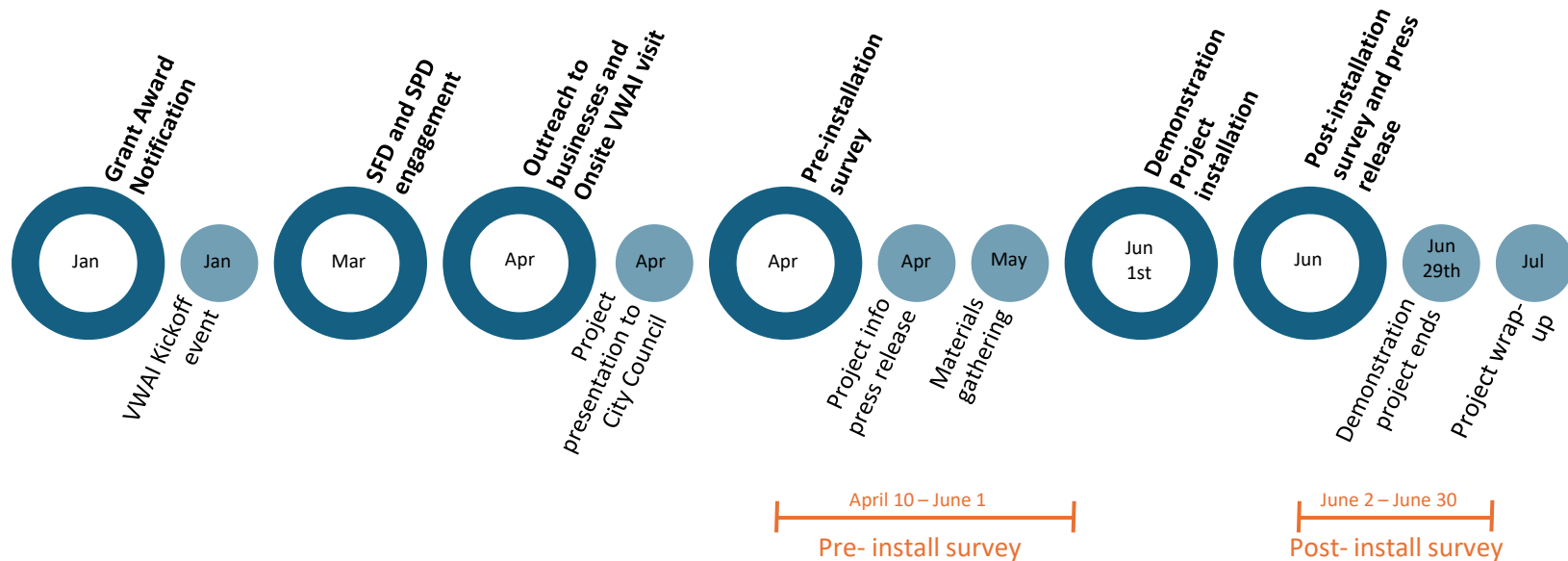




Demonstration Project along Beverley Street

July 23, 2026

Timeline



Before Implementation- Outreach & Input



This Summer (2026)

The city will do a grant-funded demonstration project, closing one travel lane on a two-block stretch of Beverley between Augusta Street and Market Street. Pedestrians will be able to take over the space for one month (planning for June).



- Lane blocked off by delineators
- Both blocks will have a loading zone
- Benches, trees, and shrubs added to make space inviting → DIY features (nothing permanent)



Next Summer (2027)

Six intersections along Beverley Street will undergo pedestrian improvements:

- Pedestrian signals and buttons
- Higher visibility crosswalks
- Improved ADA corner ramps



Contact: 540.332.3812

Susan Wilson
Transportation Planner

Josh Knight
Engagement & Communication

Why?

The Summer 2027 improvements will include curb extensions that will narrow Beverley Street down at each intersection to a single lane for cars.



This design:

- shortens the crossing distance for pedestrians, and
- increases safety and visibility for everyone

This change in traffic flow will allow the city to reimagine the spaces dedicated to people and to cars.



Scan here to learn more about this project!



king? Will we lose spaces? No. The demonstration project is designed to stay within the existing travel lane. By repurposing the outside (right) "through-lane" into a pedestrian area, it creates new features without removing existing parking spaces.

ies work? We know that reliable loading zones are very important to downtown businesses. ing zone will be maintained on each block for the duration of the pilot. We are using this low these zones are used to ensure possible future design supports delivery needs.

ffect Shop and Dine Out weekends? The Shop and Dine Out program will continue as z the temporary safety markers (delineators) will remain in place 24/7, they are spaced six spacing should allow your team to position tables, chairs, or retail displays around the extend beyond the delineators into your typical halfway spot onto Beverley on Friday

effit of these areas during the week? Think of this space as a "Weekday Bonus." While your must be brought in Sunday night, the city provided benches, planters, and "Outdoor Living stay in place. While this public space doesn't belong to any specific business, this creates an ere that encourages visitors to linger in front of your business.

rmanent? Not yet. This is a "Try Before We Buy" demonstration. We are using DIY materials e can adjust the design based on feedback. If a specific layout isn't working, we want to know.

everley Street will look permanently after 2027? No. The permanent 2027 project is sed on intersection safety. While the 2027 construction will install permanent curb narrow the street to a single lane at each intersection, we are still exploring what the current right-hand travel lane will become.

