

BECOMING A “PARK ONCE” DESTINATION

OBSERVATION:

The City Market area will become a “park once” destination.

DISCUSSION:

When redevelopment starts filling in the gaps in the urban fabric, and all the new and existing pieces of the City Market start complimenting each other, the City Market area will clearly become a regional destination. Visitors will know there will be plenty to do in Roanoke; they will not get bored while in the city.

Just as citizens of Roanoke drive to Asheville and D. C. for the weekend, people will drive from Charlotte, D. C., and Richmond just to visit and experience the Roanoke City Market area. Visitors will learn that there is enough to do here to fill a day or a weekend.

All redevelopment actions taken should reinforce that goal by creating a continuous shopping experience, active open spaces, vibrant streetscapes and special cultural venues. Building on the foundation of the success of the Farmers’ Market makes redevelopment as a tourist destination a viable and worthwhile goal.

The City Market area will also become something known in retail/business terms as a “park once” destination. That means when people decide to come to the City Market,

they’ll think in terms of shopping in this entire area. They will park wherever they find a space knowing they are within a certain walking distance from all desired destinations.

Generally, most people pick out their favorite parking spot on their first trip to the area. Perhaps it is one particular parking garage or a parallel parking space along Campbell Avenue. That parking philosophy is directly opposite that of people who say, “I need to pick up a bag of apples. I know I can drive up next to the guy who provides curb service. There is even ten minutes free parking next to his market stall.” In that scenario, the customer purchases a bag of apples without ever getting out of the car and immediately leaves the City Market again.

Some customers may want that limited style of shopping, but it is not necessarily the kind of experience to be promoted. That particular shopping experience eliminates the synergy of cross shopping at other farmers’ stalls. It prevents customers from strolling through the entire marketplace.

Experiencing the entire City Market area is very important to the success of downtown Roanoke.

FINDING:

Reinforce “park once” extended shopping over the “drive-thru only one farmer’s stall” shopping.



Experiencing the entire City Market area is important to the success of the overall area.