Background

A survey was prepared to obtain community input on the recommendations for placenaming of the area near the Rio Road/Route 29 intersection, developed by SIR as directed by VDOT. The survey was distributed using the following methods:

- Email (332 contacts)
    - Places29 Community Advisory Committees
    - Albemarle County's business contact list for 29 Solutions
    - Albemarle County's homeowners/neighborhood association contact list for those in the Places29 Master Plan area
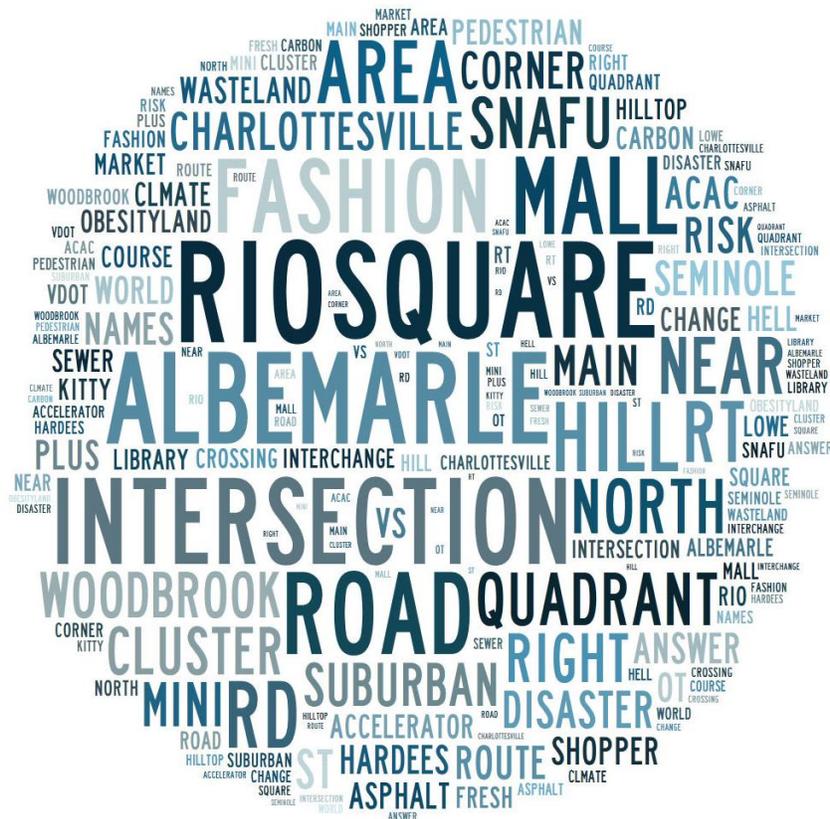- Facebook (969 people reached)
- Twitter (1,644 followers)

The survey was open for one week and received 80 responses. A copy of the full survey results are provided at the end of this document.
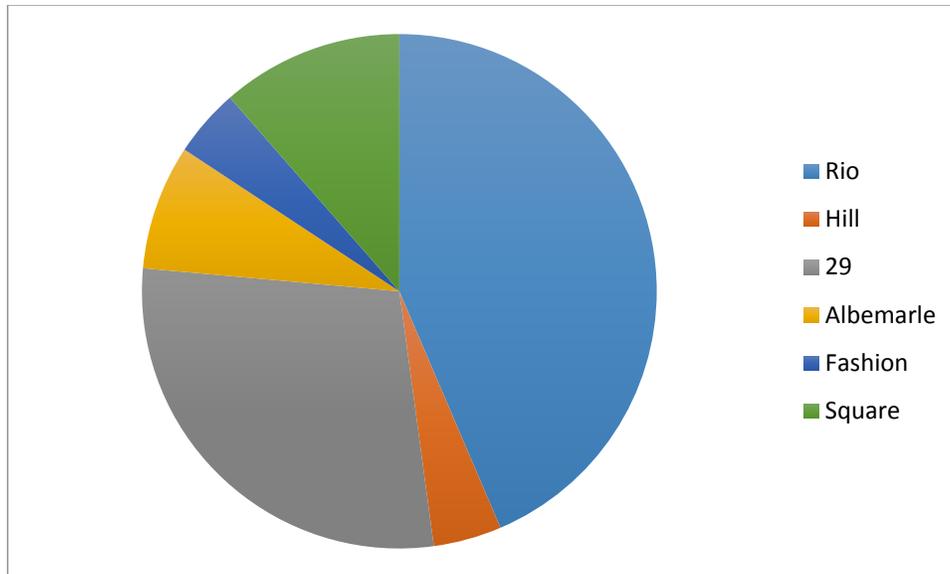
Summary Findings

1. **How familiar are you with the area around the Rio Road/Route-29 Intersection?**
   Most respondents were very familiar with the area, with an average rating of 4.6 on a scale from 1 to 5 (5 being very familiar).

