



Downtown Master Planting Plan

May 26, 2026

Background



- City Plans
 - Downtown Streetscape Plan
 - Pollinator Management Plan
 - Urban Forestry Management Plan
- Project Funding
 - Virginia Department of Forestry Urban & Community Forestry Grant
 - Virginia Tech Community Design Assistance Center (CDAC)
- Desire for Plan to create an updated and cohesive appearance

Project Areas & Goals



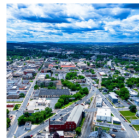
FOCUS AREAS



ENTRY GATEWAYS
Downtown Gateway – North & South Statues



DOWNTOWN INTERSECTION
Main Street Intersections



DOWNTOWN STREETS
Mason St., Medians, Water St., Main St., & Liberty St.



COURT HOUSE SQUARE
Court Sq, West & South – Tree wells & Trees



LANDMARK BUILDINGS
Hardisty-Higgins House Visitor Center
Public Safety Building
City Hall



CITY PARKS
Liberty Park
Denton park
Farmers Market



PARKING FACILITIES
Liberty St. & Elizabeth St. Lot,
Municipal Parking Lot, Water St. & Mason St. Parking Deck



CITY BEDS & PLANTERS
Liberty St. Bed



CITY TRAILS
Nature Trail
Art/Mural Trail

LANDSCAPE GOALS

CREATE A WELCOMING PEDESTRIAN EXPERIENCE

Shaded, well-designed streets make walking comfortable, safe, and enjoyable year-round.

STRENGTHEN NEIGHBORHOOD CONNECTIONS

Green spaces and street trees foster pride and a sense of ownership among residents and local businesses.

ATTRACT VISITORS AND SUPPORT LOCAL ECONOMY

Lively, green streetscapes encourage people to stay longer, explore shops, and attend downtown events.

DEFINE DOWNTOWN AS A DESTINATION

Distinctive plantings, art, and design features give Harrisonburg its own identity — a place people come to experience, not just pass through.

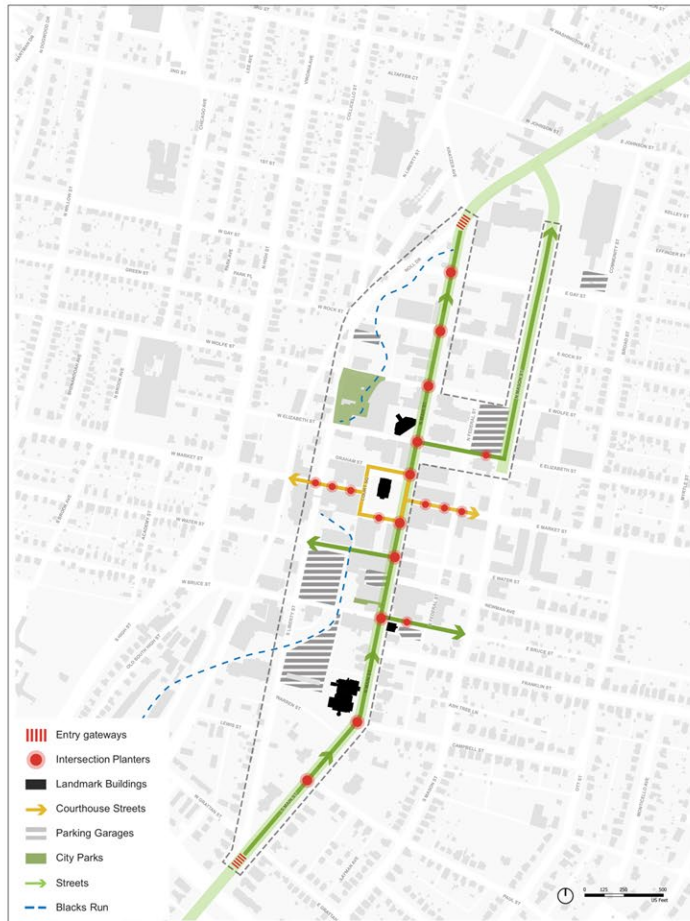


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Harrisonburg: Conceptual Downtown Master Planning Plan and Focus Area Designs

