

Martinsville, Virginia City Council

Goals & Initiatives and Vision 2025

Approved & Revised June 24, 2008

Ranking of each item included



Martinsville

A CITY WITHOUT LIMITS

MARTINSVILLE CITY COUNCIL 2025 VISION (9-22-06)

Nestled at the foot of the Blue Ridge Mountains is the City of Martinsville – a model community that people love to call home. The charm of our City flows from our friendly citizens that take pride in their community that is progressive and whose character is defined by strength, resolve, and determination. Martinsville is adorned with a Southern style designed through conscientious efforts to preserve the past, provide for the present, and plan for the future. NASCAR racing at the Martinsville Speedway is just one of the gems in our City of opportunity. Precious to our City's legacy is our commitment to economic vitality, educational excellence, citizen participation, and a great quality of life. Martinsville's attractiveness is accessorized by its majestic mountains, which provide natural beauty and a wonderful climate throughout the year. It is truly a City of all seasons.

Recreation

The City of Martinsville offers numerous recreational opportunities. Whether you want to enjoy the outdoor beauty of the Blue Ridge Mountains, or the speed on a NASCAR or motocross track, Martinsville has activities for you and your family. Located close to the majestic Blue Ridge Parkway, Martinsville has everything to meet the dreams of those who love the outdoors. Camping, canoeing, kayaking, horseback riding and fishing are just a few of the activities to enjoy when you're not relaxing in one of Martinsville's beautiful parks or strolling along its walking trails. There is a tremendous opportunity to attend first class school sporting activities within a community that strongly supports and encourages youth participation. Whether playing on the golf course, or sitting in the stands of the Martinsville Speedway - you're quick to realize that Martinsville is a fun place for both children and adults.

Goals & Initiatives

Wilson Park (PRIORITY 1)

Work cooperatively with the Martinsville Public Schools, YMCA, Virginia Museum of Natural History, and Church and Oakdale Neighbors to develop and adopt a plan to improve the utilization of Wilson Park. Initial first phase of construction completed by June 2008. *City has committed to pay 1/3 (up to \$5000) of the design study fee, improvements to be financed through private donations (naming opportunities), grants, and fundraising efforts. City may provide in kind donations for park improvements and maintenance. (ex. Bush hog, mowing, etc) Anderson and Associates was hired in September 2007 to prepare a master plan for the park. Two public input sessions have been held and a preliminary master plan has been developed. The Wilson park Steering Committee will make final suggestions / revisions in December 2007. Expect a final master plan to be presented in early 2008. master plan will then be used to begin fundraising efforts to pay for proposed park improvements Leisure Services has completed renovations at Wilson Park as part of its 5 year renovation plan. Five year plan at other parks has been completed with the exception of West End, Oak, and Cole-Carol.*

Sports Facility (PRIORITY 1)

Work with the Harvest Foundation and Henry County to build a sports facility/complex that will meet the needs of the community and surrounding areas. *Property has been transferred to the City. Property will be transferred to Sports Authority once lots are consolidated. All tires have been removed from the building. Demolition bids have been received, environmental assessment has been completed, currently obtaining quotes for asbestos abatement after which demolition will occur, tentatively scheduled for January, 2008.*

Rails to Trails (PRIORITY 1)

Complete the "Rails to Trails" program using committed transportation funds.

- **Complete landscaping, educational signage, benches and work to connect to other trails within the City**
- **Complete entry and exit points**

- **Define lighting options**
- **Expand to go beyond spur and have a full trail connecting with county**

Rails - to - Trails - the portion of the trail is complete. (being paid for through Harvest Foundation and Charles White estate). *Additional costs can be absorbed within the existing budget.*

Trail and steps have been completed. Landscaping is continuing and ongoing. Boulders were recently purchased and placed as a separation between the trail and Depot Street; trail equipment has been purchased through a grant from the Harvest Foundation. Expect the equipment to be installed by end of January, 2008. Costs will be negligible and paid from existing budget or completed by Gateway.

Lighting options – (1) to light the Trail with lights to match those on West Church Street will cost \$85,000. (2) Use existing lights from Uptown would cost \$31,000. Whenever one of the older poles or light mechanisms is damaged, the entire pole and light mechanism must be replaced at a cost of approximately \$2,500. Future budgets could be created to purchase new lighting to match the lights on West Church St. Recommendation at this time is to not light the trail.

Walking Tour (PRIORITY 3)

Investigate the feasibility of creating a walking tour similar to the dinosaur-walking exhibition created a couple of years ago.

- **Connect significant attractions such as PAA, Museum, Welcome Center, etc. with signage, prints or sculptures.**
- **Enhance city streets with addition of art sculptures.**
- **Continue meeting with all parties involved and develop a concept.**

Continuing to work with MURA, PAA and others to develop a walking tour to connect significant attractions in the area. City staff has been involved in initial meetings and City Planner, MURA Director and PAA Director will be attending a specialized training program in October 2007 that focuses on connecting attractions and “place making”. Training program will be followed up with additional meetings to develop concepts.