2. **What words or names do you use to describe the location of the shops and businesses near the Rio Road-Route 29 intersection?**

Legend: Rio, Hill, 29, Albemarle, Fashion, Square

3. **According to SIR's findings, the word "Rio" is used by 7 in 10 area residents to refer to this area. Because it relates to the area and is simple and timeless, SIR recommends naming the area "Rio". If someone told you about a new business located at "Rio", would you know how to get to it?**

Legend: Yes, exactly; Sortof/generally; No
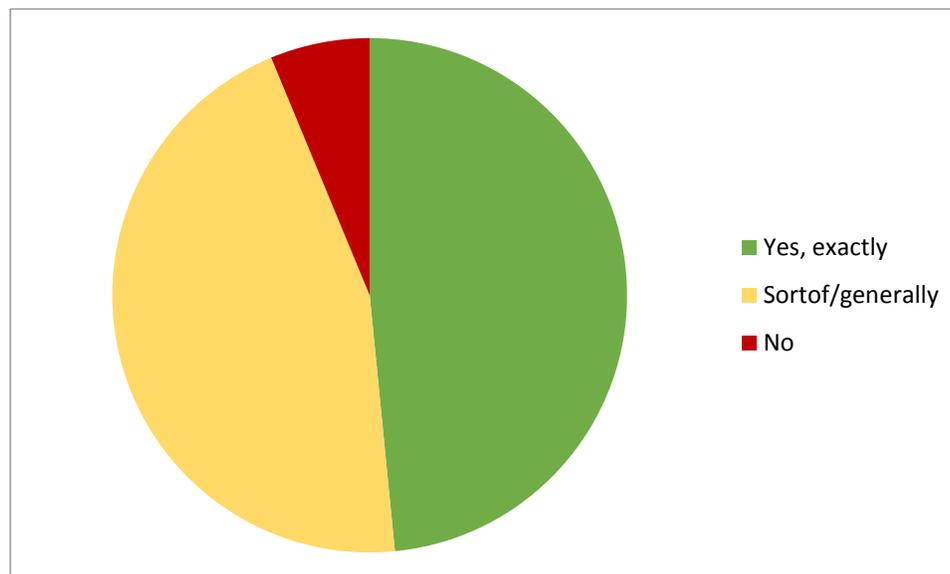
4, 5, 6, 7. **Do the proposed quadrant names depicted on the map above resonate with you? Would you know how to find a business if someone told you it was located in the SW/SE/NW/NE Corner?**
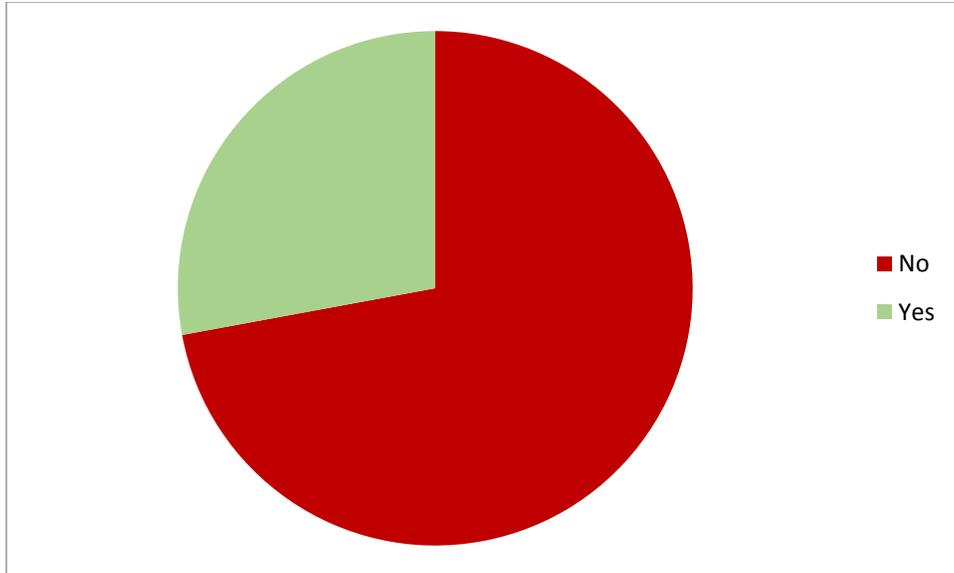
According to the comments, there is a high level of concern among respondents that most people don't relate to cardinal directions. A more relatable reference is stores/businesses.

8. **What changes would you make to the description for the corner directions?**
(Individual corner responses are provided in the appendix, but feedback generally raised the same issues throughout)
Respondents identified that cardinal directions do not resonate with most people and that identifying landmark businesses and stores is more useful. Others recommended to select landmarks further from the immediate area, like the University and Washington, DC.

