AM
14	Sat	8/26/2014 8:56 AM
15	7-5	8/25/2014 4:41 PM
16	9-6	8/25/2014 4:34 PM
17	9 am to 9 pm	8/25/2014 4:09 PM
#	**Sunday:**	**Date**
1	closed	9/20/2014 6:05 AM
2	Closed	9/19/2014 9:51 AM
3	24 hours	9/12/2014 2:50 PM
4	10 am - 10 pm (open to public after 5)	8/31/2014 4:49 PM
5	closed	8/29/2014 1:35 PM
6	10 am-10 pm	8/27/2014 2:04 PM
7	11:00am - 4:00pm	8/26/2014 10:25 PM
8	12-5	8/26/2014 2:05 PM
9	5:30pm - 9pm	8/26/2014 1:46 PM
10	9am-3pm	8/26/2014 1:37 PM
11	Closed	8/26/2014 9:51 AM
12	Sun	8/26/2014 8:56 AM
13	closed	8/25/2014 4:41 PM
14	10 am to 8 pm	8/25/2014 4:09 PM

Q6 Please indicate your establishment's top five busiest times below:

Answered: 22   Skipped: 1
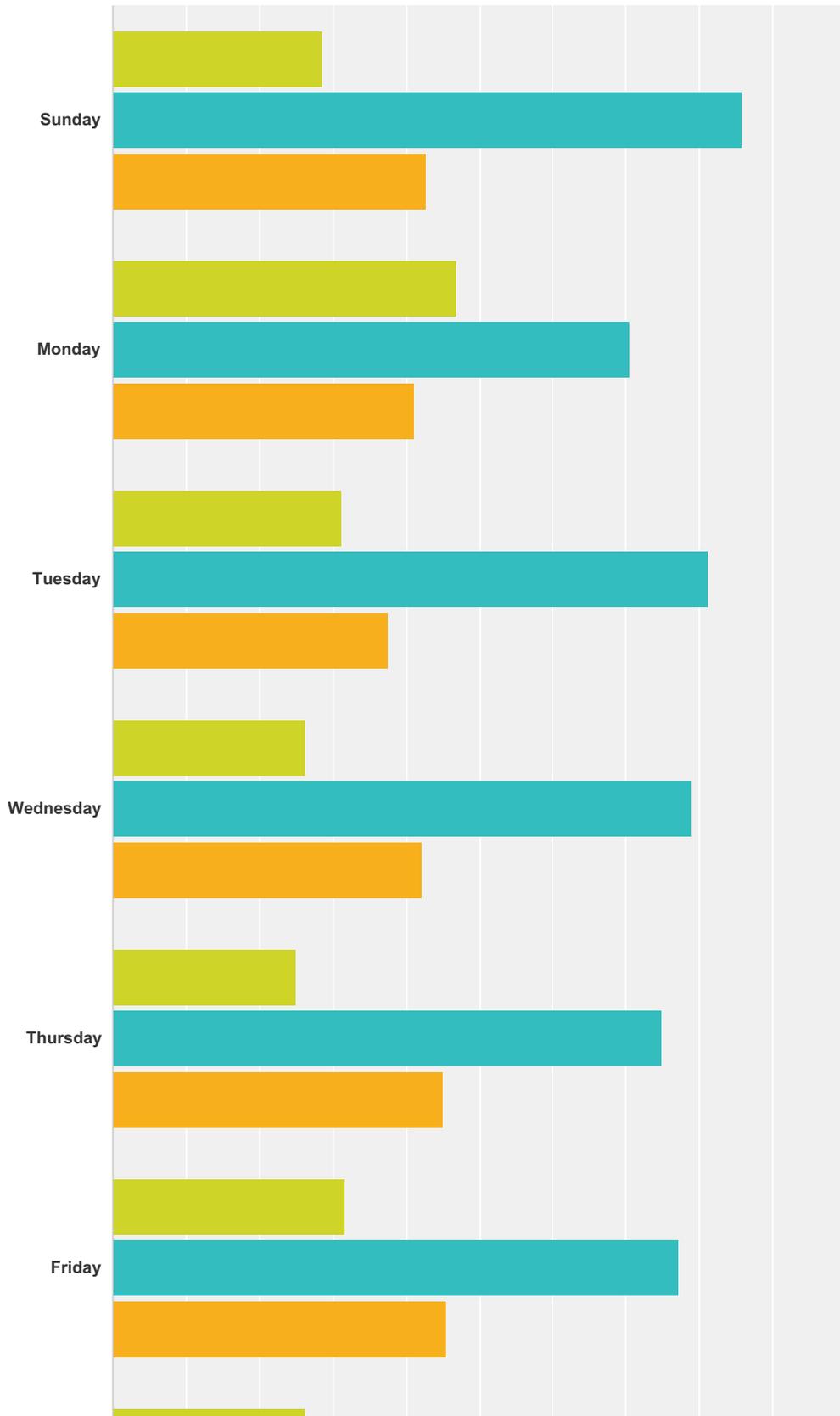
West Main Street Commercial and Retail Parking Survey
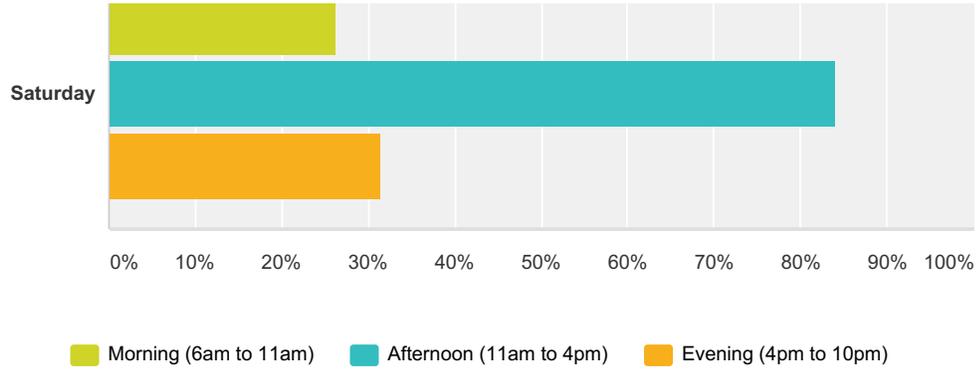
	Morning (6am to 11am)	Afternoon (11am to 4pm)	Evening (4pm to 10pm)	Total Respondents
Sunday	**28.57%** 2	**85.71%** 6	**42.86%** 3	7
Monday	**47.06%** 8	**70.59%** 12	**41.18%** 7	17
Tuesday	**31.25%** 5	**81.25%** 13	**37.50%** 6	16
Wednesday	**26.32%** 5	**78.95%** 15	**42.11%** 8	19
Thursday	**25.00%** 5	**75.00%** 15	**45.00%** 9	20
Friday	**31.82%** 7	**77.27%** 17	**45.45%** 10	22
Saturday	**26.32%** 5	**84.21%** 16	**31.58%** 6	19

Q7 Which of the following parking options are available to your customers (select all that apply):

Answered: 21   Skipped: 2
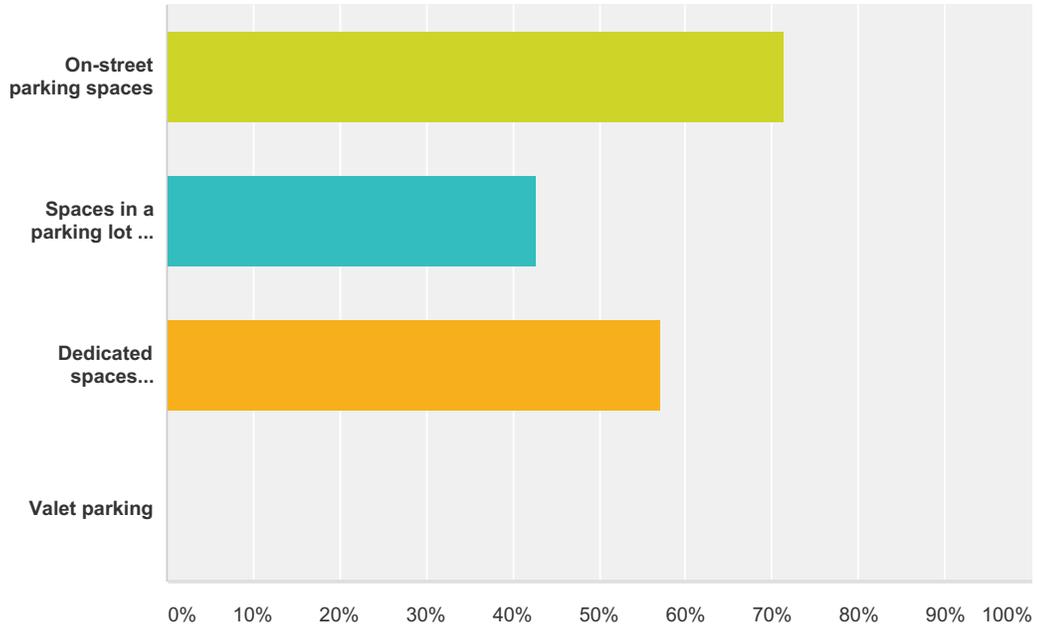
Answer Choices	Responses	
On-street parking spaces	**71.43%**	15
Spaces in a parking lot or garage	**42.86%**	9
Dedicated spaces (indicated by a sign) in a private lot	**57.14%**	12
Valet parking	**0.00%**	0
Total Respondents: 21		

Q8 For the following statements, please indicate your level of agreement
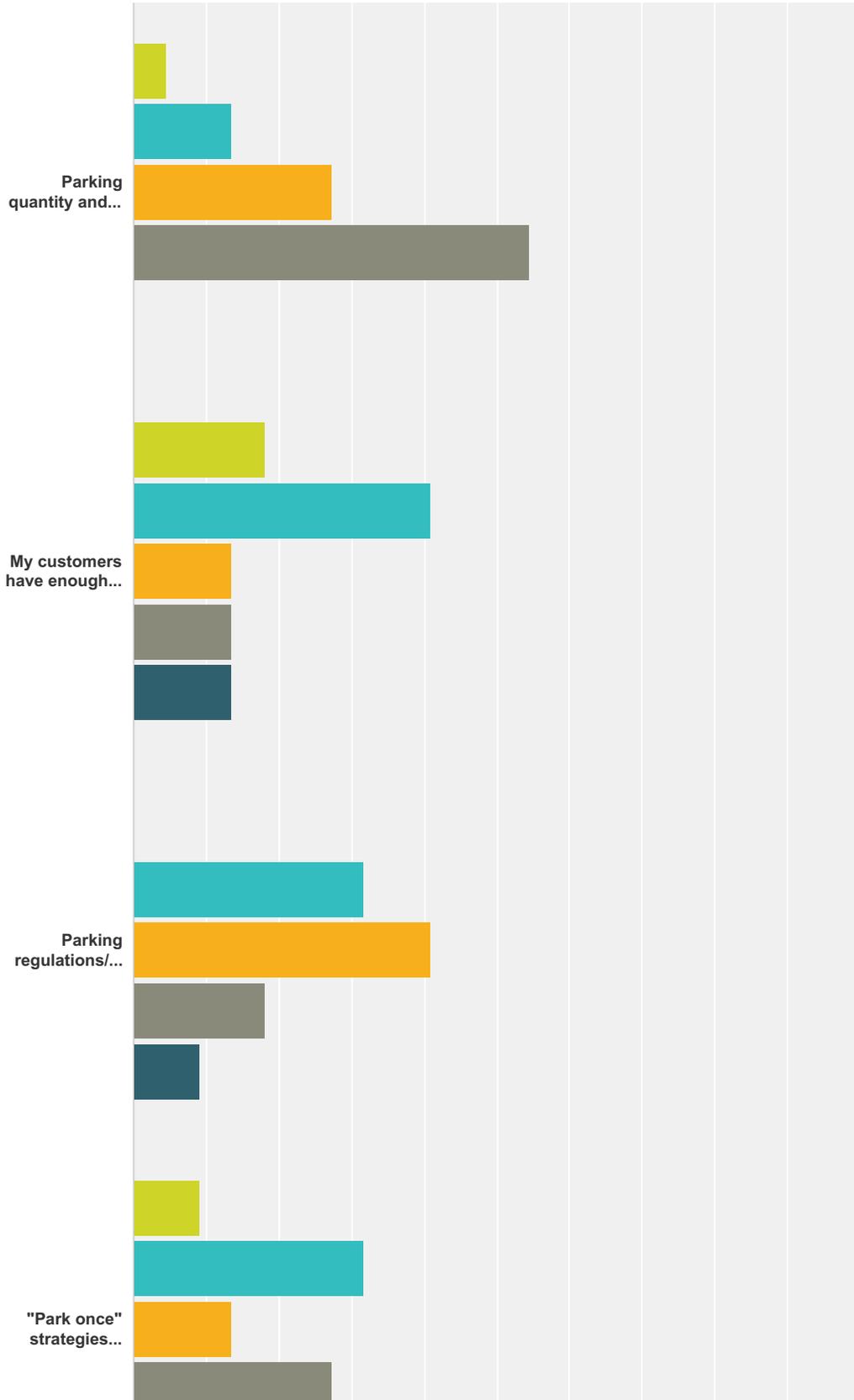
West Main Street Commercial and Retail Parking Survey

Strongly Agree　　Agree　　Disagree　　Strongly Disagree　　No Opinion

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	Total
Parking quantity and availability is adequate and expected given the urban location.	4.55% 1	13.64% 3	27.27% 6	54.55% 12	0.00% 0	22
My customers have enough time to complete their business activity within the parking time limits.	18.18% 4	40.91% 9	13.64% 3	13.64% 3	13.64% 3	22
Parking regulations/restrictions on West Main Street are appropriately enforced.	0.00% 0	31.82% 7	40.91% 9	18.18% 4	9.09% 2	22
"Park once" strategies (where a customer can park in the lot of one commercial establishment, but also shop at other places) are good for the district.	9.09% 2	31.82% 7	13.64% 3	27.27% 6	18.18% 4	22

Q9 How many people does the establishment employ

Answered: 20   Skipped: 3
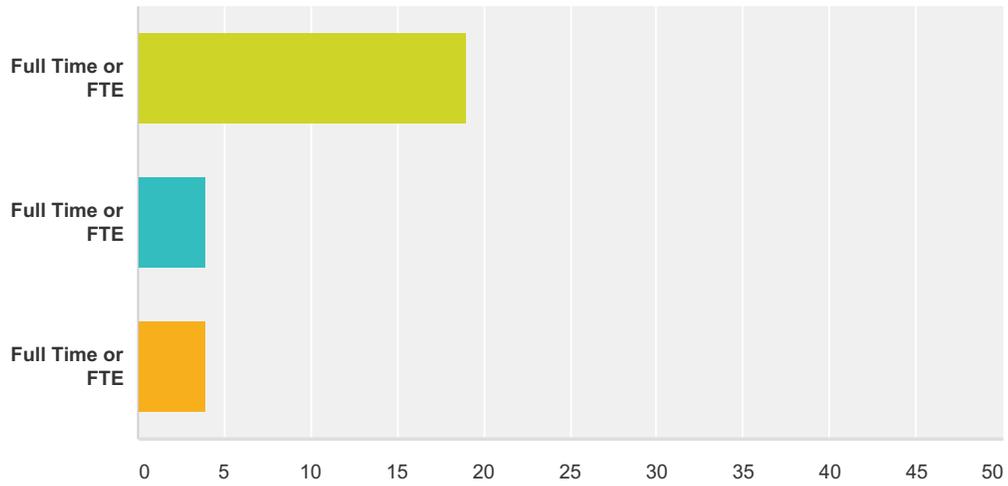
Answer Choices	Average Number	Total Number	Responses
Full Time or FTE	19	379	20
Full Time or FTE	4	4	1
Full Time or FTE	4	4	1
Total Respondents: 20			

#	Full Time or FTE	Date
1	9	9/19/2014 9:52 AM
2	45	9/12/2014 2:50 PM
3	32	8/31/2014 4:54 PM
4	1	8/29/2014 1:38 PM
5	15	8/29/2014 12:44 PM
6	15	8/27/2014 2:07 PM
7	3	8/26/2014 11:29 PM
8	5	8/26/2014 10:34 PM
9	5	8/26/2014 2:06 PM
10	18	8/26/2014 1:49 PM
11	6	8/26/2014 1:39 PM
12	7	8/26/2014 1:19 PM
13	10	8/26/2014 11:16 AM
14	3	8/26/2014 9:55 AM
15	130	8/26/2014 9:01 AM

16	10	8/25/2014 5:58 PM
17	36	8/25/2014 4:42 PM
18	22	8/25/2014 4:39 PM
19	5	8/25/2014 4:28 PM
20	2	8/25/2014 4:12 PM
#	Full Time or FTE	Date
1	4	8/26/2014 10:34 PM
#	Full Time or FTE	Date
1	4	8/26/2014 10:34 PM

Q10 How do your employees get to work? Please estimate the percentage that travel:

Answered: 20   Skipped: 3
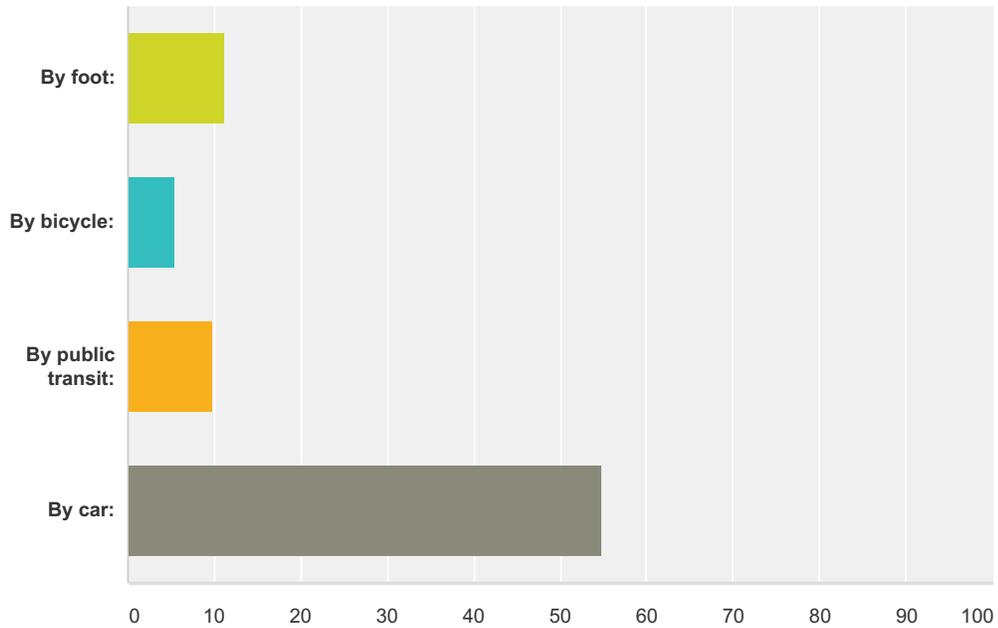
Answer Choices	Average Number	Total Number	Responses
By foot:	11	113	10
By bicycle:	5	59	11
By public transit:	10	99	10
By car:	55	1,099	20
Total Respondents: 20			

#	By foot:	Date
1	25	9/19/2014 9:52 AM
2	30	8/31/2014 4:54 PM
3	10	8/27/2014 2:07 PM
4	0	8/26/2014 10:34 PM
5	20	8/26/2014 1:39 PM
6	1	8/26/2014 11:16 AM
7	10	8/26/2014 9:01 AM
8	10	8/25/2014 4:42 PM
9	5	8/25/2014 4:39 PM
10	2	8/25/2014 4:28 PM
#	By bicycle:	Date

#		Date
1	5	8/31/2014 4:54 PM
2	1	8/29/2014 12:44 PM
3	20	8/27/2014 2:07 PM
4	0	8/26/2014 10:34 PM
5	1	8/26/2014 1:49 PM
6	10	8/26/2014 1:39 PM
7	1	8/26/2014 11:16 AM
8	10	8/26/2014 9:01 AM
9	1	8/25/2014 5:58 PM
10	10	8/25/2014 4:42 PM
11	0	8/25/2014 4:28 PM
#	By public transit:	Date
1	35	9/12/2014 2:50 PM
2	5	8/31/2014 4:54 PM
3	20	8/27/2014 2:07 PM
4	0	8/26/2014 10:34 PM
5	2	8/26/2014 1:49 PM
6	20	8/26/2014 1:39 PM
7	1	8/26/2014 11:16 AM
8	10	8/26/2014 9:01 AM
9	5	8/25/2014 4:39 PM
10	1	8/25/2014 4:28 PM
#	By car:	Date
1	75	9/19/2014 9:52 AM
2	65	9/12/2014 2:50 PM
3	60	8/31/2014 4:54 PM
4	100	8/29/2014 1:38 PM
5	14	8/29/2014 12:44 PM
6	50	8/27/2014 2:07 PM
7	100	8/26/2014 11:29 PM
8	100	8/26/2014 10:34 PM
9	5	8/26/2014 2:06 PM
10	15	8/26/2014 1:49 PM
11	50	8/26/2014 1:39 PM
12	7	8/26/2014 1:19 PM
13	7	8/26/2014 11:16 AM
14	100	8/26/2014 9:55 AM
15	70	8/26/2014 9:01 AM

16	9		8/25/2014 5:58 PM
17	80		8/25/2014 4:42 PM
18	90		8/25/2014 4:39 PM
19	2		8/25/2014 4:28 PM
20	100		8/25/2014 4:12 PM

Q11 Which of the following parking options are available to your employees? (select all that apply) Viable parking options are those that are permitted for employee use with time limits sufficient to serve typical work shifts.

Answered: 19   Skipped: 4
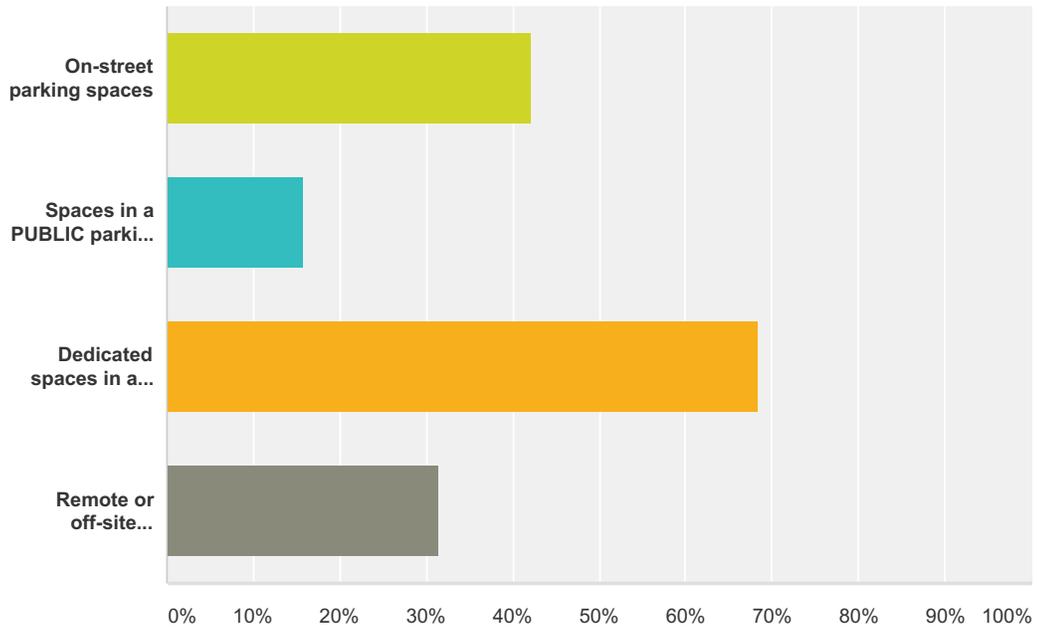
Answer Choices	Responses	
On-street parking spaces	**42.11%**	8
Spaces in a PUBLIC parking lot or garage	**15.79%**	3
Dedicated spaces in a PRIVATE lot	**68.42%**	13
Remote or off-site parking	**31.58%**	6
Total Respondents: 19		

Q12 For the employees that drive, where do the majority park? (please select only one):

Answered: 20   Skipped: 3
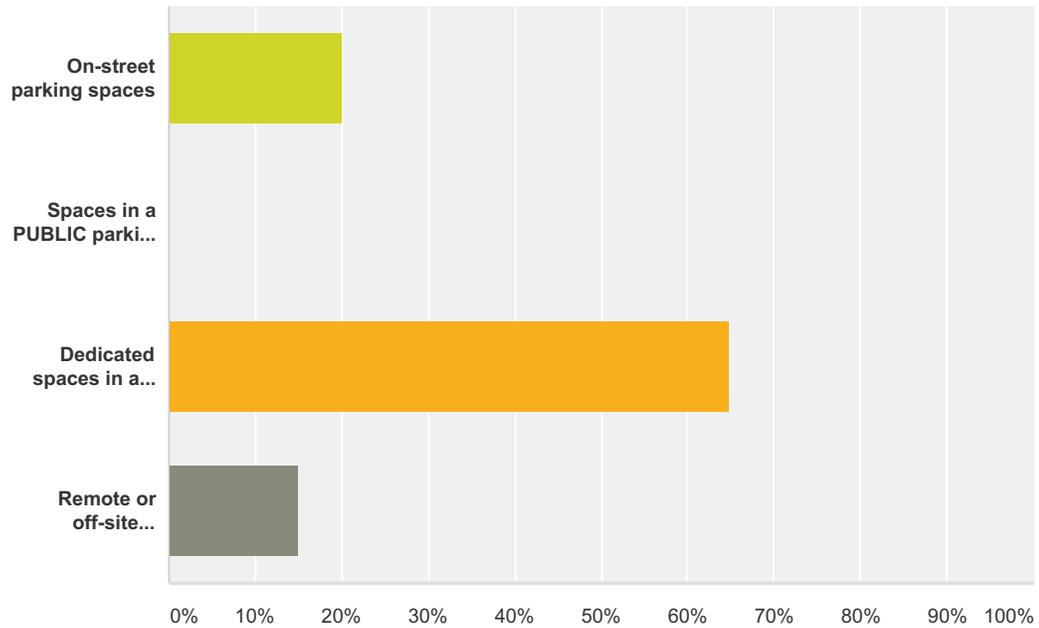
Answer Choices	Responses	
On-street parking spaces	**20.00%**	4
Spaces in a PUBLIC parking lot or garage	**0.00%**	0
Dedicated spaces in a PRIVATE lot	**65.00%**	13
Remote or off-site parking	**15.00%**	3
Total		20

Q13 What are your top three recommendations for improving patron access to West Main Street?

Answered: 18   Skipped: 5

#	Responses	Date
1	Don't reduce the limited amount parking that is currently available Allow better visibility of signage	9/19/2014 9:54 AM
2	More private parking Longer periods (more than 2 hours) to park	9/12/2014 2:54 PM
3	Improve sidewalks and landscaping, continued access to all on-street parking and a paid public parking lot somewhere (like the corner parking lot or water/south st. meter lot), improved marking and signage of crosswalks.	8/31/2014 5:04 PM
4	Build underground parking.	8/29/2014 1:40 PM
5	Building a multi-level public parking garage	8/27/2014 2:08 PM
6	I think it's fine now - but hear that the new development proposals may end up removing a lot of the on-street parking and that would hurt my business.	8/26/2014 11:33 PM
7	Number one recommendation is to keep the intersection at west Main street open to traffic that is turning onto (5th) street. The intersection I am speaking of is to the right of the Lewis and Clark monument. I own The Cutting Edge Salon right at that intersection and see how much traffic that comes from Main street and turns onto 5th street. It would be a HUGE mistake West Main street is condensed into just 1 lane at that intersection.	8/26/2014 10:46 PM
8	1. Continuing the 2 hour parking limit in the W.Main lot surrounding the old Alb. Hotel and enforcing the limit. Perhaps extending a limit (perhaps 3 hours) into dining hours. 2. Offering low cost parking options for employees of businesses on W. Main to free up available spaces 3. Creating a better pedestrian experience (more crosswalks with signage or lights, stop signs, shade trees, redesign of street parking to make exiting side streets and parking lots safer, leveling sidewalks, litter patrol, doggie poop bags and a sign saying, Midtown.)	8/26/2014 2:23 PM
9	PARKING!!!!!! For being in the downtown area, our patrons have very limited parking options. We have our own parking lot at the Main Street Market, but this parking is shared by 10 businesses and is not sufficient. Plus I know that customers of other businesses along West Main Street park in our lot because their are no other options. The street parking is limited and decreasing all the time especially with the creation of the bike lanes. The City needs to provide more parking, the lot behind the Albemarle Hotel is not sufficient. Either, give us a parking garage or empower a developer to do so for us.	8/26/2014 1:58 PM
10	Safer bike lanes, better access to parking for ALL businesses, better sidewalks.	8/26/2014 1:49 PM
11	1. Increase on street parking...do not decrease on street parking.	8/26/2014 1:27 PM
12	As W Main develops there needs to be short term public parking.	8/26/2014 11:23 AM
13	1) Maintain (or increase) current number of street-side parking spaces 2) Reduce time allowance from 2-hour to 1-hour 3) Install lights in crosswalks (like UVA crosswalks)	8/26/2014 10:09 AM
14	Stop building all these student houses!!!!! Build another parking garage closer to UVA Hospital Allow a lot for parking close to UVA Hospital	8/26/2014 9:02 AM
15	The same parking lot that we share only three spots for just our members called m14 permits only is never full and hasn't been for the past 7 years since the credit union has been here, why couldn't we have two spots for our employees? The credit union started with just UVA employees	8/25/2014 5:09 PM
16	1. Better auto traffic management. Some very difficult access points, such as the Main St. Market parking lot which had a left turn entry lane for about one week, then got changed. 5th St. SW is terrible -- have to inch out into traffic to see, pedestrians risking their lives, etc 2. Stop planning on putting so much street area to bicycles in the upcoming changes. Stand out there and count how many bikes there are, and if they really use the corridor's businesses, then try to rationalize making bike lanes that take up such a large amount of space. 3. Enforce parking limits for public parking, or use paid parking. This seems like a proven concept. Build a public parking deck behind Alb hotel so that the area can become somewhat pedestrian oriented, in general, even if that doesn't work for most of my customers. (I need help patrolling our parking lot, but I realize that's not the question here)	8/25/2014 4:56 PM

17	turn the city lot behind the albemarle hotel into a multi level public lot you could then get all of the parking off the street the city should listen to the public input, even if it is not what the city establishment would like to do.	8/25/2014 4:45 PM
18	First of all the City of Charlottesville needs to monitor on street parking spaces. We have noticed cars who park in the two hour and 1 hour spaces all day. We have tried to contact the city in regards to this issue but nothing is being done about it.	8/25/2014 4:19 PM

Q14 Is there anything you can think of, or have heard, that would be UNACCEPTABLE parking for your patrons?

