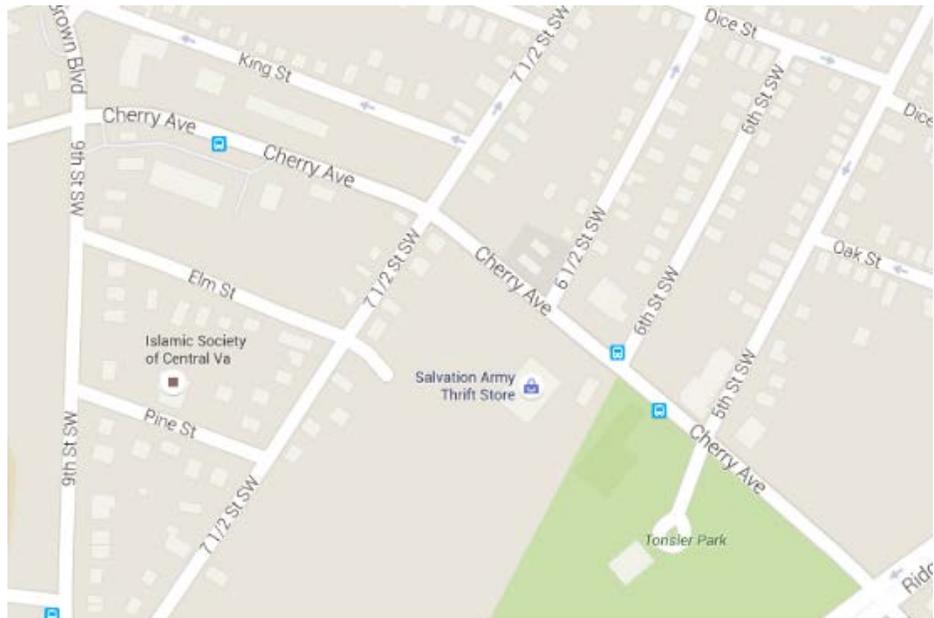




CHERRY AVENUE CORRIDOR COMMUNITY VISIONING



5/12/2016

Summary Report

In 2015, the Fifeville Neighborhood Association (FNA) formed the Cherry Avenue Committee (a committee open to all FNA participants and Fifeville stakeholders), in response to ongoing discussions about the future of the Cherry Avenue commercial corridor.



Executive Summary: Cherry Avenue Corridor Community Visioning Report

In 2015, the Fifeville Neighborhood Association (FNA) formed the Cherry Avenue Committee (a committee open to all FNA participants and Fifeville stakeholders), in response to ongoing discussions at FNA meetings about (1) the future of the Cherry Avenue commercial corridor and its relationship to the surrounding residential areas of Fifeville and (2) whether a Small Area Plan could help inform resident-supported development of the corridor. For the purposes of the visioning process, the Cherry Avenue Corridor area is defined as the area of Cherry Avenue between the Roosevelt Brown/9th St. intersection and the Ridge St. intersection.



Between fall 2015 and spring 2016, the Cherry Avenue Committee conducted a volunteer-led community vision survey and facilitated visioning discussions during several FNA meetings. This community-led visioning effort reached many Fifeville residents, including 61 respondents who provided written survey responses (written, online, email responses) and up to 60 participants in community visioning discussions at FNA meetings (some participants may have attended multiple meetings). The *Cherry Avenue Community Visioning Summary Report* documents the community visioning efforts of the Cherry Avenue Committee to date, including:

- the development and implementation of the Cherry Avenue Survey,
- responses to each of the five questions from the survey,
- goals for the future of Cherry Avenue, and
- next steps for the Fifeville Neighborhood Association.

Outcomes of the visioning process include (1) input on what future uses, design elements and activities residents would (and would not) like to see on the Cherry Avenue Corridor as well as (2) a set of goals for the future use of the corridor. The table on the following page summarizes what residents would and would not like to see along the corridor. Top responses are bolded and areas where further discussion is needed are indicated with an asterisk. In addition, the goals the FNA is considering for the future use of the Corridor are:

1. *The history and culture of the Fifeville neighborhood should be respected and preserved through future development efforts on Cherry Avenue.*
2. *Cherry Avenue should be a vibrant commercial area that supports a diverse, thriving Fifeville community by providing uses that (1) build a sense of community between long-time and newer residents and (2) support and are accessible to residents at the most vulnerable end of the socio-economic scale.*

In summary, the Cherry Avenue Corridor community visioning effort highlights that:

- *Cherry Avenue's commercial and public spaces are critical to the long-term health and wellbeing of Fifeville residents.* The Cherry Avenue Survey and community visioning discussions underscore the deep historical significance of Cherry Avenue as a space that both supports access to goods and services for nearby residents and creates a wellspring of valued community relationships and a sense of shared identity, belonging and home.
- *A city and neighborhood-supported Small Area Plan could capture a community-based vision and identify the related regulatory tools needed to guide future development along the corridor.*



Residents volunteer to hand out surveys door-to-door.