9. **If "Rio" is used for the signage to direct traffic through this area, SIR has recommended taking the concept to another level to support marketing efforts on behalf of businesses located there, something that identifies the area as a destination of its own. One idea is "Rio Ville". What do you think about this name? Does "Rio Ville" resonate with you?**
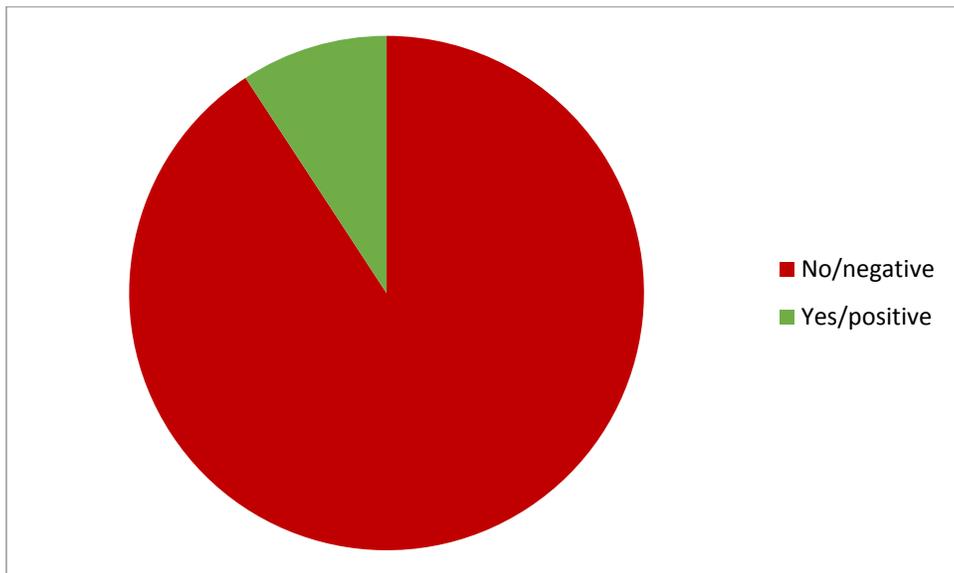
10. Do you have other ideas for an identity for this area?
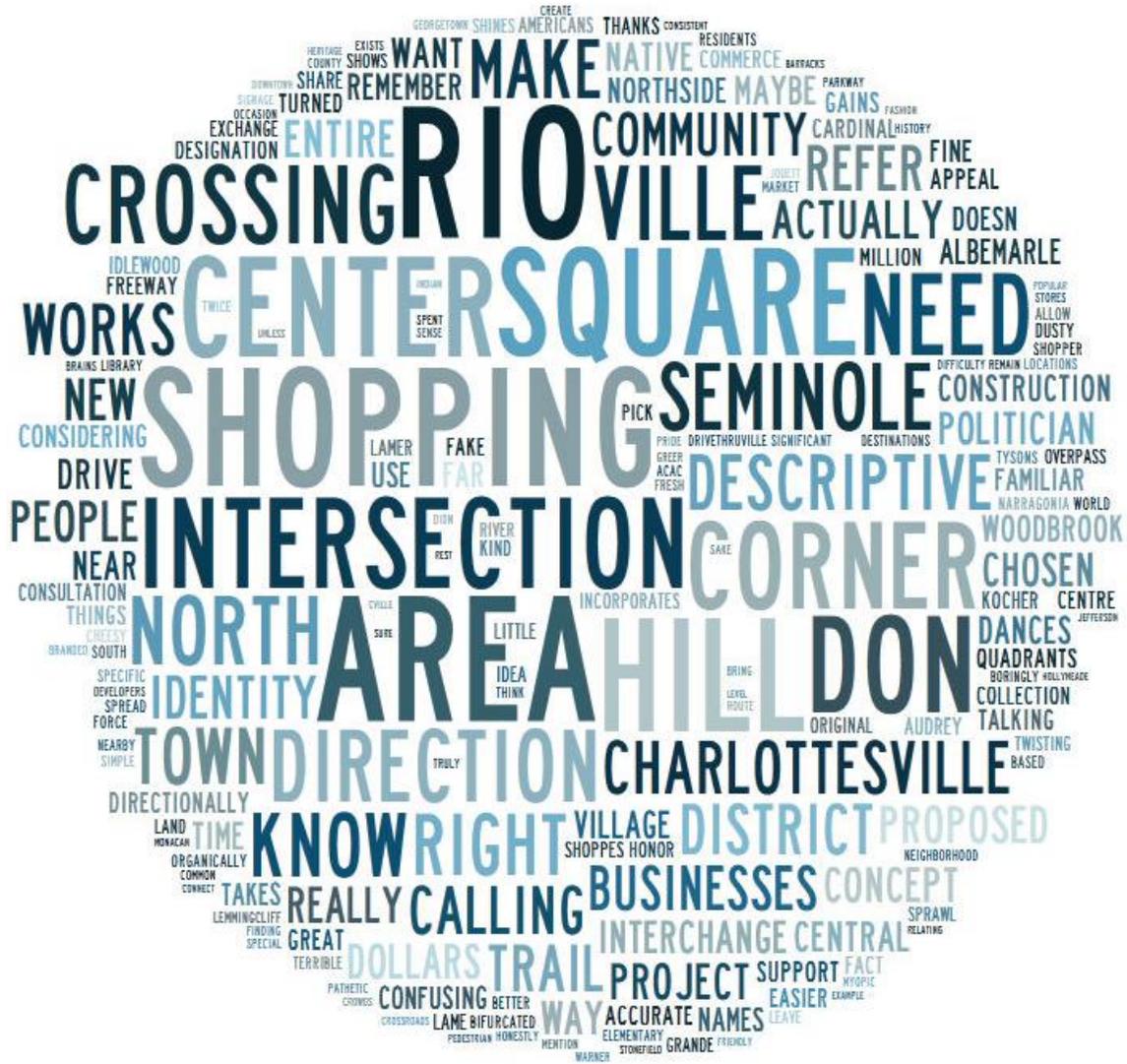
Full Survey Results

1. **What words or names do you use to describe the location of the shops and businesses near the Rio Road-Route 29 intersection?**

Rio-29

snafu

Right now "Cluster"

Rio/29

Albemarle Square, Fashion Square, Rio Hill, Woodbrook

rio rd intersection

Rio Road

Rt 29 near Rio Rd

Fashion Square Mall

29

Mini or Suburban Main St, Charlottesville

 A disaster

Rio 29

"out 29"

Rio and 29

Fashion Square, Rio Corner,

Rio Hill, Albemarle Square, Rio Road

At-risk

Rio, Seminole, Rt. 10

By the mall

Rio Road at Route 29

Albemarle Square

Rio

Rio 29

Rio 29

Rio Intersection

Where acac is

Rio Road 29 intersection

Rio Road

Rio&29 or Rio/29

Rio Road-29 Intersection

Rio Road - North 29 area

Rio/29

Rio/29

29

Rio/29

Rio Road, The Mall

See quadrant names answer

29 + Rio plus quadrant ie Albemarle Square vs Hardees

Rio ot Albemarle Square

Rio intersection, Rio Hill

Rio, mall

Rio Hill, Fashion Square, Albemarle Square, Shopper's World

29 and rio

Rio

Rio-29 Intersection

asphalt wasteland / pedestrian hell / clmate change accelerator / obesityland / carbon sewer

Rio-29 Intersection

Kitty

"where Rio intersects with 29." of course.

