

TOWN OF LEESBURG

# GATEWAY DISTRICT STREETSCAPE PLAN



November 24, 2020

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**PREPARED BY**

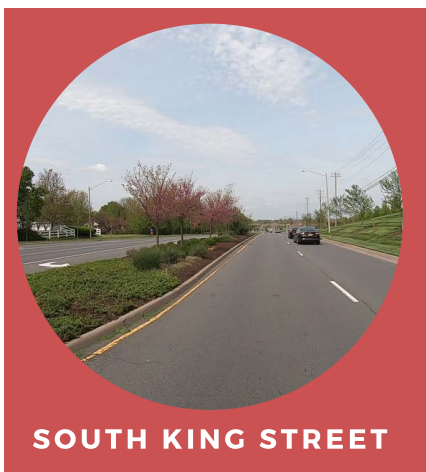
TOWN OF LEESBURG DEPARTMENT OF PLANNING AND ZONING

# PURPOSE OF THE STREETScape PLAN

The Primary Purpose of the Gateway District Streetscape Plan is to promote a vision for preserving/enhancing more defined gateways into the Town. This involves improving the sense of arrival and identity and preserving the defining character elements of Leesburg. At the same time, the gateway streetscape plan presents an opportunity to improve the pedestrian experience and to enhance overall aesthetics. This streetscape plan aims to make the gateway corridors destinations unto themselves. This plan represents a desired aesthetic and function to the corridors but it does not fully consider the range of engineering constraints of other obstacles that might prevent the Town from achieving the stated vision. Standards of outside agencies like VDOT and Dominion Power will also affect implementation of this plan. As such, the vision in this plan should be the starting point for a conversation regarding the stated vision.

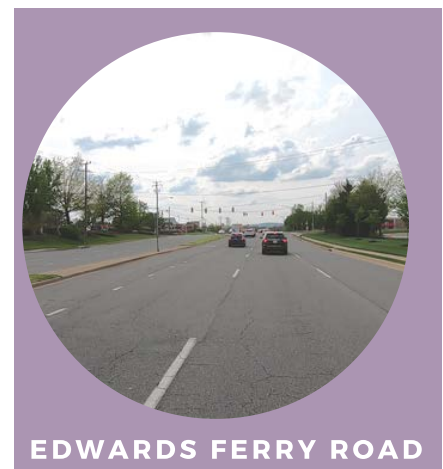
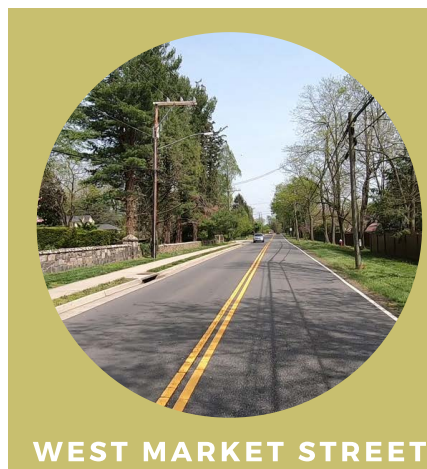
In terms, of aesthetics, the plan takes guidance from some elements of the Journey Through Hallowed Ground Corridor Management Plan. Individual design decisions in terms of color choices, materials, and vegetation should also strive to maintain consistency with the palette established by Corridor Management Plan for all of the gateway corridors.

This plan applies to the five specific corridors identified below. It is intended to guide Capital Improvements (CIP) projects and development of proffers for applications along the corridors. Each corridor has a very unique character and the specific goals for each corridor vary. This plan is divided into sections to consider each corridor individually, but there are common corridor goals and design elements that apply to each of the corridors.



## Goals for the Streetscape Plan

1. Improve sense of place
2. Enhance the visual and aesthetic experience
3. Creating a welcoming experience
4. Preserve character defining elements



# 1. IMPROVING SENSE OF PLACE

A key goal of the Leesburg Streetscape plan is developing a set of design elements that can be used to create a sense of place and a unique style to be complementary across all gateway corridors. This style will be defined by colors, material choices, and landscaping compatible with the Historic District. The following images provide examples of design elements that can be used along the gateway corridors.



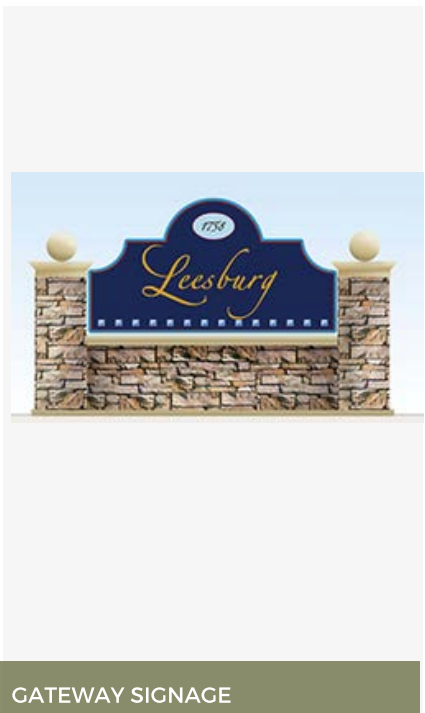
STONE WALLS



STREET FURNITURE



CONSISTENT STREET LIGHTS



GATEWAY SIGNAGE



LANDSCAPING



EARTH TONED GUADRRAILS

## 2. ENHANCING THE VISUAL EXPERIENCE

What people see, whether walking or driving, has a big impact on how they feel about a place. This plan aims to enhance the visual experience to help make everyone realize that Leesburg is special. The future streetscape should create an inspiring and relaxing experience. The following streetscape elements are specifically geared toward providing additional measures beyond the design elements described above that can enhance the visual experience.



### 3. CREATING A WELCOMING EXPERIENCE

The five corridors in the Gateway District are the major gateways into Town. This plan aims to identify strategies for each corridor to help them do a better job of saying welcome to Leesburg. In most cases this involves providing visual cues that differentiate the streetscape in the Town from areas on the same roads just outside of Town. Future efforts for potential traffic calming initiatives should be considered for each of the corridors.



GATEWAY SIGNS



BRICK SIDEWALKS



LANDSCAPED MEDIANS



STREET FURNITURE

## 4. PRESERVING CHARACTER DEFINING ELEMENTS

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There are already many things along each corridor that make them special. This could be anything from stone walls to landscape to buildings. Where these elements exist, this plan will identify them and develop strategies to preserve them and in some case replicate them.



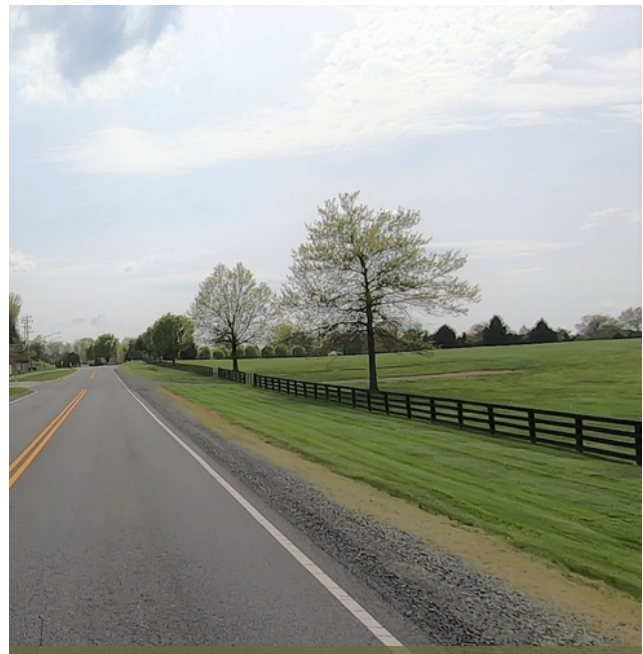
STONE WALLS



HISTORIC STRUCTURES



RURAL ROAD SECTIONS



AGRICULTURAL HERRITAGE AND SCENIC VISTAS

## EXISTING CONDITIONS

## EAST MARKET STREET



**Importance:** The importance of the East Market Street Corridor streetscape is its direct access from the localities to the East to Leesburg’s Historic District.

