

Central Virginia's Region 2000 Park and Ride Lot Location Study



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Region 2000 Local Government Council
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Central Virginia's Region 2000

Park and Ride Lot Location Study

Table of Contents

| | |
|---|-----------|
| EXECUTIVE SUMMARY | 1 |
| PURPOSE | 4 |
| INTRODUCTION | 4 |
| STUDY AREA | 7 |
| COMMUTE SHEDS | 7 |
| TRAFFIC VOLUME | 10 |
| PUBLIC TRANSPORTATION..... | 12 |
| PARK AND RIDE LOCATION EVALUATION..... | 13 |
| PARK AND RIDE LOT CRITERIA | 13 |
| POTENTIAL PARK AND RIDE LOTS | |
| <i>Town and Country Shopping Center, Altavista (Campbell County).....</i> | <i>15</i> |
| <i>The Shoppers at Appomattox, Town of Appomattox.....</i> | <i>16</i> |
| <i>Wal-Mart and the Tractor Supply Company, Bedford County</i> | <i>17</i> |
| <i>Food Lion Store #1537, New London (Bedford County).....</i> | <i>18</i> |
| <i>Ambriar Plaza, Town of Amherst</i> | <i>19</i> |
| <i>Food Lion Store #2557, Madison Heights (Amherst County).....</i> | <i>20</i> |
| <i>Madison Heights Square, Madison Heights (Amherst County).....</i> | <i>21</i> |
| <i>Food Lion Store #199, Madison Heights (Amherst County).....</i> | <i>22</i> |
| <i>Lowes Store #1839, Madison Heights (Amherst County).....</i> | <i>23</i> |
| <i>Food Lion Store #1538, Forest (Bedford County).....</i> | <i>24</i> |
| <i>Food Lion Store #1548, Rustburg (Campbell County).....</i> | <i>25</i> |
| EXISTING PARK AND RIDE LOTS | |
| <i>Campbell County Park and Ride Lot.....</i> | <i>26</i> |
| <i>Spout Springs Park and Ride Lot (Appomattox County)</i> | <i>27</i> |
| ADDITIONAL CONSIDERATIONS | 28 |

Table of Figures

| | |
|---|----|
| Figure 1: The City of Lynchburg Commute Shed | 7 |
| Figure 2: Commute Corridors in the Primary Commute Sheds, 2008 | 9 |
| Figure 3: Annual Average Weekday Traffic Count, 2007 | 11 |
| Figure 4: Two of the Greater Lynchburg Route Map for the Greater Lynchburg Transit Company 2008. | 12 |
| Figure 5: Existing and Potential Park and Ride Lots | 14 |

Executive Summary

The strain put on roads to meet the needs of a growing population, the decreasing of funds available for roadway improvements, and the aging of the roads has motivated Region 2000 Local Government Council to explore ways in which the City of Lynchburg and the surrounding Cities and Counties can get more out of the existing transportation system. This study was performed by Region 2000 Local Government Council to identify the best locations, in the primary commute and the primary reverse commute sheds, at which park and ride lots could be established. It also examines existing park and ride lot locations and the amenities available in those lots.

Park and ride lots are off street parking facilities designed or intended to provide peripheral collection and storage of vehicles to accommodate commuter traffic into or out from the community, including accessory structures such as passenger shelters. They are usually part of a larger program to reduce automobile traffic and air pollution by encouraging commuters, people who work outside the home, to carpool (or rideshare) with others coming from or going to the same general area.

There are several ways to provide park-and-ride facilities.

- Promote existing excess parking capacity using signage and map references;
- Provide incentives to private owners of parking lots to share capacity;
- Provide incentives for private owners of parking lots to increase capacity; and
- Construct new parking facilities.

This study proposes the use of existing large-scale commercial parking lots as park and ride lot locations. Providing incentives to private owners of parking lots or renting spaces in existing parking lots where excess parking capacity exists is the most cost effective way to provide park and ride facilities. Large-scale commercial businesses have parking lots that more than accommodate their normal customer flow.

The use of these lots would involve minimal expenditure for a commuter services program and on a small scale, these could serve as ideal locations for park and ride facilities for a beginning commuter services program. There are many other benefits for using excess parking in large-scale commercial parking lots:

1. They have already been constructed so they are ready to be used as soon as an agreement is reached with the business and or owner;
2. They are designed to be very visible to people from the main road and would not be difficult for commuters to find;
3. They can be used to gauge how much the commuters along a certain commute corridor will use the lot before large sums of money is invested in the development of a lot;
4. Most commercial parking lots have high levels of parking lot lighting, which is good for the commuters returning after dark; this happens about three months out of the year during the winter in central Virginia.

5. Most commercial parking lots have some sort of lot surveillance and people coming and going from the lot after dark ,which makes it a safer place to be; and
6. Quite a few large-scale commercial businesses are purposefully located to serve the largest population possible. This makes them exactly the right place for commuters coming from several origins to meet up and proceed to their destination point together.

The construction of new park and ride facilities is expensive and with a fledgling park and ride program it is important to determine first where the lots would be most heavily used before money is invested in new facilities. The use of existing parking lots would provide the opportunity for the park and ride program coordinator to determine which corridors would benefit the most from a new park and ride facilities. Routes 29, 460 and 221 in Forest, are the commute corridors within the commute sheds with the heaviest traffic volume. Potential park and ride lots located along these corridors have the potential to serve the largest population.

There are currently two existing park and ride lots within Region 2000. The first is located in Campbell County in close proximity to 460. The Virginia Department of Transportation (VDOT) online information map¹ reports that this lot has a capacity of eighty vehicles, however, the parking spaces are not delineated. When there are no lines for parking spaces people tend to put more space between their car and the car they park next to, thereby reducing the overall parking lot capacity. This lot is primarily used by reverse commuters coming from the City of Lynchburg and Madison Heights and there is signage on 460 directing commuters to the lot. It is paved but it has no other amenities such as lighting, handicapped parking, or a public phone.

The second park and ride lot is located on 460 in Spout Springs (Appomattox County). The VDOT online transportation information map reports that there is room for ten vehicles in this lot, however, the lot is unpaved and there is no space delineation; as a result, the lot will not accommodate ten vehicles. There are no amenities in this lot, including a lack of signage directing commuters to the lot. For this reason, the lot is difficult to find unless you know exactly where it is. An aerial picture of both of these existing lots and recommendations for improvement are located in the *Park and Ride Lot Evaluation* section of this report.

In order to determine whether or not a potential location was well suited for use by a park and ride program, several criteria were developed. These criteria are loosely based on the criteria put forth in the *Northern Virginia Park and Ride Lot Feasibility Study* performed by BMI in 2003.

1. **Site Accessibility** – A park and ride lot must be easily accessible and convenient to commuters. To ensure the future viability and travel speed on the roadway stays at its current level, however, park and ride lots should be accessed through a secondary road and not the main commute corridor.
2. **Site Location** – Potential sites should be located on or close to a major commute corridor. If commuters have to deviate too much from their normal commute, they may be less inclined to use the park and ride lots.