29-Rio

Rio-29

Rio&29, or Rio/29, or Rio-29

fresh market, mall, library, rio, 29

Rio rd

Albemarle Square/near the mall/up by Lowe's

Rio and 29

Hilltop

Rio and 29

Rio-29

rio rd intersection

Albemarle Square area

Albemarle Square

Rio

Rio Rd. 29 north area

F**** by VDOT

Rio 29

Albemarle Square, Fashion Square Mall, Rio Hill

Rio 29 interchange

Rio - 29 or 29 - Rio

Rio road intersection

Albemarle Square

29-Rio Crossing

Rio Road

2. **According to SIR's findings, the word "Rio" is used by 7 in 10 area residents to refer to this area. Because it relates to the area and is simple and timeless, SIR recommends naming the area "Rio". If someone told you about a new business located at "Rio", would you know how to get to it?**

- *Yes, I would know exactly where to go to check it out myself. (31 responses)*
- *I would know the general area, but would need to ask for more information to actually find it. (29 responses)*
- *No, I would not know where to go. (4 responses)*
- *Other:*
    - *Rio is a Road so that is not specifically in that intercection alone.*
    - *SELC Mixing bowl*
    - *Rio where? Bad name!*
    - *SELC Mixing bowl*
    - *Umm, what?*
    - *why change. makes no sens to change current designation. Whose dumb idea is this and why ask residents superficial input when input into real decision making is overlooked.*
    - *Rio is a long road. That's not specific enough.*
    - *Asphaltwastes*
    - *Rio is a long road. That's not specific enough.*
    - *ambiguous: there's more to Rio than that intersection.*
    - *You must connect "Rio" and "29" on signage because a place called "Rio" already exists: (1) Google search pin-points it to be in the Northfields neighborhood (in a block bounded by Huntington/Dellwood/Rolling Hill/Northfield Roads); (2) On maps [USGS, ADC, DeLorme] "Rio" is just west of where the RR tracks cross East Rio Rd. near Rio School Lane.*
    - *I'd be confused; Rio's a long arching road, not an area.*
    - *Rio is a road, not just an intersection. More info needed.*

3. **Do the proposed quadrant names depicted on the map above resonate with you? Would you know how to find a business if someone told you it was located in the Southwest Corner?**

- *no*
- *yes*
- *No they mean nothing. Many people are directionally challenged.*
- *yes*
- *Not at first, but if this was the way things were described/ categorized I would eventually learn this.*
- *don't resonate at all.   would know how to find places*
- *SELC Quad*
- *Not at all seems confusing*
- *Yes, but if you called it by present shopping center names; it might make more sense. Rio Hill Shopping Center, Albemarle Square, Fashion Squre, and Dart Shopper's World or more currently, Staples Shopping Center.*
- *I have no sense of the directions so naming the quadrant s does not make sense to me*
- *"I would if they told me it was in the area Southwest of the US29/Rio Rd intersection. I would NOT know without the marker of SW in relation to some point. Also, I think the term ""corner"" is confusing since it appears to be referring to an ""area"" rather than sitting AT the corner of the intersection. Words like ""quadrant,"" ""sector,"" or ""area,"" would all be more effective in achieving understanding than ""corner.""*
- *Having now looked ahead, I think I would understand ""Rio-SW"" and that this would be a reasonable and effective descriptor of a focused but broader area."*
- *Yes, once I new what the area is called "Rio" by itself does not cut it.*
- *SELC Quad*
- *Nope. I could figure it out pretty quickly but it doesn't jump out at me. Part of the problem is that when I think of that intersection I think for Albemarle Square or Fashion Square. Don't think or shop really at the other 2 corners. While your quadrant makes them equal,, I don't think most people have a good sense of direction.*
- *no*
- *This is useless. No one refers to these areas.*
- *Yes*
- *No*
- *Not without a map in hand. East Rio Road and West Rio Road are the names I use. So I would be inclined to say either "north" or "south" of East Rio or West Rio. That is clearer to me than "Northwest Corner," but I guess with time I could figure it out.*
- *The term "Rio" should be added to each quadrant name.*
- *No*
- *No*
- *Yes, but as an engineer I think in north, south, east, west. I don't believe the majority of people would quickly understand this.*
- *No, this is awful*

