



# Chincoteague Streetscape Improvements

**DRAFT**

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Master Plan  
Chincoteague, VA

# Chincoteague Streetscape Improvements Master Plan

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# Executive Summary

Streetscape improvements provide numerous economic and quality of life benefits to communities. They are an important economic stimulus, encouraging private investments in the area. They also provide an unique opportunity for the community to define its identity and create a sense of place rooted in their history and current day realities. This melding of streetscape improvements with a place's inherent qualities encourages and promotes opportunities for existing and new businesses to help further define and portray a place's identity.

The relocation of the main bridge into town to a location north of the downtown area has encouraged the town to take several proactive steps in planning for and responding to the significant change in traffic patterns. Both the Town of Chincoteague Downtown Revitalization Plan and the town's 2009 Draft Comprehensive Plan address the role of the downtown area in defining the town's identity and expanding the tourism industry and season throughout the year. The streetscape improvements proposed in this master plan support the goals and objectives identified in those plans. It merges the town's inherent qualities with current day needs and seeks to establish a new vision for the town's downtown area. The master planning process and final document produced focuses on achieving the following goals.

## *Establishment of Chincoteague's Identity*

Identification of Chincoteague's identity and exemplifying that identity through spatial patterns, key linkages, and various streetscape elements.

## *Vehicular, Pedestrian and Bicycle Safety Improvements*

Improvement of the transportation corridor for a variety of users, including motorists, bicyclists and pedestrians.

## *Economic Stimulus*

Encourage town citizens and tourists to shop, eat, and recreate in the downtown area by building on the areas unique characteristics of a historic, pedestrian friendly, commercial center.

## About Chincoteague

Chincoteague Island is a barrier island located on the Eastern Shore of Virginia. It is protected from the Atlantic Ocean by Assateague Island, a National Seashore managed by the National Park Service, Fish and Wildlife Service and Department of Conservation and Recreation. The Town of Chincoteague is a National Park Service 'gateway' community and serves over 1-million visitors annually.

The town, incorporated in 1908, is home to 4,300 people. Early inhabitants of the island used it primarily for livestock grazing, but quickly learned the importance of the island's natural resources; oysters, clams, crabs, and fish. A seafood industry developed with trade to New York and Philadelphia. With the completion of the causeway in 1922, the seafood trade flourished and tourists began to visit.

In 1962 the tourism industry for the town grew significantly with the creation of Assateague Island National Seashore. Assateague Island is nationally known for its wild ponies and annual pony auction. The Assateague Island National Seashore was established to protect the priceless seashore ecosystem and provide for recreational use and enjoyment. Sightseeing cruises, kayak tours, crabbing, bird watching, fishing, hunting, biking and other activities continually make this a paradise for visitors that enjoy outdoor recreation.

Today, tourism is the town's primary industry with seasonal residents and visitors swelling the town's population to over 15,000 during summer months. The town's existing tourism draw offers a tremendous opportunity to encourage visitation of its unique historic downtown area and interpret its waterfront history.





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# Background

Over the past several years the Town of Chincoteague has undergone a number of planning studies and improvement projects within and around its downtown area. Each of those are discussed below.

## Bridge Relocation

VDOT is currently constructing a new bridge to Chincoteague Island. Previously the bridge led visitors directly to main street and the downtown area. Its new location bypasses the downtown area and links directly to Maddox Boulevard, the town's main corridor across the island that provides access to Assateague Island. The new bridge will significantly reduce through traffic in the downtown area and open up an opportunity for a new vision for downtown.



*Courtesy of Patrick J. Hendrickson / Highcamera.com 06-27-09*

# Town Planning Documents

## *Downtown Revitalization Plan*

Downtown areas strongly influence a town's identity. They represent the historic core of the community and often house key visitor attractions and public spaces where residents and visitors can congregate for special events and celebrations that promote a sense of community.

The Town of Chincoteague recognizes the importance of its downtown area and in 2001 developed a Downtown Revitalization Plan that outlines a number of strategies for revitalizing the downtown area. To succeed, as outlined in the plan, the town "must capitalize on downtown's location on a working waterfront, its beautiful natural setting, and its history as the pedestrian oriented commerce center on the island."

The plan identified issues and opportunities related to market concerns, circulation and parking, land use, and streetscape features. Since the plans development, several of the recommendations have been followed. The primary one is the development of a downtown anchor. A vacant parcel of land in the heart of downtown has been transformed into a waterfront park offering a venue for special events, passive recreation, and transient boat slips. This park is a great first step in transforming the downtown area into a destination for visitors as well as residents.

## *Town's Comprehensive Plan*

The overriding theme of the town's Draft 2009 Comprehensive Plan is that the growth of the town "should occur in an economically and environmentally sustainable manner." As such, the town's future land use map identifies the continuation of two primary commercial corridors, the historic downtown area and the more recent Maddox Boulevard commercial corridor.