¹ <http://www.virginiadot.org/info/prOTIM.asp>

3. **Site Visibility** - Potential sites should be visible ideally from the major commute corridor on or near which it is located, and, in the very least, they should be visible from their access roads. Visibility of park-and ride facilities contributes to the recognition by passing motorists of their existence and availability.
4. **Safety and Security** – Potential sites should be located within view of businesses or homes for security purposes. Park and ride lots should also be lit for commuters traveling before the sun rises and after the sun sets. In central Virginia from mid-October through February, it is common for normal commute times to fall outside of daylight hours.

Eleven potential sites have been identified in this report. The Potential Park and Ride Lots Evaluation section of this report contains the address of the location, the location's strengths and weaknesses, an aerial photo of the site, the site's potential and suggested improvements. The potential sites are:

- Town and Country Shopping Center in Altavista (Campbell County)
- The Shoppers at Appomattox in the Town of Appomattox
- Wal-Mart and the Tractor Supply Company in Bedford County
- Food Lion Store #1537 in New London (Bedford County)
- Ambriar Plaza in the Town of Amherst
- Food Lion Store #2557 in Madison Heights (Amherst County)
- Madison Heights Square in Madison Heights (Amherst County)
- Food Lion Store #199 in Madison Heights (Amherst County)
- Lowes Store #1839 in Madison Heights (Amherst County)
- Food Lion Store #1538 in Forest (Bedford County)
- Food Lion Store #1548 in Rustburg (Campbell County)

It is important to note that the businesses that use the parking lots listed in this report have not been contacted about their willingness to participate in any kind of park and ride program. These are merely locations at high traffic points along the commute corridor where park and ride facilities could be useful if such a program is started for this region. Before any of these lots are used for any kind of organized park and ride program the business and property owners should be contacted and an agreement or contract should be established.

This report is the third in a series of reports on commuter services for the Central Virginia Metropolitan Planning Area. The first study, *Rideshare*, was performed in 2006 and the second, *Commuter Services Study: An Examination of the Interest in and Need for Commuter Services in and around the City of Lynchburg Virginia*, was performed in 2007. This report builds upon information gleaned from the previous commuter services reports.

Purpose

The strain put on roads to meet the needs of a growing population, the decreasing of funds available for roadway improvements, and the aging of the roads has motivated Region 2000 Local Government Council to explore ways in which the City of Lynchburg and the surrounding Cities and Counties can get more out of the existing transportation system. This study was performed by Region 2000 Local Government Council to identify the best locations, in the primary commute and the primary reverse commute sheds, at which park and ride lots could be established. It also examines existing park and ride lot locations and the amenities available in those lots.

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Introduction

Park and ride lots are off street parking facilities designed or intended to provide peripheral collection and storage of vehicles to accommodate commuter traffic into or out from the community, including accessory structures such as passenger shelters. They are usually part of a larger program to reduce automobile traffic and air pollution by encouraging commuters, people who work outside the home, to carpool (or rideshare) with others coming from or going to the same general area. Park and ride facilities are typically established by regional transportation or transit agencies and in some cases, existing, underutilized parking (such as a mall parking lot) is designated for Park & Ride use.

“By encouraging shifts to transit and ridesharing, Park & Ride facilities reduce urban highway traffic congestion and worksite parking demand. These benefits can be significant since Park & Ride tends to be most effective where traffic congestion and parking problems are worst. However, automobile Park & Ride only provides modest reductions in local road traffic, pollution, energy use and consumer costs, since a local automobile trip is still made. Shopping centers adjacent to Park & Ride facilities tend to benefit from additional shopping by the commuters who park there” (Wambalaba and Goodwill, 2004)².

Park and ride lots serve the highest number of commuters when they are located close to heavily used commute corridors and along public transportation routes. Public transportation within Region 2000 is limited though, serving only the City of Lynchburg and portions of Madison Heights. It is for this reason that proximity of public transportation to the potential park and ride lot is not an important factor in determining where the lots should be located

² <http://www.vtpi.org/tdm/tdm27.htm>, 7/20/2008

There are several ways to provide park-and-ride facilities.

- Promote existing excess parking capacity using signage and map references;
- Provide incentives to private owners of parking lots to share capacity;
- Provide incentives for private owners of parking lots to increase capacity; and
- Construct new parking facilities.

Providing incentives to private owners of parking lots or renting spaces in existing parking lots where excess parking capacity exists is the most cost effective way to provide park and ride facilities. Large-scale commercial businesses have parking lots that more than accommodate their normal customer flow. The use of these lots would involve minimal expenditure for a commuter services program and on a small scale these could serve as ideal locations for park and ride facilities for a beginning commuter services program. There are many other benefits for using excess parking in large scale commercial parking lots:

1. They have already been constructed so they are ready to be used as soon as an agreement is reached with the business and or owner;
2. They are designed to be very visible to people from the main road and would not be difficult for commuters to find;
3. They can be used to gauge how much the commuters along a certain commute corridor will use the lot before large sums of money is invested in the development of a lot;
4. Most commercial parking lots have high levels of parking lot lighting, which is good for the commuters returning after dark; this happens about three months out of the year during the winter in central Virginia.
5. Most commercial parking lots have some sort of lot surveillance and people coming and going from the lot after dark, which makes it a safer place to be; and
6. Quite a few large-scale commercial businesses are purposefully located to serve the largest population possible. This makes them exactly the right place for commuters coming from several origins to meet up and proceed to their destination point together.

It is for the reasons listed above that large-scale commercial parking lots along commute corridors are the focus for potential park and ride locations in this study. The construction of new park and ride facilities is expensive and with a fledgling park and ride program it is important to determine first where the lots would be most heavily used before money is invested in new facilities. The use of existing parking lots would provide the opportunity for the park and ride program coordinator to determine which corridors would benefit the most from a new park and ride facilities.

There are currently two existing park and ride lots within Region 2000. The first is located in Campbell County in close proximity to 460. The Virginia Department of Transportation (VDOT) online information map³ reports that this lot has a capacity of eighty vehicles, however, the parking spaces are not delineated. When there are no lines for parking spaces people tend to put more space between their car and the car they park next to, thereby reducing the overall parking lot capacity. This lot is primarily used by reverse commuters coming from the City of Lynchburg and Madison Heights and there is signage on 460 directing commuters to the lot. It is paved but it has no other amenities such as lighting, handicapped parking, or a public phone.

³ <http://www.virginiadot.org/info/prOTIM.asp>

The second park and ride lot is located on 460 in Spout Springs (Appomattox County). The VDOT online transportation information map reports that there is room for ten vehicles in this lot, however, the lot is unpaved and there is no space delineation; as a result, the lot will not accommodate ten vehicles. There are no amenities in this lot, including a lack of signage directing commuters to the lot. For this reason, the lot is difficult to find unless you know exactly where it is. An aerial picture of both of these existing lots and recommendations for improvement are located in the *Park and Ride Lot Evaluation* section of this report.