**Character: Suburban Commercial Corridor**

East Market Street has a suburban commercial character which is created by extensive pavement and a vehicle dominated landscape. A future interchange at Battlefield Parkway, which is currently under construction, will further contribute to this character and will create an overpass similar to what is seen at River Creek Parkway.

## EXISTING CONDITIONS



### Road Section

The primary element contributing to the East Market Street Corridor is the three 12 foot travel lanes in each direction along with shoulders, ramps, and guardrails. Curb and gutter facilities are present in most but not all locations along the corridor.

### Vehicle Travel

East Market street is a limited access highway and is frequently used by motorists that will frequently travel around or through Leesburg rather than into Leesburg. Trucks and commuter buses also use the East Market Street corridor regularly. Since East Market Street is a limited access highway, there are no travel destinations immediately along the road.

Vehicle speeds along this corridor are generally high. The corridor is signed for speeds of 45 to 55 MPH but some motorists exceed these speeds.



### Pedestrian Facilities

There are no pedestrian facilities along this corridor as the Town does not want to encourage pedestrians activity on a busy highway. However, there are pedestrians present on rare occasions. Pedestrian facilities do exist at the River Creek Parkway Bridge crossing over East Market Street and will be part of the new Battlefield Parkway Bridge.

### Buildings

Buildings in the East Market Street Corridor are typically setback from the roadway 100 feet or more and do not significantly contribute to the character because of their limited visibility, especially at high speeds.

### Trees and Vegetation

There are limited landscape features along the corridor. The majority of vegetation appears natural with mowed areas along shoulders and medians.



### Decorative Elements and Signage

In general, decorative elements are not present along the corridor. There is gateway sign just west of River Creek Parkway but it is easily missed due to its relatively small size and high rates of speed. Similarly, the historic stone Harper house and Caradoc Hall are located along East Market Street but it is easily missed due to its location and high speeds. There are few notable features that differentiate this corridor upon entering Leesburg or that contribute to a gateway function.








## STREETSCAPE GOAL

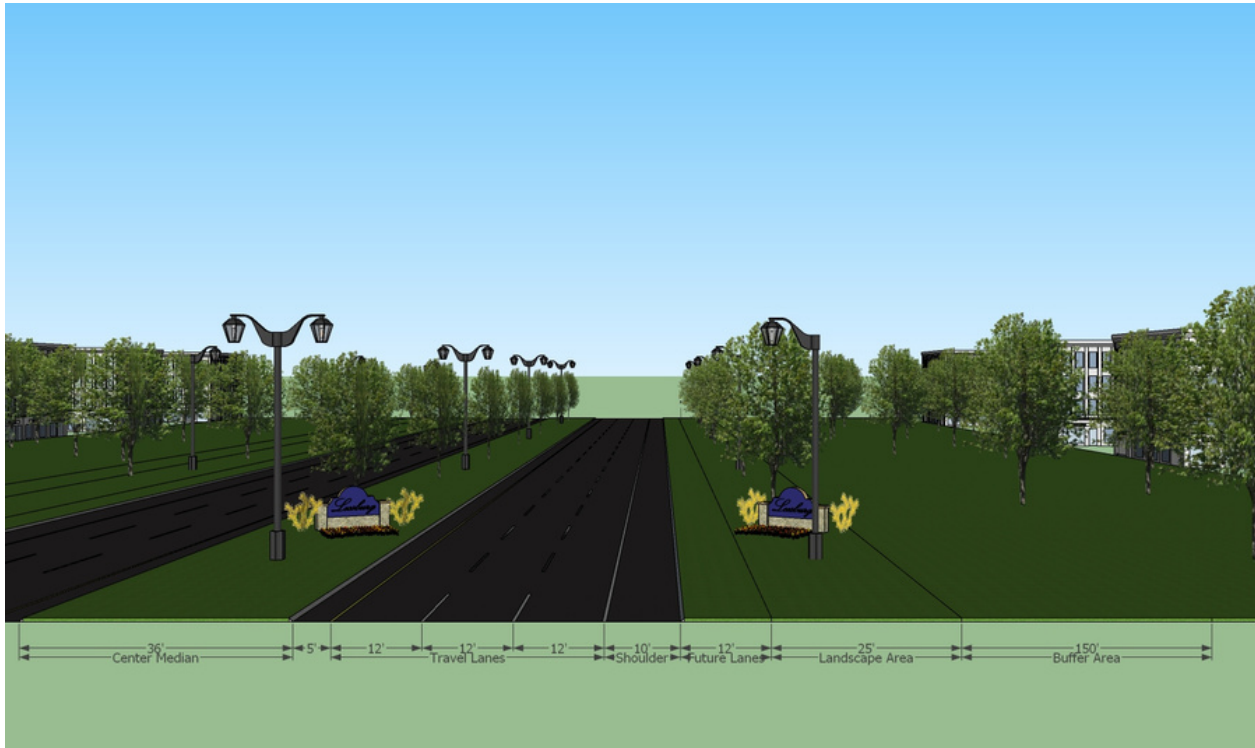
**GOAL**

The Primary Purpose of the re-imagined East Market Street Corridor streetscape is to create a prominent gateway and to improve the sense of arrival through improved aesthetics. East Market Street will serve as a visual transition between suburban areas to the east and downtown Leesburg. East Market Street will also serve a key role in helping to reinforce a sense of place for Leesburg in recognition of its importance.

# KEY THEMES FOR THE CORRIDOR

	THEME	What it Means
	<p>CREATE A BETTER GATEWAY</p>	<p>Most people that enter the Town on East Market Street never know when they cross the Town Line. Given the number of people that travel on this road, it can play a major role in saying "welcome to Leesburg".</p>
	<p>ENHANCE THE VISUAL/AESTHETIC EXPERIENCE</p>	<p>Improving the aesthetics of East Market Street involves new landscape treatments and a consistent design theme that differentiates the Town from points east. Since East Market Street is a highway, these aesthetics are largely about things that can be seen and appreciated from a moving vehicle.</p>
	<p>ART AND SIGNAGE</p>	<p>New and larger entry signs are clear ways to signify arrival into Leesburg. A large art installation such as a fountain or monument can also serve as a visual indicator that Leesburg is worth visiting.</p>
	<p>SENSE OF PLACE</p>	<p>Enhancements to the sense of place will rely on consistent use of high quality materials and specific colors. New decorative light posts with distinctive patterns of street trees will also be part of the sense of place.</p>
	<p>STREET TREES</p>	<p>The East Market Street Corridor will have a consistent pattern of tree planting along both sides of the road and in the median that provide an enjoyable experience for motorists and better serve the road's gateway function. Installation of new trees can also serve a traffic calming function.</p>
	<p>CREATE A BOULEVARD CHARACTER</p>	<p>A boulevard is a relatively wide landscaped road that gives the appearance of driving through a park. East Market Street can be transformed by making trees and landscaping a more dominant feature of the road.</p>

# STREETSCAPE ELEMENTS



## Key Elements



- Approximately 200 to 215' Right of Way
- 3 travel lanes in each direction that are each 12 feet wide
- 12 foot reservation for future travel lanes
- 25' Landscape Area
- Wide landscaped center median
- Installation of curb and gutter where possible



- Trees in Center Median
- Trees in 25' landscape area on either side of the road
- Trees spaced every 50'
- 150' natural buffer area between the road and buildings



- Larger and more prominent gateway signage
- Limited use of banners



- Lighting is intended primarily as a decorative element but will serve the purpose of illuminating the road as well
- Lights poles should be spaced every 300' and be located on both sides of the road and in the median.
- Light Poles should be painted black.



- Buildings are set back approximately 150' from landscape area.

