MARTINSVILLE

NAMED FOR JOSEPH MARTIN, PIONEER, WHO SETTLED HERE IN 1773. IN 1793 THE COURTHOUSE OF HENRY COUNTY WAS MOVED HERE AND THE TOWN WAS ESTABLISHED. PATRICK HENRY, FOR WHOM THE COUNTY WAS NAMED, LIVED NEAR HERE ONCE. IN 1865, STONE MAN, MOVING SOUTH TO JOIN SHERMAN, CAPTURED MARTINSVILLE. IT WAS INCORPORATED AS A TOWN IN 1878 AND AS A CITY IN 1928.
URBAN REDEVELOPMENT FOR
CENTRAL BUSINESS DISTRICT
OF MARTINSVILLE, VIRGINIA

by

CONRAD MASON KNIGHT

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MASTER OF SCIENCE

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Architecture

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Blacksburg, Virginia
The Author wishes to express his appreciation to all the members of the Architectural Faculty for their assistance and guidance.

I express my appreciation to Professor Herschel A. Elarth and Professor T. V. Patterson, for their constructive criticism and advice.

Deep appreciation is given to Mr. Charles S. Worley, Jr., chief critique, for his guidance and criticism in preparing this thesis.

C. M. K.
1958
To my wife whose help and devotion made this thesis possible.
It is the intent of this thesis to study the general urban renewal problems faced by the city of Martinsville, Virginia. After an analysis of these conditions, solutions will be proposed. A study will also be made of the commercial section, or the Central Business District. Here the author will analyze the problems of traffic, parking, zoning, retail sales, transit, etc. The proposed plan for the Central Business District will take into account future estimates of population and effective buying income growth. This, together with sound planning principals will transform the heart of the city into a more desirable place in which to work, shop, and enjoy.

This thesis is further intended to make the citizens of Martinsville aware of the condition which now exists in the Central Business District. Such an urban renewal program must be launched in order to prevent decentralization of their city.
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PART I  INTRODUCTION
Martinsville, in Henry County, Virginia is located in the southwest part of the state about 14 miles from the North Carolina line. It is in that section known as the Piedmont, in the foothills of the Blue Ridge mountains. It is 55 miles south of Roanoke, 30 miles west of Danville, and approximately 56 miles north of Winston-Salem and Greensboro, North Carolina. The city was founded in 1793 and incorporated in 1873. Martinsville was chartered in 1928.

Martinsville is the county seat for Henry County, and is governed by a manager-council form of municipal government. Indicative of Martinsville's sound economy are the facts that it was comparatively untouched by the depression of two decades ago; that it enjoys a well diversified industry; and that the city's per capita welfare and relief expenditures, with one exception, are by far the lowest of all Virginia cities.

The fact that Martinsville is the trade center of Henry County with an effective buying income for above average means that the city should have a bright future. However, this is not true. Retail sales are far below the
INTRODUCTION

Virginia average. The city is growing at random.

The city developed on a ridge running east and west. The Central Business District consequently developed along these lines. This has been the cause of many of Martinsville's planning problems.

Up to the time of this writing the only areas in which attempts have been made toward the solution of these problems are traffic and parking. The city has no by-passes, loop streets, and planned radials. This has caused enormous quantities of traffic to flow through the Central Business District.

Parking in and around the Central Business District is not inadequate. There are available spaces, but they are not in the right places. The result has been the mad scramble for meter spaces.

Strip zoning along the major traffic arteries has allowed business to leave the Central Business District, and relocate elsewhere. This has caused a land use mixture of residential, industrial and business establishments. Because of the emigration of businesses from the Central Business District, the merchants have not rebuilt, and as a consequence the buildings are in a very rundown condition which further helps to decrease retail sales.
INTRODUCTION

The City Planning Commission has not effectively controlled this random growth by zoning, nor made plans for future expansion and development. Recently the Commission has become active in this redevelopment program and, with adequate public support, their efforts toward securing a master plan for the city may become a reality. Unless the city has a master plan to direct its growth all efforts will be fruitless.

The decentralization of Martinsville and other such cities has long been an established fact. Today it is even more pressing. This is pointed out by the following statement from Phelps and Henderson's Population In Its Human Aspects. "Shifting population means shifting markets. As the suburban population has grown it has been accompanied by an increase in the number of retail outlets in the suburbs and a decrease in the number of retail stores in the city. In response to this market, many cities report that retail trade has increased seven hundred percent faster in the suburbs than in the city."

It is evident that the above situation must be remedied or it will lead to the destruction of our cities. No one thing can be the cause of the cities problems - as we shall see in later discussions.
PART II  GENERAL PROBLEMS OF MARTINSVILLE
ZONING

Because of ineffective zoning for commercial uses, Martinsville has been experiencing an uncontrolled growth. Even worse, this zoning is drawing merchants away from the Central Business District and causing them to relocate elsewhere in the city.

All of Martinsville's major radial streets leading into the downtown area are strip zoned for business. This not only allows merchants to establish places of business along them but, when this is done, it decreases the value of the surrounding property for residential use. It also creates traffic and parking problems in the areas where commercial uses become established. Allowing merchants to build in strip zones outside of the Central Business District is one reason for the large number of stores in the center being vacant. A good example of this is that in one block on Church Street, from Walnut to Broad, there are four buildings standing empty. This is typical of the Central Business District.

At present Martinsville is zoned for four different
types of land use. They are: A-1 Residence; B-1 Business; and B-2 Business.

TRAFFIC

The traffic situation in Martinsville is critical. There is an inadequate street system for routing thru traffic around the downtown area.

Martinsville's streets can be classified as radials, cross-town and loop streets. The radial street system is at present the best established. There are a large number of good radial streets that bring traffic from outlying areas to the center of town. However, Map 2 shows all these streets carry traffic directly downtown.

The major radial access from the north is Liberty Street; East Church Street serve the east and northeast; Mulberry Road and Old Danville Road serve the southeast; Memorial Boulevard, Starling Avenue, Broad and Bridge Streets serve the south; and Fayette and Church Streets serve the west. In order for these radial streets to function, there must be a system of loop streets to carry off excess traffic not destined for downtown.

Because of the topography of Martinsville, the city has developed in an east-west direction parallel to Church and Main Streets. The north side of Martinsville lies on
DAILY DESIRE LINES OF ALL VEHICLES MOVING BETWEEN THE CENTRAL BUSINESS DISTRICT AND STATE HIGHWAYS AT THE CORPORATE LIMITS

DESIRE LINES OF TRAVEL
CORPORATE LIMITS
ZONE BOUNDARY
ZONE NUMBER
CENTRAL BUSINESS DISTRICT
EXTERNAL STATION

24 HOUR VOLUMES

4000
2000
1000
200
VEHICLES

GRAPH 1
DAILY DESIRE LINES OF ALL THROUGH VEHICLES

24 HOUR VOLUMES

DESIRE LINES OF TRAVEL

CORPORATE LIMITS

ZONE BOUNDARY

ZONE NUMBER

24

EXTERNAL STATION

STA 8

STA 1 108

STA 12 667

STA 11 220

STA 10 57

STA 2 220 707

STA 3 57

STA 4 58

2000

4000

VEHICLES

GRAPH 2
a rather steep slope, and for this reason no loop streets have developed here. This has, in part, caused the congestion in the downtown area. Part of a loop street system exists in Martinsville now, but it cannot handle much more traffic than it now does. This partial loop system includes Starling Avenue, Memorial Boulevard, and Fayette Street. These streets do not make a complete loop, and consequently do not take enough of the traffic from the radial streets.

With the exception of Memorial Boulevard, Martinsville has no cross-town streets. Approaching Martinsville from any direction one must pass through the Central Business District to go cross-town. The lack of adequate cross-town streets has funneled all traffic, both thru and that destined for the shopping area, into this downtown district. This is perhaps the most critical problem that the city faces.

MASS TRANSIT

Martinsville shoppers prefers to drive their cars to town. Public transit in Martinsville has not been able to compete with the automobile as a means of urban movement. The problems caused by the great number of automobiles in the downtown area continue to increase, and no improvements have been made in public transportation to encourage people to take advantage of the service which is
When shoppers desert the transit system for private automobiles, congestion increases and this, in turn, is another obstacle in the way of improving transit service. It is very difficult for buses to move in the downtown area because of the congested streets. This alone may discourage many shoppers who would use the buses if they provided faster service. Another defect in the present transit system in Martinsville is that the buses block traffic, because there are no places for them to pull off the main thoroughfares.

The transit system in Martinsville is privately owned, and it is finding difficulty in financing operations in the downtown area. It is composed of five routes which are shown on Map 3. These five routes are: Chatham Heights, West End, Mulberry Road, North Side, and Southern.

The Chatham Heights bus leaves the downtown area by Church Street. This route is covered every hour and the bus returns downtown via Church Street, Clay Street, and Main Street. The West End bus leaves the downtown area by West Main and it returns the same way. This route is covered every half-hour. The Mulberry Road bus goes out and returns the same way as the Chatham Heights bus. There is an hour route and an half-hour route in this area. The Northside bus leaves the downtown area via West Main, Moss,
and Liberty Streets, and returns the same way. This area is served every half-hour. The Southern bus leaves and returns the same way as those on the Chatham Heights route, and serves the area with an hour route and a half-hour route.

While the fringe areas of the city are served fairly well, there are no good routes in the downtown area. No buses circle this area. They also follow only thru routes into and out of the downtown area, as is pointed out on Map 3. An individual wishing to ride around the downtown area cannot do so because of this routing.

There are few stopping places in the downtown area for the transit vehicles. When they do stop, it is on the street, and this reduces the two-lane traffic to one lane.

There is a need for adequate stopping area and more transit routes in and around the downtown area. This would perhaps cause more shoppers to ride the buses rather than drive their automobiles downtown.

FUTURE GROWTH

It is estimated that Martinsville will have a population of about 79,000 in 1975 (see appendix II). In order to provide this population with adequate retail, recreational, and other community facilities the city must
plan for its future growth. This planning, which the city now lacks, must begin soon.

At present the city has inadequate public library and municipal building facilities, no youth center or civic center, and poor park and playground facilities. Many other similar conditions could be cited. If these facilities are inadequate for the present needs, what will be the situation thirty years from now? There is no effort being made to provide this future population with adequate facilities.

As the highway facilities in the area improve and the time distance between cities become shorter more and more people will go elsewhere to shop. In order to draw this large future population to Martinsville there must be drawing forces. Martinsville has none.
PART III  DOWNTOWN PROBLEMS OF MARTINSVILLE
DOWNTOWN PROBLEMS OF MARTINSVILLE

TRAFFIC

In-town congestion and parked automobiles in Martinsville are both nuisances and an increasing handicap to business. The city is threatened with internal suffocation. The cause of this traffic congestion lies in trying to make the city streets, which were barely adequate for pedestrians and horse-drawn vehicles of the horse and buggy era, serve the present day needs. This situation is true for many cities, as for example, Worcester Massachusetts, which in 1900 had a population of approximately 100,000, and in 1954, with essentially the same downtown street layout, there were more than 67,000 motor vehicles registered within the city limits. In Martinsville thousands of dollars are lost in wages because of time spent in traffic jams, more rapid depreciation of vehicles, extra fuel for autos and trucks, expensive repairs and maintenance, and increased taxi charges. Retail sales also suffer due to congestion. Speed and fuel studies made in 1947 by the Automobile Club of Southern California established that gasoline mileage on congested downtown arteries of Los Angeles averaged
only 8.7 miles per gallon, compared with 23.86 miles per gallon at a sustained speed of 25 mph.\(^1\)

The extra wear on tires and equipment in downtown congestion is pointed out by some experiments conducted at Iowa State College in 1944-1945. The study proved that tire costs in stop-and-go driving on concrete pavement averaged 0.61 cents per mile, which was more than three times the corresponding cost in traveling the open road. A later report revealed that fuel, tire, and brake costs total, on the average, one and a quarter cents more per vehicle-mile on congested surface arteries than on free-flowing expressways.\(^2\)

The loss in wages is substantial. The Citizens Traffic Safety Board in New York City estimates that losses in industrial wages due to traffic congestion in New York City are approximately $350 million a year. In addition, top-salaried business executives loose $18,750,000 annually.\(^3\) These losses are much greater than the losses in Martinsville, but Martinsville's losses are substantial.

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2. Ibid. p. 6
3. Ibid. p. 10
To circle the downtown business area in Martinsville going from Clay Street east along Main to Moss Street, and then back along Church Street to Clay, requires nine stops for traffic lights. The total number of stops for all conditions, including lights, heavy traffic, pedestrians, etc., would perhaps be 18 to 25.

Contributing to traffic congestion in the downtown area is the fact that the streets must carry all cross-town traffic in addition to traffic destined for parking areas. The streets in this area cannot effectively handle this traffic and, as a result, they are constantly full. This creates an automobile barrier between buildings on opposite sides of the streets. Although there are pedestrian crosswalks, the people are prone not to use them.

The heavy truck traffic which comes through the downtown area also creates undesirable noise and fumes.

There are few alleys in the downtown area, and consequently delivery and service vehicles must stop on the streets to perform their services. This adds to the problem of congestion.

The slowing down and stopping of traffic as a result of cars pulling into and out of curb parking spaces also adds to the traffic congestion. This practice leads to many accidents.
DOWNTOWN PROBLEMS OF MARTINSVILLE  

PARKING

The parking pattern in Martinsville's Central Business District is far from efficient. The lack of effective control and adequate supervision is made apparent in Table I below:

Table I\(^1\)  
Overtime Parkers

<table>
<thead>
<tr>
<th>Curb Time Limit</th>
<th>Total</th>
<th>Number</th>
<th>Per Cent</th>
<th>Per Cent</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Number</td>
<td>Overtime</td>
<td>Overtime</td>
<td>Time Used</td>
</tr>
<tr>
<td></td>
<td>Parkers</td>
<td>Parkers</td>
<td>Parkers</td>
<td>Illegally</td>
</tr>
<tr>
<td>1-Hour Unmetered</td>
<td>31</td>
<td>8</td>
<td>25.8</td>
<td>49.3</td>
</tr>
<tr>
<td>2-Hour Unmetered</td>
<td>160</td>
<td>21</td>
<td>13.1</td>
<td>36.9</td>
</tr>
<tr>
<td>12-Minute Metered</td>
<td>1277</td>
<td>366</td>
<td>25.7</td>
<td>41.8</td>
</tr>
<tr>
<td>1-Hour Metered</td>
<td>2449</td>
<td>293</td>
<td>12.0</td>
<td>21.7</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>4,635</strong></td>
<td><strong>688</strong></td>
<td><strong>14.8</strong></td>
<td><strong>26.3</strong></td>
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</tbody>
</table>

The fact that the parking meters are spread out makes it hard to control their use. Not only are there overtime parkers in the Central Business District, there are also a large number of illegally parked vehicles. This is another reason for the lack of parking spaces, and additional cause of congestion. This is pointed out in Table II.

