WILLIAMSON ROAD

▪ THE VALLEY'S MAIN STREET ▪

▪ WILLIAMSON ROAD CORRIDOR ▪
▪ URBAN DESIGN CATALOG ▪

DRAFT

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19 May 1986

Mr. Earl B. Reynolds
Assistant City Manager
Municipal Building, Room 364
215 Church Avenue, S.W.
Roanoke, VA 24011

Re: Williamson Road Corridor - Urban
Design Catalog
City of Roanoke, Virginia
A&E Commission No. 4226

Dear Mr. Reynolds:

It is with great pleasure that we present the Williamson Road Corridor - Urban Design Catalog. This report documents existing conditions and provides guidelines and information for the revitalization of Williamson Road.

We recommend that the City accept the plans and priorities set forth herein and actively pursue their implementation. Based on the enthusiasm, we felt the residents of Williamson Road are ready and eager to act with a spirit of cooperation.

We, at Hayes, Seay, Mattern and Mattern, along with Buckhurst, Fish, Hullon, Katz, and those citizens who participated in the Williamson Road Workshops, wish to express our appreciation for being able to contribute to the planning and revitalization of Williamson Road "The Valley's Main Street".

Very truly yours,

HAYES, SEAY, MATTERN AND MATTERN

John P. Bradshaw, Jr.
Partner

KW/cgn

Enclosure: as Noted

TABLE OF CONTENTS

EXECUTIVE SUMMARY

The purpose of this report is to present a design manual for the revitalization of Williamson Road for making an attractive working and living environment to residents, visitors, tourists, shoppers and strengthening its position as community landmark and shopping corridor. The design team, consisting of Hayes, Seay, Mattern and Mattern, and Buckhurst, Fish, Hutton, Katz was asked to identify six major target areas for improvement, identify a prototype block and establish a unifying concept, "kit of parts," that would tie together the various parts and developments of the Williamson Road corridor to provide a better quality of life for all visitors and residents of Roanoke.

HISTORY

Williamson Road Yesterday

In 1908, the urgent need for a road led local citizens to find a way to build the road themselves. The Roanoke County Board of Supervisors agreed to grant a right-of-way and supply two workers, a team of mules and a road scraper if residents would provide land, money, a team of horses and a driver. The road, once built, prospered with residences, restaurants, tourist homes, and stores.

When the coming of I-581 directed travelers from the road and reduced the need for motels and businesses which served them, the road had a change in fortunes. Gradually residential uses began to disappear and a variety of small, and not always desirable, uses sprung up in their place. While retail stores, offices, bakeries and banks, schools and libraries, churches, restaurants, and more, continued to provide some of the friendliest service in town.

Williamson Road Today

Currently Williamson Road lacks order and definition. The road itself has fallen into disrepair, and is deficient in many contemporary amenities such as curbing, gutter, storm drainage, sidewalks and adequate parking. Some stores are abandoned or in disrepair, landscaping is frugal, and power and communication lines block attractive views. As development progressed from the south

to the north end of Williamson road some areas began to lose their relationship to the road that served their neighborhoods. Today business opportunities are being created that will catapult Williamson Road into a new, dramatically different future. At the northern end, the new Valley View Mall, Celebration Station Outlet Center, and a revitalized Crossroads Consumer Mall have created a retail cluster. At the southern end, successful downtown renewal efforts have established downtown as a focal point for commerce and community festivities. The spirit that built Williamson Road in 1908 is still alive today and is serving its revitalization. The once proud and attractive entrance to the "Star City" of Roanoke has come of age, and is once again establishing its leadership as the "VALLEY'S MAIN STREET".

PROCESS

The design team approached this task by following a program that required extensive community involvement from beginning to end. We organized workshops that served as a design and discussion centers, went on driving and walking tours of Williamson Road, identified six "target areas" for improvement and develope proposals for a prototype block. We also extensively photographed the Williamson Road corridor, talked to current developers, property owners, residents and city representatives. We are grateful for -- and encouraged by -- the co-operation and the enthusiasm of so many citizens from the area.

The methodology used in this study with regard to the design process, is one that produces a remarkably accurate understanding of the community. The concept of participatory design is not new, but because it is unpredictable, it is not often used to the extent we use it. We have practiced it extensively and with much success. The improvements that come from this effort are wanted or considered essential by the community, and are usually funded as a result. When public funds are being expended, it is important to inform the taxpayer where the money is going. When a consultant comes in, attempts to understand a problem, and leaves to complete the design, an awareness of the problem often is not translated, and the public often feels they have not had an opportunity to express themselves. By structuring many activities to get people involved, we have been able to hear the most from the greatest number

of individuals. Our solutions may not satisfy everyone but an honest attempt was made to address every issue and to consider all peoples' opinions. The process therefore insures a comprehensive solution that can be implemented almost immediately with very little or no opposition.

Our cues during this process came from community leaders, property owners, developers, and other concerned citizens who acted as our client. We met in workshop groups to discuss the progress of the project and to make decisions on how to proceed. Without this group's leadership, the project would not have progressed with the ease that it did. The many interests and talents of the people of Williamson Road were made available to the design team via the workshop group. The end product seems to have incorporated many of the objectives of this group as well as the objectives of the city. Without their input, the plan would surely not be as viable as it is.

It goes without saying that the City of Roanoke provided the most in terms of background data, previous and current plans, and other information.

DESIGN CONCEPT

In talking to private citizens, businesses, and developers about possible design concepts or ideas for Williamson Road, we uncovered a strong feeling of community pride, and allegiance to its history. Insofar as this manual promotes a concept, it is one of order with diversity. The proposed design plans concentrate on restoring Williamson Road to a leader in community service, benefiting by the interaction of public, private and commercial interests. The proposed "kit of parts" includes important unifying elements such as street lights, furniture, awnings, banners, trees, wall gardens and bus shelters. The consistent use of these elements will give order to Williamson Road and diversity thru their location placement, color and organization. The use and density of these elements will define individual target neighborhoods while maintaining an overall theme. In a sense we want to re-establish Williamson Road as "THE VALLEY'S MAIN STREET."

DEVELOPMENT STRATEGIES

Targets

Williamson Road is a business and shopping corridor approximately three miles long. Its great length and motorist orientation create unique design opportunities. Its length encompasses several neighborhoods that have been obscured. In the perception of a motorist, the progression up Williamson Road should be able to be measured by identifiable landmarks. To a resident of Williamson Road these landmarks represent the focal point of individual neighborhoods. To strengthen Williamson Road these landmark areas must be re-established. These areas are targeted as follows:

1. Gateway Entrance at Orange Avenue and Williamson Road
2. Intersection of Liberty Road and Williamson Road
3. Lee Theater and 10th Street Area
4. Hershburger/Williamson Road
5. Mick-or-Mack Plaza
6. North entrance to Williamson Road.

Objectives

Williamson Road is the cohesive on which these areas depend. The task of unifying Williamson Road, while maintaining the variety on which it thrives, can only be achieved by defining general objectives. The objectives are illustrated in Appendix B. The public and private sector is encouraged to work together to apply the principles set forth as follows:

1. Produce a positive image for Williamson Road
2. Promote attractive renovation and infill development
3. Provide needed neighborhood services
4. Rehabilitation of undesirable uses
5. Install new streetscape elements and improve traffic conditions
6. Establish Williamson Road as a major city entry.

GOAL STATEMENT OUTLINE

1. ORDER WITH DIVERSITY

   * Encourage traditional relationships
     i.e. Strengthen community identity thru identifiable neighborhoods, solicit neighborhood development, improve sidewalks for pedestrians, and streets for cars, create attractive environment

   * Establish defined parking areas

   * Define key entrances to Williamson Road corridor

2. GENERAL PRINCIPLES

   * Concentrate resources at target areas; "Don't spread money thinly."

   * Nurture public/private leadership of Williamson Road revitalization.

   * Use elements that when used in multiplicity along Williamson Road convey a "Main Street" image such as window awnings, climbing vines on arbors, benches, trees, etc.

   * Produce some quick results and follow a step-by-step implementation of design elements.

DEVELOPMENT PROGRAM OUTLINE

PRIORITIES

A. Traffic improvements:

1. Furnish new curb, gutter and pavement to define the traffic corridor
2. Improve pedestrian crossings and pavement markings
3. Define entrys/exits onto Williamson Road from parking areas and side streets
4. Organize parking
5. Provide recessed curb bus stops
6. Improve street signage

B. Stage retailing clinic for merchant counseling in:

1. Storefront design
2. Parking needs and requirements
3. Signage improvements
4. Event coordination

C. Streetscape improvements:

1. Sidewalks/Pavers
2. Trees/Landscaping
3. Banners/Signage
4. Benches, trash containers
5. Pedestrian lighting
6. Bus shelters

D. Gateway signs:

1. Implement the City of Roanoke's entry gateways to Williamson Road

WHY 10TH STREET? (A Prototype)

The area chosen as a prototype block was 10th Street at Williamson Road. A variety of reasons made this area a desirable choice. 10th Street is centrally located along the Williamson Road corridor. 10th Street is well represented by the public, private, commercial, and religious sectors (i.e. schools, residential, businesses, and churches respectively). 10th Street forms a major traffic intersection with Williamson Road which supports an active business community and surrounding neighborhood. The 10th Street area also spawned the historic Lee Theater. This area also encompasses many of the typical problems encountered along the Williamson Road corridor. So 10th Street became a logical point of departure to apply and demonstrate the objectives and goals put forth in this Design Manual. 10th Street is only a beginning...

DESIGN PLAN NARRATIVES

General

In describing the Short Term and Long Term Design Plans (see Appendix A) it must be understood that they are diagrammatic. As a block-by-block, area-by-area assessment is made during a detailed design effort, we understand that certain modifications or developments will occur that may strengthen the concept. What will be described here are conceptual plans, although they have been carefully thought out. For example we show Willow Oak trees along the Oakland School side of Williamson Road. We know there are some existing trees in this area (maples, etc.), what must be determined is whether these trees should stay or be moved so that the effect of the colonade of Willow Oaks is fully realized. It is our intent to create a plan that has flexibility and room for change. It is important to remember, as one reviews the Design Plans that although they appear very specific, there are known realities which will effect its pure implementation.

SHORT TERM DESIGN PLAN NARRATIVE

Introduction

The Short Term Design Plan is intended to show solutions that can be immediately applied and implemented to improve the Williamson Road and 10th Street area as a prototype block

Roads

As part of the overall improvements, we suggest the closing of Haffen Street between Williamson Road and Hill Avenue. Currently this street is poorly maintained, rarely used, and its closing would create an opportunity for development and a buffer between Williamson Roads commercial and residential areas. Burton Avenue, Wildhurst Avenue, and 10th Street should all receive new curb and gutter extending approximately one block back from Williamson Road. Williamson Road itself should receive new curb, gutter and pavement extending between Wildhurst Avenue on the south to Huntington Boulevard on the north. Parking entrances and exits should be determined as part of this effort. The installation of new curb and gutter would serve to define parking, side streets, intersections, and establish Williamson Road as a traffic corridor. Currently these relationships are indistinct. Pavement markings and pedestrian crossings should be boldly and clearly defined.

Parking

Currently parking, sidewalks and road pavement are not delineated from each other in many areas. We recommend adequate parking be provided with definite boundaries. Parking may be behind buildings, along side buildings, private or combined. Parking should be paved if possible and create a safe, convenient means of accessing businesses and Williamson Road.

Buildings

In an effort to improve the existing streetscape, we suggest replacing missing storefronts with infill construction. This will produce a more unified appearance and create a neighborhood identity at the prototype blocks. Infill will also create an attraction for new businesses and facilitate neighborhood services and development. Although outside the scope of this design manual, consideration should be given to refurbishment of landmark buildings such as the Lee Theater and improvements to the existing storefronts.

Utilities

Utilities such as telephone and electrical power lines are a visual distraction, however they are very costly to move and relocate. Provisions should be made for future underground utility services.

Streetscape Elements

The short term design plan encourages the implementation of elements such as wall gardens, trees, fences, window awnings, lighting, benches, concrete pavers, sidewalks, banners and signs as soon as practicable. The short term design plan shows a variety of trees each having its own use and merit. We have shown a colonade of large theme shade trees on the east side of Williamson Road to complement the scale of public buildings and enhance the lawns on this side of the street. These "Theme" trees will give the procession down Williamson Road a sense of rhythm and order. We propose Oakland School be provided with a new fence hung between brick posts to give the school grounds a definite boundary and enhance its civic character. We suggest Family Dollar's property be enhanced by improving its parking arrangement and creating an identifiable entrance to the building. Sovran Bank can be improved by additional landscaping and the planting of "theme" trees.

Businesses predominate the west side of Williamson Road creating an interaction of facade and landscape elements. If feasible the Lee Theater facade should be retained. Beginning at the Lee Theater facade we propose new sidewalks and a row of pedestrian street lights extending boldly up to Huntington

Boulevard. In addition brightly colored banners and benches dot the streetscape. Window awnings and flower boxes add to the friendly, festive, home town atmosophere. To the northside of the Lee Theater is a proposed mass planting of a variety of ornamental and curb trees that extend into a landscaped parking area behind the theater. Continuing northward between Atomic TV and Swiftprint there is a convenient combined parking area. Facade trees and grass planting strips between Lee Theater and Huntington Boulevard enhance the facades and street and strengthen the feeling of a home town community. We propose selectively infilling between existing buildings to mend the fabric of businesses serving the community. Further north between the Pools/Waterbed Shop and former Michael's Bakery we propose that "blank walls" between buildings such as these be planted with wall gardens until infill can take place. Within five years these "blank walls" can be attractive vertical gardens of color and foliage. We propose a landscaped combined parking area off Burton Avenue to serve the businesses between 10th Street and Huntington Boulevard. Lastly, we suggest the planting of large shade trees between neighborhoods and businesses in an effort to define the Williamson Road corridor, improve neighborhoods, and create a pleasant environment for all to enjoy.

LONG TERM DESIGN PLAN NARRATIVE

Introduction

The Long Term Design Plan is intended to show some of the possibilities and options that can develop thru cooperation and long term planning efforts within the 10th Street and Williamson Road area as a prototype block. The Long Term Design Plan has many similarities to the Short Term Design Plan and is capable of being implemented with a minimal disruption to streetscape elements already in place. For the purpose of this narrative we will assume the Short Term Design Plan proposals have already been put into effect and describe the additional improvements.

Roads

We propose the addition of a turning lane from 10th Street onto Williamson Road. This intersection is already susceptible to traffic "stacking". A turning lane would alleviate this problem. We also propose the addition of recessed curbs at bus stops for the enhancement of traffic flow and safety of bus travelers.

Utilities

Utilities should be relocated and service provided by underground power and communication networks. If this is not economically feasible, service should be relocated to the rear of buildings.

Buildings/Streetscape Elements

For the purpose of creating a community landmark and neighborhood identity, we are presenting the concept of Lee Square. The proposal for Lee Square entails the cooperation of area businesses in a development venture to produce approximately an additional 50 thousand square feet of commercial space and a public park. The space provided may contain a grocery/drug store, fitness center, and other shopping/business facilities serving the neighborhood and community. The creation of Lee Square will give the residents of 10th Street and Williamson Road a park, a "hometown" center for gatherings, a genteel and identifiable symbol. Visitors, tourists, motorists, and businesses will enjoy Lee Square's benefit as a landmark. Additional benefits that would come from the proposal are convenient parking, the rehabilitation of Lee Theater, and improved landscaping.

We also propose the following improvements:

1. Removal of the metal canopy overhanging the entrance to Valley Vacuum and replacement with an attractive awning.
2. Infilling between existing buildings to produce the density of a "hometown" center.
3. Increased plantings of trees.
4. The stimulation of storefront improvements.

Appendix A

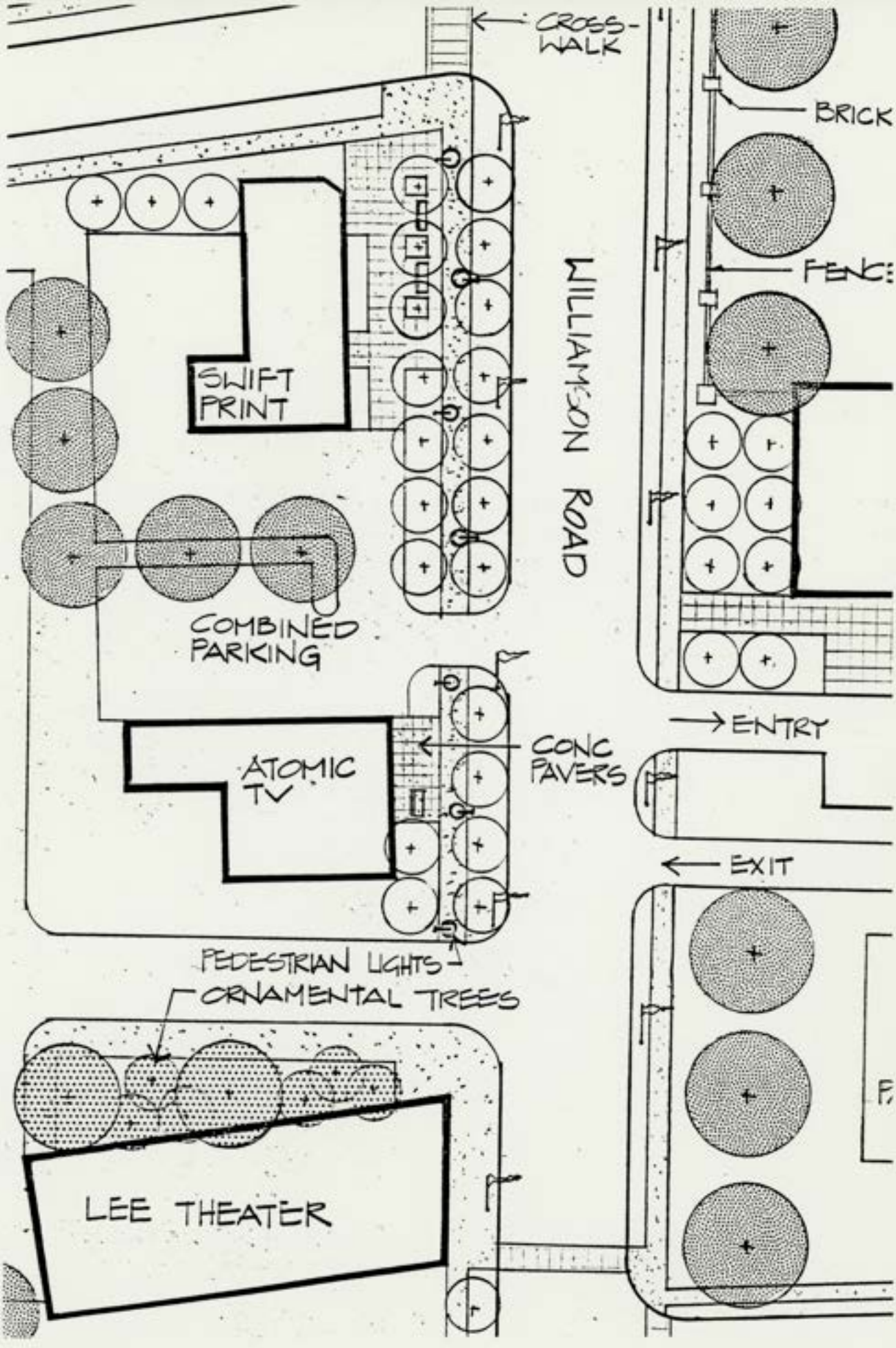
PLAN DOCUMENTS:

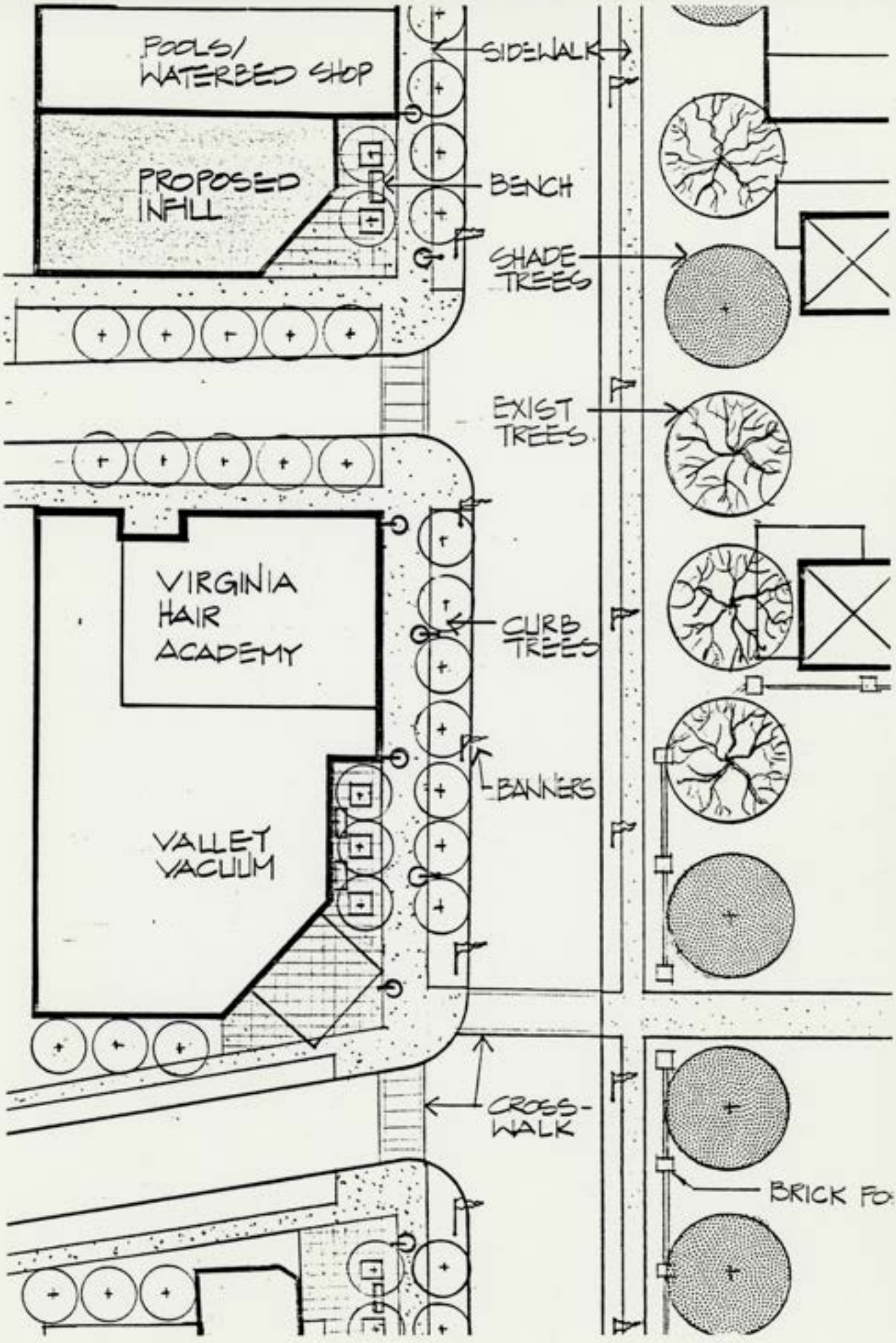
Short Term Design Plan
Enlargements / Sections

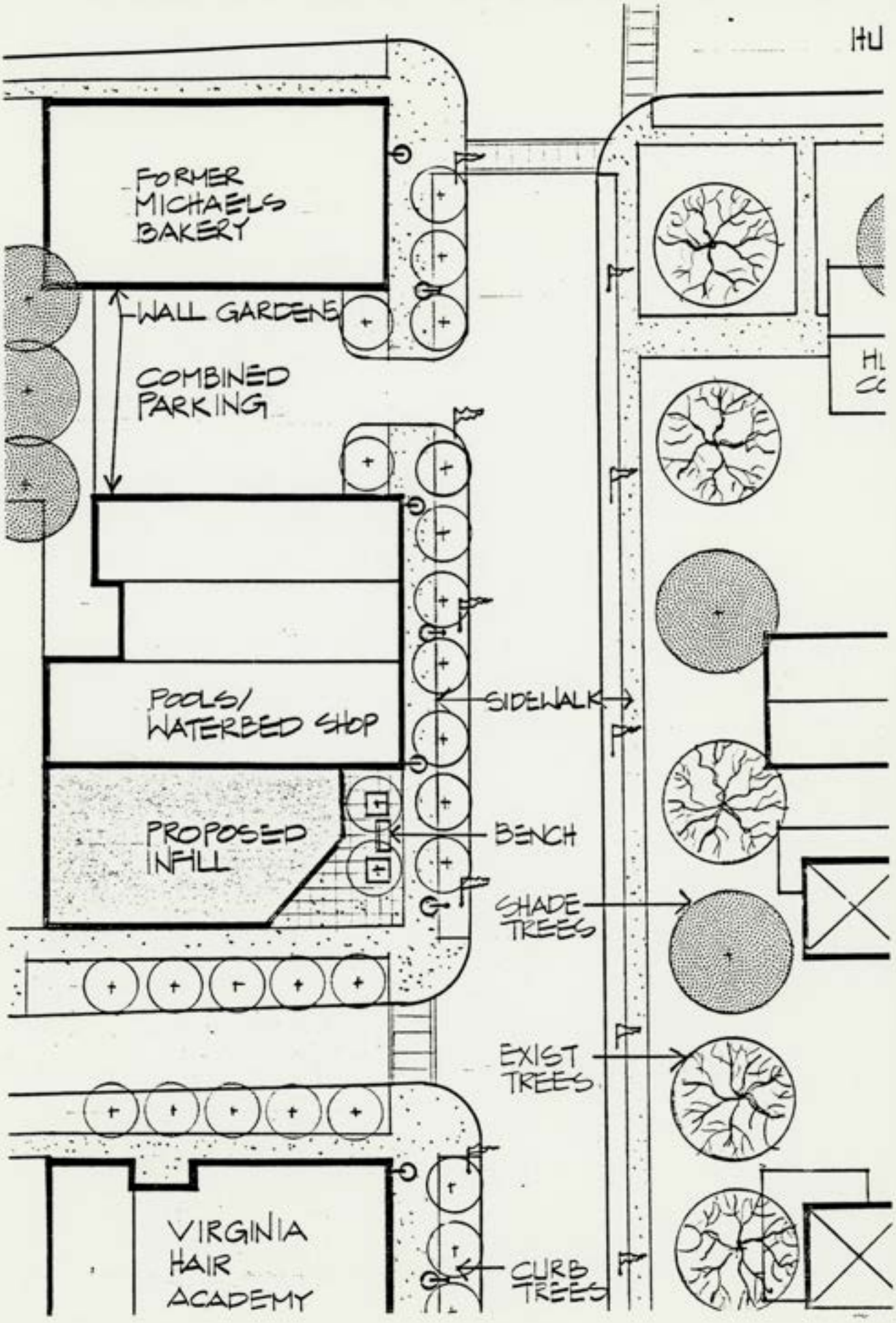
Long Term Design Plan
Enlargements


COLONIAL AMERICAN BANK
HUNTINGTON BLVD
HUNTINGTON COURT CHURCH
COMBINED PARKING
PROPOSED MALL
BURTON AVENUE
VIRGINIA HAIR ACADEMY
VALLEY VACUUM
OAKLAND SCHOOL
WILLIAMSON ROAD
LEE THEATER
PARKING

