

Appendix A3  
**Beautification Advisory Committee Vision Statement**



**The Vision**

**A. Walking**

***Williamsburg becomes a truly beautiful City when it encourages people to get outside of their vehicles and enjoy on foot the community (let's have a City of happy feet areas).***

1. Construct more sidewalks, trails and bike routes so that no matter where you live in the City, you can easily and safely walk to commercial and public destinations.
2. To encourage walking, wider sidewalks are necessary.
3. Outdoor dining areas should be encouraged because they create a destination. *A good example is the reconstructed section of Prince George Street where restaurants and coffee shops have provided table and chairs for outdoor dining.*
4. Encourage a business mix which creates "destinations to walk".
5. People tend to walk more if they have fun places to walk to such as parks, restaurants, shops, library, post office, etc.
6. Construct more pedestrian crossings at major crossing points.
7. Provide adequate lighting for sidewalks and crosswalks for pedestrians to safely maneuver throughout the City.
8. Reduce speed limits in areas where walking or biking is preferred in the downtown area.
9. Develop a cohesive design for the streetscape to include street lights, trash cans, benches, sidewalks, signage and landscaping.
10. Construct small neighborhood parks which encourage residents to walk and have conversation with each other ( a good example is Berkeley Park).
11. Investigate enhancement grants/programs to fund sidewalk improvements.
12. Encourage businesses to open early (6-7 a.m.) or stay open late (9-10 p.m.) to create an atmosphere for locals to meet and congregate.

## **B. Colorful Plantings**

***With the addition of colorful plantings Williamsburg will become a beautiful City that visitors will want to visit and encourage others to visit.***

1. Add more colorful plantings in the commercial/public areas and at entrances to older neighborhoods to beautify the City and to attract and draw more people (residents, locals in the area and tourists) to the City Center.
2. Develop a grant program for having planters in key areas, both commercial and at entrances to residential streets, to add more color to the streetscape with the City having the right to remove the planters if they are not maintained properly.
3. With community buy-in/pride these planters can be maintained by businesses and/or individuals living in the area.
4. Develop a strategy/policy for the maintenance of public city owned street frontage areas (the sidewalks and curb grass strip). Allow residential and commercial property owners to request permission from the City to maintain these areas (edge sidewalks, cut grass in grass strip, plant trees etc.).
5. Investigate private/public partnerships to fund commercial beautification improvements (Chamber, garden clubs, neighborhoods, commercial districts etc.).

## **C. Pedestrian/Biking/Bus/Trolley Transportation**

***Make Williamsburg a pedestrian, bike and bus-trolley friendly community that focuses its resources on safe well lighted sidewalks, bike routes and a user friendly bus-trolley service for all ages.***

1. To encourage ridership construct attractive, safe, and larger bus shelters (where needed) at bus stops which include seating, trash cans and bus stop signage that includes route information and bus arrival times.
2. Develop a user friendly well publicized mechanism to rate your walking, biking or bus/trolley experience with a method to make suggestions for improvements to the system.
3. Make certain that individuals living and staying in B&B's, hotel/motel can easily, safely and conveniently walk, bike or bus/trolley to public and commercial "walking destinations" (library,

post office, municipal building, municipal square, restaurants and shops).

4. Expand trolley use for special event parking, arts weekends, farmers markets, music and sporting events. Make this along with walking and biking more attractive than driving.
5. *To encourage biking on existing and future bike paths, wider and safer bike paths are necessary.*

#### **D. Parking**

***The focus needs to be on driving to designate parking areas and walking to specific businesses. Let's discourage door-to-door driving and street parking.***

1. Remove parking from sections of corridor streets in the downtown area.
2. Explore making the parking in the City garage free for several hours (3 hours) and at key events, while reducing street parking in some areas.
3. Have more events downtown to increase bus and trolley usage and increase business revenues. Build on the experience of the gallery crawl.
4. Advertise, promote and educate visitors and locals on the bus and trolley service. It's tragic that only a small percentage of residents and tourist have knowledge of and use the bus and trolley service.
5. Investigate enhancement grants/programs to fund parking improvements.