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1. Information for all tables in this Parking section were obtained from the Virginia Department of Highways, Martinsville Traffic Survey, 1956.
MAP 4

EXISTING OFF-STREET PARKING FACILITIES FOR CENTRAL BUSINESS DISTRICT

- CUSTOMER
- EMPLOYEE
DOWNTOWN PROBLEMS OF MARTINSVILLE

PARKING

Table II
Illegally Parked Vehicles
(Exclusive of Overtime Parkers)
8:00 A.M. - 6:00 P.M.

<table>
<thead>
<tr>
<th>Packed in Passenger</th>
<th>Cars</th>
<th>Trucks</th>
<th>Total</th>
<th>Hours</th>
<th>Minutes</th>
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<tr>
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<td>2</td>
<td>2</td>
<td>4</td>
<td>2</td>
<td>44</td>
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<tr>
<td>Bus Stops</td>
<td>7</td>
<td>7</td>
<td>14</td>
<td>1</td>
<td>14</td>
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<td>Corner Clearances</td>
<td>29</td>
<td>12</td>
<td>41</td>
<td>4</td>
<td>54</td>
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<tr>
<td>Loading Zones</td>
<td>156</td>
<td>-</td>
<td>156</td>
<td>28</td>
<td>17</td>
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<td>Fire Hydrants</td>
<td>7</td>
<td>7</td>
<td>17</td>
<td>8</td>
<td>45</td>
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<tr>
<td>Driveways</td>
<td>43</td>
<td>39</td>
<td>82</td>
<td>36</td>
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<td>Entrances</td>
<td>36</td>
<td>31</td>
<td>67</td>
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<td>99</td>
<td>270</td>
<td>92</td>
<td>48</td>
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<td>1</td>
<td>3</td>
<td>-</td>
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<td>85</td>
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<td>105</td>
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<td>Right Angles</td>
<td>7</td>
<td>8</td>
<td>15</td>
<td>8</td>
<td>43</td>
</tr>
<tr>
<td>Cross Walks</td>
<td>7</td>
<td>6</td>
<td>13</td>
<td>15</td>
<td>7</td>
</tr>
<tr>
<td>Total</td>
<td>555</td>
<td>232</td>
<td>787</td>
<td>228</td>
<td>35</td>
</tr>
</tbody>
</table>

Not only are these vehicles parked overtime and illegally, but only a small percentage of them are tagged. This is illustrated in Table III.

Table III
Tagged Parkers
8:00 A.M. - 6:00 P.M.

<table>
<thead>
<tr>
<th>Regulation</th>
<th>Number Violators</th>
<th>Number Tagged</th>
<th>Per Cent Tagged</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1-Hour Unmetered</td>
<td>8</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>2-Hour Unmetered</td>
<td>21</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>12-Minute Metered</td>
<td>366</td>
<td>9</td>
<td>2.5</td>
</tr>
<tr>
<td>1-Hour Metered</td>
<td>293</td>
<td>20</td>
<td>6.8</td>
</tr>
<tr>
<td>Total</td>
<td>685</td>
<td>29</td>
<td>4.2</td>
</tr>
</tbody>
</table>
### Table III Continued
Tagged Parkers
8:00 A.M. - 6:00 P.M.

<table>
<thead>
<tr>
<th>Regulation</th>
<th>Number Violators</th>
<th>Number Tagged</th>
<th>Per Cent Tagged</th>
</tr>
</thead>
<tbody>
<tr>
<td>Panked Illegally by Position</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alley Entrance</td>
<td>4</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Bus Stops</td>
<td>14</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Corner Clearances</td>
<td>141</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Loading Zones</td>
<td>156</td>
<td>2</td>
<td>1.3</td>
</tr>
<tr>
<td>Fire Hydrants</td>
<td>17</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Driveways</td>
<td>82</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Entrances</td>
<td>67</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>No Parking Zones</td>
<td>270</td>
<td>1</td>
<td>.4</td>
</tr>
<tr>
<td>Taxi Stands</td>
<td>3</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Double Parked</td>
<td>105</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Right Angle</td>
<td>15</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Cross Walk</td>
<td>13</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>767</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td>1640</td>
<td>32</td>
<td>2.0</td>
</tr>
</tbody>
</table>

One violator is equal to one space. By comparing the number of spaces in Table IV with the number of violators using metered and unmetered spaces, we see that the number of violators is twenty-three more than the number of spaces. This does not take into account the one thousand six hundred and forty illegally parked vehicles.
### Table IV
Curb Inventory

<table>
<thead>
<tr>
<th>Curb Devoted To</th>
<th>Number Spaces</th>
<th>Number Feet</th>
<th>Per Cent of Total Curb</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alley Entrances</td>
<td>-</td>
<td>520</td>
<td>1.4</td>
</tr>
<tr>
<td>Bus Stops</td>
<td>-</td>
<td>176</td>
<td>.5</td>
</tr>
<tr>
<td>Corner Clearances</td>
<td>-</td>
<td>2,117</td>
<td>5.9</td>
</tr>
<tr>
<td>Entrances</td>
<td>-</td>
<td>193</td>
<td>.5</td>
</tr>
<tr>
<td>Fire Hydrants</td>
<td>-</td>
<td>349</td>
<td>1.0</td>
</tr>
<tr>
<td>Cross Walks</td>
<td>-</td>
<td>107</td>
<td>.3</td>
</tr>
<tr>
<td>Loading Zones</td>
<td>-</td>
<td>576</td>
<td>1.6</td>
</tr>
<tr>
<td>Service Station Driveways</td>
<td>-</td>
<td>1,399</td>
<td>3.9</td>
</tr>
<tr>
<td>Other Driveways</td>
<td>-</td>
<td>5,096</td>
<td>14.1</td>
</tr>
<tr>
<td>No Parking</td>
<td>-</td>
<td>12,096</td>
<td>33.5</td>
</tr>
<tr>
<td>Taxi Stands</td>
<td>-</td>
<td>46</td>
<td>.1</td>
</tr>
<tr>
<td>Reserved Spaces</td>
<td>16</td>
<td>346</td>
<td>.9</td>
</tr>
<tr>
<td>1-Hour Unmetered Spaces Parallel</td>
<td>11</td>
<td>211</td>
<td>.6</td>
</tr>
<tr>
<td>2-Hour Unmetered Spaces Parallel</td>
<td>45</td>
<td>900</td>
<td>2.5</td>
</tr>
<tr>
<td>12-Minute Metered Spaces Parallel</td>
<td>43</td>
<td>896</td>
<td>2.5</td>
</tr>
<tr>
<td>12-Minute Metered Spaces 45 Degrees</td>
<td>2</td>
<td>23</td>
<td>.1</td>
</tr>
<tr>
<td>1-Hour Metered Spaces Parallel</td>
<td>135</td>
<td>2,803</td>
<td>7.8</td>
</tr>
<tr>
<td>1-Hour Metered Spaces 45 Degrees</td>
<td>41</td>
<td>505</td>
<td>1.4</td>
</tr>
<tr>
<td>Unrestricted Spaces Parallel</td>
<td>364</td>
<td>7,622</td>
<td>21.1</td>
</tr>
<tr>
<td>Unrestricted 45 Degrees</td>
<td>8</td>
<td>95</td>
<td>.3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>665</strong></td>
<td><strong>36,079</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

The movement of merchandise into and out of town is also directly related to parking. The commercial fleet must have easy access to stores, other places of business, and industrial establishments. The demands made by these vehicles is sometimes excessive, and this reduces the available parking space. Not only do these vehicles take parking and curb space but they sometimes double park directly on the street. This can cut two lane traffic to one.
The enormity of the parking problem does not mean that there are now inadequate parking facilities. Studies point out that, in most areas, the supply exceed the demand. However, the areas with the greatest supply are the least desirable for parkers wishing to shop. The difficulty is that these facilities are not in the right places. The greatest demand is in the area boarded by Church, Main, Walnut, and Lester Streets. The least supply also occurs in this area. The off-street parking facilities are shown by the following table:

Table V
Summary of Off-Street Parking Facilities

<table>
<thead>
<tr>
<th>Type Facility</th>
<th>Number Facilities</th>
<th>Number Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Lots</td>
<td>12</td>
<td>346</td>
</tr>
<tr>
<td>Private Lots</td>
<td>21</td>
<td>552</td>
</tr>
<tr>
<td>Public Lots</td>
<td>7</td>
<td>493</td>
</tr>
<tr>
<td>Total</td>
<td>40</td>
<td>1,390</td>
</tr>
</tbody>
</table>

Table VI shows that the off-street parking spaces are not now fifty per cent used. It is evident that the shoppers, instead of going to these off-street parking facilities, circle the downtown area, bumper to bumper, searching for a curb parking space.
Table VI
Use of Off-Street Parking Facilities
All Vehicles

<table>
<thead>
<tr>
<th>Type of Facility</th>
<th>Number</th>
<th>Number of Spaces</th>
<th>Available</th>
<th>Used</th>
<th>Per Cent Used</th>
<th>Number of Parkers</th>
<th>Turnover Per Space Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Lots</td>
<td>346</td>
<td>3,114</td>
<td>1,227</td>
<td>39.4</td>
<td>978</td>
<td></td>
<td>2.8</td>
</tr>
<tr>
<td>Private Lots</td>
<td>552</td>
<td>4,968</td>
<td>2,625</td>
<td>52.8</td>
<td>747</td>
<td></td>
<td>1.4</td>
</tr>
<tr>
<td>Public Lots</td>
<td>493</td>
<td>4,437</td>
<td>2,978</td>
<td>46.8</td>
<td>1,898</td>
<td></td>
<td>3.4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,391</strong></td>
<td><strong>12,519</strong></td>
<td><strong>5,910</strong></td>
<td><strong>47.4</strong></td>
<td><strong>3,420</strong></td>
<td></td>
<td><strong>2.5</strong></td>
</tr>
</tbody>
</table>

Another reason for Martinsville's acute parking problem is that a large number of potential customer spaces are taken by salesmen and downtown workers. The Traffic Survey pointed out that salesmen park at the curb rather than in off-street lots at a rate of three to one.

A study of Table VII shows that the shopper walks from curb parking a distance of only 21 feet less than the worker. Individuals on business trips walk 49 feet less than shoppers. From off-street parking the worker walks 55 feet more than the shopper, and the persons on business trips 99 feet more than the shoppers.

1. Ninety per cent of theoretical.
DOWNTOWN PROBLEMS OF MARTINSVILLE

PARKING

There are many groups in the downtown area being affected by the parking situation. The merchants are probably the most concerned. This is illustrated in the recent attempt by the merchants to raise the 5¢ per hour meter fare to 10¢ per hour. The merchants said that the turnover of curb parking is not great enough, and that this is driving business out of the center of town.

Table VII
Average Distance Walked by Passenger Car Drivers From Curb and Off-Street Spaces by Trip Purpose

<table>
<thead>
<tr>
<th>Trip Purpose</th>
<th>Curb (Feet)</th>
<th>Off-Street (Feet)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work</td>
<td>301</td>
<td>480</td>
</tr>
<tr>
<td>Shop</td>
<td>280</td>
<td>425</td>
</tr>
<tr>
<td>Business</td>
<td>231</td>
<td>524</td>
</tr>
<tr>
<td>Other</td>
<td>190</td>
<td>420</td>
</tr>
<tr>
<td>Average All Purpose</td>
<td>244</td>
<td>455</td>
</tr>
</tbody>
</table>

The motorist wants the greatest possible convenience with maximum safety, minimum delay, and the least possible expense. There are inadequate curb spaces available in Martinsville and, instead of going to off-street parking facilities, the motorists cruise the streets, wearing out tires and parts, and burning up expensive gasoline while searching for a space.
DOVTN PROBLEMS OF MARTINSVILLE

BUILDING OBSCOLENCE AND ASTHETICS

Merchants have refused to provide adequate off-street parking for their employees and patrons. For this reason they are always concerned with any change in city policy that might effect their business or the value of their property.

Unless the parking situation is improved, shoppers will refuse to come downtown, and this area will begin to recede in importance even more than it already has.

BUILDING OBSCOLENCE AND ASTHETICS

A survey of the buildings in Martinsville's downtown area reveals that the construction dates of the present buildings range from the early 1880's to the present. There are approximately eleven buildings less than ten years old; approximately eight less than twenty years; approximately thirty less than thirty years; and approximately forth over thirty years old. This means that approximately seventy per cent of the buildings in Martinsville's downtown area are over thirty years old. With a few exceptions, the buildings in the center of the downtown area are about fifty years old.

Some of these buildings have been refaced, but many have not. The majority of the general business establishments have been remodeled on the inside, but the circulation
MAP 5
EXISTING BUILDING AGES
FOR CENTRAL BUSINESS DISTRICT
- OVER 30 YEARS
- FROM 20 - 30 YEARS
- FROM 10 - 20 YEARS
- UNDER 10 YEARS

SCALE: 0 - 200 - 400 FEET
areas and the sales space is often poorly arranged.

In the central business district there is a mixture of building materials, styles, and heights. These conditions make it impossible to achieve any visual coherence or unity among the buildings.

The design of most of the store fronts are different, and consequently there is no relation between the horizontal and vertical lines from one building to another.

The electrical and telephone wires throughout the city are strung in the streets, and this adds to the shabby appearance of the downtown section. The poles from which these wires hang interrupt ones vision, as well as inhabiting the movement of pedestrian traffic. There are many large store signs which extend over the sidewalks. This also disturbs the aesthetic character of the area. Countless control signs and signals for the movement of traffic are also present.

The only greenery in the entire downtown area is the courthouse lawn. Other than this, there is no planting of any kind along the streets or off the streets. The park nearest to the downtown area is approximately one mile to the east.