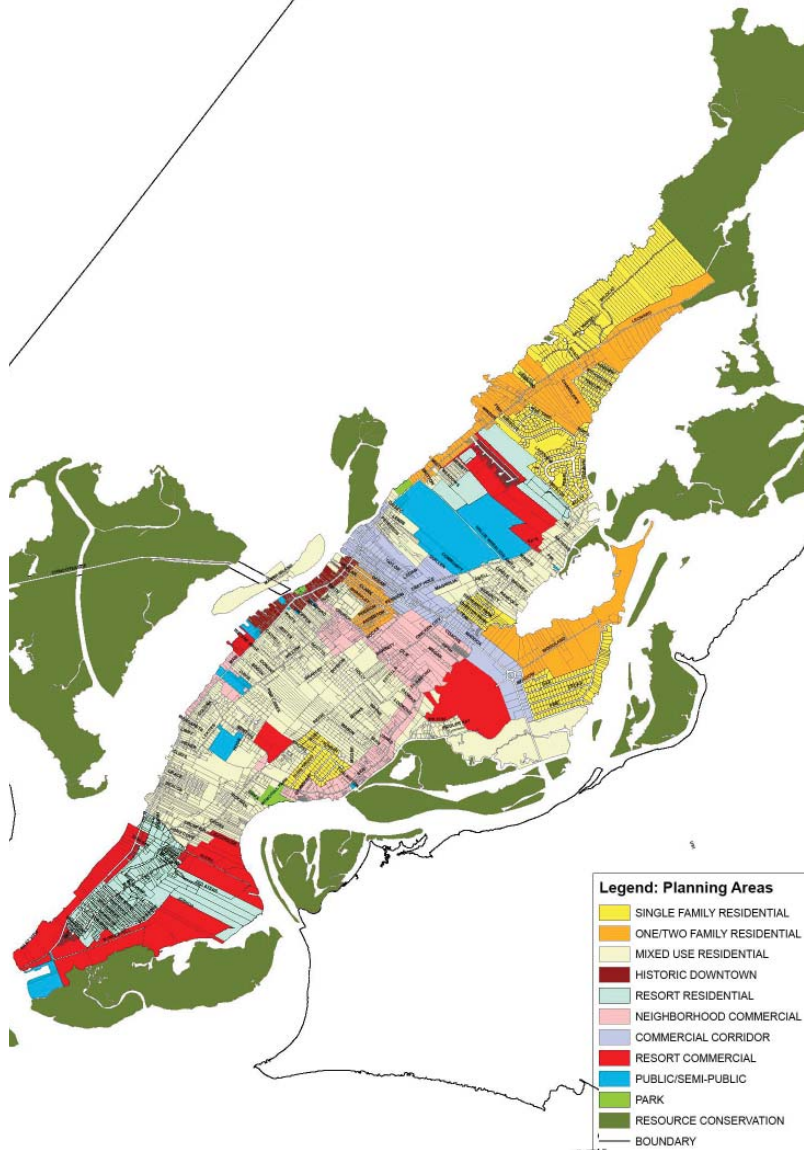
The plan acknowledges the differences between these two commercial areas and identifies a vision for each. It states that "The historic downtown area strongly influences the town's image and identity. It is critical to the economic health and prosperity of the town and shall continue to serve as a vibrant pedestrian-oriented commercial center, providing key visitor attractions and public space for events and celebrations." Currently the downtown area is made up of a variety of stores, shops, restaurants, seafood businesses, and civic facilities. It provides goods and services to local residents and tourists alike and is an important center for social and civic life.

Related to the commercial corridor along Maddox Blvd..., the road to Assateague, the plan states that the corridor "is geared more toward the tourist and automobile. It is directly on the path to the primary visitor attractions - Assateague Island and the Chincoteague Wildlife Refuge. Motels and campgrounds strengthen the role of this area as an auto-oriented seasonal tourist center. The commercial corridor along Maddox Blvd. has evolved as a prime location for convenience, services, and auto-related uses. It is envisioned to continue to serve highway oriented commercial uses."

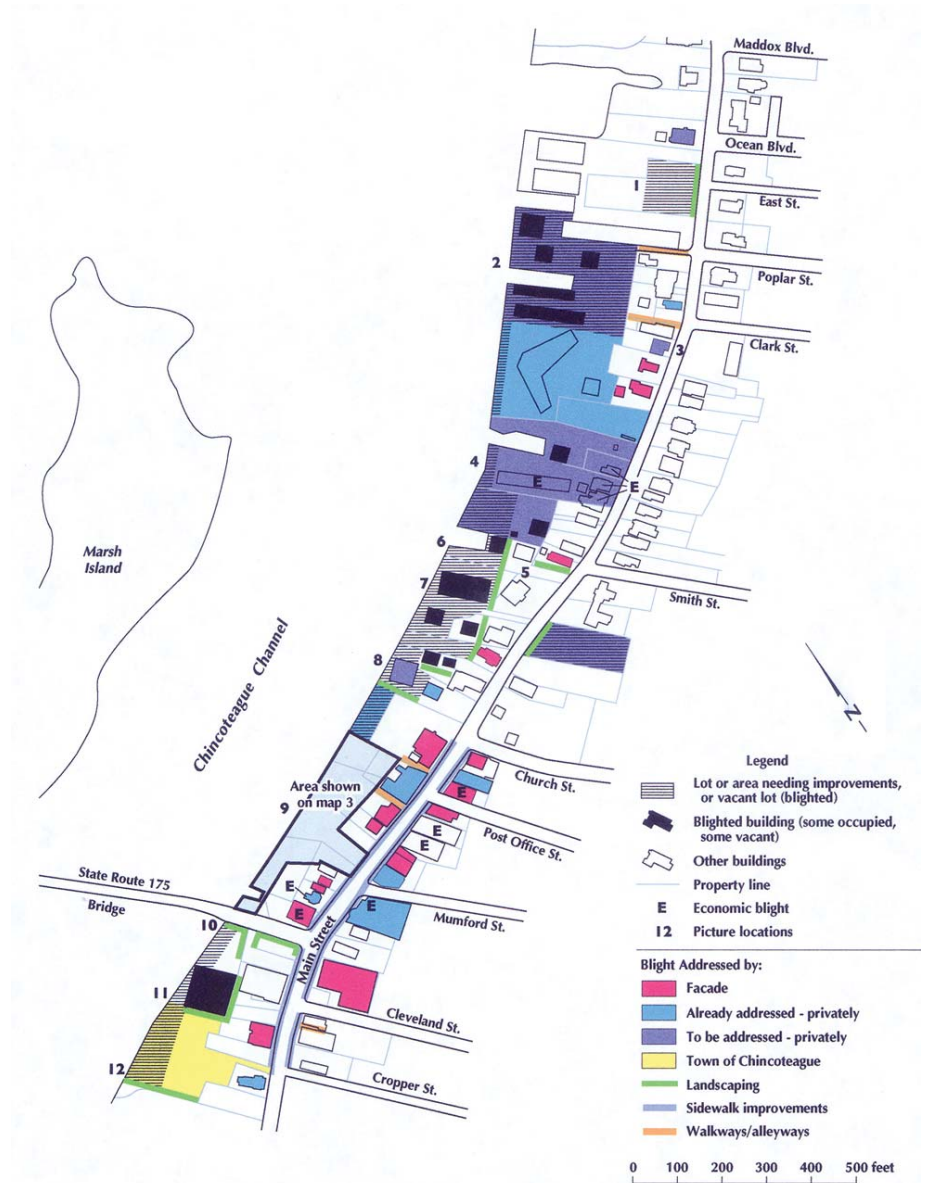
While streetscape type improvements are desired for the Maddox Boulevard corridor, the plan clearly distinguishes the role of the two commercial areas and promotes the importance of the historic downtown area.