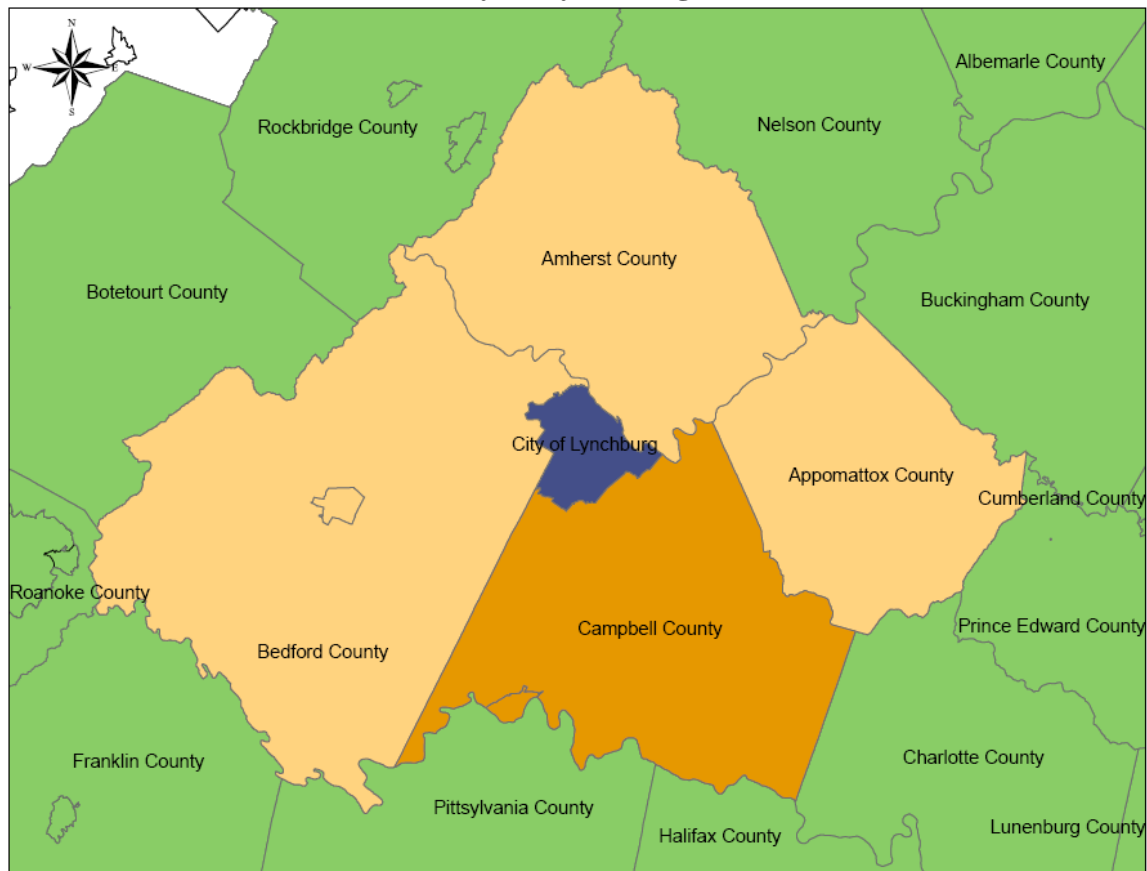
Study Area

The primary commute shed and the primary reverse commute shed, both established in the *Rideshare* study, serve as the study area for this report. Commute corridors with an annual average weekday traffic count (AAWT) of 9,000⁴ and above were examined for potential park and ride lot locations.

Commute Sheds

A commute is “a home-to-work, or work-to-home trip.” (Alameda County, California) A commute shed is “the area from which people do or might commute from their homes to a specific work place destination, given specific assumptions about maximum travel time or distance.” (California Planning Roundtable) The primary commute shed for the City of Lynchburg includes Amherst County, Appomattox County, Bedford City (located in Bedford County), Bedford County, and Campbell County, displayed in orange in *Figure 1: The City of Lynchburg Commute Shed*.

Figure 1: The City of Lynchburg Commute Shed



**Map based on 2000 U.S. Census data*

⁴ The AAWT used for this study was performed by the Virginia Department of Transportation in 2007. Please refer to Appendix A for specific information regarding these counts.

The light orange localities in the primary commute shed have between 1,000 and 10,000 residents commuting into the City of Lynchburg on a regular basis. Campbell County, in dark orange, has over 10,000 residents commuting into the City of Lynchburg on a regular basis. The blue area is the City of Lynchburg. For a breakdown of the actual number of commuter flows for the primary commute shed see *Table 1 Residence Location to Workplace Location Flows for Virginia by Workplace Location, 2000*.

Table 1: Residence Location to Workplace Location Flows for Virginia by Workplace Location, 2000

| Residence Location | Workplace Location | Number of Workers |
|---------------------------|---------------------------|--------------------------|
| Campbell County | Lynchburg City | 11,386 |
| Bedford County | Lynchburg City | 7,705 |
| Amherst County | Lynchburg City | 5,393 |
| Appomattox County | Lynchburg City | 1,849 |
| Bedford City | Lynchburg City | 281 |

**U.S. Census Bureau*

A reverse commute is defined as “movement in a direction opposite to the main flow of travel, such as from the central city to a suburb during the commute hour.” (Sacramento Regional Transit District) A reverse commute shed is the area to which most of the reverse commuters travel. The reverse commute shed has also been split into a primary reverse commute shed and a secondary reverse commute shed in order to create commute shed boundaries that are similar whether they are for a normal commute or for a reverse commute.

The municipalities included in the primary reverse commute shed are Amherst County, Appomattox County, Campbell County, Bedford County, and Bedford City. For a breakdown of the actual number of commuter flows for the primary reverse commute shed see *Table 2: Resident Location to Workplace County Flows for Lynchburg Residents by Number of Workers, 2000*.