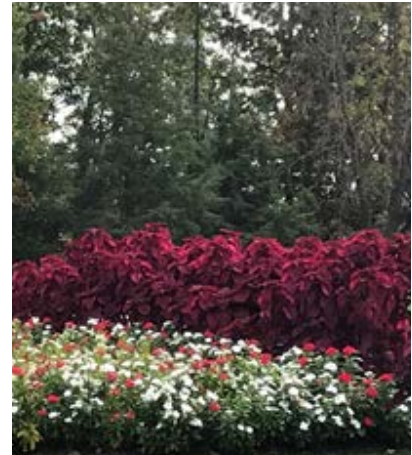
## STREETSCAPE FEATURES FOR EAST MARKET STREET



**GATEWAY SIGNS**  
Prominant gateway signage



**ART AND SCULPTURE**  
Art instalations appropriate for highway speeds



**PLANTING BEDS**  
Landscaped areas with flowers and other appropriate landscaping



**MEDIAN PLANTING**  
Trees at regularly space intervals



**STREET TREES**  
Trees at regularly space intervals



**WILD FLOWERS**  
Wild flowers to improve aesthetics



**SENSE OF PLACE**  
Improve sense of place



**STREET LIGHTS**  
Decorative Street Lights

## STREETSCAPE FEATURE DETAILS



- Maintain a center median of at least 35 feet wide wherever possible
- Large canopy trees should be provided in the median where possible.
- Provide a combination of understory trees and ornamental grasses and trees where larger trees are not possible.



- Begin use of decorative lighting at the eastern gateway feature.
- New lighting should utilize a traditional design and poles.
- Masts, and fixtures should be painted black.
- Lighting should be scaled for motorist safety and aesthetic value.
- Separation between street lights should not exceed 300 feet.
- Street lights should be located on both sides of the road and in the median where possible as decorative element.



- Streetscape features should serve as a visual cue to motorists to begin slowing down as they approach the downtown.
- Consider using a rhythmic pattern of trees and lighting to slow vehicles down.
- Recognize that closing the roadway in and placing features closer to the road will help slow vehicles.



- Black painted street lights and poles.
- Use weathered steel guardrails where necessary.
- Tree lined boulevard.
- Traffic calming measures to begin slowing traffic that enters into Town.

## STREETSCAPE FEATURE DETAILS



STREET TREES

- Canopy Street Trees should be planted in the median and along each side of the corridor to create a "boulevard" character.
- Trees should be spaced every 50 feet.
- Use an appropriate mix of canopy, under story, and evergreen trees consistent with the Journey Through Hallowed Ground palette.
- Plant dense clusters of under story trees where feasible to provide screening of buildings.
- Evaluate alternative tree and planting options where power lines or safety factors limit tree planting.



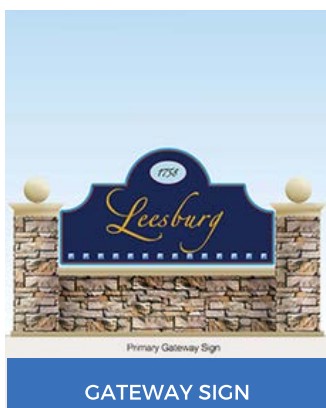
ART AND SCULPTURE

- Provide a large monument, art installation, or gateway element at the River Creek Parkway Interchange scaled for motorists that showcases a historic or cultural element of Leesburg.
- Evaluate opportunities for painting murals or welcome/goodbye signage on overpasses.



LANDSCAPING

- Planting beds should be installed/enhanced at the eastern Town Line to compliment gateway signs.
- Enhance landscaping along interchange overpasses and embankments to add visual interest.
- Identify appropriate locations for additional planting beds including in median areas and adjacent to interchange ramps.
- Plant wild flowers where appropriate to add visual interest.
- Consider the use of ornamental grasses and understory trees drawing upon the Journey Through Hallowed Ground palette wherever larger trees are not possible.



GATEWAY SIGN

- Relocate gateway sign to east side of River Creek Parkway
- Install additional gateway sign in median area near River Creek Parkway
- Provide a "leaving Leesburg" sign at the eastern Town Line

## EXISTING CONDITIONS

## WEST MARKET STREET



**Importance:** The importance of the West Market Street Corridor is to illustrate the history of Leesburg's original rural residential character.

**Character: Small town residential**

West Market Street has a rural small town residential character. The primary element contributing to the character is its relative narrowness. Lanes are only 10 feet wide. The road typically has a sidewalk with curb and gutter on the north side and no curb and gutter on the south side. The narrow roads promote slower travel speeds and contribute to a small town character. The presence of houses and their proximity to the road also contribute to this character. A key challenge to contend with in the West Market Street corridor is the fact that it has front yards of houses on the north side of the road and back yards and the rears of homes on the south side. The corridor can be enhanced through the addition of decorative elements and more consistent landscape treatments.

## EXISTING CONDITIONS



### Road Section

West Market Street has one travel lane in either direction that is 10 feet wide. Most of the road has a sidewalk with curb and gutter on the north side and a rural section with no curb and gutter on the south side. The far western end of the corridor has guardrails on either side with no sidewalks or curb and gutter.

### Vehicle Travel

West Market street is used by people coming into Town from the west and less frequently for through traffic. The road is signed for travel at speeds of 25 MPH and vehicle speeds tend to match that speed due to the design of the road.

### Pedestrian Facilities

Pedestrians frequently use the sidewalk on the north side of West Market Street. A portion of the sidewalk is built with concrete and some of it is built using brick pavers. The relatively compact nature of development in this area promotes a moderate level of pedestrian activity.



### Buildings

Buildings in the West Market Street Corridor primarily are typically setback from the roadway by approximately 50 feet. Despite these setbacks, the buildings are visible. These buildings combined with the associated landscaping contribute to the character and small town feel. On the other hand, the far western end of the corridor has more of a rural highway character due the presence of steel guard rails and fewer easily visible buildings.

### Trees and Vegetation

Much of the West Market Street Corridor has large street trees on the south side of the corridor. Many of these trees have grown so large that they provide little screening at eye level. The north side of West Market Street has a more irregular pattern of tree planting in terms of location. There are also a greater mix of species and sizes of trees. In addition there are several areas where hedgerows and shrubs are planted.



### Decorative Elements and Signage

Stone walls along the corridor are a prominent feature of the overall streetscape that enhance the character and sense of the community. On the other hand many of the fences seen on the south side of the roadway are not consistent with the character of the north side and use a variety of styles and materials including modern materials like vinyl.

There is no formal gateway sign in the West Market Street Corridor but there is a small highway sign to mark the corporate limits as well as sign promoting Leesburg as a Tree City USA. There is also a small triangular median island at the western end of the corridor that serves as gateway feature.








## STREETSCAPE GOAL



### GOAL

The Primary Purpose of the West Market Street Corridor streetscape is to preserve rural residential features and to improve the sense of arrival.

# KEY THEMES FOR THE CORRIDOR

	THEME	What it Means
	<p>CREATE A BETTER GATEWAY</p>	<p>The character of West Market Street itself provides for a welcoming gateway as the character changes once entering into the Town. A gateway sign, improvements to the far western end of the corridor, and more consistent streetscape design can further improve the gateway.</p>
	<p>ENHANCE THE VISUAL/AESTHETIC EXPERIENCE</p>	<p>A key way to improve the visual experience along West Market Street is to improve the south side of the road. Under story trees and low lying vegetation can address this goal by providing a screen and an attractive design. Other streetscape elements like street furniture and new pedestrian lighting can also be part of an attractive road design.</p>
	<p>ART AND SIGNAGE</p>	<p>Given the relatively small scale of West Market Street, opportunities for new art may be limited but a new gateway sign and entrance feature should be installed at the western town limit line or at Catoctin Circle.</p>
	<p>SENSE OF PLACE</p>	<p>West Market Street has a more organic rural character. Some existing elements along this corridor can be used in other corridors. To relate this corridor to others, common lighting features, street furniture, and landscape treatments can be incorporated into the design.</p>
	<p>PRESERVE CHARACTER DEFINING ELEMENTS</p>	<p>Stone walls, brick pavers, and hedge-grows, are key character defining elements along West Market Street that are not found along other corridors. These elements are consistent with some characteristics of the downtown area and should be preserved and further used where possible.</p>
	<p>STREET TREES</p>	<p>Street trees on the south side of West Market Street have grown very large and do not necessarily match the scale of the road but provide excellent tree canopy coverage. These trees can be supplemented with additional new under story trees that better serve aesthetic and screening purposes at lower heights.</p>

# STREETSCAPE ELEMENTS



## Key Elements



- Approximately 60' Right of Way
- One 10 foot travel lane in each direction
- 4 foot brick sidewalk on north side of road
- 18" Planting strip between sidewalk and curb on north side of road



- Maintain existing tree cover
- Install new trees under story trees on south side to provide screening.