# LAND USE PLANNING AREAS CHINCOTEAGUE, VIRGINIA



2009 Draft Comprehensive Plan's Future Land Use Plan



2001 Downtown Revitalization Plan Map



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# Stakeholder & Public Involvement

## Public Involvement

Key stakeholder and public involvement was obtained early in the development of the master plan. An initial stakeholder meeting was followed by a two day public design charrette and public open house presentation, each of which is discussed below. The continued involvement of key stakeholders and citizens as the plan is implemented will ensure its success.

### *Initial Stakeholder Involvement*

Key stakeholders and the public were invited early in the process to gather feedback on the project and gain input related to their specific interests and concerns. Individuals were encouraged to ask questions, provide feedback, and voice concerns.

### Key Stakeholders Included:

Citizens  
Town Officials  
Area Property Owners  
Local Business Owners

The initial meeting entailed a presentation of the project, process, and various opportunities and constraints. There was much discussion about the identity of Chincoteague and how the streetscape project could help to exemplify that identity. To further explore that concept a public design charrette was scheduled.

### *Public Design Charrette & Open House*

At the two-day public design charrette attendants completed a visual preference survey and were then broken into three groups to document, on maps provided, their vision for the corridor, thoughts and ideas related to elements that contribute positively to the character of the town, and the types of amenities they felt were important to incorporate. The design team then spent the rest of the evening documenting and developing those thoughts and ideas and presented them the following day to gather additional comments and ensure that all the main issues had been addressed.

The design charrette provided a solid foundation and vision for the downtown area. Initial concepts presented were further refined and then presented for final comment at a public workshop. Displays and documents presented the final design elements, sidewalks and other key features. Town staff and the consultants were on hand to answer any questions and take final comments. Both the design charrette and public open house were well attended.

The comments received and documents developed at the design charrette are presented on the following page and throughout this document.



*Pubic Design Charrette - second day presentation*



Public Design Charrette - Attendants completing the visual preference survey.



Public Design Charrette - Attendants documenting their thoughts and ideas on maps provided.

#### VISION STATEMENTS

- Patch Work Quilt
- Shell Fishing (oysters/clams)
- Salt Treated Pilings

#### PRIMARY COMMENTS (Identified by all three citizen groups)

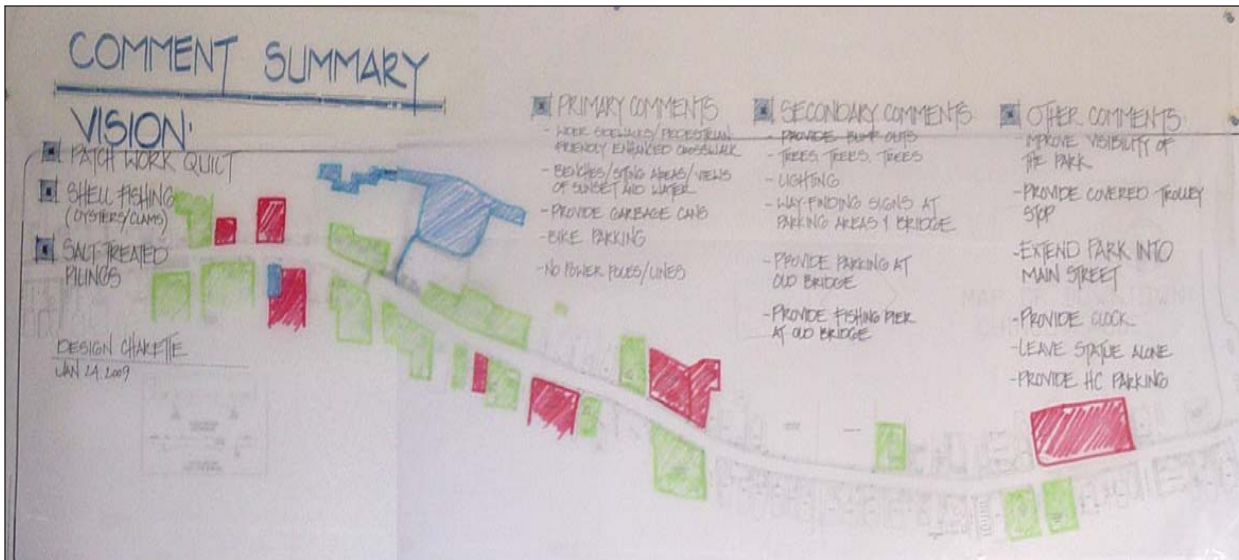
- More sidewalks/pedestrian friendly / enhanced crosswalks
- Benches sitting areas, views of sunset and water
- Provide garbage cans
- Bike parking
- No power poles/lines

#### SECONDARY COMMENTS (Identified by two citizen groups)

- Provide bump outs
- Trees, trees, trees
- Lighting
- Way finding signs at parking areas / bridge
- Provide parking at old bridge
- Provide fishing pier at old bridge

#### OTHER COMMENTS (Identified by one citizen group)

- Improve visibility of the park
- Provide covered trolley stop
- Extend park into main street
- Provide clock
- Leave Misty statue alone
- Provide handicapped parking
- Extend brick paving throughout central area and align the edges of the sidewalks down to Maddox Boulevard



Public Design Charrette - Comments Summary Map



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# The Site

## Project Limits

Chincoteague's downtown area is located on the western side of the island. Main Street traverses through downtown and until the bridge relocation, served as the primary corridor on and off the island.

The downtown area has undergone a number of transformation over the years. Initially, west of Main Street was marsh land that was later filled with shells and developed into a working waterfront. Today, the downtown area is mainly comprised of more typical commercial and retail businesses intermixed with residential and limited remaining working waterfront businesses.

Streetscape improvements are planned along Main Street from Cleveland Street to Maddox Boulevard.

## Surrounding Context

In developing a design for the area it is important to understand the sites surrounding context and opportunities or constraints they may pose. Main Street remains an important roadway corridor. It not only serves the downtown area, but it also provides convenient access from the north end of the island to the south as well as important community locations such as the carnival grounds. While the bridge relocations will inevitably remove a significant amount of traffic from the downtown area, much of that traffic was primarily through traffic. The new bridge location opens up the opportunity for a more pedestrian friendly downtown. Additionally, the alignment of the new bridge offers some opportunities for key views of the downtown area that may entice travelers to visit. The existing waterfront park and planned pedestrian walkway along the waters edge throughout downtown will be key assets to attract visitor downtown.