Future uses, design elements and activities residents would (and would not) like to see on the Cherry Avenue Corridor

	<i>Things Participants Would Like to See</i>	<i>Things Participants Would Not Like to See</i>
<i>Housing + Sense of community and belonging</i>	<ul style="list-style-type: none"> • Preservation of existing housing • Affordable housing, including subsidized housing for low-income residents that is incorporated throughout the neighborhood (as opposed to being isolated). • For generational families to remain present. 	<ul style="list-style-type: none"> • Huge apartment buildings (like on Main Street) • Absentee landlords • Displacement of current residents • A divided community
<i>Affordable Food</i>	<ul style="list-style-type: none"> • An affordable grocery store, produce store or co-op • Fruits and veggies • Community garden • Farmer’s market 	<ul style="list-style-type: none"> • Dilapidated grocery store with low quality goods • A grocery store that is too expensive for lower-income residents.
<i>Locally owned and oriented goods and services</i>	<ul style="list-style-type: none"> • Financial services (Bank, ATM, affordable taxes) • Laundromat • Restaurants (McDonald’s, Kentucky Fried Chicken, Coffee shop – like Cville Coffee)* • Convenience stores remain walkable • Art spaces (studios) • Businesses that hire locally / pay a living wage • Health care facility, affordable day care facility for neighborhood children, flower shop, department store, Family Dollar • Non-profit community center (rented for a commercial kitchen, parties/gatherings, classes) • Makerspace/Business Incubator (may already be coming to 5th St.) 	<ul style="list-style-type: none"> • Hotel • Parking garage • Absentee landlords • Goods and services that are too expensive for lower-income residents. • Chain restaurants* • More check cashing • Overabundance of stores selling alcohol • Too many convenience stores
<i>History, Culture and Art</i>	<ul style="list-style-type: none"> • Preservation of history and culture (people and housing) • Standing exhibit of history • Historic signs and/or walking tours • Public art and murals 	
<i>Walkability, Traffic, Public Transportation and Parking</i>	<ul style="list-style-type: none"> • Lower the speed limit to 25 mph • Flashing crosswalk at all crosswalks • Additional infrastructure for pedestrians/bikers • More frequent bus service • Consider parking in back of commercial 	<ul style="list-style-type: none"> • Traffic congestion on Cherry Avenue and residential streets
<i>Infrastructure, aesthetics and design</i>	<ul style="list-style-type: none"> • Cherry trees • Landscaping, flowers and tree cover • Buildings at the present scale • Public trash and recycle cans along Cherry • Gazebo and botanical garden at Tonsler Park • Preserve and maintain old signs* 	<ul style="list-style-type: none"> • Large, blocky architecture that doesn’t fit the neighborhood • Light pollution • Vacant lots • Old signs that are dilapidated*
<i>Social Events and Programs</i>	<ul style="list-style-type: none"> • A neighborhood block party • Use Tonsler amphitheater for performances, including showcasing neighborhood talent and live bands • Sporting events • Pop up events in vacant lots • After school programs and summer camps • Events for the seniors, such as bingo 	
<i>Safety</i>	<ul style="list-style-type: none"> • Police walking in the neighborhood* • More people out walking • Police substation in community-friendly location* • Respect training for police officers 	<ul style="list-style-type: none"> • Dilapidated grocery store • Increased presence of police (due to previous negative experiences)* • Police substation* • Drugs, prostitution and loitering

* indicate areas where additional community dialogue is needed.

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1.0 Introduction: The Significance and Meaning of Fifeville's Relationship to the Cherry Avenue Corridor

Cherry Avenue's commercial and public spaces are critical to the long-term health and wellbeing of Fifeville residents. The Cherry Avenue Survey and community visioning discussions underscore the deep historical significance of Cherry Avenue as a space that both supports access to goods and services for nearby residents and creates a wellspring of valued community relationships and a sense of shared identity, belonging and home.

Fifeville is a cultural gem for the City of Charlottesville. The Fifeville neighborhood includes historically black communities and places of deep significance to African American residents both in Fifeville and across the city. Fifeville has also seen significant demographic shifts in more recent decades that have diversified the residential communities surrounding Cherry Avenue, including an influx of white, Latino and African residents. Many newer residents cite the socio-economic diversity of the Fifeville neighborhood as a key reason they selected this neighborhood to call home. Yet many long-term and generational residents worry about the stability of the neighborhood and their place in it as neighborhood demographics shift. And, like most communities in the United States, these perspectives are complicated by the lenses of race and class and the lived experiences created by these forces. The quote from a survey respondent below beautifully illustrates the deep meaning and significance of the Fifeville neighborhood and the present day challenges we collectively face.



"I love the fact that this is our neighborhood. People may infringe upon us but we have the history. I walk through there [Cherry Avenue] everyday and there are OG's and there are the new cats that show them respect.