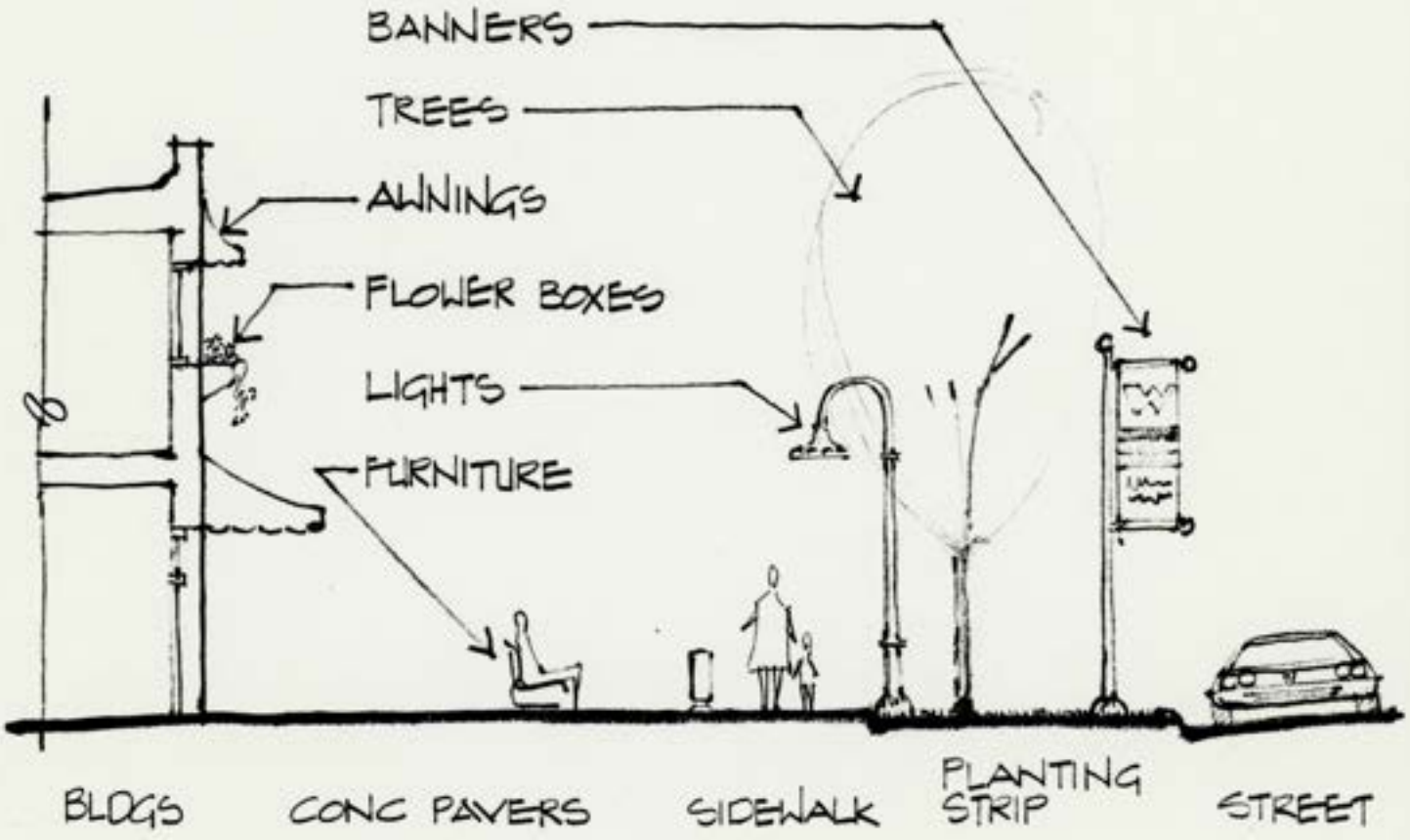
SHORT TERM DESIGN PLAN


CROSS-WALK
BRICK
FENCE
WILLIAMSON ROAD
SWIFT PRINT
COMBINED PARKING
ENTRY
CONC PAVERS
ATOMIC TV
EXIT
PEDESTRIAN LIGHTS
ORNAMENTAL TREES
LEE THEATER


POOLS/
WATERBED SHOP
PROPOSED
INFILL
SIDEWALK
BENCH
SHADE
TREES
EXIST
TREES
VIRGINIA
HAIR
ACADEMY
CURB
TREES
BANNERS
VALLET
VACUUM
CROSS-
WALK
BRICK FO


FORMER MICHAELS BAKERY
WALL GARDENS
COMBINED PARKING
POOLS/ WATERBED SHOP
PROPOSED INFILL
SIDEWALK
BENCH
SHADE TREES
EXIST TREES
CURB TREES
VIRGINIA HAIR ACADEMY

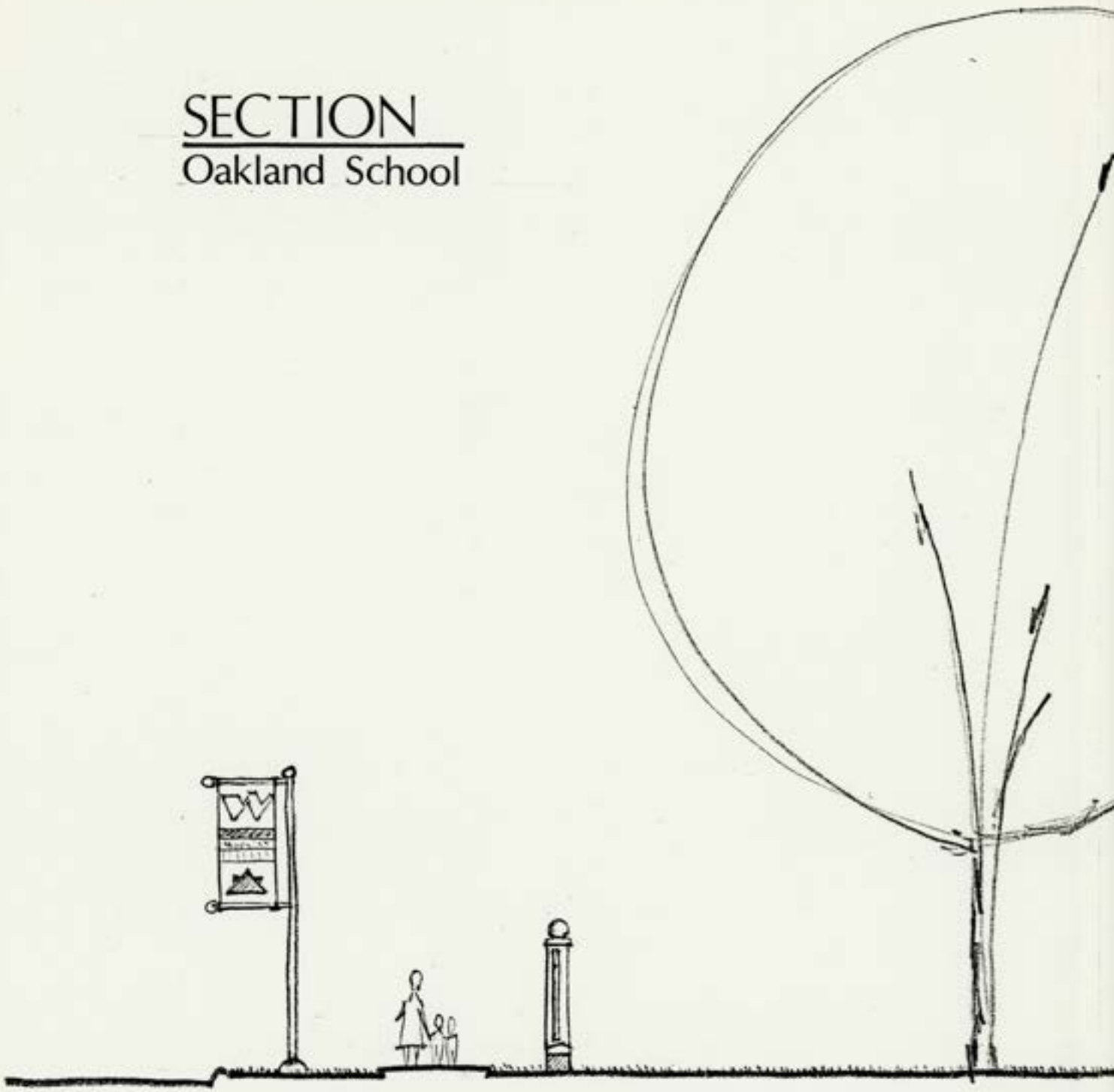
SECTION
Atomic TV

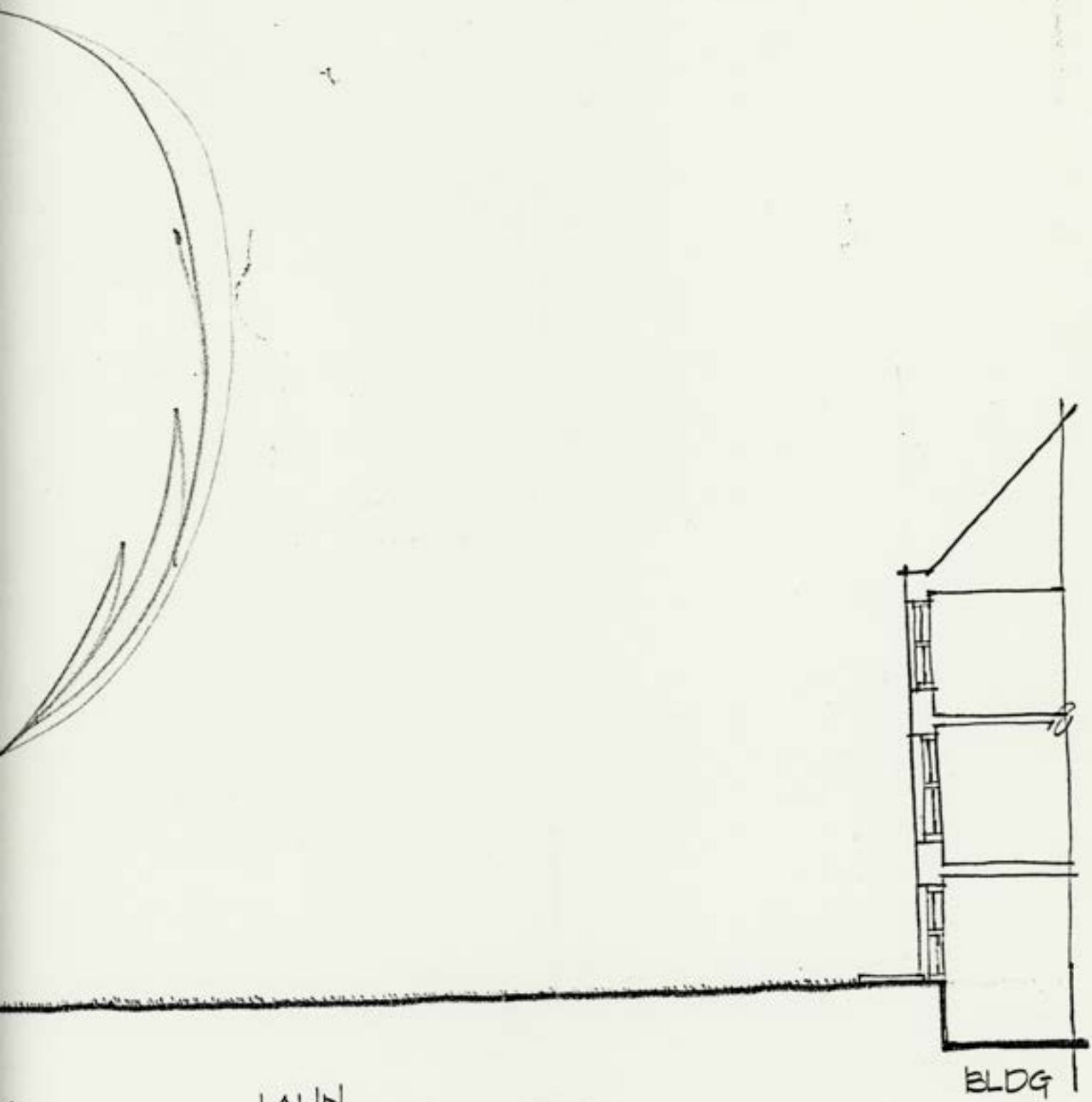


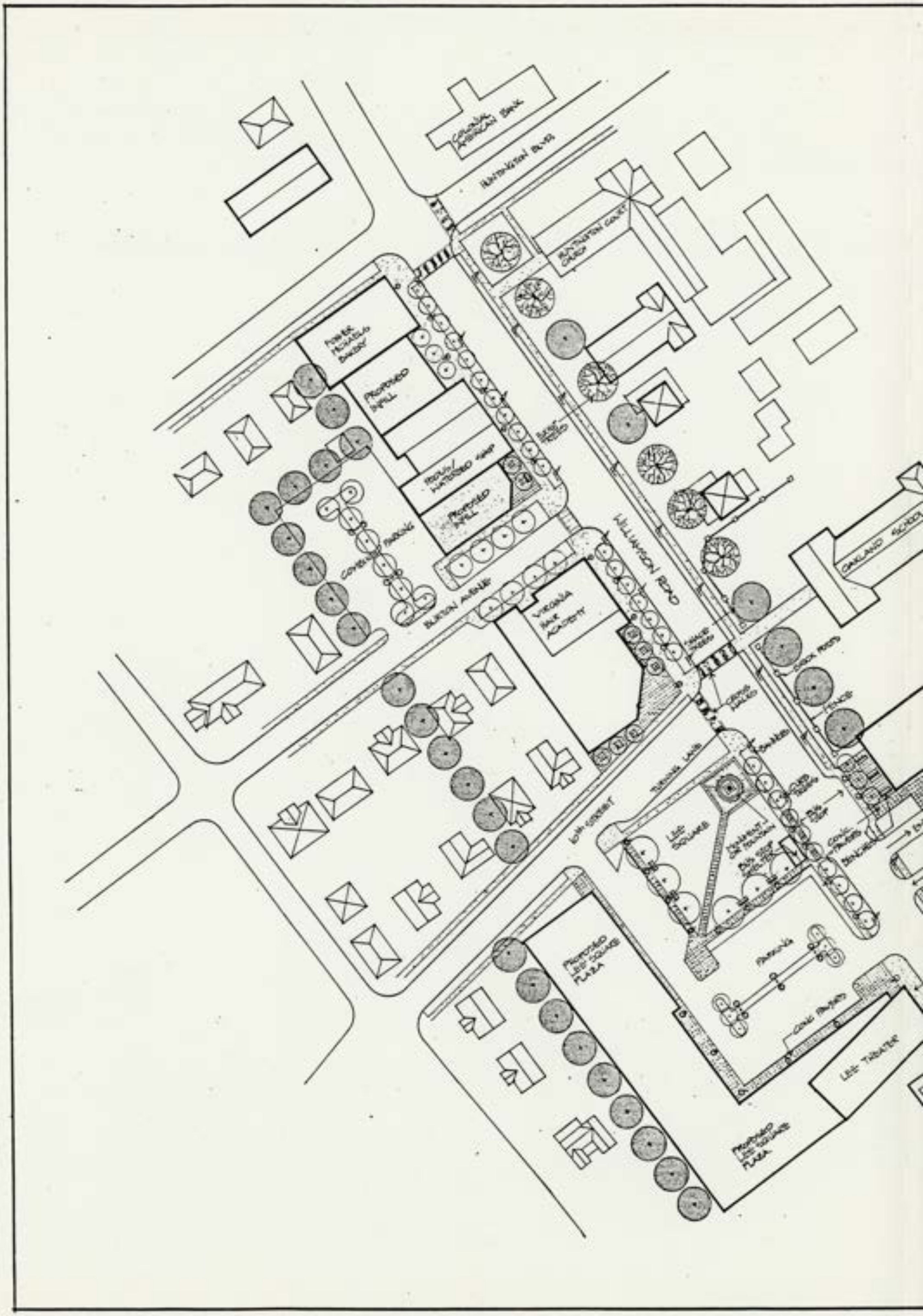
SECTION

Virginia Hair Academy

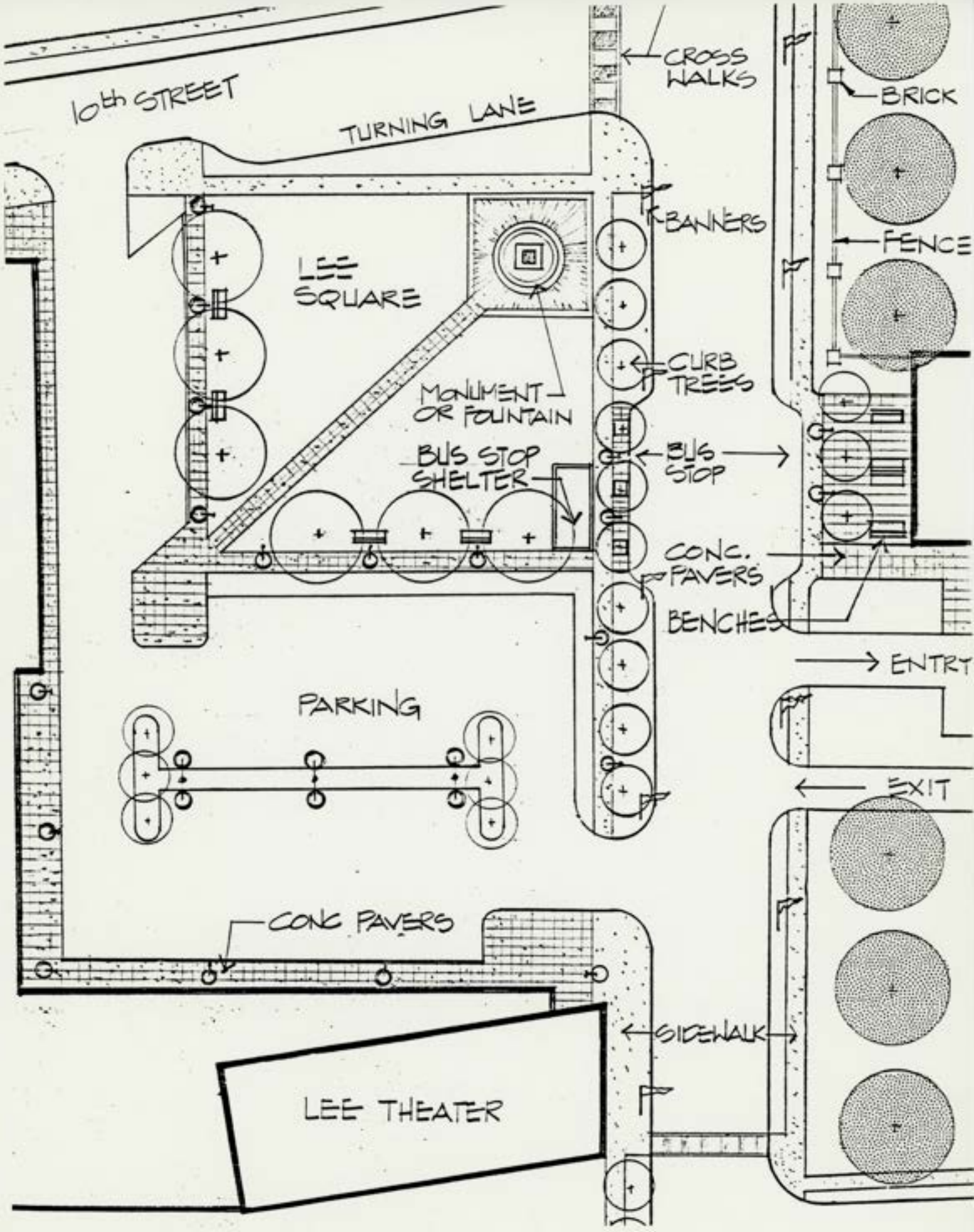
SECTION
Oakland School

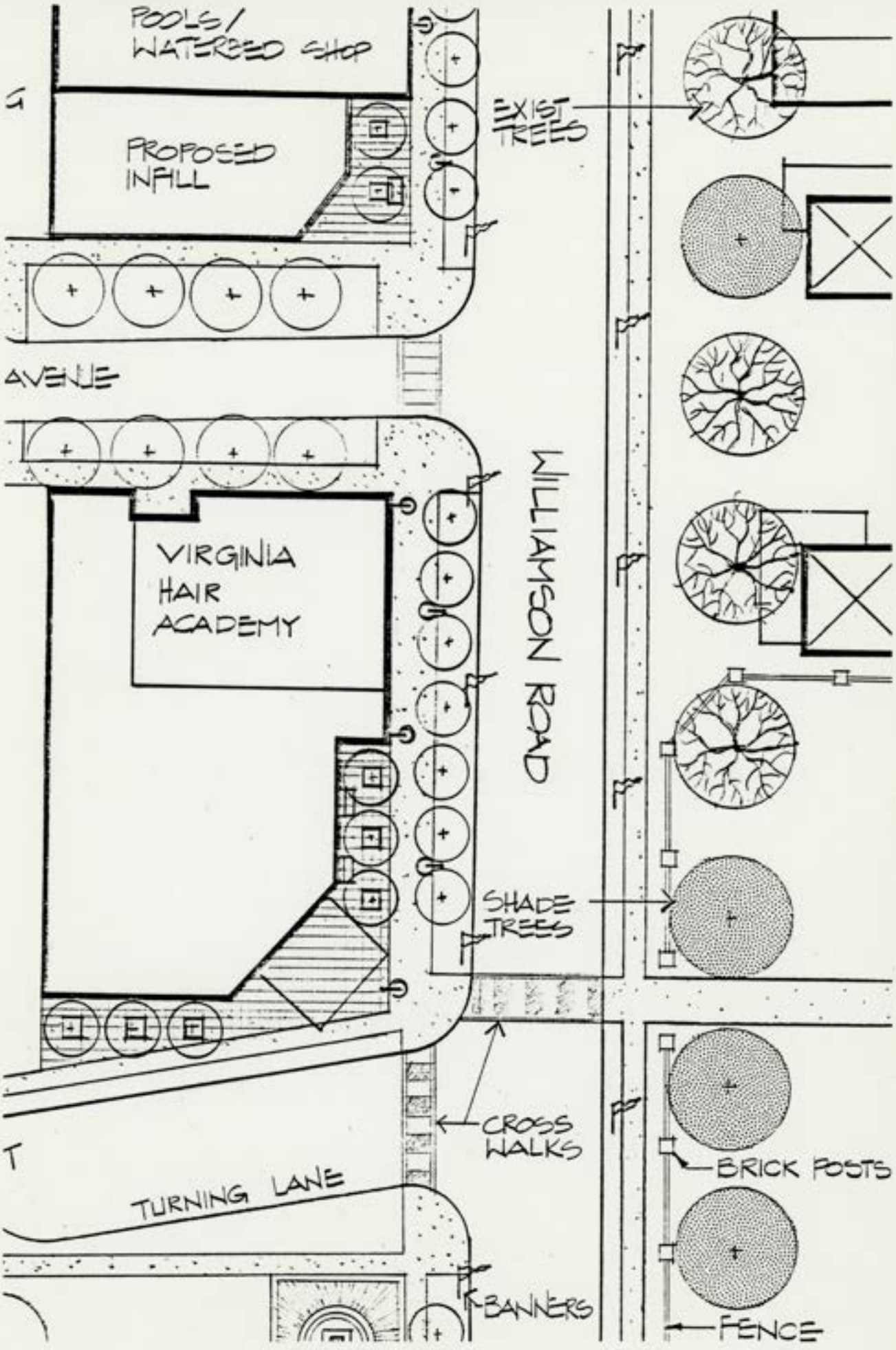


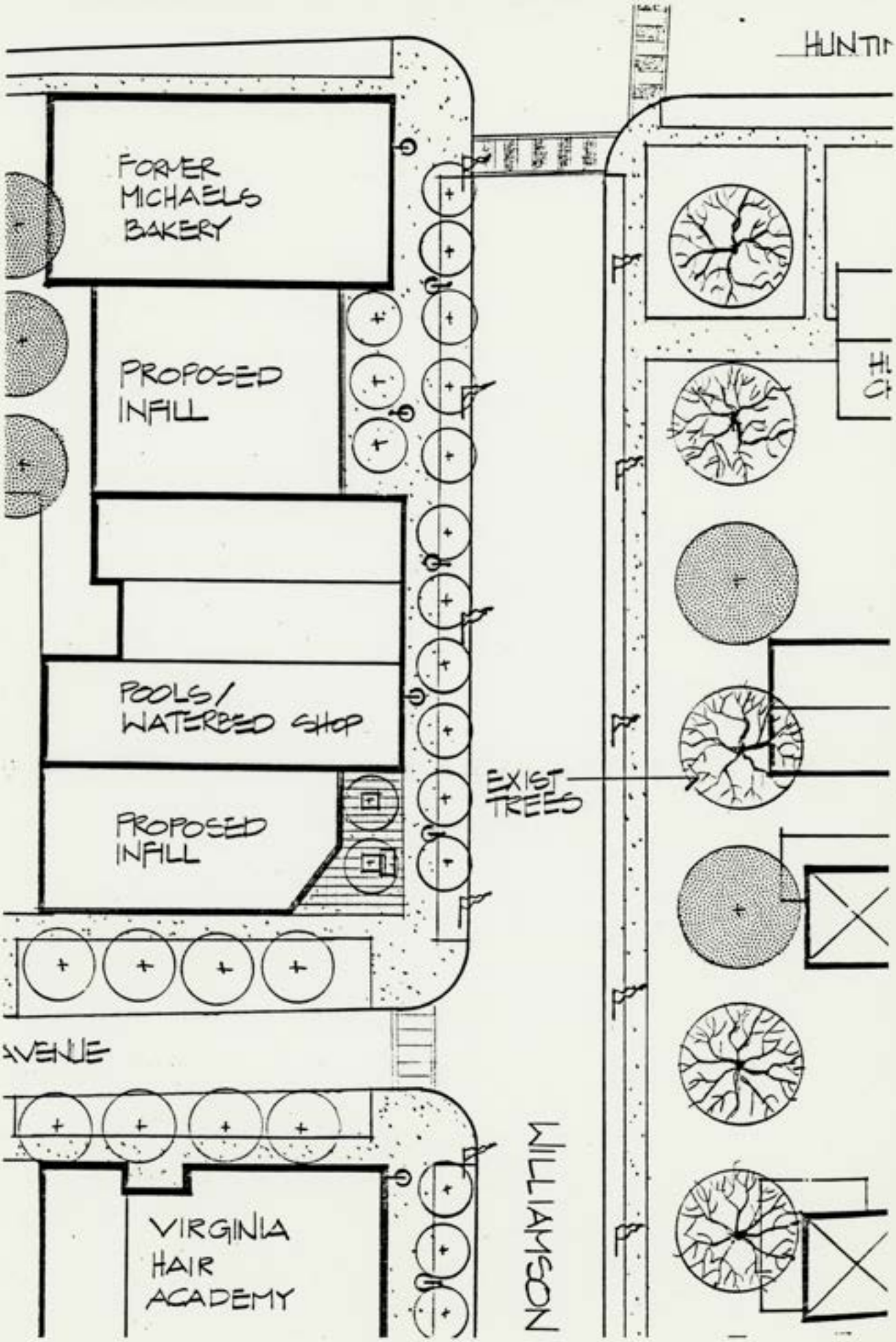

LAWN
BLDG


COLONIAL AMERICAN BANK
HUNTINGTON BLVD
HUNTINGTON COURT CHURCH
PROPOSED INFILL
COVERED PARKING
PROPOSED INFILL
WILLIAMSON ROAD
BURTON AVENUE
VIRGINIA HAIR ACADEMY
OAKLAND SCHOOL
10th STREET
LEE SQUARE
PARKING
LEE THEATER
PROPOSED LEE SQUARE PLAZA
PROPOSED LEE SQUARE PLAZA

LONG TERM DESIGN PLAN


10th STREET
TURNING LANE
CROSS WALKS
BRICK
BANNERS
FENCE
LEE SQUARE
CURB TREES
MONUMENT OR FOUNTAIN
BUS STOP SHELTER
BUS STOP
CONC. PAVERS
BENCHES
ENTRY
PARKING
EXIT
CONC PAVERS
SIDEWALK
LEE THEATER

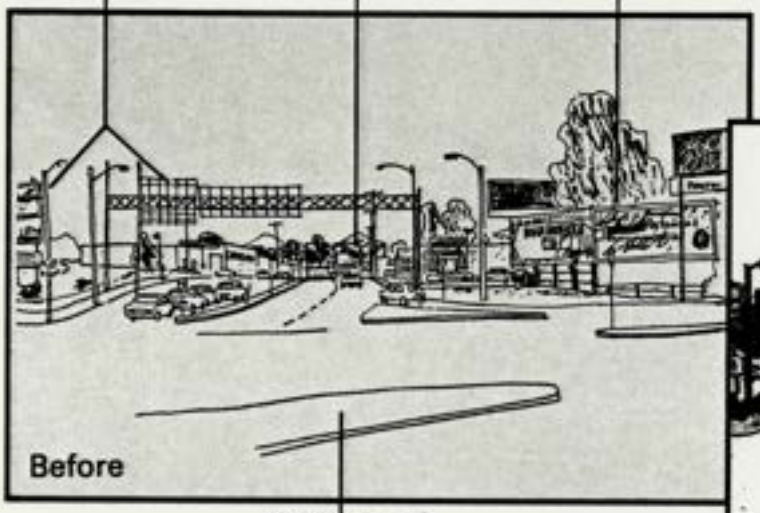

POOLS/
WATERBED SHOP
PROPOSED
INFILL
EXIST
TREES
AVENUE
VIRGINIA
HAIR
ACADEMY
WILLIAMSON ROAD
SHADE
TREES
CROSS
WALKS
BRICK POSTS
TURNING LANE
BANNERS
FENCE