## Land Use

A healthy mix of land uses are present within the downtown area of Chincoteague. A variety of accommodations are offered from large chain hotels to small bed and breakfasts. Additionally, within easy walking distance, are many small retail shops and restaurants. The downtown area also houses a number of community services for residents and visitors alike. The Chincoteague library, post office, community health center, and new public waterfront park all call downtown home. The area is host to a number of community events including the "Weekend of the Islands", the Chili Chowder Cook-off", and the farmers market. To add to the uniqueness and character of the area, a few remaining working waterfront businesses line the waterside of main street. Views of these operations greatly add to the visual interest of the town. As pointed out in the Downtown Revitalization Plan a key aspect of improvements to the downtown area will be to protect and expand public access to the waterfront.

Within the project area, Main Street has two distinct characters. The core of the downtown area lies between Cleveland Street and Church Street and forms the more traditional core area of downtown. North of Church Street the corridor transitions to a more modern commercial corridor intermixed with remaining single family residences.

### *Core Area Character*

Between Cleveland and Church Streets, buildings are positioned close to the street, creating a traditional pedestrian oriented commercial corridor. Although, as with many downtown areas, the invent and proliferation of the automobile has caused a paradoxical shift in this traditional downtown area from pedestrian oriented to a competition between the pedestrian and the automobile. The roadway has become the dominating feature and the pedestrian is forced onto narrow sidewalks having to compete with trees, signs, and utilities. Undefined on-street parking areas add to the dominance of the roadway.

During peak summer months the sheer number of pedestrians and bicyclists visiting and passing through the downtown area all but take over the roadway. It will be important to incorporate various traffic calming measures into the streetscape improvements and identify this area as a destination rather than a passageway to cause the motorist to slow down and be cautious.

### *Core Area Land Uses*

Within the core area of downtown there are a variety of land uses that serve both the tourist and resident. Several speciality retail shops line the roadway along with a variety of restaurants. This area is also home to the public library, town theater, and recently completed waterfront park.

### *North Main Street Character*

North of Cleveland Street, the buildings are generally located farther away from the roadway, typical of a more modern commercial corridor. The vehicular roadway continues to dominate the space and the pedestrian is forced to utilize narrow sidewalks that also contain, trash cans, utility poles, sign poles, etc. Almost all of the commercial establishments have their own on-site parking, and the sidewalks are not as heavily utilized as in the core downtown area. This could easily change though, given the number of hospitality establishments in this area and their proximity to the retail, restaurant, and recreational opportunities located within the core area. The development of adequate pedestrian accommodations would go a long way in encouraging more pedestrians to utilize this stretch of Main Street.

### *North Main Street Land Uses*

North Main Street offers a variety of land uses from single family residential to large scale hotels and retail centers. It is a section of Main Street in transition.





*Core Area Character of Main Street*



*North Main Street Character*



*Misty Statue at Entrance to New Waterfront Park*



*Viewsheds and Key Community Features / Services*

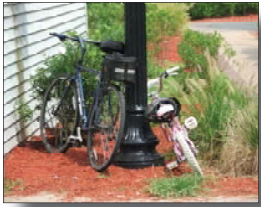


*Hampton Inn located on North Main Street*



*Bed and Breakfast located on North Main Street*





## Transportation & Utilities

### *Modes of Transportation*

During most of the summer months, the core downtown area of Chincoteague between Cleveland Street and Church Street is filled with a variety of transportation modes, from pedestrians on foot and bike, to tourist cruising around in miniature cars. This makes for a vibrant, but somewhat uneasy at times, downtown area. Bicyclists can be seen on both the roadway and the sidewalk, depending on their individual skill and comfort level. The wide width of the asphalt travel lanes promote higher travel speeds than desired, and don't signify to the motorist that they are traveling through a pedestrian oriented environment. The prominent buildings up close to the roadway do start to narrow the corridor down but more can be done to improve the multi modal environment of the area.



*Miniature Cars Rented by Many Tourists*

Crosswalks are only delineated at the intersection of Main Street with Mumford Street and Church Street. At both these locations, as well as others along Main Street, pedestrian safety can be improved through better delineation of the crosswalk area, along with, where appropriate, narrowing of the roadway width through curb bump outs. Curb ramps are also needed in many locations to meet requirements of the Americans with Disability Act (ADA).



*Church and Main Street Intersection*



*Sidewalk with Both Pedestrians and Bicyclists*

### *Parking*

There is a perception within the community that there is a parking shortage. However, the analysis conducted for development of the Downtown Revitalization Plan found that there are enough public and private spaces to handle the need, but they are not clearly visible to the public. To accommodate increased needs during large events, the use of the town's trolley system and proposed bike trails can provide alternative modes to access the downtown area.

Currently the core downtown area has approximately seven (7) on-street parking spaces on the east side of Main Street between Mumford and Church Streets. The spaces are not clearly identified and therefore unclear to the visitor whether they can park there or not. There are also several off street public parking lots but they are not easily visible from the roadway, nor is it clear how to access them. Clearly defined on-street spaces and directional signage to off-street parking spaces will greatly improve the downtown parking options.

### *Utilities*

Overhead utility poles are located along the east side of Main Street. They detract from the historic character of the core downtown area especially, and occupy a portion of the limited amount of space currently provided for the pedestrian. The cost of relocating the power poles underground along the entire stretch of Main Street from Cropper Street to Maddox Boulevard is cost prohibitive. Although, the relocation of overhead utility lines between Cropper and Church Streets, the core area of downtown will have a significant impact on the character of the area.





Existing Crosswalk across Main Street at Church Street



On-Way Vehicular Access to Public Parking South of Main Street



Public Parking Lot North of Main Street



Circulation, Access, Parking and Key Intersections



Existing Sidewalk Conditions Along North Main Street



Existing Sidewalk Conditions Within the Core Area





## Identity / Character

On a national level, Chincoteague's identity is clear. The town's link to Assateague Island and the pony penning have placed it on the national stage. The town along with many local businesses have all bought into and adopted that recognition in a variety of ways. For example, at the entrance to the waterfront park sits a beautiful statue of Misty, the famous pony and the logo for the town trolley states "Ride the Pony Express".

In addition to the wild pony's of Assateague Island playing a significant role in the town's identity, it's small size, location on a barrier island, quaint downtown area, and working waterfront history all help to form the identity of Chincoteague.