Then why are we doing this "Demonstration Project" now? This summer's pilot is a grant-funded opportunity to reimagine how that right-hand lane could be used in the future. By temporarily repurposing the lane into a pedestrian space, we can gather data and community feedback on whether a permanent "amenity lane" (for seating, greenery, or public space) is something Staunton wants to pursue.

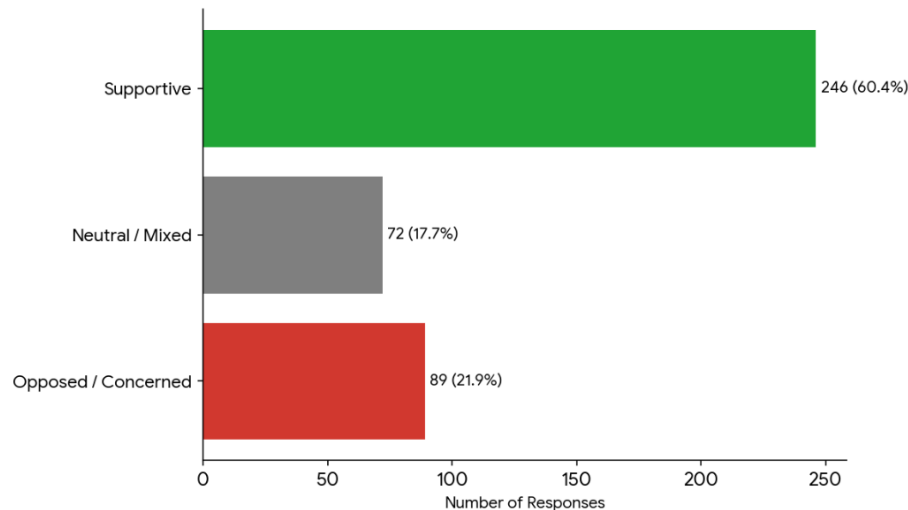
Is there a plan to make the pedestrian spaces permanent? Currently, there is no funded project or official plan to permanently repurpose the travel lane. Any future project of that nature would require separate planning, funding, and continued engagement with our community. This pilot is the first step.

Who can I talk to for more information? We are committed to open communication. If you have questions about your specific storefront or setup, please reach out to us directly for a "Walk and Talk" site visit:

- Susan Wilson, Transportation Planner: 540.490.1115
- Josh Knight, Engagement & Communications Manager: 540.332.3812

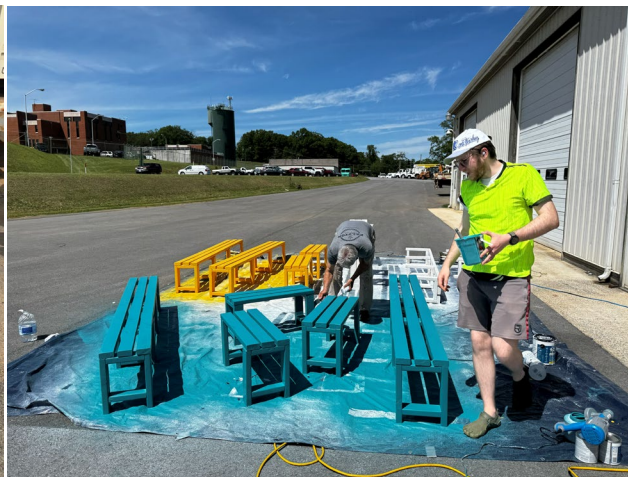
Project webpage survey

1. Support vs. Opposition (Macro View)



Flyer for
adjacent businesses

Seating Construction



Installation– June 1st



Project Elements







SEE YOU ON BEVERLEY!

A One-Month Test Run

This temporary pedestrian space lets us reimagine how Beverly Street could look and feel in the future.

Let us know what you think!



Looking Ahead to 2027

Permanent intersection upgrades are coming in late 2027 to make the intersections safer for everyone.



