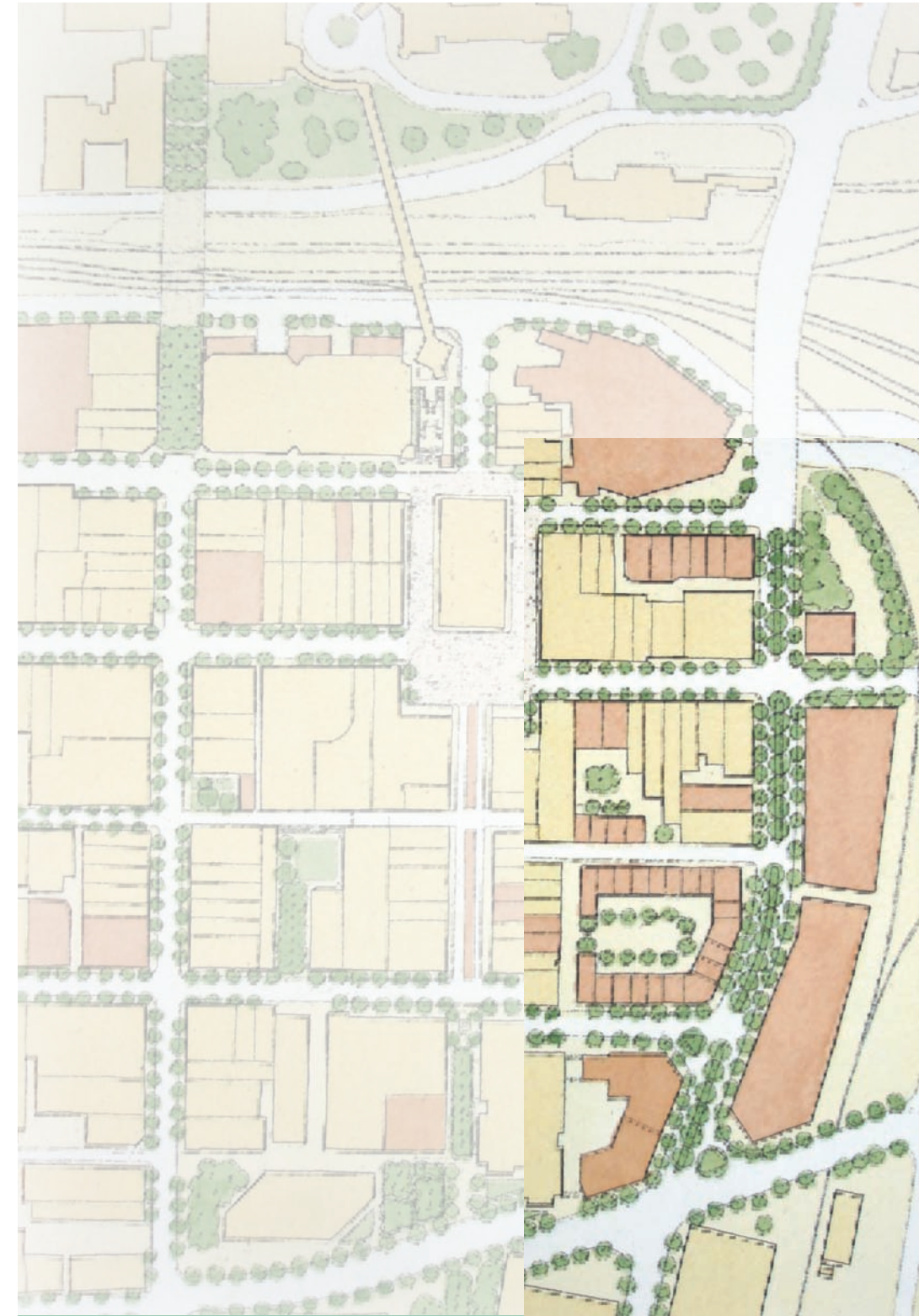


WILLIAMSON ROAD  
DEVELOPMENT



## WILLIAMSON ROAD DEVELOPMENT

### OBSERVATION:

The corner of Williamson Road and Church Avenue can become a destination area anchored by surrounding infill development.