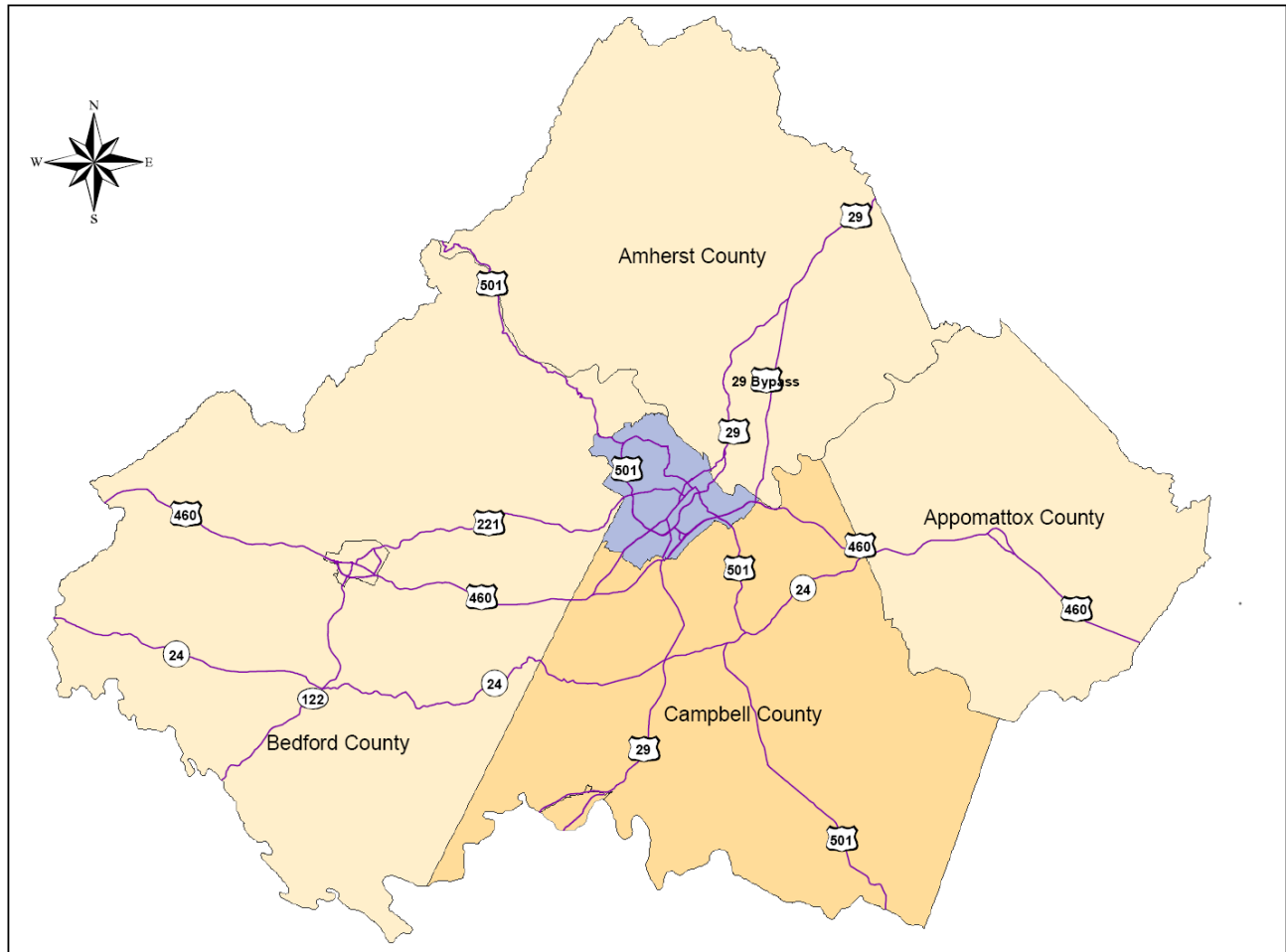
Table 2: Residence Location to Workplace County Flows for Lynchburg Residents by Number of Workers, 2000

| Residence Location | Workplace Location | Number of Workers |
|---------------------------|---------------------------|--------------------------|
| Lynchburg City | Campbell County | 2,005 |
| Lynchburg City | Amherst County | 1,627 |
| Lynchburg City | Bedford County | 1,286 |
| Lynchburg City | Bedford City | 224 |
| Lynchburg City | Appomattox County | 128 |

**U.S. Census Bureau*

Major roadways heading into and out of the City of Lynchburg are identified as commute corridors. These corridors serve thousands of commuters each day and most of the time function as the only direct route from one locality to another. The commute corridors are identified in *Figure 2: Commute Corridors in the Primary Commute Sheds, 2008* and are listed below the figure.

Figure 2: Commute Corridors in the Primary Commute Sheds, 2008



- US Route 460 / US Business Route 460 / US Route 460 Bypass
- Route 501
- US Route 122
- US Route 29 / US Business Route 29 / US Route 29 Bypass
- US Route 221

Traffic Volume

The 2007 annual average weekday traffic (AAWT) count, performed by the Virginia Department of Transportation is displayed in *Figure 3: Annual Average Weekday Traffic Count 2007*. The count is for traffic moving in both directions, so a percentage of the traffic is actually traveling into Lynchburg and percentage is traveling out of Lynchburg. The volumes in and out of the City have not been separated for this study since the target population includes both commuters and reverse commuters for the Lynchburg area.

The roads with the highest traffic volumes are located within the City of Lynchburg (the blue area in *Figure 3*). Since this study is examining the commute corridors into and out of the City of Lynchburg potential park and ride lots within the City limits are not identified. This study focuses on the potential locations just outside the City limits and locations in the rural areas closer to commuter's starting points.

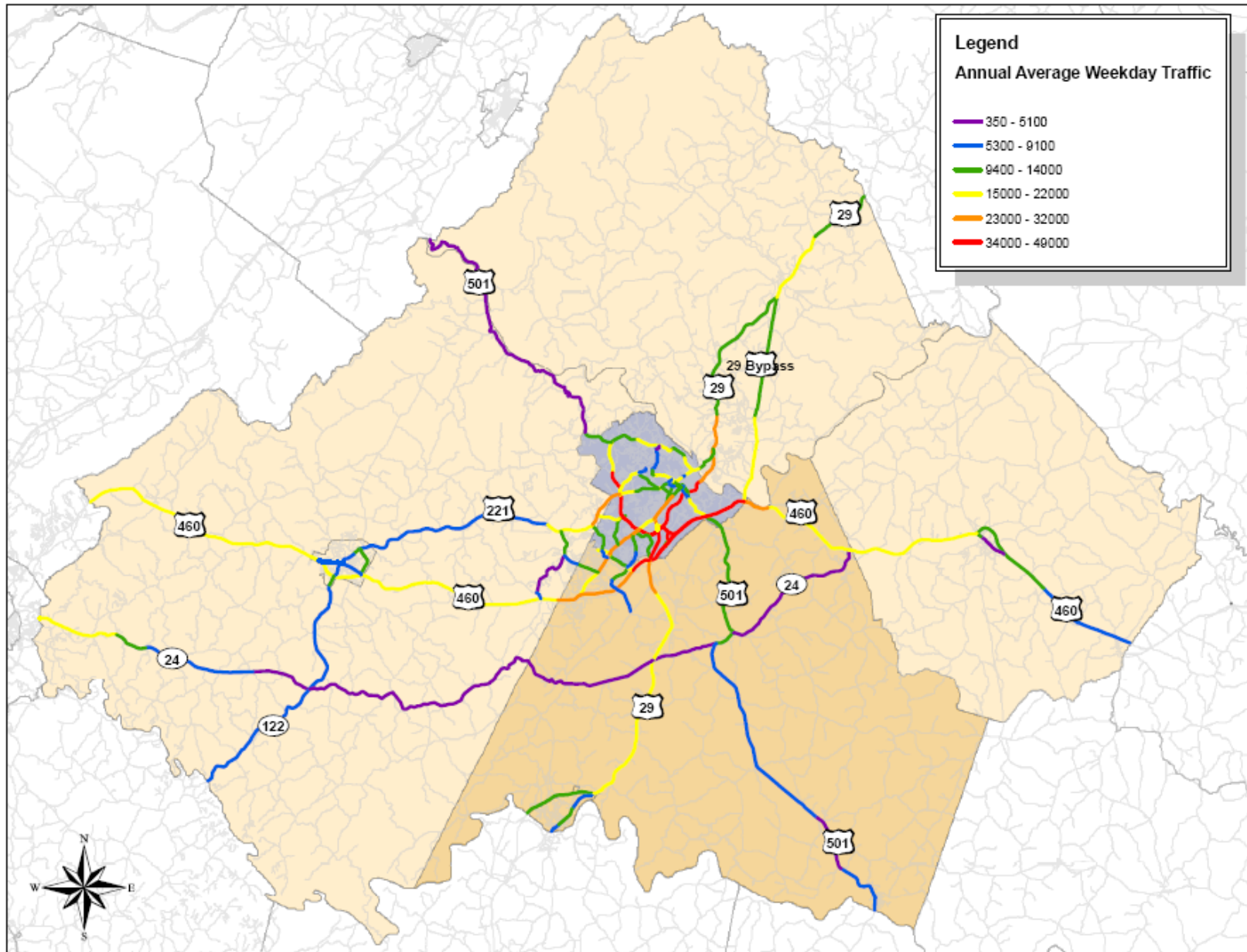
A majority of Route 29 South, from Altavista to Lynchburg, reportedly carries between 19,000 and 21,000 cars on average each weekday. That number increases to 32,000 between the English Tavern Road and Route 460. Route 460, between the Town of Appomattox and the City of Lynchburg, carries between 18,000 and 22,000 cars on average each weekday. This number increases to 27,000 between Mount Athos Road and Route 501.

