



City Council
WORK SESSION
Rita S. Wilson City Council Chambers
April 23, 2026
5:30 p.m.

Council Members present: Mayor Edwards, Vice Mayor Arrowood, and Councilors Campbell, Overholtzer, Park, Shepherd, and Woods.

Mayor Edwards called this meeting of Staunton City Council to order.

1. Consideration of Work Session and Regular Meeting Agendas

Consistent with Procedural Memorandum No. 3, the agendas were presented for Council consideration.

Councilor Overholtzer moved to approve the work session and regular meeting agendas as presented.

The motion was seconded by Vice Mayor Arrowood and carried as follows:

Ms. Park	aye	Mr. Shepherd	aye
Mr. Overholtzer	aye	Vice Mayor Arrowood	aye
Ms. Woods	aye	Mayor Edwards	aye
Mr. Campbell	aye		

2. Demonstration of “Progressing the Staunton Plan” Interactive Dashboard

The City Manager Leslie Beauregard and Alexander Efird, an intern in the City Manager’s Office, presented the following information:

At the January 8, 2026 City Council meeting, City Council adopted the Staunton Plan. The Staunton Plan includes City values, a vision for the future, and strategic goal areas to guide staff in the work that should be prioritized. In order to measure progress on the objectives within the plan’s strategic goal areas, the city has developed an interactive “Progressing the Staunton Plan” dashboard.

The dashboard is purpose-built around the strategic areas and timelines adopted by Council, consolidating key performance indicators into a single, accessible platform. This tool provides a clear view of how the City is advancing its stated priorities, enhancing accountability and transparency to the strategic planning process.

A demonstration of the dashboard was provided to Council.

Councilor Overholtzer stated that he was happy to see the metrics in the tool presented and said that he'd like to see metrics related to the Staunton Business website in the future.

Councilor Overholtzer asked how a business became a participant in the Shop and Dine Out program and what percentage of eligible businesses participated in the program. The City Manager stated that there is a registration process administered by the City to participate in the program. She did not have the exact participation percentage tonight, but she would provide it to Councilor Overholtzer in the near future.

Vice Mayor Arrowood stated that the dashboard is a great tool.

Councilor Overholtzer asked if there is a good process to update the dashboard's information. Mr. Efrid stated that there is a Google Sheets on the back end of the tool that makes it easy to update.

Mayor Edwards asked if additional metrics could be added in addition to the Staunton Plan.

The City Manager stated that Mr. Efrid is working on a dashboard for departmental measures.

3. Update on Beverley Street Demonstration Project and HSIP (Highway Safety Improvement Program) Intersections

Susan Wilson, Transportation Planner, presented the following information:

Background: In January, staff presented on the design status of the nine Highway Safety Improvement Project (HSIP) intersections on Beverley and Johnson streets. The recommended improvements to the intersections along these streets came out of a Strategically Targeted and Affordable Roadway Solutions (STARS) Study that the Virginia Department of Transportation (VDOT) completed in 2022 that analyzed their traffic, safety, pedestrian and bicyclist, and geometric conditions as having Potential for Safety Improvement (PSI).

With the \$2.18 million VDOT HSIP (Highway Safety Improvement Program) funding, six Beverley Street and three Johnson Street intersections (Attachment 1) will be improved to increase safety for both drivers and pedestrians. The improvements will include upgrades to traffic signal equipment, new pedestrian signals and push buttons, higher visibility crosswalks, and new ADA ramps. Staff recently received 30% plans for the intersection designs, which are currently under review by both City staff and VDOT. This review will be followed by a public hearing that will be held at City Hall, likely during the month of June. It is anticipated that these projects will be advertised summer 2027, after the downtown tunnel repairs have been completed.

A project webpage that will continue to be updated as the project progresses is available: <https://www.ci.staunton.va.us/government/projects/downtown-intersection-improvements-project>

Traffic Volumes and Observations: The highest traffic volumes along Beverley Street within the downtown are on the blocks between Lewis Street and New Street with average daily volumes of 1,800 vehicles. Between New Street and Coalter Street, the volume dips to 1,400 vehicles. Comparatively, on Beverley Street between Jefferson Street and Lewis Street, the average volume is 2,300 vehicles, and in the West End where West Beverley Street is a two-lane street, the highest volumes are 7,600 vehicles. Additional context shows that Johnson Street, which already has only one lane in each direction, currently carries up to 10,000 vehicles daily between Augusta Street and the Commerce/ Coalter/ Greenville intersection. These volumes, from 2024, are consistent with past traffic volumes that VDOT collects annually, showing no notable increase or decrease along Beverley Street. Anecdotally, the right lane along Beverley Street is often used for loading and unloading by delivery trucks and vans, which often block the lane from vehicle travel for extended periods.