Rivers and Trails (PRIORITY 2)

Work cooperatively with all parties to create walking trails, river access points, and bike paths in a manner that will promote tourism and further enhance the City's quality of life. *Working with Dan River Basin Association to create river trails, and river access points, along with bike paths regionally. This is a long - term effort that will go on for many years to come.*

Renovation of Hooker Field (PRIORITY 3)

Investigate possibilities of ways to make Hooker Field a family friendly entertainment site such as adding a water park. *All renovations at Hooker Field were completed in 2006. Still need to install new A/C unit in home clubhouse.*

Addition of New Programs in Leisure Services (PRIORITY 2)

Explore options of offering co-ed volleyball, youth instructional indoor soccer and youth instructional indoor street hockey by spring of 2008 and adult soccer by fall of 2008. Develop a comprehensive Leisure Services annual services program with a publication outlining programs by January 2008. *Still in progress.*

Cultural Program Sponsored by Leisure Services (PRIORTIY 2)

Explore possibility of providing Arts in the Park program in the summer or fall of 2007. *Awaiting a call from PAA to see if this organization wishes to participate.*

Bicycle/Pedestrian Friendly Community (PRIORITY 3)

Work cooperatively with community stakeholders to develop infrastructure for a bicycle/pedestrian friendly community.

Cultural Preservation and Enrichment

Martinsville is proud of its local culture. Additionally it brings the cultures of the world to its doorstep. Martinsville takes great care in preserving historical sites, homes, and buildings that have served as the foundation of its history. These community touchstones tell the story that shaped the City's heritage and its citizens who enjoy local festivals, theatre and outdoor drama. They also serve as a welcoming stage for world cultures and entertainment that are escorted to Martinsville through its local organizations including the Piedmont Arts Association and the Virginia Museum of Natural History. The residential artist community assists in attracting world-renowned artists to Martinsville to showcase the area's creativity.

Goals & Initiatives

Historic Preservation Plan (PRIORITY 1)

Develop a Historic Preservation Plan to implement the goals and objectives of the new Comprehensive Plan. Historic Preservation Plan revisions to be completed by February 2008.

- **Continue working with the Planning Commission on developing procedures for historic preservation plan for consideration of Council approval after issues clear the Planning Commission.**
- **Work to include these organizations into the website www.yesmartinsville.com.**

The Architectural Review Board is continuing work on the Historic Preservation Plan. Two public input meetings have been held on local district designation and two public input meetings have been held on proposed design guidelines. The Architectural Review Board has met with National Trust representatives and the Historic Staunton Foundation to talk about steps moving forward. The Architectural Review Board will continue to develop this plan and work the public to garner support for a historic district designation.

Piedmont Arts Association (PRIORITY 2)

Work cooperatively with Piedmont Arts Association to create an artist residency program. This program could be created like the ones at the Creative Alliance, Baltimore, MD; Virginia Center for Creative Arts, Amherst, VA.

Piedmont Arts has hired a consultant firm (Artspace) to study potential sites for artist residency. Artspace has visited the City and is preparing a report on their findings. City staff has been involved in the coordination of the study. Piedmont Arts has also brought in a Sculptor in Residence, who is working out of the former PHCC Motorsports building in Uptown Martinsville, to work on various sculpture and mural projects in the uptown area. City staff was involved in securing a location for this project. Only cost will be staff time.

Virginia Museum of Natural History (PRIORITY 2)

Work cooperatively with the Virginia Museum of Natural History to define and develop incentives that will encourage researchers to locate in Martinsville, VA. Initiate discussions with Museum officials by October, 2007. *The museum continues to work with researchers nearing retirement. Several researchers are here because of the museum, but until the museum has vacated lab facilities at Douglas Avenue, they do not have facilities for new researchers. The museum plans to achieve that within the next year, by October 2008.*

Veteran's War Memorial (PRIORITY 3)

Encourage the enhancement of our Veteran's War Memorial at the old county courthouse. (County property.)

- **Extend invitation to group or groups.** *Will work with Gateway on this project, cost will be minimal.*

Governance

We are an all inclusive City government that offers the services citizens come to expect. Led by a City Council elected at large, members represent all the citizens through their vision, mission, and goals enriched by the active involvement of citizens. Our progressive City administrative offices and competent and qualified staff provide quality customer service, strive for citizen satisfaction, and know how to do business with business. We look beyond our city limits to ensure we have mutually beneficial relationships with other governmental entities that guarantee the best for our citizens.

Goals & Initiatives

Comprehensive Plan Update (PRIORITY 1)

Adopt an update to the City Comprehensive Plan, by January 2008. The Planning Commission will encourage broad and diverse participation in the process by individual City residents, civic and neighborhood associations, and local businesses. Create a master land use plan identifying steps to make it happen. *Adopt an update to the City Comprehensive Plan, by April 2008. Public hearings should take place in March 2008. Discussions have been conducted with county staff as to how the two jurisdictional comprehensive plans could be made to provide a true regional view of development city and county wide*

Historic District Ordinance (PRIORITY 2)

Revise the Zoning Ordinance and Historic District Guidelines to clarify policies and procedures, particularly as they relate to new construction by March 2008. *Historic District Ordinance - discussions related to design guidelines are underway. Finalization and public education sessions are still to be conducted. Completion of this revision should be completed by late Fall 2007. Funding included in FY08 recommended budget for postage to mail public education material. Will also use programming on MGTV to educate the public – cost will only be staff time.*

Purchase of Open Spaces (PRIORITY 3)

