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**MARTINSVILLE CITY  
COMPREHENSIVE PLAN UPDATE  
2009**

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# INTRODUCTION

## Overview

This planning document is an update to *Vantage: Taking Control of the Future—Martinsville Comprehensive Plan 1996 Update*. The Vantage plan followed earlier documents developed in 1978 and 1984. This Comprehensive Plan Update, while building on the concepts of earlier plans, attempts to address new challenges that the City of Martinsville will face over the next twenty years and to provide a framework to help guide public officials to meet the Goals and Objectives established by Martinsville City Council and the City's residents.

## Purpose and Authority to Plan

The purpose of this update to the *Martinsville Comprehensive Plan* is to provide a sound basis for the day-to-day decisions of the City government. The plan is based upon the target date of 2028. The process and purpose of the Comprehensive Plan is identified in the *Code of Virginia* (Title 15.2, Chapter 22, Sections 2223 through 2232). The general requirements of the Plan can be found in Section 446.1:

The *Code of Virginia* provides requirements for Plan review. **“At least once every five (5) years, the Comprehensive Plan shall be reviewed by the local commissions to determine whether it is advisable to amend the plan.”**

The general purpose of the *Comprehensive Plan* is found in the *Code of Virginia*, Section 15.2-2223, which states:

“The local planning commission shall prepare and recommend a comprehensive plan for the physical development of the territory within its jurisdiction and every governing body shall adopt a comprehensive plan for the territory under its jurisdiction.

“In the preparation of a comprehensive plan, the commission shall make careful and comprehensive surveys and studies of the existing conditions and trends of growth, and of the probable future requirements of its territory and inhabitants. The comprehensive plan shall be made with the purpose of guiding and accomplishing a coordinated, adjusted and harmonious development of the territory which will, in accordance with present and probable future needs and resources, best promote the health, safety, morals, order, convenience, prosperity and general welfare of the inhabitants, including the elderly and persons with disabilities.

“The comprehensive plan shall be general in nature, in that it shall designate the general or approximate location, character, and extent of each feature, including any road improvement and any transportation improvement, shown on the plan and shall indicate where existing lands or facilities are proposed to be extended, widened, removed, relocated, vacated, narrowed, abandoned, or changed in use as the case may be.

“As part of the comprehensive plan, each locality shall develop a transportation plan that designates a system of transportation infrastructure needs and recommendations that may include the designation of new and expanded transportation facilities and that support the planned development of the territory covered by the plan and shall include, as appropriate, but not be limited to, roadways, bicycle accommodations, pedestrian accommodations, railways, bridges, waterways, airports, ports, and public transportation

facilities. The plan should recognize and differentiate among a hierarchy of roads such as expressways, arterials, and collectors. The Virginia Department of Transportation shall, upon request, provide localities with technical assistance in preparing such transportation plan.

“The plan, with the accompanying maps, plats, charts, and descriptive matter, shall show the locality's long-range recommendations for the general development of the territory covered by the plan. It may include, but need not be limited to:

1. The designation of areas for various types of public and private development and use, such as different kinds of residential, including age-restricted, housing; business; industrial; agricultural; mineral resources; conservation; active and passive recreation; public service; flood plain and drainage; and other areas;
2. The designation of a system of community service facilities such as parks, sports playing fields, forests, schools, playgrounds, public buildings and institutions, hospitals, nursing homes, assisted living facilities, community centers, waterworks, sewage disposal or waste disposal areas, and the like;
3. The designation of historical areas and areas for urban renewal or other treatment;
4. The designation of areas for the implementation of reasonable ground water protection measures;
5. A capital improvements program, a subdivision ordinance, a zoning ordinance and zoning district maps, mineral resource district maps and agricultural and forestal district maps, where applicable;
6. The location of existing or proposed recycling centers;
7. The location of military bases, military installations, and military airports and their adjacent safety areas; and
8. The designation of corridors or routes for electric transmission lines of 150 kilovolts or more.

“The plan shall include: the designation of areas and implementation of measures for the construction, rehabilitation and maintenance of affordable housing, which is sufficient to meet the current and future needs of residents of all levels of income in the locality while considering the current and future needs of the planning district within which the locality is situated.

“The plan shall include: a map that shall show road improvements and transportation improvements, including the cost estimates of such road and transportation improvements as available from the Virginia Department of Transportation, taking into account the current and future needs of residents in the locality while considering the current and future needs of the planning district within which the locality is situated.”

(1975, c. 641, § 15.1-446.1; 1976, c. 650; 1977, c. 228; 1988, c. 268; 1989, c. 532; 1990, c. 19; 1993, cc. 116, 758; 1996, cc. 585, 600; 1997, c. 587; 2003, c. 811; 2004, cc. 691, 799; 2005, cc. 466, 699; 2006, cc. 527, 563, 564; 2007, c. 761.)

By reference, this update is supplemented by the 1978, 1984 Update, and 1996 Update.

The Comprehensive Plan may be considered a guide to managing resources wherever a balance is sought between competing needs—for example, protecting the environment's aesthetic or cultural

qualities versus providing the population and its interests with needs such as shopping areas, housing, and industrial employment.

## Plan Contents

The Comprehensive Plan provides analysis and findings in the following areas: population and demographics, the economy, natural features and conditions, housing, community facilities and services, utilities, cultural and historic resources, transportation, and land use.

The recommendations element of the plan addresses the needs and the findings covered in the plan elements noted above. These recommendations set forth directions for current and future city councils to take in continuing efforts to solve problems, meet needs, and make the best use of the city's advantages and resources.

The City has at its disposal a number of other plan implementation measures that are not included in this Plan but that are continuously in use and being updated as needed. These documents include the zoning ordinance, subdivision ordinance, erosion and sediment control ordinance, building code, electrical code, and floodplain management plan. The City has also approved or adopted several regional documents in recent years such as the West Piedmont Regional Bicycle Plan and the West Piedmont Regional Hazard Mitigation Plan. At the time of development of this Comprehensive Plan Update, the City was participating in the development of a Regional Water Supply Plan in conjunction with the City of Danville and Counties of Henry, Patrick, and Pittsylvania. These documents are referenced in the appropriate chapters of this Plan Update.

Due to the changes in the area economy in recent years, a number of special studies and reports—both local and regional in nature--have been developed to assist the area in addressing issues including but not limited to population decline, job loss, and quality of life. These studies and reports, and their findings, have been utilized in the development of this Comprehensive Plan Update, where applicable. In 2001, for example, the U.S. Department of Commerce, Economic Development Administration, funded the development of the West Piedmont Regional Economic Recovery/Adjustment Strategy by Thomas Point Associates of Annapolis, MD. This strategy was initiated due to changes in the Region's textile and apparel sectors due to the impacts of NAFTA as well as changes in the area's agricultural sector due to changing regulations which affected the tobacco and dairy industries.

In 1991, the City of Martinsville elected to be included in the Regional Comprehensive Economic Development Strategy (formerly the Regional Overall Economic Development Plan) of the West Piedmont Planning District Commission. The Planning District Commission was designated as an Economic Development District by the U.S. Department of Commerce, Economic Development Administration (EDA), in 1992. This designation represents a partnership among the Planning District, its member local governments, and EDA which assists with establishing regional priorities for projects and investments through the annual development of a Regional Comprehensive Economic Development Strategy (CEDS) document. The Economic Development Administration Reform Act of 1998 identifies a CEDS as a requirement to apply for assistance under the EDA Public Works and Economic Adjustment Programs. Since the original Public Works and Economic Development Act was enacted in 1965, economic development planning has been a key element in achieving EDA's long-range goals. The purpose of the CEDS is to establish a process that will help create jobs, foster more stable and diversified economies, and improve living conditions. It is a continuous planning process that addresses the economic problems and potentials of an area. In order for projects to be eligible for EDA funding, they must be included in an EDA-approved CEDS document. Through the PDC's Economic Development District Program, the Commission staff also works closely with its member jurisdictions and economic development organizations providing demographics and technical assistance as requested. EDA has provided substantial funding for economic development projects in the West Piedmont Region, with the City of Martinsville receiving funding for site development at Clearview Business Park as well as for rehabilitation of an Uptown building for the West Piedmont Business Development Center. In addition, EDA provided funding for the joint Martinsville-Henry County industrial site at the Patriot Centre in the County.

In December 2003, Market Street Services of Atlanta, GA, completed a Competitive Assessment for Martinsville-Henry County, Virginia, for The Harvest Foundation. This Assessment measured and evaluated the area's ability to compete in today's economy. Followed by this, in March 2004, Market Street Services developed a *Community & Economic Development Strategy for Martinsville-Henry County, Virginia*, in conjunction with a local advisory committee made up of community leaders. The findings of these reports will be referred to hereafter in chapters of this Plan Update as the "Market Street Services Strategy Report." As part of the Strategy's development, hundreds of Martinsville-Henry County residents had an opportunity to participate in focus groups, interviews, online surveys and community meetings. A number of findings of this Strategy and its accompanying Competitive Assessment, developed by Market Street Services, are included in relative sections of this Comprehensive Plan Update. In some cases, statistics have been updated to the most recent available at the time of the development of the Plan Update.

In January 2007, the Community Land Use and Economic Group, LLC, completed a *Retail Market Analysis for Uptown Martinsville, VA*, for the National Trust for Historic Preservation. This report and a number of its findings are included in the Economy Chapter of this Plan Update.

In March 2008, a report entitled *Summary of Economic Impact of Proposed Interstate 73 in Virginia* was released. The Virginia Tobacco Indemnification and Community Revitalization Commission and the Harvest Foundation provided funding for this independent analysis of the economic impact that Interstate 73 will have on the approved corridor from the North Carolina-Virginia border to the Roanoke Valley. The study was conducted by Chmura Economics & Analytics (Chmura), a Virginia firm that has extensive experience in economic studies in Southwest and Southside Virginia. The study is based on constructing the highway between 2012 and 2020. The traffic and transportation data was compiled and reviewed by the Timmons Group. References to findings from this study have been included in the Transportation and Economy Chapters of this Comprehensive Plan Update.

## **Plan Format and Data**

This Comprehensive Plan includes several sections, each of which describes a particular aspect of the City of Martinsville. Each section provides background information and general conclusions. The document also includes a recommendations section at the end.

It should be noted that there is some data limitations with this Plan Update. Some data presented may be several years old. The 2000 Census data, in most cases, is the most recent available at the time of the Plan Update preparation. The data generally reflects the conditions found in the City and is sufficient for planning purposes.

# POPULATION AND DEMOGRAPHIC ANALYSIS

The population and demographic characteristics of a community are important because these statistics reveal much about the direction that it is headed with respect to the need for new or expanded community services, recreation, education, health care, and other services. The analysis also provides important information to private sector decision-makers who are considering locating or expanding commercial or industrial enterprises within the community. Population and demographic changes also are important in assessing land use and what changes might need to be made to land use plans and the policies used in guiding the development of the community in respect to land use.

A demographic analysis of the City of Martinsville indicates several trends in the City's population size and composition. It is important to understand what these trends are and to what they might be attributable in order to understand their impact on Martinsville's economy, housing, and future development.

As shown in the following table, Martinsville's population has been declining since 1970, with a 7.7 percent (1,504 persons) decrease in population from 1970 to 1980. This trend has continued with a 10.9 percent (1,987 persons) drop from 1980 to 1990 and a 4.6 percent (746 persons) decline from 1990 to 2000, according to the Census Bureau. By comparison, the State's population rate has increased significantly over the same period. The West Piedmont Planning District's population increased 9.9 percent from 1970 to 1980, but then declined by 0.9 percent from 1980 to 1990 and increased 4.8 percent from 1990 to 2000. Henry County's population showed significant growth over the period from 1970 to 1980, with a 13.3 percent (6,753 persons) growth rate. However, the County's population then declined by 1.2 percent from 1980 to 1990 and then rebounded for a slight increase of 1.7 percent over the period from 1990 to 2000.

**Population Change  
1970-2000**

|                     | 1970          | 1980          | %<br>Change<br>1970-80 | 1990          | %<br>Change<br>1980-<br>1990 | 2000          | %<br>Change<br>1990-<br>2000 | Weldon<br>Cooper<br>2007<br>Estimates | %<br>Change<br>2000-<br>2007 |
|---------------------|---------------|---------------|------------------------|---------------|------------------------------|---------------|------------------------------|---------------------------------------|------------------------------|
| <b>Martinsville</b> | <b>19,653</b> | <b>18,149</b> | <b>-7.7%</b>           | <b>16,162</b> | <b>-10.9%</b>                | <b>15,416</b> | <b>-4.6%</b>                 | <b>14,611</b>                         | <b>-5.2%</b>                 |
| Henry County        | 50,901        | 57,654        | 13.3%                  | 56,942        | -1.2%                        | 57,930        | 1.7%                         | 55,279                                | -4.6%                        |
| West Piedmont       | 219,179       | 240,979       | 9.9%                   | 238,837       | -0.9%                        | 250,195       | 4.8%                         | 248,633                               | -0.6%                        |
| Virginia            | 4,648,494     | 5,346,818     | 15.0%                  | 6,189,307     | 15.8%                        | 7,078,515     | 14.4%                        | 7,712,091                             | 9.0%                         |

Sources: 1970, 1980, 1990, and 2000 U.S. Census of Population, U.S. Bureau of the Census; 2007 Population Estimates, Weldon Cooper Center for Public Service, University of Virginia.

The most recent 2007 population estimates from the University of Virginia's Weldon Cooper Center for Public Service shows that the City and County continue to lose population. The City's ongoing population decline could be the result of several factors:

- Martinsville's job base has shifted from its predominantly manufacturing orientation to a more balanced mix. The transition has been difficult. Family-owned businesses with their roots

firmly planted in Martinsville have been acquired by out-of-town conglomerates with national rather than local interests, and cutbacks and closures have especially eroded middle management jobs.

- There is a transition between the education/job skill requirements previously required to those which will be required in Martinsville's future job market. This disparity has likely caused some emigration of the work force.
- Limited housing opportunities exist in the City in terms of type, affordability, and perceived desirability.
- Limited building land space, coupled with the annexation ban currently in effect for Virginia cities, hinders growth.

According to the *2003 Market Street Report* prepared by Market Street Services in Atlanta, GA, the largest portion of the City's population decline over the last decade (1990's) was due to more deaths than births. This accounted for 58.5 percent of the City's population change with 138 percent more deaths (2,494) than births (1,803) from 1990 to 1999. However, since 2000, it can be attributed primarily to out-migration of Martinsville's citizens with 348 persons moving from Martinsville to Henry County from 1992 to 2002, as stated in the report.

## Population Projections

Comprehensive planning efforts should include population and demographic analysis and study. These plan elements are linked to other factors requiring review and analysis such as housing, land use, and economic conditions in the City. Population growth is also a key factor in planning for the future—regardless of whether the City experiences declines, stagnation, moderate growth, or high population growth. Declines or stagnant growth projections may require curtailment of any ambitious facility plans that were predicated on meeting the need of an expanding population. Conversely, a projection of high growth in the City or parts of the City would require consideration of a more aggressive facility and services plan on the part of the elected officials in regard to the affected areas.

Population projections and the other information presented in this chapter are of technical value to agencies, departments of government consultants, private firms, industry, and developers who have direct roles in the future development of the City. For example, projections are useful in sizing facilities of all types including water and sewer systems, new housing developments, new shopping centers and other commercial ventures, recreation facilities, health facilities, and many other people-related facilities. The demographic data and analyses presented in this chapter are also useful in conjunction with the population projections in targeting services to particular groups which may have specific needs.

In the spring of 2007, the Virginia Employment Commission updated population projections for the City of Martinsville and all other jurisdictions across the state. Section 60.2-113 of the *Code of Virginia* mandates the Virginia Employment Commission to produce short- and long-range population projections. These projections are to serve as common reference points in the planning and development of state agency programs and facilities. Furthermore, they are to be used as guidelines by all Executive Branch agencies, the General Assembly, boards, and commissions in preparing required plans, programs, and budget requests.

The population projections presented in this section represent conditional forecasts of the future. The projections are the most probable occurrences based upon current information and a specific set of assumptions about the future.

These projections are not intended to be optimal growth trends to constrain an area. They are meant to provide insight to the user as to what could occur in the absence of any major change in policy. The projections should also serve as common reference points in the planning, development, and implementation of state agency programs and facilities. Like any other population projections, these projections are characterized by differing degrees of reliability. Generally, smaller areas have a greater probability of error and longer projection periods are less accurate. Therefore, projections for 2010 are considered to be more reliable than for those for 2020, and projections for the state and planning districts are considered to be more reliable than individual City and County figures.

The following table, "*Population Projections*," shows that the population of Martinsville, Henry County, and the Planning District are expected to decline for the period from 2000-2010. The Commonwealth's population is expected to continue to increase significantly.

### Population Projections

|                     | 2000 Census   | Projected<br>2010 | Percent<br>Change<br>2000-2010 | Projected<br>2020 | Percent<br>Change<br>2010-2020 |
|---------------------|---------------|-------------------|--------------------------------|-------------------|--------------------------------|
| <b>Martinsville</b> | <b>15,416</b> | <b>14,376</b>     | <b>-6.75</b>                   | <b>13,952</b>     | <b>-2.95</b>                   |
| Henry County        | 57,930        | 54,483            | -5.95                          | 52,979            | -2.76                          |
| West Piedmont       | 250,195       | 248,072           | -0.85                          | 251,941           | 1.56                           |
| Virginia            | 7,078,515     | 8,010,239         | 13.16                          | 8,917,396         | 11.32                          |

Source: Virginia Employment Commission, Richmond, May 2007; U.S. Department of Commerce, Census Bureau, March 2001.

## Median Age

As shown in the following table, Martinsville had the highest median age (40.8 years or an increase of 7.1 percent from 1990) in the West Piedmont Planning District in 2000, while Henry County had the lowest median age at 39.3 or an increase of 11.6 percent over the same period. As the table indicates, all of the region's localities had a higher median age (in years) in 2000 than the State's median of 35.7 years. Martinsville is aging more than the Commonwealth and United States.

According to a study published on bizjournals.com website in April 2007, the Martinsville-Henry County area has been ranked 56<sup>th</sup> among the top 100 retirement areas in the U.S. With a lower cost of living and lower tax rates in the area, an increasing number of retirees are drawn here. The Martinsville-Henry County Economic Development Corporation noted that the high quality of life, low cost of living, warm weather, and affordable health care attract persons age 65 and over. There is also a desire to entice developers interested in constructing housing developments in the region to accompany the retirement population.

This data seems to indicate that there is a continuing trend of out-migration of the younger working age persons which is causing the median age to rise at a faster rate in the Planning District. A follow-up consequence to this is that the birth rate in the District is lower and, in turn, the median age is higher.

### 1980, 1990, and 2000 Median Age

|                          | 1980        | 1990        | 1980-1990<br>% Change | 2000        | 1990-2000<br>%Change |
|--------------------------|-------------|-------------|-----------------------|-------------|----------------------|
| Franklin County          | 30.5        | 35.1        | 15.1                  | 39.7        | 13.1                 |
| Henry County             | 30.5        | 35.2        | 15.4                  | 39.3        | 11.6                 |
| Patrick County           | 33.5        | 38.0        | 13.4                  | 40.5        | 6.6                  |
| Pittsylvania County      | 30.6        | 35.5        | 16.0                  | 39.6        | 11.5                 |
| Danville City            | 34.5        | 37.4        | 8.4                   | 40.5        | 8.3                  |
| <b>Martinsville City</b> | <b>35.2</b> | <b>38.1</b> | <b>8.2</b>            | <b>40.8</b> | <b>7.1</b>           |
| West Piedmont            | 31.8        | 36.1        | 13.5                  | 39.9        | 10.5                 |
| Virginia                 | 29.8        | 32.6        | 9.4                   | 35.7        | 9.5                  |

Source: 1980, 1990, and 2000 U.S. Census of Population.

## Age Breakdowns

The age distribution of Martinsville's population has broad-ranging implications for the planning of community services and facilities as well as economic development. As the population ages, there will be an increased need for senior health care facilities, recreational opportunities, and retirement communities. Growth in the sector of the population aged 15-59 years will have an impact on work force dynamics and economic development as well as on the demand for particular types of housing, recreational opportunities, and services.

The information in this section is an analysis of the age, race, and sex of the population of Martinsville for the period 1980-2000. Age groupings are bracketed in the following charts, entitled "Pre-school Population, School Age Population, High School-Working Age Population, Pre-retirement Age Population, and Retired-Elderly Population," for ease of comparison.

### Age, Race, Sex Characteristics—1980-2000

#### Pre-school Population -- Under 5 years, by Race, Sex

\*\*\*\*\* All Races \*\*\*\*\* \*\*\*\*\* White \*\*\*\*\* \*\*\*\*\* Black \*\*\*\*\*

|       | All Races |       |        | White |       |        | Black |      |        |
|-------|-----------|-------|--------|-------|-------|--------|-------|------|--------|
|       | Total     | Male  | Female | Total | Male  | Female | Total | Male | Female |
| 1980  | 1,042     | 475   | 567    | 581   | 278   | 303    | 446   | 197  | 249    |
| 1990  | 1,032     | 528   | 504    | 478   | 253   | 225    | 547   | 271  | 276    |
| % Chg | -1.0      | 11.2  | -11.1  | -17.7 | -9.0  | -25.7  | 22.6  | 37.6 | 10.8   |
| 2000  | 867       | 450   | 417    | 360   | 168   | 192    | 463   | 257  | 206    |
| % Chg | -16.0     | -14.8 | -17.3  | -24.7 | -33.6 | -14.7  | -15.4 | -5.2 | -25.4  |

SOURCE: U.S. Bureau of Census, 1980, 1990, and 2000.

#### School Age Population -- 5 years to 14 years old, by Race, Sex

\*\*\*\*\* All Races \*\*\*\*\* \*\*\*\*\* White \*\*\*\*\* \*\*\*\*\* Black \*\*\*\*\*

|       | All Races |       |        | White |       |        | Black |       |        |
|-------|-----------|-------|--------|-------|-------|--------|-------|-------|--------|
|       | Total     | Male  | Female | Total | Male  | Female | Total | Male  | Female |
| 1980  | 2,511     | 1,210 | 1,301  | 1,464 | 671   | 793    | 1,043 | 535   | 508    |
| 1990  | 1,992     | 974   | 1,018  | 1,024 | 499   | 525    | 954   | 471   | 483    |
| % Chg | -20.7     | -19.5 | -21.8  | -30.1 | -25.6 | -33.8  | -8.5  | -12.0 | -4.9   |
| 2000  | 1,989     | 961   | 1,028  | 802   | 385   | 417    | 1,126 | 549   | 577    |
| % Chg | -0.2      | -1.3  | 1.0    | -21.7 | -22.8 | -20.6  | 18.0  | 16.6  | 19.5   |

SOURCE: U.S. Bureau of Census, 1980, 1990, and 2000.

**High School-Working Age Population--15 years to 59 years old, by Race, Sex**

\*\*\*\*\* All Races \*\*\*\*\*      \*\*\*\*\* White \*\*\*\*\*      \*\*\*\*\* Black \*\*\*\*\*

|       | All Races |       |        | White |       |        | Black |       |        |
|-------|-----------|-------|--------|-------|-------|--------|-------|-------|--------|
|       | Total     | Male  | Female | Total | Male  | Female | Total | Male  | Female |
| 1980  | 10,589    | 5,073 | 5,516  | 7,259 | 3,541 | 3,718  | 3,260 | 1,496 | 1,764  |
| 1990  | 9,093     | 4,234 | 4,859  | 5,585 | 2,658 | 2,927  | 3,459 | 1,552 | 1,907  |
| % Chg | -14.1     | -16.5 | -11.9  | -23.1 | -24.9 | -21.3  | 6.1   | 3.7   | 8.1    |
| 2000  | 9,091     | 4,334 | 4,757  | 4,738 | 2,318 | 2,420  | 4,154 | 1,914 | 2,240  |
| % Chg | 0.0       | 2.4   | -2.1   | -15.2 | -12.8 | -17.3  | 20.1  | 23.3  | 17.5   |

SOURCE: U.S. Bureau of Census, 1980, 1990, and 2000.

**Pre-retirement Age Population -- 60 years to 64 years old, by Race, Sex**

\*\*\*\*\* All Races \*\*\*\*\*      \*\*\*\*\* White \*\*\*\*\*      \*\*\*\*\* Black \*\*\*\*\*

|       | All Races |       |        | White |       |        | Black |      |        |
|-------|-----------|-------|--------|-------|-------|--------|-------|------|--------|
|       | Total     | Male  | Female | Total | Male  | Female | Total | Male | Female |
| 1980  | 1,202     | 457   | 745    | 939   | 366   | 573    | 263   | 91   | 172    |
| 1990  | 915       | 373   | 542    | 684   | 290   | 394    | 231   | 83   | 148    |
| % Chg | -23.9     | -18.4 | -27.2  | -27.2 | -20.8 | -31.2  | -12.2 | -8.8 | -14.0  |
| 2000  | 760       | 325   | 435    | 526   | 227   | 299    | 232   | 97   | 135    |
| % Chg | -16.9     | -12.9 | -19.7  | -23.1 | -21.7 | -24.1  | 0.4   | 16.9 | -8.8   |

SOURCE: U.S. Bureau of Census, 1980, 1990, and 2000.

**Retired-Elderly Population -- 65 years old and over, by Race, Sex**

\*\*\*\*\* All Races \*\*\*\*\*      \*\*\*\*\* White \*\*\*\*\*      \*\*\*\*\* Black \*\*\*\*\*

|       | All Races |       |        | White |      |        | Black |      |        |
|-------|-----------|-------|--------|-------|------|--------|-------|------|--------|
|       | Total     | Male  | Female | Total | Male | Female | Total | Male | Female |
| 1980  | 2,805     | 1,044 | 1,761  | 2,169 | 784  | 1,385  | 636   | 260  | 376    |
| 1990  | 3,130     | 1,167 | 1,963  | 2,363 | 873  | 1,490  | 763   | 293  | 470    |
| % Chg | 11.6      | 11.8  | 11.5   | 8.9   | 11.4 | 7.6    | 20.0  | 12.7 | 25.0   |
| 2000  | 3,179     | 1,129 | 2,050  | 2,327 | 824  | 1,503  | 820   | 293  | 527    |
| % Chg | 1.6       | -3.3  | 4.4    | -1.5  | -5.6 | 0.9    | 7.5   | 0.0  | 12.1   |

SOURCE: U.S. Bureau of Census, 1980, 1990, and 2000.

Like most jurisdictions, Martinsville had a decrease in its preschool population of 16.0 percent, according to the 2000 Census. This is quite a dramatic difference from 1990 when there was only a 1.0 percent decrease over the ten-year period from 1980 to 1990. This has important implications for the future of Martinsville with regard to school facility needs, housing, community facilities, and future population growth. School system management and facility development plans are the primary areas subject to impact.

The 5-to-14 age group showed a population decrease of 0.2 percent from 1990 to 2000. This, as is the case with the preschool age group, has important implications for future development in the City when this segment of the population reaches childbearing age. Among the working age group--ages 15-to-59 years, the population remained steady overall.

The age group, 60-to-64, decreased 16.9 percent over the decade from 1990-2000. However, the 65-and-over age group increased 1.6 percent over the same period. In 2000, Martinsville's 65-and-over population accounted for 20.6 percent of the total population compared to 15.0 percent in Henry County and 11.2 percent in the State. According to the *2003 Market Street Report*, since women generally live longer than men and Martinsville has a much larger percentage of individuals over the age of 75 than Henry County or the State, it is also noted that in

2000, 54.8 percent of Martinsville's population was female compared to 51.3 percent in Henry County and 51.0 percent in Virginia.

Additional information stated in the *2003 Market Street Report*, is that much of the aging trend in Martinsville is likely due to the young age groups leaving the area. As the population is projected to continue aging overall, this implies a growing need for facilities and services oriented to adults including recreation, health services, nursing home, and retirement facilities.

In regards to housing, the City is currently developing projects to provide housing for the elderly population. An example of such a facility is the Barrows Mill Senior Citizens Housing Development that is a 44-unit facility developed for persons 62 years of age and older. Construction began in July 2006 and opened for occupancy in September 2007. This is a good example of affordable housing for lower income elderly persons. This type of complex may well be the first of many to be built within the City of Martinsville to accommodate the aging population.

Because of the changes in population noted, the City's services and facility development decisions must consider the needs of a pre-retirement age population and an aging population. Careful monitoring of future school censuses should also be undertaken, since the preschool and youth population decreased; school system management and facility development plans are the primary areas subject to impact.

## **Racial Characteristics**

The racial composition of Martinsville has been examined in the following table. The population changes for whites and non-whites are shown, with percentage and actual numerical changes indicated.

Racial characteristics data for the City indicate that, from 1980 to 1990, the number of whites decreased by 17.9 percent while the number of blacks increased by 3.9 percent. It is also important to note that from 1980 to 1990 the black population increased from 31.6 percent of the total population to 36.8 percent of the total.

During the following decade, 1990-2000, the black population increased from 5,954 to 6,559, a 10.2 percent increase. The white population decreased by 15.8 percent (from 10,134 in 1990 to 8,537 in 2000). Whites made up 62.7 percent of the City's total population in 1990, but only 55.4 percent of the 2000 total population. This indicates that more white than black persons are leaving Martinsville.

When examining the "Other" racial classification, it is noteworthy that this group experienced a 332.4 percent increase largely due to the arrival of the Hispanic population that is, for the most part, counted within this category. However, it should be noted that Hispanic is considered an ethnicity, not a race, and therefore the U.S. Census Bureau collects that data separately. During the decade, from 1990 to 2000, most areas around the country experienced an influx in the Hispanic persons.

**Population Count by Race: 1980-2000**

|                               | Total<br>Population | White  | Black | Other |
|-------------------------------|---------------------|--------|-------|-------|
| 1980                          | 18,149              | 12,351 | 5,728 | 70    |
| % of Total                    | 100.0               | 68.0   | 31.6  | 0.4   |
| 1990                          | 16,162              | 10,134 | 5,954 | 74    |
| % of Total                    | 100.0               | 62.7   | 36.8  | 0.5   |
| <i>% Change<br/>1980-1990</i> | -10.9               | -17.9  | 3.9   | 5.7   |
| 2000                          | 15,416              | 8,537  | 6,559 | 320   |
| % of Total                    | 100.0               | 55.4   | 42.5  | 2.1   |
| <i>% Change<br/>1990-2000</i> | -4.6                | -15.8  | 10.2  | 332.4 |

SOURCE: Bureau of the Census, 1980, 1990, and 2000.

## Marital Status

Trends in marital status are important because they can affect the natural population increase in the City. In the absence of more instantaneous changes such as significant and rapid in-migration, marital status can impact housing needs, available labor supply, school-age population, and the like. The following table lists the marital status of persons in 1990 and 2000.

**Marital Status: 1990-2000**  
Persons 15 Years Old and Over

|          | Single | Married | Separated | Divorced | Widowed |
|----------|--------|---------|-----------|----------|---------|
| 1990     | 3,236  | 6,563   | 563       | 1,196    | 1,580   |
| 2000     | 3,161  | 5,789   | 595       | 1,373    | 1,625   |
| % Change | -2.3   | -11.8   | 5.7       | 14.8     | 2.8     |

SOURCE: U.S. Census of Population.

The information from the preceding table shows that there has been an increase in the number of persons separated, divorced, and widowed categories, with the number of divorced persons ages 15 and over showing the largest percentage increase, at 14.8 percent. In contrast, the number of single and married persons decreased by 2.3 percent and 11.8 percent, respectively. When data indicating the percentage of the total population in each category is examined, it may be that the percentage change from 1990 to 2000 is due to the significant population decline in the City. If the single individuals do not re-marry or delay remarriage, there will be an affect in the City's rate of natural increase--the magnitude of which cannot be predicted.

Marital status by sex trends is significant in larger geographic areas because of implications for future births, housing needs, school needs, and the like. The following table reveals some special needs caused by the predominance of one sex in a particular category.

**Marital Status by Sex: 2000**  
Persons 15 Years Old and Over

|               | Single       | Married      | Separated  | Divorced   | Widows       | TOTAL        |
|---------------|--------------|--------------|------------|------------|--------------|--------------|
| Male          | 1,555        | 2,972        | 244        | 538        | 214          | 5,523        |
| Female        | <u>1,606</u> | <u>2,817</u> | <u>351</u> | <u>835</u> | <u>1,411</u> | <u>7,020</u> |
| TOTAL         | 3,161        | 5,789        | 595        | 1,373      | 1,625        | 12,543       |
| % Grand Total | 25.2         | 46.2         | 4.7        | 10.9       | 13.0         | 100.0        |

SOURCE: U.S. Bureau of Census, 2000.

The information from the preceding table shows that, with the exception of separated persons, there has been a significant numerical increase in all marital status categories as would be expected with the City's overall decrease in population. The most significant numerical increase has been in the married category. The married category represents 46.2 percent of the grand total population 15 years and over. The second largest category is 'single' with 1,555 males and 1,606 females for a total of 3,161 (25.2 percent of the grand total population). 'Widows' is the most unbalanced category with 1,411 females--over six times the 214 males.

## Families and Households

From 1990 to 2000, the number of families declined by 12.1 percent in the City, from 4,580 to 4,025. In review of the family data, special note should be made of shifts that have occurred among families with children. These children are the replacements for the older population and important in maintaining the City's future population. The table which follows is organized according to four basic groupings: total number of families, married-couple families, families with a female householder with no spouse present, and families with male householder with no spouse present. These basic groups are further subdivided into families with own children under 18 years of age and into families with own children under 6 years of age. This latter category provides a measure of families with preschool children and is useful for future school facilities planning and programming.

**Family Types by Presence  
of Own Children  
1990-2000**

|                                       | 1990  | 2000  | % Change<br>1990-2000 |
|---------------------------------------|-------|-------|-----------------------|
| Total Number of Families              | 4,580 | 4,025 | -12.1                 |
| With own children under 18 years      | 1,868 | 1,711 | -8.4                  |
| With own children under 6 years only  | 1,051 | 360   | -65.7                 |
| No own children under 18              | 2,712 | 2,314 | -14.7                 |
| Married-Couple Families               | 3,180 | 2,533 | -20.3                 |
| With own children under 18 years      | 1,180 | 916   | -22.4                 |
| With own children under 6 years only  | 574   | 186   | -67.6                 |
| No own children under 18              | 2,000 | 1,617 | -19.2                 |
| Female Householder, No Spouse Present | 1,216 | 1,243 | 2.2                   |
| With own children under 18 years      | 630   | 694   | 10.2                  |
| With own children under 6 years only  | 424   | 147   | -65.3                 |
| No own children under 18              | 586   | 549   | -6.3                  |
| Male Householder, No Spouse Present   | 184   | 249   | 35.3                  |
| With own children under 18 years      | 58    | 101   | 74.1                  |
| With own children under 6 years only  | 53    | 27    | -49.1                 |
| No own children under 18              | 126   | 148   | 17.5                  |

Source: Bureau of the Census, SF3, 1990 and 2000.

These statistics reveal that the number of married couple families in Martinsville has continued to drop over the past decade. The number of both male and female householders with no spouse present has increased. The number of children under age 18 declined in married-couple families while the number in single-parent households increased. The most noticeable decline was in the number of families with a decrease in number of children under age 6 years. The combined percentage decrease for all family households from 1990 to 2000 for this category was 65.7 percent.

After reviewing the data in the preceding table, it is apparent that the family composition in Martinsville is continuing to undergo substantial change. Several significant changes in family composition in Martinsville include: a decline in the number and percentage of families with children under the age of 18; a decline in the number of married-couple families; an increase in the number of both male and female householders with no spouse present; a significant decrease in the number of families in all categories with children under 6 years old. The declines in families with children under the age of 18 and married couple families could be the result of an aging population and a lack of adequate job opportunities. The increase in the male and female householders with no spouse present reflects ongoing trends in divorce and separation in the City. These changes will impact the areas of housing, social services, education, recreation, and economic development if not addressed and reversed.

## Households

The number of households in Martinsville decreased from 6,839 in 1990 to 6,498 in 2000, or 5.0 percent. This decline is in comparison to an increase of 10.2 percent from 1970 to 1980 and 3.1 percent from 1980 to 1990. More important, however, to the City are the changes that took place among persons living in the various types of households. The following table notes the changes in household structure from 1980 to 2000:

**Persons in Households  
1980-2000**

|                               | 1980   | 1990   | % Change | 2000   | % Change |
|-------------------------------|--------|--------|----------|--------|----------|
| Persons in Households         | 17,620 | 16,020 | -9.1     | 14,728 | -8.1     |
| Family Households:            | 15,904 | 13,700 | -13.9    | 12,255 | -10.5    |
| Head of household--male       | 3,726  | 3,492  | -6.3     | 2,397  | -31.4    |
| Head of household--female     | 1,194  | 1,188  | -0.5     | 1,628  | 37.0     |
| Spouse of head of household   | 3,720  | 3,210  | -13.7    | 2,533  | -21.1    |
| Children of head of household | 5,619  | 5,040  | -10.3    | 4,525  | -10.2    |
| Other relative of head        | 1,224  | 529    | -56.8    | 554    | 4.7      |
| Non-relatives                 | 421    | 241    | -42.8    | 618    | 156.4    |
| Non-family Households:        | 1,716  | 2,320  | 35.2     | 2,473  | 6.6      |
| Householder--male             | 512    | 778    | 52.0     | 942    | 21.1     |
| Householder--female           | 1,204  | 1,542  | 28.1     | 1,531  | -0.7     |
| Persons in Group Quarters     | 529    | 142    | -73.2    | 688    | 384.5    |

SOURCE: Bureau of Census, 1980, 1990, and 2000.

NOTES ON HOUSEHOLD STATISTICS: Definition of household: A household in general includes all the persons occupying a housing unit. A family household includes a family plus any non-relatives living with the family in the dwelling unit. A non-family household is a dwelling unit occupied by a householder living alone or only with persons not related to him or her. Persons in group quarters are not considered as in households but are included with persons in households for purpose of tabulation.

The preceding table when analyzed in detail indicates that the family household in Martinsville has lost ground between 1990 and 2000; 1,445 persons were lost in this household group, which represents a 10.5 percent decrease. These figures were obtained by totaling the persons that are head(s) of households, children of head of household, and spouses—the basic family-type household unit. Other relatives and non-relatives were also included in the table.

Some possible shifts between family households and other household groups—non-family households and persons in group quarters—may have occurred. Non-family households-male grew by 21.1 percent while households-female declined slightly by 0.7 percent. Persons in group quarters such as nursing homes increased by 384.5 percent. The growth in the persons in non-family male household category may be attributed to two sources: an increase in the number of divorced persons and increases in older persons whose spouse has died. It should be observed, however, that only 153 persons were added in the non-family category and only 546 persons added to the category of group quarters. The total of these two increases, 699 persons, does not negate the loss in the basic family households of 1,445 persons delineated in the preceding table.

A significant shift occurred between the categories entitled head of household-male and head of household-female from 1990 to 2000. Male household heads declined 31.4 percent, or 1,095 persons. Female household heads increased by 37 percent, or 440 persons. Divorces and separations account for some of this shift—which is supported by the observable increase in numbers of persons in non-family households. Also, spouses of head of households decreased significantly by 21.1 percent, or 677 persons.

If the decreases in male head of households, spouses of head of households, children, and non-family households with female householder are totaled for the period from 1990 to 2000, a loss of 2,298 occurred in the family households of the City. From this loss must be deducted the 604-person gain in numbers of persons in the household categories: female head of household, non-family household with male householder. The net difference is a 1,694 loss of persons. It is apparent that the City's population loss from 1990 to 2000 is attributable to the strong migration of families with children outside the City limits. Restated, the gains in persons in the female head of household and non-family male head of household groups are less than the losses in persons in the male head of household, spouses of head of household, children of family head of household groups, and non-family households with female householder. Out-migration is the most significant factor in the net loss in persons in households and loss of 746 persons from the City's total population from 1990 to 2000.

As stated, the City's overall population loss from 1990 to 2000 was 746 persons. From the preceding table, the numerical gains and losses among the categories of other relatives, non-relatives in family households, and persons in group quarters can be netted to produce an overall 948-person increase. If these persons are deducted from the net loss of 1,694 persons noted above, the population loss is 746—the City's overall population loss from 1990 to 2000.

## **Population and Demographic Analysis Summary**

- The City's population has continually declined since 1970, in part due to Martinsville's job base shift from manufacturing to a more balanced mix and the out-migration of residents. The population decreased by 10.9 percent from 1980 to 1990 and by 4.6 percent from 1990 to 2000.
- The largest portion of the City's population decline over the last decade (1990's) was due to more deaths than births, according to the *2003 Market Street Report* prepared by Market Street Services in Atlanta, GA. This accounted for 58.5 percent of the City's population change with 138 percent more deaths (2,494) than births (1,803) from 1990 to 1999. However, since 2000, it can be attributed primarily to out-migration of Martinsville's citizens

with 348 persons moving from Martinsville to Henry County from 1992 to 2002, as stated in the report.

- Population projections released by the Virginia Employment Commission in 2007 projects a 6.75 percent population decrease in the City from 2000-2010 and a 2.95 percent decline from 2010-2020. However, these projections are characterized by differing degrees of reliability with longer projection periods being less accurate.
- The median age for the City's population increased from 35.2 years in 1980 to 38.1 years in 1990 and 40.8 years in 2000. Martinsville had the highest median age in the West Piedmont Planning District, according to the 2000 Census. Martinsville is aging more than the Commonwealth and United States. A significant number of retirees have been attracted to the area due to the low cost of living, low taxes, quality of life, and other factors.
- Like many other localities in the West Piedmont Planning District, growth in Martinsville's preschool and school-age population declined by 14.9 percent from 1980-1990 and 5.6 percent from 1990-2000. A shift in population has important implications for future development in the City.
- The age brackets including high school-working age and pre-retirement age persons each decreased significantly from 1980-1990. However, from 1990 to 2000 the high school-working age persons remained unchanged and the pre-retirement age persons declined by 16.9 percent. Because of the changes in population noted, the City's services and facility development decisions must consider the needs of a pre-retirement age population and an aging population. Careful monitoring of future school censuses should also be undertaken, since the preschool and youth population decreased; school system management and facility development plans are the primary areas subject to impact.
- The retired-elderly age bracket, which includes persons ages 65 years and over, had the only percentage (1.6 percent) increase from 1990-2000. In 2000, Martinsville's 65- and over population accounted for 20.6 percent of the total population compared to 15.0 percent in Henry County and 11.2 percent in the State. The aging trend in Martinsville is likely due to the young age groups leaving the area, according to the 2003 Market Street Report. As previously stated, this implies a growing need for facilities and services oriented to adults including recreation, health services, nursing home, and retirement facilities which the City is currently developing to provide for the elderly citizens.
- The City exhibited a high percentage increase in the number of divorced persons from 1990 to 2000 at 14.8 percent. Separated persons increased by 5.7 percent over this period. This type of change often implies an increase in housing needs because additional households are often created. In addition, the number of married persons drastically decreased by 774 persons or 11.8 percent.
- Families and households in Martinsville declined by 12.1 percent and 5.0 percent, respectively, from 1990 to 2000. Within the family structure, married-couple families decreased by 20.3 percent. The number of families with children under age 6 dropped by 691 or 65.7 percent overall while the percentage of single-parent families increased. These changes will impact the areas of housing, social services, education, recreation, and economic development if not addressed and reversed.



## **Martinsville City Census Tract Analyses: Demographic Characteristics**

The following section sets out demographic and economic characteristics by Census Tract for each of the City's five populated tracts. Census tracts are special units of geography that are intended to be maintained without change from census year to census year in order to provide continuity and provide a way to keep up with changes taking place in small areas of the City. Ideally, the census tract geography can provide a neighborhood focus for statistical measures across the census years. The geography was set up prior to the 1980 Census and changed somewhat from the 1980 to 1990 Census. However, the geography remained the same, with only one or two minute changes, from the 1990 Census to the 2000 Census. Therefore, comparisons were made for the two Census years--1990 and 2000 only. Since the 1984 Comprehensive Plan update has the detailed 1980 Census data by Census Tracts, no nominal comparisons of tracts over that decade were made in the analysis.

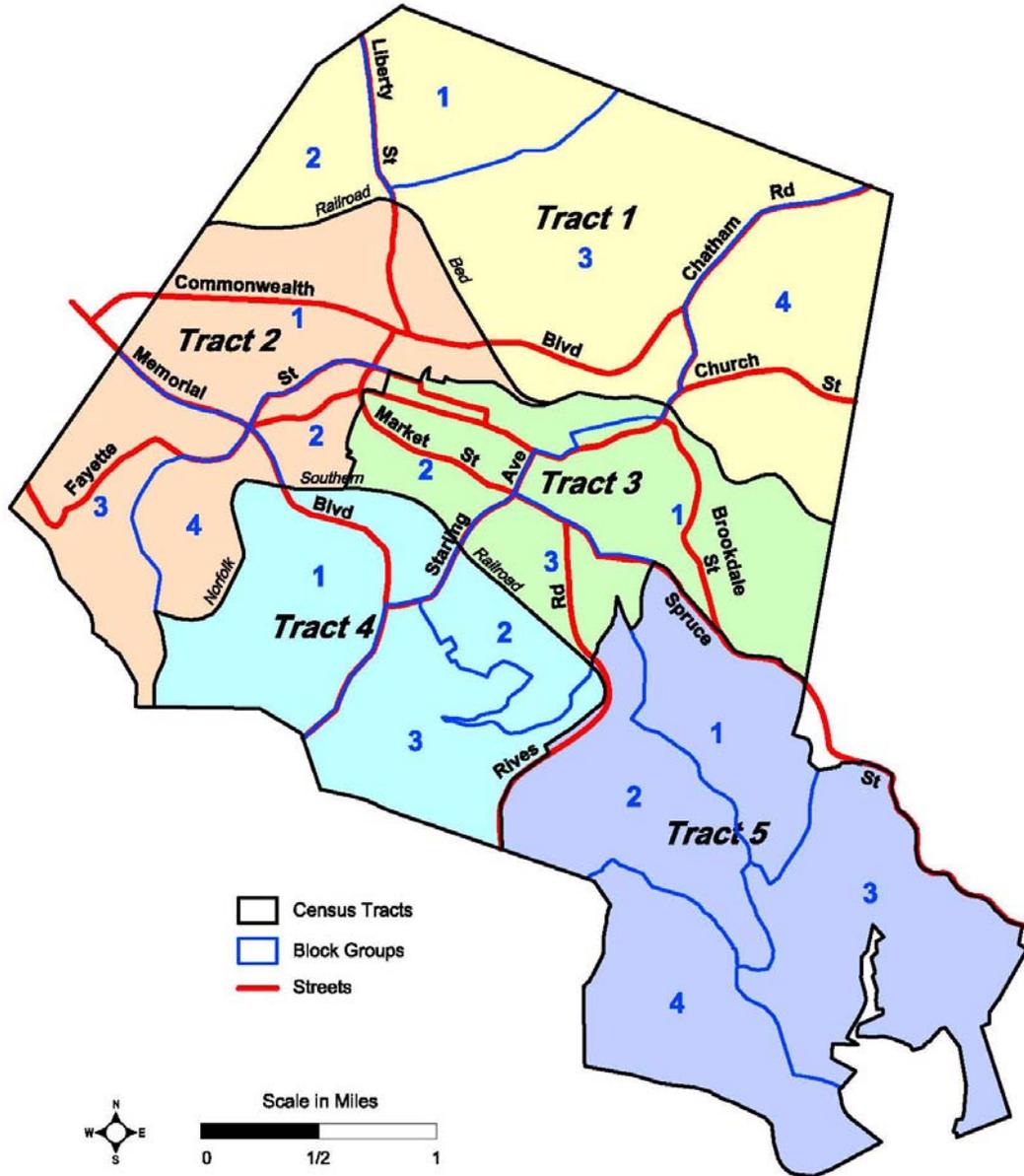
**Census Maps.** The following maps show 1990 and 2000 Census tract boundaries along with sub-areas within the tracts, called block groups (BGs). The only detailed data available is for census tracts and block groups. Data by block groups within census tracts is available from the West Piedmont Planning District Commission or the State Data Center (i.e., Virginia Employment Commission).

**Census Data.** The tract analyses that follow give brief descriptions of the area, then statistics on population, median age, age groups, number of families, income, poverty levels, education, and employment by industry. The intent is to provide a statistical recap of small areas of the City; more information is available through the City or West Piedmont Planning District Commission staff. While census tracts were designated in the City in 1980, detailed 1980 data is available in the Comprehensive Plan Update of 1984. Since the 1980 geography differs slightly from the 1990 and 2000 tracts, the 1980 comparison of data is not included in this plan.



# City of Martinsville, VA

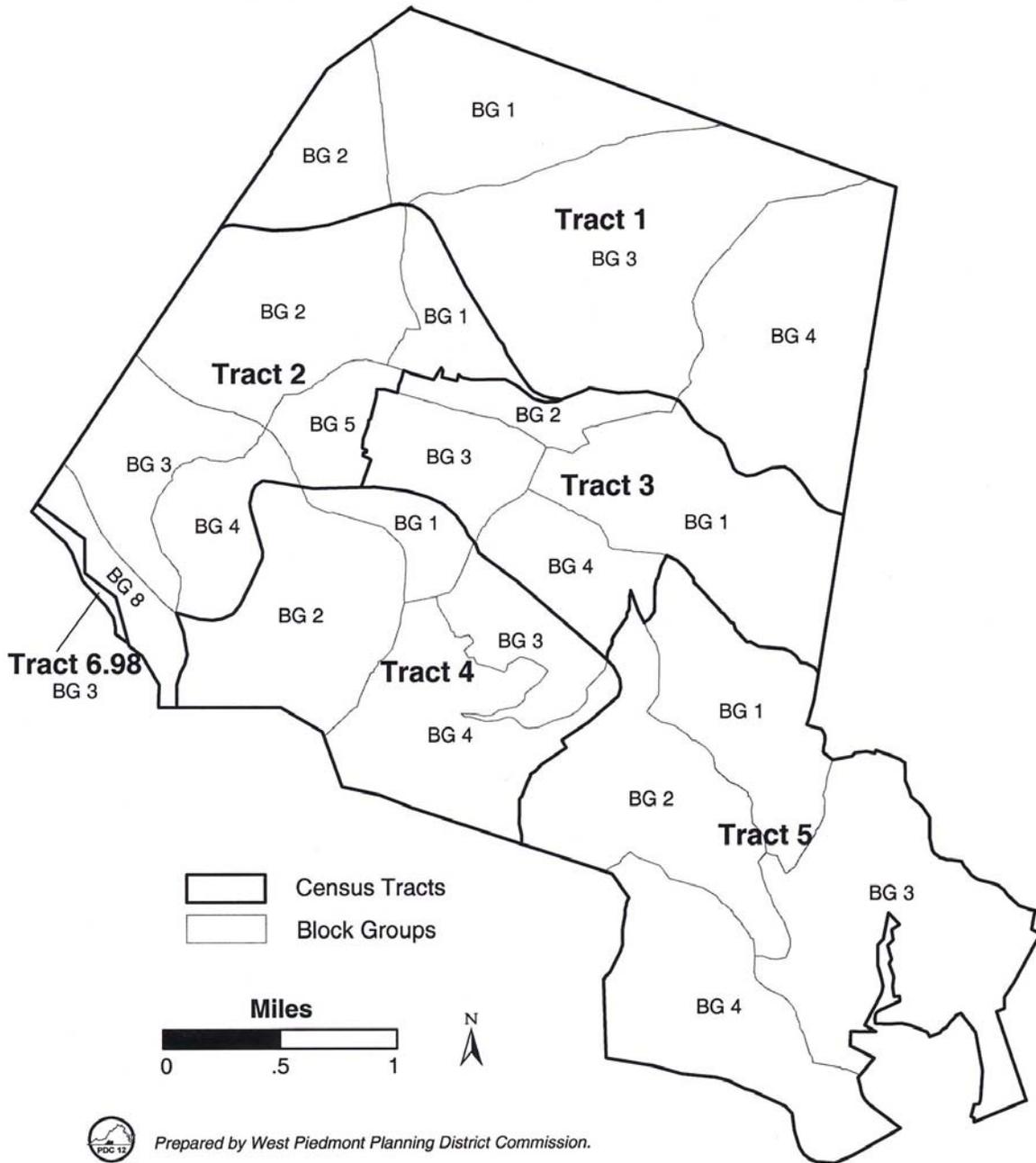
## 2000 Census Tracts & Block Groups



*Prepared by West Piedmont Planning District Commission based on 2000 TIGER files, U.S. Census Bureau.*



# City of Martinsville 1990 Census Tracts & Block Groups





## Martinsville City Neighborhood Analysis: Demographic Characteristics by Census Tracts

### Tract 1

**Location:** Northern section of City; City boundary forms northern and eastern borders, while abandoned Norfolk-Southern railroad line forms the southern and western borders. Encompasses Northside, Clearview, Chatham Heights, and East Church Street areas.

**Land Use:** Predominately residential, but with concentrated commercial and industrial development and hospital/medical office locations.

|                                     | <u>1990</u> | <u>2000</u> |                               | <u>1990</u> | <u>2000</u> |
|-------------------------------------|-------------|-------------|-------------------------------|-------------|-------------|
| Population                          | 3,796       | 3,672       | Median Household Income (\$)  | 20,422      | 25,429      |
| % White                             | 65.1        | 54.1        | Per Capita Income (\$)        | 10,069      | 13,803      |
| % Black                             | 34.5        | 44.4        | Median Family Income (\$)     | 24,139      | 30,714      |
| % Other Races                       | 0.4         | 1.6         | No. of Families with Children | 525         | 413         |
| Median Age                          | 35.0        | 40.4        | % Single-Parent Families      | 41.0        | 40.1        |
| % Pre-school (<5 yrs.)              | 6.2         | 5.8         | % of Families below Poverty   | 16.0        | 8.9         |
| % School Age (5-14 yrs.)            | 12.9        | 12.3        | % of Persons below Poverty    | 16.8        | 14.4        |
| % High Sch-Working Age (15-54 yrs.) | 55.9        | 49.6        | % Agric-Forestry-Mining Emp.  | 0.3         | 1.8         |
| % Pre-Retirement Age (55-64)        | 9.7         | 9.8         | % Construction Employment     | 4.6         | 5.8         |
| % Retirement-Elderly Age (65+)      | 15.3        | 22.4        | % Mfg. Employment             | 36.1        | 39.3        |
| % Pop with High School Degree       | 54.5        | 60.4        | % Whole-Retail Trade Employ.  | 25.5        | 15.3        |
| % Pop with Bachelor's Degree+       | 4.4         | 6.0         | % Fin-Ins-Real Estate Employ. | 3.5         | 1.7         |
| Number of Households                | 1,596       | 1,511       | % Trans-Util-Comm Employ.     | 4.4         | 2.9         |
| No. of Employed Persons             | 1,855       | 1,403       | % Service Employment          | 21.8        | 30.2        |
|                                     |             |             | % Government Employment       | 3.7         | 2.9         |

### Tract 2

**Location:** West side of the City; bordered on south and west by the City boundary, on the north by abandoned Norfolk-Southern railroad line, and on east by Fayette, Moss, West Church, Market, and Barton Streets, Oakwood Cemetery property line, and another Norfolk-Southern railroad line. Encompasses the Jones Creek and Westside/Westend neighborhoods. Also, Liberty Fair Mall and Commonwealth Blvd. lie within this tract.

**Land Use:** Predominately commercial with residential development in the above mentioned areas.

|                                     | <u>1990</u> | <u>2000</u> |                               | <u>1990</u> | <u>2000</u> |
|-------------------------------------|-------------|-------------|-------------------------------|-------------|-------------|
| Population                          | 3,595       | 2,879       | Median Household Income (\$)  | 16,549      | 17,926      |
| % White                             | 6.1         | 4.4         | Per Capita Income (\$)        | 8,385       | 10,930      |
| % Black                             | 93.5        | 94.2        | Median Family Income (\$)     | 20,714      | 24,115      |
| % Other Races                       | 0.3         | 1.4         | No. of Families with Children | 466         | 266         |
| Median Age                          | 36.0        | 40.5        | % Single-Parent Families      | 62.0        | 56.1        |
| % Pre-school (<5 yrs.)              | 7.3         | 6.2         | % of Families below Poverty   | 23.3        | 26.9        |
| % School Age (5-14 yrs.)            | 13.2        | 15.1        | % of Persons below Poverty    | 26.0        | 34.3        |
| % High Sch-Working Age (15-54 yrs.) | 50.9        | 48.8        | % Agric-Forestry-Mining Emp.  | 0.3         | 0.0         |
| % Pre-Retirement Age (55-64)        | 10.3        | 10.1        | % Construction Employment     | 2.3         | 6.0         |
| % Retirement-Elderly Age (65+)      | 18.2        | 19.8        | % Mfg. Employment             | 60.4        | 43.1        |
| % Pop with High School Degree       | 46.4        | 55.9        | % Whole-Retail Trade Employ.  | 11.8        | 15.8        |
| % Pop with Bachelor's Degree+       | 7.9         | 6.2         | % Fin-Ins-Real Estate Employ. | 1.8         | 1.4         |
| Number of Households                | 1,316       | 1,141       | % Trans-Util-Comm Employ.     | 2.0         | 5.4         |
| No. of Employed Persons             | 1,656       | 929         | % Service Employment          | 19.5        | 24.1        |
|                                     |             |             | % Government Employment       | 1.9         | 4.2         |

### Tract 3

**Location:** Central location of City; Norfolk-Southern railroad line forms northern and southern borders; bordered on west by Fayette, Moss, West Church, Market, and Barton Streets and Oakwood Cemetery property line, and on the east by City boundary. Encompasses the areas of East Church Street and the Central Business District.

**Land Use:** Predominately commercial, but with small, concentrated residential development.

|                                     | <u>1990</u> | <u>2000</u> |                               | <u>1990</u> | <u>2000</u> |
|-------------------------------------|-------------|-------------|-------------------------------|-------------|-------------|
| Population                          | 2,804       | 2,860       | Median Household Income (\$)  | 19,574      | 25,896      |
| % White                             | 76.1        | 63.0        | Per Capita Income (\$)        | 15,068      | 20,311      |
| % Black                             | 23.3        | 34.1        | Median Family Income (\$)     | 29,911      | 43,406      |
| % Other Races                       | 0.7         | 2.9         | No. of Families with Children | 319         | 305         |
|                                     |             |             | % Single-Parent Families      | 42.9        | 40.7        |
| Median Age                          | 40.4        | 39.8        | % of Families below Poverty   | 12.2        | 11.4        |
| % Pre-school (<5 yrs.)              | 6.5         | 5.0         | % of Persons below Poverty    | 15.9        | 15.9        |
| % School Age (5-14 yrs.)            | 10.2        | 10.3        |                               |             |             |
| % High Sch-Working Age (15-54 yrs.) | 48.4        | 54.6        | % Agric-Forestry-Mining Emp.  | 1.0         | 0.0         |
| % Pre-Retirement Age (55-64)        | 9.2         | 9.0         | % Construction Employment     | 5.5         | 3.1         |
| % Retirement-Elderly Age (65+)      | 25.8        | 21.2        | % Mfg. Employment             | 41.7        | 35.1        |
|                                     |             |             | % Whole-Retail Trade Employ.  | 16.3        | 7.3         |
| % Pop with High School Degree       | 67.4        | 74.4        | % Fin-Ins-Real Estate Employ. | 4.8         | 5.7         |
| % Pop with Bachelor's Degree+       | 18.3        | 16.2        | % Trans-Util-Comm Employ.     | 2.8         | 2.7         |
| Number of Households                | 1,413       | 1,282       | % Service Employment          | 25.5        | 44.0        |
| No. of Employed Persons             | 1,215       | 1,183       | % Government Employment       | 2.4         | 2.1         |

### Tract 4

**Location:** Southwestern boundary of Martinsville; bordered on west and north by Norfolk-Southern railroad line, on east by railroad and Rives Road, and south by City boundary. Encompasses the neighborhoods of Southside and Rives Road areas.

**Land Use:** Predominately residential, but with concentrated commercial and industrial development. Memorial Blvd./Business Route 220 lies within this area staging much of the City's commercial development. In addition, the current Virginia Museum of Natural History as well as several parks are located within this tract.

|                                     | <u>1990</u> | <u>2000</u> |                               | <u>1990</u> | <u>2000</u> |
|-------------------------------------|-------------|-------------|-------------------------------|-------------|-------------|
| Population                          | 2,635       | 2,841       | Median Household Income (\$)  | 18,539      | 23,551      |
| % White                             | 81.5        | 61.4        | Per Capita Income (\$)        | 10,423      | 11,839      |
| % Black                             | 18.0        | 35.4        | Median Family Income (\$)     | 27,333      | 24,590      |
| % Other Races                       | 0.5         | 3.2         | No. of Families with Children | 312         | 347         |
|                                     |             |             | % Single-Parent Families      | 41.0        | 39.2        |
| Median Age                          | 38.8        | 36.5        | % of Families below Poverty   | 11.0        | 19.8        |
| % Pre-school (<5 yrs.)              | 6.5         | 6.9         | % of Persons below Poverty    | 15.3        | 26.6        |
| % School Age (5-14 yrs.)            | 11.9        | 14.2        |                               |             |             |
| % High Sch-Working Age (15-54 yrs.) | 47.9        | 53.9        | % Agric-Forestry-Mining Emp.  | 0.0         | 0.0         |
| % Pre-Retirement Age (55-64)        | 12.0        | 8.6         | % Construction Employment     | 6.0         | 7.2         |
| % Retirement-Elderly Age (65+)      | 21.8        | 16.4        | % Mfg. Employment             | 51.0        | 33.7        |
|                                     |             |             | % Whole-Retail Trade Employ.  | 14.9        | 13.5        |
| % Pop with High School Degree       | 50.5        | 57.2        | % Fin-Ins-Real Estate Employ. | 1.3         | 3.8         |
| % Pop with Bachelor's Degree+       | 4.2         | 4.7         | % Trans-Util-Comm Employ.     | 4.0         | 6.1         |
| Number of Households                | 1,151       | 1,191       | % Service Employment          | 20.9        | 33.8        |
| No. of Employed Persons             | 1,134       | 1,058       | % Government Employment       | 1.9         | 1.8         |

## Tract 5

**Location:** Southeast area of City; bordered on north by a creek, Mulberry, Parkview, and Spruce Streets, on east and south by City boundary, and on west by Rives Road and portion of Norfolk Southern railroad line. Encompasses the neighborhoods of Mulberry, Druid Hills, and Forest Park.