Route 29, from the northern Amherst County Boundary to the Town of Amherst, has an AAWT that is between 12,000 and 16,000. Between the Town of Amherst and Route 460, on the Route 29 Bypass, VDOT reported an AAWT between 13,000 and 15,000. On Route 29 between the Town of Amherst and Madison Heights the AAWT is between 9,000 and 12,000. At Madison Heights the number of vehicles on Route 29 increases dramatically to 24,000.

Route 460 between the City of Bedford and the Campbell County line has an annual average weekday traffic count between 17,000 and 18,000. That count increases to 23,000 then 38,000 between the Campbell County line and the Lynchburg City limits. While most of Route 221 in Bedford County has an AAWT between 5,700 and 6,300, in Forest the number of cars significantly increases to 20,000 then 28,000 as 221 becomes closer to Lynchburg.

These routes, 29, 460 and 221 in Forest, are the commute corridors with the heaviest traffic volume. Potential park and ride lots located along these corridors have the potential to serve the largest population.

Figure 3: Annual Average Weekday Traffic Count, 2007



**Map produced by Region 2000 Local Government Council using VDOT 2007 traffic count information*

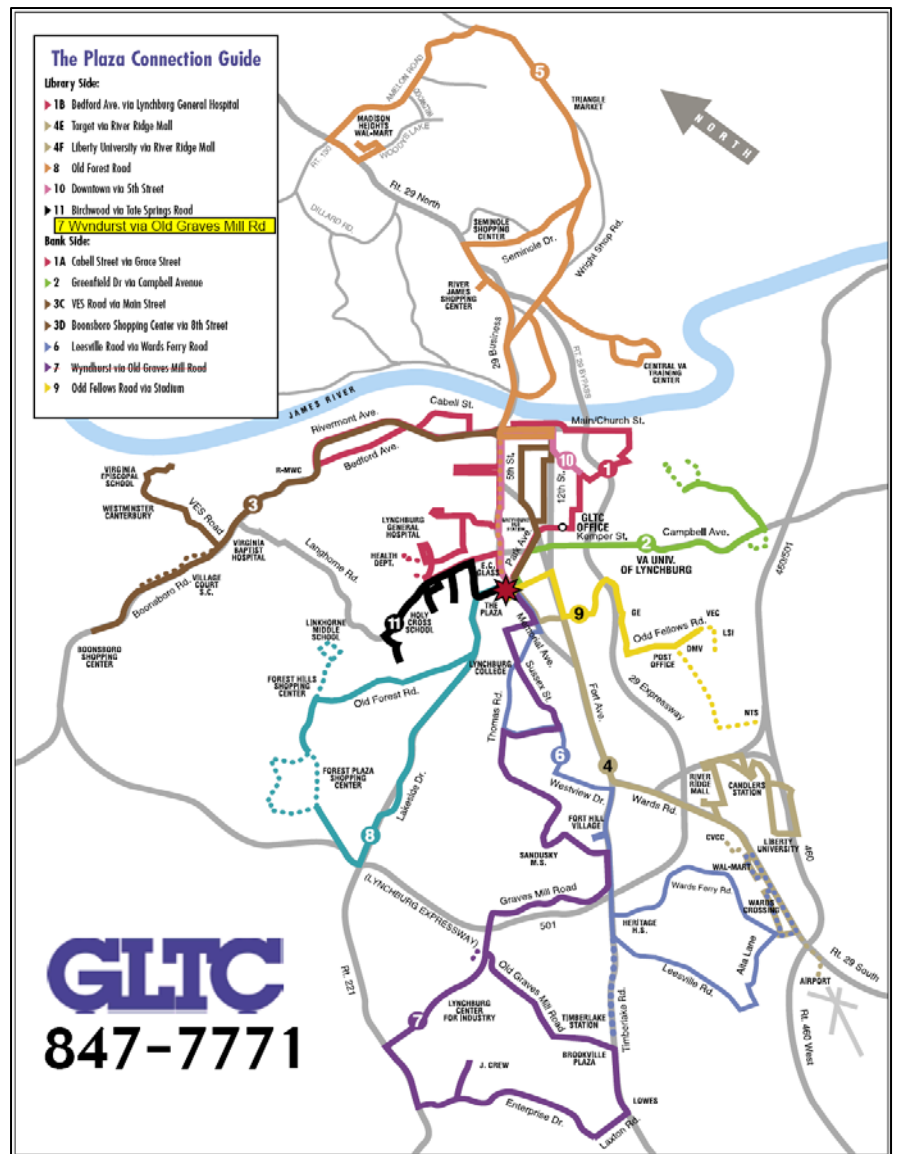
Public Transportation

The Greater Lynchburg Transit Company's (GLTC) bus routes 5G and 5H, the orange line shown in *Figure 4* below, stop at two of the potential park and ride locations suggested in this report. Both of these bus routes, however, have drawbacks that may keep commuters from using them instead of their cars. Route 5G stops at the River James Shopping Center (#9 on *Figure 5*) at 7:25 a.m. and arrives downtown at 8:00 a.m.

By using his or her own car, a commuter can get from the River James Shopping Center to downtown Lynchburg in five to ten minutes. The difference between these two travel times is significant, 35 minutes versus between 5 and 10 minutes. This difference in commute time is large enough to deter commuters from using public transportation from this lot.