What i would like in the future is for the younger generation to get the real history of what our parents and grandparents and great grandparents went through to even open up stores on Cherry Ave. How black women And men looked out for one another kids. And You wouldnt be here if not for their struggles. Help the black community have equal opportunities to own our homes. Don't just sell them to the highest bidder give us a chance. Dont keep putting up hotels put up community center. Most of all let the police know not everyone in a hoody or walking late is up to something we still need equality, peace, happinest and the pursuit of justice.

Sorry for rambling I love my neighborhood and this survey touched me"

~ Cherry Avenue Survey Respondent, via email





2.0 Background on the Cherry Avenue Committee

In 2015, the Fifeville Neighborhood Association (FNA) formed the Cherry Avenue Committee, a committee open to all FNA participants and Fifeville stakeholders. The Cherry Avenue Committee was formed in response to ongoing discussions at FNA meetings about the future of the Cherry Avenue commercial corridor and its relationship to the surrounding residential areas of Fifeville.

Specifically, many FNA members are concerned about the changing character of Main Street and the potential for similar changes to Cherry Avenue due to the forthcoming development of William Taylor Plaza (located at the corner of Cherry Avenue and Ridge Street) and other development pressures. Residents recognize the tensions created by changing neighborhood demographics and new development and want to preserve the Cherry Avenue corridor as a space that serves and supports the socio-economic diversity of surrounding residential areas.

The first meeting of the Cherry Avenue Committee took place on September 4, 2015. After a wide-ranging discussion of hopes and concerns, participants decided the committee should explore the following three focus areas:

1. *History* - Capturing the culture and history of our neighborhood that may provide a foundation for this effort.
2. *Community Vision* – Developing a proactive community vision for corridor and identifying appropriate implementation tools.
3. *Zoning* - Examining current zoning and how zoning changes can protect the character of the corridor.

The Cherry Avenue Committee also discussed exploring a number of tools for capturing and implementing future findings and recommendations, including:

1. Partnering with the City to develop a small area plan.
2. Partnering with UVA students on a planning capstone project.
3. Exploring tools such as zoning and other development incentives.

Since September 2015, the Cherry Avenue Committee has met monthly and has provided monthly updates to the broader FNA membership at FNA meetings. This memo summarizes the community visioning efforts of the Cherry Avenue Committee to date, including the development and implementation of the Cherry Avenue Survey.



3.0 Community Visioning and the Cherry Avenue Survey - Process

As one of its efforts, the Cherry Avenue Committee is working towards developing a proactive vision for the future of the Cherry Avenue commercial corridor. The Committee hopes the visioning process can engage a broader group of residents who might be invested in the future of the corridor but may not currently attend FNA meetings. The hope is to develop a vision and goals with broader community support. The visioning process is also an opportunity for the FNA to engage new stakeholders from different geographic areas of the neighborhood.

In the first phase of the visioning process (September – December 2015), the Committee decided to:

1. Develop and distribute a survey on the Cherry Avenue corridor to Fifeville residents.
2. Host community visioning conversations during Fifeville Neighborhood Association meetings to capture additional input on the survey questions.

3.1 Survey Distribution and Collection (late 2015 – early 2016)

The Cherry Avenue Survey (Appendix A) was designed by Committee participants and has been distributed broadly through the Fifeville neighborhood by FNA volunteers. This was a grassroots, volunteer-led effort with the goal of reaching as many residents as possible. Distribution and collection methods included:

- *Hard Copy Distribution to Residential Areas:* In September through November, volunteers knocked on doors and left flyers at most residences in the Fifeville neighborhood. As volunteers walked the neighborhood, they also gathered feedback through informal conversations and invited their neighbors personally to share their feedback at the October FNA meeting. In addition, surveys were left at the Tonsler Park Community Center for patrons to respond to.
- *Hard Copy Distribution to Cherry Avenue Businesses:* In early 2016, volunteers dropped off flyers at each business on the Cherry Avenue Corridor and mailed copies to business property owners.
- *Electronic Distribution:* In addition to distributing hard copies of the survey, the FNA released an electronic version of the survey which could be accessed via a link that was included in FNA emails and posted on the FNA Facebook page.
- *Survey Collection:* Survey responses were collected through a drop box at the Tonsler Park Community Center, mail and email.

All survey responses received are provided in Appendix B.

3.2 Community Visioning Conversations (Fall 2015)

At the FNA meeting on September 10, 2015, members of the Committee shared the survey with FNA participants and it was announced that the October FNA meeting agenda would focus on a visioning discussion based on survey questions. FNA members volunteered to help distribute the survey throughout the neighborhood (as noted above).

