



STAPLES MILL ROAD
SMALL AREA PLAN

MARCH 2022

TECHNICAL MEMO

PHASE 1 PUBLIC ENGAGEMENT

1.0 INTRODUCTION

The Virginia Department of Transportation (VDOT) and its partners are conducting a small area plan along Staples Mill Road (Route 33) in Henrico County that will explore how to support planned transit-oriented development (TOD) surrounding the Richmond Staples Mill Amtrak station. The small area plan recommendations will support a TOD concept developed by Henrico County and Virginia Department of Rail and Public Transportation (DRPT) for the Amtrak station area. Staples Mill Road links Henrico County and Richmond. It also provides access to the Staples Mill Road Amtrak Station, a major rail hub with connections to destinations up and down the eastern seaboard.

This memorandum documents the first phase of public engagement for the Staples Mill Road Small Area Plan. The public engagement process gathered feedback about transportation issues and opportunities along Staples Mill Road, and the vision, goals, and objectives for the small area plan.

2.0 SURVEY

The study team gathered feedback from the residents in the study area and the commuting public through a survey. The survey introduced the public to the Staples Mill Road Small Area Plan and solicited input about the respondents' relationship with the area, study goals, and transportation issues and opportunities. The study team produced online and paper versions of the survey in English and Spanish. The survey was open for responses from October 26, 2021 to January 22, 2022.

Attachment A includes English and Spanish copies of the survey.

Survey Recruitment

The study team engaged residents and members of the commuting public to take the survey using an array of recruitment tools, including:

- Staples Mill Road Small Area Plan web page
- Targeted online ads through Facebook
- Organic posts on VDOT Facebook and Twitter accounts
- Requests to Stakeholder Group members to share the survey link on their web pages and social media platforms
- Emails to over 90 community-based organizations, including a fact sheet about the study
- A targeted postcard to businesses and residences advertising the survey and online public meeting

Attachment B includes the recruitment materials used for the study.

Survey Results

1,238 people filled out the survey by the survey end date (January 22, 2022). The following section summarizes community feedback based on three main survey sections: About You, Study Goals, and Your Priorities.

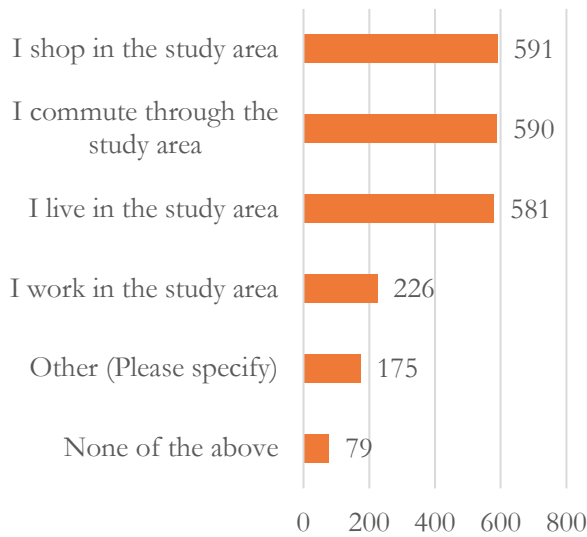
You and Your Travel Patterns

Study Area and You

Survey respondents primarily interact with the study area as shoppers (48% - 591), commuters (48% - 590), and residents (47% - 581) (**Figure 1**). Although 48% of respondents commute through the study area, only 18% work there. Most survey

respondents who commute through the study area likely use corridors like Staples Mill Road, Broad Street, and Route 1 as key connections to job centers in Richmond.

Figure 1. What is your relationship to the study area? (Check all that apply)

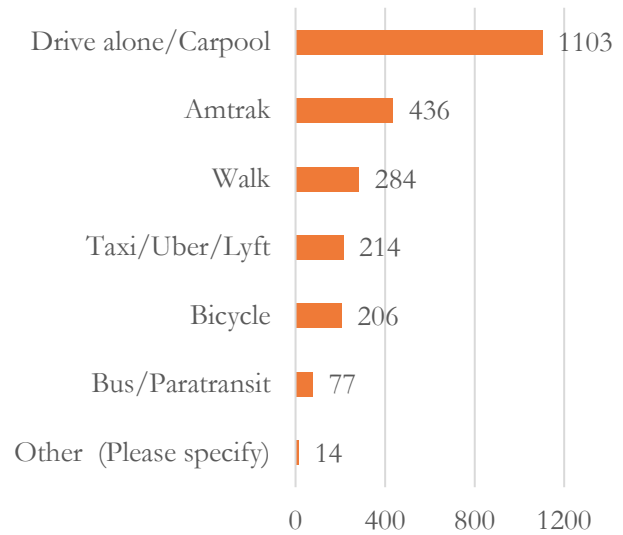


How you get around

Most survey respondents drive alone (89% - 1,103) (Figure 2). Although just over 6% (77) of respondents take the bus or paratransit, 35% (436) of respondents use Amtrak. Nearly a quarter of survey respondents reported walking in the study area (23% - 284) and 17% (206) reported biking in the area. This diversity in mode share demonstrates the importance of the study’s vision: providing safe and comfortable travel for all uses and users.

The 581 respondents who live in the study area reported walking as the second most used travel mode behind driving alone or carpooling.

Figure 2. What modes do you use when traveling in the Staples Mill Road study area? (Check all that apply)

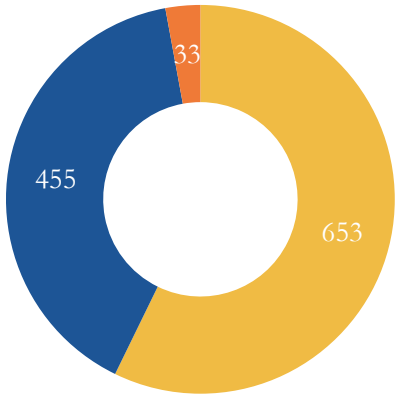


Automobile Access

Over 50% of respondents own or have access to two or more automobiles and 37% own or have access to one automobile (Figure 3). Only 3% of respondents do not own or have access to an automobile. The 581 respondents that live in the study area responded similarly to the question about automobile access (only 1% of respondents do not own or have access to an automobile).

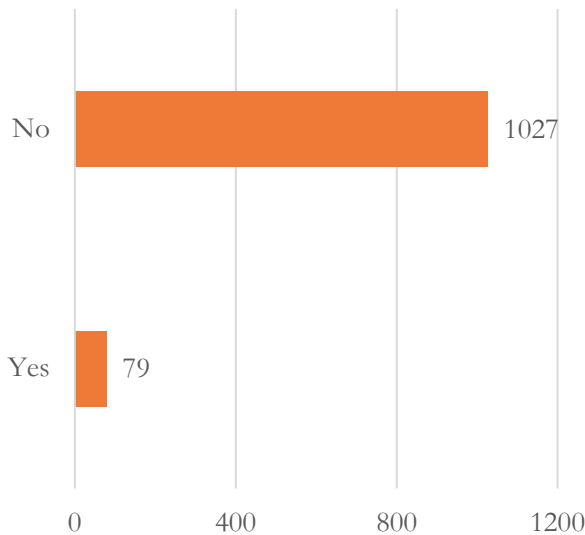
Figure 3. How many automobiles do you own or have access to?

Two or more One None



Approximately 6% (79) of survey respondents reported missing out on job opportunities or losing a job because of a lack of reliable transportation (Figure 4).

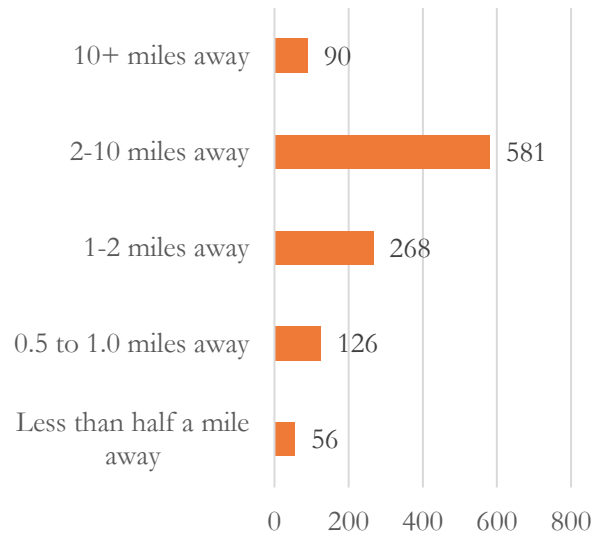
Figure 4. Have you missed out on job opportunities or lost a job because you did not have reliable transportation?



Staples Mill Amtrak Station Access

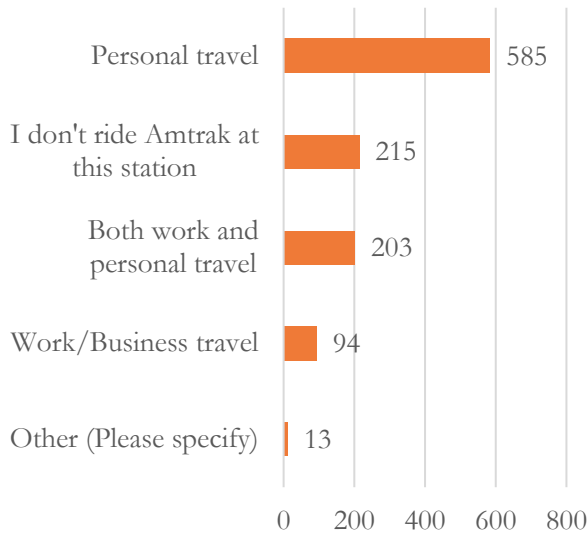
Most of the survey respondents who reported that they live within the study area live less than two miles away from the Staples Mill Amtrak Station. Most of all survey respondents reported that they live between two and 10 miles away from the Staples Mill Amtrak Station (47% - 581). (Figure 5).

Figure 5. How far do you live from the Staples Mill Amtrak Station?



Of the 71% of all survey respondents that reported taking Amtrak to and from the Staples Mill Amtrak Station, most of these respondents take Amtrak for personal travel, followed by both work and personal travel, and last for work/business travel (Figure 6). Most survey respondents that indicated that they have taken Amtrak to and from the Staples Mill Amtrak Station noted their relationship to the study area was that they commute through and/or shop in the study area.

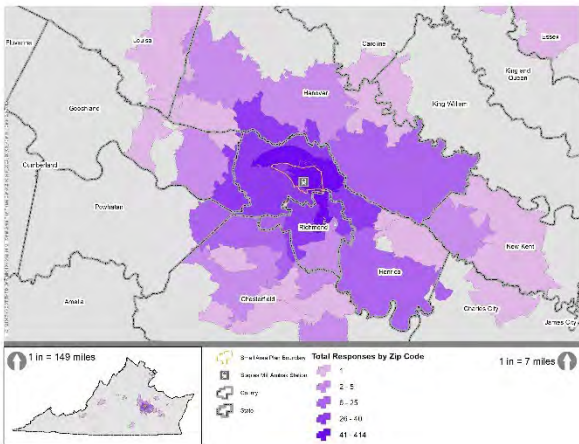
Figure 6. Do you take Amtrak to/from the Staples Mill Amtrak Station? If yes, what would you describe to be your primary trip purpose?



Zip Code

Over half of survey respondents (56% - 699) live in the zip codes immediately surrounding the study area (Figure 7). Most survey respondent live within approximately 30 miles of the Staples Mill Road Amtrak Station.

Figure 7. Home Zip Code



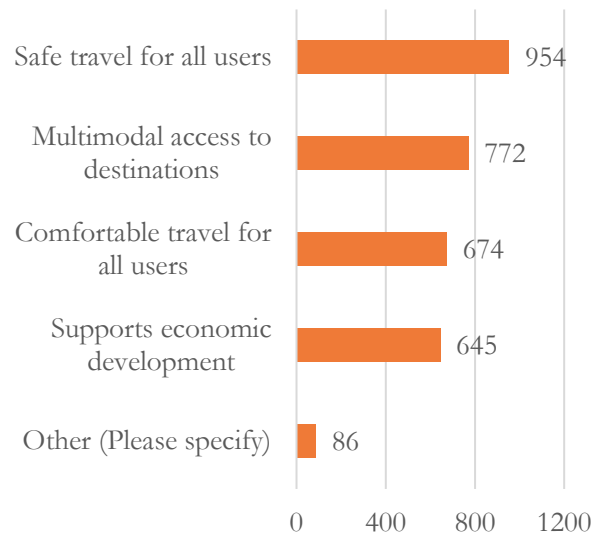
Long-Term Vision

Respondents were asked what considerations they would like to see included in the long-term vision

for the Staples Mill Road area. “Safe travel for all users” was the top consideration selected by all survey respondents followed by “multimodal access to destinations (Figure 8).” Over half of all survey respondents indicated that they would like to see all four considerations in the Vision for the Staples Mill Road Area:

1. Safe travel for all users
2. Multimodal access to destinations
3. Comfortable travel for all users
4. Supports economic development

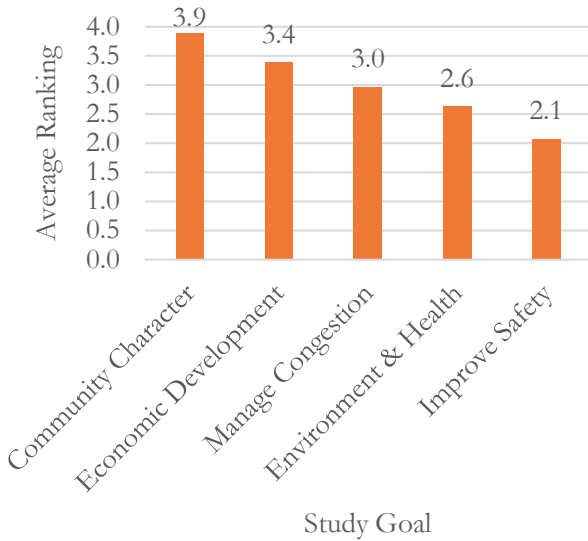
Figure 8. What considerations would you like to see included in the long-term vision for the Staples Mill area? (Check all that apply)



Study Goals

Respondents were asked to rank the study goals in order from most important (1) to least important (4). Based on average rank, the goal “improve safety and comfort” scored lowest and therefore is the highest priority goal (2.1) followed by “preserve environment and health” (2.6) (Figure 9). Survey respondents ranked “reflect community character” (3.9) and “encourage economic development” (3.4) as the least important goals.

Figure 9. What do you think are the most important goals of the study?