**Land Use:** Predominately residential. Includes recreational areas of Lake Lanier and Forest Park County Club.

|                                     | <u>1990</u> | <u>2000</u> |                               | <u>1990</u> | <u>2000</u> |
|-------------------------------------|-------------|-------------|-------------------------------|-------------|-------------|
| Population                          | 3,332       | 3,164       | Median Household Income (\$)  | 47,589      | 54,755      |
| % White                             | 94.9        | 90.9        | Per Capita Income (\$)        | 25,214      | 29,099      |
| % Black                             | 4.7         | 7.5         | Median Family Income (\$)     | 54,511      | 63,125      |
| % Other Races                       | 0.5         | 1.5         | No. of Families with Children | 414         | 387         |
| Median Age                          | 42.1        | 46.2        | % Single-Parent Families      | 14.7        | 15.9        |
| % Pre-school (<5 yrs.)              | 5.4         | 4.4         | % of Families below Poverty   | 2.5         | 6.5         |
| % School Age (5-14 yrs.)            | 12.8        | 12.7        | % of Persons below Poverty    | 3.2         | 6.9         |
| % High Sch-Working Age (15-54 yrs.) | 49.9        | 47.8        | % Agric-Forestry-Mining Emp.  | 0.5         | 0.0         |
| % Pre-Retirement Age (55-64)        | 13.9        | 12.5        | % Construction Employment     | 3.2         | 2.4         |
| % Retirement-Elderly Age (65+)      | 18.0        | 22.6        | % Mfg. Employment             | 31.6        | 25.2        |
| % Pop with High School Degree       | 93.6        | 91.9        | % Whole-Retail Trade Employ.  | 14.9        | 10.8        |
| % Pop with Bachelor's Degree+       | 42.3        | 46.9        | % Fin-Ins-Real Estate Employ. | 10.5        | 9.4         |
| Number of Households                | 1,363       | 1,373       | % Trans-Util-Comm Employ.     | 3.9         | 1.7         |
| No. of Employed Persons             | 1,541       | 1,513       | % Service Employment          | 32.6        | 48.1        |
|                                     |             |             | % Government Employment       | 2.9         | 2.3         |

Note: % of Agriculture, Forestry, and Mining employment also includes Fishing and Hunting employment figures.

Sources: 1990 and 2000 Census of Population & Housing, U.S. Census Bureau.

# ECONOMY

## Introduction

Over the past decade, the Martinsville-Henry County area has undergone a complete transformation of industry. Once predominately furniture, textiles and agricultural, the area has now diversified its economy and is home to plastics manufacturers, food processing facilities, call centers, back office operations and other types of firms. While unemployment has been extremely high, with Martinsville having double-digit rates over the period from 2000 through 2007 and the highest rate in Virginia in select months over that period, the area has continued efforts to deal with large-scale job losses, factory closings, lingering unemployment, and general uncertainty over future prospects. The area has moved forward with the construction of shell buildings, industrial site development, creation of the New College Institute, and increased quality of life opportunities through new cultural and recreational projects such as the Virginia Museum of Natural History and the planned sports arena and soccer complex.

In March 2004, Market Street Services developed a *Community & Economic Development Strategy for Martinsville-Henry County, Virginia*, in conjunction with a local advisory committee made up of community leaders. This report will be referred to hereafter as the “Market Street Services Strategy Report.” As part of this strategy’s development, hundreds of Martinsville-Henry County residents had an opportunity to participate in focus groups, interviews, online surveys and community meetings. A number of findings of this Strategy and its accompanying Competitive Assessment, also developed by Market Street Services, are included in the following section as well as in other Chapters of this Comprehensive Plan Update. In some cases, statistics have been updated. The Strategy notes the following about the community in its Introduction: “Martinsville-Henry County is a resilient place. For more than a century, the ebbs and flows of the local economy have resulted in the rise of one industry, and the fall of another. But throughout this history, local residents have remained steadfast in their hope for the future, high regard for their community, and core belief that the area will once again experience prosperity. The final years of the 1990s, and first third of the new decade, have been difficult on the Martinsville-Henry County economy. Hemisphere-wide and global trade pacts have resulted in dynamic shifts in the underlying structure of the United States, Virginia, and local economies, leading to large-scale job losses, factory closings, lingering unemployment, and general uncertainty over future prospects.”

During the development of the 2004 Strategy report by Market Street Services, “nearly every focus group and interview participant told Market Street that a lack of local vision for the future and fractured government and economic development leadership in Martinsville-Henry County were area weaknesses.” There are a number of ongoing cooperative efforts of the City and County including the Martinsville-Henry County Economic Development Corporation, the Henry-Martinsville Social Services Department, the Gateway Streetscape Foundation, revenue-shared lots at the Patriot Centre at Beaver Creek Industrial Park, the 9-1-1 Center, and the West Piedmont Business Development Center. Several new cooperative efforts got underway in 2007, including exploring ways to combat the area’s litter problem and looking at ways that the Martinsville Mustangs baseball team could reduce expenses and generate more attendance at home games. It is anticipated that these efforts will be ongoing and a number of new efforts will get underway in the future.

For decades, Martinsville City has been recognized as a retail hub as well as being a center for manufacturing. Although manufacturing employment has declined over the past decade, manufacturing remains the City’s largest employment sector; however, other sectors such as health/social, professional and other services have grown in importance and will continue to do so. These and other future developments will continue to change the employment base for the City in the years to come. Interstate 73, for example, will have a major impact on the Region. In March 2008, an independent analysis of the economic impact that I-73 will have on the approved corridor from the NC/VA border to the Roanoke Valley was released by the Martinsville-Henry County, Franklin County, and Roanoke Regional Chambers of Commerce. The analysis, entitled “Summary of Economic Impact of the Proposed Interstate 73 in Virginia,” was developed by Chmura Economics & Analytics of Richmond, Virginia, and funded by the Virginia Tobacco Indemnification and Community Revitalization Commission and the

Harvest Foundation. In addition to reviewing the economic background of the Region impacted by I-73, the analysis focused on the economic impact the project will have on the Region. It noted that, although no interchanges are physically to be located in the Cities of Martinsville and Salem, it is plausible that some service businesses may choose to locate a little further away from interchanges in these cities. The analysis also noted that both cities would benefit from the ripple economic impacts. The report also stated that I-73 can increase the appeal of the Region for expanding and relocating firms as well as increase property values and safety. During construction, there should be some positive short-term impacts on Martinsville and Henry County in respect to providing workers and contractors with food and lodging services when construction takes place on the southern end of the route. More long-term, businesses already operating in the area should see benefits with shorter delivery and shipping times and concomitant cost advantages. Overall, there should be freight services advantages that would be permanent. In terms of business operations within the Region or with customers outside the Region, there should be some travel costs savings and business efficiencies conferred on local enterprise. With savings that might accrue to business, it is anticipated that there could be opportunities for firms in the Region to create 800 or more new jobs.

With the existence of Interstate 73, it may be easier to market the area to expanding firms looking for a new location near an interstate. Thus, the existence of Interstate 73 can become a marketing tool. With the route's development, there will be opportunities for development of hotels, service plazas, markets, and restaurants centered on the numerous interchanges. Service business should grow and create an estimated 2,000 plus jobs over the Region. The interstate may also encourage development of regional distribution centers in Franklin and Henry Counties. Martinsville and Henry County have the advantage of being in closer proximity to the Greensboro Triad Federal Express hub, which could encourage the location of support firms in the southern end of the interstate corridor. The interstate will also add to the accessibility of the area's businesses to other areas of business on the East Coast and in the Midwest. The business development created should also create revenues for the Commonwealth and local governments.

In particular, the report noted that I-73 will have a positive effect on tourism in the area, benefiting attractions such as the recently constructed Virginia Museum of Natural History in Martinsville, for example. The project will not only provide for better safety on the roads but also improve the quality of life for area residents by making it more convenient to reach destinations for work, shopping, recreation, and entertainment.

An economic analysis of the City is useful in understanding what factors play a role in influencing land use and general development in the past, present, and future. To a large extent, the development of a community is determined by the free market economy. In other words, decisions made by business and industry in their efforts to make profits encourage the growth and development patterns. The City government also has tools at its disposal to affect the development patterns (namely tax policy, utility development, and roads development), but often local governments tend to or are directly affected by private enterprise decisions. There are a number of relatively new economic development resources available to market the City. A number of these resources are outlined in more detail in this chapter, including the West Piedmont Business Development Center—a relatively new facility which promotes entrepreneurship; the Martinsville-Henry County Economic Development Corporation; the recently constructed Virginia Museum of Natural History; the New College Institute based in Uptown Martinsville; Clearview Business Park; industrial property jointly developed with Henry County at the Patriot Centre just outside the City; and the Mid-Atlantic Broadband Cooperative's Regional Backbone Initiative which is bringing broadband services including high-speed internet connectivity to various areas of the City as part of a 700-mile fiber optic network being installed throughout Southside Virginia.

The Martinsville-Henry County Economic Development Corporation is available to assist industry or employers to expand or develop new facilities. The City supports the local Chamber of Commerce, the Martinsville Uptown Revitalization Association, and other initiatives to assist small business and tourism promotion. The Martinsville-Henry County Chamber of Commerce sponsors a highly successful and recognized annual Business Expo, a marketing tool for businesses to reach their customer base and to increase the community's awareness of their services.

## Employment

Martinsville has experienced a 17.8 percent decline in total workers over the last decade. The principle increases (30 percent or more) in the City's employment from 1990 to 2000 took place in the following categories: health/social services (39.4 percent) and other services (43.2 percent) [which includes repair and maintenance, personal and laundry services; religious, grantmaking, civic, professional, and similar services; and private households; this does not include public administration]. Manufacturing (-35.0 percent); utilities (-46.6 percent); wholesale trade (-66.5 percent); and retail trade (-36.3 percent ) all decreased substantially.

Employment by industry data in the following table illustrates the dependence of Martinsville City on manufacturing. In 1990, 43.8 percent of the total City workers versus 15.1 percent of State workers were employed in manufacturing. Over the period 1990 to 2000, the City's percentage of employment in manufacturing declined from 43.8 percent of the total City to 34.6 percent, a 35 percent decline in the numbers over the period. During the same time period, the State's percentage of employment in manufacturing declined from 15.1 percent of total employment to 11.3 percent of total employment, a 15.4 percent decline. Over the past decade, the City has been impacted by the North American Free Trade Act (NAFTA), which has caused manufacturing employment to continue to decrease.

### Employment by Industry 1990-2000

|                                 | <i>Martinsville</i> |              |                 |              | <i>State of Virginia</i> |                  |                 |             |
|---------------------------------|---------------------|--------------|-----------------|--------------|--------------------------|------------------|-----------------|-------------|
|                                 | 1990                | 2000         | % of Total 2000 | % Chg 90-00  | 1990                     | 2000             | % of Total 2000 | % Chg 90-00 |
| <b>Total Workers</b>            | <b>7,401</b>        | <b>6,086</b> | <b>100.0</b>    | <b>-17.8</b> | <b>3,028,362</b>         | <b>3,412,647</b> | <b>100.0</b>    | <b>12.7</b> |
| Agriculture**                   | 23                  | 25           | 0.4             | 8.7          | 61,549                   | 33,396           | 1.0             | -45.7       |
| Mining**                        | 7                   | 0            | 0.0             | -100.0       | 18,072                   | 10,029           | 0.3             | -44.5       |
| Construction                    | 308                 | 287          | 4.7             | -6.8         | 236,995                  | 250,155          | 7.3             | 5.6         |
| Manufacturing                   | 3,242               | 2,106        | 34.6            | -35.0        | 457,632                  | 387,104          | 11.3            | -15.4       |
| Transportation                  | 166                 | 166          | 2.7             | 0.0          | 118,830                  | 131,043          | 3.8             | 10.3        |
| Utilities*                      | 88                  | 47           | 0.8             | -46.6        | 83,983                   | 27,434           | 0.8             | -67.3       |
| Wholesale                       | 167                 | 56           | 0.9             | -66.5        | 101,910                  | 93,477           | 2.7             | -8.3        |
| Retail                          | 1,097               | 699          | 11.5            | -36.3        | 487,016                  | 389,437          | 11.4            | -20.0       |
| Finance, Insurance, Real Estate | 330                 | 286          | 4.7             | -13.3        | 198,063                  | 226,222          | 6.6             | 14.2        |
| Educational Services            | 525                 | 482          | 7.9             | -8.2         | 243,181                  | 294,488          | 8.6             | 21.1        |
| Health/Social Services          | 477                 | 665          | 10.9            | 39.4         | 215,611                  | 331,668          | 9.7             | 53.8        |
| Public Administration           | 197                 | 159          | 2.6             | -19.3        | 280,776                  | 282,259          | 8.3             | 0.5         |
| Other Services                  | 774                 | 1,108        | 18.2            | 43.2         | 524,744                  | 955,935          | 28.0            | 82.2        |

\*NOTE: In 1990, Utilities category was combined with Communications.

\*\*Jobs in these sectors include positions such as truck drivers and clerical workers according to the Census Bureau.

SOURCE: U.S. Bureau of the Census, STF3 -- 1990 & 2000.

The major employers in Martinsville are manufacturers of furniture, wood, and paper products. The table entitled "Manufacturing Employment by Product Class" gives a detailed breakdown of data for the City, illustrating the City's dependence on paper, furniture, and wood products. From 2000 to 2005, the City experienced a 66.7 percent decrease in the number of workers employed in manufacturing from 6,800 to 2,266, according to the U.S. Census Bureau's County Business Pattern data presented in the following table. However, in 2005, a minimum of 54.6 percent of the City's manufacturing employees worked in the furniture-lumber-wood products category compared to only 12.6 percent statewide. The State, as a whole, is much more diverse—with strength particularly in printing and publishing, food and kindred products, metals, machinery, electrical machinery, and transportation equipment manufacturing. The percentage of employees across the State in these categories are often two to thirteen times the percentages or higher than those for Martinsville. Wage rates for jobs in certain product class industries are lower than others and can have an impact on the aggregate buying power in the local economy.

**Manufacturing Employment by Product Class  
City of Martinsville  
(By Place of Work)  
2000-2005**

|  | Employees<br>2000 | Employees<br>2005 | No. of Firms<br>2000 | No. of Firms<br>2005 |
|--|-------------------|-------------------|----------------------|----------------------|
| <b>Manufacturing--All Firms</b>                | 6,800             | 2,266             | 48                   | 34                   |
| Textile products                               | 600-1,248         | 151               | 4                    | 4                    |
| Apparel  | 1,938             | 0-19              | 7                    | 1                    |
| Lumber, wood products                          | 848               | 237               | 6                    | 3                    |
| Furniture & related products                   | 2,274             | 1,000-2,499       | 8                    | 5                    |
| Printing & related support activities          | 159               | 0-19              | 5                    | 3                    |
| Chemical products                              | 0-19              | 0-19              | 1                    | 1                    |
| Non-metallic mineral products                  | 164               | 117               | 5                    | 4                    |
| Fabricated metal products                      | 0                 | 6                 | 0                    | 3                    |
| Machinery products                             | 22                | 20-99             | 3                    | 3                    |
| Electrical equipment, appliances, & components | 0-19              | 0-19              | 1                    | 1                    |
| Transportation equipment                       | 0-19              | 20-99             | 1                    | 1                    |
| Plastic & rubber products                      | 0-19              | 100-249           | 1                    | 1                    |
| Paper products                                 | 537               | 379               | 4                    | 4                    |
| Miscellaneous                                  | 0-19              | 0                 | 2                    | 0                    |

SOURCE: U.S. Department of Commerce, County Business Patterns, 2000 & 2005.

Although manufacturing employment has declined over the past decade, manufacturing remains the City's largest employment sector. The heavy concentration of employment in only a few categories also can mean that the area may be sensitive to upsets and cycles in the economy depending on the mix of industries that form the local industrial economy. A broader base of employment in more different types of businesses and industries would make the area more resistant to economic upsets. The March 2004 Market Street Services Strategy report noted that "the local economic structure is at risk and not sustainable, as the manufacturing sector, particularly textiles and furniture—comprises a large majority of the community's local employment base, yet is a declining industry group that is predicted to continue shedding jobs in the future." Other sectors such as health/social, professional and other services have grown in importance and will continue to do so. These and other future developments will continue to change the employment base for the City in the years to come.

An economic base analysis is simply an examination of the economy of a given area from the perspective of employment in specific sectors of the economy. It is useful to promote an understanding of a community and the economic forces which influence its growth and development. The most straightforward method of analyzing the economy is to utilize the basic/non-basic method. This theory simply states that there are two types of economic activities: Basic and Non-Basic (or supportive). Basic activities are those which produce goods or services which are exported (and thus bring "new" money into the area). Typical basic activities are manufacturing or mining. Non-basic activities are those that rely on the basic activities and actually do not export products and generally employ or expand dollars internally or locally. Typical non-basic activities are services or businesses which rely entirely on local trade. This type of analysis can help determine if there is an imbalance in the ratio of basic activities to service (or non-basic) activities in an area. However, there is no "ideal" or "perfect" ratio of non-basic to basic employment.

**City of Martinsville  
Economic Base Analysis**

|   | June 1996 | June 2006 | % Change |
|---|-----------|-----------|----------|
| Population (Est. – July 1)                    | 15,705    | 14,945    | -4.8     |
| Labor Force, Civilian (By Place of Residence) | 7,552     | 5,808     | -23.1    |
| Labor Force as Percent of Population          | 48.1      | 38.9      | -19.1    |
| Percent of Labor Force Unemployed             | 6.9       | 7.2       | 4.3      |
| Number Unemployed                             | 520       | 418       | -19.6    |
| Employment (By Place of Work)                 | 16,510    | 12,793    | -22.5    |
| Basic Employment, By Place of Work            |           |           |          |
| Manufacturing                                 | 6,072     | 1,919     | -68.4    |
| Percent of Manufacturing Employment           | 36.8      | 15.0      | -59.2    |
| Durable Goods                                 | 2,885     | N/A       | N/A      |
| Non Durable Goods                             | 3,187     | N/A       | N/A      |
| Non-Basic (Service/Supportive) Employment     |           |           |          |
| By Place of Work                              | 10,438    | 10,874    | 4.2      |
| Percent of Employment--By Place of Work       | 63.2      | 85.0      | 34.5     |

SOURCE: LAUS & Covered Employment and Wages in Virginia Quarterly Reports, Virginia Employment Commission; Intercensal Population Estimates, U.S. Census Bureau.

The Virginia Employment Commission has revised its method of reporting the preceding data a number of times since the early 1970's; thus, the most recent data--2006--and earlier data under their current system have been used in the economic base analysis.

The percentage of basic employment has shifted downward by 68.4 percent from its 36.8 percent level in 1996 to 15 percent in 2006; this was caused by a rise in supportive employment and drop in basic employment while the labor force overall decreased. However, the statistics also demonstrate the fluctuating rates of change in unemployment in recent years of the 1990's, with manufacturing employment being the hardest hit. This event underscores the City's susceptibility to the effects of the national economy on the local economy.

The rise in the number of persons in the supportive or service sector follows national patterns. In the past, the percentage of service sector employment was much lower than today. It is probable that the expansion has taken place in response to the earlier growth in the industrial sector during the 1960's and 1970's and by the decline of manufacturing jobs strongly affected by NAFTA in recent years.

The following table, "Employment Data," presents civilian labor force and unemployment information for the City of Martinsville in recent years. Civilian labor force is defined as all individuals 16 years of age or over within a specified geographic area who are either employed or unemployed (excluding individuals serving in the armed forces).

**Employment Data  
City of Martinsville  
1985-2006**

| Year | Civilian Work Force | Unemployed | Percent Unemployed |
|------|---------------------|------------|--------------------|
| 2007 | 6,028               | 492        | 8.2*               |
| 2006 | 5,850               | 419        | 7.2**              |
| 2005 | 5,951               | 599        | 10.1*              |
| 2004 | 6,034               | 730        | 12.1*              |
| 2003 | 6,121               | 849        | 13.9*              |
| 2002 | 6,331               | 1,017      | 16.1*              |
| 2001 | 6,539               | 725        | 11.1*              |
| 2000 | 6,701               | 813        | 12.1*              |
| 1999 | 7,156               | 698        | 9.8                |
| 1998 | 7,060               | 370        | 5.2                |
| 1997 | 6,953               | 368        | 5.3                |
| 1996 | 7,306               | 615        | 8.4                |
| 1995 | 7,625               | 694        | 9.1                |
| 1994 | 7,739               | 754        | 9.7                |
| 1993 | 7,670               | 570        | 7.4                |
| 1992 | 7,893               | 676        | 8.6                |
| 1991 | 8,404               | 1,136      | 13.5               |
| 1990 | 8,228               | 771        | 9.4                |
| 1989 | 8,621               | 632        | 7.3                |
| 1988 | 8,701               | 752        | 8.6                |
| 1987 | 9,332               | 631        | 6.8                |
| 1986 | 9,755               | 759        | 7.8                |
| 1985 | 9,620               | 729        | 7.6                |

\*highest annual unemployment rate in Virginia

\*\*second highest annual unemployment in Virginia

SOURCE: [Historical Annual Report](#), Virginia Employment Commission.

Martinsville's unemployment rate has generally peaked during the same periods as national economic recessions. For example, in 1991, unemployment rates in Martinsville were 13.5 percent. In the late 1980's, the rate dropped to the 6-8 percent range. The rate declined to 8.6 percent when the economy began to pick up in 1992 after the 1991 recession. This may be attributed to the City's industrial mix. In 1998, unemployment was at its lowest within the City at 5.2 percent. It steadily increased from 1999 to 2002, when the rate increased to 16.1 percent, again, at a time when the United States saw a slight recession from 2001 to 2002. The unemployment rate, for the most part, has steadily remained higher than that of the national or state rates for the same periods. From 2000 through 2005, Martinsville had the highest unemployment rate in Virginia; in 2006, it had the second highest rate at 7.2 percent, with the neighboring City of Danville having the highest rate at 8.5 percent. In 2007, Martinsville had the highest unemployment rate in Virginia.

The City of Martinsville and Henry County have both been classified by the U.S. Department of Commerce, Employment and Training Administration, as **Labor Surplus Areas** for the past decade. A locality is classified as a labor surplus area when its average unemployment rate was at least 20 percent above the average unemployment rate for all states (including the District of Columbia and Puerto Rico) during the previous two calendar years. The U.S. Department of Labor issues the labor surplus area list on a fiscal year basis. The list becomes effective each October 1 and remains in effect through the following September 30.

The March 2004 Market Street Services Strategy Report stated that the "fallout from the downturn in Martinsville-Henry County's economy is felt in many areas of local economic and demographic concern." The report noted that "the size of the available workforce is shrinking, with below average levels of educational attainment and development of the so-called 'soft skills' needed to succeed in a global economy." In addition to the programs provided through Patrick Henry Community College which are discussed later in this chapter, there are other programs which focus on this concern. For example, the West Piedmont Workforce Investment Board relocated its One-Stop Career Center office in Martinsville from Spruce Street to 730 East Church Street at the Patrick Henry Mall in the fall of 2007.

The new facility came under new management of Goodwill Industries of the Valleys Incorporated and the Pittsylvania County Community Action Agency. The Center had previously been operated through a partnership including Henry County Adult Education, Henry-Martinsville Social Services, Goodwill of the Valleys Incorporated and the Virginia Employment Commission which served as the lead agency. At the time of the change, 908 clients had been enrolled in the Adult and Dislocated Worker Programs since January 2006. The Virginia Employment Commission will continue to operate several programs at its Martinsville office on Spruce Street including Job Services, Unemployment Insurance Services, and Veterans and Trade Act Programs.

The Market Street Services Strategy Report also noted that “the present workforce has educational and social issues to be addressed, including a perceived lack of emphasis on the value of education, improving but less than optimal local schools, and comparatively high crime rates and incidences of certain health problems.”

## Major Employers

The following table, entitled "Major Employers in Martinsville," includes the major employers, their products, and the approximate number of employees. Employment figures are given by range to protect the privacy of the firms and to conform to disclosure laws.

The industries in the textile-apparel areas are in an industrial class that has been affected by strong foreign competition. Due to the impact of NAFTA, this industry has dramatically decreased. The need for more diversity in the City industrial base is quite apparent in order to afford the City at least some protection from downside movements in the industries that now make up the local industrial base.

### Major Employers in Martinsville (50 or More Employees)

| Name                                       | Product                     | Employment Range |
|--|-----------------------------|------------------|
| GSI Commerce (Newroads/Accretive Commerce) | Call Center                 | 1,000 and over   |
| Memorial Hospital of Martinsville          | Medical/Healthcare Services | 500 to 999       |
| Martinsville City Schools                  | Public School System        | 500 to 999       |
| Hooker Furniture Corporation               | Furniture Manufacturer      | 250 to 499       |
| GCA Staffing Services, Inc.                | Employment Service          | 250 to 499       |
| City of Martinsville                       | Local Government            | 250 to 499       |
| Nationwide Homes                           | Manufactured Housing        | 250 to 499       |
| Around the Clock Staffing                  | Employment Service          | 250 to 499       |
| Piedmont Regional Community Services       | Human Service Agency        | 250 to 499       |
| Staffing Concepts National                 | Employment Service          | 100 to 249       |
| Piedmont Staffing and Employment           | Employment Service          | 100 to 249       |
| Ameristaff                                 | Employment Service          | 100 to 249       |
| Food Lion                                  | Grocery Store               | 100 to 249       |
| Southern Finishing Company                 | Furniture Finisher          | 100 to 249       |
| Kelly Services                             | Employment Service          | 100 to 249       |
| Randstad US L P                            | Employment Service          | 100 to 249       |
| Sears Roebuck & Company, Inc.              | Retail Store                | 100 to 249       |
| Security Forces                            | Security Service            | 100 to 249       |
| ABH Staffing                               | Employment Service          | 50 to 99         |
| Kroger                                     | Grocery Store               | 50 to 99         |
| Ggnsc Martinsville LLC                     | Assisted living             | 50 to 99         |
| Social Services Henry-Martinsville         | Human Service Agency        | 50 to 99         |
| Prillaman & Pace, Inc.                     | HVAC                        | 50 to 99         |
| Hibbett Sports                             | Retail Store                | 50 to 99         |
| J. C. Penney Corporation, Inc.             | Retail Store                | 50 to 99         |
| Manpower International                     | Employment Service          | 50 to 99         |
| Belk                                       | Retail Store                | 50 to 99         |
| Virginia Mirror Company                    | Mirror/Glass Manufacturer   | 50 to 99         |
| Hardee's                                   | Restaurant                  | 50 to 99         |
| Martinsville Bulletin, Inc.                | Newspaper                   | 50 to 99         |
| Ryan's Family Steakhouse                   | Restaurant                  | 50 to 99         |
| D & D Furniture Company, Inc.              | Furniture Manufacturer      | 50 to 99         |
| Lester Home Center                         | Building Supply Retailer    | 50 to 99         |
| Nelson Ford                                | Automobile Dealership       | 50 to 99         |
| Applebee's Neighborhood Grill              | Restaurant                  | 50 to 99         |

SOURCE: *2006 Top 50 Employer Listing—4th Quarter*, Virginia Employment Commission.

Martinsville's employers also benefit from special programs offered by **Patrick Henry Community College** (PHCC). The community college offers a wide range of degree and certificate programs. Beginning in the 2006-2007 school year, a new joint program with the assistance of Patrick Henry Community College allowed a select group of juniors and seniors from Martinsville High School an opportunity to earn their Associate's Degree (64 college hours) by graduation from high school. Through its transfer programs, students are prepared for transfer to a senior college or university. Through the occupational/technical programs, the college strives to meet regional demands for technicians and semi-professional workers in businesses and professions. The college also plays a significant role as a resource for training employees in local businesses and industries through literacy training and Technology Development and Transfer. Additional information on programs offered by the community college may be found in the Community Facilities Chapter or at their website: <http://www.ph.vccs.edu>.

Patrick Henry Community College's **A.L. Philpott Technical Center** makes a valuable contribution not only to existing industry but also to industrial prospects desiring to locate in the area. PHCC can equip employers with the necessary skills to begin their manufacturing operations. This service is especially important in attracting new, high-technology industries to the area. The 39,271-square-foot Technical Center houses classrooms for a Computer-Integrated Manufacturing (CIM) Laboratory, industrial and electricity electronics, and computer-assisted drafting. PHCC can design comprehensive programs for business needs. Existing programs include information systems technology, motorsports, telecommunications, construction, CAD, customer service, and IT industry certifications including Microsoft Office Specialist (MOS). PHCC has conducted over 14,000 basic and workplace readiness skill assessments and had more than 175 GED recipients and 20,000 participants in noncredit continuing education activities.

**Virginia's Philpott Manufacturing Extension Partnership** (VPMEP) is located on the Patrick Henry Community College campus. This facility, which utilizes the college's Computer Integrated Manufacturing facility, provides a means of studying ways to aid Southside Virginia industries. The Center's mission is to foster economic growth by enhancing the competitiveness of Virginia's small and medium-sized manufacturers. VPMEP provides affordable, high quality assistance that can help companies increase productivity, lower costs, identify growth opportunities, improve technology application, and strengthen their production team. VPMEP is a network affiliate of the National Institute of Standards and Technology Manufacturing Extension Partnership (NIST-MEP), a national network of more than 70 manufacturing extension partnership centers that have helped thousands of manufacturers over the past decade. Additional information on VPMEP can be found at <http://www.vpmep.org>.

Another boost to the area economy is the creation of the **New College Institute** in the City, which is outlined in detail in the Community Facilities and Services Section of this plan. Opened in 2006, NCI now offers degree programs in high demand fields through partnerships with Virginia colleges and universities. Patrick Henry Community College has been an important partner throughout the start-up of NCI. Almost half the programs will eventually be offered on that campus. In the future, NCI will offer additional degree programs in either high demand fields or in niche programs deemed necessary or useful by the Commonwealth. Through working with the Secretary of Education, the State Council on Higher Education, legislators, and others, NCI will be evaluated in the future to determine whether or not it should remain as the unique educational entity it is today or whether it will become a stand-alone four-year college or if it will become a branch campus of an existing college or university. Regardless of its future, NCI will continue to provide students a wide array of educational options along with professional and personal skills that will enable them to be life-long learners. NCI will work in concert with the efforts of nearby or regional institutions of higher learning to serve the diverse higher education needs of the region and Commonwealth and will serve as a partner to revitalize Martinsville, Henry County, and beyond.

One of the regional institutions of higher learning which NCI works with is the 92,000-square-foot **Institute for Advanced Learning and Research (IALR)**, located in neighboring Danville, that opened in 2004 to serve as a catalyst for economic and community transformation of Southside Virginia through strategic research, advanced learning programs, advanced networking and technology, commercial opportunity development, and community outreach. Four strategic research centers, ranging from motorsports engineering to unmanned systems and robotics, are located at the institute. Through the IALR's research centers, top-notch Virginia Tech faculty have located to Southside Virginia to conduct research in the fields of polymers, unmanned systems, high value horticulture and forestry, and motorsports engineering. IALR has four goals: developing a new economic base in the region, attracting and developing an "innovation economy" workforce, preparing the region for high technology, and promoting Southside Virginia as a destination.

The **Advanced and Applied Polymer Processing Institute (AAPPI)**, part of the Institute for Advanced Learning and Research, is a national research and engineering center of excellence providing strategic contract research arrangements, as well as state-of-the-art analytical, processing, and testing services for the polymer manufacturing, processing, and converting industries. A primary focus of the center is to strengthen polymer-based companies by enhancing their production efficiency, profitability, product quality, and global competitiveness.

## Occupational Skills of Employees

The occupational skills of the workers reflect the fact that Martinsville is a trade and professional center. Statistics for Virginia are included for comparative purposes.

### Occupations by Occupational Category -1990-2000 (Persons 16 Yrs. & Over) Martinsville & Virginia

| Occupational Category                 | Martinsville      |              | Virginia          |              |
|---------------------------------------|-------------------|--------------|-------------------|--------------|
|                                       | Number of Workers | % of Workers | Number of Workers | % of Workers |
| <b>1990:</b>                          |                   |              |                   |              |
| Managerial & Professional             | 1,708             | 23.1         | 902,092           | 29.8         |
| Technical, Sales, & Adm Support       | 1,823             | 24.6         | 927,233           | 30.6         |
| Services                              | 810               | 10.9         | 371,408           | 12.3         |
| Farming, Forestry, & Fishing          | 41                | 0.6          | 57,931            | 1.9          |
| Precision Production, Crafts & Repair | 773               | 10.4         | 348,644           | 11.5         |
| Operators, Fabricators, & Laborers    | 2,246             | 30.3         | 421,054           | 13.9         |
| <b>TOTAL</b>                          | <b>7,401</b>      | <b>100.0</b> | <b>3,028,362</b>  | <b>100.0</b> |
| <b>2000:</b>                          |                   |              |                   |              |
| Managerial & Professional             | 1,583             | 26.0         | 1,304,906         | 38.2         |
| Technical, Sales, & Adm Support       | 1,360             | 22.3         | 868,527           | 25.5         |
| Services                              | 846               | 13.9         | 468,179           | 13.7         |
| Farming, Forestry, & Fishing          | 0                 | 0.0          | 16,336            | 0.5          |
| Precision Production, Crafts & Repair | 422               | 6.9          | 426,966           | 12.5         |
| Operators, Fabricators, & Laborers    | 1,875             | 30.8         | 327,733           | 9.6          |
| <b>TOTAL</b>                          | <b>6,086</b>      | <b>100.0</b> | <b>3,412,647</b>  | <b>100.0</b> |

SOURCE: U. S. Census of Population, 1990 and 2000.

### Occupations by Class of Workers – 1990- 2000 (Persons 16 Yrs. & Over) Martinsville & Virginia

| Occupational Category         | Martinsville      |              | Virginia          |              |
|-------------------------------|-------------------|--------------|-------------------|--------------|
|                               | Number of Workers | % of Workers | Number of Workers | % of Workers |
| <b>1990:</b>                  |                   |              |                   |              |
| Private Wage & Salary Workers | 6,264             | 84.6         | 2,199,843         | 72.6         |
| Federal Government Workers    | 79                | 1.1          | 274,832           | 9.1          |
| State Government Workers      | 144               | 1.9          | 142,952           | 4.7          |
| Local Government Workers      | 578               | 7.8          | 223,882           | 7.4          |
| Self-Employed Workers         | 306               | 4.1          | 176,862           | 5.8          |
| Unpaid Family Workers         | 30                | 0.4          | 9,991             | 0.3          |
| <b>TOTAL</b>                  | <b>7,401</b>      | <b>100.0</b> | <b>3,028,362</b>  | <b>100.0</b> |
| <b>2000:</b>                  |                   |              |                   |              |
| Private Wage & Salary Workers | 5,003             | 82.2         | 2,442,910         | 71.6         |
| Federal Government Workers    | 70                | 1.2          | 251,461           | 7.4          |
| State Government Workers      | 188               | 3.1          | 149,085           | 4.4          |
| Local Government Workers      | 504               | 8.3          | 268,029           | 7.9          |
| Self-Employed Workers         | 321               | 5.3          | 293,115           | 8.6          |
| Unpaid Family Workers         | 0                 | 0.0          | 8,047             | 0.2          |
| <b>TOTAL</b>                  | <b>6,086</b>      | <b>100.0</b> | <b>3,412,647</b>  | <b>100.0</b> |

SOURCE: U. S. Census of Population, 1990 and 2000.

The data from the occupational class section of the preceding table reflects the fact that the area is heavily concentrated in manufacturing. Manufacturing firms tend to employ large numbers of laborers and operators; in 1990, percentage-wise Martinsville (at 30.3 percent) had more than double the number of workers for Virginia (at 13.9 percent) in this category. In 2000, that figure increased somewhat for the City with 30.8 percent, more than triple the State's rate of 9.6 percent. Conversely, in 2000, the so-called white-collar occupations (Managerial & Professional and Sales & Administrative categories) were considerably smaller in Martinsville (at 48.4 percent) than for the State as a whole (at 63.7 percent).

In 2000, private enterprise employed 82.2 percent of the workers in Martinsville compared to 71.6 percent statewide. The State has numerous government institutions (government employment is 19.6 percent), while few institutions are located in the City (government employment is 12.5 percent, only a slight increase over the 1990 figure of 10.8 percent). Therefore, the City's private-to-public sector employment ratio is shifted more towards private employment when compared to the State.

As noted in the Population & Demographic chapter, the City's population is aging at a significant pace in the 55-and-older age bracket. Due to the increase in middle-age working adult population and retirees, healthcare is an important issue for the economy of the City. Retirees have the potential to boost the economy in other areas such as construction, retail, and professional services.

Over the past decade, economically disadvantaged youth and adults received training and employment services under the Job Training Partnership Act (JTPA) through the Central Piedmont Employment Consortium (CPEC). Effective July 1, 2000, the Workforce Investment Act replaced JTPA. The City of Martinsville participates in the **West Piedmont Workforce Development Board** (WPWIB)--along with the City of Danville and the Counties of Patrick, Henry, and Pittsylvania. This area comprises Workforce Investment Area XVII. The **Workforce Investment Act (WIA)** replaces the Job Training Partnership Act. The WIA is federally mandated allowing State and local government flexibility to meet their workforce needs. It provides a One-Stop service delivery system depending on strong involvement by local elected officials and the private sector. WIA programs include Adult, Dislocated Worker, Youth, and Welfare-to-Work. The Local Workforce Investment Board (LWIB) provides leadership and direction on workforce issues, identifies local needs and develops strategies to address those needs. The board is made up of a majority of private sector representatives. Members include at least 51 percent private sector employers and 49 percent public sector which include education, economic development, organized labor, community-based organizations, and One-Stop required partners. The WIB opened a One-Stop Center on Church Street in Martinsville in the fall of 2007. Under the WIA, the role of the Chief Local Elected Officials (CLEOs) is more prominent to ensure that there is vision, leadership and accountability for the system that is reflective of and responsive to the local area. The system is an opportunity for the CLEOs to take an active role in this evolving system and to work as active partners with the local workforce board.

## Educational Characteristics

While education is no guarantee of success on the job, employers in an area and industries moving to an area are interested in knowing the local labor pool's level of education since reading and general mathematics abilities are prerequisites for training employees for most good jobs. According to Voices for Virginia's Children ([www.vakids.org](http://www.vakids.org)) and JustChildren ([www.justice4all.org](http://www.justice4all.org)), "high school graduation is important to communities because producing graduates is the best way to remain competitive in a world economy. These organizations note that it is in the best interest of communities to support programs and policies that will increase the percentage of students and their families and will be able to contribute to the economy through payroll taxes. Adequate employment opportunities are no longer sufficiently available for people without a high school diploma—today a high school diploma is essential."

The table, entitled "Educational Attainment--Persons 25 Years of Age and Over," characterizes the population 25 years old and over for the City of Martinsville. Persons 25 years old and over are assumed to be at an age when most basic education is completed and able to be in the labor force full-time.

**Educational Attainment  
Persons 25 Years of Age and Over**

| <b>Years Completed</b>          | <b>1990</b>   | <b>% 1990</b> | <b>2000</b>   | <b>% 2000</b> | <b>% Change</b> | <b>State %</b> |
|---------------------------------|---------------|---------------|---------------|---------------|-----------------|----------------|
| Less than 9th grade             | 2,094         | 18.5          | 1,420         | 13.1          | -32.2           | 7.2            |
| 9th to 12th grade, no diploma   | 2,096         | 18.5          | 1,993         | 18.4          | -4.9            | 11.3           |
| High school graduate            | 2,806         | 24.8          | 3,178         | 29.3          | 13.3            | 26.0           |
| Some college, no degree         | 1,869         | 16.5          | 1,786         | 16.5          | -4.4            | 20.4           |
| Associate degree                | 654           | 5.8           | 666           | 6.1           | 1.8             | 5.6            |
| Bachelor's degree               | 1,278         | 11.3          | 1,138         | 10.5          | -11.0           | 17.9           |
| Graduate or professional degree | 511           | 4.5           | 662           | 6.1           | 29.5            | 11.6           |
| <b>Totals</b>                   | <b>11,308</b> | <b>100.0</b>  | <b>10,843</b> | <b>100.0</b>  | <b>-4.1</b>     | <b>100.0</b>   |

SOURCE: U.S. Census of Population, 1990 & 2000.

**Percentage of Degrees Conferred  
Persons 25 Years Old and Over**

|   | <b>Martinsville</b> |             | <b>Virginia</b> |             |
|---|---------------------|-------------|-----------------|-------------|
|   | <b>1990</b>         | <b>2000</b> | <b>1990</b>     | <b>2000</b> |
| Percent high school graduate or higher  | 62.9                | 68.5        | 75.2            | 81.5        |
| Percent bachelor's degree or higher     | 15.8                | 16.6        | 24.5            | 29.5        |
| Percent graduate or professional degree | 4.5                 | 6.1         | 9.1             | 11.6        |

SOURCE: U.S. Census of Population, 1990 & 2000.

Based on the 2000 Census, 68.5 percent of persons 25 years old and over in the City were high school graduates; whereas, statewide, 81.5 percent of persons 25 years old and over were high school graduates. This is an improved change (5.6 percent difference) over the 1990 figures of 62.9 percent for the City and 75.2 percent for the State (a difference of 6.3 percent). This last statistic indicates that the City's educational level will continue to improve in the future. In addition, more young people are attending college since people realize that continued education translates into higher earning potentials in the job market.

According to the survey conducted in conjunction with the March 2004 Market Street Services Strategy report, "local residents are leery of a 'brain drain' resulting from the migration of young people and college graduates out of the community. Many noted that the lack of entertainment options in Martinsville-Henry County is a deterrent to attracting—and retaining—young people and Information Age workers in the area." A program was established in 2007 which may aid in remedying this concern. A committee named "*LINK: Connecting Young Professionals*" was established in conjunction with the New College Institute to bring together young people between the ages of 18 and 30 who want to live and work in Martinsville and Henry County and to offer them social and professional networking opportunities. In addition to sponsoring a reception for young professionals at the Piedmont Arts Association, LINK is encouraging young professionals in the area to participate together in social activities in the community.

## **Worker Commutation**

According to the December 2003 Market Street Services "Competitive Assessment" report for the Martinsville-Henry County area, the number of employees who are able to work in their locality of residence also reveals information about the locality. The report noted that, if an increasing number of

workers are leaving their home locality to work, not only does this indicate a potential scarcity of local jobs, but also bodes poorly for the community's tax base. It stated that commuting trends also illustrate the mobility of the labor force and its ability and willingness to travel to secure employment. The report further noted that compared to several neighboring communities, Martinsville had one of the highest percentages of employees who commute outside for work; other communities included Henry County, Danville City, and Carroll County. It should be noted, however, that these figures do not necessarily present an accurate view of the local job market due to Virginia's unique governmental structure. As the Market Street Services' report cites, since data is collected separately for cities and counties, commuting patterns in Virginia are not easily determined without more involved data analysis since a worker may only be commuting across the street from the City of Martinsville to Henry County to get to work even though the data will show a "commute" to work.

During the 1990 Census, the Bureau of Census developed data on the flow of workers in and out of various localities as commutation patterns. The daily commutation of workers from Martinsville City is rather significant. According to information in the table presented in this section, entitled "1990-2000 Commuting Patterns," the Census Bureau reported that 35.8 percent of the workers in Martinsville left the City daily for work in 1990. This represents 2,610 persons. In 2000, 3,380 or 56.1 percent of workers commuted outside the City to work. As would be expected, the majority of these persons drive to the surrounding employment center of Henry County. As seen in the following table, the greatest number of out-commuters (2,633 workers or 77.9 percent) were those commuting to Henry County. The number of persons who lived and worked in Martinsville decreased by 43.5 percent from 4,679 persons in 1990 to 2,645 persons in 2000. It should also be noted that the total number of City workers declined by 17.3 percent overall, dropping from 7,289 workers in 1990 to 6,025 workers in 2000.

The following table provides information on the out-commutation and in-commutation patterns for Martinsville over the past decade.

#### 1990-2000 Commuting Patterns Martinsville City

|  | # of Out-Commuters<br>from Martinsville to: |              |              | # of In-Commuters<br>to Martinsville from: |            |       |
|--|---|--------------|--------------|--|------------|-------|
|  | 1990  | 2000         | % Chg        | 1990                                       | 2000       | % Chg |
| <u>Virginia Localities</u>                                 |   |              |              |  |            |       |
| Franklin County  | 18  | 103          | 472.2        | 319  | 435        | 36.4  |
| Henry County   | 2,202                                       | 2,633        | 19.6         | 3,185                                      | 5,369      | 68.6  |
| Patrick County   | 6   | 26           | 333.3        | 226  | 272        | 20.4  |
| Pittsylvania County  | 73  | 49           | -32.9        | 328  | 399        | 21.6  |
| Danville City  | 27  | 127          | 370.4        | 219  | 131        | -40.2 |
| Roanoke City   | 70  | 18           | -74.3        | 45   | 7          | -84.4 |
| <u>North Carolina Localities</u>                           |   |              |              |  |            |       |
| Forsyth County   | 0   | 48           | N/A          | 0  | 0          | 0.0   |
| Guilford County  | 19  | 112          | 489.5        | 7  | 18         | 157.1 |
| Rockingham County  | 127   | 158          | 24.4         | 151  | 122        | -19.2 |
| Reside Elsewhere   | --  | --           | --           | <u>124</u>                                 | <u>169</u> | 36.3  |
| Worked Elsewhere   | <u>68</u>                                   | <u>106</u>   | 55.9         | --   | --         | --    |
| Total  | 2,610                                       | 3,380        | 29.5         | 4,604                                      | 6,922      | 50.3  |
| Number of Persons living &<br>working in Martinsville City | <u>4,679</u>                                | <u>2,645</u> | -43.5        | --   | --         | --    |
| <b>TOTAL CITY WORKERS</b>                                  | <b>7,289</b>                                | <b>6,025</b> | <b>-17.3</b> | --   | --         | --    |

SOURCE: U. S. Census of Population, 1990 and 2000.

With an increase in workers from Martinsville commuting to Danville, Franklin County, and neighboring North Carolina counties, this out-commutation is a significant factor in the City's economy. Workers who leave the City daily for jobs elsewhere often purchase retail goods near their place of work.

This takes business and retail sales tax away from Martinsville--taxes collected and credited to other localities that receive a percentage of these revenues back from the State. In addition to sales and tax losses, there is also an added cost to the commuter who must pay additional transportation costs to and from work. These latter expenditures decrease net income and affect purchasing power for the worker and his family living in the City as well as taking away from family time.

The number of City commuters to Henry County in 2000 is significant--2,633 workers. It should be noted that this number increased by 19.6 percent from 2,202 in 1990. During this time period, the Martinsville-Henry County area has experienced difficult economic times due to plant closings and layoffs, particularly in the textile and furniture sectors.

In contrast to the numbers of out-commuting, resident workers, there are many more workers commuting into Martinsville each day for work. The preceding table, "1990-2000 Commuting Patterns" lists the number of non-resident, in-commuting workers to the City by jurisdiction. As can be seen, 6,922 workers commuted into the City from other locations for work. These in-commuters primarily came from Henry County (5,369), Franklin County (435), Pittsylvania County (399), and Patrick County (272). The number of in-commuters from Henry County to Martinsville City increased significantly in 2000, from 3,185 workers to 5,369 workers or 68.6 percent. The total number of in-commuters to the City increased considerably from 4,604 in 1990 to 6,922 in 2000--a 50.3 percent increase.

In-commuting workers tend to add some retail purchasing to the commercial economy of the City and add somewhat to the retail tax base of the City as well. It can readily be seen that there is a very high net in-commuting ratio (3,542 workers in 2000) for the City when the figures for in-commuting and out-commuting are compared. This also infers that there may be substantial gains in retail sales that might have been made within the City with some increases in sales taxes as well. But more importantly, the table infers that job creation efforts in the City need to continue to be well supported by the City's agencies and organizations with the goal of bringing more City workers back home to jobs located in Martinsville.

## **Commercial/Retail Enterprise**

Martinsville serves as the principal trade center for all of Henry County as well as eastern Patrick County and extreme southern Franklin County. While there is a concentrated core of retail, professional, and service-oriented businesses in the central area of Martinsville, considerable retail business has developed along outlying arteries of the City as well.

The commercial and business core of Martinsville is centered in the areas of the Central Business District in Uptown Martinsville, along the Commonwealth Boulevard area of the City, and along U.S. Highway 220 (Memorial Boulevard) which flows north to south within the City. These areas provide shopping, banks, restaurants, real estate offices, medical and other service businesses. Additional but smaller commercial and business nodes are located along U.S. Highway 58 East and within surrounding Henry County in the Collinsville area and along the U.S. Highway 220 South corridor to Ridgeway. Each of these areas provides shopping opportunities for residents.

The distribution of commercial and business establishments in Martinsville has developed along three basic patterns: 1) the Uptown shopping hub within the City's Central Business District; 2) highway-oriented establishments located in strip fashion along the City's primary and secondary roads; and 3) minor clusters of stores and services in outreaching population clusters such as the Mulberry-Druid Hills area of the City.

Businesses are showing a renewed interest in Uptown Martinsville. In 2006, for example, the new \$2.1 million Imperial Plaza opened and now houses a bank and medical practice along with other businesses. The Martinsville Uptown Revitalization Association (MURA) is also working with a number of individuals and businesses to preserve historic buildings, many of which were built around 1900. Since the Central Business District is a designated historic district, building owners can qualify for tax credits. In March 2007, MURA and the City of Martinsville received a Virginia Main Street Milestone Achievement

Award for being a community with more than \$10 million in private investment and 20,000 volunteer hours invested in uptown revitalization since 1998. The Uptown Farmer's Market has become a major draw, providing activity on weekends as well as entertainment for the entire family. In 2007, a new Visitor's Center opened at the Uptown Artisan Center on Church Street. The location of the New College Institute and the Virginia Museum of Natural History (VMNH) in the City will have a major economic impact. The Atlanta-based firm Market Street Services which also developed the March 2004 strategic report for the Martinsville-Henry County area predicted that approximately 100 museum and spin-off jobs would be created as a result of VMNH operations, amounting to \$3.8 million in salary and wages and \$6.6 million in annual business revenue. Museum officials anticipated drawing approximately 70,000 visitors in its first year of operation. Two new museum-related businesses, a café and a valet service, were announced just prior to the facility's opening in March 2007.

The following table, entitled "Number of Persons Employed in Retail Sales," provides statistics concerning retailing in Martinsville-Henry County:

**Number of Persons Employed in Retail Sales  
in Martinsville**

|                   | <b>1990</b>    |                       | <b>2000</b>    |                       | <b>% Change '90-'00</b> |
|-------------------|----------------|-----------------------|----------------|-----------------------|-------------------------|
|                   | <b>Workers</b> | <b>% of Workforce</b> | <b>Workers</b> | <b>% of Workforce</b> |                         |
| Martinsville      | 1,097          | 14.8                  | 699            | 11.5                  | -36.3                   |
| Henry County      | 3,664          | 12.4                  | 3,042          | 11.3                  | -17.0                   |
| State of Virginia | 487,016        | 16.1                  | 389,437        | 11.4                  | -20.0                   |

SOURCE: U. S. Census of Population, 1990 and 2000.

According to information in the above table, 14.8 percent of the workforce in Martinsville City was employed in retail trade in 1990; in 2000, that figure declined to 11.5 percent. Also in 1990, 12.4 percent of Henry County's workforce was employed in retail sales in comparison to Virginia's 16.1 percent. In 2000, however, the City's 11.5 percent of employment in retail sales was steady with the County's 11.3 percent and the State's 11.4 percent. All experienced decreases of 17 percent to 36 percent.

Taxable sales data from the Virginia Department of Taxation that was compiled and tabulated by the Center for Public Service show the relative growth in commercial/retail sales in Martinsville, Henry County, and the State of Virginia. The following table, "Total Taxable Sales," shows absolute dollars in taxable sales in recent years. The taxable sales are primarily retail sales but also include motels, hotels, and other services as well as sales of automobiles, fuel oil, and alcoholic beverages.

**Total Taxable Sales**

(000's)

|                   | <b>2004</b>  | <b>2007</b>  | <b>% Change '04-'07</b> |
|-------------------|--------------|--------------|-------------------------|
| Martinsville      | \$167,964    | \$169,997    | 1.2                     |
| Henry County      | \$366,454    | \$380,793    | 3.9                     |
| State of Virginia | \$81,291,118 | \$92,043,249 | 13.2                    |

SOURCE: Taxable Sales 2004 & 2007 Annual Reports, Virginia Department of Taxation.

The preceding table, "Total Taxable Sales," gives retail dollar amounts for 2004 and 2007. Information here indicates a growth rate slower than the State for both Martinsville and Henry County. The sales statistics indicate that the City, in terms of retail sales dollars, has experienced only a slight increase in commercial, retail sales partly due to the out-commuting patterns for City workers and their negative effect on retail sales coupled with the City's population loss. Commercial/retail sales offset by travelers and vacationers to the City could increase the taxable sales. Aggressive retail development and local job promotion could ensure that the sales statistics would improve in the future.

Still another useful measure of the City's commercial sector is the "General Merchandise-Apparel-Furniture (GAF) Sales." GAF sales include sales by firms retailing general merchandise, apparel, furniture, and appliances and are frequently referred to as department store-type sales. The following table provides GAF sales for Martinsville, Henry County, and the State of Virginia, showing that both the City and County's sales sharply decreased from 2004 to 2007. A sharp decrease in the GAF sales could be attributed to the lack of businesses that sell this particular type of merchandise. The City may need to pursue this type of commercial sector in the future to help offset the decrease in the GAF sales over the last few years.

**General Merchandise-Apparel-Furniture Sales**  
(000's)

|                   | 2004         | 2007         | % Change '04-'07 |
|-------------------|--------------|--------------|------------------|
| Martinsville      | \$47,940     | \$38,853     | -19.0            |
| Henry County      | \$122,382    | \$108,573    | -11.3            |
| State of Virginia | \$23,413,979 | \$22,759,563 | -2.8             |

SOURCE: *Taxable Sales in Virginia Counties & Cities*, Annual Report 2004 & 2007, Virginia Dept. of Taxation; Center for Public Service, University of Virginia.

The changes that the City has experienced over the past few decades have brought about many new challenges, which include determining a new role and direction for Uptown Martinsville. In January 2007, the Community Land Use and Economic Group, LLC, completed a *Retail Market Analysis for Uptown Martinsville, VA*, for the National Trust for Historic Preservation. This report noted that Martinsville's downtown, as is the case with many communities across the United States, has gone through a profound economic transformation as new shopping venues [shopping centers, malls, discount stores, catalogs, and internet-based retailers] have shifted retail sales away from the district. The report notes that this is not unique to the City but is a similar scenario that has played out in thousands of communities across the United States as industrial jobs have shifted overseas, retail distribution has shifted from wholesaler to manufacturer, and new housing development has shifted from in-town neighborhoods to more remote suburban subdivisions. In Martinsville's case, a number of new competing commercial centers have been built outside Uptown Martinsville in recent years; these have included the Liberty Fair Mall, Patrick Henry Mall, and Walmart Plaza to name a few. In addition, a significant number of new commercial centers have been built in neighboring communities. These new shopping locations have displaced sales from the Uptown area of the City.

As the *Retail Market Analysis* states, revitalizing an older or historic downtown can be a real estate challenge. The downtown buildings and facilities must generate revenue levels sufficient to support the rent needed for property owners to maintain and rehabilitate the buildings as well as for developers to feasibly construct new buildings. The Analysis points out that there are many combinations of businesses that could achieve this goal for the City. One example cited was increasing the number of customers and boosting sales by assembling a strong cluster of "destination" businesses with regional appeal and by marketing the district to visitors. Another example the report cited was increasing the number of people who live and work within the Central Business District to a level sufficient to support a strong core of community-serving businesses, thus making Uptown a self-supporting economic ecosystem. It was noted that there isn't a single combination of businesses, building uses, and activities that might work best for a particular commercial district but rather the best choices would be those for which there is both a strong market demand and a strong consumer desire. This raised a number of issues to be addressed such as how much market demand is there in the Uptown for various products and services; the level of consumer desire for those products and services; the level of retail activity Uptown can realistically absorb; how can the City distinguish itself from other shopping areas in the region; the best combination of businesses and building uses to fit the community's personality and be economically viable; the types of marketing programs that need to be initiated to help increase sales for businesses as well as help the business district as a whole to meet its goals; and the impact of new planned facilities on the district's economy such as the New College Institute, the sports arena, and the Virginia Museum of Natural History. A primary question was how might a comprehensive district retail development strategy and marketing program be implemented and managed. As a result, in April 2005,

the National Trust for Historic Preservation asked the Community Land Use and Economics (CLUE) Group to assist in finding answers to these questions through an independent analysis of the district's retail condition and its major opportunities.

The *Retail Market Analysis* involved several components including the following:

- An examination of demographic and economic characteristics of Martinsville and Henry County and of nearby communities and counties;
- A retail sales void analysis, comparing the amount of money that Martinsville and Henry County residents spend on a range of retail goods and services with the retail sales the area's businesses are actually achieving;
- An intercept survey in Uptown Martinsville;
- An online survey of Martinsville and Henry County residents;
- An evaluation of Martinsville and Henry County's zoning ordinances and comprehensive plans;
- A retail development and marketing plan

As a result, the following "Summary of Major Findings" was included in the *Retail Market Analysis* report:

**Business District Strengths:**

- Rapidly diversifying industries and business sectors
- National Register-listed historic district with important historic buildings
- Several specialized retail clusters (furniture; services; education)
- Committed government, civic institutions, and foundations
- African American heritage; proximity to Fayette Street
- Farmers' Market
- Artisan Center, Piedmont Arts Association
- Virginia Museum of Natural History
- New College Institute, Patrick Henry Community College
- Planned sports complex/field house
- Emerging technology industry
- Variety of business assistance resources available; small business incubator
- Affordable buildings
- Furniture industry heritage

**Business District Weaknesses:**

- Lack of cohesive business development and marketing strategy
- Limited retail business mix
- High vacancy rate
- Limited store hours
- Very weak online retail business presence
- Few ongoing retail business relationships with visitors
- No design guidelines (other than those connected to façade improvement incentives)
- Poor public image; sense of discouragement
- One-way streets
- Need for wayfinding system
- Many buildings in need of façade improvements; streetscapes lack design cohesiveness

It was noted in particular that the New College Institute has the potential to catapult Uptown Martinsville's retail revitalization forward and that it is essential that the College's classrooms, dormitories, administrative offices and other facilities be fully integrated into Uptown Martinsville. The students, faculty, staff and visitors that the College could bring into the Uptown area offer an enormous opportunity for retail development, beginning with businesses that bridge both the college and business district workers market segments (like restaurants, office supplies, and copy/printing services).

The *Retail Market Analysis* includes very detailed statistics and other information which provides a valuable tool to help cultivate independent businesses, promote reuse of historic buildings, attract young talent, strengthen district management programs, and craft planning and land use tools that encourage

vibrant, creative communities. Based on the report's conclusions and surveys and the demographic and retail trends of the area, the following recommendations were made:

1. Focus on strengthening existing businesses.
2. Build the market for basic, community-serving retail businesses by focusing on increasing the base of district workers and residents
3. Integrate entertainment into existing businesses
4. Fully integrate the New College Institute into the district
5. Focus on development of three new retail clusters—home furnishings; African American heritage; sports equipment

The *Retail Market Analysis* also noted that, among the other issues that will be key for Uptown Martinsville's revitalization, management, and ongoing development, it will be important to concentrate retail development in several key nodes, building a critical mass of retail activity and establishing visibility and then gradually filling in retail between those nodes.

- Home furnishings businesses near the furniture outlets
- African American heritage businesses on or near Fayette Street
- Sports businesses near the fieldhouse

It was noted that the Courthouse Square should serve as a key node, also, most likely as the center of activity around the New College Institute, with upper-floor housing and offices and ground-floor businesses (offering product lines like books, office supplies, and coffee shop goods/services). As the New College Institute's enrollment grows, there may also be a growing need for daycare services in this area.

The report also stated that one of the key problems voiced by participants in the Uptown intercept survey and the community survey was the appearance of downtown buildings. Community residents are clearly proud of Martinsville's history—but its historic buildings have suffered from neglect, deterioration, and insensitive remodelings, according to the report. Historic buildings provide a distinctive physical appearance for older downtowns, giving them a unique identity that is invaluable in marketing the district to visitors and investors. It is imperative that Martinsville adopt design guidelines for the Uptown area that encourage sensitive building rehabilitation and innovative infill construction.

Many businesses across the country are drawing on local skills and interests but also finding a global market for their goods and services based on Internet commerce built in part from personal contact with tourists. The consultant report emphasized that, because of the possibility of Internet marketing, almost any specialty niche could conceivably work, as the potential market is global. The Internet makes it possible for businesses to reach customers who do not live near or who might never visit Martinsville.

With regard to business development, the consultants recommended focusing on recruiting entrepreneurs rather than on recruiting businesses since many of the most successful and innovative businesses in historic downtowns today are driven by owners with strong entrepreneurial skills and vision. This search can include not only new entrepreneurs but also talented existing Uptown business owners.