Answered: 14   Skipped: 9

#	Responses	Date
1	Reducing the already limited parking options would not be good.	9/19/2014 9:54 AM
2	Taking away ANY of the on street parking spaces between 8th st/ the bridge and ridge mcintire is unacceptable. They are used constantly on weekdays, and their removal would CRUSH the multitude of businesses that rely on quick-stop customers (all retail clothing and food, tailor and pawn shops, lunch business and catering pickup for full service restaurants, salons, dell tax, real estate offices, yoga and the butcher! Almost every single business relies on hourly, on-street parking. And on Sundays and for funerals, they are fully utilized by one of our most historic churches' congregations! PLEASE DO NOT DIMINISH THE PARKING. ANY AND ALL SOLUTIONS FOR ADDITIONAL PARKING ARE TOTALLY ACCEPTABLE!	8/31/2014 5:04 PM
3	Do not take away all onstreet parking on W Main. I would say that there has to be a compromise between cyclists and drivers. Make a bike lane on one side of the street, but not both.	8/29/2014 1:40 PM
4	There is no parking directly adjacent to our building. Habitat for Humanity has numerous Partner Families of varying mobilities, and quite frankly, it is an embarrassing nuisance to make them park (in a parking lot that's soon to be demolished), walk to the office to obtain a parking permit then walk back out to their car to put the permit in their car, then walk back to the office for meetings and appointments. As we continue to build more around Charlottesville, we will only serve more and more people- parking in the Main Street area is not sustainable for any business or organization that doesn't have roots in the University of Virginia, which is sad and unfortunate.	8/29/2014 12:47 PM
5	parking garages are the worst for customers. People who shop at my store and the busiensses around me want to be able to park and pop in - they want that convenience and end up stopping by more frequently and on impulse becuase of that ease. If they had to enter a garage, with the time that consumes in driving up ramps, looking for a spot, parking and walking the distance from the level they park on to the street - many would just not bother and all would stop by with less frequency	8/26/2014 11:33 PM
6	Absolutely! Since the reporting of the new parking that will be taken away on the news, the taxi cabs have made all of the spots in front of Greyhound and The Cutting Edge Salon their personal hangout parking spots for 3 or more hours 7 days a week. This has made a tremendous impact on my business. Customers complain daily that they cannot find even street parking. There is no enforcement of parking in whatsoever on West Main at this particular intersection. I have many pictures that I have taken of taxi cabs parking in the loading zone as well.	8/26/2014 10:46 PM
7	I don't think my patrons will park south of the RR tracks. Nor do I think that they will walk more than 2 or 3 blocks if we are their only destination and hope to run in and out quickly. The perception of available parking is very important, so maintaining some 15-30 minute parking with for quick turnover errands is helpful.	8/26/2014 2:23 PM
8	There have been recommendations that our customers park in the Staples lot or the Jefferson School parking garage and walk up the street to shop along West Main Street. This is not realistic and is a sad alternative to the City stepping up and giving the businesses along West Main Street and the people who would like to shop here a better option.	8/26/2014 1:58 PM
9	I am one of the lucky few to have a parking lot attached to my business, with reasonable rent. My biggest complaint is the unintentional sharing of my parking lot with ABC customers, who are generally rude and disrespectful to my customers and employees. Also the signage is unclear about where and when people can park on the street, with inconsistent enforcement. I very much like the idea of all parking for all businesses, but there would have to be some equalization to rents currently charged for such access. It also seems that with the proposed increase in development, the surrounding neighborhoods stand to lose significant privacy as people search for parking. In addition, businesses that require close, quick parking seem to be losing out in the city's plan, as well as the Churches and funeral home which require massive amounts of parking at off times.	8/26/2014 1:49 PM
10	It is unacceptable to continue to decrease on street parking without alternative new parking spaces. Our patrons use motor vehicles to travel here and need to park in order to shop. If it becomes more difficult to park then they will stop shopping here.	8/26/2014 1:27 PM

11	Mine is a heavily transaction-based business (similar to bakeries, butchers, tailors, ABC stores, take-out food, conveniences stores on West Main). Our patrons will not tolerate remote (or structured), paid parking.	8/26/2014 10:09 AM
12	More Student Housing!!!!!	8/26/2014 9:02 AM
13	I've heard a plan to magically share all the parking in the area, and this doesn't seem viable. My customers are buying food; they will not walk multiple blocks.	8/25/2014 4:56 PM
14	considering the uva lot parking for the patrons of west mains street stores.	8/25/2014 4:45 PM

Q15 Your name (optional)

Answered: 13   Skipped: 10

#	Responses	Date
1	Laurie C Blakey	9/19/2014 9:54 AM
2	Margie Gilbert	8/31/2014 5:04 PM
3	Phyllis Hunter	8/29/2014 1:40 PM
4	Mike Santistevan	8/26/2014 10:46 PM
5	Kai Rady	8/26/2014 2:23 PM
6	Ken Wooten	8/26/2014 1:58 PM
7	Laura Galgano	8/26/2014 1:49 PM
8	john bartelt	8/26/2014 11:23 AM
9	Tobey Bouch	8/26/2014 10:09 AM
10	Terri	8/26/2014 9:02 AM
11	Eric Gertner	8/25/2014 4:56 PM
12	Gerry Newman	8/25/2014 4:45 PM
13	Shaid Rahim	8/25/2014 4:19 PM

Q16 Email Address and/or Phone Number (optional, if you would be open to being contacted for further input)

Answered: 12   Skipped: 11

#	Responses	Date
1	804-218-7353	9/19/2014 9:54 AM
2	margiep.gilbert@gmail.com	8/31/2014 5:04 PM
3	(757)831-5495	8/29/2014 1:40 PM
4	mikesplace101@hotmail.com 720-217-1777	8/26/2014 10:46 PM
5	krady@shenaniganstoys.net	8/26/2014 2:23 PM
6	orzokitchen@earthlink.net	8/26/2014 1:58 PM
7	bmd.ltg@gmail.com	8/26/2014 1:49 PM
8	studioartcraft@embarqmail.com 293-8356	8/26/2014 11:23 AM
9	tobey@tobeyspawn.com 434-996-3517	8/26/2014 10:09 AM
10	eric@feastvirginia.com	8/25/2014 4:56 PM
11	gnewmanabc@gmail.com 434-293-6456	8/25/2014 4:45 PM
12	arahim@embarqmail.com 434 245 4012	8/25/2014 4:19 PM

Appendix B
Visitor Survey

Q1 Why do (did) you visit West Main Street? (choose all that apply)

Answered: 279   Skipped: 0
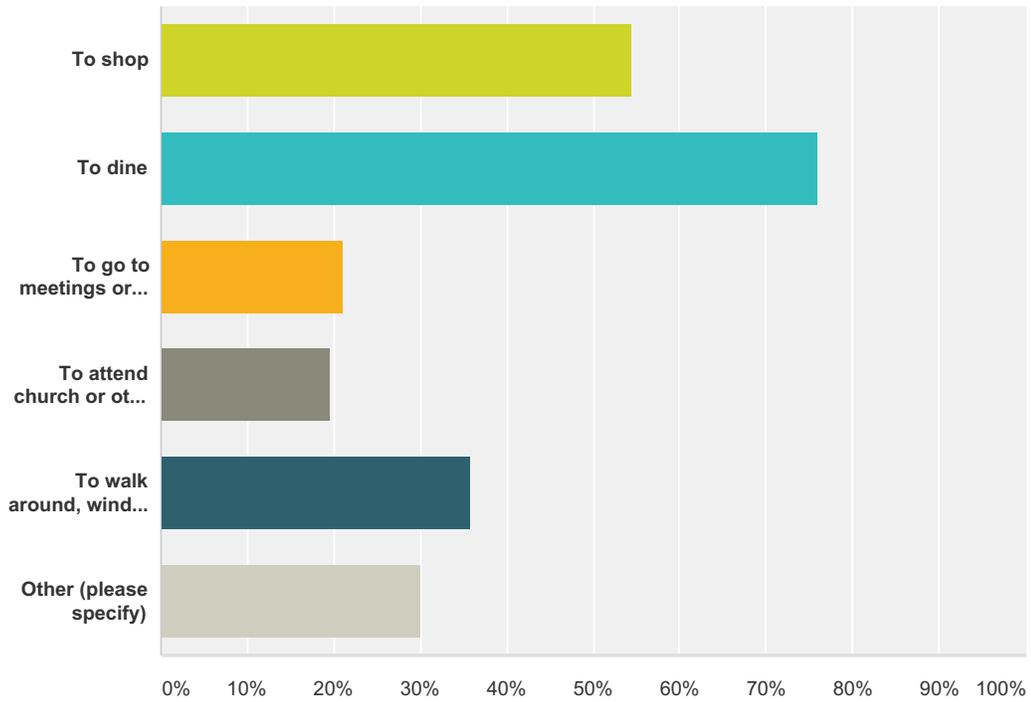
Answer Choices	Responses	
To shop	**54.48%**	152
To dine	**75.99%**	212
To go to meetings or appointments	**21.15%**	59
To attend church or other event(s)	**19.71%**	55
To walk around, window shop and/or people watch	**35.84%**	100
Other (please specify)	**30.11%**	84
Total Respondents: 279		

#	Other (please specify)	Date
1	to get downtown or to the university	11/7/2014 2:14 PM
2	To church or exercise (walk)	10/3/2014 8:02 PM
3	Work	10/3/2014 7:44 PM
4	Church	10/3/2014 7:31 PM
5	I live two blocks off West Main. I go there b/c it is part of my neighborhood.	10/1/2014 1:55 PM
6	Neighbor Neighor to West Main	9/29/2014 11:02 AM
7	Travel through I live on 5th Street SW so West Main is a direct route to get to my home either walking or driving	9/29/2014 10:33 AM

8	`Neighbor` I'm a resident	9/28/2014 8:55 AM
9	`Neighbor` I live only minutes off W. Main St. I have owned my house on 5th St. NW for 12 years.	9/28/2014 4:49 AM
10	`Travel through` school bus stop	9/28/2014 12:34 AM
11	`Neighbor` Starr Hill resident	9/27/2014 4:47 PM
12	`Travel through` Commute to work	9/22/2014 9:53 PM
13	`Travel through` I ride my bike down W. Main every day on my commute	9/22/2014 11:21 AM
14	`Travel through` Travel	9/20/2014 2:12 AM
15	park at old albemarle hotel and walk to the downtown mall	9/19/2014 3:38 PM
16	`Travel through` ride a bike	9/19/2014 11:44 AM
17	`Travel through` to walk through to University sites	9/19/2014 10:31 AM
18	`Travel through` to walk from home to work	9/19/2014 9:29 AM
19	`Travel through` Use it on my daily bicycle commute	9/19/2014 9:23 AM
20	`Travel through` to walk to work, visit friends	9/19/2014 9:03 AM
21	`Travel through` to commute	9/19/2014 8:48 AM
22	`Neighbor` I live narby so it's my main thoroughfare.	9/19/2014 8:42 AM
23	`Neighbor` I live a block away!	9/19/2014 8:29 AM
24	`Neighbor` It's my neighborhood, so pretty much all of the above.	9/19/2014 8:28 AM
25	`Travel through` to get to other locations	9/19/2014 8:14 AM
26	`Neighbor` I live on W Main St.	9/16/2014 10:10 PM
27	`To work` Work	9/9/2014 6:31 PM
28	`To work` work	9/7/2014 11:26 AM
29	`To work` work on West main	9/7/2014 1:24 AM
30	`Travel through` to bike to other areas	9/5/2014 3:03 PM
31	`To work` volunteer/work	9/5/2014 1:26 PM
32	`To attend church` CHURCH	9/4/2014 5:47 PM
33	`To work` work on West main	8/31/2014 3:58 PM
34	`To work` work on West main	8/31/2014 3:53 PM
35	`Travel through` My commute to work involves walking along West Main from 10th Street to Downtown	8/31/2014 11:48 AM
36	`To work` Volunteer at Habitat	8/28/2014 4:18 PM
37	`To work` i work here	8/28/2014 10:43 AM
38	`To work` I work @ Amtrak	8/28/2014 9:58 AM
39	`To work` I am the owner of The Cutting Edge Salon located at 300 west main street.	8/27/2014 5:33 PM
40	`To work` work	8/27/2014 12:06 PM
41	`To work` work	8/26/2014 2:57 PM
42	`To work` Work	8/25/2014 4:15 PM
43	`Travel through` To commute between Belmont and UVA	8/25/2014 11:21 AM
44	`Travel through` On my way downtown, to visit friends nearby, or take a train	8/22/2014 4:14 PM
45	`Travel through` Bike	8/15/2014 7:26 AM

46	**Travel through** Bike ride meeting	8/15/2014 5:33 AM
47	**Travel through** To go between UVA and Downtown	8/14/2014 11:43 PM
48	**Travel through** Walk West Main from my house to get downtown	8/14/2014 4:45 PM
49	**Travel through** As a travel route to UVA area	8/14/2014 3:26 PM
50	**To work** Work nearby so I shop and dine	8/14/2014 1:41 PM
51	**To work** I work near West Main Street	8/14/2014 12:58 PM
52	To drink booze responsibly.	8/14/2014 12:47 PM
53	**Exercise** Walk the dog	8/14/2014 12:40 PM
54	**Travel through** To bicycle	8/14/2014 12:18 PM
55	**To work** Work	8/14/2014 11:26 AM
56	**Travel through** Cycling, parking	8/14/2014 11:16 AM
57	**To work** work	8/14/2014 11:08 AM
58	**Travel through** to get accross town	8/14/2014 10:58 AM
59	**Travel through** Bike to the downtown mall	8/14/2014 10:56 AM
60	**Travel through** bike	8/14/2014 10:55 AM
61	**Travel through** Walking between downtown mall and UVA	8/14/2014 10:49 AM
62	Coffee	8/14/2014 10:28 AM
63	**Travel through** Commute	8/13/2014 4:53 PM
64	**Travel through** Travel across town, via bike, car or trolley.	8/11/2014 1:53 PM
65	**To work** work	8/11/2014 11:07 AM
66	**To work** walk to UVA Medical Center	8/10/2014 2:19 PM
67	**Exercise** For walks/place to be	8/9/2014 4:17 AM
68	**To attend church** First Baptist Church	8/8/2014 4:57 PM
69	**To work** Job	8/8/2014 9:26 AM
70	**Travel through** Amtrak	8/7/2014 6:13 PM
71	hockey at ice rink	8/7/2014 6:03 PM
72	**Travel through** to get to downtown from the corner	8/7/2014 4:38 PM
73	**To work** To go to work	8/7/2014 3:59 PM
74	**Travel through** commute through the area by bike	8/7/2014 3:41 PM
75	**Travel through** bike from downtown to UVA and back	8/7/2014 3:07 PM
76	**Exercise** on my running route	8/7/2014 1:41 PM
77	**Neighbor** I live here.	8/7/2014 1:38 PM
78	**Exercise** **Travel through** Exercise. Bike ride without the hills. Get to the Amtrak Station.	8/7/2014 1:32 PM
79	**Exercise** I often run along West Main Street	8/7/2014 1:29 PM
80	**Exercise** As part of my long walks around town.	8/7/2014 1:24 PM
81	**Neighbor** I live less than a block from West Main Street.	8/7/2014 9:37 AM
82	To get to the Doctor's office at UVA	8/6/2014 5:12 PM
83	**To attend church** I am a member of First Baptist Church. I have there 3 to 5 times each week.	8/6/2014 2:55 PM

84	**Travel through** I use West Main to get downtown on a regular basis	8/6/2014 1:41 PM

Q2 Which BEST DESCRIBES your association with West Main Street? (please choose only one)

Answered: 279   Skipped: 0
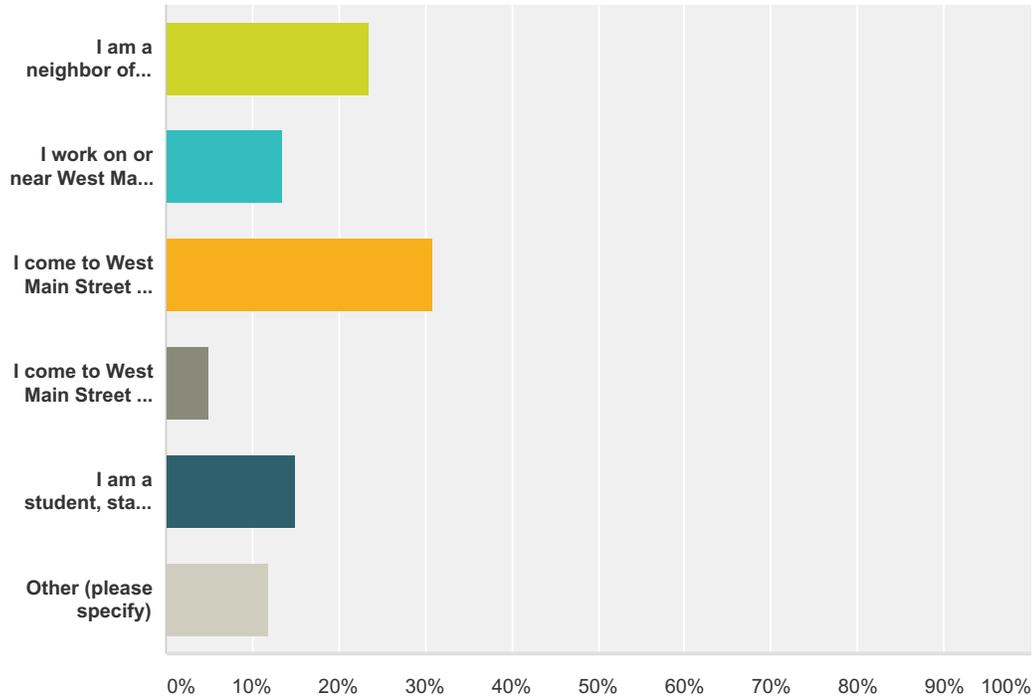
Answer Choices	Responses	
I am a neighbor of West Main Street.	**23.66%**	66
I work on or near West Main Street.	**13.62%**	38
I come to West Main Street to shop or dine.	**30.82%**	86
I come to West Main Street for meetings, appointments or office visits.	**5.02%**	14
I am a student, staff or faculty member of UVA.	**15.05%**	42
Other (please specify)	**11.83%**	33
Total		**279**

#	Other (please specify)	Date
1	Church	10/3/2014 8:13 PM
2	I go to church	10/3/2014 8:12 PM
3	I come to church on West Main	10/3/2014 8:07 PM
4	Attend church here	10/3/2014 8:01 PM
5	Come to church	10/3/2014 8:00 PM
6	To attend church (First Baptist Church)	10/3/2014 7:57 PM

7	Church	10/3/2014 7:47 PM
8	Church	10/3/2014 7:39 PM
9	Church	10/3/2014 7:31 PM
10	Church (First Baptist Church)	10/3/2014 7:22 PM
11	Church and I live close to West Main Street.	10/3/2014 7:18 PM
12	`Church` Attend church	9/19/2014 10:09 PM
13	UVa alum, used to live nearby, walk through there, go there now when i come in to town	9/19/2014 5:44 PM
14	I am in job transition so my use is in transition, too	9/19/2014 10:31 AM
15	In town for busienss travel	9/15/2014 7:51 PM
16	`Church` Church	9/4/2014 5:47 PM
17	I come to West Main Street to volunteer	8/28/2014 4:18 PM
18	`Church` To attend church at UBC	8/19/2014 3:40 PM
19	`Church` church affiliated	8/19/2014 1:08 PM
20	I shop, dine, or have meetings in the Main St corridor between downtown and UVA.	8/16/2014 9:44 PM
21	`Commute` Group bike ride	8/15/2014 5:33 AM
22	`Commute` I most often travel via W. Main to reach other destinations in downtown or on grounds.	8/14/2014 12:47 PM
23	`Commute` I use West Main as a cycling corridor to other parts of the city and county.	8/14/2014 11:16 AM
24	`Commute` bike through	8/14/2014 10:55 AM
25	`Commute` I ride my bike through the area	8/14/2014 10:37 AM
26	`Commute` Daily commuter on West Main	8/14/2014 10:16 AM
27	`Church` I attend church on West Main Street.	8/13/2014 10:29 PM
28	`Commute` I live in Belmont, work downtown and find it convenient to shop there.	8/11/2014 1:53 PM
29	`Commute` Live in Belmont	8/7/2014 6:13 PM
30	`Commute` I bicycle commute along W Main	8/7/2014 2:02 PM
31	`Commute` I live and work on West Main Street.	8/7/2014 1:38 PM
32	`Church` I am a member of First Baptist Church. I have there 3 to 5 times each week.	8/6/2014 2:55 PM
33	`Commute` I use West Main to get downtown on a regular basis	8/6/2014 1:41 PM

Q3 HOW OFTEN do you visit West Main Street? (choose only one)

Answered: 269   Skipped: 10
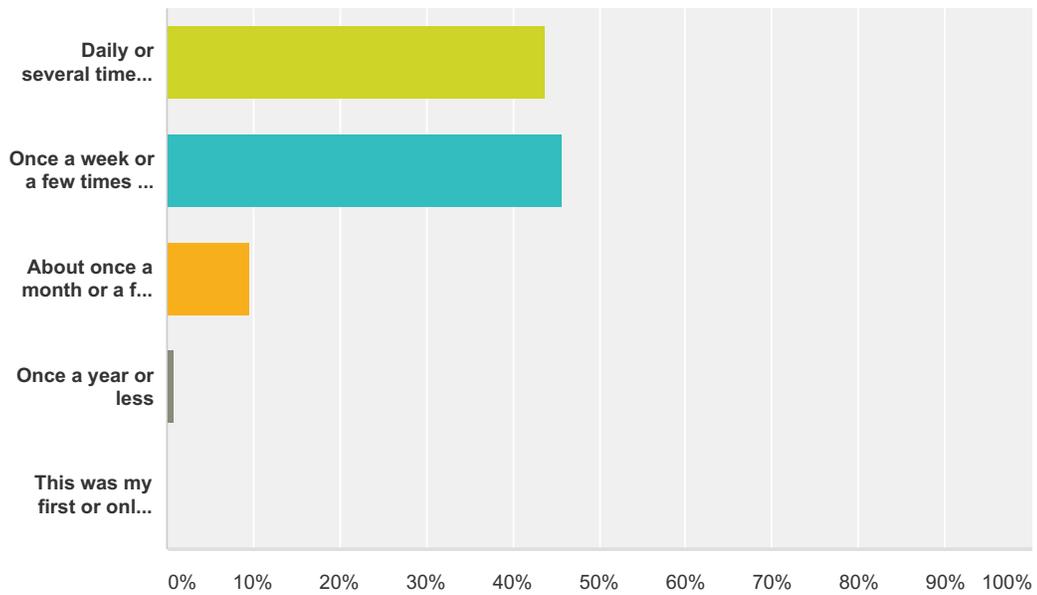
Answer Choices	Responses	
Daily or several times a day	**43.87%**	118
Once a week or a few times a month	**45.72%**	123
About once a month or a few times a year	**9.67%**	26
Once a year or less	**0.74%**	2
This was my first or only visit to West Main Street.	**0.00%**	0
Total		**269**

Q4 When you come/came to West Main Street, how many different places on the corridor do you visit on the same trip (on average)?

Answered: 267   Skipped: 12
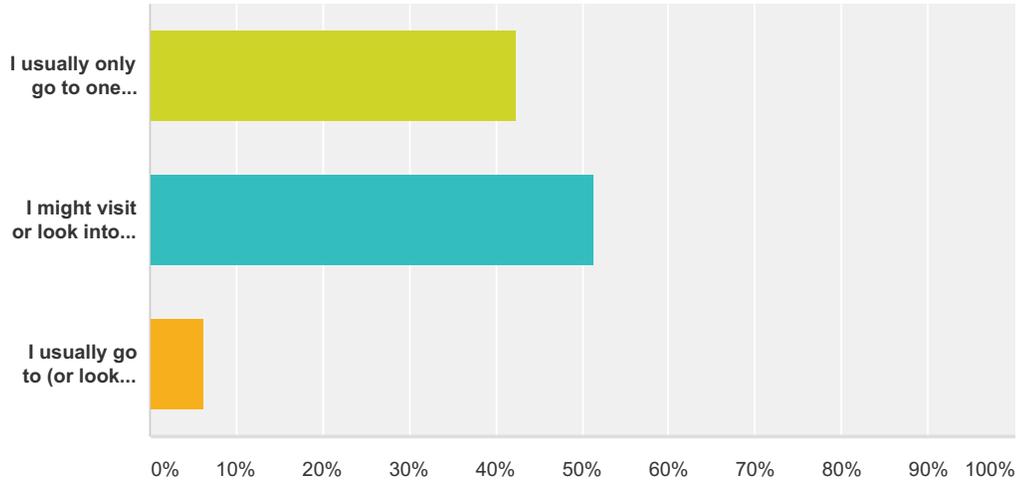
Answer Choices		Responses
I usually only go to one place.	**42.32%**	113
I might visit or look into two or three places when I am there.	**51.31%**	137
I usually go to (or look into) several different places (four or more).	**6.37%**	17
Total		**267**

Q5 If you visit more than one place on the same visit, how do you usually travel between them. (please choose the best answer)

Answered: 255   Skipped: 24
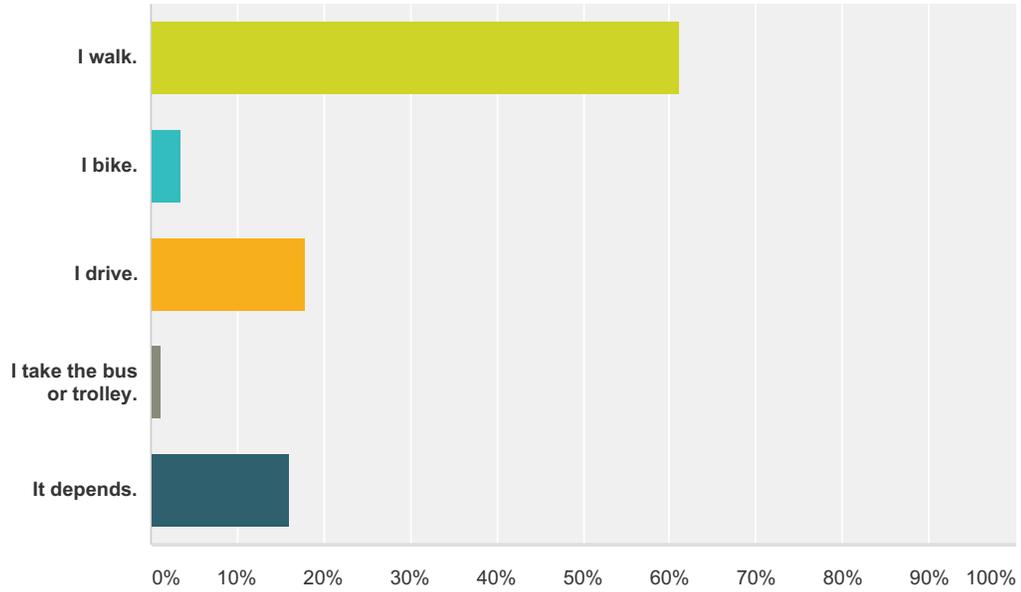
Answer Choices	Responses	
I walk.	**61.18%**	156
I bike.	**3.53%**	9
I drive.	**18.04%**	46
I take the bus or trolley.	**1.18%**	3
It depends.	**16.08%**	41
Total		**255**

Q6 Which businesses or places on West Main Street do you frequently visit? (for new or infrequent visitors, please list any places you have been)

Answered: 225   Skipped: 54

#	Responses	Date
1	ABC baker and butcher next to feast, blue moon diner, liquor store, international market	11/7/2014 2:15 PM
2	Albemarle Baking Company, Sweethaus, Pearl, Continental Divide, Maya, Threepenny Cafe, Blue Moon Diner, West Main, Feast, Shenanigans	10/17/2014 5:27 PM
3	First Baptist Church	10/3/2014 8:14 PM
4	First Baptist Church, Maya, Horse & Hound, Mel's Cafe	10/3/2014 8:13 PM
5	First Baptist Church	10/3/2014 8:12 PM
6	Mel's Cafe, Tobey's Pawn Shop, West Main Restaurant, First Baptist Church (member)	10/3/2014 8:09 PM
7	Church, to restaurants	10/3/2014 8:08 PM
8	First Baptist Church, any restaurant	10/3/2014 8:07 PM
9	Member of First Baptist Church	10/3/2014 8:05 PM
10	Restaurant	10/3/2014 8:03 PM
11	First Baptist Church	10/3/2014 8:01 PM
12	Studio Art Store, Spice Diva, First Baptist Church	10/3/2014 8:00 PM
13	First Baptist Church, Ebenezer Baptist Church, parking lot beside Quest Bookstore, parking lot beside First Baptist Church annex, Tobey's Pawn Shop	10/3/2014 7:59 PM
14	First Baptist Church, book store, habitat building, visit to the hospital, food to buy carry out	10/3/2014 7:50 PM
15	First Baptist Church	10/3/2014 7:48 PM
16	First Baptist Church	10/3/2014 7:47 PM
17	First Baptist Church	10/3/2014 7:46 PM
18	Wild Wings, First Baptist Church	10/3/2014 7:45 PM
19	First Baptist Church	10/3/2014 7:43 PM
20	First Baptist Church	10/3/2014 7:41 PM
21	Church.	10/3/2014 7:39 PM
22	First Baptist Church	10/3/2014 7:38 PM
23	First Baptist Church, Mel's Cafe, Wild Wings, food restaurants.	10/3/2014 7:37 PM
24	First Baptist Church	10/3/2014 7:34 PM
25	First Baptist Church	10/3/2014 7:33 PM
26	First Baptist Church	10/3/2014 7:31 PM
27	First Baptist Church, Mel's Cafe	10/3/2014 7:19 PM
28	Blue Moon Diner, Convenience Mart, Eloise, West Main Restaurant	10/1/2014 1:57 PM
29	Albemarle Baking Gearharts	9/29/2014 11:04 AM