Downtown areas play a key role in exemplifying that identity. They typically form the primary economic and social heart of the community. The streetscape project along Main Street is an ideal opportunity to expand and showcase Chincoteague's unique identity. One that builds on the towns assets and strengthens its sense of place.

The images below and to the left exemplify the town's current identity assets. The image on the following page were selected images during a visual preference survey conducted at the public design charrette. These images exemplify the downtown areas existing and desired future identity.

Common themes throughout the chosen images relay a desire for a very pedestrian friendly downtown environment with places to sit, eat, and socialize along with the use of native and natural materials, and streetscape elements with a nautical theme.



*Downtown Chincoteague Waterfront*



*Historical Replica of Original Home Along Main Street.*



*Historical Image of Annual Pony Penning Event*



*Historic Commercial Structure Along Main Street*







# Master Plan Recommendations

## Overall Intent

The recommendations on the following pages support the goals and objectives of the town. These improvements build on Chincoteague's unique identity and will assist in the reestablishment of the downtown area as a key island destination.

This process has already begun with the development of the downtown waterfront park. The park was an ideal first step in linking the downtown area back to its waterfront. It fills the need for a downtown anchor and hosts a number of special events throughout the year. The streetscape enhancements proposed support the transformation of the downtown area into a pedestrian-oriented key destination and special events area. A place where people feel safe, and are encouraged to get out of their cars, explore, and experience all that the area has to offer.

Through the use of visual and physical improvements, the motorist will naturally be slowed as they pass through the area and the pedestrian environment improved. By exemplifying the town's history and character in those improvements, a unique identity and sense of place will be established.

## Streetscape Character

As previously mentioned, the main street corridor within the project area has two distinct characters. The streetscape improvements proposed build on the characteristics of each area and tie them together with common elements and reciprocal functions.

### Core Area

The core area of downtown lies between Cleveland Street and Church Street. This area historically served as the town's center of commerce and is on its way to doing so again. Improvements to this area focus on narrowing the roadway and widening the sidewalks as much as possible creating a pedestrian friendly environment. Materials and spatial patterns are proposed that cause the motorist to slow down and create a sense of arrival. Pav-

ers are proposed for the surface of the street corridor, thus essentially creating a large pedestrian environment through which slow vehicular and bicycle traffic passes through. Original proposals in this area also raised the street level, thereby eliminating the need for a curb. However, due to the downtown areas elevation just under the 100 year flood plain, there was concern that the elimination of the curb would heighten the fear of flooding of downtown businesses. Consequently a 4-6" curb is being implemented.

### North Main Street

North of Church Street, the corridor shifts to a more modern streetscape pattern intermixed with remaining residential and small scale commercial land uses. Streetscape improvements in this section of Main Street can be utilized to help define the desired character for the area. General recommendations related to the streetscape enhancements are identified below. Although, it is recommended that additional discussions with adjacent property owners, businesses, and town officials be conducted to establish a more detailed vision for the character of the area. Prior to and during transitions periods are opportune times to plan and implement a desired vision for an area.



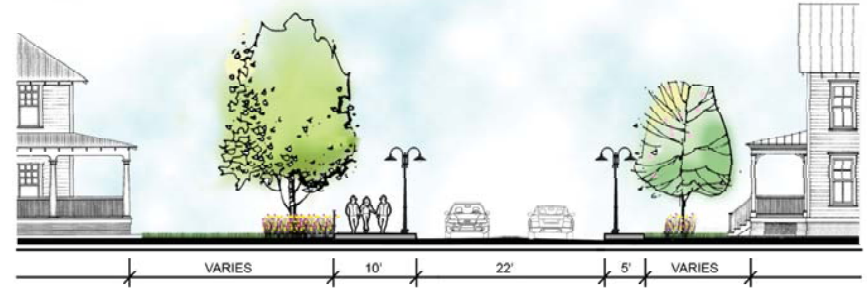
*Propose Streetscape Improvements Within the Core Area*

Related to the streetscape, there are several recommendations that will begin to showcase the character of Chincoteague and improve the pedestrian environment, thereby encouraging individuals occupying one of the many hospitality establishments to walk or bike to the many retail, restaurant, and recreational destinations located along Main Street. Travel lanes should be narrowed to 11'-12' and sidewalks widened. Streetscape elements from the core area should be extended into the area to provide a pleasing gateway to town and the core downtown area. A 10' sidewalk bordered with pavers from the core area is proposed on the west side of the roadway. Due to space limitations, a 5' sidewalk is proposed on the east side. ADA accessible crosswalks are proposed at each intersection along with pedestrian scaled lighting throughout the corridor.





*Typical Section of Core Downtown Area Improvements*



*Typical Section of Improvements North of Church Street*



*Chincoteague Streetscape Master Plan Layout*





## Key Areas

Several key areas will play an important role in determining the identity of the downtown area and orienting the traveler. They are each discussed on the following pages.

### *Old Bridge Area*

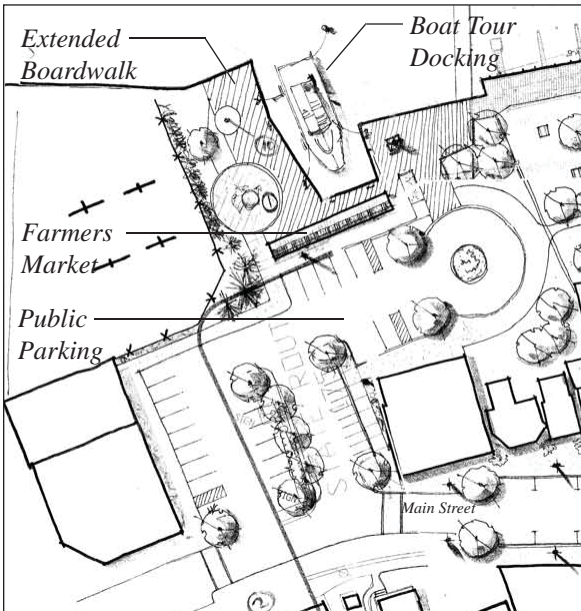
The relocation of the Rt. 175 bridge provides an opportunity for additional public parking, extension of the park boardwalk, and linkage of the downtown area to the waterfront. Original concepts explored merging the old bridge area and an adjacent gravel parking lot into shared public parking with accommodation for a waterfront farmers market and docking location for scenic tours. Development plans for the gravel lot precluded the preliminary concept, but much of its intent remains in the final design.