IN HOUSE
Prong & Ring
Checks, Sizing
Custom & Repair
Watch repairs
Approximate opening
10:30 AM
TUES

Crown
JEWELLERS

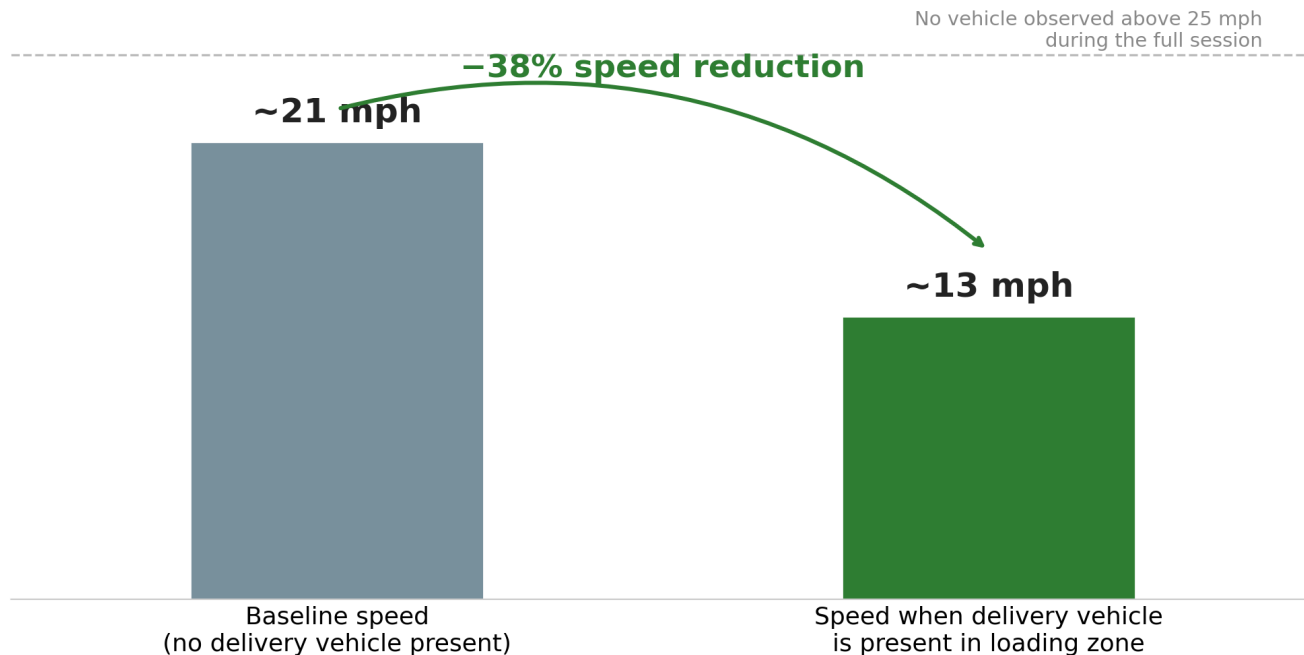
Crown
Jewellers

WIN'S
Grocery Store



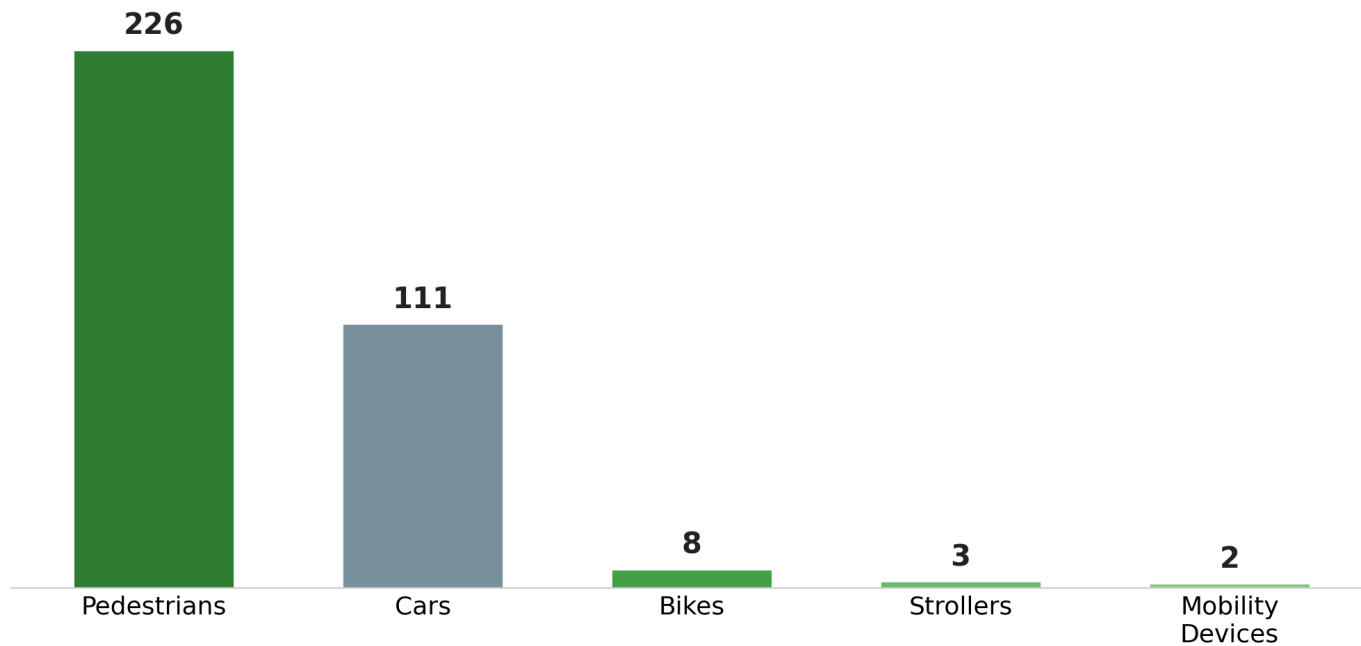