### DISCUSSION:

Looking east toward Williamson Road from the corner of Market Street and Church Avenue, pedestrians see a parking lot, sparse retail and the freeway. People are not inclined to go to this area because there is really nothing to attract them. Another junior anchor is needed somewhere near Williamson Road to draw people into that area and connect the shopping loop.

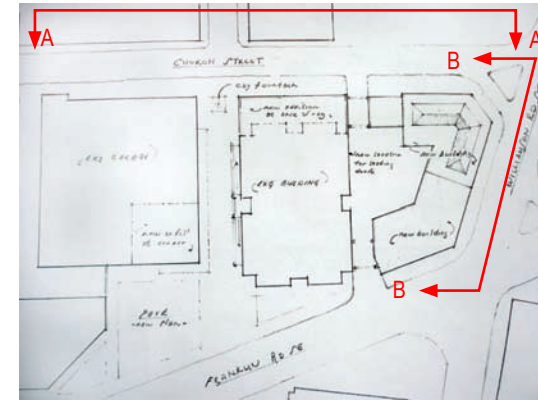
The proposed design for a new retail/cinema complex would be constructed on the site of the existing parking lot along Williamson Road. The street level is designed as a retail liner building with a parking lot behind accessed from the sides. A multi-theatre cinema would be located on the level above the retail, and could, in fact, include an IMAX theatre.

One of the most popular suggestions from the charrette process was the stated need for a movie theatre in the City Market. The theatre would serve as another anchor to draw people in this direction from Market Street. The rendering of this proposed facility looking east down Church Avenue shows the transformation. It illustrates the visual impact of

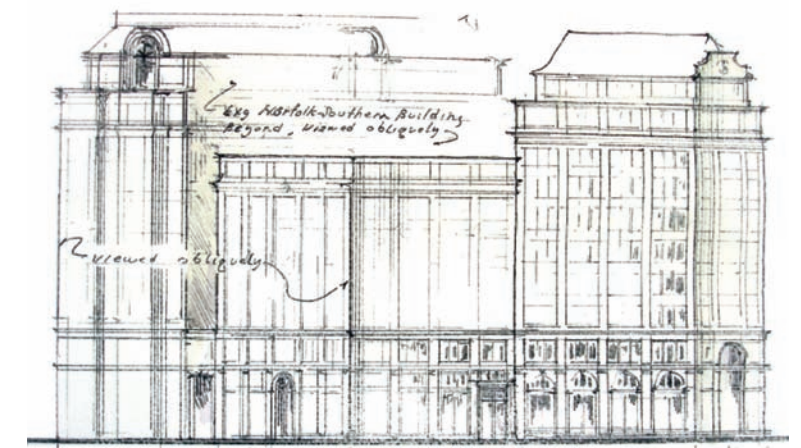
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Key map