- *Who cares? Input into real decisions about building the intersection in the first place was overlooked. Do not try to make nicey nicey about names now to make people feel good. Really? And paying the SIR to this project incenses me. You must think people are dumb. I do not care about this matter. Audrey Kocher, 2909 Idlewood Drive, Charlottesville, VA*
- *Absolutely not*
- *If Rio is combined with 29 (ie Rio/29), then sending someone to ne/nw/se/sw corner would make sense. But, because Rio is traditionally Rio East or West for places on Rio Road itself, I think adding "29" will help clarify that someone is talking about the general area, not a location somewhere on Rio Road.*
- *Not really.*
- *I would not know what they mean. If they had the name Rio in front of them it would help.*
- *Yes.*
- *Yes, but the different strip malls and entrances are confusing and dangerous.*
- *No not really I would need more or a landmark for each area*
- *yes*
- *No, I don't think most people would be aware of the cardinal direction related to the intersection. I would venture that most people would refer to the quadrants by the major businesses, i.e. Kroger/Rio Hill; Albemarle Square/ACAC; Berkmar; The Mall*
- *"No.*
- *Rio Hill = Northwest Corner*
- *Albemarle Square = Northeast Corner*
- *Fashion Square = Southeast Corner*
- *Rio Road = Southwest Corner"*
- *I find most people prefer landmarks to cardinal directions.*
- *No*
- *Yes*
- *Sort of. It would help. Right now, I can never remember the names of shopping centers (and I've lived here 15 years) so to me, they're "the one with Kroger," "the one with Homegoods," etc.*
- *What's wrong with "Rio Hill," "Albemarle Square," "Fashion Square," and "Shopper's World?" You guys are overthinking this.*
- *Yes I would understand but no one will use that terminology*
- *Yes*
- *More apt would be NW AsphaltWastes / SW ArcticMelt / SE Pedestriankill / NE PavementHell*
- *Honestly, no. Cardinal directions just don't stick with me very well. I would say "It's in the Rio Hill shopping center; the one with Kroger" or "You know, over there by ACAC". Sadly, there are no distinguishing landscape features to mark these areas, just ugly urban sprawl.*

- *Nope.*
- *yes, not a problem*
- *"Rio-29 doesn't cross at compass points, so the compass-point names are clumsy. For example, the proposed ""SW Corner"" is what would normally be called west of the intersection. If you have to use compass points, call your proposed SW corner ""West Corner,"" proposed ""NW Corner"" simply ""North Corner,"" NE Corner ""East Corner,"" and SE Corner ""South Corner.""*
- *Moreover, locals don't talk about compass points. In conversation w/ other locals, we either refer to anchor stores, commercial/restaurant destinations, establishments that used to be in these areas, or shopping center names."*
- *yes*
- *No , needs explation. You have to know which way is north, south etc. don't take it for granted people know those directons.*
- *I could find it, but this is all overthought and overwrought and a bit hubristic, since it invites comparison with DC, and this area is no DC. I think the businesses complaining about construction are making whiny excuses for attention. If I like your business, I wouldn't let construction get in the way, so knock it off, or I'll avoid your business out of spite. Mountains out of molehills.*
- *No*
- *No*
- *No, they do not "resonate" with me. I don't divide the C'ville area up in my head by 29 and Rio Road. Because of where I live (Pantops), I divide it by 29 and 250 -- which is a major highway.*
- *yes*
- *Yes*
- *No - these are very generic names and most people navigate their daily lives by landmarks rather than directions.*
- *I guess. But this is really silly.*
- *Yes, it makes sense now that I see it.*
- *Lame. Yes I could find them, but very lame*
- *Yes*
- *Yes*
- *Not readily, but if they were named by prominent business or shopping Area such as mall or square or library and colonial keep it as generic but familiar as possible*
- *Yeah, I would know the area if someone said the Southeast corner of Rio - 29*
- *Yes*
- *"yes*
- *yes"*
- *Can't really read the map, so unsure of the locations. Corner makes it sound like at the end. EX: Southwest Corner makes me think the farthest possible area on the map. I like Section or Market or Area*

4.   What changes would you make to the description for the Northeast Corner?

- *Albemarle Square should be added in here somewhere.*
- *I think this is all way too confusing*
- *I would not use directionals*
- *Honestly, I also associate that quadrant with access to head towards Greene County, Madison, Culpepper, and Washington, DC (more than thinking of it as a gateway to downtown)*
- *Doesn't actually lead to those places. Maybe "to woodbrook and gardens Blvd"*
- *"RIO-NE   Rio Road East to Rivanna River*
- *RIO-SE   Rio Road East to Downtown Charlottesville*
- *RIO-NW   Rio Road West to CHO & Earlysville*
- *RIO-SW   Rio Road West, Hydraulic Road & Stonefield"*
- *What? I don't get it. Is this pointing people towards the John Warner Pkwy? I think you need more landmarks or neighborhoods. cATEC, Dunlora, something.*
- *Albemarle Square*
- *Delete it*
- *Include Albemarle Square*
- *Include Albemarle Square*
- *Take this project and shove it.*
- *Rio/Albemarle*
- *maybe add JW Parkway*
- *Ok unless you are also planning to name specific businesses or shopping areas?*
- *none*
- *Calling it Albemarle Square - the description is fine*
- *I'm not sure what the question is. Where would this sign be placed?*
- *To NE PavementHell*
- *This is for all directions: All of these confuse the heck out of me; are they signs for travelers on 29 turning onto Rio/Hydraulic? Seems like UVa should be on there. And the airport.*
- *it appears to work as is - don't over think it*
- *What's the difference between that and rio southeast? Confusing*
- *Not humoring this.*
- *Rio east*
- *So Rio Northeast and Rio Southeast are the same? That's useless. What's the southern boundary of this corner? I suppose 64, since you're saying it leads into downtown. Are you continuing the boundary of Rio Road with McIntire or stopping it at 250? If you're defining Quadrants and what they contain, define the boundary! Why is even necessary to define Quadrants at all? Just put up signs that tell people downtown C'ville is reached by Rio Road South and 29 South.*