At the FNA meeting on October 8, 2015, the Cherry Avenue Committee hosted a visioning session with an agenda loosely based on the questions in the Cherry Avenue Survey (Appendix C-1). Interest generated by the surveys resulted in strong attendance at the meeting from both long-time FNA members and residents who had never attended FNA meetings before. The session was facilitated by Sarah Malpass and several participants helped capture the conversation through flip chart notes



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(Appendix C-2). In addition to responding to survey questions, participants identified parts of the neighborhood that had not yet been surveyed and volunteered to distribute surveys in those areas. Key discussion points included:

- Identify near-term opportunities to hold events and activities in vacant lots.
- Build on outreach conducted during the survey to make FNA membership more representative of the different demographics and geographic areas of the Fifeville community.
- Build long-term relationships with land-owners and business owners to engage them in implementation of the vision.
- Prioritize 1-3 future uses critical to neighborhood stability and explore potential partnerships with existing Charlottesville businesses who might be able to expand to Cherry Avenue to provide these goods and services.

At the FNA meeting on November 12, 2015, the Cherry Avenue Committee again solicited feedback on the visioning questions from the survey. The session was facilitated by Alisa Hefner. Key discussion points included:

- Clarity on the Committee's focus and work to date
- Desire for a vibrant, neighborhood-focused commercial corridor that provides affordable goods and services
- Concern of growing traffic along the corridor and interest in decreasing the speed limit.

3.3 Review and Discussion of Preliminary Results Summary (January 2016)

At the FNA meeting on January 14, 2016, the Cherry Avenue Committee shared a preliminary summary of survey results with FNA participants for feedback and discussion. The summary was a draft of the Response Summary section of this document.

At the meeting, FNA participants reviewed the responses to each question and offered focused feedback on the chart that summarizes what future uses, design elements and activities survey respondents would (and would not) like to see on the Cherry Avenue Corridor in the future (see finalized chart on page 13. Participants helped to clarify and confirm the priority responses in each category of the chart and also discussed areas where survey respondents disagreed. Participants affirmed that the final Response Summary should reflect the full range of feedback gathered through the surveys and the visioning sessions and could also identify areas of widespread agreement as well as areas where more conversation may be needed to arrive at a shared understanding.

Key points of discussion during this session include:

- *Opportunities for the FNA to support low-income residents:* Participants discussed several opportunities for the FNA to support current residents of Fifeville who are low-income by serving as a conduit for information about relevant programs and assistance.
 - *Cost of Living Assistance:* The FNA could help make information about programs that assist with cost of living expenses available to Fifeville residents. For example, some residents may not be aware of city property tax assistance opportunities, and the FNA could host a meeting to distribute the forms and help residents apply.
 - *Health Care Facility:* A participant shared that Region 10 has a health clinic on Preston Avenue and suggested that the FNA could help get information about this clinic out to



Cherry Avenue Corridor Survey Summary

residents. In light of the location of this clinic as well as other nearby health services, many participants felt new health care facilities on Cherry Avenue could be redundant. Additional research is needed to determine whether there is a specific health need not already being met that could benefit from a health care facility on Cherry Avenue.

- *Mixed Use on Cherry Avenue:* There is interest in exploring the pros and cons of introducing mixed use (commercial & residential) spaces on Cherry Avenue. Meeting participants raised concerns about the possibility that UVA students might be attracted to new housing if it was introduced on Cherry Avenue, but indicated interest in the opportunity to expand affordable and subsidized housing. There was also interest in understanding opportunities to minimize any parking impacts from mixed use development. The group felt more information was needed for the FNA to fully consider whether mixed use on Cherry Avenue would be beneficial.
- *Food Coops/Pantry:* Participants affirmed that expanding access to affordable, healthy food is a high priority. There is interest in exploring food coop models from Harrisonburg and Roanoke to better understand whether this model could be a good fit.
- *Goals for Cherry Avenue:* Participants agreed that, in addition to capturing specific future uses, design elements and activities for Cherry Avenue, the visioning process could result in a set of succinct goals for the future of Cherry Avenue. Participants workshoped draft language for these goals and emphasized that the goals should reflect the values of preserving the neighborhood's history and diversity. The finalized goals can be found in the Executive Summary of this report and in Section 5.0

The session was facilitated by Sarah Malpass and Alisa Hefner and notes were captured on response summary posters and a flip chart (Appendix D).

3.4 Meeting with Kathy Galvin (February 2016)

At the Cherry Avenue Committee meeting on February 24, 2016, the committee discussed the visioning effort and potential next steps with City Councilor Kathy Galvin. Ms. Galvin reviewed the updated chart summarizing the future uses, design elements and activities survey respondents would (and would not) like to see on the Cherry Avenue Corridor in the future (see finalized chart on page 16) and offered the following feedback:

- The FNA has done a tremendous amount of information gathering and has shown the kind of initiative and momentum that could lead to the development of a Small Area Plan (SAP) for the Cherry Avenue corridor. Additional work may be needed to gather input from area business owners, staff and property owners; however, the input gathered to date is significant.
- The FNA should consider requesting the funding for an SAP from City Council. The SAP could address zoning concerns as well as set forward a vision and considerations for the future use and design of the Cherry Avenue Corridor that would be adopted by the City and used to guide future development and investments.
- In addition, the FNA should document the process and results of the visioning efforts in a final document.

Participants agreed to recommend to the full FNA that the FNA should move forward with a request for SAP funding.