- New gateway sign
- 3 foot tall stone wall on north side where possible



- New Lighting for aesthetics and pedestrian safety.
- New lighting on 18 foot poles for aesthetics.
- New Light poles should be painted black.
- Flower Baskets mounted to light poles.



- Buildings should be set back approximately 50' from ROW line.

# STREETSCAPE FEATURES FOR WEST MARKET STREET



**GATEWAY SIGN**  
New Gateway Sign at Western Town Line



**STREET FURNITURE**  
Street furniture in limited locations



**FLOWER BASKETS**  
Flower Baskets mounted on lights



**STONE WALLS**  
Encourage Stone Walls where possible



**TREES**  
Trees planted in natural pattern



**TRAFFIC CALMING**  
Slow down vehicles coming from the highway

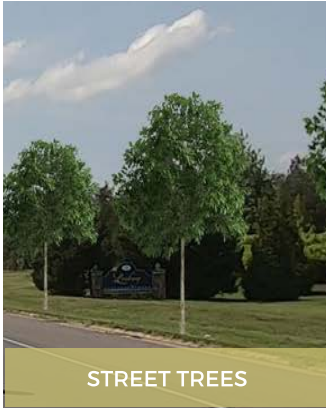


**SENSE OF PLACE**  
Use design elements to improve sense of place



**STREET LIGHTS**  
Decorative Street Lights

## STREETSCAPE FEATURE DETAILS



STREET TREES

- Install new under story street trees on south side of corridor to supplement existing large trees and screen views of private property.
- Install new under story street trees in select locations on north side of the road where screening and shade can be beneficial.



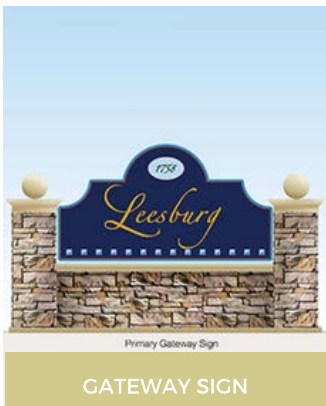
SCREENING

- Install new under story street trees on south side of West Market Street to screen views of private property and contribute to sense of place.



PLANTING BEDS AND FLOWER BASKETS

- Planting beds should accompany a gateway feature and sign at the western town line or at Catoctin Circle.
- Opportunities for planting beds and/or wildflowers should be explored in the vicinity of the Leesburg bypass and associated ramps.
- Hanging flower baskets should be installed on new light poles consistent with baskets in the downtown area.

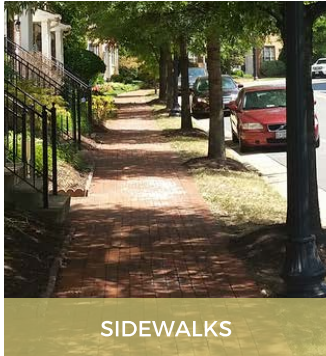


Primary Gateway Sign

GATEWAY SIGN

- A gateway feature and sign should be installed at the western Town Line or at Catoctin Circle
- Alternatively, due to space constraints, a pole mounted gateway sign can be considered.

## STREETScape FEATURE DETAILS



SIDEWALKS

- New and reconstructed sidewalks on the north side of West Market Street should use brick or pavers compatible with those used in the downtown area wherever possible.



LIGHTING

- Install pedestrian scale lighting along north side of corridor.
- Begin use of decorative lighting at Catoctin Circle.
- New lighting should utilize a traditional design and poles.
- Street lights should be 18 feet tall.



SENSE OF PLACE

- Avoid the use of overly modern materials or designs in streetscape elements.
- Use weathered steel guardrails where necessary.
- Provide black painted street lights and street furniture including benches and trash receptacles in strategic locations.

## EXISTING CONDITIONS

## SOUTH KING STREET



**Importance:** The importance of this corridor is its transition from rural areas to the south and to the historic “main street” of Leesburg.

**Existing Character: Suburban Residential**

The predominant character of South King Street is a suburban residential. However, portions of the corridor north of the Bypass have a suburban commercial character. The suburban residential character varies by the time period in which subdivisions along the road were developed. Much of the residential development on the west side of the road is located behind thick vegetation and is often not visible. Newer residential development on the east side of the road is located behind a young but significant landscape buffer.

North of the bypass, there is a mix of commercial and residential uses. However, the commercial uses dominate the landscape and contribute to more of a suburban commercial character. Overall, the road has the character of suburban highway corridor. Some additional consistency can result in an improved design.

## EXISTING CONDITIONS



### Road Section

South King Street is fairly consistently designed with 2 travel lanes in either direction and a center median. Each side has a 12 foot and 11 foot travel lane. The road was previously improved based on the Journey Through Hallowed Ground guidelines. This consistency presents an opportunity for improved sense of place.

### Vehicle Travel

South King Street is signed US Highway 15 and as a result is frequently used by motorists that will travel around or through Lessburg. Many commuters from the south do, however, use South King Street as a Route into the downtown area. In general, the road is also fairly busy with truck traffic. There are few travel destinations immediately along the road, but the arterial nature of the road makes it a key route in accessing businesses and residences just off the road. South King Street is signed a 35 MPH road but vehicle speeds along this corridor can be higher at times.



### Pedestrian Facilities

The west side of the roadway provides a heavily used shared use path. Residents from nearby neighborhoods use the path for recreation purposes and to access the downtown area from their neighborhoods. Near the northern end of the corridor, the shared use path transitions to a sidewalk. There are no pedestrian facilities on the west side of South King Street despite the new residential neighborhoods.

### Buildings

There are not many buildings that front on South King Street at the southern end of the corridor. Where they do exist, they are well setback or heavily screened. On the northern end of the corridor, visible commercial buildings are much more prevalent and closer to the road. Another feature of note is the National Register listed Greenway Manor House. This is a key asset to preserve and enhancements need to respect this historical context.

### Trees and Vegetation

Much of the South King Street Corridor is characterized by mature and thick vegetation, especially along the west side of the road. However, areas along the west side of the road also have wide open fields. Housing associated with the Meadowbrook application was recently developed over a field and was screened through use of a berm with new tree plantings. A few areas of the center median also have trees and decorative landscape areas but most of the median does not have trees. However, it is noted that existing CIP projects consider additional median plantings.