30	Fish, Spice Diva, Organic Butcher, Grand Market, Feast, Horse and Hound, Amtrak, ABC	9/28/2014 8:56 AM
31	Albemarle Bakery, Fish market, organic butcher, Bella's, Public Fish.	9/28/2014 4:52 AM
32	Bus stop	9/28/2014 12:36 AM
33	Feast, World Market, ABC	9/27/2014 11:30 PM
34	West Main Market Lots of restaurants (e.g. Public, Maya, Blue Moon Diner, Zinc/Three Penny, Continental Divide, Asian Express, etc.) Eloise ABC store University Tire and Auto	9/27/2014 3:37 PM
35	Palette, Orzo's, Pearls Cupcakes, The Cutting Edge - are just a few.	9/26/2014 12:43 PM
36	Albemarle Bakery	9/22/2014 10:16 PM
37	Shenanigans, continental divide, feast, seafood at west main, three penny cafe	9/22/2014 9:54 PM
38	Calvino, Feast	9/22/2014 7:34 PM
39	Shenanigans, main st market, Maya, continental divide,	9/22/2014 2:43 PM
40	Feast, Albemarle Baking Co, Orzo, JM Stock Provisions	9/22/2014 11:22 AM
41	Bella's, Bakeries, West Main Markets, Orzos	9/22/2014 10:57 AM
42	Feast, Albemarle Baking Co, Seafood at West Main, Blue Moon, Continental Divide, JM Stock Provisions	9/21/2014 7:07 PM
43	West Main restaurant; Calvino Cafe; Mel's; Continental Divide; offices at 801 west main	9/20/2014 9:19 PM
44	Sweethaus, blue moon albemarle baking co, feast, gearharts	9/20/2014 4:59 PM
45	Feast opal continental divide blue moon abc	9/20/2014 12:40 PM
46	JM Stock Pearl's Maya Public Blue Moon	9/20/2014 11:38 AM
47	Mellow Mushroom, University Baptist Church, Jimmy Johns, Mincers, bank, Starbucks, Dunkin Donuts	9/20/2014 5:55 AM
48	Blue Moon, JM Stock, Main St Market	9/20/2014 12:52 AM
49	Market, Maya blue moon diner	9/19/2014 11:59 PM
50	Maya, Bella, University Baptist Church, Mel's, Pearls, Albemarle Baking Co.	9/19/2014 10:13 PM
51	Main Street Market, Continental Divide, Amtrak station	9/19/2014 9:50 PM
52	Feast, Blue Moon Diner, Sweethaus, West Main, continental divide	9/19/2014 8:33 PM
53	Maya's, Main Street Market,	9/19/2014 6:33 PM
54	Market at West Main for the Organic Butcher	9/19/2014 5:50 PM
55	Blue Moon Diner, Horse & Hounds Gastropub, formerly went to Quest bookstore, South Street Brewery, Greyhound bus station (to pick up my son), Gearhart's, the coffee shop that's near gearhart's, used to rent things at the rental place but it has been torn down.	9/19/2014 5:46 PM
56	Maya, Pearl, Public, Blue Moon Diner, ABC store, Bellas	9/19/2014 5:42 PM
57	Bakery	9/19/2014 4:21 PM
58	Pearl's Bakery, Sweethaus, Shenanigans, Lululemon, Albemarle Baking Co., Feast, Bella's, Horse & Hound, Amtrak, Wild Wings, Orzo	9/19/2014 3:40 PM
59	West Main Market, Sweethaus, Bella's, Continental Divide, the butcher shop.	9/19/2014 3:39 PM
60	VABC, Continental Divide, Mel's, Feast!, Blue Moon Diner	9/19/2014 2:27 PM
61	Albemarle Baking Co, Shenanigans, Wild Wing	9/19/2014 1:23 PM
62	Main Street market Orzo Public fish and oyster Bella's Train station	9/19/2014 1:19 PM
63	Shenanigans, Feast, Bella	9/19/2014 12:39 PM
64	Feast! - West Main Rest., UVA Credit Union.	9/19/2014 12:11 PM
65	Main Street Market (Feast, Gearhart's, Orzo), Maya, Continental Divide, my dentist, Art Supply store, Bella's	9/19/2014 11:28 AM

66	Main Street Market businesses Stock Credit Union Studio Art	9/19/2014 10:33 AM
67	Continental Divide, Feast!, Lululemon, Public	9/19/2014 10:29 AM
68	Shenanigans, opal, feast!,	9/19/2014 10:27 AM
69	Continental Divide, Main Street Market (Feast, Albemarle Baking Company, Seafood @ West Main), Public Oyster & Fish, Maya	9/19/2014 9:35 AM
70	Feast, seafood at west main	9/19/2014 9:32 AM
71	Albemarle Bakery, Seafood@West Main, Grand Market	9/19/2014 9:30 AM
72	Main St. Market, Sweethaus, Blue Moon Diner, Stock	9/19/2014 9:28 AM
73	Continental Divide, Shenanigans, Main St. Market, Blue Moon, 3 Penny, ABC Store, Alb. Baking	9/19/2014 9:25 AM
74	JM Stock & Provision, Blue Moon Diner, Feast, Albemarle Baking Company, Pearl's, Bella's	9/19/2014 9:16 AM
75	Main Street Market, L'Etoile	9/19/2014 9:12 AM
76	JM Stock, Sweethaus, Feast, Organic Butcher, Shenanigans, Albemarle Baking Company	9/19/2014 9:05 AM
77	JM Stock (butcher shop), Feast and other West Main Market locations, liquor store.	9/19/2014 8:58 AM
78	Main Street market, bluemoon diner	9/19/2014 8:51 AM
79	Albemarle bakery feast fish guy butcher hair salon (studio 216) public	9/19/2014 8:49 AM
80	Continental Divide	9/19/2014 8:49 AM
81	Albemarle Baking, Public, Feast, the Afghans.	9/19/2014 8:44 AM
82	Albemarle Baking Co, Wild Wing Cafe, Continental Divide, Sweethaus, Opal Yoga, Lulu Lemon, Three Penny Cafe, Feast, Blue Moon Diner, Ariana, Orzo, and I used to go frequently to Random Row Books. I also walk to work along the West Main corridor from my house to downtown.	9/19/2014 8:41 AM
83	Mel's, Pearls, The Well House, SweetHaus, Jefferson School, Threepenny Cafr	9/19/2014 8:38 AM
84	Maya, blue moon diner, public, shenanigans, abc store, Amtrak, feast, seafood at west main, organic butcher	9/19/2014 8:33 AM
85	Studio Arts, Kane, Maya, Bella, orzo, feast,	9/19/2014 8:33 AM
86	Purple Building	9/19/2014 8:30 AM
87	Feast, butcher, hair salon, liquor store, all restaurants	9/19/2014 8:29 AM
88	West Main restaurant Blue Moon Diner ABC store Wild Wing Cafe Continental Divide	9/19/2014 8:26 AM
89	Grand Market, Feast, Blue Moon Diner, Calvino's, ABC Bakery, Sweethaus.	9/19/2014 8:16 AM
90	Albermale Baking Company, Feast, former "one meatball place" and Sweet Haus	9/17/2014 6:57 PM
91	Blue Moon, Mel's, Calvino's, Wild Wing Cafe, Asian Express.	9/16/2014 10:14 PM
92	Pearl's, Ben Around	9/13/2014 8:58 PM
93	UVA Courtyard Marriott	9/9/2014 6:34 PM
94	First Baptist Church	9/7/2014 3:58 PM
95	Continental Divide, Seafood @ West Main, West Main, Blue Moon Diner, Mel's, Tobey's Pawn, Eloise	9/7/2014 11:27 AM
96	First Baptist Church	9/6/2014 8:44 AM
97	Habitat for Humanity	9/5/2014 1:26 PM
98	First Baptist Church Mels Cafe Wild Wings Food Rest	9/4/2014 5:55 PM
99	FIRST BAPTIST	9/4/2014 5:48 PM
100	FBC	9/4/2014 5:41 PM
101	First Baptist	9/4/2014 5:35 PM

102	mels cafe	9/2/2014 2:21 PM
103	Studio 500, 3 Penny, Public Fish and Oyster, Bella, JM Stock and Provision, Feast	9/2/2014 12:10 PM
104	Main street market, eloise, ABC store, market beside blue moon, Blue moon diner, maya, Continental Divide, Mrs Gus's tailor shop, Tobey s Pawn, Sweet Haus, West Main Salon, Maya, J. M. STOCK, West main restaurant, allstate, Starr Hill Park, El Jaripeo	8/31/2014 4:00 PM
105	Blue Moon Diner, Albemarle Baking Co., Grand Market, Feast	8/31/2014 11:49 AM
106	Benny Delucas	8/29/2014 4:32 PM
107	Main Street Market, Maya, Orzo, Public Fish, West Main Restaurant, L'Etoile, Albemarle Bakery,	8/29/2014 1:05 PM
108	Most of the shops in West Main Market, Shenanigans, Maya, Amtrak station, Starr Hill restaurant,	8/29/2014 12:37 PM
109	The many restaurants that are on West Main Street	8/28/2014 4:19 PM
110	Kane Furniture, various restaurants, the group of businesses where Fiest is located.	8/28/2014 2:13 PM
111	amtrak, mel's cafe, wild wing cafe	8/28/2014 10:44 AM
112	Amtrak	8/28/2014 9:59 AM
113	I eat lunch frequently at West Main street and my employees eat at Calvino's regularly.	8/27/2014 5:37 PM
114	Regal Theatre, Paramount, Chrisitans, Wild Wing Cafe, UVA	8/27/2014 12:08 PM
115	Studio Art Shop, Little John's, Bodo's, Shenandoah Joe's, Mel's Cafe, Blue Moon Diner	8/26/2014 3:07 PM
116	continental divide	8/26/2014 2:58 PM
117	Continental divide, maya, stock	8/25/2014 6:50 PM
118	Restaurants, Shenanigans	8/25/2014 4:53 PM
119	Allstate	8/25/2014 4:16 PM
120	JM Stock Provisions, Albemarle Baking Company, Feast!, Hedge, Shenanigans	8/25/2014 11:23 AM
121	Main Street Market	8/25/2014 9:35 AM
122	Organic Butcher Amtrak Public	8/22/2014 4:17 PM
123	Main Street Market, all of the restaurants in the "mid-town" area.	8/20/2014 1:55 PM
124	West Main Street Restaurant	8/20/2014 12:50 AM
125	University Baptist Church	8/19/2014 3:41 PM
126	University Baptist Church, restaurants on the Corner, Main Street Market, UVA hospital	8/19/2014 1:36 PM
127	Church	8/19/2014 1:09 PM
128	Main Street Market	8/16/2014 7:25 AM
129	restaurants	8/15/2014 7:18 PM
130	albemarle baking company	8/15/2014 2:52 PM
131	The afghani store that sells tea and spices sometimes meet people at Main St. Mkt,	8/15/2014 2:50 PM
132	Able marble bakery and feast	8/15/2014 7:28 AM
133	Albemarle Baking Company	8/15/2014 5:35 AM
134	Albemarle Baking Company, Feast, Continental Divide	8/14/2014 11:45 PM
135	JM stock, Shenanigans, opal yoga, west main st. market (feast, abc, seafood), sweethaus, maya. Used to go to random row bookstore.	8/14/2014 10:56 PM
136	Bella's	8/14/2014 8:52 PM
137	UVA Health System	8/14/2014 8:12 PM

138	Main st marker	8/14/2014 6:20 PM
139	Continental Divide, Market @West Main, Blue Moon, ABC Store, Maya	8/14/2014 4:47 PM
140	West Main Baptist Church	8/14/2014 3:30 PM
141	Maya, Continental Divide	8/14/2014 3:27 PM
142	Main Street Market, Continental Divide, Mel's, West Main bar	8/14/2014 3:06 PM
143	Mel's Dinner. Horse and Hound	8/14/2014 2:38 PM
144	West Naub St MArket , Feast, ABC, Maya, Public resturant	8/14/2014 2:35 PM
145	Wild wing cafe, Main Street market.	8/14/2014 2:31 PM
146	Watermark Design	8/14/2014 2:02 PM
147	Maya, West Main Market, Continental Divide, Three Penny cafe, Albermarle Baking	8/14/2014 1:28 PM
148	West Main Market (especially Feast, Albermarle Baking Company, Organic Butcher, and the Fish store), JM Stock, Pearl Bakery, Public Oyster, and Maya.	8/14/2014 1:20 PM
149	Shenanigans, Three Penny, Mel's, Feast	8/14/2014 12:59 PM
150	Horse & Hound, El Jaripeo, Amtrak station, Blue Moon Diner, ABC store	8/14/2014 12:49 PM
151	Continental Divide, Albemarle Baking Company, PhoMoto (now gone), Shenanigans	8/14/2014 12:45 PM
152	ABC store, West Main Restaurant, 3Penny, SweetHaus, Blue Moon	8/14/2014 12:37 PM
153	Studio Art, L'Etoile, Main St Market, toy store	8/14/2014 12:31 PM
154	Traveling through, Blue Moon Diner, ABC store, Wild Wings, Random Row Books (before it was demolished for a f'ing hotel)	8/14/2014 12:20 PM
155	Shops on West Main, Shenanigans, Credit Union, Craft Shop, 3 Penny, Horse & Hound, Maya, JM Stock Provisions, Continental Divide, West Main Restaurant, Atlantic Futon, Sweet Haus, Letoile	8/14/2014 12:15 PM
156	West Main (restaurant), Main Street Market, Wild Wing Cafe, ABC Store, 3 Penny Cafe	8/14/2014 11:59 AM
157	West Main Design Stock Pearl's Maya Lulu Lemon Opal Yoga Public Oyster House Orzo 3 Penny Blue Moon Diner Feast Albemarle Baking Co L'Etoile	8/14/2014 11:55 AM
158	Main St Market, Calvino, Pearl's, Maya	8/14/2014 11:42 AM
159	Main St Market, Shenanigans, Eloise, Maya, Amtrak, ABC Store	8/14/2014 11:27 AM
160	Allstate Insurance	8/14/2014 11:27 AM
161	Orzo, Feast, Calvino, West Main restaurant, Bella's, Wild Wings, Main Street Market.	8/14/2014 11:17 AM
162	Orzo, Alb Baking Co., Bellas, Maya, Continental Divide	8/14/2014 11:14 AM
163	old yellow hotel	8/14/2014 11:09 AM
164	Wild Wing Café Buford Middle School	8/14/2014 10:59 AM
165	Albemarle Bread Feast Blue Moon Shenanigans bike through	8/14/2014 10:57 AM
166	JM Stock	8/14/2014 10:55 AM
167	Shenanigan's, Albemarle Baking Company, Asian Express	8/14/2014 10:52 AM
168	Feast! Albemarle Baking Co. Orzo	8/14/2014 10:45 AM
169	The businesses in the Purple Building either to shop for food or to eat lunch : Fish store, butcher, Feast	8/14/2014 10:31 AM
170	Blue Moon Diner, Maya, Public	8/14/2014 10:31 AM
171	Feast, Threepenny, Horse and Hound, Seafood@West Main, Milan	8/14/2014 10:30 AM
172	Seafood at West Main, Bella's, Orzo	8/14/2014 10:28 AM

173	Organic Butcher, Feast, Fish Market, Albemarle Baking Co., VA ABC store, Orzo, West Main restaurant, Braden Property Mgt, L'Etoile, Gearhart's, Calvino Cafe	8/14/2014 10:18 AM
174	First Baptist Church	8/13/2014 10:30 PM
175	Blue Moon, Continental Divide, 3 Penny, Main St. Market, Shenanigans	8/13/2014 4:54 PM
176	Gearhart's Chocolates, Maya, Horse and Hound,etc.	8/13/2014 11:39 AM
177	Albemarle Baking Co., ABC, Cafe Calvino, Blue Moon, the train station ...	8/11/2014 1:56 PM
178	Feast, UVa Credit Union, Quest Bookstore, various restaurants, Studio Art I walk from home in Johnson Village to the bus stops on West Main to go downtown	8/11/2014 11:59 AM
179	west main restaurant, west main market, blue moon diner	8/11/2014 11:09 AM
180	Main St Market UVA Medical Center	8/10/2014 2:20 PM
181	ABC,Wild Wings, Bella, C'villian brewery	8/9/2014 1:24 PM
182	Butcher shop, Mel's, Blue Moon, Amtrak, Main St Mrkt shops/restaurants, Maya, West Main	8/9/2014 4:20 AM
183	Market, e.g. Geaharts and adjoining shops, Shenanigans, Blue Moon, Ragged Mtn Run Shop on corner	8/8/2014 7:24 PM
184	Continental divide, j&m, C'vilian, other restaurants	8/8/2014 4:28 PM
185	Shenanigans, Sweethaus, Continental Divide, ABC store	8/8/2014 1:58 PM
186	University Baptist Church	8/8/2014 12:54 PM
187	Main Street Market, Public Seafood, Continental Divide	8/8/2014 12:30 PM
188	jscc	8/8/2014 10:14 AM
189	Feast, Calvino, Eloise, Blue Moon Diner	8/8/2014 9:27 AM
190	Feast, west main restaurant, ABC, blue moon diner, JM Stock & Provisions	8/8/2014 7:20 AM
191	java java, shoe store next door	8/8/2014 6:00 AM
192	Continental Divide	8/7/2014 9:01 PM
193	Most often JM Stock, Blue Moon, feast & wild wings, and occasionally l'tiole & continental decide	8/7/2014 8:36 PM
194	Albemarle Baking Calvino Maya	8/7/2014 6:14 PM
195	Main street market, Maya, horse and hound, blue moon	8/7/2014 6:05 PM
196	Mel's; Feast; Bella's; JM Stock & Provisions	8/7/2014 5:00 PM
197	None - Everything I found useful on West Main has shut down and moved away.	8/7/2014 4:39 PM
198	Gerhearts and other business in the shops there.	8/7/2014 4:37 PM
199	Feast, Continental Divide, Eloise, Blue Moon, Shennanigans, Oyster House.	8/7/2014 4:30 PM
200	Horse and Hound, Blue Moon Diner, Main Street Market, Amtrak	8/7/2014 4:20 PM
201	university tire and auto, feast/west main market, maya, convenient stores	8/7/2014 3:43 PM
202	Albemarle Bakery, Feast, Organic Butcher	8/7/2014 3:09 PM
203	J.M. Stock, Pearl's, Maya, Public Fish and Oyster, Bella's, Continental Divide, Main Street Market (Orzo, Feast, Albemarle Baking Co.)	8/7/2014 2:16 PM
204	Amtrak, Maya, Albemarle Baking, Continental Restaurant	8/7/2014 2:08 PM
205	West Main Restaurant, Mel's, Continental Divide	8/7/2014 2:03 PM
206	restaurants, pawn shop, deliveries	8/7/2014 1:58 PM
207	all the stores in West Main Market and Shenanigans most often, but also Maya restaurant, Bella restaurant, Public House Restaurant and Orzo Restaurant	8/7/2014 1:51 PM
208	JM Stock, Maya, shops in Main Street Market, liquor store, Pearl's	8/7/2014 1:40 PM

209	Bella's, sweet haus, pearls, maya, shenanigans, feast, albemarle baking, wild wings	8/7/2014 1:38 PM
210	Blue Moon Diner, Amtrak, Maya, Greyhound, Random Row (RIP), UVA offices, Studio Art, Continental Divide, Feast	8/7/2014 1:35 PM
211	Main Street Markets	8/7/2014 1:34 PM
212	Shenanigans, Gearharts, Albemarle Baking Company	8/7/2014 1:32 PM
213	Blue Moon Diner, all of the shops in the Main Street Market, occasionally Maya	8/7/2014 1:30 PM
214	Feast! Spice Diva	8/7/2014 1:25 PM
215	Main Street Market, Sweet Haus	8/7/2014 1:25 PM
216	Main Street Market, Continental Divide, JM Stock Provisions	8/7/2014 1:17 PM
217	JM Stock Provisions, Pearl's Bake Shoppe, Albemarle Baking Co, Main Street Market, Feast, Maya, Public Fish & Oyster, Orzo, Continental Divide	8/7/2014 9:39 AM
218	bakery, Mels and a restaurant (varies)	8/7/2014 6:47 AM
219	West Main Restaurant, various other restaurants, Main Street Market, Amtrak, UVA hospital, etc.	8/6/2014 5:16 PM
220	First Church	8/6/2014 3:05 PM
221	First Baptist Church	8/6/2014 3:00 PM
222	I am a member of First Baptist Church.	8/6/2014 2:56 PM
223	Restaurants- Maya, Cont. Divide, Orzo, Alb. Baking Co., Shenanigens	8/6/2014 1:42 PM
224	Antique shop and Quest Bookshop in Yellow building, West Main Market, Three Penny, Continental Divide, Art Supply Store, Kaines Furniture	8/6/2014 8:29 AM
225	Orzo, Gearhart's, Albemarle Baking Co., Horse and Hound, Maya	8/6/2014 1:21 AM

Q7 When do you most frequently visit West Main Street? Please mark the most common periods.

Answered: 263   Skipped: 16
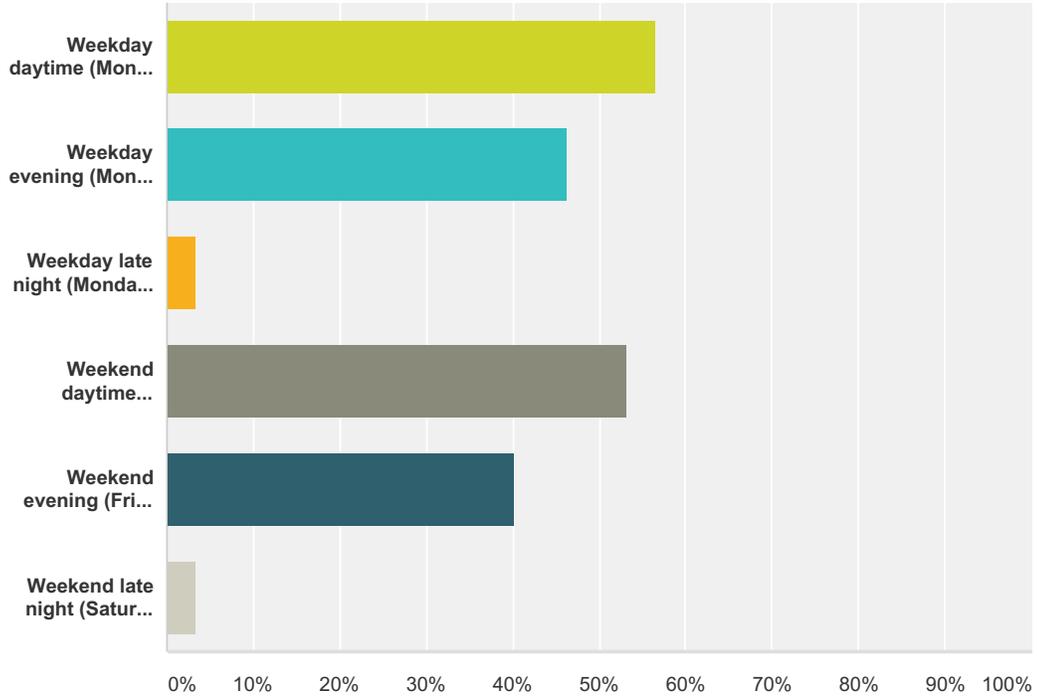
Answer Choices	Responses	
Weekday daytime (Monday through Friday, 6am to 4pm)	**56.65%**	149
Weekday evening (Monday through Thursday, 4pm to midnight)	**46.39%**	122
Weekday late night (Monday through Thursday, midnight to 6am)	**3.42%**	9
Weekend daytime (Saturday and Sunday, 6am to 4pm)	**53.23%**	140
Weekend evening (Friday to Sunday, 4pm to midnight)	**40.30%**	106
Weekend late night (Saturday and Sunday, midnight to 6am)	**3.42%**	9
Total Respondents: 263		

Q8 How do/did you get to West Main Street? (mark all modes that you COMMONLY use)

Answered: 269   Skipped: 10
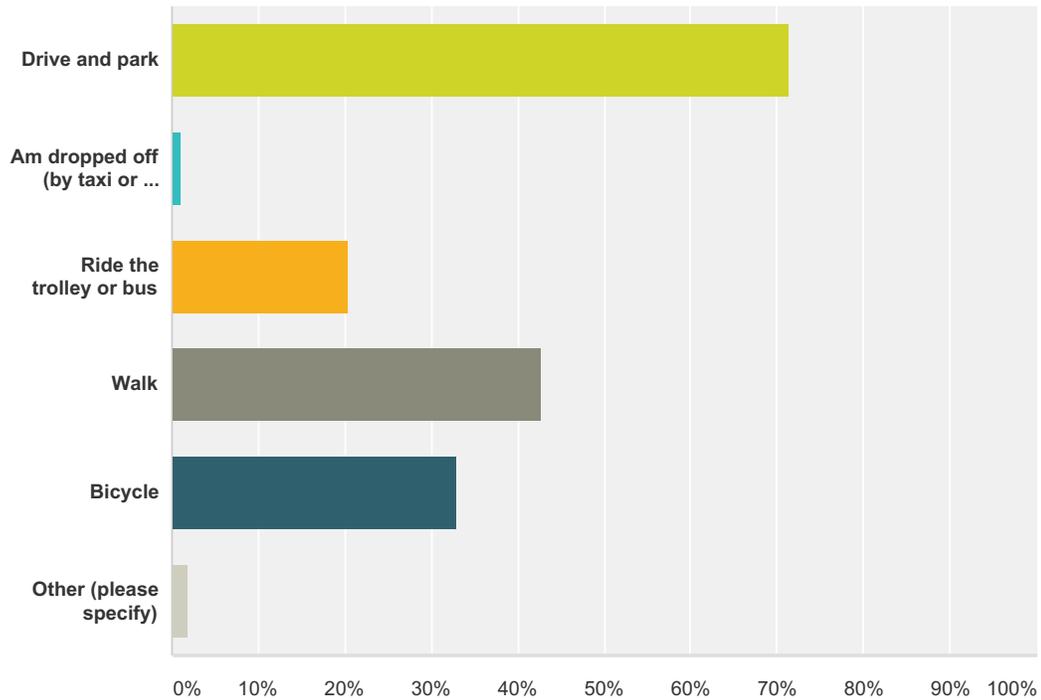
Answer Choices	Responses	
Drive and park	**71.38%**	192
Am dropped off (by taxi or a private car)	**1.12%**	3
Ride the trolley or bus	**20.45%**	55
Walk	**42.75%**	115
Bicycle	**33.09%**	89
Other (please specify)	**1.86%**	5
Total Respondents: 269		

#	Other (please specify)	Date
1	Carpool	10/3/2014 7:45 PM
2	also walk to and from Downtown Mall to West Main	9/27/2014 3:38 PM
3	PLEASE MAKE THIS CORRIDOR SAFER FOR BICYCLES. RIGHT NOW IT IS TERRIFYING.	8/14/2014 12:55 PM
4	Most common is by bike, and then walk or bike around depending on the distance between locations	8/14/2014 12:16 PM
5	Feel to unsafe in traffic to ride bike	8/14/2014 11:28 AM

Q9 When you drive to West Main Street, where do you MOST FREQUENTLY park?

Answered: 190   Skipped: 89
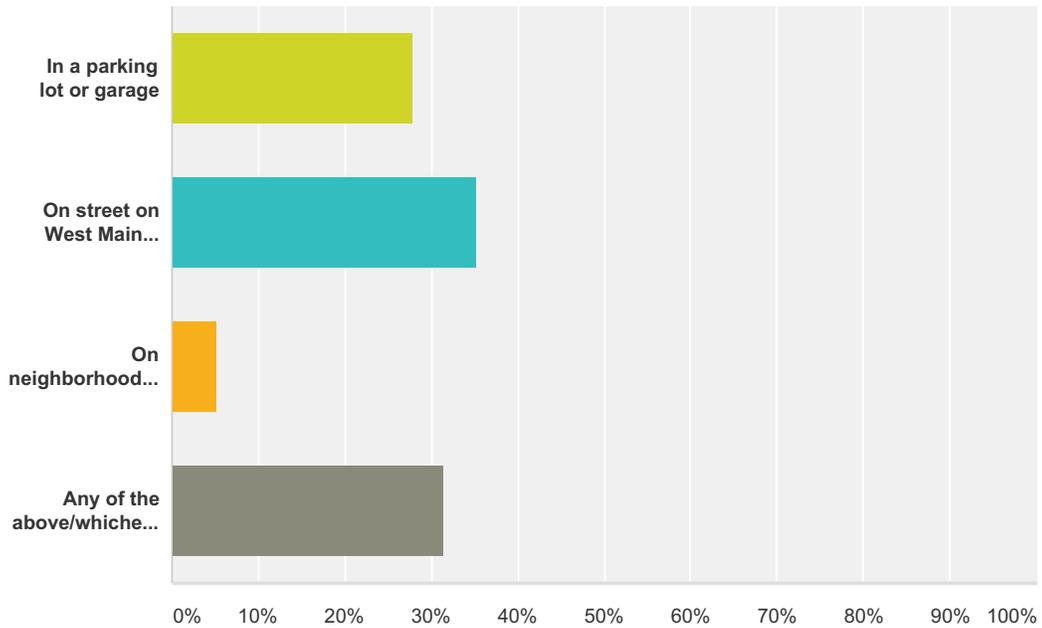
Answer Choices	Responses	
In a parking lot or garage	**27.89%**	53
On street on West Main Street	**35.26%**	67
On neighborhood streets (off West Main Street)	**5.26%**	10
Any of the above/whichever is most convenient and available	**31.58%**	60
Total		**190**

Q10 If parking were available, where would you PREFER to park?

Answered: 190   Skipped: 89
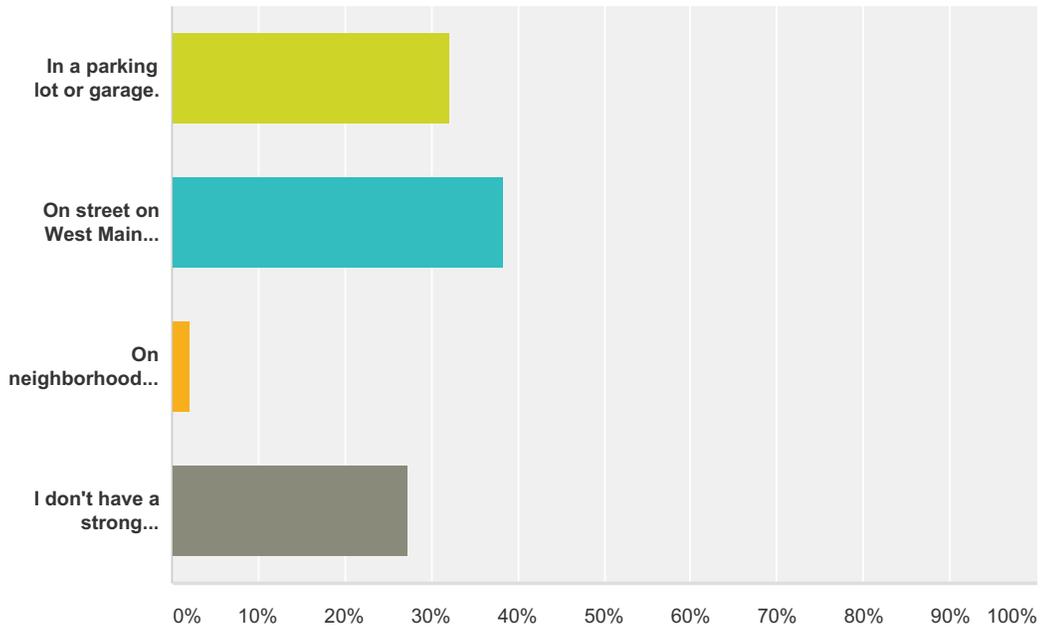
Answer Choices	Responses	
In a parking lot or garage.	**32.11%**	61
On street on West Main Street.	**38.42%**	73
On neighborhood streets (off West Main Street).	**2.11%**	4
I don't have a strong preference.	**27.37%**	52
Total		**190**

Q11 Please mark the statements below that you generally AGREE with.