Route 5H stops at Wal-Mart (#7 on *Figure 5*) and the River James Shopping Center (#9 on *Figure 4*) at 6:30 a.m. and 6:50 a.m., respectively, to arrive downtown at 7:00 a.m. The next time it stops at these locations is 8:30 a.m. and 8:50 a.m., respectively, to arrive downtown at 9:00 a.m. Neither of these times is suitable for commuters trying to get to work between 8:00 a.m. and 8:30 a.m. For these reasons, public transportation is not a factor in the identification of potential park and ride lots for this study.

Figure 4: Two of the Greater Lynchburg Route Map for the Greater Lynchburg Transit Company 2008



Park and Ride Location Evaluation

This section provides a site by site analysis of the locations that met the park and ride criteria (accessibility, location, visibility, and safety and security) and of the existing park and ride lots. The narrative accompanying the site listing points out strengths and weaknesses of each site. Each potential lot has a corresponding number displayed in *Figure 5: Existing and Potential Park and Ride Lots* in order to show the location of the lot in a regional context.

Park and Ride Lot Criteria

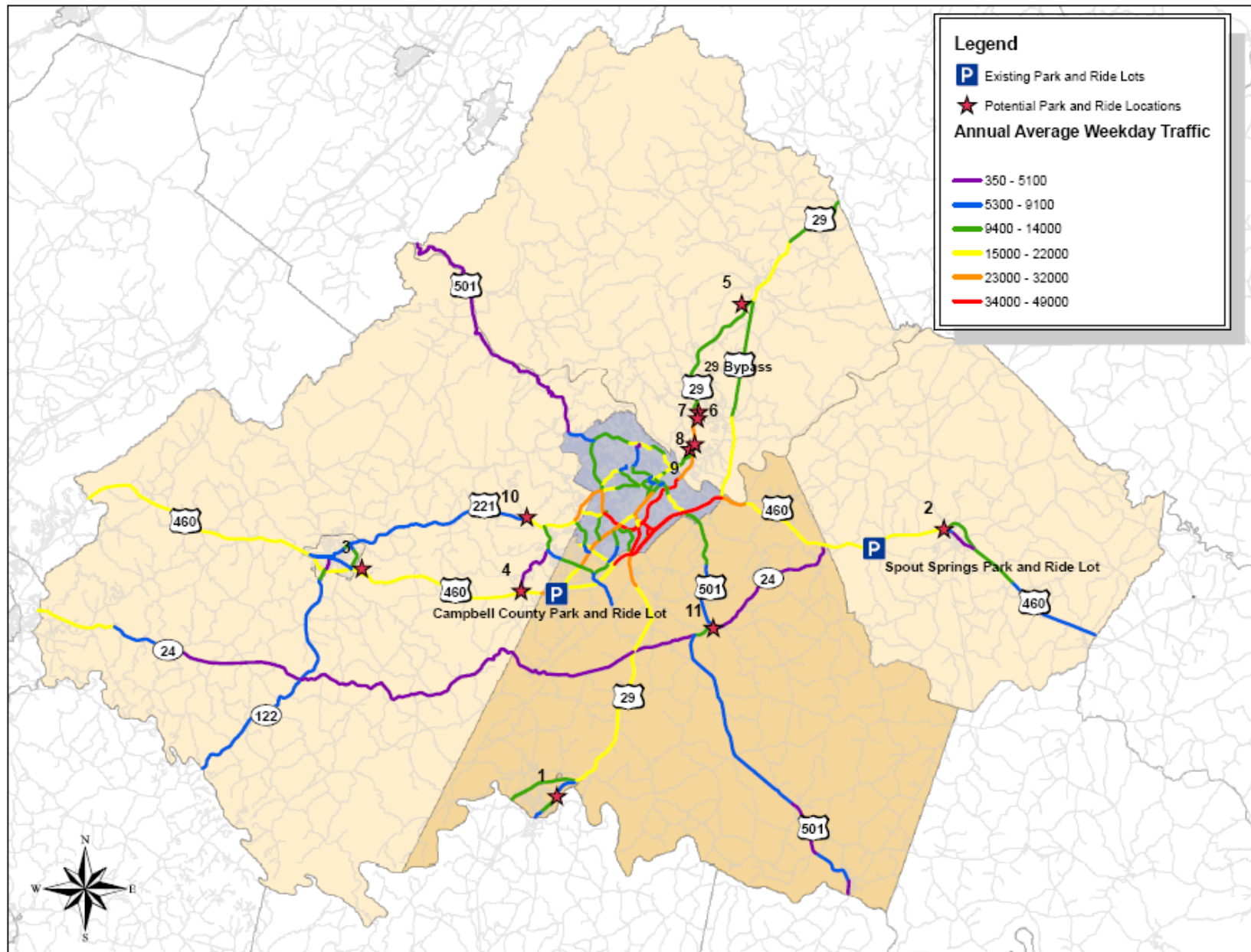
In order to determine whether or not a potential location was well suited for use by a park and ride program, several criteria were developed. These criteria are loosely based on the criteria put forth in the *Northern Virginia Park and Ride Lot Feasibility Study* performed by BMI in 2003.

5. **Site Accessibility** – A park and ride lot must be easily accessible and convenient to commuters. To ensure the future viability and travel speed on the roadway stays at its current level, however, park and ride lots should be accessed through a secondary road and not the main commute corridor.
6. **Site Location** – Potential sites should be located on or close to a major commute corridor. If commuters have to deviate too much from their normal commute, they may be less inclined to use the park and ride lots.
7. **Site Visibility** - Potential sites should be visible ideally from the major commute corridor on or near which it is located, and, at the very least, they should be visible from their access roads. Visibility of park-and-ride facilities contributes to the recognition by passing motorists of their existence and availability.
8. **Safety and Security** – Potential sites should be located within view of businesses or homes for security purposes. Park and ride lots should also be lit for commuters traveling before the sun rises and after the sun sets. In central Virginia from mid-October through February, it is common for normal commute times to fall outside of daylight hours.

Another normally used criteria for a park and ride lot location evaluation is proximity to public transportation. Since, however, public transportation for this region operates solely in and around the City of Lynchburg it has been omitted as a consideration for park and ride lot locations.

It is important to note that the businesses that use the parking lots listed in this report have not been contacted about their willingness to participate in any kind of park and ride program. These are merely locations at high traffic points along the commute corridor where park and ride facilities could be useful if such a program is started for this region. Before any of these lots are used for any kind of organized park and ride program the business and property owners should be contacted and an agreement or contract should be established.

Figure 5: Existing and Potential Park and Ride Lots



Potential Park and Ride Lots

Town and Country Shopping Center, Altavista (Campbell County)

1

Location: 1301 Main Street
Altavista, VA 24517

Ownership: Herbert Frazier

Strengths: This site is very visible, located on Main Street between downtown Altavista and US Route 29. It is a visible site with two exits; one of which is signalized. It has the normal commercial parking lot lighting and, because of the nature of the stores, has people coming and going until after dark. Three large businesses and large scale parking areas are located in this shopping center. This means there is less of a possibility that a small number of commuters parking in this lot will infringe upon normal customer parking needs.