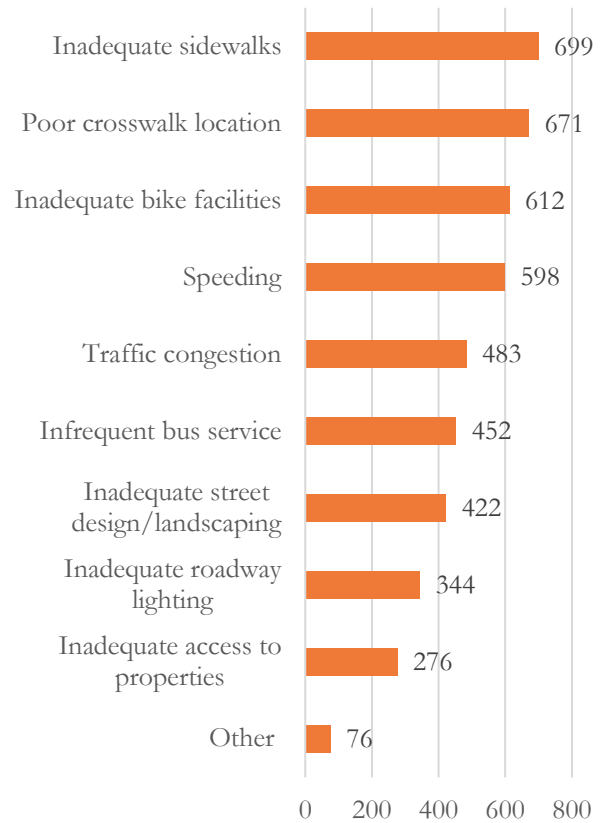


Your Priorities

Transportation Problems

Most respondents identified inadequate sidewalks (56% - 699) and poor crosswalk location (54% - 671) as problems in the study area (Figure 10). A substantial number of survey respondents also identified inadequate bike facilities (49% - 612), speeding (48% - 598), and traffic congestion (39% - 483) as transportation problems.

Figure 10. What transportation problems have you observed in the study area? (Check all that apply)



Opportunities - Safety

As demonstrated in Figure 11, most respondents answered that providing a complete sidewalk network would enhance safety for all transportation modes in the study area (60% - 746), followed by adding more pedestrian and bike crossings (57% - 703). Slowing down cars through law enforcement was the transportation investment with the least support (3% - 43).

Figure 11. What transportation investments do you believe would enhance safety for all transportation modes in the study area? (Check all that apply)

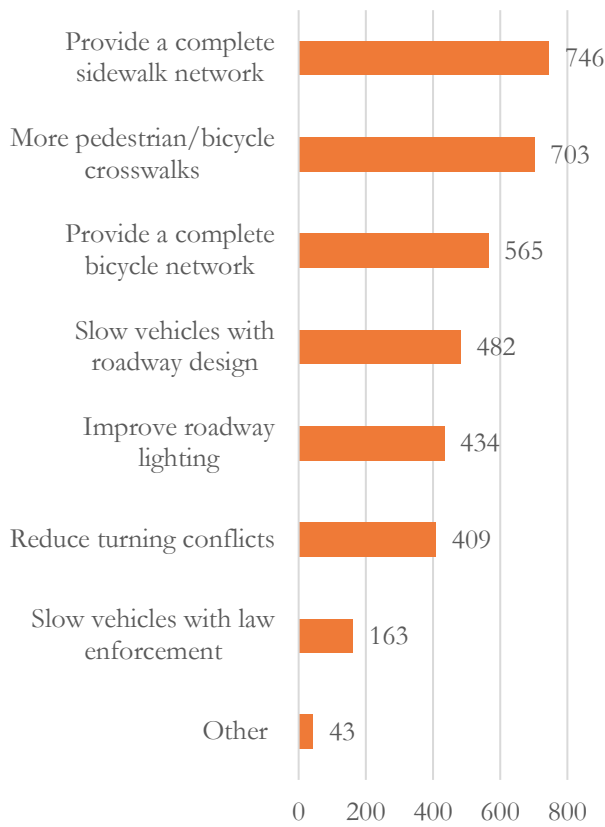
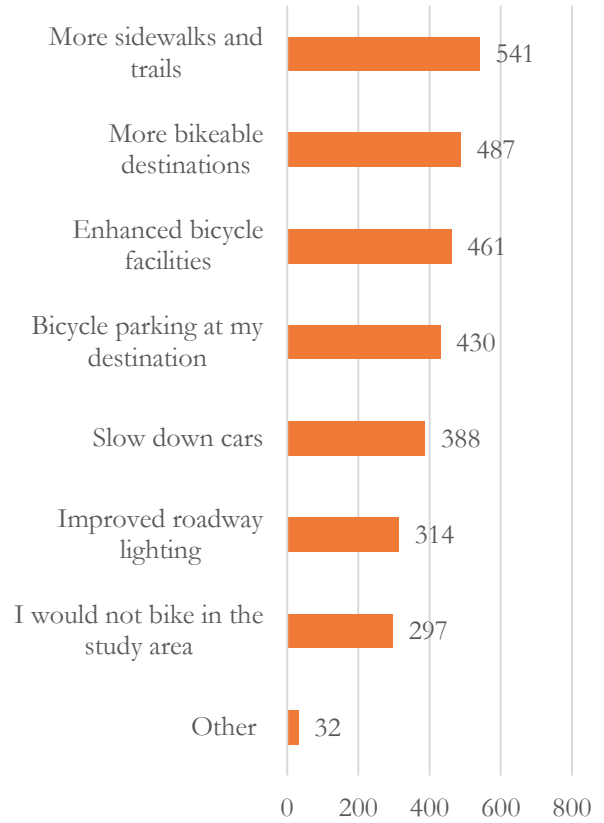


Figure 12. Bicycle opportunities: What investments would make it more likely for you to bike in the study area? (Check all that apply)



Opportunities – Bike

While 24% (297) of respondents answered that they would not bike in the study area, more respondents answered that they would be more likely to bike if they had access to more sidewalks and trails (44% - 541) and more bikeable destinations (39% - 487) (Figure 12). These responses demonstrate that existing conditions in the study area are not conducive to bicycling; however, there is a desire to bicycle with infrastructure improvements.

Opportunities – Walk

Most respondents identified providing access to walkable destinations (57% - 702), improving sidewalk conditions (56% - 697), and adding more sidewalks and trails (56% - 694) as investments that would make them more likely to walk in the study area. Respondents also identified safer crossings (49% - 611), trees to provide shade (44% - 541), and wider space between the sidewalk and vehicular travel lane (43% - 538) as pedestrian opportunities (Figure 13).

Figure 13. Pedestrian opportunities: What investments would make it more likely for you to walk in the study area? (Check all that apply)

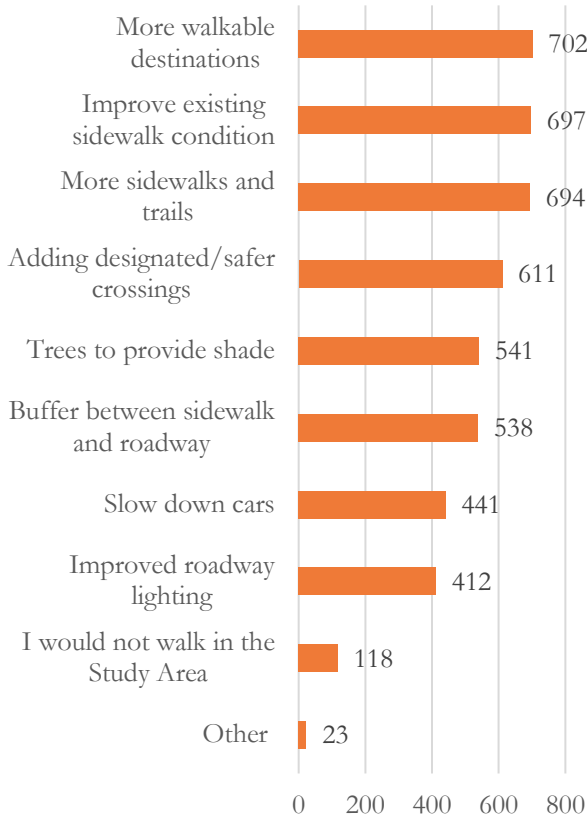
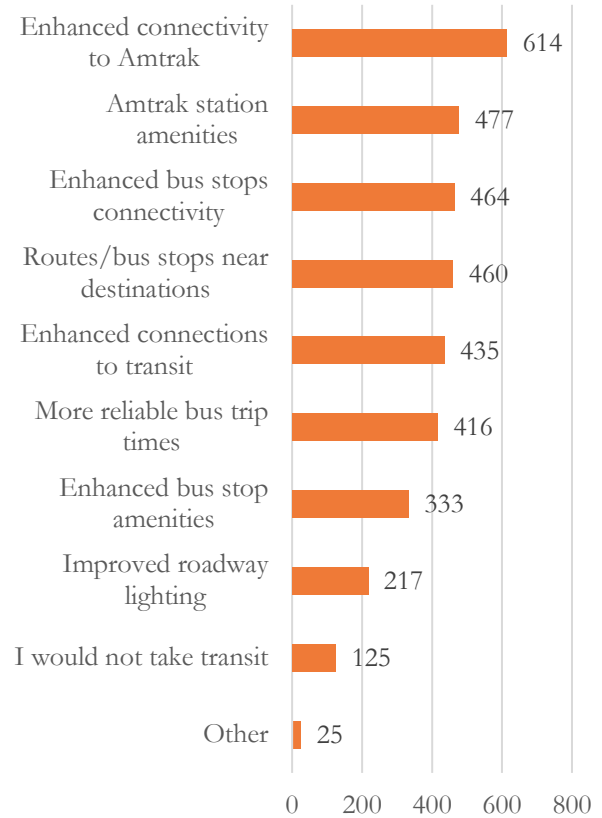


Figure 14. Transit opportunities: What transportation investments would make it more likely that you take transit (bus or heavy rail) in the study area? (Check all that apply)



Opportunities – Transit

When asked what transportation investments would make them more likely to take transit (bus or heavy rail), 50% (614) of respondents said that they would like enhanced connectivity to Amtrak (**Figure 14**). A relatively even number of respondents said they would ride transit if Amtrak station amenities were improved (39% - 477), bus stop connectivity was enhanced (37% - 464), and routes/stops were added near popular destinations (37% - 460). Only 10% of survey respondents (125) answered that they would not take transit. These responses indicate that there is a strong desire in the study area to use transit and more people would be opened to use transit after investments are made in the transit systems.

3.0 PUBLIC MEETING

The study team held an introductory outreach meeting to share the study’s vision and goals and gather feedback from community members about issues and opportunities in the study area. Desired outcomes of this meeting included gathering valuable insights about existing conditions and raising community interest and involvement in a future public meeting.

The public meeting was held using the online platform, GoToWebinar on January 13, 2022. A recording of the meeting can be found on the Staples Mill Road Small Area Plan web page. **Attachment C** includes a copy of the presentation shared at the meeting.

Community members had the opportunity to ask questions and provide the study team with insights about the study area during the public meeting. 53 community members attended the meeting resulting in more than 60 questions and comments. A recurring theme shown by several of the comments was interest in expanding bus services in the study area including adding a bus stop to the Staples Mill Amtrak Station and extending bus service to downtown Richmond. While VDOT communicated to GRTC that there was great interest in expanding bus service in the area, transit service changes are not within the scope of this study. This small area plan will focus on specific transportation recommendations and alternatives that can be implemented at the study intersections and along the Staples Mill Road corridor.

Other meeting attendees communicated their interest in walking and biking in the study area. This included interest in the ongoing Fall Line Trail project.¹ This interest in active transportation

reinforces findings from the online survey. The survey showed that existing conditions in the study area are not conducive to walking and bicycling; however, there is a desire to walk and bicycle with infrastructure improvements. **Attachment D** details community questions and comments from the public meeting.

4.0 CONCLUSION AND NEXT STEPS

The findings in this memorandum will inform the processes for refining the study goals, objectives, and evaluation criteria. The study team will use insights from the phase 1 public engagement process to develop potential transportation alternatives that will help meet the vision and goals of the study. These short-, mid-, and long-term transportation alternatives will be evaluated and revised based on the study evaluation measures and community input.

¹ <https://henrico.us/projects/fall-line-trail/>

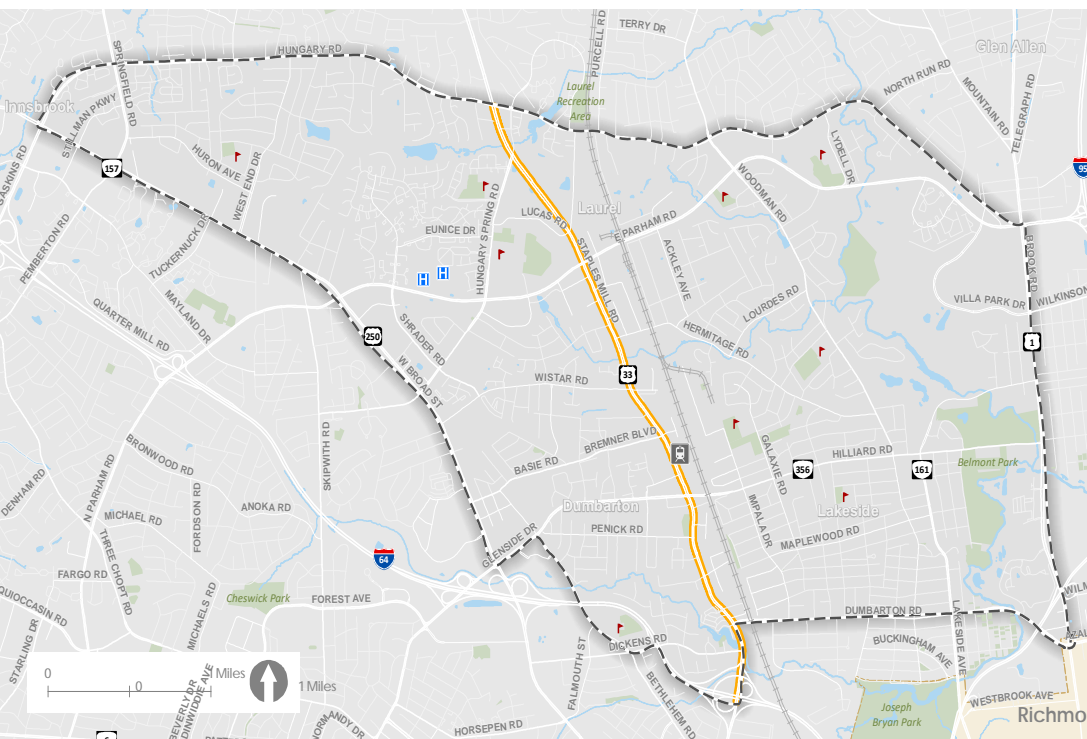
Attachment A Phase 1 Survey

OPPORTUNITIES & ISSUES SURVEY

What are your transportation priorities?

The Virginia Department of Transportation (VDOT) and its partners are conducting a small area plan along Staples Mill Road (Route 33) in Henrico County that explores the opportunity for transit-oriented development (TOD) surrounding the Richmond Staples Mill Amtrak station. The plan recommendations will support an existing TOD concept developed by Henrico County and Virginia Department of Rail and Public Transportation (DRPT) for the Amtrak station area. Staples Mill Road links Henrico county and the City of Richmond. It also provides access to the Staples Mill Road Amtrak Station, a major rail hub with connections to destinations up and down the eastern seaboard.

Please help us identify transportation solutions for the Staples Mill Road area by answering this short survey.



PARTNERS

- Henrico County
- Greater Richmond Transit Company
- The City of Richmond
- Richmond Regional Transportation Planning Organization
- Federal Highway Administration
- Virginia Department of Rail and Public Transportation

- Public Schools (K-12)
- Hospitals
- Staples Mill Road Study Corridor
- Small Area Plan Boundary
- Railroad
- Richmond City Boundary
- Parks
- Water



YOU AND YOUR TRAVEL PATTERNS

Please tell us about your relationship to the Staples Mill Road study area.

1. **What is your relationship to the study area?** Check all that apply.