Speed Data Estimates

Observed inbound vehicle speed, Augusta to New St · June 25, 2026 field session

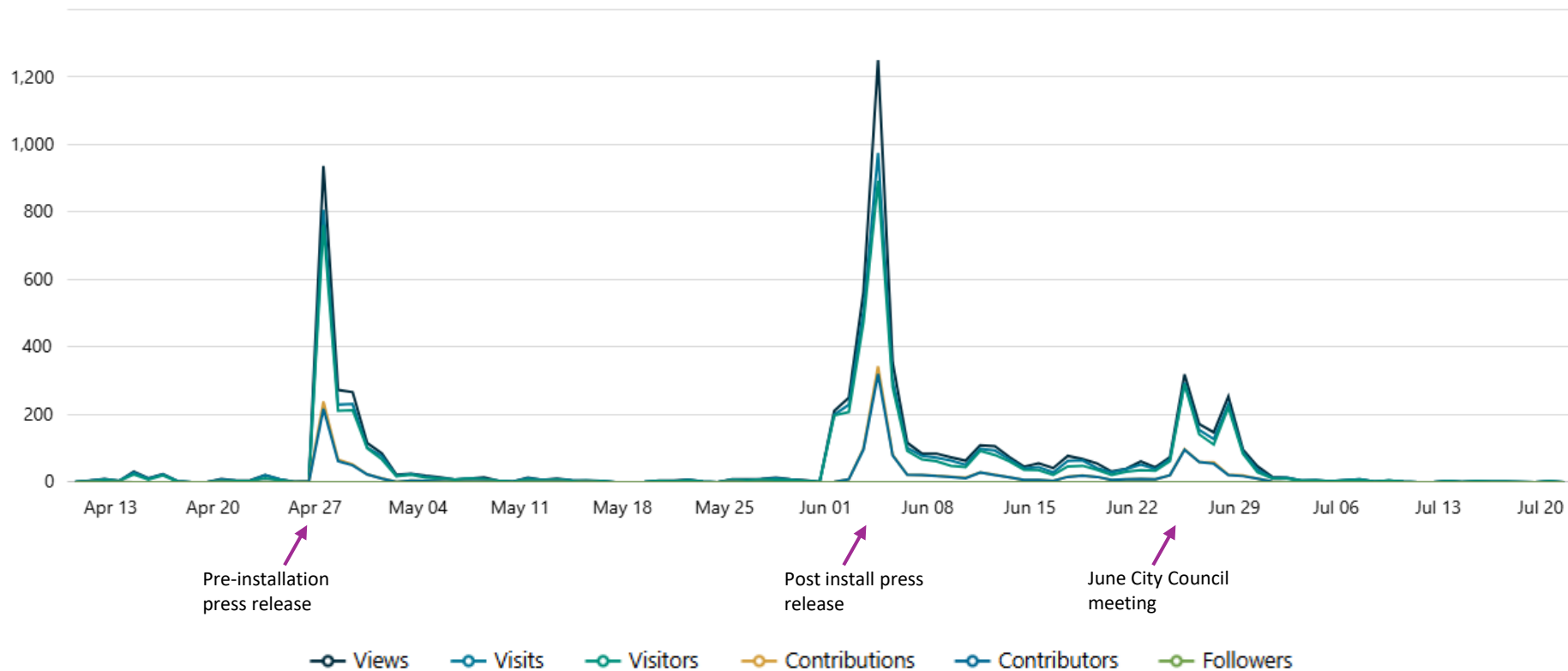


Observed Users

One-hour field observation · June 25, 2026, 12:35–1:35 PM · Augusta to New Street