Site Inventory and Analysis
Focus Areas and Goals
March 28th, 2026

Lean Plan



- ENTRY GATEWAYS**
- GREEN CORRIDORS**
MAIN STREET
MASON STREET
WATER STREET
- INTERSECTION PLANTERS**
- COURTHOUSE SQUARE**
- PARKS & OPEN SPACES**
LIBERTY PARK
DENTON PARK
- LANDMARK ANCHORS**
PUBLIC SAFETY BUILDING
HARDESTY-HIGGINS HOUSE VISITOR CENTER
CITY HALL
- PUBLIC PARKING FACILITIES**
PARKING GARAGES
PARKING LOTS

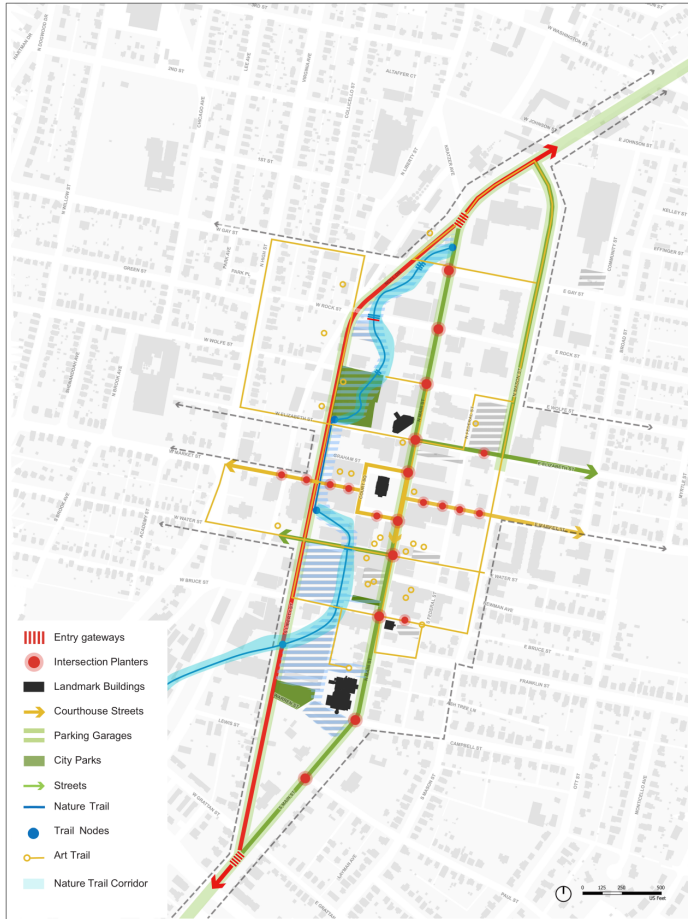


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Harrisonburg: Conceptual Downtown Master Planting Plan and Focus Area Designs

Final Design: Downtown Master Plan - Phase I Scope and Boundary March 26th, 2026

Dream Plan



URBAN STREET CORRIDORS
 MAIN ST & LIBERTY ST - TREE BUMPOUTS
 MAIN ST - ENTERING DOWNTOWN

GREEN CORRIDOR NETWORK
 LIBERTY PARK: THE WOODLAND TRAIL
 DENTON PARK: AN ARBORETUM EXTENSION
 DAYLIGHTING BLACKS RUN
 FARMERS MARKET & LOVE PARK

CITY CANVAS
 COURTHOUSE SQUARE: EVENTS & FESTIVALS
 CAR GARAGES: SCULPTURAL PLACEMAKING
 EXISTING MURAL CORRIDOR: GALLERY GARDENS