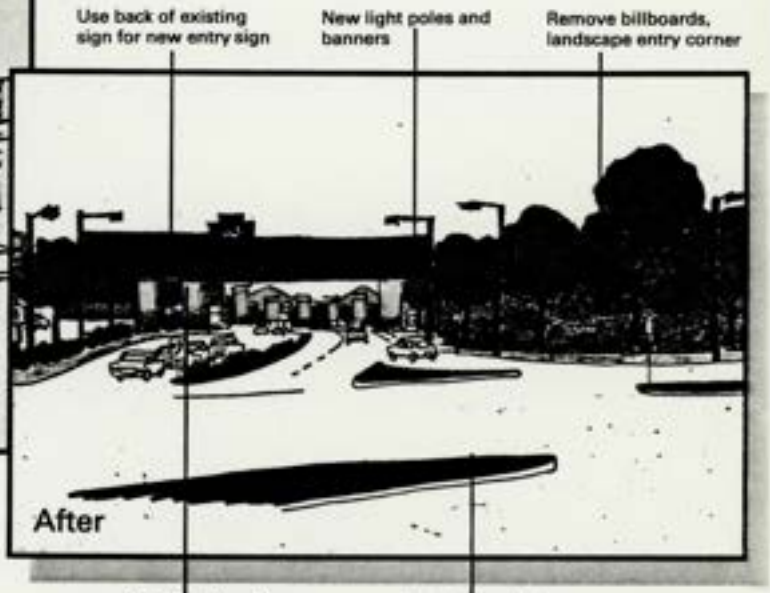

FORMER MICHAELS BAKERY
PROPOSED INFILL
POOLS/ WATERBED SHOP
PROPOSED INFILL
EXIST TREES
VIRGINIA HAIR ACADEMY
WILLIAMSON

Appendix B

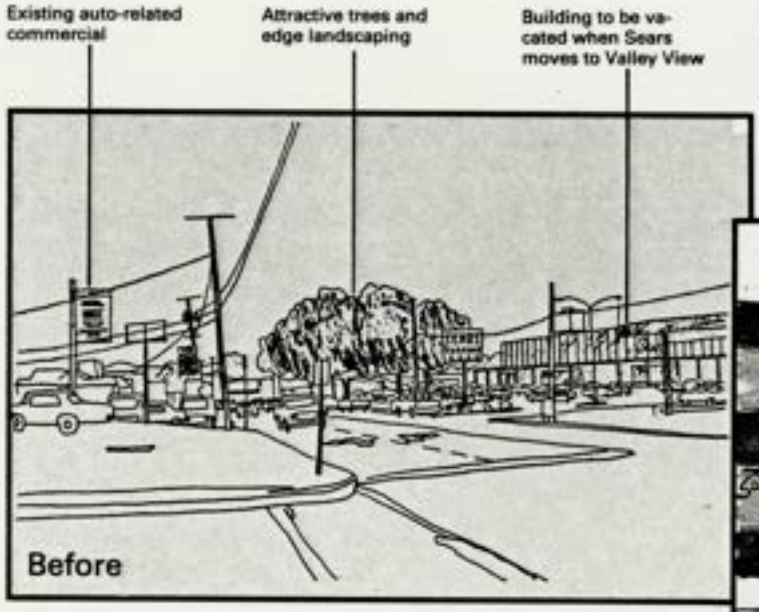
ILLUSTRATED OBJECTIVES

1

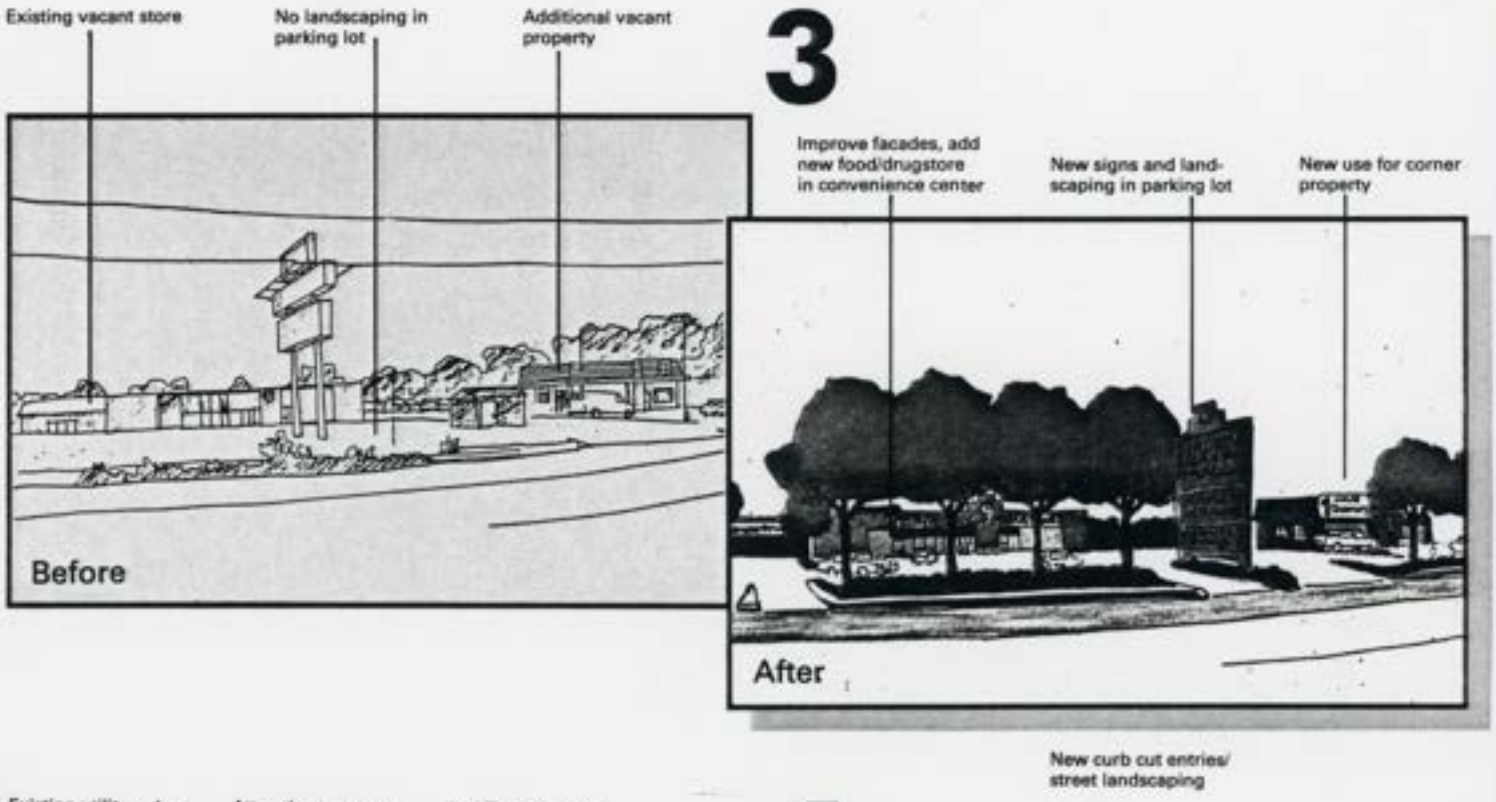

Miscellaneous light/ utility poles/existing directional sign frame
Poor focus at end of view corridor
Existing billboard clutter
Before
No landscaping at medians

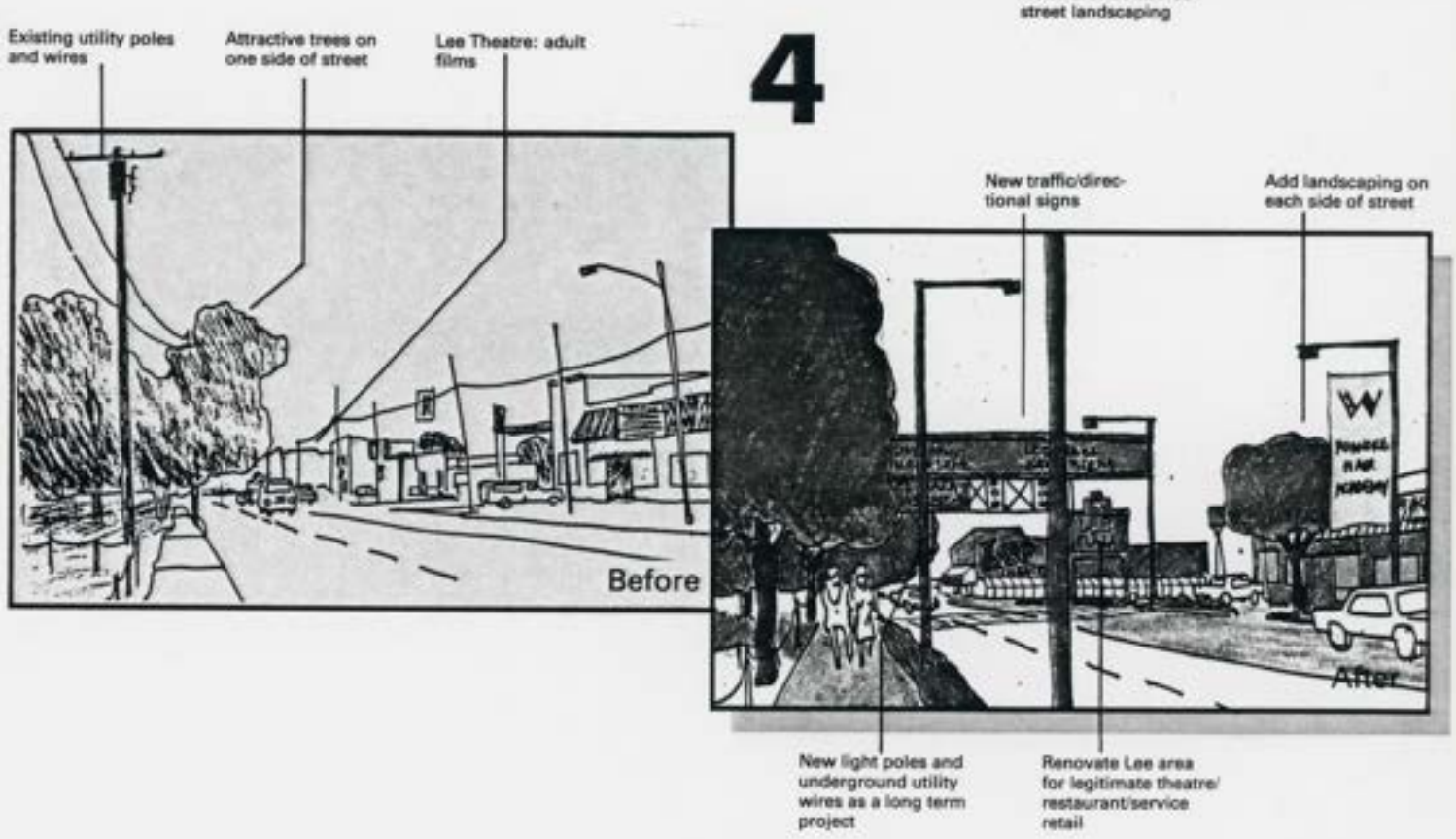

Use back of existing sign for new entry sign
New light poles and banners
Remove billboards, landscape entry corner
After
Additional landscaping to mask adult store, emphasize end of view corridor
Landscape existing medians where possible

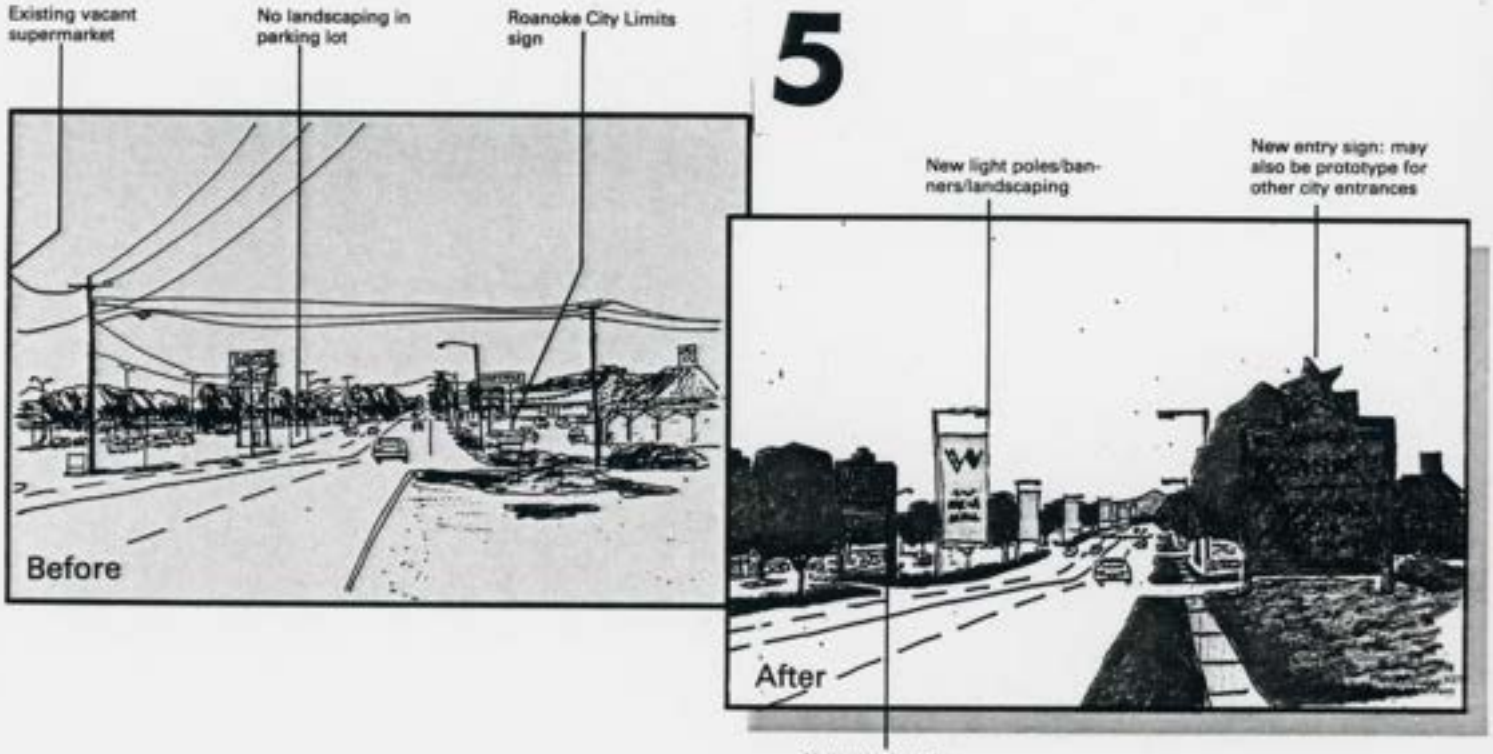
2

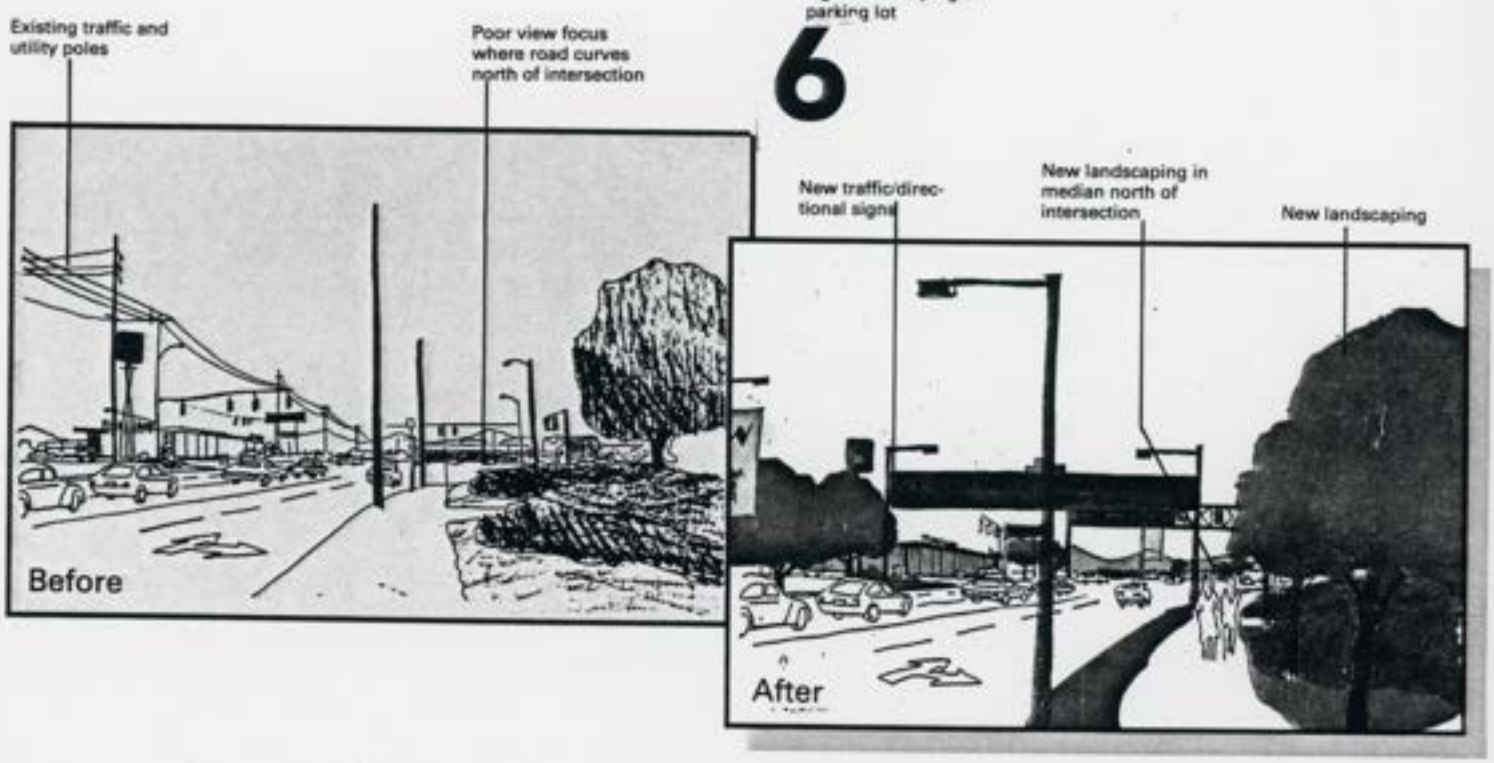

Existing auto-related commercial
Attractive trees and edge landscaping
Building to be vacated when Sears moves to Valley View
Before


New pedestrian oriented retail shops
New light poles and banners
Renovate facade/ office space above, retail space below
After
Landscaping, curb and crosswalk improvements
New signs consistent with Williamson Road format


Existing vacant store
No landscaping in parking lot
Additional vacant property
3
Before
Improve facades, add new food/drugstore in convenience center
New signs and landscaping in parking lot
New use for corner property
After
New curb cut entries/ street landscaping


Existing utility poles and wires
Attractive trees on one side of street
Lee Theatre: adult films
4
Before
New traffic/directional signs
Add landscaping on each side of street
After
New light poles and underground utility wires as a long term project
Renovate Lee area for legitimate theatre/ restaurant/service retail

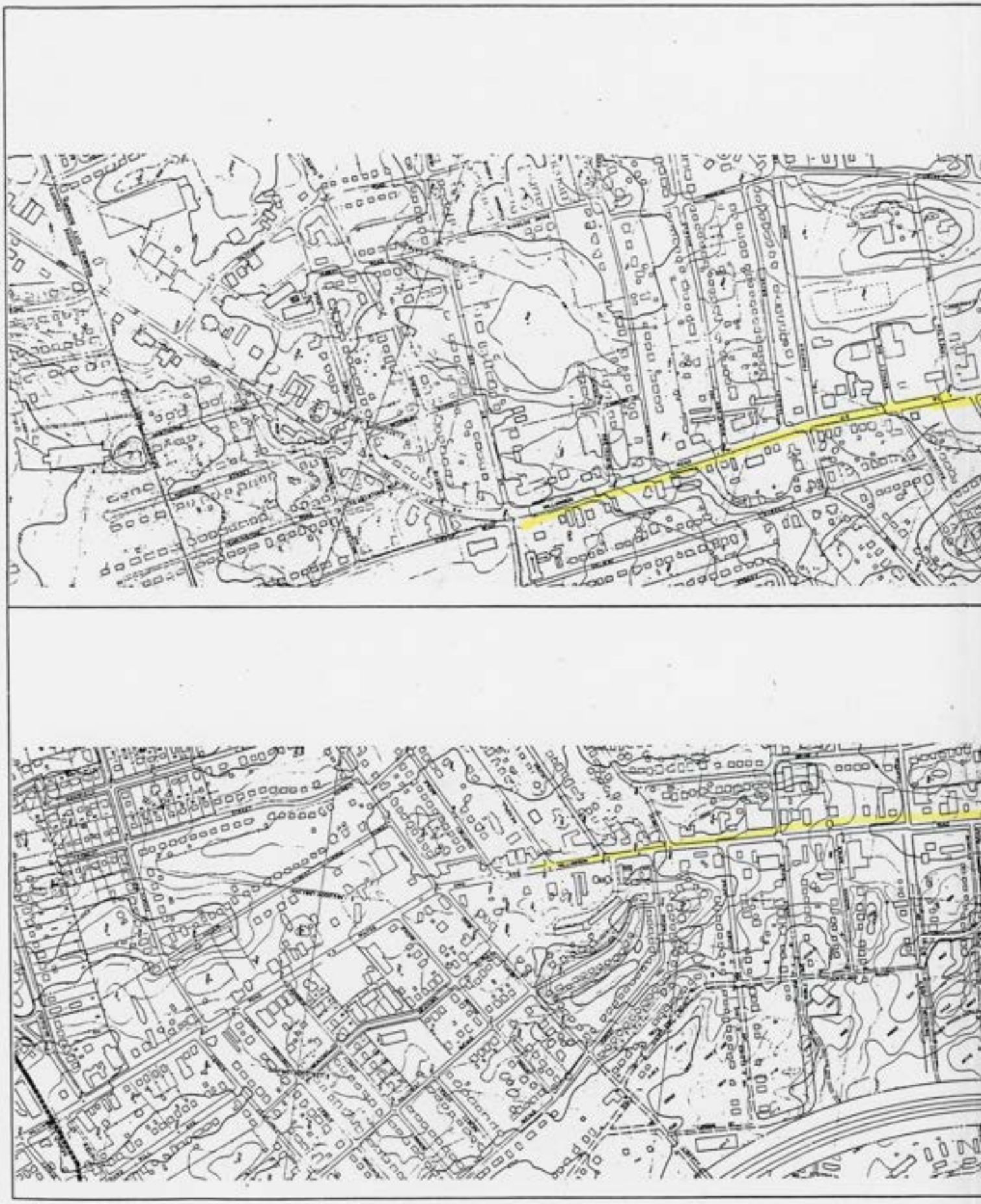

Existing vacant supermarket
No landscaping in parking lot
Roanoke City Limits sign
5
Before
New light poles/banners/landscaping
New entry sign: may also be prototype for other city entrances
After
New uses in strip mall: new entry/ signs/landscaping in parking lot

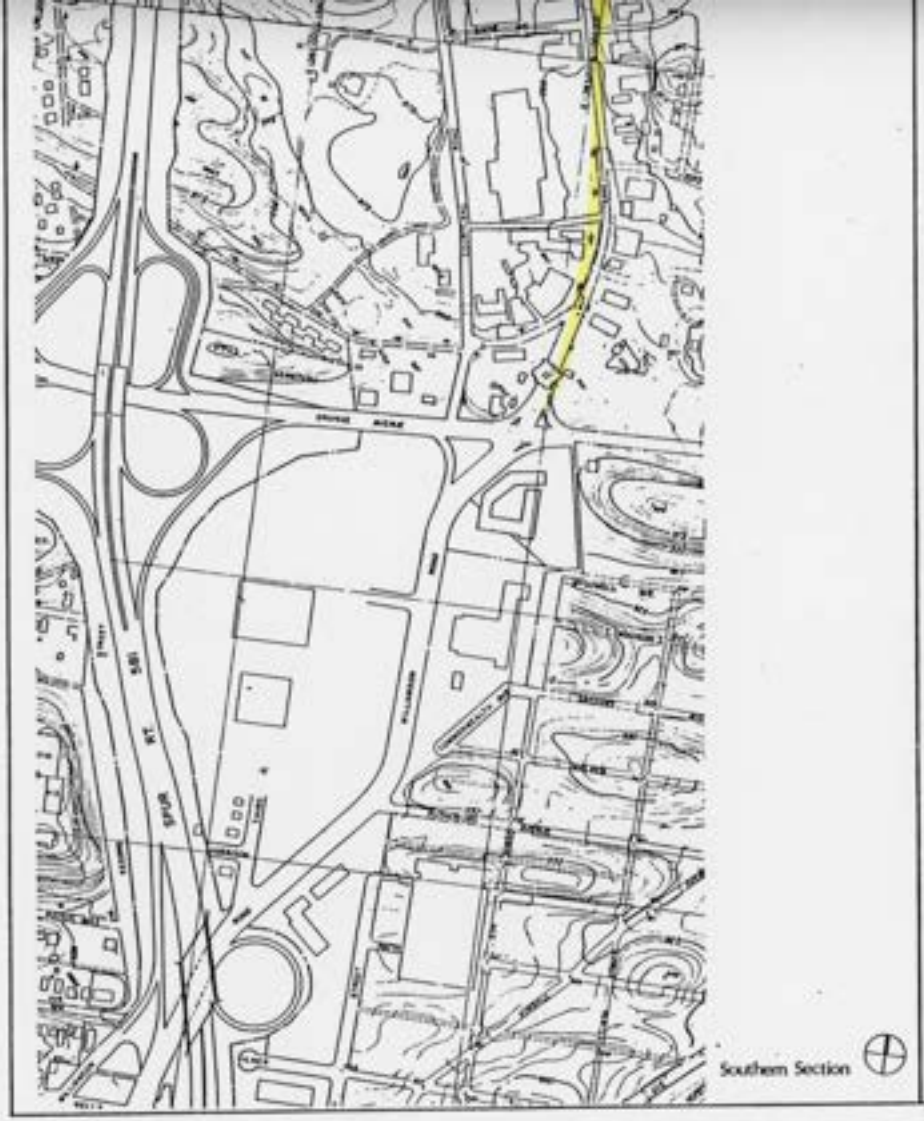

Existing traffic and utility poles
Poor view focus where road curves north of intersection
6
Before
New traffic/directional signs
New landscaping in median north of intersection
New landscaping
After

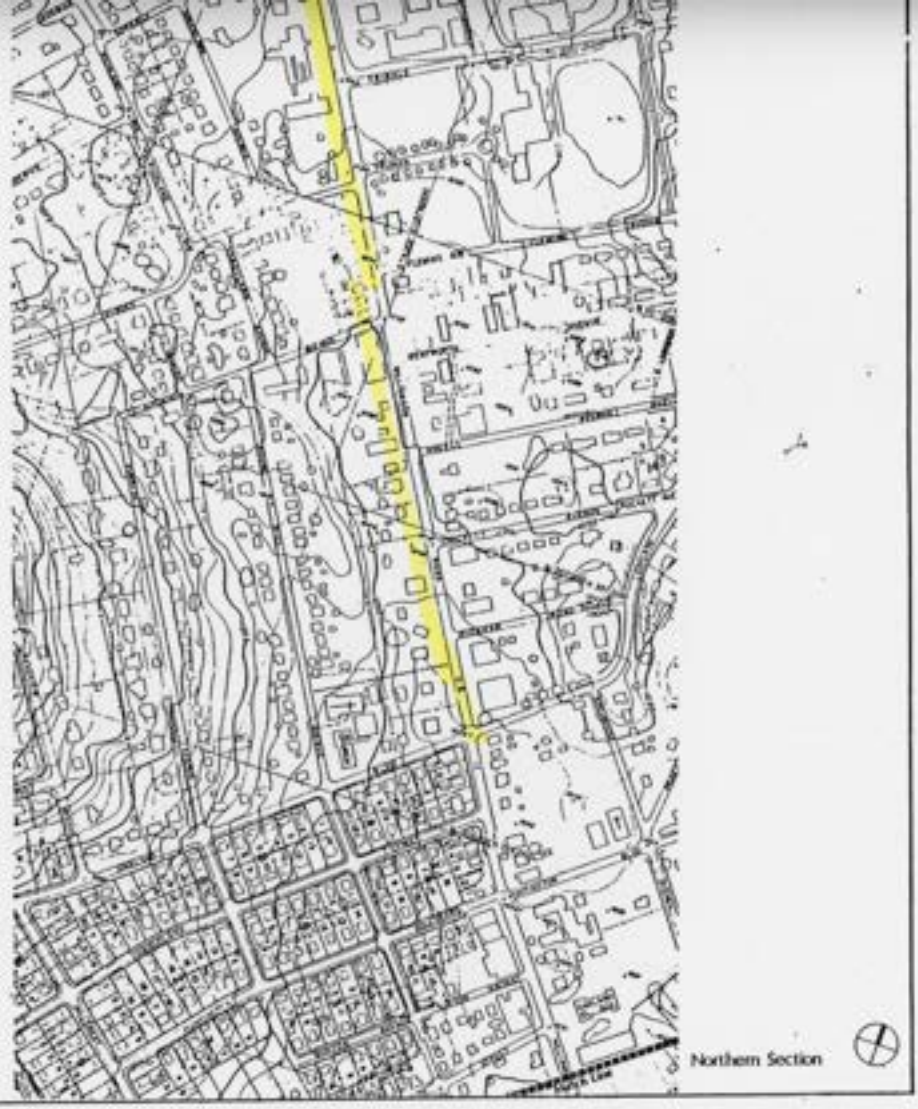
Appendix C

MAPS :