The conditions that have been described are bringing about a decentralization of Martinsville's business activities.
MAP 6
EXISTING BUILDING USES
FOR CENTRAL BUSINESS DISTRICT

- BUSINESS - CONTINUOUS FRONT
- BUSINESS - ALL OTHERS
- FRATERNAL, RELIGIOUS
- RECREATIONAL, THEATERS
- HOTEL, RESIDENTIAL
- INDUSTRIAL
- PUBLIC
- OFFICE

0 - 200 - 400 FEET
RETAIL ANALYSIS

Although the economic structure of Martinsville is sound, the retail business has sharply decreased in recent years. In 1958, Martinsville and Henry County had a population of approximately 55,000 people. The present employment is about 14,000. In comparison, Durham City and Durham County, North Carolina, have a population of 100,099, and only 13,000 employees.1 The employment-population ratio in Martinsville is high, yet when the retail sales are compared to the Virginia average, Martinsville is below in all but two categories.2 These are car sales and the sale of building supplies. In these two areas Martinsville is above the Virginia average.

City Planning Associates, Chapel Hill, North Carolina, recently compiled a detailed analysis of Martinsville's economic growth.3 Several conclusions can be drawn from their data as it pertains to retail sales in Martinsville.

1. Speech delivered to a public meeting in Martinsville by Mr. Webb, City Planning Associates, Chapel Hill, North Carolina, September 5, 1958

2. Ibid.

3. See Appendix, II
The economy in this area is good, as is pointed out by the employment ratio, and by car and building material sales. It is apparent that the people are earning money here, buying automobiles, and then going elsewhere to shop. The conditions are probably caused by insufficient retail facilities and goods, the traffic and parking situation, and building obsolescence in the Central Business District. This area is not drawing shoppers effectively, and consequently its sales are far below average.
PART IV THE PROPOSED PLAN
PROPOSED DEVELOPMENT OF CENTRAL BUSINESS DISTRICT SHOWING LAND USES

MAP 7

UPPER LEVEL
NEW COMMERCIAL PATTERN

The present square footage for all business establishments in Martinsville's Central Business District are as follows:

<table>
<thead>
<tr>
<th>Category</th>
<th>Square Footage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business - continuous front</td>
<td>281,705 sq. ft.</td>
</tr>
<tr>
<td>Business - all others</td>
<td>340,255 sq. ft.</td>
</tr>
<tr>
<td>Industrial</td>
<td>120,000 sq. ft.</td>
</tr>
<tr>
<td>Recreation and Theaters</td>
<td>25,850 sq. ft.</td>
</tr>
<tr>
<td>Public</td>
<td>47,725 sq. ft.</td>
</tr>
<tr>
<td>Hotel and Residential</td>
<td>78,600 sq. ft.</td>
</tr>
<tr>
<td>Office</td>
<td>87,510 sq. ft.</td>
</tr>
</tbody>
</table>

As was previously pointed out, these areas are inadequately used and are spread throughout the city. The proposed commercial pattern will set aside different areas for each type facility. This will allow easy access and be more convenient for the shopper. By consulting a shoppers guide posted throughout the Central Business District the shopper will be able to go directly to his destination.

To serve a predicted population of 97,000 in 1975 the present square footage of the Central Business District must be expanded. Table III shows the proposed requirements for the 1978 store selling area. These figures
<table>
<thead>
<tr>
<th></th>
<th>Sales per sq. ft.</th>
<th>Estimated Purchases</th>
<th>Selling Area per Square Feet</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Mds.</td>
<td>$42.00</td>
<td>$10,171,000</td>
<td>242,150</td>
</tr>
<tr>
<td>Variety</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apparel</td>
<td>60.00</td>
<td>5,500,000</td>
<td>91,666</td>
</tr>
<tr>
<td>Furniture</td>
<td>33.00</td>
<td>4,490,000</td>
<td>137,000</td>
</tr>
<tr>
<td>Appliances</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hardware</td>
<td>37.00</td>
<td>1,666,000</td>
<td>45,000</td>
</tr>
<tr>
<td>Drugs</td>
<td>80.00</td>
<td>3,000,000</td>
<td>37,500</td>
</tr>
<tr>
<td>Eating</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Drinking</td>
<td>50.00</td>
<td>5,500,000</td>
<td>110,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$30,327,600</td>
<td>663,316</td>
<td></td>
</tr>
<tr>
<td>Parking 3 Times</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Selling Area</td>
<td></td>
<td>2,000,000</td>
<td></td>
</tr>
<tr>
<td>Total Business</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Area Requirements</td>
<td></td>
<td>2,663,316</td>
<td></td>
</tr>
</tbody>
</table>
are based on a one third increase in shopping in the next 30 years. This is the present rate of increase. These projected figures are only slightly above the present requirements. The reason for this lies in the fact that future stores will be using spaces more effectively, therefore, reducing the required square foot areas.

The areas for other facilities throughout the city should also be increased to serve this growing population. In a survey\(^1\) of several cities with a population of 40,000 the following average square foot areas were cited as desirable for these different facilities:

<table>
<thead>
<tr>
<th>FACILITY</th>
<th>SQUARE FOOT</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) City Municipal Buildings</td>
<td>46,000</td>
</tr>
<tr>
<td>(2) City Jail and Police</td>
<td>25,000</td>
</tr>
<tr>
<td>(3) City Fire Department</td>
<td>32,000</td>
</tr>
<tr>
<td>(4) Recreational</td>
<td>125,000</td>
</tr>
<tr>
<td>(5) Civic Auditorium</td>
<td>7,000 seats</td>
</tr>
<tr>
<td>(6) Youth Center</td>
<td>80,000</td>
</tr>
<tr>
<td>(7) Public Library</td>
<td>10,000</td>
</tr>
</tbody>
</table>

In order to insure success of the proposed plan both private and public agencies must work together.

1. Survey conducted by the Author in 1958.
ZONING REORGANIZATION

In order to restore the Central Business District as the major shopping area of the city a new zoning pattern must be inaugurated. The present zoning pattern not only encourages business to leave the Central Business District and locate elsewhere but it also allows a mixture of land uses throughout the city. The proposed zoning pattern will set aside certain areas to be used for specific activities. These areas are: B-1 Business (general merchandise, apparel, and variety; B-2 Business (all other business activities such as furniture, hardware, appliances, and etc.); and public buildings and parking. By having a specific area for each type of activity it will be more convenient for the shopper, will simplify service and delivery, and should increase business values.

A certain percentage of the ground floor area of all buildings in the Central Business District should be developed as courts and plazas. To do this the present city code will have to be amended. This amendment should also provide for parks and green areas throughout the
MAP 9

PROPOSED ZONING
FOR CENTRAL BUSINESS DISTRICT
- B-1 BUSINESS
- B-2 BUSINESS
- M-1 INDUSTRIAL
- RESIDENTIAL
- PUBLIC

0  400  800 FEET
Central Business District.

The Zoning Board of Appeals should become very strict in regulating the land uses throughout the city. Up to this time it has been quite lenient in allowing nonconform- ing use of the land. The Zoning ordinance should be amended to prevent the Board of Zoning Appeals to make exceptions inasmuch as exception constitute changes in zoning.
The proposed street system for Martinsville is shown by Map 10. This street system is made up at three types of streets; the radial, loop, and cross-town. The radial street system will consist primarily of existing streets. Only one new radial, extending north from Clay Street, will be added. This new radial will have limited access. Other radial streets should also be converted to limited access. This type of street will provide quick and uninterrupted access from the outlying areas into the Central Business District.

The loop streets include an outer limited access loop and an inner loop. The outer loop will carry through traffic not destined for the Central Business District. The inner loop will serve as any express street between the outer loop and the Central cross-town streets. Such an inner loop will distribute much of the traffic from the radials before it reaches the cross-town streets.

The cross-town street system consists of streets immediately adjacent to the Central Business District.
The function of these streets will be to distribute traffic around the central core.

With the implementation of the new traffic pattern in Martinsville the present one-way streets in the downtown area will no longer be needed. The proposed four lane loop, cross-town, and radial streets will adequately and conveniently distribute Martinsville's future traffic.

In the central core there will be no vehicular traffic except at the underground level. The pedestrian and automobile traffic will be separated. No vehicles except transit, taxi, police, and other emergency vehicles will be allowed to enter these streets. From these service streets pick up and delivery service, repair, and other similar operations will be performed. By separating the pedestrians and automobiles in this manner there will be a more continuous flow of each.

Access into the shopping district for emergency vehicles will be via pedestrian ramps. Which lead to the parking areas. These ramps are sufficiently wide to accommodate such vehicles.

The new street pattern will not only separate conflicting pedestrian and automobile traffic, but also reduces noise and fumes which are now present in the city. A quieter and more orderly shopping complex will result.
With the implementation of the proposed plan, present curb parking will give way to off-street parking facilities.

The success of any parking plan depends to a great extent on two factors: convenience and cost. It must be convenient for the shopper to park his car, go to his destination and then return to his vehicle.

With respect to the second, it is evident that parking accommodations must not only be provided in the Central Business District, but also be made available at a cost which the motorist is prepared to pay.

The question of public ownership or private ownership of parking facilities can be summed up by the following statement: "In an increasing number of cases, the failure of private enterprises to provide a satisfactory answer to the parking problem has resulted in municipalities having to accept the responsibility...The principle reasons for the trend toward municipal operation are: (1) only the municipality can acquire property suitable for parking by the right of condemnation; (2) only by public owner-
PROPOSED OFF-STREET PARKING FACILITIES FOR 8000 CARS
ship can continued operation and relative permanency of parking facilities be assured; (3) economically, the service can usually be provided at less cost by the municipality...In general, municipalities can provide more economical service on projects which involves relatively large initial investments coupled with low costs...¹ From these statements it would seem necessary for Martinsville to retain ownership of the parking facilities.

These lots would be located as indicated on Map 11. This area will be approximately two million square feet or three times the selling area in the Central Business District. The various lots would hold approximately 8000 cars. At present no parking garages will be necessary. However, if the need for more parking space arises, this would be the next step. The parking lots should extend no further than is indicated on Map 11, since the distance from the central shopping district becomes too great.

These parking areas will be metered and landscaped. The parking facilities will be divided into two areas. The near area will be for the short-time parker, and the

far area will be devoted to long time and employee parking.

These proposed parking areas should be zoned for parking. State legislative authorizations for parking systems are as follows: "Parking lots in sanitary districts. After the creation of a sanitary district in any county, the board of supervisors are authorized to establish parking lots systems and to provide for their operation and maintenance."\(^1\) Martinsville also has legislative authority for exercise of power of eminent domain for off-street parking facilities.\(^2\) The city has provisions for the financing of parking facilities by means of bonds. This provision is stated as follows: "City of Martinsville may issue bonds of city for any municipal purpose (general obligation). Bonds shall be made payable within probable life of improvement, not to be limited to 30 year maturity."\(^3\) The city would also receive revenue from the parking meters and this would help in financing future projects.

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1. Highway Research Board, Off-Street Parking, Bulletin Number 48, p. 4

2. Ibid. p. 14

The proposed transit system would serve the Central Business District efficiently. The more efficient service would cause many shoppers to use these vehicles rather than drive their automobiles downtown. This would help relieve both the traffic and parking problems.

A transit terminal as shown on Map 12 will be located near the center of the Central Business District. This terminal is intended to serve as a stop for loading and unloading in the shopping area. Vehicles would remain there from two to five minutes. Out of town vehicles will also use this area for their regular scheduled stops, office space and waiting areas for both would be in a building directly above. Access between each level would be by means of stairs. There will also be taxi stands at the lower level for shoppers who wish this type of service.

There is one other stopping point within the central shopping area. This is located between the terminal and Clay Street. Only a few vehicles will stop here.

Located around the periphery of the Central Business District are six additional bus stops. No point within
MAP 12
PROPOSED TRANSIT ROUTES FOR CENTRAL BUSINESS DISTRICT

0 400 800 FEET
the Central Business District is more than one minute walking time from one of these pick-up stations.

As the transit vehicle approaches the Central Business District it will turn left and either completely or partially circle the area. It will then enter Church Street and proceed to the terminal. By circling the shopping area it will be easier to allow the shopper to go from area to area by public transit. When the bus leaves the downtown area it will go via Church Street, turn right and circle the area on the way to its designated route.

The main terminal for repair and storage of the transit vehicles will be located outside the Central Business District. It would not be desirable to house this type of activity in the Central Business District as it requires a large amount of space.

The number of routes into the outlying areas would have to be increased. The time interval between vehicles should also be reduced. This will provide faster, and more convenient service for shoppers destined for the downtown areas.
Throughout Martinsville's Central Business District there is a maze of telephone and electric power lines. Not only are these wires unsightly but they are difficult to maintain and service. The water and sewage utilities are located under the streets. Whenever a repair or an addition is needed the street must be torn up. This is costly and causes much congestion. The proposed plan will simplify these problems and maintenance and installation will be improved.

A master plan for utility tunnels should be prepared and the tunnel should be constructed to serve all areas of the Central Business District. These tunnels would contain all the public utilities necessary for the functioning of the city. Combining all utilities within the same complex would facilitate maintenance, alterations, and extensions.

The service tunnels would be located under the pedestrian malls and roadways. This would separate this function from pedestrian and vehicular traffic, and thereby reduce congestion.
The present public buildings in Martinsville are both inadequate and aesthetically undesirable. In the proposed scheme for public buildings, both the county and city facilities will be housed in the same building. The city municipal offices will be located on separate floors from those of the county. This will also be true of the courts and police facilities. The jail will be used by both. The city fire department will be located on a lower level immediately below the police department and jail.

The new civic center, located adjacent to the municipal building will be composed of a youth center, meeting rooms for civic clubs and offices, an art center, a public library, and a theater. The civic auditorium is located at the end of a mall to the south. This area will be landscaped and terraced to conform with the contours. The entire complex will be located above the parking and traffic levels. This provides for a more secluded area in which to pass from the noise and confusion of the shopping areas.
LANDSCAPE

The open spaces of our cities must be preserved. The automobile of today is making our cities a congested, hazardous place in which to go.

At present Martinsville's landscape is very barren. In order to restore nature to the city a landscape program must be launched. The following is a suggestion for the trees, shrubs, and ground covers to be used in Martinsville's downtown landscape.