- *to E. Rio Rd and downtown, less letters easier to read/less cluttered sign. Obviously you are in Charlottesville so including Charlottesville is redundant*
- *I wonder why we need the names "Rio Northeast" et cetera, if the purpose is to tell people how to get where they are going. Would just having the text indicating where they are going suffice? Having a new title seems more words than necessary.*
- *I don't understand why Rio Northwest directs people to Rio Hill, which as I understand it is up 29th North, whereas Northeast directs people to downtown Cville. Those 2 should be analogous. What is the point of doubling the directions southeast or southwest? Each sign should point to the things that are actually in that direction. Northeast should include the name of the shopping center.*
- *No description*
- *To Albemarle Square*
- *Albemarle Sq it's been that for 40 years*
- *none*
- *to Rio Road East, John Warner Parkway and Downtown Charlottesville*
- *Don't see Downtown as the Northeast, wouldn't that be Southeast?*
- *to Rio Road East, Albemarle Square and Downtown Charlottesville*

5.   What changes would you make to the description for the Southeast Corner?

- *Fashion Square Mall should be added here.*
- *ditto*
- *SAA*
- *"Southeast corner as associated with Fashion Square and continuing onto*
- *Barracks Road Shopping Center, and the University/ University Hospital"*
- *"RIO-NE   Rio Road East to Rivanna River*
  RIO-SE   Rio Road East to Downtown Charlottesville
  RIO-NW   Rio Road West to CHO & Earlysville
  RIO-SW   Rio Road West, Hydraulic Road & Stonefield"
- *Same*
- *Fashion Square Mall*
- *Delete it*
- *Add something about fashion sq mall*
- *Include fashion square mall*
- *Include fashion square mall*
- *Seems like there should be some note of Fashion Square Mall with regards to this quadrant.*
- *Ditto*
- *Rio/Mall*
- *maybe add JW Parkway*
- *Ok, same as above*
- *none*
- *Calling it Fashion Square - the description is fine*
- *I'm not sure what the question is. Where would this sign be placed?*
- *To SE Pedestriankill*
- *it appears to work as is - don't over think it*
- *Not humoring this.*
- *Rio east*
- *"Here's the mall and Whole Foods"?*
- *To E. Rio Rd and Downtown.. less letters easier to read/less cluttered sign. Obviously you are in Charlottesville so including Charlottesville is redundant*
- *No description*
- *To Fashion Square Mall*
- *Fashion Sq.*
- *none*
- *to Rio Road East, John Warner Parkway and Downtown Charlottesville*
- *OK*
- *to Rio Road East, Fashion Square and Downtown Charlottesville*

6. What changes would you make to the description for the Northwest Corner?

- *ditto*
- *SAA*
- *Gaining access to Colonial Auto, Rio HIll Shopping Center and Lowe's, Walmart, and Sam's*
- *"RIO-NE   Rio Road East to Rivanna River*
  RIO-SE   Rio Road East to Downtown Charlottesville
  RIO-NW   Rio Road West to CHO & Earlysville
  RIO-SW   Rio Road West, Hydraulic Road & Stonefield"
- *What is Rio Hill?*
- *none*
- *Delete it*
- *What a waste of tax payers money*
- *Rio/Westmore*
- *Why is Rio Hill shopping center being added here?*
- *Add and Hydraualic Road*
- *ok*
- *none*
- *Calling it Rio Hill - the description is fine*
- *"Rio Hill" doesn't mean much to me. It seems like, as the proposed Northeast and Southeast signs are the same, so should the Northwest and Southwest be the same.*
- *I'm not sure what the question is. Where would this sign be placed?*
- *To NW AsphaltWastes*
- *it appears to wok - don't over think it*
- *Not humoring this.*
- *"Here's the IHOP."*
- *W. Rio Rd and Rio Hill ... less letters easier to read/less cluttered sign. Obviously you are in Charlottesville so including Charlottesville is redundant*
- *No description*
- *Colonial Auto*
- *none*
- *OK*

7. **What changes would you make to the description for the Southwest Corner?**

- *ditto*
- *SAA*
- *Gaining access to Wendy's, Staples Center, Berkmar businesses, and the new Northside Library and the Daily Progress plus PhotoWorksGroup*
- *Take out earlysville and add berkmar shopping center*
- *"RIO-NE   Rio Road East to Rivanna River*
  RIO-SE   Rio Road East to Downtown Charlottesville
  RIO-NW   Rio Road West to CHO & Earlysville
  RIO-SW   Rio Road West, Hydraulic Road & Stonefield"
- *Best of the bunch.*
- *none*
- *Delete it*
- *Who cares. The survey introduction does not provide any justification for re maning the area and the cost to do so and pay for this survey*
- *Rio/Hydraulic*
- *Change Hydraulic Drive to "road"*
- *ok*
- *none*
- *Wouldn't include Hydraulic Road.*
- *library first...(order of encounter by car) add rd to Earlysville*
- *Too long. I would remove Earlysville and Northside Library. It seems like, as the proposed Northeast and Southeast signs are the same, so should the Northwest and Southwest be the same.*
- *I'm not sure what the question is. Where would this sign be placed?*
- *Add AHS*
- *To SW ArcticMelt*
- *it appears to work - don't over think it*
- *Not humoring this.*
- *"Here's Trader Joe's and the only remaining cinema anyone actually goes to."*
- *to W Rio Rd..... less letters easier to read/less cluttered sign. Obviously you are in Charlottesville so including Charlottesville is redundant*
- *No description*
- *Northside Library*
- *"Earlysville reference" confuses me at first glance. If i think that I'm headed for the Earlysville intersection with Rio (at the Rock Store corner market) then this makes some sense, but it seems like I can get there with the Northwest Corner reference - but maybe this is incorrect?*
- *Take off Earlysville*
- *Be certain it is Hydraulic Road. The example sign above says Hydraulic Drive.*