Pursue acquisition of open space and land, either through purchase of ownership or development rights, per the updated Comprehensive Plan, whenever availability, price and budget capacity align. *With the completion of the comprehensive plan in April 2008, any pursuit of open space acquisition won't take place until at least July 2008, unless opportunities and funding becomes available sooner.*

Sale of Surplus Real Property (PRIORITY 2)

Prepare a sales packet for all property to be advertised by sealed bid by February 2008. *Staff is presently working to finalize sale of Rives Rd./Smith Lake Rd. property and Barrows Mill Rd. property. Work is in progress on remaining properties.*

Municipal Building (PRIORITY 3)

Create a more aesthetically pleasing entrance to the Municipal Building including grounds and interior. *Expect to have a list of recommendations/costs by the end of February, 2008.*

Crime Index Rating (PRIORITY 1)

Continue aggressive and proactive law enforcement efforts and further improve our city's crime index ranking while at the same time remain below the State average among the 27 cities which have a police department with at least 35 officers. *Figures released for 2006 indicate the city's crime index rating increased to 9636.87, which moved the locality up two positions above state average. No additional funding is needed for this goal, although it should be noted the loss of five veteran officers and the animal control officer in 2007s may impact the department's ability to continue with the same enforcement level as in the past. Figures for 2007 ratings will not be available until May 2008.*

Citizen Safety (PRIORITY 1)

Increase the number of crime prevention and personal safety presentations given in the city by 10. Currently do over 25 presentations. Continue proactive traffic enforcement efforts and keep our current traffic crash totals, along with the number of injuries and deaths at or below the current level. This year we had 523 crashes, 171 injuries and 0 fatalities. *We will meet our goal for having over 35 crime prevention and personal safety presentations given this year. Also, at the end of December 2007, we will have our final yearly figures related to traffic enforcement and safety.* No additional funding is necessary

Gang Related Activity (PRIORITY 2)

Continued collaboration with area agencies and organizations with the ongoing development of our proactive plan for the prevention, detection, and intervention of gang related activity.

ISO Assessment City Fire District (PRIORITY 2)

Improve ISO rating from a 5 to 4. *The self-evaluation packet has been completed and was sent to the ISO consultant for review. After the consultant's review was completed, the self-evaluation was forwarded to ISO and the assessment will be within the next 30-60 days.* \$2,000 is included in our budget to cover any associated costs of the assessment.

Fire Station Location Review (PRIORITY 3)

Review the location of Stations 1 and 2 to determine the most efficient locations to provide adequate fire service by May 2008. *The self-assessment was placed on hold during the absence of the Fire Chief. It is anticipated that this project will begin in early 2008. This self-assessment will evaluate the current locations of Station 1 and 2, and determine the most efficient locations for the Fire & EMS Department to provide adequate / improved fire service. This self-assessment will be done in-house and any costs (if any) associated with the self-assessment would come from the Department's proposed budget.*

Increase Volunteer Staffing at Fire Department (PRIORITY 2)

Increase our pool of active volunteers by six (currently have six) by February 2008. *The status of this goal is ongoing. A recruitment brochure was given to all City employees with paychecks in February 2007, in an attempt to increase volunteer staffing from the City's current workforce. To date, no City Employee has applied to join the Fire & EMS Volunteers. External efforts have yielded no new volunteers members of the Martinsville Volunteer Fire Company. Costs associated are included in proposed Department budget (\$500 for recruitment, \$1,750 for retention, and \$4,500 for incentives). No additional costs expected.*

Expand EMS Services (PRIORITY 3)

Explore the possibility of expending EMS services outside the City limits and explore the possibility of providing intra-transportation for healthcare facilities by January 2008. *This goal is pending further direction from City Administration. The Fire & EMS Department cannot expand its geographical territory without consent / approval from the County Board of Supervisors, State law. In addition, the possibility of providing intra-facility transports between healthcare facilities has not been evaluated. Need further direction from City Administration on how to address personnel and EMS vehicle staffing shortage issues while Department personnel and equipment are out of service. There is no anticipated cost for the evaluation of this goal.*

Liberty Street Project – Phase II (PRIORITY 1)

Continue to work with VDOT to secure funding for the completion of the expansion of Liberty Street noted in the Phase II plan. *It appears the project may be moving ahead sooner than initially anticipated. Recent meetings with VDOT personnel indicate right of way acquisition may begin within 18 to 24 months (2009/2010) with construction occurring thereafter. Current cost of the entire project is estimated to be \$7.5M. City's 2% contribution is contained in the budget as the VDOT reserve and matched the annual state allocation.*

Street Lighting (PRIORITY 2)

Upgrade up town street lighting to be constant with West Church Street. Develop and fund a five-year replacement plan. *Public Works and Electric are continuing to coordinate efforts regarding installation of new street lights. New lights have been installed along Franklin Street and work on Main Street in front of the Henry County Courthouse is on-going. 5-year replacement plan would cost \$50,000 per year and is currently budgeted in FY08. Initially planned to take 10 years to complete, but due to increased light output of the new lights, Uptown lighting can be done with fewer poles than originally planned.*

Waste Water Treatment Plant (PRIORITY 1)

Evaluate the Waste Water Treatment Plant sludge disposal options to develop a plan to reduce landfill disposal costs by April 2008. *After evaluating options, performing pilot testing and considering project cost plus potential savings, a plan to reduce long-range sludge disposal costs by altering the sludge stabilization process and converting to plate presses was completed in October. The proposed project has since been reviewed with DEQ and is now awaiting regulatory approval before proceeding with equipment procurement. Installation is to begin in the spring with completion in early FY '09. The project will be financed over approximately five years with payments offset by annual savings except for the initial \$200,125 debt service payment included in the FY 08 budget.*