TREES. There are three factors to consider when selecting trees for cities. These are suitability, simplicity, and proportion, or scale.¹

First, suitability. The fact that trees planted in streets must be able to withstand often very adverse city conditions of smoke, noxious fumes and gasses, reflected heat, and poor cultural conditions automatically eliminate many trees which might otherwise be selected. A list of

other factors affecting trees in cities might be:

1. Kinds of trees and plantings already existing on the street or in the neighborhood.
2. Widths of streets, height, and set-back of buildings.
3. Power lines, underground installations, and other obstructions.
4. Future plans for construction and development.

The conclusion that is reached by these facts is that only such trees as will meet all the conditions under which they must grow are suitable for this purpose.

Second, simplicity. It would seem to be almost unnecessary to emphasize the fact that, in order to secure unity and harmony in the street picture, only one type of tree should be planted in each block and preferably in each series of blocks, or even in each street, provided the latter does not extend endlessly to the horizon. Where a street changes directions or is interrupted by a building or small park, an opportunity is offered to change the tree type.

Third, proportion or scale. As streets may be classified as primary, secondary, tertiary, and so on, according to their magnitude and importance as traffic arteries, so may trees be classified as being of first, second, or third magnitude according to their normal ultimate height.

The purposes of planting street trees may vary with
each individual, however, there can be several conditions listed which will exist in almost any case. These reasons might be:

1. To provide cooling shade and reduce summer temperature.
2. Add beauty; relieve drabness of streets.
3. Reduce and soften traffic noises.
4. Deflect glare and heat.
5. Reduce wind velocities.
6. Tend to purify air by absorbing carbon dioxide, trapping dust and releasing oxygen and moisture into the atmosphere.
7. Increase property value.

When we begin thinking about planting trees in cities, one problem always comes up. This is the required tree lawn for the tree. Trees planted between the sidewalk and street curb should have a grass strip or tree lawn of about 10 feet wide. If the space is only 4-6 feet wide, special kinds of trees must be used. One which will grow no taller than 35 feet, or a columnar type tree, will better fit such a confined area. Mr. Wyman in *TREES FOR AMERICAN GARDENS*, recommends a box no less than 8 feet square. These lawn areas are not set requirements but will serve as guides in prolonging the tree's life.

Before selecting specific trees for city planting, a general list should be prepared, listing the name of each and placing them in specific groups. After this, a study should be made taking into consideration form, color,
growing conditions, nuisance characteristics, aesthetic character both in winter and summer etc. This will help in selecting a tree that has year-round character.

Trees selected for landscape in Martinsville, and reasons for their selections are as follows:

1. **Eastern Redbud** - *(Cercis Canadensis)* height 30' small, purplish pink flowers, pea-like in clusters which bloom in mid-May. It has a flat top, irregular shape and the foliage is heart shaped, fine textured and open. The autumn color is yellow. It is often planted with dogwood.

2. **Sweet Gum** - *(Liquidambar Styraciflua)* height 70-80' specimen tree with good foliage. It has beautiful fall color and very good winter characteristics. It is star shaped and the bark is deeply furrowed, branches often with corky twigs. This tree has year-round interest.

3. **Flowering Dogwood** - *(Cornus Florida)* height 25' one of the best of our native ornamentals, it has special interest for every season of the year: white flowers in mid-May, bright red berries in fall, and dense lustrous foliage that turns scarlet in the autumn. It transplants easily and is easy to maintain.

4. **Hop Hornbeam** - *(Ostrya Virginiana)* height 20' the eastern hop hornbeam is a tough little tree whose twigs and branches are seldom injured by wind. This tree, with its dense elm-like foliage, has colorful pale green, or reddish hop-like fruit sacs from summer through fall. It is slow growing and free from disease and insect pests.

5. **Washington Hawthorn** - *(Crataegus Phaenopyrum-cordata)* height 20' the best of all hawthorns for street planting. Dense upright twiggy growth screens head light glare when planted on a highway center strip or park mall. It has profuse white flowers in mid-June, scarlet autumn foliage, and 3" diameter bright red fruit all winter. Free from aphid attack.

6. **Japanese Pagoda Tree** - *(Sophora Japonica)* height 40' a good wide spreading tree with
alternate lustrous dark green compound leaves. Its yellow pea-like flowers bloom in August when most trees have passed their bloom. Tolerant to city conditions.

7. Oriental Upright Cherry - (Prunus Serrulata "Amanogawa") height 20' has eight pink, fragrant semi-double flowers in early May. Has a profusion of blooms.

8. Glossy Privet - (Ligustrum Lucidum) height 30' has white small pyramidal clusters of flowers in August, and blue-black berries in September through February. It is an upright, dense glossy evergreen. It is free from insect and disease pests.

9. Black Hills Spruce - (Picea Glauca Densata) height 40' this is a dense pyramidal evergreen with green to bulish needles. Often has same foliage as Colorado Blue Spruce. One of the hardiest of the spruces, it is the best of the spruce for ornamental planting.

Many other trees could have been selected, however, the ones selected will give the city landscape a year-round interest and are not a great nuisance. These trees are also very hardy and adapted to city conditions.

SHRUBS. In order to add variety to the city landscape scene all kinds of plants should be used. The tree provides enclosure from the top and from the side. The shrub, being a rather short or low plant, provides enclosure from only the side. A shrub for city use, or for any other use, should have year-round interest. It is good to have an evergreen shrub so it would not look barren in the winter. These shrubs should be easily maintained and hearty.
The list of shrubs selected and reasons are as follows:

1. Firethorn - (pyracantha gibbis) has evergreen foliage, white flowers in May, bright red or orange berries. Year-round interest.

2. Rhododendrons - (catawbiense) height 6' 12". Low compact, round-tipped, glossy, evergreen foliage. Purplish red flower in May.

3. Japanese Barberry - (berberis thunbergii atropurpurea) height 4-5'. Has red blood foliage, yellow blossoms followed by red berries, which hang on all winter.

4. Oregon Holly-grape - (mahonia aquifolium) height 3' 6". Holly-like leaves turning to glossy bronze during winter. Yellow leaves in summer, blue berries in winter.

5. Abelia - (abelia grandiflora) height 4' 6". Glossy evergreen foliage which has a small, light pink, tubular blossom that continues from July to frost.

6. Wintergreen Barberry - (berberis julianae) height 5'. Has yellow flowers in May, and bluish black berries in fall. It is an evergreen with thorny twigs-year-round interest.

7. Evergreen Bush Honeysuckle - (lonicera fragrantissima) height 5' 10". Hardy, easily grown shrub that thrives in both shade and sunlight. Fragrant white flowers in early spring followed by scarlet fruits.

In order for there to be as little maintenance as possible once these shrubs have been started, plants of predetermined heights have been selected. This will eliminate much pruning and the desired height will be maintained.

GROUND COVERS. Throughout the paved area of a city there should be some type of green mat to break up the repetition
of the concrete. In this instance these mats would occur under trees and in other specified open areas. Since grass is not a shade bearing plant and it also requires maintenance, a suitable substitute would be ground covers.

Basically, a ground cover is any plant whose horizontal dimension tends to exceed its vertical. In practice, the ground covers most used are plants which are most easily handled in quantity and most easily propagated, because large quantities of material are usually required.

Any number of ground covers could be used however, the ones selected for the landscape in connection with Martinsville's Central Shopping District, and the reasons are as follows:

1. Japanese Spurge - (Pachysandra Terminalis) height 5" prefers partial shade but will grow in sun. It is an evergreen ground cover from Japan; spreads by stolons. A well-known plant and widely used. Easily propagated by divisions or cuttings. Rich dark green foliage in whorls with white flowers in spring.

2. English Ivy - (Hedera Helix) height 4-8" sun or part shade preferred. It is an evergreen clinging vine, roots freely along ground. Many varieties, some hardier than others. Baltic type especially hardy. Most desirable ground cover on level ground or slopes, in broad masses in small areas.

3. Galax - (Galax Aphylla) height 8" prefers partial shade. It is a choice native evergreen with leathery heart shaped leaves. Ideal underplanting for acid-loving broadleaf evergreens. Stately spikes of white flowers in June, bronzy foliage in autumn and winter.
The reason for the selection of these specific plants was because of the year-round interest and easy maintenance. All plants selected are the evergreen variety.

FLOWERS. Except in special cases, flowers are a very large maintenance problem. In specified areas, parks, etc., the women's Garden Clubs or a maintenance crew would have liberty of planting and maintaining flowers of their choice. Flowers are very beautiful in the city landscape, but they are, as was mentioned before, expensive.

In any planning program, knowing what to do and getting it done are two entirely separate things. After determining the proper course of action, an organization should be established to carry it out.

Any worthwhile project requires all the attention possible. The beautification of our cities is one a most pressing problems. A new interest should be created to meet this challenge. The center of a city should draw people to it instead of repelling them, and the green open areas in the center of the downtown area would most certainly help to do this.
SUMMARY OF THE PLAN

The proposed redevelopment of Martinsville's Central Business District will occur in five phases:

First, the construction of the cross-town streets. This will provide a means by which the motorist can go from one side of the Central Business District to the other.

Second, traffic will be removed from the major downtown streets and adequate off-street parking facilities will be constructed.

Third, the downtown streets will be converted to pedestrian malls.

Fourth, preliminary excavation and construction of the lower level will be done.

Fifth, the underground service system for transit, taxi and service vehicles will be built. During each phase there will be block redevelopment and construction of the new civic center and municipal buildings.

Martinsville will benefit greatly from such a redevelopment project. Once this project has been carried out, the city will once again attract many people. The
new traffic pattern will provide easy access to the Central Business District, and adequate off-street parking facilities will eliminate the mad scramble for parking spaces adjacent to stores. The improved transit system will also help relieve such congestion since shoppers will be more prone to use the faster transit service in preference to private automobiles.

The new land use plan will simplify the shopping district where similar facilities will be located in the same area. This will make it easier for the shopper to locate his desired purchases. This, together with a harmonious grouping of buildings, with pleasant pedestrian malls, and parks and green areas, will provide the shopper with new interests and situations as he turns each corner.

The civic center will establish Martinsville as a cultural center and will contain the many activities for both old and young.

The city of Martinsville will once again become the major shopping center for this area and will even draw shoppers from other cities. The new city will be convenient, quiet, it will have adequate retail and public facilities. The new Martinsville will be as dynamic as the people who use it.
PART V  LEGAL AUTHORITY
TAXATION

In order to effectively and profitably operate a municipal government there must be sufficient funds. The primary method of obtaining these funds is by taxation. The power of taxation is the power granted to the public by enacted legislature to take a certain percentage of every person's income, wealth, or property and to put it to public use. The public may do this without any compensation to the individual. Taxes may be levied annually or on the occurrence of some event, as a sales tax is levied at the time of purchase. Cities also have the power to levy and collect property taxes and various sales and licenses taxes according to state law. The property tax is generally the greatest income producer.

In some cities borrowing power has had better results or than has taxation. However, many of these cities have reached their debt limit and must again revert to taxation. In recent years the use of income taxes has been spreading. The basis of this tax is the fact that all persons who earn their income in a city, whether they live within the corporate limits or not, should pay their share in supporting
the services of the city.

Cities and towns have other sources of revenue. Some of these are; business licenses and permits, sewerage charges, court fees, charges for protective inspection, school tuition, and others. All potential sources of revenue should be considered when searching for revenue to support an Urban Renewal Program.

The power of the city to tax is important not only to provide the sufficient revenues to operate the city, but it is also a means of regulation. It can tax a greater nuisance much higher than a lesser nuisance, and therefore discourage the larger.

EMINENT DOMAIN

In order to accomplish a proposed plan, a city must have the power to acquire sufficient property on which to carry it out. This may be done through the power of eminent domain. Eminent domain is the taking of property for public use when the owner does not want to sell. It is the superior power of the state or public over all other things within the state's area, a power that stands above the property right of any individual or corporation. The power of eminent domain is used most frequently and clearly by the public in taking particular property for public use.
This land may be used for streets, parks, public buildings, public housing projects, and countless other specific purposes. The taking of land under eminent domain is called condemnation. Although property has been condemned, the owner always receives some consideration for his property which is the compensation. If the right of eminent domain is challenged, the state or public may take the real estate forcibly by showing in court by condemnation proceedings that the need for the land is a need of the whole community and that it is a just need. The owner still receives a "just compensation," which is the value of the property as determined by the court after proper evidence has been presented. This has been interpreted to mean that he shall receive "market value," or a sum that he might have been able to sell the property for.

The public may obtain a Fee Simple title to the real estate, which is full title, or it may take something less, such as a right-of-way over a piece of land for a street or alley. The acquisition of property may be gained by other methods. Some of these might be sale, gift, adverse possession, forced sale, and others. The power of eminent domain may not be used in every case of public improvements. The important fact here is that the public or state has the power to have it in case of necessity. In the taking
of property by eminent domain the public must follow the procedure laid down by law, and give just consideration for such property.

Exercise of the power of eminent domain is necessary today because the people have allowed their cities to degenerate into places of speculation, decay, and hazard. It will cost a great deal to liquidate the assessed land values in our cities. The responsibility for this state of affairs must fall on the people and it is their power which must be used to correct it.

POLICE POWER

In any society rules and regulations are only as good as the laws behind them. Therefore an effective police power is necessary.

In constitutional law, police power allows the community to force the owner of real estate to restrict its use to those things that do not run contrary to the preservation of public health, safety, and morals of the community as a whole. Eminent Domain, taxation and condemnation involves the public's taking something from individuals. Police power involves only establishing and enforcing rules upon persons as to how they shall conduct themselves or how they may construct, use and alter such things
as land, buildings, equipment, and countless other things. Police power may be, in some circumstances, more effective than taxation. Its power to regulate, restrict and prohibit is used to the extent, of completely denying specific use of buildings, or requiring a structure to be torn down because it has been rendered unsafe. Licensing is frequently used in the exercise of police power. This may encompass such things as the charging of small license fees to cover the cost of regulation and inspections. Even though this is a taking, it has been established that it is well within the range of police powers.

Enforcement of legislation enacted by the people generally rests with the police department, which apprehends persons accused of law violations. The police power of a community is limited to the area within its political boundaries. It is necessary that the police power be exercised for a noteworthy purpose and with definitely stated objectives. In all cases the courts will make the decisions as to the innocence or guilt, and the terms of punishment prescribed by law.

