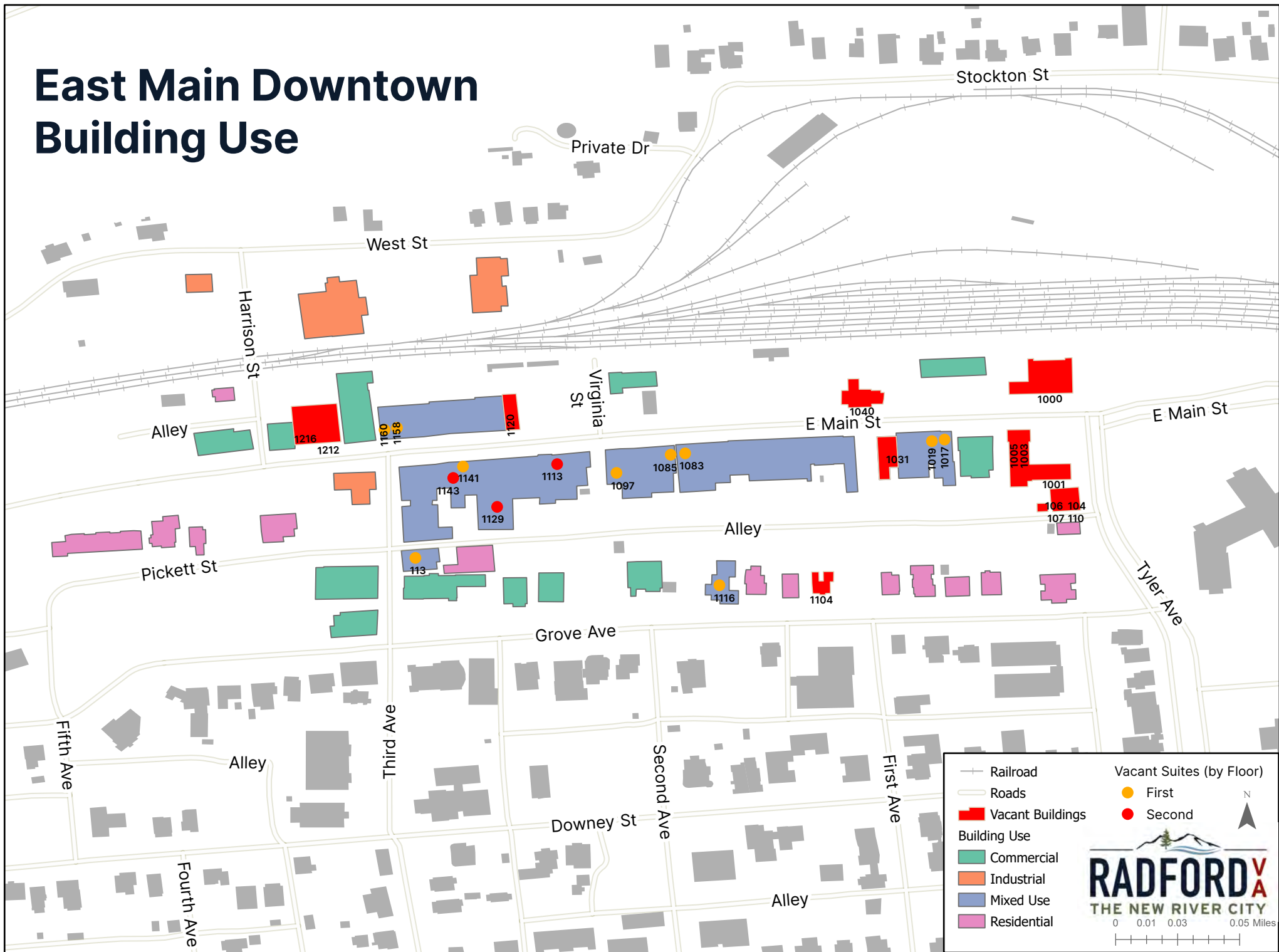


# East Main Downtown Building Use



**RADFORD VA**
  
 THE NEW RIVER CITY

0 0.01 0.03 0.05 Miles

Created by NRVRC, 2021
   
 Sources: VGIN, City of Radford, NRVRC

# East Main Downtown Plan

## Existing Conditions in Study Area

### Overview

Analysis of existing conditions can provide insights about the strengths and opportunities to city leadership, city staff, residents, and businesses alike. This section provides a summary of various types of data collected. The existing conditions analysis have been divided into four categories: 1) Land Use, 2) Building Inventory, 3) Vacancy, and 4) Building Conditions, which are summarized below.