- | | |
|--|--|
| <input type="checkbox"/> I live in the study area. | <input type="checkbox"/> I shop in the study area. |
| <input type="checkbox"/> I work in the study area. | <input type="checkbox"/> None of the above |
| <input type="checkbox"/> I commute through the study area. | <input type="checkbox"/> Other (specify) _____ |

2. **What is your home zip code?**

3. **What mode(s) do you use when traveling in the Staples Mill Road study area?** If you use multiple modes, please check all that apply.

- | | |
|--|--|
| <input type="checkbox"/> Drive alone/carpool | <input type="checkbox"/> Walk |
| <input type="checkbox"/> Taxi/Uber/Lyft | <input type="checkbox"/> Amtrak |
| <input type="checkbox"/> Bus/paratransit | <input type="checkbox"/> Other (specify) _____ |
| <input type="checkbox"/> Bicycle | |

4. **Have you missed out on job opportunities or lost a job because you did not have reliable transportation?**

- | | |
|---------------------------|--------------------------|
| <input type="radio"/> Yes | <input type="radio"/> No |
|---------------------------|--------------------------|

5. **How many automobiles do you own or have access to?**

- | | |
|----------------------------|-----------------------------------|
| <input type="radio"/> None | <input type="radio"/> Two or more |
| <input type="radio"/> One | |

6. **Do you take Amtrak to/from the Richmond Staples Mill Amtrak Station? If yes, what would you describe to be your primary trip purpose?**

- | | |
|---|--|
| <input type="radio"/> Work/Business travel | <input type="radio"/> I don't ride Amtrak at this station. |
| <input type="radio"/> Personal travel | <input type="radio"/> Other (specify) _____ |
| <input type="radio"/> Both work and personal travel | |

7. **How far do you live from the Richmond Staples Mill Amtrak station?**

- | | |
|--|---|
| <input type="radio"/> Less than half a mile away | <input type="radio"/> 2-10 miles away |
| <input type="radio"/> 0.5 to 1.0 miles away | <input type="radio"/> 10 or more miles away |
| <input type="radio"/> 1-2 miles away | |

8. **What considerations would you like to see included in the long-term vision for the Staples Mill Road area?** Check all that apply

- | | |
|--|--|
| <input type="checkbox"/> Safe travel for all users | <input type="checkbox"/> None of the above |
| <input type="checkbox"/> Comfortable travel for all users | <input type="checkbox"/> Other (specify) _____ |
| <input type="checkbox"/> Multimodal access to destinations | |
| <input type="checkbox"/> Supports economic development | |

13. What investments would make it more likely for you to bike in the Staples Mill Road study area? Check all that apply.

- | | |
|--|--|
| <input type="checkbox"/> Bicycle parking at my destination | <input type="checkbox"/> More sidewalks and trails |
| <input type="checkbox"/> Improved roadway lighting | <input type="checkbox"/> Slow down cars |
| <input type="checkbox"/> More bicycle lanes | <input type="checkbox"/> I would not bike in the study area. |
| <input type="checkbox"/> Enhanced bicycle facilities | <input type="checkbox"/> Other (specify) _____ |
| <input type="checkbox"/> More bikeable destinations | |

14. What investments would make it more likely for you to walk in the Staples Mill Road study area? Check all that apply.

- | | |
|---|--|
| <input type="checkbox"/> Improved existing sidewalk condition | <input type="checkbox"/> Slow down cars |
| <input type="checkbox"/> Improved roadway lighting | <input type="checkbox"/> Trees to provide shade |
| <input type="checkbox"/> Adding designated/safer crossings | <input type="checkbox"/> Buffer between sidewalk and roadway |
| <input type="checkbox"/> More walkable destinations | <input type="checkbox"/> I would not walk in the study area. |
| <input type="checkbox"/> More sidewalks and trails | <input type="checkbox"/> Other (specify) _____ |

15. What transportation investments would make it more likely that you take transit (bus or heavy rail) in the Study Area? Check all that apply.

- | | |
|---|--|
| <input type="checkbox"/> Enhanced bus stop amenities | <input type="checkbox"/> Enhanced connectivity to Amtrak |
| <input type="checkbox"/> Enhanced bus stop connectivity | <input type="checkbox"/> Amtrak station amenities |
| <input type="checkbox"/> Improved roadway lighting | <input type="checkbox"/> Enhanced connections to transit |
| <input type="checkbox"/> More reliable bus trip times | <input type="checkbox"/> I would not take transit. |
| <input type="checkbox"/> Routes/bus stops near destinations | <input type="checkbox"/> Other (specify) _____ |

For more information, visit
[https://www.virginiadot.org/
projects/richmond/staples_mill_road_small_area_plan.asp](https://www.virginiadot.org/projects/richmond/staples_mill_road_small_area_plan.asp).

To stay up-to-date with the study team's findings and future outreach activities, please provide your contact information:

Name: _____

Address: _____

Organization/Business: _____

Email: _____

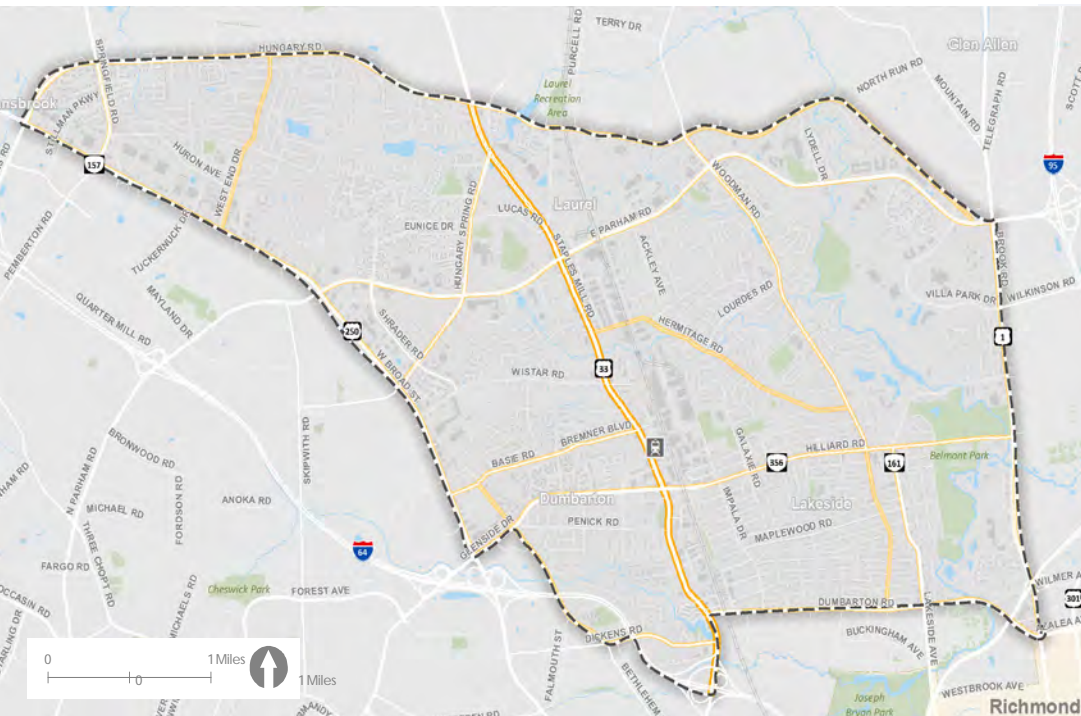


ENCUESTA DE PROBLEMAS Y OPORTUNIDADES

¿Cuáles son tus prioridades de transporte?

The Virginia Department of Transportation (VDOT) y sus socios están llevando a cabo un plan de estudio de área pequeña a lo largo de Staples Mill Road (Ruta 33) en el condado de Henrico que explora la oportunidad [de desarrollo orientado al transporte público](#) alrededor de la estación de Richmond Staples Mill de Amtrak. Las recomendaciones del plan soportarán un concepto existente para el área de la estación de Amtrak, que ha sido desarrollado por el condado de Henrico y el departamento de transporte ferroviario y público de Virginia (DRPT). Staples Mill Road une el condado de Henrico con la ciudad de Richmond. También brinda acceso a la estación de Staples Mill Road de Amtrak, un importante centro ferroviario con conexiones a destinos a lo largo y ancho de la costa este.

Ayúdenos a identificar soluciones de transporte para el área de Staples Mill Road respondiendo esta breve encuesta.



SOCIOS DEL PROYECTO

- Henrico County
- Greater Richmond Transit Company
- The City of Richmond
- Richmond Regional Transportation Planning Organization
- Federal Highway Administration
- Virginia Department of Rail and Public Transportation

- Corredor Staples Mill Road
- Parques
- Agua
- Calles del Estudio
- Limites del Area de Estudio
- Línea de Ferrocarril
- Limites de la Ciudad de Richmond

ACERCA DE TI/TUS PATRONES DE TRANSPORTE

Cuéntanos sobre tu relación con el área de estudio de Staples Mill Road.

1. **¿Cuál es tu relación con el área de estudio?** Marca todo lo que corresponda.

- | | |
|--|--|
| <input type="checkbox"/> Vivo en el área de estudio. | <input type="checkbox"/> Hago las compras en el área de estudio. |
| <input type="checkbox"/> Trabajo en el área de estudio. | <input type="checkbox"/> Ninguna de las respuestas anteriores. |
| <input type="checkbox"/> Viajo diariamente por el área de estudio. | <input type="checkbox"/> Otros (especifica) _____ |

2. **¿Cuál es tu código postal?**

3. **¿Qué modo(s) utilizas cuando viajas en el área de estudio de Staples Mill Road?** Si utilizas varios modos, selecciona todos los que correspondan.

- | | |
|--|---|
| <input type="checkbox"/> Conduzco solo(a)/comparto coche | <input type="checkbox"/> Camino |
| <input type="checkbox"/> Taxi/Uber/Lyft | <input type="checkbox"/> Uso Amtrak |
| <input type="checkbox"/> Autobús/Camioneta para Discapacitados | <input type="checkbox"/> Otros (especifica) _____ |
| <input type="checkbox"/> Ando en bicicleta | |

4. **¿Has perdido oportunidades laborales o has perdido un trabajo porque no tenías transporte confiable?**

- | | |
|--------------------------|--------------------------|
| <input type="radio"/> Sí | <input type="radio"/> No |
|--------------------------|--------------------------|

5. **¿Cuántos automóviles tienes o puedes acceder?**

- | | |
|-------------------------------|---------------------------------|
| <input type="radio"/> Ninguno | <input type="radio"/> Dos o más |
| <input type="radio"/> Uno | |

6. **¿Tomas Amtrak hasta/desde la estación Richmond Staples Mill?**
¿Cuál describirías como el propósito principal de tu viaje?

- | | |
|---|---|
| <input type="radio"/> Viaje de trabajo/negocios | <input type="radio"/> No uso Amtrak en esta estación. |
| <input type="radio"/> Viaje personal | <input type="radio"/> Otros (especifica) _____ |
| <input type="radio"/> Trabajo y viajes personales | |

7. **¿A qué distancia vives de la estación de Amtrak de Richmond Staples Mill?**

- | | |
|---|--|
| <input type="radio"/> A menos de media milla de distancia | <input type="radio"/> 2.0 a 10 millas de distancia |
| <input type="radio"/> 0.5 a 1.0 milla de distancia | <input type="radio"/> 10+ millas de distancia |
| <input type="radio"/> 1.0 a 2.0 millas de distancia | |

8. **¿Qué consideraciones te gustaría ver incluidas en la visión a largo plazo para el área de Staples Mill Road?** Marca todo lo que corresponda.

- | | |
|---|---|
| <input type="checkbox"/> Seguridad vial para todos los usuarios | <input type="checkbox"/> Apoyo al desarrollo económico |
| <input type="checkbox"/> Viajes cómodos para todos los usuarios | <input type="checkbox"/> Ninguna de las respuestas anteriores |
| <input type="checkbox"/> Accesos multimodales a los destinos | <input type="checkbox"/> Otros (especifica) _____ |

13. ¿Qué inversiones te permitirían andar en bicicleta en el área de estudio de Staples Mill Road? Marca todo lo que corresponda.

- | | |
|--|---|
| <input type="checkbox"/> Estacionamiento para bicicletas en mi destino | <input type="checkbox"/> Instalar más aceras y senderos |
| <input type="checkbox"/> Mejorar la iluminación de las calles | <input type="checkbox"/> Reducir la velocidad de los coches |
| <input type="checkbox"/> Más carriles para bicicletas | <input type="checkbox"/> No andaría en bicicleta en el área de estudio. |
| <input type="checkbox"/> Mejorar las instalaciones para bicicletas | <input type="checkbox"/> Otros (especifica) _____ |
| <input type="checkbox"/> Más destinos accesibles en bicicleta | |

14. ¿Qué inversiones te permitirían caminar en el área de estudio de Staples Mill Road? Marca todo lo que corresponda.

- | | |
|--|--|
| <input type="checkbox"/> Mejorar la condición de las aceras existentes | <input type="checkbox"/> Reducir la velocidad de los coches |
| <input type="checkbox"/> Mejorar la iluminación de las calles | <input type="checkbox"/> Plantar árboles para dar sombra |
| <input type="checkbox"/> Instalar más cruces para peatones | <input type="checkbox"/> Más espacio de protección entre la acera y la calzada para coches |
| <input type="checkbox"/> Más destinos accesibles a pie | <input type="checkbox"/> No caminaría en el área de estudio. |
| <input type="checkbox"/> Instalar más aceras y senderos | <input type="checkbox"/> Otros (especifica) _____ |

15. ¿Qué inversiones en el transporte público harían más probable que tomes el autobús o el tren en el área de estudio? Marca todo lo que corresponda.

- | | |
|--|---|
| <input type="checkbox"/> Mejorar las instalaciones en las paradas de autobús | <input type="checkbox"/> Mejorar la conectividad a Amtrak |
| <input type="checkbox"/> Mejorar la conectividad de las paradas de autobús | <input type="checkbox"/> Mejorar las instalaciones de la estación de Amtrak |
| <input type="checkbox"/> Mejorar la iluminación de las calles | <input type="checkbox"/> Mejorar las conexiones de primera/última milla |
| <input type="checkbox"/> Tiempos de viaje en autobús más fiables | <input type="checkbox"/> Yo no tomaría transporte público. |
| <input type="checkbox"/> Rutas y paradas de autobús cerca a los destinos | <input type="checkbox"/> Otros (especifica) _____ |

¡GRACIAS POR TU APOORTE!

Por favor visita nuestro sitio web para más información:
https://www.virginiadot.org/projects/richmond/staples_mill_road_small_area_plan.asp.