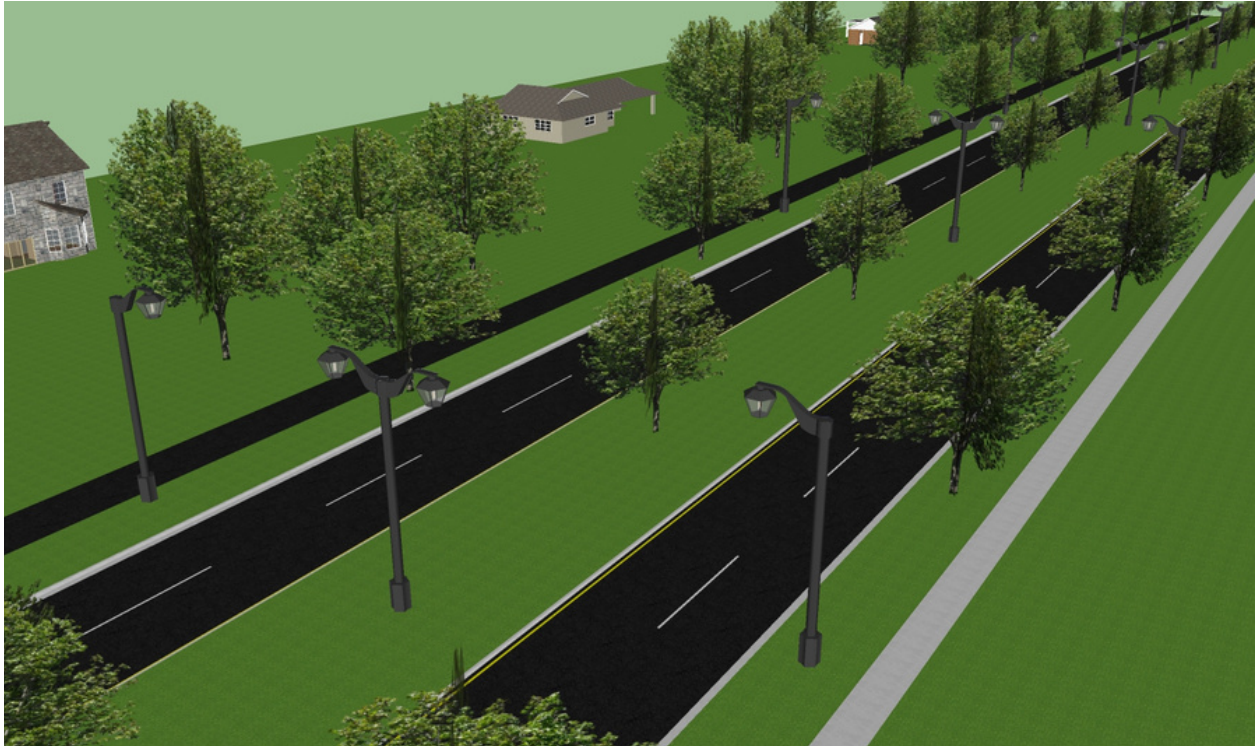
### Decorative Elements and Signage

There are some decorative elements along the corridor including a gateway sign, subdivision entrance features, and decorative landscaping. However, these features seem inconsistent in both design and placement. A dominating feature of the landscape is often the power lines on the east side of the road.



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## STREETSCAPE GOAL



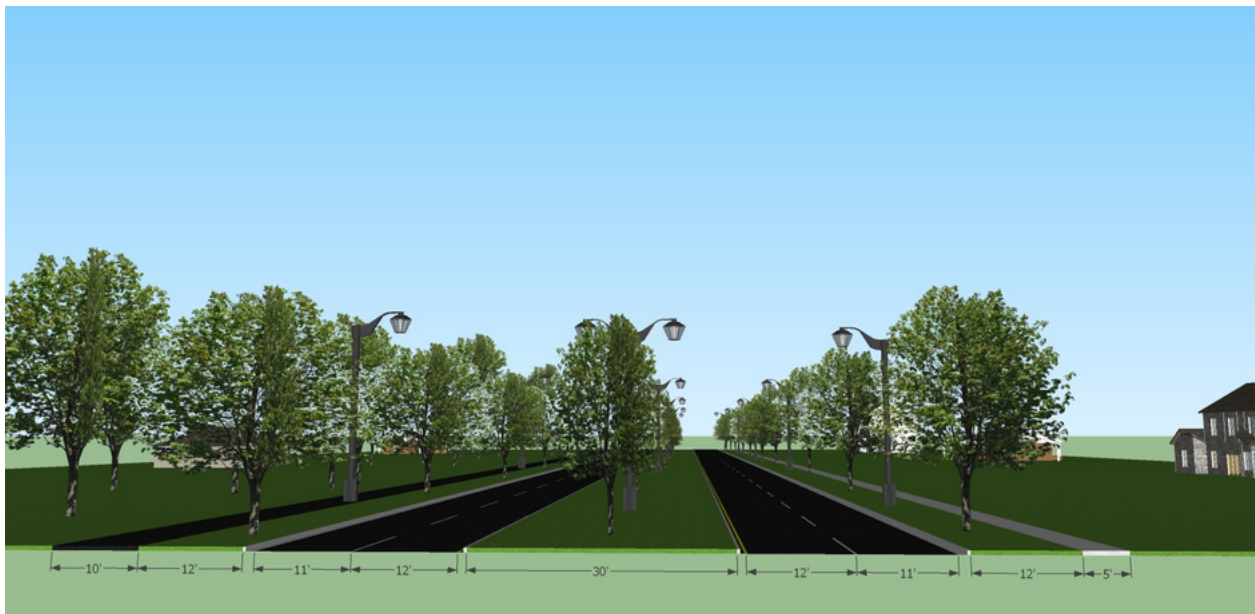
### GOAL

The Primary Purpose of the South King Street Corridor streetscape is to improve the sense of arrival. This corridor is envisioned to be retrofitted with improved plantings, new street furniture, artwork, and sculptures. Another key part of the long-term vision is improved transit service and an improved pedestrian and bicycle experience including sidewalks on both sides of the roadway.

## KEY THEMES FOR THE CORRIDOR

THEME		What it Means
	<p>CREATE A BETTER GATEWAY</p>	<p>South King Street has the building blocks of a great gateway corridor. The road changes from 2 lanes to 4 lanes with a median when entering town and there are distinct changes in the overall character. Additional improvements can help make it clear that Leesburg is a special place.</p>
	<p>ENHANCE THE VISUAL/AESTHETIC EXPERIENCE</p>	<p>There are several opportunities to enhance the visual and aesthetic experience along South King Street. Art installation, improved plantings, street furniture, and decorative lighting will all play a role in improving aesthetics. This corridor is envisioned to provide a transition between rural and urban areas by creating a "boulevard" feel along the corridor.</p>
	<p>ART AND SIGNAGE</p>	<p>The entry sign at the southern town limit line can be enhanced with another sign in the median to clearly signify arrival into Leesburg. This corridor also provides opportunities for a large art installation such as a fountain, monument, or sculpture that can also serve as a visual indicator that Leesburg is worth visiting.</p>
	<p>SENSE OF PLACE</p>	<p>The primary elements to contribute to sense of place in this corridor will be street trees, decorative lighting, and signage. New street furniture and lighting fixtures should be painted black to help create a consistent theme.</p>
	<p>IMPROVE THE PEDESTRIAN AND BICYCLE EXPERIENCE</p>	<p>South King Street is lined by several residential neighborhoods. A shared use path on the west side of South King Street is well used for recreation and by people walking into the downtown area. Neighborhoods on the east side of the roadway do not have a sidewalk or trail. Several opportunities to improve safety and the overall experience for pedestrians exist.</p>
	<p>STREET TREES</p>	<p>The South King Street Corridor is lined by mowed and cleared areas that lend themselves to street trees. New trees will contribute to sense of place while also serving to provide screening of many of the backs of buildings that line the roadway.</p>
	<p>CREATE A BOULEVARD CHARACTER</p>	<p>South King Street can be transformed into a Boulevard by making trees and landscaping a more dominant feature of the road. A combination of large canopy trees and neatly manicured landscaping will contribute to the enhanced character and transition to downtown Leesburg.</p>

# STREETSCAPE ELEMENTS



## Key Elements



- 2 travel lanes in each direction (One 12 and one 11 feet).
- 10 foot wide shared use path on west side of road.
- New 5 foot wide sidewalk on east side of road.
- 30 foot wide landscaped center median.
- 12 foot wide planting strips on either side of road.
- Curb and Gutter for drainage.



- Street trees in median and on either side of the road to provide boulevard character.
- Utilize existing median plantings where present.
- Incorporate existing trees into street tree pattern where possible and where they can contribute to the desired character.
- Trees for landscape screening where appropriate.
- Consider use of wildflowers in certain areas.



- Additional gateway sign in center median at southern town line.
- "Now Leaving Leesburg" sign at southern town line.



- New decorative lighting on either side of road.
- New decorative lighting in median.
- Lighting should emphasize pedestrian and decorative functions.
- Lighting fixtures and poles should be painted black.

## STREETScape FEATURES FOR SOUTH KING STREET



**GATEWAY SIGNS**  
Additional gateway sign



**ART AND SCULPTURE**  
Art installations appropriate for motorists and pedestrians



**PLANTING BEDS**  
Landscaped areas with flowers



**ENHANCED MEDIAN PLANTING**  
Additional trees, flowers, and ornamental grasses to complement and enhance existing plantings.