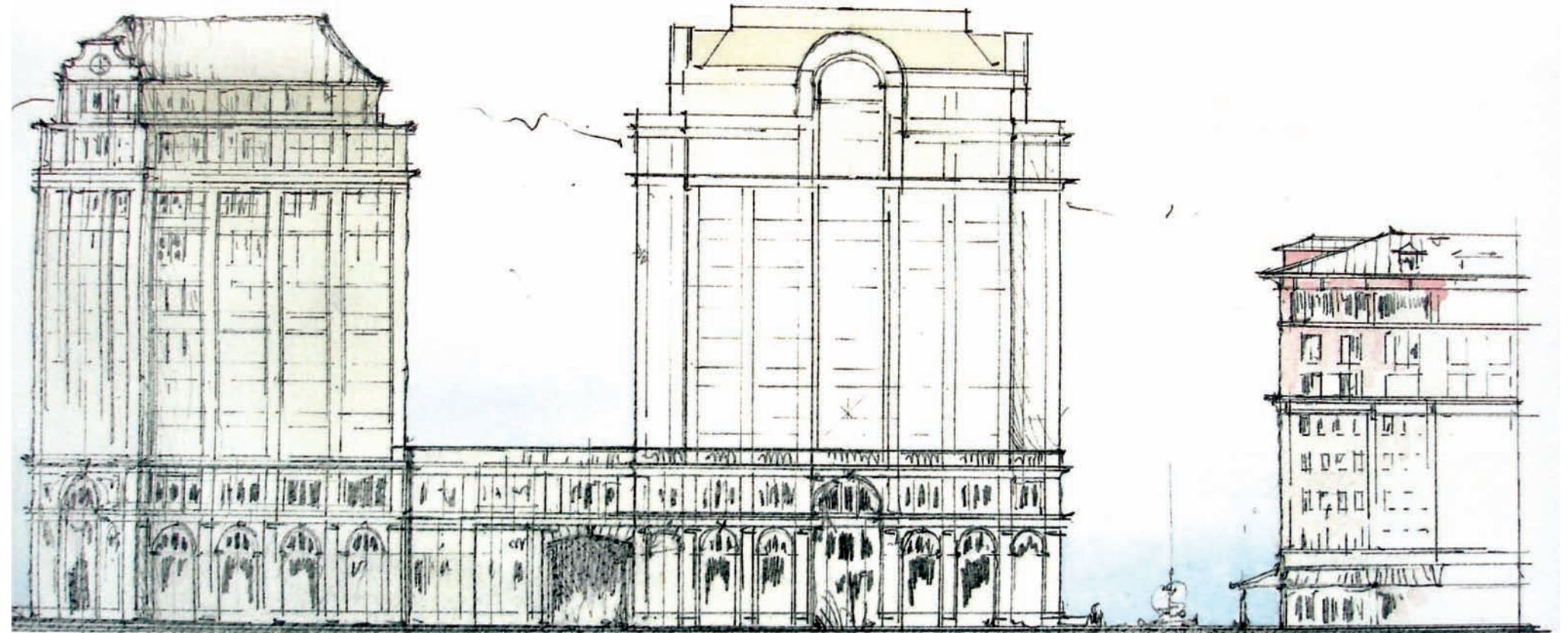


Elevation key plan



Elevation B-B

Elevation from Williamson Road



Elevation A-A

New Building

Existing Building with new base pulled forward to street

Existing Building with new skin



Location of View



Existing Condition



Church Avenue looking towards Williamson Road  
– terminated by proposed Cineplex

infill development on both the north and south sides of Church Avenue. The perspective view shows a dramatic cinema marquee.