The next step called for in the *Retail Market Analysis* will be for the ***Martinsville Uptown Revitalization Association (MURA)*** and its partners to turn the recommendations into a multi-year work plan, breaking recommendations into specific action steps and assigned each to a partner with a timeline and budget. MURA is dedicated to the continued enhancement of the Uptown Central Business District. Martinsville Uptown is a Designated Main Street Community of the Virginia Main Street Program and the National Main Street Program of the National Trust for Historic Preservation. MURA has adopted the Virginia Main Street Approach which provides a flexible framework that puts the traditional assets of downtown, such as unique architecture and locally-owned businesses, to work as a catalyst for economic growth and community pride. In March 2007, MURA and the City of Martinsville received a Virginia Main Street Milestone Achievement Award for being a community with more than \$10 million in private investment and 20,000 volunteer hours invested in uptown revitalization since 1998. Using the Main Street approach, MURA has developed a strategy for revitalizing and managing the Uptown district by working in four interconnected areas:

**Organization**—MURA works to establish consensus and cooperation by building effective partnerships among all Uptown stakeholders.

**Design**—MURA works to enhance the unique visual quality of Uptown by addressing all design elements to create an appealing environment.

**Economic Restructuring**—MURA works to strengthen Uptown's existing economic assets and fulfill its broadest market potential.

**Promotions**—MURA works to create and market a positive image on the unique attributes of the Uptown district.

The Martinsville Uptown Retail Market Workplan, 2007-2010, was completed in 2007. It is a community-based document with comprehensive and detailed input from community decisionmakers, property owners, and representatives from business and industry, civic and community groups, local government, real estate, the arts and sports and recreational organizations, on the key actions and tasks required to implement the three Retail Market Strategies which are:

- Strengthening Uptown Businesses
- Increasing Base of Workers and Residents
- Three Specialized Business Clusters

The Workplan lays out the actions and tasks for each of the three Retail Market Strategies, organized under the four Main Street Approaches--Organization, Design, Economic Restructuring, and Promotions—which are described above.

The Community Groups met over a series of eleven meetings in July and September 2007 under the guidance of the staffs of the National Trust for Historic Preservation and local officials to review the actions and tasks and list beginning and ending dates, leaders, participants, budget and source of funding, where appropriate, for each task. Actions and Tasks prioritized by the groups are those already in process or at the initial stages and include among others:

- Partnerships with business assistance groups
- Partnerships with school and youth groups
- Web listings of Uptown properties
- Creation of signature events that reinforce the retail market business plan
- Promoting Uptown arts related activities
- Business consulting curriculum and one-on-one consulting in Uptown

New Actions and Tasks prioritized for 2007 and 2008 included, among others:

- Financial incentives and program for developing and marketing upper floor housing in Uptown (The Martinsville-Henry County Historical Society and MURA held a loft tour in January 2008.)
- Uptown design workshop—facades, buildings
- Interior design workshops
- African American Experience Speaker series

Some key leaders and organizations identified in the Workplan to help implement the actions and tasks were:

- Non-Profit and Civic Groups – MURA, Virginia Main Street, National Trust for Historic Preservation, Fayette Area Historical Initiative
- Economic and Business Development Groups – Martinsville-Henry County Economic Development Corporation, Martinsville-Henry County Chamber of Commerce, West Piedmont Business Development Center, Southside Business Technology Center, Workforce Investment Board
- Uptown Businesses
- Design consultants for commercial use—exterior, interior
- City of Martinsville
- City of Martinsville Schools
- Real Estate
- Southern Virginia Recreational Facilities Authority

- Local banks and financial institutions
- Uptown furniture outlets
- Community Volunteers and Volunteer Groups

The Martinsville Uptown Retail Market Workplan and the Playbook Implementation Notes were presented to the MURA Board on October 24, 2007, for review, after which copies were disseminated to all community partners and stakeholders.

## Income

There are two frequently used and basic parameters to measure income and relative wealth of persons in an area. These are per capita income and median family income. Per capita income (PCI) is determined by taking the total earned income in an area and dividing that amount by its population. PCI is a general indicator of individual wealth. Median family income (MFI) is, as the title implies, the calculated income figure at which one-half of a given area's family income falls above and one-half falls below.

Income figures, when viewed by themselves, can be of little value in assessing an area's economic situation since inflation causes income statistics to show increases--often without any real improvement in disposable income. However, when compared to other areas, the income statistics can be used to show whether there is any relative progress in income expansion.

As the following table indicates, the per capita income (PCI) of Martinsville City rose at a much slower rate than the State during the period from 1989 to 1999. The City and County's actual PCI figures still lag considerably behind Virginia's PCI as illustrated in the table entitled "Per Capita Income."

### Per Capita Income 1989-1999

|                   | 1989     | % of<br>VA PCI | 1999     | % of<br>VA PCI | % Change<br>1989-1999 |
|-------------------|----------|----------------|----------|----------------|-----------------------|
| Martinsville      | \$13,742 | 87.5           | \$17,251 | 72.0           | 25.5                  |
| Henry County      | \$11,491 | 73.1           | \$17,110 | 71.4           | 48.9                  |
| State of Virginia | \$15,713 | 100.0          | \$23,975 | 100.0          | 52.6                  |

SOURCE: U. S. Census of Population, 1990 and 2000.

The other principal measure of income is median family income. Median family income (MFI) is presented in the following table for the City of Martinsville for 1979, 1989, and 1999.

### Changes in Family Incomes 1979-1999

|                                 | 1979     | 1989     | % Change 1979-89 | 1999     | % Change 1989-99 |
|---------------------------------|----------|----------|------------------|----------|------------------|
| Number of Families              | 4,999    | 4,580    | -8.4             | 4,065    | -11.2            |
| Number of Families with Income: |          |          |                  |          |                  |
| Less than \$10,000              | 1,195    | 678      | -43.3            | 332      | -51.0            |
| \$10,000-\$14,999               | 942      | 371      | -60.6            | 375      | 1.1              |
| \$15,000-\$24,999               | 1,457    | 898      | -38.4            | 733      | -18.4            |
| \$25,000-\$49,999               | 1,174    | 1,623    | 38.2             | 1,282    | -21.0            |
| \$50,000 & Above                | 231      | 1,010    | 337.2            | 1,343    | 33.0             |
| MEDIAN FAMILY INCOME:           |          |          |                  |          |                  |
| Martinsville                    | \$17,469 | \$29,604 | 69.5             | \$35,321 | 19.3             |
| Henry County                    | \$17,427 | \$29,730 | 70.6             | \$38,649 | 30.0             |
| State of Virginia               | \$20,018 | \$38,213 | 90.9             | \$54,169 | 41.8             |

SOURCE: U. S. Census of Population, 1980, 1990, and 2000.

The information in the preceding table indicates that the City's families made progress from 1979 to 1999. This is shown by a decrease in the lower income ranges (under \$25,000) and an increase in the upper range (above \$50,000). While inflation is the cause of much of this increase, it is also noteworthy that the City's median family income increased at a lower rate than the State's median family income from 1989 to 1999, a 19.3 percent increase for the City compared to a 41.8 percent increase for the State. This means that the changes in incomes of City families on the whole did poorer than Virginia families statewide during the ten-year period with the actual median family income still only 65.2 percent of the State figure in 1999. The median family income was 77.5 percent of the State figure in 1989.

According to the December 2003 Market Street Services *“Competitive Assessment”* report for the Martinsville-Henry County area, “the provision of accessible, affordable, and quality childcare is crucial to any economic development strategy.” With working mothers being a vital part of the labor pool, it is important for a mother (mentally and for employment availability) to be able to work knowing that her child/children are well cared for. According to the *Kids Count 2007 Report*, child day care capacity within the City (at 70 percent) is much greater than Henry County (18 percent) and the State (26 percent). This information is provided by the Virginia Department of Social Services for the number of child care slots per 100 children ages 0 to 12. Facilities included by the Department of Social Services (DSS) are only those regulated by DSS in four categories: licensed child day care centers, licensed family day homes, church-exempt facilities (which are not licensed), and licensed short-term day care providers. Martinsville has steadily increased the percentage of child day care capacity in recent years from 41 percent in 2004 to 70 percent in 2007.

Market Street Services has also noted that, based on a variety of statistics, the area’s level of wealth can be improved, with local per capita incomes below the Commonwealth average and stagnant for the past decade. There is a growing divide between the “haves” and “have-nots” in Martinsville-Henry County, which is increasingly straining social service providers. The Martinsville-Henry County Economic Development Corporation is focusing on recruiting companies that pay higher wages. A number of workers have had to take a reduction in pay due to the loss of higher wage jobs at facilities that have closed in the area. While promoting local work force strengths, the EDC is marketing the area’s underemployed sector.

## Poverty Levels

Another useful indicator of the relative wealth in an area is the number of persons below the poverty level. The poverty level is determined by a complex formula based in part on family size and the cost of pre-determined nutritional foods.

### Number of Persons Below Poverty Level 1990-2000

|                  | <u>Martinsville</u> |                 | <u>State of Virginia</u> |                 |
|------------------|---------------------|-----------------|--------------------------|-----------------|
|                  | Number              | % of Population | Number                   | % of Population |
| 1990             | 2,504               | 15.6            | 611,611                  | 9.9             |
| 2000             | 2,839               | 19.2            | 656,641                  | 9.6             |
| Numerical Change | 335                 | 3.6             | 45,030                   | -0.3            |
| Percent Change   | 13.4                | 23.1            | 7.4                      | -3.0            |

SOURCE: U. S. Census of Population, 1990 and 2000.

### Number of Families Below Poverty Level 1990-2000

|                  | <u>Martinsville</u> |               | <u>State of Virginia</u> |               |
|------------------|---------------------|---------------|--------------------------|---------------|
|                  | Number              | % of Families | Number                   | % of Families |
| 1990             | 599                 | 13.1          | 126,897                  | 2.1           |
| 2000             | 571                 | 14.0          | 129,890                  | 7.0           |
| Numerical Change | -28                 | 0.9           | 2,993                    | 4.9           |
| Percent Change   | -4.7                | 6.9           | 2.4                      | 233.3         |

SOURCE: U. S. Census of Population, 1990 and 2000.

For the period of 1990 to 2000, Martinsville experienced a greater increase than the State of Virginia in respect to the number of persons below poverty at 13.4 percent versus 7.4 percent, respectively. The percentage of the total population in poverty also increased from 15.6 percent to 19.2 percent. The number of families below poverty in the City declined by 4.7 percent, whereas the State's poverty families increased 2.4 percent. However, it should be noted that the City's total families declined by 12.1 percent. The percentage that families of poverty made of total families in the City grew from 13.1 percent to 14.0 percent from 1990 to 2000. For the State, the families in poverty grew from 2.1 percent to 7.0 percent of total families statewide.

The numbers indicate that, in respect to family units, the City made some progress in reducing the number of families in poverty, though it must be recognized this progress is somewhat mitigated by the even greater decline in family units over the ten-year period of measurement. The City experienced an increase in single persons outside family units and those living as single parent householders, no spouse present; poverty among these individuals grew and it can be expected that current economic conditions will continue the trend.

## Tourism

Tourism is not measured directly in estimates of industrial employment because it amalgamates portions of services, retail trade, and government employment; nonetheless, it is a sector that deserves mention.

Currently, the Virginia Tourism Corporation contracts with the Travel Industry Association of America to compile estimates of impacts that tourism makes on areas throughout the nation. In 2006, the agency estimated that there was \$16,910,000 in travel-related expenditures in the City which in turn generated \$3,600,000 in payroll benefits, \$830,000 in State tax receipts (a 1.1 percent increase), and \$450,000 in local tax receipts (a 2.6 percent growth). They estimate that 220 jobs in the City were supported by tourism in 2006.

### Travel Impacts City of Martinsville 2000, 2005, & 2006

| Impacts                       | 2000         | 2005         | Percent Change '00-'05 | 2006 Estimates | Percent Change '05-'06 |
|-------------------------------|--------------|--------------|------------------------|----------------|------------------------|
| Expenditures                  | \$13,130,608 | \$16,290,684 | 24.1                   | \$16,910,000   | 3.8                    |
| Payroll                       | \$2,777,748  | \$3,589,333  | 29.2                   | \$3,600,000    | 0.3                    |
| Employment                    | 192          | 226          | 17.7                   | 220            | -2.7                   |
| State Tax Receipts            | \$739,797    | \$821,110    | 11.0                   | \$830,000      | 1.1                    |
| Local Tax Receipts            | \$293,696    | \$438,462    | 49.3                   | \$450,000      | 2.6                    |
| <b>Retail Sales</b>           |              |              |                        |                |                        |
| Lodging Taxable Sales         | ***          | N/A          | N/A                    | N/A            | N/A                    |
| Food Service Taxable Sales    | \$20,886,626 | N/A          | N/A                    | N/A            | N/A                    |
| <b>Excise Tax Collections</b> |              |              |                        |                |                        |
| Lodging Excise Tax            | \$0          | \$13,735     | N/A                    | N/A            | N/A                    |
| Food Service Excise Tax       | \$845,740    | \$1,119,338  | 32.4                   | N/A            | N/A                    |

NOTE: \*\*\* indicates data withheld by the Virginia Department of Taxation to avoid identification.  
SOURCE: Travel Economic Impact Profiles, 2000, 2005, & 2007 Virginia Tourism Corporation.

While the City has a potential to grow in the tourism area, it has some definite assets that could be further explored including: the Virginia Museum of Natural History, Piedmont Arts Association, the Southern Virginia Visitor/Artisan Center, recreational areas including the new Uptown Rail Trail, many

historic and other interesting sites. In addition, tourism events can have a significant effect on the City such as the Octoberfest and activities connected with the Martinsville Speedway races. These could be used to further increase revenues in the City to support projects for the City's ongoing development. The new Visitor Center in Uptown Martinsville also provides the public with information on attractions and events in Martinsville-Henry County and the surrounding area.

As noted in the Introduction to this section, I-73 will have a positive effect on tourism in the area, benefiting attractions such as the recently constructed Virginia Museum of Natural History. The I-73 Economic Impact Analysis developed by Chmura Economic & Analytics in March 2008 stated that the Museum, for example, is expecting 84,000 visitors in 2008 and 90,000 visitors in 2009 and, based on current literature and traffic patterns on I-73, the interstate could boost visits to the museum by as much as 50%. The analysis recommended that the museum market itself in welcome centers and roadside signs to realize that potential. The interstate will improve the quality of life for area residents by making it more convenient to reach destinations for work, shopping, recreation, and entertainment.

In addition to the above, the Virginia Department of Game and Inland Fisheries has numerous travel loops which interested citizens can use to observe wildlife, most particularly birds of Virginia, as part of its Birding and Wildlife Trail Program. The Piedmont Area of Virginia offers thirteen loops, with the Turkeycock Loop, winding through Martinsville and Henry County. Information on the Birding and Wildlife Trail Program, along with maps of the phases of the trail link wildlife viewing sites throughout the State including the Martinsville-Henry County area, is available at [www.dgif.virginia.gov/wildlife/vbwt/index.asp](http://www.dgif.virginia.gov/wildlife/vbwt/index.asp).

The Martinsville-Henry County Economic Development Corporation has created a tourism/special events program director position to be responsible for development/implementation of marketing and special events efforts that raise the visibility of the City and County as a tourist destination. The position provides staffing for developing and running special events, expanding partnerships within the community and region to expand tourism events, overseeing grant-funded tourism and cultural programs, and representing the City and County with local, State, and regional tourism initiatives.

## Economic Development Efforts

To accommodate future growth and the changes in the economy, the City partnered with Henry County to form a joint economic development agency now known as the ***Martinsville-Henry County Economic Development Corporation (EDC)***. The Martinsville-Henry County Economic Development Corporation is a nonprofit, public/private organization committed to making Martinsville-Henry County a prosperous region through its economic development and tourism programs. The EDC provides assistance to businesses seeking to expand or develop new facilities in the area. Through the EDC, the City is committed to working in partnership with the Martinsville-Henry County Chamber of Commerce, the Virginia Economic Development Partnership, the Martinsville Industrial Development Authority, and the Harvest Foundation of the Piedmont to build a diverse and dynamic economic base in the community. The EDC's efforts are directed by a director who manages a team of professionals in tourism, small and minority business development, marketing, and research and development.

The Martinsville-Henry County EDC was established as a result of the Market Street Services study performed in 2004 and funded by the Harvest Foundation of the Piedmont. The EDC reported that, as of January 31, 2008, 1,864 new jobs had been created with \$182.79 million in capital investment from new and existing employers in the Martinsville-Henry County area. That report also stated that of those figures, small or minority-owned businesses had contributed 57 of the 1,864 new jobs created since 2004 and \$1.2 million of the \$182.79 million in capital investment. Also, of the total 1,864 new jobs, expansions of existing businesses added 591 jobs; existing industry expansions contributed \$50.84 million of the \$182.79 million in capital investments over that period. An Office of Small and Minority Business Development and Office of Tourism have been established, and a formal existing industry calling program has been developed and implemented to allow the EDC to identify and offer assistance with pending expansions. The EDC utilizes a variety of means to attract new firms including a manned visitors center, a website, participation in trade shows and professional conferences, new welcome signs marking entrances to the City and County, and touting of a new sports complex. The EDC was awarded a 2007

Award of Excellence in Food Processing, one of only five awards given to localities nationwide by *Expansion Solutions Magazine* for “exceptional progress in economic development by successfully recruiting and retaining businesses.”

In April 2007, the Harvest Foundation of the Piedmont and the EDC announced an increased commitment and expansion of scope for a previously awarded economic development grant. The original grant, awarded in May 2004 by the Harvest Foundation, provided \$2.4 million over a three-year period. The Harvest Foundation Board of Directors approved to continue that grant, increasing the funding to one million dollars annually over three years beginning July 2008. The EDC is a unique public-private partnership that exists due to the input from all sectors. The additional funding from the Harvest Foundation is contingent on Martinsville City, Henry County, and the Martinsville-Henry County Chamber of Commerce’s Partnership for Economic Growth (C-PEG) continuing their current commitment to the area’s economic development in the future. Each of these three entities dedicated to funding the EDC for three years in 2004 at the levels of \$400,000 from Martinsville City, \$500,000 from Henry County, and \$200,000 from C-PEG. Continued funding support by all partners will allow the EDC to sustain its efforts to build local economic strength, according to a press release from the EDC.

The Martinsville-Henry County EDC has identified several target industries to actively recruit in the area including food processing, plastics manufacturing, motorsports, tourism, film, retirees, back office operations, and existing industry. These industries were targeted because the area has something unique to offer each one. For example, excess water and sewer can benefit food processing. Back office operations is a target because it is less expensive to conduct accounts payable, accounts receivable, human resources, and similar functions in the area as opposed to high cost areas such as Northern Virginia.

An important program of the EDC is its industry call program through which the EDC Director and staff visit with area employers to assess their current level of satisfaction as well as to see if the EDC can assist them with future plans. Through this program, the EDC has helped local companies by identifying assistance they need such as research and development, workforce development (including funding opportunities), federal procurement and recruiting trainable talent from high schools and Patrick Henry Community College, and connecting them to the appropriate resources.

The EDC’s **Office of Tourism** has established a number of programs and activities to market the area including its website, [www.visitmartinsville.com](http://www.visitmartinsville.com). The website provides exposure of the area to a broad travel market. Through a unique data share, the Tourism Office submits listings to Virginia.org, which automatically appear on the local site as well as other tourism sites, such as [www.Virginia.gov](http://www.Virginia.gov), the official State website. These listings contain information such as sites, attractions, events, lodging, where to eat, where to shop, and similar categories of interest to travelers. The Office of Tourism also recently produced and distributed map pads to promote tourism at no cost. The maps, which show the City and its attractions and accommodations on one side and the County and its attractions and accommodations on the reverse side, were prepared locally with mapping assistance from the staff of the West Piedmont Planning District Commission. The Office also works with the Virginia Film Office of the Virginia Tourism Corporation on documenting possible film locations around Martinsville-Henry County. More than 400 images have been placed on file with the State film inventory which is heavily used by prospective film directors and producers when seeking locations to film movies, commercials, ads, and documentaries.

In June 2007, Martinsville opened the **Martinsville-Henry County Visitor Center** located at Patrick Henry Community College’s Artisan Center on West Church Street in the City. Having the visitor center in this location will promote both the Artisan Center and the School of Craft and Design. Staff from the Martinsville-Henry County Economic Development Corporation operates the new center in conjunction with the Artisan Center staff. They are well trained to answer questions and direct visitors to available maps, brochures, and other materials regarding Martinsville and Henry County attractions and businesses.

PHCC opened the **Southern Virginia Artisan Center** in 2005 to introduce national and international crafts to Southside Virginia and to showcase local and regional artisans’ crafts in an effort to

promote economic development and tourism in the area. Within this setting, PHCC offers local artisans hands-on training through its School of Craft and Design in both the education and the business of craft and design. Providing a well-designed facility with the equipment in place to create and learn while utilizing innovative ideas and instruction, the Artisan Center encourages students to produce quality pieces of art that continue a history unique to the southeastern region of Virginia. PHCC is a member of the CraftNet initiative, an international network of fourteen colleges that work together to strengthen education, training programs, and services for creative-based enterprises.

In August 2007, the Virginia Tourism Corporation—the official State tourism agency—officially announced establishment of a new tourism region called **Southern Virginia**. This region spans east along the North Carolina border from Henry County to Greensville County encompassing eight counties and three cities, including Martinsville. The establishment of the region gives these localities higher visibility at a statewide level. The region is being marketed in the 2007 Virginia Travel Guide under the new tourism designation as Southern Virginia. The Virginia Tourism Corporation publishes 800,000 guides a year, boosting the State's \$16 billion tourism industry.

The March 2004 Market Street Services Strategy report stated that existing small business people and entrepreneurs in Martinsville-Henry County perceive a lack of attention paid to them by local officials, and are generally unaware of supportive resources available to them in the community. In 2007, the **Small Business Investment Forum** was created to give local entrepreneurs assistance in launching new businesses in Martinsville-Henry County and neighboring localities. Applicants to Patrick Henry Community College who are residents of the area can compete for funding, mentoring, and business planning assistance through the forum. Program sponsors, which invested more than \$20,000 in the forum, included Grow Incorporated, the Martinsville-Henry County Chamber of Commerce, the Martinsville-Henry County Economic Development Corporation, Patrick Henry Community College, Robinson Ventures, SunTrust, Franklin County, Franklin County Chamber of Commerce, and the West Piedmont Business Development Center. Competition winners were announced in January 2008, and PHCC plans to repeat the program each year with funding through the National Association of Community College Entrepreneurs and local partners. The following paragraphs outline a number of other programs now available to small businesses and entrepreneurs.

The EDC's **Office of Small and Minority Business Development** provides assistance for companies with less than 250 employees, or that have \$10 million or less in annual sales. The programs provided are applicable to both small industry and microenterprise (small with up to ten employees) operations. Services include hands-on business plan assistance and business plan writing. In addition, the program coordinates local and State incentives for qualified businesses and provides training opportunities for new and existing entrepreneurs. Training topics generally include State procurement (selling your services and products to the State), federal procurement, business plan writing, financing, cash flow management, marketing, public relations and exporting. The Office exists to help with all aspects of small business at no cost to the business owner. The Office can coordinate: State and local incentives for existing or new businesses, licensing and permitting, historical tax credits, financing, export assistance, research and development assistance, and worker training programs. The Office also hosts a series of focus group meetings for small and minority business owners monthly to give business owners an opportunity to share information about their businesses, provide participants with a brief educational opportunity and networking with other business owners.

The former Tultex office building in Uptown Martinsville was rehabilitated by the City using a grant from the U.S. Department of Commerce, Economic Development Administration and local funds for use as a small business incubator facility—the **West Piedmont Business Development Center**. Serving the City and the Counties of Henry, Franklin, and Patrick, the mission of the incubator is to attract, assist and encourage emerging entrepreneurs by providing a favorable environment for growth and development. Affordable office and light manufacturing space, shared office equipment and services make it possible for small businesses to reduce the many costs associated with establishing and operating a business. Tenants in the Center are provided an advisory team of general, managerial, and business planning professionals to support their businesses as they endeavor to develop, grow, and succeed.

The incubator can house between 10 and 20 new businesses in the approximately 23,500 square feet of the total building area. Flexible office suites range from 100 square feet to 2,000 square feet. Light manufacturing or assembly operations range from 250 square feet to 3,000 square feet with common loading dock, shipping, and receiving areas. As businesses grow and develop, the Center can adapt floor plans to the needs of its tenants.

The incubator offers state-of-the-art, high-speed fiber optic data connectivity to its tenants up to 100 mbs. In addition to favorable rents, common reception areas, and conference and training facilities, the Center also offers support on an as-needed basis including clerical assistance, copying, reproduction and facsimile services. The Center is conveniently located within walking distance of the financial district of the City as well as City Hall and the U.S. Post Office.

The West Piedmont Business Development Center operates a microloan program to encourage small business development among its tenants who cannot initially access funds through traditional lenders. Loan decisions are made by a Microloan Committee, which meets as necessary. Loans are made from \$500 to \$5,000, with exceptions up to \$20,000 considered on an individual basis. Multiple loans may be considered on an individual basis; however, loan amounts may not exceed \$20,000.

The incubator also offers a Virtual Incubator Package which includes use of mailing address; participation in incubator-sponsored workshops and seminars at discounted rates; and access to newsletters and e-mail distribution service for news updates. Additional services such as equipment rental and use of facility suites and conference/training rooms beyond the Basic Virtual Incubation Package are also available to Virtual Incubation Program clients at additional rates and fees.

As recommended in the initial Incubator Feasibility Study developed prior to initiation of the project, two satellite offices have been opened to expand services to Patrick and Franklin Counties. The Franklin County Satellite is located at The Franklin Center for Advanced Learning and Enterprise on Claiborne Avenue in Rocky Mount. The Patrick County Satellite is located at the Patrick County Community Center on Johnson Street in Stuart.

In 2007, an estimated \$3 million of renovations were completed on the 175,000-square-foot former Tultex Corporation factory beside Franklin Street and Commonwealth Boulevard. This privately-owned facility, ***The Clock Tower at Commonwealth Centre***, can accommodate tenants with spaces ranging from 5,000 SF up to 152,000 SF. Tier Technologies Incorporated, a call center that handles child support enforcement matters, became the Centre's first tenant, creating approximately 80 local jobs. A goal of the project is to lure firms from Northern Virginia looking for space outside that area.

The ***Longwood Small Business Development Center***, a partnership program with the U.S. Small Business Development Administration, has an office at the Martinsville-Henry County Chamber of Commerce on Broad Street in the City. The Center provides assistance and training to help small business owners and potential owners make sound decisions for the successful operation of their businesses. Part of a statewide network (Virginia Small Business Development Centers), the Longwood Small Business Development Center serves 20 counties and six cities in South-Central Virginia. The Center offers individual, one-on-one, confidential counseling and sponsors workshops, conferences and courses at various locations in its service area which includes five offices in Southside Virginia: Martinsville, Farmville, South Boston, Petersburg, and Danville.

Longwood Small Business Development Center is a non-profit organization that offers its services at no charge. The Center is funded through Longwood University, the U.S. Small Business Administration, and local county and city governments where the Center maintains office locations. Services include assistance with business plan preparation, financial analysis, marketing, locating sources of capital, pre-export research, assistance with recordkeeping issues, economic and market research, analysis of management issues, and referrals to other service providers. The Center periodically offers seminars on small business topics. Training is usually free of charge or offered for a nominal fee to cover instructional expenses. Additional information on the Longwood Small Business Development Center can be found at [www.longwood.edu/sbdc/](http://www.longwood.edu/sbdc/).

The **Southside Business Technology Center (SBTC)** was created in partnership with Virginia Tech in 2005 and is located in the West Piedmont Business Development Center (WPBDC) in Uptown Martinsville. The purpose of the Center is to serve as a management consulting, educational, and research resource for businesses. SBTC helps entrepreneurs enhance their knowledge of business management through the development of high-quality business projects, individual consultations and seminars tailored to specific client needs. The Center also helps businesses obtain data and analysis that is generally unobtainable to them on their own. SBTC services are available to any individual, company and non-profit organization seeking tangible business assistance. Consulting services are provided by SBTC staff consultants and business analysts along with the faculty and student interns of Virginia Tech, Averett University, Patrick Henry Community College, Ferrum College and other surrounding colleges and universities. When special requirements arise, the SBTC has the ability to hire outside consultants with subject matter expertise. Areas of assistance provided by the Center include but are not limited to: business plan and proposal development, competitor analysis, market research and analysis, financial modeling including industry analysis and feasibility studies, business startup procedures, and legal/business information. Additional information about SBTC can be found at [www.southsidebtc.org](http://www.southsidebtc.org).

The **Martinsville-Henry County Chamber of Commerce** is located on Broad Street in the City. The Chamber offers a variety of services and programs for local businesses. The **Chamber's Partnership for Economic Growth (C-PEG)** is an independent, yet closely aligned, charitable affiliate of the Chamber of Commerce. Led by a separate Board of Directors, C-PEG is charged with funding and supporting the area's efforts to improve economic growth. The Chamber also houses the local office of **SCORE**, a non-profit association dedicated to providing, no-cost, personalized, confidential face-to-face counseling to help with start-up of a new business, securing financing or operating capital, managing and/or expanding an existing business. SCORE volunteers consist of working and retired business owners, executives and professionals donating their time and expertise in a number of disciplines (accounting, marketing, law, procurement, manufacturing, sales, etc.) as business counselors and mentors.

The **HUBZone Empowerment Contracting Program** stimulates economic development and creates jobs in urban and rural communities by providing Federal contracting preferences to small businesses. These preferences go to small businesses that obtain HUBZone (Historically Underutilized Business Zone) certification in part by employing staff who live in a HUBZone. The company must also maintain a "principal office" in one of these specially designated areas. For information on areas of the City of Martinsville that may be eligible for HUBZone certification, contact the Martinsville-Henry County Economic Development Corporation or the City.

The **One-Stop Shop of Licensing and Permitting** in Martinsville-Henry County is a collaborative effort between the Martinsville-Henry County Chamber of Commerce and Martinsville-Henry County Economic Development Corporation. The One-Stop Shop provides a checklist of services designed to help promote an understanding of expanding a small business or starting a new venture in the area. In addition, the One-Stop Shop focuses on the inspection process, business licenses, and other requirements.

The Martinsville-Henry County EDC assists the City in the marketing of both industrial sites and buildings. In addition to the 52-acre **Rives Road Industrial Site**, located off Rives Road in the City where additional site improvements are needed, the EDC markets **Clearview Business Park** which has available ready-to-build lots near the park's anchor building that is currently being marketed to companies for an available, wired, 50,000-square-foot high technology office building with available room to expand and add light manufacturing. In July 1998, ground was broken for the 73-acre Park off Clearview Drive. The Park, which is zoned B-1, has five sites ranging from 4.2 to 14.8 acres. The project was funded with monies from the U.S. Department of Commerce, Economic Development Administration along with funds from the Virginia Department of Transportation and City matching funds. Clearview Business Park is located in a City Enterprise Zone.

In August 2001, Martinsville City Council and the Henry County Board of Supervisors signed a revenue-sharing agreement to jointly develop three sites at the **Patriot Centre**, formerly the Beaver Creek Industrial Park off Route 174 in the County. The site is located in a County Enterprise Zone. Funding for this 68-acre industrial site was provided by the U.S. Department of Commerce, Economic Development Administration; the Virginia Industrial Site Development Fund; the Virginia Tobacco Indemnification and Revitalization Commission; and the localities. In September 2007, construction of a \$2.7 million, 79,480-square-foot shell building was completed at the Patriot Centre Shell Building as a joint City-County revenue-sharing project in partnership with the Harvest Foundation. This joint venture has proven to be quite successful for the area with the January 2008 announcement of plans for RTI International Metals Incorporated to locate in the shell building, creating 150 jobs paying an average of \$35,000 to \$40,000 a year plus benefits and making a capital investment totaling \$100 million over the next three years. This investment includes \$20 million on buildings and \$80 million on machinery. The firm will construct a second facility on a separate lot adjacent to the shell building. The firm produces titanium mill products and fabricated metal components for the aerospace, industrial, defense, energy, chemical and consumer applications for customers around the world. The Patriot Centre location will be the firm's 19<sup>th</sup> facility. Company officials have stated that RTI has more than \$4 billion in contracts with Boeing, Airbus, and the military that run through 2020, which sparked the need to expand.

In the fall of 2007, Henry County purchased two large tracts for future development as regional, revenue-sharing industrial park projects in conjunction with the City of Martinsville. A 622-acre site, known as the Roma site, is located near the North Carolina line; the other is a 1,206-acre site near Barrows Mill Road in close proximity to both Clearview Business Park in the City and the Patriot Centre. Both sites will need extensive site improvements and are important components in an ongoing effort to develop and market a variety of sizes of industrial properties for future growth.

The Commonwealth of Virginia and Martinsville-Henry County offer a variety of incentives for new and expanding Virginia employers. Virginia's **Enterprise Zone** program provides State and local incentives to businesses that invest and create jobs within State enterprise zones, located throughout the State. Clearview Business Park is located in one of the City of Martinsville's Enterprise Zones, and the Patriot Centre at Beaver Creek Industrial Park is located in one of the County's Enterprise Zones. Information on the City's Enterprise Zone areas and the incentives offered are available through the Martinsville-Henry County Economic Development Corporation or the City.

The Clearview Business Park, Rives Road Industrial Park, and the Patriot Centre--along with the New College Institute, the West Piedmont Business Development Center, the Henry County Technology Campus (formerly the DuPont plant site), and the North Bowles Industrial Park in the County--are tied into the **Mid-Atlantic Broadband Cooperative's (MBC)** fiber optic network. MBC is an open-access wholesale telecommunications service provider that has built a network that provides open-access transport services to competitive telecom providers within rural, underserved communities in South Central Virginia. MBC, a not-for-profit cooperative with offices in Richmond, Danville and South Boston, started this project in 2003. This regional fiber network connects over 60 businesses and industrial parks with an advanced fiber optic network which connects 20 counties and four cities including Martinsville in the Southside Region. MBC has developed 20 carrier-class MSAP's (Multi-Media Service Access Point) allowing interconnectivity of telecom service providers to the region. Over 700 miles, or 75,000 strand miles, of fiber routes have been completed as part of the project. Deployment of latest carrier-class network backbone equipment by Nortel Networks allows high-capacity, redundant optical transport services in the region.

According to the Mid-Atlantic Broadband Cooperative (MBC), the Regional Backbone Initiative provides high-tech telecom services to help promote economic development opportunities by attracting technology-based business and industry, providing higher wage jobs, and making high-speed Internet access affordable and available in an area where such technology did not previously exist. The MBC network provides an alternative choice to service providers as well as a redundant telecommunications infrastructure placing Southside Virginia ahead of many other rural areas in the country is an advantage for companies looking to invest in Southside Virginia. The project, which serves as a national model for other regions which are seeking to better their economic conditions, will be integrated into a larger fiber-

optic system across the Commonwealth. MBC does not serve residential customers or “end-user” customers. It provides services to Telecommunications Service Providers, or TSP’s. These TSP’s will provide last-mile access, commonly known as the broadband service that goes to the home or business. TSP’s can include existing telecom companies, Internet Service Providers, Wireless Broadband Companies and Competitive Local Exchange Carriers. Additional information on the Regional Backbone Initiative may be obtained at [www.mbc-va.com](http://www.mbc-va.com).

The City of Martinsville has developed a robust 48 strand fiber optic backbone. Most commonly known as MINet (Martinsville Informational Network), the fiber plant is lit with an OC-12 (Optical Carrying) network. The City is currently beginning the transition to an OC-48 network, which will satisfy long-term needs of the community. In addition to the OC-12 network, the City has placed a 1 GIG circuit throughout the network for expanding IP Telephony and Data Transport. They can affordably transport Internet and Telephony services throughout the City and industrial parks efficiently due to the placement of the above-mentioned networks (GIG switching and OC-48 networks). Because of its commitment to the school system, each school is equipped with GIGABIT connectivity and an OC-12 Node which makes distance learning, videoconferencing, testing, and data transport and retrieval more efficient.

Currently, fiber is co-located with MBC in the Clearview Industrial Park. The City of Martinsville partnered with Patrick Henry Community College as MBC’s first business partner utilizing MBC’s optical infrastructure in the Martinsville-Henry County Area. MBC is currently transporting bandwidth for the City from the Patrick Henry Community College main campus to the Stuart Campus. There is also fiber connectivity to the New College Institute with distance-learning and on-site training; to local industrial parks; and between all schools supporting gigabit networking. Ntelos is co-located at City Hall. Nortel Networks provides data transport and telephone equipment and Embarq provides the City with technical and on-site assistance. With the implementation of the SONET, communication carriers throughout the world can interconnect their existing digital carrier and fiber optic systems with the MINet System. This project has been in existence for over ten years. The City has, through this network, positioned itself to benefit long-term if existing businesses and relocated companies choose a site locally due to the area’s robust fiber-optic networking capabilities, according to the Market Street Services *Competitive Assessment of Martinsville-Henry County*. With the partnership created with MBC, the City now has a competitive edge with its high-speed, state-of-the-art and affordable telecommunications infrastructure. The capabilities enabled by the City’s partnership with MBC are just now being developed, with service agreements already in place with PHC and several businesses. Other businesses and industries are frequently contacting the City, realizing that the City/MBC partnership has fostered the development of communication systems that match or exceed the speed, reliability, and cost effectiveness of private-sector services. The City/MBC partnership presence in local industrial parks is definitely a “plus” for any businesses/industry considering possible relocation to the area.

## Economic Development Resources

In 1991, the City of Martinsville elected to be included in the Regional Comprehensive Economic Development Strategy (formerly the Regional Overall Economic Development Plan) of the West Piedmont Planning District Commission. The Planning District Commission was designated as an Economic Development District by the **U.S. Department of Commerce, Economic Development Administration (EDA)**, in 1992. This designation represents a partnership among the Planning District, its member local governments, and EDA which assists with establishing regional priorities for projects and investments through the annual development of a Regional Comprehensive Economic Development Strategy (CEDS) document. The Economic Development Administration Reform Act of 1998 identifies a CEDS as a requirement to apply for assistance under the EDA Public Works and Economic Adjustment Programs. Since the original Public Works and Economic Development Act was enacted in 1965, economic development planning has been a key element in achieving EDA’s long-range goals. The purpose of the CEDS is to establish a process that will help create jobs, foster more stable and diversified economies, and improve living conditions. It is a continuous planning process that addresses the economic problems and potentials of an area. In order for projects to be eligible for EDA funding, they must be included in an EDA-approved CEDS document. Through the PDC’s Economic Development

District Program, the Commission staff also works closely with its member jurisdictions and economic development organizations providing demographics and technical assistance as requested. EDA has provided substantial funding for economic development projects in the West Piedmont Region, with the City of Martinsville receiving funding for site development at Clearview Business Park as well as for rehabilitation of an Uptown building for the West Piedmont Business Development Center. In addition, EDA provided funding for the joint Martinsville-Henry County industrial site at the Patriot Centre in the County. Additional information on the U.S. Department of Commerce, Economic Development Administration, may be found at <http://www.eda.gov> and [www.wppdc.org](http://www.wppdc.org) .

The **USDA's (U.S. Department of Agriculture's) Rural Development** agency—formerly the Farmers Home Administration--has a number of programs that can also assist the City in efforts of building its economy. The Community Facility Loan program can be used for industrial parks, including land purchases, roads and bridges, and utilities. The borrower should be unable to obtain needed funds from other sources at reasonable rates and terms; should have legal authority, and should be financially sound and able to manage projects. Rural Development also has a business and industrial loan guarantee program. This program may be used in: financing business and industrial construction; purchase of land, easements, equipment, facilities, machinery, supplies and materials; financing processing and marketing facilities; providing working capital and startup monies; and controlling pollution. Additional information on USDA Rural Development Programs may be found at <http://www.rurdev.usda.gov/> .

The **Virginia Economic Development Partnership** (VEDP), a marketing organization, was created by the General Assembly in 1995 to encourage, stimulate, and support the development and expansion of the economy of the Commonwealth. The Partnership is a State authority, which is governed by a 21-member board of directors appointed by the Governor and the General Assembly. To accomplish its objectives of promoting economic expansion, the Partnership focuses its efforts on business recruitment, expansion and international trade. VEDP has offices in Virginia, Germany, Hong Kong, Mexico, Brazil, Korea and Japan. VEDP recently established a new Accessing International Markets (AIM) export development program, which provides assistance and resources to Virginia companies looking to enter the global marketplace. The initiative is part of the Governor's Virginia Works program, a series of new approaches to economic development designed to help existing industries and promote the creation of new industry in Virginia's rural communities. Based on a competitive application process, five companies meeting eligibility requirements are accepted into the AIM program each quarter. Additional information on VEDP and its programs can be found at <http://www.yesvirginia.org> .

The **Virginia Department of Business Assistance** (VDBA) is the economic development agency devoted to the growth and success of the Commonwealth's business community. Established by the Virginia General Assembly in July 1996, the Department rounds out the State's economic development program by ensuring that businesses not only find Virginia an excellent place to locate but also an ideal place to grow, expand, and make additional investments. The agency carries out its mission through its programs and services which include access to capital, small business counseling, workforce training, and pro-active business problem solving. Additional information about VDBA and its services can be found at <http://www.dba.state.va.us> .

The **Virginia Department of Labor and Industry** has a well-established apprenticeship program for training skilled craft and trade workers in many industrial, construction, and service occupations. The Virginia Registered Apprenticeship Program is a "win-win" approach to workforce development that provides a combination of on-the-job training and related classroom instruction to more than 10,000 apprentices (employees) throughout the Commonwealth. The Program currently meets the needs of approximately 2,000 Virginia sponsors/employers who use custom-designed programs to train their workforce. Employers provide on-the-job training for their employees in a variety of occupations, ranging from high tech to highly skilled trades. Additional information on the Virginia Department of Labor and Industry and its programs may be found at <http://www.doli.virginia.gov/> .

Virginia's **Center for Innovative Technology** (CIT) is a State-chartered non-profit corporation established in 1984 by the General Assembly. CIT's mission is to advance economic development

through technology around the Commonwealth. CIT provides the only statewide suite of programs and services for technology researchers, technology entrepreneurs and small technology businesses in all regions of the Commonwealth. Additional information on CIT and its programs can be found at <http://www.cit.org>.

## Economy Conclusions

- The City is aging at a significant pace in the 55-and-older age bracket. Due to the increase in middle-age working adult population and retirees, healthcare is an important issue for the economy of the City. Retirees have the potential to boost the economy in other areas such as construction, retail, and professional services.
- Martinsville had the highest annual unemployment rate in Virginia from 2000 through 2005 and again in 2007, and the second highest in the state in 2006.
- Martinsville has been designated as a Labor Surplus Area by the U.S. Department of Commerce, Employment and Training Administration, for the past decade.
- For decades, Martinsville City has been recognized as a retail hub as well as being a center for manufacturing. Although manufacturing employment has declined over the past decade, manufacturing remains the City's largest employment sector; however, other sectors such as health/social, professional and other services have grown in importance and will continue to do so.
- Construction of I-73 will have a number of positive impacts on the Region including increasing the appeal for expanding and relocating firms, increased property values, and increased safety. It will also have a positive effect on tourism in the area, benefiting attractions such as the recently constructed Virginia Museum of Natural History in Martinsville. The project will aid in improving the quality of life for area residents by making it more convenient to reach destinations for work, shopping, recreation, and entertainment.
- The sales statistics indicate that the City, in terms of retail sales dollars, has not performed well in overall commercial, retail sales partly due to the out-commuting patterns for City workers and their negative effect on retail sales along with the City's population decline. Commercial/retail sales offset by travelers and vacationers to the City could increase the taxable sales. Aggressive retail development and local job promotion could insure that the sales statistics would improve in the future.
- Based on the 2000 Census, 68.5 percent of persons 25 years old and over in the City were high school graduates; whereas, statewide, 81.5 percent of persons 25 years old and over were high school graduates. This is an improved change (5.6 percent difference) over the 1990 figures of 62.9 percent for the City and 75.2 percent for the State, a difference of 6.3 percent. This last statistic indicates that the City's educational level will continue to improve in the future. In addition, more young people are attending college since people realize that continued education translates into higher earning potential in the job market.
- The Census Bureau reported that 35.8 percent of the workers, or 2,610 persons, in Martinsville left the City daily for work in 1990. In 2000, 3,380 or 56.1 percent of workers commuted outside the City to work.
- While inflation is the cause of much of this increase, it is also noteworthy that the City's median family income increased at a lower rate than the State's median family income from 1989 to 1999, a 19.3 percent increase for the City compared to a 41.8 percent increase for the State. This means that the changes in incomes of City families on the whole did poorer than Virginia families statewide during the ten-year period with the actual median family income still only 65.2 percent of the State figure in 1999. The median family income was 77.5 percent of the State figure in 1989.
- For the period of 1990 to 2000, Martinsville experienced a greater increase than the State of Virginia in respect to the number of persons below poverty at 13.4 percent versus 7.4 percent, respectively. The percentage of the total population in poverty also increased from 15.6 percent to 19.2 percent. The number of families below poverty in the City declined by 4.7 percent, whereas the State's poverty families increased 2.4 percent. However, it should be noted that the City's total families declined by 12.1 percent. The percentage that families of poverty made of total families in the City grew from 13.1 percent to 14.0 percent from 1990 to 2000. For the State, the families in poverty grew from 2.1 percent to 7.0 percent of total families statewide.

- In 2006, the Virginia Tourism Corporation estimated that there was \$16,910,000 in travel-related expenditures in the City which in turn generated \$3,600,000 in payroll benefit, \$830,000 in State tax receipts (a 1.1 percent increase), and \$450,000 in local tax receipts (a 2.6 percent growth). It was also estimated that 220 jobs in the City were supported by tourism in 2006.
- A number of programs and organizations provide special education, job training, and/or research programs to aid the City's workforce and employers including programs offered by **Patrick Henry Community College (PHCC)**, **A.L. Philpott Technical Center at PHCC**, the **New College Institute, National College** (formerly National Business College), **Virginia's Philpott Manufacturing Extension Partnership**, the **Institute for Advanced Learning and Research (IALR)** in Danville, the **Advanced and Applied Polymer Processing Institute** at the IALR, and the **West Piedmont Workforce Development Board**.
- The **Martinsville-Henry County Economic Development Corporation (EDC)** is available to assist industry or employers to expand or develop new facilities. The EDC has established several programs to promote growth and development of Martinsville-Henry County including an **Office of Tourism** and an **Office of Small and Minority Business Development**. The EDC assists the City in the marketing of sites in its State **Enterprise Zone** areas and promotes the **HUBZone Empowerment Contracting Program** in the City.
- In April 2007, the **Harvest Foundation of the Piedmont** and the EDC announced an increased commitment and expansion of scope for a previously awarded economic development grant. The original grant, awarded in May 2004 by the Harvest Foundation, provided \$2.4 million over a three-year period. The Harvest Foundation Board of Directors approved to continue that grant, increasing the funding to one million dollars annually over three years beginning July 2008, contingent on Martinsville City, Henry County, and the Martinsville-Henry County Chamber of Commerce's Partnership for Economic Growth (C-PEG) continuing their current commitment to the area's economic development in the future. Each of these three entities dedicated to funding the EDC for three years in 2004 at the levels of \$400,000 from Martinsville City, \$500,000 from Henry County, and \$200,000 from C-PEG.
- The Martinsville-Henry County EDC assists the City in marketing of both industrial sites and buildings. In addition to the 52-acre **Rives Road Industrial Site**, located off Rives Road in the City where additional site improvements are needed, the EDC markets **Clearview Business Park** which has available ready-to-build lots near the park's anchor building that is currently being marketed to companies for an available, wired, 50,000-square-foot high technology office building with available room to expand and add light manufacturing. In July 1998, ground was broken for the 73-acre Park off Clearview Drive. The Park, which is zoned B-1, has five sites ranging from 4.2 to 14.8 acres. Clearview Business Park is located in a City Enterprise Zone.
- In August 2001, Martinsville City Council and the Henry County Board of Supervisors signed a revenue-sharing agreement to jointly develop three sites at the **Patriot Centre**, formerly the Beaver Creek Industrial Park off Route 174 in the County. The site is located in a County Enterprise Zone. Funding for this 68-acre industrial site was provided by the U.S. Department of Commerce, Economic Development Administration; the Virginia Industrial Site Development Fund; the Virginia Tobacco Indemnification and Revitalization Commission; and the localities. In September 2007, construction of a \$2.7 million, 79,480-square-foot shell building was completed at the Patriot Centre Shell Building as a joint City-County revenue-sharing project in partnership with the Harvest Foundation. In early 2008, RTI International (titanium mill products and fabricated metal components for the aerospace industry) announced plans to locate in this shell building, creating 150 jobs paying an average of \$35,000 to \$40,000 a year plus benefits and making a capital investment of over \$100 million over the next three years.
- In the fall of 2007, Henry County purchased two large tracts for future development as regional, revenue-sharing industrial park projects in conjunction with the City of Martinsville. A 622-acre site, known as the Roma site, is located near the North Carolina line; the other is a 1,206-acre site near Barrows Mill Road in close proximity to both Clearview Business Park in the City and the Patriot Centre.
- The City supports the **Martinsville-Henry County Chamber of Commerce**, the **Martinsville Uptown Revitalization Association**, and other initiatives to assist small business and tourism promotion. The Martinsville-Henry County Chamber of Commerce sponsors a highly successful and

recognized annual **Business Expo**, a marketing tool for businesses to reach their customer base and to increase the community's awareness of their services. The Chamber, in conjunction with the Martinsville-Henry County Economic Development Corporation, also sponsors a **One-Stop Shop of Licensing and Permitting** for the area to aid small businesses. The **Chamber's Partnership for Economic Growth (C-PEG)** is charged with funding and supporting the area's efforts to improve economic growth. A local **SCORE** office is located at the Chamber to provide counseling to help with start-up of a new business, secure financing or operation, management, and/or expansion of an existing business.

- The **West Piedmont Business Development Center** is a small Business Incubator located in Uptown Martinsville, which works to attract, assist and encourage emerging entrepreneurs by providing a favorable environment for growth and development. In addition to space for 10-20 new businesses, the incubator offers a Virtual Incubator Package.
- The **Clock Tower at the Commonwealth Centre**, the 175,000-square-foot former Tultex Corporation facility, is a privately owned complex beside Franklin Street and Commonwealth Boulevard in the City; it has undergone a \$3 million renovation project and offers from 5,000 to 152,000 SF of space for potential prospects.
- The **Longwood Small Business Development Center** has an office at the Martinsville-Henry County Chamber of Commerce and provides assistance and training to help small business owners and potential owners makes sound decisions for the successful operation of their businesses.
- The **Southside Business Technology Center** was created in partnership with Virginia Tech in 2005 and serves as a management consulting, educational, and research resource for businesses.
- The City of Martinsville designed and operates an OC-12 SONET Network known as **MINet** throughout the City of Martinsville and portions of Henry County to satisfy telecommunication needs throughout the area. Through this network, the City has positioned itself to benefit long-term if existing businesses and relocated companies choose a site locally due to the area's robust fiber-optic networking capabilities.
- The **Martinsville Uptown Revitalization Association (MURA)** is dedicated to the continued enhancement of the Uptown Central Business District. Martinsville Uptown is a Designated Main Street Community of the Virginia Main Street Program and the National Main Street Program of the National Trust for Historic Preservation. MURA has adopted the Virginia Main Street Approach which provides a flexible framework that puts the traditional assets of downtown, such as unique architecture and locally-owned businesses, and works as a catalyst for economic growth and community pride.
- The **Mid-Atlantic Broadband Cooperative (MBC)'s Regional Backbone Initiative** provides high-tech telecom services to help promote economic development opportunities by attracting technology-based business and industry, providing higher wage jobs, and making high-speed Internet access affordable and available in an area where such technology did not previously exist. The MBC network will provide an alternative choice to service providers as well as a redundant telecommunications infrastructure placing Southside Virginia ahead of many other rural areas in the country and is an advantage for companies looking to invest in Southside Virginia. This regional fiber network connects over 60 businesses and industrial parks with an advanced fiber optic network which connects 20 counties and four cities including Martinsville in the Southside Region. MBC has developed 20 carrier-class MSAP's (Multi-Media Service Access Point) allowing interconnectivity of telecom service providers to the region. Over 700 miles, or 75,000 strand miles, of fiber routes have been completed as part of the project. The City has developed its own fiber optic infrastructure known as **MINet (Martinsville Informational Network)** for unlimited possibilities with MBC. Currently, fiber is co-located with MBC at Clearview Business Park. The City of Martinsville has also partnered with Patrick Henry Community College as MBC's first business partner utilizing MBC's optic infrastructure in the Martinsville-Henry County area.
- The City of Martinsville is committed to the firm belief that the future of the region lies within a full-bodied technological infrastructure. As business and industry either expand locally, or evaluate the possibilities of locating to this area, the ability to provide and service a wide range of options related to telecommunications and data services will undoubtedly play a key role in the development and expansion of opportunities. The presence of a modern and efficient City/MBC broadband system

allows telecommunications and data services to be provided enabling businesses to effectively compete in the global marketplace.

- In 1991, the City of Martinsville elected to be included in the Regional Comprehensive Economic Development Strategy (formerly the Regional Overall Economic Development Plan) of the West Piedmont Planning District Commission. The Planning District Commission was designated as an Economic Development District by the **U.S. Department of Commerce, Economic Development Administration (EDA)**, in 1992. This designation represents a partnership among the Planning District, its member local governments, and EDA, which assists with establishing regional priorities for projects and investments through the annual development of a Regional Comprehensive Economic Development Strategy (CEDS) document. Projects included in the CEDS document are eligible to receive funding from the Economic Development Administration.
- According to the *Kids Count 2007 Report*, child day care capacity within the City (at 70 percent) is much greater than Henry County (18 percent) and the State (26 percent). This information is provided by the Virginia Department of Social Services for the number of child care slots per 100 children ages 0 to 12. Facilities included by the Department of Social Services (DSS) are only those regulated by DSS in four categories: licensed child day care centers, licensed family day homes, church-exempt facilities (which are not licensed), and licensed short-term day care providers. Martinsville has steadily increased the percentage of child day care capacity in recent years from 41 percent in 2004 to 70 percent in 2007.

*A January 2007 Retail Market Analysis for Uptown Martinsville, VA, prepared for the National Trust for Historic Preservation by the Community Land Use and Economic Group, LLC, cited the following:*

**Business District Strengths:**

- Rapidly diversifying industries and business sectors
- National Register-listed historic district with important historic buildings
- Several specialized retail clusters (furniture; services; education)
- Committed government, civic institutions, and foundations
- African American heritage; proximity to Fayette Street
- Farmers' Market
- Artisan Center, Piedmont Arts Association
- Virginia Museum of Natural History
- New College Institute, Patrick Henry Community College
- Planned sports complex/field house
- Emerging technology industry
- Variety of business assistance resources available; small business incubator
- Affordable buildings
- Furniture industry heritage

**Business District Weaknesses:**

- Lack of cohesive business development and marketing strategy
- Limited retail business mix
- High vacancy rate
- Limited store hours
- Very weak online retail business presence
- Few ongoing retail business relationships with visitors
- No design guidelines (other than those connected to façade improvement incentives)
- Poor public image; sense of discouragement
- One-way streets
- Need for wayfinding system
- Many buildings in need of façade improvements; streetscapes lack design cohesiveness

# NATURAL CONDITIONS

This section of the Comprehensive Plan Update discusses the natural conditions and physical characteristics for the City. Air quality, climate, soils, slope or topography, water, floodplains, and geology are important factors in the physical development of a locality and can directly and indirectly affect economic growth and development. The natural environment must always be considered in the determination of suitability for development of the land in order to avoid potential dangers or unexpected costs. Therefore, this update to the Martinsville City Comprehensive Plan shall first examine the natural environment.

Land use, housing, and transportation planning are directly influenced by physical factors since, for example, intensive land use tends to proceed along patterns which first consume land which is the most problem free: smooth, low slope topography; good soil characteristics; away from floodplains; and good depth to bedrock.

## Natural Environment

A study of the physical characteristics of an area gives a clue to its potential to adequately and safely support its economy and the desires of its people. In order to be truly realistic and functional, environmental studies for planning purposes must include analyses of those physical elements or characteristics which influence or bear upon the actual or potential utilization of the land in question. Likewise, there is a need for recognized interdependence of the various physical characteristics of the environment, including land, water, air quality, and the like, in order to understand how the alteration of any one factor might adversely affect the availability and quality of the other environmental elements. Properly considered and evaluated, sound understanding and analyses of the environment of an area can serve as an invaluable aid to guiding its future development and decisions regarding its utilization.

- **Climate**

Martinsville is a temperate area with only short periods of very high temperatures in the summer and occasional low temperatures in the winter. According to a Climate Summary Report for the period 1948-2007 by the Southeast Regional Climate Center, Martinsville has an average temperature of 36.2 degrees Fahrenheit in January and 75.4 degrees Fahrenheit in July. For January, the average maximum is 48 degrees Fahrenheit and the average minimum is 24.4 degrees Fahrenheit. For July, the average maximum is 87.6 degrees Fahrenheit and the average minimum is 63.2 degrees Fahrenheit. The City has an average annual precipitation of 44.79 inches and average snowfall of 8.5 inches. The warmest temperature recorded was 104 degrees Fahrenheit in July 1952 with the coolest temperature on record at -7 degrees Fahrenheit in January 1985.

- **Air Quality**

The quality of the air is important to land use planning and development, particularly when an urbanized area containing substantial amounts of both residential and industrial uses is being considered. Following the 1970 amendments to the Federal Clean Air Act, the Environmental Protection Agency established ambient air quality standards for a number of air pollutants. The State Air Pollution Control Board administered the air pollution control programs for the State of Virginia. Due to the amount of industry in the Martinsville area, the Board had at various times operated monitoring stations in the City;

the two station locations have been the City library and Valleydale Drive. However, since that time and because of the decline in industries within the City, monitoring has been suspended with no current data available at this time.

Air pollution is the gross effect of the contribution of pollutants emitted by all sources in a given area. The concentration of a pollutant in the atmosphere at any given location will vary from one point of time to another even if the pollutant is discharged from its source at a uniform rate. This is due to local topography and changing weather conditions.

The Virginia Department of Air Pollution Control and the U.S. Environmental Protection Agency (EPA) have designated Martinsville as an attainment area for all criteria pollutants. The ambient air quality in Martinsville is good enough so that it is an attainment area in respect to federal acts. This presents an advantage for marketing the area for retirees in migration and certain businesses and industries that need a clean air environment. Most new or expanding industries have no problems in meeting air quality standards. Because of being an attainment area, the Martinsville-Henry County area does not have special restrictions placed on its transportation system by the EPA and Federal Highway Administrators.

- **Geologic Structure and Mineral Resources**

Geologically, the City lies in the Piedmont Province of Virginia which is a residue of an ancient mountain system; the effects of erosion have created a naturally dissected upland. This upland is underlain by a complex of igneous, metamorphic, and sedimentary rocks which are predominantly from the Precambrian Age.

The underlying rocks vary greatly in their ability to store and transmit water and directly affect the groundwater availability. Typically, the local geology has low permeability and, except with scattered water filled fractures, produces little groundwater for municipal consumption. This description does not mean that wells do not exist, only that surface water municipal systems are more dependable for larger scale development. In the past, water systems in Martinsville and the urbanized areas of Bassett, Fieldale, and Collinsville in Henry County have used wells; however, droughts have affected these groundwater supplies and surface water systems were developed or enlarged in the 1970s and 1980's.

Geology of the area presents a disadvantage in respect to development of groundwater resources for urban development. However, the area is already served by a system of surface water based utilities, lessening the need for groundwater. On the positive side, the geology is quite stable structurally.

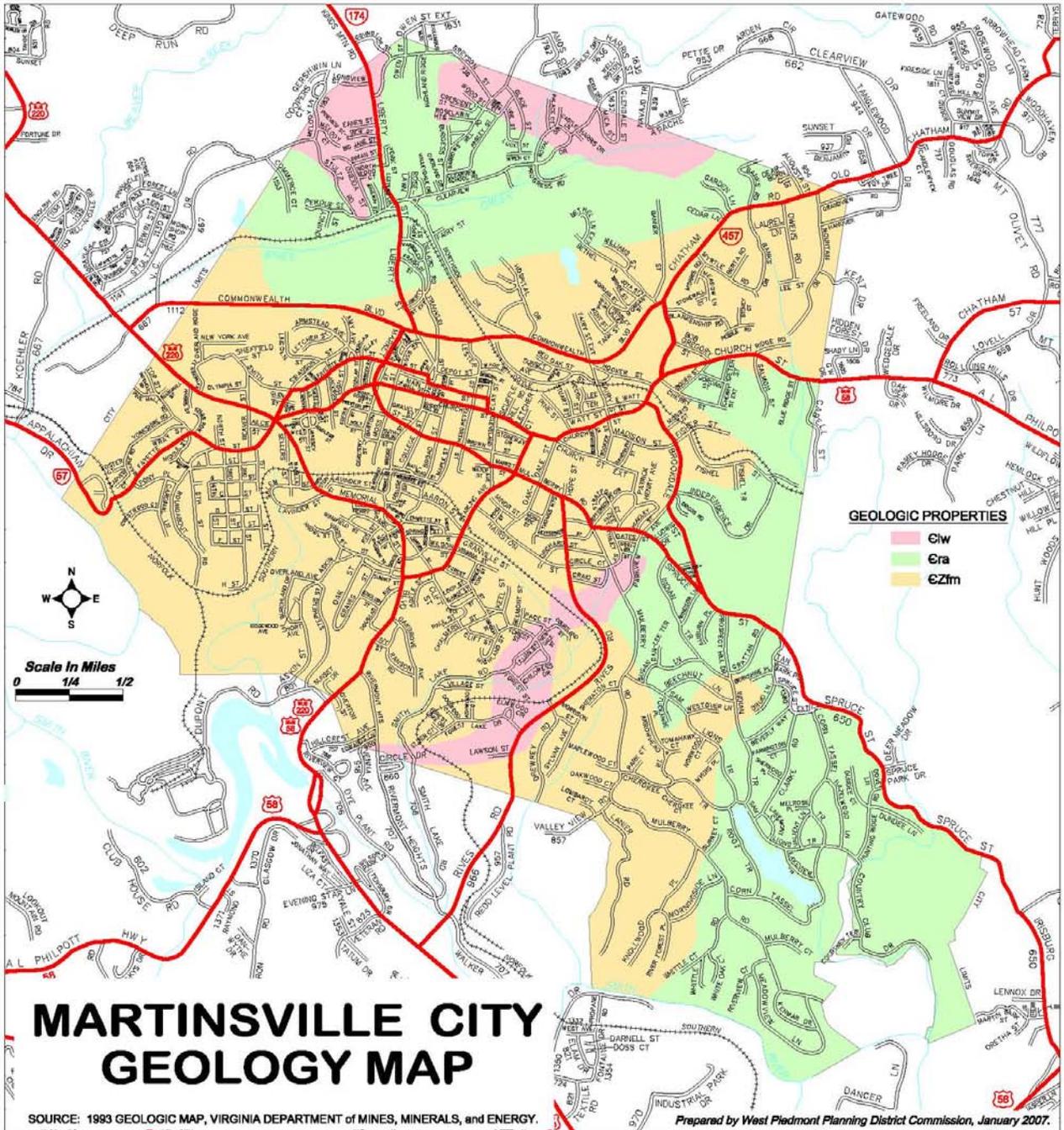
Currently, some quarries operate in Henry County producing crushed stone, but at this time there are no quarries commercially operating within the City.