Electric Generating Capacity (PRIORITY 1)

Create and implement a plan for maximizing our power generating capacity by June 2008. An insurance settlement was reached on September 4, 2007 and will pay for the fire damage. Another settlement will follow for lost revenue, and will be re-invested to make electric generation more efficient. *The building repairs are proceeding; the window replacement, roof reinforcement and the interior painting are complete. The 1000 kW generator rewind and repair is ongoing and scheduled for delivery by mid to late February 2008. The 300 kW generator windings are being reconditioned, baked out and recoated with varnish to eliminate moisture problems.*

Public Information (PRIORITY 3)

Conduct a valid survey that determines the "reach" of the city's existing sources of communication and the "effectiveness" of each source. Cost of hiring an unbiased outside firm is estimated to cost from \$2,500 - \$5,000. *A survey was done by an intern assigned to work in the Communications Dept. summer of 2007. Information gathered can be used at no cost if it is decided this is the information we are looking for.*

City's Enterprise Businesses (PRIORITY 1)

Develop a business plan and marketing plan for each enterprise business (electric, water/wastewater, refuse, Leisure Services and Mustangs) by March 2008. *The Mustangs business plan was completed in December 2007 and set for final approval by Council in January 2008. The remaining plans will be completed by Southside Business Technology Center for a combined \$12,000.*

E-Government (PRIORITY 3)

Create E-Government service to include the ability to view utility bills on-line, pay utility bills, property taxes, real estate taxes, and building inspection fee on-line by December 2007. If feasible, implement by December 2008. In addition, create a user-friendly state of the art interactive web site. *Cost for online payments will be \$30,000 to purchase required software and this cost is not budgeted. In addition, on line payments annual maintenance costs will be \$11,000 for the first 3 years increasing by an unknown amount thereafter. Interactive website development issues are to be addressed by the Communications Office.*

City Staff Development (PRIORITY 2)

Continue with the staff development program to prepare mid and senior level staff for current and future responsibilities. *Approximately 30 employees are eligible to retire through FY 09, making it necessary to assess existing*

talent, determine competency gaps and leadership potential, and create a development program to replace this loss of talent and prevent downtime or service reduction. Research of innovative practices and discussions with jurisdictions that have been successful at workforce development and workforce planning initiatives continues. Also under consideration is the development of a partnership with Henry County to create a Martinsville-Henry County Leadership Development Academy which would serve both jurisdictions. Beginning in January 2008, Patrick Henry Community College will conduct the first phase of a management training program for the first-line supervisor.

Jail (PRIORITY 3)

Work cooperatively with the Sheriff's Department to develop a plan to increase the safety of the jail and exploring the feasibility and economic advantages of creating a jail that will provide positive income for the city with a target date of September or October 2007. *City staff has been working with Patrick County and Henry County regarding a possible satellite regional jail for Patrick/Henry and Martinsville. While discussing this with the State and Department of Corrections representatives, we found that no new stand-alone jail construction can or will be staffed or funded by the Commonwealth. Recommendation is that this issue be tabled until the Regional Jail issue with our neighbors is resolved and that money remains available in Goals & Initiatives budget and Council will be kept posted on progress.*

Tax Burden Relief for Senior Citizens (Priority 3)

Assess the feasibility of initiating a program for relieving low income senior citizens' tax burdens.

Regional Participation

Even though Martinsville is limited by its boundaries, it is truly a City without limits. We recognize our ideal location for economic vitality and quality of life while actively participating in a vision for our region.

Goals & Initiatives

Sister City (PRIORITY 3)

Create a more inclusive community pursuing Sister City program with Martinsville, Saskatchewan, Canada. Dates to be assigned.

Anti-litter campaign (PRIORITY 2)

Work cooperatively with Henry County in a litter prevention campaign. Assign dates after discussions with County Administrator.

Drug Related Activity (PRIORITY 1)

Continue collaboration with area agencies and organizations to prevent, detect, and intervene in drug related activity and continue to have at least one major undercover drug investigation each year.

Efforts continue in working very closely with the Virginia State Police, Federal Bureau of ATF and DEA in drug enforcement. During each of the past 5 years, the undercover drug investigation goals have been met and anticipate doing so again this year. On November 3, 2007, we concluded an undercover investigation that resulted in 101 people being charged with a total of 296 charges. The investigation was the result of a join undercover investigation with our department, the Virginia State Police, DEA and ATF. We will definitely plan to begin another one for the coming year. No additional funding is necessary. \$6,250 is contained in the FY08 for the Drug Task Force.