The final design expands the existing Health Center Parking area and adds additional parking spaces for a variety of transportation nodes. The remaining area of the old bridge is developed into a public space that

serves as an extension of the adjacent downtown waterfront park.

The design of this area is somewhat limited due to the neighboring ANEC substation and required access to the site. A roll curb is proposed on the northern edge of the proposed parking lot to allow easy access to the substation as needed. Oyster shell mulch and brick pavers provide a hard travel surface for maintenance vehicles access. A wide pedestrian sidewalk provides linkage from Main Street to the public space and waterfront.

The old bridge has served the community for many years and there is a desire with in the community to preserve an aspect of the bridge and incorporate it into the design. Several elements were discussed, such as the old tender house and/or the bridge gate. The size of the tender house may preclude its use in this area, although the bridge gate or other upright feature memorializing the bridge would provide visual interest and draw individuals into the area from Main Street.

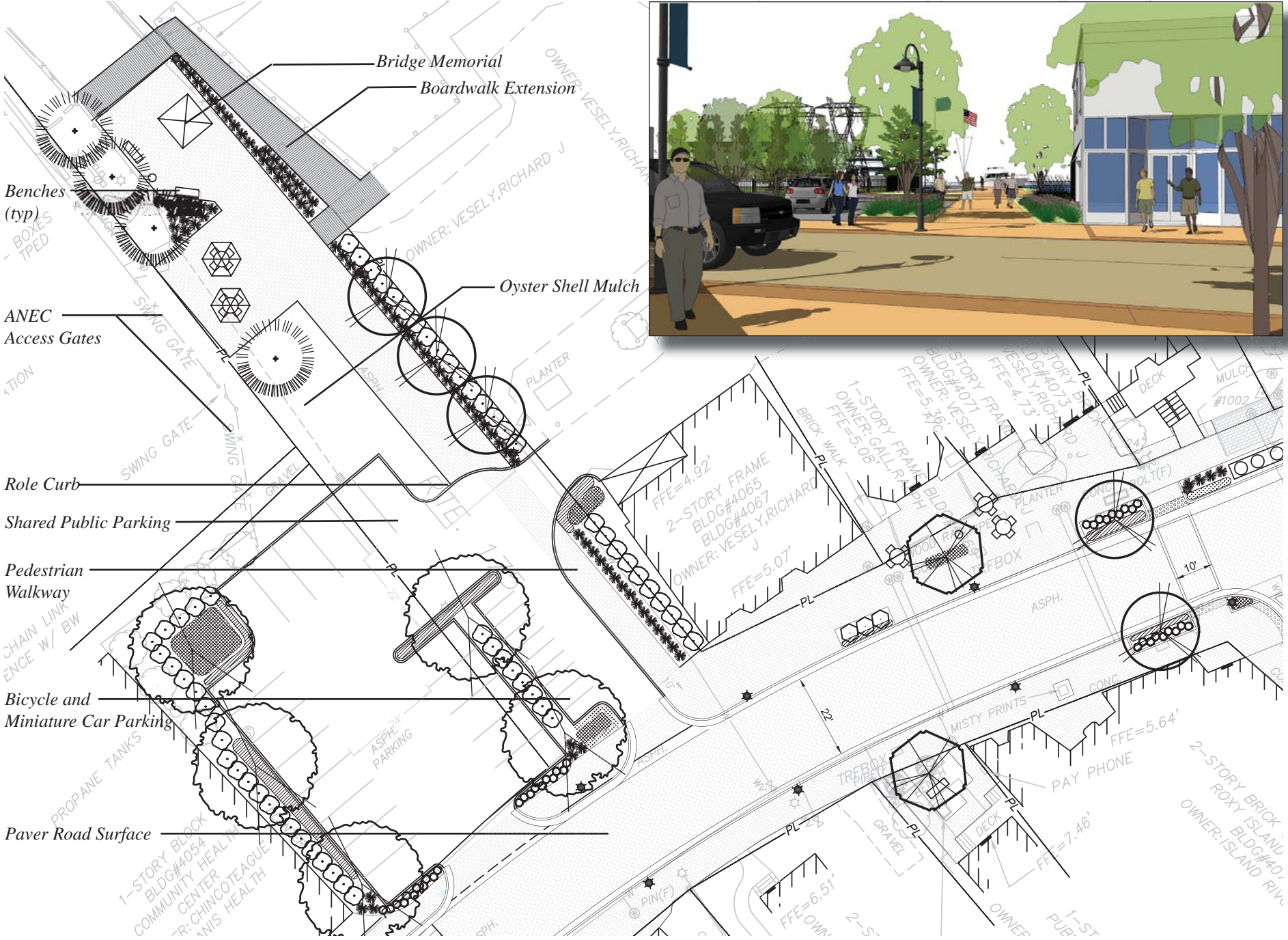


*Preliminary Concept for the Old Bridge Area*



*Old Bridge Area While Still in Service*







## Key Areas

### *Park Entrance*

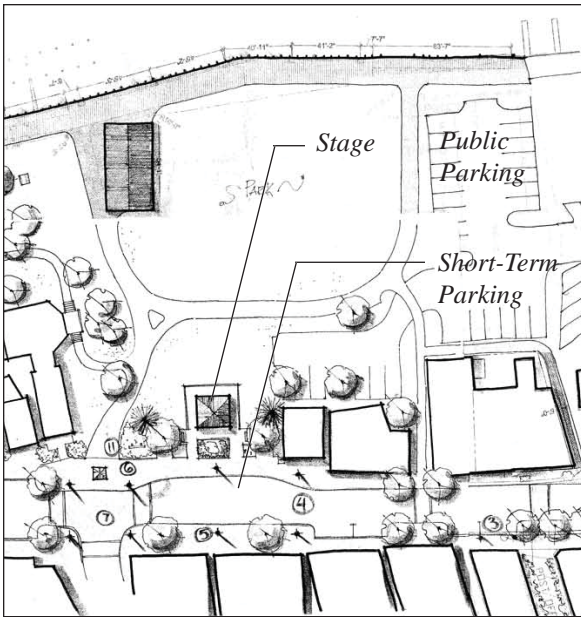
The recently developed waterfront park is an important anchor for the downtown area. Streetscape improvements that enhance the linkage between the park and the Main Street corridor will add to the unique character of the area and assist in re-establishing the downtown's linkage to the waterfront.