PARKING LANDSCAPES
 MUNICIPAL PARKING LOT: REIMAGINING CAR PARKS

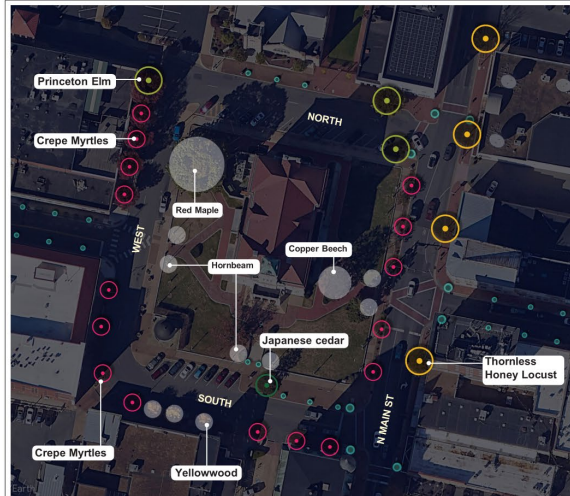


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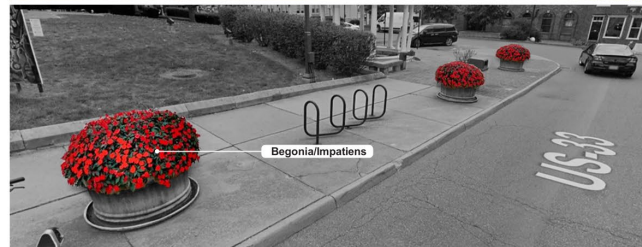
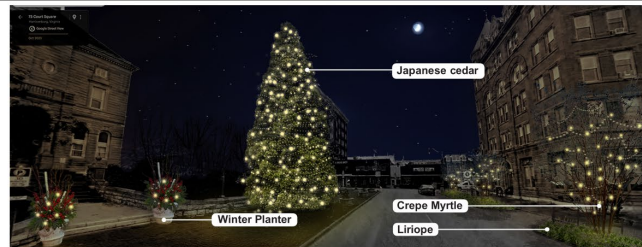
Harrisonburg: Conceptual Downtown Master Planning Plan and Focus Area Designs

Final Design: Downtown Master Plan - Phase II Scope and Boundary March 26th, 2026

Court Square Concept Plan



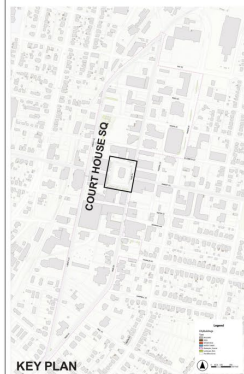
COURTHOUSE PLANTING PLAN: New trees strategically placed among existing Courthouse trees to provide shade and seasonal interest, enhance pedestrian comfort, and to frame the historic square.



PERSPECTIVE: Night view of the south Courthouse entrance (top) and planting existing classical planters (bottom), strategically placed to accentuate the square and highlight it as the main focal point.



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Japanese-cedar (*Cryptomeria japonica* 'Yoshino')



Crepe Myrtle (*Lagerstroemia indica* 'Pink Velor')



Variegated Liriope (*Liriope spicata*)



Big Red Begonia (*Begonia x benariensis* 'Big Red')



REFERENCE IMAGE: Winter Planter (Urban Vase 31)



REFERENCE IMAGE: Court House Planter

NOTES:
To maintain the health and appearance of crepe myrtle, prune in late winter before spring growth starts. Train as trees by removing lower branches to establish a clear framework and open canopy. To stimulate a second summer bloom, prune old flower heads off as soon as petals start dropping. Begin training all young street trees the year after planting and continue through the next five years. Maintain required passage for vehicles. To maintain the health and appearance of Liriope, cut the foliage back in late winter or early spring before new growth appears to encourage a supply of fresh growth.

NOTES:
Water the soil, not the plants, and establish a pattern of watering. Remove spent blooms to encourage new flowers. Do not fertilize in fall and winter. Use a thin layer of mulch before planting to retain moisture and protect plants.
Routine Care for Large Planters of Annuals: Use premium potting mix. Establish a pattern of watering. Remove spent blooms to encourage new growth and maintain the plants' appearance. Apply a balanced fertilizer monthly during the growing season. Use a thin layer of mulch before planting to retain moisture and suppress weeds. Trim back leggy plants in midsummer to encourage new growth.

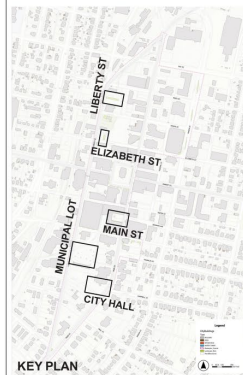
Harrisonburg: Conceptual Downtown Master Planting Plan and Focus Area Designs

Final Design Concept: Court House Square (Phase I) Plan, Perspectives, and Planting Palette
March 26th, 2026

Parking Lot Perspective



PERSPECTIVE: Monumental shade trees and low-maintenance understory planting transform parking lots, reducing heat island effects, slow and reduce runoff and creating a more human-scaled environment.