Williamson Road Corridor
Existing 10th Street Plan



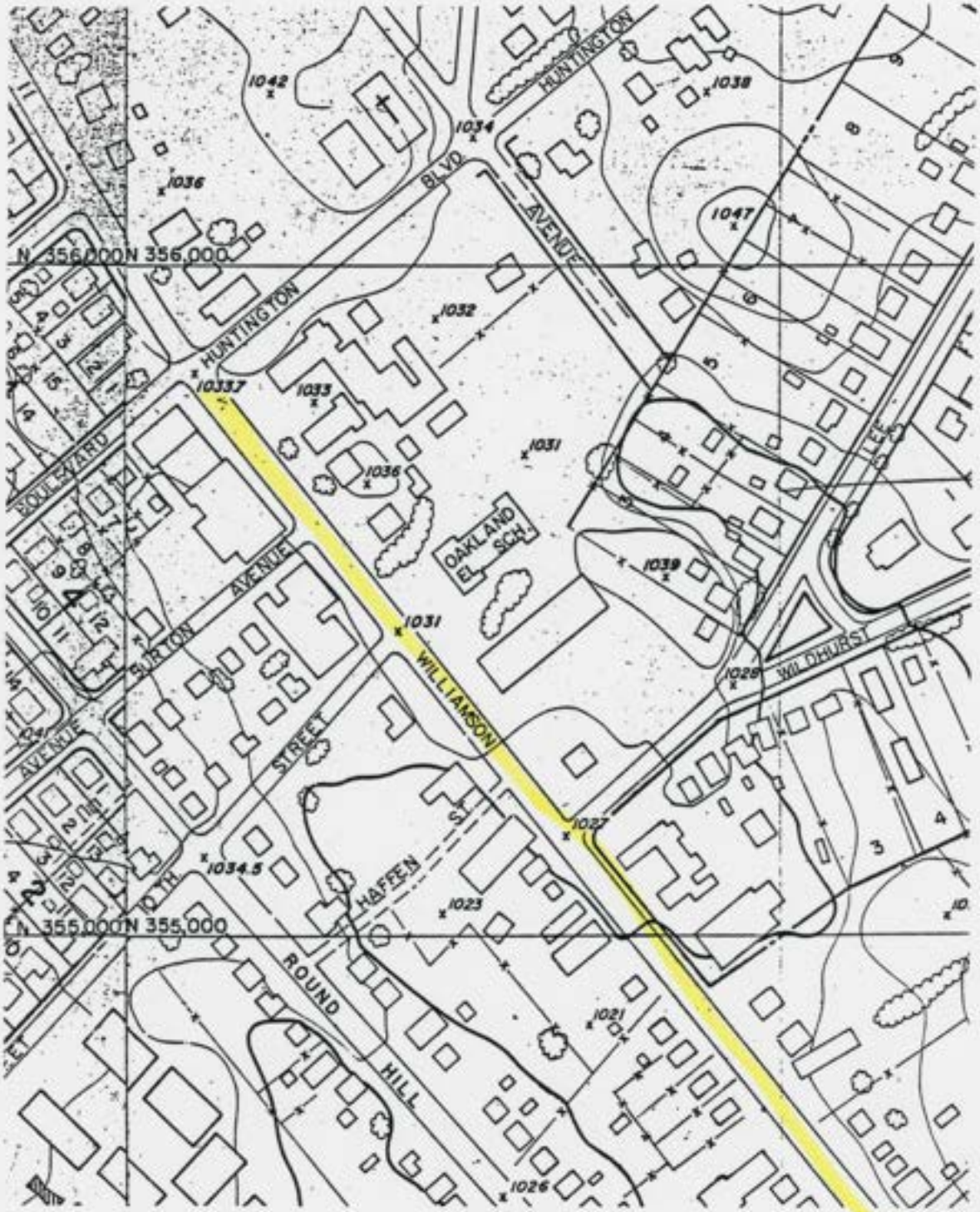




Williamson Road
Urban Design Study
Roanoke, Virginia

Hayes, Seay, Mattern & Mattern
Buckhurst Fish Hutton Katz

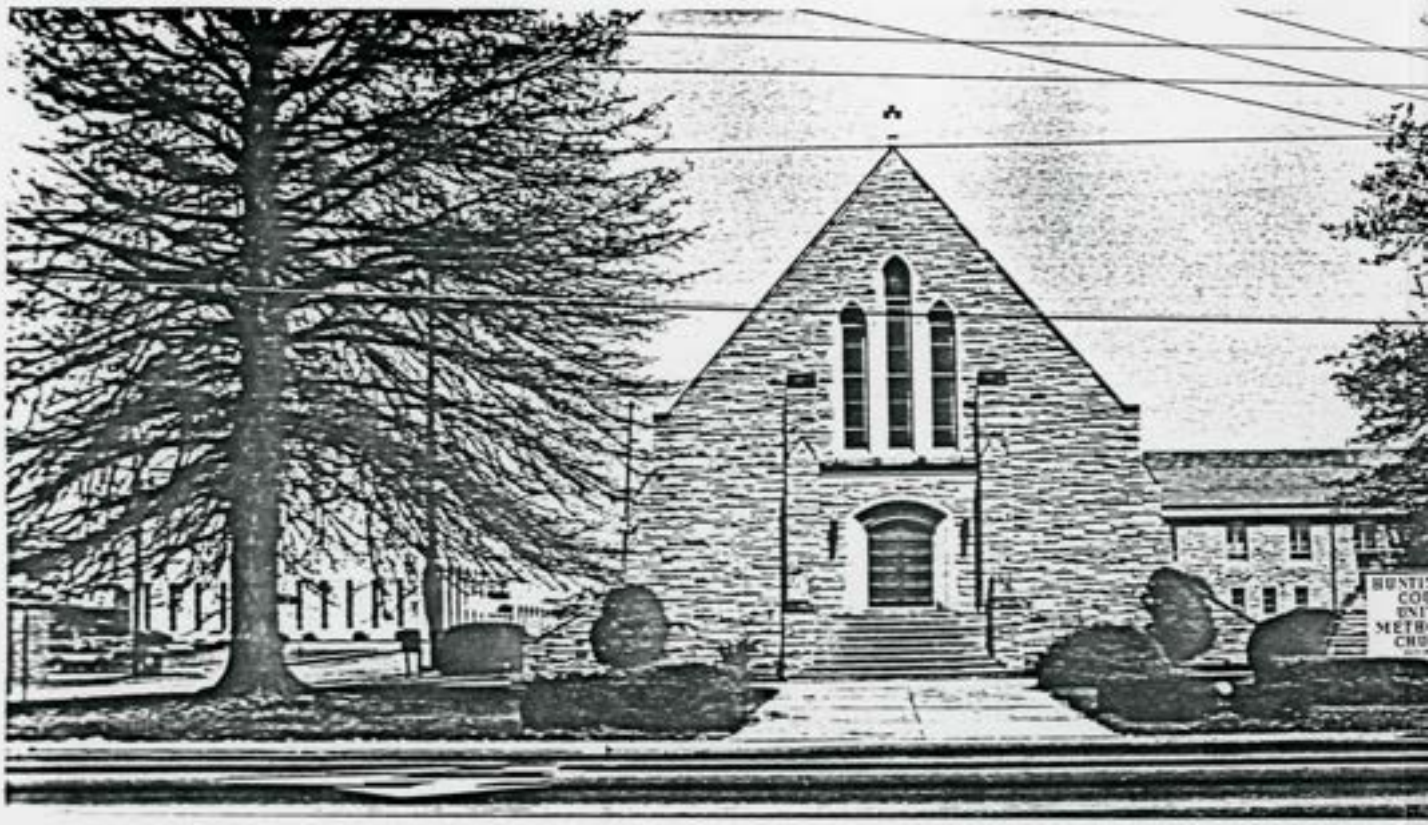
Williamson Road Corridor

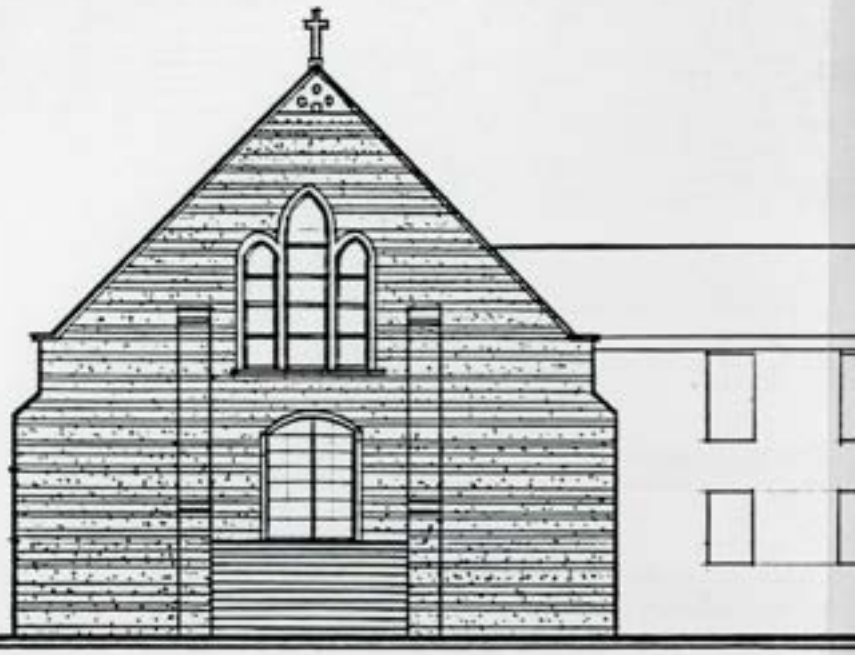


Existing 10th Street Plan

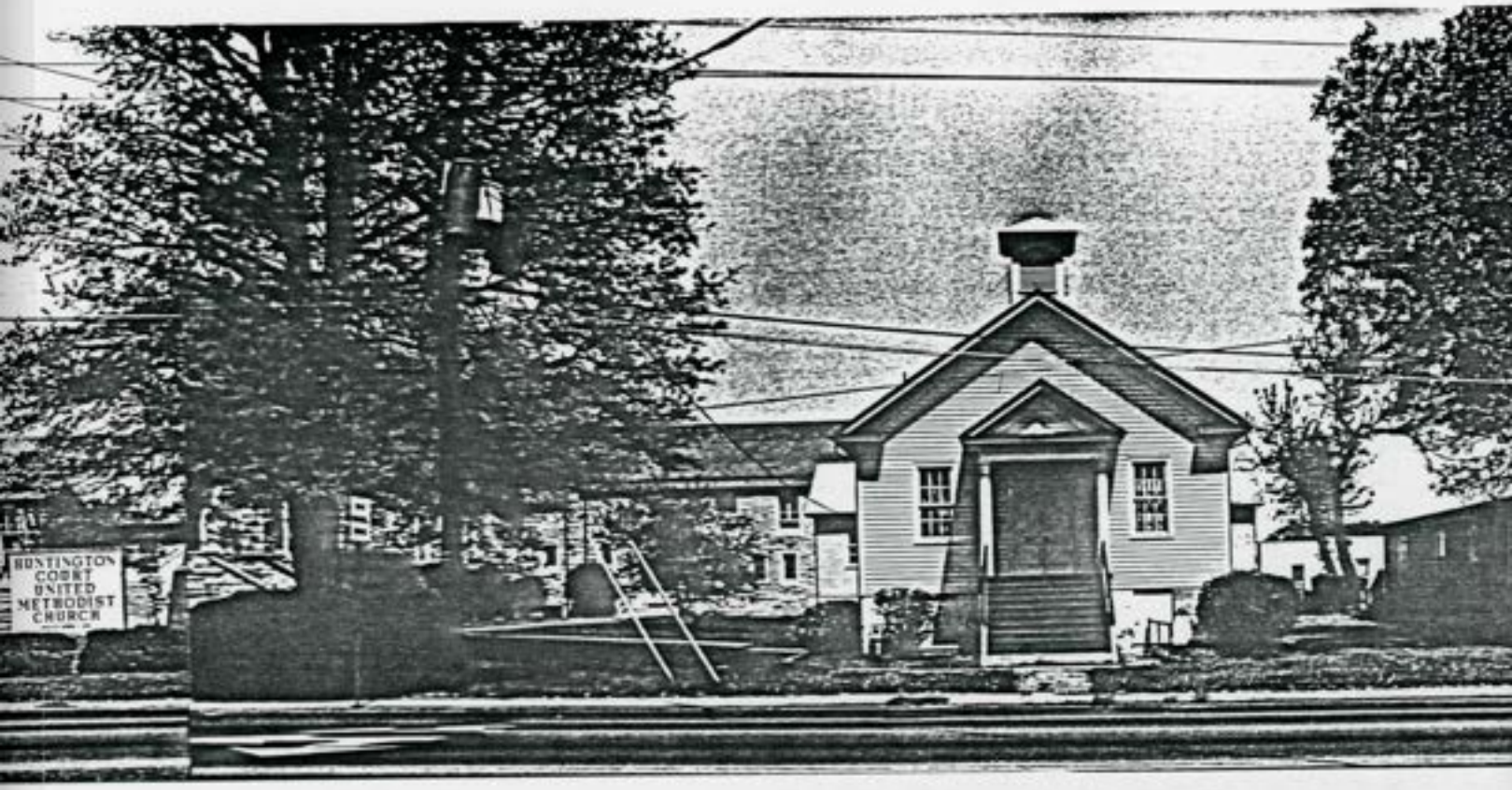
Appendix D

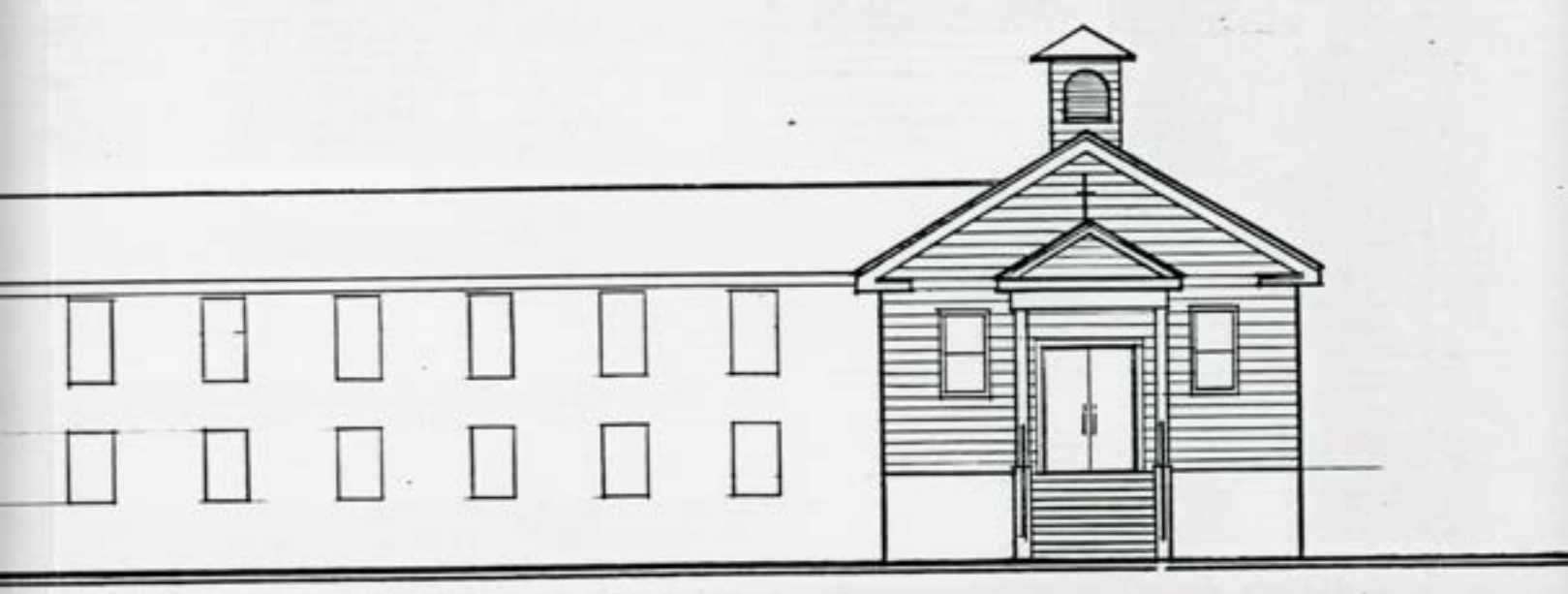
EXISTING 10th STREET
ELEVATIONS





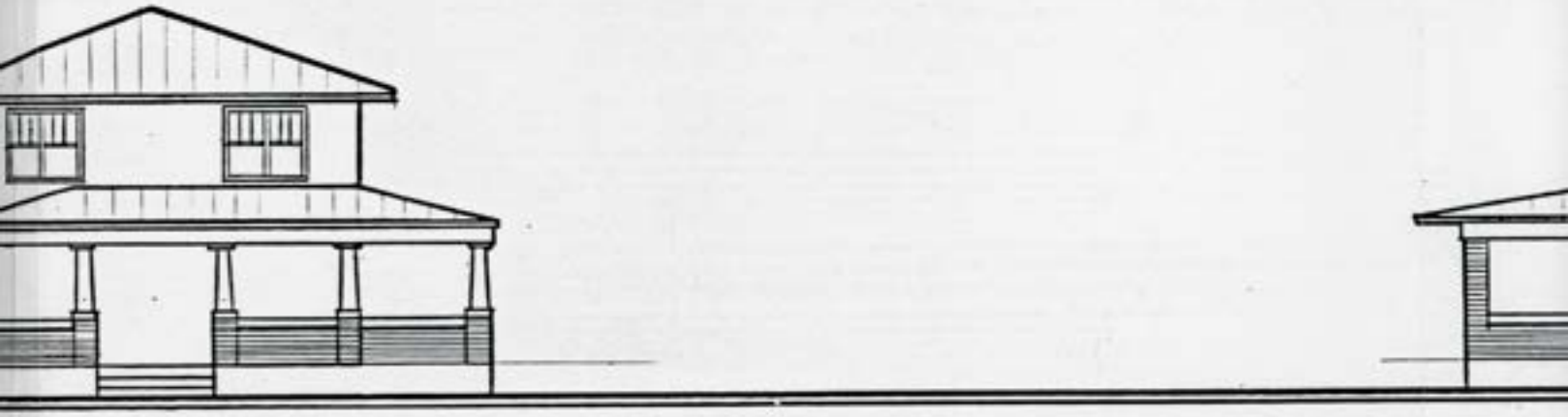
WILLIAMSON ROAD

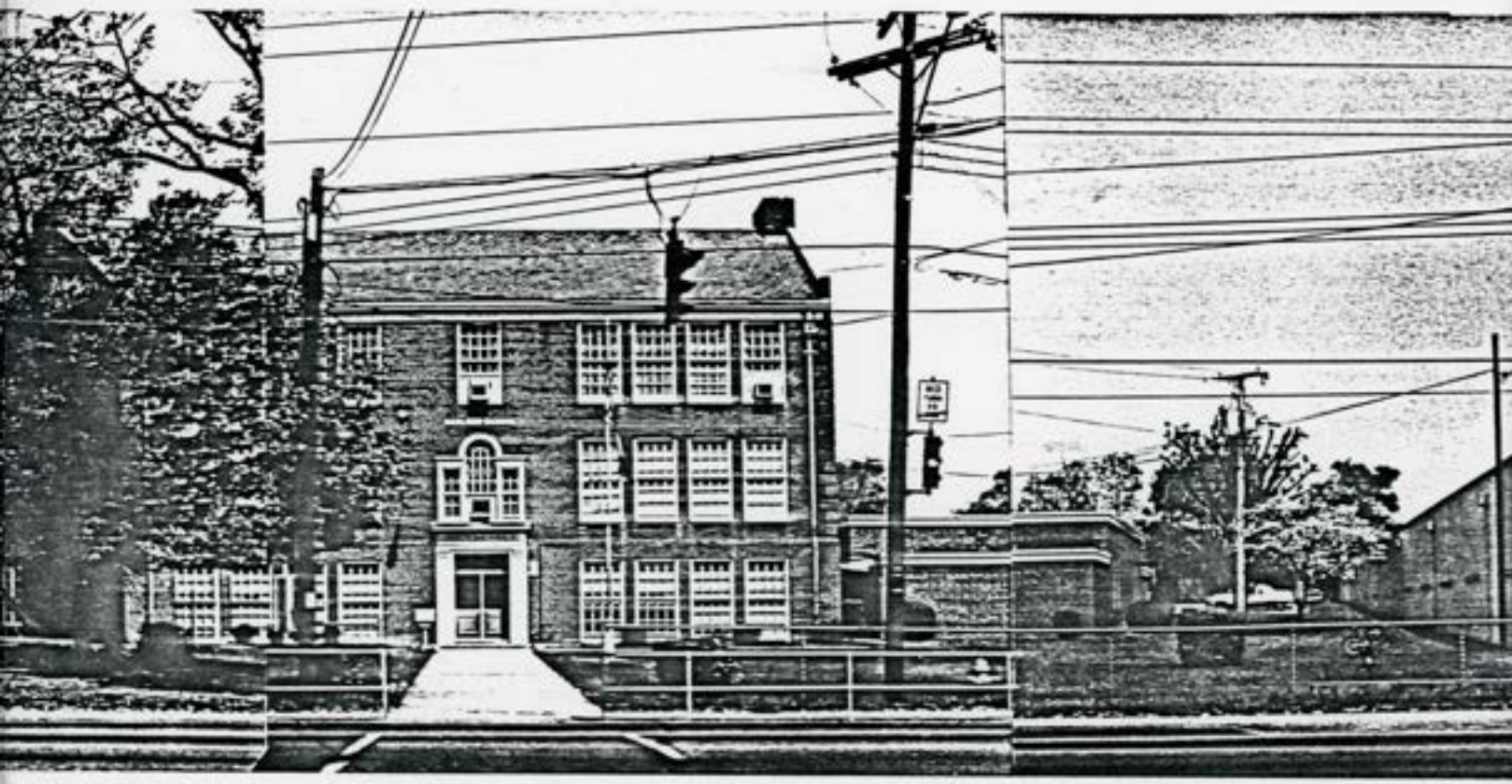




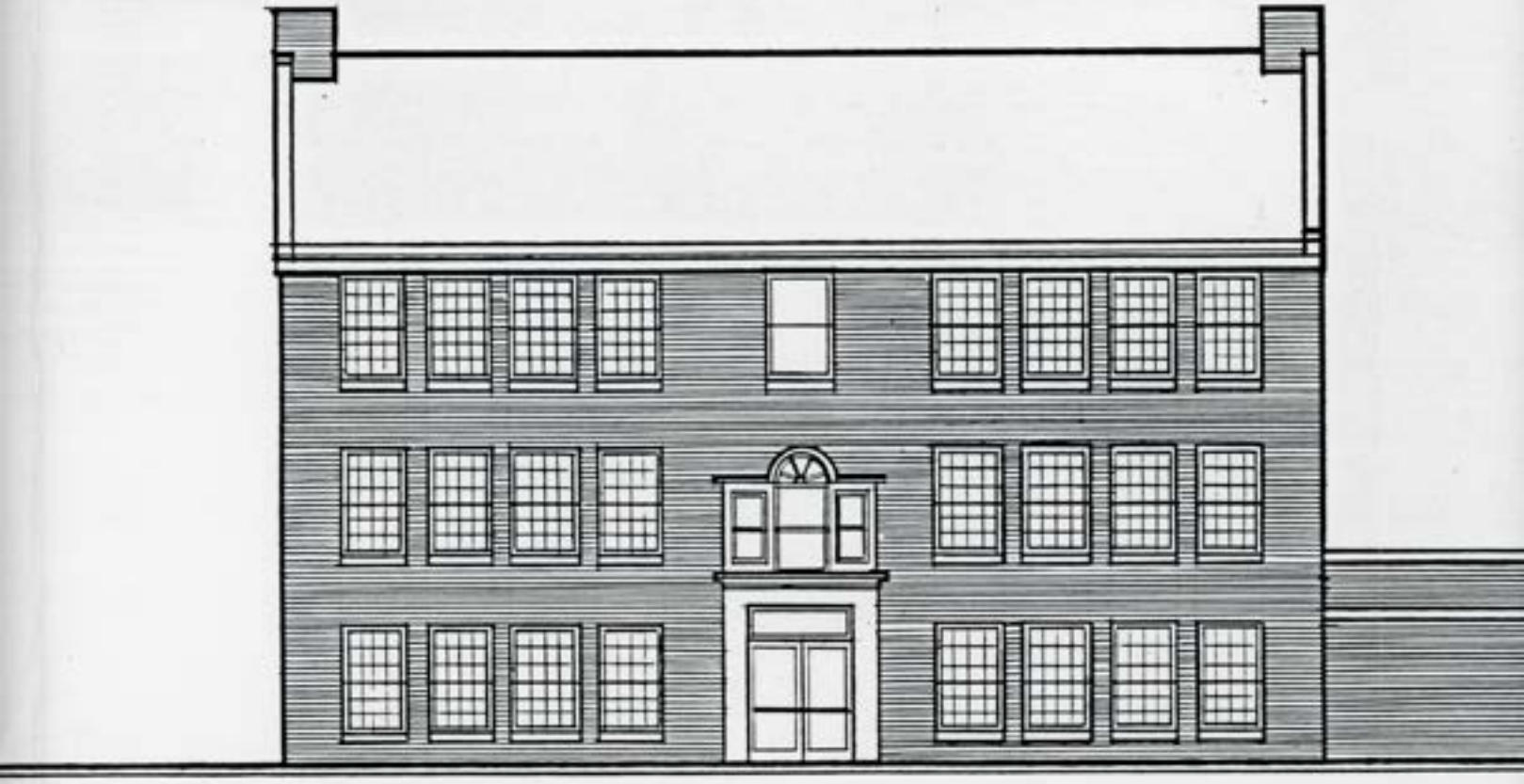
AD - EAST ELEVATION @ 10th STREET

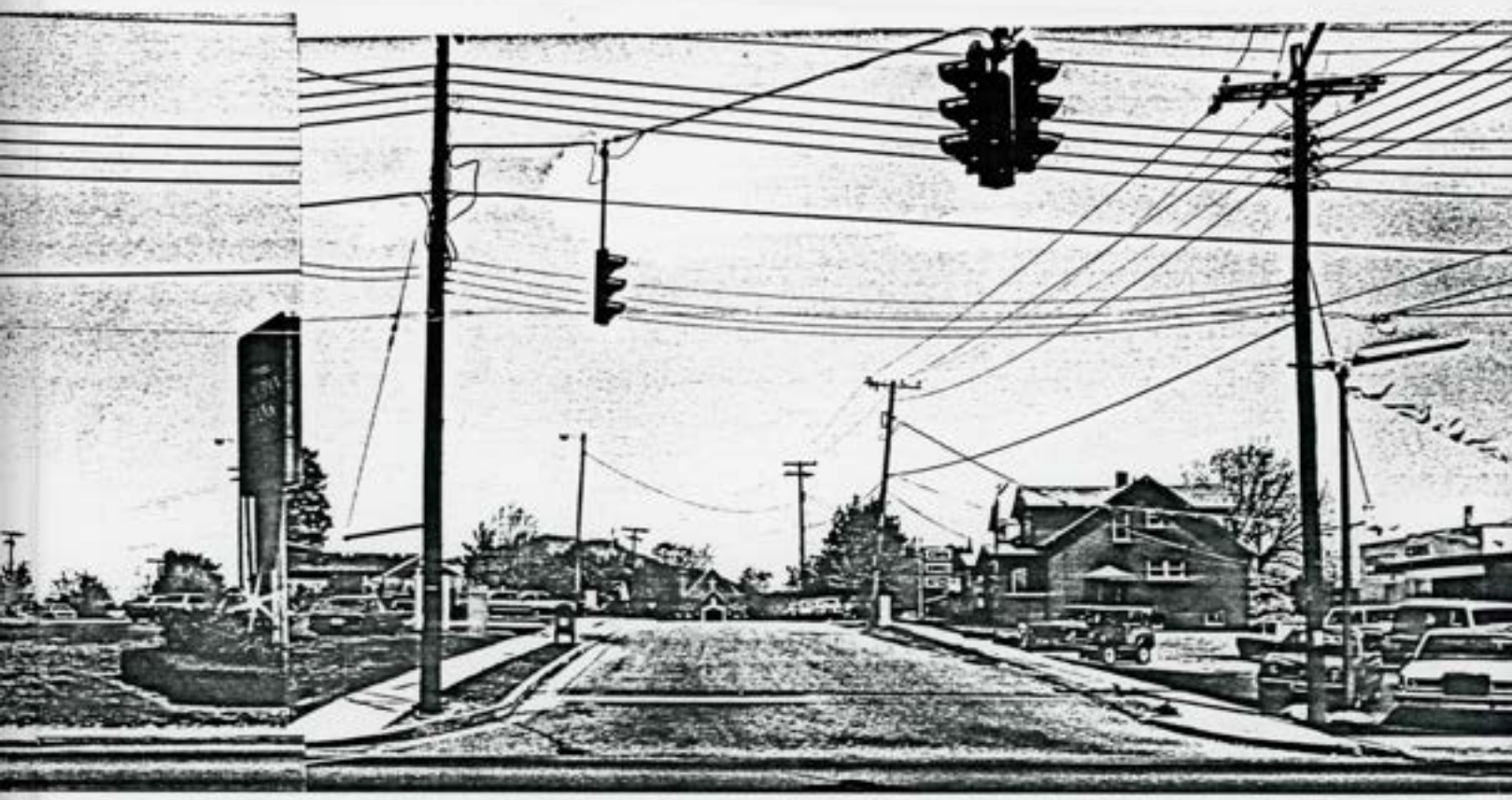
ET

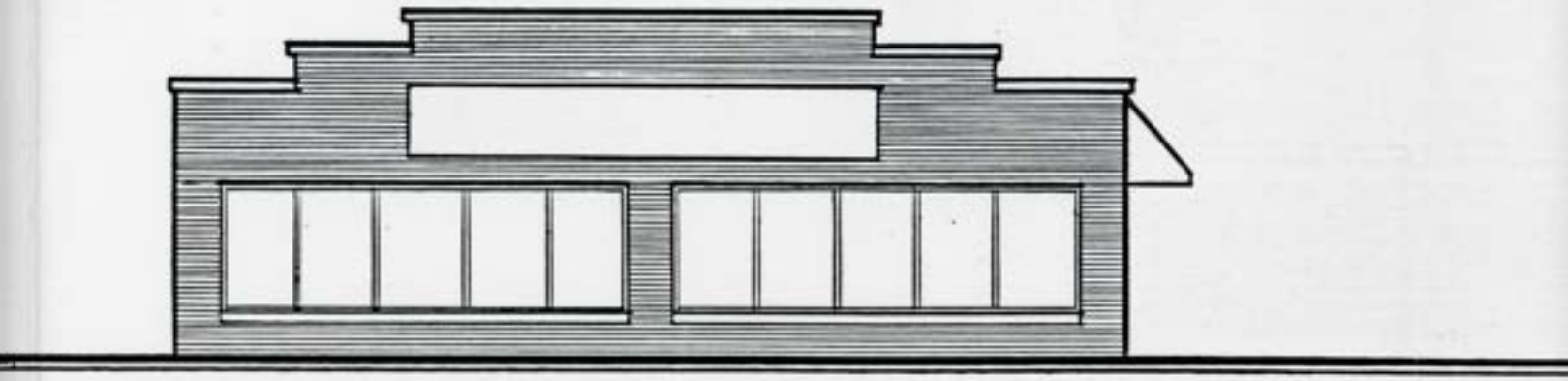




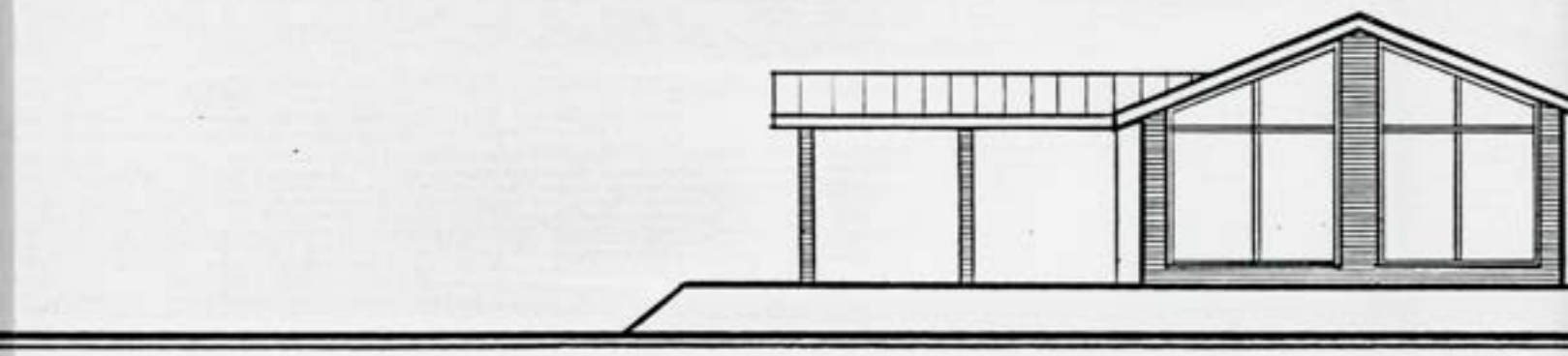

FAMILY DOLLAR
FAMILY DOLLAR
Coke

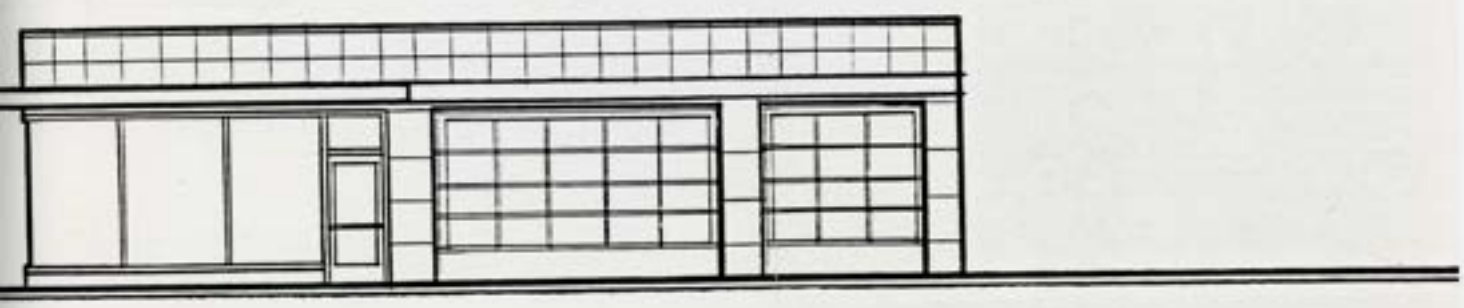


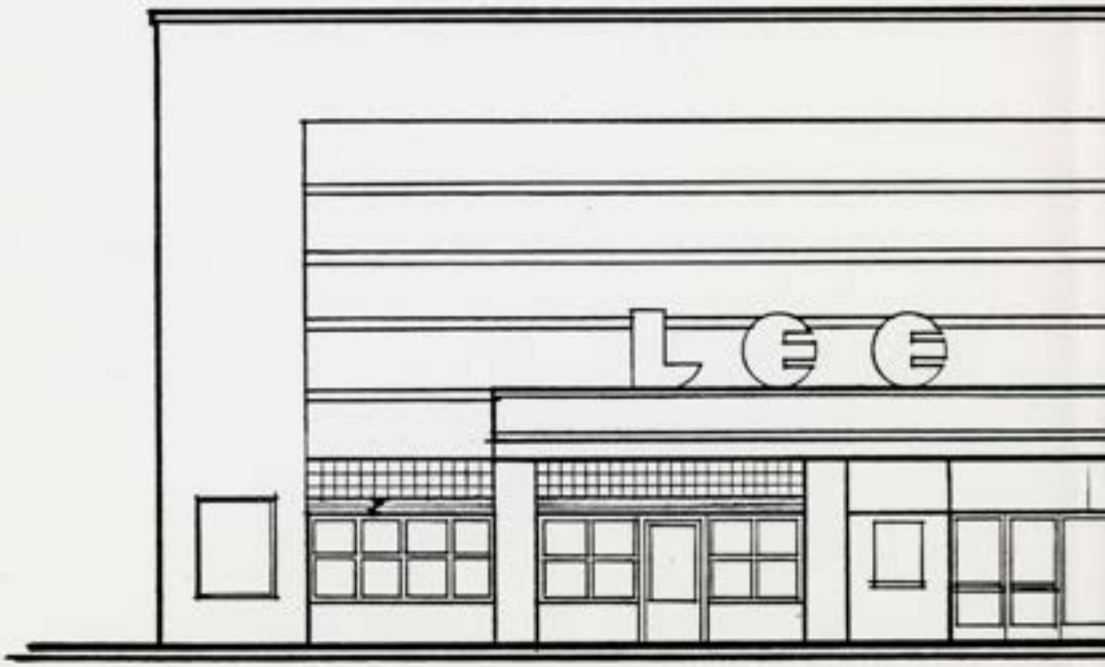





QUALITY CARS

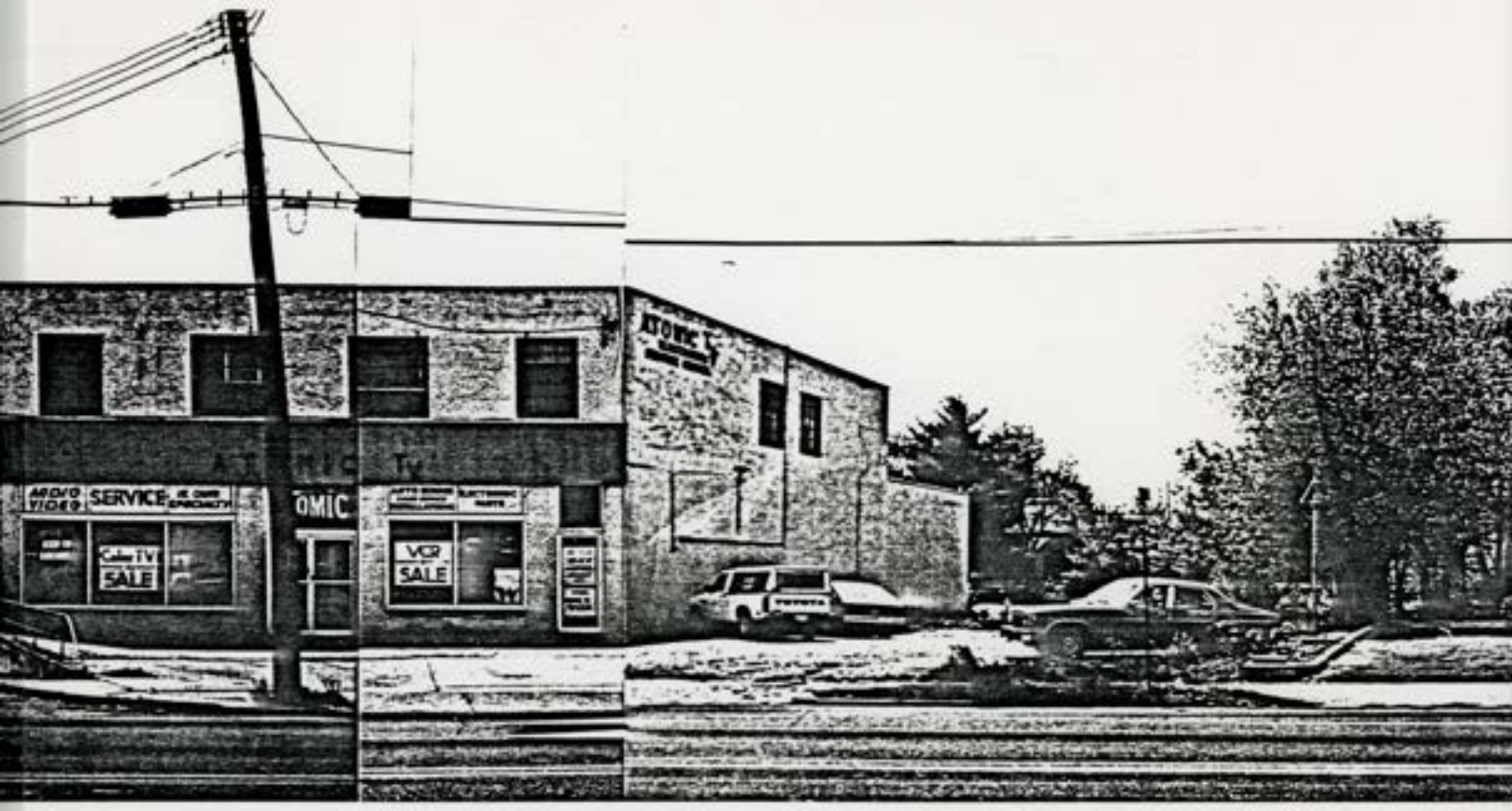


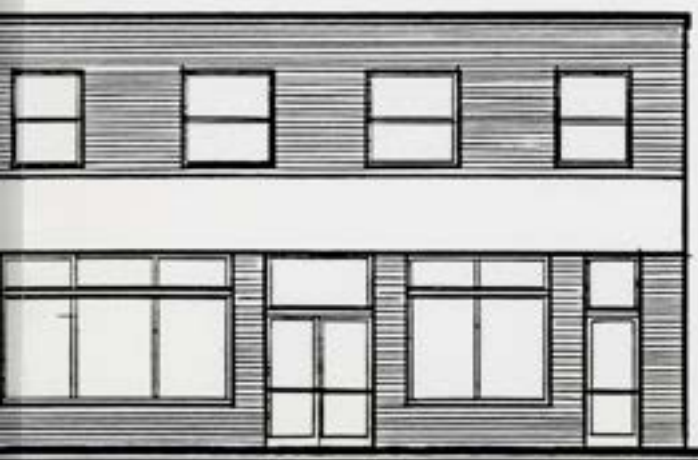




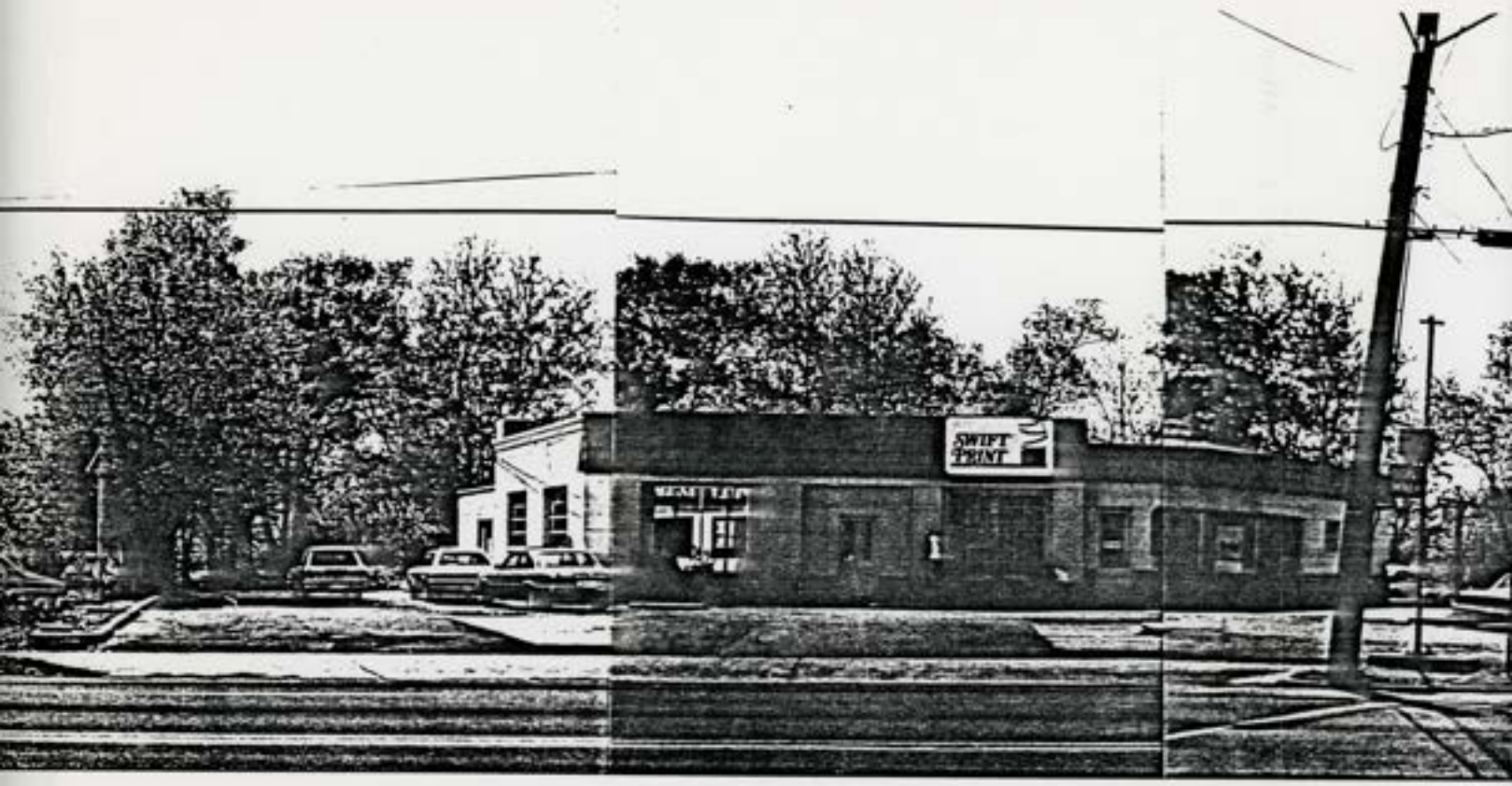
WILLIAMSON ROAD

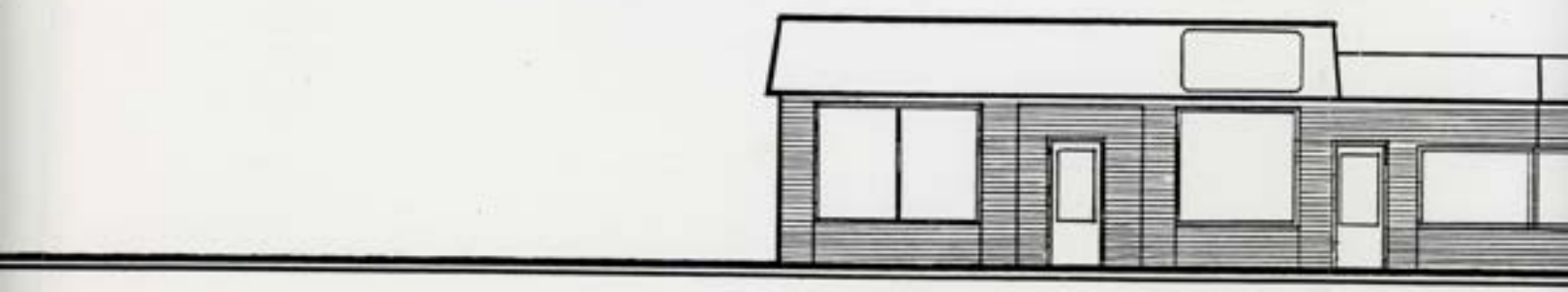
AD ~ WEST ELEVATION @ 10th STREET

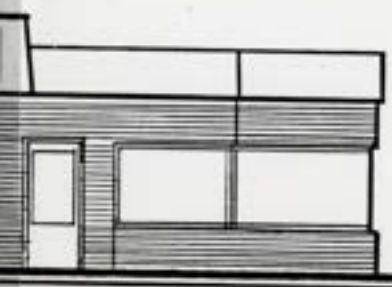




EET

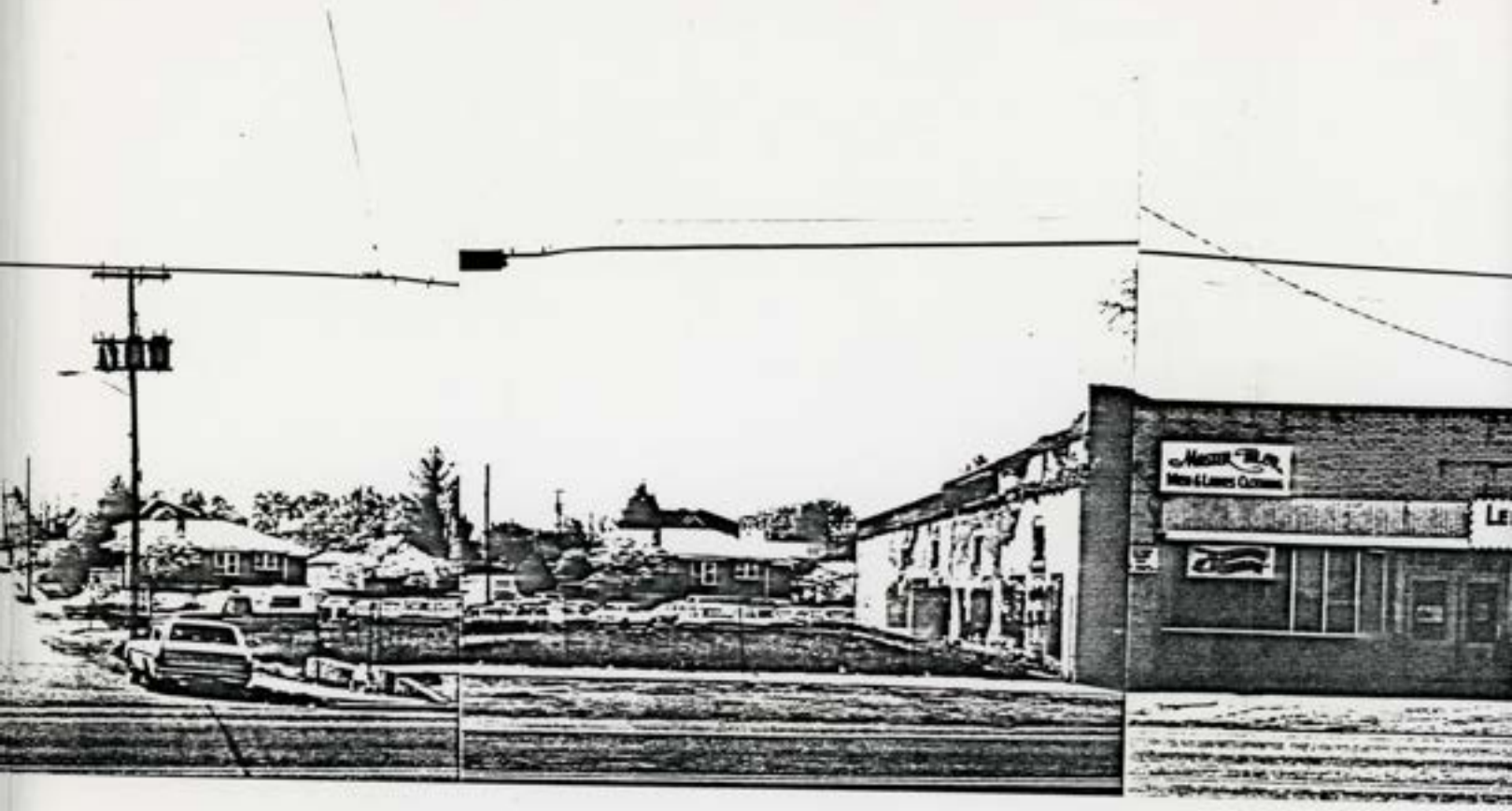

SWIFT
PRINT



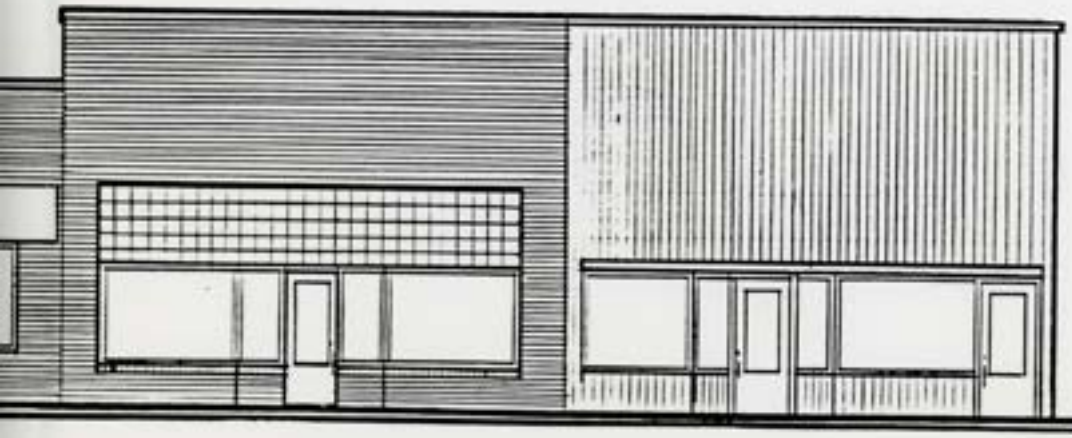


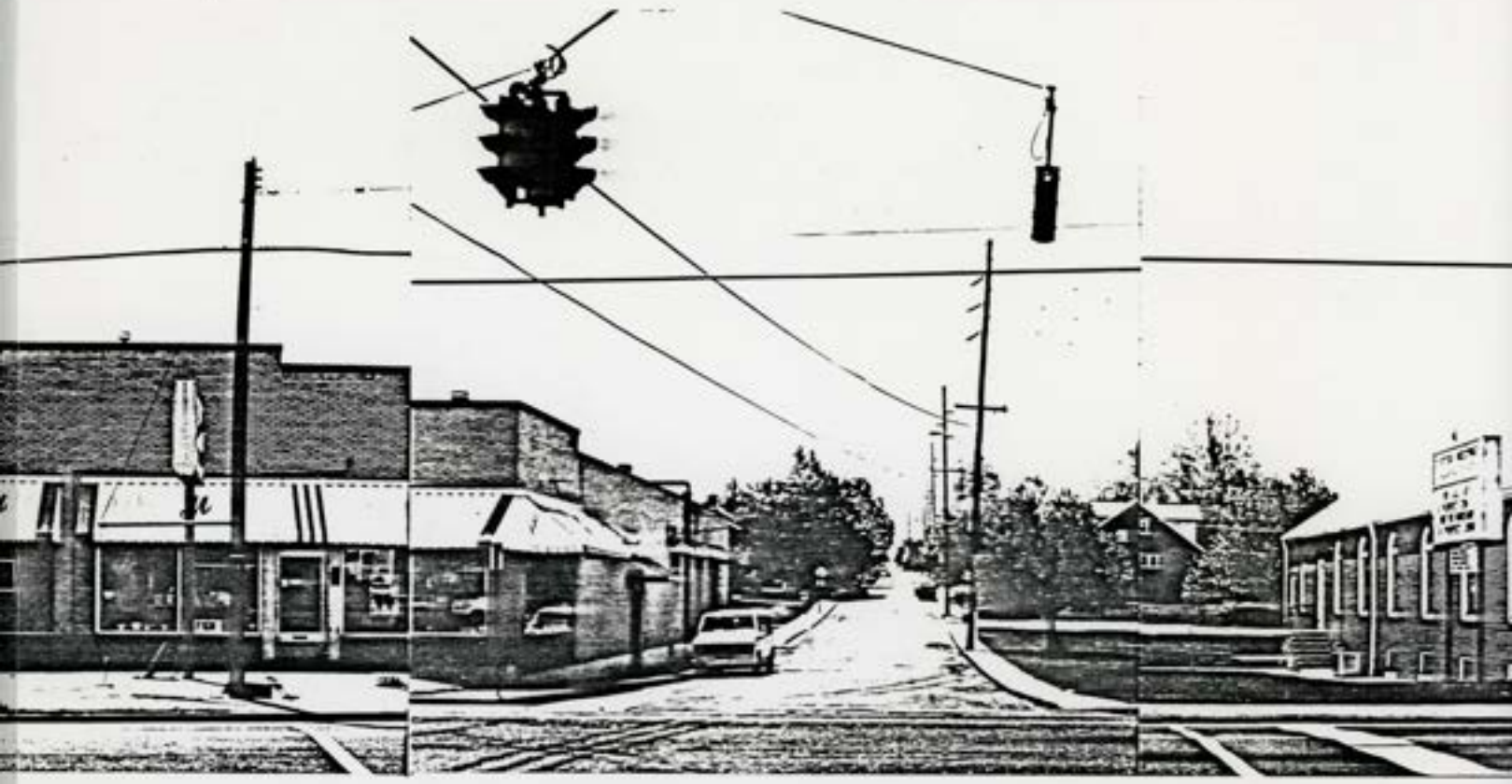

VIRGINI

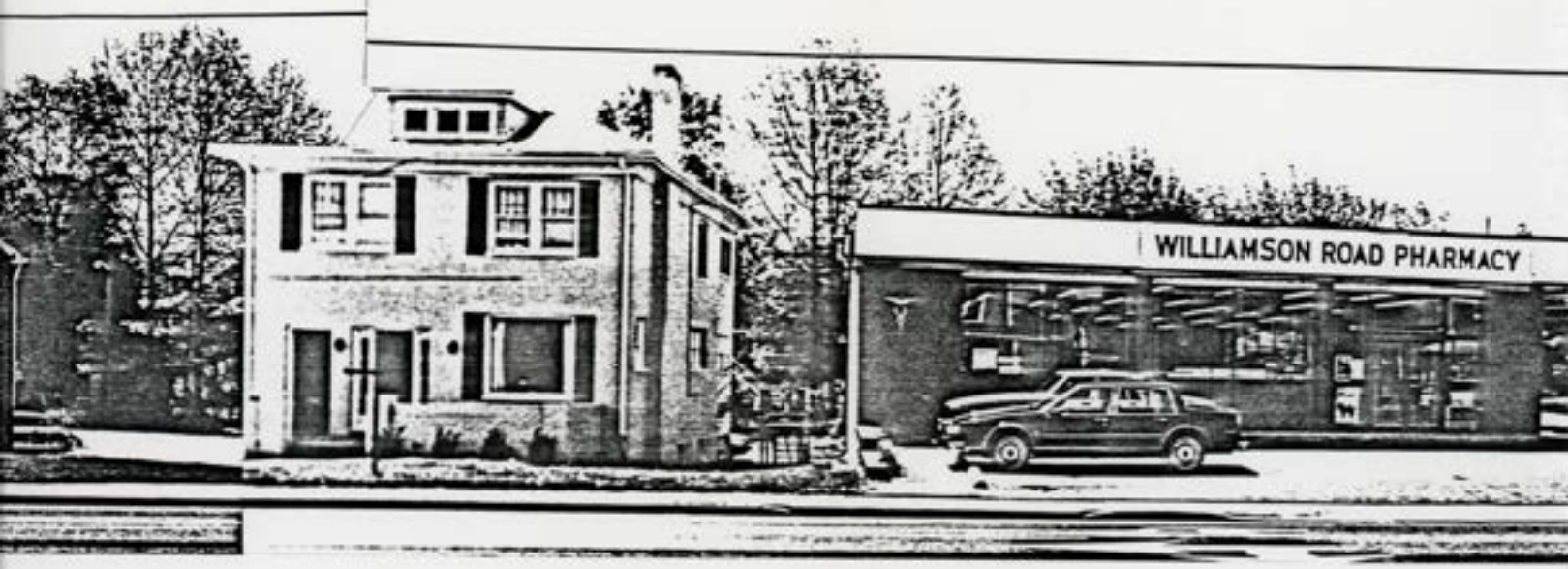

VIRGINIA HAIR ACADEMY

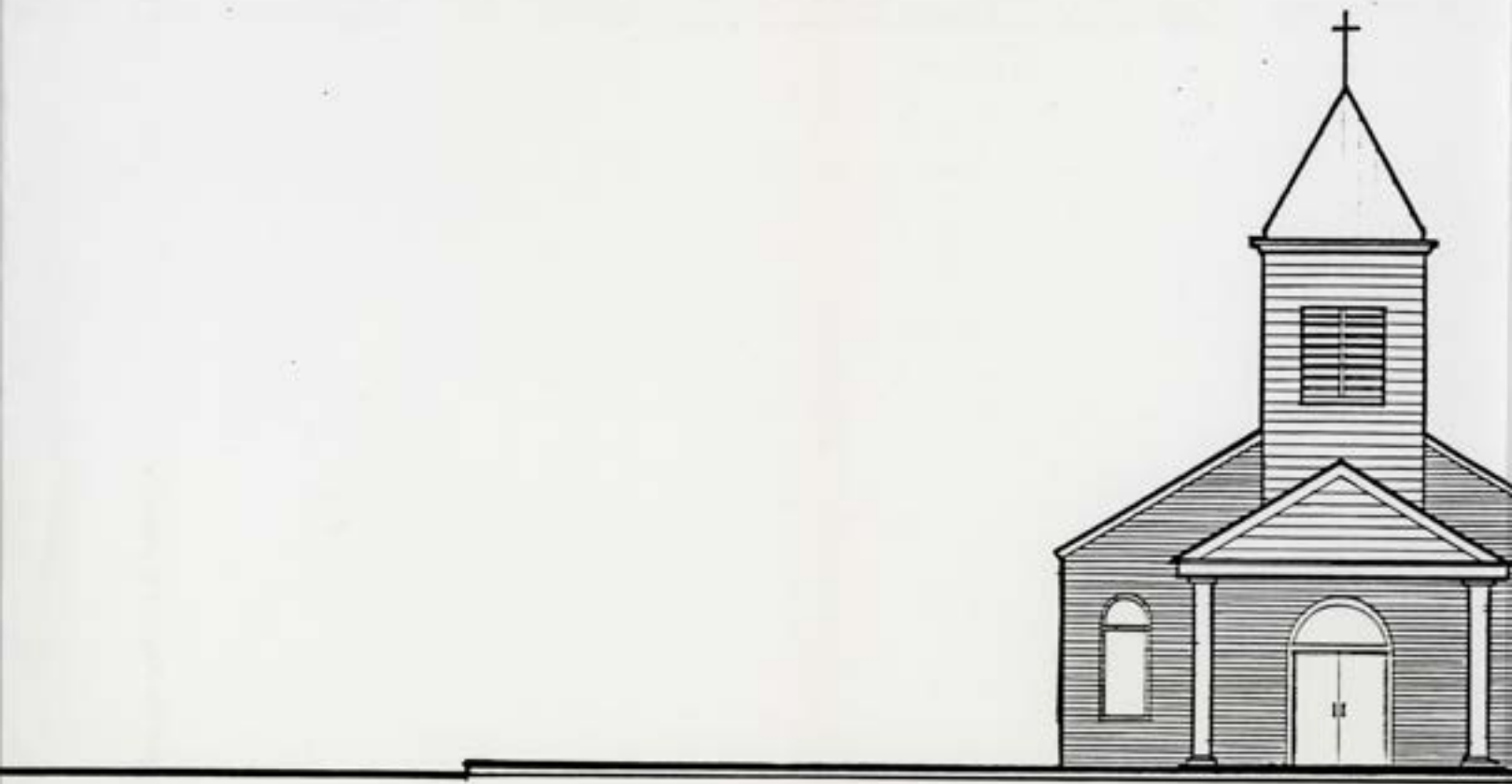


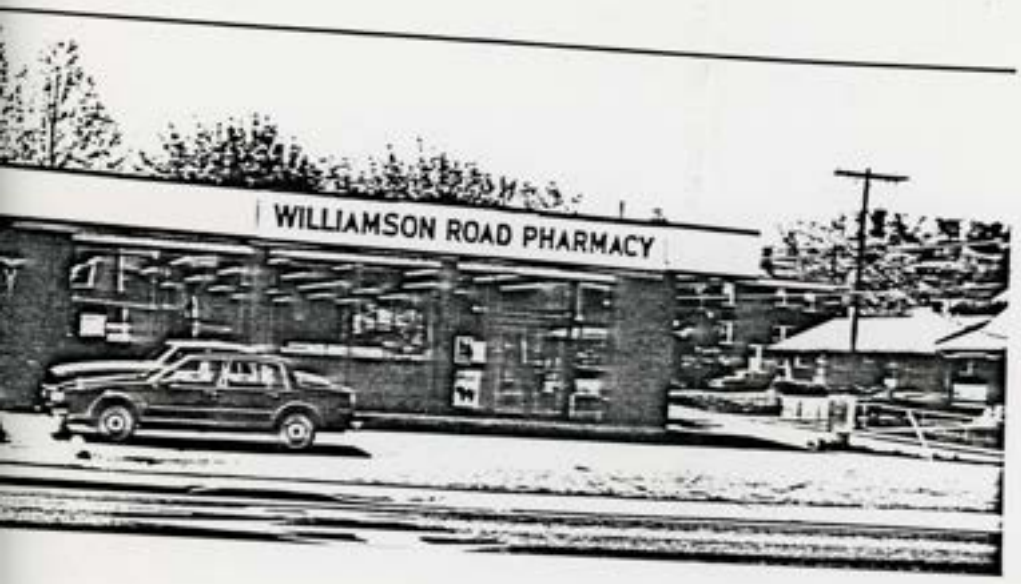

LEISURETIME POOLS
SPAS HOT TUBS
FOR SALE






WILLIAMSON ROAD PHARMACY




WILLIAMSON ROAD PHARMACY

Appendix E

STREETSCAPE ELEMENTS

AWNINGS

The use of awnings over storefronts and in upper store windows is very important to our goal of creating a friendly "hometown" shopping corridor. The sum of the possible variations and types of awnings create a very authentic and colorful shopping environment.

The following information is included to provide instructions for selecting, measuring, and installing awnings of various types, in specific locations.

Awning Fabrics

• AWNING FABRICS •

Generic Classification	*Printed Army Duck*	*Vinyl Coated Cotton*	*Vinyl Laminated Polyester*	*Solution Dyed Acrylic*
DESCRIPTION TYPICAL WEIGHT	Acrylic-painted cotton duck fabric, a traditional standard in the awning industry. Typical weight is 11 oz. per square yard. Resistant to ultra-violet light, mildew and water.	Vinyl coated on cotton duck fabric. Typical weight is 15 oz. per square yard, resistant to ultraviolet light, mildew and water.	Tri-layer fabric; top and bottom layers are vinyl, middle layer is a woven polyester scrim. Typical weights range from 10 - 16 oz. per square yard, resistant to ultra-violet light, mildew and water.	Woven fabric, made of 100% acrylic solution dyed fibers with a fluorocarbon finish. Typical weight is 9.25 oz. per square yard. Resistant to ultra-violet and color degradation, also water and mildew resistant.
COLORS	Stripes or solids, primary colors, pastels, some earth tones.	Solids or stripes – all colors are available.	Stripes, solids, primaries and pastels.	Wide variety – primaries and earth tones, solids and stripes.
UNDERSIDE	Pearl gray, green or pearl gray with floral print.	Solid pearl gray.	Linen-like pattern, solid coordinating color to match topside or same color as top.	Same as top surface – both sides alike.
SURFACE	Dull, with linen-like visible texture.	Smooth, non-glare surface with little or no texture.	Smooth or matte, with slight woven or linen-like texture.	Woven texture.
TRANSPARENCY LEVEL	Opaque.	Opaque.	Translucent, depending on color.	Translucent, depending on color.
ABRASION RESISTANCE	Very good.	Very good.	Good. Base fabric is very strong.	Good.
DIMENSIONAL STABILITY (Stretch)	Very good.	Very good.	Very good.	Good. Some shrinkage in cold weather, some stretch in hot weather.
MILDEW RESISTANCE	Good. Not recommended for areas of constant high humidity, due to cotton base.	Good. Not recommended for areas of constant high humidity, due to cotton base.	Very good. Recommended for sustained high humidity.	Very good.
DURABILITY/ AVERAGE LIFE SPAN	5 -8 years. (depends on climate and proper care of fabric.)	5 - 8 years. (depends on climate and proper care of fabric.)	5 - 8 years. (depends on climate and proper care of fabric.)	5 - 10 years. (depends on climate and proper care of fabric.)