A general map of geology is provided on the following page for general studies and analysis; a more detailed statewide map of geology is available showing the City in context with the other geologic units surrounding the City, lying in adjacent jurisdictions. The additional mapping shows location of prehistoric faults that cross the areas of western Virginia. A tabulation of features included on the geologic map on the following page is as follows:

**Geologic Map Features**

| <b>Map Symbol</b> | <b>Geologic Formation</b> | <b>Geologic Units</b>   |
|-------------------|---------------------------|---|
| Era               | Rich Acres Formation      | Norite, metagabbro, diorite   |
| Elw               | --                        | Leatherwood granite   |
| EZfm              | Fork Mountain Formation   | quartzo mica schist, garnet biotite, gneiss, calc-silicate, quartzite melange |

Source: Virginia Department of Mines, Minerals, and Energy, 1993.





- **Physiographic Analysis**

A necessary element in any land use plan is the determination of the slope, or steepness, of a particular area. Generally, such an analysis provides an understanding of the various physiographic conditions peculiar to the regional terrain, including the degree of susceptibility to erosion, drainage problems, and the practicality of construction. In varying degrees, all types of land use are affected by the slope factor; therefore, the location of specific activities is affected. Areas designated as critical slopes present severe land use problems but may be converted into opportunities with special engineering and expense. Should an intensive development occur without proper planning on these critical slopes, soil erosion and subsequent pollution by siltation could result in damage to adjacent water bodies or those downstream. Normally, slopes will have a natural vegetation cover that: prevents siltation of water downstream; reduces both the velocity and amount of runoff from rainfalls; stabilizes soils and rock; prevents mudslides; and upholds benefits that are more difficult to perceive such as wildlife maintenance, aesthetics and recreation, and air purification. However, improper development of slopes can diminish the amount of vegetation, temporarily or permanently, thus leading to a loss of the derived benefits cited.

In addition, excessive slopes impose limitations on the development by increasing both the costs of building and public utility construction. The slope factor will influence intensive development and land use patterns within Martinsville. By directing growth into those sections identified as being level, rolling or hilly, the remaining areas excluded from intensive development for reasons of excessive slope should be used primarily for recreation or open space, forestry, and scenic purposes.

The physiography presents the area with challenges in respect to slope characteristics. With 25 percent of the area having slopes exceeding 25 percent and perhaps as much as 75 percent having slopes of 12.5 percent or greater, sites for building have to be carefully selected and engineered to reduce the chance for subsequent erosion or sliding and consequential siltation effects. However, it is also recognized that most of the City is already built-out, reducing slope's importance as a land development factor to be dealt with.

For the map entitled "City of Martinsville Slope Map" that follows within this document, the slope factor of Martinsville's land area was divided into four categories: 0-7 percent (average slope), 7-15 percent, 15-25 percent, and more than 25 percent. An identification of 25 percent means that there is a rise or fall of 25 feet within a horizontal distance of 100 feet. The definitions of the above categories which are included in this comprehensive plan are as follows:

**0-7%--LEVEL LAND**--This is flat to moderately sloping land capable of accommodating any type of development. Periodic flooding and poor drainage may be associated with this slope class.

**7-15%--ROLLING LAND**--This class of land may be developed for small concentrations of residential, commercial, and industrial activities not requiring extensive amounts of level ground. Development of large tracts of this land for intensive land use may be costly.

**15-25%--HILLY LAND**--This land is suitable for residential uses if planning for site development includes consideration of the topography. Hilly land generally makes the construction of water and sewer facilities more difficult.

**25% and Over--STEEP SLOPES**--This is land that is normally considered unsuitable for any type of intensive development. Conservation practices should be enforced in these areas, and a permanent tree cover should be established, if possible. Examples of suitable uses for this slope class would include development of outdoor recreation/green open spaces and other activities that might provide watershed protection.

The general pattern of slope distribution within the City depicts gently rolling to hilly to extremely steep and dissected land. The areas where the most severe slopes occur are south of Clearview Drive in

the northeast area of the City; the West End area; and the southeast area bounded by Rives Road, Spruce Street, and the Smith River.

Since the slope of land and the underlying soils and geology are important determinants of the land's suitability for building construction, a developer should consider how much engineering and associated costs will have to be incurred in the development of such a site to produce a safe and sound structure while still insuring that the end product will be a profitable investment. Therefore, the physical characteristics of a site or competing sites should weigh heavily in the economic decisions to be made.

While it is now and has been essentially a private decision as to whether land with substantial slope is developed, there are factors to be considered that affect not only the property to be developed but also properties and streams near and remote from a development. Normally, slopes will have a natural vegetation cover that prevents siltation of water downstream; reduces both the velocity and amount of runoff from rainfalls; stabilizes soils and rock preventing mudslides; and upholds benefits that are more difficult to perceive such as aesthetics, recreation, and air purification. However, improper development of slopes can diminish the amount of vegetation, temporarily or permanently, thus leading to a loss of the derived benefits cited.

The developers of the City have historically been able to find economically advantageous sites on which to develop residential, commercial, and industrial properties. In recent years, the City has seen a movement to develop certain properties in the residential areas of the City that are in the more severe slope areas.

The Comprehensive Plan is the proper medium to cite the important role that topography, as measured by slope characteristics, can have on future development. Ordinances and inspections governing new development are the instruments of planning that should be used to ensure that measures are taken to mitigate the impacts of development on slopes that in turn affect properties under development and properties nearby.

- **Soil Types**

Another essential element in planning the land use of an area is the location and identification of its various soil types. Such an analysis can then make interpretation of limitations the soils might impose upon the particular land use activity of an area, thus facilitating determination of the most appropriate use of irreplaceable soil resources. This information also provides an opportunity to determine areas in which it would be best to follow strict practices for soil erosion prevention. Soil type will determine building foundation strength, fertility, erodibility, drainage, and effectiveness of septic tank disposal. All of these factors are important in planning the nature and extent of development that should occur within an area.

In general, the use of soils information indicates the land's inherent capability in supporting a variety of land use activities and provides a technique allowing substantial basis for planning decisions. By recognizing the different potentialities of soil and offering guidelines as to their optimum use, a great deal can be done to protect the natural environment and the residents of a particular area.

Available soil information is based on soil classifications and a soil rating system by association groups. The development of a detailed soil survey report was completed in 1995 and published in 1998. Detailed information on soils characteristics and ratings can be obtained from the Natural Resource Conservation Service (NRCS) and is available to provide the City with more information on soil suitability for roads, buildings, and other infrastructure. It is particularly useful in more detailed land use planning, identifying residential and commercial land.

In analyzing the soil characteristics within Martinsville, data which was obtained from the United States Natural Resource Conservation Service, organized the soil into general soil type groupings called associations. Each of the City's soil associations contains a combination of soil types having generally similar characteristics, as they relate to such conditions as depth of soil, surface and subsoil, texture,

available moisture capacity, and topography. It should be understood, however, that while general area soil conditions may have a tendency to impose limitations on different land use activities, there may be located within any soil association an individual soil within an association having a lesser or greater degree of limitations. Therefore, an individual site considered for possible development will require a much more detailed soil analysis as to structural suitability, since conditions can vary even on an individual site.

Martinsville contained two soil associations as determined by the Natural Resource Conservation Service. The two general soil areas delineated for the City on the General Soil Map are defined as follows:

**Association 1** is identified as the Cullen-Enon-Wilkes. This association consists of a wide range of deep, well-drained, highly productive soils and is characterized as being sloping to moderately steep dissected Piedmont uplands. This soil association is found in the majority of the City.

**Association 2** consists of Cecil-Wilkes soils with Cecil as the predominant soil in the association. These soils are deep, well-drained, and originated from the decomposition of gneiss and schist. Cecil soils have yellowish-red clay subsoils. Moderate permeability is also a characteristic of this association. This association is found only in small portions of the eastern section of the City and generally supports forestry and orchard activities.

### Soil Ratings According to Limitations for Selected Uses

#### Rating Levels:

1. Slight Limitations
2. Moderate Limitations
3. Severe Limitations

| Soil Association       | Septic Tanks | Sewage Lagoons | Building Foundations | Streets & Parking | Landfills | Lawns & Landscape |
|------------------------|--------------|----------------|----------------------|-------------------|-----------|-------------------|
| 1 - Cullen-Enon-Wilkes | 2            | 2              | 1                    | 2                 | 1         | 1                 |
|                        | 3            | 2              | 2                    | 2                 | 3         | 1                 |
|                        | 3            | 3              | 2                    | 2                 | 3         | 2                 |
| 2 – Cecil-Wilkes       | 2            | 2              | 1                    | 2                 | 1         | 1                 |
|                        | 3            | 3              | 2                    | 2                 | 3         | 2                 |

The soil ratings table delineates the amount of limitations on the soils in the two associations in the City. As seen on the map, very little of the City's acreage is included in the Cecil-Wilkes association; conversely, 90 percent or more of the City lies within the Cullen-Enon-Wilkes soil association. The two soil associations have only slight-to-moderate limitations for building foundations, streets and parking, and lawns and landscape. The two associations both indicate that locations for sanitary landfills would be quite limited since they exhibit slight-to-severe limitations.

Soils and their limitations play a definitive role in determining where certain types of development might take place. However, it should be noted that soil characteristics can vary and while an area may be defined as having limitations for a certain use, careful site-specific studies over an entire area may uncover acreage tracts that have less limitations than the area as a whole.

The City's development, either by accident or intent, has followed a course that has accounted for the characteristics of soils within the eleven square miles of the City.

As a part of planning decisions, there are land suitability factors to be reasonably anticipated such as water quality management planning and soil erosion in certain areas. Existing public water and sewer systems maintained by the City prevent septic tank suitability and drilled wells from being a construction factor within Martinsville.

In the past, planning decisions have often been resolved without the benefit of detailed soil data and other environmental indicators. Thus, decisions relating to the various aspects of land use development often have tended to be subjective or intuitive rather than objective. The use of accurate soils information, however, indicates the land's inherent limitations and strengths and provides a technique allowing substantial scientific basis for planning decisions.

- **Wildlife Management Areas**

As discussed in the Parks and Recreation portion of the Community Facilities section of this Comprehensive Plan update, Wildlife Management Areas (WMA) provide many recreational opportunities as well as a sanctuary for wildlife. Along with these provisions, hunting is allowed but controlled to protect the animals and their habitat. Within the area, there are three Wildlife Management Areas surrounding Martinsville in Henry County. They are Fairystone Farms Wildlife Management Area, Philpott Reservoir Cooperative Wildlife Management Area, and Turkeycock Wildlife Management Area.

**Fairystone Farms Wildlife Management Area** occupies 5,321 acres in neighboring Patrick County and 460 acres in northwestern Henry County. Divided into several parcels, the Wildlife Management Area surrounds much of Fairy Stone State Park and borders portions of Philpott Reservoir. The Virginia Department of Game and Inland Fisheries maintain this WMA.

**Philpott Reservoir Cooperative Wildlife Management Area** totals approximately 6,000 acres and covers much of the area surrounding Philpott Reservoir which lies in Henry County to the northwest of Martinsville. It is managed by the U.S. Army Corps of Engineers who also maintain the Reservoir. Hunting is permitted in season except in the wildlife refuge, public recreation areas, and within 1,000 feet in all directions of the Philpott Dam. The Wildlife Management Area and other nearby public lands also provide the opportunity to hike and view an array of upland wildlife species.

**Turkeycock Mountain Wildlife Management Area** lies along the ridge of Turkeycock Mountain northeast of Martinsville. Here, the mountain's ridge also forms the boundary between Franklin and Henry Counties, and the management area's 2,679 acres extend into both counties. The area is primarily forested with elevations ranging from 1,100 to over 1,700 feet.

- **Water Resources**

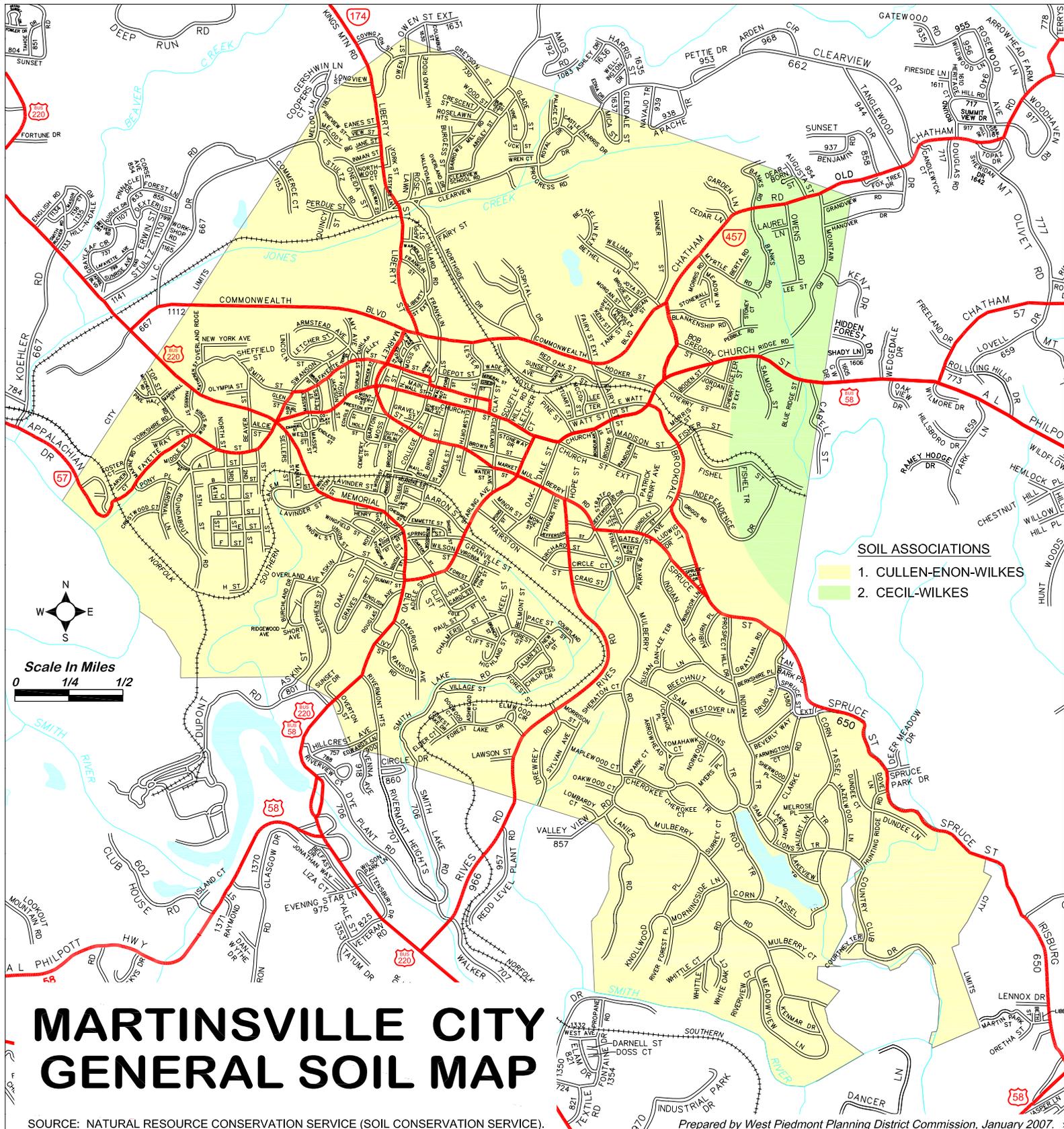
The City is bounded by the Smith River on the west, but obtains water from a Smith River tributary where it has a reservoir outside the City and pipeline to the treatment plant inside the City. A Smith River impoundment and hydroelectric facility have supplied portions of the City's electricity.

Water impoundments are scattered throughout Henry County, but the primary one serving the City is the 175-acre Beaver Creek Reservoir located within the County just off Route 108. With a 1.3 billion gallon capacity, the City relies on this for its primary water supply. The Smith River serves as an important power supply through the City's Hydroelectric Dam located just south of the City along U.S. Highway 220 and Smith River. Other major creeks and streams within the City include Rugg Creek, Doe Run Creek, Aarons Branch, and Mulberry Creek. Lake Lanier lies in the southern part of the City as well and is more for recreational purposes.

In 2006, work got underway on development of the first of a three-phased Regional Water Supply Plan that the Commonwealth of Virginia is requiring of all localities. West Piedmont Planning is







# MARTINSVILLE CITY GENERAL SOIL MAP

SOURCE: NATURAL RESOURCE CONSERVATION SERVICE (SOIL CONSERVATION SERVICE).

Prepared by West Piedmont Planning District Commission, January 2007.



coordinating the development of the plan in conjunction with the Cities of Martinsville and Danville; the Counties of Henry, Patrick, and Pittsylvania; and the Towns of Ridgeway, Stuart, Chatham, Gretna, and Hurt. The Local and Regional Water Supply Planning Regulation ([Chapter 780 - Local and Regional Water Supply Planning](#)) established a planning process and criteria that all local governments will use in the development of these water supply plans. The plans will be reviewed by DEQ and a determination will be made by the State Water Control Board whether the plans comply with this regulation. In addition, the plans will be reviewed every five years to assess adequacy and significant changes will require the submission of an amended plan and review by the Board. This regulation was developed to implement the mandate of [Senate Bill 1221 \(2003, c.227, SB1221\)](#), which requires that "The Board, with the advice and guidance from the Commissioner of Health, local governments, public service authorities, and other interested parties, shall establish a comprehensive water supply planning process for the development of local, regional and state water supply plans consistent with the provisions of this chapter." The purpose of this regulation is to protect the health, safety, and welfare of citizens by requiring local and regional water supply planning. The goal of this regulation is to establish a basic set of criteria that each local or regional water supply plan must contain so that they may plan for and provide adequate water to their citizens in a manner that balances the need for environmental protection and future growth.

- **Floodplains**

The susceptibility of certain areas to frequent flooding during periods of heavy or prolonged precipitation is an important factor in determining the locations of future development within the City. The construction of permanent, inhabited public and private structures in floodplains presents the potential loss of lives and property. Furthermore, as the floodplain is developed, the normal flow of water is retarded and the area susceptible to flooding conditions is enlarged. Therefore, the future construction of residential, commercial, and industrial structures in such areas should be discouraged.

The Federal Emergency Management Agency (FEMA) issues maps of the 100- and 500-year floodplains through its National Flood Insurance Program. These maps are available for Martinsville and show flood insurance zones and base flood elevation lines. They should be consulted before any development of any public or private structures. The report and mapping will aid a developer of property in determining what locations on a parcel will either be flood prone or not. More pertinent, the maps show zones in which buildings are prohibited without special structural designs. The City building inspector is the normal contact person on floodplain issues. It should be noted that the State is in the process of updating the FEMA floodplain maps through the Department of Conservation and Recreation's Map Modernization Management and Support (MMMS) program that is currently underway. Once updated, the maps will incorporate all essential information from the previously effective Flood Insurance Rate Maps (FIRMs) and Flood Boundary and Floodway Maps (FBFMs).

The studies of floods indicate that historically the principal flood areas within the City have been the floodplain of the Smith River and at Jones Creek near the intersection of Northside and Clearview Drives. However, the flood maps also have detailed studies of Rugg Creek, Doe Run Creek, Aarons Branch, and Mulberry Creek where there is flooding potential.

Martinsville, much like the other localities in the West Piedmont Planning District, is located on a geologic formation which is not conducive to a good subsurface water supply. The West Piedmont Planning District Commission's *Metropolitan/Regional Comprehensive Water and Wastewater Disposal Plan* and other studies have reinforced this conclusion over the years. Subsurface water, or groundwater, is that portion of precipitation that has penetrated the earth's surface either by direct infiltration or by seepage from surface water. The occurrence of groundwater is controlled by such factors as topography, lithology (character of rock formation), geologic structure, soils, vegetation, and certain works of man.

Hazard mitigation plans, which are required by the Disaster Mitigation Act of 2000 (DMA2K), help local governments to determine their risks and vulnerabilities and identify mitigation projects that will reduce these risks. The law requires that local governments adopt jurisdiction-wide mitigation plans as a condition of receiving Hazard Mitigation Grant Program (HMGP) project grants and other forms of non-emergency disaster assistance (e.g., Pre-Disaster Mitigation grants). Local governments must review

and update the mitigation plan every five years from the original date of the plan to continue their eligibility for these grant programs.

The Cities of Martinsville and Danville; the Counties of Franklin, Henry, Patrick, and Pittsylvania; and the Towns of Boones Mill, Chatham, Gretna, Hurt, Ridgeway, Rocky Mount, and Stuart—along with the West Piedmont Planning District Commission and the consulting firm of Dewberry of Fairfax, Virginia—developed the ***West Piedmont Regional Hazard Mitigation Plan*** in 2006. Each of the localities has adopted the plan, with Martinsville City Council adopting it by resolution on April 25, 2006. This planning effort was coordinated with the Virginia Department of Emergency Management and the Federal Emergency Management Agency's Region III office.

The most important part of the plan is the Hazard Identification and Risk Assessment, or HIRA. The HIRA provides a detailed assessment of the hazards that could affect the region as well as their potential impacts. The mitigation strategy section of the plan outlines actions needed to reduce the impacts outlined in the HIRA. Implementation of the projects listed in the plan is crucial to the success of mitigation efforts in the region.

The plan development was guided by a Mitigation Advisory Committee made up of local representatives from the participating jurisdictions. The Committee, through meetings with officials from the local jurisdictions, identified high priority strategies for each jurisdiction and for the region that should be the focus of implementation efforts. The following are high priority strategies for the City of Martinsville:

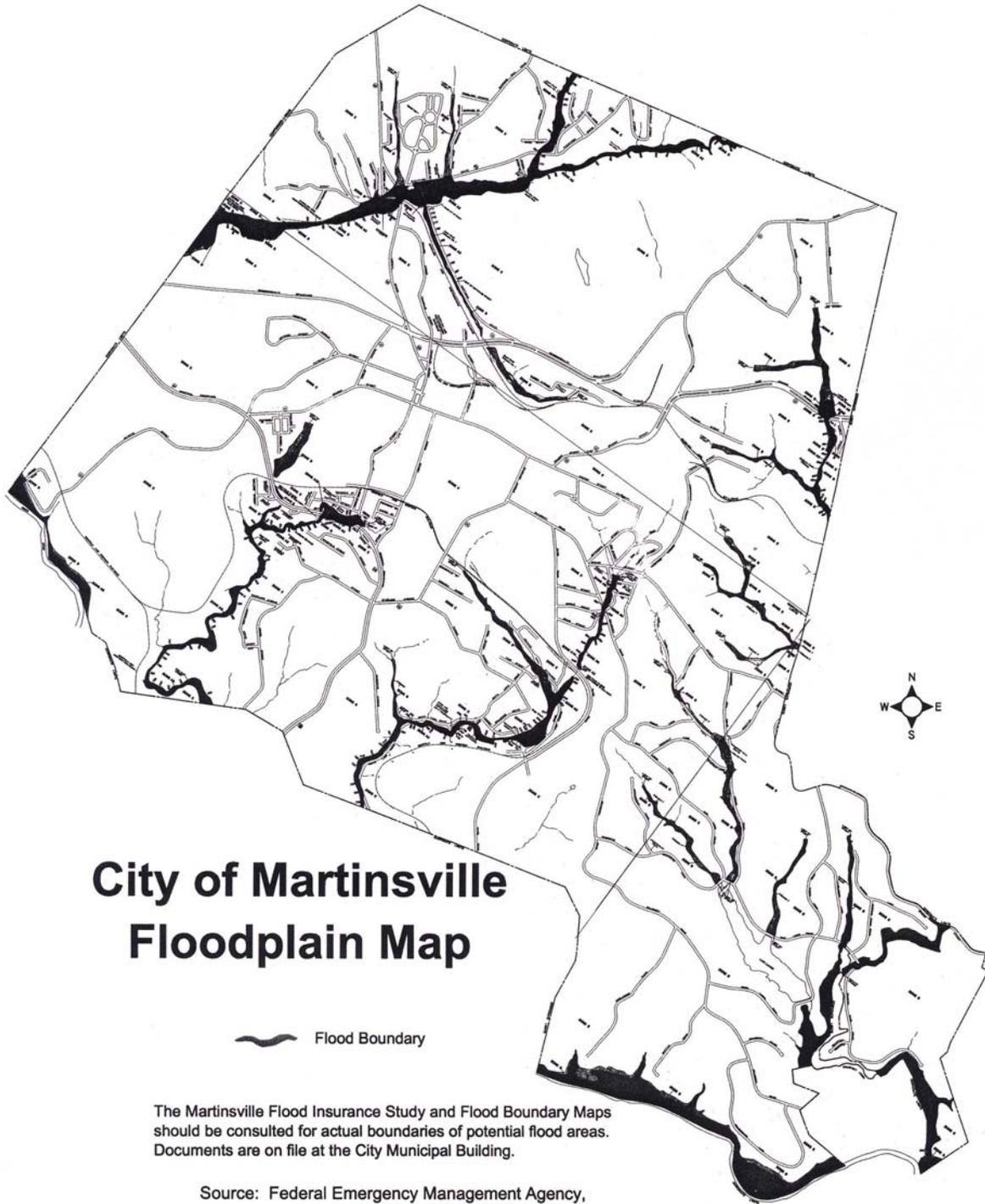
- Protect City's facilities to ensure continued functionality after disaster.
- Address stormwater drainage issues. Consider increasing capacity of drainage pipes at Bridge Street.
- Develop debris management plan.
- Educate the public about "sheltering in place" and other preparedness issues.

The following are high priority strategies from a regional standpoint:

- Provide training opportunities to local zoning and building code enforcement staff. Educate them regarding damage assessment, mitigation techniques, and other related topics.
- Work with local home improvement stores to provide workshops to residents on mitigation techniques.
- Identify training opportunities for staff to enhance their ability to use GIS for emergency management needs.
- Work with the Roanoke office of the National Weather Service to promote the "Turn Around, Don't Drown" public education campaign.
- Work with local media outlets to increase awareness of natural hazards. Implement seasonal hazard awareness weeks or days (e.g., hurricane preparedness week, winter weather awareness day).
- Distribute information packets to raise awareness regarding the risks present in the West Piedmont Region and provide disaster preparedness information.
- Coordinate with the state to update and digitize community Flood Insurance Rate Maps (FIRMs).
- In the next update of the hazard mitigation plan, include more detailed vulnerability assessments for manmade hazards based on FEMA and VDEM guidance.
- Investigate providing technical assistance for property owners to implement mitigation measures (i.e., strengthening building frame connections; elevating appliances, constructing a wind shelter).

Flooding, flood control, and stormwater drainage are all special considerations integrated in the Hazard Mitigation Plan. Digitizing the Flood Insurance Rate Maps is an important aspect as well. A copy of the West Piedmont Regional Hazard Mitigation Plan is available for review at the City Manager's Office.

The floodplain map on the following page delineates streams in the City and adjoining land that were determined to have flooding potential during a 100-year and 500-year period. These areas are shaded and should be considered most carefully when major developments are proposed in the future.



## City of Martinsville Floodplain Map

 Flood Boundary

The Martinsville Flood Insurance Study and Flood Boundary Maps should be consulted for actual boundaries of potential flood areas. Documents are on file at the City Municipal Building.

Source: Federal Emergency Management Agency,  
May 31, 1974; June 4, 1976; & April 1, 1981.

*Prepared by West Piedmont Planning District Commission.*



- **Historic Preservation**

The preservation of historic sites should be a concern to citizens within a community. Through the preservation of areas which have played a significant role in the early development of the locality, state, or nation, present and future generations will be able to visualize and respect the events of the past. If not identified and preserved, historic sites soon are lost to posterity. The area is fortunate in having several historic sites worthy of preservation. To date, several of these sites including but not limited to the historic Henry County Courthouse on Main Street, the Carter-Whitener house known as the "Gray Lady" and Scuffle Hill on Church Street, the Little Post Office on Starling Avenue, and three historic districts have been accorded listing in the Virginia Landmarks Register. Several have been included on the National Register of Historic Places maintained by the U.S. Department of Interior because of their architectural or historical significance. The National Register of Historic Places is the legal instrument to insure that registered properties threatened by federal or federally-assisted projects will be the subject of comment and review in accordance with the procedures prescribed by the National Historic Preservation Act of 1966. More detailed information on these sites may be obtained from the office of the Virginia Department of Historic Resources in Richmond.

In addition to being placed on the state and federal historic registers, historic sites in Virginia can be protected from subdivision and commercial development pressures by use of open space easements. In the Open Space Land Act of 1966, as amended, the General Assembly adapted the easement, a traditional device of the real property law, to serve the needs of such property owners while at the same time protecting the public interest in maintaining scenic and historic areas. An open space easement is a legal agreement between a landowner and either the Virginia Historic Landmarks Commission, the Commission of Outdoor Recreation, the National Trust for Historic Preservation, or the Virginia Outdoors Foundation. The rights and usages of private ownership remain unimpaired, subject only to the restrictions concerning the historic or scenic character of the property agreed to in the open space easement. In other words, all rights of private property defendable by the trespass laws are retained by the owner as well as all rights to enjoy the fruits of the land and the use of the property, with the exception of such rights of development as are mutually agreed to and specified in the deed of easement. However, registration makes property eligible for protection and financial incentives such as tax credits for rehabilitation and grant funds. Registration also serves as a way of honoring historic significance by collecting information that becomes a permanent record of the Virginia Department of Historic Resources' archives.

## **Natural Conditions Summary**

- **Climate**

Martinsville is a temperate area with only short periods of very high temperatures in the summer and occasional low temperatures in the winter. According to a Climate Summary Report for the period 1948-2007 by the Southeast Regional Climate Center, Martinsville has an average temperature of 36.2 degrees Fahrenheit in January and 75.4 degrees Fahrenheit in July. The City has an average annual precipitation of 44.79 inches and average snowfall of 8.5 inches. With a moderate climate, this will increasingly be a factor in future population and development growth into the 21st Century because of heating costs in more northern areas and cooling costs in more southern areas of the United States.

- **Air Quality**

The air quality in the City is good. The Virginia Department of Air Pollution Control and the U.S. Environmental Protection Agency have designated Martinsville as an attainment area for all criteria pollutants. There has been no known exceedance of any standard. This presents an advantage for marketing the area for retirees in migration and certain businesses and industries that need a clean air environment.

- **Geology/Mineral Resources**

Martinsville is situated in the Piedmont physiographic province of Virginia. The Piedmont Province is a mature, dissected upland plain underlain by a vast complex of igneous, metamorphic, and sedimentary rocks which are predominantly of Precambrian Age origin. Geology of the area presents a disadvantage in respect to development of groundwater resources for urban development. However, the area is already served by a system of surface water based utilities, lessening the need for groundwater. On the positive side, the geology is quite stable structurally. Currently, some quarries operate in Henry County producing crushed stone, but, at this time, there are no quarries commercially operating within the City.

- **Physiographic Analysis**

The physiography presents the area with challenges in respect to slope characteristics. With 25 percent of the area having slopes exceeding 25 percent and perhaps as much as 75 percent having slopes of 12.5 percent or greater, sites for building have to be carefully selected and engineered to reduce the chance for subsequent erosion or sliding and consequential siltation effects. Extensive areas in much of the City have slopes that would make extensive developments difficult. Excessive slopes impose limitations on the development by increasing both the costs of building and public utility construction. The slope factor influences intensive development and land use patterns within Martinsville, particularly within the City's northeastern, western, and southern areas. By directing growth into those sections identified as being level, rolling or hilly, the remaining areas excluded from intensive development for reasons of excessive slope should be used primarily for recreation or open space, forestry and scenic purposes. However, it is also recognized that most of the City is already built-out, reducing slope's importance as a land development factor to be dealt with.

- **Soil Types**

Available soil information is based on soil classifications and a soil rating system by association groups; detailed information is available through the Soil and Water Conservation Office located on State Street in Rocky Mount/Franklin County. This is available to provide the City with more information on soil suitability for roads, buildings, and other infrastructure. It is particularly useful in more detailed land use planning, identifying areas for preservation planning efforts, and identifying residential and commercial land.

The soil association-based rating system currently available gives a general indication of soil suitability for certain purposes and is of use in generalized land use planning. Based on area-wide conditions, extensive area-wide commercial and residential development in the future should be planned to carefully consider the soil and topographic conditions.

The City's soils are characterized by two soil associations – Cullen-Enon-Wilkes and Cecil-Wilkes. Both associations include soils that are deep and well drained. The Cullen-Enon-Wilkes association's soils are highly productive, characterized by sloping to moderately steep dissected Piedmont uplands and covers the majority of the City. The Cecil-Wilkes association originates from decomposition of gneiss and schist, exhibits moderate permeability, and is found in small areas of the eastern portion of the City.

The City includes limited watersheds and streams that eventually flow to the major river within Martinsville and Henry County - the Smith River. Widespread residential activities across the watersheds have produced erosion and then sedimentation from the soils over the area. Siltation in streams has been observed. More enforcement of erosion and sedimentation control ordinances, more active promotion of the use of Best Management Practices, and comprehensive future land use planning and supporting ordinances all should be applied to protect the soils in the watershed and to prevent sedimentation of the watershed streams.

- **Wildlife Management Areas**

As discussed in the Parks and Recreation portion of the Community Facilities section of this Comprehensive Plan update, Wildlife Management Areas provide many recreational opportunities as well as a sanctuary for wildlife. Along with these provisions, hunting is allowed but controlled to protect the animals and their habitat. Within the area, there are three Wildlife Management Areas surrounding Martinsville in Henry County. They are Fairystone Farms Wildlife Management Area, Philpott Reservoir Cooperative Wildlife Management Area, and Turkeycock Wildlife Management Area.

- **Water Resources**

The City is bounded by the Smith River on the west, but obtains water from a Smith River tributary where it has a reservoir outside the City and pipeline to the treatment plant inside the City. A Smith River impoundment and hydroelectric facility have supplied portions of the City's electricity.

Within Martinsville, geologic structure and topography, rather than lithology, are the principal factors that control ground water occurrence. There are numerous small lakes and various water impoundments to be found within Henry County including the significantly large Philpott Reservoir on the upper reaches of the Smith River forming the boundary between Patrick, Franklin and Henry Counties. Philpott Lake is important for hydroelectric use, flood control, and recreation. As part of the Roanoke River Basin, this body of water could eventually be important water supplies and should be protected from pollution that could affect its future value.

Smith River has had significant utilization for water supply purposes in the past. With the City's Hydroelectric Dam in operation, Smith River is an important power-generating source. Watersheds of all streams should be protected from pollution using Virginia Best Management Practices, the voluntary non-point pollution prevention program.

In 2006, work began on the development of the first of a three-phased Regional Water Supply Plan that the Commonwealth of Virginia is requiring of all localities under the Local and Regional Water Supply Planning Regulation ([Chapter 780 - Local and Regional Water Supply Planning](#)). The purpose of this regulation is to protect the health, safety, and welfare of citizens by requiring local and regional water supply planning. The goal of this regulation is to establish a basic set of criteria that each local or regional water supply plan must contain so that they may plan for and provide adequate water to their citizens in a manner that balances the need for environmental protection and future growth. West Piedmont Planning is coordinating the development of the plan in conjunction with the Cities of Martinsville and Danville; the Counties of Henry, Patrick, and Pittsylvania; and the Towns of Ridgeway, Stuart, Chatham, Gretna, and Hurt. The plans will be reviewed by DEQ and a determination will be made by the State Water Control Board whether the plans comply with this regulation. In addition, the plans will be reviewed every five years to assess adequacy and significant changes will require the submission of an amended plan and review by the Board.

- **Floodplains**

The City has a Flood Insurance Study and maps that should be consulted before land use/development changes take place on parcels near free-flowing or intermittent streams of the City. It should be noted that the State is in the process of updating these maps through the Department of Conservation and Recreation's Map Modernization Management and Support (MMMS) program that is currently underway.

The Cities of Martinsville and Danville; the Counties of Franklin, Henry, Patrick, and Pittsylvania; and the Towns of Boones Mill, Chatham, Gretna, Hurt, Ridgeway, Rocky Mount, and Stuart—along with the West Piedmont Planning District Commission and the consulting firm of Dewberry of Fairfax, Virginia—developed the ***West Piedmont Regional Hazard Mitigation Plan*** in 2006. This planning

effort was coordinated with the Virginia Department of Emergency Management and the Federal Emergency Management Agency's Region III office. The most important part of the plan is the Hazard Identification and Risk Assessment, or HIRA. The HIRA provides a detailed assessment of the hazards that could affect the region as well as their potential impacts. The mitigation strategy section of the plan outlines actions needed to reduce the impacts outlined in the HIRA. As such, special considerations were addressed regarding flooding, flood control, and stormwater drainage within the City. In addition, digitizing the Flood Insurance Rate Maps is an important aspect as well. A copy of the West Piedmont Regional Hazard Mitigation Plan is available for review at the City Manager's Office. This is discussed in the Community Facilities section of this Comprehensive Plan.

- **Historic Districts**

Through the preservation of areas which have played a significant role in the early development of the locality, state, or nation, present and future generations will be able to visualize and respect the events of the past. The area is fortunate in having several historic sites worthy of preservation. To date, several of these sites including but not limited to the historic Henry County Courthouse on Main Street, the Carter-Whitener house known as the "Gray Lady" and Scuffle Hill on Church Street, the Little Post Office on Starling Avenue, and three historic districts have been accorded listing in the Virginia Landmarks Register. Information on historic sites in Martinsville are listed in the Cultural/Historic Resources section of this Plan and more detailed information may be obtained from the office of the Virginia Department of Historic Resources in Richmond.

In addition to being placed on the state and federal historic registers, historic sites in Virginia can be protected from subdivision and commercial development pressures by use of open space easements. An open space easement is a legal agreement between a landowner and either the Virginia Historic Landmarks Commission, the Commission of Outdoor Recreation, the National Trust for Historic Preservation, or the Virginia Outdoors Foundation. Registration also serves as a way of honoring historic significance by collecting information that becomes a permanent record of the Virginia Department of Historic Resources' archives.

# COMMUNITY FACILITIES, SERVICES, AND UTILITIES

Public facilities are the outward physical symbols of services provided by governmental jurisdictions on behalf of the public. As such, they serve an important role in influencing the growth patterns of a particular area. From a regional perspective, the availability of major facilities such as hospitals, colleges, high schools, libraries, major parks, and recreation areas is an important factor in attracting people to a region and to a particular county or city within that region. And, once drawn to a particular jurisdiction, the adequacy of local facilities and services such as elementary schools, fire and police protection, neighborhood parks, and playgrounds is similarly important in determining where a person settles within the chosen jurisdiction. In this manner, public facilities affect the location of new persons migrating into the City of Martinsville as well as relocation decisions of persons moving within the City.

Although other factors such as job opportunities also influence the location desires of people, the large commuting flow across jurisdictional boundaries evidenced in this area indicates a strong willingness on the part of the people to work where the jobs are but to live where they want to live. Accordingly, since the provision of public facilities, especially locally-oriented ones, adds to the desirability of a particular area, the location of such facilities can be used by jurisdictions to guide and stimulate future growth by making some areas more desirable than others.

An additional influence upon the provision of public facilities and services is that they be provided efficiently and equitably. Efficiency can be improved by the multi-use of facilities such as school grounds doubling as neighborhood parks, fire stations containing community meeting rooms, or sanitary landfills that will be developed into recreation sites when filled. A second way to improve efficiency is to provide facilities on a multi-jurisdictional or regional basis. Specialized health care facilities are such an example in which a single facility must be centrally located to serve a large supporting service area. Many localities can provide the small service area necessary to support a family doctor, but few can finance a medical hospital by themselves.

However, not all types of public facilities meet the above requirements and, in these cases, it is more equitable to decentralize their location. For example, given the choice between a single large park containing many diverse activities and many minor parks each with a few activities, a jurisdiction may feel it more equitable to provide many minor parks to reach as many residents as possible. Thus, the provision of public facilities must balance the efficiency of centralized facilities versus the equity of decentralized facilities. In the final analysis, each such case must be carefully decided on its own merits.

In summary, public facilities influence future land use in the following manner:

- At the regional level, the availability of major facilities such as hospitals, colleges, high schools, libraries, major parks, and recreation areas is an important factor in attracting people to a particular area;
- At the local level, the adequacy of local facilities such as elementary schools, fire and police protection, neighborhood parks, and playgrounds determine, to a large extent, where people settle;
- The location of facilities, particularly such locally-oriented ones as schools and neighborhood parks, can serve to guide and stimulate future growth rather than merely following the patterns of past growth.

Future facilities must be provided efficiently and equitably. This will result in:

- Multi-use of facilities such as school grounds and neighborhood parks, fire stations, and community buildings, landfills, parks, and the like;
- Centralization of facilities requiring specialized manpower and/or high initial capital costs to have the necessary economics of scale;
- Decentralization of facilities not requiring specialized manpower and/or high initial capital costs.

Not only will the public facilities influence future land use in the above manner but, in turn, future land use will determine the need for public facilities in the years ahead.

The remainder of this section will address the following specific areas: law enforcement, communications, emergency management, fire protection, health care services, rescue/emergency services, public services/human resources, parks and recreation, libraries, and schools and education. A community facilities map is included at the end of this section.

## Law Enforcement

The ***Martinsville Police Department's*** 54 sworn officers and six civilian personnel provide public services and law enforcement in the City. The administrative staff of the Department consists of the Chief of Police, the chief executive officer of the agency, supported by one Major (second in command, assistant chief of police) and two Division Captains (Criminal and Patrol).

The ***Patrol Division*** is the largest division in the Department. The backbone and most visible element of the Department, Patrol represents the first line of communication and response between the Department and citizens. The unit provides direct services in answering calls for service and enforcing local, state, and federal laws. The unit is comprised of four patrol shifts operating on a twelve-hour schedule rotation, from 7 a.m. to 7 p.m, each of which is commanded by a Lieutenant, a Sergeant, and six officers. Continuous coverage is provided to the citizens of the City to include: criminal and vice offenses, selective/routine patrol, calls for service, parking enforcement, and community policing activities. The Department has one sworn animal control officer who works the day shift and supports enforcement operations with the patrol units.

The ***Records Unit*** of the Department is responsible for the maintenance and filing of agency criminal records, warrant/wanted persons checks, daily activity reports, traffic records data, criminal history records, evidence/property maintenance, and state and national records inquiries, and Uniform Crime Reporting. The unit is fully automated and computerized.

***Crime Prevention*** has been addressed by aggressive law enforcement efforts to further reduce the amount of crime in the City. These efforts include targeting areas of citizens' concern as well as those identified by crime data statistics as problem areas. The Police Department is active in the community and vigorously interacts with youth by having resource officers in schools and by holding an annual Teen Police Academy where teenagers are taught about law enforcement. In regards to drug enforcement, police officers tenaciously develop information through informants and act upon that information to bring indictments and execute drug searches at locations where drug activity may occur. In addition, a number of crime prevention programs are continually presented to church, civic, and other organizational groups as well as the general public. An increase in the number of neighborhood watch groups also aids in the reduction of crime. The following table shows Martinsville's crime statistics for larceny, burglary, and motor vehicle theft categories from 1995 to September 2007.

**City of Martinsville  
Crime Statistics  
1995-2007**

| <b>Year</b> | <b>Larceny</b> | <b>Burglary</b> | <b>Motor Vehicle Theft</b> |
|-------------|----------------|-----------------|----------------------------|
| 1995        | 891            | 163             | 72                         |
| 1996        | 695            | 164             | 64                         |
| 1997        | 552            | 96              | 96                         |
| 1998        | 618            | 146             | 62                         |
| 1999        | 569            | 128             | 50                         |
| 2000        | 641            | 80              | 44                         |
| 2001        | 631            | 84              | 11                         |
| 2002        | 575            | 54              | 29                         |
| 2003        | 506            | 78              | 28                         |
| 2004        | 370            | 91              | 25                         |
| 2005        | 412            | 73              | 25                         |
| 2006        | 429            | 75              | 36                         |
| 2007        | 301            | 74              | 28                         |

Source: Martinsville Police Department, September 2007.

In summary, the overall crime rate per 100,000 population in cities who have 35 or more police officers indicates that the City of Martinsville has dropped from a ranking of 8<sup>th</sup> overall in 2003 to 13<sup>th</sup> in 2006. There are many factors that attribute to crime rates locally, statewide, and nationally. To determine the exact reasons for the reduction in crime rates is virtually impossible. A continuance of overall criminal justice philosophy will further reduce crime in the City.

The **Special Investigations/Vice Unit** is responsible for the investigation of drug-related and other vice activities in the City. The unit also conducts special operations with other federal, state, and local agencies through supplementary and Special Task Force operations.

The **Community Oriented Policing (COP)** Unit is involved in a wide range of programs geared toward fostering better agency/community relationships in addition to providing support to other agency units through the enforcement of federal, state, and local laws. Activities include: Neighborhood Watch, Citizens/Teen Academies, SALT (Senior and Law Enforcement Working Together), Special Olympics Torch Run/School Activities, and an Annual Bicycle Rodeo. The unit also conducts home and business security surveys, presentations at civic activities, community gatherings, police department tours, crime prevention efforts, and supervision of the department Explorer Post. The COP Unit conducts its activities through neighborhood patrol. The unit has two school resource officers.

The department received accreditation through the Virginia Law Enforcement Professional Standards Commission on January 8, 1998, and became the eighth agency to receive certification through the process. It was reaccredited for five years in January 2003 and again in February 2007 as one of only 63 law enforcement agencies statewide to retain this achievement; there are 417 law enforcement agencies statewide. The primary goal of accreditation is to ensure that the enhanced delivery of services to the public continues. Through compliance with the approved standards, each accredited police agency can realize enhanced professionalism in goals, policies, and objectives.

In November 1993, a **Law Enforcement Manpower Pool Agreement** was initiated through which law enforcement agencies in the West Piedmont Planning District can request assistance from law enforcement agencies in other jurisdictions in the District. Prior to this agreement, assistance could only be requested from adjacent jurisdictions.

The Martinsville Police Department participates in the ***Piedmont Regional Criminal Justice Training Academy***. While providing the training necessary for officers to maintain required certification from the State Criminal Justice Services Commission, the Academy first received certification from the Virginia Department of Criminal Justice Services in 1997. Today the Academy serves twelve criminal justice agencies and covers a geographic area comprised of Pittsylvania, Henry, and Patrick Counties including the Cities of Danville and Martinsville and the Towns of Chatham and Gretna. This involves approximately 650 individuals from municipal and county departments. The Academy's Board of Directors is comprised of the police chiefs, sheriffs, and emergency services directors of these jurisdictions and meets once each month. The mission of the Academy is to provide all participating jurisdictions with the highest achievable quality of criminal justice training programs as well as the technical knowledge and assistance in meeting departmental specialized needs within Academy budgetary guidelines. The Academy provides basic jailer training, basic courtroom and civil process training, and basic dispatcher instruction in addition to basic law enforcement training; specialized training includes hostage negotiation and SWAT team training as well. The new \$1.2 million Academy facility opened in October 2007. Located on Dupont Road in the County, the facility is housed within a 10,277 SF addition to the existing Henry County Department of Public Safety building. Henry County provided funding for the new facility and has a 20-year lease with the Academy which may purchase the structure at any time during the lease period.

In 1992, the ***West Piedmont Regional Homicide Task Force*** was formed. The Task Force is a joint investigative effort of the Cities of Danville and Martinsville and the Counties of Franklin, Henry, Pittsylvania, and Halifax. It was established to provide a pool of specially trained investigators to offer manpower, expertise, and equipment that can be rapidly deployed.

## **Public Safety**

The Martinsville Fire & EMS Department (MF&EMS) is an important part of the community. From its humble beginnings as a volunteer department in 1891, the Department has evolved into an "all-hazards response" department that meets the demands and expectations of the City through training, adequate resource development, and skilled personnel prepared to provide: fire prevention services, fire suppression activities, emergency medical services (EMS), initial hazardous materials response, technical rescue services, and community safety education. The Department looks forward to strengthening ties with the community and meeting the residents' expectations of service.

The MF&EMS is a small career/volunteer combination division that covers twelve square miles, serving approximately 14,500 citizens. Currently, the Department operates from two fire and EMS stations: the Headquarters Station (Company 1) located at 65 West Church Street and the Southside Station (Company 2) located at 829 Starling Avenue.

The Department is comprised of thirty uniformed full-time employees, five full-time civilian employees, twelve uniformed part-time employees, and fifteen volunteers. The Department is composed of four divisions that include: Administration, Operations, Inspections & Code Enforcement, and Emergency Management and Safety. Division staffing levels are outlined below.

| <b>Division</b>                | <b>Personnel</b> |
|--------------------------------|------------------|
| Operations                     | 26               |
| Administration                 | 2                |
| Inspections & Code Enforcement | 6                |
| Emergency Management & Safety  | 1                |
| <b>Total:</b>                  | <b>35</b>        |

Minimum daily operations staffing is currently seven personnel, which includes at least two officers (supervisors) and five firefighter/EMS providers. With these limited personnel, the department operates two engines, one quint style ladder truck, and two advanced life support (ALS) ambulances. In addition, the department holds in reserve one rescue/light-duty crash unit, one engine, and one ALS ambulance.

The department responds to approximately 2,800 calls for services per year. Of those calls for service, approximately 2,300 are medically related and the remaining 500 are fire related.

The City has an Insurance Services Office (ISO) fire protections class rating of 4. ISO fire protection class ratings are utilized by insurance companies to set insurance rates for residential and commercial insurance policies within a jurisdiction. The ISO rating scale ranges from 1 – 10, with 1 being exceptional and 10 meaning no fire protection. This class rating affects the insurance rates for a jurisdiction for fifteen years.

The City has approved *mutual aid agreements* with surrounding counties for fire and rescue personnel to cross jurisdictional boundaries to answer calls. This action put into writing an unofficial operating arrangement the localities have had for years.

Hazard mitigation plans, which are required by the Disaster Mitigation Act of 2000 (DMA2K), help local governments to determine their risks and vulnerabilities and identify mitigation projects that will reduce these risks. The law requires that local governments adopt jurisdiction-wide mitigation plans as a condition of receiving Hazard Mitigation Grant Program (HMGP) project grants and other forms of non-emergency disaster assistance (e.g., Pre-Disaster Mitigation grants). Local governments must review and update the mitigation plan every five years from the original date of the plan to continue their eligibility for these grant programs.

The Cities of Martinsville and Danville; the Counties of Franklin, Henry, Patrick, and Pittsylvania; and the Towns of Boones Mill, Chatham, Gretna, Hurt, Ridgeway, Rocky Mount, and Stuart—along with the West Piedmont Planning District Commission and the consulting firm of Dewberry of Fairfax, Virginia—developed the *West Piedmont Regional Hazard Mitigation Plan* in 2006. Each of the localities have adopted the plan, with Martinsville City Council adopting it by resolution on April 25, 2006. This planning effort was coordinated with the Virginia Department of Emergency Management and the Federal Emergency Management Agency’s Region III office.

The most important part of the plan is the Hazard Identification and Risk Assessment, or HIRA. The HIRA provides a detailed assessment of the hazards that could affect the region as well as their potential impacts. The mitigation strategy section of the plan outlines actions needed to reduce the impacts outlined in the HIRA. Implementation of the projects listed in the plan are crucial to the success of mitigation efforts in the region.

The plan development was guided by a Mitigation Advisory Committee made up of local representatives from the participating jurisdictions. The Committee, through meetings with

officials from the local jurisdictions, identified high priority strategies for each jurisdiction and for the region that should be the focus of implementation efforts. The following are high priority strategies for the City of Martinsville:

- Protect City's facilities to ensure continued functionality after disaster.
- Address stormwater drainage issues. Consider increasing capacity of drainage pipes at Bridge Street.
- Develop debris management plan.
- Educate the public about "sheltering in place" and other preparedness issues.

The following are high priority strategies from a regional standpoint:

- Provide training opportunities to local zoning and building code enforcement staff. Educate them regarding damage assessment, mitigation techniques, and other related topics.
- Work with local home improvement stores to provide workshops to residents on mitigation techniques.
- Identify training opportunities for staff to enhance their ability to use GIS for emergency management needs.
- Work with the Roanoke office of the National Weather Service to promote the "Turn Around, Don't Drown" public education campaign.
- Work with local media outlets to increase awareness of natural hazards. Implement seasonal hazard awareness weeks or days (e.g., hurricane preparedness week, winter weather awareness day).
- Distribute information packets to raise awareness regarding the risks present in the West Piedmont Region and provide disaster preparedness information.
- Coordinate with the state to update and digitize community Flood Insurance Rate Maps (FIRMs).
- In the next update of the hazard mitigation plan, include more detailed vulnerability assessments for manmade hazards based on FEMA and VDEM guidance.
- Investigate providing technical assistance for property owners to implement mitigation measures (i.e., strengthening building frame connections; elevating appliances, constructing a wind shelter).

A copy of the West Piedmont Regional Hazard Mitigation Plan is available for review at the City Manager's Office.

As noted in the *2003 Market Street Report*, "a number of Martinsville-Henry County's health issues can be attributed to the area's aging population, rising poverty, and manual-labor-intensive occupational history." The *Report* went on to recommend that in an effort to lower incidences of these health issues, a comprehensive plan should be put in place to make residents aware of existing services and resources, and strategies should be developed to increase public participation in free health screenings and employ services of the local clinics already in place.

The ***Henry-Martinsville Health Department***, a part of the West Piedmont Health District, encourages families and individuals to be prepared for emergencies, such as natural disasters and pandemic influenza. Offering a range of low-cost services which include immunizations, testing for certain diseases, health education programs, family planning assistance, a Women, Infants, and Children (WIC) Program, pregnancy and well-baby services, and environmental-health resources to name a few, the Health Department is a vital part of the local community amenities. The Health Department will work with Martinsville agencies and organizations to provide families and individuals with the information they need to begin their own emergency preparations. In the event of pandemic influenza, businesses will play a key role in protecting employees' health and safety as well as limiting the negative impact to the economy and society. Planning for pandemic influenza is critical. The Health Department takes a general, all-hazards approach to emergency preparedness. More information about emergency planning can be obtained by contacting the Health Department.

## Information Services

The Martinsville Public Information Office manages the City's website, Martinsville Government Television (MGTV-22), City legislative affairs, cable franchise relations, and Freedom of Information compliance. MGTV is available on the local cable network throughout Martinsville and Henry County and features programming from City agencies, schools, and other City-approved video producers. MGTV is also the exclusive home to televised Martinsville High School Sports.

The Clearview Business Park, Rives Road Industrial Park, and the Patriot Centre--along with the New College Institute, the West Piedmont Business Development Center, the Henry County Technology Campus (formerly the DuPont plant site), and the North Bowles Industrial Park in the County--are tied into the **Mid-Atlantic Broadband Cooperative's (MBC)** fiber optic network. MBC is an open-access wholesale telecommunications service provider that has built a network that provides open-access transport services to competitive telecom providers within rural, underserved communities in South Central Virginia. MBC, a not-for-profit cooperative with offices in Richmond, Danville and South Boston, started this project in 2003. This regional fiber network connects over 60 businesses and industrial parks with an advanced fiber optic network which connects 20 counties and four cities including Martinsville in the Southside Region. MBC has developed 20 carrier-class MSAP's (Multi-Media Service Access Point) allowing interconnectivity of telecom service providers to the region. Over 700 miles, or 75,000 strand miles, of fiber routes have been completed as part of the project. Deployment of latest carrier-class network backbone equipment by Nortel Networks allows high-capacity, redundant optical transport services in the region.

According to the Mid-Atlantic Broadband Cooperative (MBC), the Regional Backbone Initiative provides high-tech telecom services to help promote economic development opportunities by attracting technology-based business and industry, providing higher wage jobs, and making high-speed Internet access affordable and available in an area where such technology did not previously exist. The MBC network provides an alternative choice to service providers as well as a redundant telecommunications infrastructure placing Southside Virginia ahead of many other rural areas in the country is an advantage for companies looking to invest in Southside Virginia. The project, which serves as a national model for other regions which are seeking to better their economic conditions, will be integrated into a larger fiber-optic system across the Commonwealth. MBC does not serve residential customers or "end-user" customers. It provides services to Telecommunications Service Providers, or TSP's. These TSP's will provide last-mile access, commonly known as the broadband service that goes to the home or business. TSP's can include existing telecom companies, Internet Service Providers, Wireless Broadband Companies and Competitive Local Exchange Carriers. Additional information on the Regional Backbone Initiative may be obtained at [www.mbc-va.com](http://www.mbc-va.com) <<http://www.mbc-va.com>>.

The City of Martinsville has developed a robust 48-strand fiber optic backbone. Most commonly known as MINet (Martinsville Informational Network), the fiber plant is lit with an OC-12 (Optical Carrying) network. The City is currently beginning the transition to an OC-48 network, which will satisfy long-term needs of the community. In addition to the OC-12 network, the City has placed a 1 GIG circuit throughout the network for expanding IP Telephony and Data Transport. They can affordably transport Internet and Telephony services throughout the City and industrial parks efficiently due to the placement of the above-mentioned networks (GIG switching and OC-48 networks). Because of its commitment to the school system, each school is equipped with GIGABIT connectivity and an OC-12 Node which makes distance learning, videoconferencing, testing, and data transport and retrieval more efficient.

Currently, fiber is co-located with MBC in the Clearview Industrial Park. The City of Martinsville partnered with Patrick Henry Community College as MBC's first business partner utilizing MBC's optical infrastructure in the Martinsville-Henry County Area. MBC is currently

transporting bandwidth for the City from the Patrick Henry Community College main campus to the Stuart Campus. There is also fiber connectivity to the New College Institute with distance-learning and on-site training, to local industrial parks, and between all schools supporting gigabit networking. Ntelos is co-located at City Hall. Nortel Networks provides data transport and telephone equipment and Embarq provides the City with technical and on-site assistance. With the implementation of the SONET, communication carriers throughout the world can interconnect their existing digital carrier and fiber optic systems with the MINet System. This project has been in existence for over ten years. The City has, through this network, positioned itself to benefit long-term if existing businesses and relocated companies choose a site locally due to the area's robust fiber-optic networking capabilities, according to the Market Street Services *Competitive Assessment of Martinsville-Henry County*. With the partnership created with MBC, the City now has a competitive edge with its high-speed, state-of-the-art and affordable telecommunications infrastructure. The capabilities enabled by the City's partnership with MBC are just now being developed, with service agreements already in place with PHC and several businesses. Other businesses and industries are frequently contacting the City, realizing that the City/MBC partnership has fostered the development of communication systems that match or exceed the speed, reliability, and cost effectiveness of private-sector services. The City/MBC partnership presence in local industrial parks is definitely a "plus" for any businesses/industry considering possible relocation to the area.

## Utilities

The City provides a municipal water treatment system serving the entire City and several peripheral areas outside the City under agreements with the Henry County Public Service Authority. The City's water treatment plant has a permitted capacity of 10 MGD and is currently treating about 3.0 MGD. Raw water is obtained from the 1.3 billion gallon Beaver Creek Reservoir, supplemented as needed by water pumped from Leatherwood Creek. The raw water is coagulated, settled, filtered, chlorinated, and fluoridated in the treatment plant before being pumped to eight finished water storage tanks with a total capacity of 5.7 MG for distribution to approximately 7,500 metered connections. Approximately 1.1 MGD is currently being sold to the Henry County Public Service Authority for distribution to PSA customers in areas east and south of the City.

The City's wastewater treatment plant has a permitted capacity of 8.0 MGD and is currently treating approximately 5.0 MGD, providing service to the entire City including discharges from four permitted industrial facilities. Also, through agreements with the Henry County Public Service Authority, the City's plant is receiving and treating all waste from the HCPSA's Upper Smith River and Lower Smith River systems, including five permitted industrial facilities, where the former treatment plants have been converted to pumping facilities only. Secondary treatment is provided by an extended aeration system, after which the effluent is disinfected and then dechlorinated before being discharged to the Smith River south of Martinsville.