Answered: 182   Skipped: 97
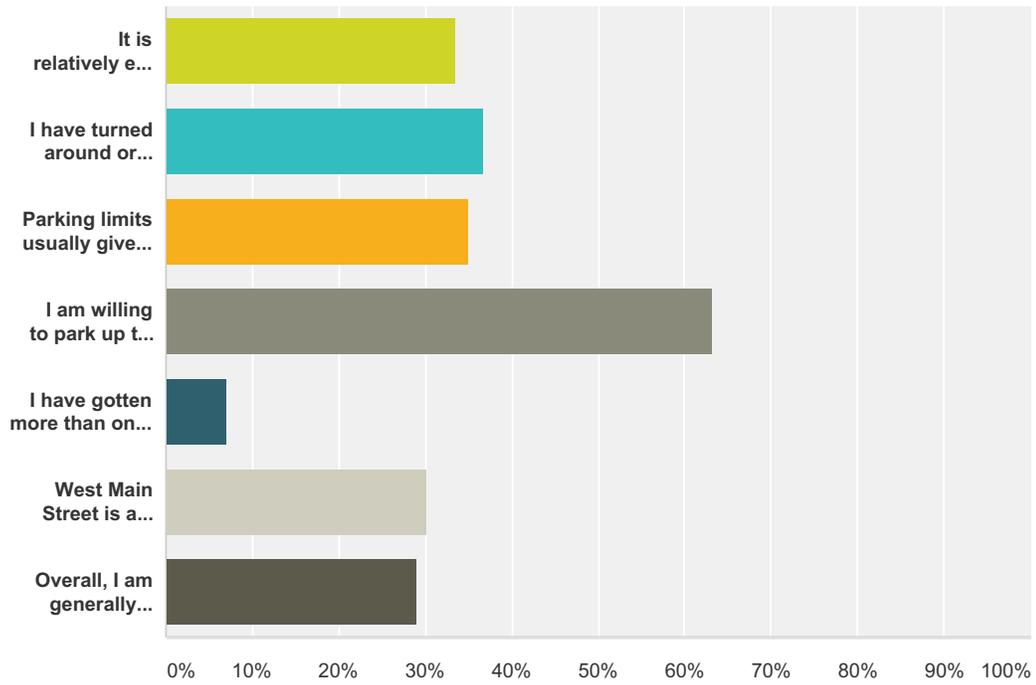
Answer Choices	Responses	
It is relatively easy to find parking on or near West Main Street.	**33.52%**	61
I have turned around or avoided West Main Street because I could not find parking.	**36.81%**	67
Parking limits usually give me enough time to do what I need to do on West Main Street.	**35.16%**	64
I am willing to park up to a block away from my destination.	**63.19%**	115
I have gotten more than one parking ticket while visiting West Main Street over the past year.	**7.14%**	13
West Main Street is a nice street to walk along.	**30.22%**	55
Overall, I am generally satisfied with parking for West Main Street.	**29.12%**	53
Total Respondents: 182		

Q12 If valet parking were available for your destination on West Main Street, how likely are you to use it?

Answered: 186   Skipped: 93
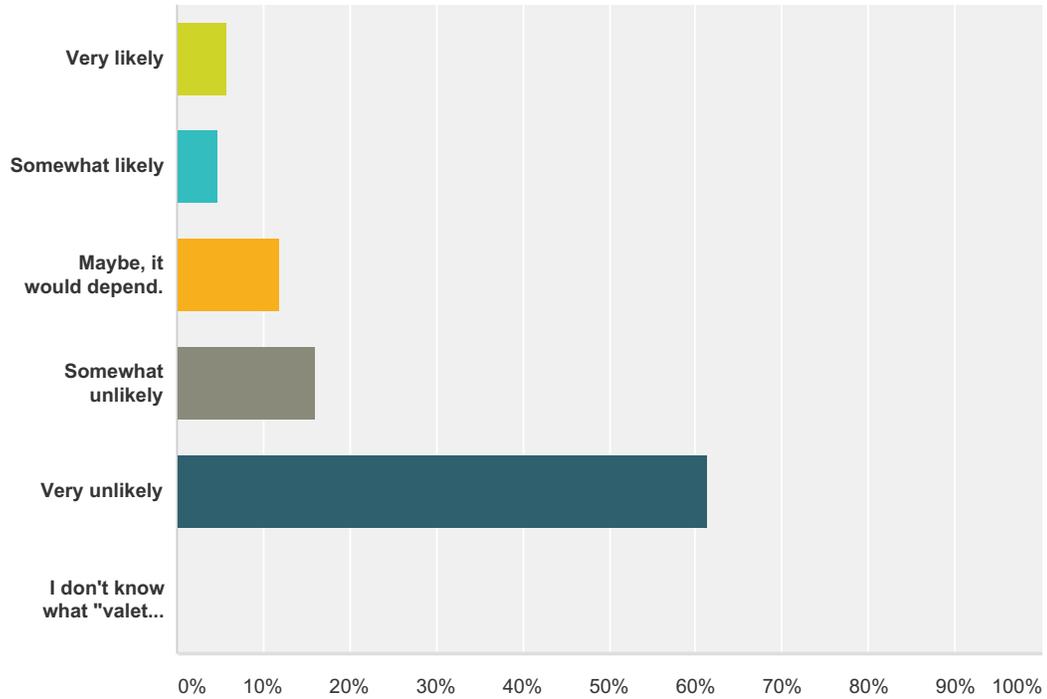
Answer Choices	Responses	
Very likely	**5.91%**	11
Somewhat likely	**4.84%**	9
Maybe, it would depend.	**11.83%**	22
Somewhat unlikely	**16.13%**	30
Very unlikely	**61.29%**	114
I don't know what "valet parking" is.	**0.00%**	0
Total		**186**

Q13 If you had to pay for parking on or near West Main Street, what is the MAXIMUM amount per hour you would be willing to pay?

Answered: 186   Skipped: 93
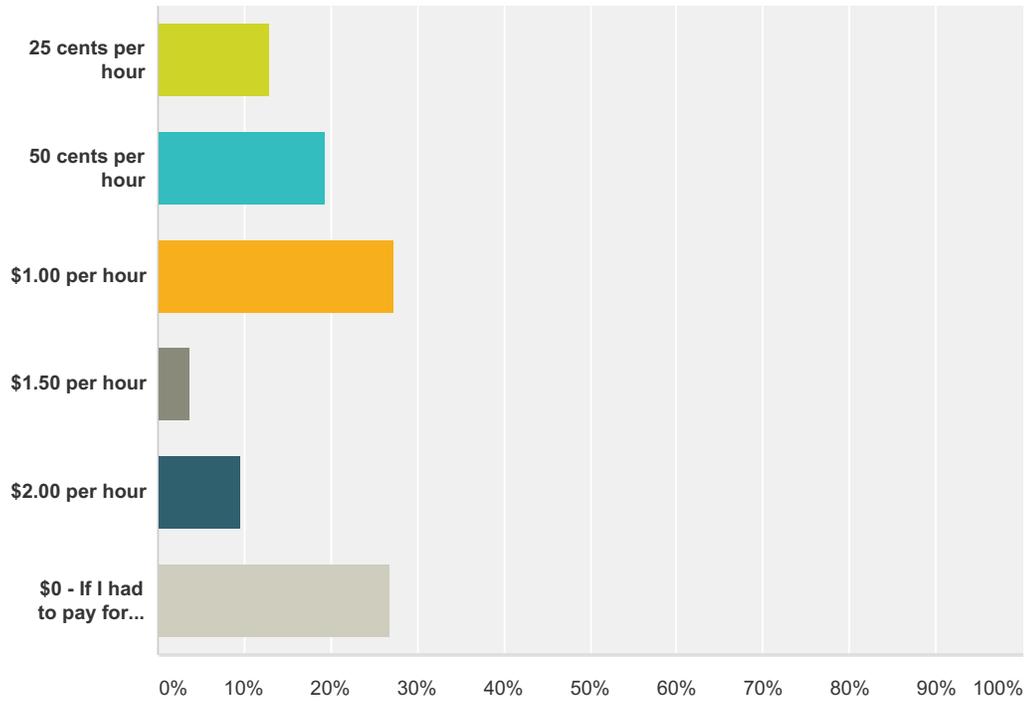
Answer Choices	Responses	
25 cents per hour	**12.90%**	24
50 cents per hour	**19.35%**	36
$1.00 per hour	**27.42%**	51
$1.50 per hour	**3.76%**	7
$2.00 per hour	**9.68%**	18
$0 - If I had to pay for parking, I would not come to West Main Street.	**26.88%**	50
Total		**186**

Q14 How do you describe yourself?

Answered: 257   Skipped: 22
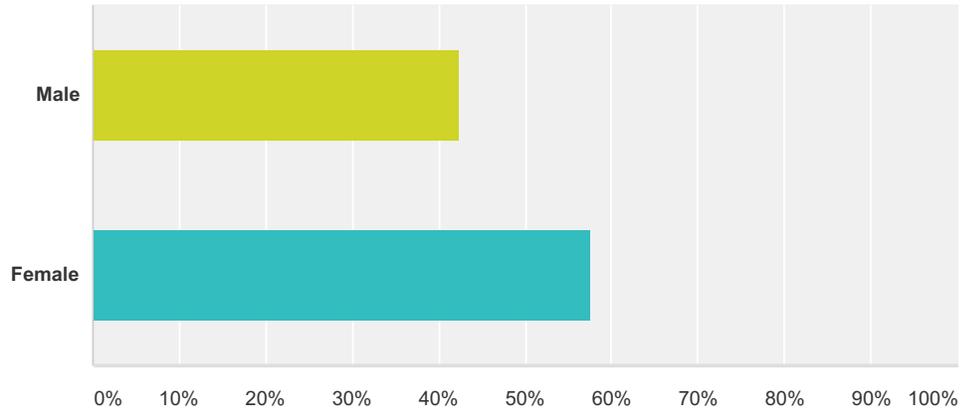
Answer Choices	Responses	
Male	**42.41%**	109
Female	**57.59%**	148
Total		**257**

Q15 How old are you?

Answered: 260   Skipped: 19
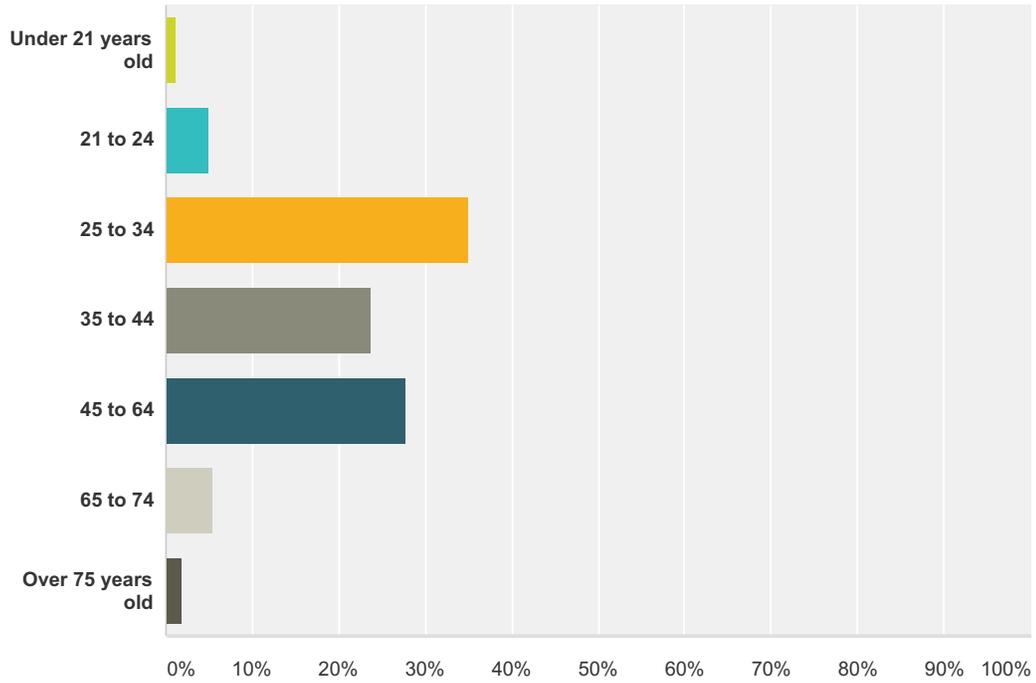
Answer Choices	Responses	
Under 21 years old	**1.15%**	3
21 to 24	**5.00%**	13
25 to 34	**35.00%**	91
35 to 44	**23.85%**	62
45 to 64	**27.69%**	72
65 to 74	**5.38%**	14
Over 75 years old	**1.92%**	5
Total		**260**

Q16 What is your home zip code (zip code information will help us understand how far people travel to visit West Main Street)

Answered: 256   Skipped: 23

#	Responses	Date
1	22903	11/7/2014 2:17 PM
2	22903	10/17/2014 5:28 PM
3	22903	10/3/2014 8:15 PM
4	22901	10/3/2014 8:12 PM
5	22903	10/3/2014 8:11 PM
6	22901	10/3/2014 8:10 PM
7	22901	10/3/2014 8:08 PM
8	22901	10/3/2014 8:07 PM
9	22903	10/3/2014 8:05 PM
10	22902	10/3/2014 8:04 PM
11	23093	10/3/2014 8:02 PM
12	23093	10/3/2014 8:01 PM
13	22902	10/3/2014 7:51 PM
14	22903	10/3/2014 7:49 PM
15	22974	10/3/2014 7:48 PM
16	22903	10/3/2014 7:46 PM
17	22903	10/3/2014 7:45 PM
18	22901	10/3/2014 7:44 PM
19	22903	10/3/2014 7:42 PM
20	22902	10/3/2014 7:41 PM
21	22903	10/3/2014 7:40 PM
22	22901	10/3/2014 7:39 PM
23	22901	10/3/2014 7:33 PM
24	22901	10/3/2014 7:32 PM
25	22903	10/3/2014 7:30 PM
26	22902	10/3/2014 7:25 PM
27	22902	10/3/2014 7:23 PM
28	22911	10/3/2014 7:21 PM
29	22903	10/1/2014 1:57 PM
30	22903	9/29/2014 11:10 AM
31	22903	9/28/2014 9:01 AM

32	22903	9/28/2014 5:05 AM
33	22903	9/28/2014 12:42 AM
34	22903	9/27/2014 11:33 PM
35	22903	9/27/2014 4:49 PM
36	22903	9/27/2014 3:44 PM
37	23238	9/26/2014 12:46 PM
38	22901 22901	9/22/2014 10:17 PM
39	22903	9/22/2014 9:57 PM
40	22902 22902	9/22/2014 7:38 PM
41	22903	9/22/2014 2:43 PM
42	22902	9/22/2014 11:23 AM
43	22902	9/22/2014 11:02 AM
44	22902 22902	9/21/2014 7:10 PM
45	24450	9/20/2014 9:23 PM
46	22903 22903	9/20/2014 5:01 PM
47	22903	9/20/2014 12:41 PM
48	22903 22903	9/20/2014 11:39 AM
49	229XX 22911	9/20/2014 5:57 AM
50	22903	9/20/2014 12:53 AM
51	22902 22902	9/20/2014 12:01 AM
52	22901	9/19/2014 10:17 PM
53	22901 22901	9/19/2014 9:54 PM
54	22903	9/19/2014 9:23 PM
55	22903 22903	9/19/2014 8:36 PM
56	22901 22901	9/19/2014 6:39 PM
57	22920	9/19/2014 5:53 PM
58	22903	9/19/2014 5:51 PM
59	22902 22902	9/19/2014 5:44 PM
60	22903 22903	9/19/2014 4:23 PM
61	22903 22903	9/19/2014 3:49 PM
62	22903 22903	9/19/2014 3:43 PM
63	22903	9/19/2014 3:41 PM
64	22903	9/19/2014 2:31 PM
65	22903 22903	9/19/2014 1:26 PM
66	22903 22903	9/19/2014 1:21 PM
67	22903	9/19/2014 12:41 PM
68	22903	9/19/2014 12:14 PM
69	20011	9/19/2014 11:54 AM

70	22902	9/19/2014 11:43 AM
71	**22901** 22901	9/19/2014 11:30 AM
72	22902	9/19/2014 10:35 AM
73	22902	9/19/2014 10:29 AM
74	**22903** 22903	9/19/2014 9:36 AM
75	**22902** 22902	9/19/2014 9:33 AM
76	22903	9/19/2014 9:31 AM
77	22903	9/19/2014 9:29 AM
78	22903	9/19/2014 9:26 AM
79	22903	9/19/2014 9:16 AM
80	**22903** 22903	9/19/2014 9:14 AM
81	22903	9/19/2014 9:07 AM
82	22903	9/19/2014 9:07 AM
83	22903	9/19/2014 8:59 AM
84	22902	9/19/2014 8:52 AM
85	22903	9/19/2014 8:50 AM
86	22902	9/19/2014 8:49 AM
87	22903	9/19/2014 8:45 AM
88	22903	9/19/2014 8:42 AM
89	22903	9/19/2014 8:40 AM
90	22903	9/19/2014 8:35 AM
91	**22903** 22903	9/19/2014 8:34 AM
92	**22901** 22901	9/19/2014 8:32 AM
93	22903	9/19/2014 8:29 AM
94	22903	9/19/2014 8:27 AM
95	22903	9/19/2014 8:20 AM
96	22903	9/17/2014 7:16 PM
97	22903	9/16/2014 10:15 PM
98	**229XX** 22963	9/13/2014 9:00 PM
99	**229XX** 22959	9/9/2014 6:37 PM
100	**22901** 22901	9/7/2014 4:01 PM
101	**22903** 22903	9/7/2014 11:30 AM
102	**22903** 22903	9/7/2014 1:27 AM
103	**22903** 22903	9/6/2014 8:46 AM
104	**22903** 22903	9/5/2014 3:04 PM
105	**22903** 22903	9/5/2014 1:29 PM
106	**22903** 22903	9/4/2014 8:10 PM
107	**22901** 22901	9/4/2014 5:51 PM

108	22901 22901	9/4/2014 5:38 PM
109	22903 22903	9/2/2014 2:24 PM
110	22903 22903	9/2/2014 12:13 PM
111	22902 22902	9/1/2014 5:36 AM
112	22903 22903	8/31/2014 4:06 PM
113	22903 22903	8/31/2014 11:49 AM
114	22903 22903	8/29/2014 4:33 PM
115	22903 22903	8/29/2014 1:07 PM
116	22902 22902	8/29/2014 12:42 PM
117	22903 22903	8/28/2014 4:23 PM
118	229XX 22932	8/28/2014 2:14 PM
119	229XX 22932	8/28/2014 10:46 AM
120	24401	8/28/2014 10:01 AM
121	22903 22903	8/27/2014 5:54 PM
122	22901 22901	8/27/2014 12:10 PM
123	22903 22903	8/27/2014 6:27 AM
124	24590	8/26/2014 9:26 PM
125	22902 22902	8/26/2014 3:10 PM
126	22902 22902	8/26/2014 3:00 PM
127	24590	8/25/2014 6:51 PM
128	22901 22901	8/25/2014 4:55 PM
129	22701	8/25/2014 4:19 PM
130	22902 22902	8/25/2014 11:25 AM
131	22902 22902	8/25/2014 9:37 AM
132	22903 22903	8/22/2014 4:22 PM
133	22902 22902	8/20/2014 4:14 PM
134	22902 22902	8/20/2014 12:56 AM
135	24590	8/19/2014 3:42 PM
136	22902 22902	8/19/2014 1:38 PM
137	22902 22902	8/16/2014 7:26 AM
138	22902 22902	8/15/2014 7:18 PM
139	22903 22903	8/15/2014 2:53 PM
140	22902 22902	8/15/2014 2:52 PM
141	229XX 22911	8/15/2014 2:25 PM
142	22903 22903	8/15/2014 2:11 PM
143	22902 22902	8/15/2014 7:31 AM
144	22902 22902	8/15/2014 6:09 AM
145	22901 22901	8/15/2014 5:36 AM

146	22902 22902	8/14/2014 11:50 PM
147	22902 22902	8/14/2014 10:59 PM
148	22902 22902	8/14/2014 9:32 PM
149	22902 22902	8/14/2014 8:55 PM
150	229XX 22968	8/14/2014 8:14 PM
151	22902 22902	8/14/2014 6:21 PM
152	22903 22903	8/14/2014 4:51 PM
153	22901 22901	8/14/2014 3:33 PM
154	22902 22902	8/14/2014 3:29 PM
155	22903 22903	8/14/2014 3:08 PM
156	23226	8/14/2014 3:03 PM
157	22902 22902	8/14/2014 2:58 PM
158	22902 22902	8/14/2014 2:54 PM
159	22903 22903	8/14/2014 2:49 PM
160	229XX 22968	8/14/2014 2:39 PM
161	22903 22903	8/14/2014 2:37 PM
162	229XX 22911	8/14/2014 2:33 PM
163	22903 22903	8/14/2014 2:26 PM
164	229XX 22942	8/14/2014 2:04 PM
165	22903 22903	8/14/2014 1:48 PM
166	22701	8/14/2014 1:43 PM
167	22902 22902	8/14/2014 1:24 PM
168	22901 22901	8/14/2014 1:01 PM
169	22903 22903	8/14/2014 12:55 PM
170	22903 22903	8/14/2014 12:51 PM
171	22903 22903	8/14/2014 12:46 PM
172	22902 22902	8/14/2014 12:42 PM
173	22902 22902	8/14/2014 12:41 PM
174	22903 22903	8/14/2014 12:33 PM
175	22902 22902	8/14/2014 12:23 PM
176	22902 22902	8/14/2014 12:21 PM
177	22901 22901	8/14/2014 12:18 PM
178	22903 22903	8/14/2014 12:02 PM
179	22903 22903	8/14/2014 11:58 AM
180	22903 22903	8/14/2014 11:43 AM
181	229XX 22911	8/14/2014 11:36 AM
182	22902 22902	8/14/2014 11:33 AM
183	22902 22902	8/14/2014 11:18 AM

184	22901 22901	8/14/2014 11:17 AM
185	22901 22901	8/14/2014 11:10 AM
186	22902 22902	8/14/2014 11:02 AM
187	22903 22903	8/14/2014 10:59 AM
188	22903 22903	8/14/2014 10:58 AM
189	22902 22902	8/14/2014 10:57 AM
190	22902 22902	8/14/2014 10:57 AM
191	22901 22901	8/14/2014 10:47 AM
192	22902 22902	8/14/2014 10:37 AM
193	22903 22903	8/14/2014 10:35 AM
194	22901 22901	8/14/2014 10:32 AM
195	22901 22901	8/14/2014 10:31 AM
196	22901 22901	8/14/2014 10:28 AM
197	22902 22902	8/14/2014 10:18 AM
198	22709	8/13/2014 10:32 PM
199	22903 22903	8/13/2014 4:55 PM
200	22207	8/13/2014 2:28 PM
201	22901 22901	8/13/2014 12:16 PM
202	22902 22902	8/11/2014 1:59 PM
203	22903 22903	8/11/2014 12:09 PM
204	22903 22903	8/11/2014 11:11 AM
205	22901 22901	8/10/2014 2:21 PM
206	22902 22902	8/9/2014 4:40 PM
207	22902 22902	8/9/2014 1:26 PM
208	22903 22903	8/9/2014 4:26 AM
209	22901 22901	8/8/2014 7:26 PM
210	22903 22903	8/8/2014 4:31 PM
211	22902 22902	8/8/2014 1:59 PM
212	22902 22902	8/8/2014 12:56 PM
213	22903 22903	8/8/2014 12:30 PM
214	22902 22902	8/8/2014 10:16 AM
215	20005	8/8/2014 9:29 AM
216	22902 22902	8/8/2014 7:26 AM
217	22902 22902	8/8/2014 6:01 AM
218	22903 22903	8/7/2014 9:01 PM
219	22903 22903	8/7/2014 8:36 PM
220	22902 22902	8/7/2014 6:16 PM
221	22901 22901	8/7/2014 6:06 PM

222	22902 22902	8/7/2014 5:47 PM
223	22903 22903	8/7/2014 5:01 PM
224	22903 22903	8/7/2014 4:43 PM
225	22901 22901	8/7/2014 4:39 PM
226	22902 22902	8/7/2014 4:33 PM
227	22901 22901	8/7/2014 4:21 PM
228	22902 22902	8/7/2014 3:44 PM
229	22902 22902	8/7/2014 3:09 PM
230	22903 22903	8/7/2014 2:19 PM
231	22903 22903	8/7/2014 2:11 PM
232	22903 22903	8/7/2014 2:07 PM
233	22903 22903	8/7/2014 1:58 PM
234	22903 22903	8/7/2014 1:53 PM
235	22902 22902	8/7/2014 1:50 PM
236	22903 22903	8/7/2014 1:44 PM
237	229XX 22963	8/7/2014 1:43 PM
238	22902 22902	8/7/2014 1:39 PM
239	22902 22902	8/7/2014 1:39 PM
240	229XX 22940	8/7/2014 1:34 PM
241	22901 22901	8/7/2014 1:32 PM
242	22902 22902	8/7/2014 1:28 PM
243	22902 22902	8/7/2014 1:27 PM
244	22903 22903	8/7/2014 1:20 PM
245	22901 22901	8/7/2014 1:20 PM
246	22901 22901	8/7/2014 1:19 PM
247	22903 22903	8/7/2014 9:40 AM
248	22901 22901	8/7/2014 6:50 AM
249	22902 22902	8/6/2014 5:19 PM
250	22903 22903	8/6/2014 3:07 PM
251	229XX 22942	8/6/2014 3:03 PM
252	22903 22903	8/6/2014 2:58 PM
253	22903 22903	8/6/2014 1:45 PM
254	22901 22901	8/6/2014 12:09 PM
255	22902 22902	8/6/2014 8:33 AM
256	22901 22901	8/6/2014 1:29 AM

Q17 What other comments or suggestions do you have about parking on West Main Street?