Early discussions identified a desire to create a more inviting park entrance and the need for a raised stage area for special events. Early concepts explored the redesign of the park entrance, but given the effort and coordination that went into the entrance, efforts were focused on improving the connection in other ways and extending the elements of the park out into the streetscape.

The misty statue was utilized as a dominate feature and the spatial pattern of the streetscape organized around it. A temporary parking / trolley stop area is centered on the statue and the proposed stage area is placed directly behind it. This location will adequately serve both the

park and Main Street corridor during special events, allowing the event to filter out onto the street corridor. Currently, a small parking lot is located behind the statue, although reincorporating this area as part of the park will enhance its connection with Main Street.

The intersection of Mumford and Main Streets, just south of the park, plays an important role in extending the features of the park out into the streetscape. The crosswalk on the north side of the intersection was designed to align directly with the entrance to the park. Proposed landscape materials and plantings mimic those found in the park and along the waterfront. Marine style bollards are proposed as an accent feature at the end of Mumford Street symbolizing the proximity of the adjacent waterfront and harbor area.



*Preliminary Concept for a New Park Entrance*



*Existing Park Entrance and Misty Statue*









## Key Areas

### *New Bridge*

As mentioned previously, the relocation of the bridge from the mainland to the northern boundary of the historic downtown area will bypass the town's historic downtown area. The new location was chosen to provide direct access to Maddox Boulevard, the town's developing commercial corridor and route to Assateague Island. It's alignment provides several opportunities for site lines to the downtown area that will entice travelers to visit.

At the terminus of the bridge it will be important that effective way finding signage be placed to orient the visitor as to the location of key destinations, primarily the historic downtown and Assateague Island. Various recommendations are proposed in the way finding section of this plan.

For visitors, the first impression of the town will be gained at the intersection of Main Street and Maddox Boulevard. This intersection serves as the actual

gateway to town and should exemplify its character and identity. Improvements to the intersection should mimic those within the core downtown area and provide pedestrian crosswalks and safety islands to assist the pedestrian safely through this important intersection.

VDOT's plans include improvements to the west side of the intersection to accommodate the new bridge. Although a comprehensive approach to and design of the intersection is needed to adequately address this important gateway. The ultimate right of way and future vision for the Maddox Boulevard corridor will play a role in the development of this gateway.



*View East Along Maddox Blvd. from Main Street*



*View West Along Main Street at the Maddox Blvd. Intersection*



*Main Street and Maddox Blvd. Intersection Looking South*







## Parking

The provision for adequate parking is a key element to any streetscape project. In order to encourage patronage of the downtown area, parking must be convenient and easily accessible.

### *On-Street Parking*

There are currently approximately seven on-street parallel parking spaces within the core area. Although they are not well delineated, it was very important to adjacent businesses that at a minimum all the on-street

parking was preserved. In addition to meeting that desire, a short term parking / drop off area is provided in front of the misty statue for short term access to the library and / or statue and several public spaces were added to the old bridge area along with a formal bicycle parking area. All the parking spaces are clearly delineated making them visible and easily accessible.

### *Off-Street Public Parking*

Off-street parking lots provide the vast majority of parking opportunities for the core downtown area. They are located behind the building and are not easily visible from Main Street. Directional signage is provided, but could be improved through the implementation of a comprehensive way finding program.

Clearly visible and identified off-street parking access points are vital for the effective use of those spaces. The pedestrian paths that provide linkage from those spaces to Main Street also play a role in their success and in the individuals perception of those spaces. There are sever-

al existing pedestrian connections that provide access to the lots on the west side of Main Street. The master plan proposes the conversion of the one-way entrance drive currently accessing the lot to the east of Main Street into an improved pedestrian corridor. It will improve the pedestrian environment and be clearly visible from Main Street, thus indicating the presence of off-street parking opportunities behind the buildings to those traveling along Main Street.

Parking north of Church Street is accommodated for by on-site private parking lots. The conversion of some of the spaces adjacent to the roadway, in the larger lots, to public spaces would help to encourage pedestrian mobility throughout the corridor.



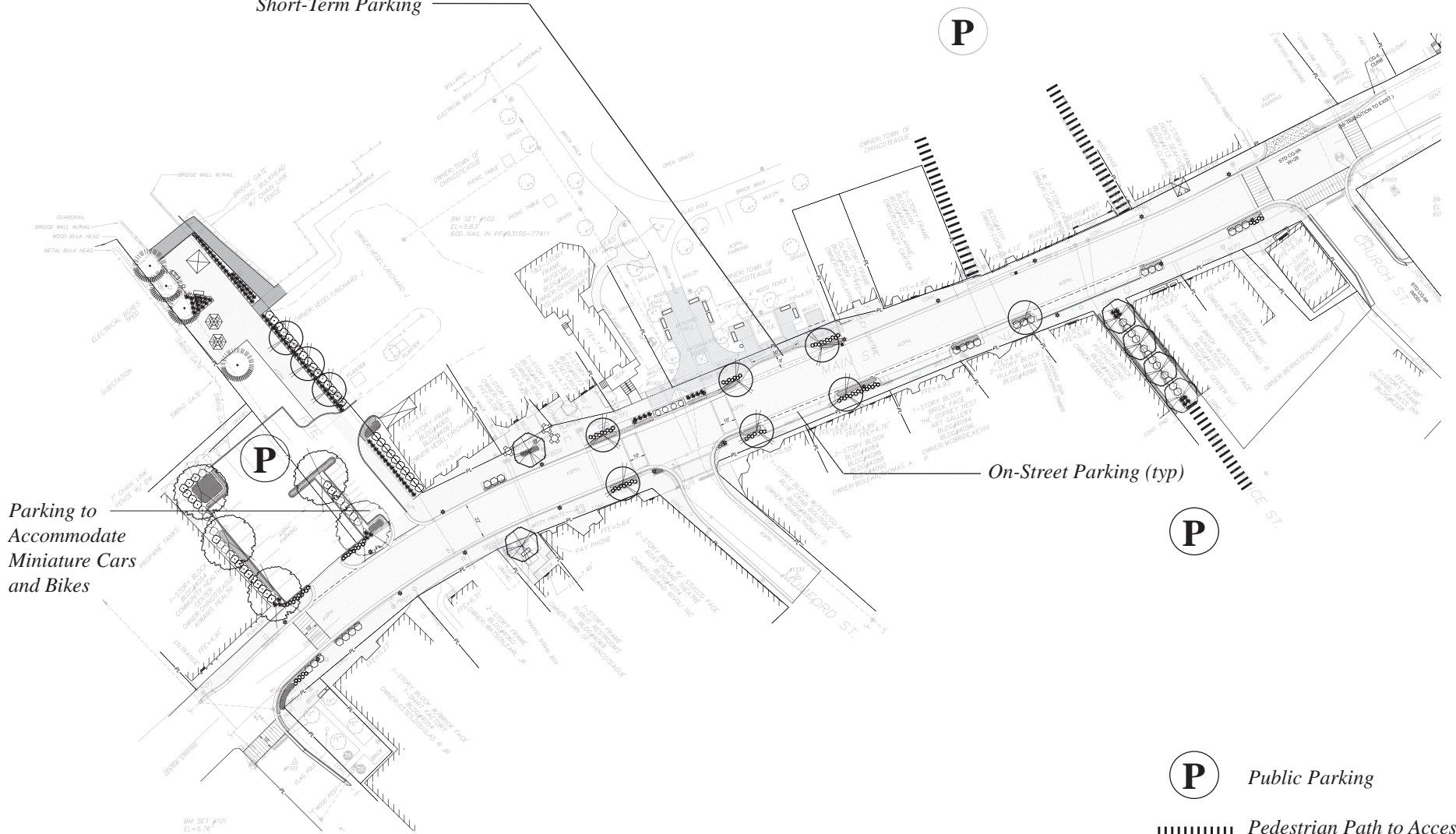
*Existing Pedestrian Connection to Public Parking Lot*