3.5 Development of the *Cherry Avenue Corridor Survey Summary* (March – May 2016)

Following review of the preliminary results summary with the Fifeville Neighborhood Association, Cherry Avenue Committee and Councilor Galvin, committee members drafted the *Cherry Avenue Corridor Survey Summary* to document the process and outcomes of the community visioning efforts. The draft document was shared and reviewed at the March 24, 2016 meeting of the Cherry Avenue Committee and approved for presentation at the upcoming April 2016 FNA meeting.

At the April 14, 2016 FNA meeting, the Cherry Avenue Committee shared the executive summary of the *Cherry Avenue Corridor Survey Summary* with FNA members. The session was facilitated by Sarah Malpass and Alisa Hefner, and notes were captured on a flip chart (Appendix E). Key feedback during the discussion included:

- Future use chart updates:
 - Emphasize affordable day care aimed primarily at children of neighborhood residents.
 - Avoid calling out specific businesses by name.
- There are concerns that current traffic congestion along Cherry Avenue during key times of day could threaten the success of future development efforts.
- Future FNA discussions around restaurants could explore opportunities to create common ground between residents who favor fast food restaurants and residents who favor locally-owned restaurants. There may be an opportunity to attract locally-owned restaurants that still meet goals of affordability and culturally-appropriate food.
- FNA members approved the revised language of the future use goals, which is captured in the Executive Summary and in Section 5.0, as well as the recommendation that the FNA request funding for a Small Area Plan from the City.

At the conclusion of the discussion, the Cherry Avenue Committee shared that the *Cherry Avenue Corridor Survey Summary* would be finalized within the next two weeks and encouraged FNA members to review the full document, which was made available to members at the meeting.

In addition, Sarah Malpass and Alisa Hefner offered to meet with any FNA member who wanted to review the document with them in person. One member accepted this offer and her comments and feedback were incorporated into the final *Cherry Avenue Corridor Survey Summary* along with all other comments shared at the meeting.

3.6 Request for Funding for a Small Area Plan (April – May 2016)

In April 2016, members of the Cherry Avenue Committee and Fifeville Neighborhood Association attended a City Council budget sessions to request the allocation of additional funding for a Small Area Plan for the Cherry Avenue corridor. Although this request was not approved, the FNA was encouraged to submit a request to Neighborhood Development Services that the current budget of \$50,000 for Small Area Planning be allocated to the Cherry Avenue Corridor. The FNA submitted this request in May 2016, along with a copy of the finalized *Cherry Avenue Corridor Survey Summary*.



3.7 Visioning Process Participation Rates

The FNA received the following responses to the survey and community visioning sessions, as of January 14, 2016:

Response Method	Number of Responses
Survey (hard copy)	30
Survey (online)	27
Survey (emails received)	4
FNA Community Visioning Participants (October 8, 2015)	20 (approx.)
FNA Community Visioning Participants (November 12, 2015)	15 (approx.)
FNA Preliminary Results Discussion (January 14, 2016)	8 (approx.)
FNA Executive Summary Review (April 14, 2016)	20 (approx.)

Most respondents were neighborhood residents, and future efforts could expand efforts to receive feedback from the business owners and staff and well as property owners along the Cherry Avenue Corridor.



4.0 Survey Response Summary

The following summaries offer key themes from both the survey responses and FNA visioning session discussions. See *Appendix B – Survey Responses* and *Appendix C-2 – Visioning Session Flip Chart Notes* for additional detail.

Question 1: Please share a favorite memory you have of shopping or spending time on Cherry Avenue.

Favorite memories tend to highlight ways that Cherry Avenue has served as a social space for building community between neighborhood residents as well as sensory experiences such as sights, sounds and smells that create a sense of belonging and home.

A selection of quotes from the responses include:

“Estes Supermarket was a very fine store to shop in. Excellent meats and veggies and the prices were very reasonable. Staff friendly.”

“Every year when the cherry blossoms come in bloom, I enjoy walking down Cherry Avenue just to take it in. It is beautiful enough that we could have our own Cherry Blossom festival. I enjoy spending time in Tonsler Park. I think it is great that Food Not Bombs uses the Park to provide healthy meals. I have enjoyed watching basketball tournaments there on many Sundays. I think the park is a wonderful event space and I hope it gets used more for community gatherings in the future. Cherry Ave has several long-time business owners that are very welcoming. For me, the GoCo gas station is a standout. I really enjoy going there because the staff are so friendly and make you feel at home. Although I’ve only been there a few times, I’ve also come to appreciate La Flor Michoacana for its friendly atmosphere.”

“A favorite memory was Estes IGA. My mom would go in that store and buy everything we needed, from food to clothes. It was only later did i realized the Z on my shoes was zippys. But we all had them and that green stamp book. I love the fact that this is our neighborhood. People may infringe upon us but we have the history. I walk through there everyday and there are OG's and there are the new cats that show them respect.”

“Being in Tonsler Park in the summertime when everyone is out. Seeing neighbors and people in the community out and about.”