Answered: 139   Skipped: 140

#	Responses	Date
1	There seems to me to be an inconsequential amount of parallel parking on Main Street. With parking at Amtrak and at the newly renovated school it feels like we could get rid of parallel parking and broaden sidewalks and add patio area, two big roads parallel main street.	11/7/2014 2:17 PM
2	Keep parking available near First Baptist Church.	10/3/2014 8:15 PM
3	Parking on West Main Street is essential. An increase in parking availability far outweighs the need to make it more scenic or accessible to pedestrians and bikes.	10/3/2014 8:10 PM
4	Never have too much parking	10/3/2014 8:05 PM
5	Rules for parking are unclear.	10/3/2014 8:01 PM
6	It is very much so needed!	10/3/2014 7:51 PM
7	Keep the parking spaces we have on West Main Street	10/3/2014 7:49 PM
8	Parking availability should be considered	10/3/2014 7:41 PM
9	Do not add sidewalks and trees just to remove parking.	10/3/2014 7:32 PM
10	We need more parking because if you park too long on the street, you will get a ticket. We (First Baptist) have to pay for parking on the Amtrak parking lot to attend church events. If you park there other times when we have events or work there they will give you a ticket (SMH).	10/3/2014 7:30 PM
11	Need more parking.	10/3/2014 7:25 PM
12	If parking is removed, it will have a severe negative impact on First Baptist Church	10/3/2014 7:21 PM
13	I am a neighbor to West Main so most of these questions do not pertain to me. I use West Main to commute to and from work and my home. When commuting to and from work I use public transportation. Other times I drive my car, I find it very difficult to turn onto my street (5th St SW; left turn off West Main). Also when turning east or west onto West Main from 5th St SW it is extremely difficult due to traffic congestion and cars parked along West Main when attempting to turn left from 5th St. Final comment, 5th St is a cut through street and traffic is extremely heavy. We do not need more traffic flowing through our neighborhood.	9/29/2014 11:10 AM
14	Care must be taken when reviewing parking on West Main, not to impact on the high concentration quiet residential streets in the surrounding area. The streets are narrow and already congested at certain times of the day. There is already extensive, underutilised parking available at the Jefferson School. This existing facility should be optimised (eg. by raising awareness, signage etc.) before other disruptive parking measures are introduced in the area.	9/28/2014 9:01 AM
15	While growth and development are both inevitable, and while parking seems to be everyone's big concern, I must say that multi-level parking lots that are hideous looking and very dispiriting to the look and feel of this vital and charming C'ville corridor bring no value at all … despite what the restaurant owners and shop owners say. Why not have free trolleys that run every ten minutes from an enlarged AmTrak lot and/or from the big lot being planned downtown for the old Water St. lots? Or why not build an (expensive, I know) underground, multi-level lot that is topped with a park? (people have said that "people" don't like underground lots. Well, they can get used it them. Go to Georgetown in D.C. and see how nicely it works. Sorry, but you can't always have everything: you can't always have historic charm and legitimacy plus commercial viability plus convenience. Multi level parking lots are the easy and the most detrimental solution. Be creative. Cause some trouble. Don't fall prey to the ordinary, simple solution of building a huge 5 story cement structure just for cars. Remember the people who are in those cars.	9/28/2014 5:05 AM
16	I don't see why people can't use the parking at the Carver Recreational Center, unless of course a 5-minute uphill walk is too taxing for them.	9/27/2014 11:33 PM

17	Please be aware of the cultural and historical significance of the area and how changes to the west main corridor will affect the people who live here.	9/27/2014 4:49 PM
18	Parking is tough on West Main, but many people do not use lots that do not open onto West Main or are not visible from West Main Street. The lots that can be accessed directly from West Main St. are most convenient and seem to be used most frequently. I think our city should probably have more parking lots that are visible from and accessible from West Main St.	9/27/2014 3:44 PM
19	Parking should be free; Enforcement should be relaxed. If you want to attract more people to West Main Street, don't be so strict with parking and towing!	9/26/2014 12:46 PM
20	I would prefer and mostly use options that are free. I would park farther away for free instead of paying for parking. For example, I have never paid for parking downtown, and instead will park on surrounding streets and just walk further to my destination. Most people my age feel this way. However, it seems like the older generation is more willing to pay for parking if it is convenient.	9/22/2014 7:38 PM
21	I believe the parking situation is overshadowed by the number of cars that will be driving this corridor from all the new development. When traffic is unbearable and doesn't move through the corridor easily it will discourage me from shopping in the West Main Street area and eating at the restaurants because I am not always capable of walking to this area.	9/22/2014 11:02 AM
22	I'd take the bus downtown over driving, if the free trolley came into Belmont	9/21/2014 7:10 PM
23	On street parking makes it dangerous for bicycles. The city lot behind the albemarle building has parking.	9/20/2014 5:01 PM
24	No issue with parking as I don't drive that much. Would love to see a pedestrian only area like the downtown mall	9/20/2014 12:41 PM
25	Please do not take away any street parking. It is important to all of the businesses located there. Without adequate parking these businesses may fail.	9/19/2014 10:17 PM
26	Please make sure that bike parking is available! We often drive, but biking is our preferred mode of transportation.	9/19/2014 9:54 PM
27	Businesses sometimes provide their own parking. A parking validation policy would help. The 14th street garage has rates so high I never use it. It takes a special business for me to overcome the hassle of west main parking challenges	9/19/2014 6:39 PM
28	I haven't had too much trouble parking when I come in to shop or go to restaurants. I want to be certain the historic buildings are preserved and the neighborhood flavor. Please, please don't tear anything down for a parking garage. Run more busses, be certain bicycle lanes are there so commuters and students can get from UVa to downtown by bike, make sure sidewalks are walkable, have good curb cuts for the wheelchairs, and good crosswalks. I live outside of town now but I am a walker and believe we can encourage people to walk more and lose some weight!!! Let's keep the old neighborhood feel there and keep it walkable and bikable.	9/19/2014 5:53 PM
29	Cheap parking, well-lit areas, and possibly public video cameras to ensure the publics' safety.	9/19/2014 5:44 PM
30	don't take away the parking behind the Old Albemarle Hotel please!	9/19/2014 3:43 PM
31	I'd be fine with getting rid of parking on West Main for safer bike lanes.	9/19/2014 3:41 PM
32	I would prefer not to see West Main parking directed to neighborhood streets. Fifeville streets are already small and crowded and often confusing to people new the neighborhood because of one way streets. Directing more traffic to the neighborhood would only aggravate these issues more and disturb the neighborhoods.	9/19/2014 2:31 PM
33	I'm a mom with young kids. Parking has to be quick, easy, and cheap for me to frequent West Main more often. It's too much hassle otherwise.	9/19/2014 1:26 PM
34	Please leave enough parking or it will kill businesses on West Main	9/19/2014 1:21 PM
35	It seems like sidewalks will need to be constructed to accommodate those WIDE side by side strollers, otherwise I have to walk in the bike lane to pass them.	9/19/2014 12:14 PM
36	Public transportation should be plentiful. Bike lanes should be protected from car lands and are too narrow. More trees! Lots of bike parking needed.	9/19/2014 10:35 AM
37	I consider bike lanes very important. I would start biking if there were dedicated bike lanes.	9/19/2014 9:31 AM
38	Please increase bicycle safety and access!	9/19/2014 9:29 AM
39	There is plenty of parking on W. Main. Loosing a few spots here and there wouldn't hurt.	9/19/2014 9:26 AM

40	I might bike on or near West Main if it did not feel so unsafe for biking. (I bike to UVa, where I work, from my home, but would not do so if it mean I had to bike down West Main.)	9/19/2014 9:14 AM
41	As someone who lives a block away from west main, my bigger concern is traffic and parking being routed onto my street (Nalle Street).	9/19/2014 9:07 AM
42	I would like to see less traffic congestion on West Main.	9/19/2014 8:45 AM
43	I used to ride the 7 bus more frequently along West Main between downtown and the corner/UVA for work, since I don't have a car downtown during the day. Since the 7 line was re-routed, I usually walk the entire distance.	9/19/2014 8:42 AM
44	We need a good mix of pedestrian, bike, bus and car sharing the roadway	9/19/2014 8:35 AM
45	If parking is even more limited I would go to west main restaurants less.	9/19/2014 8:34 AM
46	How about some designated scooter parking?? That's good for both cars and scooters. It's absurd for a scooter (which I have and frequently ride downtown because I can park it anywhere) to take up a whole parking spot for a car. Heck we need this in general all over the downtown area.	9/19/2014 8:32 AM
47	I would much prefer to bike than walk, but it's just too unsafe under the current conditions to use a bike on West Main. There is a culture in the drivers that is very anti-bike, and it makes me feel unsafe to bring my children with me on a bike. I do believe that if we had a road-scape that prioritized the safety of bikes, that the culture could change, and more people would visit West Main. If it were safer to bike on West Main, I'd probably go there much more than I even currently do, and I'd go to other places in Charlottesville much more as well.	9/19/2014 8:20 AM
48	I live near West Main and wish it was easier to go/shop & park there. Here are my concerns and suggestions: Concerns: I am concerned about a safe access to West Main. I live on Prospect Av. - We bought a house 6 years ago when we attended UVA. It was convinient in terms of proximity and transportation however, I have NEVER walked down Prospect to go to Main because I am concerned about security. There are always people on the street, no police patrolling and that forces me to drive instead of walking. Creating a beautiful layout on West Main (with parking restaurants and shops) will not be fruitfull if we don't work on safety all the way down to Prospect Avenue. I see Ridge street on the Power Point but no mentioning of Prospect Avenue. There have been shootings and unexplained deaths on this street. Increasing safety on Prospect avenue is crucial to achieve safety on West Main street. Moreover I would like to point out another potential problem: I often visit GeorgeTown in D.C- it seems like the project to revitalize West Main is similar to the one in GeorgeTown. In a recent visit to GeorgeTown I had my 6 month old son with me- I found that the street got so busy that was difficult to maneuver a stroller, let alone breasted peacefully. I think Charlottesville (being a progressive City) should give some attention to young mothers who are trying to do the best tho their babies. It would be useful to have a public building designated to nursing moms - to change their babies and breastfeed them peacefully.	9/17/2014 7:16 PM
49	Shut down the ABC Store.	9/16/2014 10:15 PM
50	The road being wider near the hospital is nice.	9/9/2014 6:37 PM
51	NA	9/7/2014 4:01 PM
52	Don't change anything.	9/7/2014 11:30 AM
53	The City does not care about us.	9/6/2014 8:46 AM
54	the parking should be pushed out wiht re stripping done so there is a protected bicycle lane between parked cars and the sidewalk, and any changes to the street should not result in the lose of the trees	9/5/2014 3:04 PM
55	While parking is slightly restrictive, traffic to arrive at West Main is also somewhat restrictive both from the University "end" and from the Ridge St "end" Perhaps this will be alleviated by the construction on McIntyre Rd being completed.	9/5/2014 1:29 PM
56	Do not add sidewalks and trees just to remove parking	9/4/2014 5:51 PM
57	Parking options need to be safe and clean. If other options become available they need to be well lit and patrolled.	9/2/2014 12:13 PM
58	This survey has methodological errors: In question 2, the UVA answer is a very different one from the preceding answers and it is hard to determine which one fits best - if I am a UVA staff member who shops there regularly, what should I say? Also, there should be a skip logic setup for question 5, since the preceding question has an option that should nullify question 5.	9/1/2014 5:36 AM
59	On street parking is already inadequate and it is vital to the operations of most of the businesses along the corridor. Sidewalks need repair, crosswalks are not well marked and landscaping is not great. I love the blue Ridge views, the old Charlottesville brick, the quirky local shops and the diversity of the area's residents and visitors	8/31/2014 4:06 PM

60	Please make it more walkable!	8/31/2014 11:49 AM
61	Need More lighting so people feel more safe	8/29/2014 4:33 PM
62	A parking garage would be nice. And anything to help the merchants.	8/29/2014 1:07 PM
63	Losing on street parking would be very hard on the local businesses---so many people in this town really don't want to park in a garage or pay for parking. Small businesses on West Main corridor have a hard enough time as it is; taking parking away for bike lanes or a trolley is madness!	8/29/2014 12:42 PM
64	I think you have to consider the real residents of Charlottesville - not what you would like them to be. There are many nice restaurants, bakeries, etc., that will not survive if there is no parking. You also have a lot of senior citizens that frequent the businesses and they can't come here if they do not have parking places. Remember, these are the people that pay the meals tax which helps the city. Otherwise these same people are going to get their taxes raised because people are not going to these businesses.	8/28/2014 4:23 PM
65	please extend the traffic light off 7th street to west main, only 5 cars can make it thru the light..	8/28/2014 10:46 AM
66	Taxi cab drivers have completely taken over at the corner of West Main and Ridge/McIntyre street. I have taken pictures of up to 6 taxi cabs one behind the other taking up every spot. They regularly park in front of the loading zone as well as take up two spaces at a time. Often, I have to ask taxi drivers to either move forward or back to make room for another car. Taxi cab drivers sit in their car for more than 2 hours. Many times, taxi cab drivers park and fall asleep while waiting for the Greyhound hours before arrival. I could understand if they parked their 5 or 10 minutes before the arrival, but that is not the case. They are taking up valuable spaces that patrons of west main shops could use. In the midst of Main street Redevelopment Project, has anybody thought of devising what it might look like if there was a taxi cab drop off area? My wife and I were the first to draft and develop the 4 spaces of parking in front of the Lewis & Clark Monument, which has been since redesigned a couple of times now. We are in the process of drafting what the taxi cab drop off would look like. Please take into consideration when it is received. Shutting down of a lane that veers to the right of the Lewis & Clark Monument would be a HUGE mistake. It undoubtedly would create traffic that would back up to 6th street. This in turn would cause drivers to avoid Main street altogether and detour away from Main street shops.	8/27/2014 5:54 PM
67	There is very limited number of handicapped parking spaces. So sometimes I avoid coming downtown due to the fact that I can not find parking except for the parking garage. Which is not always easy to walk to and from depending on where I am heading.	8/27/2014 12:10 PM
68	Main Street/Charlottesvile suck.Keep building and do nothing for traffic.If not for working here I would not live here.	8/27/2014 6:27 AM
69	I am very disappointed that such a horrible looking building was recently allowed to be built on West Main Street. It does irreparable damage to the look of the neighborhood. The facade of the structure reminds me of an inner-city slum.	8/26/2014 3:10 PM
70	Between the construction and the police West Main Street is a nightmare to have to deal with in order to make a living.	8/26/2014 3:00 PM
71	Please keep itvaccessible	8/25/2014 6:51 PM
72	Need more parking that is not limited to two hours. People that work in office buildings should not have to keep moving their cars or parking far away and walking back.	8/25/2014 4:19 PM
73	Since I travel the corridor daily, I see many of the same vehicles parked on West Main every day.	8/25/2014 11:25 AM
74	Parking benefit districts! People like to pay for parking if they think they're getting something better with their money. If the money just disappears it feels like robbery. Also, I have never had any issue finding free parking on West Main, though I prefer to walk, bike, or ride the free trolley for health reasons. If parking is easier than making a healthy choice, people will do the easy thing. The easier and nicer healthy choices become, the more people will make them.	8/22/2014 4:22 PM
75	As a C'ville (City) native and resident (54 years), white collar professional (with lots of money to spend) , I find the lack of readily available, free and unrestricted parking on West Main, and Downtown, and the University the reason why I spend fewer and fewer dollars each year in the City when I can shop and dine in the County for free at the vast parking lots there.	8/20/2014 12:56 AM
76	please commit to improving the experience for pedestrians and cyclists. Cars should be a second priority on this stretch.	8/15/2014 2:53 PM

77	It would be great if the bike lane was not also where parked cars open the drivers side door. It would also be great if buses did not park in the bike lane and if the garbage trucks were more aware of bicyclists. As a pedestrian I wish people leaving driveways off of west main that cross the sidewalk looked for pedestrians.	8/15/2014 2:52 PM
78	Need more. Need a parking garage . Better bike lanes and get rid of on street parking.	8/15/2014 7:31 AM
79	I would not miss the on-street parking. Bike lanes are much more important to me. Also, instead of a Free Trolley--UVA, West Main Street, and Downtown should be a Free Ride Zone on all buses. You shouldn't have to watch buses go by while waiting on West Main for a pretty trolley to get a free ride. This would cut down on cars needing places to park.	8/14/2014 11:50 PM
80	I would prefer to have less parking in exchange for wide sidewalks with more landscaping and safer bike lanes. It is not a long stretch of road to walk and I would be happy to park and walk to the shops I frequent. I would also like to see more bike parking available for the times I bike there.	8/14/2014 10:59 PM
81	Not so interested in parking, since I walk to West Main. But if parking is limited, it seems like now is the time to set aside some lots or areas behind West Main businesses to accommodate car parking. It's not like the corridor is all built out already.	8/14/2014 4:51 PM
82	The number of street parking spaces in dispute is minimal compared to the district's overall parking requirements. The space is needed for other uses. What's needed is more structured spaces nearby - perhaps a parking deck by the Amtrak station or deals with the large student housing builders to lease some of their parking.	8/14/2014 3:08 PM
83	Lighting is also important. I will not park on the street too far from my dining destination as I will NOT walk unescorted more than a block in the evening.	8/14/2014 3:03 PM
84	Make sure it's compatible with bicycling.	8/14/2014 2:58 PM
85	although I sometimes drive down West Main, more oftern I walk, bus or bike. I would like to see NO parking on West main except for sundays (for church)	8/14/2014 2:37 PM
86	The current parking situation along the sides of the road doesn't provide sufficient parking for visitors, and it's very dangerous for anyone who bikes in the bike lane (car doors opening into someone or in front of them without enough space for reaction can be fatal). Encouraging some sort of parking garage with free parking stamps at West Main shops would be ideal, but there might not be sufficient interest. (perhaps the lot at the Amtrak station could be better utilized?).	8/14/2014 2:26 PM
87	2 hour parking often taken up by cabs at the greyhound. street parking shouldnt have been removed - it has made street parking even worse. there needs to be a public parking solution, there really are none.	8/14/2014 2:04 PM
88	Although not always safe (parking cars to close to bike lane) I enjoy biking along West Main. It's one of the few flat streets in Charlottesville which makes it a little more enjoyable. My hope is that West Main is being developed in a more bike/walk friendly street. Off street parking (Jefferson Center Parking Garage or other side streets (10th street for example) would be ok to park and walk to the shops/restaurants. Also diverting through traffic on Cherry and Preston which are both big wide streets and keep traffic on West main to public transportation or time limited (maybe just let Rush hour traffic pass through to take volume of the diverted Cherry and Preston Streets). Developing more green space and integrating it in the streetscape would be nice too. I don't think that taking away a bit more on-street parking would lessen the patronage of shops and restaurant. I don't htink that West Main or the oriental market have less customers because of taking away some parking in front of the store.	8/14/2014 1:48 PM
89	Bike safety and accessibility are very important!	8/14/2014 1:43 PM
90	There is plenty of parking on or near West Main. As a daily bicycle commuter, the most importnat improvement to West Main would be to make it safer for bikes. The intersection of West Main and 4th Street NW, and the strech from there to Ridge/McIntire, is very unsafe for bicycles.	8/14/2014 1:24 PM
91	Rarely does all parking on West Main seem necessary. The Amtrak station in particular is a huge missed opportunity for parking space given its policies reserving ALL spots for Amtrak business or that terrible wings restaurant adjoining it.	8/14/2014 12:51 PM
92	Have parking (structures) at either end of West Main street and do not offer parking along the street. Leave that open for better bicycle and pedestrian access!	8/14/2014 12:46 PM
93	More bicycle parking/racks and bicycle friendly areas	8/14/2014 12:41 PM
94	Please make West Main more bicycle friendly! More bikes = less parking demand	8/14/2014 12:33 PM
95	Thank you for getting this feedback and for attempting to make West Main Street a better place.	8/14/2014 12:23 PM

96	When traveling between location on West Main I use a bike, but that was not an option in your survey so I said 'walking'.	8/14/2014 12:21 PM
97	Parking is bad. bicycling is dangerous. Lots of construction currently. I would love to frequent west main street more but I can't park any where near UVa to get to some of my favorite spots so I don't go. Last year I was struck by a taxi on my bicycle so I'm nervous about biking to work (UVa) or riding anywhere else in town for that matter. Thanks	8/14/2014 12:18 PM
98	Eliminate on street parking so sidewalks could widen A parking garage would be nice	8/14/2014 11:58 AM
99	I'm a fan of the revamping of W. Main Street for prettier walking ways	8/14/2014 11:36 AM
100	The busy traffic and tight space on West Main make it difficult to park and to get in and out. Some business I visit have parking, but tough towing policies, so I only park there while shopping in the respective business and the move my car. I think structured parking, similar to downtown, along with nicer pedestrian and bicycle infrastructure would improve the experience greatly.	8/14/2014 11:33 AM
101	I would love to see bicycle access improved and given priority for developing - more places to lock bikes, continued bike lanes.	8/14/2014 11:17 AM
102	No matter what is done to West Main, it needs to be able to move traffic. It is more of a traffic artery than a destination.	8/14/2014 11:02 AM
103	more walking & biking would be better for everyone	8/14/2014 10:59 AM
104	Frankly, we would be more likely to come to West Main more often as a family if bike access were improved. Right now it is scary driving down that street - with cars parked on it, it is just too narrow/dangerous for kids to ride. I would really like to see a better bicycle lane there... and to improve the pedestrian experience as well so people would be more likely to wander down there from the mall or UVA.	8/14/2014 10:57 AM
105	Have a free parking garage near Amtrak or near Jefferson School. Make sure bus stops right there both ways. Clear out most street parking for safe bike lanes: getting doored is a problem especially near convenience store and abc store. Close off cut through fifeville: traffic out to w main ignores cyclists.	8/14/2014 10:37 AM
106	Please increase bicycling safety!	8/14/2014 10:35 AM
107	Bike parking, safety, and travel must be considered!	8/14/2014 10:31 AM
108	Less street parking, more contiguous bike lanes!	8/14/2014 10:28 AM
109	Bicycling should have been an option for your question about how you get around between places on W. Main.	8/13/2014 4:55 PM
110	I am a proponent of more density for travel, leisure and dining.	8/13/2014 2:28 PM
111	As a 30+ year City resident who has battled with traffic slowing and calming 'improvements' (not my word) on Park Street, my view is that the City's Plan for revitalizing West Main Street has some pleasing design elements but presents multiple obstacles for people whose primary transportation mode for themselves, friends, family, and visitors is by car. Current parking is often tight or non-existent during peak use hours. Removing 30% spaces from the street will make this even worse. The plan to substitute 4 and 3-way stops for current traffic lights, along with new bike lanes, crossovers, and current pedestrian crosswalks, will result in extreme driver frustration and routine gridlock. I support walking, cycling, and public transport when feasible. But the current plan unfairly and heavily favors walkers and bicyclers to the detriment of drivers. Also, stopping buses to upload and offload passengers IN THE TRAVEL LANES (Jim Tolbert) will obstruct traffic flow further. As described by city staff and the consultant, West Main Street is viewed as both a significant traffic artery and a destination. If the plan is implemented as described at the last public information meeting I will regrettably decide to avoid shopping and dining in this area. There are alternate places to take our business. If Charlottesville City planners actually envision another mall and not an important connector between UVA and the Downtown (EW) and the north and south neighborhood feeder lanes, they should be forthright and state that is their intention. This is my conclusion based on their recent public presentation. Thank you for your time and consideration.	8/13/2014 12:16 PM
112	There seems to be a lot of wasted space. The parking lot in front of the Sweet Haus cupcake shop is always empty during the times that I'm in the area. Is this all UVa parking? Why not make it available to residents and tourists in the evenings and during summer and holidays? The number of additional stop signs proposed in the August 5 meeting seems excessive. I think we should keep traffic moving along WMS and avoid diverting it to parallel routes, such as Preston and Cherry -- or worse -- narrower residential streets in the area.	8/11/2014 12:09 PM
113	Taking almost 40% of parking spaces is too much for the businesses to bare.	8/10/2014 2:21 PM

114	For question 5, I bike between places on West Main, as well as walk or bus/trolley. Bike was not an option. There needs to be better signage about nearby and off street parking. Almost no one knows about the lot behind the yellow building near Starr Hill Park. It's pretty walkable, so to park and walk (esp if it was easier to cross the street) is fine and can be enjoyable.	8/9/2014 4:26 AM
115	remember that Runners use W Main CONSTANTLY as it is a key part of any city loop. that community needs input too	8/8/2014 7:26 PM
116	I frequently want to bike on this street, but bike lanes are not consistent and traffic is dense. I would visit this area more often if it were more accessible by bicycle.	8/8/2014 4:31 PM
117	The problem is not unavailability of parking but underpriced on-street parking. Price it variably so there's a free space on every block, and seek some cheaper off-street or neighborhood-street alternatives.	8/8/2014 12:56 PM
118	Restrictions on use of parking lots is too prohibitive. Use of parking lots for general parking during off-peak (weekday) hours would be great.	8/8/2014 7:26 AM
119	no comment	8/8/2014 6:01 AM
120	Looking forward to the changes to make it more bike friendly and even more foot friendly. Parking not as important for me. Amtrak parking is fine for things up that way. Closer to the corner side streets work.	8/7/2014 5:47 PM
121	Any possibility of West Main becoming a destination for anyone other than the students living in the 5-story monoliths is rapidly shrinking. It doesn't look like the apartments have provided adequate parking for the residents. The vast expanse of abandon parking lots is off-putting. It's going to be very difficult to turn west main in to a desirable destination.	8/7/2014 4:43 PM
122	I'm always afraid of car doors opening while I'm biking on West Main so better bike infrastructure would be a huge help- separated bike lanes and more bike racks would be great.	8/7/2014 4:33 PM
123	more bike racks/stalls are needed	8/7/2014 3:44 PM
124	While I never drive to West Main Street, I hope there will be parking to help support local merchants. I do not believe it has to be street parking - the city should investigate lots or decks to meet this need.	8/7/2014 2:19 PM
125	Amtrak station needs parking deck with affordable hourly and daily parking. Problem solved.	8/7/2014 2:11 PM
126	From my commute experience, the heaviest usage is in the afternoon. In the AM, there are few cars and more delivery trucks, which often block part of the bike lane. The proposed solution with protected bike lanes and curbside bike lanes where there is no on-street parking will make this a much more pleasant route for biking.	8/7/2014 2:07 PM
127	Please stop making West Main Street development and growth about parking. Charlottesville will never grow as a city or attract the kinds of professionals and businesses it says it wants to attract if decision-makers continue to foster the opinion that West Main is like a mall, or that the corridor needs to be developed like any of the many "destination" strip malls we have along 29. West Main Street is a neighborhood. The fact that this survey isn't even written with residents in mind, but rather targeted at people who "visit" West Main, shows the need to change the current mindset. Please don't make Cville into a Florida-style community, where we just build sprawling, Disney-like mini-communities linked by highways. It's 2014.	8/7/2014 1:50 PM
128	I suggest a reduction in on-street parking on West Main Street, and the development of a new parking garage in place of an existing surface lot (such as the Amtrak or Sweethaus parking lots). However I don't think that the garage should be single use, and should incorporate residential and commercial uses as well. There is also a pitiful amount of bicycle parking on West Main, its actually shameful how little. I can only think of 3 areas for bike parking, which when compared to the 100+ city-managed car parking spaces speaks volumes to the priorities of the city of Charlottesville. Definitely not a bike friendly road in almost all aspects, with the exception of the topography and slower car speed, which the city had nothing to do with.	8/7/2014 1:44 PM
129	I try to take the trolley as a first step and would probably do so more often if the schedule was more frequent (10 min intervals). If you just miss the trolley, it takes longer to wait for the next one than it does to just walk (although I don't always want to walk due to weather or large purchases). So many people I know don't realize there's a lot by Starr Hill Park!! Signage needs to be more effective.	8/7/2014 1:39 PM
130	I would love to see the parking spots swapped with the bike lanes along West Main. This would put the bike line immediately next to the sidewalk and leave a buffer of parked cars between auto and bicycle traffic.	8/7/2014 1:20 PM
131	We need to keep the bike lanes. I am concerned that some people will not use these lanes since they are only protected from street traffic sometimes, but I do see the need to have parking on both sides of the street also.	8/7/2014 6:50 AM
132	The new master plan is going to reduce parking by 30 cars on Main Street. What is the purpose of this surbey?	8/6/2014 5:19 PM

|		
133	Drivers and other community members matter too.	8/6/2014 3:07 PM
134	Charlottesville has always displayed their Black Residents.	8/6/2014 3:03 PM
135	The City is proving a lack of regard for the African American people and history.	8/6/2014 2:58 PM
136	In my 20 years of living in Cville and using West Main, I have never had a difficult time finding parking there.	8/6/2014 1:45 PM
137	I serve on Charlottesville Area Transit's Advisory Board, and I attended last night's meeting in Charlottesville concerning the plans for West Main Street. The current proposal has me concerned in that there is no provision for bus pull-outs. I believe there are as many as 14 buses per hour traveling through this area. Since there is only to be one travel lane in each direction between Jefferson Park Avenue and Ridge-McIntire Road, and there are all-way stops at each intersection, coupled with four designated bus stops in each direction, our transit system will be severely burdened. Being just a lay Board member and not a transit professional, I'm not in a position to detail what those burdens might be, but we will certainly have reduced efficiency, probably higher costs, and impatient motorists trying to get around the buses. Again, I don't know whether this is a real possibility, but I fear that if things become too difficult for transit, Charlottesville Area Transit might just opt to forego serving this corridor at all. This would be a real shame.	8/6/2014 12:09 PM
138	I like the current on-street parking design as outlined in the master plan meeting on 8-5-14. I can see the need for a parking garage on West Main sometime in the future.	8/6/2014 8:33 AM
139	The traffic light at 4th and West Main is vital to the two routes we use to reach businesses on West Main. Without it, I can imagine having to go up to 10th or 14th St. and come down West Main, which would drastically reduce how often the trip would be worth making. I am also concerned about the narrower lanes envisioned. I frequently drive East Rio Road, the lanes of which were narrowed rather considerably to make room for bicycle lanes. Thousands of cars are crowded every day. In years of driving this route several times a day on average, I can count on the fingers of one hand the number of bicycles I've seen. In its zeal to appear progressive, this region has made some poor transportation decisions that benefit very few and inconvenience many.	8/6/2014 1:29 AM

Appendix C
Utilization Maps

<u>Weekday</u> Utilization

Weekday 9 a.m. Utilization

CHARLOTTESVILLE West Main Street Parking | Wednesday, September 17th, 2014 | 9 - 11 am
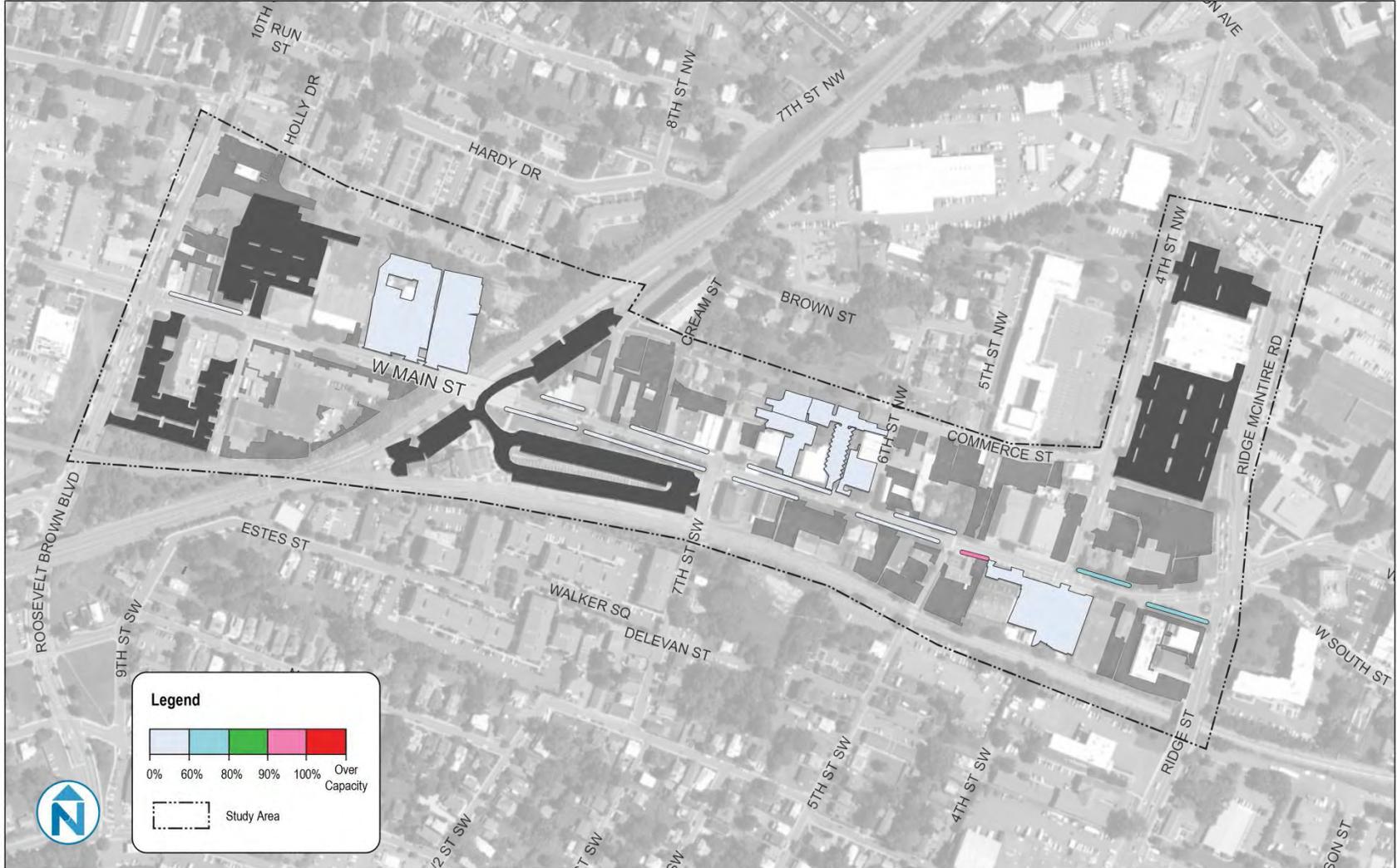
Legend