The City of Martinsville has contracted with AMP-Ohio to supply fifty-seven percent of the base load requirements of electric power needs for the City. The fifty-year agreement will allow the City to purchase energy from two coal combustion plants and three hydroelectric plants at a substantially lower cost than market power projections. The coal-combustion plants consist of American Municipal Power Generating Station (AMPGS) in Ohio and Prairie State Energy Campus located in Illinois. Prairie State presently is under construction and scheduled for completion in early 2012. The City has contracted for 5.772 megawatts (MW) of power from this plant. The other coal combustion plant, AMPGS, will provide 8.059 MW of generation with a planned construction period of 2009 - 2013. The three hydro generation plants are under construction at existing dam and lock sites along the Ohio River and will provide 3.2 MW of intermediate power for the City.

The remaining forty-seven percent of Martinsville's power supply needs will come from a combination of market power purchases and future generation projects AMP-Ohio plans to build. Martinsville's goal is to obtain 80 to 85 percent of the City's power requirements by participation in future projects that will provide long term and potentially lower cost power, reducing the dependency on future market purchases.

Although the City buys most of its electricity on the wholesale market from power companies, the City also utilizes its hydroelectric dam to supply power to homes and businesses. The 32-foot high hydrodam, located on the Smith River along U.S. Highway 220 South, generates about two percent of the City's power and operates only during peak electrical demand periods. In October 2007, repairs got underway for some of the equipment damaged during a fire at the facility. Upgrades to wiring were also performed. Due to the low level of water in the Smith River near the dam and the amount of silt in the river above the dam, the City is limited in the amount of power that it can produce through the hydrodam facility.

In 2006, work got underway on development of the first of a three-phased Regional Water Supply Plan that the Commonwealth of Virginia is requiring of all localities. The West Piedmont Planning District Commission is coordinating the development of the plan in conjunction with the Cities of Martinsville and Danville; the Counties of Henry, Patrick, and Pittsylvania; and the Towns of Ridgeway, Stuart, Chatham, Gretna, and Hurt. The Local and Regional Water Supply Planning Regulation ([Chapter 780 - Local and Regional Water Supply Planning](#)) established a planning process and criteria that all local governments will use in the development of these water supply plans. The plans will be reviewed by DEQ and a determination will be made by the State Water Control Board whether the plans comply with this regulation. In addition, the plans must be reviewed every five years to assess adequacy and significant changes will require the submission of an amended plan and review by the Board. This regulation was developed to implement the mandate of [Senate Bill 1221 \(2003, c.227, SB1221\)](#), which requires that "The Board, with the advice and guidance from the Commissioner of Health, local governments, public service authorities, and other interested parties, shall establish a comprehensive water supply planning process for the development of local, regional and state water supply plans consistent with the provisions of this chapter." The purpose of this regulation is to protect the health, safety, and welfare of citizens by requiring local and regional water supply planning. The goal of this regulation is to establish a basic set of criteria that each local or regional water supply plan must contain so that they may plan for and provide adequate water to their citizens in a manner that balances the need for environmental protection and future growth.

## **Solid Waste Services**

In previous years, the City of Martinsville operated a landfill near Barrows Mill Road in north, central Henry County on City-owned property. After various studies with consultant firms and in coordination with Henry County and the Virginia Department of Environmental Quality, the City closed the landfill. The City now contracts with First Piedmont Corporation of Chatham, Virginia, to dispose of its solid wastes. First Piedmont Corporation operates a large transfer station that is located on the site of the closed City landfill.

Collection of solid wastes in the City from residential and business areas is handled by the City Department of Public Works. The City's fleet of refuse collection trucks picks up refuse five days per week, collecting refuse once per week in five collection zones and on a daily basis in the central business district of the City. The City also has a dumpster collection service. News of changes in collection due to inclement weather can be found on the City website. The City does not have curbside recycling services, but it supports a do-it-yourself recycling center on Market Street between Cleveland and Starling Avenues. The recycling containers are funded by the City; Speedway Recycling, which has served the City since 2004, processes wastes. Plastics

are accepted at the container lot. The center also accepts metal cans, glass containers, and newsprint. Regular refuse should not be left at the center.

## Health Care Services

**Memorial Hospital of Martinsville and Henry County** is a 237-bed, full-service, acute-care, community hospital owned and operated by LifePoint Hospitals, Incorporated, of Brentwood, Tennessee. The hospital dates back to the 50-bed Shackelford Hospital on Church Street in the City which was operational from 1920 until 1946 when the new 80-bed Martinsville General Hospital opened on Starling Avenue. That facility's capacity was increased by 63 beds before a new 223-bed facility with a full range of inpatient and outpatient services was constructed at its current location on Commonwealth Boulevard in 1970.

A number of renovations have taken place to add needed services for area residents. Recent additions such as the Ravenel Oncology Center provide the community with specialized medical service close to home. Affiliated with Duke University's oncology program, this state-of-the-art facility is equipped to care for all needs of cancer patients. The Julius Hermes Breast Care Center allows women the convenience of diagnostic and treatment services performed in the same facility. A variety of outpatient services have also undergone recent renovations to provide patients with better access to prompt and convenient service. A new front lobby was completed in March 2000 to serve all inpatients and outpatients while Physical Rehabilitation, the Cancer Center, Breast Care Center, and Emergency Room each have dedicated entrances. A dedicated outpatient elevator and stairway takes patients to the newly renovated outpatient services registration and waiting area on the second floor. Newly renovated Ambulatory Surgery, Elective Procedure Services, Laboratory, Radiology, and Cardiopulmonary Neurophysiology Services will fan out from the registration area. The hospital has spent approximately \$40 million to expand services, including a new Hyperbaric Medicine Department, and furnish state-of-the-art equipment since 2002. The new machinery includes a 64-slice CT scanner which features cutting-edge technology, bringing highly advanced equipment to the area that is typically found in much larger cities such as Raleigh or Durham, NC. Planned future expansions at Memorial Hospital include further cosmetic and construction plans to renovate the third, fourth, and fifth floors of the facility.

Memorial Hospital received a three-year accreditation from the Joint Commission on Accreditation of Healthcare Organizations (JCAHO) in 2005. The Hospital's Home Health and Hospice programs also received a three-year JCAHO accreditation in 2005, while Laboratory Services received a two-year JCAHO accreditation in 2005.

In August 2006, LifePoint Hospitals Incorporated, owner of Memorial Hospital of Martinsville-Henry County, announced plans to expand its Remote Business Office into the fourth floor of the BB&T Bank Building in uptown Martinsville. The facility will relocate from another City location and add up to ten more employees by early 2007.

The **Harvest Foundation** was created when the Memorial Hospital of Martinsville-Henry County was sold to Province Healthcare of Brentwood, Tennessee, on May 15, 2002. Following the sale, the Hospital Board became the governing board of the newly established Foundation. An office was secured, an organizational structure developed, a mission and vision adopted, and specific grantmaking guidelines were established. In addition, management policy and procedures, a website, governance practices, and final funding priorities were all put in place in 2003. Organizations and individuals who had contacted the Foundation for funding were invited for a "meet the funder" session in mid-2003, and the Foundation made its first grants in August 2003. At that time, 15 grants were approved totaling over \$2.5 million. By the end of 2004, more than 60 grants were approved totaling over \$16 million; by the end of 2005, over 80 grants totaling more than \$20 million; and in 2006, 23 grants totaling over \$31 million were awarded for projects to improve the health, education, and welfare of the Martinsville-Henry County area.

In April 2005, the **Martinsville-Henry County Coalition for Health and Wellness** began operations through a five-year, \$4.5 million grant from the Harvest Foundation. In the spring of 2003, the Harvest Foundation commissioned a Behavioral Risk Factor Surveillance Survey to assess the health status of Martinsville City and Henry County residents. The results from the study were compared to the national health objectives described in Healthy People 2010 in order to progress towards the vision of improving the quality and years of life for all citizens and eliminating health disparities among different segments of the population. In an effort to ensure that health initiatives in the Martinsville-Henry County community address the challenges facing different segments of the population, representatives of the Harvest Foundation, local health leaders and a consultant team worked to identify strategies for (1) improving health access and care coordination, especially for the uninsured and underinsured and (2) promoting wellness and disease prevention (risk behavior reduction). Through consensus building and guided by data, a grant request was made to the Harvest Foundation to create a new, tax-exempt entity, the Martinsville-Henry County Coalition for Health and Wellness, to develop, fund, and oversee the implementation of programs in the areas of wellness, disease prevention, and health care access and coordination.

Through a three-year, \$1.5 million Harvest Foundation supported project, **BikeWalk Virginia** began coordinating implementation of hiking, biking, and walking programs in Martinsville and Henry County in July 2007. The organization's goal is to promote and encourage bicycle and pedestrian-friendly policies and streets that support all traffic types – not only vehicular. BikeWalk Virginia also assists communities in developing trail systems which not only improve quality of life and provide health benefits, but support economic and tourism efforts in addition. Locally, the group known as **Activate Martinsville-Henry County** plans to build on and support local programs such as the bike safety rodeos, commuter challenges, "Lunch on the Run," and many other related programs and events to encourage healthy lifestyles for the area. The agency's mission is to improve the health, quality of life, and economic vitality of Martinsville and Henry County through the development of a more walking/biking-friendly community. Activate will work with government officials, community stakeholders, and local non-profit organizations to improve the livability, economic vitality, and sustainability of Martinsville and Henry County through planning, designing, and implementing the necessary partnerships and policies to support safe and improved mobility, access, and utilitarian/leisure-time opportunities for walking and bicycling. Over the course of the proposed three-year period, Activate will be the catalyst for creating a measurably healthier, safer, and more active community.

Two programs under the umbrella of the Martinsville-Henry County Coalition for Health and Wellness are the Healthy Community Initiative and MedAssist. The **Healthy Community Initiative**, started in August 2004, offers several activities for youth and families in the Martinsville-Henry County area including basic health screenings, physical activity, and a variety of nutritional and other educational programming. Funded in part through a grant from the Commonwealth of Virginia and the Virginia Health Care Foundation, the **Medication Assistance Program of the Piedmont (MedAssist)** provides eligible patients the ability to apply locally for access to free pharmaceuticals offered by major drug companies.

In August 2006, the **Community Dental Clinic** opened in Martinsville. The clinic services low-income, unemployed and uninsured adults, needy children and Medicaid patients. Its goal is to improve the oral health of the area's disadvantaged residents through dental and dental hygiene services and education. A majority of the construction work on the renovated facility at 21-23 Fayette Street was paid for with \$441,000 in federal funds. The Harvest Foundation also provided \$250,000 on the project over a five-year period. The clinic plans to obtain operating funds through grants, donations, and Medicare and Medicaid reimbursements. Patient fees will be based on a sliding scale, and those who cannot afford to pay anything may receive free services. The Virginia Commonwealth University School of Dentistry sends five final-year dental students—four pursuing dentistry degrees and one seeking a dental hygiene

degree—to work at the facility. In May 2007, plans were announced to expand services provided by the Clinic to include root canal therapy.

**Blue Ridge Rehab**, which opened in 1990 on Blue Ridge Street in the City, provides assistance for up to 300 patients. **Blue Ridge Manor**, an assisted living facility which opened adjacent to the Rehab Center in 2000, has 60 beds. The **Hairston Home for Adults**, located on Armstead Avenue, opened in 1974 with 38 beds.

The **Martinsville-Henry County Health Department**, a part of the West Piedmont Health District, provides programs to promote good health and prevent disease and disability. Clinics conducted at the Health Department include: well child (ages birth-18 years); family planning, pregnancy testing; confidential HIV testing; tuberculosis screening and follow-up; blood pressure screening; immunizations for children and for overseas travel; newborn screenings; and sickle cell screenings. Other activities and services include:

- Women, Infants and Children (WIC) provides food and nutritional information to pregnant women, infants and children who have a medical risk and low family income.
- Communicable disease control: Public health officials and staff work with patients with reportable communicable diseases to maintain disease control.
- Registration of births and deaths in the County.
- Home Health Program: Nursing care for homebound patients upon doctor's order.
- Baby Care: Special help for at-risk pregnant mothers and babies at risk, birth to 2 years of age.
- Community health education programs.
- Environmental Health – Public health professionals issue permits and perform inspections of food service and tourist establishments, migrant labor camps, marinas and swimming pools; issue permits and monitor public non-community water supplies; assist in land use planning and subdivision review; evaluate soil and sites prior to issuance of permits to construct wells or septic systems; investigate animal exposures and coordinate rabies vaccination programs; and perform lead investigations on sites where children exhibit elevated blood levels.

The Health Department encourages families and individuals to be prepared for emergencies, such as natural disasters and pandemic influenza. The Department will work with Martinsville agencies and organizations to provide families and individuals with the information they need to begin their own emergency preparations. In the event of pandemic influenza, businesses will play a key role in protecting employees' health and safety as well as limiting the negative impact to the economy and society. Planning for pandemic influenza is critical. The Health Department takes a general, all-hazards approach to emergency preparedness. More information about emergency planning can be obtained by contacting the Health Department. Information on pandemic influenza can be obtained at [www.pandemicflu.gov](http://www.pandemicflu.gov).

The **Free Medical Clinic of Martinsville and Henry County** serves the uninsured, under-insured, unemployed or those on fixed incomes from Martinsville, Henry, and Patrick Counties. Most of the agency's patients are on fixed incomes—elderly or disabled on Social Security (45%).

The **West Piedmont AIDS Task Force** serves the City of Martinsville and the Counties of Franklin, Henry, and Patrick. Its office in Martinsville provides community education and training, coordinates services for people with AIDS and their families, provides a buddy system for people with AIDS, and offers support groups for HIV-positive persons, families, or friends.

The **Southern Virginia Mental Health Institute**, located in Danville, is a regional facility of the Virginia Department of Mental Health/Mental Retardation that serves member localities, including the City of Martinsville, within Central Virginia, Southside, and West Piedmont Planning Districts. This 100-bed hospital, built in 1976 on a 15-acre tract near the Danville Community College campus, provides short-term hospital services. Upon release, patients are referred to their local mental health carrier for continued treatment.

## Public Services/Human Resources

A wide range of public and human resource services are available to residents of the City of Martinsville. This section outlines a number of these services.

### Helping People in Crisis...

The **United Way of Martinsville-Henry County** is a non-profit organization which generates financial support for approximately 44 local programs and agencies. The organization funds twenty-two human service agencies and leads three initiatives: Success By 6, an early childhood initiative for children ages 0 to 6 to develop literacy skills; HOPE (Helping Others Progress Economically) Initiative, a financial stability partnership offering financial literacy education and other resources to low-income working families; and the Nonprofit Leaders Network, focused on building nonprofit capacity in Martinsville and Henry County. More information may be found on the agency's website at [www.unitedwayofhcm.org](http://www.unitedwayofhcm.org).

The **Martinsville-Henry County Department of Social Services**, located on Church Street in Uptown Martinsville, provides both financial and social work services that are administered according to state and federal regulations. The Department's mission is to promote self-reliance, strong families, and provide protection for County residents through community-based services. Financial services include: Temporary Assistance to Needy Families (TANF); food stamps; Medicaid; auxiliary grants for the aged, disabled and blind; indigent burial; energy assistance; and assistance with hospital bills for the medically indigent. These programs have different eligibility guidelines and require completion of applications and verification of information. Programs are designed to assist low-income families or individuals through cash grants or in-kind payments to meet financial needs. Social work services include: protective services for children and adults; foster care, adoption services, other court-ordered services, nursing home screenings and placement, adult home placement, adult stabilization and support, day care, employment services, and crisis intake and referrals. Certain social work services are based solely on need and not on income eligibility. The focus of social work services is to strengthen a family's or individual's ability to be self-sufficient, independent, to avoid inappropriate institutional placements, and to provide protection for those persons unable to protect themselves.

The **Henry-Martinsville Health Department**, a part of the West Piedmont Health District, promotes public health by providing services to underserved populations such as the Women, Infants, Children (WIC) program, dental care, women's health clinics, and well-child checkups. The Health Department also conducts restaurant inspections, issues well and sewage permits, provides health education, offers immunizations and collaborates with local agencies to enhance emergency preparedness and response capabilities.

The **Piedmont Community Services Board** provides a comprehensive range of community mental health, mental retardation, and substance abuse services. Emergency services including crisis intervention and evaluation for inpatient hospitalization and detoxification are available 24 hours a day, seven days a week. Mental health and substance abuse clinical services focus on a variety of individual and family problems, including: depression and anxiety; sexual abuse; drug and alcohol abuse; parenting and other significant adjustments to daily living; prevention and early intervention services for children, youth and families at risk of developing serious behavioral, mental health or substance abuse problems; and Employee Assistance Program (EAP) services for employees (and their families) of participating local industries. EAP services include supervisory training as well as employee assessment services, consultation, and drug/alcohol testing. Services for persons with serious mental illness include: medication management, psychosocial rehabilitation program, and case management services. Inpatient psychiatric treatment is arranged in cooperation with state mental hospitals and private psychiatric hospitals. Intensive substance abuse outpatient, inpatient and residential treatments are provided by PCS and by referral to public and private facilities. A comprehensive mental retardation service, provided through PCS and cooperating partners, includes: family support and case management, infant stimulation services, sheltered employment, and residential services. All programs are licensed by the Virginia Department of Mental Health and Mental

Retardation and Substance Abuse Services. Services are provided on a sliding scale based on a family's ability to pay. Some fees are covered by Medicaid, Medicare, Blue Cross and other insurance.

**Citizens Against Family Violence (CAFV)** provides crisis intervention services to victims of family violence and/or sexual assault, including emergency shelter to women and children, and advocacy services to domestic violence and sexual assault victims through the local system.

**The Mission Center**, located on Starling Avenue in the City, is an ecumenical ministry that cares for the spiritual and physical needs of the less fortunate of Martinsville and Henry County. Services include a soup kitchen, food pantry and residential substance abuse rehabilitation for men.

**CONTACT of Martinsville and Henry County, Incorporated**, offers a free, 24-hour helpline, crisis line, and information and referral line for residents of Martinsville and Henry County, Patrick County, and Franklin County. Volunteers are available for individuals to discuss problems and seek help with finding resources to meet basic needs.

The **American Red Cross–Martinsville-Henry County Chapter** provides disaster relief, assistance to military families, health and safety classes, and coordinates bloodmobile services.

The **Salvation Army** recently completed renovations at a new location in the City. This agency provides a variety of emergency and basic life services to individuals and families of the Martinsville and Henry County area, assisting with food, clothing, furniture, shelter, prescriptions, utility bills, rent, mortgages, referrals and location of missing persons. They also sponsor programs to benefit children of the community including Camp Everywhere—a summer day camp that provides educational and community involvement and exciting field trips for children in special need situations, such as those in foster care or in a single working-parent home. Services also include a tutoring program for school-age children to increase learning capabilities, self esteem, and academic achievement.

The **Southside Community Action Agency**, a subsidiary of the Pittsylvania County Community Action Agency, provides a number of services in the Martinsville area including programs such as Senior Feeding, Healthy Marriage, Meals on Wheels, and Emergency Services.

Since February 2006, a new service that helps persons connect with human service agencies has been an available resource to Martinsville and Henry County residents. When a call is placed to the **211 Service**, an operator searches a database of local agencies where the individual lives and notifies the caller which agency can assist with the caller's needs. The service also provides contact information for that particular human service agency. Operators offer information for government agencies and nonprofit organizations that help people with many kinds of needs such as: crisis intervention and suicide prevention; family and domestic violence counseling; alcohol and drug addictions; home health care, elderly care, and child care services; services for disabled persons; obtaining affordable housing; finding help in paying prescription drug costs.

Many calls pertain to health and housing issues. The 211 Service is available from 8:30 a.m. to 12:00 a.m. seven days a week. The United Way, responsible for the service, would like to eventually offer service 24 hours a day, but due to financial constraints has limited operating hours at this time. Funding is provided by both state and federal governments. The United Way

partners with the National Alliance of Information and Referral Systems to provide the 211 Service.

### **Helping Seniors...**

The **Southern Area Agency on Aging (SAAA)** formerly known as Piedmont Seniors of Virginia, Incorporated, is the designated Area Agency on Aging for Planning District 12. It is one

of 25 area agencies created through the 1973 Amendment to the Older Americans Act. Governed by a Board of Directors, SAAA provides services directly and through subcontractor agreements to individuals aged 60 and older. It is a private, non-profit organization that receives funds from federal, state, and local governments. Due to the demand for a number of services, there is a waiting list and, when available funding for a service is not enough to fill demand, the Older Americans Act directs Agencies on Aging to target the service to elders with low income who lack family and friends to assist them. In addition, services are clustered in populated areas and some outlying sections of counties cannot be served. The following is a list of services which the agency funds or provides: information and assistance, senior employment services, transportation, health promotion activities, safety, insurance counseling, volunteer opportunities, home-delivered meals, light housekeeping, personal care, respite, care coordination, legal assistance, and long-term care ombudsman services.

**Martinsville Senior Services** provides a wide array of services to promote the physical, emotional, and economic well being of older adults and to promote their participation in community life. The **Senior Citizens Center** links together in support of common objectives existing planning and services resources needed by the elderly of the community. Examples of services of the Department of Aging are: transportation, specialized transportation for handicapped individuals, socialization and recreation, free blood pressure screenings, congregate meals, health promotion/disease prevention program, public information, and resident repair/renovation.

#### **Helping the Physically and Mentally Challenged...**

The **Virginia Department of Rehabilitative Services'** Martinsville office provides the following services to individuals with handicaps or disabilities that would prevent or interfere with their employment: medical and psychological work-up, job counseling, and guidance and placement.

The **West Piedmont Disability Services Board** was established in 1983. The Board is intended to provide input to the State Disabilities Council on the needs of sensory handicapped persons in the City and the Planning District area as well as development of a plan for meeting the needs of the handicapped. According to the 2000 Census, the City of Martinsville had 2,267 persons with disabilities between the ages of 5 and 64 and 1,363 persons over age 64. The DSB has been the recipient of four incentive grants from the Rehabilitative Services Incentive Fund. Most have centered on transportation as the most focal need of the participating communities. The grant for Fiscal Year 1998, for example, provided funds to hire a coordinator for Franklin, Henry, and Pittsylvania Counties to look at the transportation services available and increase collaboration among service agencies with existing vehicles. Additionally, funds have been used to provide direct transportation for persons in Martinsville-Henry County. A part-time satellite Center for Independent Living office is located at Patrick Henry Community College.

The **MARC Workshop** provides individuals with disabilities a place within the community to learn, gain experience in a real work situation and develop to their maximum potential through employment and work adjustment training.

The **W.C. Ham Center, Incorporated**, provides employment services, including personnel, facilities and services for evaluation and training of persons with disabilities. Their goal is to assist individuals in obtaining their optimum level of employment. The Center works with the Department of Labor, Commission on Accreditation of Rehabilitation Facilities (CARF), and the Department of Rehabilitation, Public Schools, Piedmont Community Services and other Rehab facilities.

**Stepping Stones, Incorporated**, provides a day support program for mentally and physically challenged adults of the Martinsville and Henry County area. Individuals served are severely and profoundly mentally challenged and unable to function in the sheltered workshop environment.

The **Martinsville-Henry County Mental Health Association** is a non-profit, non-governmental organization dedicated to promoting mental health, providing valuable resources and referral assistance for mental illness issues, assisting in ethical treatment of mentally ill adults and children, and educating the community in order to lessen the stigma attached. Serving the needs of the community since 1954, the Association is part of the 90-year-old Mental Health Association of Virginia, the oldest and largest organization in Virginia devoted to the entire range of issues associated with mental illness and mental health.

### **Helping Youth...**

**Focus on Youth** is dedicated to providing positive youth development activities for at-risk youth through youth services, Partners in Education, shoplifting diversion, tutoring and summer youth camp. The agency has opened a Youth Center in the old Towns Furniture Building across from the Old Courthouse in the City. The agency also oversees the **CASA (Court Appointed Special Advocate) Program** in the area. This program uses trained volunteers to ensure that the best interest of abused and neglected children are recognized and that each is placed in a safe and nurturing environment.

The **Martinsville-Henry County YMCA** provides health and fitness facilities at two locations, Starling Avenue in Martinsville and John Redd Boulevard in Collinsville. The YMCA provides year-round child care for more than 225 young people, including preschool classes at the Collinsville facility and afterschool programs at Patrick Henry Elementary School in the City and several elementary schools in Henry County.

The **Boys & Girls Club of Martinsville and Henry County** was recently established to serve area youth. The agency's mission is to inspire and enable young people to realize their full potential as productive, responsible and caring citizens.

Through the United Way of Martinsville and Henry County, the nationally community-based **Success By 6** program works with key community partners such as the Blue Ridge Regional Library, Children's Medical Center, and the Department of Social Services to ensure that all children ages 0 to 6 are healthy, nurtured, and ready to succeed in school and life. The primary focus is literacy skills children need to succeed when they enter school. The agency also works to raise awareness among parents and caregivers through free classes about the importance of early childhood development and how reading and talking to a child can help develop important language and literacy skills. The initiative was implemented after United Way received a grant in 2001 from Bank of America. Incorporated into the Success By 6 initiative, a national, non-profit organization known as **Reach Out and Read** (ROR) promotes early literacy by making books a routine part of pediatric care. Doctors and nurses are trained by ROR to advise parents about the importance of reading aloud and to give books to children at pediatric check-ups from six months to five years of age.

The **MHC After 3 Initiative** was introduced in May 2007 as a free after school program to enhance math skills for middle school students at four sites in Martinsville and Henry County. The program has three components: arts, academics, and athletics. The academic program began with an art-based math program. The Edventures Engineering and Afterschool Math Plus programs are proven to be fun, hands-on approaches to get students eager to learn mathematics through alternative techniques such as art, music, architecture, and engineering. Students attend two days of after school sessions each week for a seven-week period. The MHC After 3 Initiative is a partnership between Bassett Community Center, the Boys and Girls Club of Martinsville and Henry County, Martinsville-Henry County Coalition for Health and Wellness, Patrick Henry Community College, the Virginia Museum of Natural History, YMCA of Martinsville and Henry County, and Spencer Penn Centre among others. In January 2008, Patrick Henry Community College received a \$504,560 grant from the Harvest Foundation to continue support of the MHC After 3 program. Currently the program has approximately 300 students enrolled. Additional funding from the Harvest Foundation will allow more area middle school students to be served.

## **Housing Assistance...**

The ***Martinsville Housing Services Office*** administers housing programs to assist low-income persons with their housing needs. Both rental subsidy and rehabilitation programs are operated within the City as well as Henry County. Funding for the agency is provided by the City and through grants.

The ***West Piedmont Better Housing Coalition***, through the United Way, has been actively involved in a regional effort in Martinsville-Henry County, Danville-Pittsylvania County, Franklin County, and Patrick County to address housing and homeless issues in the region. This group is focused on finding solutions to preventing homelessness and providing affordable housing opportunities for those in need. In 2004 and 2005, the Coalition has been successful in getting more than \$200,000 in HUD money to implement a Homeless Management Information System (HMIS) in the region. Currently, eight agencies that provide services to the homeless are using the tracking system (HMIS) to gather information on these persons. The coalition would like ten more service providers to join the system annually. This would aid in excess duplication of different service providers assisting the homeless and allow agencies to get a better picture of homelessness in the area.

## **Parks and Recreation Facilities**

In May 1998, Hill Studio, P.C. completed the development of the City of Martinsville Parks & Recreation Master Plan 1998-2013 addressing the concerns and desires of the City's citizens, City officials, and Leisure Services personnel in development of parks and recreation facilities for the City. It focused on all public parks within the City limits as well as on private and County recreational facilities such as the reservoir. The Master Plan was intended to be implemented over fifteen years as funds became available. The firm's Design Team held a series of Start-up (kick-off) meetings in each neighborhood (defined in the Vantage '94 Comprehensive Plan) followed by six workshops held in the parks to interpret citizens ideas, concerns and opinions for parks and recreation in Martinsville. The meetings were instrumental in outlining the goals and direction for the development of the parks. In addition to citizen input, the Design Team met with members of the Recreation Association, the Director of Leisure Services and officials in the government to resolve issues and further refine the direction for the project. In conjunction with the information gathered at the meetings and workshops, a recreational survey from the Vantage Comprehensive Plan, and an informational survey by Hill Studio were used to more broadly identify and prioritize the recreational wants and needs of the residents of Martinsville.

The information provided by citizens at the kick-off meetings and workshops was used by the Design Team in the development of goals, objectives and action strategies for the parks Master Plan and for the design of individual parks. At the kick-off meetings, participants listed and voted on what they wanted to see in their neighborhood parks and also in the parks City-wide. A Delphi system was used to prioritize the results. At the workshops, citizens had the chance to sit with designers and have their ideas sketched. Many of the original sketches served as the basis for subsequent Park Master Plans.

Major issues identified in the meetings and workshops were resolved in the Parks Master Plan. These included providing activities for a wider range of citizens, increasing visibility and accessibility into the parks, and developing a parkway system to provide the desired biking and walking trails and to link the parks together. The following is a condensed list of ideas and issues for parks City-wide that arose during the kick-off meetings and workshops:

- Develop a trail system for walking, biking, and hiking (use the Smith River for a trail system)
- Gear programs in parks to persons of all ages

- Increase public awareness of the parks
- Provide security patrols to enforce park rules
- Provide better parking and access into the parks
- Develop recreational facilities at existing reservoir in conjunction with Henry County
- Provide seasonal programs for adults and children
- Update the parks and facilities, don't re-invent the wheel
- Develop a variety of fundraising avenues to support park development—neighborhood and corporate sponsorships

The ideas that emerged from the meetings and workshops were broken down into three main categories: (1) General Goals, (2) Objectives and Action Strategies, (3) Neighborhood-Specific Goals and Objectives. Detailed information is available in the Master Plan which is a separate component of this Comprehensive Plan. The following is an outline of goals derived from public meetings, workshops and background research of the Master Plan. The Objectives and Actions, including specific details, also are available in the Master Plan.

- **Develop a comprehensive, attractive, and accessible system of parks and recreation facilities**

Currently Martinsville has substantial holdings of land for parks (in part due to gifting). Unfortunately, many of the parks are not developed according to current wants, and their design does not convey a feeling of safety, making them inaccessible to the population most in need of the parks. However, according to the Parks and Recreation Director, the parks are safe during operating hours. Based on location, the parks are accessible to a majority of the population.

- **Promote public awareness and use of the City's parks**

Although people are aware of the City's parks, there is currently a need to make every citizen feel safe in the parks and interested in their use and improvement. The parks and recreation facilities in Martinsville need a coherent image. Develop seasonal programs to take place in the parks.

- **Create a comprehensive trail system linking the parks and neighborhoods**

The City needs to develop scenic parkways and utilize its open space opportunities to create a much-needed system of trails for walking and biking.

- **Further a sense of community involvement/"ownership"**

The major goal of a parks and recreation program is to serve the community. In order to successfully accomplish this goal, the City of Martinsville needs to further a sense of involvement and ownership within the community that has been traditionally absent, but fostered under the new administration and the Parks Master Plan process.

- **Create a comprehensive parkway system of scenic parkways, commercial parkways and entrance features**

The experience of driving through town can be as pleasant as arrival at a destination. The current experience needs to be enhanced through the development of a comprehensive parkway system gateway program.

- **Capitalize on special events for parks and parkways**

The City needs to capitalize on its special events, focusing activities in each of the City's major parks.

In order to determine the recreational needs and wants of Martinsville's residents in broad terms and to compare its facilities with those of communities with similar populations, the Master Plan Design Team examined recreation trends in Martinsville through surveys, Virginia's Recreation Standards, an inventory of current park and recreation facilities in Martinsville, and recreational opportunities available within 80 miles of Martinsville. The Master Plan discusses these in-depth.

Since 1998, the City has had a Comprehensive Plan for all of its parks. However, funding has become scarce due to economic constraints. In the City, the Leisure Services Department has instituted 5-year plans for renovation of the parks in lieu of the Master Plan. The first 5-year plan was completed in 1998 with the second 5-year plan now in progress to be completed in 2008.

Existing park and recreation facilities in Martinsville can be divided into three categories: neighborhood parks, community parks, district parks. A **neighborhood park** is a small park located in a residential neighborhood or major subdivision. It is within walking distances of the residents it serves. All neighborhood parks should provide benches, picnic tables, a certain amount of shade and a water fountain. In addition to the basics, a neighborhood park should have amenities that reflect the character of the neighborhood it serves. In a neighborhood where there are a lot of young children, these amenities include tot play equipment and “adult” swings where parents can sit comfortably and watch their children at play. In a neighborhood where the residents are predominantly seniors, the park should include things such as shuffleboard courts, gardens and ornamental plantings. The park should also provide adequate shade and seating. A **community park** serves a larger area than a neighborhood park. It generally has a single theme and, if located in a strategic location, can serve as a gateway to the City/community. A **district park** is a large park that serves the entire City. It generally serves a specialized purpose such as large athletic complex or a recreation center. Additional recreational facilities include those at public schools which provide playgrounds, ball fields for sports activities, and basketball courts.

The inventory of the City’s parks and recreation facilities outlined below is followed by a map of these facilities:

### COMMUNITY PARKS

- **Southside Park:** Ranson Road (37 + acres), four ball diamonds (three lighted), dugouts on three fields, multipurpose basketball/tennis court, two restroom facilities (upper and lower levels), picnic shelter, concrete concession/broadcast facility, swings, merry-go-round, four sections of steel spectator stands with aluminum footboards and seat boards, total seating capacity approximately 1,000.
- **J. Frank Wilson Memorial Park:** Church Street Extension (30 acres): Tennis court, basketball court, service road used as walking trail, two picnic shelters, restrooms, swings, merry-go-round, spring animal rockers, square climbers, park benches.
- **Spruce Street Park:** Spruce Street (5.2 acres), ball diamond, two lighted tennis courts.
- **Jackson Street Park:** Jackson & Church Street (.3 acre): dirt court, swings, slide, ladder arch, merry-go-round, and park bench.
- **Dr. Dana O. Baldwin Memorial Park:** Swanson Street (15.5 acres): Ball diamond, picnic shelter, restrooms, tennis court, dirt basketball court, swings, dome climber, merry-go-round, concrete spectator seating (formerly the football stadium for Albert Harris High School), seating capacity approximately 800.
- **Chatham Heights Park:** Chatham Heights Road & Garden Lane (9 acres): Ball diamond, multipurpose basketball/tennis court, picnic shelter, restrooms, swings, climber, merry-go-round, steel spectator stands with aluminum foot and seat boards, seating capacity approximately 30.
- **J. Russell Mason Park:** Barrows Mill Road (6.5 acres): Multipurpose basketball/tennis court, picnic shelter, restrooms, swings, monkey bars, square climber.

### NEIGHBORHOOD PARKS

- **Oak Street Park:** Oak Street (1.10 acres): Playground equipment, swings, and merry-go-round.
- **Cole & Carol Street Park:** Cole & Carol Streets (1.60 acres), playground equipment: swings, spring animal rockers, climber, park benches, picnic area.
- **Victor A. Lester Memorial Park:** Mulberry & Finley Streets (.60 acres), gazebo, and playground equipment: swings, slide, spring animal rockers.
- **West End Park:** Cardinal Lane (13.72 acres): Ball diamond, multipurpose basketball/tennis court, restroom, swings, spring animal rockers, climber.
- **Jackson Street Park:** Jackson Street (.30 acre): Basketball court, playground/tot-lot, benches.

### DISTRICT PARKS

- **Hooker Field:** (Home of Martinsville Mustangs-Coastal Plain Baseball League) Chatham Heights Road (7 acres), lighted ball diamond, dugouts, two restroom facilities, air conditioned

concrete concession/broadcast facility, two air conditioned clubhouses (one metal construction and concrete construction), wooden souvenir shop, sprinkler system, batting cage, steel spectator stands with aluminum foot and seat boards, concrete spectator stands (some with aluminum seats, back and arm rest), seating capacity approximately 2,500.

- **Martinsville High School Recreation Area:** Commonwealth Boulevard (42.0 acres): football field, baseball field, tennis court, exercise trail, bleachers, lighting, off-street parking, restrooms.

## PUBLIC SCHOOL RECREATIONAL FACILITIES

- **Patrick Henry School Recreation Area:** Church Street Extension (30 acres): One basketball court, one ball diamond, swings, slide, climber, steel spectator stands with aluminum foot and seat boards, seating capacity approximately 30.
- **Druid Hills School:** Indian Trail (10.10 acres): one baseball field, playground/tot-lot.
- **Albert Harris School Recreation Area:** Smith Road (29.5 acres): Baseball field, basketball court.

The parks most heavily used by the recreation department for league play are: Southside, Chatham Heights, Russell Mason, Spruce Street, and Hooker Field. Wilson Park and Baldwin Park have no league activities and are underused according to the City of Martinsville Parks & Recreation Master Plan 1998-2013. The Master Plan also noted that visibility into and out of many of the parks is poor as a result of topography and heavy vegetation. This often creates a sense of isolation. It may also make universal access more challenging to provide at these sites.

The Master Plan also noted that the City's current recreation facilities are equipped with traditional activities such as baseball fields but are lacking in alternative activities such as: exercise and walking trails, gardening, horseshoes, gardens and shuffleboards. It also noted that much of the play equipment is dated and does not meet current safety standards.

Efforts to revitalize J. Frank Wilson Park began in 2006 with the formation of the Wilson Park Steering Committee. The committee studied the conditions and use of the park as well as started clean-up days which are held each spring and fall in the park. In addition, the committee hired Anderson and Associates, a professional design services firm, to develop a plan for the park. After hosting several public input meetings, Anderson and Associates plans to present their final design concept for the park in 2008.

In November 2006, plans were announced for construction of a proposed indoor multi-purpose field house and arena complex in Uptown Martinsville. The proposed project is the result of the work of a steering committee established by the Harvest Foundation to evaluate the opportunities and devise the best alternative to enhance the community's economic conditions and enrich the quality of life. The national management consulting and planning firm of PROS Consulting LLC was selected to undertake a feasibility study for developing a sports complex in the Martinsville-Henry County area. The study methodology included a market analysis, concept development, operational and financial analysis, and a development plan. The development of the proposed facility has the potential to create a unique recreational opportunity for the Martinsville-Henry County area and generate economic activity resulting in jobs and income for the area. The concept for the proposed indoor multi-purpose field house is envisioned to support a healthy community with a strong fitness component to complement the services of the YMCA and other existing facilities for both youth and adults in the community. The 80,000-SF facility, proposed to be located in Uptown Martinsville adjacent to the Farmers Market, would offer significant flexibility and multi-purpose uses. General configuration concepts, which have an estimated capital cost of \$16 million, include:

- Two-story field house with approximately 35,000-SF of flexible program areas that could support 8 basketball courts, 12 volleyball courts, an indoor soccer field court, and exhibit space for small trade shows;

- A 30,000-SF multi-purpose arena that could support a 4,000 spectator competitive court sport (e.g., basketball, volleyball, etc.), a 5,000+spectator entertainment venue for concerts, group events or exhibits, or two gym floors for special events;
- Approximately 7,500-SF of fitness space with approximately 1/8 mile elevated walking track;
- Support areas including catering kitchen, concession areas, ticketing/lobby area, and team locker rooms/team rooms;
- Parking on-site and off-site on City-controlled parking lots.

The second component of the feasibility study calls the development of an outdoor soccer complex site, located in Henry County just outside the City, to support practices, games and tournaments that focus on two 8-week seasons in the spring and the fall. The fields will complement the existing Piedmont Youth Soccer League Complex which could be converted to practice fields. The remaining 20 weekend dates for the soccer fields will be promoted to select travel soccer teams and organizations to bring soccer tournaments to the area. These tournaments would be in the late spring, early summer and fall for two- and three-day tournaments. The fields would require 14 weeks of rest and rehabilitation including over seeding and management. The envisioned programs provided during the 38-week season could include:

- Leagues: Boys & Girls, City and County;
- Clinics: Boys & Girls, Coaches Region
- College: League and Tournament Site (2) fields
- Tournaments: Soccer, Lacrosse, Field Hockey
- Lacrosse: Leagues
- High School soccer site

The outdoor soccer complex is to be located on approximately 91 acres near the U.S. Route 58 Bypass/Irisburg Road (Route 650) intersection close to the Martinsville Speedway. Specific features for the complex, which has an estimated capital cost of \$8.7 million, will include:

- Seven soccer fields (two championship fields lighted) with the ability to be divided into 15 youth soccer fields
- Concession and restroom facility with approximately 3,200 SF of space
- Irrigation, bleachers and scoreboards
- Paved parking that can also be converted to RV camping sites during the two NASCAR Nextel Cup Races
- Walking and nature trails with canoe access to nearby Smith River
- Playground and two picnic shelters

The feasibility assessment identified market opportunities that can draw from a total population of 6.2 million people within a 100-mile radius of the Martinsville-Henry County community. Within this population, basketball represents one of the largest markets with an estimate 34 million participation days per year followed by soccer with 13 million participation days per year. In addition, from a random sample mail survey of 2,000 households in Martinsville-Henry County, 85% of respondents indicated that it was important for a new downtown indoor multipurpose field house and a new outdoor multipurpose sports complex to attract visitors to the area. The study noted that the estimated direct economic impact from tourism and operations from the proposed field house and sports complex exceeds \$7 million, with 72 new permanent jobs to be created. This is further expanded by the direct and indirect economic impact from construction of more than \$46 million and 682 construction jobs. These dollars will be spent in local stores, restaurants, hotels and related businesses, according to the study, creating a synergy among both public and private entities building off each others' successes.

It is anticipated that design of the field house and arena complex would get underway in spring 2008 with construction beginning in 2009. The anticipated date for construction of the sports complex to begin is April 2008 with a potential opening date one year later (in 2009). The outdoor recreational facility in Henry County was named the Smith River Sports Complex in September 2007.

The feasibility study recommended that an independent recreation facility authority be established and charged with developing, promoting, and operating these facilities in an entrepreneurial environment. The 10-member Southern Virginia Recreation Facilities Authority was established under the Commonwealth of Virginia laws and empowered by both the City of Martinsville and Henry County to fulfill the desired mission and achieve the community's vision. The Authority held its first meeting in November 2006. After construction of the sports complex and the arena are completed, the Authority will manage and operate both facilities.

Martinsville is fortunate to lie in a central location in close proximity to many beautiful natural areas. Surrounding areas in the region provide a multitude of recreational opportunities. Other leisure facilities include nearby Philpott Lake/Reservoir in northwestern Henry County; Fairy Stone State Park and Fairystone Farms Wildlife Management Area in neighboring Patrick County; the Smith River which flows around the City and throughout Henry County; Smith Mountain Lake bordering Franklin, Bedford, and Pittsylvania Counties; Primland Resort in Patrick County; and the Blue Ridge Parkway. In addition to these natural scenic attractions, the area is rich in racing. Known as "Virginia's Racing Region," Martinsville and Henry County have a long history in racing and benefit from the region's reputation as a racing mecca with the Martinsville Speedway, Lake Sugar Tree Motorsports Park, and Oak Level Raceway. These facilities are also discussed in more detail in the Cultural Resources section of this Comprehensive Plan update.

**Philpott Lake/Reservoir** with 2,880 acres and approximately 100 miles of shoreline offers numerous opportunities for various water sports. The Reservoir is a flood control and hydroelectric project constructed by the U.S. Army Corps of Engineers along the Smith River. Philpott Lake and surrounding lands cover approximately 10,000-acres in Franklin, Henry, and Patrick Counties. Much of the area is in the Philpott Reservoir Cooperative Wildlife Management Area totaling approximately 6,000-acres maintained by the Corps of Engineers. Hunting is permitted in season except in the wildlife refuge, public recreation areas, and within 1,000 feet in all directions of the Philpott Dam. The Wildlife Management Area and other nearby public lands also provide the opportunity to hike and view an array of upland wildlife species. **Bowens Creek Recreation Area** is also part of the Philpott Reservoir. With a beach and boat ramp, this area allows for swimming and boating activities.

**Fairy Stone State Park** and the **Fairystone Farms Wildlife Management Area** lie adjacent to Philpott Reservoir. Fairy Stone State Park, 4,868 acres in size, lies just southwest of Philpott Reservoir and is centered on a 168-acre lake stocked with game fish such as bluegill, crappie, largemouth bass, and channel catfish. The lake provides a large swimming beach with modern bathhouses and playground area for children. The Wildlife Management Area, managed by the Virginia Department of Game and Inland Fisheries, occupies 5,321 acres in neighboring Patrick County and 460 acres in Henry County. Divided into several parcels, the Wildlife Management Area surrounds much of Fairy Stone State Park and borders portions of Philpott Reservoir.

**Turkeycock Mountain Wildlife Management Area** lies along the ridge of Turkeycock Mountain northeast of Martinsville. Here, the mountain's ridge also forms the boundary between Franklin and Henry Counties, and the management area's 2,679 acres extend into both counties. The area is primarily forested with elevations ranging from 1,100 to over 1,700 feet. Like the Fairystone Farms WMA, the Virginia Department of Game and Inland Fisheries maintains this WMA as well.

**Smith River**, bordering the City and meandering through Henry County, is known as a world-class trout stream. In addition to fishing, the river provides canoeing and kayaking opportunities with three designated river access points in the County.

**Smith Mountain Lake** covers approximately 20,000 acres in Franklin, Pittsylvania, and Bedford Counties and has a 500-mile shoreline. The only large lake in the State with a stable water pool level, Smith Mountain Lake supports a variety of water-oriented recreational pursuits. The lake also offers golfing, trail hiking, picnicking, camping, and other activities.

**Primland Resort**, located in Patrick County, is a 14,000-acre hunting reserve equipped with fine lodging and catering facilities. In June 2006, the 18-hole Highland Golf Course at Primland opened after three years of preparation and design. In January 2007, the *Travel and Leisure Golf* magazine named the Highland Golf Course as one of the top 10 new courses in the United States.

**Blue Ridge Parkway** - One of the nation's most scenic highways, the Blue Ridge Parkway, traverses the mountain crests that form Franklin and Patrick County's western border. The Parkway, which links the Shenandoah National Park in Virginia with the Great Smokey Mountains in North Carolina and Tennessee

through its many overlooks, permits the traveler to stop and enjoy the varied scenery. The Blue Ridge Parkway offers campsites, hiking trails, historic sites and many scenic overlooks including the popular Rocky Knob Recreation Area. The Parkway attracts more than 25 million visitors each year. In January 2006, the 217-miles of the Blue Ridge Parkway in Virginia was designated as an All-American Road, the highest honor bestowed by the Federal Highway Administration to acknowledge roadways that possess extraordinary scenic, historic, recreational, and other intrinsic qualities.

**Beaver Creek Reservoir** is a 175-acre man-made lake that lies just north of the City off State Route 108 in the County. The City owns and controls the impoundment as its primary water supply while the Virginia Department of Game and Inland Fisheries manages the fishery. The reservoir is stocked with the most popular sportfish species such as largemouth bass, bluegill, black crappie, and yellow perch. At present, the reservoir allows for recreational activities such as fishing, boating, and picnicking in the surrounding park area. However, Martinsville City Council is considering closing the facility to the general public due to budget constraints and to protect the City's water supply source.

**Martinsville Speedway**, which opened in 1947, is a half-mile short-track that hosts two NASCAR Nextel Cup races annually. In addition, the 86,000-seat facility also sanctions two Craftsman Truck series races, a NASCAR Late Model Stockcar race, and a NASCAR Whelen Modified race. The Speedway is usually the annual Fourth of July celebration site for local area residents in Martinsville and Henry County.

**Lake Sugar Tree Motorsport Park**, located off Route 617 in eastern Henry County, offers motocross and ATV racing in the region. In addition, the facility holds motocross workshops and classes while providing American Motorcycle Association-sanctioned events. Up to 700 riders can be accommodated by the park. A variety of features include picnic areas, nature trails, and other family-oriented activities.

**Oak Level Raceway**, located off U.S. Highway 220 in northern Henry County, has been the home for dirt track racing in the region for over 30 years. Prior to the 2002 season, the track was reconstructed into a modern 3/8 mile, high banked, red clay oval with a unique tri-oval configuration. Six classes of racecars compete every Friday night (April through mid-October), featuring the high-powered Late Model division. The track provides family entertainment for racing enthusiasts.

**Martinsville Mustangs** are the Coastal Plain League Baseball team for Martinsville City. The team plays 52 games from June to August. When at home, the Mustangs play at Hooker Field located off Commonwealth Blvd in the City. In September 2007, a business plan was developed for the management of this team.

## **Trails and Bicycle Plans**

Greenways are natural corridors of open space that can be used for conservation, community beautification, recreation and alternative transportation. Sometimes called linear parks, greenways are natural areas that may follow a river, stream, valley, ridge line or railroad right-of-way. Greenway trails can be designed to link people with parks, historic places, cultural sites, and downtown areas, and they can be used for walking, hiking, bicycling or horseback riding. Greenways provide a valuable buffer of trees and shrubs to keep rivers and streams clean and safe for people, plants, and animals. Trees along a waterway filter and slow stormwater to minimize erosion and reduce sediment in the stream, provide essential wildlife habitat, and protect the scenic beauty of a river or stream for recreation. Sometimes called riparian buffers, trees along a waterway stabilize the shoreline and provide important food sources, cover and nesting areas for wildlife. Buffers also perform a function for filtering pollutants and serve as wind breaks. In addition, buffers provide shade to keep water temperatures cooler, and they filter groundwater flowing through the riparian zone or streamside area to the stream.

The Dan River Basin Association comprises about one-third of the Roanoke River Watershed and drains portions of sixteen counties in Virginia and North Carolina as well as six rivers including the Smith and Mayo. The Dan River Basin Association's mission is to preserve the natural and cultural resources of the Dan River Basin by promoting stewardship, recreation, and education. In December 2005, the Association—a 501 c3 nonprofit organization formed in 2002—hired a Virginia Director of Planning and Programs to accomplish its mission in Martinsville and Henry County. The local DRBA office has formed a strong partnership with the Martinsville-Henry County Rivers and Trails Group. A number of projects have been undertaken including assistance to the Gateway Streetscape group in hosting cleanups and education projects in the area. A major project of the DRBA office is a rail trail, known as the Smith River Trail, which will go from Fieldale through portions of Henry County and into

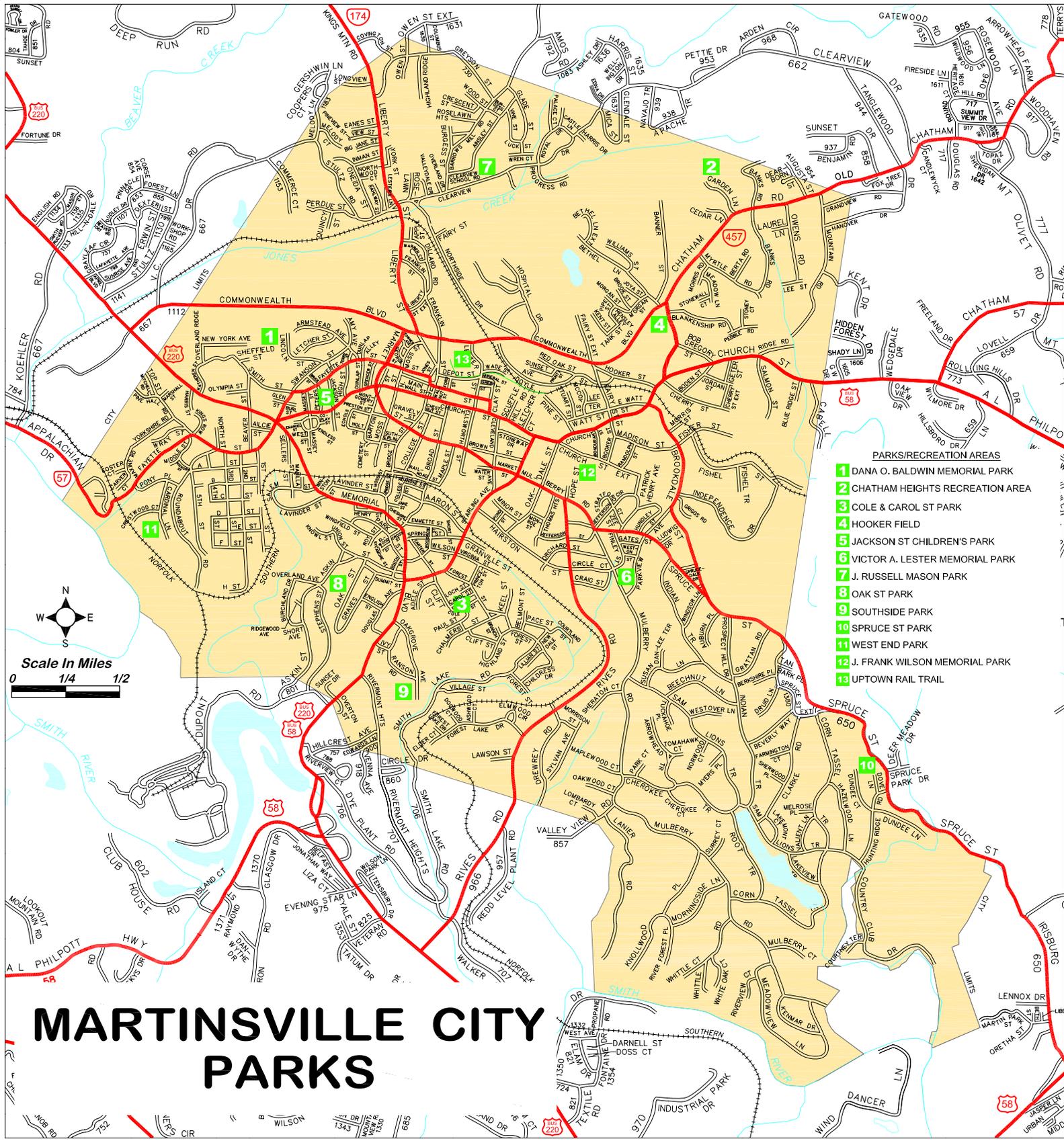
Martinsville to end at the former Prillaman Chemical site off Brookdale Road. When fully completed, the trail will be approximately seven miles in length and will be open to multiple uses including walking, biking, and perhaps horseback riding. The City of Martinsville recently developed the rail spur that led from the main line/trail into Uptown Martinsville. This six-tenths mile, \$800,000 TEA-21 Enhancement project, which began in 1998 with the purchase of approximately 5.7 acres of Norfolk and Southern railway property, was completed in January 2007. The original plans called for a welcome center, but since the City decided not to pursue it, \$300,000 of the grant money from VDOT was transferred to Henry County for use on the County's portion of the Smith River Trail system.

In January 2008, the Harvest Foundation awarded the Dan River Basin Association (DRBA) a one-year grant in the amount of \$216,076 to be utilized for its "Community Connections through Rivers and Trails" project in Martinsville and Henry County. Nature and heritage tourism will be promoted through the project and will provide recreational opportunities that businesses seek to relocate and attract an educated workforce. The organization plans to lengthen area trails, add access points to the Smith River, and strengthen programming to promote the community's environmental resources. DRBA's partnership with Henry County will make the Smith River more accessible for fishing, boating, or enjoying wildlife. As a project partner, the Southern Environmental Law Center will continue to coordinate and facilitate monthly meetings of the Trail Group, and will provide planning, mapping, and fundraising support for the project. The Harvest Foundation's investment has generated new matching funds from other sources including the Dominion Foundation which contributed \$30,000 toward the construction of the Smith River Trail in Fieldale. An additional future \$50,000 grant from the Dominion Foundation will continue the work with Henry County to double the length of the trail. Other partners of DRBA include Henry County Public Service Authority, Activate Martinsville-Henry County, the wellness center, the Martinsville-Henry County Bicycle Club, the rivers and trails group, and the Martinsville-Henry County Economic Development Corporation's Office of Tourism as well as other parties.

The Martinsville-Henry County Rivers & Trails Group has several goals including: working with local officials to increase and improve opportunities for outdoor recreation in the area, creating local walking and biking trails along rivers and abandoned rail lines, planning new places where the public can access the Smith and Mayo Rivers for boating or fishing, and monitoring streams to keep our rivers healthy and working with school children to raise trout in the classroom for release into the rivers through the "Trout in the Classroom" project.

In December 2007, the U.S. Army Corps of Engineers announced plans to consider development of a shared-use trail system at Philpott Lake. The proposed trails would provide both health benefits and additional tourism opportunities in the region. A volunteer group known as Friends of Philpott received training on how to construct mountain bike trails from the International Mountain Bicycling Association. The Corps of Engineers, several local governments, volunteers, and bicycling and other user groups are making a joint effort to bring the trail system to a reality.

The West Piedmont Regional Bicycle Plan was developed in May 2005 to identify and promote a coordinated network of local and regional bicycle routes within the West Piedmont Region. The Counties of Franklin, Henry, Patrick, and Pittsylvania; the Cities of Martinsville and Danville; and the Town of Rocky Mount along with West Piedmont Planning District Commission and the assistance of the consulting firm of Kimley-Horn corroborated to develop the plan to guide the future of bicycle transportation in the Region. The plan identifies priority projects at the regional and local levels and includes recommendations for support programs and policies as well as implementation. Martinsville City Council approved the Plan in July 2007. Further information on the bicycle plan is available at the Planning District's website: [http://www.wppdc.org/Web\\_Data/Transp/wppdc\\_RBP/WPPD\\_RBP.htm](http://www.wppdc.org/Web_Data/Transp/wppdc_RBP/WPPD_RBP.htm).



- PARKS/RECREATION AREAS**
- 1** DANA O. BALDWIN MEMORIAL PARK
  - 2** CHATHAM HEIGHTS RECREATION AREA
  - 3** COLE & CAROL ST PARK
  - 4** HOOKER FIELD
  - 5** JACKSON ST CHILDREN'S PARK
  - 6** VICTOR A. LESTER MEMORIAL PARK
  - 7** J. RUSSELL MASON PARK
  - 8** OAK ST PARK
  - 9** SOUTHSIDE PARK
  - 10** SPRUCE ST PARK
  - 11** WEST END PARK
  - 12** J. FRANK WILSON MEMORIAL PARK
  - 13** UPTOWN RAIL TRAIL

Scale In Miles  
 0 1/4 1/2

# MARTINSVILLE CITY PARKS



## Library Facilities

The City participates with Henry and Patrick Counties in financial support of the Blue Ridge Regional Library System. The offices and a branch of the system are located on Church Street near the City's Central Business District. The system operates an interlibrary loan program.

Patrick Henry Community College, located in Henry County, opened a new library in November 1971. The library is a congressionally designated depository of U.S. Government documents—maintaining current governmental information on a large variety of subjects.

There is a Law Library located at the Martinsville Municipal Building. This facility is supported by funds from the City budget.

Martinsville is a member of the West Piedmont Planning District Commission which maintains a planning library at its facility at 1100 Madison Street in the City.

## Education Facilities/Services

**Public Schools**—The Martinsville Public School System serves more than 2,500 students, pre-kindergarten through Grade 12. Managed by a superintendent, an administrative staff, and school principals, policy matters are handled by the local School Board, which is appointed by Martinsville City Council.

Within the City School System are two elementary schools (Patrick Henry and Albert Harris) with an enrollment of just over 1,000; one middle school (Martinsville Middle) serving approximately 550 sixth, seventh, and eighth grade students; and one high school (Martinsville High School) with approximately 800 ninth through twelfth grade students.

Opening in Fall 2006 as the City's pre-school center, Clearview Early Childhood Center serves pre-kindergarten children providing services for three and four year olds who reside in the City. The Center houses the Parents and Teachers Together (PATT) program serving 4-year olds, the Weekday Early Education (WEE) 3's program serving 3-year old children, and an Early Childhood Special Education class serving any City residents 4 years and younger who have special needs. The Virginia Pre-school Initiative provides funding for the PATT program.

The two elementary schools serve students in kindergarten through fifth grades. Each school is staffed by a full-time principal, secretary, librarian, school nurse, and certified teachers. Students also have access to a guidance counselor. Teachers and staff present a program of instruction covering basic skills and additional needs of the students, while providing opportunities for cultural diversity, social awareness, and student pride in self, community, and city.

Centrally located in the City, Martinsville Middle School consists of students in sixth through eighth grades. The middle school concept provides for an easier transition from elementary to high school and offers a program designed to meet the unique physical, emotional, intellectual, and social needs of students of language arts, social studies, science, and math. A broad range of exploratory, physical education, vocational, and fine arts offerings are also available. A comprehensive guidance program helps students develop positive self-esteem and responsible decision-making skills. In 2002, Martinsville City partnered with the National Aeronautics and Space Administration (NASA) to establish the Science, Engineering, Mathematics, and Aerospace Academy (SEMAA) Lab as part of the Martinsville Middle School curriculum. The SEMAA Program is a math and science enrichment program that uses the extraordinary resources of NASA to provide students with a better understanding and appreciation for science, engineering, mathematics, and technology. Using inquiry-based

learning, students significantly improve their math and science literacy by conducting real-world experiments while learning to gather, analyze, and apply information.

Martinsville High School, located on Commonwealth Boulevard, serves students in ninth through twelfth grades. Students are offered an array of academic challenges, social opportunities, and extracurricular programs which prepare them for life after graduation from the high school setting. Academic offerings at this level are varied and provide a wide range of learning experiences. At the high school level, students may pursue vocational/technology choices, academic and general courses, or liberal arts classes. Students at Martinsville High School are offered programs such as the International Baccalaureate, Piedmont Regional Governor's School, Advanced Placement, and Dual Enrollment classes through Patrick Henry Community College. Beginning in the 2006-2007 school year, a new joint program with the assistance of Patrick Henry Community College allowed a select group of juniors and seniors an opportunity to earn their Associate's Degree (64 college hours) by graduation from high school.

All public schools in Martinsville City are fully accredited by the Virginia Department of Education. Martinsville High School enjoys long-standing accreditation by the Southern Association of Colleges and Schools. All schools develop a Comprehensive School Improvement Plan with goals and objectives aligned with the division's mission to ensure the continuing growth of student achievement.

In March 2008, Governor Tim Kaine announced that Martinsville High School would be one of fourteen schools in Virginia to be awarded a grant to expand its Advanced Placement program. The school will receive \$400,000 over a five-year period to increase student enrollment and scores in Advanced Placement classes. Exxon-Mobil Corporation is primarily funding the grant.