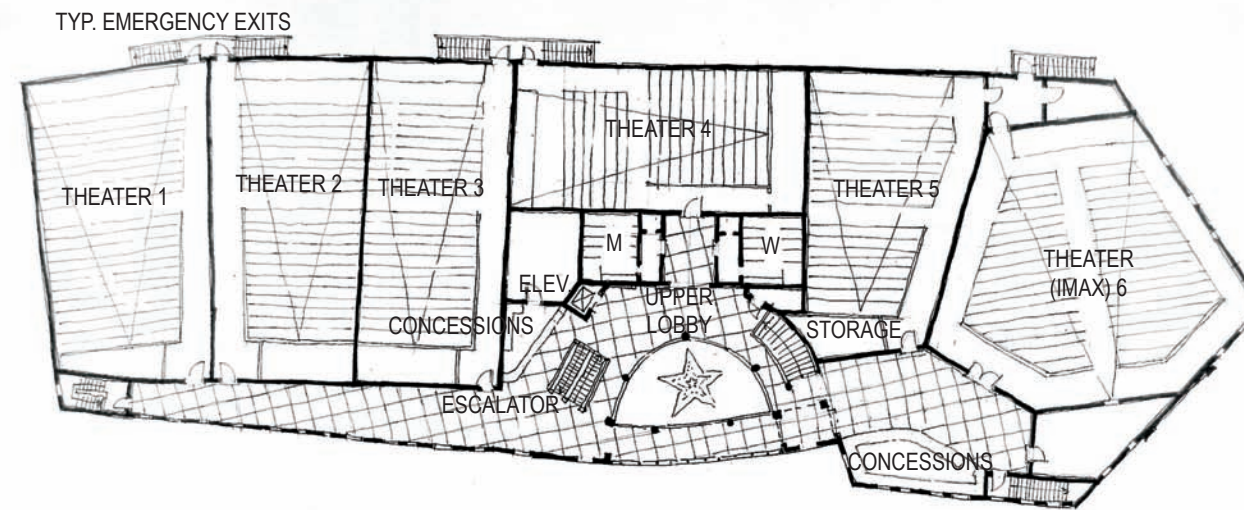
Moviegoers would purchase tickets on the street level before riding the escalator up to the theater level. This is common practice in a lot of urban cities. Once people buy their tickets, they are committed. They wouldn't mind taking the escalator to the theatre entrances shown. It is the type of experience one finds in a big city. Moviegoers would find it convenient to purchase refreshments at the concession stand in the center atrium.

The proposed building does not have a traditional design. It may provide a counterpoint for the new Art Museum. The plan shows the exciting entrance court with the box office, escalators, stairs and elevators to the theaters above. Moviegoers park behind the complex and walk right into the lobby atrium. To enter the movie theaters, patrons go to the upper lobby. To enter one of the movie theatres from the upper lobby, they walk along the street façade of continuous windows instead of the usual dark, dreary corridor.

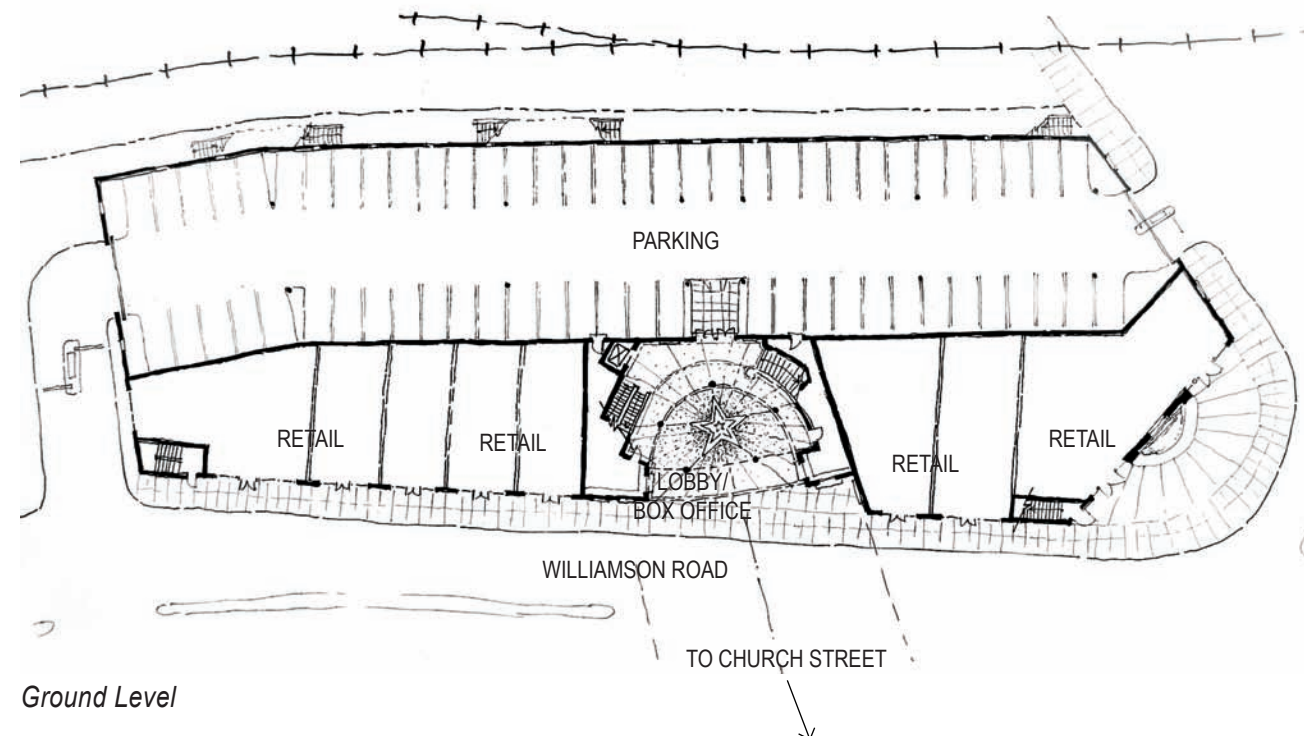
The design proposal shows a layout of six theatres of varying sizes and the required restrooms. The City could promote this development quickly since it owns the property. It would be a huge catalyst to downtown City Market development.