**TREES**  
Trees at regularly space intervals in planting strips on either side of the road and in the median.



**PEDESTRIAN IMPROVEMENTS**  
Improve bicycle and pedestrian safety and amenities

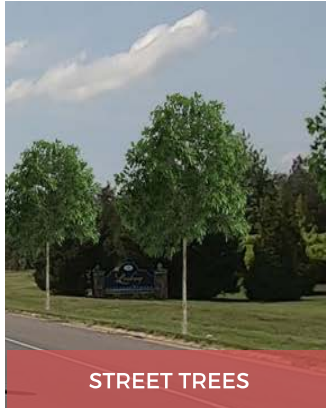


**SENSE OF PLACE**  
Enhanced Sense of Arrival



**STREET LIGHTS**  
Decorative Street Lights

## STREETSCAPE FEATURE DETAILS



STREET TREES

- Plant numerous trees to develop a boulevard character along South King Street.
- Plant canopy trees in the median where possible to enhance the boulevard character and narrow the feel of the road.
- Street trees should be spaced at least every 50 feet.
- Use an appropriate mix of canopy, under story, and evergreen trees consistent with the Journey Through Hallowed Ground palette.
- Plant dense clusters of under story trees where feasible to provide screening of buildings.



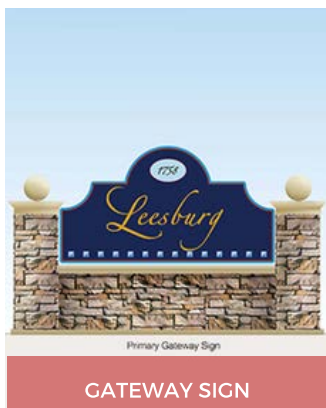
ART AND SCULPTURE

- Provide a large monument, art installation, or gateway element near the southern town line scaled for motorists that showcases a historic or cultural element of Leesburg.
- Provide pedestrian scale artwork or interpretive signage in strategic locations along the multi-use paths and sidewalks.



PLANTING AREAS

- Planting beds should be installed/enhanced at the southern town line.
- Consider the use of additional ornamental grasses consistent with the Journey Through Hallowed Ground palette wherever trees are not possible.
- Plant wild flowers where appropriate to add visual interest.



Primary Gateway Sign

GATEWAY SIGN

- An additional Gateway sign should be located in the median at the southern town line to further emphasize arrival into Town.
- The gateway sign should complement the existing sign at Mason's line in terms of size and design.
- Provide a "leaving Leesburg" sign at the southern town line.

## STREETSCAPE FEATURE DETAILS



CENTER MEDIAN

- Removal of the existing center median on South King Street should be avoided to the extent possible.
- Strive to provide a median width of 24 feet where possible.
- Large canopy trees should be provided in the median where possible.
- Provide a combination of understory trees and ornamental grasses and trees where larger trees are not possible.



LIGHTING

- Evaluate potential to paint existing lighting black.
- Begin use of decorative lighting at the southern gateway feature.
- New lighting should utilize a traditional design and poles, masts, and fixtures should be painted black.
- Lighting should be scaled for pedestrian safety and comfort.
- Separation between street lights should not exceed 200 feet.
- Street lights should be located on both sides of the road and in the median where possible as decorative element.



PEDESSTRIAN IMPROVEMENTS

- Install new sidewalk on east side of South King Street.
- Identify opportunities for safe crossing of South King Street.
- Improve pedestrian amenities in area near the Leesburg Bypass by adding features such as benches, shade trees, and other amenities to increase visual interest.



SENSE OF PLACE

- Black painted street lights and poles.
- Provide black painted street furniture including benches, trash receptacles, and bicycle racks.
- Use weathered steel guardrails where necessary.

## EXISTING CONDITIONS

## NORTH KING STREET



**Importance:** The Importance of the North King Street Streetscape is drawn from its natural vistas of agrarian expanses and its transition from rural areas to the north and Leesburg's historic "main street".

**Existing Character: Rural**

The majority of the North King Street Corridor has a rural character. The primary elements contributing to that character are the natural vegetation that closely frame the road, the open space, and general feeling of minimal development.

The corridor typically provides open vistas and large setbacks. In areas closer to suburban housing, views of buildings are often screened to prevent changes to the perceived character.

## EXISTING CONDITIONS



### Road Section

The majority of this corridor provides 11 foot travel lanes and a well used shared use path. In some locations turning lanes are also present. The corridor has a mix of curb and gutter and rural sections.

Given the fact that only one travel lane is provided in each direction, the road can appear busy during peak periods of motorists entering or leaving the downtown or schools located along the road. The Leesburg bypass, which provides an alternative to North King Street, limits the amount of through traffic.

### Vehicle Travel

Vehicle speeds along this corridor are generally high. While the road is signed at 35 MPH, the rural highway character of the road can encourage higher speeds.

### Pedestrian Facilities

The east side of the roadway provides a heavily used shared use path. Residents from nearby neighborhoods use the path for recreation purposes and to access the downtown area from their neighborhoods.

### Buildings

In general, there are few buildings located along this corridor. Where they do exist, they are well setback or heavily screened. Opportunities for additional screening do exist and can further contribute to a more rural character for this roadway.

### Trees and Vegetation

The trees, or in some cases lack thereof contribute to the road's rural character. The majority of vegetation appears natural with mowed areas along shoulders and medians. There are limited landscape features along the corridor.

### Decorative Elements and Signage

There are few decorative elements along this corridor with the exception of a gateway sign and a split rail fence in front of Ida Lee Recreation Center. This split rail fence can potentially be considered as something that contributes to sense of place in this and other corridors. In other locations, there are few features that differentiate this corridor upon entering Leesburg or that contribute to a gateway function. Instead, it generally maintains a more rural character consistent with areas to the north.



## STREETSCAPE VISION



### GOAL

The Primary Purpose of the North King Street streetscape vision is to preserve and enhance the rural open space character and vistas of the roadway. Some enhancements to improve the gateway function, pedestrian experience, and sense of place are also envisioned.

# KEY THEMES FOR THE CORRIDOR

	THEME	What it Means
	<p>CREATE A BETTER GATEWAY</p>	<p>When traveling south, into Leesburg, a gateway sign exists but there is little else to distinguish Leesburg from points north or to create a defined boundary.</p>
	<p>PRESERVE CHARACTER DEFINING ELEMENTS</p>	<p>North King Street is characterized by open space. In some respects it has a rural character. This character should be preserved, maintained, and enhanced where possible.</p>
	<p>ART AND SIGNAGE</p>	<p>Providing an additional gateway sign on the east side of North King Street can help welcome people. In this unique corridor, nature and open space will serve as the majority of the art.</p>
	<p>SENSE OF PLACE</p>	<p>The open space and scenic vistas that already exist on North King Street contribute to a desired sense of place. New lighting, street furniture, and landscaping that respects the existing organic character can also be incorporated.</p>
	<p>IMPROVE THE PEDESTRIAN AND BICYCLE EXPERIENCE</p>	<p>North King Street is not just for cars. The shared use path on the east side of North King Street is heavily used for recreation and by people walking into the downtown area. The pedestrian experience also needs improvements for safer crossing of the roadway. The experience for pedestrians and cyclists should be improved where possible.</p>
	<p>STREET TREES</p>	<p>Trees will be placed on the east side of the road. The primary intent of new trees is to create a visual screen between the road and homes and to promote an open space character.</p>

# STREETSCAPE ELEMENTS



## Key Elements



- 11 foot wide travel lanes in either direction
- 28 foot planting strip on east side of road
- 10 foot wide shared use path on east side of the road
- 8 foot wide shoulder on west side of road
- Safer crossings of the roadway



- Thick vegetation or open space as appropriate to maintain open space character
- Street trees on east side of the road
- Thick vegetation for screening on east side of shared use path
- Consider appropriate landscaping to preserve open space character along the parcel north of Ida Lee



- Additional gateway sign on east side of road to welcome inbound traffic



- New decorative lighting to serve pedestrians on east side of the road
- New lighting should be painted black