The data was collected using the following approaches:

- Field visits
- Aerial imagery and GIS shapefiles
- City property database

### Land Use

The following observations were made:

- The project study area is approximately 37 acres
- The most common land use along East Main Street and Third Avenue is predominantly *mixed-use*:
  - 1<sup>st</sup> floors: offices, personal services, retail and restaurants
  - 2<sup>nd</sup> and 3<sup>rd</sup> floors: residential apartments
- Land use along Grove Avenue is mainly *residential use*, but with some offices and a funeral home interspersed.
- The northern part of the study area along Harrison and West Street has primarily *industrial use*.

### Building Inventory

NRVRC staff conducted a building inventory as part of the downtown plan. Characteristics such as building conditions, vacancies, and use types were

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assessed. The inventory is intended to assist stakeholders understand the economic conditions, market distributions, gaps, and future opportunities of the downtown.

The following were observed within the study area:

- The predominant commercial uses are:
  - *Office space*, utilizing approximately 48,000 square feet (27%)
  - *Retail and light industrial*, utilizing approximately 24,000 square feet (14%)
  - *Personal service*, utilizing approximately 21,000 square feet (12%)
- The predominant residential uses are:
  - Multi-family dwellings, including houses and apartments (106 units)
  - Single family dwellings (6 units)

The listing and graphical illustration of commercial and civic uses and their distribution in the East Main Downtown area are provided in

<b>Building Use Type</b>	<b>Total Square feet</b>	<b>% Square Feet</b>	<b># of Establish - ments</b>	<b>% Establish -ments</b>
Assembly	17,819	10%	3	6%
Auto Repair	3,132	2%	1	2%
Financial Institution	7,923	4%	1	2%
Light Industrial/ Warehouse/ Storage	24,231	14%	5	10%
Medical Office	10,892	6%	2	4%
Office	48,066	27%	13	25%
Personal service	21,880	12%	10	20%
Restaurant	18,255	10%	6	12%
Retail	24,041	14%	10	20%
<b>Total</b>	<b>176,239</b>	<b>100%</b>	<b>51</b>	<b>100%</b>

and Figure 1 respectively.

Table 2 provides the distribution of the residential uses in the area.

Table 1. Existing Building Uses Distribution (Commercial and Civic Categories)

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Figure 1. Distribution of commercial building uses in East Main Downton