*Proposed On-Street Public Parking Spaces*



Short-Term Parking



Parking to Accommodate Miniature Cars and Bikes

On-Street Parking (typ)

**P** Public Parking

||||| Pedestrian Path to Access Parking



## Way Finding

An effective way finding system entails much more than placing a sign at every intersection or destination. It is a process that considers the layout of the area, how to best guide traffic, and addresses future changes without over signing.

Way finding is especially important in tourist towns and has an impact on how visitors perceive the town. It is an important element to address as improvements are made to the Main Street corridor. Effective signs enhance the image of a town. When all signs are consistent in design they become easier to recognize and follow.

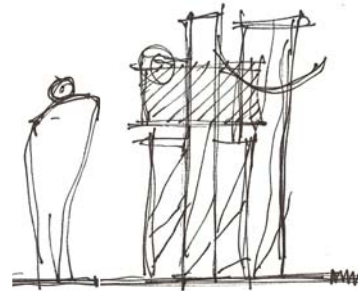
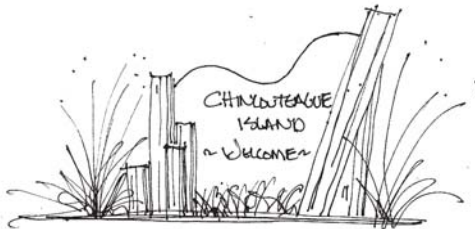
The recommendations in this plan focus on the project area but can be expanded throughout town. These recommendations are preliminary in nature and should be

used just as a guide to direct the final way finding program. The final way finding program should be a simple consistent, multidimensional way finding and branding of the town and all its various destinations.

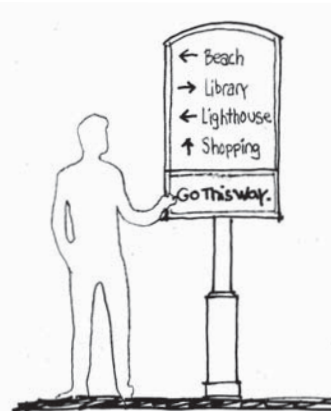
### Signage Types

Within the project area there is a need for three types of signage: identification signage, directional signage and interpretative signage. Below are some preliminary ideas for the design of various identification and directional signage throughout the project area. The following page also identifies locations for the placement of the various sign types.

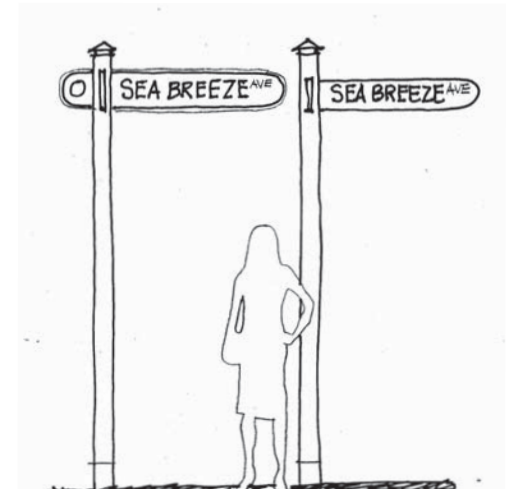
Interpretative signage will also plan an important role in the project area. As identified in the Downtown Revitalization Plan, Chincoteague's waterfront has a fascinating history and that history is not told anywhere on the island. The downtown area is an ideal location to tell that story. Interpretative boards placed at key locations along Main Street as well as the proposed waterfront boardwalk would celebrate the town's history and encourage visitation of the area. Specific content and locations should be included as part a comprehensive way finding / signage program.



Identification Signage Concepts



Directional Signage Concepts



Street Signage Concepts





- Public Parking Identification
- Parking Directional Signage
- Short-Term Parking
- Parking Directional Signage
- Parking Directional Signage
- Parking Directional Signage
- Gateway Signage
- Parking Directional Signage

*Recommended Signage Locations for the Core Area*



*Recommended Gateway Signage Location*





## Utilities, Site Furnishings, Plantings & Accent Features

### Utilities

Existing power poles dominate the streetscape view and are recommended for removal throughout the core area. They occupy needed pedestrian space and restrict redevelopment of the area into a functional pedestrian oriented environment. The photo montages below highlight the impact removal of the power poles alone will create.

### Furnishings, Plantings, & Accent Features

During the public charrette identity statements for the town included, “Patchwork Quilt”, “Shell fishing (oysters / crabs)”, “Salt Treated Pilings”, and “Maritime Town”. The selected street furnishings and accent features selected support those statements and the desired character for the town. The various elements and features are identified on the following page.



*Existing Power Poles Along East Side of Main Street*



*Photo Enhancement Showing Removal of Overhead Power Lines*



*Existing Power Poles Along Main Street at Old Bridge*



*Photo Enhancement Showing Removal of Overhead Power Lines*