Thoroughfare Plan (PRIORITY 2)

Maintain the Martinsville 2020 Transportation plan, completed by VDOT in July of 2004, which identifies transportation needs through the year 2020 thereby ensuring that we have a comprehensive highway and roads improvement/upgrade plan to enhance commerce growth and movement of traffic. *The 2020 Martinsville - HC Area Transportation Plan has been completed. The document is periodically reviewed to be sure changes in growth and development are addressed by the long-range transportation plan. No cost to the City, work to be done by City Staff.*

Social Services and Health Department Facility (PRIORITY 1)

Develop a plan to adequately address the space needs of the Social Services and Health Departments either by remodeling or relocation of the Departments by November 2007. *A report on the feasibility of renovating the Food Lion site on Spruce Street for possible relocation of Social Services and the Health Dept. has been completed by Eden & Associates with a report presented to City Council in November, 2007. A subsequent meeting was held with Health Dept officials in November to review their needs. The ability to proceed is dependent upon state funding and a collaborative agreement between the City and the County.*

Neighborhoods

Martinsville - the place people call home. We offer big city amenities with a hometown feel. Martinsville offers affordable housing for all household sizes. Nestled in the foothills of the Blue Ridge Mountains, our neighborhoods offer a tranquil, natural setting with neighborhood schools and shopping areas that are accessible within a short travel time. Our community answers to the needs of single persons, families with children, and senior citizens. We are proud to say our neighborhoods are provided with services that you come to expect in larger cities. We strive to maintain an atmosphere where neighbors know one another. People who live in our neighborhoods have great pride and a sense of belonging to our City, which again instills – a place people call home.

Goals & Initiatives

Entrances to the City (PRIORITY 1)

Update plan by February 2008 to enhance the city's entrances and ensure that those gateways are maintained in a way that creates an inviting look to our city. Construct or replace "City of Martinsville" welcome signs.

The major "gateways" are defined as:

- US 220 Business North/Bridge over the Smith River
- Route 108/Liberty Street
- Highway 58 East & Route 57/Chatham Road
- Commonwealth Blvd.
- West Church Street corridor/Koehler Bottom
- US220 Business South/Memorial Boulevard at Commonwealth Blvd
- Route 650/Spruce Street

New signs are under construction. Expect to have all signs installed by the end of January, 2008.

One of the new signs has been installed on Memorial Boulevard (just past Wal-Mart.) City staff has met with staff/volunteers from the Lynchburg Expressway Fund (LEAF) to talk about their corridor improvement plan and how something similar could be started in Martinsville. Also, looking at other ways to improve the look of the corridors including underground utilities, new signage, and new lighting. Community Development staff will offer a report to Council in February 2008. Signs are paid for by the EDC. Gateway will maintain the landscaping around the signs.

Vacant and Abandoned Houses (PRIORITY 1)

Ensure all property is maintained in keeping in character of the neighborhood. Develop action plan to deal with those pieces of property that are not consistent with the city's goals and initiatives and adopt this plan by January 2008.

Vacant and Abandoned Houses - this area of concentration is one that goes hand-in-hand with the CDBG projects that the city pursues regularly. Thus far, properties in the Moss /Barton, Massey / Endless, Southside, and West Church Street Corridor areas have been addressed. Contract negotiations have begun with the Department of Housing & Community Development for the start of the Cherry Street Neighborhood Project. The condition of structures in the Cherry Street area is being updated. Four structures have been identified, with 2 or 3 others already cleared. Because of the increase in tipping fees, demolition budget should be increased to a minimum of \$50,000. Additional funds are being requested in FY08 from the IPR program in the amount of \$300,000 and anticipate renovating 6 houses in FY08 and 9 houses in FY09. FY08 budget contains \$30,000 to demolish 5/6 houses. If Council desires to be more aggressive average cost to demolish a house is \$6,000 and \$25,000 to renovate each house to ensure it meets minimum code standards.

Retirement Neighborhoods (PRIORITY 3)

Work with interested groups to create, within the City, neighborhoods that are attractive to retirees.

Retirement Neighborhoods – Presently working with private developers to construct facilities, such as the Barrows Mill Road development which opened in September 2007, and a proposed site off of Fishel Street. Inquiries from potential residents are strong. Continuing to seek out areas that may be conducive for retirees. The subject of retirement neighborhoods is being addressed as part of the comprehensive plan update. No cost except staff time to the City as private developers will construct the developments.

Cherry Street Neighborhood (PRIORITY 2)

Continue the revitalization project of the area bounded by East Church Street, Jordan Street, Cherry Street, Boden Street, and Cherry Street Extension by March 2007. The multi-year project startup by January 2008.

Curbs, Sidewalks, Gutters, and Street Maintenance (PRIORITY 1)

A prioritized list of streets that are in need of curbs, sidewalks, gutters, and street maintenance by January 2008, in order to develop a plan to construct curbs, sidewalks, and gutters.

Tree Planting Initiative (PRIORITY 3)

Develop and implement a Tree Master Plan to enhance the beauty of our main thoroughfares streets and public areas by February 2008. *A master tree plan for the Uptown area has been developed. Just recently completed the 2nd phase of replanting new trees in the Uptown area with the assistance of Gateway Streetscape and a grant from the Harvest Foundation. No cost to the City. The Tree Board Commission has a plan in place and is striving to implement it in phases. Some of its results can be seen in the uptown area, as well as the Academy Place development, and now the West Church Street Corridor Project. The designation of Tree City USA will help in obtaining grants and other funding to more fully implement it.*

Abandoned Vehicles (PRIORITY 2)

Develop and implement a plan to intensify efforts to remove abandoned and/or unused vehicles from streets in our city by November 2007. *Public Works constructed a fenced lot last fall behind the City Warehouse complex for storage of towed/abandoned vehicles. Inspections Department is continuing to look for a sufficient number of towing agencies to move the vehicles. In order to cover the towing costs, a sum of \$4,500 should cover approximately 100 vehicles. The Inspections Department will be referring an increased number of these violators to the city attorney for legal recourse.*