FLAME RESISTANCE (FR)	Some colors are available with flame resistance treatment.	Some colors are available with flame resistance treatment.	Some colors are available with flame resistance treatment.	Non-flame retardant at this time.
WIDTH	31 inches	31 inches	31 / 62 inches	46 / 62 inches

*To a lesser degree, fabrics such as yarn coated polyester are also used in the awning industry.

Awning Graphics

• GRAPHICS •

TOP: A manufacturer demonstrates the final stages of spray painting an awning. BOTTOM: This colorful awning was decorated through the use of silk screening techniques.

A variety of methods are used to apply graphics to the awning, which vary greatly in decorative effect. Methods include:

SILK SCREENING Graphics of almost any complexity can be accurately transferred onto the awning through the use of special screens which are cut specifically for the application. Ink is spread evenly over the top of the screen and "printed" onto the face of the fabric. Silk screening is an excellent method for insuring consistency of quality in multiple applications and can be an economical way to apply graphics where a large quantity is involved

HAND PAINTING Hand painting the graphics directly onto the awning, with materials selected specifically for fabrics, can provide a uniquely customized effect to any awning. Hand painting is often the most economical method of applying graphics.

SPRAY PAINTING For jobs where two-color effects are required, many manufacturers recommend the spray-on or air brushing methods. Typically, graphics are drawn onto the awning and then blocked out with a masking compound. The entire awning is then spray painted in one or more colors, while the awning is on the frame. This method produces an even consistency of paint application and a smooth finish.

CUT-OUT LETTERING In applications where easy readability is essential, cut-out lettering is an excellent method for applying simple graphics to the awning. Letters and/or graphics are actually cut out of the fabric and replaced from behind with letters or graphics cut from a second translucent fabric.

HEAT COLOR TRANSFER Awnings can also be decorated through the use of a heat color transfer method, which utilizes a vacuum applicator to adhere color to the fabric.

Any number of colors can be applied simultaneously, and pigments and resins are embedded into the fabric.

HOW TO MEASURE AND INSTALL

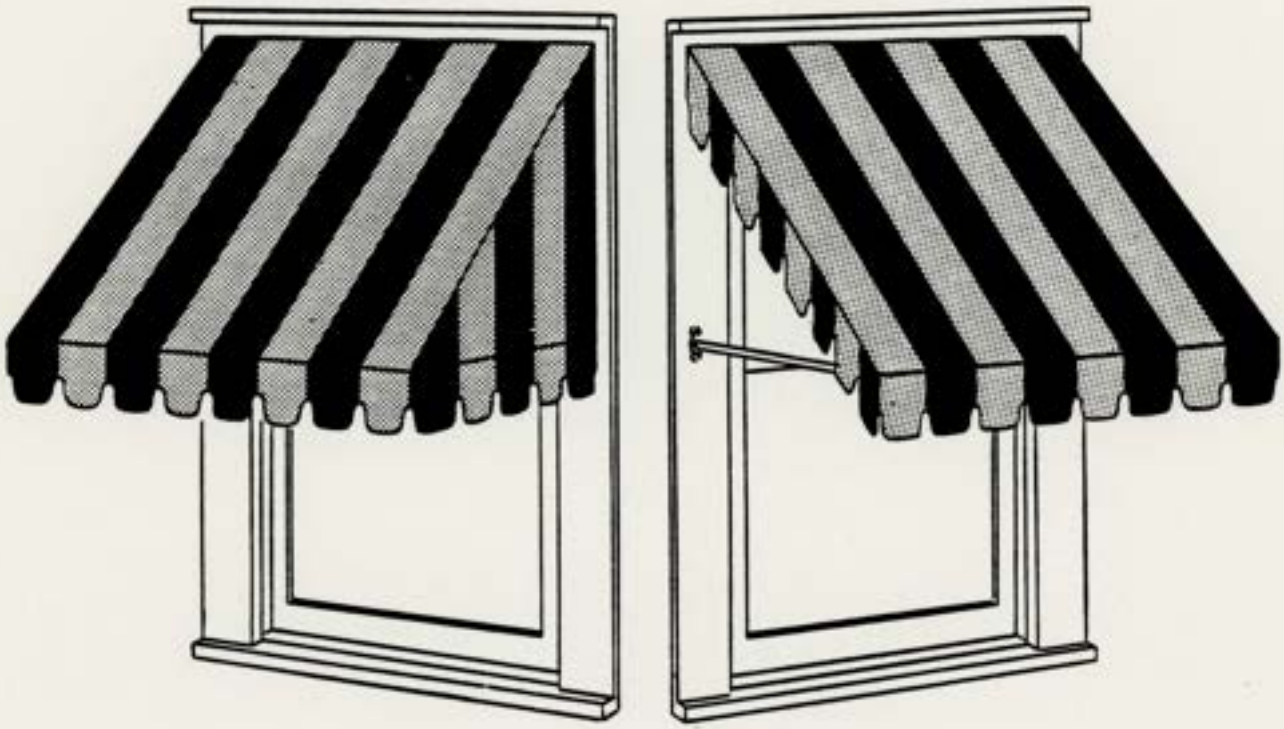
ANCHOR

CUSTOM AWNINGS

812-867-2421
Rep in N. Carolina
David Hardage 704-372-

REGULAR
WINDOW AWNING

VENETIAN
WINDOW AWNING



HOW TO MEASURE

DROP (1 to 2)

Measure from top fastening point (1) down to the point where hinge for awning frame is to be placed (2). Hinges are usually placed at or below middle of window. NOTE: Scalloped curtain hangs 12" below frame unless drop is 2 ft. or less in which case 8" curtain is used. If any other depth is wanted please specify.

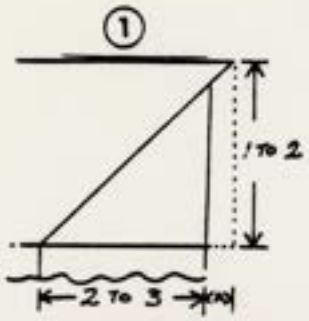
PROJECTION (2 to 3)

This measurement should be made two inches less than the drop measurement.

WIDTH (3 to 4)

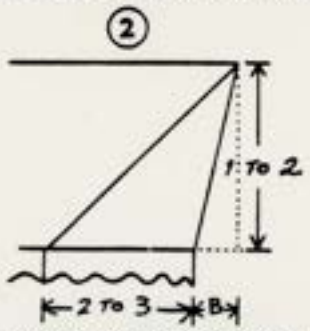
Measure from center to center of casing for complete awning. For cloth recover only this measurement should be taken from the awning frame. AWNING COMPLETE Consists of cover, frame and all necessary fixtures. AWNING RECOVER consists of new cover only.

SPECIAL END CONSTRUCTIONS



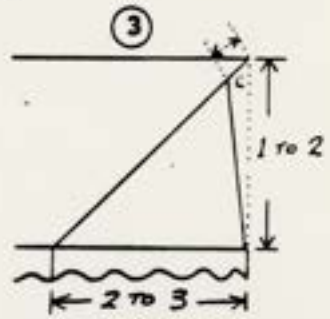
REGULAR TOP BACK

Besides 1 to 2 and 2 to 3 measurements give distance top is set back as shown by "A" in above illustration. This type construction is used when point for fastening top is back from face of post. (Where the hinges will fasten to the building.)



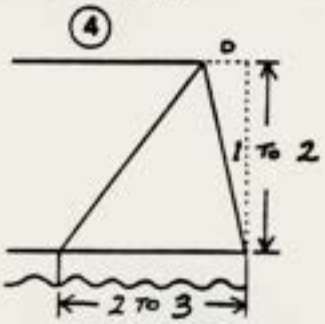
TOP BACK - SLOPE ENDS IN

Besides the 1 to 2 and 2 to 3 measurements give distance top is back and ends are sloped in as shown by "B" in above illustration. This style construction is used where posts are larger at the bottom (where the hinges will fasten) than at top.



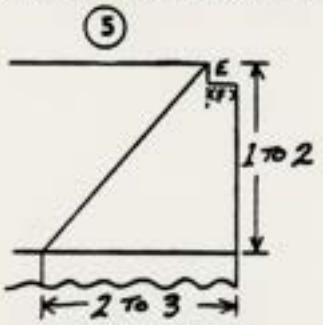
ENDS SET DOWN

Besides the 1 to 2 and 2 to 3 measurements give the distance ends are set down as shown by "C" in above illustration. Construction of this style is used for posts with caps or other projections. (Eliminates cut out.)



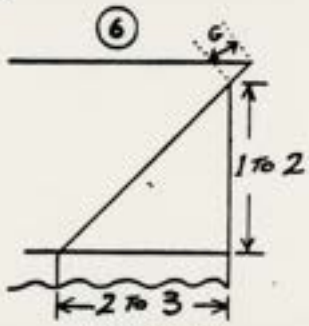
TOP PROJECTS

Besides 1 to 2 and 2 to 3 measurements give the distance top projects as shown by "D" in above illustration. This style construction is used when point for fastening top is out from where hinge will fasten.



TOP PROJECTS