0% 60% 80% 90% 100% Over Capacity

Study Area

Data Source: City of Charlottesville; Parking data collection: Nelson\Nygaard

0   400   800 Feet

Weekday 11 a.m. Utilization

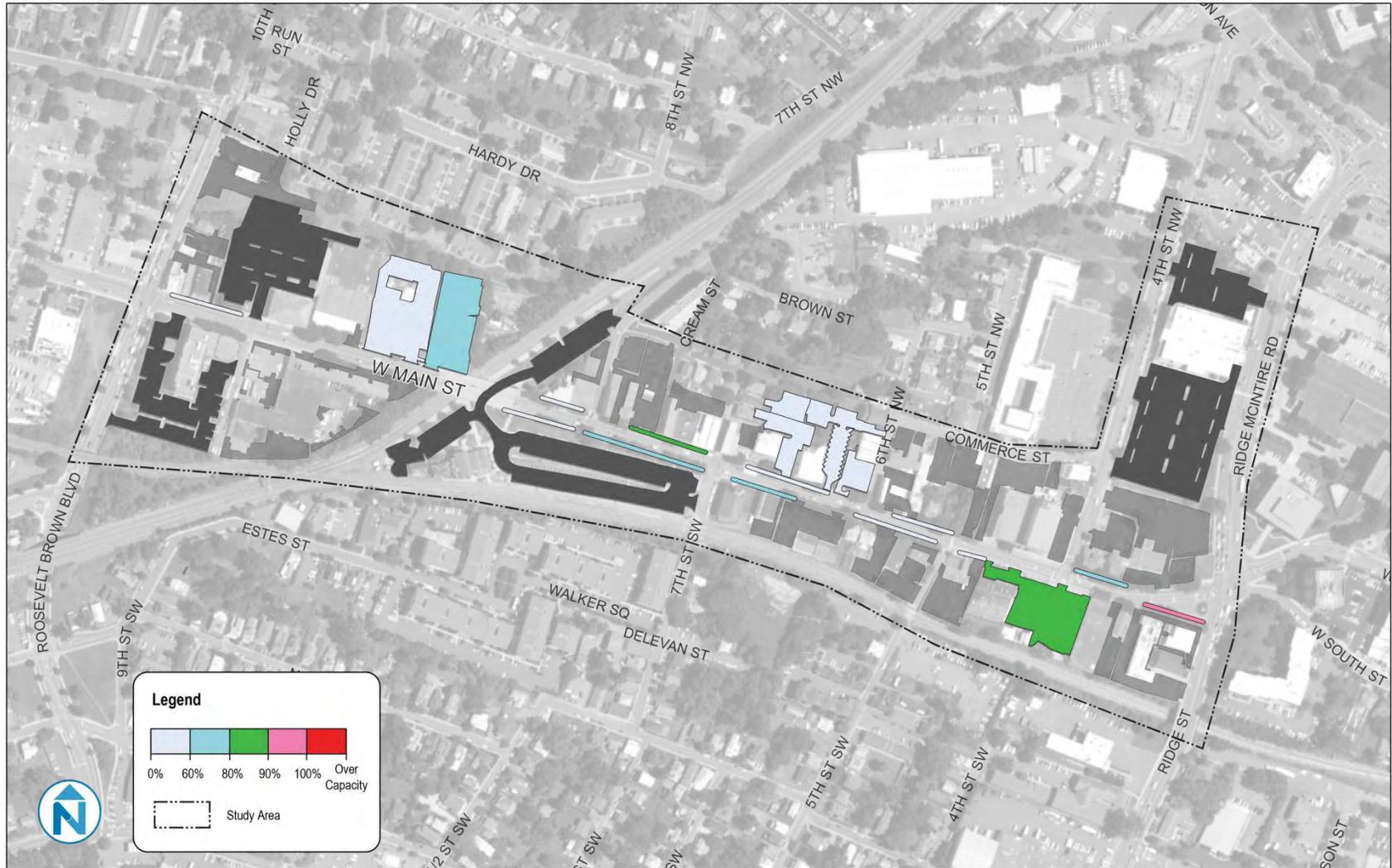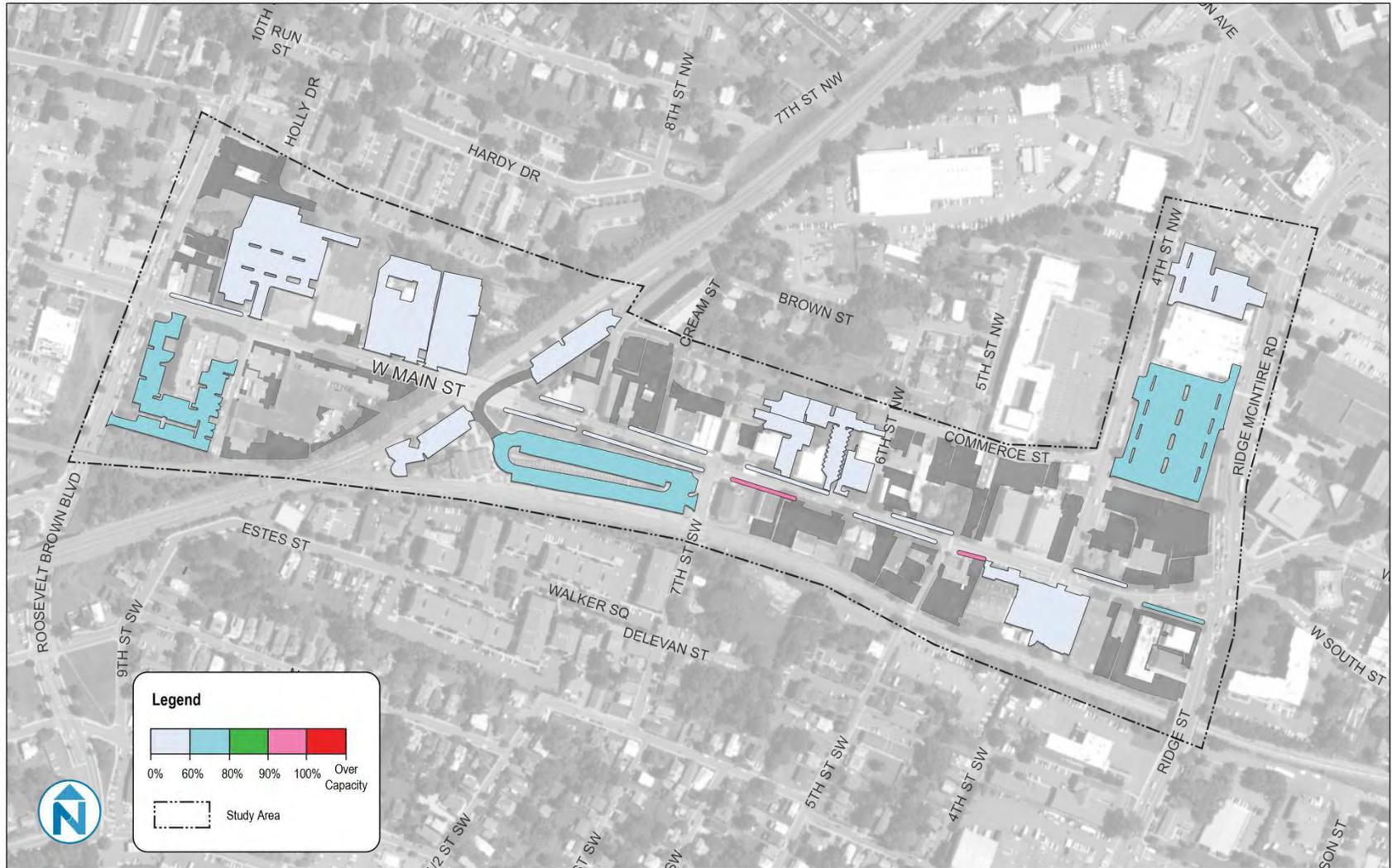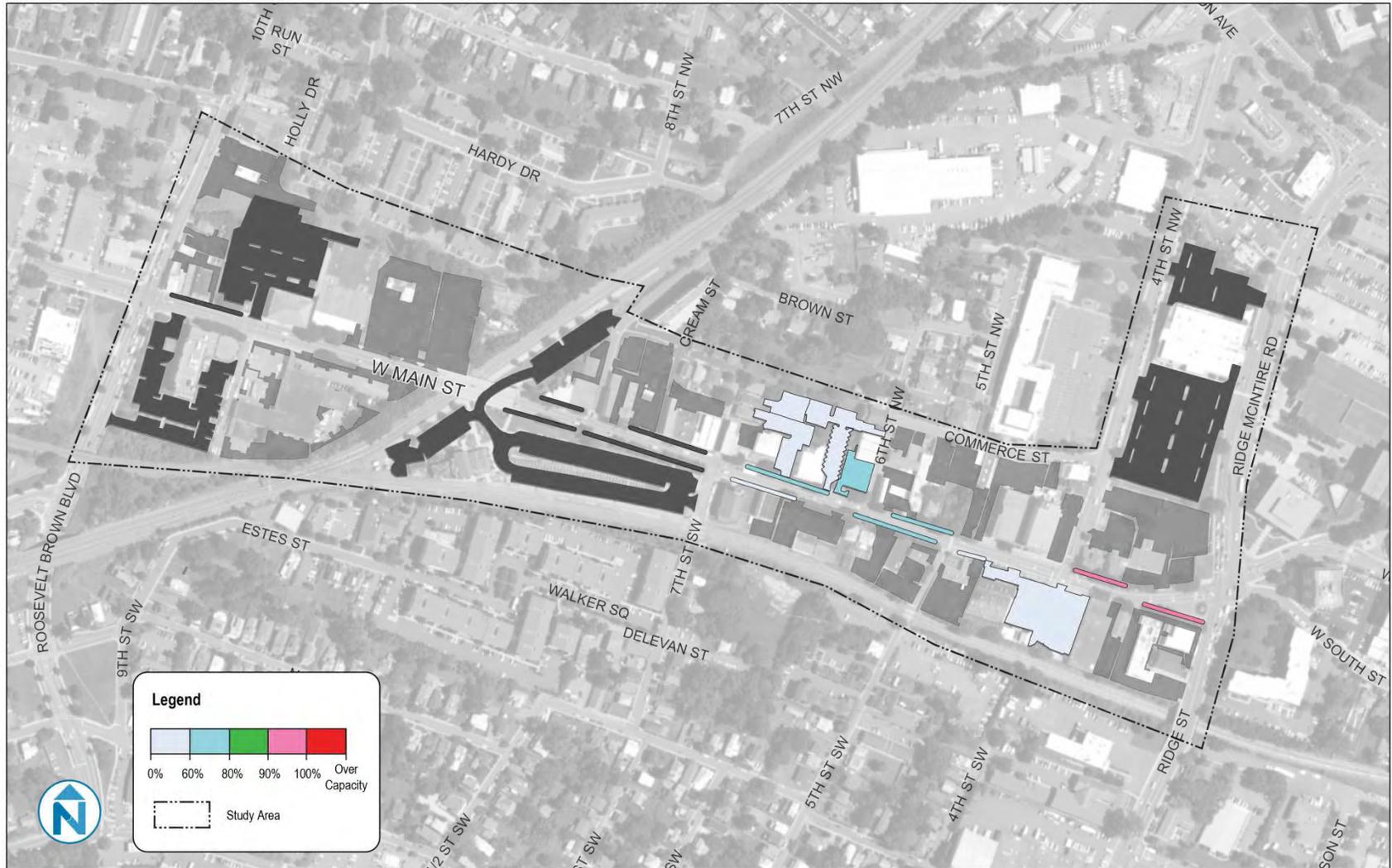CHARLOTTESVILLE West Main Street Parking | Wednesday, September 17th, 2014 | 11 - 1 pm

Legend

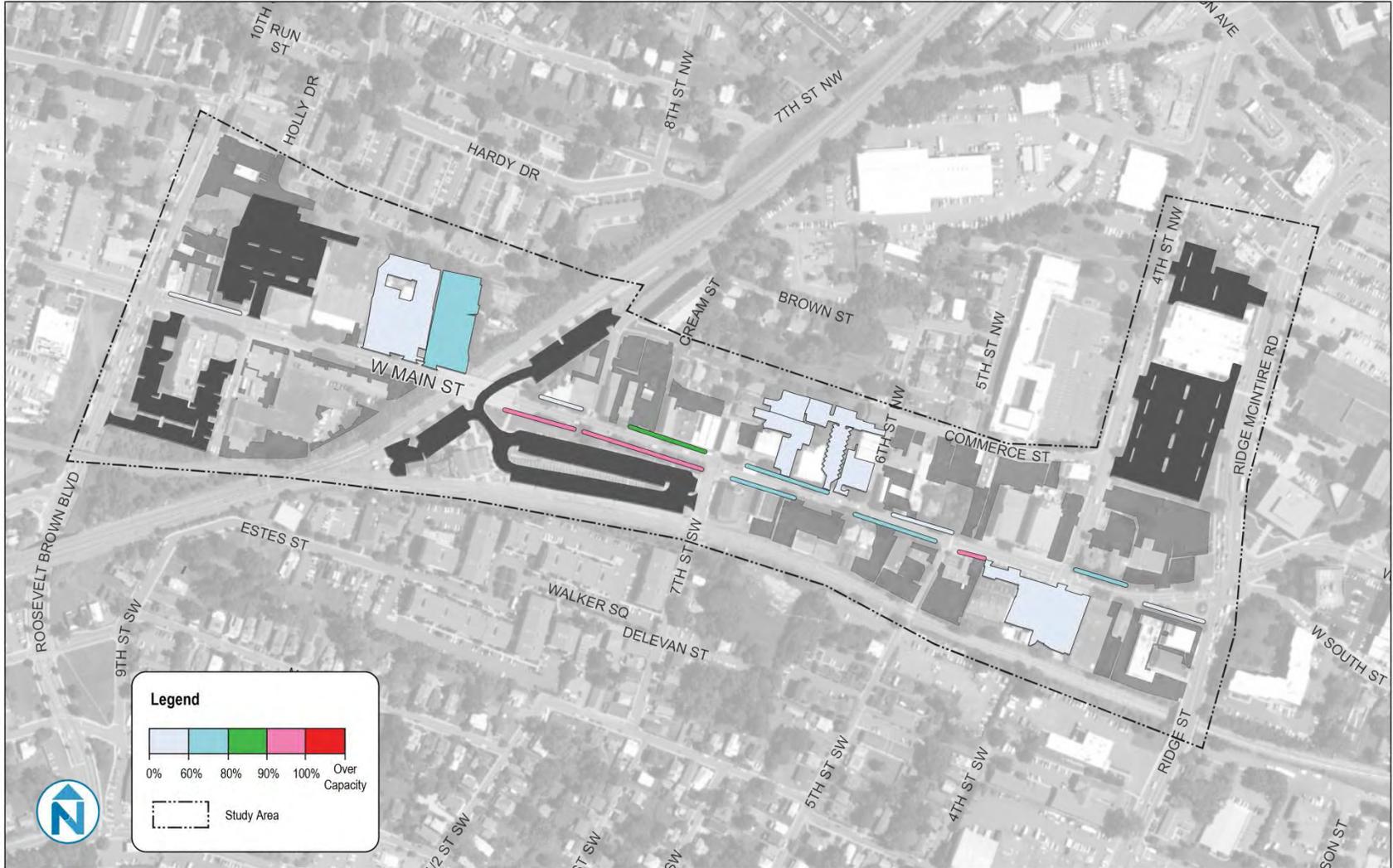0% 60% 80% 90% 100% Over Capacity

Study Area

Data Source: City of Charlottesville; Parking data collection: Nelson\Nygaard

0 400 800 Feet

Weekday 1 p.m. Utilization

CHARLOTTESVILLE West Main Street Parking | Wednesday, September 17th, 2014 | 1 - 3 pm

Legend

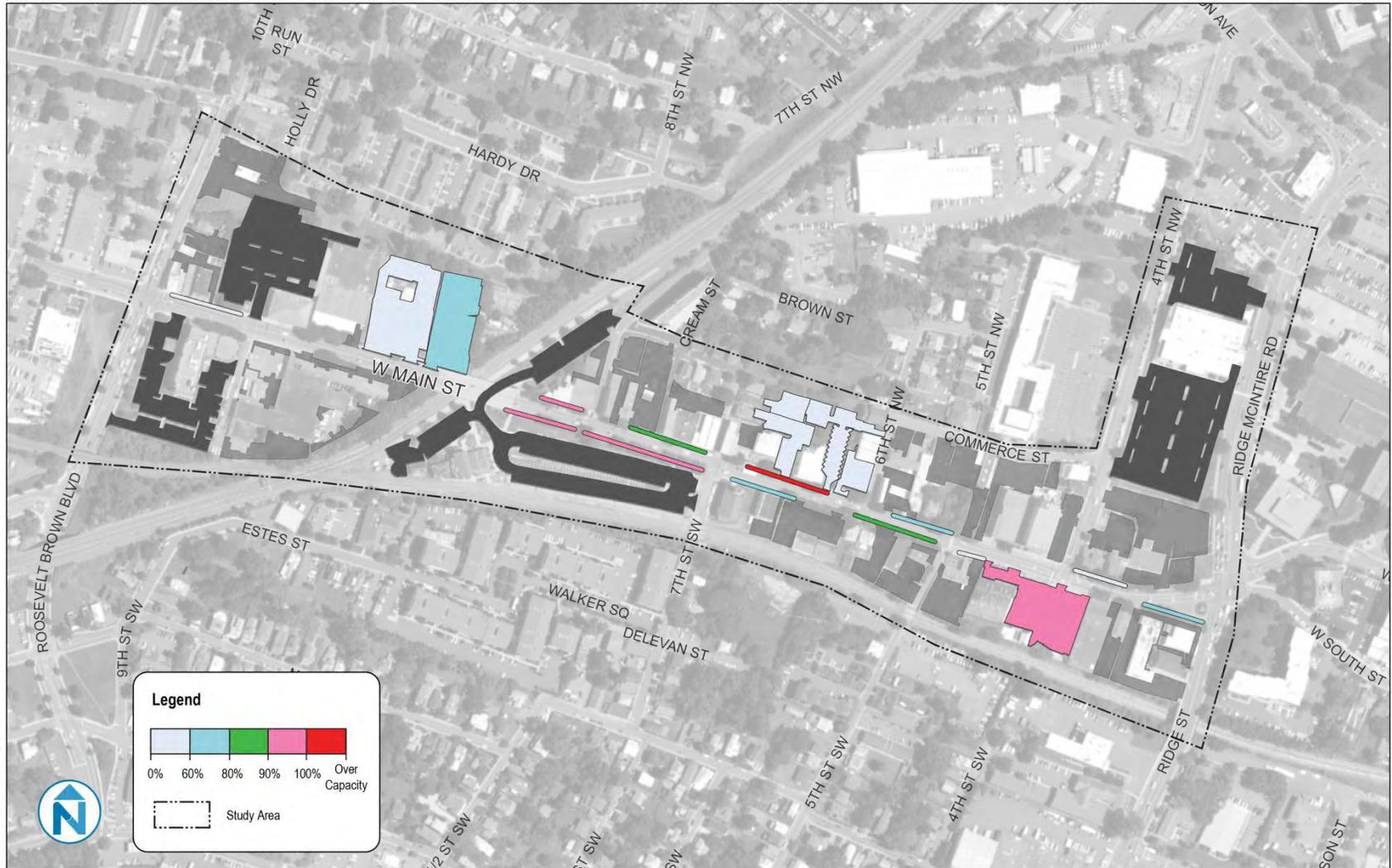0% 60% 80% 90% 100% Over Capacity

Study Area

Data Source: City of Charlottesville; Parking data collection: Nelson\Nygaard

0   400   800 Feet

Weekday 3 p.m. Utilization

CHARLOTTESVILLE West Main Street Parking | Wednesday, September 17th, 2014 | 3 - 5 pm

Legend

0% 60% 80% 90% 100% Over Capacity

Study Area

Data Source: City of Charlottesville; Parking data collection: Nelson\Nygaard

0   400   800 Feet

Weekday 5 p.m. Utilization

CHARLOTTESVILLE West Main Street Parking | Wednesday, September 17th, 2014 | 5 - 7 pm

Legend

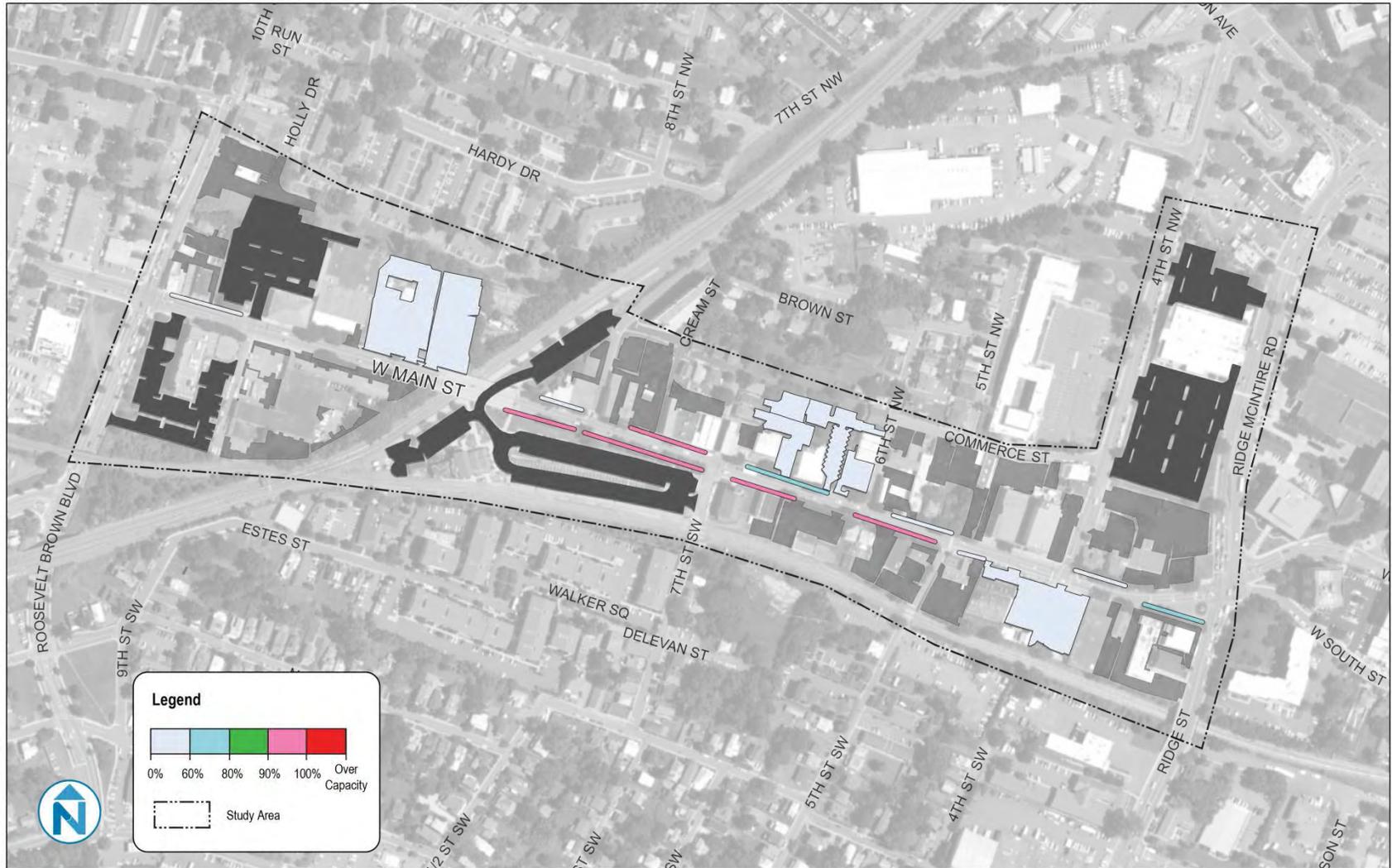0% 60% 80% 90% 100% Over Capacity

Study Area

Data Source: City of Charlottesville; Parking data collection: Nelson\Nygaard

0 400 800 Feet

Friday 9 a.m. Utilization

CHARLOTTESVILLE West Main Street Parking | Friday, September 19th, 2014 | 9 - 11 am
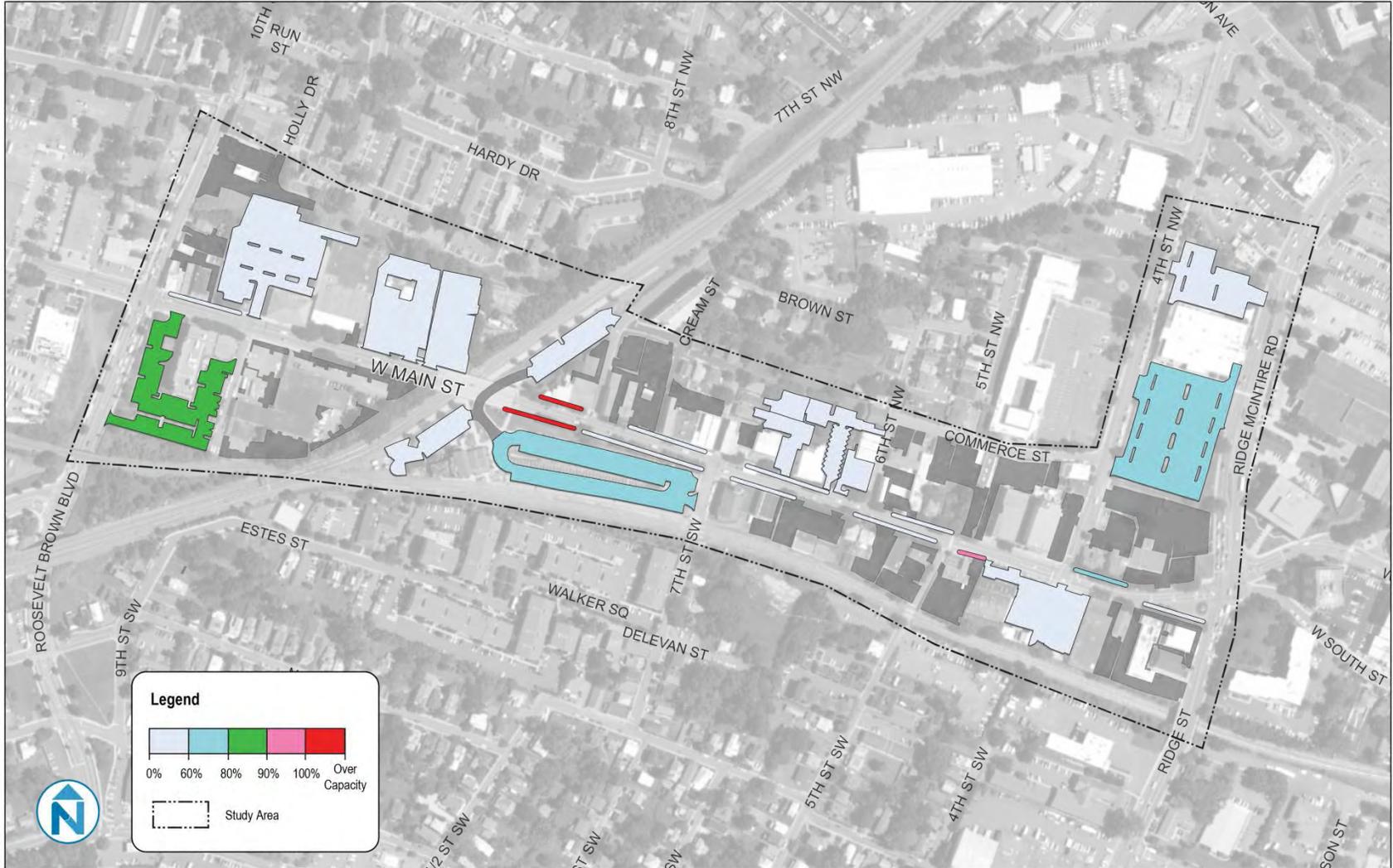
Legend

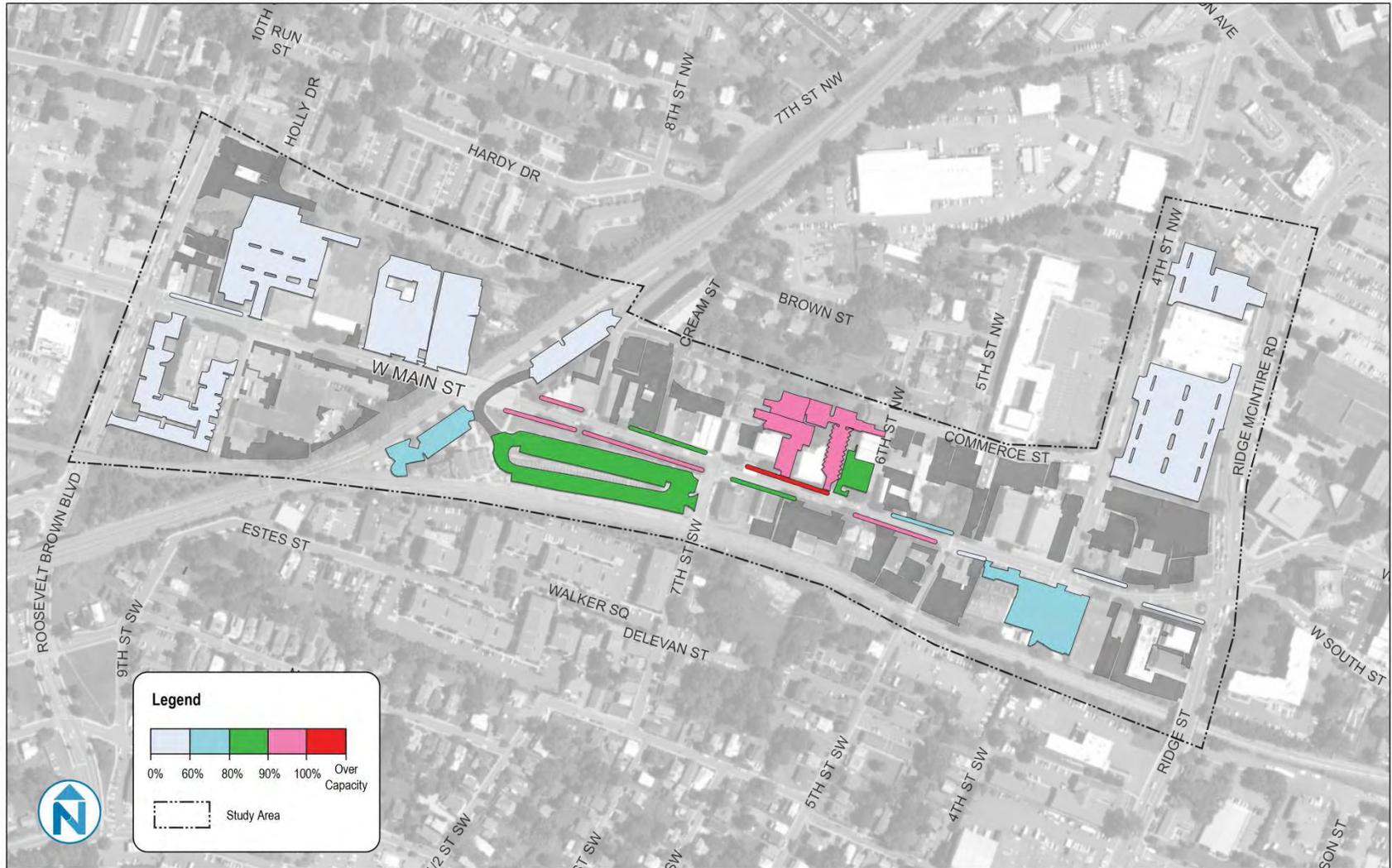0% 60% 80% 90% 100% Over Capacity

Study Area

Data Source: City of Charlottesville; Parking data collection: Nelson\Nygaard

0   400   800 Feet

Friday 11 a.m. Utilization

CHARLOTTESVILLE West Main Street Parking | Friday, September 19th, 2014 | 11 - 1 pm