Neighborhood Watch Groups (PRIORITY 2)

Increase the number of neighborhood watch groups in the city to 25. Currently have 19 groups in the City. *We plan to meet our goal by the end of the fiscal year. We have added two new groups: Massey/Endless Sts. Area and the Owens Road area.*

Curbside Recycling (PRIORITY 3)

Explore the options by December 2007 of providing recycling within the City limits, including curbside. *Efforts are underway exploring different methods of collection as well as markets for collected materials. Several staff members recently visited a recycling facility in High Point, NC and Montgomery County, VA. A report to City Council is planned for February, 2008.*

Weatherization Program to Reduce Energy Bills (Priority 3)

Develop a weatherization program aimed at reducing energy-related bills among our most vulnerable populations (elderly, disable, and families with small children)

Weatherization Assistance Program for Owner Occupied Residences (PRIORTIY 3)

Establish a weatherization assistance program for owner-occupied residences, generated from the sale of city-owned properties.

Educational Opportunities and Achievements

In Martinsville, education is a cornerstone in the structure and life of the community, having great value and importance. Our public schools are recognized as superior by any measure in their ability to enable students to be successful. In addition, we have three colleges providing nationally recognized, unique higher education opportunities (such as a motor sports, equestrian, and fully accredited pharmacy programs) for students worldwide. Additionally, education never ends, with a wide variety of continuing education experiences for cultural enhancement. The Martinsville area is recognized as having a well-trained workforce, committed to ongoing continuing education.

Goals & Initiatives

New College Institute (PRIORITY 1)

Work cooperatively with the New College of Virginia Institute to provide support as pledged in February 2005. *Have begun to install new lighting in the NCI area and are providing phone and Internet service to NCI. Lines have been repainted on the parking lot and a new handrail is being installed as well as a handicap parking space was added.*

City of Martinsville Public Schools (PRIORITY 1)

Work cooperatively with the City of Martinsville School Board to provide support of their vision and goals that will assist the City's schools to become standard of learning accredited. Transfer to the schools in FY08 budget is increased by \$157,000.

Economic Vitality

Martinsville is recognized as an economic generator in the Commonwealth of Virginia, willing and able to compete in the global marketplace. There is a positive environment for the growth of existing businesses and new businesses are attracted by strong economic benefits, a well-trained workforce, and an attractive community environment. Entrepreneurship is cultivated and supported to create and sustain a dynamic small business core, and economic growth is leveraged by creative public/private partnerships. Collectively, Martinsville has a strong, diverse industrial base. Citizens experience economic stability and security from competitive wages, and are served by a vibrant uptown village

and convenient neighborhood retail centers. With the completion of major highways I-73 and U.S. 58 (divided roadway), economic vitality is strong.

Goals & Initiatives

Bond Rating (PRIORITY 2)

Strive to achieve an AA bond rate, thereby continue to minimize the cost of borrowing and ensure taxpayers that the City is on a sound financial footing. Currently the City has an A bond rating. Would need to increase fund balance to 15% of operating budget or \$13,000,000 or an additional \$2,000,000.

Rives Road Development (PRIORITY 2)

Work cooperatively with the Economic Development Corporation (EDC) to prepare the Rives Road Industrial site for business prospects that need access to rail transportation by June 2008. Would cost \$1.6M to shape a 1,350' by 350' building pad.

Historical Tourism (PRIORITY 3)

Work cooperatively with the Martinsville-Henry County Historical Society, the Fayette Area Historical Initiative, and the National Trust to preserve the City's heritage and history in a manner that will promote tourism.

With the continued efforts of the Architectural Review Board and our planner on staff, we are working cooperatively to encourage historical tourism. City staff has been involved with the development of a Heritage Tourism Committee through the National Trust to foster Heritage Tourism sites and develop a potential tour. This is an ongoing effort. No cost other than staff time.

Cyber City (PRIORITY 3)

Create a "cyber city" to attract more people to visit the uptown area. In addition, consider other commercial locations for this enhancement.

- **Create map and signage identifying wireless zones in City**
- **Create plan for city-wide internet service.**

Currently WIFI is available Uptown, although the coverage area is limited. There will be a cost associated with providing expanded wireless zones in Uptown as well as other areas of the City, however, at present, demand for such service does not appear to be significant. City staff will continue to explore the need, costs, and methods of delivery of wireless Internet and make efforts to expand this service, as funds are available.

Restaurants (PRIORITY 2)

Work to recruit at least two restaurants with a quality rating of two stars or higher by December 2008.

EDC has hired the Buxton Company to recruit retail to include restaurants to the City and County. There has been an increase interest in opening at least one restaurant/bed & breakfast in the city. This interest has been sparked with some amendments to our zoning ordinance and the opening of the new Virginia Museum of Natural History. No cost to the City.