Proporciona tu información de contacto si deseas mantenerte actualizado(a) con los hallazgos del Equipo de Estudio y futuras actividades:

Nombre: _____

Dirección: _____

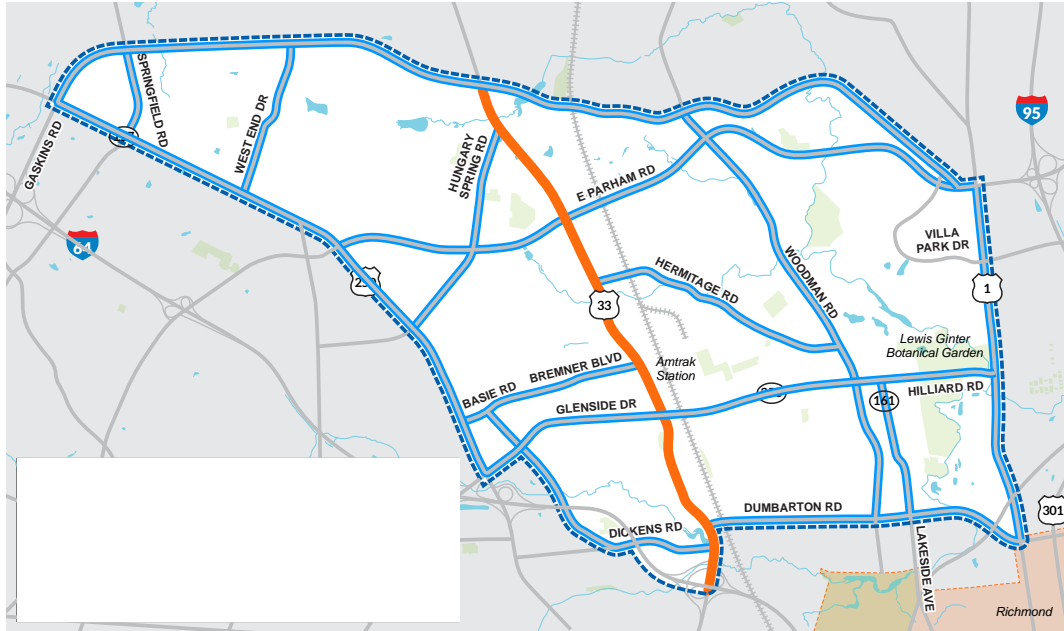
Organización/Negocio: _____

Correo electrónico: _____



Attachment B Recruitment
Materials

We want to hear from you! | ¡Queremos saber!



Take our survey and attend our virtual public meeting!

Help us identify transportation opportunities along Staples Mill Road by taking our survey! Survey closes 1/27/22. bit.ly/StaplesMillSurvey or scan the QR code!

¡Responda a nuestra encuesta y participe de nuestra reunión pública virtual!

¡Ayúdenos a identificar oportunidades de transporte a lo largo de Staples Mill Road a través de nuestra encuesta! La encuesta cierra el 27 de enero de 2022. bit.ly/EncuestaDeStaplesMill o escanee el código QR!

Survey in English



Encuesta en Español



VDOT ensures nondiscrimination and equal employment in all programs and activities in accordance with Title VI and VII of the Civil Rights Act of 1964. If you need more information or special assistance for persons with disabilities or limited English proficiency, contact VDOT's Civil Rights Division at 757- 925- 2500, 800-611-5812 or TTY/TDD 711.

VDOT garantiza la ausencia de discriminación y la igualdad de oportunidades de empleo en todos los programas y actividades, de conformidad con los Títulos VI y VII de la Ley de Derechos Civiles de 1964. Si usted necesita más información o asistencia especial para personas con discapacidades o competencia limitada en el idioma inglés, comuníquese con Derechos Civiles (Civil Rights) de VDOT, al 757-925-2500, 800-611-5812 o TDD/TTY 711.

VDOT Staples Mill Road (Route 33) Small Area Plan Plan de Área Pequeña de Staples Mill Road (Ruta 33)

The study will evaluate automobile, transit, bicycle, and pedestrian conditions along Staples Mill Road and other key streets near the Staples Mill Road Amtrak Station. Study findings will be used to develop, compare, and recommend transportation solutions to help meet the study's goals.

STUDY GOALS

- Improve safety and comfort
- Manage congestion
- Support economic development
- Foster community and environmental health
- Reflect community character

TAKE OUR SURVEY: bit.ly/StaplesMillSurvey

RESPONDA A NUESTRA ENCUESTA: bit.ly/EncuestaDeStaplesMill

REGISTER FOR OUR PUBLIC MEETING | REGÍSTRESE PARA LA REUNIÓN PÚBLICA:
bit.ly/StaplesMillMeeting1

STAY CONNECTED BY VISITING | MANTÉNGASE EN CONTACTO VISITANDO:
www.virginiadot.org/projects/richmond/staples_mill_road_small_area_plan.asp

El estudio evaluará las condiciones de transporte para automóviles, autobuses, bicicletas y peatones a lo largo de Staples Mill Road y otras calles clave alrededor de la estación de Amtrak de Staples Mill Road. Los resultados del estudio serán utilizados para desarrollar, comparar y recomendar soluciones al transporte que ayudarán a cumplir con la objetivos del estudio.

OBJETIVOS DEL ESTUDIO

- Mejorar la seguridad y la comodidad de transporte
- Gestionar la congestión
- Promover el desarrollo económico
- Conservar el medio ambiente y la salud de las personas
- Reflejar el carácter de la comunidad

VDOT Richmond District

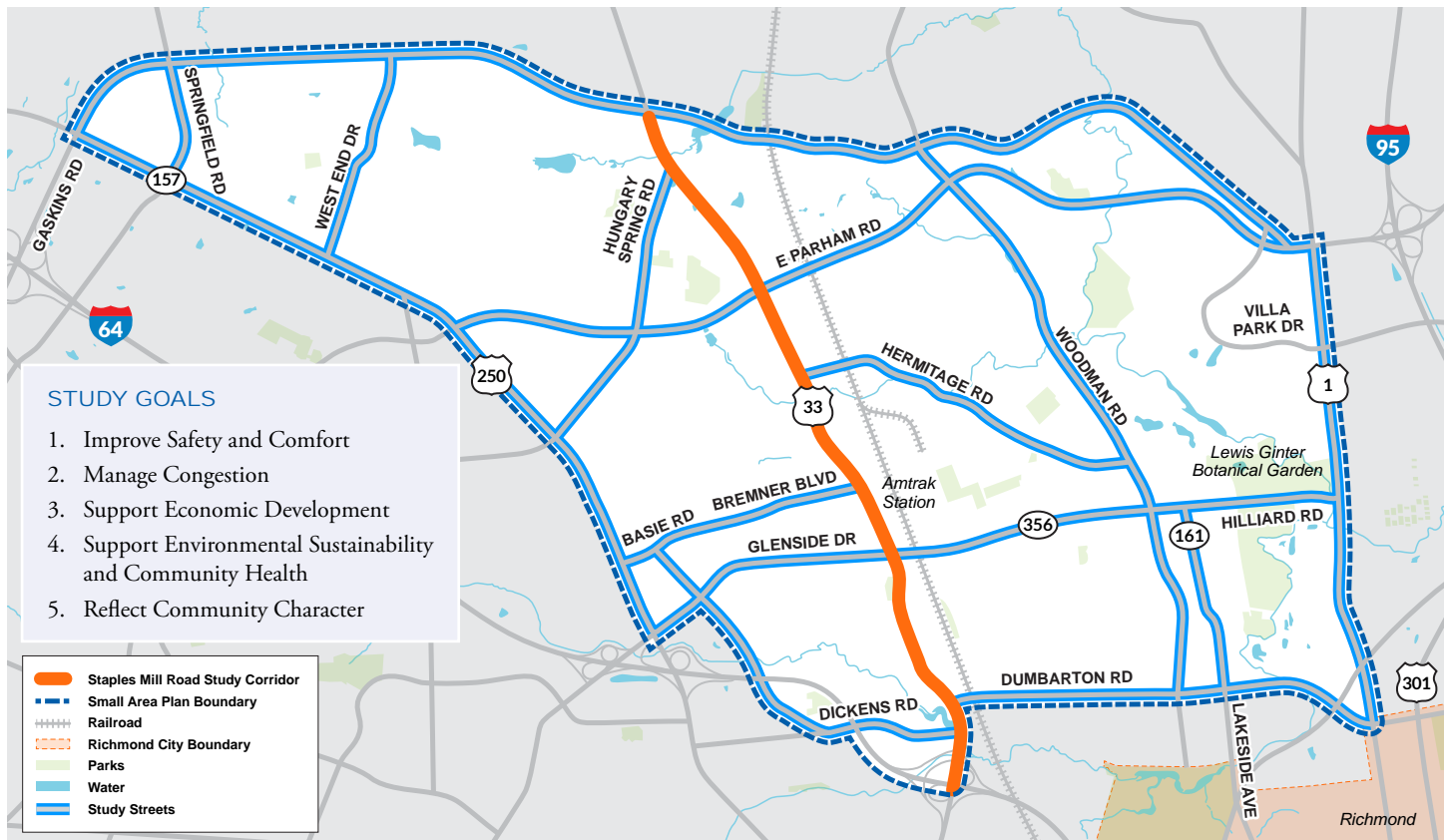
2430 Pine Forest Drive

South Chesterfield, Virginia 23834

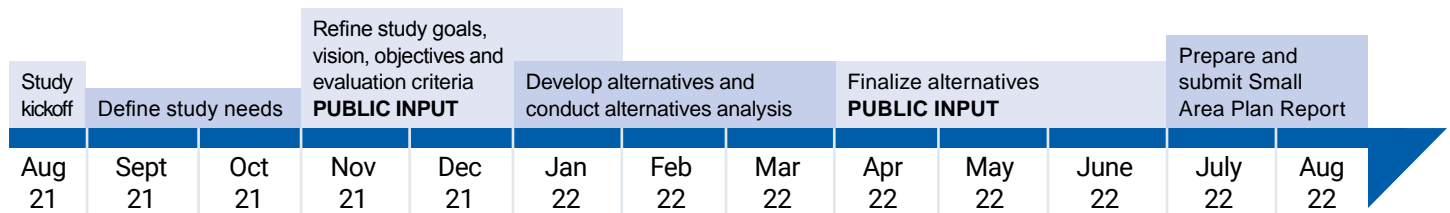
STUDY OVERVIEW

The Staples Mill Road (Route 33) Small Area Plan (the study) will evaluate automobile, transit, bicycle, and pedestrian conditions along Staples Mill Road and other key streets near the Staples Mill Road Amtrak Station in Henrico County. The study will assess future travel projections and a concept developed by Henrico County and Virginia Department of Rail and Public Transportation (DRPT) for **transit-oriented development** surrounding the Amtrak Station. It will generate transportation solutions to help meet the study’s vision and goals.

The study vision is for Staples Mill Road to be a **Complete Street** that supports development and provides safe and comfortable travel for all uses and users of the roadway.



PROJECT TIMELINE



LET US KNOW WHAT YOU THINK



Help us identify transportation opportunities and issues along and near Staples Mill Road by taking our survey:

bit.ly/StaplesMillSurvey or

scan the QR code! The survey will be available until January 27, 2022.

You can also join us at our public meeting to learn more about the study:

VIRTUAL PUBLIC MEETING

Date: January 13, 2022

6 p.m. - 7 p.m. EST (Presentation followed by question and answer session)

The meeting will require pre-registration at: bit.ly/StaplesMillMeeting1

FOR MORE INFORMATION, PLEASE CONTACT:

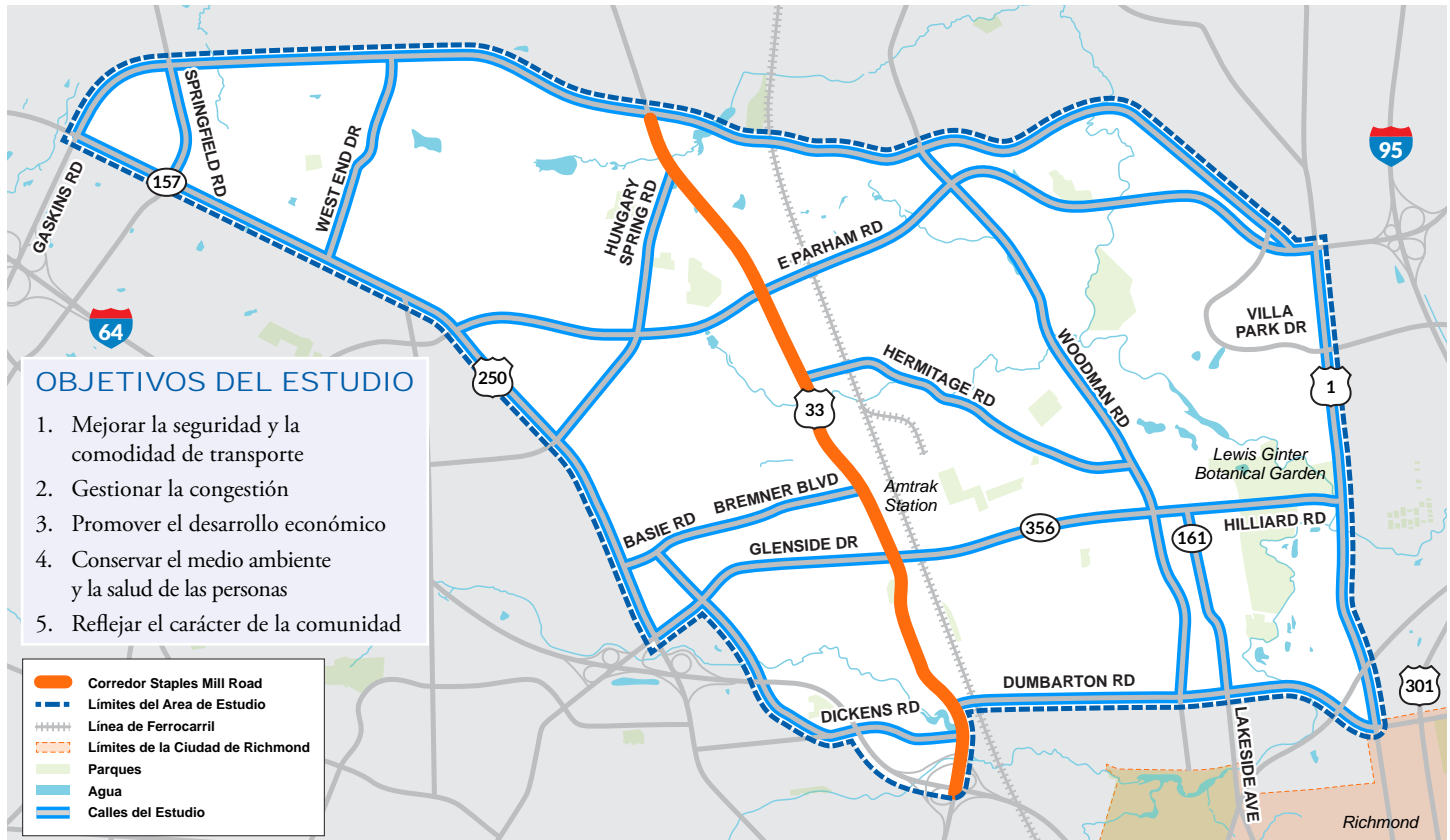
Nicole Mueller,
VDOT Richmond District Planning Specialist
nicole.mueller@vdot.virginia.gov | 804-774-1624

Stay connected by visiting:
www.virginiadot.org/projects/richmond/staples_mill_road_small_area_plan.asp

RESUMEN DEL ESTUDIO

El Estudio de Área Pequeña de Staples Mill Road (Ruta 33) (el estudio) evaluará las condiciones de transporte para automóviles, autobuses, bicicletas y peatones a lo largo de Staples Mill Road y otras calles clave alrededor de la estación de Amtrak de Staples Mill Road en el condado de Henrico. El estudio evaluará futuras proyecciones de transporte y un concepto de desarrollo orientado al transporte público alrededor de la estación de Amtrak desarrollado por el condado de Henrico y el Departamento de Ferrocarriles y Transporte Público de Virginia (DRPT). Se propondrán soluciones de transporte para cumplir con la visión y objetivos del estudio.