Besides 1 to 2 and 2 to 3 measurements give distance indicated by "E" and "F" in above sketch. This type construction is usually used where there is a wood plank at point where top fastens. This makes a neater fitting end.

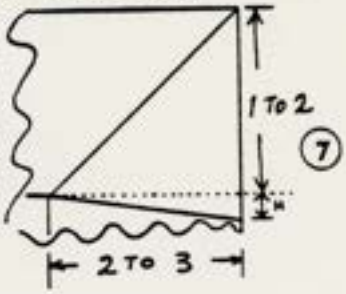


TOP LONGER

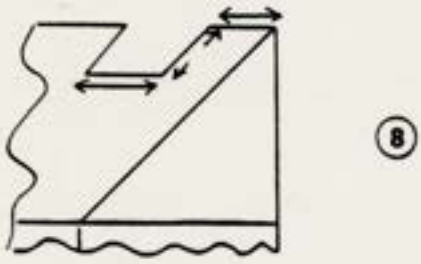
Besides 1 to 2 and 2 to 3 measurements give distance indicated by "G" in above illustration. This construction is practically the same as top back. However, note it differs in the manner it is measured.

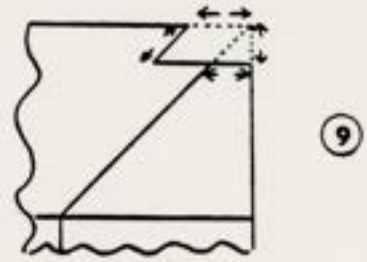
SLOPE POCKETS

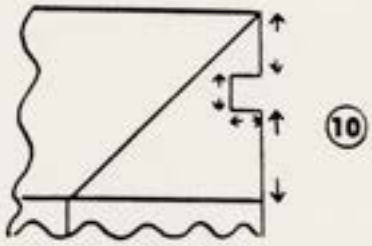
Besides the 1 to 2 and 2 to 3 measurements give the distance pocket is to be sloped as shown by "H" in illustration to the right. This type construction enables one to have a greater projection than drop without using slide rods or plate hinges. Example: If 1 to 2 measurement is 2'-4" and a projection of 3' is desired, the pocket could be sloped 8" (the difference between the 1 to 2 and 2 to 3 measurement) so awning will pull up properly.

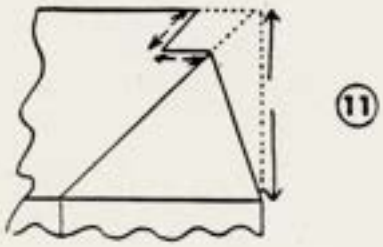


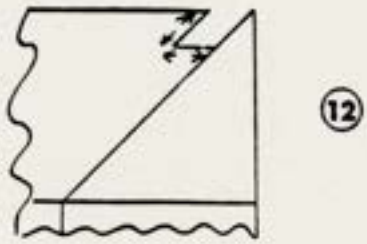
CUT OUTS OF VARIOUS TYPES

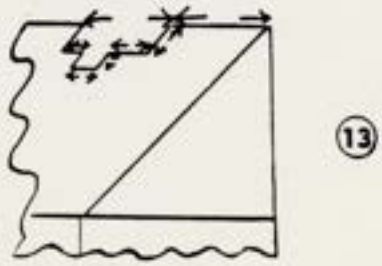




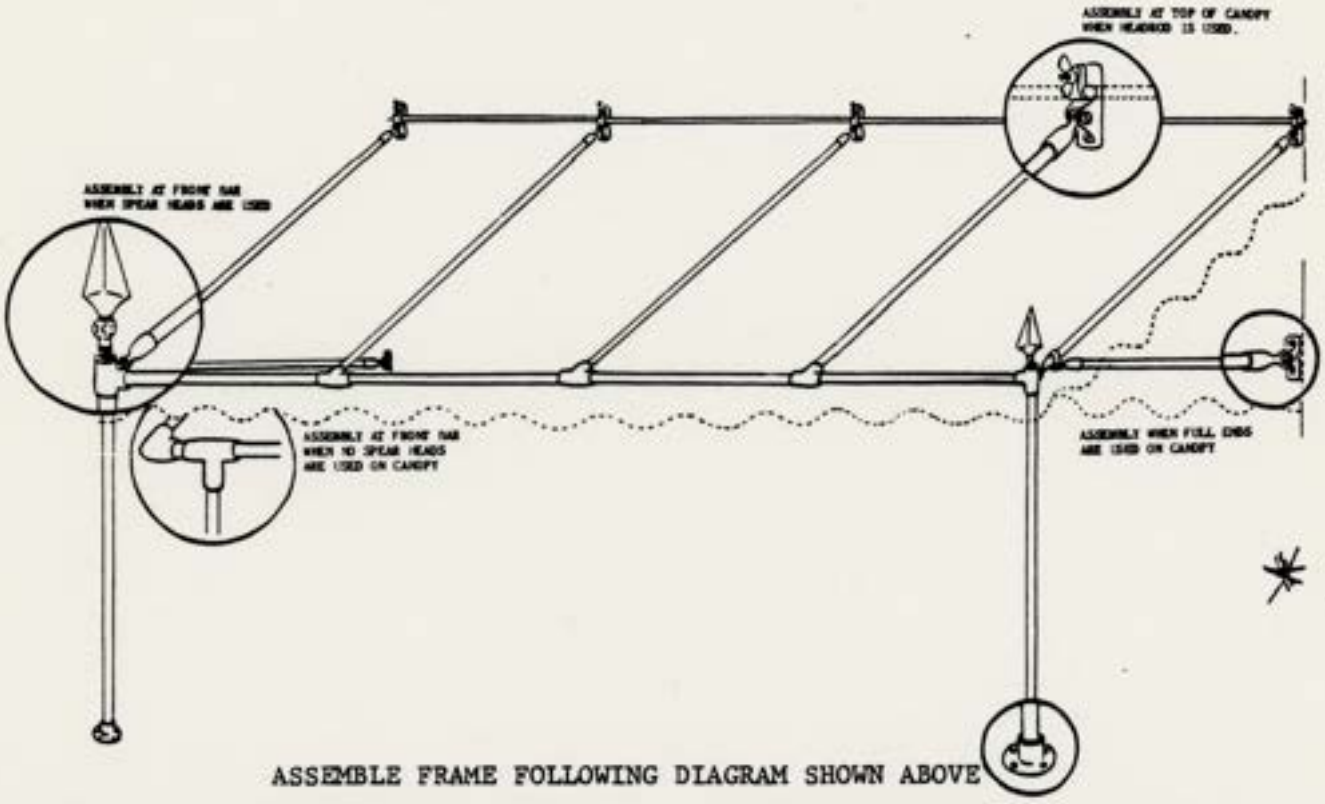








INSTALLATION INSTRUCTIONS
FOR
ANCHOR CUSTOM MADE STATIONARY AWNINGS



ASSEMBLE FRAME FOLLOWING DIAGRAM SHOWN ABOVE

1. Fasten headrod and rafter holders in horizontal line at point awning is to fasten to building, spacing to be determined by spacing of lacing bands on underside of awning.

2. Assemble front bar, uprights, and two end rafters as shown. If spears are used the two end rafters will have eye ends on both ends. (All other rafters have threads on one end.) If spears are not wanted the two end rafters will be like all other rafters, and will fit into elbow on end of front bar as shown. At this time care should be taken to be sure all fittings are in their proper place, and all set screws are on under or back side of front bar when facing proper direction. When more than two uprights are needed, slip tees will be furnished on front bar for these also. Now attach the end rafters to building and raise front bar positioning upright. Secure base flanges with fasteners furnished.

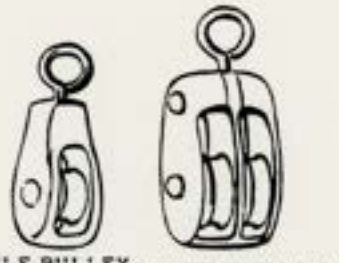
3. Screw all remaining rafters to slip tees on front bar and fasten to holders on building. Check distance between rafters at front bar to conform with distance between holders on building and tighten set screws.

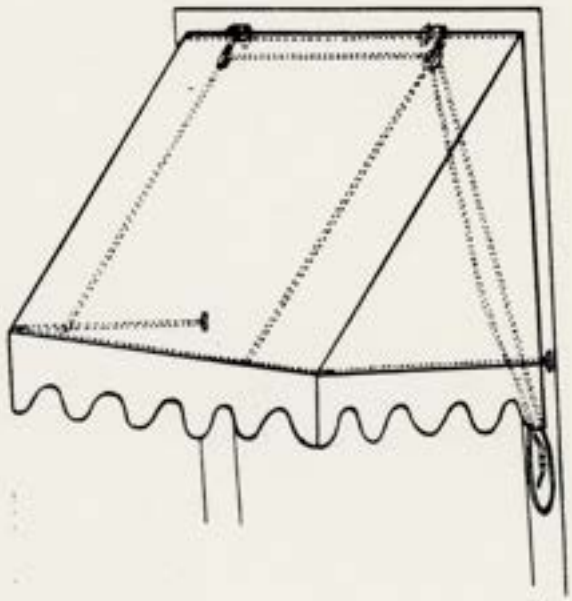
4. When frame is erected and all fittings securely fastened, attach awning at top. Slip headrod into pocket at top of awning through opening in pocket at one end (underside).

5. If spears used, remove spears from uprights and pull awning over frame. Insert spears through holes provided in fabric and screw into fitting.

6. Pull fabric taut over frame and lace securely to front bar following with outside rafters and progressing to center.

INSTALLATION INSTRUCTIONS FOR ANCHOR WINDOW AWNINGS





AWNING IS MADE LARGER THAN FRAME TO ALLOW FOR SHRINKAGE

AWNING INSTALLATION INSTRUCTIONS

1. Spread out awning cover with inside up. Insert front bar in frame pocket above front curtain. (Note: If awning width requires coupled front bar, assemble this first, screwing into couplings.) Insert arms in each pocket on sides and fasten securely to front bar. To pull cover tight, tie eyelet at back of awning to eye end, using twine provided.

2. Slide headrod into pocket at top of awning, inserting in opening provided at one side of bottom of pocket.

3. Measurements of awning are shown on small tag sewed into one side of headrod pocket. Headrod holders are mounted on horizontal line across middle of top of window casing. Set them in from ends of awning same distance as rope openings in pocket for front bar; i.e., center of headrod holder must be in vertical line with openings in front pocket so ropes pull straight up.

4. Install cleat 12" below center of window on right side. Assuming 2 headrod holders, hang 2 pulleys on right hand headrod holder. Hang one pulley on other headrod holder. Thread ropes through pulleys with shortest rope to right hand headrod holder. Pull awning up to top of window and wrap rope to cleat.

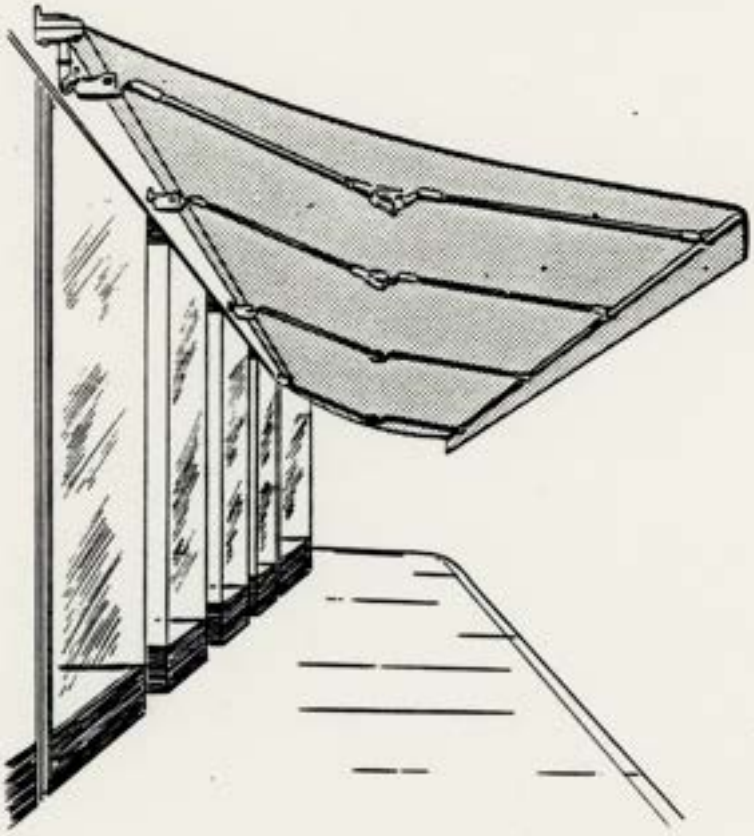
5. With headrod clamps loosened, place top of awning, with headrod enclosed, in recess provided and tighten headrod clamps.