Beverley Street within downtown does not serve as a primary route for drivers connecting to other parts of the City. Instead, it serves more as a destination: City Hall and locally-owned shops, restaurants, and businesses. It is a place of pedestrian activity but lacking in ample pedestrian space on most blocks. The sidewalk width varies from six feet up to nine feet in places, measuring from the back of curb to the face of the building; it narrows to less than four feet in other places between light poles and store entrances. Exterior decorations, trash cans, sandwich board signs, and other amenities also narrow the useable space of the sidewalk.

Beverley Street Updates: With the planned intersection improvements along Beverley Street presenting an opportunity to repurpose the outside (right side) travel lane, the City applied for and is receiving technical assistance and grant funding through the Virginia Department of Health's Walkability Action Institute to support a small demonstration project this summer. For one month this summer, the Beverley Street Demonstration Project will close one lane of travel to vehicles and give that space over to pedestrians. The \$6,000 grant will be used for the purchase of flexible delineator posts—the kind along Johnson Street in front of the Wharf parking lot—lumber and screws for constructing benches and seating, signage for safety and messaging, and plants and other amenities to create an inviting space. Numerous city departments are partnering with the Central Shenandoah Planning District Commission (CSPDC), the Staunton Downtown Development Association, and the City's Bicycle and Pedestrian Advisory Committee on this effort.

The main goals of the demonstration project are: 1) to make people aware of the upcoming improvements to Beverley and Johnson streets next summer, and 2) to get feedback about the demonstration project and what they would like to see along Beverley Street in the future.

Design Details: Beverley Street, from Augusta to Market Street, will be narrowed to a single travel lane for vehicles for a month this summer for the demonstration project. We are currently aiming for the month of June for this to happen.

Beginning at Augusta Street, flexible delineator posts will be installed to close the right-side travel lane to cars. The posts will be installed at a spacing of one post every six feet—close enough to ensure cars cannot enter the space, while still allowing plenty of room for pedestrians to pass through. The space that will be blocked off for pedestrians extends about eight feet from the curb, so it will be narrower than the current travel lane. This will buffer the temporary pedestrian area from the other lane of travel.

Additional information:

- None of the parking on the left side of the street will be affected by this demonstration project.
- A loading zone for deliveries will be created mid-block on both blocks, and they will remain for the project's duration.
- Shop and Dine Out will continue on the weekends. The planned spacing of the delineator posts should allow participating businesses to place their furniture and displays around them and extend halfway into Beverley Street like they normally do within their designated space.

Outreach: Demonstration projects provide a way to hear feedback on actual use by pedestrians and drivers, rather than solely on stated preferences. We are planning on a proactive outreach strategy to our businesses, residents, and visitors:

- Staff created a flyer for businesses within the two-block project area and has spoken with them about the upcoming demonstration project.
- A demonstration project website has been created that is being hosted by the CSPDC: <https://connect.cspdc.org/staunton-beverley-street-demonstration-project>. The site contains a survey that is live now through the end of May, a demonstration project overview, a page of more detailed information, and a link to the HSIP project's webpage.
- We plan to do intercept surveys along the project area during the month it is in place. Additionally, we plan to post new survey questions on the demonstration project's website during this time.
- We will be pushing out relevant information and updates on the City's website and through our usual social media channels.

Next Steps: Staff will soon begin ordering the elements needed for the demonstration project and then will begin assembling the seating. We intend to paint the benches and are confirming volunteers to help with this effort. We intend to install the delineator posts on a Monday morning, when Beverley Street is still closed from Shop and Dine Out. When the street is reopened, the two blocks of the demonstration project area will invite pedestrians to explore the expanded space open to them along Beverley Street.

Councilor Overholtzer asked how the project planned to capture public feedback. Ms. Wilson stated that there is already a live survey and interactive map for the project. Additionally, she stated that the City planned to conduct intercept surveys on the street.

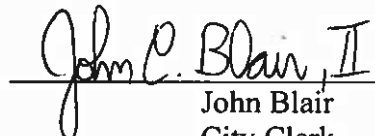
Councilor Overholtzer stated that he hoped the intercept surveys would include open ended questions.

Councilor Shepherd asked if the upgraded pedestrian signals will included audio and visual components. Ms. Wilson stated that the signals would include both types of components.

Councilor Park complimented Ms. Wilson and the staff for the survey provided to downtown businesses within the test area.

Vice Mayor Arrowood thanked Ms. Wilson for her efforts to make Downtown Staunton more pedestrian friendly.

The April 23, 2026 Staunton City Council Work Session adjourned at 6:17 p.m.



John Blair
City Clerk