La visión del estudio es que Staples Mill Road se convierta en una calle completa que soporte el desarrollo y provea condiciones de transporte seguras y cómodas para todos los usos y usuarios de la calle.



CRONOLOGÍA DEL PROYECTO



DÍGANOS LO QUE PIENSA



Ayúdenos a identificar las oportunidades y los problemas a lo largo y alrededor de Staples Mill Road al responder a nuestra encuesta:

bit.ly/EncuestaDeStaplesMill o escanee el código QR! La encuesta estará disponible hasta el 27 de enero de 2022.

También puede unirse a nuestra reunión pública virtual el 13 de enero para aprender más sobre estudio.

REUNIÓN PÚBLICA VIRTUAL

Fecha: 13 de enero de 2022

6 p.m. - 7 p.m. EST
(La presentación será seguida por una sesión de preguntas y respuestas)

La reunión requiere registración previa en: bit.ly/StaplesMillMeeting1

PARA MÁS INFORMACIÓN, COMUNÍQUESE CON:

Nicole Mueller,
VDOT Richmond District Planning Specialist
nicole.mueller@vdot.virginia.gov | 804-774-1624

Manténgase en contacto visitando:
www.virginiadot.org/projects/richmond/staples_mill_road_small_area_plan.asp

Attachment C January 13
Presentation



STAPLES MILL ROAD SMALL AREA PLAN

Staples Mill Road Small Area Plan Opportunities and Issues Public Meeting

January 13, 2022

Today's Agenda

- Study purpose and need
- Existing conditions
- Future no-build conditions
- Study vision, goals and objectives
- Questions and discussion



Today's Speakers



**Nicole
Mueller**
Planning Specialist

**Rob
Vilak**
District Traffic Engineer



**Meredyth
Sanders**
Project Manager

**Chris Tiesler,
PE, PTOE**
Principal Engineer

**Caitlin Mildner,
AICP**
Planner

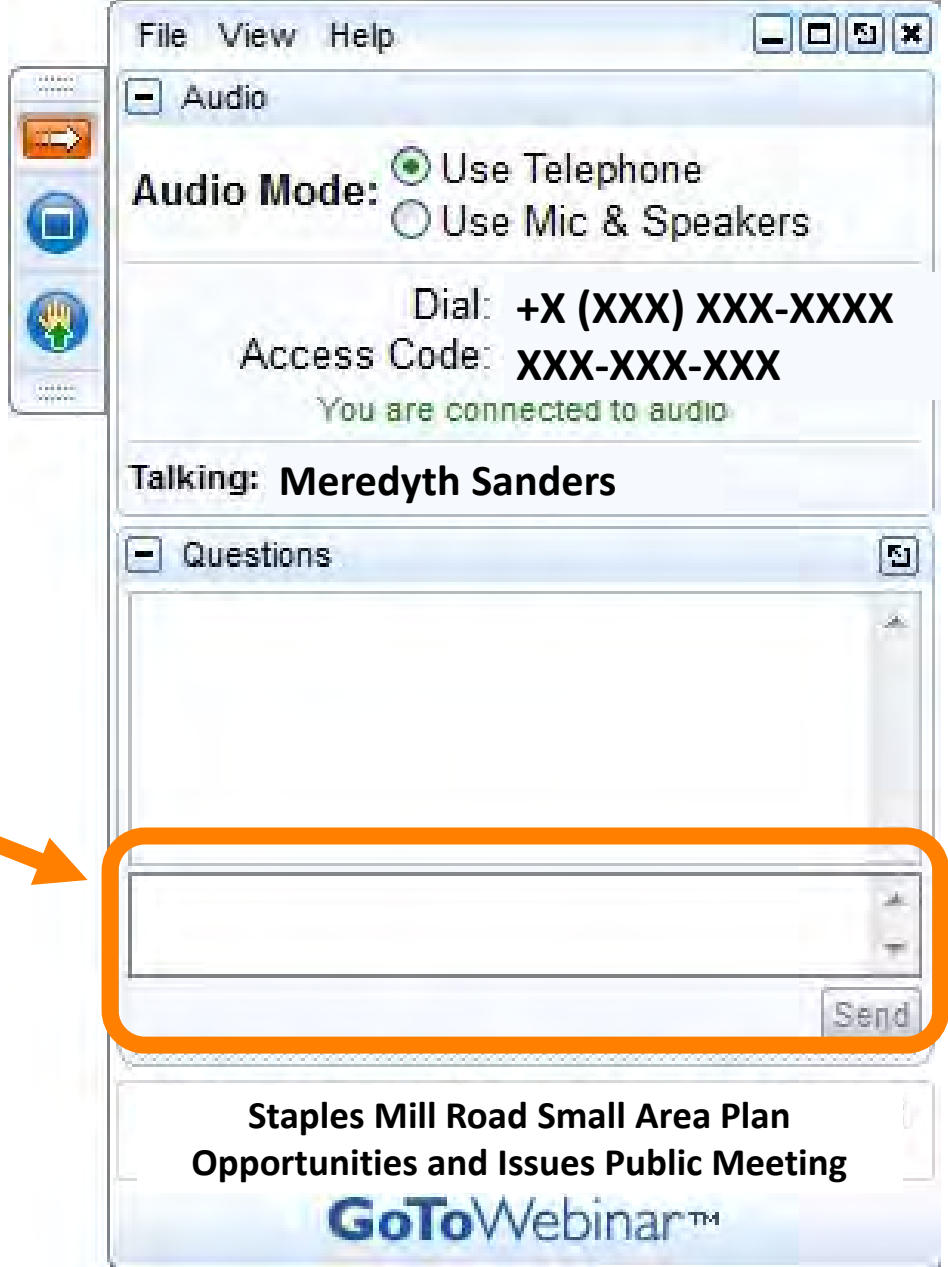
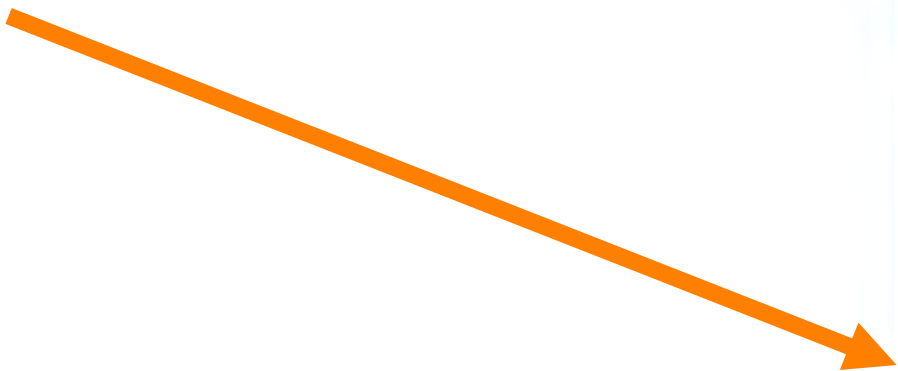
Agency Stakeholders

- Henrico County
- City of Richmond
- Richmond Regional Transportation Planning Organization (RRTPO)
- Greater Richmond Transit Company (GRTC)
- Virginia Department of Rail and Public Transportation (DRPT)
- Federal Highway Administration



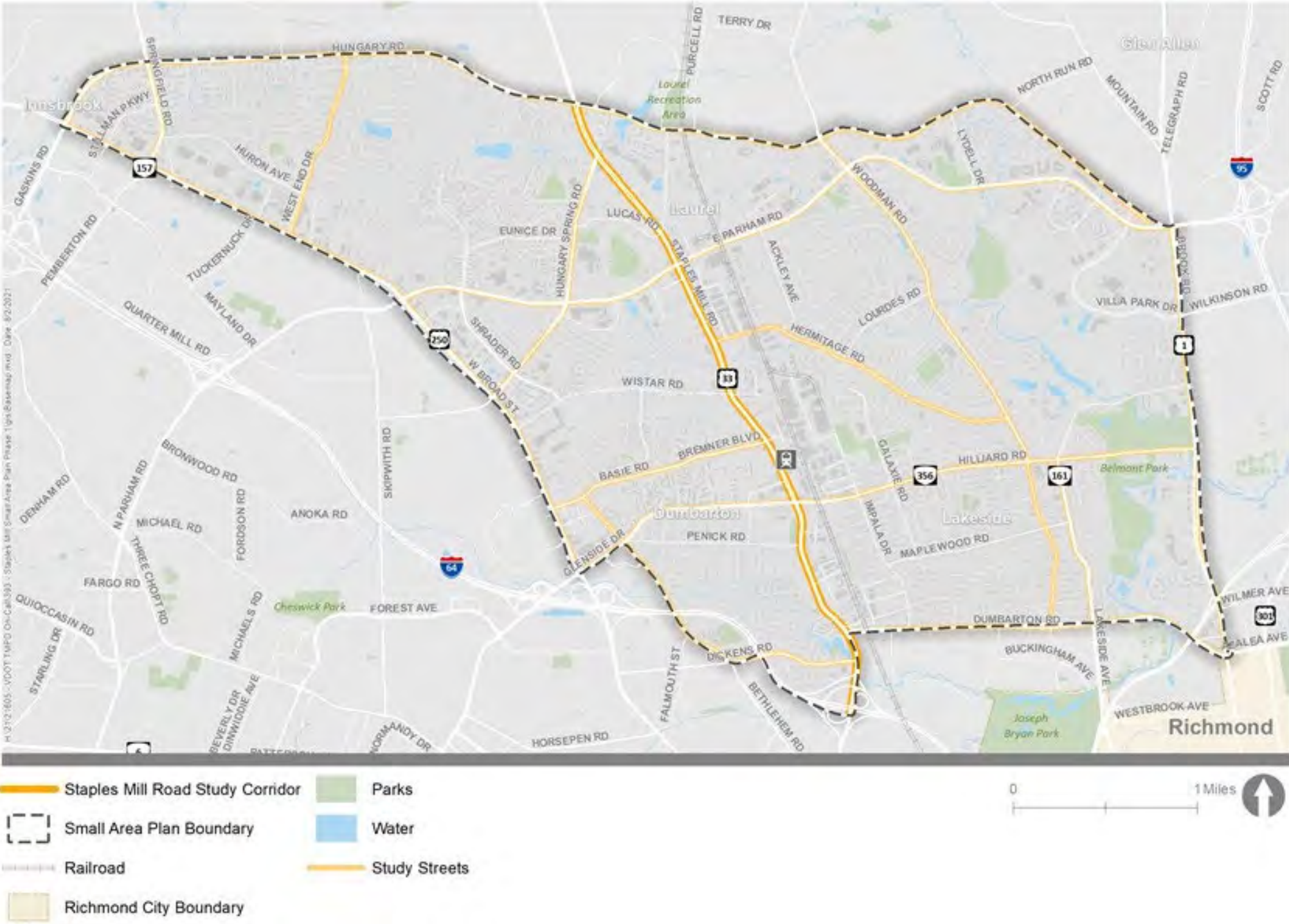
Navigating GoToWebinar

Send questions about the presentation and project through “Questions” Box



Study Area

- 3.7 miles of Staples Mill Road
- 12 square miles of Henrico County
- Connects Henrico County and the city of Richmond
- Regional crossroads via interchanges with Interstate 64 and Interstate 295

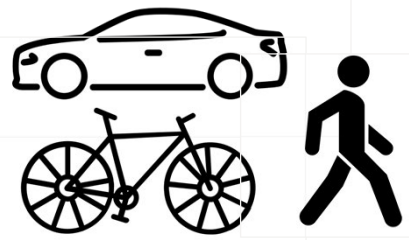


Study Need

- **Transit-oriented development:** a mix of residential, commercial, office, and entertainment centered around and near a transit station. Successful TOD depends on safe, convenient access by all modes (walking, biking, taking the bus, driving).



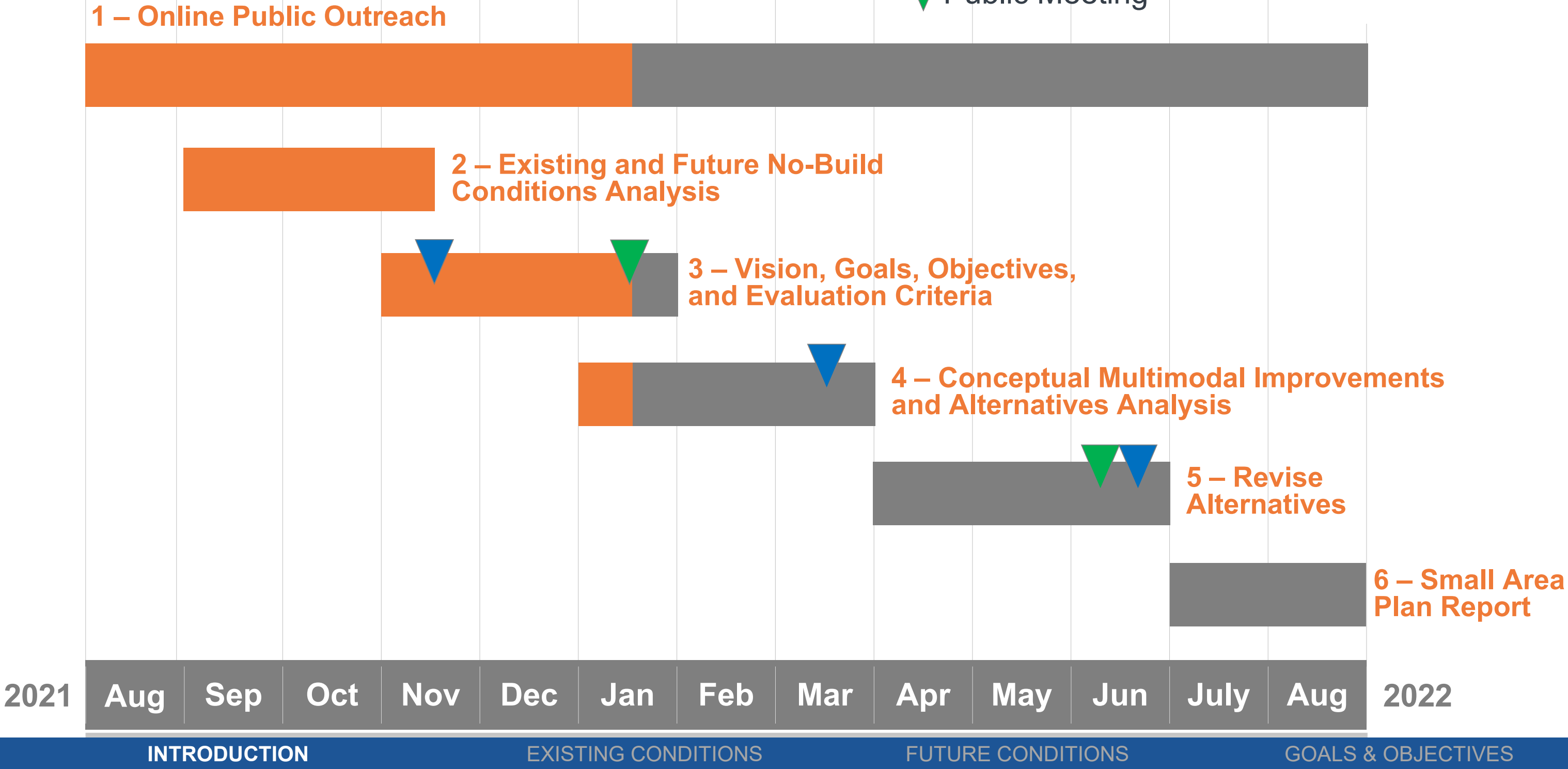
Study Purpose



- Evaluate existing automobile, transit, bicycle, and pedestrian conditions
- Assess future travel projections and development patterns
- Generate alternatives
- Evaluate alternatives against goals and through community input
- Recommend a system of investments