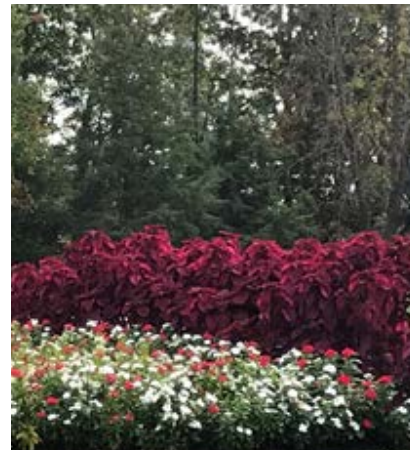
## STREETSCAPE FEATURES FOR NORTH KING STREET



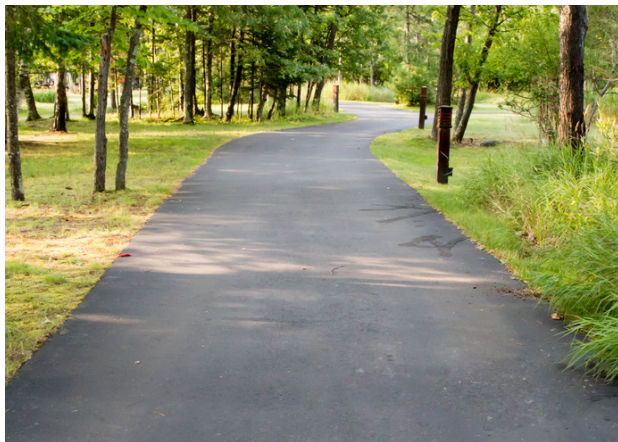
Primary Gateway Sign  
**GATEWAY SIGNS**



**STREET FURNITURE**  
Install consistent black street furniture



**PLANTING BEDS**  
Landscaped areas with flowers



**SHARED USE PATH**  
10 foot paved path for pedestrians and cyclists



**TREES**  
Trees planted in a natural pattern



**PEDESTRIAN IMPROVEMENTS**  
Improve pedestrian amenities and safety



**SENSE OF PLACE**  
Enhanced sense of arrival



**STREET LIGHTS**  
Decorative Street Lights

## STREETSCAPE FEATURE DETAILS



STREET TREES

- New street trees should be installed along the east side of the corridor south of Dry Hollow Road.
- Trees should be spaced every 50 feet.
- Trees should be located in the planing strip between the shared use path and shoulder and on the east side of the shared use path where possible to create a shaded canopy.
- The east side of the shared use path should provide a thick screen between homes and the corridor.
- Trees should be used to screen views of buildings and powerlines where possible.



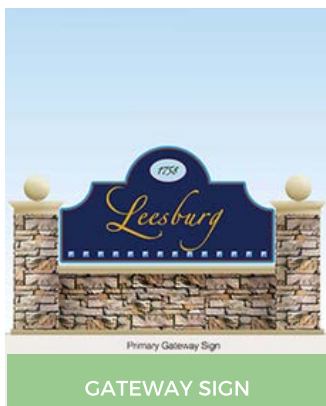
STREET FURNITURE

- Benches and trash cans should be located approximately every 1000' feet along shared use path.
- New Street Furniture should be painted black.



PLANTING BEDS

- A planting bed should be installed as part of a larger entrance feature.
- Planting beds or baskets should be located in strategic locations south of Dry Hollow Road.



GATEWAY SIGN

- Gateway sign should be installed near Dry Hollow Road Intersection.
- Gateway Sign should include additional elements including plantings to develop a more prominent entrance feature.

## STREETSCAPE FEATURE DETAILS



OPEN SPACE

- Open Space Character should be maintained.
- Maintain existing open vistas where possible.
- Maintain existing thick vegetation where possible.
- Plant new trees for screening and to enhance open space character.



LIGHTING

- Install pedestrian scale lighting along east side of corridor.
- Evaluate the potential to paint existing poles and cobra head fixtures black.
- Begin use of decorative lighting at Dry Hollow Road.
- New lighting should utilize a traditional design and poles, masts, and fixtures should be painted black.



PEDESTRIAN IMPROVEMENTS

- Identify opportunities to improve pedestrian crossing of North King Street.
- Evaluate opportunities for higher visibility crosswalks.
- Install pedestrian amenities including benches and shade trees.



SENSE OF PLACE

- Black Painted Street Lights.
- Leesburg gateway sign.
- Regular tree planting.
- Use weathered steel guardrails where necessary.
- Provide black painted street furniture including benches, trash receptacles, and bicycle racks in strategic locations along South King Street.

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## EXISTING CONDITIONS

### EDWARDS FERRY ROAD



**Importance:** The importance of Edwards Ferry Road is the position it holds as the primary historical entry to Leesburg from the Potomac and ferry crossings.

**Existing Character: Suburban Commercial/Suburban Residential/Small Town Residential**

The character of Edwards Ferry Road changes several times over the length of the corridor. In general, the character goes from Suburban Commercial at the eastern end of the corridor to suburban residential near Hermitage Way. Near Plaza Street and to the west, the corridor has a small town residential character. This pattern is generally consistent with the time frame the land along the corridor was developed. The newest buildings are setback farther from wider roads while older development is located closer to more narrow roads. The amount of landscaping and buffering varies.

Overall, the corridor lacks any sort of consistency in design making it difficult to develop a uniform streetscape plan. Design elements need to be considered on a case by case basis depending on specific opportunities and constraints for each stretch of road.

## EXISTING CONDITIONS



### Road Section

The Edwards Ferry Road section changes several times over the length of the corridor. It can consist of anything from two narrow lanes closest to the downtown to up to 9 lanes including turning lanes near the Leesburg Bypass. Some locations have a landscaped median but this varies by location.

### Vehicle Travel

Edwards Ferry Road is heavily traveled due to the presence of regional retail establishments at its intersection with the Leesburg Bypass. In general, the road is also fairly busy with truck traffic delivering to these retail establishments. Vehicular traffic diminishes closer to downtown where the road narrows. South King Street is signed at 35 MPH in the far eastern end of the corridor and 25 MPH elsewhere. Vehicle speeds along this corridor can be higher at times due to wide travel lanes.

### Pedestrian Facilities

Most of the Edwards Ferry Road Corridor has 4 to 5 foot wide sidewalks but there are several notable gaps. The most prominent gap is at the Leesburg Bypass. Other gaps include the south side of the road at the western and eastern ends of the corridor. Despite these gaps, pedestrian activity in the area is high with residents from nearby neighborhoods accessing nearby retail uses.



### Buildings

The pattern of buildings varies throughout the corridor. In general, newer buildings at the eastern end of the corridor are larger and setback behind large parking areas. Older development which is typically residential is located single-family or multi-family residential is located closer to the road.

### Trees and Vegetation

There is no specific pattern of vegetation along the Edwards Ferry Road Corridor. The exact landscape treatment varies by the time frame in which it was installed and the land use that accompanies it. Landscaping can consist of anything from small grasses and shrubs to large canopy trees. In general, the larger and more mature vegetation is located closer to the downtown area.



### Decorative Elements and Signage

Decorative elements along the corridor generally only include those on private property. This can include gateway features and signage to individual shopping centers or signs for various residential developments. Many individual properties have landscape areas associated with their signage. To the extent that these features do exist, they do not have any sort of consistent design theme. One feature of note is the 3 rail fence in front of the Edwards Landing HOA.



## STREETSCAPE GOAL



## GOAL

The Primary Purpose of the re-imagined Edwards Ferry Road streetscape will depend on the location in the corridor. Existing conditions and physical variations make a consistent right-of-way design difficult to achieve but a key part of the goal is enhancing the link across the bypass.

At the eastern end, the primary goal is to enhance the pedestrian experience and improve the aesthetics of the corridor. Street trees and pedestrian scale lighting are integral to the long-term vision and represent important unifying elements. Aesthetic improvements including improved landscaping, street furniture, artwork, and sculptures will be incorporated where possible to create a valued aesthetic experience and encourage pedestrian activity in this area which does and will continue to serve as both a neighborhood and regional destination.

The primary goal for the western end of the corridor approaching downtown Leesburg is to preserve key elements of the existing streetscape and small town feel while seizing opportunities to reinforce Leesburg's sense of place and improve aesthetics.