The All-Right Parking Lot on the northwest corner behind Sam's is clearly a

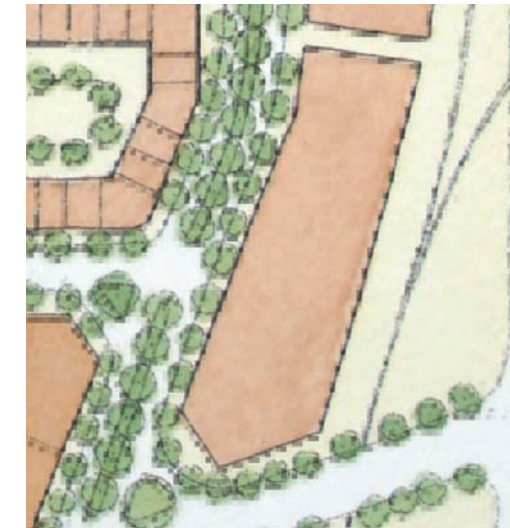
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*Second Level*



*Ground Level*



*Key Map*



*View from Church Street*

# CITY MARKET ROANOKE, VIRGINIA

phenomenal development site for a mixed-use project that could include housing, parking and additional shops. Parking for the complex would be accommodated at the center of the site on the ground level. Open public areas on the roof of the parking deck would provide green space for the tenants and the shoppers. Kirk Alley could be extended to Williamson Road to enhance circulation and create additional interesting streetscape experiences for shoppers, neighbors, office workers and tourists.

On the east and north sides of the existing Norfolk Southern property, the design team proposes either a sister building for the existing building on the side facing Williamson Road, or a low rise edge infill building to provide street activity along the south side of Church Avenue. The team designed a building for this site to make sure that it worked in harmony with the existing Norfolk Southern Building. The remaining parking would be preserved on the inside of the block; service areas and loading docks would be moved to the inside as well.

The proposed design would put the Norfolk Southern building service area out of sight. Then any new development along the south edge of Church would provide prime front door commercial space and a proper streetscape.

## **FINDINGS:**

- On the east side of the intersection of Williamson Road and Church Avenue, build a street level retail liner building with a parking lot behind it. Then above the retail, develop a cinema complex.
- Redevelop the All-Right Parking lot on the northwest corner as a mixed-use project that includes housing, parking and additional shops.
- On the existing Norfolk Southern building site, develop a sister building or low rise infill building along Church Avenue and on the side facing Williamson Road. Internalize the service function in a motor court.



*Williamson Road and Church Avenue will become a major destination*