NOTES:
 To maintain the health and appearance of liriope, cut the foliage back in late winter or early spring before new growth appears to encourage a supply of fresh growth.
 Begin training young street trees the year after planting and continue through the next three to five years depending on species. Limb trees so they maintain required passage fo



**COLLEGE OF ARCHITECTURE, ARTS, AND DESIGN
 COMMUNITY DESIGN ASSISTANCE CENTER
 VIRGINIA TECH**

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Harrisonburg: Conceptual Downtown Master Planting Plan and Focus Area Designs

Final Design Concept: Parking Facilities (Phase I) Plan, Perspectives, and Planting Palette
 March 26th, 2026

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City Hall Parking Lot Concept Plan

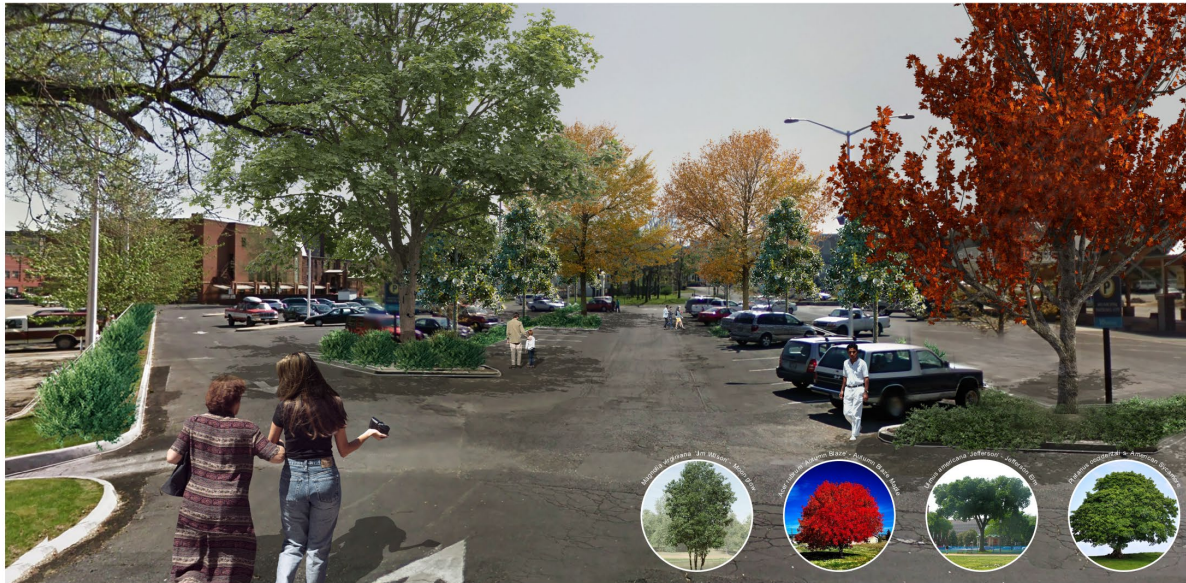


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Harrisonburg: Conceptual Downtown Master Planting Plan and Focus Area Designs

Final Design Concept: Parking and Stormwater (Phase II) Planting Plan
March 26th, 2026

Parking Lot Visualized



1. Terminal and interior islands help direct drivers, reduce driving speeds within parking lots and help reduce runoff.



2. Terminal and interior islands help direct drivers, break up the expanse of asphalt in parking lots and reduce negative visual impacts of large parking lots.



3. Terminal and interior islands help reduce negative visual impacts of large parking lots.



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Harrisonburg: Conceptual Downtown Master Planting Plan
and Focus Area Designs

Final Design Concept: Parking and Stormwater (Phase II)
Perspective and Precedent Images
March 26th, 2026

Next Steps



- Already Implemented
 - Downtown Evergreen Tree
 - Roses
- Release Public Survey – June 2026
- Review and Update Plan – August 2026
- Seek Council Adoption – September 2026