Study Schedule

▼ Stakeholder Group Meeting
▼ Public Meeting



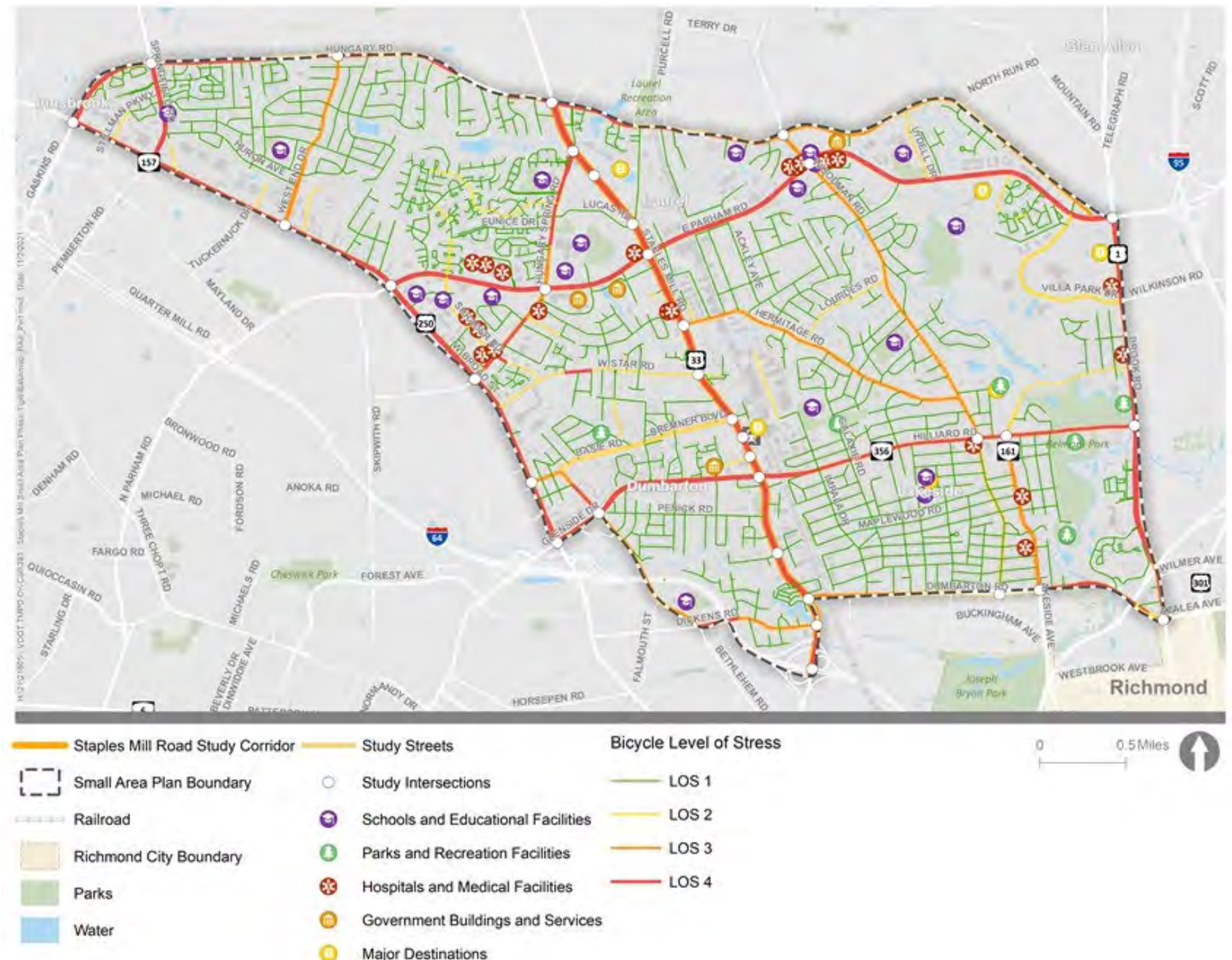
Walking in the Study Area

- Compared to the Greater Richmond Region, **fewer** people walk to work in Henrico County
- Sidewalks located along high speed (45+ mph) traffic
- Accessibility challenges (e.g., substandard sidewalks, curb ramps)
- Just **2** of 34 study intersections have marked crosswalks



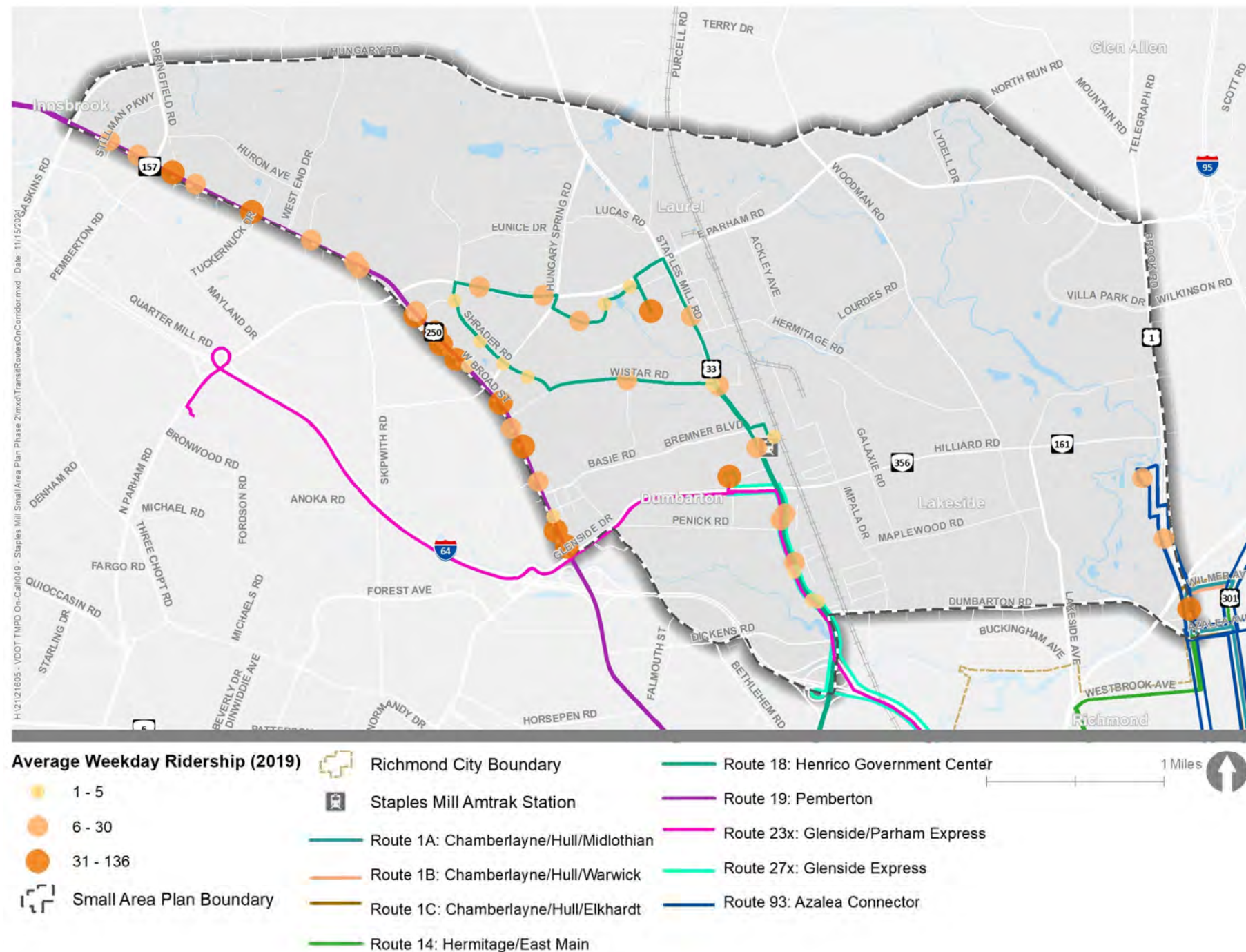
Biking in the Study Area

- Compared to the Greater Richmond Region, **fewer** people bike to work in Henrico County
- Few dedicated bicycle facilities
- Wide, high-speed, high-volume roads separate low-stress neighborhoods
- Community destinations (e.g., schools, shopping, parks) tend to be located on high-stress streets



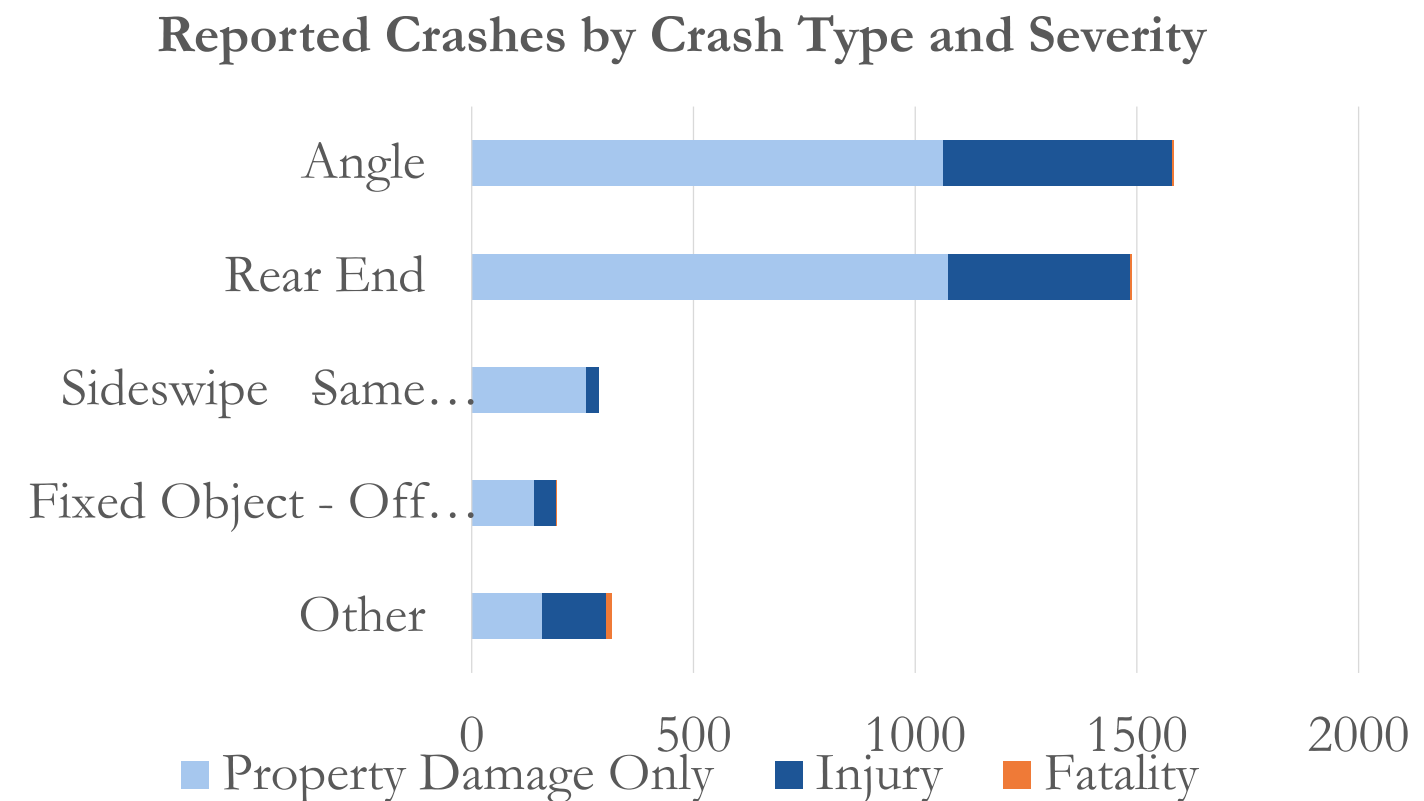
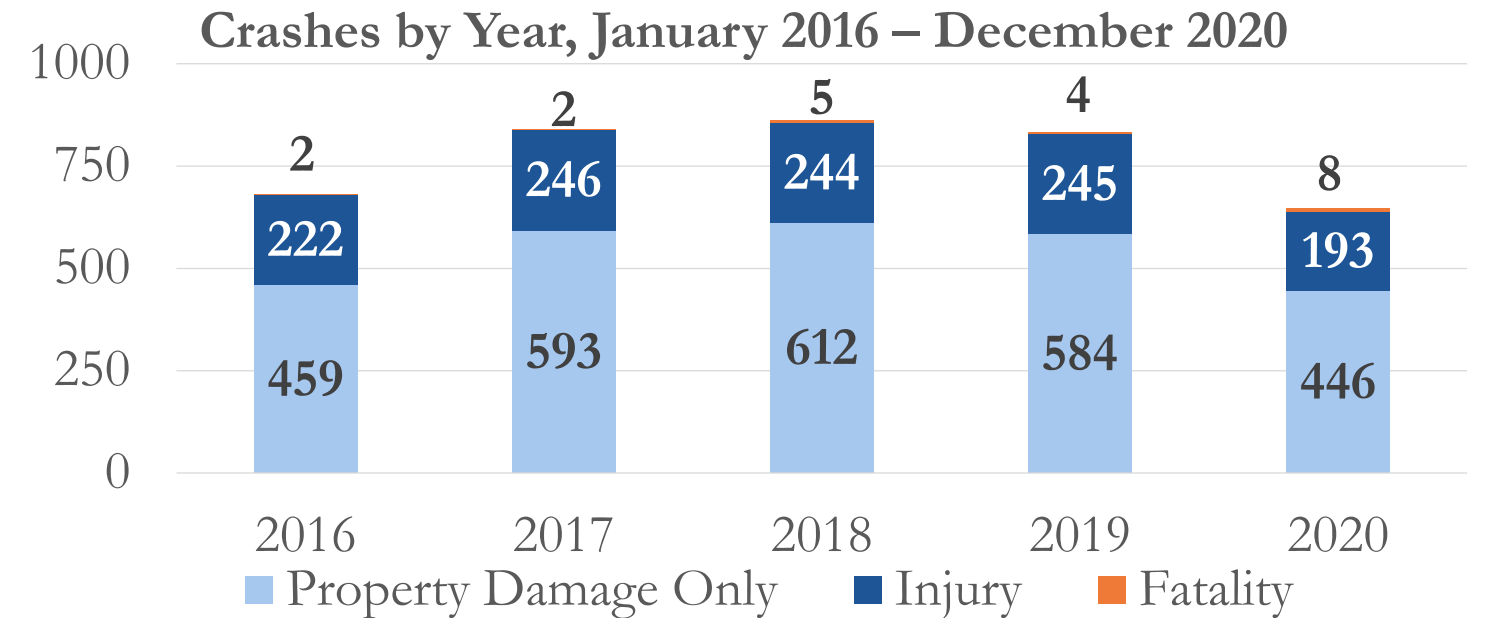
Taking Transit in the Study Area

- 2019 Greater Richmond Transit Company (GRTC) route and ridership data
- 9 study area routes
- Long transit commutes (37 minutes on average)
- Top destinations near Staples Mill include:
 - Western Government Center
 - Glenside Park & Ride