6. Loosen rope allowing awning to open and holding awning out from window, mark point at which eye ends on ends of projection rods touch window frame. Fasten hinges about 1/2" above these markings. Front bar will be slightly lower than hinges until awning has been wet several times and draws into proper position.

7. Place eye ends in hinges and insert hinge bolt.

8. Pull awning up several times to check for proper installation.(cont. on next page)

GEAR ROLLER AWNING



HOW TO MEASURE

DROP (From 1 to 2): Measure from roller height to sidewalk and from the extended front bar to walk. The difference is the drop (from 1 to 2).

PROJECTION (From 2 to 3): Measure from the wall to the front bar in its extended position.

WIDTH (From 3 to 4): Measure the width of existing cloth, if appropriate. If not, measure roller and front bar width. State type of roller, attachment to roller and front bar.

ARM (From 1 to 3): Measure arm length when extended.

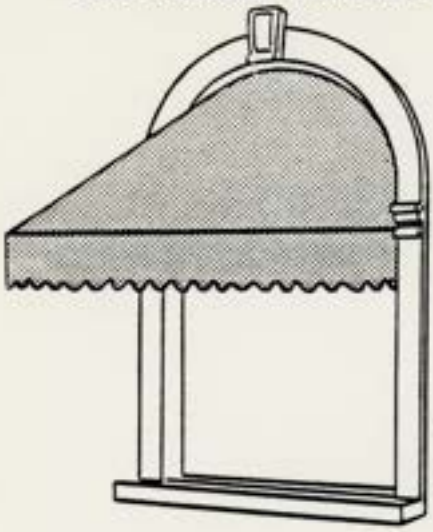
ATTACHING CLOTH TO ROLLER AND FRAME

1. Tie cloth to roller at each end, then across roller, using a needle made of a piece of wire with an eye bent in one end. Alternate - nail to roller using 1" galvanized roofing nail.

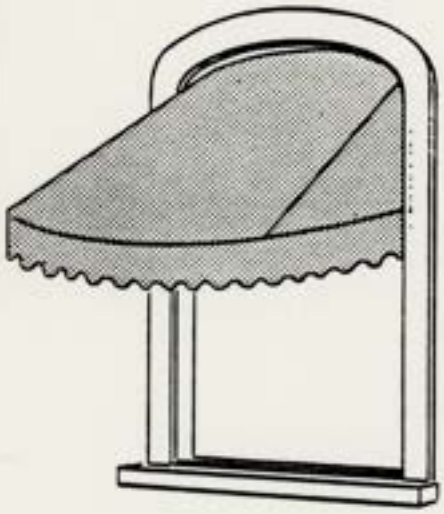
2. Prop up frame in a horizontal position and attach cloth to front bar of frame.

3. Fasten the top of end curtains just below the roller and tie front corner to the front bar of the frame.

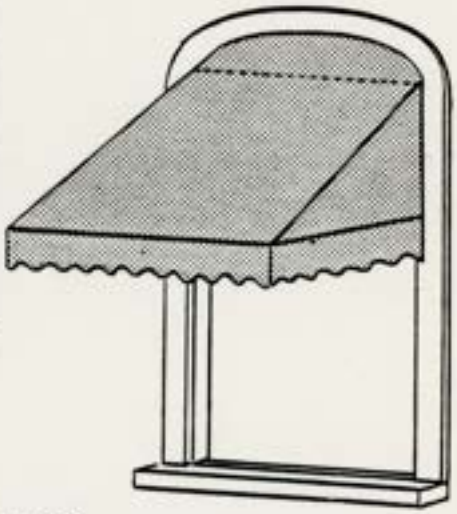
TRUE CIRCLE AWNING



OVAL AWNING



SEGMENT TOP AWNING



HOW TO MEASURE A TRUE CIRCLE AWNING

In this type awning the 1 to 2 measurement is always exactly one-half the 4 to 5 measurement. The frame of the awning conforms to the measurements of the circle top.

EXAMPLE: A true circle awning would measure 4 feet from 1 to 2, 4 feet from 2 to 3 and 8 feet from 4 to 5. Measure from 1 to 2, from 2 to 3 and from 4 to 5. Divide space from 2 to 5 into four equal parts and measure from A to B, from C to D and from E to F. For recovers give distance around frame as from 4 to 3 to 5.

HOW TO MEASURE AN OVAL AWNING

Measure from 1 to 2, from 2 to 3, from 4 to 5 and from 1 to 7. Divide space from 7 to 5 into four equal parts and measure from A to B, C to D and E to F. For recovers give distance around frame as from 8 to 3 to 6.

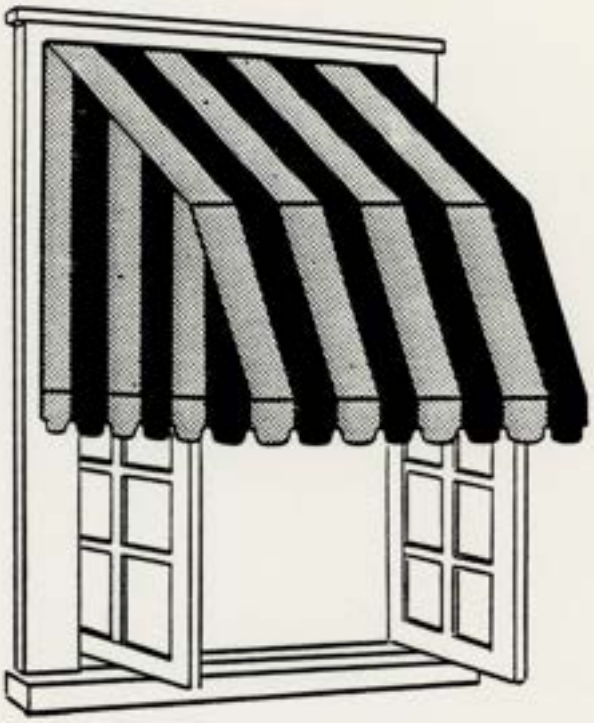
HOW TO MEASURE A SEGMENT TOP AWNING

Measure from 1 to 2, from 2 to 3 and from 3 to 4. Give height of segment as from A to B. If height of segment is more than six inches we will require the following measurements: Divide space from B to 1 into four equal parts and measure from A to B, from C to D, from E to F and from G to H.

HOW TO PUT UP

Window awnings can be erected by using the method described on Page 15. For large awnings use the directions on Page 23.

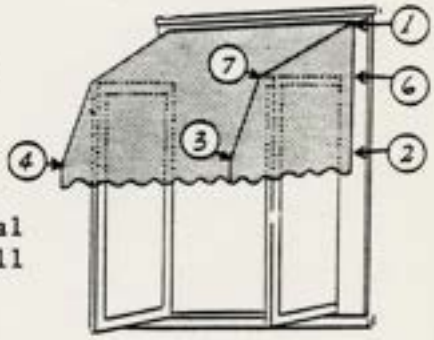
HOOD OR CASEMENT TYPE AWNINGS



Where there are casement windows opening outward, it is necessary to use this type awning. The hip construction allows the window to swing outward without touching the awning. Two frames are required for this type awning and both are fastened to a tandem hinge placed at point 2.

HOW TO MEASURE

Hood awnings are measured in the same general way as regular awnings. Give 1 to 2, 2 to 3, 3 to 4 measurements; also the 1 to 6 and 6 to 7 measurements.

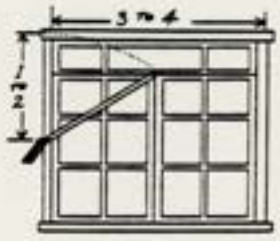


1. Determine location of hinge at point 2. This should be about the middle of the window.

2. Place rule across window from points 2 to topmost corner of the casement window (see illustration). Swing rule in an upward arc with point 2 as a pivot. When rule is in a vertical position, the upper end will indicate where top of awning will fasten. This will also give you the 1 to 2 measurement.

3. The 2 to 3 measurement should equal the 1 to 2 measurement.

4. Measure from location of top down to the top of the casement window which opens outward. This is the 1 to 6 measurement and should always be 8 inches or more. Some casement windows do not have a transom at the top in which case it will be necessary to fasten the top of the awning to the building above the window casing.



5. Give distance the casement window will project from face of casing when window is open. This is the 6 to 7 measurement.

6. Measure from center to center of casings for complete awning. This is the measurement from 3 to 4. For cloth recover only this measurement should be taken from the awning frame.

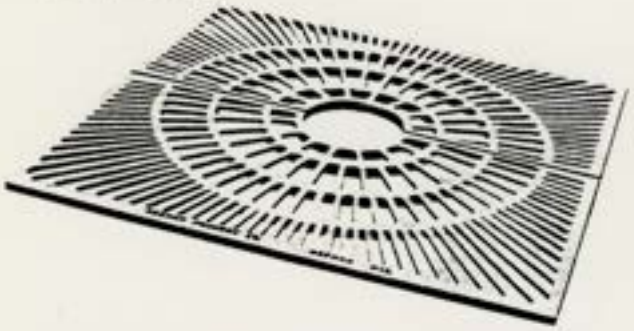
TREE GRATES AND TREE GUARDS

The use of tree grates in lieu of brick surrounds, raised planters, or Belgian blocks is an appropriate way of presenting trees on concrete sidewalks or precast concrete pavers. The grates are somewhat easy to walk on and therefore do not interrupt the flow of pedestrians on the street. They permit a good flow of air and water to the tree's root system. The hole in the grate can be easily expanded to correspond to the tree's growth patterns. These functional characteristics of a tree grate are somewhat obvious, although their importance must be understood. They also offer a quality of genuineness, which can be reinforced here in the finer detail of an element on the street. Our suggestion is a square design similar to the one shown on the following specification sheet. The radial pattern is very complete and will look good with the precast infill on both sides.

We propose the use of tree guards in high-traffic areas, along both pedestrian and vehicular pathways. They provide the needed protection on heavily traveled sidewalks, and they prevent damage to the young tree trunk by careless pedestrians. They do their job in quite an elegant way, as shown on the following specification sheet. Our recommendation is a design similar to Style B. Some investigation should be done to see if these units could be made locally.

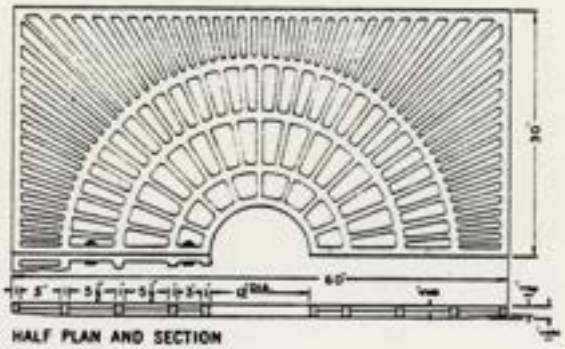
R-8734 180° SQUARE

(Formerly R-8611-B)

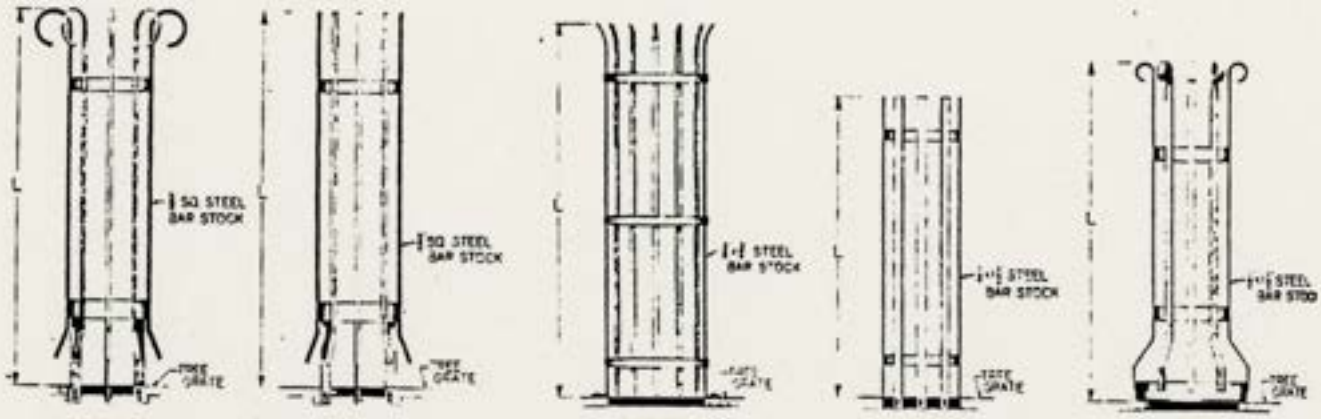


This radial bar sunburst pattern has expandable tree opening. Available with cast iron angle frame, if required.

Weight per set — 480 pounds.



HALF PLAN AND SECTION



Fabricated steel tree guards used in conjunction with Neenah tree grates add protection for the young tree as well as providing old world charm. Guards are furnished unpainted, but can be prime painted at additional cost.

In addition to the styling, the guards have different methods of attachment to the grates. Style A, B, and E, are usually attached to cast lugs which either extend downward or upward from the tree opening.

Style C is bolted to the grate surface.

Style D is bolted to edge of grate opening by drilling through inside edge.

Guards can be furnished for all existing Neenah tree grates.

Styles as shown or other custom guards available. Details and prices furnished on request.

FABRICATED TREE GUARDS

SPECIFY WHEN ORDERING

1. Style
2. Dimension L (guard height as measured from grate)
3. Tree opening diameter.
4. Rustik Red primed (at additional cost).
5. Asphalt coated, which is not suited for over painting. (At additional cost.)
6. Shop drawings for approval.

SUGGESTIONS FOR PAINTING TREE GRATES

Because of the unique properties of cast iron, tree grates from NEENAH do not require a paint coat for corrosion protection. The natural rust color of an unpainted tree grate will be a pleasant complement to the trees and surrounding paved area, whether it be concrete, brick pavers, or other stone paving materials—particularly in outdoor installations—and it has the added benefit of requiring no future maintenance.

When painting is desired, we offer the following two paint types as our standard at extra cost.

1. LO-LUSTER BLACK ENAMEL: This paint can be used as either a prime or finish coat. When used as a prime coat, it will withstand the solvents for subsequent alkyd, epoxy, or urethane top coats. When used as a finish coat, please specify number of coats required—we recommend at least two coats for optimum appearance.
2. RUSTIK RED PRIMER: This is to be used only as prime coat. It can then be top-coated, after curing, with most synthetic, modified and catalyzed enamels and lacquers as well as urethane and epoxy top coats.

If our standard paints do not meet your requirements, we also have the resources available to provide you with a price quotation on most any of your specific painting needs.

When ordering tree grates painted specify:

1. Lo-Luster black enamel as prime coat.
2. Lo-Luster black enamel as finish coat and number of coats.
3. Rustik red primer.
4. Other paint per your specifications.

ADVICE ON PLANTING TREES

Unusual stresses are imposed upon trees which grow in the urban environment; pollution, soil compaction, mechanical damage and restricted water and nutrients. As a result of these unfavorable conditions, many trees experience a shortened life span.

Urban foresters and soil scientists are developing more exact approaches to the problems and requirements of urban trees. Through proper maintenance, species selection, and special planting techniques, a tree's health can be greatly improved.

When planting trees in urban settings, one must provide enriched soil, proper drainage, and a means of providing water and air to the roots for proper tree development.

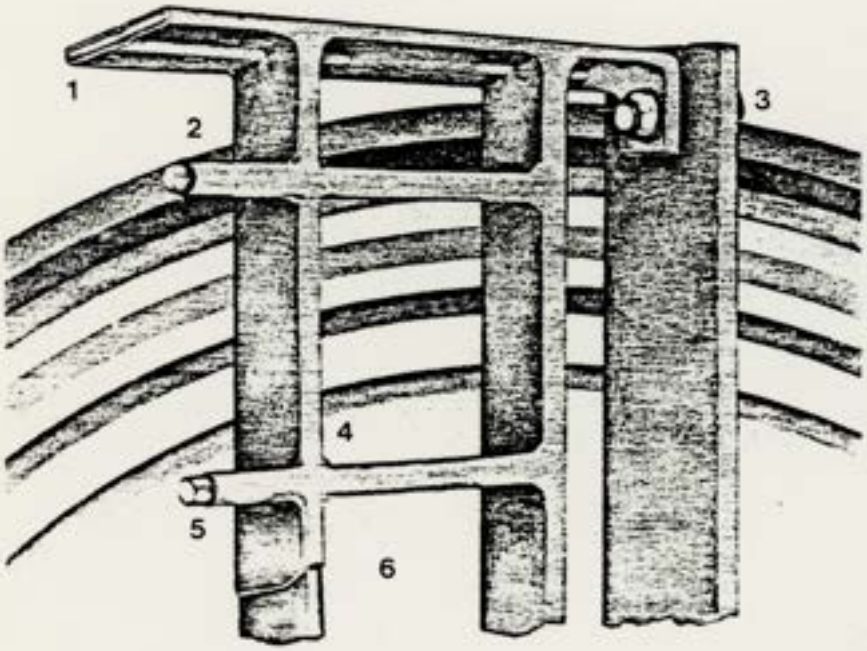
NEENAH Tree Grates can provide the means of getting the proper moisture and air to the roots for a healthy, long lived specimen.

No typical tree pit works for all situations. Urban designers must develop tree pits for each unique site. Soil scientists, arborists, and urban foresters can provide valuable assistance when dealing with the following sub-surface conditions: aeration, drainage, irrigation and feeding, enriched soil, methods of flushing salts and/or avoiding their accumulation, and methods of minimizing future soil compaction.

FENCE SPECIFICATION

The fence we recommend is Orsogril, sterope style. This fence has an elegant appearance and durable construction. We suggest the fence be free standing except in institutional circumstances where securing the fence to brick posts would be more appropriate.

Fencing



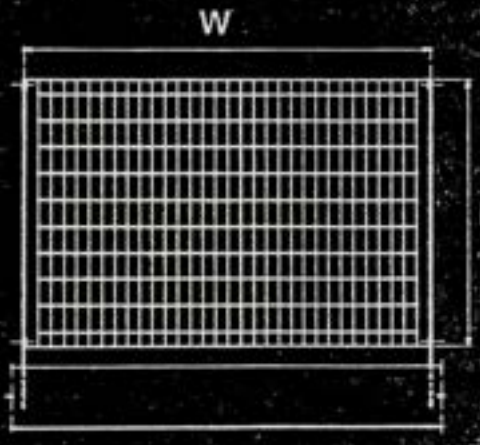
ORSOGRIL - Fencing with flair

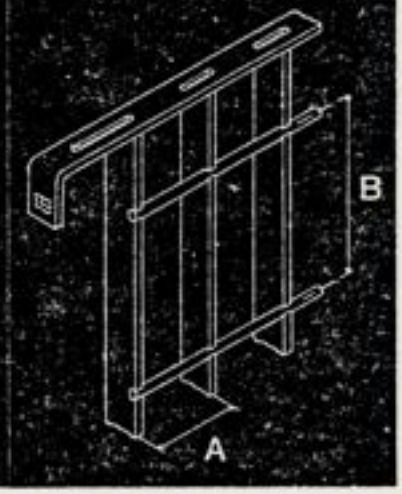
1. Framing bar seam-free welded by automatic electrofusion.
2. Three long-life finishes available in a wide range of colours: thermo-hardening polyurethane on galvanised base; thermoplastic PVC resin; hot-dip galvanised.
3. Stainless-steel anti-theft bolts.
4. All joints forged using advanced interpenetration electrofusion leaving no superfluous weld material.
5. Anti-climb configuration.
6. Available in a wide range of panel sizes and designs.

	MESH A x B	MAIN BAR	HEIGHT H	POSTS	OVERALL WIDTH (CORRECTION PANELS)
STEROPE	2 1/16" x 5 9/16"	1" x 1/4"	37"—52"—68" —83 1/2"—99"	2 3/4" x 1 1/16" 3 5/32" x 1 1/16"	78 3/4" (21 1/16"—28" 1/32" —35 5/8"—65")

ORSOGRIL - A NEW CONCEPT IN FENCING.

Orsogril is the new answer to the need for a high quality fence which combines beauty with strength, durability and ease of erection. The unique Orsogril fencing system is available in a whole range of size, configurations, colours and finishes to cater for all boundary problems. With its exceptional visual appeal Orsogril is especially suitable for prestige installations as well as normal and security applications.



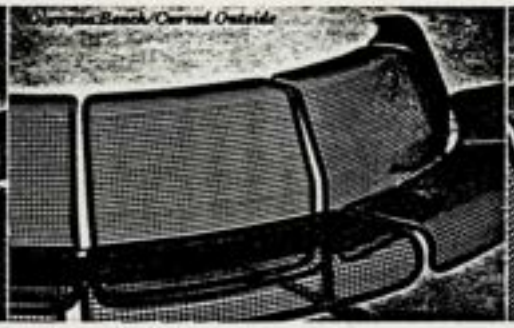


STREET FURNITURE SPECIFICATION

The street furniture we recommend is the Olympia series, Mobile series and Offenburg/Freiburg series by Kroin Incorporated. This seating is very durable and available in a variety of colors. The seating allows flexibility and is virtually self cleaning. As can be seen on the enclosed specification sheets, the detailing of this seating adds to the character we are attempting to achieve with the proposed improvements. Although it is not the least expensive seating available, in our opinion it is the most effective for Williamson Road.

Furniture

Olympia
Construction: Seats and backs are attached to a hot galvanized steel carrier frame.
Assembly: Olympia seating is designed to be easily assembled and installed. A single Basic Stool or Bench is the support structure to which an infinite number of Add-on seats may be connected. Basic Benches can stand alone or in conjunction with Add-on Benches.
Mounting: Olympia seating is available for mobile placement or may be cast-in-place, surface mounted or cantilevered.



Olympia Basic 2 Seat Stool
Straight

W	D	H	SH
48¼"	17¾"	17¾"	17¾"

Available in Add-on Model.

Olympia Basic 2 Seat Bench
Straight

W	D	H	SH
48¼"	31½"	29¾"	17¾"

Olympia Add-on 2 Seat Bench
Straight

W	D	H	SH
48¼"	31½"	29¾"	17¾"

Olympia Basic 2 Seat Bench
Curved 60° Inside

D	H	SH	IR	OR
31½"	29¾"	17¾"	43½"	75"

Available in Add-on Model.

Olympia Basic 2 Seat Bench
Curved 60° Outside

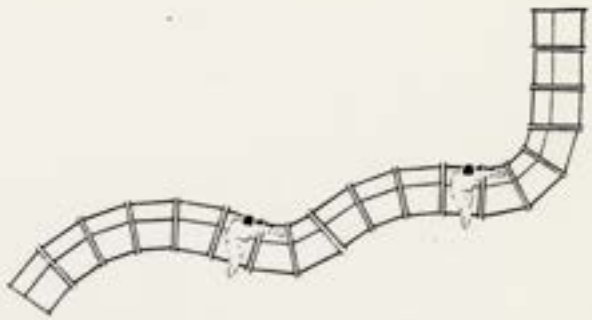
D	H	SH	IR	OR
31½"	29¾"	17¾"	48⅜"	79¼"

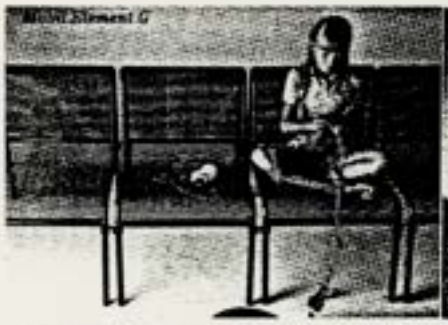
Available in Add-on Model.

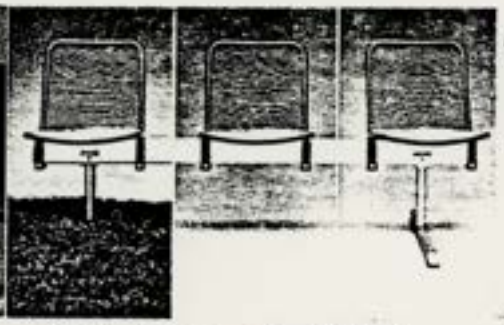
Kroin

Furniture

Designed for the 1972 Olympics, Kroin Park Furniture has been acclaimed the world over for its flexibility. This comprehensive series includes a wide range of individual and modular seating designs capable of forming curved and linear configurations. The construction characteristics of this series make it ideal for heavy commercial use. Its versatility is further enhanced through a variety of mounting options.







Mobil: Modular Landscape Seating
Mobil Elements and Seat Bowls are both available in three models that may be joined to form curved and linear configurations. Tandem Seat Bowls provide simultaneous inside and outside seating. This series offers numerous

Mobil
Construction: Anatomically contoured one-piece seat and back features reinforced welds at all critical support joints.
Mounting: Elements may be ganged with clamps and ground anchors to form secure rows of equally spaced seating. Seat Bowls may be mounted directly to a surface with clamps or base flanges, or on bases with cast-in-place legs or legs with plates.

Offenburg/Freiburg: Specialty Seating
Kroin stackable Offenburg and Freiburg Arm Chairs and Seat Bowls are designed for highly trafficked areas. Seat Bowls may be secured in place or mounted on a mobile or stationary carrier frame to form custom arrangements.

Offenburg/Freiburg
Construction: This large scale design, with reinforced welds at all critical support joints, provides exceptional strength and comfort. The specially angled chair legs provide unsurpassed stability and unlimited stacking capacity.
Mounting: Chairs may be ganged in series and protected with synthetic coated security chains. Seat Bowls may be mounted directly to a surface with base flanges or cantilever flanges or may be mounted to a carrier frame with cast-in-place legs or legs with plates.

Mono: Spectator Seating

Olympia, Mobil, Offenburg, Mono
Tube: 1" ⌀
Wire: 5/32" ⌀

Mono Row Seating

W	D	H	SH
15¾"	15½"	10⅞"	17¾"

For carrier frame mounting.

W	D	H	SH
17⅞"	24¾"	20½"	17¾"

Freiburg Seat Bowl

Element G
Straight

W	D	H	SH
22⅛"	33⅞"	31½"	17¾"

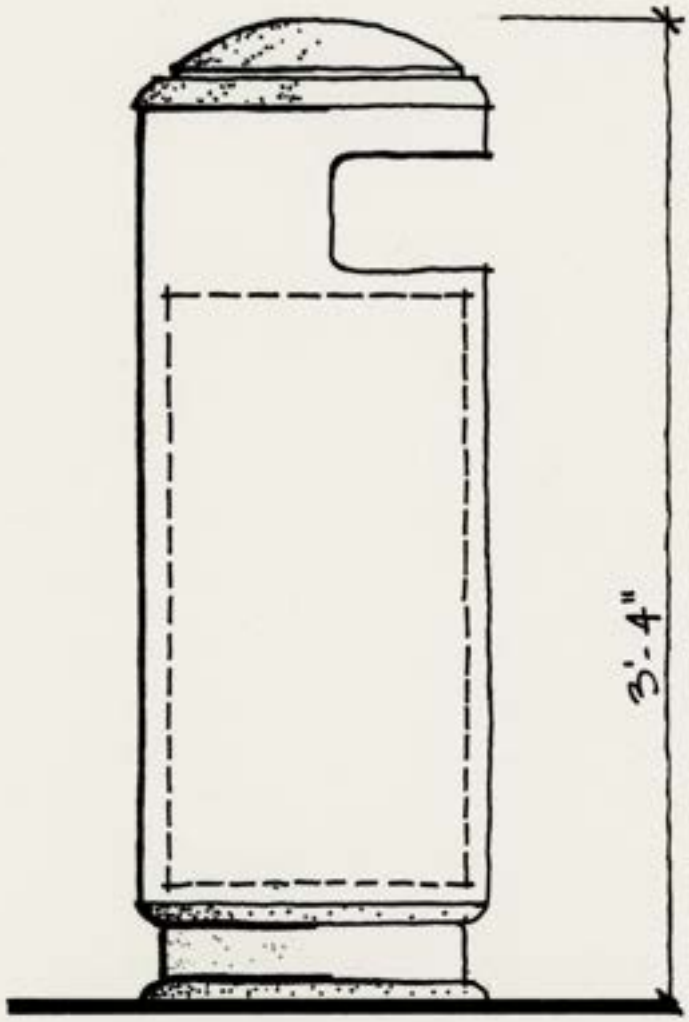
Kroin

TRASH RECEPTACLE SPECIFICATION

Much has been written regarding the most appropriate container in which to throw trash. We have found no perfect unit. The ones most aesthetically pleasing are often not very practical or functional. Usually the reverse is also true. What we attempt to specify is a unit that will tend to blend with other street furniture and not take on any special characteristics. A trash can should look like a trash can so people know its purpose on the sidewalk. It must also be easy to service and be able to withstand extreme conditions. The trash receptacle we recommend is manufactured by Urban Accessories and is a cylinder system trash receptacle.

