

### SITE BOUNDARY AND EXISTING BUILDINGS

#### **OBSERVATION:**

The City Market study area is a perfect size for creating a compact, walkable urban center.

#### **DISCUSSION:**

The 5-minute walk diagram included in the report shows the circle around our study area to be ¼-mile across. This means the average person can walk from one side of the area to the other side within five minutes.

The market square is a 2 ½ minute walk — about 660 feet — to anything located on the edge of the study area. The design team has found in numerous previous projects, in terms of authentic places, that people generally like being in walkable environments. It is now fashionable to walk, rather than to ride and park to complete every errand or task.

Today people will walk for five minutes without giving it a second thought. If, however, the experience takes a little bit longer or if it is not a first rate urban experience, people are likely to

get in their cars and drive. This investigation shows the City Market area has a very, very desirable pedestrian scale.

Some people interviewed in the process of doing this study seem to think about the greater downtown area as being the most important scale of study. If, however, the goal is to make the City of Roanoke work as an urban destination, one must really break it down into walkable increments of urbanism. The City Market needs to work first as a walkable destination; then the rest of the City areas will follow.

#### **FINDINGS:**

During the implementation of all City Market related projects, there must be more attention and effort focused on the City Market area of downtown Roanoke. It would seem that essentially, the City Market must work first as an urban center. In the beginning, put all the emphasis in that location. Then the rest of downtown Roanoke will follow as fruits of the labor of redesigning the City Market area.



*Aerial pictures of the Roanoke Valley and downtown Roanoke*

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