8.   **If "Rio" is used for the signage to direct traffic through this area, SIR has recommended taking the concept to another level to support marketing efforts on behalf of businesses located there, something that identifies the area as a destination of its own. One idea is "Rio Ville". What do you think about this name? Does "Rio Ville" resonate with you?**

- *I think this is unnecessarily confusing -- you are still in Cville it is NOT a separate town it is a place in Cville. Rio is simple, clean and graphically pleasing*
- *No...Rio/29*
- *Do not care for it. Sorry!*
- *I do not like it at all.*
- *Well, the intersection is the high point on a hill, so why not call it Rio Hill, like the name for the Civil War skirmish.*
- *No it doesn't do the area justice it's too simplistic*
- *Actually, that does resonate with me because it is so familiar, associated with Cvlle, the rag. Problem is, once you associate it with this area; you will never be able to remove it. It will be here forever, and then all areas will develop sub-township names similarly. Its good with me, good job!*
- *Absolutely not! The extra syllable in Rio makes the name too long. It sounds like a joke and is disrespectful to the high end businesses in the area. Also you can't have a ville within a ville (Cville). Also, naming a place needs to happen organically starting with consumers, the idea of paying someone to create a name is not a good idea. I for one will never refer to this area by that name.*
- *not yet... though I agree with the strategy*
- *Yes! Once people get used to it. Quite spunky and memorable. The equivalent of "The Corner" area near UVA.*
- *Don't really like it but I don't have a better idea. Hard to picture it catching on but who knows.   I appreciate the effort to make this huge corner into a "place" but it's going to be tough. I guess I think of it as Rio Corner.*
- *no, I would simply say "SHOP Rio"*
- *Dumb idea. Forget it*
- *No*
- *I can't say I like it.   "Rio Mills" sounds better to me.*
- *No. Does not resonate at all.*
- *No, don't like this name at all.*
- *No*
- *No*
- *No, it sounds terrible and a bit cheesy. Honestly, my initial thought was of an SNL skit.*
- *No, do not like this either*
- *It does not resonate with me. Talk to the merchants, not me.*
- *No*

- *Not at all - this is a Cville town. Plus, Rio Road encompasses much more than just the area right around Rio & 29. Also, north and south areas impacted by construction along Route 29 have nothing to do with a Rio Road identity. Ugh!!*
- *Why not Rio Hill since that is what it was referred to historically?*
- *Not really.*
- *Yes! Great idea!*
- *Rio Ville sounds lame and uninspired. Like you just combined Rio with C'ville with out the C' ....oh damn that's exactly what you did. Rio is not a 'ville. Sorry to burst your bubble high paid marketing exec's. There are too many 'villes around here any way. Look em up!*
- *Nope, think that is a poor descriptor. I cannot imagine such an idea helping the businesses that are likely to be hurt by the construction.*
- *Ugh.*
- *ville is too much a town/city and takes away from C-ville.*
- *It's terrible. Please don't do this.*
- *Corny. Rio Hill is a historic name.*
- *It seems a little silly but I'm fine with it. (That logo is terrible though.)*
- *It's one of the dumbest things I've ever heard. This is not an area with any kind of coherent identity, other than being the site of 3 strip malls and a shopping mall.*
- *Good idea.*
- *Asphaltville would be more apt.*
- *UGH. NO. It resonates as cheesy and gimmicky.*
- *RioVille does not resonate with me. It does the opposite of resonating with me.*
- *"No No No.*
- *And FYI, I never say 28th place."*
- *don't like it - too "cute"*
- *No. I'd also be wary: locals pronounce "Rio" with a long "i" It would be easy for the long "i' to be jokingly/mockingly carried to "Ville" in your proposed name, rendering it "Rio Vile."*
- *Noooooooooooooo! to "RIOville" !!*
- *CHEESY*
- *No it sounds dumb. I don't understand why the quadrants. It's confusing. I think people use landmarks, eg churches , mini golf, the car dealership etc to locate things and always will. Why can't it just stay rio rd and 29?*
- *No, it does not resonate. It sounds forced and embarrassing. Again, somebody's trying too hard. Cease and desist.*
- *No, not rio vile ... That's so lame*
- *I HATE IT!!!!!!!!!!!!!!!!!!!*
- *this is good*

- *No. "Rio Ville" sounds like a twee little overpriced boutique. And it is not "All Here!" Don't be silly. C'ville residents already know what's there. Fresh Market, ACAC, a couple restaurants, there's actually very little there.*
- *Silly and corny name.   No does not resonate. Uptown and midtown Charlottesville have been floated in the past and the don't stick*
- *Ridiculous. A "ville" refers to a city or town. Rio area is not a separate town. Just stick with Rio.*
- *I like the idea of creating a destination; however the name "Rio Ville" does not resonate with me. Rio is the name of the road, but doesn't hold a lot of cultural value or represent something deeper that would be more effective in a marketing campaign.*
- *Jesus God, no. This is absurd.*
- *No, I don't like Rioville. Rio by itself has a much stronger, distinctive sound and isn't an imitation of Cville.*
- *Awful*
- *Not rio vile. It sounds fake*
- *I understand the concept, taking C'ville and making it Rio'ville...but it doesn't flow like C'ville and Hoo'ville do, but maybe it is because those terms have been around for a while.*
- *No*
- *It's fun.*
- *No, it doesn't work for me*
- *"no, it's awful*
- *the area is not a city or a village*
- *begs the question of what about marketing for Seminole Square*
- *Fashion Square Mall already has name recognition"*
- *I like it*
- *I think that works.*