Zoning regulations, building and housing regulations, rent control, state and city legislation and many other exercises of authority in connection with urban renewal are primarily exercises of police power.
Mr. Arthur B. Gallion states that "the grant of police power by the states to the cities and counties vests these political sub-divisions with the power to regulate their affairs and enforce the regulations. It is nevertheless found necessary on occasion for the state to enact legislation for the specific use of that power and such legislation is generally termed "enabling acts." Mr. Gallion further states that "too frequently there is no provision for a penalty for failure to abide by the requirements of state legislation."2

Virginia has enacted such legislation, and has also made provisions for the enforcement of these acts. These legislative acts provide for premissive provisions for zoning and the formation of the planning commission. They are in the form of enabling acts set forth in the Acts of Assembly, 1926, Chapter 85, in the Code of Virginia of 1950.3

A study of Article 2, Title 15, Chapter 24 of the Code of Virginia reveals the provisions for the Municipal
Planning Commission. Some of these provisions are as follows: grant of power to municipality, composition, and terms of office Planning Commission, staff and finance, municipal master plan, general purpose of plan, legal status of plan, miscellaneous powers of commission and others.

A study of Article 2, Title 15, Chapter 35 reveals the provisions for the states zoning enabling acts. These acts establish the ordinance, provide for the manner of regulations, commissions, establish the board of zoning appeals and their powers, and state the penalty if regulations are not followed.

Although state enabling acts in planning and zoning govern the conduct of Martinsville's operations, the city has enacted certain ordinances of its own. These acts are not usually similar to the states regulations, and will not be discussed.
PART VI  IMPLEMENTATION OF THE PLAN
The civic minded citizen of the typical American city or town is proud of his community. But his pride does not prevent him from observing that his city is changing, growing and generating new needs. The problem of solving the many problems that face today's communities is the responsibility of all civic minded citizens. The key word is leadership. Where is it coming from? Who must initiate it?

The Chamber of Commerce of the United States suggests in its Urban Development Guidebook, that the organization of an Urban Development Team can provide the driving force necessary to carry out a comprehensive urban renewal program. This Urban Development Team can serve as a two-way interpreter. It can present the needs and views of the citizens of the community to officials and agencies of local government, and it can also interpret the proposals and actions of the officials and agencies to the people of the community.

The main function of such an Urban Development Team
IMPLIMENTATION OF THE PLAN

would be:

1. To provide advice and counsel for officials and agencies;

2. To make sure that private enterprise meets its important responsibilities;

3. To see that citizens in the community are kept informed of the essentials of what is being undertaken, and why. Providing this information will assure full public participation and support, including local political support.

It is also suggested that the local Chamber of Commerce would be the likely agency to handle such a program. Being a civic minded body, the Chamber would be well equipped to provide the leadership in the organization of a Urban Development Team.

The Guidebook also suggests that the local Chamber of Commerce appoint a Steering Committee, possibly the Chamber's president, manager, a member of its board of directors, and one or two additional prominent citizens who have the respect of the community. This Committee would coordinate the entire program.

After this, the following committees might be established: a Committee on Economic Base and Business Outlook;
a Committee on Local Public Finance; a Committee on Building and Construction Finance; a Committee on Housing; a Committee on Legal Powers of the Locality; a Committee on Physical Planning; and a Committee on Traffic and Parking. Each of these Committees would report to the Steering Committee and they, in turn, to the official planning agency.

RESPONSIBILITY FOR EXECUTING THE PLAN

For guidance to future planning there must be a master plan. The purpose of the master plan is to control urban development and redevelopment so as to bring about the highest possible degree of economic and social well-being of the people of the community. It would set forth long-term objectives that may become guideposts to be followed over a long planning period. It would influence the day-to-day policy decisions of the government and other operating units. Finally, it would give immediate answers to operating departments and private enterprise in current projects. A single map will not fulfill all these requirements, and neither will a master plan prepared with the greatest skill be of any benefit to the community unless it is carried out. No program and no plan is self-effectuating. If these plans are to benefit the people they must be put to work; and the primary responsibility for executing
this rests with the planning agencies.

The official agency for planning in most cities is the Planning Commission. The members of the Commission are private citizens, usually leaders in local enterprises, real estate and social work, who are appointed by the Mayor and approved by the City Council. The Commission must have technical and professional personnel as well as adequate funds for operation. The Commission serves in an advisory capacity to legislative bodies on matters of planning. The Commission usually has legal responsibility for the master plan, sub-division codes, housing, zoning regulation, transportation plan, land use plan, and others. It is very important for the official agency to command the confidence and have public support for planning. The agency must be guided by both the economic and physical needs of the city.

Throughout the entire planning process, the members of the official agency and other planning organizations will have regular meetings with the Mayor, councilmen, heads of important county and municipal departments, civic leaders, businessmen, and many understanding citizens. This is especially true in the process of executing the master plan. Members and representatives of the Planning Commission must have the ability to meet and deal with the
public on its own level, and to achieve the desired results. It must be pointed out to all officials concerned that the best way to accomplish the desired results is to act in accordance with the proposed master plan. The planning process encompasses both making the plans and administering the plans, and is a continuous process.

RESPONSIBILITY OF LOCAL OFFICIALS

To effectively carry out a redevelopment program there must be cooperation from all concerned. The most important group is composed of the local executive and legislative officials. No other group commands the respect and confidence of the public as do these people. It is upon these officials that the execution of the plan will depend.

The Mayor must guide the planning program and promote understanding and cooperation. In most cities, mayors appoint a majority of the members of the planning agency, and this in itself is conducive to cooperation. The legislative bodies of the city should become aware of the problems and of the job that the planning commission is doing.

These bodies should in every way supplement these and other agencies with every need necessary for positive success. Along with this, the judicial bodies should uphold all ordinances and enactments conducive to sound planning
principals. The City Engineer is another individual who should be vitally concerned with good planning. His suggestions should be sound and his executions should be without hesitation. Here, with the City Engineer, is where the execution of the plan begins.

These officials, and others, can and should render all services possible to augment the planning agencies and other civic groups to insure success in the planning program. The work of the Planning Commission is based largely on research, assembly and analysis of information concerning their city and the people who live in it. The Mayor, engineers, and others in the executive branch of the city government need this information and should get it so they can put it to work. The administrative division of the planning agency is responsible for developing methods and procedures for cooperation between planning and legislative bodies. This stage of planning is very important because it is where the answers will be skillfully sought out, rather than haphazardly forced into the planning program. Unless contacts between officials and planners are carefully and skillfully handled, there is likely to be more confusion and meddling than cooperation.

The education of the public on planning matters is a necessary job. There must be great public understanding
of the issues at stake. The people must become aware of the many kinds of public and private action that have to be carried on if renewal is to take place. Everyone should realize common goal in the outcome of a sound planning program and the officials and planning agencies are responsible to the public to make it succeed.

Responsibility of the Public

Citizens's organizations for urban improvement are growing with overwhelming speed and are working revolutionary changes in today's cities. Their relation to their government is changing. The most effective method of getting local officials to act and carry out the master plan is to will general public support for such a plan and then let the constituents of the local officials demand its implementation. However, before this can be done, the public must understand these programs and have a working and speaking knowledge about the execution of the plan. When such things are understood, the citizen's actions will be more positive.

There are citizens available in almost every city to help in the study, discussion, and dissemination of information about urban development. There is much technical assistance to be found in any community among its own citizens. The need here is for these individuals to be-
come part of an organization devoted to urban development. This citizen's participation is not automatic. It must be organized. To have an adequate organization, there must also be citizens who are civic minded and willing to participate actively in it. To be helpful after organization, these groups require a steady flow of factual information. It should not be difficult to organize and develop groups of this type since everyone is interested in the environment in which he lives. An example of this is found in Chicago, where one of the most valuable assets of the Planning Commission is committees formed in the field of industrial planning and zoning, commercial land use, traffic and transportation, architecture, and central commercial district planning. These committees are made up of leading technical experts in their field who devote great amounts of time to helping in formulation, rather than the simple review of plans.

Perhaps the most important medium for dissemination of planning information is the daily newspaper, and it is probably the most effective. The newspaper is always looking for stories of public interest to print. If proper contacts are made with such agencies, it may serve as the necessary means by which to get information about the programs to the public. Another source of public information
is television. Radio has always been a means for the dissemination of information, and it will continue to be so.

Other routes to public support for planning and participation are through the civic, professional, business, and labor organizations such as the Chamber of Commerce, the Elks, The Rotary Clubs, The League of Women Voters, The Real Estate Board, some fraternal groups, the local chapters of professional engineers, architects, landscape architects, and the labor unions. These groups are in an excellent position to sell planning to their own members as well as to the public. A series of speeches by civic leaders from business, industry, labor, the professions, and from municipal government could be scheduled. Well chosen planning materials, such as charts, maps, sketches, models, etc. could be furnished for the discussions, both inside these interested groups and sponsored by these groups in public areas. Each of these groups could also publish such literature as mentioned above in their own organizational literature. The support of such groups is vital because they will be helpful in obtaining enabling and other planning legislation for planning, and in securing the cooperation of local officials. They can also help to prevent deviations from the master plan once it has been adopted.
These groups, because of their own ties and interests in the community, are sure to exert such influence in planning if given the opportunity. They are active organizations and will exist in the community regardless of planning. Such groups will do much to sway public opinion and help convince the local officials to take positive steps toward planning activities. The result of a good plan for citizens participation and good public information will be citizen support.

The citizens of the community as a whole should realize that they must act as one in this renewal program. They should realize that out of confusion which now exists there may result a beautiful city, of which they would be proud.
PART VII ECONOMIC ANALYSIS
CAN PLANNING HELP?

Planning is a process and it must be as dynamic as the city itself. There are complex ever changing economical, technicological and social conditions that affect the physical form and character of the community. And there are measures that are used to transplant planning into results in the physical form and character of the community. These variables have always existed and today both the recognition and admission are inescapable. Today we are in a revolution of planning.

Planning is a community-wide undertaking and must be based on a realistic appraisal of the community’s economic growth, future potential and other assets and liabilities. The economic interest of a community as well as the social, educational, religious and other humanitarian interests must have the confidence and support of the official planning agency. Whenever we are seeking the answers to planning problems, the interests of the community must have priority over any individual or any group within the community.

Urban renewal, as is outlined in the master plan,
would prescribe the over-all physical pattern of the community both for the present and for the future. The sooner this planning is put down on paper, the quicker it will be enacted. Measures to achieve these goals should be started at once. There is great value in having the goals of the community shown on maps, charts, models, in codes, and ordinances. These will give the citizen an insight into the future. These written documents and drawings are also a way to test public reaction to see if the proposed planning is a step in the right direction.

Good planning will provide for better education, recreation, improved places to work, shop, and live. It will provide a standard for the investment of public and private funds, better commercial facilities, better public transit, and better industrial location. Good planning will also promote better community and public relations. In this way the public can be shown why certain public improvements are needed and their cost. For business and industry to stay in a community, they must know what is going on. If they are to be affected by urban renewal projects they must have time to plan for future operations. Advanced planning will aid all concerned immensely.

A big question in any renewal project is finance.
Advanced planning will permit communities to analyze their proposed projects with respect to their ability to finance them. The advanced acquisition of land and proper use of available land is a great factor in planning. The plans for the city of Wythenshawe, England is a good example of this. Advanced planning also develops teamwork between public officials and aids in the coordination of this work. There are many other benefits of advanced planning which would be received from a well organized and executed planning program.

FEDERAL ASSISTANCE

The Federal Government has made provisions for aids to communities in carrying out urban renewal programs. Section 701 (see Appendix VII) of the Housing Act of 1954 states the provisions authorizing grants of Federal funds for planning assistance to small municipalities under 25,000, and to aid in the conduct of metropolitan or regional planning work. Grants are made not to exceed 50 per centum of the estimated cost of the work. The agency receiving a grant must, therefore, provide funds for the

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remainder of the project at least equal to the Federal grant. The costs for office space, equipment, materials, supplies, utilities, communications, and so forth must be provided for outside the project funds.

These Federal grants in the form of loans and capital grants, special FHA mortgage insurance, and public housing are available only after the municipality has a workable plan of the overall community project. The community sets its own goals and carries out all the steps involved in the seven required elements (see Appendix VIII) of a workable program.

The law requires a plan, locally devised, for each urban renewal project. This plan must include: proposed land acquisition, demolition and removal of structures, redevelopments, zoning and planning changes, land use, densities, building requirements, traffic improvements, transit, utilities, recreational and community facilities, and other public improvements.

Federal aids for urban redevelopment or rehabilitation may be obtained for use in the following areas: Planning advances, temporary loans and capital grants. Planning advances are funds to finance surveys and planning work necessary before actual operations in the project area.
These aids may also be used to determine if a renewal project will be feasible. Temporary loans are funds used by the communities as working capital in acquiring slum land and structures, clearing the site, and preparing the area for redevelopment or rehabilitation. Capital grants are made when the area is ready for redevelopment or rehabilitation. The Federal Government agrees to pay two-thirds and the city pays at least one-third through cash, land, public facilities, demolitions or other work contributed to the project operation.

The benefits and profits from redevelopment programs will not be evident immediately. By the nature of its operations any urban renewal plan is, going to operate at a loss for a short time. For this reason, the Federal Government offers these aids to offset the net losses.

ECONOMIC BENEFITS

The profits from an urban renewal program are great. It may also be said that this program can result in an economic loss. However, while some cities have suffered losses because of poor planning and management, others have benefited greatly from sound programs. The New Orleans
story is an example of this.¹

During the calendar year, 1954 New Orleans budgeted approximately $100,000 for operating its renewal program. This covered all the costs of maintaining an office, salaries, expenses for various field activities and so forth. From its initial investment the city received: 3,000 dwelling units under rehabilitation; including 1,500 completed; a total of 131 units found to be beyond repair were demolished. It is impossible to account for the amount of voluntary repair work done outside of established operating areas; however, it has been estimated that 15,000 additional run-down units have received some work of a repair nature. Increases in building permits for repairs and additions in obsolete areas help bear this out. In areas, long noted as inactivity, there has been an unprecedented amount of work done.

The city has profited greatly from direct revenues. It cost approximately $2,000 to rehabilitate a dwelling unit in the operating area. The city has collected $30,000 from the 1 per cent sales tax on the building materials.

¹. Chamber of Commerce, of the United States, URBAN DEVELOPMENT GUIDEBOOK, p. 50 - 61.
and an average of seven dollars per unit in permit fees, for a total of $21,000. The city has collected $135,825 in new city revenue from operating rehabilitation areas. This is a result of an estimated $3,000,000 increase in the assessed valuation on new construction and repairs to revenue - producing retail, and commercial property (at $28.275 per $1,000 valuation). This shows a clear profit of more than $35,000 above the operation of the program.