**Special Education Programs and Services** are available in all schools in the school system. Additionally, related services are provided, if needed, to ensure a successful education program in the areas of speech and language therapy, physical and occupational therapy, psychological services, and counseling.

**The Gifted and Talented Education Program** in Martinsville City Schools provides varied opportunities for identified students with differentiated instruction, accelerated materials, and enrichment programs throughout the school year. The focus of the program includes the enhancement of the academic curriculum, developing creativity, improving problem solving, reasoning and logic, as well as an exploration of the arts.

The **Boys and Girls Club of Martinsville and Henry County** provides an after school program for children ages 5 to 18 years who reside in the City and County. The program is available at five locations: Albert Harris Elementary, Patrick Henry Elementary, and "The Club" at the Warehouse in Martinsville; Irisburg Elementary and Sanville Elementary in Henry County. A program known as Power Hour offers homework assistance for children in the after school program. Activities include gym time, arts and crafts, and other Boys and Girls Club programs. This organization is dedicated to promoting positive youth development by providing a safe and healthy environment for children to interact with one another.

Mentioned earlier in this section of the Comprehensive Plan, the **MHC After 3 Initiative** was introduced in May 2007 as a free after school program to enhance math skills for middle school students at a number of sites in Martinsville and Henry County. The program has three components: arts, academics, and athletics. The Initiative provides fun and interesting methods for students to learn. Students attend two days of after school sessions each week for a seven-week period. The program has a number of partners including Patrick Henry Community College, the Boys and Girls Club of Martinsville and Henry County, Martinsville-Henry County Coalition for Health and Wellness, the Virginia Museum of Natural History, YMCA of Martinsville and Henry County, and Spencer Penn Centre among others.

**Private Schools**—There are various private schools within Martinsville and Henry County; however, the most recognized is Carlisle School. According to the *2003 Market Street Report*, a local strength for Martinsville and Henry County is the presence of additional educational alternatives outside of the public school systems. Founded in 1968, Carlisle offers a more rigorous college-preparatory curriculum and currently has over 400 students enrolled in pre-school through grade 12. Carlisle's high school is an International Baccalaureate World School maintaining accredited certification and membership in the International Baccalaureate Organization. The private preparatory school is credited with a 100 percent rate of its graduates who continue their education at colleges and universities.

**School Enrollment Projections**—Each year, the Center for Public Service at the University of Virginia releases a report entitled *Summary of Historic and Projected Membership*. The publication contains projections of annual school enrollment for Virginia and its 133 local school districts for the fall membership as well as previous years or historic figures. New projections are made and released between March and April each year in order to take into consideration the most recent data available on births and school membership. Projections are made for each grade, over a 5-year cycle. It includes fall membership projections by grade for the state and its school districts and previous fall enrollment for the state and its school districts.

The report notes that, as planners and administrators seek to accommodate additional students, the cost to the state and local school districts will be substantial. Some districts may need to build new school facilities and renovate old ones. Some may be forced to augment facilities with mobile classrooms. Those with particularly high increases may even need to consider split shifts or year-round classes. Along with new facilities, school districts will also need more teachers.

Further complicating the situation, enrollment increases, particularly those resulting in changes in the numbers of births, are not uniform from grade to grade. This requires that planners and administrators pay careful attention and maintain flexibility in order to utilize facilities to the best advantage.

The report included the following historic statistics and projections for Fall Enrollment Membership in the Martinsville City School System for the period from September 30, 1995 - September 30, 2011:

| Historic & Projected Fall Enrollment Membership<br>Martinsville City School System<br>September 30, 1995 – September 30, 2011 |                       |
|---|-----------------------|
| September 30  | Membership/Projection |
| 1995  | 2,836                 |
| 1996  | 2,835                 |
| 1997  | 2,729                 |
| 1998  | 2,723                 |
| 1999  | 2,671                 |
| 2000  | 2,711                 |
| 2001  | 2,675                 |
| 2002  | 2,694                 |
| 2003  | 2,611                 |
| 2004  | 2,587                 |
| 2005  | 2,547                 |
| 2006  | 2,442                 |
| 2007  | 2,364                 |
| 2008  | 2,263                 |
| 2009  | 2,179                 |
| 2010  | 2,097                 |
| 2011  | 2,041                 |

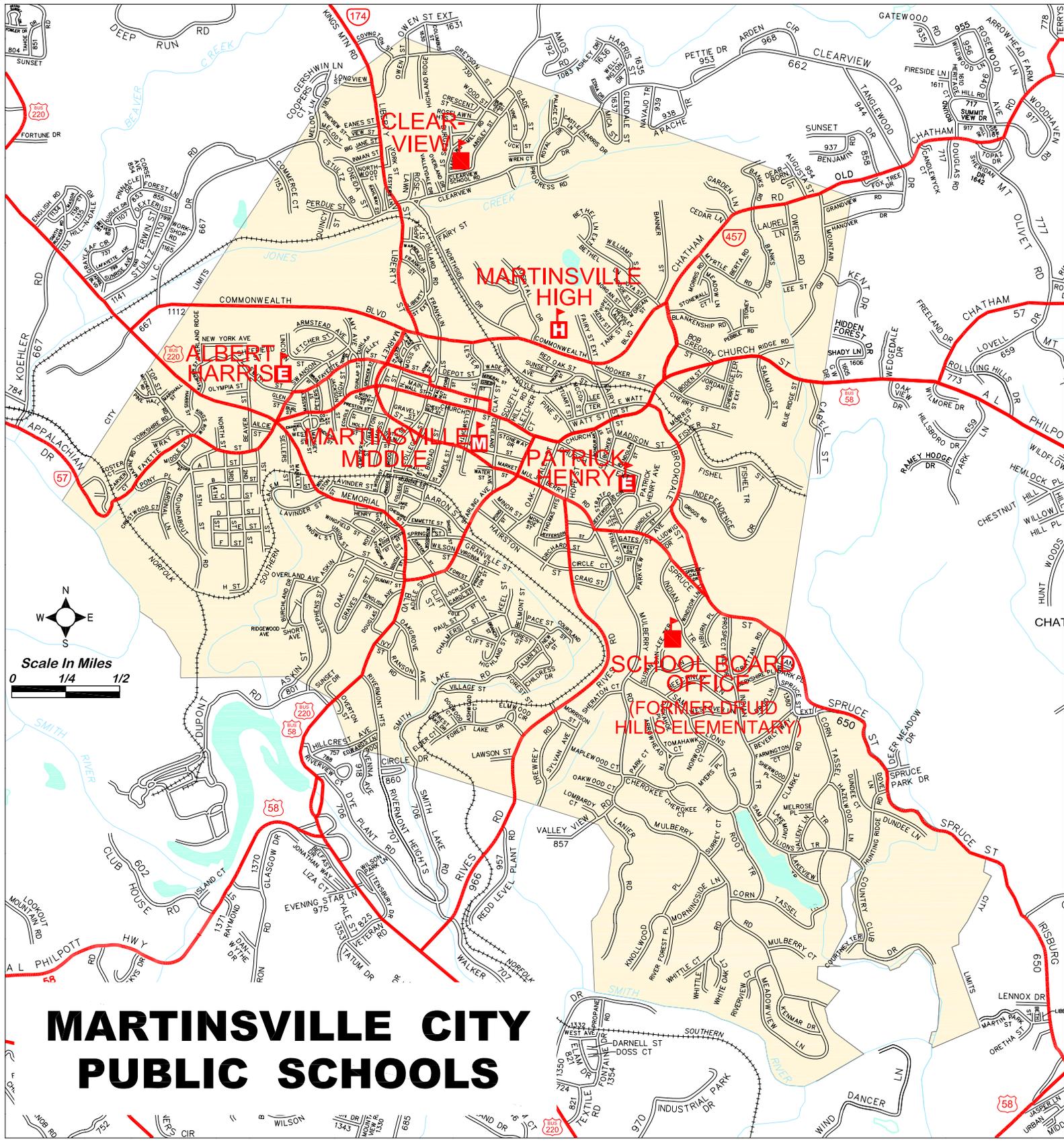
Source: *Summary of Historic & Projected Membership*, Weldon Cooper Center for Public Service, University of Virginia, August 2007.

Several factors influence the accuracy of the school enrollment projections, according to the Center for Public Service. Like all projections, school enrollment projections are derived from historical data and are based on the assumption that recent trends will continue in the future. Unexpected and therefore unpredictable events during the next two decades could significantly alter their accuracy. School enrollment projections are particularly vulnerable to such events, since policy changes such as the age at which a child can enter kindergarten or changes in the minimum age for leaving school are relatively frequent. Changes in the dropout rate will also affect the accuracy of projections. Because projections are based on historical data, errors in those data can reduce the accuracy of projections. In addition, partly because random variations and the likelihood of unpredictable events increase with time, projections are most accurate at the state level and least accurate at the level of individual grades in the local school districts.

However, it should be noted that public school enrollment in both Martinsville and Henry County continues to decline. This is attributed to the declining population and out-migration of the younger population. According to the *2003 Market Street Report*, while the percentage of White students in City Public Schools is declining, the percentage of African-American and Hispanic students continues to increase. Also noteworthy is the fact that from 1993 to 2006, “the number of Limited English Proficient students increased 2,060 percent in the City (from 5 to 108 students) and 1,285.7 percent in Henry County (from 28 to 388 students).” Both of these figures greatly exceed the State’s 344.6 percent increase over the same period. Another important detail to note is the amount spent on each student within the Public School System. In 2006, Martinsville (at \$8,939 per pupil) spent more per pupil than Henry County (at \$7,790 per student) and many other localities within the State, according to the Virginia Department of Education. As mentioned in the *Market Street Report*, Martinsville City School System often receives financial assistance from state and federal sources through grant monies to improve its schools. In regards to dropout statistics for grades 7 through 12, Martinsville showed a dropout rate of 1.1 percent compared to Henry County’s 2.5 percent and the State’s overall rate of 1.9 percent for the 2006-2007 school year.

The *2003 Market Street Report* further stated, “the provision of accessible, affordable, and quality childcare is crucial to any economic development strategy.” With working mothers being a vital part of the labor pool, it is important for a mother (mentally and for employment availability) to be able to work knowing that her child/children are well cared for. According to the *Kids Count 2007 Report*, child day care capacity within the City (at 70 percent) is much greater than Henry County (18 percent) and the State (26 percent). This information is provided by the Virginia Department of Social Services for the number of child care slots per 100 children ages 0 to 12. Facilities included by the Department of Social Services (DSS) are only those regulated by DSS in four categories: licensed child day care centers, licensed family day homes, church-exempt facilities (which are not licensed), and licensed short-term day care providers. Martinsville has steadily increased the percentage of child day care capacity in recent years from 41 percent in 2004 to 70 percent in 2007.

In the fall of 2007, a presentation was made at a City School Board meeting in which the English as a Second Language (ESL) program was discussed. It was reported that the number of ESL students had increased significantly by 30.6 percent, from 121 students in 2006 to 158 in 2007. The City School System only had 46 ESL students in 2003. This demonstrates that the City’s school population is becoming more diverse and the school system needs to adjust accordingly to assist these students and make sure that they succeed. Further, it was noted that 87 percent of the ESL students are Hispanic, although some students speak Filipino, Albanian, and Vietnamese as well as other languages.



# MARTINSVILLE CITY PUBLIC SCHOOLS



The ***Piedmont Tech Prep Consortium*** is an alliance for excellence in education representing Patrick Henry Community College, Martinsville City Schools, Henry County Public Schools, Franklin County Public Schools, and Patrick County. The Consortium strives for a partnership with all individuals that are affected by the educational system, through a collaborative community-wide network. The Consortium's goal is a creative, challenging, and seamless learning environment that produces graduates with skills for immediate employment and continued learning in a chosen field. Specific goals of the Consortium are: improving student competence through integrated and school-to-work curriculum, increasing the number of high school graduates and the number seeking post-secondary education, providing equal access to Tech Prep programs, providing extensive professional development activities for teachers, providing bridge programs for individuals seeking to re-enter the educational system, and seeking improvement in delivery and assessment of the educational system. The goals of Tech Prep are: improving academic and technical competence of students through integrated curriculum which includes world-of-work applications; facilitating a seamless transition for students from secondary to post-secondary education and the world-of-work; increasing the number of students who earn high school diplomas and post-secondary certificates and degrees; preparing students for work by developing and implementing programs that are responsive to labor market needs; providing students with comprehensive career counseling and advising services; providing equal access for special populations (as defined by the Carl D. Perkins Vocational and Applied Technology Education Act of 1990) and minorities to Tech Prep, equivalent to those accessible to the general population; informing students, parents, and the community about Tech Prep opportunities; contributing to economic development by providing a competitive workforce; initiating, stimulating, and supporting educational improvement at the secondary and post-secondary levels; creating a community-based approach to Tech Prep by establishing partnerships among secondary and post-secondary education as well as business, industry, labor, government and education and also academic and vocational education; and enhancing academic and technical competence of educators through extensive professional development activities.

The ***Piedmont Regional Governor's School for Mathematics, Science, and Technology*** opened during the 2002-2003 school year, enrolling a minimum of 140 students in grades 11 and 12 who are academically gifted, highly motivated, and high achieving. Designed for advanced eleventh and twelfth grade students who are planning to pursue careers in the areas of science or mathematics, the Governor's School provides an educational experience for students from neighboring regional school divisions. Partnerships with Patrick Henry Community College in Martinsville and Danville Community College in Danville allow the Governor's schools to have two sites and to serve students from high schools across the region. Participating students from Martinsville High School attend Patrick Henry Community College campus in the morning and return to the high school for lunch and their remaining afternoon classes. The community colleges provide classrooms, science labs, computer labs, and office space. Partnerships between institutions of higher education, businesses, and the Governor's School ensure ongoing participation for problem-solving and application learning outside the regular classroom. The Piedmont Regional Governor's School serves students from high schools in Henry County, Martinsville City, Patrick County, Danville City, and Pittsylvania County.

A June 2003 report commissioned by the Harvest Foundation, entitled "Options and Opportunities: A Needs Assessment," found that Martinsville-Henry County schools have a number of strengths and weaknesses. Strengths included: a deep affection for the community that translates into greater involvement of teachers and others; exemplary special education programs and programs for gifted and talented; "islands of excellence" in the City and County schools and the private Carlisle School; school staff which is highly supportive of change and innovation, with respect of policymakers and high-level administrators, and supportive of the schools' current leadership; and a fair and even implementation of student behavior and discipline policy. Weaknesses identified in the report included: based on educator and resident feedback, disparate perceptions about the overall mission of the schools and districts indicating a lack of cohesion between school-level officials and district-wide administrators regarding dissemination

and coordination of mission goals; a need to further develop teacher, staff, and administrator leadership skills; a need to further develop instructional teaching practices focused on child-specific needs; a need for further emphasis and a systemic approach to teaching literacy and math; a need to better prepare students for post-secondary education and careers; a need for a comprehensive plan for the use of technology in teaching and learning; and a need for a campaign to attract, recruit and retain qualified and certified staff. Regional variations in teacher salaries, the proximity of area counties, and a relatively congestion-free transportation system allow local educators to pick and choose their place of employment without having to relocate. Teacher-recruitment difficulties are most pronounced in the math, science, and special education fields.

### **Colleges**

On September 22, 2006 (a year ahead of the schedule suggested by the establishing legislation), the New College Institute opened in the renovated space at the former Shumate & Jesse building in Uptown Martinsville. As of March 2008, NCI currently offers eleven degree programs (eight undergraduate and five graduate), a teacher education endorsement in a critical program (Earth Science), and several teacher education recertification classes. In its first year of operation, NCI enrolled 118 students (an unduplicated headcount). In its second year, NCI will serve at least 225 (unduplicated) students. NCI currently has eight four-year public and private institutional partners offering degree programs in Martinsville-Henry County. The number of partners will continue to increase as additional degree programs are offered.

NCI is a state-funded, special-purpose institution offering bachelor's degree completion and master's programs. It primarily provides programs in Education, Business, and Public Safety, but will soon offer Allied Health programs. NCI also offers niche programs, such as Motorsports, that draw upon the special resources of the region, and high demand programs, such as Nursing, that are important not only to the region, but the entire Commonwealth.

NCI has a strong outreach component that focuses on the value of education at all levels and seeks to increase the college-going rate of the area. The institution is also distinguished by its faculty-in-residence and commitment to provide face-to-face instruction to students.

The idea to put a college in the Southside region was initiated in 1999 when Senator Charles Hawkins (Pittsylvania County) proposed a university and led a legislative study commission on the feasibility of bringing a four-year, public university to Southside Virginia. More recently, in the 2004 General Assembly Session, former Lt. Gov. (and current Governor) Tim Kaine recommended a bill to establish a college in Southside and Senator Roscoe Reynolds sponsored the bill which had bipartisan support. The General Assembly determined that the issue needed further study and development, and the State Council of Higher Education for Virginia (SCHEV) was asked to do a feasibility study and to report back the findings in one year. In January 2004, responding to the bipartisan efforts of state and local politicians who championed the development of high education in Southern Virginia, the Harvest Foundation of the Piedmont offered a \$50 million contribution towards the establishment of a state-supported, baccalaureate-level college in Martinsville and Henry County. To sustain the momentum generated by what became known as the "Harvest Challenge," the foundation's board of directors commissioned a group of distinguished educators to determine how the State could feasibly create a public institution of higher education in the economically-depressed Southside region of the Commonwealth.

Released in May of that same year, the "Harvest Challenge Pre-Planning Report" recommended that the foundation pursue a non-traditional approach to the delivery of higher education that would be tailored to the particular needs of "underrepresented" populations of students from across the state and beyond. The report cited the competition for funds among existing public institutions, the declining population of Southside Virginia, and the need for outreach to underserved students as justification for its suggestion that Martinsville and Henry

County seek to “tell a different story.” The Harvest Foundation hired Dr. Ronald E. Carrier, president emeritus of James Madison University, and other consultants to design a conceptual model of the college.

In October 2004, hundreds of community leaders and residents alike resoundingly spoke in support of the New College at SCHEV hearings in Martinsville, Danville and Richmond. Local businessman George Lester made a tremendous commitment to the plan when he offered the former Tultex building in uptown to the New College as well as a \$250,000 endowment pledge. The City of Martinsville committed \$1 million (in-kind) over a decade to help set up a state-financed, four-year college in the area. Many organizations and localities passed resolutions of support for the New College. Just prior to the 2005 General Assembly Session, SCHEV released the report commissioned during the 2004 General Assembly Session to study higher education in Southside, and recommended that the Virginia General Assembly continue studying the feasibility of the New College model. The General Assembly again tasked SCHEV with the responsibility of pursuing the issue and making a recommendation by January 2006. After completing the framework design for the New College and guiding the process for one year, Dr. Carrier resigned from the initiative and shortly thereafter the Harvest Foundation Board created the New College Planning Commission to steer the ongoing planning efforts. Former Governor Gerald L. Baliles agreed to serve as senior advisor to the commission, and Robert H. Spilman, Jr., CEO of Bassett Furniture Industries, was elected chairman.

Acknowledging the generosity of the Harvest Foundation, the innovation of the New College model, and the support of the community and the region, former Governor Mark Warner included \$1.5 million in his 2005-2006 budget for the development of higher education in Southside Virginia. In concert with SCHEV’s recommendation that the General Assembly continue to study the feasibility of the New College model, the House and Senate agreed to provide \$1 million for planning, including a comprehensive assessment of regional student and employer needs. Former Governor Warner pledged an initial allocation of \$300,000 to the New College Planning Commission to support continued academic planning functions. Governor Warner specified that the funds “shall be used to identify and employ an experienced higher education executive to serve as the chief academic officer and to support related academic planning functions in Martinsville-Henry County.” The New College Planning Commission worked closely with the offices of the Governor, Secretary of Education, the legislature, and SCHEV. Several national candidates were reviewed for the executive position.

In December, the Planning Commission announced the hiring of Dr. Barry M. Dorsey, a university president in Ohio, as Executive Director of the New College Planning Commission. The New College Planning Commission also announced that it reached an understanding with state and educational officials on a two-stage framework for creating an institution of higher education in the Martinsville-Henry County area under the name of the New College Institute. The framework called for bringing baccalaureate degree granting programs to the area as early as 2007. The framework resulted from consultations involving the New College of Virginia Planning Commission, Governor Mark Warner, State Secretary of Education Peter Blake, the State Council of Higher Education for Virginia (SCHEV), and officials of Virginia Tech into a memo of understanding with the Planning commission to provide certain services to the commission in creating the New College. The framework would require the approval of the Virginia General Assembly to become effective.

At a press conference in Martinsville on December 19, 2005, Governor Warner and Secretary of Education Blake announced an additional \$300,000 for the New College in the current budget. On January 10, 2006, SCHEV released its “Report on the Analysis of Education Demand in Southside Virginia and Recommendations for Action” in which it supported various components of the current New College Institute proposal. Executive Director Dan LaVista had also spoken to the legislature and the media in support of the New College Institute.

In the Virginia General Assembly Session of 2006, House Bill 517 (Ward Armstrong, patron, with co-patrons Robert Hurt and Danny Marshall) and Senate Bill 40 (Roscoe Reynolds, patron) were introduced. After several changes to both bills, both houses agreed upon the language in a substitute bill: Senate Bill 40ER. The bill establishing the New College Institute was signed into the law by Governor Tim Kaine in April. He later conducted a ceremonial signing on June 14 in Martinsville. The related appropriation was announced in late June containing \$2.5 million for the 2007-2009 biennium. Determined to make NCI a reality quickly, Dr. Dorsey worked diligently to develop and introduce a pilot program that was offered in the fall of 2006. When NCI opened, four degree programs in high demand fields, and courses toward two others, became available to students through partnerships with Virginia colleges and universities.

Patrick Henry Community College was an important partner throughout the start-up of NCI. Several of NCI's degree programs will eventually be offered on that campus. In the future, NCI will offer additional degree programs in either high demand fields or in niche programs deemed necessary or useful by the Commonwealth. Through working with the Secretary of Education, SCHEV, legislators, and others, NCI will be evaluated in the future (2012) to determine whether or not it should remain as the unique educational entity it is today or whether it will become a stand-alone four-year college or if it will become a branch campus of an existing college or university.

With a strong start already, New College Institute will eventually provide students a wide array of educational options along with professional and personal skills that will enable them to be life-long learners. NCI will work in concert with the efforts of nearby or regional institutions of higher learning to serve the diverse higher education needs of the region and the Commonwealth and will serve as a partner in efforts to revitalize Martinsville, Henry County, and beyond.

One of the regional institutions of higher learning which NCI works with is the 92,000-square-foot ***Institute for Advanced Learning and Research (IALR)***, located in neighboring Danville, that opened in 2004 to serve as a catalyst for economic and community transformation of Southside Virginia through strategic research, advanced learning programs, advanced networking and technology, commercial opportunity development, and community outreach. Four strategic research centers, ranging from motorsports engineering to unmanned systems and robotics, are located at the institute. Through the IALR's research centers, top-notch Virginia Tech faculty will locate to Southside Virginia to conduct research in the fields of polymers, unmanned systems, high value horticulture and forestry, and motorsports engineering. IALR has four goals: developing a new economic base in the region; attracting and developing an "innovation economy" workforce; preparing the region for high technology; and promoting Southside Virginia as a destination.

Beginning in the fall of 2007, NCI partnered with Old Dominion University to launch bachelor's degree programs in motorsports and industrial technology. With the popularity of NASCAR racing, these programs have potential to attract students from other areas and assist in boosting the area's economic development, particularly since there are only three universities nationwide offering degrees related to motorsports. Martinsville and Henry County have a long history in the motorsports industry coupled with local experience in the field. Both programs will be held at the Patrick Henry Community College campus in order for students to have laboratory access there. The new 50,000 SF Virginia Motorsports Technology Center features high-tech workstations with state-of-the-art equipment available to motorsports students. Patrick Henry Community College's Motorsports Technologies Program prepares students for all phases of accelerated motorsports performance technology, including engine construction. The NCI motorsports program builds on PHCC's associate degree and fosters skills that involve science, math, thermodynamics, and fluid mechanics; coursework also includes engine and chassis design. The industrial technology degree provides students an opportunity to gain experience with complex technological systems as well as supervisory and management skills. The curriculum includes courses in manufacturing, construction and communication technology, industrial design, production automation, and technology's effects on society.

NCI has made almost all of its programs available through videoconferencing to the Institute for Advanced Learning and Research (IALR) in Danville and the Southern Virginia Higher Education Center in South Boston. The shared courses are a result of a mutual partnership between NCI, IALR, and the Southern Virginia Higher Education Center in South Boston which, collectively, form the Southern Virginia Higher Education Coalition (SVHEC). The Coalition provides new education opportunities throughout Southside by sharing resources and distributing content across the region via new technology infrastructure.

Due to the volume of NCI students, the College temporarily outgrew its space. In February 2007 plans for an expansion were announced. Currently, NCI occupies the second (ground) floor of a renovated building. The plans call for three offices and classrooms to be located on the third floor of the building and two on the first floor. They, along with offices for additional faculty in residence, were expected to be completed in October 2007. The College anticipated 50 students in the first academic year, but enrolled 118 students. Dr. Dorsey predicts that number will almost double over the upcoming academic year.

It is anticipated that the number of students enrolled at the college will grow to as many as 200 during 2007-08. NCI does not anticipate constructing a dormitory but rather is looking to the private sector to develop housing in the Uptown area. The City anticipates future development of townhouses or condominium style housing in the Uptown area to accommodate NCI faculty and students, as discussed in the Housing section of the Comprehensive Plan.

**Patrick Henry Community College** (PHCC) is located in Henry County on a 137-acre campus which includes an Administrative and Classroom Building, a learning Resource Center, a Gymnasium/Auditorium, a Fine Arts Center, the A. L. Philpott Technical Center, the F. Burness Frith Economic Development Center, and a Motor Sports facility. The A. L. Philpott Technical Center houses a Computer-Integrated Manufacturing Laboratory. A. L. Philpott Manufacturing Research Center, an industrial research center, utilizes the college's Computer-Integrated Manufacturing facility and provides a means of studying ways to aid Southside Virginia industries. The Center serves Southside Virginia which consists of 20 counties, from Patrick in the west to Southampton in the east, and five cities within the region. The F. Burness Frith Economic Development Center is a facility dedicated to workforce training and development programs to promote economic development initiatives in the region. The PHCC-Arrington HP Engine Academy provides training for the development of motor sports engineering and is the only facility of this type in the Virginia Community College System.

PHCC was founded in 1962 as a two-year branch of the University of Virginia's School of General Studies. PHCC became an autonomous two-year college of the university two years later. In 1971, the college became a part of the Virginia Community College System. Serving Martinsville, Henry County, Patrick County, and the southern portion of Franklin County, PHC is a comprehensive open-door institute, accredited by the Southern Association of Colleges and Schools. Patrick Henry offers 26 associates degree programs, 12 certificate programs, and 51 career studies certificate programs. The college also delivers a variety of nontraditional programs such as customized workforce development training, industrial certifications, literacy/ESL classes, developmental and personnel enrichment courses, and GED. PHCC hosts the Piedmont Governor's School, Virginia's Philpott Manufacturing Extension Partnership and Old Dominion University's TeleTechNet, which offers 18 undergraduate and 8 graduate programs through distance learning.

The Academic and Student Development Services department is the academic arm of the PHCC. Services and programs provided through this department include: Applied Science & Engineering Technology; Arts, Science & Business Technology; Continuing Education & Workforce Development; Learning Resource Center; and Student Development Services. Services and programs offered include:

- The programs of study offered through the **Applied Science & Engineering Technology Division** are generally those that prepare students to enter the workforce directly after completion. Associate of Applied Science degrees (AAS) provide two years of instruction to develop knowledge and skills leading to employment of career advancement in specialized fields. These programs are not intended as transfer programs. One-year certificates and career studies certificates are also offered; subjects include: administration of justice & legal assisting, computer-aided drafting & design, early childhood education, engineering & electronics, furniture technology, motorsports, nursing & other health-related fields, and telecommunications.
- Programs offered through the **Arts, Science & Business Technology Division** include Associate in Arts and Science degrees (A/AS) which provide the first two years of instruction in major fields that prepare students for transfer to colleges and universities to complete baccalaureate degrees in Business Administration, General Studies (with specializations in performing and visual arts), and Science.
- Services offered through the **Continuing Education & Workforce Development Division** include noncredit courses, customized classes, cooperative education, apprenticeship programs, and workforce development services. Off-campus classes are also offered in Patrick County and Franklin County. PHCC's workforce development office provides job analysis, employee assessments, and pre-employment training for business. The mission is to deliver customer-centered, quality training programs and services that net a return on investment to employers and employees. Workforce development professionals consult with employers and use innovative methods in the development of training and educational offerings that help employers gain a competitive advantage from the skills of their workforce.
- Services and programs offered through the **Learning Resource Center** (LRC) include the Lester Library, Instructional Media Services (audio and visual services), and Student Support Services (services for first generation and low-income students, and students with disabilities).
- The **Student Development Services Division** exists to help meet the needs of students. Services offered include admissions, financial aid, individual student assessment, orientation, counseling, transfer preparation, student activities, and advising.

As discussed in the Cultural/Historic Resources section of this Comprehensive Plan, Patrick Henry Community College (PHCC) opened the **Southern Virginia Artisan Center** located at 34 West Church Street in historic uptown Martinsville in 2005 to introduce national and international crafts to Southside Virginia and to showcase local and regional artisans' crafts in an effort to promote economic development and tourism in the area. Within the Artisan Center, Patrick Henry Community College offers local artisans hands-on training through the **PHCC School of Craft and Design** in both the education and the business of craft and design. Providing a well-designed facility with the equipment in place to create and learn while utilizing innovative ideas and instruction, the Artisan Center encourages students to produce quality pieces of art that continue a history unique to the southeastern region of Virginia. PHCC is a member of the CraftNet initiative, an international network of fourteen colleges that work together to strengthen education, training programs, and services for creative-based enterprises.

The existing visual arts specialization program was expanded to offer career study certificates in metalworking, pottery, stained glass, weaving, quilting, decorative painting, and fine woodworking. By working with area high school divisions, students who have interests in crafts may enter a dual enrollment program which offers both high school and college credit hours. In addition, working with adults will teach them efficient production and marketing skills so that they can work in a more profitable and business-savvy manner. Some of the economic and community development benefits include a potential regional hub with an outward spiral to the craft industry, bring together various social and cultural groups in the region, and strengthen entrepreneurial possibilities for young adults in the region providing a link to career opportunities through continuing education.

Students may earn four-year degrees through **Old Dominion University's Teletechnet Program**. The TELETECHNET program is an interactive distance education program which has revolutionized higher education. It enables students who live in numerous areas to earn bachelor's and master's degrees from a fully accredited university without leaving their areas of residence. Old Dominion provides the resources of a large university with personal attention. Site directors administer the program at each location, with registration, financial aid, and advising available to assist students in their academic pursuits. TELETECHNET students complete their first two years of college through their local community colleges or other accredited institutions and ultimately receive their bachelor's or master's degree from Old Dominion University. The program is designed for part-time attendance, catering to the adult student who may be working full-time and carrying other responsibilities.

Old Dominion University (ODU) also has an Experiential Learning Program (ELP) which provides new options for students seeking academic credit for college-level knowledge gained through work and life experience. ODU recognizes that learning can occur at various times and places in one's life. ELP will allow degree-seeking students to earn college credit for previous work experience, military training, volunteer and community activities, and other types of education.

National Business College, which moved to a new location at 905 North Memorial Boulevard in Martinsville, became **National College** in July 2006. The new facility is approximately 16,168 square-feet. Established in 1886, National College is one of the oldest private career colleges in the southeast United States. Its curriculum is specific and leads toward well-defined fields of employment, with students receiving the maximum of practical skill information in a business-like atmosphere. Diploma, associate degree, baccalaureate, and Master of Business Administration programs are offered.

Founded in 1992 as the **A.L. Philpott Manufacturing Center, Virginia's Philpott Manufacturing Extension Partnership (VPMEP)** is a state organization that provides technical and business assistance to Virginia's small- and medium-sized manufacturers. VPMEP assists in the areas of quality systems, strategic planning, manufacturing systems, industrial sales and marketing, and organizational effectiveness/workforce development. Small manufacturers, which have accounted for the majority of manufacturing sector job growth in Virginia and the nation over the last 25 years, need this kind of help because they do not have the technical and business staff of larger manufacturers. For this reason, they lag the productivity growth of large manufacturers by as much as 30 percent on average. VPMEP's revenues are generated from federal and state funding and fees charged for services. CIT (Center for Innovative Technology) is VPMEP's key statewide partner providing funding and statewide coordination of resources. Federal funding for VPMEP is provided through the National Institute of Standards and Technology through the Manufacturing Extension Partnership, a nationwide network of centers similar to VPMEP that assist smaller manufacturers in becoming more competitive. VPMEP's areas of expertise in development and implementation include Strategic Management Services, Quality Management Systems, Lean Enterprise, and People Systems. News and general information on MEP is available on the Internet at <http://www.vpmep.org>.

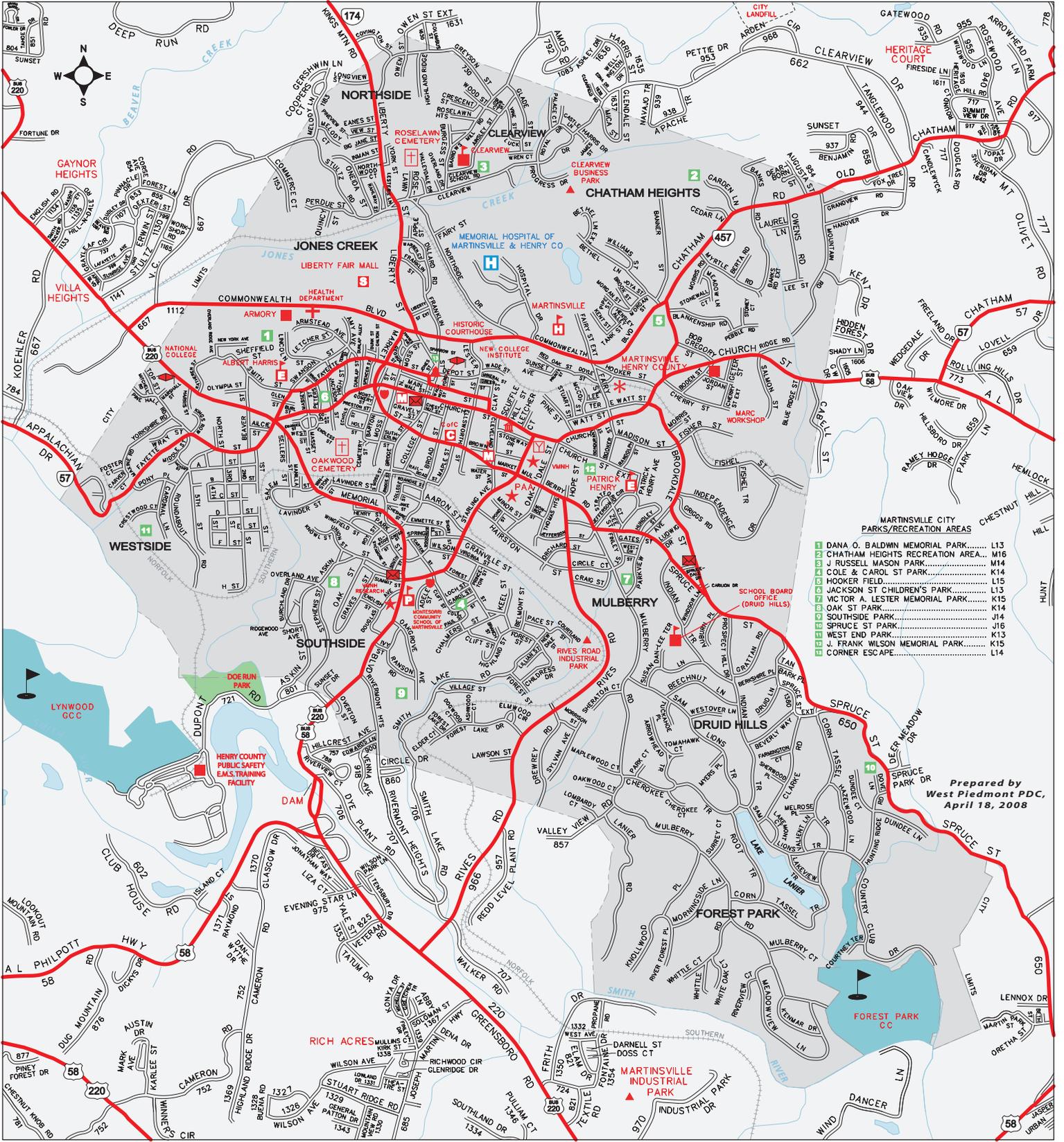
### **Workforce Training**

Over the past decade, economically disadvantaged youth and adults received training and employment services under the Job Training Partnership Act (JTPA) through the Central Piedmont Employment Consortium (CPEC). Effective July 1, 2000, the Workforce Investment Act replaced JTPA. The City of Martinsville participates in the **West Piedmont Workforce Development Board (WPWIB)**--along with the City of Danville and the Counties of Patrick, Henry, and Pittsylvania. This area comprises Workforce Investment Area XVII. The Workforce Investment Act (WIA) replaces the Job Training Partnership Act. The WIA is federally mandated

allowing state and local government flexibility to meet their workforce needs. It provides a One-Stop service delivery system depending on strong involvement by local elected officials and the private sector. WIA programs include Adult, Dislocated Worker, Youth, and Welfare-to-Work. The Local Workforce Investment Board (LWIB) provides leadership and direction on workforce issues, identifies local needs and develops strategies to address those needs. The board is made up of a majority of private sector representatives. Members include at least 51 percent private sector employers and 49 percent public sector which includes education, economic development, organized labor, community-based organizations, and One-Stop required partners. Under the WIA, the role of the Chief Local Elected Officials (CLEOs) is more prominent to ensure that there is vision, leadership and accountability for the system that is reflective of and responsive to the local area. The system is an opportunity for the CLEOs to take an active role in this evolving system and to work as active partners with the local workforce board.

The West Piedmont Workforce Investment Board relocated its One-Stop Career Center office in Martinsville from Spruce Street to 730 East Church Street at the Patrick Henry Mall in the fall of 2007. The new facility came under new management of Goodwill Industries of the Valleys Incorporated and the Pittsylvania County Community Action Agency. The Center had previously been operated through a partnership including Henry County Adult Education, Henry-Martinsville Social Services, Goodwill of the Valleys Incorporated and the Virginia Employment Commission which served as the lead agency. At the time of the change, 908 clients had been enrolled in the Adult and Dislocated Worker Programs since January 2006. The Virginia Employment Commission will continue to operate several programs at its Martinsville office on Spruce Street including Job Services, Unemployment Insurance Services, and Veterans and Trade Act Programs.

# MARTINSVILLE FACILITIES



- MARTINSVILLE CITY PARKS/RECREATION AREAS**
- 1 DANA O. BALDWIN MEMORIAL PARK..... L13
  - 2 CHATHAM HEIGHTS RECREATION AREA... M16
  - 3 J RUSSELL MASON PARK..... M14
  - 4 COLE & CAROL ST PARK..... L14
  - 5 HOOKER FIELD..... L15
  - 6 JACKSON ST CHILDREN'S PARK..... L13
  - 7 VICTOR A. LESTER MEMORIAL PARK..... K15
  - 8 OAK ST PARK..... J14
  - 9 SOUTHSIDE PARK..... J14
  - 10 SPRUCE ST PARK..... J16
  - 11 WEST END PARK..... K13
  - 12 J. FRANK WILSON MEMORIAL PARK..... K15
  - 13 CORNER ESCAPE..... L14

Prepared by  
West Piedmont PDC,  
April 18, 2008

# CULTURAL/HISTORIC RESOURCES

Martinsville and surrounding Henry County are very rich in cultural and historic resources. With a designated State museum (Virginia Museum of Natural History), Piedmont Arts Association, Patrick Henry Community College's Artisan Center and Walker Fine Arts, and a large number of historic resources, the area holds a special interest to both residents and visitors. Through preservation efforts, these valuable historic properties and sites will be saved for future generations to come. As such, in this section some of the many resources available to local citizens will be discussed.

## Arts and Culture

Founded in 1984 as the Boaz Foundation, the natural history museum in Martinsville was designated as the official **Virginia Museum of Natural History** (VMNH) in 1988 by the Virginia General Assembly. The museum houses fascinating displays of dinosaurs, Virginia animals, fossils, archaeology, rocks and shell life. VMNH serves nearly one million people annually through exhibitions, out-reach programs, and festivals that focus on understanding and appreciation for natural resources in the Commonwealth. In 2004, construction began on a new world-class museum on Starling Avenue near uptown Martinsville. Opened in March 2007, every corner of the new \$28 million, 89,000 square-foot museum features one-of-a-kind walk-through and hands-on experiences. The Virginia Museum of Natural History is an affiliate of the Smithsonian Institution.

**Piedmont Arts Association** (PAA), a Center for the Arts in southern central Virginia, located in the City of Martinsville, has been a part of the Martinsville-Henry County community since 1961 striving to develop community awareness and appreciation for the arts. The facility, with five modern galleries, features exhibitions of regional, national, and international artists as well as a Performing Arts Series, lectures, classes, workshops, out-reach programs and a discovery room to encourage creativity in children of all ages. Piedmont Arts is accredited by the American Association of Museums and is a statewide partner of the Virginia Museum of Fine Arts. A 12,000-square-foot wing opened in 1998 with another expansion in 2005. In 2007, the Harvest Foundation awarded PAA a \$263,000 grant to help improve the quality of future exhibits at the Association's gallery on Starling Avenue and also to aid in the Association's outreach programs.

**TheatreWorks** was created in 2004 by a group of local people committed to the potential of a Community Theatre. The group currently produces one major musical production each summer. TheatreWorks has long-term plans for a full-time artistic director, a full theater season, acting classes for both children and adults, and a permanent theater home. Past productions include "*Little Shop of Horrors*" in 2005 and "*Children of Eden*" in 2006.

In 1990, the **Walker Fine Arts Center**, located on the campus of Patrick Henry Community College just north of Martinsville, opened to promote the arts and occasionally present plays for the surrounding area. The 32,174 square-foot facility houses an auditorium as well as a bookstore, cafeteria, and student services. Local and regional artists' works are exhibited year round and touring cultural events are hosted as well.

Patrick Henry Community College (PHCC) opened the **Southern Virginia Artisan Center** located at 34 West Church Street in historic uptown Martinsville in 2005 to introduce

national and international crafts to Southside Virginia and to showcase local and regional artisans' crafts in an effort to promote economic development and tourism in the area. Within this setting, Patrick Henry Community College offers local artisans hands-on training through the PHCC School of Craft and Design in both the education and the business of craft and design. Providing a well-designed facility with the equipment in place to create and learn while utilizing innovative ideas and instruction, the Artisan Center encourages students to produce quality pieces of art that continue a history unique to the southeastern region of Virginia. PHCC is a member of the CraftNet initiative, an international network of fourteen colleges that work together to strengthen education, training programs, and services for creative-based enterprises.

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The Martinsville-Henry County Economic Development Corporation's **Office of Tourism** has established a number of programs and activities to market the area including its website, [www.visitmartinsville.com](http://www.visitmartinsville.com). The website provides exposure of the area to a broad travel market. Through a unique data share, the Tourism Office submits listings to Virginia.org, which automatically appear on the local site as well as other tourism sites, such as [www.Virginia.gov](http://www.Virginia.gov), the official State website. These listings contain information such as sites, attractions, events, lodging, where to eat, where to shop, and similar categories of interest to travelers. The Office of Tourism also recently produced and distributed at no cost map pads to promote tourism. The maps, which show the City and its attractions and accommodations on one side and the County and its attractions and accommodations on the reverse side, were prepared locally with mapping assistance from the staff of the West Piedmont Planning District Commission. The Office also works with the Virginia Film Office of the Virginia Tourism Corporation on documenting possible film locations around Martinsville-Henry County. More than 400 images have been placed on file with the State film inventory which is heavily used by prospective film directors and producers when seeking locations to film movies, commercials, ads, and documentaries.

In June 2007, Martinsville opened the **Martinsville-Henry County Visitor Center** located at Patrick Henry Community College's Artisan Center on West Church Street in the City. Having the visitor center in this location will promote both the Artisan Center and the School of Craft and Design. Staff from the Martinsville-Henry County Economic Development Corporation operates the new center in conjunction with the Artisan Center staff. They are well trained to answer questions and direct visitors to available maps, brochures, and other materials regarding Martinsville and Henry County attractions and businesses. The new Visitor Center in Uptown Martinsville also provides the public with information on attractions and events in Martinsville-Henry County and the surrounding area.

In August 2007, the Virginia Tourism Corporation—the official State tourism agency—officially announced establishment of a new tourism region called **Southern Virginia**. This region spans east along the North Carolina border from Henry County to Greenville County encompassing eight counties and three cities, including Martinsville. The establishment of the region gives these localities higher visibility at a statewide level. The region is being marketed in the 2007 Virginia Travel Guide under the new tourism designation as Southern Virginia. The Virginia Tourism Corporation publishes 800,000 guides a year, boosting the State's \$16 billion tourism industry.

Located on the corners of Church, Moss, and Main Streets in Historic Uptown Martinsville since 1998, the revamped **Uptown Martinsville Farmers' Market** is a community gathering place. Operating since the late 1970's, people have come to the Market to buy, sell, and exchange goods. Themed events called "Tasty Saturdays" are held one Saturday a month from May to December and feature a chef of the month demonstrating with food available at the market, live music, an education activity relevant to the day's theme from the VA Museum of Natural History (for example, Honey Bee Bingo on Honey Day), healthy recipes from the Coalition for Health and Wellness, and a demonstration from an artisan from Patrick Henry Community College. In addition to a wide variety of fresh fruits and vegetables, the market boasts fresh pork products, seafood, potted herbs, goat's milk soap, eggs from free-range hens, flowers, plants, and a growing number of artisans. Martinsville Uptown Revitalization Association operates the Uptown Martinsville Farmers' Market. For more information about the Market, visit [www.martinsvilleuptown.net](http://www.martinsvilleuptown.net).

A number of annual events take place in the area. For more information, visit the Martinsville-Henry County Office of Tourism's website: [www.VisitMartinsville.com](http://www.VisitMartinsville.com) or the Martinsville-Henry County Chamber of Commerce at [www.Martinsville.com](http://www.Martinsville.com). The following is a general list of activities:

**Spring (March-May)**

| <u>Event</u>  | <u>When</u>                                |
|---|--|
| Fast Track (Chamber's Annual Trade Show)            | 1 <sup>st</sup> Tuesday/Wednesday in March |
| Martinsville Uptown TGIF Concert Series             | Last Friday of each month (April-Sept.)    |
| Garden Club of Virginia's Historic Garden Week Tour | Last week in April on Wednesday            |
| Nextel NASCAR Race                                  | April                                      |
| VMNH's Bug Daze Festival                            | April                                      |
| Fieldale Heritage Festival                          | May  |

**Summer (June-August)**

| <u>Event</u>  | <u>When</u>                       |
|---|-----------------------------------|
| CELEBRATION!  | July 4 <sup>th</sup> Celebration  |
| Martinsville Mustangs                                 | Begins in June                    |
| Fayette Area Historical Initiative's June German Ball | June                              |
| Uptown Martinsville Farmers' Market Tasty Saturday    | Once a month (June-December)      |
| Kids' Fun Fest  | Tasty Saturday in August          |
| National Night Out                                    | 1 <sup>st</sup> Tuesday in August |

**Fall (September-November)**

| <u>Event</u>   | <u>When</u>                           |
|--|---------------------------------------|
| Foot of the Hills Fest (Patrick Henry Community College)       | September                             |
| VMNH's Annual Indian Festival                                  | September                             |
| Patrick Henry Rose Show  | September                             |
| Bassett Heritage Festival                                      | 2 <sup>nd</sup> Saturday in September |
| Oktoberfest (Uptown Martinsville)                              | October                               |
| Great Goblin 5-K Foot Race                                     | October                               |
| Malloween (Liberty Fair Mall)                                  | October 31 (Halloween night)          |
| Lobster Fest (Armory)  | October                               |
| Nextel NASCAR Race   | October                               |
| Virginia Foothills Quilters' Guild (Piedmont Arts Association) | November                              |

**Winter (December-February)**

| <u>Event</u>     | <u>When</u>                          |
|------------------|--------------------------------------|
| Christmas Parade | 1 <sup>st</sup> Saturday in December |

**Martinsville Speedway** has played an important part in the area's culture and history for nearly 60 years. As referenced in the Community Facilities section of this Comprehensive Plan update, Martinsville and Henry County are considered the "hub" of Virginia's Racing Region with thousands of race fans flocking to participate in the celebration of a culture. Founded in 1947 by H. Clay Earles, a year before NASCAR was formed, Martinsville Speedway was one of the earliest tracks in the United States and the oldest track that is still part of the Nextel Cup series. With an 86,000-seat track which sells out for two Cup races every year, the Speedway is one of the most popular destinations on the Nextel Cup tour.

As discussed in the Community Facilities and Services section, plans were announced in November 2006 for construction of a proposed indoor multi-purpose field house and arena complex in Uptown Martinsville. The proposed project is the result of the work of a steering committee established by the Harvest Foundation to evaluate the opportunities and devise the best alternative to enhance the community's economic conditions and enrich the quality of life. The national management consulting and planning firm of PROS Consulting LLC was selected to undertake a feasibility study for developing a sports complex in the Martinsville-Henry County area. The study methodology included a market analysis, concept development, operational and financial analysis, and a development plan. The development of the proposed facility has the potential to create unique recreational and cultural opportunities for the Martinsville-Henry County area and generate economic activity resulting in jobs and income for the area. The concept for the proposed indoor multi-purpose field house is envisioned to support a healthy community with a strong fitness component to complement the services of the YMCA and other existing facilities for both youth and adults in the community. The 80,000 square-foot facility, proposed to be located in Uptown Martinsville adjacent to the Farmers Market, would offer significant flexibility and multi-purpose uses. General configuration concepts, which have an estimated capital cost of \$16 million, include:

- Two-story field house with approximately 35,000 SF of flexible program areas that could support 8 basketball courts, 12 volleyball courts, an indoor soccer field court, and exhibit space for small trade shows;
- A 30,000 SF multi-purpose arena that could support a 4,000 spectator competitive court sport (e.g., basketball, volleyball, etc.), a 5,000+ spectator entertainment venue for concerts, group events or exhibits, or two gym floors for special events;
- Approximately 7,500 SF of fitness space with approximately 1/8 mile elevated walking track;
- Support areas including catering kitchen, concession areas, ticketing/lobby area, and team locker rooms/team rooms;
- Parking on-site and off-site on City-controlled parking lots.

**Lake Sugar Tree Motorsport Park**, located off Route 617 in eastern Henry County, offers motocross and ATV racing in the region. In addition, the facility holds motocross workshops and classes while providing American Motorcycle Association-sanctioned events. Up to 700 riders can be accommodated by the park. The track held a state championship race in October of this year and would like to hold a national race in the future. Riders from all over the eastern half of the United States attend these races, while riders from all over the world come to the motocross school twelve to fourteen times a year to learn the intricacies of motocross racing techniques. A variety of features include picnic areas, nature trails, and other family-oriented activities.

**Oak Level Raceway**, located off U.S. Highway 220 in northern Henry County, has been the home for dirt track racing in the region for over 30 years. Prior to the 2002 season, the track

was reconstructed into a modern 3/8 mile, high banked, red clay oval with a unique tri-oval configuration. Six classes of racecars compete every Friday night (April through October), featuring the high-powered Late Model division. The track provides family entertainment for racing enthusiasts.

Also mentioned in the Community Facilities section of this Comprehensive Plan, the City participates with Henry and Patrick Counties in financial support of the **Blue Ridge Regional Library** System. The offices and a branch of the system are located on Church Street near the City's Central Business District. With over 257,000 collected works, the system operates an interlibrary loan program and offers a collection of music and movies as well as an extensive anthology of books. The library system provides children's services such as Story Hour and the Summer Reading program as well as adult book reading clubs and programs for young adults or teens. A number of computers within each library branch allow patrons access to the internet and other uses.

Patrick Henry Community College, located in Henry County, opened a new library in November 1971. The library is a congressionally designated depository of U.S. Government documents, maintaining current governmental information on a large variety of subjects.

There is a Law Library located at the Martinsville Municipal Building. This facility is supported by funds from the City budget.

Martinsville is a member of the West Piedmont Planning District Commission which maintains a planning library at its facility at 1100 Madison Street in the City.

**Reynolds Homestead**, located in Critz, is the birthplace and boyhood home of R. J. Reynolds who founded the tobacco company bearing his name. The 19<sup>th</sup> century restored home is a national and state historic landmark. The Reynolds Homestead Learning Center and Reynolds Homestead Research Center are located at the site and are extensions of Virginia Tech. The Reynolds Homestead offers a variety of performances and art exhibits throughout the year. Although it is located within neighboring Patrick County, Reynolds Homestead serves the Martinsville-Henry County area as well.

## **Martinsville: A Historical Overview**

**The Beginning: Settlement and the Formation of Government**--Prior to its settlement, the area now known as Henry County, was a land of fertile savannahs with tree cane, park-like forests, and open level meadows. Chestnut, walnut, hickory nut, pignut and paw paw trees provided food for the buffalo, wolves, wildcats, deer, wild turkey, and elk which roamed the land. It was also home to Native Americans (sources differ on whether it was the Sioux or the Algonquin tribe).

Henry County was named for Patrick Henry, the fiery patriot who proclaimed, "Give me liberty or give me death" in his opposition to the "bondage" in which England held the colonies through excessive taxation without parliamentary representation.

Patrick Henry typified the fiercely independent pioneers who left the relative civilization of the Tidewater for the wilderness of Southwest Virginia. Henry Countians supported their leaders in opposition to the strong central government which was called for in the new Constitution and supported advocacy for state's rights.

The site of the first official courthouse in Henry County is debated. Some say it was located on a hill northeast of what is now the Stanley Furniture Company; others say it was located at Mayo Forge which was the Henry County Courthouse until 1791. At that time, the government of Henry County consisted of five elected magistrates, a county clerk, and a sheriff.

In 1793, the county seat was moved to a little village called "Henry Courthouse" and was soon named Martinsville to honor General Joseph Martin who was a prominent leader in the American Revolution and in the establishment of Southwest Virginia. In 1773, Martin was commissioned a Brigadier General of the 12<sup>th</sup> Brigade of the Virginia Militia by Governor Henry Lee. In 1774, he was commissioned by Lord Dunsmore as a lieutenant under Colonel Abram Penn. He moved against the Cherokee Indians in the Carolinas. In 1780, he helped draw up treaties for the King's Mountain campaign. Between 1791 and 1799, he was elected to serve as the Henry County representative to the Virginia Legislature. In 1795, he was appointed one of three Virginians to help settle the disputed boundary line between Virginia and Kentucky. In 1798, he served as an advisor to President Madison.

In 1873, Martinsville was incorporated as a town. The town government was set up much like it is today with the mayor and the eight councilmen elected by the people, and the clerk, assessor, health officer, superintendent of utilities and streets, and the Board of Managers (composed of three councilmen) appointed by the elected officials. Martinsville declared itself an independent city in 1928, while still retaining its status as the county seat.

The original Henry County Courthouse was built in 1824, being the second County courthouse in the area. In 1911, the County courthouse was renovated and the jail was completed on the square. In October 1996, a new County courthouse was constructed on Kings Mountain Road in the County and in October 1974 a jail facility was completed adjacent to the Henry County Administration Building. In September 2004, the Martinsville-Henry County Historical Society announced plans to renovate the Historic Henry County Courthouse into a museum with grant funds of \$90,000 in 2004 and \$200,000 in 2005 from the U.S. Department of Housing and Urban Development. The National Trust for Historic Preservation is currently working with the Historical Society and other local organizations via a \$400,000 grant from the Harvest Foundation to study ways to make the renovated courthouse the focal point for the uptown Martinsville area and to provide a space that would be self-sustaining in the long term.

**Impact of the Civil War**--Although there were no Civil War battles fought on Henry County soil, the County felt the impact of the war. Most able-bodied men joined the Henry County Guards. Under the leadership of Peter R. Reamey, these men fought as part of the 24<sup>th</sup> Virginia infantry commanded by Colonel Jubal A. Early. They fought in two battles at Manassas in July 1861, in the Battle of Williamsburg on May 5, 1862, in the Battle at Seven Pines on May 21, 1862, in the Seven Days Battle near Richmond, in the Second Battle of Manassas, and marched in the first Maryland Campaign. They accompanied General Lee into Pennsylvania and attacked with Pickett's Division, fought in the Battle of Gettysburg, and surrendered with General Lee on April 9, 1865.

The years of Reconstruction wreaked havoc on Martinsville, which was occupied by Union soldiers led by General Palmer who made his headquarters on Church Street. He established a hospital in the home of Dr. James M. Smith, where the municipal building stands today. It is said that two Federal soldiers were buried in the garden at the rear of the house. Later, General Stoneman set up headquarters in the home of Mrs. Ruth Redd in Martinsville.

After the surrender at Appomattox, stragglers from Stoneman's army organized a battalion of deserters who raided the County, taking horses, mules, able-bodied Negroes, feed and grain. They also destroyed crops and killed livestock.

After the war, the County was left destitute. Citizens were so desperate for provisions they resorted to digging up the earthen floors of the smokehouses to boil the earth and secure the salt it contained.

**Religion**--After the Revolutionary War, many Henry Countians changed their allegiance from the Church of England to become Methodists or Baptists. In 1841, Episcopalianism was introduced to Martinsville. In 1847, an Episcopal church was erected on a lot donated by Marshall Hairston. In 1850, Presbyterians began meeting once a month in a room in the Old Fellows Hall, now the site of the present Chief Tassel Building, to hear the Reverend Robert C. Anderson. In 1883-84, the first Disciples of Christ Church was built in Martinsville. In 1884, the Missionary Baptists were organized in the home of Dr. C.P. Kearfott.

Today, there is a great diversity of religion in Martinsville and Henry County including the Apostolic Faith, Assembly of God, Baptist, Catholic, Disciples of Christ, Church of the Brethren, Church of Christ, Church of God, Church of God of Prophecy, Episcopal, First Church of God, Methodist, Holiness, Pentecostal Holiness, Jewish, Lutheran, Pilgrim Holiness, Presbyterian, Seventh-Day Adventist, Islam, Jehovah's Witnesses, and Wesleyan.

**Education**--The first official school in Martinsville was the Martinsville Academy which was incorporated in 1794. Four additional schools were founded in Martinsville before the Civil War: Sylvan Retreat, Patrick Henry Academy, Joshua Smith's School at Ridgeway, and the "Old Academy" on Liberty Street. Between the Civil War and the early twentieth century, Martinsville was the center of higher learning in the region. East End Academy Classical Female Seminary and the Ruffner Institute were also established. The Ruffner Institute, a four-room co-ed school located on College Street, was the area's first grade school. It closed in 1904 when the first public school building was erected at the corner of Cleveland and Brown Streets.

The Martinsville School Board conducted its first official meeting on July 2, 1907. The Board opened its first public school for African Americans, the Martinsville Colored School, in 1917. The first high school building was built in 1922 on Cleveland Avenue.

**Agriculture and Business**--After the Revolutionary War, colonists migrated to Henry County and settled on huge tracts of land. Large slave holdings were amassed and the plantation system evolved. Tobacco was the primary cash crop of Henry County, and it is said that the first man to build a rock flue for curing tobacco was from Henry County. Farm sizes in the County varied between small farms of 1-500 acres to plantations with thousands of acres of land.

With the coming of the Danville and Western Railroad in 1882, the area's first railroad, many tobacco factories located in Martinsville. Martinsville became world-renowned for the exquisite quality of its plug tobacco. However, the Panic of 1906 devastated the City's fourteen tobacco factories.

By 1889, Martinsville had a very diverse community of businesses despite its prior reliance on the tobacco industry. New businesses included two makers of shoes and boots, C.G. Bowles and H.W. Richardson; a carriage and wagon maker, C.C. Aaron; a foundry operated by T.W. McCable; 22 corn and flour mills; two livery stables operated by Davis & Davis and H.B. Hundley; a watchmaker, D.C. Bowles; an undertaker, R.M. Rox & Company; five saloons; five doctors; eleven legal firms; one bank; two hotels, a post office; and a newspaper, the *Martinsville News*.

The early twentieth century saw the rise of the furniture empire in Martinsville. In Henry County, Bassett Furniture Company—for many years the largest manufacturer of furniture in the world—was founded by John David Bassett who had been a struggling tobacco pinholder, storekeeper, and foundry operator. A second furniture company, American Furniture, was

founded by former manufacturers of tobacco, A. Witten and C. Keesee. For many years, their parent company has been one of the ten largest furniture makers in the world. In the 1920's, Martinsville-Henry County's commercial community expanded with the establishment of two new banks, the area's first textile company, Pannill Knitting Company, and the Stanley Furniture Company. Thomas Bahnsen Stanley, a Bassett son-in-law who had been a coal miner, founded the Stanley Furniture Company and eventually served nine terms in the Virginia House of Delegates, two terms in the U.S. House of Representatives, and as governor of Virginia between 1954 and 1958.

A building campaign in downtown Martinsville came with the birth of the furniture industry. A new post office was constructed in 1904. By 1906 the town owned and operated its own water and electrical systems. The Sullivan Block along Franklin Street, which included Globman's Department Store and the first block of East Main Street, were constructed in the 1910s.

In 1906, Glidden Tours sponsored cross-country automobile trips to prove that the automobile could be a dependable, long-distance vehicle. The route called "The National Highway" was planned between New York City and Jacksonville, Florida. The route came through the centers of Martinsville and Ridgeway and brought Henry Ford and Harvey Firestone through Martinsville in 1910 as part of the National Highway tour. Soon local residents began purchasing cars and by 1911, a maximum speed limit of 12 miles per hour was imposed throughout the City.