Safety in the Study Area

- Common crash types include angle crashes (41%) and rear end crashes (38%)
- Compared to total reported crashes, three crash types had higher proportions of injuries and fatalities:
 - Angle (33% injury or fatality)
 - Head on (59% injury or fatality)
 - Pedestrian (100% injury or fatality)



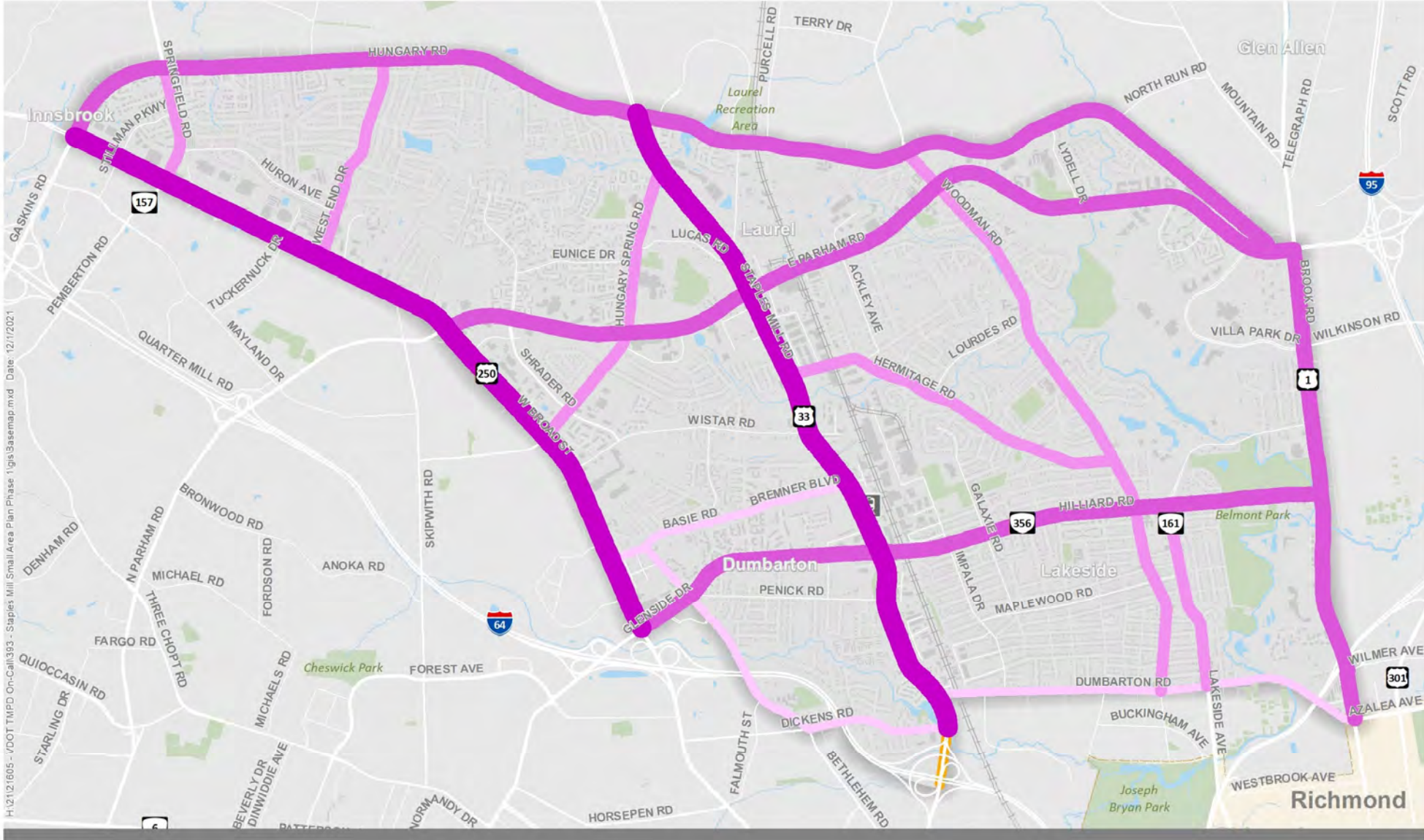
Safety in the Study Area

- Most crashes (88%) occurred at intersections
- Study intersections with high frequency and severity crashes include:
 - West Broad Street
 - Staples Mill Road
 - E Parham Road
 - Glenside Drive/Hilliard Road
 - Hungary Road
 - Dumbarton Road
 - Brook Road (Route 1)



Driving in the Study Area Today

- High-volume roadways connect drivers to local and regional destinations

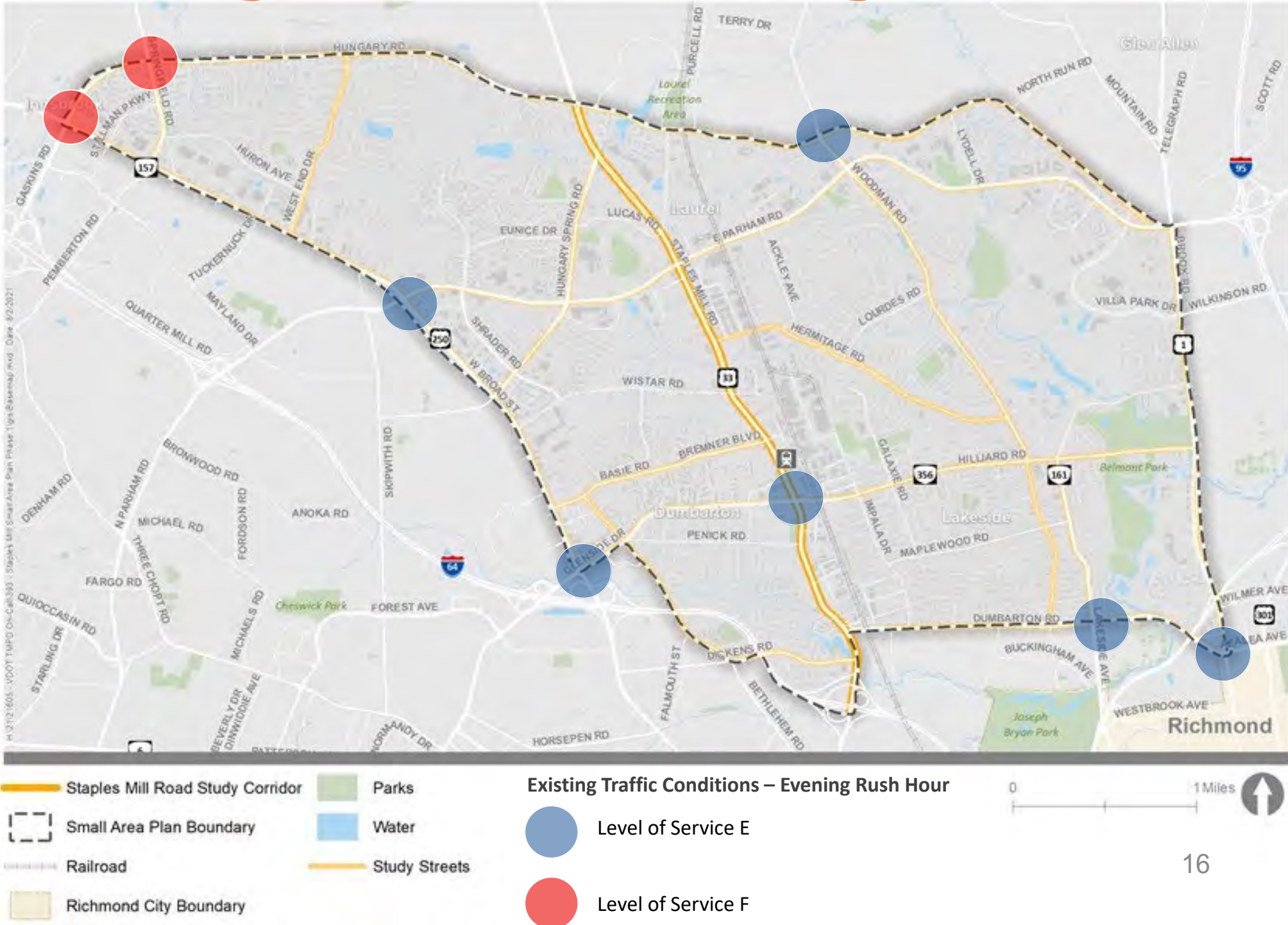


Average Annual Daily Traffic



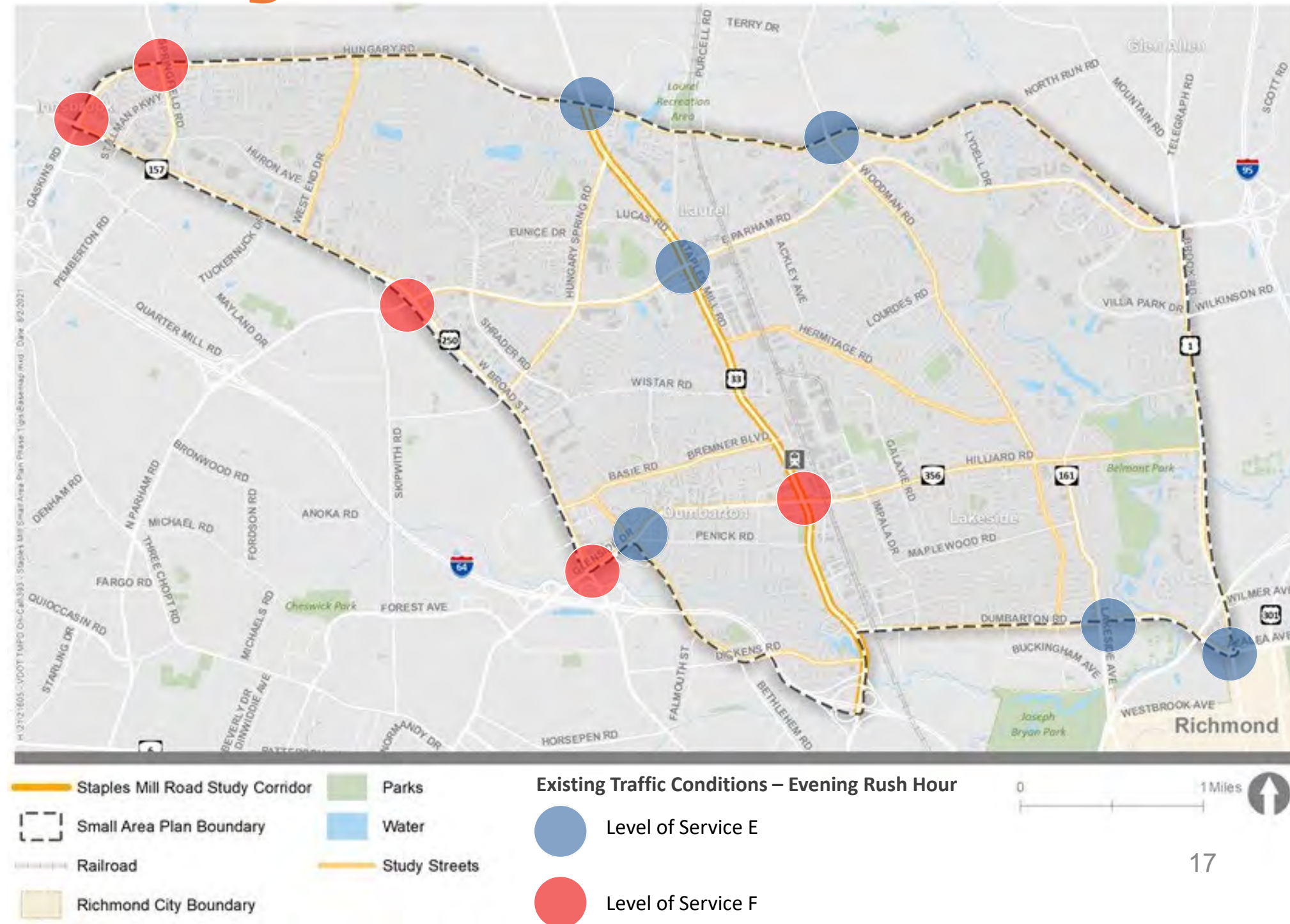
Driving in the Study Area Today

- High-volume roadways connect drivers to local and regional destinations
- Some intersections experience moderate to high delay during weekday rush hours
- Primarily located on: West Broad Street, Staples Mill Road, Gaskins/Hungary Road, and Dumbarton Road



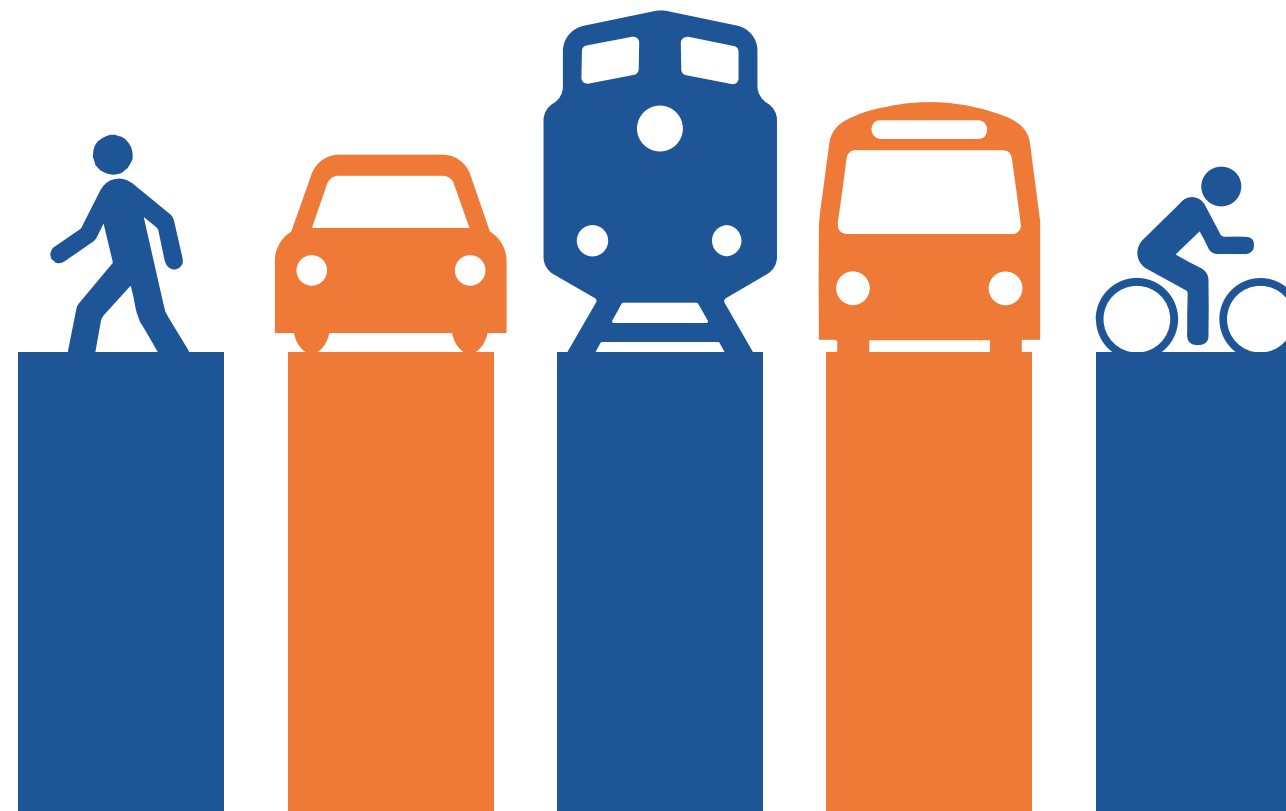
Driving in the Study Area in 2040

- **Future no-build conditions** consider leaving the roadways in their present state with routine maintenance, estimating future travel demand, and calculating future level of service (delays and travel times)