Weaknesses: There are also two other major roads in Altavista that lead to US Route 29 and this may not be the preferred route for everyone commuting to Lynchburg. The Commuter Services Coordinator may need to coordinate with three or more separate businesses in order to keep tabs on the number of commuters parking in the lot.

Potential: If the property owner and the businesses agree to let one parking space on each isle, furthest from their store, be dedicated to a park and ride program, approximately 28 spaces would be available.

Recommended Improvements:

- Install Park and Ride Signs



The Shoppers at Appomattox, Town of Appomattox

2

Location (approximate): 7643 Richmond Highway
Appomattox, VA 24522

Ownership: Arrowhead Plaza Limited Partnership LLP

Strengths: This site is very visible from US Rt. 460. The Food Lion is the large building on the left side of the picture and the Kroger and Schewels are in the large building on the right. Both parking lots have two entrances from 460. They both have the normal commercial parking lot lighting and, because of the nature of the grocery stores, people will be coming and going until well after dark. The parking lot for Kroger and Schewels is much larger than the parking lot for the Food Lion, however either could work for a park and ride lot.

Weaknesses: The Commuter Services Coordinator may need to coordinate with three or more separate businesses in order to keep tabs on the number of commuters parking in the lot.

Potential: If the property owner and the business agree to let one parking space on each isle, furthest from their store, be dedicated to a park and ride program, approximately 18 spaces would be available in the Kroger / Schewels parking lot, and approximately 10 spaces would be available in the Food Lion parking lot. A Wal-Mart is scheduled to be built on the property to the right of the Kroger / Schewels building. Having three large scale parking lots this close together could be beneficial for a park and ride program in that end of the day shopping would not be limited to one or two stores, and the likelihood of commuters infringing upon normal business parking needs would decrease.

Recommended Improvements:

- Install Park and Ride Signs



Wal-Mart and the Tractor Supply Company, Bedford County

3

Location: 1126 E Lynchburg Salem Turnpike
Bedford, VA 24504

Ownership: Wal-Mart Realty Company
Southgate III LLC

Strengths: The Wal-Mart is the large building on the left of the picture below, a Tractor Supply Store and Dollar General, as well as several smaller stores occupy the buildings on the right. These sites are very visible from US Rt. 460. There are three entrances from 460; the main entrance is signalized. These parking lots have the normal commercial parking lot lighting and, because of the nature of the business, people are coming and going until well after dark. These parking areas are extremely large, thus decreasing the chances of park and ride vehicles infringing upon the spaces needed by the businesses in this shopping center.

Weaknesses: Wal-Mart does like to use a portion of their parking lot for displays and local events in the summer months. There would need to be a definite assurance that the spaces provided for park and ride would be located in an area that would not be used for either of these purposes.

Potential: If the property owner and the business agree to let one parking space on each isle, furthest from their store, be dedicated to a park and ride program, approximately 32 spaces would be available.

Recommended

Improvements:

- Install Park and Ride Signs



Food Lion Store #1537, New London (Bedford County)

4

Location: 12130 E Lynchburg Salem Turnpike
Forest, VA 24551

Ownership: Crist Properties

Strengths: It is highly visible from Rt. 460. It is located at the intersection of Rt. 811 (Thomas Jefferson Road) and Rt. 460. There are two entrances, one off of 811 and one off of 460. It has the normal commercial parking lot lighting and, because of the nature of the stores, has people coming and going until after dark.

Weaknesses: Commuters traveling into Lynchburg would have to turn left at the traffic signal in order to access the parking lot. This may deter some commuters.

Potential: If the property owner and the business agrees to let one parking space on each isle, furthest from their store, be dedicated to a park and ride program, approximately 10 spaces would be available.

Recommended Improvements:

- Install Park and Ride Signs



Ambriar Plaza, Town of Amherst

5

Location: South Main Street
Amherst, VA

Ownership: Ambriar Development Corp

Strengths: This shopping center is easily accessible to commuters traveling on Rt. 29 South and Business Rt. 29 (Main Street). It is visible from Rt. 29 and it has three entrances onto South Main Street.

Weaknesses: This lot is small in comparison to others considered in this study; this may affect the establishment's willingness to participate in a park and ride program.

Potential: An estimated 8-10 parking spaces would probably be the maximum number these stores would be comfortable devoting to a park and ride program.

Recommended Improvements:

- Install Park and Ride Signs
- Install Lighting for commuters who return to their car after dusk.



Food Lion Store #2557, Madison Heights (Amherst County)

6

Location: 192 Amelon Sq,
Madison Heights, VA

Ownership: Madison Company LLC

Strengths: This location is highly visible, located at the intersection of Business Rt. 29 and Rt. 130, Amelon Expressway. There are four entrances and the intersection of Business Rt. 20 and Amelon Expressway is signalized. This is important because traffic traveling south on Rt. 29 could exit onto Amelon Expressway then turn left at the light instead of turning across three lanes of traffic to get into the southbound travel lane. It has the normal commercial parking lot lighting and, because of the nature of the business, has people coming and going until after dark.

Potential: If the property owner and the business agree to let one parking space on each isle, furthest from their store, be dedicated to a park and ride program, approximately 24 spaces would be available.

Recommended Improvements:

- Install Park and Ride Signs



Madison Heights Square, Madison Heights (Amherst County)

(Wal-Mart)

7

Location: 197 Madison Heights Sq,
Madison Heights, VA

Ownership: Wal-Mart Real Estate Business

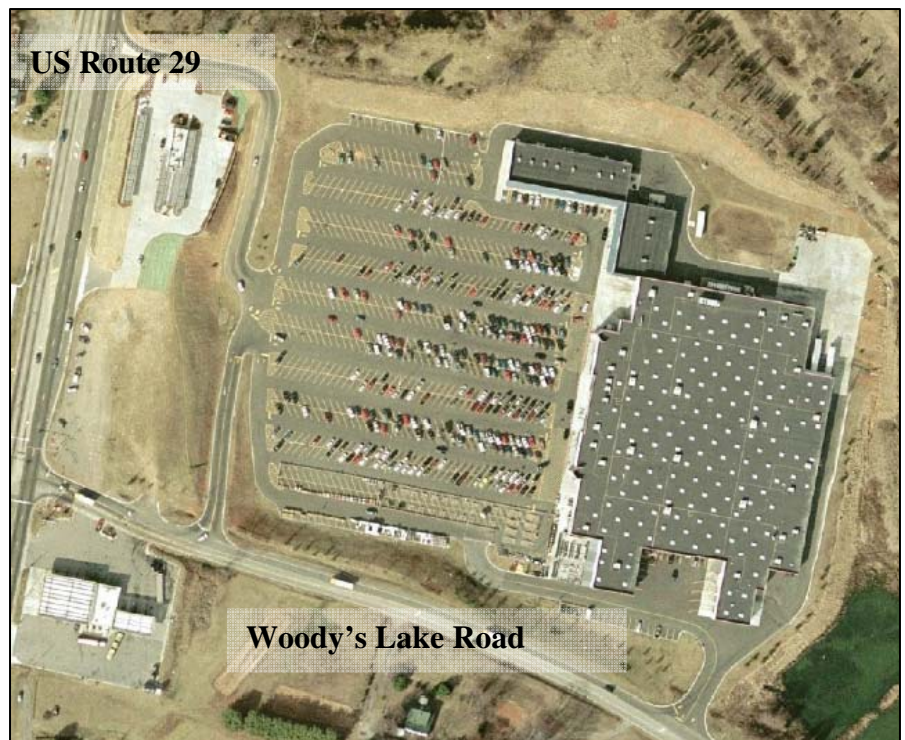
Strengths: It is highly visible, located just south of the intersection of Rt. 29 Business and Rt. 130 Amelion Expressway. There are three entrances and the intersection of Rt. 29 and Woody's Lake Road is signalized. This is important because traffic traveling south on Rt. 29 could exit onto Woody's Lake Road and turn left at the light instead of turning across three lanes of traffic to get into their travel lane. It has the normal commercial parking lot lighting and, because of the nature of the stores, has people coming and going until after dark.