The success of the New Orleans program is illustrated by this statement: "We have directly or indirectly, in just 16 months time, brought decent living conditions and a certain degree of housing improvement to thousands of our ill-housed, underprivileged families. We have done this without having to force anyone to do our wishes. Soon, perhaps, we will have to take a few property owners to court because they refuse to comply, even after we have exhausted all friendly possibilities for bringing about needed improvements. But, up to the present time we have not made a single arrest or spent a single minute in court. In 1954 alone, it is estimated that the program created, directly and indirectly, over $10,000,000 in repair business
ECONOMIC ANALYSIS

which otherwise would not have been created.\(^1\)

Economic benefits from planning will be received in other areas also. It will benefit businessmen by allowing a better flow of traffic and parking. This will allow more people to reach the shopping areas. It will bring more people into the downtown area.

Urban renewal should be profitable to all concerned. This is especially true of the profits to the city treasury in the form of immediate collectible revenues. An example is the large Stuyvesant Town project in New York, undertaken by the Metropolitan Life Insurance Company where not only was there no loss of tax income to the city within this area, but it tripled the taxable values in the surrounding area. In Chicago the tax receipts from certain redeveloped areas have tripled.

A lower municipal cost for upkeep of deteriorated areas will be brought about by an upgrading of rundown areas. The city could also afford to spend more in these areas as a result of the increased revenue coming from them.

\(^1\) Chamber of Commerce of the United States, URBAN DEVELOPMENT GUIDEBOOK, p. 64.
There will also be greater profit to the economy and to the Federal Government as a result of urban renewal. Since the government operates through taxes on income, the productivity of the nation is very important. The Federal Government would gain receipts through new construction and rehabilitation work. Every gain through improved health and morale increases productivity and the taxable income. This will help in diminishing the appropriations that have to be made to combat blighted and rundown areas.

As can be seen the monetary benefits are great. However, there is another aspect of this economic program which is just as important. Improvement breeds improvement and stimulates the individual competitive spirit. The individual living in the community will start to take pride in his environment and continue to improve it once the initiating action has been started. The productivity of the entire community is increased.
DEVELOPMENT OF THE CITY

Martinsville, in Henry County, Virginia is located in the southwest part of the state about 14 miles from the North Carolina line. It is in that section known as the Piedmont, in the foothills of the Blue Ridge Mountains. It is 55 miles south of Roanoke, 30 miles west of Danville, and approximately 56 miles north of Winston-Salem and Greensboro, North Carolina. The city was founded in 1793, incorporated in 1873 and was chartered in 1928.

Martinsville is the county seat of Henry County. It is governed by a manager-council form of municipal government. Indicative of Martinsville's sound economy are the facts that it was comparatively untouched by the depression of two decades ago; that it enjoys a well-diversified industry; and that the city's per capita welfare and relief expenditures, with one exception, are by far the lowest of all Virginia cities.

Martinsville has two large commercial banks, and a branch bank operating in the city, but with its headquarters in Danville, Virginia.
APPENDIX I  DEVELOPMENT OF THE CITY

In Martinsville there are 47 churches of all denominations.

Martinsville and Henry County, jointly, built two modern, debt-free hospitals, one for Negroes, and one for Whites. The White hospital has 100 beds and the negro center has 30 beds.

There are over 250 retail outlets in the city, doing an average yearly business of some 30 million dollars.

The city of Martinsville maintains two large parks and six playgrounds, and during the summer months conducts a planned recreation program for children.

There are four motion picture theaters in the city, and also a community theater organization.

The Martinsville Bulletin, a newspaper is published each afternoon Monday through Friday, and on Sunday morning. The Martinsville Broadcasting Company operates radio stations WMAA-AM and WMVA-FM full time. Both are affiliates of the National Broadcasting Company. The Mecklenburg Broadcasting Company operates station WBBF during the daytime. Television reception is excellent from Greensboro, Winston-Salem, and Durham, North Carolina, and from Roanoke, Danville and Lynchburg, Virginia. Telephone service in the Martinsville-Henry County area is operated by the Lee Telephone Company, the largest independent telephone company in the country.
APPENDIX I

DEVELOPMENT OF THE CITY

The Western Union Telegraph Company maintains an office in the city, and there is A.T. and T. teletype service available.

The Martinsville and Henry County Development Association maintains a file of available industrial sites. There are numerous tracts of land in the city and in the county that would be ideal for industrial use.

A careful analysis of statistics indicates clearly that Martinsville and Henry County are in an excellent position to receive new industrial firms. Almost half of the people living in the city are engaged in manufacturing, and about 60 per cent of the county residents are so engaged. Furniture, lumber and wood products are the leading industries of the area. Other leading products include textile mill goods, apparel and other fabricated textiles, and chemicals.

Two U. S. Highways, Route 220, north and south, and Route 58, east and west, pass through the city and county. In addition, there are two major state routes, Numbers 57 and 108. Adequate paved or improved roads lead from these major highways. A million dollar express highway running north and south through the city was recently completed. The State Highway Department is now contemplating a hundred thousand dollar extension on this highway. Plans are being
made for a similar highway to run east and west. A clover leaf intersection just south of the city is nearing completion. This is intended to relieve the traffic congestion that occurs where Routes 220 and 58 intersect.

There are 12 trucking companies that maintain terminals and warehouse facilities in the city or county.

Two railroads serve Martinsville and Henry County. One is the Norfolk and Western. This is the main line from Hagerstown, Maryland to Winston-Salem, North Carolina. The other line is a branch line of the Southern Railroad - the Carolina and Northwestern.

Four commercial airline services the nearby area. At Greensboro, Eastern, Capital and Piedmont Airlines maintain frequent flights; at Roanoke, American and Piedmont have several flights in and out; Eastern and Piedmont also service the Danville Airport. The Martinsville-Henry County Airport Development Association has been very active in trying to secure commercial aircraft possibilities for this area. They are sponsoring the enlargement of the Martinsville Airport to the south of the city. A new 2000 feet runway has recently been completed with hopes of an additional 500 to 1000 feet to be added later. The new extension of the runway now allows two engine executive type aircraft to land on the field.
Martinsville has a raw water storage reservoir with a capacity of one billion, three hundred million gallons of water, enough to supply a city of some 75,000 population. The city of Martinsville owns and efficiently operates both its electric utility systems and its water and sewer utility system. The city electric system is tied in with that of the Appalachian Electric Power Company.

Tobacco is the leading crop harvest in the Henry County area.

Few communities in Virginia and the south have better school facilities. Martinsville public school system is regarded as one of the most modern in Virginia. Its system includes two high schools, an industrial arts school, a junior high school, full elementary schools and an adult evening school.

There is no housing problem in this area at the present time.

The fact that Martinsville is the trade center of Henry County means that the city should have a bright future. However, the city is growing at random. Strip zoning along its major traffic arteries has allowed business to leave the downtown business districts and relocate elsewhere. This along with the congestion that exists, in the downtown area has caused a recession there.
POPULATION FORECAST

In 1900, Martinsville had a population of 2,384. By 1930, having become an independent city and having annexed part of Martinsville District, its population rose to 7,705. As of 1950, including the areas annexed four years earlier, Martinsville City has a population of 17,251. Between 1900 and 1950, Henry County's population rose from 16,881 (excluding the population of Martinsville City) to 31,219. Combined, the population of the City and County increased from 19,265 in 1900 to 48,470 in 1950.

By comparing the Census counts in the enumeration districts of a city, it is possible to trace the population growth and redistribution taking place within the city limits. However, owing to successive annexations and to changes in the boundaries of the enumeration districts, obtained from the Bureau of the Census for 1930, 1940 and 1950, is particularly useful in revealing what has been happening in the older sections of the city.

Enumeration Districts 7, 10 and 11 as of 1950, correspond to Enumeration District 2 of 1940, and Enumeration District 10 of 1930. This area, bounded by Church Street.
on the north, Norfolk and Western Railroad on the south, Broad Street on the east, and Sellers Street on the west, had a population of 1,606 in 1950, compared with a high of 1,834 in 1940 and a lower count of 1,510 in 1930. Of this number the non-white population declined from 686 in 1930 and 690 in 1940 to 626 in 1950.

Another section in which population change can be compared is Enumeration Districts 6 and 12 of 1950, which was designated as Enumeration District 4 in 1940. This area, bounded by Church Street on the north, Norfolk and Western Railroad and Hairston Street on the south, Oakdale Street on the east, and Broad Street on the west, showed a decline of population from 1,345 in 1940 to 1,182 in 1950. Of this number, the non-white population declined from 33 to 22.

Relating population growth trends in Martinsville City and Henry County to State Economic Area No. 7, Economic Subregion No. 25, the South Atlantic States, and the United States as a whole, it is forecast that Martinsville's population will approximate 40,000 in 1975. At the higher fertility rate, the population anticipated is 40,300, ranging downward to 39,100 for a lower fertility rate.

Combined, Martinsville and Henry County may have an estimated population of some 79,000 in 1975. The actual range extends from 77,560 to 80,100, depending on the fertility rate.
The Martinsville Market Area, comprising the City, Henry County, and Patrick County, may have a resident buying population ranging between 92,000 and 95,000 in 1975.

These forecasts are based on the present pattern of industrial growth in the area, and assume no serious depression during the planning period, or an all-out war effort. New industrial development of a major scale would increase the population significantly. As many as seven new persons may settle in the community as a result of each job created by new industry. Additional in-migration may also be created by new governmental enterprises in the Martinsville Market Area, or the development of educational or tourist facilities which would attract new retail and service businesses and new year-round residents.
ECONOMIC STRUCTURE

The economic structure of the Martinsville area, combining Martinsville City and Henry County, is sound. Analysis of over-all employment, manufacturing, wholesale trade, retail trade and effective buying income, service trade, and bank deposits revealed that the Martinsville area has grown in all sectors of its economy. Compared with State Economic Area No. 7, of which it is a part, Martinsville has exceeded the average rate of growth in every sector.

For the year 1956, effective buying income in Martinsville and Henry County totaled $63,866,000 and retail sales reached $47,645,000, or $3,702 per family. In the fourth quarter of 1956, employment in industries covered by unemployment insurance reached 18,853 persons. Complementary to the new high level of income and the increased number of jobs was the low rate of unemployment in the Martinsville area. As of June 21, 1957, less than 3000 persons were receiving weekly unemployment compensation checks. It is fair to say that Martinsville is prospering and that the
outlook is good.

Although tabulated and reported separately by the U. S. Bureau of the census, insofar as industrial employment is concerned, Martinsville and Henry County form one economic entity. More recent tabulations, by place of employment rather than by place of residence, show that a total of 18,853 persons were employed in industries covered by unemployment compensation during the fourth quarter of 1956 in Martinsville and Henry County. Of this number, 79.1% were engaged in manufacturing the 20.9% in construction, services, and the trades.

In 1929, Martinsville and Henry County had 35 manufacturing establishments, employing 3,698 wage earners, with a production of $7,625,111 in terms of value added by manufacture. As of the latest Census of Manufacturers, taken for the year 1954, the City and County reported 119 manufacturing establishments, 14,015 employees, and $162,324,000 in value added by manufacture.

While the number of establishments increased by 24% in the 25-year period, this cannot be used as a firm measure of growth. All establishments, from a portable sawmill to a large installation, such as the duPont plant, are counted as one unit each, thus giving little indication of the extent of growth. More meaningful indicators are
employment and value added. However, employment is affected by technological changes in production and therefore price changes and in a period of rising prices may tend to exaggerate the growth trend.

Compared with the larger centers with which it competes, namely, Danville, Roanoke, Winston-Salem, and Greensboro, Martinsville has also recorded significant growth. In particular, its growth in manufacturing activities has exceeded the records for the other centers. Between the 1947 and 1954 censuses, the value added by manufacturers in the Martinsville area increased from $57,747,000 to $162,324,000, rising from 12.2% of the combined total of value added in the five centers in 1947 to 21.5% in 1954.

Manufacturing growth, particularly in the industries with higher wage scales, has increased personal income in the area and has brought additional business to retail merchants, the service trades, and other businesses which supply materials and equipment used in production. This multiple effect of manufacturing expansion is very important to the local economy and hence it is essential to encourage additional enterprise in the area.

With industrial expansion as its goal, the Martinsville and Henry County Development Association was organized in May 1954. The purpose of the Association is to
publicize the advantages of Martinsville in an effort to interest industrialists looking for new plant sites. It has published a comprehensive report, entitled "Martinsville and Henry County, Virginia," which cites the numerous local factors favorable to new industrial location. In addition, the Division of Planning and Economic Development, of the Virginia Department of Conservation and Development, has surveyed the Martinsville area for desirable industrial sites, and its report of October, 1956 listed no less than 17 sites ranging in size from 8 acres to 400 acres. All sites have good highway connections; with one exception, railroad transportation is convenient; and water resourced, in addition to well water, are available in a majority of the sites.

Between 1948 and 1954, wholesale sales increased from $11,250,000 to $21,027,000 in Martinsville and Henry County combined. While part of the increase was attributable to the rising price level, it is noteworthy that the rate of growth in the City and County was greater than for State Economic Area No. 7 as a whole. In 1948, Martinsville and Henry County accounted for 6.8% of wholesale trade in the Economic Area; by 1954, their combined share of the Economic Area's wholesale sales rose to 10.6%.

As of the 1948 Census of Retail Trade, Martinsville
and Henry County accounted for annual retail sales totaling $30,684,000, or 18.4% of the State Economic Area. At the close of 1954, annual sales rose to $43,846,000 (without price adjustment), or 20.1% of the State Economic Area.

As an over-all measure of Martinsville's economic growth, bank deposits of individuals, partnerships, and corporations provide a significant indicator. Inter-bank and governmental deposits, which do not necessarily reflect local economic conditions, have been excluded. On December 31, 1947, Martinsville and Henry County banks had $26,831,000 credited to depositors, amounting to 21.2% of the total demand and time deposits for the State Economic Area. On June 30, 1956, the most recent date reported, the City and County deposits amounting to $42,241,000, or 23.1% of the State Economic Area.
In October 1957 City and Town Planning Associates, Chapel Hill, North Carolina, completed a technical report on the economic structure of Martinsville. The following excerpts taken from this survey reveals the urgent need for revisions of the present retail sales organizations in the Central Business District.