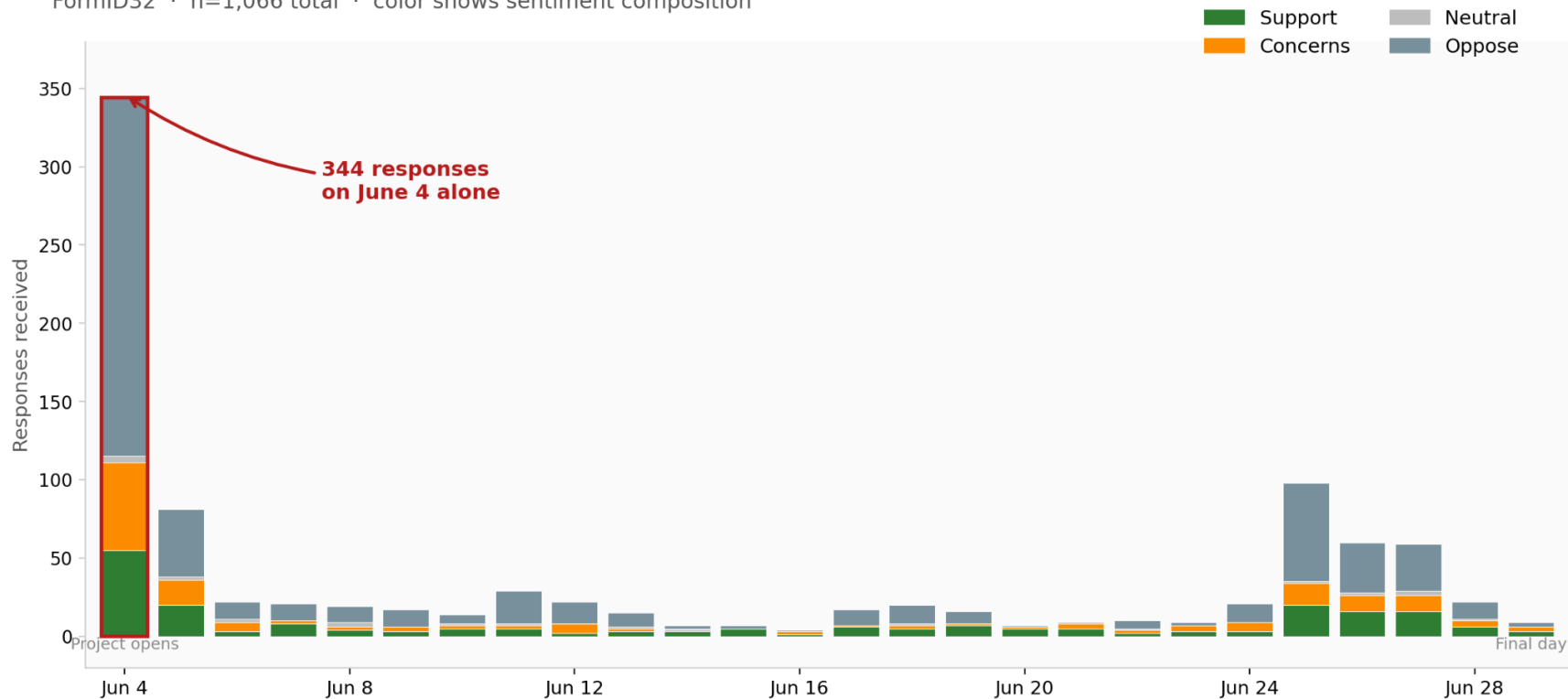
Project Website- Interactions



Survey Responses

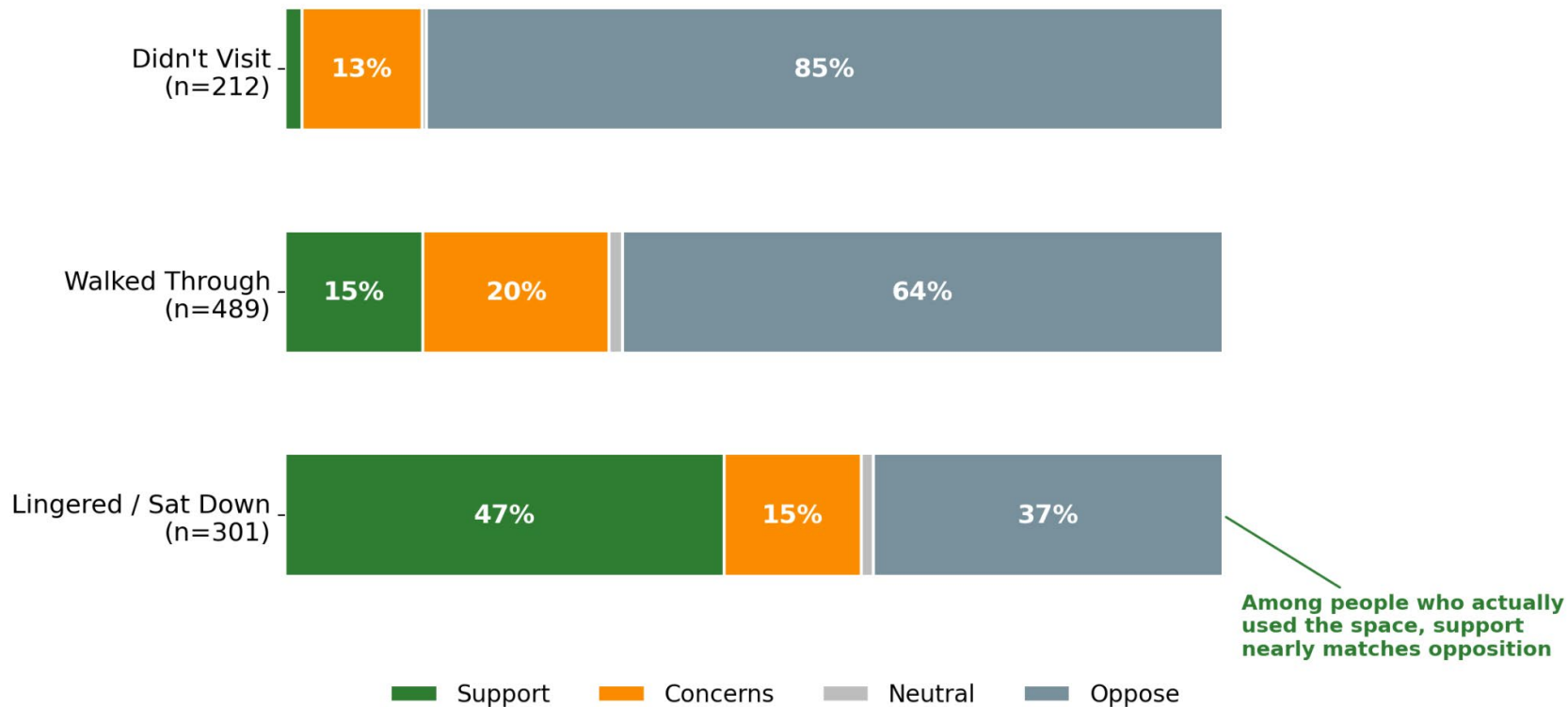
Survey Responses by Day — June 2026