During the first half of the twentieth century, Martinsville gradually moved from an agriculturally based economy to an industrially based economy. The 1929 Stock Market crash had little effect on Martinsville. Between 1945 and 2002, the number of farms in surrounding Henry County decreased from 2,326 to 305; however, the size of the farms increased.

In 1941, E.I. duPont deNemours & Company built the largest nylon plant in the world just outside of Martinsville on the Smith River. The plant had a profound effect, both economically and culturally, on the area. It brought a new class of engineers, scientists, and technicians to Martinsville. In the early 1990's, a changing global economy and new trade treaties made Martinsville's manufacturing industries unsustainable. In June 1998, Dupont closed its nylon plant in Henry County, ending 57 years of operations. The company that once employed nearly 5,000 workers ceased its business in the area.

The above-listed companies along with the important additions of Bassett-Walker, Sale Knitting, Lacy Manufacturing and Tultex (formerly Sale Knitting) formed the nucleus of the giant industrial complex that was to develop in the Martinsville-Henry county area after World War II. However, as stated earlier, the impact of new trade agreements, specifically NAFTA or the North American Free Trade Act, caused these textile manufacturers to close through the 1990's and into the early 2000's.

During the 1970s and 1980s, many of the local industries began to be taken over by outside interests. The influential and close-knit local power base that had fostered the commercial development and protected the economic viability of Martinsville through most of the 20<sup>th</sup> century shifted. Martinsville had successfully repositioned its economy at the beginning of the 20<sup>th</sup> century and is now poised to do so again at the beginning of the next century.

## **Historic/Architectural Landmarks**

**Historic Preservation**--Much has been written concerning the provisions and benefits of historic preservation. However, most of us identify with only one or two of its benefits; thus, it becomes

imperative that a thorough index be provided. The easiest recognizable aspect of historic preservation is its link to the past. Previous generations have left not only written history but also various physical remains in the form of structures, artifacts, and the sites of great events. Preservation serves to ensure cultural continuity in that it bridges the past to the present.

Another aspect of preservation is its educative qualities. Preservation supplements the written word; it adds another dimension to learning. Witnessing the actual setting is of invaluable worth not only for the purposes of the classroom but also for the enhancement of the post-school year individual's own self-worth and realization.

A third aspect of preservation is its benefit to the economy. The economic dividends which preservation brings to an area are frequently overlooked, often by the very persons who would destroy them in the name of progress and economy. In commercial districts, for example, the benefits may derive from the type of activities housed by the landmark(s), such as a museum, theater, shopping mall, and so on. In residential areas, preservation often sets the style and tone of a particular community's life, especially previously run-down, blighted neighborhoods, or cities, which in turn determines property tax values, assures a solid tax base, and prevents the reencroachment of blight. In historic districts, preservation generates recreation via tourism. It is of great interest to see how and in what manner the people of an earlier age lived. This has always been a qualifying reason for people choosing such attractions for their family vacations, and will continue to be so in the future as man enjoys increased leisure time.

Finally, historic preservation also provides aesthetic satisfaction. The architecture and landscapes of the past possess beauty and art value as dominating characteristics and thus should be preserved. As particular historical or architecturally significant structures come down, a portion of an area's texture, vitality, and diversity is also destroyed. Accordingly, the preservation of historic or architecturally significant sites in Martinsville should be of major concern to its citizens, since the City contains a number of outstanding structures.

The preservation of historic sites should be a concern to citizens within a community. Through the preservation of areas which have played a significant role in the early development of the locality, state, or nation, present and future generations will be able to visualize and respect the events of the past. If not identified and preserved, historic sites soon are lost to posterity. The area is fortunate in having several historic sites worthy of preservation. To date, several of these sites including but not limited to the historic Henry County Courthouse on Main Street, the Carter-Whitener house known as the "Gray Lady" and Scuffle Hill on Church Street, the Little Post Office on Starling Avenue, and three historic districts have been accorded listing in the Virginia Landmarks Register. Several have been included on the National Register of Historic Places maintained by the U.S. Department of Interior because of their architectural or historical significance. The National Register of Historic Places is the legal instrument to insure that registered properties threatened by federal or federally-assisted projects will be the subject of comment and review in accordance with the procedures prescribed by the National Historic Preservation Act of 1966. More detailed information on these sites may be obtained from the office of the Virginia Department of Historic Resources in Richmond.

In addition to being placed on the state and federal historic registers, historic sites in Virginia can be protected from subdivision and commercial development pressures by use of open space easements. In the Open Space Land Act of 1966, as amended, the General Assembly adapted the easement, a traditional device of the real property law, to serve the needs of such property owners while at the same time protecting the public interest in maintaining scenic and historic areas. An open space easement is a legal agreement between a landowner and either the Virginia Historic Landmarks Commission, the Commission of Outdoor Recreation, the National Trust for Historic Preservation, or the Virginia Outdoors Foundation. The rights and usages of private ownership remain unimpaired, subject only to the restrictions concerning the historic or scenic character of the property agreed to in the open space easement. In other

words, all rights of private property defensible by the trespass laws are retained by the owner as well as all rights to enjoy the fruits of the land and the use of the property, with the exception of such rights of development as are mutually agreed to and specified in the deed of easement. However, registration makes property eligible for protection and financial incentives such as tax credits for rehabilitation and grant funds. Registration also serves as a way of honoring historic significance by collecting information that becomes a permanent record of the Virginia Department of Historic Resources' archives.

## Historic Districts

Historic Districts are economic assets and a source of pride to the community. They preserve community character, co-relate positively with improved community awareness, municipal rehabilitation, and improved resident and investor confidence thereby having a direct or indirect positive effect on property values, heritage tourism, and economic development. Within Martinsville, three Historic Districts have been nominated and approved by the National Trust and the Virginia Department of Historic Resources for listing on the National Register of Historic Places: the Martinsville Historic District, the East Church Street/Starling Avenue Historic District, and the Fayette Street Historic District. The National Trust is moving forward with the National Register Historic District nomination of Fieldale in Henry County and is exploring historic district eligibility for Mulberry Road, the Bassett Walker worker housing district in Bassett, and multiple property designations for vacant and/or underutilized historic schools and industrial facilities in Martinsville and Henry County.

Demonstration projects in rural areas such as Martinsville and Henry County help to spark revitalization with a focus on strategically selected buildings in Historic Districts with access to tax credits and preservation funds that property owners can use to restore, rehabilitate buildings, and utilize them to the highest potential. The historic designation is intended to: identify the architectural, cultural, and historic landmarks, buildings, structures, and areas within the City that are on the Virginia Landmarks Register of Historic Places, or are eligible for inclusion on such registers, or are of local significance; encourage their preservation, enhancement, and maintenance; and develop and maintain appropriate settings and environment for such landmarks, buildings, structures, and areas.

***Martinsville Historic District*** – The Martinsville Historic District is located in the historic center of Martinsville known as Uptown Martinsville and was approved in 1998. The approximately 45-acre district includes buildings designed in a range of popular late 19<sup>th</sup> and 20<sup>th</sup> century styles and building materials and are prominently grouped around the courthouse square and along the primary streets of Church, Main, and Fayette. The district contains the City's most compact array of architectural styles reflecting the tastes and technologies of nearly every period of its development, including well-preserved examples of Greek Revival, Romanesque Revival, Classical Revival, Colonial Revival, Commercial, International, and Art Deco styles. The area continues to serve as a retail, professional, government, and service center for the City of Martinsville.

***East Church Street/Starling Avenue Historic District*** – The East Church Street/Starling Avenue Historic District developed as an upper-middle class residential neighborhood in the late 19<sup>th</sup> century just east of Historic Uptown Martinsville. The area was home to some of the most prominent citizens and industrial leaders in Martinsville and was a premier residential neighborhood. The 54-acre district contains an excellent collection of late 19<sup>th</sup> and early 20<sup>th</sup> century architectural styles. These various styles, including Queen Anne, Gothic Revival, Colonial Revival, Tudor Revival, Exotic Revival, American Foursquare and Craftsman/Bungalow, reflect the popular tastes of the period and the prosperity of their builders and owners. Also included in the district are three properties that have been individually listed on the National Register of Historic Places – The John W. Carter House, Scuffle Hill, and the Little Post Office.

**Fayette Street Historic District** – The Fayette Street Historic District is located just west of the Historic Henry County Courthouse and the downtown commercial area of the Martinsville Historic District. The district contains commercial buildings, funeral homes, churches, parsonages, and single-family dwellings that date to the first half of the 20<sup>th</sup> century. Architectural styles include vernacular I-houses, Bungalows, American Foursquares, as well as Tudor-Revival style cottages. The Fayette Street area developed as an African-American community that grew up around the early tobacco factories located in the area and continues to represent the commercial and institutional center of the African-American community in Martinsville as well as one of its oldest and, at one time, most prominent residential neighborhoods.

In 2004, the **Fayette Area Historic Initiative** (FAHI) formed to collect, preserve, and interpret the African-American heritage in Martinsville and Henry County. Since the late 19<sup>th</sup> century, Fayette Street has been a gateway to the business, social, and cultural life of African-Americans in the area. Institutions such as Mt. Zion AME Church (founded in 1870), St. Mary's Hospital (1926-1952), Piedmont Christian Institute (1900-1934), and Imperial Savings and Loan (founded in 1929) were pillars of this community. A part of the street known as Baldwin's Block (1920s-1960s) represented the entrepreneurial spirit of the people. Dr. Dana O. Baldwin and his brothers founded the June German Ball, which was held at a number of venues here. The Fayette Street corridor and surrounding communities hold a key to understanding local history which FAHI emphasizes through historical preservation.

In addition to the above listed National Register Historic Districts, the City of Martinsville is also pursuing local historic district designations for Uptown Martinsville and East Church Street/Starling Avenue. City Council has appointed an Architectural Review Board (ARB), whose purpose is to protect designated historic landmarks, buildings, structures, and areas against destruction or the encroachment of architecturally incompatible buildings and structures. The ARB will also encourage new building and development that will be harmonious with the existing historic features, but will not necessarily be of the same architectural style, which will foster stabilized and improved property values in historic areas. The purpose is to develop the historic areas, not in a vacuum, but as a vital area in which each succeeding generation may build with the quality and sensitivity of past generations. Within the local historic district designations, design guidelines will be put in place. As such, "historic areas" have stringent zoning ordinances and the requirements placed on properties within historic districts are co-extensive with, and in addition to, the requirements set out in Sections I through XXIV of the Martinsville Zoning Ordinance.

The following table provides a listing of major historic sites in the City of Martinsville which have been identified by the Virginia Department of Historic Resources. Detailed information on these sites, along with their exact locations, may be obtained from the Virginia Department of Historic Resources in Richmond or the Roanoke Historic Preservation Office. The National Register of Historic Places was established to designate those buildings, districts, sites, structures, and objects that are significant in American architecture, archaeology, and culture. The Register encourages appropriate action in the preservation of those resources such as the consummation of historic easements and it is the legal instrument to insure that registered properties threatened by federal or federally-assisted undertakings will be the subject of comment and review in accordance with the procedures prescribed by the National Preservation Act of 1966. A historic easement is a legal agreement between a landowner and either the Virginia Historic Landmarks Commission, the Virginia Commission of Outdoor Recreation, or the Virginia Outdoors Foundation (Western Virginia Land Trust) in which the landowner promises to protect the essential character of his property. This easement is perpetual and applies to future owners as well. The chief value of the easement is that it allows the landowner to use his land for whatever purpose he sees fit as long as he does not destroy its basic historic character by allowing intensive commercial, industrial, and, in some cases, residential development to occur. However, commercial and residential development may be allowed if it is in keeping with the historic character of the land. The aforementioned agencies accept and administer the property

according to the agreement, and development levels are established adhering to the agency's standards of preservation.

### Historical Sites in Martinsville City (as of June 2006)

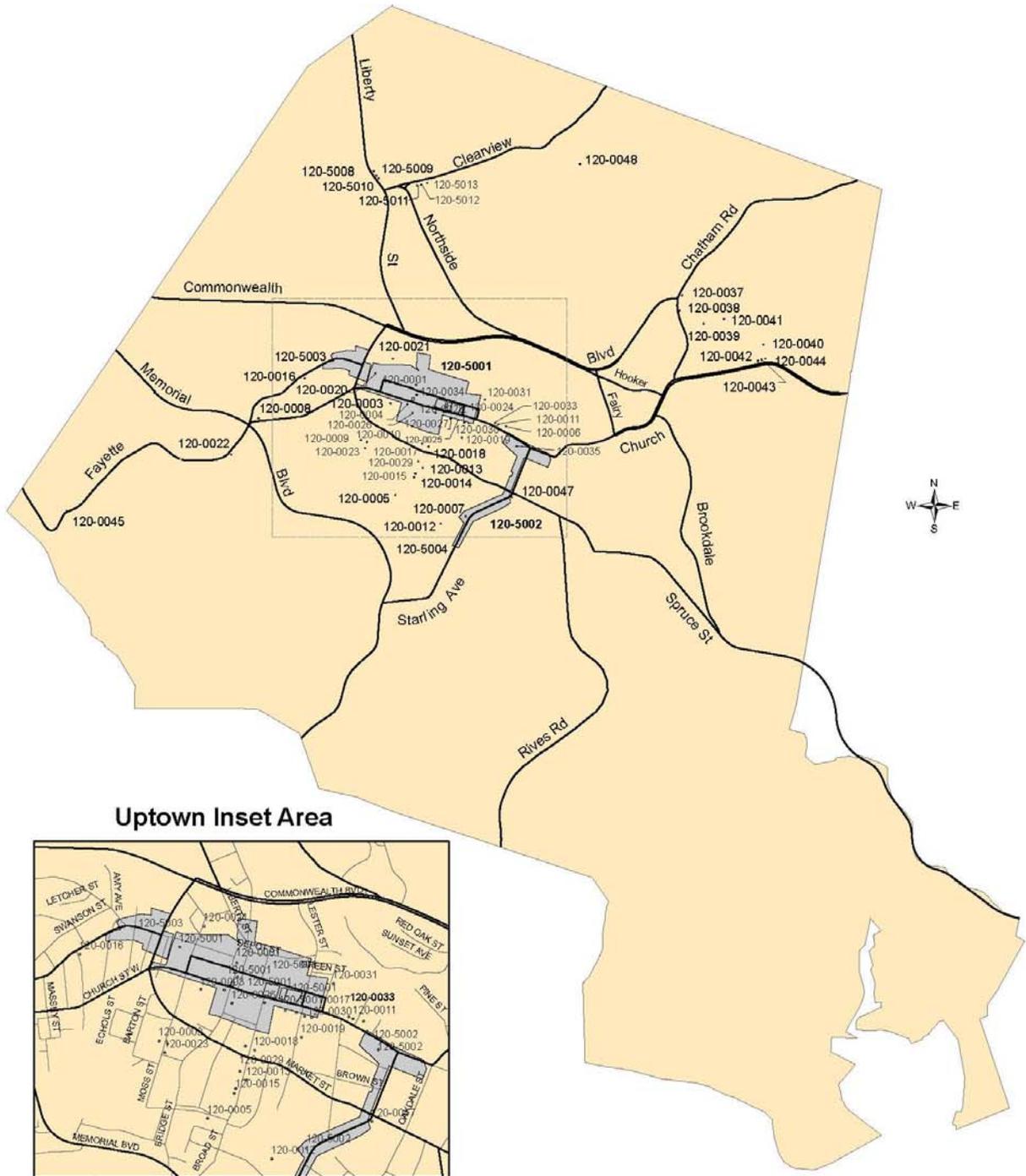
| VHLC<br>Code    | Historical Site                                   | VHLC<br>Code    | Historical Site                                     |
|-----------------|---|-----------------|---|
| 120-0001        | Henry County Courthouse                           | 120-0034        | First National Bank-Original Main Office Bldg       |
| 120-0003        | Smith House                                       | <b>120-0035</b> | <b><i>Carter-Whitener House (The Gray Lady)</i></b> |
| 120-0004        | Old Towne House (Anthony M. Dupuy House)          | 120-0037        | Earl Martin House #1                                |
| 120-0005        | Martinsville Norfolk & Western Railroad Station   | 120-0038        | Earl Martin House #2                                |
| <b>120-0006</b> | <b><i>Scuffle Hill (Pannill Rucker House)</i></b> | 120-0039        | Earl Martin House #3                                |
| 120-0007        | Captain Till Lester House                         | 120-0040        | Joseph L. Wade House                                |
| 120-0008        | Joe's Tire Shop                                   | 120-0041        | Log House, Stoltz Property                          |
| 120-0009        | House, 112 Moss Street                            | 120-0042        | Robert L. Kellam House                              |
| 120-0010        | House, 113 Moss Street                            | 120-0043        | House, 1029 East Church Street                      |
| 120-0011        | House, 249 Church Street                          | 120-0044        | Store, 1031 East Church Street                      |
| 120-0012        | American Furniture Company and Overpass           | 120-0045        | Railroad Underpass, Route 57                        |
| 120-0013        | House, 213 Broad Street                           | <b>120-0047</b> | <b><i>Little Post Office</i></b>                    |
| 120-0014        | House, 222 Broad Street                           | 120-0048        | Martinsville Jail Farm and Cemetery                 |
| 120-0015        | House, 218 Broad Street                           | <b>120-5001</b> | <b><i>Martinsville Historic District</i></b>        |
| 120-0016        | Fayette Street Church                             | 120-5001-       |   |
| 120-0017        | House, 112 Broad Street                           | 0017            | First United Methodist Church                       |
| 120-0018        | House, 109 Broad Street                           | 120-5001-       |   |
| 120-0019        | House, 17-21 Ellsworth Street                     | 0018            | Former Lee Telephone Building                       |
| 120-0020        | Factory (Jobbers Pants Company)                   | 120-5001-       |   |
| 120-0021        | Pannill Place on Moss Street                      | 0019            | Former Globman's Department Store                   |
| 120-0022        | Lattice Porch House                               | 120-5001-       |   |
| 120-0023        | House, 119 Moss Street                            | 0030            | Masonic Temple/Holt's Department Store              |
| 120-0024        | Spencer Place                                     | 120-5002        | East Church St-Starling Ave Historic District       |
| 120-0025        | C.Y. Thomas Homeplace                             | 120-5003        | Fayette Street Historic District                    |
| 120-0026        | Thomas Jefferson Hotel                            | 120-5004        | Bridge #1802  |
| 120-0027        | Henry Hotel                                       | 120-5008        | House, 712 Liberty Street                           |
| 120-0028        | First Baptist Church                              | 120-5009        | House, 710 Liberty Street                           |
| 120-0029        | House, Broad Street                               | 120-5010        | House, 708 Liberty Street                           |
| 120-0030        | Dudley-Brown House                                | 120-5011        | House, 114 Clearview Drive                          |
| 120-0031        | Henry C. Lester House                             | 120-5012        | House, 116 Clearview Drive                          |
| 120-0033        | Burch Place                                       | 120-5013        | House, 122 Clearview Drive                          |

Note: **Bold italicized** entries in the preceding table denote sites listed on the National Register of Historic Places as well as the Virginia Landmarks Register.  
The numbers above correspond to the Virginia Historic Landmarks Commission's coding system.

Source: Virginia Department of Historic Resources, June 2006.

As mentioned previously, the Martinsville-Henry County Historical Society announced plans in September 2004 to renovate the Historic Henry County Courthouse into a museum with grant funds of \$90,000 in 2004 and \$200,000 in 2005 from the U.S. Department of Housing and Urban Development. The National Trust for Historic Preservation is currently working with the Historical Society and other local organizations via a \$400,000 grant from the Harvest Foundation to study ways to make the renovated courthouse the focal point for the Uptown Martinsville area and to provide a space that would be self-sustaining in the long term. In January 2007, the Southside Business Technology Center (SBTC) was chosen to develop a plan of use for the historic Courthouse. Funded through a grant from the Harvest Foundation, the SBTC will develop a market analysis with specific recommendations for uses of the building, tenants, management, and staffing for the structure. In addition, an advisory committee of people representing businesses, corporations, education, government, property owners, and civic and other groups will be established to ensure that options considered are based on community needs and interests related to uptown revitalization and preservation of the historic building.

# Martinsville Historic Resources



Source: Virginia Department of Historic Resources, June 2004.  
 Prepared by West Piedmont Planning District Commission, April 2006.





The Martinsville-Henry County Historical Society has a capital campaign with a goal of approximately \$3 million under consideration to rehabilitate the Henry County Courthouse built in 1824 to its post-1929 condition. This renovation called for the demolition of two annexes in the rear of the historic Courthouse. The demolition was completed in December 2005/January 2006. In addition, a new roof was placed on the historic structure for stabilization and protection. These projects utilized approximately \$240,000 received from the U.S. Department of Housing and Urban Development.

The planned museum, which will document and interpret the important history of the area, is to be located on the first floor. The former courtroom and adjacent conference rooms will provide appropriate space for meetings, community gatherings, and special events. Preservation of the Courthouse will emanate community pride as well as the architectural character and the cultural lessons of the past that contribute to community and family life of the present. Rehabilitation of the historic structure will also attract visitors with whom the pride can be shared and result in a positive economic impact.

The ***Martinsville Uptown Revitalization Association (MURA)*** is an economic development organization dedicated to the revitalization of Uptown Martinsville. Revitalization occurs with improvements of design, promotion, and economic restructuring. MURA offers assistance to property owners in improving the appearance and physical condition of their buildings. One such program is the Design Facade grants available through MURA for facade renovations and signage projects. By addressing all design elements MURA works to enhance the unique visual quality of uptown Martinsville to create an appealing environment which would attract tourists and new businesses and help revitalize Uptown Martinsville.

MURA also engages in promotional events and activities for Uptown. Through a grant from the Harvest Foundation, Martinsville Uptown launched its Uptown Summer Fun Series in July 2007. The series gave residents and visitors a chance to come to Uptown Martinsville and attend inexpensive, fun events such as Lunch on the Lawn and Tunes at Twilight. Lunch on the Lawn is a monthly event held on the lawn of the Historic Henry County Courthouse. Local acoustic musicians entertain participants while they enjoy box lunches available from a variety of local restaurants. Uptown merchants and area non-profits also set up displays during the event. Tunes at Twilight features a variety of music styles such as Spanish roots, blues, jazz, reggae, and more once a month in Uptown Martinsville. Artisans and vendors display their wares and participants are encouraged to enjoy backgammon, checkers, sidewalk chalk and other activities while listening to the music.

The ***Historic Rives Theatre*** re-opened for a trial run in December of 2007 and held an official grand opening in February 2008 with "A Night at the Oscars." The event, which featured jazz music and a screening of Casablanca, was the first of an ongoing series of monthly events at the theatre including a "Saint Patrick's Day Bash" and the "Kentucky Derby Double Feature." The theatre also hosts a monthly Midnight Movie Series, which kicked off in March 2008. The theatre is open each weekend with evening and matinee shows. In addition, the Martinsville Lions Club sponsors a free bluegrass music show at the theatre the third Saturday of each month.

Since 1985, the ***Virginia Main Street Program***, a program of the Virginia Department of Housing and Community Development, has been assisting localities in revitalization of the economic vitality of historic downtown commercial districts with remarkable results. The National Trust for Historic Preservation's National Main Street Center developed Virginia Main Street's approach to assisting communities with their revitalization efforts. In 1995, Martinsville became one of twenty designated Virginia Main Street communities. The Martinsville Uptown Revitalization Association spearheads revitalization efforts in the community. Since 1995, more than 70 buildings have been rehabilitated with private and public funds invested in the uptown area. In March 2007, MURA received a Virginia Main Street Milestone Achievement Award in recognition of being a community with more than \$10 million in private investment and 20,000 volunteer hours invested in downtown revitalization since 1998. Martinsville was one of eleven communities across the State that was cited for excellence.

**Gateway Streetscape Foundation**, formed in 1991, is a non-profit organization dedicated to the enhancement and beautification of the area's aesthetic value by focusing on major roadways and thoroughfares for planting trees, flowers, and shrubbery. Since its establishment, Gateway has expanded its mission to include recycling and litter control with annual "clean-up" events. In the summer of 2005, Gateway received a new Harvest Foundation Grant called the Uptown Initiative. It is a collaborative partnership between three organizations which include the Martinsville Uptown Revitalization Association, the Martinsville-Henry County Historical Society, and Gateway Streetscape Foundation. The Uptown Initiative is a two-year program that focuses on strengthening and revitalizing the Uptown area. The long-term effect will contribute significantly towards the revitalization of the City of Martinsville.

The **Harvest Foundation** was created when the Memorial Hospital of Martinsville-Henry County was sold to Province Healthcare of Brentwood, Tennessee, on May 15, 2002. Following the sale, the Hospital Board became the governing board of the newly established Foundation. An office was secured, an organizational structure developed, a mission and vision adopted, and specific grant making guidelines established. In addition, management policy and procedures, a website, governance practices, and final funding priorities were all put in place in 2003. Organizations and individuals who had contacted the Foundation for funding were invited for a "meet the funder" session in mid-2003, and the Foundation made its first grants in August 2003. At that time, 15 grants were approved totaling over \$2.5 million. By the end of 2004, more than 60 grants were approved totaling over \$16 million; by the end of 2005, over 80 grants totaling more than \$20 million; and in 2006, 23 grants totaling over \$31 million were awarded for projects to improve the health, education, and welfare of the Martinsville-Henry County area.

In November 1998, the **Bassett Historical Center**, part of the Blue Ridge Regional Library system, was developed to house a large collection of historic documents for Martinsville, Henry, Patrick, Floyd, Franklin, Pittsylvania Counties, and three other surrounding counties. The Genealogy Library contains genealogy books, genealogy family files including files from the Pilson Collection, local history files, and personal computer genealogy collections. Local company collections from DuPont, Tultex, Bassett Walker, and Blue Ridge Hardware & Supply Company are housed here as well. Researchers have come from all across the nation and other countries such as Sweden, Switzerland, South Africa, England, and Italy to collect information.

In 2005, the National Trust for Historic Preservation decided to use Martinsville and Henry County as a pilot rural heritage program known as the **Martinsville and Henry County Rural Heritage Development Initiative**. Through the Harvest Foundation and the Public Welfare Foundation, the National Trust has committed to a three-year project. There are three key revitalization areas: historic preservation and community revitalization; historic commercial district revitalization and local business development; and cultural heritage tourism. In 2006, the National Trust established a work group to develop survey categories such as historic, arts, natural, festivals, and stories; to develop survey questionnaires; and to review the completed survey database to identify themes and links.

The Heritage Tourism inventory process will bring the community together to identify and organize the community's thoughts on valued resources and assets. The inventory is the first step towards a Heritage Tourism Strategic Plan for Martinsville and Henry County. Once the inventory is compiled with documentation, photographs, and maps, the National Trust will assist to develop a community-wide historic preservation plan to protect the area's historic places and promote community revitalization. The historic resources inventory will be a valuable input for the Heritage Tourism inventory and will be completed in 2008.

Other projects to be completed by the National Trust and regional partners will be: a Comprehensive Strategic Plan that will guide implementation of heritage tourism plans; Heritage Tourism Itineraries for small group tours, historic preservation societies, and other groups to attract Cultural Heritage tourists to Martinsville and Henry County; and to develop Community Pride Program which will celebrate, preserve, and teach the heritage of Martinsville and Henry County with educational opportunities to elementary and high school children.

# HOUSING PLAN

The housing analysis chapter reviews the trends in housing using the 1990 and 2000 Census of Housing documents of the U.S. Bureau of the Census and other documentation from the U.S. Department of Housing and Urban Development and Martinsville City Building Inspection Office. The analysis considers quantitative, qualitative, and economic aspects of the City's housing stock in comparison with Henry County.

The housing inventory and building permit data are principal sources of information on quantities of housing units and growth trends of the housing market. While the Census publications and their surveys have additional data regarding housing quality, three qualitative aspects are addressed in this chapter: lack of complete plumbing, degree of crowding, and age of housing. These measures are commonly used in publications that review housing quality. Housing cost/economics for the local housing market is addressed in a series of analyses and tables that review the values placed on homes by owners, median cost to rent, median price asked for homes for sale, and other similar data. Much of the housing cost data included in the Census is based on sample data (Summary File 3 or SF-3); therefore, not all units for sale or rent during the Census survey period will appear in the tables. However, the sample sizes were made adequate to at least set the trends for the local market. In addition, some data may come from Summary File 1 or SF-1, which is a 100-percent count of population and housing. The Census tables may vary from 1990 to 2000 in which one set of data may be generated from actual count (SF-1) for one Census year and the same or similar information may be generated from sample data (SF-3) on the next Census.

## Housing Inventory

The City's total housing units slightly decreased by 0.8 percent over the period from 1990 to 2000, while Henry County's total housing units increased by 11.9 percent over the same time. The Housing Inventory table entitled, "Housing Inventory," represents the total of the following: year-round units which include both owner-occupied and renter-occupied units, and vacant units. Thus, the total housing unit figures represent the City's housing stock of all types of housing.

The number of occupied units decreased by 5.0 percent from 1990 to 2000. Both owner- and renter-occupied units decreased -- a 5.7 and 3.9 percent decrease, respectively, between 1990 and 2000; their occupancy characteristics, in respect to persons per unit, remained about the same, going from 2.4 to 2.3 persons per unit for owner-occupied and staying at 2.2 persons per unit for renter-occupied, over the period from 1990 to 2000. Martinsville had lower homeownership rates than the State and Henry County, according to the *Market Street Report*, prepared by Market Street Services.

The Housing Inventory includes an analysis of vacant unit status. In 1990, 57 vacant units were for sale in the City compared to 196 in Henry County. The Martinsville figure grew to 152 in 2000 — an increase of 166.7 percent, versus Henry County's 327 units for a 66.8 percent increase from 1990. Vacant units for rent increased substantially, but at a lower rate than vacant units for sale. A third category of vacant units includes units not placed in the sale or rental market. Some of these units are being held for later occupancy by purchasers; some are for occasional use (not seasonal or migratory); and some are being held subject to estate settlement or litigation.

The Housing Inventory also illustrates the housing preferences of the City's citizens as to homeownership. According to the statistics available, persons living in owner-type units

decreased by 10.3 percent in the City and 0.2 in Henry County from 1990 to 2000. Conversely, persons in renter-type units decreased by 4.7 percent in Martinsville, but increased by 10.8 percent in the County over the same period.

The decreases seen in the housing inventory analysis only substantiate the declining population rate within the City over the last decade. Martinsville's statistics indicate that a good supply of housing is available and could meet the demands if new jobs were created in the City.

### **Housing Inventory** Summary of Housing Changes: 1990-2000

|                               | <u>Martinsville City</u> |        |          | <u>Henry County</u> |        |          |
|-------------------------------|--------------------------|--------|----------|---------------------|--------|----------|
|                               | 1990                     | 2000   | % Change | 1990                | 2000   | % Change |
| Total Housing Units           | 7,310                    | 7,249  | -0.8     | 23,169              | 25,921 | 11.9     |
| Occupied Housing Units        | 6,839                    | 6,498  | -5.0     | 21,771              | 23,910 | 9.8      |
| Owner-Occupied                | 4,149                    | 3,914  | -5.7     | 16,961              | 18,379 | 8.4      |
| Renter-Occupied               | 2,690                    | 2,584  | -3.9     | 4,810               | 5,531  | 15.0     |
| Vacant Housing Units          | 471                      | 751    | 59.4     | 1,398               | 2,011  | 43.8     |
| For Rent                      | 210                      | 382    | 81.9     | 487                 | 720    | 47.8     |
| For Sale                      | 57                       | 152    | 166.7    | 196                 | 327    | 66.8     |
| Rented or Sold, Not Occupied  | 52                       | 82     | 57.7     | 167                 | 193    | 15.6     |
| For Seasonal or Migratory Use | 13                       | 23     | 76.9     | 109                 | 151    | 38.5     |
| Other Vacant                  | 139                      | 112    | -19.4    | 439                 | 620    | 41.2     |
| Vacancy Rate                  | 6.4%                     | 10.4%  | 62.5     | 6.0%                | 7.8%   | 30.0     |
| Population in Occupied Units  | 16,052                   | 14,728 | -8.2     | 56,343              | 57,943 | 2.8      |
| Persons in Owner Units        | 10,132                   | 9,087  | -10.3    | 44,734              | 44,636 | -0.2     |
| Persons in Renter Units       | 5,920                    | 5,641  | -4.7     | 11,609              | 12,857 | 10.8     |
| Persons per Occupied Unit     | 2.3                      | 2.3    | --       | 2.6                 | 2.4    | --       |
| Persons per Owner Unit        | 2.4                      | 2.3    | --       | 2.6                 | 2.4    | --       |
| Persons per Renter Unit       | 2.2                      | 2.2    | --       | 2.4                 | 2.3    | --       |

Source: 1990 and 2000 U.S. Census of Population and Housing, SF-1, U.S. Bureau of the Census.

## **Housing Units--Structural Characteristics**

The 2000 Census compares three housing unit types in Martinsville City: single-family units, multi-family units, and mobile homes. However, in 2000, there were no mobile home units within the City. The overwhelming unit of choice is single-family units--with 75.8 percent of the total inventory of occupied housing units devoted to single units. The second choice is multi-family homes--with 24.2 percent of the total occupied units. While 3,057 persons occupy multi-family homes, 11,669 persons occupy single-family units. The popularity of multi-family homes provides a means of housing for low-income families. There is a cost factor in the selection of single-family units over multi-family units. The average value of an owner-occupied single-family unit is \$88,396 compared to the lower cost of \$82,599 for a multi-family unit.

## Housing Unit Structural Characteristics: 2000

|                       | Total    | Single-Family | Multi-Family | Mobile Home | Other |
|-----------------------|----------|---------------|--------------|-------------|-------|
| Total Units           | 7,249    | 5,410         | 1,839        | 0           | 0     |
| Vacant Units          | 751      | 483           | 268          | 0           | 0     |
| Occupied Units        | 6,498    | 4,927         | 1,571        | 0           | 0     |
| Aggregate Persons     | 14,726   | 11,669        | 3,057        | 0           | 0     |
| Owner Occupied Units  | 3,914    | 3,838         | 76           | 0           | 0     |
| Aggregate Persons     | 8,841    | 8,730         | 111          | 0           | 0     |
| Average Value         | \$88,148 | \$88,396      | \$82,599     | --          | --    |
| Renter Occupied Units | 2,584    | 1,089         | 1,495        | 0           | 0     |
| Aggregate Persons     | 5,885    | 2,939         | 2,946        | 0           | 0     |

SOURCE: 2000 Census of Population and Housing, SF-3, U.S. Bureau of the Census.

The table below depicts data on housing by structural type from the 1990 Census. The table, in conjunction with the 2000 data above, illustrates that from 1990 to 2000 the total single-family, stick-built units or modular homes increased 3.4 percent and total multi-family units declined by 7.4 percent. It should be noted that Total Units is a combination of year-round units and vacant seasonal or migratory type units.

## Housing Unit Structural Characteristics: 1990

|                       | Total    | Single-Family | Multi-Family | Mobile Home | Other    |
|-----------------------|----------|---------------|--------------|-------------|----------|
| Total Units           | 7,310    | 5,233         | 1,987        | 0           | 90       |
| Vacant Units          | 471      | 249           | 217          | 0           | 5        |
| Occupied Units        | 6,839    | 4,984         | 1,770        | 0           | 85       |
| Aggregate Persons     | 16,052   | 12,500        | 3,371        | 0           | 181      |
| Owner Occupied Units  | 4,149    | 4,028         | 75           | 0           | 46       |
| Aggregate Persons     | 10,132   | 9,889         | 133          | 0           | 110      |
| Average Value         | \$71,791 | \$71,907      | \$71,573     | --          | \$63,913 |
| Renter Occupied Units | 2,690    | 956           | 1,695        | 0           | 39       |
| Aggregate Persons     | 5,920    | 2,611         | 3,238        | 0           | 71       |

SOURCE: 1990 Census of Population and Housing, SF-1, U.S. Bureau of the Census.

## Housing Costs--General Overview

The following table cites the housing costs in the City and the County and displays them in comparison format, 1980 vs. 1990 vs. 2000. The table includes cost measures for both renter and owner-occupied housing units; cost measures are also presented for vacant rental units and vacant owner type units up for sale. Median value for owner-occupied units reflects the owner's estimate of the value of the dwelling unit. The occupants of rental units are surveyed for their monthly rent paid. The Census performs surveys to determine prices for vacant, owner-type units placed on sale and for expected rents asked for vacant rental units.

## Housing Costs 1980-2000

|  | 1980                 |                 | 1990                 |                 | 2000                 |                 |
|--|----------------------|-----------------|----------------------|-----------------|----------------------|-----------------|
|  | Martinsville<br>City | Henry<br>County | Martinsville<br>City | Henry<br>County | Martinsville<br>City | Henry<br>County |
| Median Value of Owner-Occupied Units:                  | \$32,400             | \$32,900        | \$52,700             | \$51,800        | \$69,100             | \$75,500        |
| Median Price Asked for Vacant Dwelling Units for Sale: | \$27,500             | \$35,200        | \$64,449             | \$50,525        | \$44,500*            | \$64,300*       |
| Median Monthly Contract Rent for Occupied Rental Units | \$123                | \$124           | \$255                | \$239           | \$312                | \$310           |
| Median Monthly Rent Asked for Vacant Rental Units:     | \$109                | \$125           | \$245                | \$230           | \$347                | \$292           |

\*NOTE: In 2000 Census, this figure was based on sample data, not 100% count. This change in the reporting method may account for the differences from the 1990 to 2000 Census.

SOURCE: Bureau of the Census, 1980, 1990, and 2000.

The basic statement on housing costs in the City is that 1980 costs have risen in the magnitude of 2 to 3 times to reach the 2000 housing cost levels. From 1980-1990 alone, costs almost doubled. The City changes, 1980-2000, were compared to changes that took place in surrounding Henry County over the same period.

The previous table indicates that the City figure for 1980 was low compared to Henry County and some adjacent counties; however, substantial numbers of new units have been placed on the market since the 1980 Census figures were developed. The median price asked for owner-type units for sale in the City was \$64,449 in 1990 and \$44,500 in 2000. The median price in Henry County was \$50,525 in 1990 and \$64,300 in 2000. The consistent decline in the median price asked for houses in Martinsville may be due to a change in reporting methods used by the Census Bureau for the two decennial periods reported. The median asked price differential, City versus County, has decreased as can be seen from the preceding table.

The City median rent asked for vacant units was \$245 in 1990 and \$347 in 2000. The County figure for 1990 was \$230 and \$292 for 2000. While the County rents asked are far below the City figure, local rent asked is similar to neighboring counties.

## Owner-Occupied Housing Units, By Value

For the first time, the 2000 Census applied a sampling based on the actual count or total number of owner-occupied housing units when figuring the values for owner-type housing. In the 1990 Census, there was only a 91 percent sampling utilized or 3,791 of the 4,149 owner-occupied housing units in the City. The table below has allocated the units into various home value ranges which make it possible to examine number and percentage of units in each range displayed. The data represents the values that the one in six households sampled placed on their homes at the time that the Census was taken in 2000. In addition, while the table is for occupied housing and, theoretically not housing available to prospective homeowners, it still aids

in describing the housing market by delineating the percentage of total homes in various value ranges.

**Owner-Occupied Housing Units**  
Value By Owner: 2000

| Value Range            | Martinsville City |              | Henry County    |              |
|------------------------|-------------------|--------------|-----------------|--------------|
|                        | Units             | % of Total   | Units           | % of Total   |
| Less than \$15,000     | 44                | 1.1          | 1,399           | 7.6          |
| \$15,000 to \$19,999   | 68                | 1.7          | 421             | 2.3          |
| \$20,000 to \$24,999   | 74                | 1.9          | 492             | 2.7          |
| \$25,000 to \$29,999   | 118               | 3.0          | 576             | 3.1          |
| \$30,000 to \$34,999   | 184               | 4.7          | 710             | 3.9          |
| \$35,000 to \$39,999   | 215               | 5.5          | 642             | 3.5          |
| \$40,000 to \$49,999   | 361               | 9.2          | 1,416           | 7.7          |
| \$50,000 to \$59,999   | 429               | 11.0         | 1,589           | 8.6          |
| \$60,000 to \$69,999   | 493               | 12.6         | 2,059           | 11.2         |
| \$70,000 to \$99,999   | 928               | 23.7         | 5,223           | 28.4         |
| \$100,000 to \$124,999 | 279               | 7.1          | 1,447           | 7.9          |
| \$125,000 to \$149,999 | 250               | 6.4          | 966             | 5.3          |
| \$150,000 to \$174,999 | 168               | 4.3          | 534             | 2.9          |
| \$175,000 to \$199,999 | 85                | 2.2          | 252             | 1.4          |
| \$200,000 to \$249,999 | 118               | 3.0          | 223             | 1.2          |
| \$250,000 to \$299,999 | 32                | 0.8          | 163             | 0.9          |
| \$300,000 to \$399,999 | 30                | 0.8          | 113             | 0.6          |
| \$400,000 to \$499,999 | 17                | 0.4          | 31              | 0.2          |
| \$500,000 or more      | 21                | 0.5          | 127             | 0.7          |
| <b>TOTAL</b>           | <b>3,914</b>      | <b>100.0</b> | <b>18,383</b>   | <b>100.0</b> |
| <b>MEDIAN VALUE</b>    | <b>\$69,100</b>   |              | <b>\$75,500</b> |              |

SOURCE: 2000 Census of Population and Housing, Bureau of the Census.

The City and County statistics indicate that about 48 percent of homes are valued between \$50,000 and \$99,999; however, in Martinsville almost 26 percent are valued at over \$100,000 while Henry County has only 21 percent in this range. In 1990, just over 18 percent of homes in the City were valued at over \$100,000 and only 8 percent in the County were valued over this amount. The median value of owner-occupied homes in 2000 was \$69,100 compared to a 1990 reported median of \$52,700 in Martinsville. In contrast, the County's median value of owner-occupied homes was \$75,500 in 2000 and \$51,800 in 1990.

The following table displays the 1990 sample statistics for owner-occupied housing units. As will be noted, a slightly different set of value ranges were employed in 1990. Significant changes took place 1990-2000 for homes less than \$20,000 in value; the percent decreased from 4.6 to 2.9 in Martinsville, but almost doubled from 5 percent to 9.9 percent in Henry County. However, homes valued between \$20,000 and \$100,000 decreased in both the City and the County -- from 77.3 percent in 1990 to 71.6 percent in 2000 for the City and from 86.9 percent in 1990 to 69.1 percent in 2000 for Henry County.

## Owner-Occupied Housing Units

Value By Owner: 1990

| Value Range            | <u>Martinsville City</u> |              | <u>Henry County</u> |              |
|------------------------|--------------------------|--------------|---------------------|--------------|
|                        | Units                    | % of Total   | Units               | % of Total   |
| Less than \$15,000     | 88                       | 2.3          | 365                 | 3.1          |
| \$15,000 to \$19,999   | 85                       | 2.2          | 229                 | 1.9          |
| \$20,000 to \$24,999   | 151                      | 4.0          | 428                 | 3.6          |
| \$25,000 to \$29,999   | 218                      | 5.8          | 537                 | 4.5          |
| \$30,000 to \$34,999   | 286                      | 7.5          | 828                 | 7.0          |
| \$35,000 to \$39,999   | 298                      | 7.9          | 993                 | 8.3          |
| \$40,000 to \$49,999   | 650                      | 17.1         | 2,245               | 18.8         |
| \$50,000 to \$59,999   | 448                      | 11.8         | 1,802               | 15.1         |
| \$60,000 to \$74,999   | 464                      | 12.2         | 2,041               | 17.1         |
| \$75,000 to \$99,999   | 414                      | 10.9         | 1,478               | 12.4         |
| \$100,000 to \$124,999 | 224                      | 5.9          | 461                 | 3.9          |
| \$125,000 to \$149,999 | 140                      | 3.7          | 224                 | 1.9          |
| \$150,000 to \$174,999 | 97                       | 2.6          | 118                 | 1.0          |
| \$175,000 to \$199,999 | 69                       | 1.8          | 38                  | 0.3          |
| \$200,000 to \$249,999 | 74                       | 2.0          | 46                  | 0.4          |
| \$250,000 to \$299,999 | 34                       | 0.9          | 22                  | 0.2          |
| \$300,000 to \$399,999 | 32                       | 0.8          | 25                  | 0.2          |
| \$400,000 to \$499,999 | 11                       | 0.3          | 21                  | 0.2          |
| \$500,000 or more      | 8                        | 0.2          | 10                  | 0.1          |
| <b>TOTAL</b>           | <b>3,791</b>             | <b>100.0</b> | <b>11,911</b>       | <b>100.0</b> |
| <b>MEDIAN VALUE</b>    | <b>\$52,700</b>          |              | <b>\$51,800</b>     |              |

SOURCE: 1990 Census of Population and Housing, Bureau of the Census.

During the 2000 Census, sample data on units for sale and the asking price was acquired. The table entitled, "Vacant Housing Units for Sale," establishes the percentage of homes for sale in various price brackets in both the City and Henry County. This is a fair representation of the Martinsville-Henry County housing market.

Applying the price brackets of: below \$50,000, \$50,000 to \$99,999, and \$100,000 and above, the following table reflects that Martinsville has 64.8 percent of homes for sale below \$50,000, compared to 38.5 percent for Henry County. In the \$50,000 to \$99,999 range, the City has 19 percent of houses versus 38.1 percent in the County for sale in that bracket. For houses \$100,000 and over, Martinsville comprises 16.2 percent versus 23.4 percent for Henry County. Using these ranges, Martinsville has a distinct advantage over the County in having housing stock in the lowest value ranges to provide more housing for low-income homeowners.

### Vacant Housing Units for Sale

Price Asked By Owner: 2000

| Value Range            | Martinsville City |              | Henry County |              |
|------------------------|-------------------|--------------|--------------|--------------|
|                        | Units             | % of Total   | Units        | % of Total   |
| Less than \$15,000     | 3                 | 1.7          | 15           | 6.9          |
| \$15,000 to \$19,999   | 0                 | ---          | 4            | 1.8          |
| \$20,000 to \$24,999   | 3                 | 1.7          | 11           | 5.0          |
| \$25,000 to \$29,999   | 15                | 8.4          | 11           | 5.0          |
| \$30,000 to \$34,999   | 17                | 9.5          | 22           | 10.1         |
| \$35,000 to \$39,999   | 30                | 16.8         | 12           | 5.5          |
| \$40,000 to \$49,999   | 48                | 26.8         | 9            | 4.1          |
| \$50,000 to \$59,999   | 7                 | 3.9          | 22           | 10.1         |
| \$60,000 to \$69,999   | 21                | 11.7         | 7            | 3.2          |
| \$70,000 to \$99,999   | 6                 | 3.4          | 54           | 24.8         |
| \$100,000 to \$124,999 | 23                | 12.8         | 14           | 6.4          |
| \$125,000 to \$149,999 | 0                 | ---          | 4            | 1.8          |
| \$150,000 to \$174,999 | 3                 | 1.7          | 11           | 5.0          |
| \$175,000 to \$199,999 | 0                 | ---          | 9            | 4.1          |
| \$200,000 to \$249,999 | 0                 | ---          | 2            | 0.9          |
| \$250,000 to \$299,999 | 3                 | 1.7          | 11           | 5.0          |
| \$300,000 to \$399,999 | 0                 | ---          | 0            | ---          |
| \$400,000 to \$499,999 | 0                 | ---          | 0            | ---          |
| \$500,000 or more      | 0                 | ---          | 0            | ---          |
| <b>TOTAL</b>           | <b>179</b>        | <b>100.0</b> | <b>218</b>   | <b>100.0</b> |

SOURCE: 2000 Census of Population and Housing, Bureau of the Census.

### Occupied Rental Units, by Rent Paid

The table entitled, "Occupied Rental Housing Units," cites the number of renter-type units by amount of rents paid in ranges for 2000 in Martinsville versus Henry County. Rents paid in the City could be evaluated and compared to similar figures for other localities by firms that are selecting future locations for industry or commercial sites and must be concerned with housing costs for workers.

### Occupied Rental Housing Units

Contract Rent Paid: 2000

| Monthly Rental Range        | Martinsville City |              | Henry County |              |
|-----------------------------|-------------------|--------------|--------------|--------------|
|                             | Units             | % of Total   | Units        | % of Total   |
| Less than \$100             | 102               | 4.0          | 79           | 1.5          |
| \$100 to \$149              | 65                | 2.5          | 150          | 2.8          |
| \$150 to \$199              | 177               | 6.9          | 237          | 4.4          |
| \$200 to \$249              | 279               | 10.8         | 714          | 13.4         |
| \$250 to \$299              | 496               | 19.2         | 1,014        | 19.0         |
| \$300 to \$349              | 441               | 17.1         | 1,116        | 20.9         |
| \$350 to \$399              | 391               | 15.1         | 659          | 12.4         |
| \$400 to \$449              | 212               | 8.2          | 395          | 7.4          |
| \$450 to \$499              | 111               | 4.3          | 202          | 3.8          |
| \$500 to \$549              | 45                | 1.7          | 71           | 1.3          |
| \$550 to \$599              | 35                | 1.4          | 35           | 0.7          |
| \$600 to \$649              | 14                | 0.5          | 9            | 0.2          |
| \$650 to \$699              | 14                | 0.5          | 0            | ---          |
| \$700 to \$749              | 30                | 1.2          | 14           | 0.3          |
| \$750 to \$999              | 27                | 1.0          | 80           | 1.5          |
| \$1000 or more              | 3                 | 0.1          | 78           | 1.5          |
| TOTAL WITH CASH RENT        | 2,442             | 94.6         | 4,853        | 91.0         |
| NO CASH RENT                | 139               | 5.4          | 481          | 9.0          |
| <b>TOTAL</b>                | <b>2,581</b>      | <b>100.0</b> | <b>5,334</b> | <b>100.0</b> |
| <b>MEDIAN CONTRACT RENT</b> | <b>\$312</b>      |              | <b>\$310</b> |              |

SOURCE: 2000 Census of Population and Housing, SF-3, U.S. Bureau of the Census.

The 2000 median contract rent for occupied rental units in the City was \$312 versus \$255 in 1990, a 22.4 percent increase over the ten-year period. In Henry County, the 2000 median contract rent was \$310 versus \$239 in 1990 for a 29.7 percent increase. The City's 1990 gross rent was \$320 with an increase of 25.3 percent or \$401 in 2000. Gross rent includes monthly contract rent plus the estimated average monthly costs of utilities and fuels, if these are paid by the renter.

Martinsville shows only 6.5 percent of rental housing units that have monthly rates over \$500 per month in 2000, compared to 5.4 in Henry County. Of the City units, 88.1 percent rent for less than \$500 versus 85.6 percent for the County; 5.4 percent of the units in Martinsville and 9.0 percent in Henry County had no cash rent in 2000. In 1990, only 1.1 percent of the City units and 0.4 percent of the County units rented for over \$500; 4.4 percent in Martinsville and 9.4 percent in Henry County had no cash rent. The tables include units with no cash rent. These units are occupied by friends and relatives of the owners of the units for rent.

The 1990 comparative data on rent paid (contract rent) is displayed in the following table. Units with rent of less than \$100 declined from 221 in 1990 to 102 in 2000 within Martinsville and also decreased within Henry County from 234 units in 1990 to 79 units in 2000. Only 750 units rented for more than \$300 in 1990; whereas, by 2000, there were 1,323 units in the City renting for more than \$300 per month.

### Occupied Rental Housing Units Contract Rent Paid: 1990

| Monthly Rental Range        | Martinsville City |              | Henry County |              |
|-----------------------------|-------------------|--------------|--------------|--------------|
|                             | Units             | % of Total   | Units        | % of Total   |
| Less than \$100             | 221               | 8.3          | 234          | 5.1          |
| \$100 to \$149              | 213               | 8.0          | 272          | 6.0          |
| \$150 to \$199              | 307               | 11.6         | 737          | 16.2         |
| \$200 to \$249              | 465               | 17.5         | 1,057        | 23.2         |
| \$250 to \$299              | 579               | 21.8         | 962          | 21.1         |
| \$300 to \$349              | 341               | 12.9         | 541          | 11.9         |
| \$350 to \$399              | 264               | 10.0         | 215          | 4.7          |
| \$400 to \$449              | 79                | 3.0          | 67           | 1.5          |
| \$450 to \$499              | 38                | 1.4          | 19           | 0.4          |
| \$500 to \$549              | 12                | 0.5          | 7            | 0.2          |
| \$550 to \$599              | 8                 | 0.3          | 0            | 0.0          |
| \$600 to \$649              | 3                 | 0.1          | 7            | 0.2          |
| \$650 to \$699              | 1                 | 0.0          | 1            | 0.0          |
| \$700 to \$749              | 2                 | 0.1          | 0            | 0.0          |
| \$750 to \$999              | 0                 | 0.0          | 0            | 0.0          |
| \$1000 or more              | 2                 | 0.1          | 2            | 0.0          |
| TOTAL WITH CASH RENT        | 2,535             | 95.6         | 4,121        | 90.6         |
| NO CASH RENT                | 118               | 4.4          | 429          | 9.4          |
| <b>TOTAL</b>                | <b>2,653</b>      | <b>100.0</b> | <b>4,550</b> | <b>100.0</b> |
| <b>MEDIAN CONTRACT RENT</b> | <b>\$255</b>      |              | <b>\$239</b> |              |

SOURCE: 1990 Census of Population and Housing, SF-1, U.S. Bureau of the Census.

## Building Permit Analysis

The citywide trends in building activity are shown in the following table. This data was provided by the Martinsville City Building Inspection Office.

## Housing Units Authorized--Residential

Building permits: 1996-2007

| Year | Residential Permits | Residential Value (\$) | Commercial Permits | Commercial Value (\$) | Addition/Alteration Permits | Addition/Alteration Value (\$) | Demolition Permits | Total Permits | Total Value (\$) |
|------|---------------------|------------------------|--------------------|-----------------------|-----------------------------|--------------------------------|--------------------|---------------|------------------|
| 1996 | 14                  | 969,100                | 7                  | 2,275,800             | 107                         | 4,130,327                      | 22                 | 150           | 7,381,647        |
| 1997 | 13                  | 1,061,855              | 15                 | 4,603,124             | 156                         | 9,453,264                      | 21                 | 205           | 15,674,859       |
| 1998 | 11                  | 880,700                | 6                  | 1,460,800             | 161                         | 11,121,746                     | 39                 | 217           | 14,218,243       |
| 1999 | 9                   | 2,548,927              | 11                 | 3,799,953             | 186                         | 8,514,304                      | 24                 | 230           | 14,923,995       |
| 2000 | 9                   | 2,091,100              | 2                  | 40,000                | 194                         | 4,408,974                      | 15                 | 220           | 6,571,616        |
| 2001 | 16                  | 733,200                | 2                  | 775,800               | 128                         | 3,675,410                      | 24                 | 170           | 5,255,657        |
| 2002 | 13                  | 725,700                | 4                  | 258,200               | 123                         | 1,947,462                      | 18                 | 158           | 3,032,257        |
| 2003 | 11                  | 736,767                | 7                  | 1,532,650             | 79                          | 949,429                        | 33                 | 130           | 3,463,872        |
| 2004 | 5                   | 515,800                | 10                 | 2,657,715             | 102                         | 9,035,940                      | 10                 | 127           | 12,310,655       |
| 2005 | 9                   | 986,850                | 4                  | 5,015,403             | 108                         | 7,588,099                      | 34                 | 155           | 13,996,252       |
| 2006 | 15*                 | 3,718,004              | 8                  | 3,227,500             | 136                         | 4,590,669                      | 39                 | 198           | 11,663,871       |
| 2007 | 6                   | 564,600                | 2                  | 1,045,000             | 134                         | 4,956,025                      | 27                 | 169           | 6,755,562        |

\*Note: One permit consists of 44 units.  
Source: Martinsville City Building Inspection Office.

The previous table shows trends in building permits issued and values for residential, commercial, and additions in the City over the period from 1996 to 2007. As shown, there was a considerable fluctuation in the annual residential construction value over the period, with a peak increase in 2006. In addition, there was a significant decline in the number of residential building permits issued from 2002 to 2004.

The number of commercial building permits varied for the period from 1996 to 2006 but decreased dramatically from 1999 to 2001, while the value of commercial construction increased dramatically over the period from 2004 to 2006.

The number of permits for additions and alterations steadily increased from 1996 to 2000 and remained fairly steady for the remaining years (2001-2007). However, the value of additions and alterations fluctuated through the period. The number of demolitions varied over the twelve-year period, with a sharp decrease in 2004, but rebounded in 2005. In addition, total permits shifted a great deal, but total value substantiates the fact that the average cost per project has steadily increased over time and construction costs continue to rise.

## Housing Conditions

A substantial number of questions are included on Census forms in an effort to provide detailed information on housing conditions. The data is, in turn, often used to examine the area surveyed for housing needs in an effort to determine level of efforts needed to remedy any deficiencies that are uncovered by analysis. Census years 1980 through 2000 detailed housing data was available for use in this Comprehensive Plan update.

The Census provides information for two major statistical measures of conditions: 1) the crowding factor or persons per room and 2) the provision of facilities or whether or not complete plumbing facilities are available. Obviously, these measures are not perfect. Roof, underpinnings, siding, paint, and insulation conditions are not assessed, nor the fit of windows, doors, flooring, and ceilings. However, the Census statistics are useful, in absence of house-by-house surveys, in making comparisons over time for an area and, secondly, in comparing the area under review with other areas.

## Plumbing Conditions

The plumbing conditions for homes in the City are illustrated in the following table. The number of year-round units, occupied and vacant, that lack complete plumbing are compared to total year-round units. The general plumbing standard assumes a unit with hot and cold piped water, a flush toilet, and a bathtub or shower inside a housing unit for the exclusive use of the occupants of the unit.

### Plumbing In Housing Units 1980-2000

|                                 | <u>1980</u>          |                 | <u>1990</u>          |                 | <u>2000</u>          |                 |
|---------------------------------|----------------------|-----------------|----------------------|-----------------|----------------------|-----------------|
|                                 | Martinsville<br>City | Henry<br>County | Martinsville<br>City | Henry<br>County | Martinsville<br>City | Henry<br>County |
| Units Lacking Complete Plumbing | 154                  | 1,268           | 38                   | 523             | 24                   | 176             |
| Total Occupied Units            | 6,636                | 19,569          | 6,839                | 21,771          | 6,498                | 23,910          |
| Countywide Percent of Total     | 2.3                  | 6.5             | 0.6                  | 2.4             | 0.4                  | 0.7             |
| Statewide Percent of Total      | 5.1                  |                 | 1.8                  |                 | 0.7                  |                 |

SOURCE: *Census of Housing*, U.S. Bureau of the Census.

The percentage of units lacking complete plumbing was 2.3 in Martinsville and 6.5 across Henry County in 1980. These figures dramatically decreased in 1990 to 0.6 percent and 2.4 percent in the City and County, respectively. By 2000, the percentage of units that lacked complete plumbing declined again to 0.4 percent in Martinsville and 0.7 percent in Henry County. Thus, both the City and the County home plumbing deficiencies were substantially reduced from 1980 to 2000. The City fared slightly better than the State in reducing the percentage of homes with poor plumbing conditions. Through the City's Community Development Department, Indoor Plumbing Rehabilitation, and Block Grant projects, the City has been active in upgrading and providing new plumbing to a number of housing units. Martinsville is one of only two cities in the State that receive Indoor Plumbing Rehabilitation funding.

## Crowded Conditions

The Census for 1980, 1990, and 2000 included data that allowed for tabulations of housing units by number of persons occupying available bedroom space. Tabulations consider three ranges: 1.0 persons per room or less; 1.01 to 1.5 persons per room; and 1.51 persons or more per room. Generally, units that have more than 1.01 persons per room are considered to be crowded for statistical purposes.

The Bureau of Census notes that "Persons per Room" is a derived measure obtained by dividing the number of persons in each occupied housing unit by the number of rooms in the unit. The Bureau defines "Rooms" as living rooms, dining rooms, kitchens, bedrooms, finished recreation rooms, enclosed porches suitable for year-round use, and lodger's rooms. Excluded are strip or pullman kitchens, bathrooms, open porches, balconies, halls, half-rooms, utility rooms, unfinished attics or basements, or other space used for storage. A partially divided room is a separate room only if there is a partition from floor to ceiling.

## Comparison Of Persons Per Room: 1980-2000

|                           | Units with<br>1.0 or less | Units with<br>1.01 to 1.50 | Units with<br>1.51 or more | Total Units |
|---------------------------|---------------------------|----------------------------|----------------------------|-------------|
| <i>1980</i>               | 6,360                     | 227                        | 49                         | 6,636       |
| % of Total Occupied Units | 95.8                      | 3.4                        | 0.7                        | 100.0       |
| <i>1990</i>               | 6,672                     | 133                        | 34                         | 6,839       |
| % of Total Occupied Units | 97.6                      | 1.9                        | 0.5                        | 100.0       |
| <i>% Change 1980-1990</i> | 4.9                       | -41.4                      | -30.6                      | 3.1         |
| <i>2000</i>               | 6,367                     | 69                         | 62                         | 6,498       |
| % of Total Occupied Units | 98.0                      | 1.1                        | 1.0                        | 100.0       |
| <i>% Change 1990-2000</i> | -4.6                      | -48.1                      | 82.4                       | -5.0        |

### Units with 1.01 or More Persons Per Room as a Percentage of Total Occupied Units

| Year | Martinsville City | Henry County | State |
|------|-------------------|--------------|-------|
| 1980 | 4.2               | 4.9          | 3.4   |
| 1990 | 2.4               | 2.5          | 2.8   |
| 2000 | 2.0               | 1.9          | 3.2   |

SOURCE: U.S. Bureau of the Census.