In 1948, the effective buying income of Martinsville and Henry County residents was estimated to be $33,996,000, or 15.9% of the State Economic Area. At the close of 1956, effective buying income for the City and County reached a high of $63,808,000 annually (without price adjustment), or 19.6% of the State Economic Area. With a proportionately greater share of local buying income, it might be expected that retail sales would also be higher, particularly in the shopping lines toward which increased buying income generally flows.

Shopping lines, by definition, include general merchandise; apparel; and furniture, household goods, and appliances. These lines are sold predominantly in downtown department stores, specialty shops, and regional shopping centers. Therefore, in order to evaluate retail performance in terms of purchasing power, it is necessary to examine total sales for the shopping lines in each of the central cities in the five competing centers. For the year 1956, Martinsville City was estimated to have retail sales in the shopping lines totaling $8,530,000, or 3.8% of the five competing central cities. The effective buying income in the Martinsville area (City and
County combined) amounted to 6.0% of the five competing areas. The difference between income and shopping line sales might well indicate that part of the local income is flowing to the larger central cities for major shopping goods purchases. In Danville City, shopping goods sales were also considerably below effective buying income for the Danville area, suggesting again an outflow of income for purchases in the larger central cities.

With Roanoke sales slightly below Roanoke's, proportionate share of buying income, there is no evidence for concluding that the flow from Martinsville (and Danville) is predominantly toward the Roanoke shopping area. Instead, it appears likely that Greensboro and Winston-Salem may be serving as the major magnets for the increased spending dollars from Martinsville. As shown in Table IA effective buying income in the Greensboro area amounted to 33.9% of the five centers combined. Yet Greensboro area amounted to 33.9% of the five centers combined. Yet Greensboro City accounted for 42.9% of the total sales in the shopping lines reported for the five competing central cities.

Whether Martinsville City can provide the variety and price range of shopping goods offered by the larger retail centers, such as Greensboro, is beyond the scope of this study. However, it is clear that Martinsville is presently not capturing its full share of retail trade as reflected by effective buying income. Analysis of sales in each of the three shopping lines reveals where Martinsville is doing better than average and where it is losing ground. Comparing total sales in the five central cities, Martinsville shows up better in the furniture-household goods-appliance line than in apparel or general merchandise. (See Table IB and C). It is reasonable to assume that Martinsville's reputation as a furniture center is well established, and therefore its retail furniture stores attract a larger share of the local and regional trade than do its other retail establishments. However, Winston-Salem accounts for the largest single share of sales in the furniture-household goods appliance line and also the apparel line. Greensboro leads in general merchandise sales, which include department stores,
### Table I

**RETAIL SALES IN SHOPPING LINES IN FIVE CENTRAL CITIES COMPARED WITH EFFECTIVE BUYING INCOME OF LOCAL AREAS**

<table>
<thead>
<tr>
<th>CENTRAL CITY</th>
<th>TOTAL SHOPPING LINES AMOUNT</th>
<th>EFFECTIVE BUYING INCOME AMOUNT</th>
<th>% TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Martinsville</td>
<td>$8,530,000</td>
<td>$63,808,000</td>
<td>3.8</td>
</tr>
<tr>
<td>Danville</td>
<td>16,482,000</td>
<td>127,814,000</td>
<td>7.2</td>
</tr>
<tr>
<td>Roanoke</td>
<td>48,233,000</td>
<td>239,576,000</td>
<td>21.1</td>
</tr>
<tr>
<td>Winston Salem</td>
<td>56,995,000</td>
<td>275,455,000</td>
<td>25.0</td>
</tr>
<tr>
<td>Greensboro</td>
<td>97,989,000</td>
<td>363,147,000</td>
<td>42.9</td>
</tr>
</tbody>
</table>

**1956 TOTALS**

- TOTAL SHOPPING LINES: $228,229,000
- EFFECTIVE BUYING INCOME: $1,069,820,000

### B. SALES IN INDIVIDUAL SHOPPING LINES

<table>
<thead>
<tr>
<th>CENTRAL CITY</th>
<th>GENERAL MERCHANDISE</th>
<th>APPAREL</th>
<th>FURNITURE HOUSEHOLD GOODS APPLIANCES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$4,894,000</td>
<td>$1,873,000</td>
<td>$1,753,000</td>
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<tr>
<td></td>
<td>9,193,000</td>
<td>4,404,000</td>
<td>2,385,000</td>
</tr>
<tr>
<td></td>
<td>23,240,000</td>
<td>15,192,000</td>
<td>9,801,000</td>
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<tr>
<td></td>
<td>29,189,000</td>
<td>15,933,000</td>
<td>10,873,000</td>
</tr>
<tr>
<td></td>
<td>74,794,000</td>
<td>14,242,000</td>
<td>9,953,000</td>
</tr>
</tbody>
</table>

**1956 TOTALS**

- GENERAL MERCHANDISE: 141,310,000
- APPAREL: 52,644,000
- FURNITURE HOUSEHOLD GOODS APPLIANCES: 34,275,000

### C. PER CENT IN INDIVIDUAL SHOPPING LINES

<table>
<thead>
<tr>
<th>CENTRAL CITY</th>
<th>GENERAL MERCHANDISE</th>
<th>APPAREL</th>
<th>FURNITURE HOUSEHOLD GOODS APPLIANCES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3.5</td>
<td>3.5</td>
<td>5.2</td>
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<td></td>
<td>6.5</td>
<td>8.4</td>
<td>8.4</td>
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<td></td>
<td>16.4</td>
<td>28.9</td>
<td>28.6</td>
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<td></td>
<td>20.7</td>
<td>32.2</td>
<td>31.7</td>
</tr>
<tr>
<td></td>
<td>52.9</td>
<td>27.0</td>
<td>26.1</td>
</tr>
</tbody>
</table>

**SOURCE:** *Survey of Buying Power, Sales Management, Inc.* May 10, 1957
accounting for 52.9% of the sales in the five central cities.

In Table II an index of retail sales performance, relating the share of central city sales in shopping lines to income for the local areas has been computed. An index of 1 indicates that retail performance is up to expectations, i.e., the per cent of shopping line sales and the per cent of effective buying income are equal. An index greater than 1 indicates superior retail performance, i.e., proportionately more sales than income. An index less than 1 indicates that the full potential of the local market is not being realized and that some of the buying income is probably flowing to competing retail centers. Among the five centers, it is noted that Greensboro leads in total retail sales performance, as measured by combined shopping lines, with an index of 1.265. Martinsville ranks fourth, with an index of .633. On the basis of individual shopping lines, Martinsville ranks third in sales performance in furniture-household goods-appliances; fourth in general merchandise; and fifth in apparel.

Table II Retail Sales Performance Index, Five Competitive Centers

<table>
<thead>
<tr>
<th>Central City</th>
<th>General Merchandise</th>
<th>Apparel</th>
<th>Furniture Goods-Appliances</th>
<th>Total Lines</th>
</tr>
</thead>
<tbody>
<tr>
<td>Martinsville</td>
<td>.583</td>
<td>.583</td>
<td>.867</td>
<td>.633</td>
</tr>
<tr>
<td>Danville</td>
<td>.546</td>
<td>.703</td>
<td>.706</td>
<td>.505</td>
</tr>
<tr>
<td>Roanoke</td>
<td>.732</td>
<td>1.290</td>
<td>1.277</td>
<td>.942</td>
</tr>
<tr>
<td>Winston-Salem</td>
<td>.802</td>
<td>1.248</td>
<td>1.229</td>
<td>.969</td>
</tr>
<tr>
<td>Greensboro</td>
<td>1.560</td>
<td>.796</td>
<td>.770</td>
<td>1.265</td>
</tr>
</tbody>
</table>

Source, Table A. and B.
STATE ENABLING ACTS

The following is an extract of the provisions for the State's Planning and Zoning Enabling Acts as set forth in The Code of Virginia, 1955.

SECTION 15-900. GRANT OF POWER TO MUNICIPALITY. A municipality may make, adopt, amend, add to or carry out a municipal plan as provided in this article. A council of a municipality is hereby empowered to create by ordinance a planning commission with the power and duties herein set forth. The planning commission of a city shall be designated the city planning commission; of a town, the town planning commission. Any planning commission here-tofore created by charter or ordinance may be deemed a planning commission under this article. In lieu of appointing a planning commission for a town as provided in this section, the council of such town may if it so desires request the board of supervisors of the county in which the town is located to instruct the county planning commission to serve also as the planning commission for such town; and if the board of supervisors is agreeable to such request it may so instruct its county planning commission; in which case the county planning commission shall also serve as the planning commission of such town. In the performance of its duties as the planning commission of such town it shall be governed by the provisions of this article. (1934, p. 91; Michie Code 1942, Sec. 3091 (28); 1950, p. 487.)

a 15-901. COMPOSITION AND TERMS OF OFFICE OF PLANNING COMMISSION. The number of members of the planning commission of a municipality shall be specified by the council in the ordinance creating the commission. It shall not be less than five nor more than seven,
and one of the members may be a member of the council. Not less than one nor more than three members, as may be specified in the ordinance creating the commission, shall be administrative officials of the municipality appointed by the mayor; provided, however, that the number of such ex-officio members, including the councilmanic member, if there be one, shall be a minority of the total membership of the commission. All members of the commission shall serve as such without compensation, and the appointed members shall hold no other municipal office except that one of such appointed members may be a member of the zoning board of appeals. 1934, p. 91; Michie Code 1942, Sec. 3091 (29).

§ 15-905. STAFF AND FINANCES. A municipal planning commission may appoint such employees as it may deem necessary for its work. The commission may also contract with city planners, engineers, architects and other consultants for such services as it may require. (1934, p. 92; Michie Code 1942, Sec. 3091 (31).

§ 15-906. MUNICIPAL MASTER PLAN. A municipal planning commission shall make and adopt a master plan for the physical development of the municipality... It shall also show the planning commission’s recommendations for the removal, relocation, widening, narrowing, vacating, abandonment... As well as a zoning plan for the control of the height, area, bulk, locations, and use of buildings and premises. In preparing a zoning plan, the planning commission shall perform all the functions of a zoning commission as now provided by law... when no art commission or similar body exists the planning commission may be granted by council the power to control, preserve and care for historic landmarks; to control the design and location of statuary and other works of art, which are or may become the property of the municipality... and to make suggestions concerning the design of harbors, bridges, viaducts, street fixtures and other public structure and appurtenances. The commission may from time to time amend, extend or add to the plan.
§ 15-907. GENERAL PURPOSES OF PLAN. In the preparation of such plan, the commission shall make careful and comprehensive surveys and studies of existing conditions and future growth. The plan shall be made with the general purpose of guiding and accomplishing a co-ordinated, adjusted and harmonious development of the municipality and its environs which will, in accordance with existing and future needs, best promote public health, safety, morals, order, convenience and general welfare, as well as efficiency and economy in the process of development. (1934, p. 93; Michie Code 1942, Sec. 3091 (33).)

§ 15-909. LEGAL STATUS OF PLAN. Whenever the planning commission shall have adopted a master plan for the municipality or one or more parts, sections or divisions thereof, and the master plan or part thereof shall have been approved by the council of the municipality, and it has been filed with the court clerk, then and thereafter no street, square, park or other public way, ground or open space, public building or structure, shall be constructed or authorized in the municipality or in the planned section or district thereof until and unless the general location, character and extent thereof has been submitted to and approved by the municipal planning commission; and no public utility, whether publicly or privately owned, which is not subject to zoning control as now provided by law, shall be constructed or authorized in the municipality or in the planned section or district thereof, until and unless the reasonable and general location, but not its character and extent, has been submitted to and approved by the municipal planning commission. (1934, p. 94; Michie Code 1942, Sec. 3091 (35); 1944, p. 69.)

§ 15-910. MISCELLANEOUS POWERS OF COMMISSION. A planning commission may promote public interest in and an understanding of the plan. Members of the commission, when duty authorized by the commission, may attend planning conferences. A planning commission shall from time to time, recommend to the appropriate public officials programs for public structures and improvements and for the financing
thereof...all public officials shall, upon request, furnish to any planning commission...such available information as it may require for its work...In general, the planning commission shall have such powers as may be necessary to enable it to fulfill its functions promote planning and carry out the purposes of this article. (1934, p. 94; Michie Code 1942, Sec. 3091 (36).

§ 15-819. ZONING ORDINANCES GENERALLY. For the promotion of safety, morals, comfort, prosperity or the general welfare of the general public the council of any city or town may, by ordinance, divide the area of the city or town into one or more districts of such shape and area as may be deemed best suited to carry out the purposes of this article and in such districts or district may establish setback building lines, regulate and restrict the location, erection, construction, reconstruction, alteration, repair or use of buildings and other structures, their height, area and bulk and the percentage of the lot to be occupied by buildings or other structures, the size of yards, courts and other open spaces and the trade industry, residence and other specific uses of the premises in such district or districts. (1926, p. 345; Michie Code 1942, Sec. 3091 (1).

§ 15-822. MANNER OF EFFECTING REGULATIONS. The council of such city or town shall provide for the manner in which such regulations and restrictions and the boundaries of such districts shall be determined, established and enforced and from time to time amended, supplemented or changed. However, no such regulation, restriction or boundary shall become effective until after a public hearing in relation hereto at which parties in interest and citizens shall have an opportunity to be heard. At least fifteen days' notice of the time and place of such hearing shall be published in an official paper, or a paper of general circulation, in such city or town; provided, however, that in any city or town in which each change in, or amendment or supplement to, any such regulation, restriction or boundary shall be first referred by the council to the board of zoning appeals or planning commission.
for a report and recommendation and in which such board or commission makes such report and recommendation to the council after a public hearing in relation thereto held by the board or commission pursuant to prior notice published five days in an official paper, or paper of general circulation, in such city or town, the public hearing by the council in relation to such change, amendment or supplement may be held after at least ten days' notice of the time and place of such hearing published in an official paper, or a paper of general circulation in such city or town. (1926, p. 346; Michie Code 1942, Sec. 3091 (4); 1946, p. 409; 1948, p. 451).