FormID32 · n=1,066 total · color shows sentiment composition



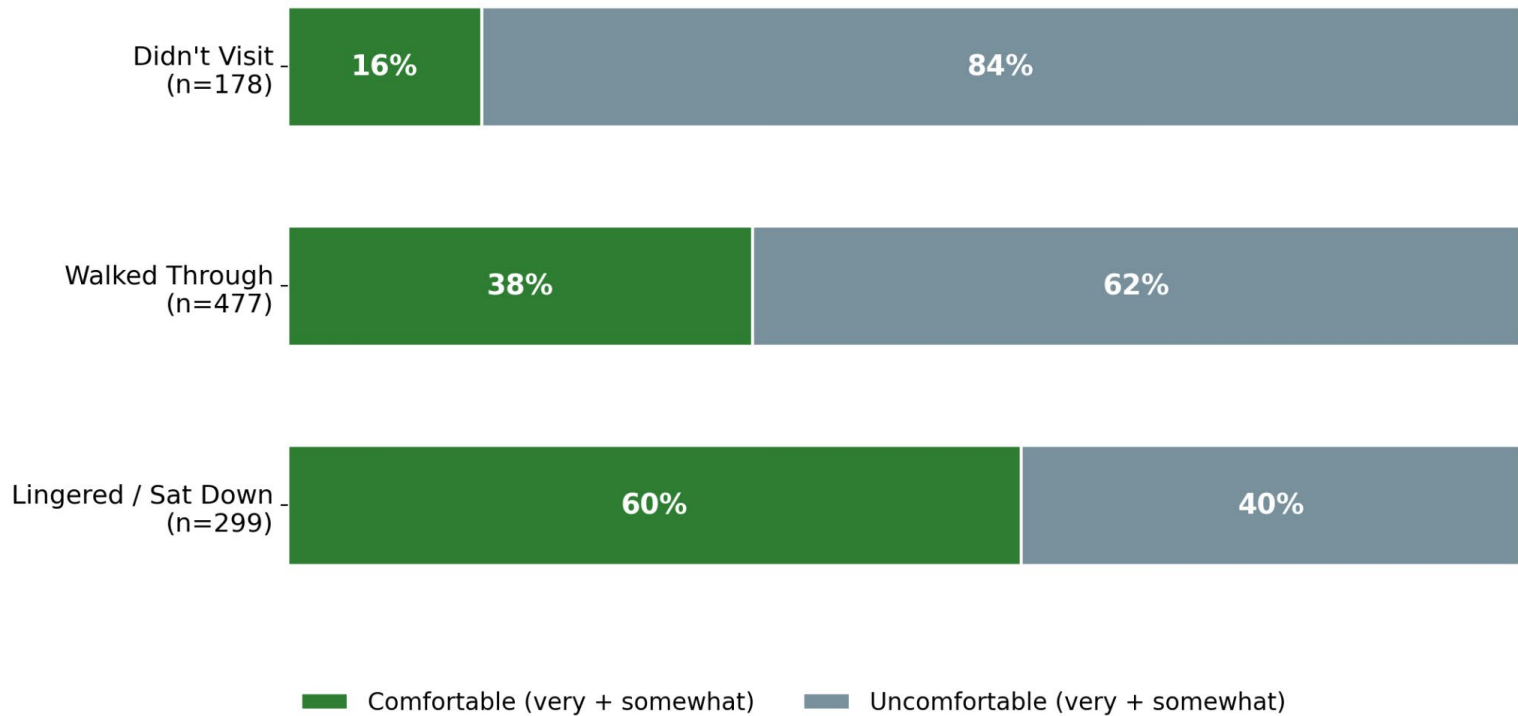
Project Support

Overall sentiment on the Beverley Street Demonstration Project, by