“Smelling fried chicken from GoCo!”

“Walking my dog.”

“Working in the neighborhood as a public health nurse.”

“Estes grocery store and celebrations at the park.”

“I got my first job as a teen at Tonsler Park.”



Question 2: What do you like about Cherry Avenue as it is now?

Respondents highlighted similar community-building themes regarding what they like about Cherry Avenue as it is in the present. One strong, overarching theme is the socio-economic diversity of residents surrounding Cherry Avenue and the important role that Cherry Avenue plays in providing a space where residents can get to know each other and can also access daily goods and services.

Examples include:

- *Formal and informal social interactions*, such as
 - basketball games at Tonsler,
 - meeting neighbors by walking and spending time outside,
 - friendliness of staff at GoCo,
 - friendly walkers,
 - community-feel and a lack of UVA students, and
 - socio-economic diversity of neighbors
- *Eateries*, such as:
 - GoCo,
 - the Korner,
 - the popsicle shop, and
 - Black Jack's food truck.
- *Community gathering spaces*, such as:
 - Tonsler Park,
 - the bookmobile,
 - sidewalks, and
 - local businesses.
- *Neighborhood-oriented services*, such as:
 - GoCo,
 - whole milk at Exxon,
 - trash stickers and bill pay at the convenience stores,
 - youth programs at Tonsler,
 - and voting at Tonsler
- *Aesthetics*, such as:
 - cherry trees,
 - Tonsler Park, and
 - the neighborhood sign.
- *Sensory experiences*, such as:
 - smelling fried chicken from GoCo,
 - blooming cherry blossoms, and
 - children playing on the slide at Tonsler.



Question 3: Do you have any concerns about the Cherry Avenue corridor? If so, what are they?

Impact of Changing Demographics on Housing + Sense of Community and Belonging

- **Race and class-based tensions:** Social tensions exist between generational residents and newer residents. Residents whose families have lived in the neighborhood for generations often report feeling disrespected by newer residents and losing their sense of home and community.
- **Accessibility of Commercial Businesses:** There is concern about whether commercial businesses will remain accessible for all residents, particularly low-income residents, in the future. Accessibility is viewed in terms of affordability as well as a sense of welcome and belonging.
- **Housing:** Residents want to preserve existing housing and ensure that current residents are not displaced. There is strong interest in preserving affordable and subsidized housing in the areas around Cherry Avenue in order to maintain the socio-economic diversity of the neighborhood. There is also strong interest in discouraging large apartment buildings (like the ones on Main Street). More conversation is needed to determine whether there is interest in the potential for mixed use development and additional affordable or subsidized housing on Cherry Avenue.

Neighborhood-Oriented Goods and Services

- **Availability and Accessibility:** Many respondents mentioned the lack of store variety and quality, affordable goods. Respondents also emphasized that new goods and services must remain affordable and accessible to all residents.
- **Most Requested Goods and Services:** The top requested services are: grocery store, laundromat, financial services and restaurants.
 - **Affordable grocery store:** This is the most frequently mentioned request. Respondents emphasize the need for an affordable grocery store with quality goods.
 - **Laundromat:** Respondents noted that a laundromat was available on Cherry Avenue until recently. This is a needed service, particularly since some apartment complexes are offering fewer on-site laundry amenities.
 - **Financial Services:** Many people mentioned the need for adequate financial services on Cherry Avenue. Having an ATM was a common request. Some residents also wanted a full-service bank. Some felt that the current check-cashing business is detrimental, while others appreciated having it available for times of financial crisis.
 - **Restaurants:** There is widespread interest in attracting more eateries to Cherry Avenue; however, not everyone agrees about what type of restaurant would be the best fit. Some residents would like to see fast food chains, like McDonalds and Kentucky Fried Chicken. Others would like to see small, locally owned eateries such as coffee shops and casual, sit down restaurants.
- **Social Impact of Businesses:** There is interest in attracting businesses that are minority-owned and/or that hire locally and pay a living wage.
- **Potential Impact of the Hotel:** There is concern about how hotel patrons will relate to Cherry Avenue and that businesses might cater to hotel patrons, the UVA community and commuter traffic rather than neighborhood residents.



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Walkability, Traffic, Transportation and Parking

- *Traffic Congestion:* There is widespread concern about traffic congestion during peak times, including backups on Cherry Avenue and that traffic spills over onto residential side streets.
- *Traffic Speed:* There is some interest in reducing the Cherry Avenue speed limit to 25 mph.
- *Walking and Biking:* There is an interest in additional or improved infrastructure for multi-modal forms of transit such as walking and biking.
- *Public Transportation:* Many residents use public transportation to get from the Fifeville neighborhood to commercial goods and services down 5th Street and up 29-N. Increasing the frequency of bus service could benefit these residents.
- *Parking and Potential Impacts of Development:* There is concern that increased commercial use on Cherry Avenue might negatively impact availability of parking on residential streets. Already, some residential streets are negatively impacted by people who park in the neighborhood to walk to UVA.