Weaknesses: None known

Potential: If the property owner and the business agree to let one parking space on each isle, furthest from their store, be dedicated to a park and ride program, 20 or more spaces would be available.

Recommended Improvements:

- Install Park and Ride Signs



Food Lion Store #199, Madison Heights (Amherst County)

8

Location: 111 Seminole Dr
Madison Heights, VA

Ownership: Ecktown Associates

Strengths: It is highly visible, located at the intersection of Rt. 29 Business and Seminole Drive, just north of where the road splits into the Lynchburg Expressway and the Amherst Highway. There are five entrances and the intersection of Rt. 29 and Seminole is signalized. This is important because traffic traveling south on Rt. 29 could exit onto Seminole and turn left at the light instead of turning across two lanes of traffic to get into their travel lane. It has the normal commercial parking lot lighting and, because of the nature of the stores, has people coming and going until after dark.

Weaknesses: With no centralized entrance the commuters would need to be very clear about where they are meeting in the lot.

Potential: This lot could be ideal for commuters traveling to Amherst (reverse commuters) for work since it is so close to Lynchburg. If the property owner and the business agree to let one parking space on each isle, furthest from their store, be dedicated to a park and ride program, 20 or more spaces would be available.

Recommended Improvements:

- Install Park and Ride Signs



Lowes Store #1839, Madison Heights (Amherst County)

9

Location: 150 River James Dr,
Madison Heights, VA 24572

Ownership: River-James Inc

Strengths: This location is highly visible and because of its close proximity to Lynchburg would be good for people traveling to Amherst (reverse commuters) for work. It is located on Amherst Highway just south of its intersection with Business Rt. 29. There are two entrances, one of which is signalized. It has the normal commercial parking lot lighting and, because of the nature of the business, has people coming and going until after dark.

Weaknesses: Since it is located south of Amherst Highway's intersection with Business Rt. 29, commuters traveling north to work in Amherst County would have to deal with two signals in order to get to the parking lot. This may deter some commuters from using this lot.

Potential: If the property owner and the business agree to let one parking space on each isle, furthest from their store, be dedicated to a park and ride program, approximately 26 spaces would be available.

Recommended Improvements:

- Install Park and Ride Signs



Food Lion Store #1538, Forest (Bedford County)

10

Location: 1208 Perrowville Rd
Forest, VA

Ownership: The Forest Partners

Strengths: It is highly visible from Rt. 221 and from Perrowville Road. It is located near three schools, which could make it ideal for parents who work in Lynchburg and whose children go to either of these schools. There are three entrances and the intersection of Perrowville and Rt. 221 is signalized. This lot has the normal commercial parking lot lighting and, because of the nature of the businesses, has people coming and going until after dark.

Potential: If the property owner and the business agrees to let one parking space on each isle, furthest from their store, be dedicated to a park and ride program, approximately 14 spaces would be available. There is undeveloped land around this lot on which a small park and ride lot could be built if there is a need.

Recommended Improvements:

- Install Park and Ride Signs
- Construct a new park and ride lot in the future, if there is a need.



Food Lion Store #1548, Rustburg (Campbell County)

11

Location: 1051 Village Hwy,
Rustburg, VA

Ownership: Rustburg Marketplace LLC

Strengths: It is highly visible. It is located in the center of town, at the intersection of Rt. 24 and Rt. 501. There are two entrances, one of which is signalized. It has the normal commercial parking lot lighting and, because of the nature of the stores, has people coming and going until after dark.

Weaknesses: This lot is small in comparison to others considered in this study; this may affect the establishment's willingness to participate in a park and ride program.

Potential: If the property owner and the business agrees to let one parking space on each isle, furthest from their store, be dedicated to a park and ride program, approximately 15 spaces would be available. There is undeveloped land on which a small park and ride lot could be built if there is a need.

Recommended Improvements:

- Install Park and Ride Signs



Existing Park and Ride Lots

Campbell County Park and Ride Lot



Location: Alum Springs Road

Ownership: Virginia Department of Transportation

Strengths: This lot has an ample amount of space for commuters to use. It is not far off of 460 and it is easily accessible. It mostly serves as a reverse commute lot for residents of Lynchburg and Madison Heights working in the City of Bedford.

Weaknesses: There are no parking space markings. There is no lighting in the lot for commuters returning after dark. It is not visible from Route 460. While there is a business right next to the lot, there are no windows overlooking the lot. As a result, the lot is fairly secluded and some commuters may feel that there is a safety risk to using this it.

Recommended Improvements:

- Designate parking spaces
- Install lighting
- Install public phone



Spout Springs Park and Ride Lot (Appomattox County)



Location: Route 460, Spout Springs

Ownership: Virginia Department of Transportation

Strengths: It is visible from the road. There is a break in the median so that commuters traveling west on 460 could turn into the lot.

Weaknesses: It is unpaved and has no lighting. It is very small and there is no signage letting commuters know it is there.

Recommended Improvements:

- Enlarge the lot
- Pave the lot
- Designate parking spaces
- Install signage on 460
- Install lighting
- Install public phone



Additional Considerations

With the use of commercial parking lots, there could come a point when the number of commuters using the lot infringes upon the number of spaces needed by the business. For this reason, there would need to be a good relationship between the store manager and the commuter services coordinator. There should be a designated area for commuters to park and perhaps a weekly survey of the number of cars parking in the designated area. There should be an established limit to the number of spaces used before action needs to be taken to create other accommodations for the commuters.

Next Steps

The next steps in the development of a commuter services program would be to produce a list of people and organizations that may be interested in participating in the creation of a commuter services program and upon engaging those stakeholders, begin writing a strategic plan for the program. The strategic plan would need to include:

- An investigation into the finances needed to staff and fund a commuter services program;
- Identification of potential funding sources for a commuter services program
- The establishment of goals and objectives for the program;
- Programs other commuter service programs have done to meet the needs of their population and identification of the programs that may work best within Lynchburg;
- The development of an information packet for commuters and employers that would detail the program and the benefits for participation;
- An investigation into with whom the commuter services program could partner in order to make the best use of resources;