Legend

0%   60%   80%   90%   100%   Over Capacity

Study Area

Data Source: City of Charlottesville; Parking data collection: Nelson\Nygaard

0   400   800 Feet

Friday 1 p.m. Utilization

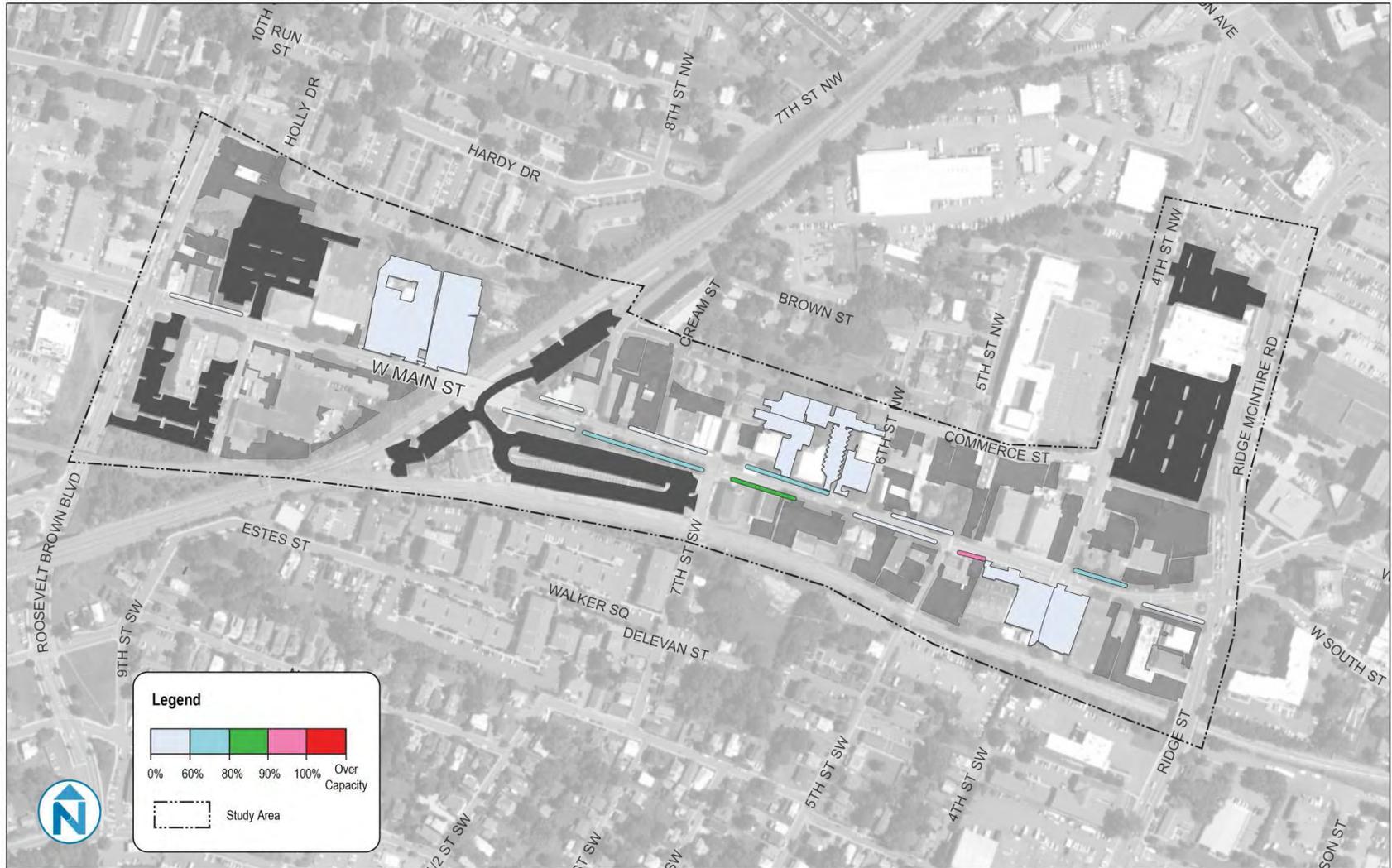CHARLOTTESVILLE West Main Street Parking | Friday, September 19th, 2014 | 1 - 3 pm

Legend

0% 60% 80% 90% 100% Over Capacity

Study Area

Data Source: City of Charlottesville; Parking data collection: Nelson\Nygaard

0   400   800 Feet

Friday 3 p.m. Utilization

CHARLOTTESVILLE West Main Street Parking | Friday, September 19th, 2014 | 3 - 5 pm

Legend

0% 60% 80% 90% 100% Over Capacity

Study Area

Data Source: City of Charlottesville; Parking data collection: Nelson\Nygaard

0   400   800 Feet

Friday 5 p.m. Utilization

CHARLOTTESVILLE West Main Street Parking | Friday, September 19th, 2014 | 5 - 7 pm

Legend

0% 60% 80% 90% 100% Over Capacity

Study Area

Data Source: City of Charlottesville; Parking data collection: Nelson\Nygaard

0   400   800 Feet

<u>Weekend</u> Utilization

Saturday 9 a.m. Utilization

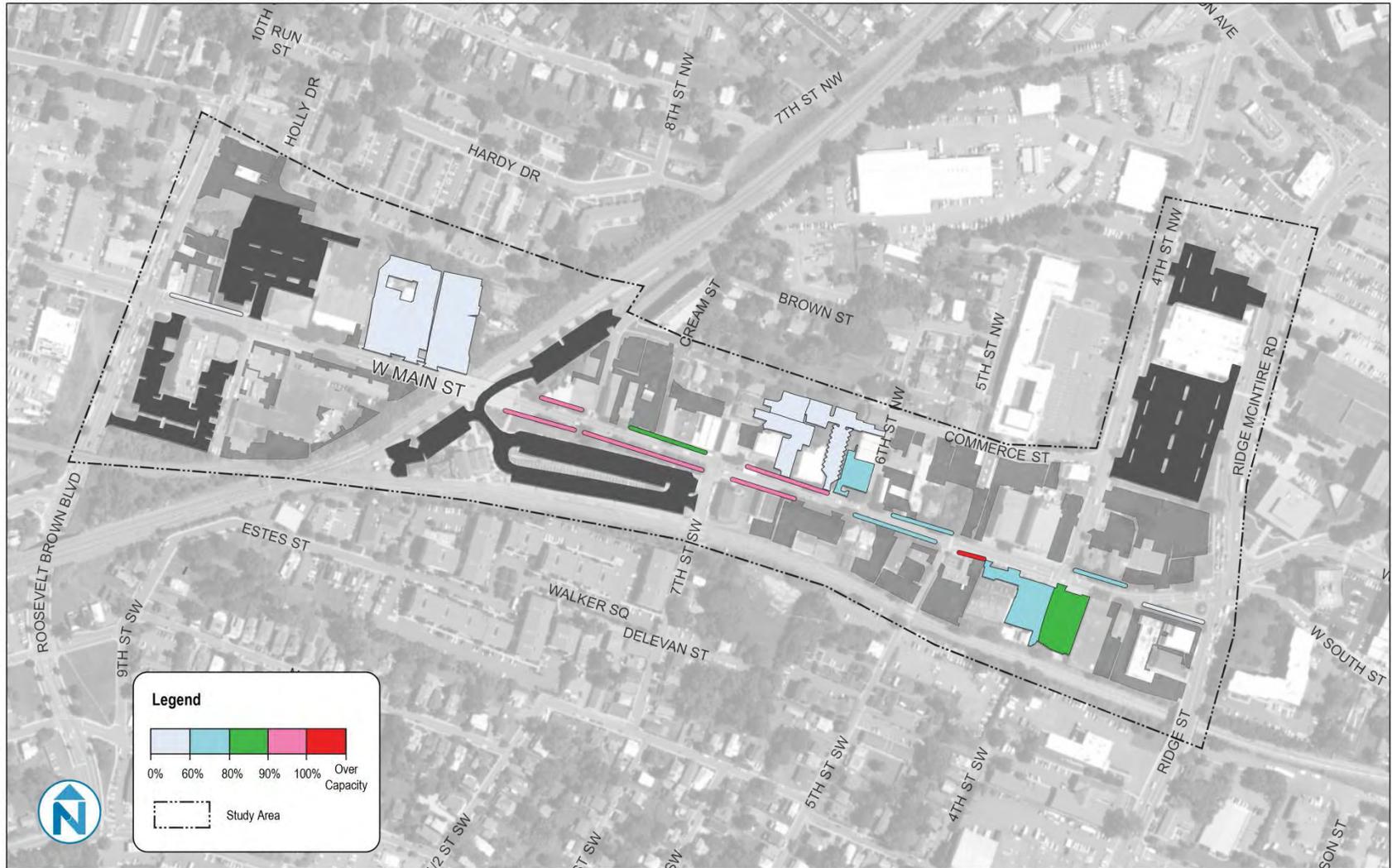CHARLOTTESVILLE West Main Street Parking | Saturday, September 20th, 2014 | 9 - 11 am

Legend

0% 60% 80% 90% 100% Over Capacity

Study Area

Data Source: City of Charlottesville; Parking data collection: Nelson\Nygaard

0 400 800 Feet

Saturday 11 a.m. Utilization

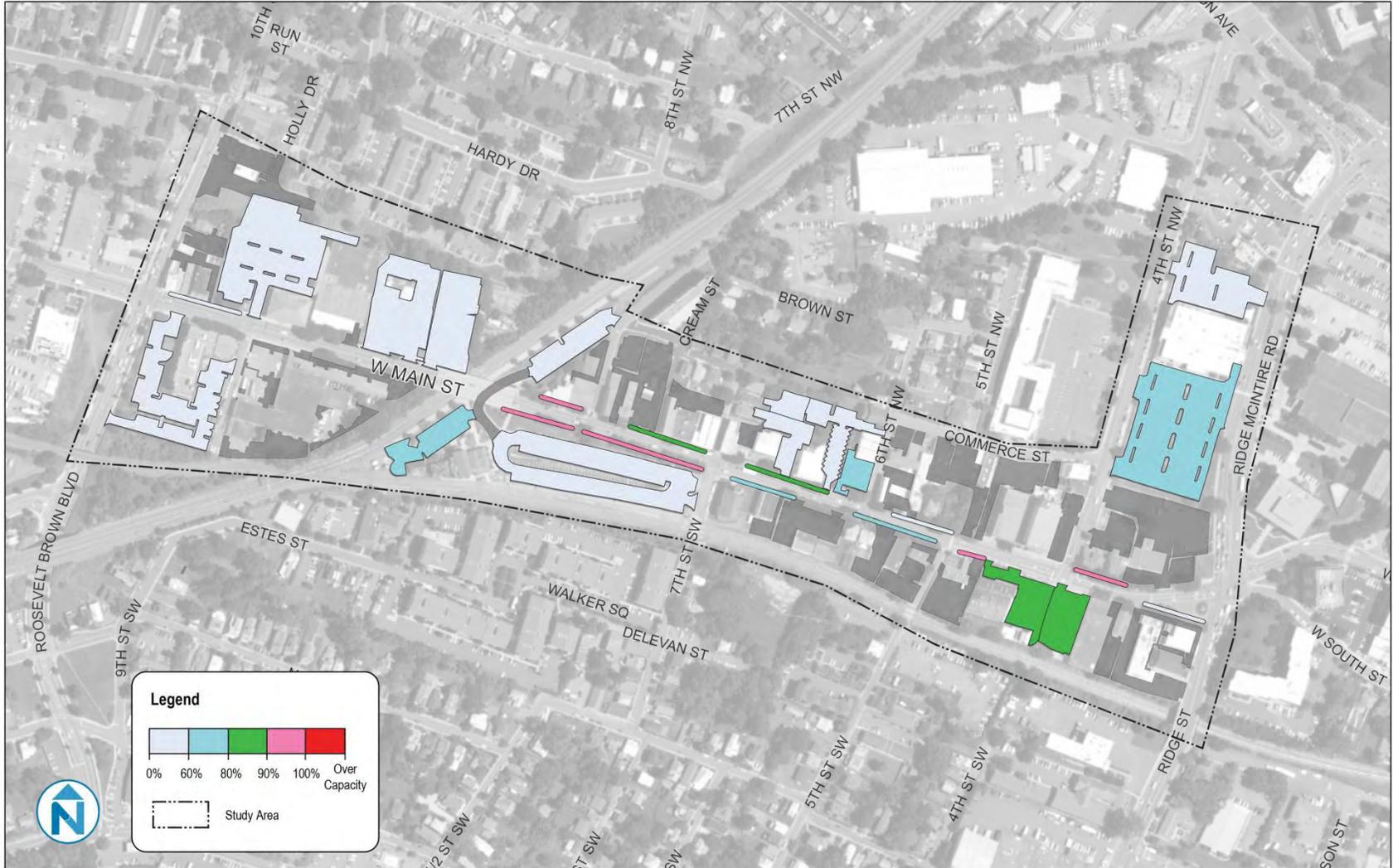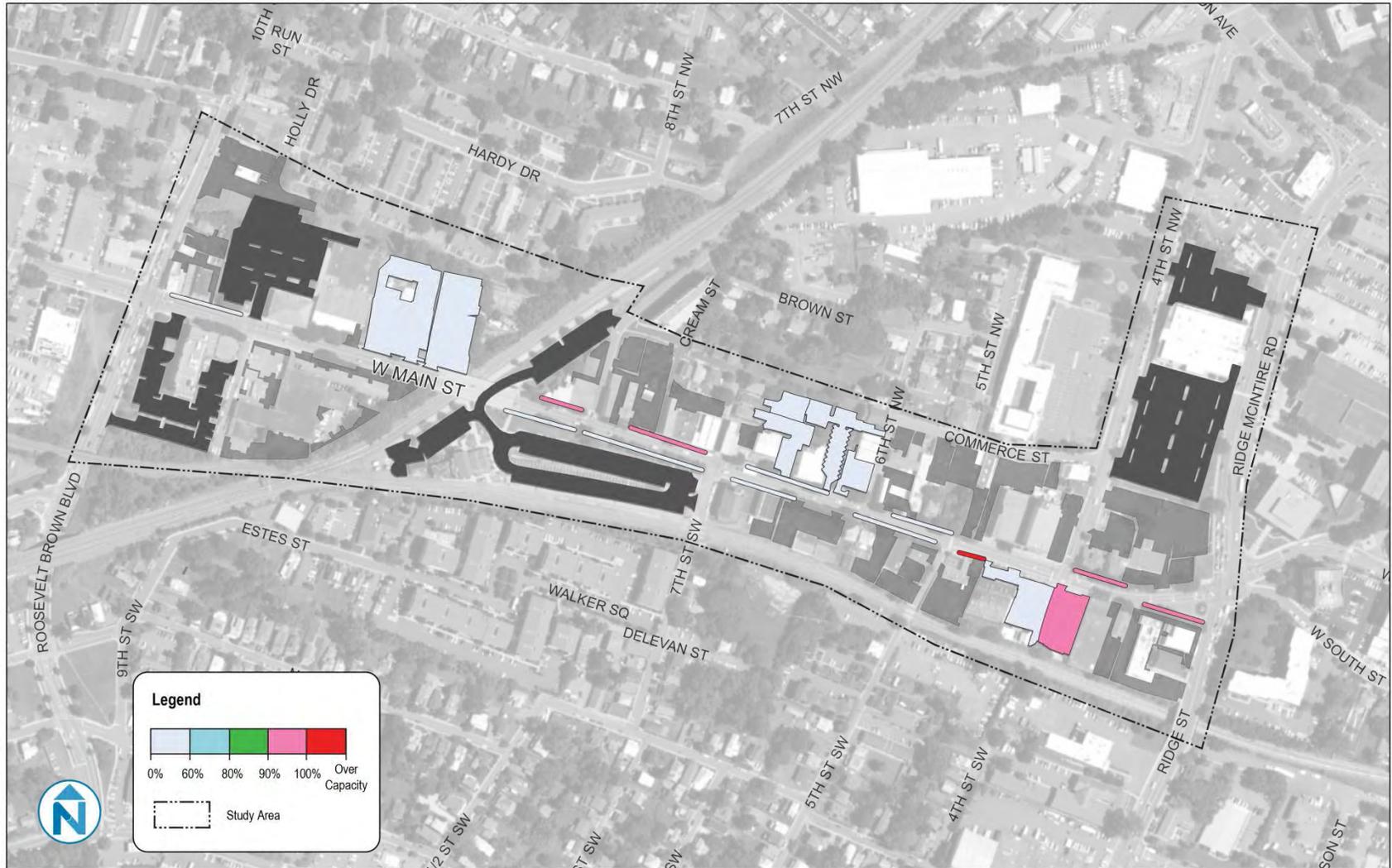CHARLOTTESVILLE West Main Street Parking | Saturday, September 20th, 2014 | 11 - 1 pm

Legend

0% 60% 80% 90% 100% Over Capacity

Study Area

N

Data Source: City of Charlottesville; Parking data collection: Nelson\Nygaard

0   400   800
Feet

Saturday 1 p.m. Utilization

CHARLOTTESVILLE West Main Street Parking | Saturday, September 20th, 2014 | 1 - 3 pm

Legend

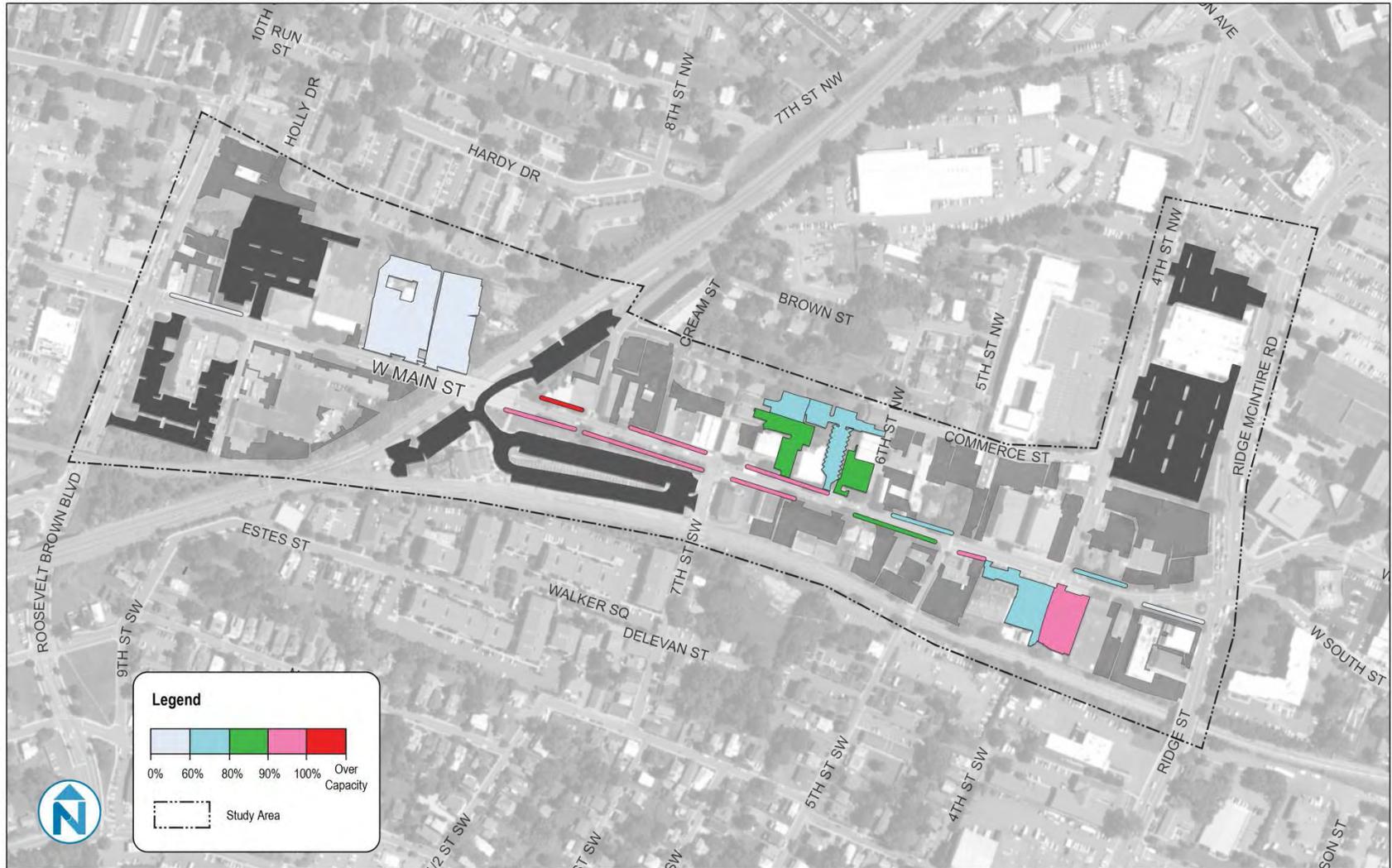0%   60%   80%   90%   100%   Over Capacity

Study Area

Data Source: City of Charlottesville; Parking data collection: Nelson\Nygaard

0   400   800 Feet

Saturday 3 p.m. Utilization

CHARLOTTESVILLE West Main Street Parking | Saturday, September 20th, 2014 | 3 - 5 pm

Legend

0% 60% 80% 90% 100% Over Capacity

Study Area

Data Source: City of Charlottesville; Parking data collection: Nelson\Nygaard
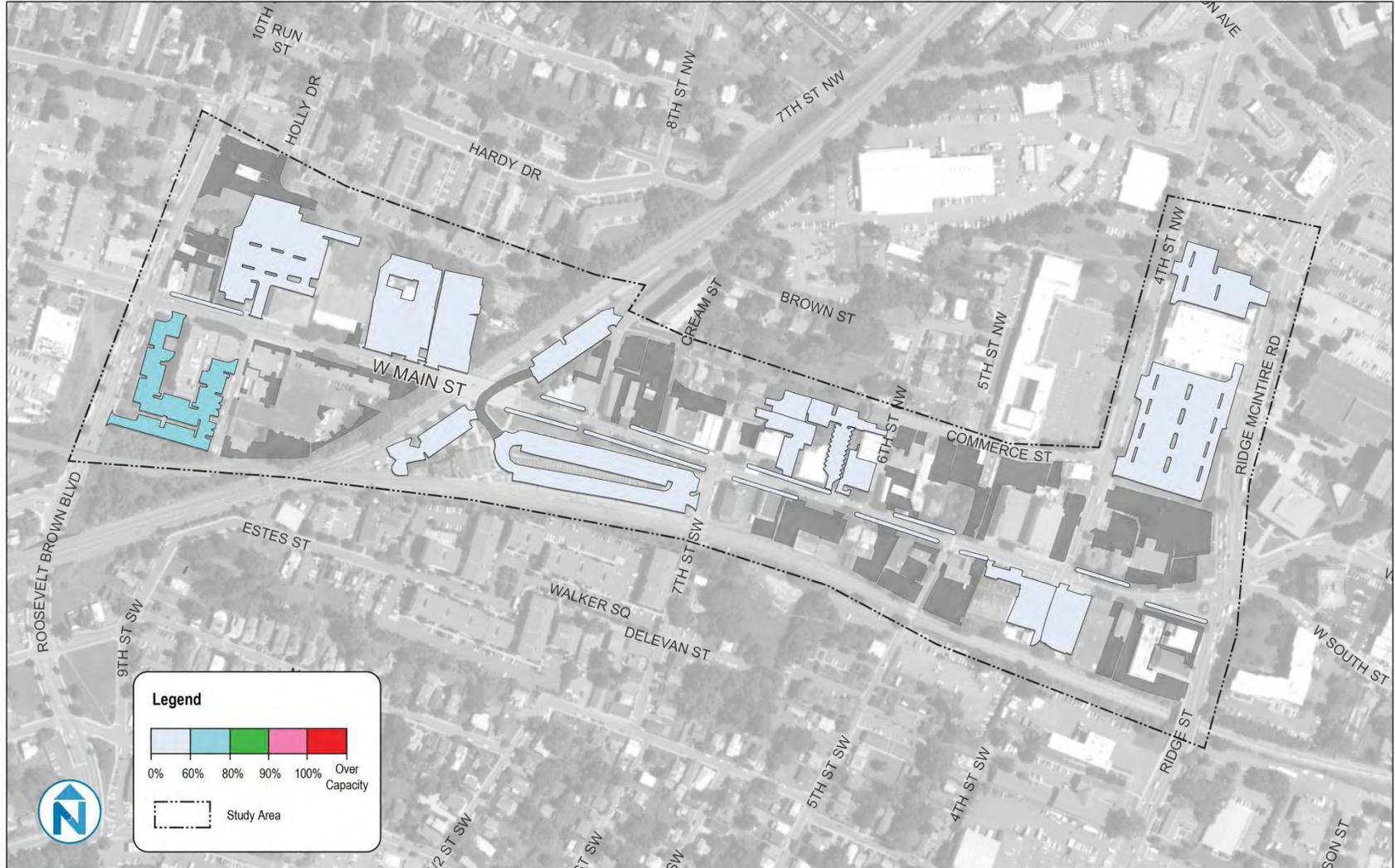
0   400   800 Feet

Saturday 5 p.m. Utilization

CHARLOTTESVILLE West Main Street Parking | Saturday, September 20th, 2014 | 5 - 7 pm

Legend

0%   60%   80%   90%   100%   Over Capacity

Study Area

Data Source: City of Charlottesville; Parking data collection: Nelson\Nygaard

0   400   800 Feet

Saturday 7 p.m. Utilization

CHARLOTTESVILLE West Main Street Parking | Saturday, September 20th, 2014 | 7 - 9 pm
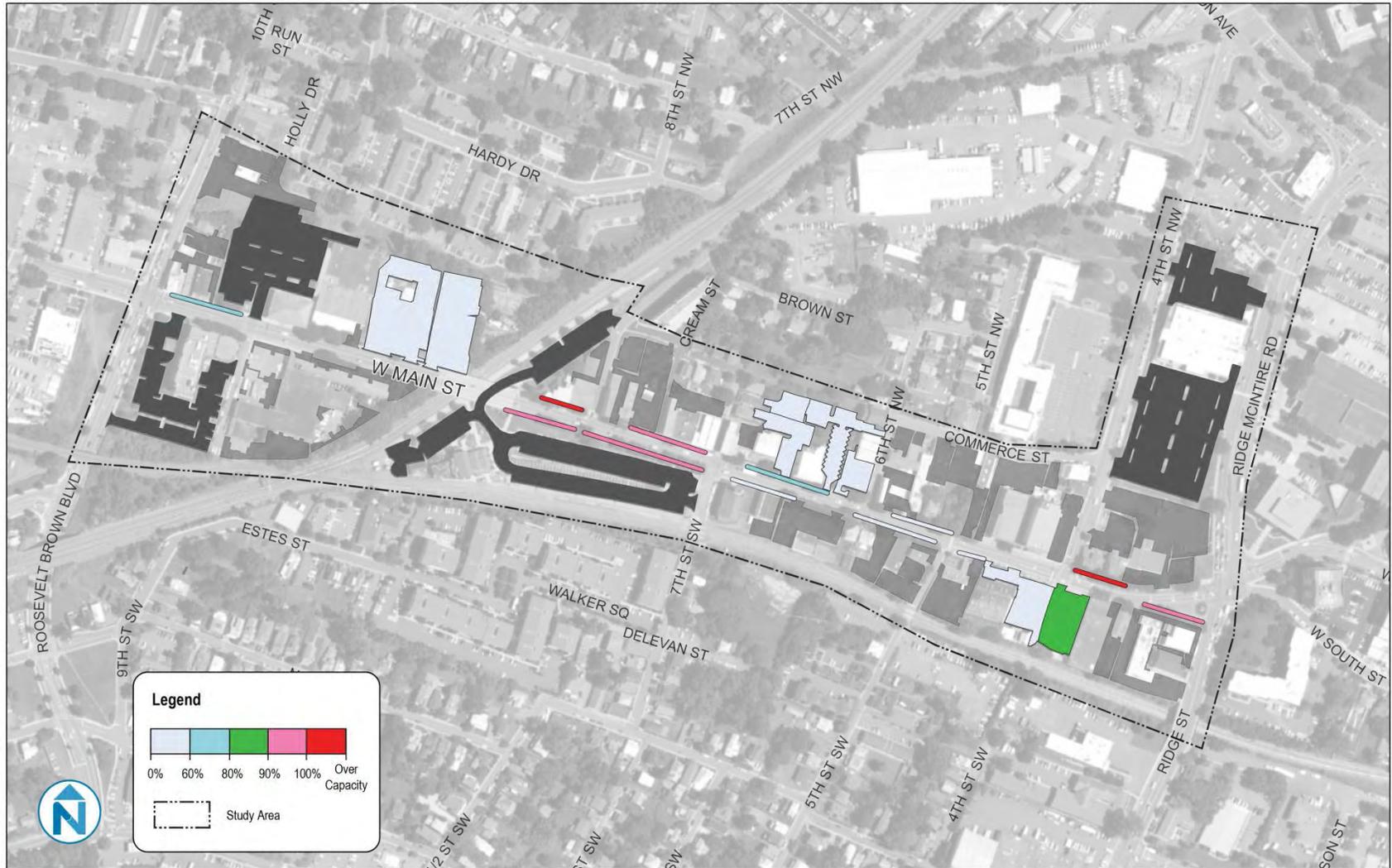
Legend