Infrastructure, aesthetics and design

- *Quality of Existing Buildings:* Investment in the corridor has declined over time. Residents are uncertain about the general age and condition of existing commercial buildings.
- *Old Signs:* Currently, there are a number of old signs from past businesses. Some respondents feel that these signs are unattractive and need to come down. Other respondents feel that the signs are the only vestiges remaining from an early, vibrant period of Cherry Avenue and should be respectfully and intentionally preserved to carry on these memories of the history of Cherry Avenue.
- *Vacant lots and future development:* There is concern about the effect of property speculation on Cherry Avenue, particularly with regard to vacant lots.
 - *Present effects:* Vacant lots create dead spaces along Cherry Avenue.
 - *Scale of future development:* There is also concern how vacant lots might be developed in the future. In particular, there is widespread concern that the scale of current development on Main Street will spill over on to Cherry Avenue. One idea to address this might be to work with the city or other partners to obtain ownership of some of the larger parcels and use them to provide smaller spaces/lots to small business owners.
- *Trash:* There is concern about trash along the commercial corridor. Respondents would like additional trash and recycle cans placed along Cherry Avenue.
- *Light Pollution:* There is concern that some lights are too harsh at night and that some, such as the sign at the old fish restaurant, are being lit unnecessarily.

Social Events and Programs

- *Build a sense of community:* There is a sense that additional, neighborhood-focused events could help address the impact of changing demographics by intentionally seeking to build relationships across real and perceived social divides.
- *Requested Activities:* Ideas for these events include a neighborhood block party, using Tonsler amphitheater for performances (including performances that showcase neighborhood talent), hosting additional sporting events at Tonsler, sponsoring pop up events that fill vacant lots and create community, and adding more programs for children and seniors at the Tonsler Community Center. Ideas for these programs include after school programs, summer camps and



Cherry Avenue Corridor Survey Summary

bingo nights. A trail along the creek that runs along the back of Tonsler Park and better access to the park from Prospect residents was also noted.

Safety

- *Varied Experiences:* Safety is a concern for many residents, but is experienced in different ways. For example, some residents expressed concern about property crime and safety on the streets where others expressed concern about unsafe interactions with the police.
- *Kim's Market:* Kim's Market was consistently raised as a space that feels unsafe. There is a widespread concern that Kim's Market is detrimental to Cherry Avenue, that it does not provide quality, affordable goods, and that illegal activities may be taking place at that location.
- *Police Substation:* There is a widespread sense that the now-closed police substation on 9th Street did not feel like it was a part of the community. Some residents would like to see the police substation removed altogether. Others would like to see it moved to a location where it is more a part of community life.

Question 4: What would you like to see in the future? For example, what improvements would you like to see along the corridor? Or, what activities, businesses, and residences would you like to see?

Question 5: What would you NOT like to see in the future?

Responses to questions 4 and 5 are summarized in the table on the following page. Asterisks (*) indicate areas where additional community dialogue is needed.



Cherry Avenue Corridor Survey Summary

	<i>Things Participants Would Like to See</i>	<i>Things Participants Would Not Like to See</i>
<i>Housing + Sense of community and belonging</i>	<ul style="list-style-type: none"> • Preservation of existing housing • Affordable housing, including subsidized housing for low-income residents that is incorporated throughout the neighborhood (as opposed to being isolated). • For generational families to remain present. 	<ul style="list-style-type: none"> • Huge apartment buildings (like on Main Street) • Absentee landlords • Displacement of current residents • A divided community
<i>Affordable Food</i>	<ul style="list-style-type: none"> • An affordable grocery store, produce store or co-op • Fruits and veggies • Community garden • Farmer's market 	<ul style="list-style-type: none"> • Dilapidated grocery store with low quality goods • A grocery store that is too expensive for lower-income residents.
<i>Locally owned and oriented goods and services</i>	<ul style="list-style-type: none"> • Financial services (Bank, ATM, affordable taxes) • Laundromat • Restaurants (McDonald's, Kentucky Fried Chicken, Coffee shop – like Cville Coffee)* • Convenience stores remain walkable • Art spaces (studios) • Businesses that hire locally / pay a living wage • Health care facility, affordable day care facility for neighborhood children, flower shop, department store, Family Dollar • Non-profit community center (rented for a commercial kitchen, parties/gatherings, classes) • Makerspace/Business Incubator (may already be coming to 5th St.) 	<ul style="list-style-type: none"> • Hotel • Parking garage • Absentee landlords • Goods and services that are too expensive for lower-income residents. • Chain restaurants* • More check cashing • Overabundance of stores selling alcohol • Too many convenience stores
<i>History, Culture and Art</i>	<ul style="list-style-type: none"> • Preservation of history and culture (people and housing) • Standing exhibit of history • Historic signs and/or walking tours • Public art and murals 	
<i>Walkability, Traffic, Public Transportation and Parking</i>	<ul style="list-style-type: none"> • Lower the speed limit to 25 mph • Flashing crosswalk at all crosswalks • Additional infrastructure for pedestrians/bikers • More frequent bus service • Consider parking in back of commercial 	<ul style="list-style-type: none"> • Traffic congestion on Cherry Avenue and residential streets
<i>Infrastructure, aesthetics and design</i>	<ul style="list-style-type: none"> • Cherry trees • Landscaping, flowers and tree cover • Buildings at the present scale • Public trash and recycle cans along Cherry • Gazebo and botanical garden at Tonsler Park • Preserve and maintain old signs* 	<ul style="list-style-type: none"> • Large, blocky architecture that doesn't fit the neighborhood • Light pollution • Vacant lots • Old signs that are dilapidated*
<i>Social Events and Programs</i>	<ul style="list-style-type: none"> • A neighborhood block party • Use Tonsler amphitheater for performances, including showcasing neighborhood talent and live bands • Sporting events • Pop up events in vacant lots • After school programs and summer camps • Events for the seniors, such as bingo 	
<i>Safety</i>	<ul style="list-style-type: none"> • Police walking in the neighborhood* • More people out walking • Police substation in community-friendly location* • Respect training for police officers 	<ul style="list-style-type: none"> • Dilapidated grocery store • Increased presence of police (due to previous negative experiences)* • Police substation* • Drugs, prostitution and loitering