Vacant and Underutilized Properties (PRIORITY 1)

Work cooperatively with agencies in securing funding for the acquisition and redevelopment of parcels on Market, Church, and Moss St. in close proximity to Municipal Building. *With the reality of the proposed multi-purpose arena on the horizon, this acquisition of these parcels is becoming even more urgent.*

Economic Development Corporation (PRIORITY 1)

Work with the Economic Development Corporation (EDC) to provide support of their vision and goals. Align our goals in consideration with the EDC marketing plan. *Staff participates in Board meetings and frequently interacts with EDC staff. FY08 budget contains \$400,000 to support the EDC.*

Revenue Sharing Lots and Shell Building (PRIORITY 1)

Continue to support the marketing of revenue sharing lots at the Patriot Center, 220 South Roma site, 1200 acre Patriot site and other developing complexes to attract companies to our community. In addition, support the construction of shell buildings when economically feasible. *Work is in progress in conjunction with the EDC and Henry County. The City/County revenue sharing agreement was amended in September 2007. FY08 cost to be funded by the EDC from the City's \$400,000 contribution-no additional cost during FY08.*

Farmers Market (PRIORITY 3)

Work with Martinsville Uptown Revitalization Association (MURA) to enhance and expand the farmers market. *City staff continues to work with MURA staff to enhance and expand the farmers market.*

Clearview Industrial Park (PRIORITY 1)

Expand Clearview Business Park westward and/or eastward along Clearview Drive. *To expand the Park would entail expansion of roads, water, sewer, electrical and MINET systems. EDC staff will discuss City options at the February 2008 worksession. Cost is estimated at \$800,000 to include cost of land.*

New Industrial Park (PRIORITY 2)

Work with the Economic Development Corporation (EDC) and Henry County to develop an additional regional industrial park to meet the needs of expected future growth. *Work is in progress in conjunction with the EDC and Henry County for a 220 South site and another site in the patriot Center. FY08 cost to be funded by the EDC from the City's \$400,000 contribution, no additional cost during FY08.*

Redevelopment Efforts (PRIORITY 2)

Identify properties for redevelopment into suitable industrial/commercial/retail/residential sites - work with owners & developers to encourage and stimulate redevelopment efforts. Identify all property that the city currently owns. *The inventory of city-owned land has been completed. There is a continuation to working with owners and developers to encourage redevelopment efforts. No cost other than staff time.*

New Revenue Opportunities (PRIORITY 1)

Continue to search for new revenue opportunities and investigate the feasibility of such opportunities. *Two possibilities include tax pro-ration and an assembly admissions tax.*

Professional Development (PRIORITY 3)

Pursue or develop initiatives, such as Roanoke Valley Forward, designed to create a community that is attractive to professionals.

Clearview Park, Rives Road, Commercial, & Retail Development Plan (PRIORTIY 1)

Work cooperatively with the Economic Development Corporation to develop and implement an economic development plan for the Clearview Business Park, the Rives Road Park, and commercial and retail development.

Uptown Master Plan (Priority 1)

Develop a Master Plan for Uptown including the area around the sports arena.

***Public Transportation – no category (PRIORITY 1)**

Examine the feasibility of a public transportation system and present feasibility study findings to Council by December 2007. *West Piedmont Planning District Commission and City staff members are working on this project. A report will be made to Council as soon as relevant data is gathered.*

Accomplished Goals and Initiatives

Regional Conference Center / Exhibition Facilities

Develop regional conference center/exhibition facilities with any interested party such as Henry County or a developer. Locating multiple functions in and around the facilities to create an activities complex is desirable.

Uniform Rental Code

Develop a uniform rental code for rental property within the city. *The pursuit of this goal remains as a priority of the highest.* To move from a complaint-based enforcement system to a proactive enforcement system would cost \$175,000 to hire 3 additional inspectors and a one-time cost of \$60,000 for equipment. Office space would be a major obstacle possibly requiring the rental of office space.

City Sticker Program

Create a windshield city sticker to promote community pride and tourism in our city.

Redevelopment of Church Street Corridor

Complete redevelopment of the West Church Commercial Corridor from Moss Street to Memorial Boulevard. *The redevelopment effort of the West Street Corridor is in the final stages. Street construction improvements have been completed. This project was extended to January 2008 in order to allow the completion of a final facade improvement project to be completed. One final tenant is still to be relocated. Required city costs have been funded in previous budgets*

City Park Renovations

Complete by June 30, 2008 the following renovations: painting at Mason and Chatham Heights Parks; painting and replacing playground equipment at West End, Carol/Cole and Oak Street Parks and painting, replacing playground equipment and replacing tennis court with two basketball courts at Baldwin Park.

All restrooms have been completed in the 5yr. plan. Southside has been painted. Work to begin on all other parks with new budget this coming year. Playground equipment is to be replaced this summer for 3-4 parks. Others to be done this fall. Work is on schedule; however, we are one employee short for this project. Costs contained in the FY08 budget

Renovation of Hooker Field

Complete renovations of painting inside of Home and Visitor Clubhouse and replace air conditioner in Home Clubhouse by June 30, 2008. *All painting has been completed.*

Renovation of Armory

Complete renovations to women's shower area and men/women restrooms to include painting, removing carpet and tile and re-tiling hallway by January 1, 2008. *Project funded 100% by the state, no City funds required. Project is presently 95% completed.*

Increase Revenue Received by Leisure Services

Current revenue received is in excess of \$100,000. A 10% revenue increase is expected during FY08 with rentals at parks, Armory and softball tournaments. *Will not know until June 2008 if successful since new fees initiated during this current fiscal year.*

Artisan Center

Work cooperatively with Patrick Henry Community College to maximize the use of the Artisan Center. *City place fiber into the building. Cost is being paid by PHCC.*

Municipal Building Security

Create an entrance to the municipal building that would accommodate the safety of all occupants/visitors and is accessible to all citizens by June 2007. *Security system work has been completed. System is working well and the public has adapted to the changes. Parking changes have been made and are working well. An additional camera has been added in Utility Billing and also in the Treasurer's office.* Funding contained in the FY07 budget, total cost approximately \$65,000.