Study Vision










Staples Mill Road is a *Complete Street* that supports development and provides safe and comfortable travel for all uses and users of the roadway






Study Goals and Objectives

Goals	Objectives
<p>Improve Safety and Comfort</p> 	 Reduce/manage user conflict points
	 Manage and encourage reduction in vehicular travel speeds
	 Provide continuous, separated bicycle and pedestrian facilities
	 Provide protected pedestrian crossing opportunities
<p>Manage Congestion</p> 	 Increase person throughput capacity
	 Reduce travel time variability
	 Make efficient use of right-of-way for all users

Study Goals and Objectives

Goals	Objectives
<p>Support Economic Development</p> 	 Provide access to jobs for users with a range of abilities
	 Provide mode choice in access to employment opportunities
	 Support implementation of the TOD Concept Plan for Staples Mill Road Station
	 Accommodate a higher intensity of development
<p>Foster Community and Environmental Health</p> 	 Encourage mode shift by providing bicycle and pedestrian facilities that connect to existing and future generators
	 Encourage mode shift by providing ADA accessible transit stops
	 Prioritize multimodal investments to and near mixed and low-income housing developments

Study Goals and Objectives

Goals	Objectives
<p>Reflect Community Character</p> 	 Develop transportation alternatives based on community input
	 Solicit community feedback on transportation alternatives

Next Steps

- ▼ Stakeholder Group Meeting
- ▼ Public Meeting

1 – Online Public Outreach



2 – Existing and Future No-Build Conditions Analysis

3 – Vision, Goals, Objectives, and Evaluation Criteria



4 – Conceptual Multimodal Improvements and Alternatives Analysis



5 – Revise Alternatives



6 – Small Area Plan Report



2021 Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun July Aug 2022

INTRODUCTION

EXISTING CONDITIONS

FUTURE CONDITIONS

GOALS & OBJECTIVES

Next Steps

- Visit and share our website:
https://www.virginiadot.org/projects/richmond/staples_mill_road_small_area_plan.asp
- Fill out our survey (closes January 22, 2022)

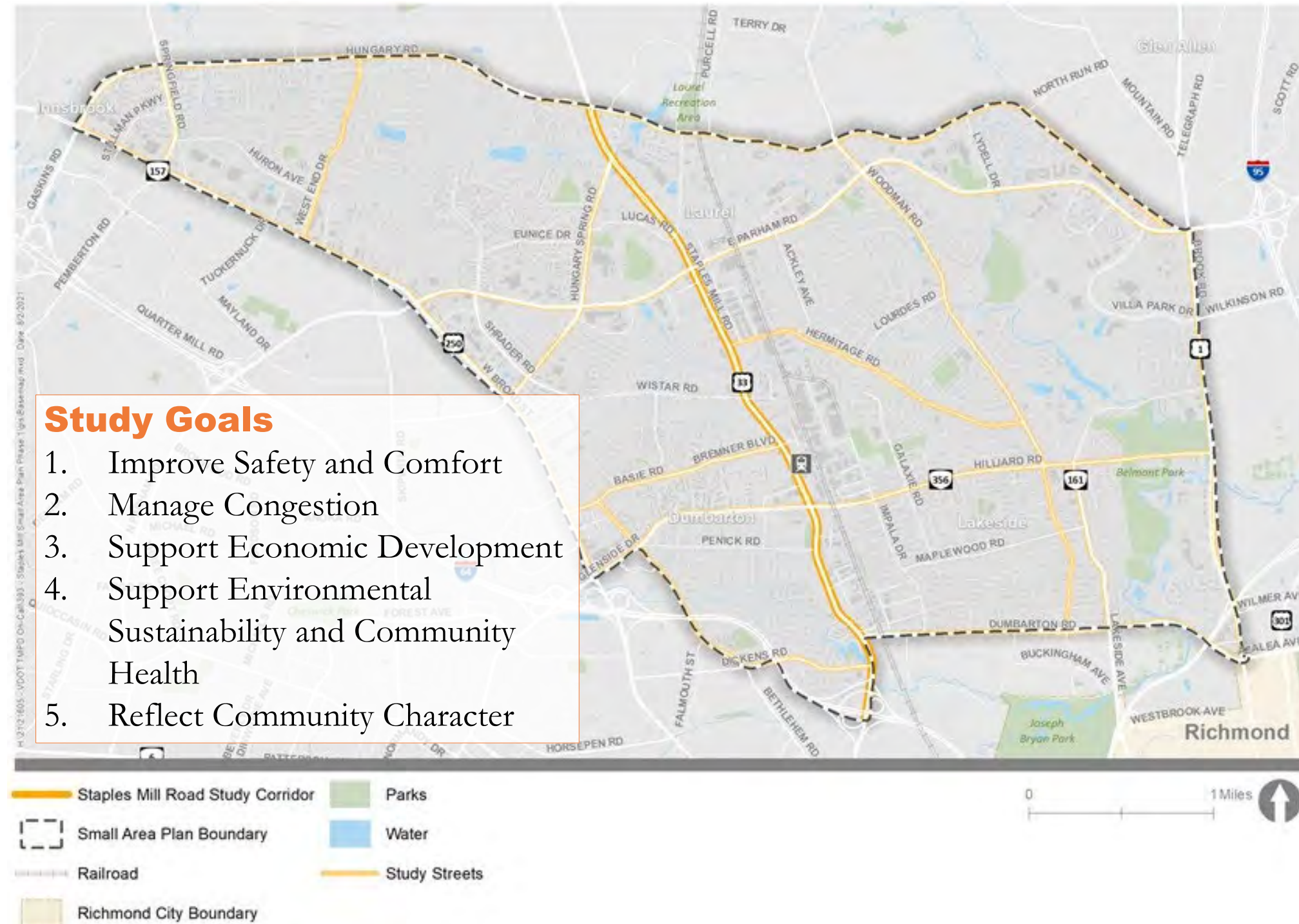


- Check out upcoming public meeting (Summer 2022)
- Download and read study documents

Discussion

What is your experience in the Staples Mill Road Study Area?

- What are the most challenging locations when you're getting around the study area and why?
- What makes you most uncomfortable when walking, biking, or driving in the study area? For instance, walking next to vehicles, visibility at crosswalks, turning vehicles etc.
- What study goals are the most important to you?



Thank you!

For more information

Contact

Nicole Mueller

Planning Specialist

VDOT Richmond District

Nicole.Mueller@VDOT.Virginia.gov

804-774-1624

Attachment D Community
Questions and
Comments
(January 13,
2022)

Q&A Report:

Staples Mill Road Small Area Plan - Opportunities and Issues Public Meeting

Report Generated:

02/22/2022 11:52 AM PST

Attended

53

Questions Asked (#)

65

Q&A

Question Asked Date/Time	Question Asked
06:33:28 PM EST	are there any plans to change the railroad crossing on Hungry Road? the railroad blockage crates a lot of problems on old Staples Mill leading to Staples Mill and it backs up terribly
06:35:21 PM EST	trench that train!!!
06:32:37 PM EST	What incentives are there for businesses to improve the shopping centers near the train station? They appear to be lacking occupants and declining.
06:31:07 PM EST	Any consideration to utilize the rail corridor for a rail with trail facility to connect Staples Mill Station to downtown and Main Street Station?
06:30:53 PM EST	Probably out of scope but will bus service come back to go downtown
06:32:20 PM EST	What is the timeline to begin making improvements for more modes of transportation in the study area.
06:40:02 PM EST	Is there going to be consideration given to adding a protected bike lane to Lakeside Ave between the Richmond/Henrico line up to Lewis Ginter at Dumbarton?
06:40:52 PM EST	Sorry up to Hilliard and Lakeside
06:46:31 PM EST	How will the construction of the Fall Line Trail be incorporated into the small area plan? Thanks!
06:07:22 PM EST	Will a shuttle to the proposed arena going in at Parham and 95 be offered in the TOD?
06:13:23 PM EST	Yes...too dangerous to walk on SM.
06:29:54 PM EST	Think Parham and Rte 1 would need to be looked at for potential changes due to construction of arena area and the new townhomes etc...
06:32:20 PM EST	What the process for integrating the plan with connecting areas?
06:39:07 PM EST	Will the study capture the length of trips taken and to and from data?
06:31:31 PM EST	Have you considered using bus service to connect the Staples Mill Amtrak station to key destinations like Scott's Addition?
06:13:29 PM EST	How many people are participating on this webinar? How many responses to survey? Is there evidence that people want to walk or bike to the Amtrak station?
06:30:38 PM EST	How many people are participating on this webinar? How many responses to survey? Is there evidence that people want to walk or bike to the Amtrak station?
06:31:47 PM EST	Why not emphasize buses to Amtrak from park and ride lots, incentivized with employer subsidies, tax credits, etc.?
06:41:09 PM EST	Leaving out bus service "for this particular planning project" is unfortunate. It should be the backbone.
06:47:16 PM EST	Have you considered Lakeside Road for biking trails etc? There are shops and parks closer to there than to Staples Mill.
06:59:59 PM EST	Working with GRTC is a must. Thanks

Question Asked Date/Time	Question Asked
06:34:26 PM EST	What plans for connecting to Fall Line Trail around St. Joseph's Villa?
06:39:29 PM EST	Are any improvements planned for the RR crossing on Hermitage just a few blocks off Staples Mill? That crossing is really rough for cars.
06:31:23 PM EST	Can you check please give an overview of what are plans for the Staples Mill train station? Same location? Bigger?
06:39:39 PM EST	Are there plans to connect the Staples Mill small area with the nearby Innsbrook area, especially since that is transitioning more to mixed-use?
06:59:16 PM EST	Thank you!
06:31:15 PM EST	Are there any plans for specific improvements to the Staples Mill Amtrak station?
06:34:28 PM EST	(I would like to bike to the Amtrak station!)
06:47:01 PM EST	Just a note, I'm not sure I understand why the rails with trails is out of scope with this plan. I understand SMR is the focus, but the rail corridor parallels the entire corridor in such close proximity, it seems like a stange limitation. Just my thoughts. Especially since there is existing ROW that CSX uses for maintenance.
06:55:12 PM EST	One more note: I hope advisory shoulders/advisory bike lanes/edge lane roads are considered for this area since there is a good interconnected network of low volume/speed streets.
06:59:13 PM EST	Thank you for your time tonight! Excited about this project!
06:30:13 PM EST	Will this study be providing recommendations on development (residential, commercial), or only transit?
06:33:05 PM EST	How are you connecting with neighboring stakeholders and existing transit plans (e.g., the new bike lanes on Rt 1/Brook Rd)?
06:35:53 PM EST	Are there plans to expand the Amtrak station? Who decides that? VDOT? Amtrak?
06:59:55 PM EST	Thank you!
06:34:01 PM EST	Has there been consideration of adding a GRTC stop at the Amtrak station (or develop the area as a multimodal transportation center?)
06:35:52 PM EST	I am surprised that Impala Drive between Dumbarton and Hilliard has not shown up in your reviews as a source of conflict between traffic and pedestrians/cyclists. Was it reviewed?
06:38:20 PM EST	Can you expand on related safety improvements at SM Road and Dumbarton/Dickens? Traffic traveling west on Dumbarton and traveling south on SM Road is a dangerous mixing bowl particularly people who cross multiple lanes of traffic after making the turn.
06:41:05 PM EST	Why doesn't the study area include the interstate ramps connecting Staples Mill Road and I-64-particularly traffic exiting 64 west on to Staples Mill Road North. (Another weaving traffic area,drivers not following the yield sign, traffic backing up on 64.)
06:44:05 PM EST	Thank you for clarifying that bike lanes on Staples Mill is not in the mix. It would be dangerous to bicyclists and an aggravation to existing traffic.
06:57:50 PM EST	Thank you so much for taking the time to walk us through the plan and process and for taking our questions!
06:34:39 PM EST	Is it still possible to receive the MetroQuest survey? I didn't receive it.
06:52:57 PM EST	Thank you!
06:30:36 PM EST	How does future high speed rail impact this?
06:38:19 PM EST	Thank you!
06:40:21 PM EST	Linking The Amtrak with the fall line trail might encourage folks outside of this area to bike to Amtrak.
06:44:42 PM EST	Thank you!
06:08:05 PM EST	I frequently see worn dirt paths in many locations, don't see those in the photos.

Question Asked Date/Time	Question Asked
06:09:26 PM EST	And lighting at Hungary Rd and Staples Mill Rd is low hanging fruit - one block away at Hungary Rd. and Hungary Spring, there is helpful LED lighting in place. Why not on Staples Mill?
06:17:42 PM EST	Is there any plan or consideration given to making an overpass or underpass where Hungary Rd crosses CSX Railroad. Also there's absolutely no pedestrian or bike accomodation there.
06:19:02 PM EST	thank you
06:34:17 PM EST	I'd walk or bike to the amtrak station
06:59:23 PM EST	Thanks!
06:33:11 PM EST	Are you looking at high density destinations like Lewis Ginter Botanical Garden for pedestrian, bike and public transportation access?
06:53:44 PM EST	Thank you for an informative and clear presentation. Very pleased to see the initiative and look forward to the report. Happy to be a resource if appropriate!
06:32:46 PM EST	Is there any plan to extend the Pulse Bus beyond Willow Lawn either West on Broad or Northwest on Staples Mill?
06:30:36 PM EST	is there a funding plan in place or is it too early for that?
06:34:07 PM EST	agreed with three lighting comments. big opportunity there all along Staples Mill
06:42:10 PM EST	regarding the sidewalks along Staples Mill, assuming some of the plans here are adopted, what is the earliest we could see improvements/additions to these? 2023 or 24?
06:28:08 PM EST	Will the area at the Amtrak Station location encourage businesses that will accommodate the needs of not only the community but also travelers to Richmond? We currently have a wonderful group of international markets and restaurants, however, we don't need anymore auto service businesses that hold no interest to travelers .:
06:49:06 PM EST	The plan for pedestrian and biking amenities sounds wonderful! I live on Penick at Staples Mill Road and we are terrified to attempt to ride our bikes or walk even on Penick.
06:43:14 PM EST	A large number of vanpools used the Glenside P&R prior to the pandemic. Daily riders have access to DC and northern VA desitnations from this and the I-95 and Parham Rd origin points. This supports economic development and mobility. Has the vanpool commute mode specifically been considered in this important study?
06:45:24 PM EST	Reverse commute (inner city of RVA to Glenside P&R lot) could increase GRTC transit ridership with access to bikes upon arrival - either own personal bike parked overnight at the lot - or bikeshare bikes. Has thsi been considered?
06:52:26 PM EST	The relatively short distance from the Staples Mill Amtrak station to the Glenside Park and Ride lot supports vanpool and carpool riders returning to Henrico and other jurisdictions from DC and northern VA. Will thsi study specifically incorporate better connections between the two sites. (If a commuter missses their vanpool ride home - they may take the train home and will need to get to their car at GP&R lot.
06:55:37 PM EST	Thank you project team for this important work.



FOR