§ 15-824. ZONING COMMISSION. In order to avail itself of the powers conferred by this article the hustings or corporation court of any city or, if it has no such court, then the circuit court having jurisdiction in such city and the circuit court of any county wherein a town or any part thereof may be located shall appoint a commission to be known as the zoning commission to recommend the boundaries of the various original districts and appropriate regulations to be enforced therein. Such commission shall submit its final report and such council shall not hold its public hearings or take action until it has received the final report of such commission. When a city planning commission already exists, it may be appointed as the zoning commission. (1926, p. 346; 1930, p. 555; Michie Code 1942, Sec. 3091 (6).

§ 15-825. BOARD OF ZONING APPEALS. Such local hustings or corporation court of a city or, if it has no such court, then the circuit court having jurisdiction in such city and the circuit court of the county wherein a town or any part thereof may be located may provide for the appointment of a board of zoning appeals and in the regulations and restrictions adopted pursuant to the authority of this article may provide that the board of zoning appeals may, in appropriate cases and subject to appropriate conditions and safeguards, vary the application of the terms of the ordinance in harmony with its general purpose and intent and in accordance with general or specific rules therein.
contained...(1926, p. 346; 1930, p. 555; Michie Code 1942, Sec. 3091 (7)).

§ 15-831. POWERS OF BOARD. The board of zoning appeals shall have the following powers:

1. To hear and decide appeals when it is alleged there is error in any order, requirement, decision or determination made by an administrative official in the enforcement of this article or of any ordinance adopted pursuant thereto.

2. To hear and decide special exceptions to the terms of the ordinance upon which such board is required to pass under such ordinance.

3. To authorize upon appeal in special cases such variance from the terms of the ordinance as well not be contrary to the public interest, when owing to special conditions a literal enforcement of the provisions of the ordinance will result in unnecessary hardship and so that the spirit of the ordinance shall be observed and substantial justice done. (1926, p. 347; Michie Code 1942, Sec. 3091 (13)).

§ 15-832. FURTHER POWERS. In exercising the above mentioned powers the board may, in conformity with the provisions of this article, reverse of affirm, wholly or partly, or may modify the order, requirement, decision or determination appealed from and may make such order, requirement, decision or determination as ought to be made and to that end shall have the power of the officer from whom the appeal is taken. (1926, p. 348; Michie Code 1942, Sec. 3091 (15)).

§ 15-841. ENFORCEMENT OF REGULATIONS: PENALTY. The regulations made under the authority of this article shall be enforced by the division of building inspection which is empowered to cause any building, structure, place or premises to be inspected and examined and to order in writing the remediing of any condition found to exist therein or thereat in violation of any provisions of the regulations made under authority of this article. The owner or general agent of a building or premises where a violation of any provision of such regulations has been committed or shall exist, the lessee or tenant of an entire building premises where such
violation has been committed or shall exist, the owner, general agent, lessee or tenant of any part of the building or premises in which such violation has been committed or shall exist or the general agent, architect, builder, contractor or any other person who commits, takes part or assists in any such violation or who maintains any building or premises in which any such violation shall exist shall be guilty of a misdemeanor punishable by a fine of not less than ten dollars and not more than one hundred dollars, if the offense be not wilful, or not more than two hundred and fifty dollars if the offense be wilful and in every case of ten dollars for each day after the first day that such violation of any provision of such regulations the owner, lessee, tenant or agent will be subject to a civil penalty of fifty dollars. Any such person who, having been served with an order to cause any such violation to cease to exist, shall fail to comply with such order within ten days after such service or shall continue to violate any provisions of the regulations in the respect named in such order shall also be subject to a civil penalty of two hundred and fifty dollars. (1926, p. 349; Michie Code 1942, Sec. 3091 (23)).
APPENDIX VI

CITY ORDINANCES

The Code of the City of Martinsville, 1956 reveals in chapter eight and nine the following permissive provisions as pertains to city planning and zoning.

CITY PLANNING

SECTION 1. CONTINUATION AND FINALITY OF CITY PLAN PURPOSES: AMENDMENTS GENERALLY.

The city council shall have authority to continue in force the city plan heretofore adopted, showing the streets, highways, and parks heretofore laid out, adopted, and established. Such city plan shall be final with respect to the location, length and width of such streets and highways, and the location and dimensions of such parks. Such city plan is hereby declared to be established for the promotion of the health, safety, and general welfare. Upon the adoption of any amendments thereto, a certificate to that effect, together with a plot, shall be filed immediately with the clerk of every county affected by such city plan or amendment.

SECTION 2. CONTINUATION IN OFFICE OF CITY PLANNING COMMISSIONERS: POWERS, DUTIES, etc.

The city planning commission shall continue in office for the remainder of their terms and until their successors are appointed by the council. The city planning commission shall continue to exercise such duties, powers and functions as it now has under the existing Charter and ordinances, or as may be delegated to or required of said commission by the council by proper ordinances and resolutions. The city planning commission shall be constituted, perform the duties and functions and otherwise be controlled.
APPENDIX VI

CITY ORDINANCES

by chapter eighty-eight of the Acts of the General Assembly of nineteen hundred and thirty-four (1934), and amendments thereto, except insofar as said chapter and amendments thereto are in conflict with the Charter or the express ordinances of the city now in force or hereafter enacted.

SECTION 3. PROCEDURE OF AMENDING CITY PLAN

The council may at anytime, after a public hearing, amend the city plan...

SECTION 4. ADDITIONAL AUTHORITY AND POWER OF PLANNING COMMISSION

The city planning commission shall have such other authority and powers as may now or hereafter be granted by the council of the City of Martinsville or to municipal planning commissions by the general law.

ZONING

SECTION 1. POWER OF COUNCIL TO PASS ZONING ORDINANCES; BOARD OF ZONING APPEALS

For the purpose stated in Article 1 of Chapter 24 of Title 15 of the Code of Virginia, the city council is hereby empowered to pass zoning ordinances in conformity with the said act, as amended, subject, however, to the following modifications thereto:

(a) For any or all of the aforesaid purposes, the council may divide the city.

(b) The zoning ordinances and set-back lines as they now exist shall continue to be in full force and operation until amended or repealed by the city council.

(c) Any zoning ordinances, regulations, restrictions and boundaries of districts may be changed from time to time by the council, either upon its own motion or upon petition, under such conditions as the council may prescribe, after a public hearing, and adequate notice to all owners and parties affected, as required by Sec. 15-822 of the Code of Virginia. If a protest or protests be filed with the council, signed by the owners of twenty per centum or more
of the area of the land included in the proposed change, or by the owners of twenty per centum or more of the area of the land immediately adjacent to the land included in the proposed change, within a distance of one hundred feet therefrom, or by the owners of twenty per centum or more of the area of the land directly opposite across any street or streets from the land included in the proposed change, within a distance of one hundred feet from the street lines directly opposite, then no such change shall be made except by the majority vote of all the members of the council. No change shall be made by the council in any zoning ordinance, or map until such change has been referred to the city planning commission for a report thereon, and no action shall be taken by the council until a report has been received from the commission, unless a period of thirty (30) days had elapsed after the date of reference to the commission.

(d) The board of zoning appeals as now constituted shall continue in office for the remainder of their terms and until their successors are appointed by the council. The board of zoning appeals shall consist of five (5) members appointed by the city council for a term of three (3) years, and insofar as not inconsistent with this Charter and the existing ordinances now in effect or hereafter enacted, the powers, duties, authority and procedure of Article 1 of Chapter 24 of Title 15 of the Code of Virginia shall govern....
FEDERAL AIDS AND REQUIREMENTS

The seven steps to qualify for Federal aids are:

1. Adequate local codes and ordinances, effectively enforced to assure minimum standards of health, sanitation, and safety in housing.
2. A comprehensive general plan for the development of the community as a whole, covering land use, thoroughfares, community facilities and public improvements.
3. Analyses of neighborhood characteristics to determine the extent and causes of blight throughout the community and the means of correction.
4. An adequate administrative organization that can act intelligently in the best interests of the community in carrying out urban renewal programs.
5. Means to assure the community's ability to meet financial requirements under its urban renewal program.
6. Ability to rehouse, in decent, safe, and sanitary quarters, the families displaced by urban renewal and other governmental activities.
7. Full-fledged citizen participation in both the community as a whole and in the project area.

Communities which qualify in these categories may receive the following aids:

1. The urban renewal service. The chief purpose of this service is to provide technical and professional assistance in preparing the Workable Program and in planning, and developing urban

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APPENDIX VII  FEDERAL AIDS AND REQUIREMENTS

renewal programs. The service consists of a generalized series of pamphlets and information bulletins, and of specialized technical services through visits to the local communities. It is available on request, and without charge.

2. Advances for surveys and plans and other preliminary work for urban renewal projects. These are available prior to approval of the Workable Program.

3. Temporary loans for urban renewal projects, sufficient, if necessary, for all working capital requirements.

4. Definitive (long-term) loans for urban renewal projects for use when project land is leased rather than sold for development.

5. Capital grants for urban renewal projects—up to two-thirds of net project cost.

6. Special grants for demonstration projects in urban renewal also up to two-thirds of net project cost.

7. Special grants for urban planning assistance. These are authorized in a separate title of Housing Act of 1954 and have no direct connection with the urban renewal program, although they may be of great importance to the smaller cities and towns and to metropolitan areas in one of the indispensable elements of the Workable Program, namely, community planning.

8. Special provisions for FHA mortgage insurance under a new Section 220 of the National Housing Act, to provide easier financing for building or rehabilitating residential property in an urban renewal area.

9. Special mortgage insurance provisions in a new Section 221, to facilitate construction or rehabilitation of low-priced residential accommodations to rehouse families displaced, either by urban renewal projects or by other governmental action.

10. Provisions for low-rent public housing to be used in connection with rehousing displaced families that cannot pay for adequate private housing.
Section 701. To facilitate urban planning for smaller communities lacking adequate planning resources, the Administrator is authorized to make planning grants to State planning agencies for the provision of planning assistance (including surveys, land use studies, urban renewal plans, technical services and other planning work, but excluding plans for specific public works) to cities and other municipalities having a population of less than 25,000 according to the latest decennial census. The Administrator is further authorized to make planning grants for similar planning work; (1) in metropolitan and regional areas to official State, metropolitan, or regional planning agencies empowered under State or local laws to perform such planning; (2) to cities, other municipalities, and counties having a population of twenty-five thousand or more according to the latest decennial census which have suffered substantial damage as a result of a flood, fire, hurricane, earthquake, storm, or other catastrophe which the President, pursuant to Section 2 (a) of the Act entitled "An act to authorize Federal assistance to States and local governments in major disasters, and for other purposes" (Public Law 875, Eighty-first Congress, approved September 30, 1950), as amended, has determined to be a major disaster; and (3) to State Planning agencies, to be used for the provision of planning assistance to the cities, other municipalities, and counties referred to in clause (2) hereof. Any grant made under this section shall not exceed 50 per centum of the estimated cost of the work for which the grant is made and shall be subject to terms and conditions prescribed by the Administrator to carry out this section. The Administrator is authorized, notwithstanding the provisions of Section 3648 of the Revised Statutes, as amended, to make advance or progress payments on account of any planning grant made under this section. There is hereby authorized to be appropriated not exceeding $10,000,000 to carry out the purposes of this section, and any amounts so appropriated shall remain available until expended.
PHOTOGRAPHS
PHOTOGRAPHS VIEWS OF EXISTING CITY
| PHOTOGRAphS | VIEWS OF STUDY MODEL OF EXISTING CITY |
PHOTOGRAPHS

VIEWS OF PROPOSED REDEVELOPMENT
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Martinsville, in Henry County, Virginia is located in the southwest part of the state about 14 miles from the North Carolina line. It is in that section known as the Piedmont, in the foothills of the Blue Ridge mountains. It is 55 miles south of Roanoke, 30 miles west of Danville, and approximately 56 miles north of Winston-Salem and Greensboro, North Carolina. The city was founded in 1793 and incorporated in 1873. Martinsville was chartered in 1928.

Martinsville is the county seat for Henry County, and is governed by a manager-council form of municipal government. Indicative of Martinsville's sound economy are the facts that it was comparatively untouched by the depression of two decades ago; that it enjoys a well diversified industry; and that the city's per capita welfare and relief expenditures, with one exception, are by far the lowest of all Virginia cities.

The fact that Martinsville is the trade center of Henry County with an effective buying income far above means that the city should have a bright future. However, this is not true. Retail sales are far below the Virginia average. The city is growing at random.
The city developed on a ridge running east and west. The Central Business District consequently developed along these lines. This has been the cause of many of Martinsville's planning problems.

Up to the time of this writing the only areas in which attempts have been made toward the solution of these problems are traffic and parking. The city has no by-passes, loop streets and planned radials. This has caused enormous quantities of traffic to flow through the Central Business District.

Parking in and around the Central Business District is not inadequate. There are available spaces, but they are not in the right places. The result has been the mad scramble for meter spaces.

Strip zoning along the major traffic arteries has allowed business to leave the Central Business District, and relocate elsewhere. This has caused a land use mixture of residential, industrial and business establishments. Because of the emigration of businesses from the Central Business District, the merchants have not rebuilt, and as a consequence the buildings are in a very rundown condition which further helps to decrease retail sales.

The City Planning Commission has not effectively controlled this random growth by zoning nor made plans for future expansion.
URBAN REDEVELOPMENT OF
THE CENTRAL BUSINESS DISTRICT
FOR MARTINSVILLE, VIRGINIA

ABSTRACT

expansion and development. Recently the Commission has become active in this redevelopment program and with adequate public support, their efforts toward securing a Master Plan for the city may become a reality. Unless the city has a Master Plan to direct its growth all efforts will be fruitless.

Martinsville will benefit greatly from a redevelopment project. Once this project has been carried out, the city will once again attract many people. The new traffic pattern will provide easy access to the Central Business District, and adequate off-street parking facilities will eliminate the mad scramble for parking spaces adjacent to stores. The improved transit system will also help relieve much congestion since shoppers will be more prone to use the faster transit service in preference to private automobiles.

The new land use plan will simplify the shopping district where similar facilities will be located in the same area. This will make it easier for the shopper to locate his desired purchases. This, together with a harmonious grouping of buildings, with pleasant pedestrian malls, and parks and green areas, will provide the shopper with new interests and situations as he turns the corner.

The civic center will establish Martinsville as a cultural
center and will contain many activities for both old and young

The city of Martinsville will once again become the major shopping center for this area and will even draw shoppers from other cities. The new city will be convenient, quiet, it will have adequate retail and public facilities, and it will be as dynamic as the people who use it.