Improved transit service and bicycle accommodations will also need to be addressed in the streetscape design for both ends of the corridor.

## KEY THEMES FOR THE CORRIDOR

	THEME	What it Means
	<p>IMPROVE THE PEDESTRIAN AND BICYCLE EXPERIENCE</p>	<p>The Edwards Ferry Road corridor is lined by a mix of residential neighborhoods and commercial uses. These areas have relatively high amount of pedestrian traffic but an inconsistent bicycle and pedestrian network. A safe, complete, and enjoyable pedestrian network to connect residents with businesses should be a top priority for this corridor.</p>
	<p>ENHANCE THE VISUAL/AESTHETIC EXPERIENCE</p>	<p>There are several opportunities to enhance the visual and aesthetic experience on the east end of the corridor with additional trees, landscaping, art, lighting, and street furniture. Opportunities are more limited closer to the downtown due to space constraints.</p>
	<p>ART AND SIGNAGE</p>	<p>The Town of Leesburg corporate limits for the Edwards Ferry Road Corridor generally begin at the intersection of Edwards Ferry Road and Battlefield Parkway. However, all of Battlefield Parkway is already included in the Town limits and most travelers from the east will have been within Town limits for some time before getting to Edwards Ferry Road. This results in a lesser need for gateway signage and instead on a greater need for art and themed directional signage.</p>
	<p>SENSE OF PLACE</p>	<p>Sense of place for the Edwards Ferry Road Corridor is a critical component of the Streetscape considering that so many people from throughout the region visit the corridor for retail needs. Design elements can reinforce to visitors that they are within the corporate limits. Specific elements in this corridor should include street trees, decorative lighting, and signage. New street furniture and lighting fixtures should be painted black to help create a consistent theme.</p>
	<p>STREET TREES</p>	<p>There are a variety of conditions found in the Edwards Ferry Road Corridor and not all areas can accommodate new street trees. However, to the extent there is space for trees along the sides of the road or in medians, they should be planted to reinforce Leesburg as a Tree City USA and to provide shade and improve the pedestrian experience.</p>
	<p>PRESERVE CHARACTER DEFINING ELEMENTS</p>	<p>There are several elements contributing to a small town character in the western end of the corridor that should be preserved. They include stone walls, brick pavers, hedge-grows, and large trees. In many instances, these elements are consistent with some characteristics of the downtown area and should be preserved.</p>

## STREETSCAPE ELEMENTS



## Key Elements



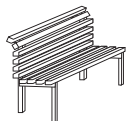
- The number and width of travel lanes will vary throughout the corridor.
- A landscaped center median should be provided where possible.
- Sidewalks should be provided on both sides of the road where possible.
- Area should be reserved for wider sidewalks along the eastern end of the corridor for future commercial activity.
- Planting strips for street trees should be provided between vehicle lanes and sidewalks where possible.
- Curb and Gutter for drainage should be provided where possible.
- Enhanced crosswalks and pedestrian safety elements should be installed.
- Thoughtful consideration of preferred colors and materials for the future interchange



- Street trees should be provided in center medians when possible.
- Street trees should be provided along both sides of the road where possible.
- Street trees be placed between vehicle travel lanes and sidewalks where ever possible.



- New decorative lighting on either side of road in eastern end of the corridor.
- Take advantage of limited opportunities for pedestrian scaled light fixtures in western end of corridor.
- Lighting should emphasize pedestrian and decorative functions.
- Lighting fixtures and poles should be painted black.



- Black street furniture including benches, trash receptacles, and bicycle racks should be located throughout the corridor.
- Bus shelters should be located adjacent to retail uses and near key intersections throughout the corridor. These bus shelters should maintain consistency with other design elements.

## STREETScape FEATURES FOR EDWARDS FERRY ROAD



**INTERPRETIVE SIGNAGE**  
Highlight Leesburg's History



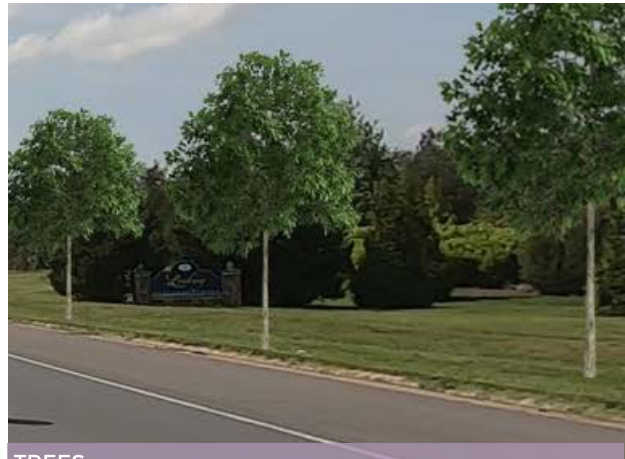
**ART AND SCULPTURE**  
Art installations appropriate for motorists and pedestrians



**PLANTING BEDS**  
Landscaped areas with flowers



**PEDESTRIAN SAFETY FEATURES**  
Improve pedestrian mobility and safety.



**TREES**  
Trees at regularly space intervals in planting strips on either side of the road and in the median.



**TRAFFIC CALMING**  
Traffic Calming techniques



**SENSE OF PLACE**  
Encourage consistent design elements



**STREET LIGHTS**  
Decorative Street Lights

## STREETSCAPE FEATURE DETAILS



STREET TREES

- Plant trees wherever possible to improve aesthetics and the pedestrian experience.
- Plant canopy trees in the median where possible.
- Use an appropriate mix of canopy, under story, and evergreen trees consistent with the Journey Through Hallowed Ground palette.
- Plant dense clusters of under story trees where feasible to provide screening of buildings.



ART AND SCULPTURE

- Provide pedestrian scale artwork or interpretive signage in strategic locations along sidewalks. Such signage can highlight history like the 1st Leesburg Airport, construction of the Leesburg Bypass, and prior use of properties in the corridor.
- The Town should take advantage of land at the intersection of Edwards Ferry Road and Catoctin Circle for art or signage. The sign can announce to travelers that they are entering into the Old and Historic District.
- Plan for potential art installations and signage to improve the aesthetics of the Leesburg Bypass/Edwards Ferry Road Interchange.



PLANTING AREAS

- Planting beds should be installed where feasible.
- Consider the use of additional ornamental grasses consistent with the Journey Through Hallowed Ground palette.
- Plan for potential future planting areas associated with the Edwards Ferry Road/Leesburg Bypass Interchange.



PEDESTRIAN IMPROVEMENTS

- Plant trees, install street furniture, and expand planting areas to create an additional buffer between pedestrians and vehicles.
- Use bulb outs at intersections where possible to shorten pedestrian crossings.
- Install high visibility crosswalks.
- Widen sidewalks in the eastern end of the corridor where possible to plan for future pedestrian activity and land use changes.

## STREETSCAPE FEATURE DETAILS



- A landscaped center median should be installed where ever possible in the eastern end of the corridor.
- Removal of the existing center median areas should be avoided to the extent possible.
- Large canopy trees should be provided in the median where possible consistent with areas near Cherry Lane.
- Provide a combination of understory trees, ornamental grasses, and flowers where larger trees are not possible.



- Begin use of decorative lighting at Battlefield Parkway and extend westward across the Bypass.
- New pedestrian scale lighting should be added in the western end of the corridor where feasible.
- New lighting should utilize traditional design and poles, masts, and fixtures should be painted black.
- Lighting should be scaled for pedestrian safety and comfort.
- Separation between street lights should not exceed 200 feet.
- Street lights should be located on both sides of the road as decorative element.



- Bike Lanes from Downtown to areas east of the bypass
- Evaluate opportunities to reduce use of extensive striped pavement east of the bypass
- Consider opportunities where road diet measures
- Enhance opportunities for alternative modes of transportation



- Black painted street lights and poles in eastern end of corridor and where possible closer to downtown.
- Provide black painted street furniture including benches, trash receptacles, and bicycle racks.
- Encourage additional use of brick and stone for retaining walls consistent with existing conditions in the western end of the corridor.