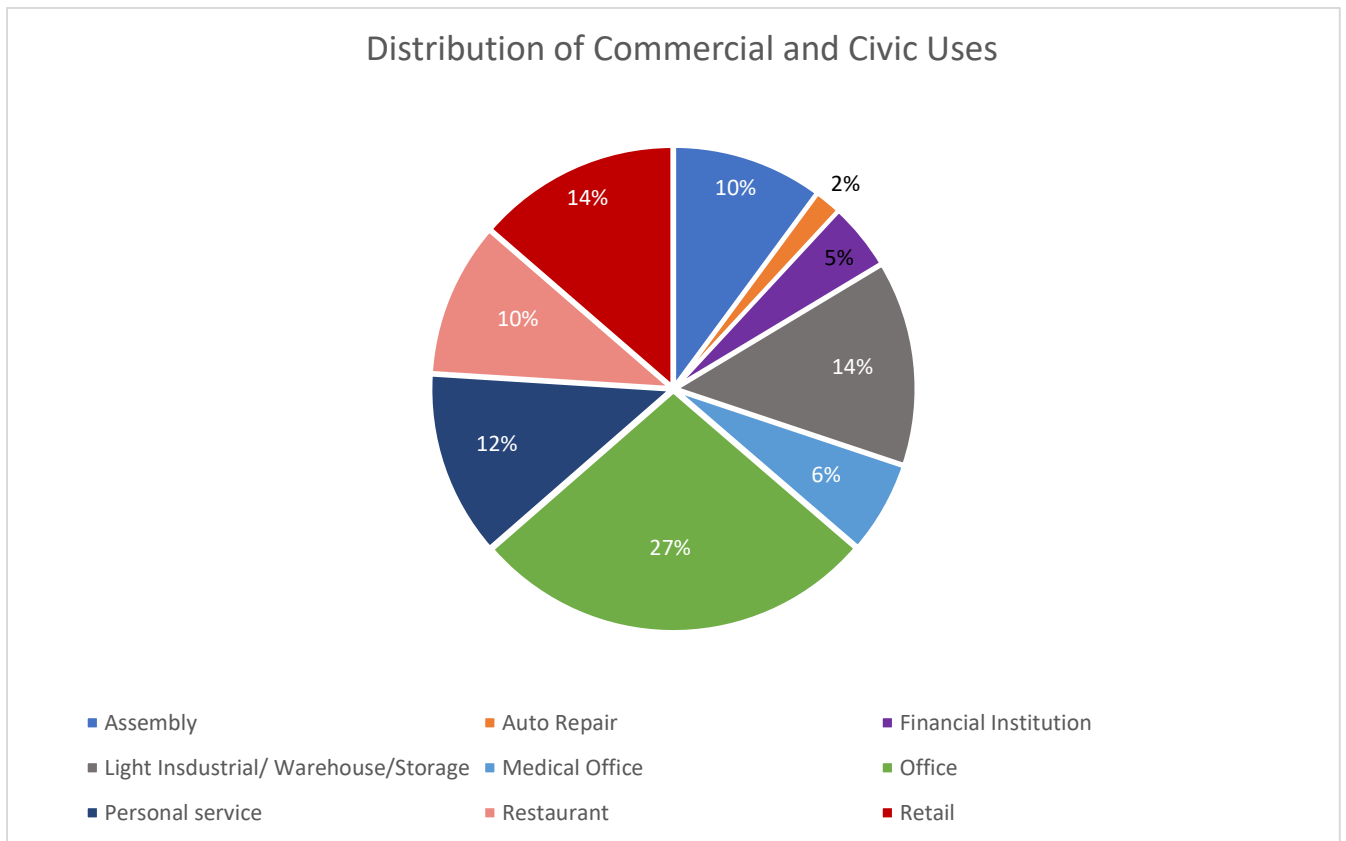


Table 2. Distribution of residential building uses in East Main Downtown

Building Use Type	Units
Single Family Dwelling	6
Multifamily Dwellings (Houses and Apartments)	104

## Vacancy

The Existing vacancy rate can be an important economic health indicator of a Downtown economy. Vacancy information was collected as part of the building inventory effort and the following observations were made within the study area:

- The area has about 58,000 square feet of vacant properties, which accounts for about 25% of the total square footage in the area.
- There was an increase in vacancy rate in the last one year, resulting from the closing of two banks (10,336 sqft) and small retail uses in the area.

Map 1 shows building uses and location of all the vacant properties within the study area.

Map 1

## Buildings Condition

Building conditions within the downtown have a significant role in attracting/retaining businesses, residents, and visitors. The following observations were made during the survey and analysis of building conditions while conducting the building inventory:

- Few properties are vacant and in poor condition, which are contributing factors that lead to community blight and deterioration.

- Some structures are underutilized, and maintenance is likely overdue. These structures have good bones and can contribute to the history and fabric of the community.
- There are 11 buildings that have ratings of *very good* or *good*:
  - These building are well-maintained and have well designed façades.
  - Business owners maintain window transparency which enhances the attractiveness of the area

Pictures of buildings in the area:

## Recommendations

The following recommendations are proposed based on the analysis of existing conditions, public survey results, and discussions with staff, leaders and stakeholders:

- Put emphasis on expanding the range of businesses, such as: entertainment, dining, gallery, artist spaces, youth center, retail incubator and non-retail uses to attract residents, college students and visitors to expand customer base.

“Survey quote”

- Maintain an online interactive map identifying location of properties that are vacant, for sale or for lease.
- Track vacancy and building condition trends
- Develop a program and incentives for vacant and underutilized buildings and floor spaces to be filled or used more intensively
- Provide physical improvements (initiated by the City) that will encourage business owners and property owners to invest in their establishment. Examples of City improvements may include:
  - Special sidewalk paving
  - Attractive lighting

- Outdoor dining and gathering spaces
  - Installation of Public Art and Murals
- Encourage businesses to improve storefront transparency with product and service display and attractive signage to attract customers and enhance curb appeal. Examples or guidelines can be developed and provided to businesses for reference to enhance East Main Downtown's image.