Accreditation of Police Department

Continue close adherence to our State Accreditation requirements needed to remain an accredited agency Next re-accreditation process is December 2010. *There is no doubt the department will continue to hold its accredited status. The City Police Department is a very professional department and works hard daily to adhere to all of the policies and procedures required by the Law Enforcement Professional Standards Commission.* No additional funding is necessary.

Examine a Comprehensive Vehicle Replacement Plan for Fire Department

Develop a proposal to replace one fire engine and purchase an additional EMS vehicle by April 1, 2007.

This goal has been completed. Grant funding was received from the Virginia Office of EMS-Rescue Assistance Fund for an ALS ambulance in the amount of \$44,347. Projected cost for the ALS ambulance is \$127,000 *is a cost of \$70,000 of city funds.* The grant request for the rescue pumper was denied. Plans are to re-apply during the next grant cycle, which should be around April 2008.

Delinquent Taxes

Develop and implement a plan to maximize collection of delinquent taxes and court costs by July 2007. *The City Attorney was empowered to collect delinquent taxes. Efforts are underway.* The delinquent taxpayers will pay all costs involved

Agency Contributions

Work with local agencies to fund those that relate to the city's goals and vision. *Has been completed. Quarterly reports due to Council in October, January, April, July.*

Cherry Street Neighborhood

Complete the revitalization application of the area bounded by East Church Street, Jordan Street, Cherry Street, Boden Street, and Cherry Street Extension by March 2007. *Project startup by January 2008. The funding for the Cherry Street project has been approved with a contract signing date of November 28, 2007. This project is to be conducted in two phases-\$700,000 for phase #1; \$537,000 for phase #2. It is a multi-year project. PW will assist Community Development with this project and will handle much of the City's in-kind contribution through street improvements.* FY08 budget includes \$23,000 for materials to upgrade water lines, labor to be provided by City Staff. Street improvements will be funded from street maintenance contained in the FY08 budget. All other costs will be provided by the State from the block grant.

Curbs, Sidewalks, Gutters, and Street Maintenance

Identify all streets that are in need of curbs, sidewalks, gutters, and street maintenance by June 2007, in order to develop a plan to construct curbs, sidewalks, and gutters. *We have compiled an updated inventory of streets with/without curb and sidewalks. Existing projects either in progress (Sylvan Ave.) or planned (Cherry St.) will tie up the City construction crew for the next 24 to 36 months.*

Housing Initiative

Adopt a plan to convert rental "tenants" into homeowners by May 2007.

The Housing Initiative began in the month of June 2007, as part of the national Homeownership Month. The first meeting of the Homebuyers Club was convened in August 2007 with 20 prospective homebuyers in attendance. This

program contains a series of monthly meetings aimed at preparing these families to purchase a home. The Homebuyers Club has continued meeting monthly since August 2007 with an average number of 20 attendees. All costs will be paid from Federal dollars received from the Housing Choice Program. No cost to the City

Neighborhood Watch Groups

Increase the number of neighborhood watch groups in the city by four. Currently have 19 groups in the City. Coretha Gravely is currently working on starting 3 additional neighborhood watch groups. One in the Myrtle Rd. area, one on Chatham Hgts. and one on Mulberry Road between Rives Rd. and Spruce St.

Vacant and Underutilized Properties

Work cooperatively with the Tobacco Commission in securing funding for the acquisition and redevelopment of a 5-acre parcel including demolition and site improvements for the block bounded by Church, Moss, Market, & Fayette Streets. The acquisition of all the properties necessary for redevelopment of this 5 - acre site is nearly complete with the purchase of Fuller Tire now complete. Demolition of the remaining structures will take place in early fiscal year 2008. Funding was included in FY07 budget to purchase Fuller Tire property (\$200,000). FY08 budget recommendation contains (\$200,000) to demolish structures on the site.

Waste Water Treatment Plant

Evaluate the Waste Water Treatment Plant sludge disposal options to develop a plan to reduce landfill disposal costs by April 2008. After evaluating options, performing pilot testing and considering project cost plus potential savings, a plan to reduce long-range sludge disposal costs by altering the sludge stabilization process and converting to plate presses was completed in October. The proposed project has since been reviewed with DEQ and is now awaiting regulatory approval before proceeding with equipment procurement. Installation is to begin in the spring with completion in early FY '09. The project will be financed over approximately five years with payments offset by annual savings except for the initial \$200,125 debt service payment included in the FY 08 budget.

Business Development Tool Kit

Work to create a business friendly environment as it relates to infrastructure, taxes, city services, etc. Create and distribute a Business Development Tool Kit to assist local businesses in achieving success in Martinsville, VA. The tool kit will explain City permitting and licensing procedures and include resource information on planning, marketing, and financing of their business. This is a continuing effort in conjunction with other city departments and the EDC. A status report will be given to Council by the EDC staff in January 2008.