

### FINDING MORE ANCHORS

#### OBSERVATION:

The City Market area needs more anchors.

#### DISCUSSION:

From a very pragmatic development point of view, the composition of retailers within the City Market area should include not only lots of small-scale specialty shops, but also large anchors to create the draw for citizens and visitors.

In the case of the City Market area, the Market Building has been a mainstay forever; it appears it will continue to be. It is exciting that a new anchor is coming in the form of the new Western Virginia Art Museum previously mentioned.

Consultants in the retail development industry tend to call such attractions junior anchors, as opposed to a large anchor like a Wal-Mart. A junior anchor is considered a big building in a smaller city like Roanoke, or it is a building that contains a vital area attraction like the Market Building.

So the City Market area will have two viable anchors within a short period of time. There are

other locations where anchors make sense and have a reasonable chance at being realized. For example, the old Heironimus Building is on the edge of the City Market area. With careful programming and use, this building, although essentially out of the development area, could become a viable junior anchor. That transition would bring the City Market area closer to Jefferson Street in density and relationship.

In fact, the Century Station Parking Garage is right at the end of Market Street. If the ground floor commercial area becomes leased and commercially active, it will be another anchor of sorts. (This project will be discussed in detail later in this report). Another potential junior anchor site is located at the corner of Williamson Road and Church Avenue, again at the edge of the study area.

Through the charrette process and analysis, the design team discovered it would make sense to consider the location at the corner of Campbell Avenue and Jefferson Street across from the bank tower for another junior anchor. The parking lot that is now used for the chili cook-off festival is an ideal location for an additional parking garage to serve

the City Market area as well as the downtown commercial area along Jefferson Street.

It is evident as the Master Plan is reviewed that there's a relationship between all that can happen within three hundred feet of each of the junior anchors. It is known from previous studies and projects, people will walk about three hundred feet before they begin to lose interest. In order for them to be drawn further, they need an attraction to pull or draw them in.

Putting an anchor tenant in the base of Century Station Parking Garage is a very important aspect of the Master Plan. It would allow the City Market to extend to other areas of downtown.

#### FINDING:

Attract desired junior anchor tenants collectively using the Merchandizing Plan (see previous page) to advertise and market the entire City Market area as a shopping and tourist destination.



*Fountain Square with remodeled Century Station Parking Garage*



*Church Avenue looking towards Williamson Road – terminated by proposed Cineplex*