5.0 Goals for the Future Use of the Cherry Avenue Corridor

At the January 14th FNA meeting, participants reviewed and revised goal statements based on the survey results and community visioning discussions. These goals can help identify a vision for the Cherry Avenue Corridor as well as additional principles and objectives for achieving the vision.

Goal A: The history and culture of the Fifeville neighborhood should be respected and preserved through future development efforts on Cherry Avenue.

The following examples were provided as potential opportunities to meet this goal:

- Preserving Fifeville's history and culture means seeking to preserve historic places and the presence of residents who helped create them.
- Amplify neighborhood history and culture through signage, events such as walking tours, and the design and programming of future development.
- Ensure development occurs at a scale compatible with culture of the neighborhood (i.e., keep development at the present scale, not at the Main Street scale).
- Avoid development projects that may contribute to displacement of long-time and generational residents as well as low-income residents.
- Preserve existing housing in areas surrounding Cherry Avenue, with particular attention to ensuring the viability of housing for low-income and fixed-income residents.

Goal B: Cherry Avenue should be a vibrant commercial area that supports a diverse, thriving Fifeville community by providing uses that (1) build a sense of community between long-time and newer residents and (2) support and are accessible to residents at the most vulnerable end of the socio-economic scale.

The following examples were provided as potential opportunities to meet this goal:

- Goods and services should be neighborhood-oriented, instead of oriented towards through traffic or the University community.
- Prioritize attracting local, minority-owned businesses as well as businesses that commit to local hiring and a living wage.
- Encourage a variety of daily goods and services for residents who are low-income and may not have regular access to goods and services further outside the neighborhood.
- Support infrastructure and beautification projects that encourage neighborhood residents to walk and build relationships with each other on Cherry Avenue.
- Provide more activities and events aimed at rebuilding a sense of belonging, community and shared identity among long-time and newer residents.
- Explore whether a mixed use approach to Cherry Avenue could help preserve and expand affordable and subsidized housing opportunities for Fifeville residents.



6.0 Summary and Next Steps

In 2015, the FNA set out to develop a vision for the future use of the Cherry Avenue Corridor. Through a rigorous community engagement process conducted from Fall 2015-Spring 2016, the FNA has captured significant community input that:

- Reflects the importance of the Cherry Avenue Corridor to the Fifeville neighborhood,
- Identifies hopes and concerns for the future of the Cherry Avenue Corridor,
- Identifies recommendations for future uses, design elements and activities on the Cherry Avenue Corridor, and
- Puts forward a set of goals for future efforts to improve the Cherry Avenue Corridor.

Next steps include a request to the City Council and Neighborhood Development Services from the Fifeville Neighborhood Association for funding for a Small Area Plan, which could build on the community engagement efforts of this visioning process and set forward a vision the City could use to guide future development efforts.

In addition, this document provides a record that will help guide the future efforts of the Fifeville Neighborhood Association independent of the Small Area Plan process. These efforts may include exploration of what role the FNA and its partners can play in forwarding the future use goals identified in this document and deepening a culture of inclusion and welcome in Fifeville that is so valued by the visioning process participants and the Fifeville Neighborhood Association.



7.0 Appendix

- A. Cherry Avenue Survey
- B. Survey Responses
 - 1. Hard copies (30)
 - 2. Online submission (27)
 - 3. Emails (4)
- C. FNA Visioning Session (October 8, 2015)
 - 1. Agenda
 - 2. FNA Visioning Session Flip Chart Notes
- D. FNA Review and Discussion of Preliminary Results Summary Flip Chart Notes (January 2016)
- E. FNA Review and Discussion of Cherry Avenue Corridor Survey Summary Executive Summary Flip Chart Notes (April 2016)