level of in-person experience



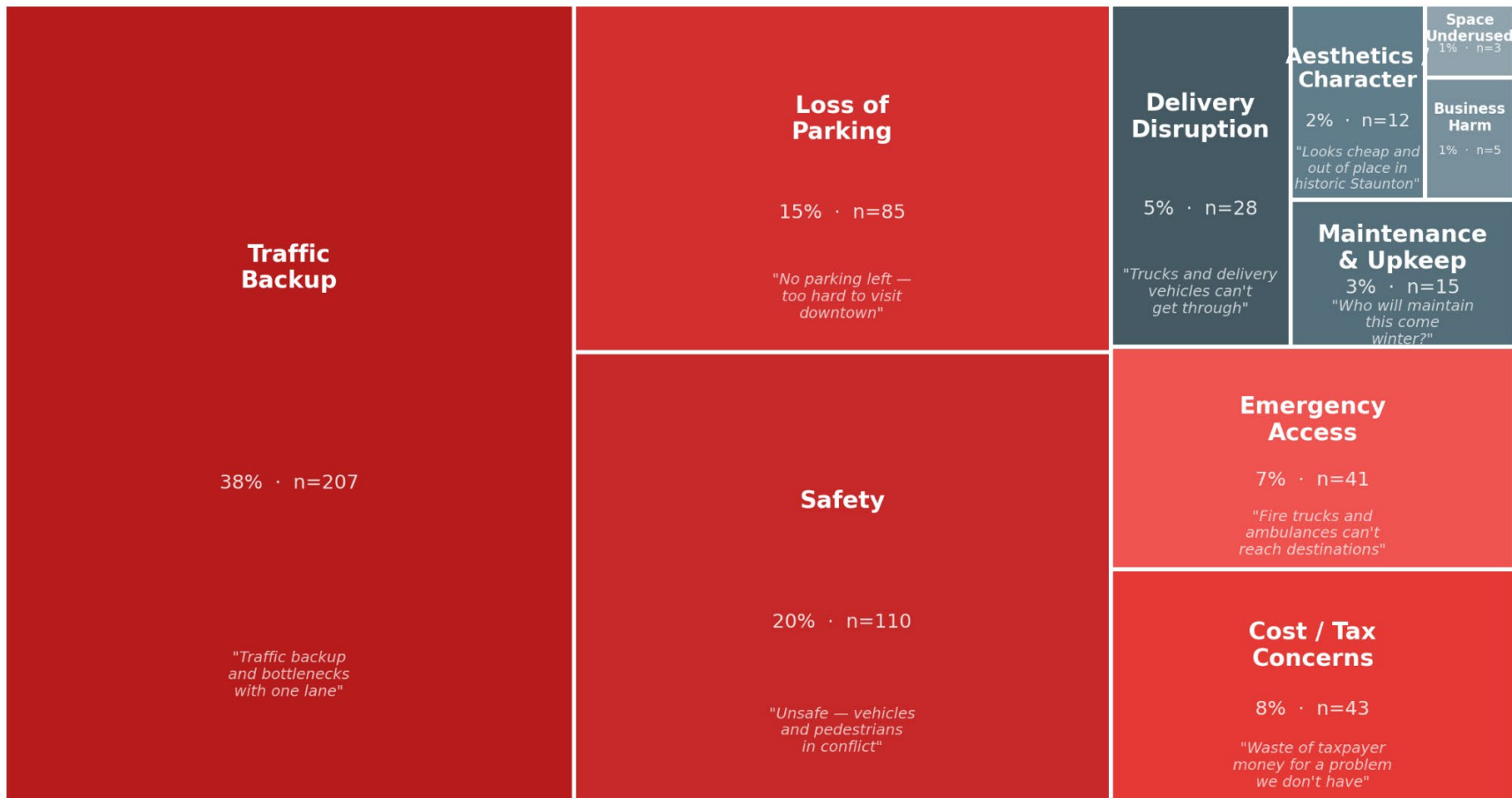
Reported Comfort

Reported comfort walking the demonstration area, by level of in-person experience