0% 60% 80% 90% 100% Over Capacity

Study Area

Data Source: City of Charlottesville; Parking data collection: Nelson\Nygaard

0 400 800 Feet

Sunday Sept 21st 9 a.m. Utilization (With Street Festival)

CHARLOTTESVILLE West Main Street Parking | Sunday, September 21st, 2014 | 9 - 11 am

Legend

0% 60% 80% 90% 100% Over Capacity

Study Area

Data Source: City of Charlottesville; Parking data collection: Nelson\Nygaard

0   400   800 Feet

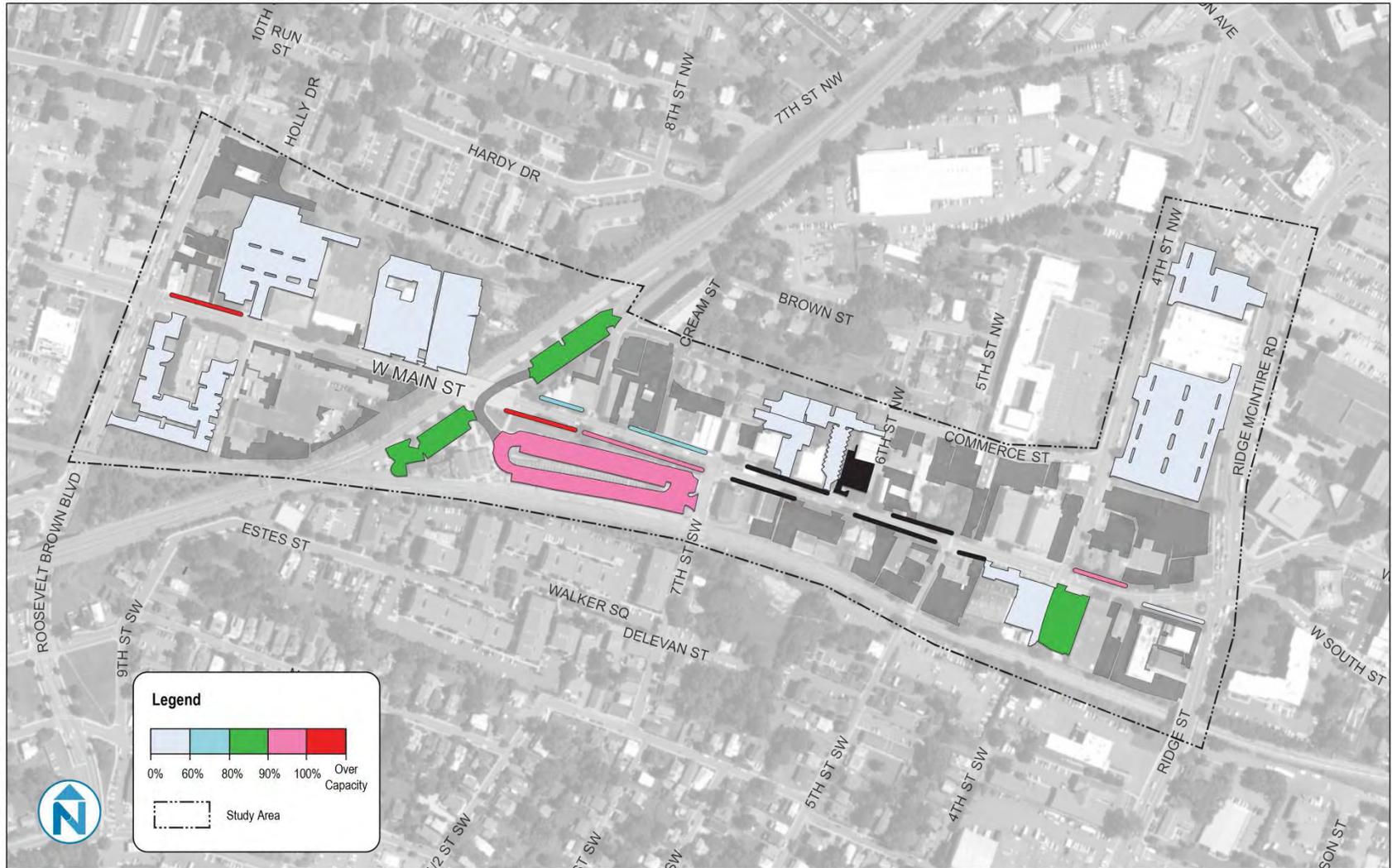# Sunday Sept 21st 11 a.m. Utilization (With Street Festival)

CHARLOTTESVILLE West Main Street Parking | Sunday, September 21st, 2014 | 11 - 1 pm

Legend

0% 60% 80% 90% 100% Over Capacity

Study Area

Data Source: City of Charlottesville; Parking data collection: Nelson\Nygaard

0   400   800 Feet

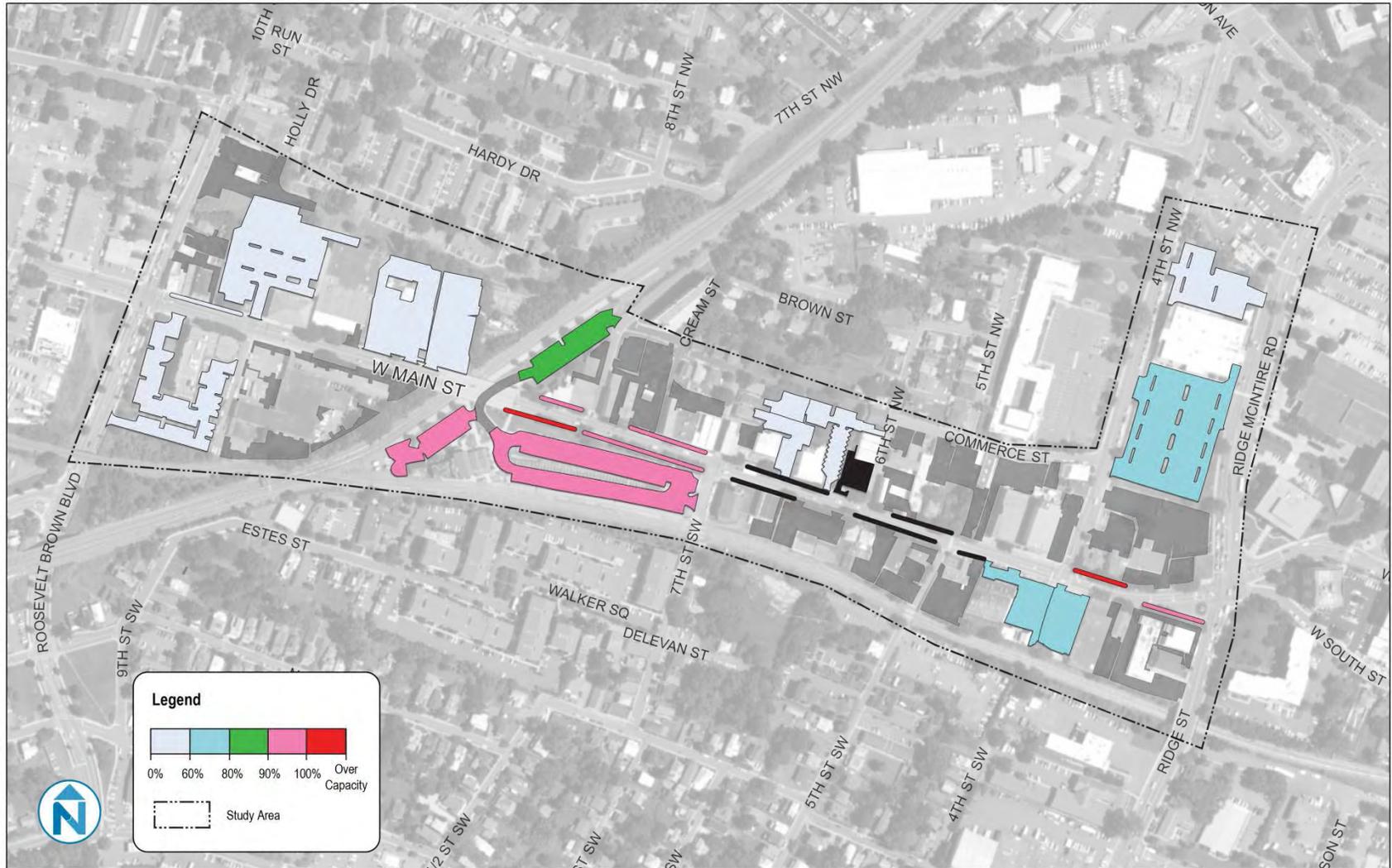# Sunday Sept 21st 1 p.m. Utilization (With Street Festival)

CHARLOTTESVILLE West Main Street Parking | Sunday, September 21st, 2014 | 1 - 3 pm *Note: Parking from 4th to 7th Streets blocked for Midtown Street Fair (Marked in black)

Legend

0%	60%	80%	90%	100%	Over Capacity

Study Area

Data Source: City of Charlottesville; Parking data collection: Nelson\Nygaard

0   400   800
Feet

# Sunday Sept 21st 3 p.m. Utilization (With Street Festival)

CHARLOTTESVILLE West Main Street Parking | Sunday, September 21st, 2014 | 3 - 5 pm   *Note: Parking from 4th to 7th Streets blocked for Midtown Street Fair (Marked in black)

Legend

0% 60% 80% 90% 100% Over Capacity

Study Area

Data Source: City of Charlottesville; Parking data collection: Nelson\Nygaard

0   400   800 Feet

Sunday Sept 21st 5 p.m. Utilization (With Street Festival)

CHARLOTTESVILLE West Main Street Parking | Sunday, September 21st, 2014 | 5 - 7 pm   *Note: Parking from 4th to 7th Streets blocked for Midtown Street Fair (Marked in black)
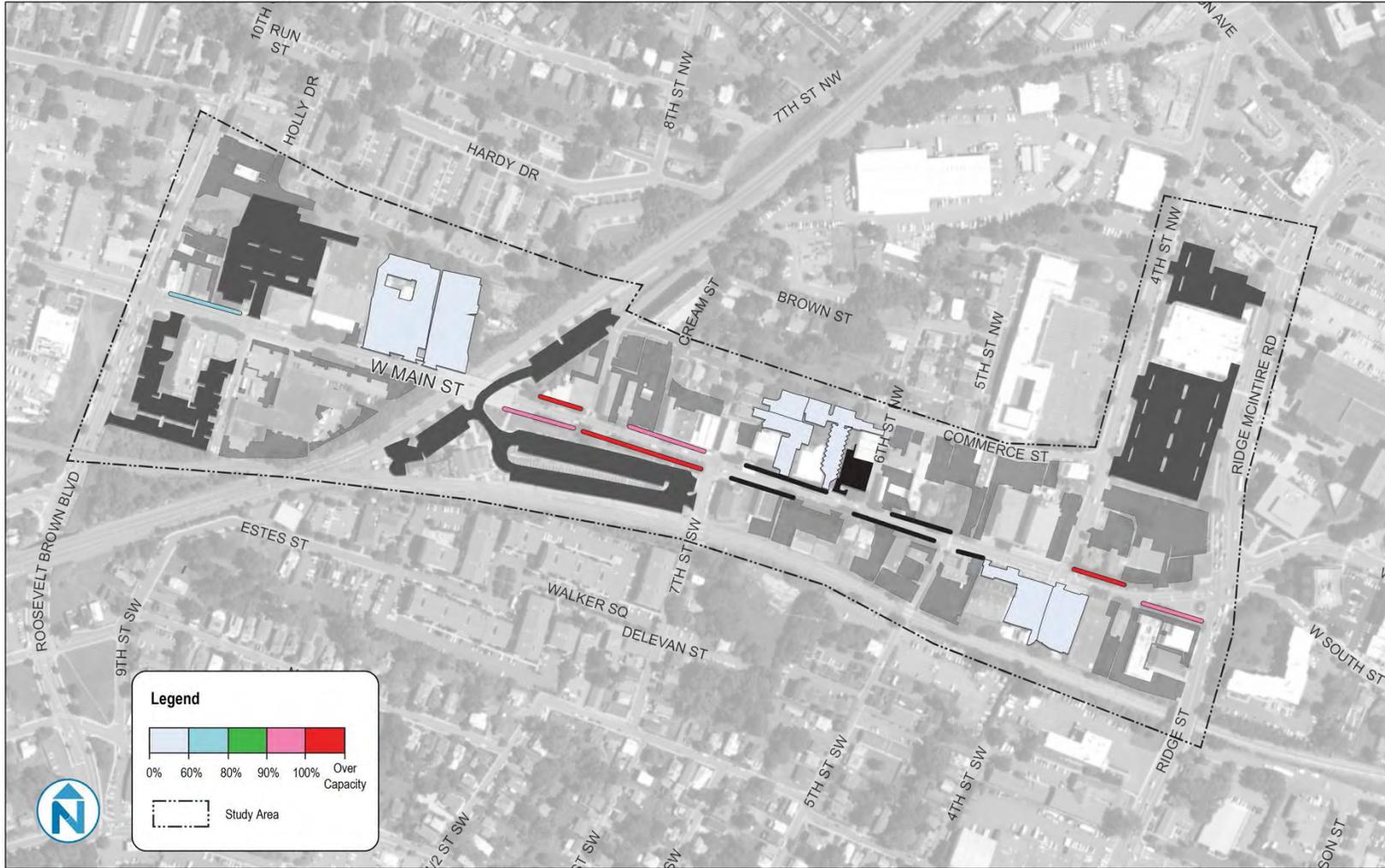
Legend

0%   60%   80%   90%   100%   Over Capacity

Study Area

Data Source: City of Charlottesville; Parking data collection: Nelson\Nygaard

0   400   800
Feet

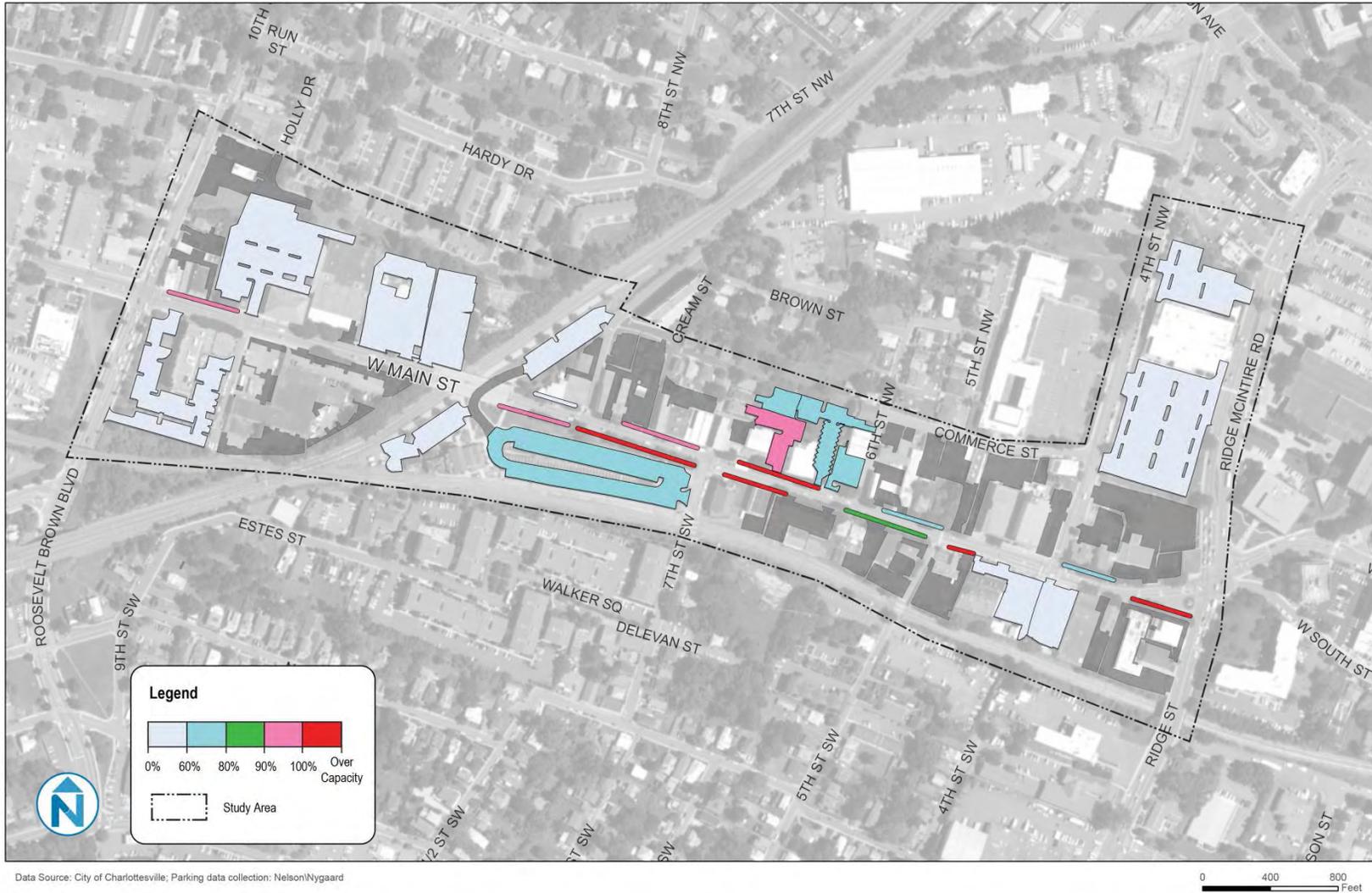## Sunday October 26th 9 a.m. Utilization

CHARLOTTESVILLE West Main Street Parking | Sunday, October 26th, 2014 | 9 - 11 am

Legend

0% 60% 80% 90% 100% Over Capacity

Study Area

N

Data Source: City of Charlottesville; Parking data collection: Nelson\Nygaard

0   400   800
Feet

Sunday October 26th 11 a.m. Utilization

CHARLOTTESVILLE West Main Street Parking | Sunday, October 26th, 2014 | 11 - 1 pm
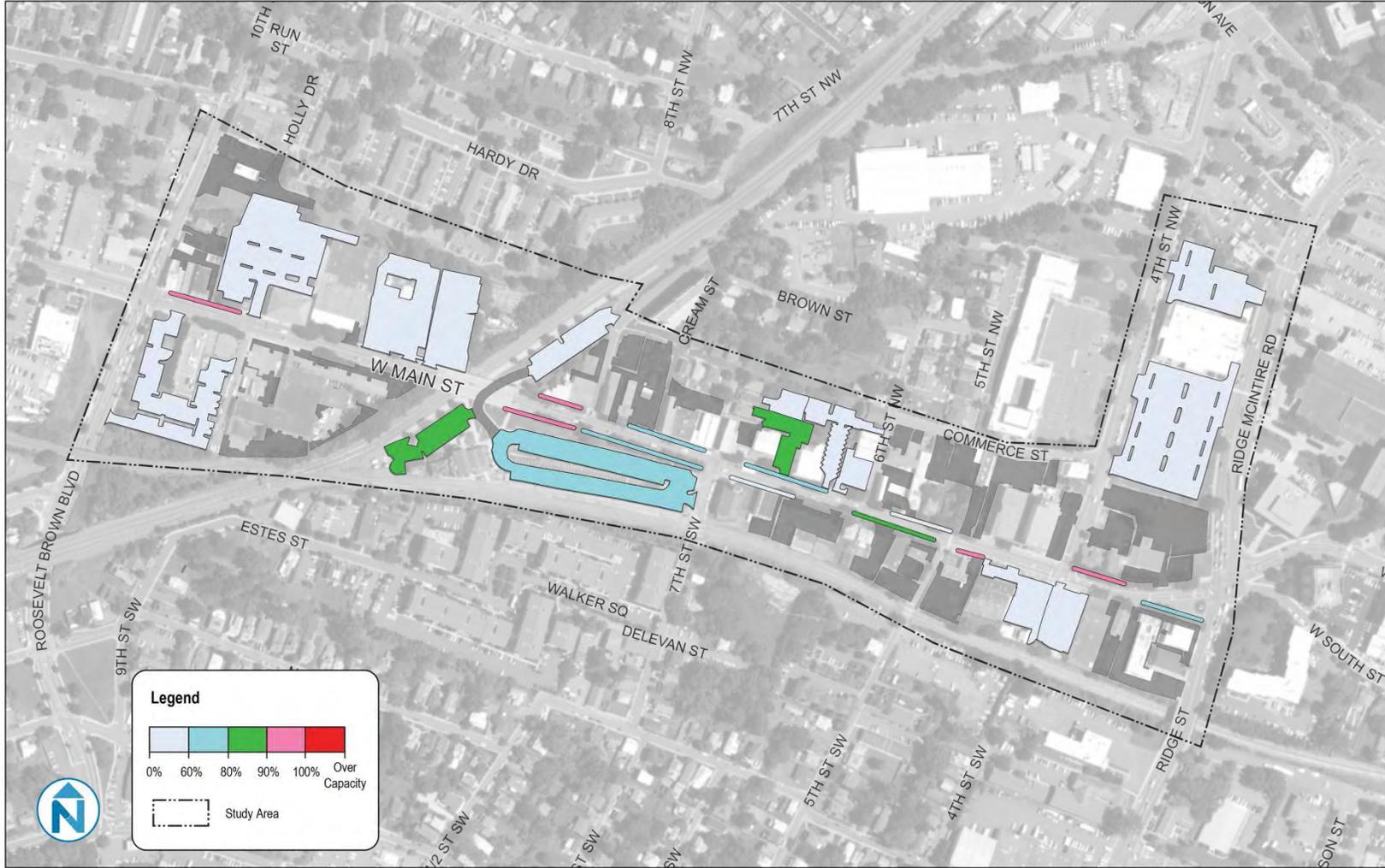

Legend

0% 60% 80% 90% 100% Over Capacity

Study Area

Data Source: City of Charlottesville; Parking data collection: Nelson\Nygaard

0   400   800
Feet

Sunday October 26th 1 p.m. Utilization

CHARLOTTESVILLE West Main Street Parking | Sunday, October 26th, 2014 | 1 - 3 pm

Legend

0%   60%   80%   90%   100%   Over Capacity

Study Area

Data Source: City of Charlottesville; Parking data collection: Nelson\Nygaard

0   400   800
Feet

Sunday October 26th 3p.m. Utilization

CHARLOTTESVILLE **West Main Street Parking** | Sunday, October 26th, 2014 | 3 - 5 pm
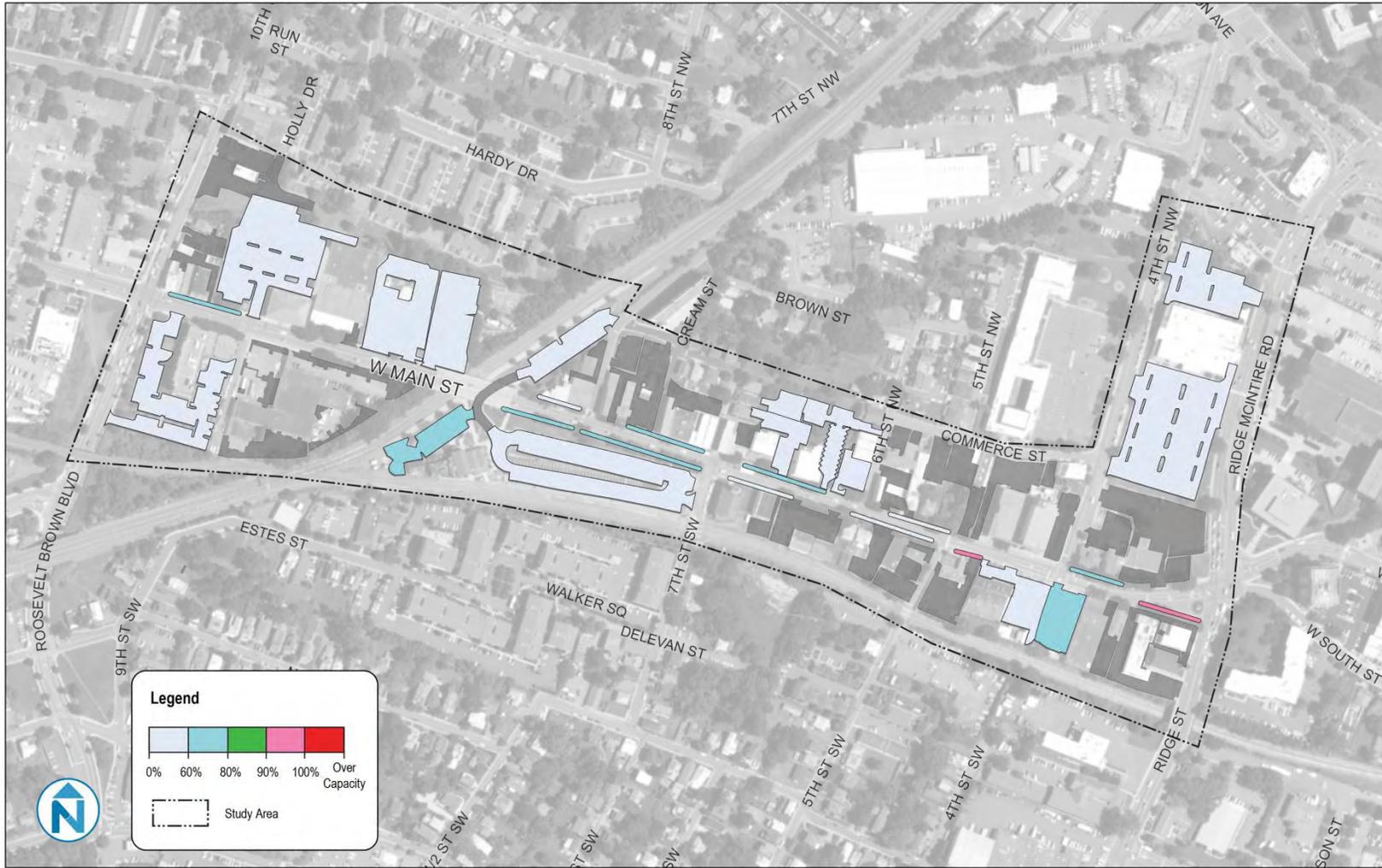
Legend

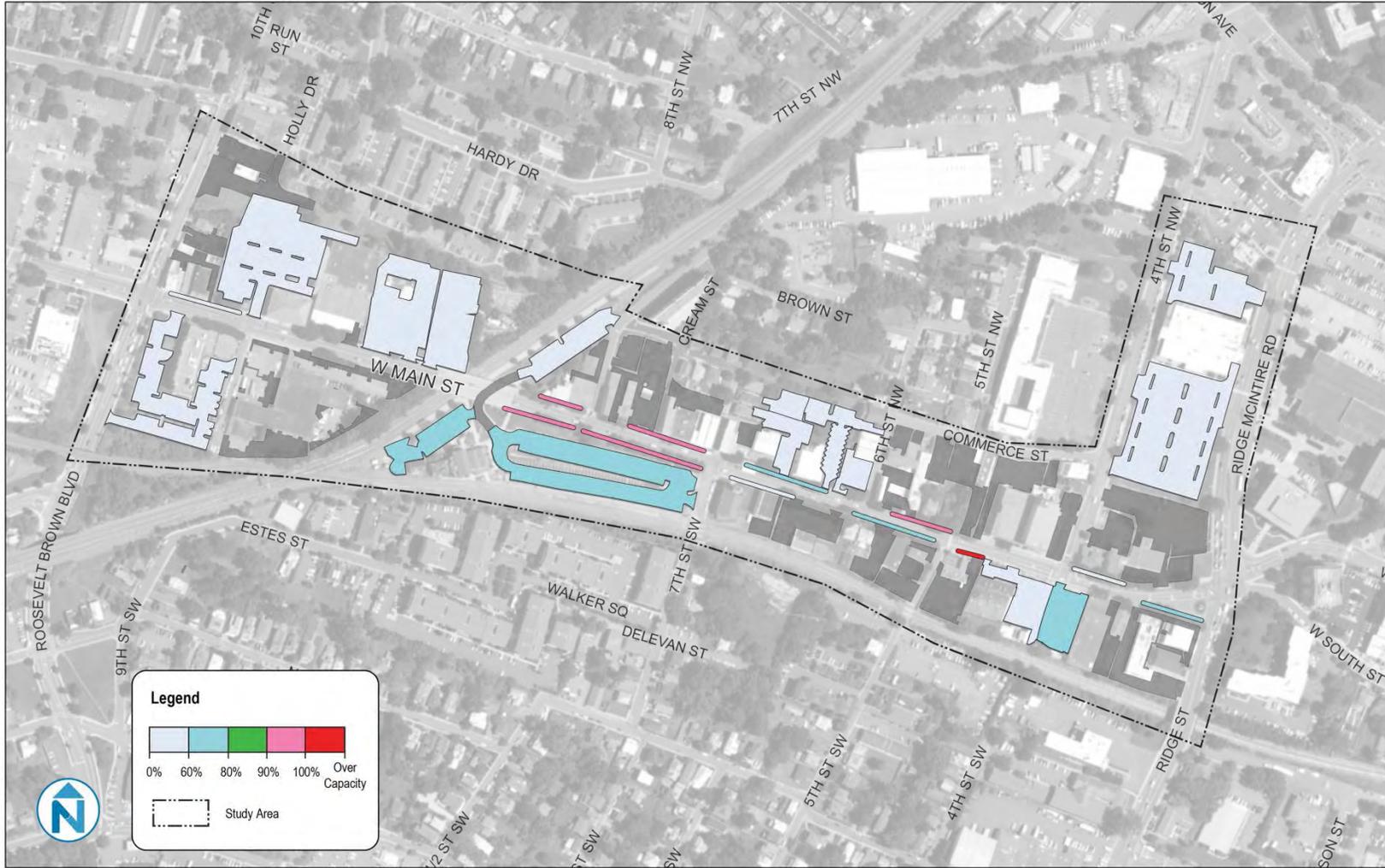|					
0%	60%	80%	90%	100%	Over Capacity

⊡ Study Area

Data Source: City of Charlottesville; Parking data collection: Nelson\Nygaard

0   400   800
Feet

Sunday October 26th 5p.m. Utilization

CHARLOTTESVILLE West Main Street Parking | Sunday, October 26th, 2014 | 5 - 7 pm

Legend

0%   60%   80%   90%   100%   Over Capacity

Study Area

Data Source: City of Charlottesville; Parking data collection: Nelson\Nygaard

0   400   800 Feet