9.   **Do you have other ideas for an identity for this area?**

- *The area doesn't need a new name. We all know Rio-29. Any other names would be confusing*
- *Rio/29*
- *Rio 29 is what most people are familiar with.*
- *"""Rio"" is fine.*
- *""Rio Crossing"""*
- *see above*
- *Ville should not be in the name it takes away from the city.*
- *No, I actually like what you've proposed! Considering I am not in support of this entire project, this is great gains and a step in the right direction! I really like the proposed Rio-Ville, its the right concept and has just the right appeal. Good job!!*
- *People know that this is an intersection, just call it 29@rio so everyone knows what you are talking about. And while it may not be directionally accurate, call the quadrants by their cardinal direction to make things easier. North corner. Etc... This area does not need to be turned into some sort of fake town area. It is, in fact, a collection of shopping centers.*
- *No.*
- *Rio29*
- *"The most descriptive designation would be:*
- *The 1/2 mile, 2 (3,4) million dollar Charlottesville Freeway to Nowhere"*
- *Rio and 29*
- *"The Rio area" would also work.*
- *Rio District*
- *Commerce way*
- *"Rio 29 intersection.*
- *Whatever name is chosen please do not name the area after a politician."*
- *"Rio 29 intersection.*
- *Whatever name is chosen please do not name the area after a politician."*
- *"Rio Centre*
- *Rio Crossing"*
- *Rio interchange*
- *"None to share. Pay me if you want consultation about this. Audrey Kocher, 2909 Idlewood Drive, Charlottesville, VA 22901."*
- *Rio Central*
- *Rio/29 Shopping Central*
- *How about calling the area North Charlottesville?*
- *Maybe call it "Rio Hill" since it is near the Rio Hill shopping center.*
- *No, thanks!*
- *" rio/ 29 or Rio/ Seminole Trail let's honor the native americans a little.*

- *Rio on Seminole Trail*
- *Rio Trail*
- *The Shoppes on Rio/29 LOL this is a joke! Don't pick this it is even lamer than Rio Ville*
- *Rio Corner(s)*
- *Rio North*
- *Rio Village I kind of like this since it incorporates your original (although lame) idea.*
- *Rio Town*
- *Rio Center*
- *Rio*
- *Shop Rio*
- *Rio Shops*
- *Rio Exchange*
- *Rio Overpass*
- *Rio Sprawl*
- *Her name is Rio and she dances on the sand*
  Just like that river twisting through a dusty land
  And when she shines she really shows you all she can
  Oh Rio, Rio dance across the Rio Grande
- *No, but not calling it anything would still be better than Rio Ville.*
- *Rio Crossing works for me*
- *Leave it alone. Let residents call it the Rio/29th North area. Or allow a name to grow organically over time. Don't force it. Again, this is terrible and cheesy.*
- *Rio Hill*
- *Rio Hill?*
- *Refer to businesses based on where they are. If they're in Shopper's world, say so. If they're behind Rio Hill, say they're behind Rio Hill. The entire area is too spread out, and it's about to be bifurcated by a construction zone. Just be specific.*
- *"1. Tysons Corner South*
  2. Narragonia
  Drivethruville
  Lemmingcliff"
- *Rio-29 Intersection is simple and descriptive. I live near the shopping center with Fresh Market and ACAC; drive by it at least twice every day, and I never remember the name of the center. I remember Rio Hill shopping center because I hear it referred to that way all the time--and it's actually on a hill--but the others, nope. I'd rather the area be called something boringly descriptive like "Rio-29 Shopping District"*
- *Need to think.*
- *Rio area alone works*
- *Rio & 29, or Rio-29, or Rio/29*
- *Rio Area*

- *"The most significant locations nearby for the community are Woodbrook Elementary and the new Northside Library. Since Woodbrook is also a neighborhood, I don't see why you don't just use ""Northside"" to refer to the whole area.*
- *For destinations, you need more common sense. Signage should mention Albemarle/Jouett/Greer and Georgetown Rd. in one direction and Pen Park/Warner Parkway in the other direction. For Pete's sake, use your brains and take pride in what already exists!*
- *Honestly, if county businesses and developers have been too myopic to create community this far along, I don't see why a construction project would be the occasion to do so. Truly pathetic."*
- *"It's old route 10 Maybe bring back the history"*
- *Rio Crossing*
- *FOUR CORNERS*
- *It's always had an "identity"; it's the intersection of Rio and 29. No one has ever had difficulty finding the stores there because it didn't have a branded "identity" before! How many tax dollars got spent on this? If it has to have a special name, name it "Rio Square" to remain consistent with "Albemarle Square" and "Seminole Square" and "Fashion Square" that are already in the area.*
- *Just don't name it after anything relating to Jefferson.*
- *This area is not too far from the Monacan Indian village that was part of this community. Is there a name that may connect with this native heritage?*
- *Just don't.*
- *If you want it to be popular and have the crowds the downtown mall, Stonefield, and Barracks Road have, make it pedestrian friendly. Make that part of the "identity."*
- *Rio corner*
- *Rio 29 interchange   That's what it is and where it is!*
- *"Mid-Town at Rio*
- *Shops at Rio*
- *Cville CrossRoads"*
- *"Rio square*
- *The Square at Rio/29*
- *The Square"*
- *"Rio Center*
- *Rio District*
- *Rio at 29*
- *not sure we should take the concept to another level unless we plan to do the same for the rest of the businesses on 29, for example Seminole Square and Hollymeade "*