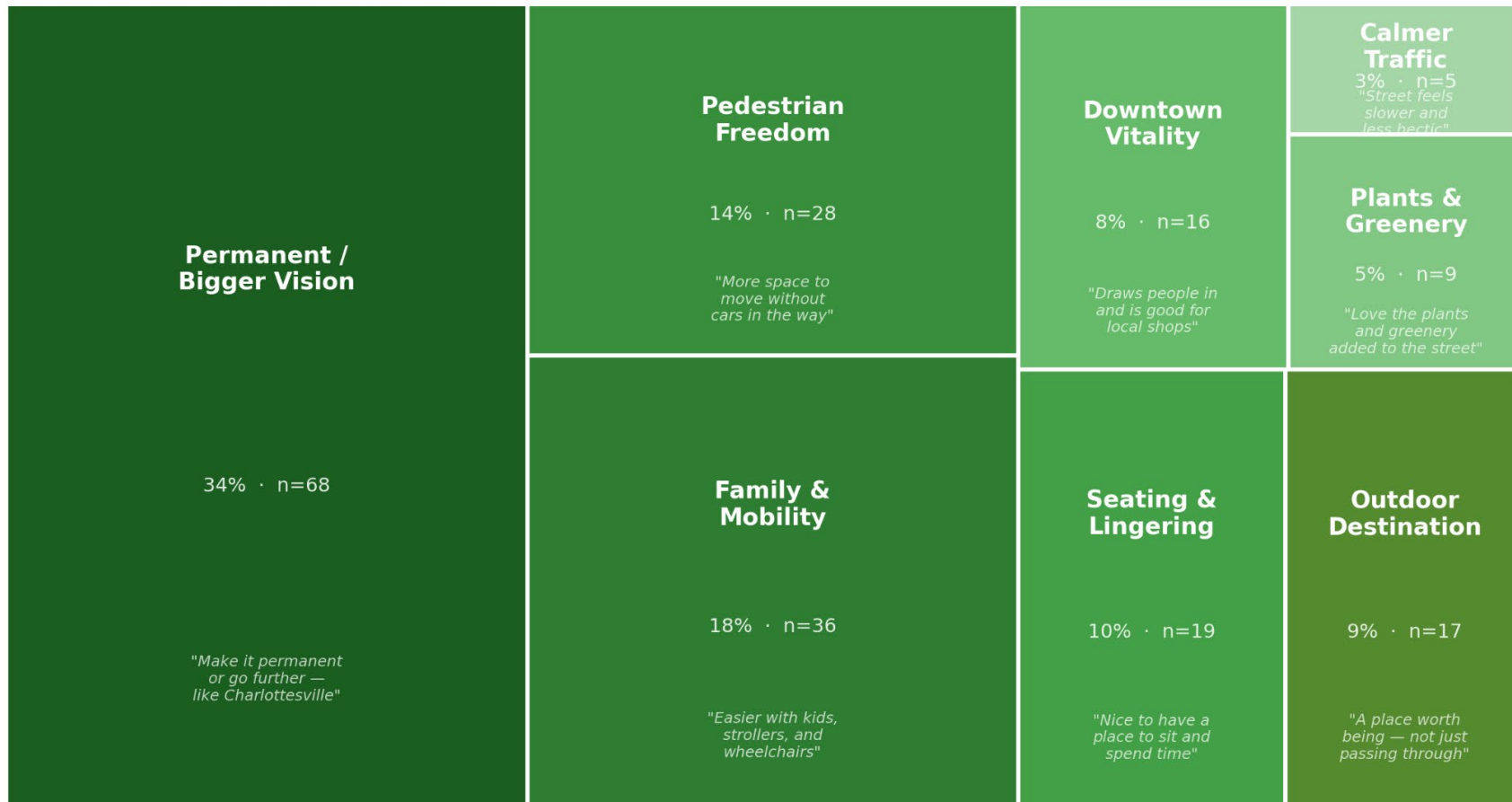
What Respondents Disliked — Detailed View

Negative-sentiment theme mentions · tile size = relative frequency · italic = representative voice



What Respondents Liked — Detailed View

Positive-sentiment theme mentions · tile size = relative frequency · italic = representative voice



Wrap-up