Trash Receptacle

Design: A series of containers created from 14" steel tubing with cast iron tops and bases to provide a handsome, high-quality, long-life unit that's easy to install and maintain. Also the Cylinder System provides many size choices for each product to give flexibility for different projects.
Installation: Our Cylinders are mounted on a weighted base that allows for leveling when placed on a sloping surface. If stationary placement is desired, they can be bolted into the pavement. We provide the bolt and an expansion shield.
Special Features: 1) Trash and Ash Unit tops are permanently attached to the container to prevent theft or loss; 2) To empty, the lid is lifted and swiveled out of the way for easy removal of the metal liner; 3) The Trash Units are available with side openings for use in heavy weather or exterior use.



Trash w/top
T-10-T, T-15-T, T-20-T
(Trash, 20 gal. w/top)

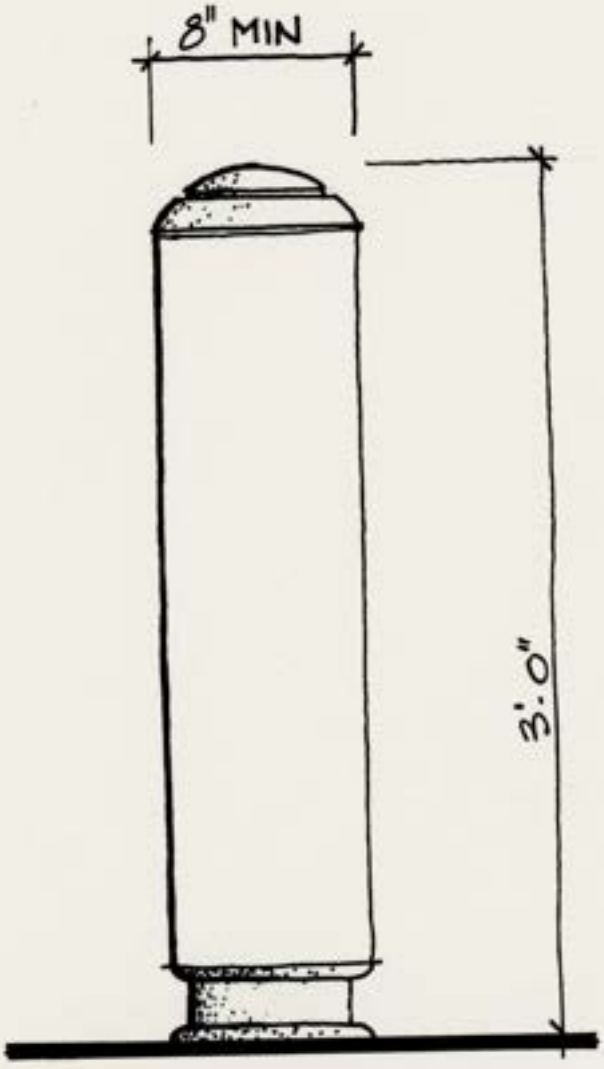
BOLLARD SPECIFICATION

Bollards are used to separate pedestrian and vehicle traffic, define boundaries, and separate or protect areas. They can also serve as an attractive addition to the streetscape. Chains or rods can be hung between bollards to create spaces. Bollards may even provide lighting (i.e. a sidewalk cafe). We encourage the use of bollards in all areas where they are appropriate. We recommend the 6 and 8 system, style $3C_1$ Plain or 3-Ph lighted, by Urban Accessories.

Cylinder Bollard

Design: Bollards work exceptionally well for the standard function of separating pedestrians from vehicle traffic areas.

Installation: Slab connection can be: 1) Cast-in-place (the bollard will be 6" longer for slab embedding); 2) Screw connection into flush slab receiver (clean junction at slab line); 3) be added to existing paving by using our single expansion shield.

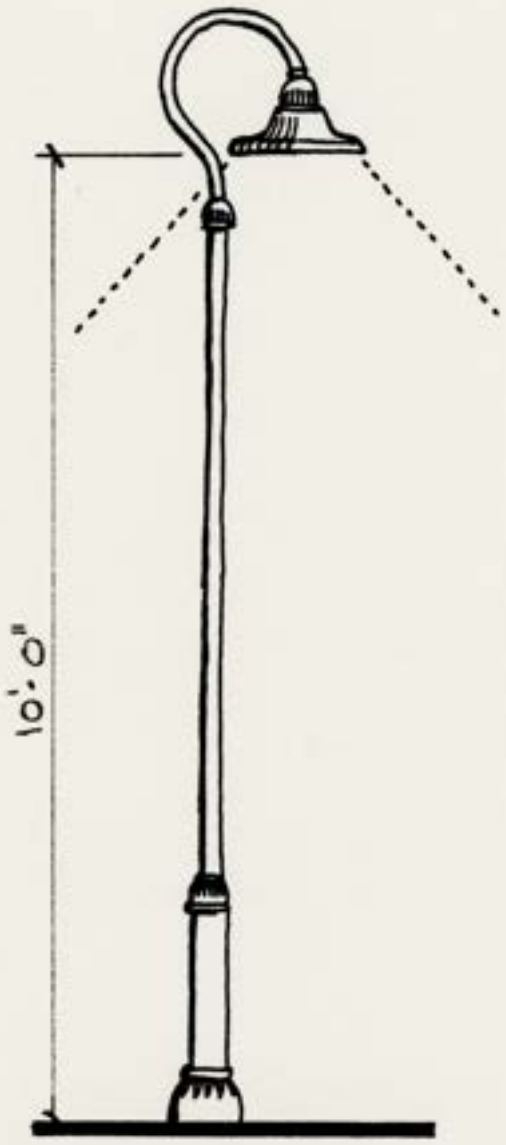


LIGHTING SPECIFICATIONS

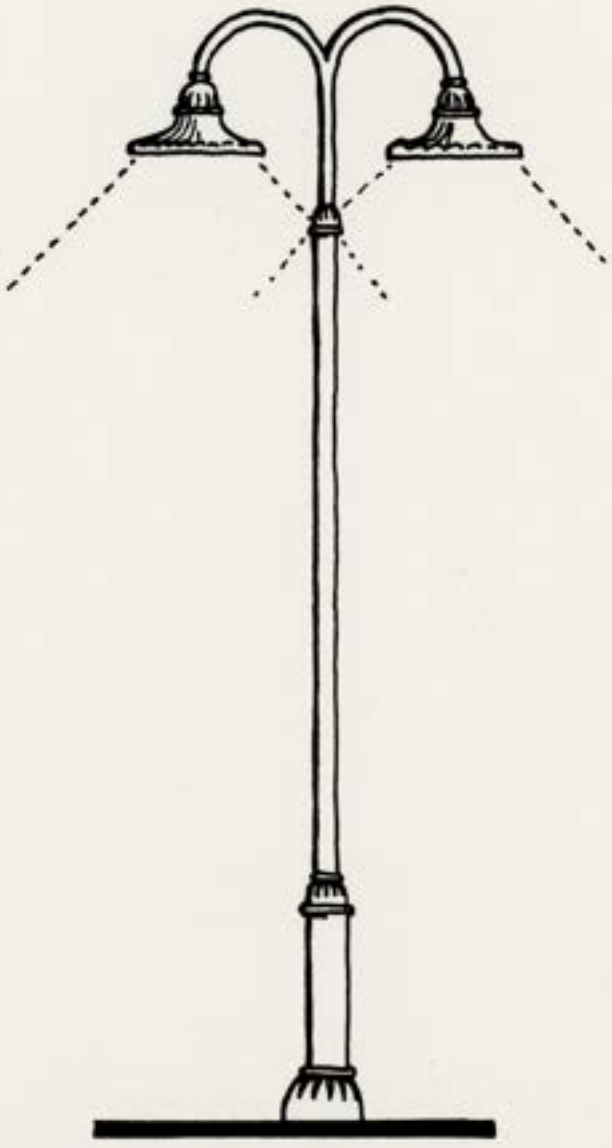
The proposed street light unit can be supplied by a variety of manufacturers. The important thing is to evaluate material quality. There are four basic choices in this selection process: the traditional cast iron, steel, cast aluminum, and cast epoxy resin. Cast iron has a certain timeless quality, and surely has the most longevity, but it is the most expensive choice. Steel presents a problem in determining how to protect the unit from rusting. A popular choice recently has been cast iron, at about two-third the cost per unit. The main objection to the aluminum is its brittleness; it can be broken fairly easy if hit by a vehicle. Welding the aluminum back together is a tedious job and one that rarely gives the desired result. We have researched the resin material, and have reservations about recommending this material for use on Williamson Road, since it is a relatively new product. We show on the following page one manufacturer's example of a finished unit. We recommend the street light shown manufactured by Urban Accessories. Each lighting unit is proposed to include a 110-volt receptacle and combination banner/flower basket holder.

Lighting

The posts illustrated here are manufactured as ordered so that they may be adapted to accomodate the luminaire desired. The light sources may be incandescent, mercury vapor, metal halide or high pressure sodium.



Sidewalk Lighting



Parking Lighting

BUS STOP SHELTER SPECIFICATION

Bus stop shelters are available in a variety of configurations. Shelters should be well lit and ventilated, easy to maintain and vandal resistant. Bus stops should provide temporary shelter for travelers without providing means for undesirable uses. Bus stops and thus bus shelters should be recognizable and contribute to the overall streetscape environment. On this basis we advise the use of the bus stop shelter shown by BIG Custom Enterprises.

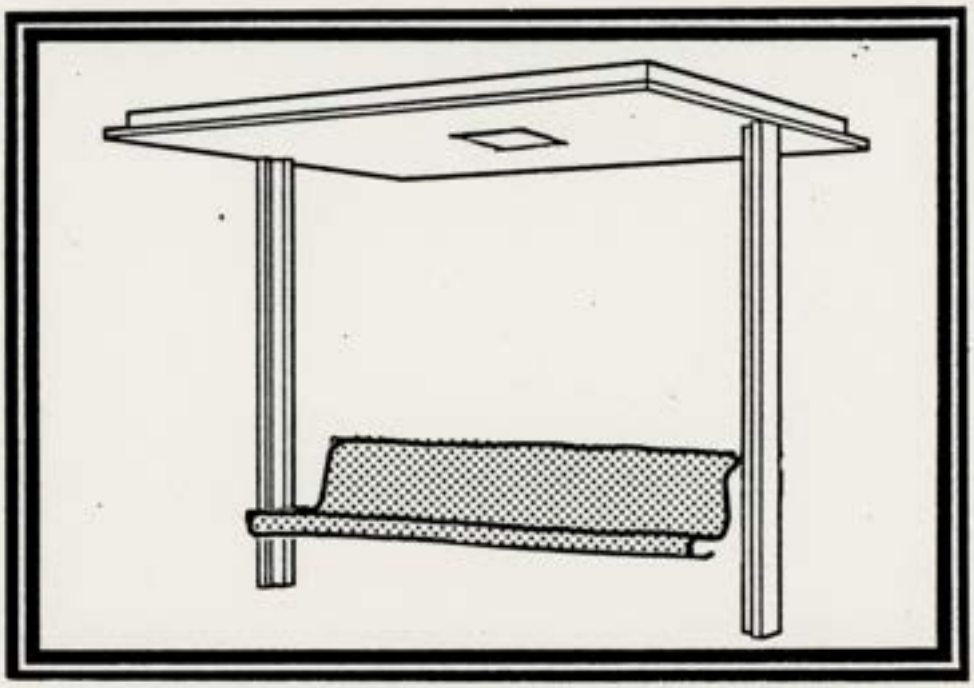
Bus Stop Shelter

Crisp clean design makes a modern statement to enhance your architectural design.

Unitized frame of square steel tubing gives extra strength, durability and resilience.

Fully flush, removable, coated steel panels can be replaced if damaged, are highly rust resistant and offer superior paint adhesion.

Delivered factory finished and pre-wired for instant useability and minimum site costs.



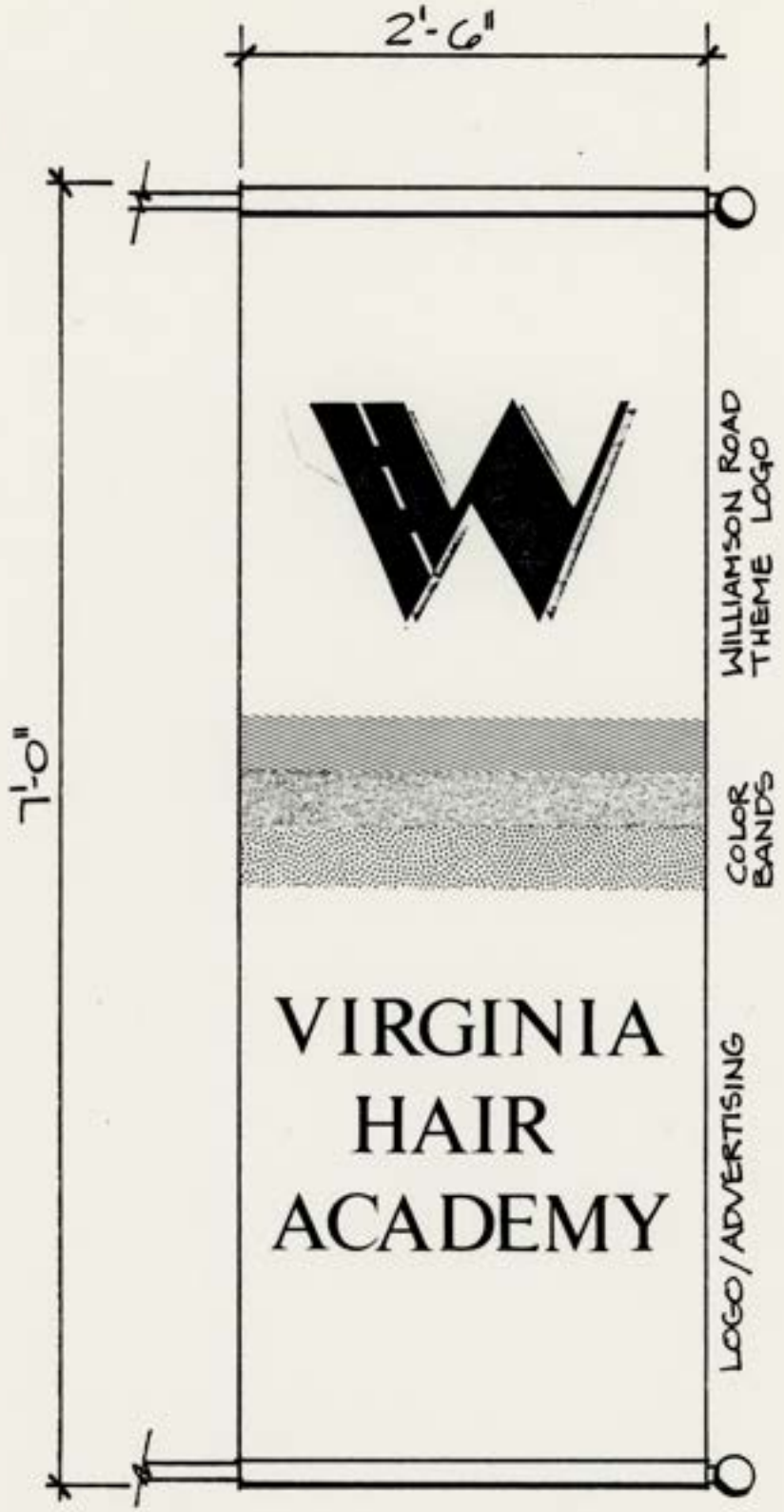
Bus Stop Shelters
B.I.G. Bus Stop Shelters are constructed of steel framing to insure durability and economy. The simplicity of design and engineering combines for simple on-site erection, making these shelters the most versatile and competitive models available.

BIG™ CUSTOM ENTERPRISES
9713 Factorial Way, Dept. D
South El Monte, CA 91733
(213) 686-2811

BANNER SPECIFICATION

Banners are proposed to be used throughout the Williamson Road Corridor. Banners provide an attractive and immediate improvement in any environment. Banners are colorful, easy to install and maintain, and can be made for a reasonable cost. Banners can be hung from telephone poles, light poles or storefronts. In addition, banners give merchants a unique way of advertising, displaying logos, or identifying themselves. Banners through their use, grouping, color, and organization can define space and create a sense of location. The example shown is our recommendation for a "Theme" banner for Williamson Road.

Banners


2'-6"
7'-0"
WILLIAMSON ROAD THEME LOGO
COLOR BANDS
VIRGINIA HAIR ACADEMY
LOGO/ADVERTISING

LANDSCAPE SPECIFICATIONS

Since the Design Plans depend on intensive use of trees, it is important to point out how these selections were made, and how specific types of trees will solve problems along Williamson Road. It was an over riding opinion that the Williamson Road corridor needed more trees. We have taken cues from the past and have selected trees that are native to this area and are very effective in and tolerant of suburban conditions. We have selected trees that complement the existing tree populations. Our planting list has a variety of trees for a number of reasons. The possibility that disease will wipe out an entire tree population virtually requires a diverse planting list. Another important factor is to provide trees with particular shapes for specific situations. It is also desirable to have trees in flower at various times during the season and to have various colors represented in the fall.

The tree planting scheme shown on the Design Plans are on public and private property. The public and private sector must cooperate to implement this scheme. The private sector is encouraged to plant trees and start wall gardens at every opportunity.

The choices reflected in this manual were carefully made, but they should be evaluated further in the implementation phase. Also during implementation, plans and specifications should include appropriate planting measures that recognize the unique characteristics of sites such as compacted earth, proper drainage requirements, etc.

PLANTING LIST

Shade Trees - We propose the use of shade trees on Williamson Road in large paved or lawn areas. These plantings will predominately occur at institutional, residential, public buildings, parks and plazas along the corridor. We further recommend their use as sound and visual buffers between businesses and residential neighborhoods. Shade trees can also be used to frame views.

1.	Willow Oak	-	Quercus phellos
2.	White Basswood	-	Tilia heterophylla
3.	Red Maple	-	Acer rubrum

Curb Trees - We propose the use of curb trees on sidewalks, in planting strips, and outside storefronts. These trees enhance the pedestrian environment while remaining unobtrusive. We recommend the following:

1.	Sassafras	-	Sassafras albidum
2.	European Beach	-	Fagus sylvatica
3.	Sentry Ginkgo	-	Ginkgo biloba

Ornamental Trees - We advise the use of ornamental trees in areas where their scale, massing and flowering characteristics would be appropriate, such as, beside the Lee Theater, etc. We suggest the following trees:

1.	Biltmore Crab Apple	-	Malus Glabrala
2.	Allegheny Service Berry	-	Amelanchier laevis
3.	Common Chokecherry	-	Prunus Virginiana
4.	Sweetbay Magnolia	-	Magnolia Virginiana

Vines - Where wall gardens are used we suggest:

1.	Double-flowering Wisteria	-	Wisteria floribunda macrobotrys plena (no seed pods)
2.	Trumpet Vine	-	Bignonia mme galem
3.	Boston Ivy	-	Parthenocissus tricuspidata veitchi

Other shrubs and flowers - The individual property owners are urged to plant shrubs and flowers of their choice.

OTHER STREETSCAPE ELEMENTS BY DESCRIPTION

Paving

We recommend that precast concrete pavers be used in conjunction with or in lieu of concrete sidewalks. Owners may choose to enhance their store fronts with these pavers which come in a variety of colors. We recommend precast concrete pavers be 2" thick; nominal 24" x 24"; laid in sand bed.

Advantage is that it is beautiful, easily accessible for utilities buried in sidewalk; the system is less labor intensive to install; and the material is less expensive than brick, granite, slate, natural stone, etc.

Option - Resist using other expensive materials (i.e. Brick, Granite, etc.) and continue repaving sidewalks with good "old", reliable concrete. It wears well, it's easy to maintain, it's economical, and has an attractive appearance.

Banner Anchors

Banner anchors are proposed to be installed at strategic locations (see Appendix A). The anchors will facilitate the graphic display of current events and coming events throughout the district.

Color

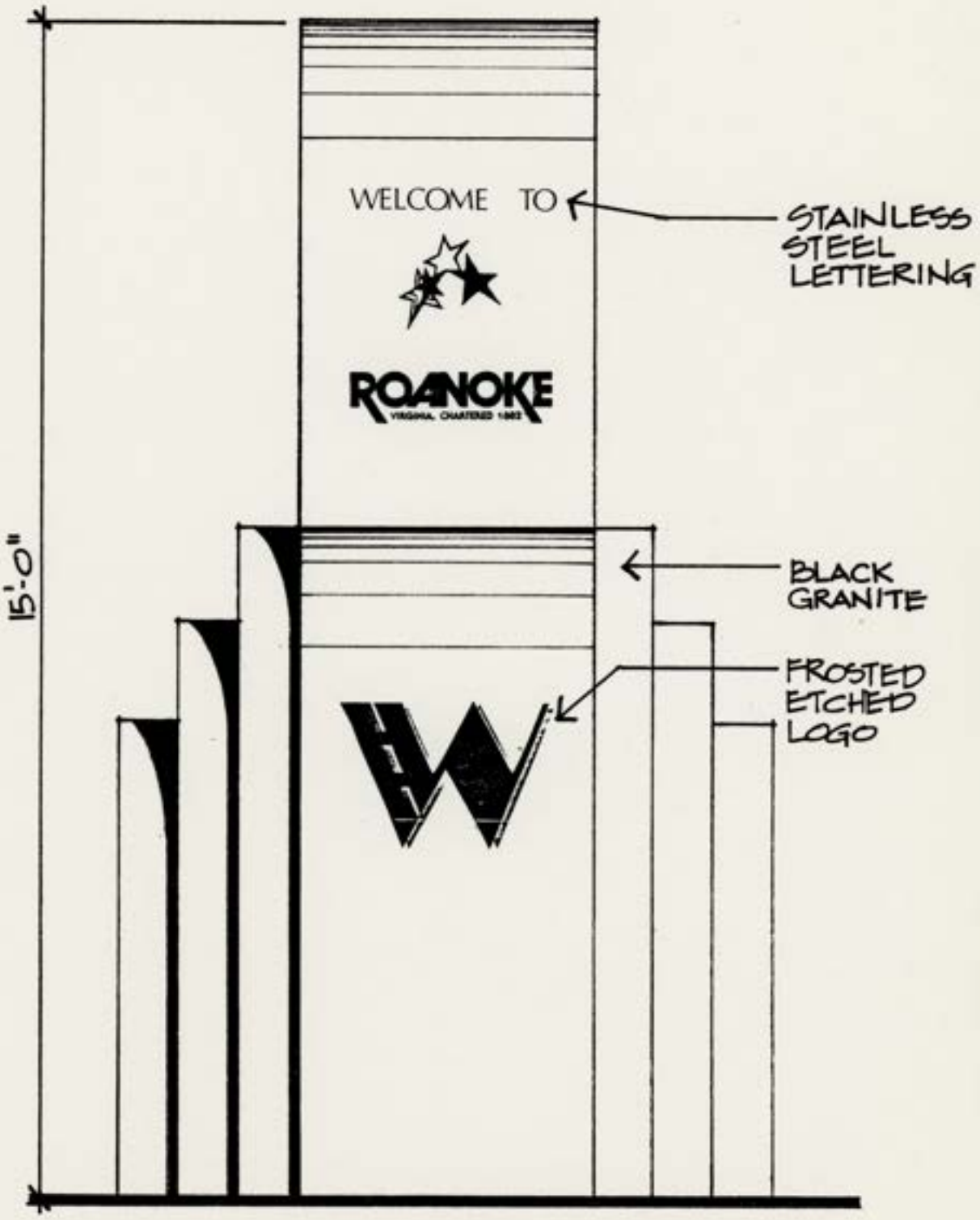
All exposed ferrous metal parts of Williamson Road streetscape elements are proposed to be bright and festive colors.

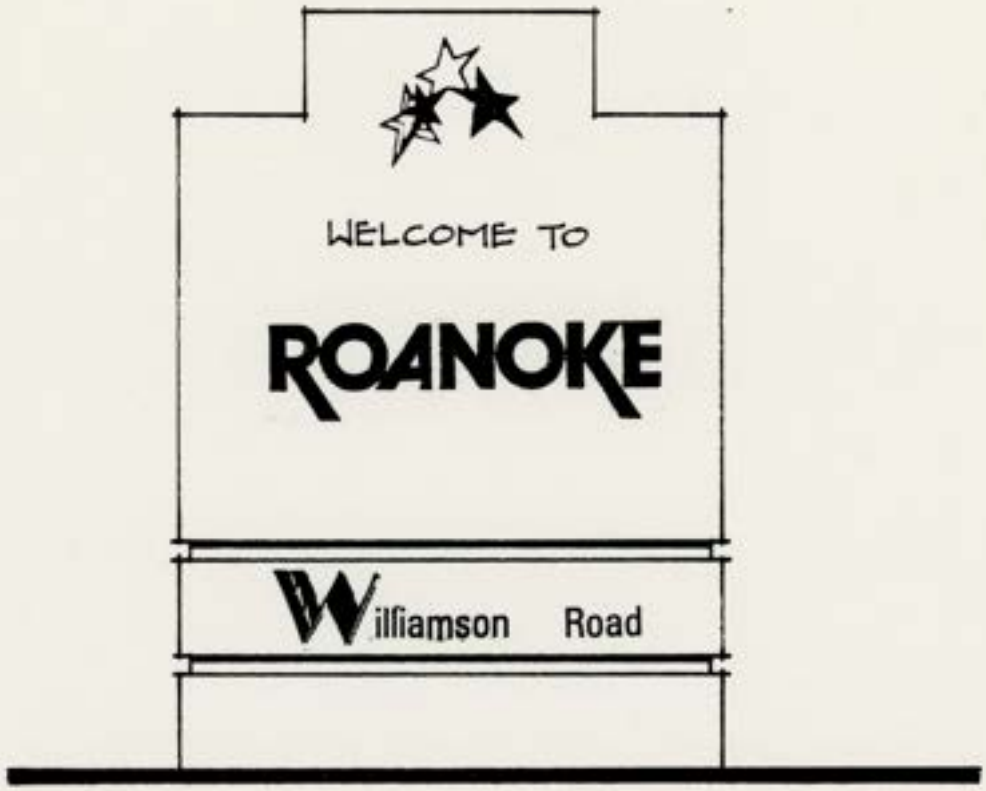
Appendix F

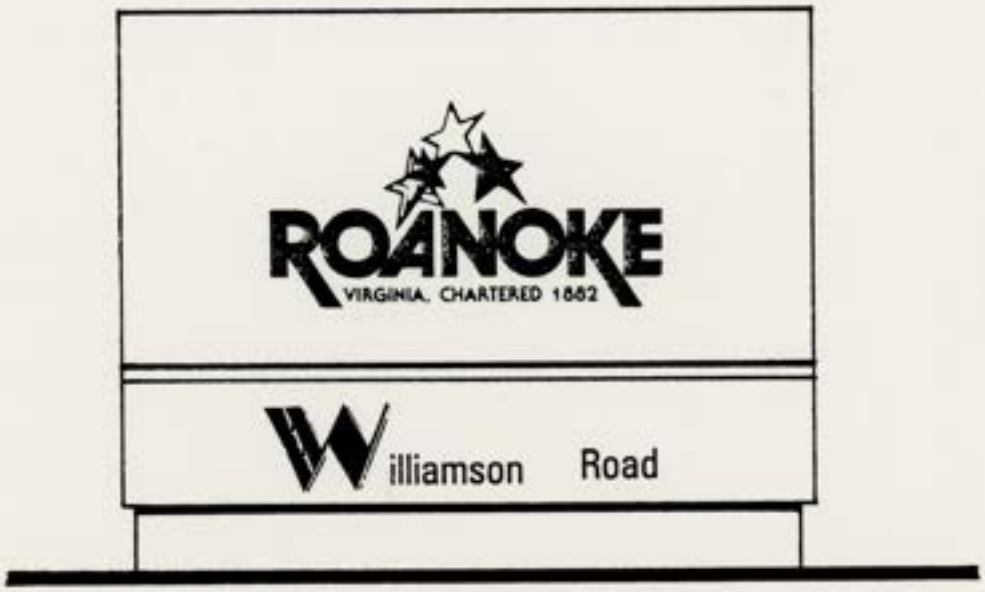
GATEWAY SIGN

GATEWAY SIGN

The gateway sign for Roanoke should present an enriching positive and lively image for the "Star City." The best way to accomplish this is through the use of materials exhibiting these qualities and their animation by light and shadow. The gateway sign should also be highly visible and vandal-resistant.


WELCOME TO
ROANOKE
VIRGINIA CHARTERED 1882
15'-0"
STAINLESS STEEL LETTERING
BLACK GRANITE
FROSTED ETCHED LOGO


WELCOME TO
ROANOKE
Williamson Road


ROANOKE
VIRGINIA, CHARTERED 1882
Williamson Road