The tabulations show that by 1990 the degree of crowding for Martinsville City differed very little from comparable statistics across the State. In 1990, 2.4 percent of occupied units could be considered crowded in the City; whereas, 2.5 percent of the units in Henry County and 2.8 percent of the units across the State were crowded. The differential between the City and State became greater in 2000 with only 2.0 percent of units in the Martinsville remaining crowded in comparison with the State at 3.2 percent; secondly, both the City and the County experienced much more significant reductions in the percentage of crowded, occupied units between 1980 and 2000 in comparison with the State which remained closely the same from 1980 to 2000. The City's change in units with 1.01 or more persons per unit declined 52.4 percent, 1980 to 2000.

## Age of Housing Stock

The Census of Housing that is taken every ten years includes questions regarding the year that a householder's home was built. Homes built earlier than 1939 are all tabulated into a single figure. Then successive increments of years are tabulated through the month of March for the Census year, the month immediately preceding April of the Census year in which Census forms are mailed out. Age of housing stock does not necessarily correlate with the condition of the housing since many older homes are modernized and kept in good repair periodically so that many older homes are as livable as many newer homes. However, large numbers of older homes in an area can be used to make inferences about the probability that there are homes that may need rehabilitation and modernization.

Over 5 percent of the City's housing has been built since 1990, compared to approximately 16 percent of the County's housing stock. The percentages of pre-1960 housing (now 40 years old or older) are just over 54 percent for the City and about 27 percent for the County.

It should be recognized that -- with slightly over 13 percent of units built in 1939 or earlier in the City -- there are still substantial numbers of homes 60 years old or older. It can be assumed that there are significant numbers of these homes that might be considered for rehabilitation, modernization, weatherization, and other improvements. However, the scope of the housing problems may not be as great as that for other areas.

According to the *2003 Market Street Report*, mentioned earlier in this section, in 2000, the median year that housing structures were built in Martinsville was 1958, compared to 1972 in Henry County. The following table compares the age of housing stock for Martinsville and Henry County.

**Age of Housing Inventory**  
Year-Round Units As of March 2000

| Period Structure Built | Martinsville<br>City | % of<br>Total Units | Henry<br>County | % of Total Units |
|------------------------|----------------------|---------------------|-----------------|------------------|
| 1999 - March 2000      | 11                   | 0.2                 | 461             | 1.8              |
| 1995-1998              | 99                   | 1.4                 | 1,657           | 6.4              |
| 1990-1994              | 276                  | 3.8                 | 2,059           | 7.9              |
| 1980-1989              | 486                  | 6.7                 | 4,222           | 16.3             |
| 1970-1979              | 1,107                | 15.3                | 5,633           | 21.7             |
| 1960-1969              | 1,351                | 18.6                | 4,783           | 18.5             |
| 1940-1959              | 2,972                | 41.0                | 5,506           | 21.2             |
| 1939 or Earlier        | 947                  | 13.1                | 1,600           | 6.2              |
| TOTALS                 | 7,249                | 100.0               | 25,921          | 100.0            |

SOURCE: U.S. Bureau of the Census, *2000 Census of Housing*.

## Revitalization

Rehabilitating Martinsville's housing stock is imperative to retain the current population as well as to attract future residents. Because single-family dwellings are the highest in demand and make up the largest portion of the City's housing units, it is critical that this stock is revitalized.

Martinsville's Housing Office administers the U.S. Department of Housing and Urban Development's Housing Choice Voucher Program for both Martinsville and Henry County. This helps to provide vouchers for low-income residents in need of safe, affordable housing. Since the early 1990's, the Community Development Office has undertaken five major neighborhood revitalization programs in the areas of Cherry Street, Southside, Massey-Endless, Moss-Barton, and Academy Place.

The Massey-Endless project was completed in 1996 with 30 residential units being rehabilitated. This effort was completed over an 18-month period. It was a true example of resident - contractor - government cooperation. The impact of this endeavor has been very positive. The Moss-Barton project was a larger effort with 52 residential units being affected. One of the biggest signs of improvement has been the replacement of more than half of the 52 units through purchase and demolition. In their place are 7 new homes. Due to the overall size and complexity of this undertaking, a larger mix of funding sources was implemented. This venture was completed in 1999 and had successful results in renovating the neighborhood.

One project, known as Academy Place in the R. P. Thomas neighborhood located off Fayette Street and between First and Second Streets, includes rehabilitation of low-moderate

income houses; construction of a number of new, single family houses; elimination of blight in the neighborhood; installation of additional water and sewer lines; curb and gutter extensions; and landscaping.

The Cherry Street neighborhood project includes the installation of more sidewalks, curbs, and gutters along the streets. In addition, approximately 35 dilapidated houses are being replaced. The neighborhood comprises the area bounded by East Church Street, Jordan Street, Cherry Street, Boden Street, and Cherry Street Extension. The project startup date was November 2007.

Future plans include a potential Community Development Block Grant project for the area surrounded by Franklin Street, Liberty Street, and Northside Drive. This residential neighborhood fits the criteria for a successful revitalization effort and has always been high on the City's list of neighborhoods to be improved. This project will complement the recently completed Clearview and Liberty Street intersection upgrade.

The City also wants to develop an action plan to deal with vacant and abandoned houses. This would help to ensure that all property is maintained in keeping the character of those particular neighborhoods. Furthermore, there is a call for identification of all streets that are in need of curbs, sidewalks, gutter, and street maintenance in order to develop a plan to construct curbs, sidewalks, and gutters.

Some other housing initiatives include adoption of plans to convert rental "tenants" into homeowners, deal with junked automobiles, utilize a uniform code for all rental property within the City, and to develop more retirement neighborhoods to provide housing for the City's aging population, mentioned earlier in this section and in the Population section of this Comprehensive Plan.

The West Piedmont Better Housing Coalition, through the United Way, has been actively involved in a regional effort in Martinsville-Henry County, Danville-Pittsylvania County, Franklin, and Patrick Counties to address housing and homeless issues in the region. This group is focused on finding solutions to preventing homelessness and providing affordable housing opportunities for those in need. In 2004 and 2005, the Coalition has been successful in getting more than \$200,000 in HUD money to implement a Homeless Management Information System (HMIS) in the region. Currently, eight agencies that provide services to the homeless are using the tracking system (HMIS) to gather information on these persons. The coalition would like ten more service providers to join the system annually. This would aid in the excess duplication of different service providers assisting the homeless and allow agencies to get a better picture of homelessness in the area.

## **New Housing Development**

The City of Martinsville has a need for a variety of new housing to be developed for its residents. It is essential that the City increase the number of single-family homes in order to stabilize and increase the currently decreasing population. As the population demographics change so does the need for certain types of housing.

With the advent of the New College Institute, there may be an increased need for student housing as the composition of the student body evolves. Initially, the students attending the New College will be in their third and fourth years, along with those pursuing advanced degrees. If the college becomes more of a traditional institution, with freshman through senior classes, the need for more conventional housing of students will most assuredly become greater. Some of this can be accommodated within the uptown area of the City. Zoning in uptown allows for second and third floor residential units. Other areas can be accomplished by the retrofitting of some of the

former textile industrial buildings surrounding the downtown area. In addition to the need for student housing, there is the need for units to accommodate middle- and upper-middle-income residents, who choose to relocate to a more urban setting with the convenience of amenities within easy walking distance. Contractors are currently looking for locations to construct middle-income condominium units.

There is also a need for transitional housing, particularly for single men and families with a male householder present. With the economic conditions in Martinsville, there is a steady need for facilities to house indigent individuals. Presently, there is only one facility to house women and children, and one small facility for men. When the occasion arises, men have to be referred to the Cities of Roanoke or Danville for this type of temporary housing. This market is more limited when it comes to periods beyond 30 days, as there is no housing assistance for a transitional phase of several months.

As mentioned in the Population section of this Comprehensive Plan, the City is developing plans for more retirement facilities to accommodate the growing number of elderly citizens. An example of such a facility is the Barrows Mill Senior Citizens Housing Development that is a 44– unit facility developed for persons 62 years of age and older. Construction began in July 2006 and opened for occupancy in September 2007. This is a good example of affordable housing for lower income elderly persons. This complex may well be the first of many to be built within the City of Martinsville to accommodate the aging population.

Retirees from other areas are attracted to Martinsville for the affordability and revitalization of the Uptown area and older neighborhoods within the City. Newcomers are drawn to the City from across the region and the United States for this reason. As discussed in the Population and Demographic section, according to a study published on bizjournals.com website in April 2007, the Martinsville-Henry County area has been ranked 56<sup>th</sup> among the top 100 retirement areas in the U.S. With a lower cost of living and lower tax rates in the area, an increasing number of retirees are drawn here. The Martinsville-Henry County Economic Development Corporation noted that the high quality of life, low cost of living, warm weather, and affordable health care attract persons age 65 and over. There is also a desire to entice developers interested in constructing housing developments in the region to accompany the retirement population.

In a recent 2006 community survey, Martinsville citizens revealed that there are strong needs for senior housing and single-family housing. Other results from the survey called for a mix of single-family/townhouse/condominium/apartment dwellings while only a few thought multi-family housing is more necessary.

## **Housing Plan--Housing Development Areas**

### **Residential Retirement Districts**

With the trends toward an aging population, the City is encouraged to create areas for future Residential Retirement Districts to accommodate the aging population sector. These areas can be designated directly or as overlay districts. Developmentally, they may be made up of small homes and small village areas within quiet neighborhoods. The areas could be positioned in close proximity to necessary amenities such as groceries, pharmacies, and health clinics. Suitable streets and transit should also be considered in their growth and development.

### **Redevelopment Areas**

While not designated on the future land use map for the City, Martinsville can target a number of areas for continuing its current and past redevelopment efforts. Now and in the past, the City has employed Community Development Block Grant funding to undertake

comprehensive community/neighborhood development programs on certain small, carefully selected areas of City neighborhoods. These programs and future programs address: housing structural conditions, bathroom and kitchen conditions, access to utilities, street and sidewalk conditions, and a comprehensive list of other issues in order to make neighborhoods more livable, more healthy and safe, and add to the housing stock for the City.

## Housing Summary

- The City's total housing units decreased 0.8 percent from 1990 to 2000. The number of occupied units decreased by 5.0 percent over the same period. The City vacancy rate (including units for sale and rent) increased from 6.4 percent in 1990 to a significantly higher 10.4 percent in 2000. The decreases seen in housing inventory only substantiate the declining population rate within the City over the last decade. However, Martinsville's statistics indicate that a good supply of housing is available and could meet the demands if new jobs were created in the City.
- The occupancy characteristics exhibited moderate changes from 1990 to 2000; persons per unit remained the same at 2.3 across the City. However, persons living in owner-type units decreased by 10.3 percent while those living in renter-type units declined by 4.7 percent over the last decade.
- From 1990 to 2000, single-family units increased 3.5 percent while multi-family units declined by 7.4 percent in Martinsville.
- Median housing values for owner-type units rose 113.3 percent across the City from 1980 to 2000; more specifically, the City's median values increased 31.1 percent from 1990 to 2000. The median value for owner-occupied units in 2000 for Martinsville stood at \$69,100. In 2000, median monthly contract rent for the City increased to \$312, up from \$255 in 1990, or a 22.4 percent increase. Monthly contract rents rose 153.7 percent overall from 1980 to 2000 in the City.
- There was a considerable fluctuation in the annual residential construction values over the period from 1996 to 2007, with a peak in 2006. Data also indicates that the average cost per project has steadily increased over the decade, particularly in commercial construction. The number of commercial building permits also varied over the period.
- Permits for additions and alterations steadily increased from 1996 to 2000, and stabilizing, for the most part, for the remainder of the period. The value of additions and alterations fluctuated through the period, with a sharp increase in 2004.
- The number of demolitions varied over the twelve-year period. A sharp decrease occurred in 2004, but rebounded in 2005.
- Two measures of housing quality--plumbing and crowding--indicate that progress was made between 1980 and 2000. A decline of 84.4 percent in number of units lacking complete plumbing for exclusive use was experienced in the City. Units with more than 1.0 persons per room declined by over 52.4 percent over the same period. The City now fares better compared to State statistics in housing conditions.
- The City's Community Development Office has undertaken a number of housing rehabilitation projects since the early 1990's. Five major neighborhood revitalization programs have been in the areas of Cherry Street, Southside, Moss-Barton, Massey-Endless, and Academy Place. Future plans include the Franklin/Liberty/Northside area of the City.

- The West Piedmont Better Housing Coalition, through the United Way, has been actively involved in a regional effort in Martinsville-Henry County, Danville-Pittsylvania County, Franklin, and Patrick Counties to address housing and homeless issues in the region. This group is focused on finding solutions to preventing homelessness and providing affordable housing opportunities for those in need.
- The median year that housing structures were built in Martinsville was 1958, compared to 1972 in Henry County. Just over 13 percent of Martinsville's housing units were built in 1939 or earlier, which means that a substantial number of homes are now 60 years old or older. It should be recognized that a number of these homes may require rehabilitation, modernization, weatherization, and other improvements.
- As the population demographics change so does the need for certain types of housing. With the advent of the New College Institute, there may be an increased need for student housing as the composition of the student body evolves. Along with housing for students, is the need for units to accommodate middle- and upper-middle-income residents, who choose to relocate to a more urban setting, with the convenience of amenities within easy walking distance. There is also a need for transitional housing, particularly for single men and families with a male householder present. With the economic conditions in Martinsville, there is a steady need for facilities to house indigent individuals. Furthermore, the City is developing plans for more retirement facilities to accommodate the expanding number of elderly citizens who have different housing requirements than other groups.
- As discussed in the Comprehensive Housing Affordability section of this Plan, there are many programs available and widely utilized by the City to address housing deficiencies in quantity, quality, and affordability. A number of different agencies in Virginia offer sources of financial assistance and other resources for housing. The principal agencies providing assistance and services include: the Department of Housing and Community Development, the Virginia Housing Development Authority, and the Virginia Housing Commission.

# COMPREHENSIVE HOUSING AFFORDABILITY ANALYSIS AND HOUSING PLANNING

The Code of Virginia, in describing contents of what should be addressed in comprehensive plans, now includes housing affordability as one area that should be included. As an addendum to the housing chapter and to include a housing planning component into the City plan, the following has been developed to document Martinsville's situation.

## Measuring Housing Affordability and Conditions in the City

The following tables of housing data were developed by Virginia Tech for use in a special housing study entitled The Virginia Housing Atlas: Housing Trends and Patterns in 2000, published by the Virginia Center for Housing Research of Virginia Tech in conjunction with the Virginia Housing Development Authority and Department of Housing and Community Development. The tables provide an overview of housing characteristics deemed important by an outside source other than that employed by the City and Planning District staffs in the development of the housing analysis chapter. These data compilations can be used to supplement other tables included in this plan.

In addition, these tables cover housing conditions and other housing information considered important in housing affordability measurement. The Martinsville tabulation has been included along with similar tabulations for Henry County and the State which are provided for comparative purposes as required when local housing affordability studies are accomplished for single jurisdictions.

Examination of units in structure indicates that the percentage of housing stock in one unit (single-family) type housing makes up 72 percent of State stock, 69.6 percent of Henry County stock, and 74.4 percent of City stock—with Martinsville having the highest percentage of single-family units. The most dramatic differences occur among multi-family homes. Multi-family units, configured as duplexes or apartments, are 21.5 percent in the State, 8.2 percent in Henry County, and 25.4 percent in the City, again with the City having the highest percentage.

Burden of housing costs is somewhat high in the City compared to the statewide figures; homeowners paying 30 percent or more of income for housing is 20.5 percent in the State, but 21.2 percent of households in the City and only 16.5 percent of homeowners in the County pay 30 percent of income or more. The number of renters paying 30 percent of income or more is 36.7 percent across the State, with 36.8 percent in the City and 32.7 percent in the County. The Planning District figures fall below State and City figures. Again the City appears to be providing an environment where housing affordability may be considered constrained based on percentage of income paid.

The tabulations also consider overall homeownership rate. The City's rate is 60.2 percent, lower than the State rate at 68.1 percent and the County rate at 76.9 percent. When persons 35-44 years old are examined, the City rate is 50.9 percent, versus the State rate of 68.2 percent and Henry County's rate of 73.4 percent. These statistics are indicative that City citizens appear to be unable to own homes at a higher rate than average and would appear to be a negative finding as to housing affordability in general. It seems that more low- to moderate-income housing units need to be available for Martinsville residents.

## MARTINSVILLE CITY

|                             |        |
|-----------------------------|--------|
| <b>Area (Square Miles):</b> | 11     |
| <b>Total Population:</b>    | 15,416 |
| <b>Urban Percent:</b>       | 100.0% |
| <b>Total Housing Units:</b> | 7,249  |
| <b>Occupied Units:</b>      | 6,498  |

| <b>Units in Structure (Total Housing Units)</b> |       |       |
|---|-------|-------|
| One Unit  | 5,391 | 74.4% |
| 2-4 Units                                       | 926   | 12.8% |
| 5 or More Units                                 | 913   | 12.6% |
| Mobile Homes, Trailers & Other                  | 19    | 0.3%  |

| <b>Tenure</b>                       |       |       |
|-------------------------------------|-------|-------|
| Renters                             | 2,584 | 39.8% |
| Owners / (Homeownership Rate)       | 3,914 | 60.2% |
| Homeownership Rate, 25-34 Year-Olds |       | 37.3% |
| Homeownership Rate, 35-44 Year-Olds |       | 50.9% |
| Homeownership Rate, 65 and Older    |       | 73.7% |

| <b>Year Structure Built (Total Housing Units)</b> |       |       |
|---|-------|-------|
| Pre- 1939   | 947   | 13.1% |
| 1940 to 1959                                      | 2,972 | 41.0% |
| 1960 to 1979                                      | 2,458 | 33.9% |
| 1980 to 1989                                      | 486   | 6.7%  |
| 1990 and After                                    | 386   | 5.3%  |

| <b>Household Size and Crowding</b> |      |      |
|------------------------------------|------|------|
| Population per Household           | 2.27 |      |
| 1.01 Persons or More per Room      |      | 2.0% |

| <b>Vacancy Status</b>                         |       |  |
|---|-------|--|
| Owner Vacancy Rate                            | 3.7%  |  |
| Renter Vacancy Rate                           | 12.9% |  |
| Seasonal / Migratory (Percent of Total Units) | 0.3%  |  |

| <b>Substandard Occupied Units</b> |    |      |
|-----------------------------------|----|------|
| Lacking Complete Plumbing         | 24 | 0.4% |
| Lacking Complete Kitchen          | 24 | 0.4% |

| <b>Gross Rent</b> |       |  |
|-------------------|-------|--|
| Median            | \$401 |  |
| Below \$300       | 21.9% |  |
| \$750 or More     | 4.3%  |  |
| No Cash Rent      | 5.4%  |  |

| <b>Cost Burden</b>  |  |       |
|---|--|-------|
| Renters   |  |       |
| Paying 30% or More of Income                                |  | 36.8% |
| Paying 30% or More of Income with Income Less Than \$20,000 |  | 68.4% |

| <b>Owner Costs</b>                  |       |  |
|-------------------------------------|-------|--|
| Median Owner Costs Without Mortgage | \$206 |  |
| Median Owner Costs With Mortgage    | \$686 |  |
| Owners with Mortgage                | 55.8% |  |

|   |  |       |
|---|--|-------|
| Owners  |  |       |
| Paying 30% or More of Income                                |  | 21.2% |
| Paying 30% or More of Income with Income Less Than \$20,000 |  | 50.8% |

| <b>Owner Value</b> |          |  |
|--------------------|----------|--|
| Median             | \$69,100 |  |
| Below \$100,000    | 74.8%    |  |
| \$150,000 or More  | 12.0%    |  |
| \$300,000 or More  | 1.8%     |  |

| <b>Income</b>                   |          |  |
|---------------------------------|----------|--|
| Median Household Income         | \$27,441 |  |
| Median Household Income Owners  | \$35,567 |  |
| Median Household Income Renters | \$18,713 |  |
| Median Family Income            | \$35,321 |  |

| <b>Household Type</b>             |       |       |
|-----------------------------------|-------|-------|
| Total Households                  | 6,498 |       |
| Family Households                 | 4,025 |       |
| Total Married Couple Households   | 2,533 |       |
| Percent of all Households         |       | 39.0% |
| Female Headed Families, No Spouse | 1,243 |       |
| Percent of all Households         |       | 19.1% |
| Male Headed Families, No Spouse   | 249   |       |
| Percent of all Households         |       | 3.8%  |
| Non-Family Households             | 2,473 |       |
| Percent of all Households         |       | 38.1% |

| <b>Poverty</b>              |       |       |
|-----------------------------|-------|-------|
| Total Persons Below Poverty | 2,839 | 19.2% |
| Under 18, Below Poverty     | 911   | 26.6% |
| 18 - 64, Below Poverty      | 1,458 | 17.0% |
| 65 and Older, Below Poverty | 470   | 16.9% |

| <b>Adults with Disabilities</b> |       |       |
|---------------------------------|-------|-------|
| Age 21-64                       | 1,967 | 24.2% |
| Age 65+                         | 1,363 | 49.1% |

| <b>Subfamilies</b>                 |      |  |
|------------------------------------|------|--|
| Subfamilies with Children Under 18 | 197  |  |
| Ratio to Total Families            | 4.9% |  |

| <b>Population in Nursing Homes</b> |     |  |
|------------------------------------|-----|--|
| Age < 65                           | 71  |  |
| Age 65+                            | 405 |  |

## HENRY COUNTY

|                             |        |
|-----------------------------|--------|
| <b>Area (Square Miles):</b> | 382    |
| <b>Total Population:</b>    | 57,930 |
| <b>Urban Percent:</b>       | 35.2%  |
| <b>Total Housing Units:</b> | 25,921 |
| <b>Occupied Units:</b>      | 23,910 |

|   |          |       |                                     |          |       |
|---|----------|-------|-------------------------------------|----------|-------|
| <b>Units in Structure</b> (Total Housing Units)   |          |       | <b>Tenure</b>                       |          |       |
| One Unit  | 18,030   | 69.6% | Renters                             | 5,531    | 23.1% |
| 2 -4 Units  | 860      | 3.3%  | Owners / (Homeownership Rate)       | 18,379   | 76.9% |
| 5 or More Units                                   | 1,261    | 4.9%  | Homeownership Rate, 25-34 Year-Olds |          | 57.7% |
| Mobile Homes, Trailers & Other                    | 5,770    | 22.3% | Homeownership Rate, 35-44 Year-Olds |          | 73.4% |
|   |          |       | Homeownership Rate, 65 and Older    |          | 85.3% |
| <b>Year Structure Built</b> (Total Housing Units) |          |       | <b>Household Size and Crowding</b>  |          |       |
| Pre- 1939   | 1,600    | 6.2%  | Population per Household            | 2.4      |       |
| 1940 to 1959                                      | 5,506    | 21.2% | 1.01 Persons or More per Room       |          | 1.9%  |
| 1960 to 1979                                      | 10,416   | 40.2% |                                     |          |       |
| 1980 to 1989                                      | 4,222    | 16.3% |                                     |          |       |
| 1990 and After                                    | 4,177    | 16.1% |                                     |          |       |
| <b>Vacancy Status</b>                             |          |       | <b>Substandard Occupied Units</b>   |          |       |
| Owner Vacancy Rate                                |          | 1.7%  | Lacking Complete Plumbing           | 176      | 0.7%  |
| Renter Vacancy Rate                               |          | 11.5% | Lacking Complete Kitchen            | 131      | 0.5%  |
| Seasonal / Migratory (Percent of Total Units)     |          | 0.6%  |                                     |          |       |
| <b>Gross Rent</b>                                 |          |       | <b>Cost Burden</b>                  |          |       |
| Median  | \$389    |       | Renters                             |          |       |
| Below \$300                                       |          | 17.4% | Paying 30% or More of Income        |          | 32.7% |
| \$750 or More                                     |          | 3.6%  | Paying 30% or More of Income        |          |       |
| No Cash Rent                                      |          | 9.0%  | with Income Less Than \$20,000      |          | 68.0% |
| <b>Owner Costs</b>                                |          |       | <b>Income</b>                       |          |       |
| Median Owner Costs Without Mortgage               | \$182    |       | Owners                              |          |       |
| Median Owner Costs With Mortgage                  | \$688    |       | Paying 30% or More of Income        |          | 16.5% |
| Owners with Mortgage                              |          | 56.6% | Paying 30% or More of Income        |          |       |
|   |          |       | with Income Less Than \$20,000      |          | 43.8% |
| <b>Owner Value</b>                                |          |       | <b>Poverty</b>                      |          |       |
| Median  | \$75,500 |       | Median Household Income             | \$31,816 |       |
| Below \$100,000                                   |          | 76.4% | Median Household Income Owners      | \$36,287 |       |
| \$150,000 or More                                 |          | 8.7%  | Median Household Income Renters     | \$21,390 |       |
| \$300,000 or More                                 |          | 1.5%  | Median Family Income                | \$38,649 |       |
| <b>Household Type</b>                             |          |       | <b>Adults with Disabilities</b>     |          |       |
| Total Households                                  | 23,910   |       | Age 21-64                           | 8,634    | 25.4% |
| Family Households                                 | 16,953   |       | Age 65+                             | 3,922    | 46.1% |
| Total Married Couple Households                   | 12,977   |       |                                     |          |       |
| Percent of all Households                         |          | 54.3% |                                     |          |       |
| Female Headed Families, No Spouse                 | 2,911    |       |                                     |          |       |
| Percent of all Households                         |          | 12.2% |                                     |          |       |
| Male Headed Families, No Spouse                   | 1,065    |       |                                     |          |       |
| Percent of all Households                         |          | 4.5%  |                                     |          |       |
| Non-Family Households                             | 6,957    |       |                                     |          |       |
| Percent of all Households                         |          | 29.1% |                                     |          |       |
| <b>Subfamilies</b>                                |          |       | <b>Population in Nursing Homes</b>  |          |       |
| Subfamilies with Children Under 18                | 605      |       | Age < 65                            | 4        |       |
| Ratio to Total Families                           |          | 3.6%  | Age 65+                             | 125      |       |

## WEST PIEDMONT PDC

|                             |         |
|-----------------------------|---------|
| <b>Area (Square Miles):</b> | 2,582   |
| <b>Total Population:</b>    | 250,195 |
| <b>Urban Percent:</b>       | 36.9%   |
| <b>Total Housing Units:</b> | 116,829 |
| <b>Occupied Units:</b>      | 102,803 |

|   |          |       |                                     |        |        |
|---|----------|-------|-------------------------------------|--------|--------|
| <b>Units in Structure (Total Housing Units)</b>   |          |       | <b>Tenure</b>                       |        |        |
| One Unit  | 82,458   | 70.6% | Renters                             | 26,847 | 26.1%  |
| 2 -4 Units  | 5,322    | 4.6%  | Owners / (Homeownership Rate)       | 75,956 | 73.9%  |
| 5 or More Units                                   | 7,295    | 6.2%  | Homeownership Rate, 25-34 Year-Olds |        | 54.4%  |
| Mobile Homes, Trailers & Other                    | 21,754   | 18.6% | Homeownership Rate, 35-44 Year-Olds |        | 69.6%  |
|   |          |       | Homeownership Rate, 65 and Older    |        | 81.9%  |
| <b>Year Structure Built (Total Housing Units)</b> |          |       | <b>Household Size and Crowding</b>  |        |        |
| Pre- 1939   | 13,012   | 11.1% | Population per Household            | 2.39   |        |
| 1940 to 1959                                      | 24,890   | 21.3% | 1.01 Persons or More per Room       |        | 2.0%   |
| 1960 to 1979                                      | 40,905   | 35.0% |                                     |        |        |
| 1980 to 1989                                      | 17,640   | 15.1% |                                     |        |        |
| 1990 and After                                    | 20,382   | 17.4% |                                     |        |        |
| <b>Vacancy Status</b>                             |          |       | <b>Substandard Occupied Units</b>   |        |        |
| Owner Vacancy Rate                                |          | 1.9%  | Lacking Complete Plumbing           | 1,060  | 1.0%   |
| Renter Vacancy Rate                               |          | 10.6% | Lacking Complete Kitchen            | 705    | 0.7%   |
| Seasonal / Migratory (Percent of Total Units)     |          | 4.0%  |                                     |        |        |
| <b>Gross Rent</b>                                 |          |       | <b>Cost Burden</b>                  |        |        |
| Median  | \$394    |       | Renters                             |        |        |
| Below \$300                                       |          | 21.7% | Paying 30% or More of Income        |        | 35.5%  |
| \$750 or More                                     |          | 4.1%  | Paying 30% or More of Income        |        |        |
| No Cash Rent                                      |          | 11.4% | with Income Less Than \$20,000      |        | 68.0%  |
| <b>Owner Costs</b>                                |          |       | <b>Income</b>                       |        |        |
| Median Owner Costs Without Mortgage               | \$       | 193   | Owners                              |        |        |
| Median Owner Costs With Mortgage                  |          | \$721 | Paying 30% or More of Income        |        | 17.0%  |
| Owners with Mortgage                              |          | 57.1% | Paying 30% or More of Income        |        |        |
|   |          |       | with Income Less Than \$20,000      |        | 44.9%  |
| <b>Owner Value</b>                                |          |       | <b>Poverty</b>                      |        |        |
| Median  | \$79,414 |       | Median Household Income             | \$     | 32,256 |
| Below \$100,000                                   |          | 70.3% | Median Family Income                | \$     | 39,714 |
| \$150,000 or More                                 |          | 12.5% |                                     |        |        |
| \$300,000 or More                                 |          | 2.4%  |                                     |        |        |
| <b>Household Type</b>                             |          |       | <b>Adults with Disabilities</b>     |        |        |
| Total Households                                  | 102,803  |       | Age 21-64                           | 34,035 | 23.7%  |
| Family Households                                 | 71,869   |       | Age 65+                             | 17,560 | 45.4%  |
| Total Married Couple Households                   | 54,186   |       |                                     |        |        |
| Percent of all Households                         |          | 52.7% |                                     |        |        |
| Female Headed Families, No Spouse                 | 13,564   |       |                                     |        |        |
| Percent of all Households                         |          | 13.2% |                                     |        |        |
| Male Headed Families, No Spouse                   | 4,119    |       |                                     |        |        |
| Percent of all Households                         |          | 4.0%  |                                     |        |        |
| Non-Family Households                             | 30,934   |       |                                     |        |        |
| Percent of all Households                         |          | 30.1% |                                     |        |        |
| <b>Subfamilies</b>                                |          |       | <b>Population in Nursing Homes</b>  |        |        |
| Subfamilies with Children Under 18                | 2,276    |       | Age < 65                            | 138    |        |
| Ratio to Total Families                           |          | 3.2%  | Age 65+                             | 1,573  |        |

## VIRGINIA

**Area (Square Miles):** 39,594  
**Total Population:** 7,078,515  
**Urban Percent:** 73.0%

**Total Housing Units** 2,904,192  
**Occupied Unit** 2,699,173

### Units in Structure (Total Housing Units)

|                                |           |       |
|--------------------------------|-----------|-------|
| One Unit                       | 2,090,142 | 72.0% |
| 2-4 Units                      | 154,262   | 5.3%  |
| 5 or More Units                | 471,160   | 16.2% |
| Mobile Homes, Trailers & Other | 188,628   | 6.5%  |

### Tenure

|                                     |           |       |
|-------------------------------------|-----------|-------|
| Renters                             | 861,234   | 31.9% |
| Owners / (Homeownership Rate)       | 1,837,939 | 68.1% |
| Homeownership Rate, 25-34 Year-Olds |           | 46.1% |
| Homeownership Rate, 35-44 Year-Olds |           | 68.2% |
| Homeownership Rate, 65 and Older    |           | 80.1% |

### Year Structure Built (Total Housing Units)

|                |         |       |
|----------------|---------|-------|
| Pre- 1939      | 264,542 | 9.1%  |
| 1940 to 1959   | 515,153 | 17.7% |
| 1960 to 1979   | 974,598 | 33.6% |
| 1980 to 1989   | 570,178 | 19.6% |
| 1990 and After | 579,721 | 20.0% |

### Household Size and Crowding

|                               |      |
|-------------------------------|------|
| Population per Household      | 2.54 |
| 1.01 Persons or More per Room | 3.2% |

### Vacancy Status

|   |      |
|---|------|
| Owner Vacancy Rate                            | 1.5% |
| Renter Vacancy Rate                           | 5.2% |
| Seasonal / Migratory (Percent of Total Units) | 1.9% |

### Substandard Occupied Units

|                           |        |      |
|---------------------------|--------|------|
| Lacking Complete Plumbing | 19,550 | 0.7% |
| Lacking Complete Kitchen  | 15,070 | 0.6% |

### Gross Rent

|               |       |
|---------------|-------|
| Median        | \$650 |
| Below \$300   | 9.3%  |
| \$750 or More | 35.3% |
| No Cash Rent  | 5.8%  |

### Cost Burden

|   |       |
|---|-------|
| Renters   |       |
| Paying 30% or More of Income                                | 36.7% |
| Paying 30% or More of Income with Income Less Than \$20,000 | 78.2% |

### Owner Costs

|                                     |         |
|-------------------------------------|---------|
| Median Owner Costs Without Mortgage | \$263   |
| Median Owner Costs With Mortgage    | \$1,144 |
| Owners with Mortgage                | 75.1%   |

|   |       |
|---|-------|
| Owners  |       |
| Paying 30% or More of Income                                | 20.5% |
| Paying 30% or More of Income with Income Less Than \$20,000 | 56.4% |

### Owner Value

|                   |           |
|-------------------|-----------|
| Median            | \$125,400 |
| Below \$100,000   | 36.7%     |
| \$150,000 or More | 38.6%     |
| \$300,000 or More | 9.2%      |

### Income

|                                 |          |
|---------------------------------|----------|
| Median Household Income         | \$46,677 |
| Median Household Income Owners  | \$55,845 |
| Median Household Income Renters | \$30,750 |
| Median Family Income            | \$54,169 |

### Household Type

|                                   |           |
|-----------------------------------|-----------|
| Total Households                  | 2,699,173 |
| Family Households                 | 1,847,796 |
| Total Married Couple Households   | 1,426,044 |
| Percent of all Households         | 52.8%     |
| Female Headed Families, No Spouse | 320,290   |
| Percent of all Households         | 11.9%     |
| Male Headed Families, No Spouse   | 101,462   |
| Percent of all Households         | 3.8%      |
| Non-Family Households             | 851,377   |
| Percent of all Households         | 31.5%     |

### Poverty

|                             |         |       |
|-----------------------------|---------|-------|
| Total Persons Below Poverty | 656,641 | 9.6%  |
| Under 18, Below Poverty     | 209,532 | 12.3% |
| 18 - 64, Below Poverty      | 375,564 | 8.6%  |
| 65 and Older, Below Poverty | 71,545  | 9.5%  |

### Adults with Disabilities

|           |         |       |
|-----------|---------|-------|
| Age 21-64 | 712,330 | 17.5% |
| Age 65+   | 317,085 | 42.1% |

### Subfamilies

|                                    |        |
|------------------------------------|--------|
| Subfamilies with Children Under 18 | 53,585 |
| Ratio to Total Families            | 2.9%   |

### Population in Nursing Homes

|          |        |
|----------|--------|
| Age < 65 | 3,711  |
| Age 65+  | 35,154 |

As to quality of housing, 0.4 percent of homes in Martinsville lack complete plumbing, compared to 0.7 percent in the County, and 0.7 percent in the State. For units lacking complete kitchens, 0.4 percent of City units have shortcomings, while 0.5 percent of Henry County and 0.6 percent of State units have these problems. In this respect, the City is doing better than the State and the County at rehabilitating these substandard homes. There are 2.0 percent of households with more than 1.0 persons per room in the City, 3.2 percent in the State, and 1.9 percent in the County; the persons per household is 2.3 in the City, 2.5 in the State, and 2.4 in Henry County.

Median owner costs in the City are \$686.00 per month, \$1,144.00 per month across the State, and \$688.00 per month in the County. These are costs where the owner has a mortgage. For housing costs without a mortgage, City citizens have median payments of \$206.00 per month, with \$263.00 per month for State citizens, and \$182.00 per month for County citizens. The percentage of families with mortgages in the City is only 55.8 percent, whereas in the State it is 75.1 percent and 56.6 percent in Henry County. Overall, the costs for housing are relatively low in the City indicating reasonable affordability for housing when compared to the State.

## Housing Costs

Martinsville City homeowners and renters are more cost burdened (as a percent of income) than the County as a whole and, for the most part, less cost burdened than the State as the table below shows. This moderately high cost burden probably impedes Martinsville City's homeownership rate. Renters benefit somewhat from the lower cost burden in comparison with the State, paying rents which are lower percentages of their income. According to the 2000 Census, the median gross rent in Martinsville City was \$401, while Henry County's median rent was \$389, and Virginia's rent was \$650 in 2000. Gross rent includes monthly contract rent plus the estimated average monthly costs of utilities and fuels, if these are paid by the renter. Martinsville City's low rents were also caused by the relatively high renter vacancy rate (12.9 percent). The County had a renter vacancy rate of 11.5 percent and the State stood at 5.2 percent. Homeowners in Martinsville City and Henry County had higher vacancy rates at 3.7 percent and 1.7 percent, respectively, than the State at 1.5 percent. Martinsville's high renter vacancy rate coupled with the low rents will deter future development of multi-family housing; however, the relatively high owner vacancy rate may discourage the development of additional single-family housing units.

The Virginia Housing Development Authority offers rental assistance through its Section 8 Program. The Martinsville Housing Service Office is responsible for the distribution of this assistance to the area.

### Cost Burden

|   | Martinsville | Henry County | Virginia |
|---|--------------|--------------|----------|
| <b><u>Owners</u></b>  |              |              |          |
| • Paying 30% or More of Household Income                                | 21.2%        | 16.5%        | 20.5%    |
| • Paying 30% or More of Household Income with Income Less Than \$20,000 | 50.8%        | 43.8%        | 56.4%    |
| <b><u>Renters</u></b>   |              |              |          |
| • Paying 30% or More of Household Income                                | 36.8%        | 32.7%        | 36.7%    |
| • Paying 30% or More of Household Income with Income Less Than \$20,000 | 68.4%        | 68.0%        | 78.2%    |

Source: 2000 U.S. Census of Population and Housing, STF 3A.

According to the 2000 Census, the median value of Martinsville's housing units was \$69,100, with 74.5 percent of units valued below \$100,000 and 12.0 percent valued above \$150,000. The County had a median housing unit value of \$75,500, with 79.0 percent of units valued below \$100,000 and only 7.8 percent valued above \$150,000. Again, Virginia's figures were much higher with a median housing unit value of \$125,400. Virginia's housing units contained 36.7 percent valued below \$100,000 and 38.6 percent valued above \$150,000.

## **General Assessment of Housing Needs in the City**

Based on provisions for families having to pay out more than 30 percent of income for homeownership, or more than 30 percent of income to rent housing, the percentage of families owning their own home, and median rents, the City appears to have a more affordable housing environment than the State in aggregate. When median owner costs are reviewed, the City is somewhat lower than the State, but has one of the lowest percentage (60.2 percent) of homeowners in the Planning District's localities. Comparing the City to the Commonwealth for complete plumbing and complete kitchens, it is recognized that the City units have had more rehabilitation or replacement; the City may be able to identify some problem areas where some targeted, rehabilitation programs might be useful.

## **General Housing Goals for Improving Affordability and Conditions**

The following sets out some specific goals that the City will want to reach over an extended period:

1. Work toward maintaining or improving the amounts of current housing stock for low- to moderate-income persons.
2. Work toward maintaining and improving the quality of existing housing stock suitable for housing qualifying low- to moderate-income families.
3. Continue to implement the City's Housing Office as the primary agency for assisting in the rehabilitation of existing housing and promoting construction of new, improved housing.

## **Potential Housing Programs and Sources of Assistance in Improving Housing Affordability and Improving Housing Conditions**

In recognition that, while a locality might acknowledge that there are deficiencies in quantity, quality, and affordability of housing within its jurisdictional area and also might set in place some basic goals it would like to reach in ameliorating any problems it might discover, a basic need immediately in managing a problem would be to identify sources of assistance.

A number of different agencies in Virginia offer sources of financial assistance and other resources for housing. The principal agencies providing assistance and services include: the Department of Housing and Community Development, the Virginia Housing Development Authority, and the Virginia Housing Commission. The City has utilized a number of grants and housing assistance programs to implement revitalization, as discussed in the Housing Analysis section of this Comprehensive Plan.

Some of the more prominent and widely used programs that can be utilized by localities included under the Department of Housing and Community Development are: Indoor Plumbing Rehabilitation Program, Weatherization Assistance Program, Emergency Home Repair program, Homeownership Assistance Program, Local Housing Rehabilitation Program, Multi-family Loan Program. The Virginia Housing Development Authority (VHDA) has management responsibilities for the following programs: HUD-Insured Home Equity Conversion Mortgages, Virginia State Tax Credit Program, Multi-family Loan Program, Rental Rehabilitation Grant Program, Basic Home Purchase Loan Program, Single-Family Affordable Housing Program. The Virginia Housing Commission's principal activity is to carry out its mission: "to study the ways and means best designed to utilize existing resources and to develop facilities that will provide the Commonwealth's growing population with adequate housing." Actions that the Commission has responsibility for in regard to statewide initiatives include: the establishment of the Virginia Housing Development Authority, Uniform Statewide Building Code, Residential Landlord and Tenant Act, Condominium Act, Real Estate Cooperative Act.

VHDA has developed an array of Homeownership Loan Programs designed to remove the barriers of buying a home and meet the changing needs of today's low- and moderate-income consumer. Home mortgage loans are available for both first-time buyers and repeat homeowners. Private lenders originate most of these loans. The Multifamily/Rental Loan Programs assist large and small developers in purchasing, rehabilitating and renovating apartments and rental properties for low- and moderate-income Virginians. Within this division, the authority also administers the Federal Low-Income Housing Tax Credit program, which encourages the development of affordable rental housing by providing owners with a federal income tax credit.

Each year, VHDA issues taxable and tax-exempt bonds to support its lending Single Family and Multifamily Loan programs. The private sector purchases VHDA bonds, and this, in turn, generates the authority's principal source of capital. The bonds do not constitute a debt or obligation of the Commonwealth. From its own operating funds, VHDA finances the Virginia Housing Fund, which makes loans to homeownership and rental programs that serve Virginians who have incomes at 50 to 60 percent of their area medians and who cannot be served by our traditional bond-funded programs.

**Local Initiatives.** Approaches to improving housing in the City would be to explore rehabilitation programs that might be implemented by Southside Community Action Agency--the local community action agency. For water and sewer improvement needs regarding substandard homes and neighborhoods, the Virginia Water Project could also be a source of assistance. For areas that can be sufficiently targeted and have a majority of low- and moderate-income persons, the Community Development Block Grant program could be utilized by the City Council.

## **Housing Affordability Summary**

- The City's housing stock for single-family units makes up 74.4 percent of all housing units; this is notably greater than the State at 72.0 percent and Henry County at 69.6 percent.
- Compared to the statewide figures, the burden of housing cost is relatively high within the City as homeowners paying 30 percent or more of income for housing is 20.5 percent in the State, but 21.2 percent of households in the City pay 30 percent or more. There are also a higher percentage of Martinsville residents paying 30 percent or more of their income for housing as renters (36.8 percent) than the County at 32.7 percent and the State at 36.7 percent.

- Martinsville has a lower homeownership rate (60.2 percent) than Henry County (76.9 percent) and State (68.1 percent), according to the *Virginia Housing Atlas: Housing Trends and Patterns in 2000*, published by the Virginia Center for Housing Research of Virginia Tech, using 2000 Census data.
- Median owner value for the City (\$69,100) in 2000 was lower than the County (\$75,500) and the State (\$125,400), also from *The Virginia Housing Atlas: Housing Trends and Patterns in 2000*, published by the Virginia Center for Housing Research of Virginia Tech.
- A comparison of City and State Census data shows that Martinsville is by all housing indices, more affordable. Median owner costs in the City (\$686.00 per month) are substantially lower than the State's rate of \$1,144.00 per month. In addition, the number of families with mortgages in Martinsville (55.8 percent) is significantly lower than the State (75.1 percent).
- A number of housing units lacking complete plumbing and kitchen facilities have been reduced through Indoor Plumbing Rehabilitation and Community Development Block Grant funds secured by the City.
- There are a number of sources within the State that provide assistance and services for financial aid, rehabilitation, and upgrading for low- and moderate-income families.
- The City has utilized a number of grants and housing assistance programs to implement revitalization, as discussed in the Housing Analysis section of this Comprehensive Plan. The City's Community Development Office has undertaken a number of housing rehabilitation projects since the early 1990's. Five major neighborhood revitalization programs have been in the areas of Cherry Street, Southside, Moss-Barton, Massey-Endless, and Academy Place. Future plans include the Franklin/Liberty/Northside area of the City.
- Also noted in the Housing Analysis section, the West Piedmont Better Housing Coalition, through the United Way, has been actively involved in a regional effort in Martinsville-Henry County, Danville-Pittsylvania County, Franklin, and Patrick Counties to address housing and homeless issues in the region. This group is focused on finding solutions to preventing homelessness and providing affordable housing opportunities for those in need.

# TRANSPORTATION PLAN

The Martinsville-Henry County Economic Development Corporation in its promotions makes some key points in describing the general state of transportation in the Martinsville-Henry County area. It notes that Martinsville and Henry County's close proximity to four interstate highways makes it an ideal location for business and adds greatly to economic opportunities in the future. Interstates 77, 85, 40, and 81 and the proposed Interstate 73 are all within 50 miles of the community. Interstate 77 connects Columbia, South Carolina, to Cleveland, Ohio and the Midwest US; Interstate 85 runs from Petersburg, Virginia, south to Montgomery, Alabama; Interstate 40 runs east-west from Wilmington, North Carolina, to California; and Interstate 81 runs north-south from Syracuse, New York, to Knoxville, Tennessee.

Two federal four-lane highways pass through and connect the community to the interstate system and larger metro areas: U.S. Route 220, which runs north-south from Waverly, New York, to Rockingham, North Carolina, and U.S. Route 58 running east-west from Virginia Beach to the Virginia-Tennessee border.

The Martinsville and Henry County area's industry is served by one of the nation's largest railways, Norfolk Southern Railways, which provides freight services to major ports, including the Port of Virginia in Norfolk which is 225 miles to the east.

Air travel is convenient from Martinsville-Henry County with two major airports within 50 miles and a regional, executive airport located west of the City in Henry County off US Route 58 West. Blue Ridge Regional Airport features a 5,000-foot long jet stressed lighted runway. Piedmont Triad International Airport (GSO) offers eighty daily non-stop flights to eighteen cities on six major carriers. Roanoke Regional Airport (ROA) offers sixty non-stop flights on five major carriers. Raleigh-Durham International Airport is less than two hours away by automobile.

## Overview of Recent Planning Efforts

The City's transportation planning is contained in a number of source documents developed by the City and the Virginia Department of Transportation. This transportation element/chapter consolidates all of the most pertinent portions of the documents into a single transportation element for the Comprehensive Plan.

In 2005, the Virginia Department of Transportation completed and submitted its Martinsville Henry-County Area Transportation Study [using VDOT's Small Urban Areas Long-Range Transportation plan program] to the local governments for their consideration. This long-range transportation plan included: planned road improvements, recommended road improvements on existing locations, recommended road improvements on new locations, transportation system management improvements recommended. In addition, the study gave consideration for other modes such as: bicycle and pedestrian movements; intercity rail, bus, and air travel; transit, social service transportation and taxi; goods/freight movement; and parking. This document is summarized later in this Transportation Element.

The Virginia Department of Transportation also has developed a Six-Year Improvement Program, a planning document that is updated annually and approved by the Commonwealth Transportation Board. The Six-Year Improvement Program addresses a

short planning time period and only projects on which the state intends to obligate funds. The state's approach to listing projects has been altered in the past years so that projects for which there is apt to be federal obligations of funds are principally considered, versus the older allocation process where the surety of funding a project and keeping it on schedule is less likely.

The Virginia Department of Transportation's planning staff has been involved in development of a statewide multi-modal long-range transportation plan with the overall effort generally being referred to as VTRANS 2025. Much committee work and public involvement effort was accomplished over the course of the planning program's development.

The Martinsville-Henry County area is served by two major state routes, U.S. Route 58 and U.S. Route 220 that are designated as Highways of National Significance (NHS) and as federal primary routes. Route 58 is the area's principal east-west corridor and serves Southside Virginia; Route 220 serves western sections of Virginia from the North Carolina-Virginia state line and along the Appalachian Mountains into West Virginia, Maryland, and Pennsylvania. Both routes have been under major improvement over the past few years and are assets to Martinsville in respect to trade and commerce. These routes connect the area with Interstate 77 to the west, with Interstate 85 and Interstate 95 to the east, to Interstate 81 to the north, and to Interstate 40-Interstate 85 to the south. Based on feedback from commuters and frequent travelers in the Market Street Services reports developed for the Martinsville-Henry County area in 2003, the major state highways serving the area are well maintained and efficient, and do not take away from the area's competitiveness as a place to do business.

## **Regional Rural Long-Range Transportation Plan**

The City staff and staff of West Piedmont Planning District Commission and its member localities (Martinsville and Danville; Franklin, Henry, Patrick, and Pittsylvania Counties; and the Town of Rocky Mount), and the Virginia Department of Transportation have joined together in the development of a Regional Rural Long-Range Transportation Plan to be completed in Fiscal Year 2010. This document is being developed in conjunction with the Virginia Department of Transportation which is developing plans that cover the entire Commonwealth so that areas classified as rural or non-MPO (Metropolitan Planning Organizations) study areas are covered by formal, transportation planning documents. Non-MPO areas may be smaller cities, towns, and counties across the state. All of the West Piedmont Planning District is rural, non-MPO except Danville and some surrounding urbanizing areas of Pittsylvania County.

The planning effort involves the following major steps in addition to various supporting activities: data collection; establishing existing conditions; establishing roads with improvement needs due to safety, congestion, or conditions present; recommendations for improvements in network; estimates of funds required; development of a draft plan and public involvement in plan review; review by VDOT; review and consideration by local governments and PDC Board; printing and distributing of the final document; and planning for future updates.

## **Martinsville-Henry County Area Transportation Study**

- **Introduction:**

The following sections are abstracted from the original planning document produced by VDOT. The Martinsville-Henry County Area Transportation Study - Year 2020 (MHATS 2020) was developed as a joint effort between the Virginia Department of Transportation, the City of Martinsville, and Henry County. The purpose of the

study was to evaluate the transportation system in the Martinsville and Henry County area and to recommend a set of transportation improvements that could best satisfy existing and future transportation needs. The study identified needs, which were based upon capacity, roadway safety, geometric conditions, and land use.

Improved transportation systems remain vital to Virginia's, as well as the Martinsville and Henry County area's, continued economic growth and development. The provision for the effective, safe and efficient movement of people and goods is a basic goal of all transportation programs in the Commonwealth of Virginia. It is with this basic goal in mind, and with further consideration of environmental issues and local desires, that this transportation plan was developed.

The Virginia Department of Transportation will use this plan when evaluating requests from the local governments for specific transportation projects and/or for implementing projects that the Department initiates. The list of recommendations will also be used in the statewide transportation planning process in order that the statewide magnitude of needs can be better quantified.

The Martinsville-Henry County Area Transportation Study (MHATS 2020) map included with the plan document adopted by the City of Martinsville is included on a following page.

- **Study Area Thoroughfare System--Summary**

The City of Martinsville is located in Henry County on Routes 58 and 220. Martinsville is located approximately 30 miles west of Danville, 50 miles south of Roanoke, and 50 miles north of Greensboro. The Smith River and Norfolk Southern Railway tracks pass through the area, necessitating several bridges. This transportation study area includes all of the City of Martinsville as well as Henry County.

Inside the study area limits, a specific set of highways that have been approved by the Virginia Department of Transportation, the Federal Highway Administration, the City of Martinsville, and Henry County, have been selected and designated as the area's thoroughfare system. The thoroughfare system is identified as roads that are functionally classified as collectors or arterials. The subsequent analysis and recommendations were limited to those designated roadways, with the exception of any recommended facility on new location and those improvements that have been requested by representatives of Martinsville and Henry County on the local unclassified street system. In addition, improvements to the following other modes of transportation have been evaluated: bicycle and pedestrian facilities; intercity rail, bus and air travel; transit, paratransit, and taxi; as well as goods movement.

- **Recommendations**

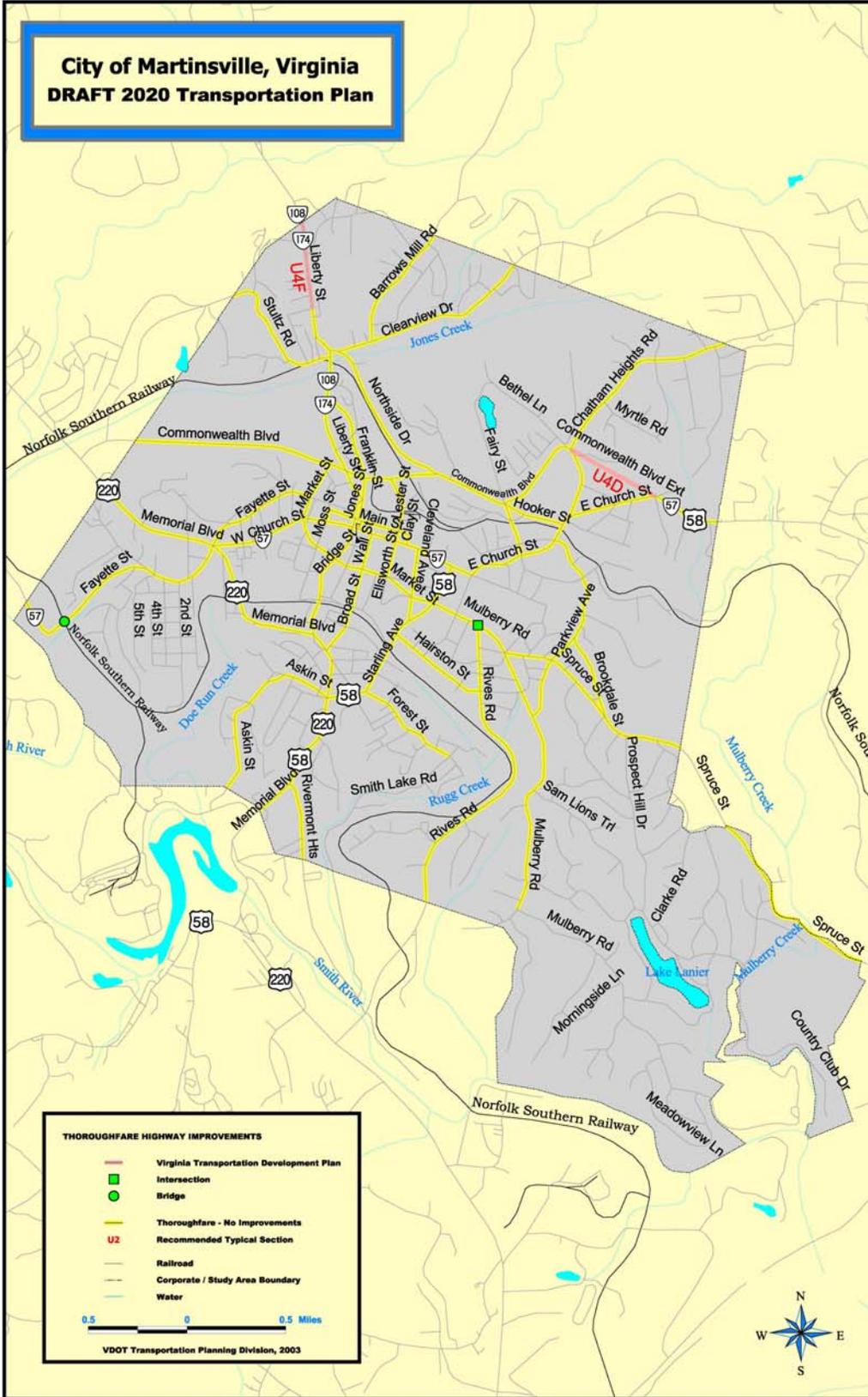
Recommendations were developed to address capacity, goods movement, safety/roadway geometry, and land use issues in the City of Martinsville and Henry County. These issues were developed through the data analysis (capacity, bridge, rail, etc.), as well as through meetings with the MHATS 2020 Technical Committee, which was comprised of City and County officials. The recommendations were presented to the public for their review during a public information session on December 11, 2003. Each recommendation is discussed in the following sections, organized by timeframe.

- **Phase One: Base Year Roadway Recommendations**

These recommendations address the immediate transportation needs of the community and are comprised of low-cost strategies and include adding turn lanes at intersections; signal addition or improvement; and access management techniques.

- **City of Martinsville:**
  - Intersection of Mulberry Road and Rives Road (Martinsville):**  
Improve the operation of the intersection by adding a northbound left-turn lane on Rives Road to provide storage for turning vehicles. The estimated cost of the improvement is \$112,500, which consists of \$90,000 for construction and \$22,500 for right-of-way.
  - Intersection of Commonwealth Boulevard and Memorial Boulevard (Henry County)**  
Widen the intersection approaches to include an eastbound left-turn lane and northbound and westbound right-turn lanes. This will provide more capacity for turning vehicles, which in turn will decrease delay for through movements, as well as turning movements. The estimated cost of this improvement is \$297,500, which includes \$59,500 for right-of-way acquisition.
- **Phase Two: Interim Year (2010) Roadway Recommendations**  
These recommendations address the anticipated needs of the community in the year 2010 and include more capital-intensive improvements than those covered in Phase One.
  - **Bridge Replacements**  
The following bridges are structurally deficient:  
Westbound US 58 over the Smith River – Replace westbound bridge with a two-lane structure (\$3,000,000).
- **Phase Three: Study Year (2020) Roadway Recommendations**  
These recommendations address the anticipated needs of the community in the year 2020 and include more capital-intensive improvements than those covered in Phase One or Two.
  - **City of Martinsville**
    - Fayette Street (VA 57)**  
On the western edge of Martinsville, widen Fayette Street under the Norfolk Southern Railroad tracks to a standard four-lane roadway. This will also require a new railroad overpass to be constructed. The total estimated cost of this recommendation is \$2,120,000.
- **Henry County Projects with Proximity, Importance to City of Martinsville**
  - Smith River Bridge Replacement**  
The Rives Road Bridge over the Smith River is structurally deficient and should be replaced with a new four-lane structure. The estimated cost of the new bridge is \$5,906,300.
  - Spruce Street (Route 650)**  
Widen this roadway from the eastern corporate limits of Martinsville to VA 58 to a standard rural four-lane divided roadway. The length of this project is 1.16 miles and the estimated cost of this recommendation is \$4,205,000 (\$3,364,000 for construction and \$841,000 for right-of-way).

**City of Martinsville, Virginia  
DRAFT 2020 Transportation Plan**





- **Other Modes of Transportation**

**Parking:**

Throughout the City of Martinsville, most parking needs are met through on-street parallel parking and off-street parking facilities. Parallel parking is provided in the business district and on several other thoroughfares mainly in residential and industrial areas. There are several off-street parking lots downtown. There are no parking recommendations being made as part of this study.

**Bicycle / Pedestrian:**

There are no recommendations associated with pedestrian or bicycle access. Sidewalks are present in downtown Martinsville and along some of the major thoroughfares. However, the sidewalks are not continuous in some locations. (See Bicycle Plan section that updates this earlier statement.)

**Intercity Rail, Bus, and Air Travel:**

Greyhound bus service is available in Danville 30 miles to the east and Roanoke 51 miles to the north. The nearest Amtrak service is provided via Amtrak station in Danville. Commercial air travelers are served by the Roanoke Valley Airport in Roanoke (approximately 51 miles north of Martinsville) and the Piedmont Triad International Airport (approximately 50 miles south of Martinsville). There are no recommendations in the plan associated with regional modes of travel.

**Transit, Social Service Transportation and Taxi:**

Two programs within the Martinsville-Henry County area, Piedmont Community Services Board and the Southern Area Agency on Aging, provide social service transportation. Both services cater to seniors or those citizens with disabilities, and specialize in care giving while providing transportation in the process. There are no recommendations in the plan regarding transit, social service transportation or taxi. [See Transit Section]

**Goods Movement:**

There are no specific recommendations associated with goods movement. Goods movement would be improved as a result of the roadway recommendations, especially goods moving through the area by the proposed Interstate 73.

- **Local Roadway Projects**

There are no local projects for either Henry County or the City of Martinsville.

- **Environmental Overview**

An environmental overview will be conducted for the roadway recommendations that include widening (providing additional travel lanes) or development of new roadway facilities for the City of Martinsville and Henry County. The results of the environmental overview will be included in the analysis of the recommended improvements for the MHATS 2020 Technical Report.

- **Local Coordination & Citizen Participation**

The development of MHATS 2020 included several coordination meetings with local staff members of the City and included a public meeting held with VDOT representatives, PDC representatives, City officials, and residents of Henry County and the City of Martinsville. For information for all thoroughfare roadways, contact the City of Martinsville or visit the project web site at <http://www.vdoturbanplans.com>.

The coordination meetings consisted of a kick-off meeting and a draft recommendations meeting. The kick-off meeting, held in July 2001, enabled the project team to discuss with VDOT officials the purpose and scope of the study, the schedule for data collection and plan preparation, and the coordination process. In January 2003, a draft recommendations meeting was held at the Virginia Department of Transportation's main office to discuss the existing conditions and proposed recommendations.

A public meeting was held December 11, 2003, at the Henry County Administration Building to present the recommendations to City officials, citizens, and other interested parties, and to receive comments on the plan.

- **Plan Adoption**

The Martinsville-Henry County Area 2020 Transportation Plan was considered for adoption in early 2004.

- **Additional Information**

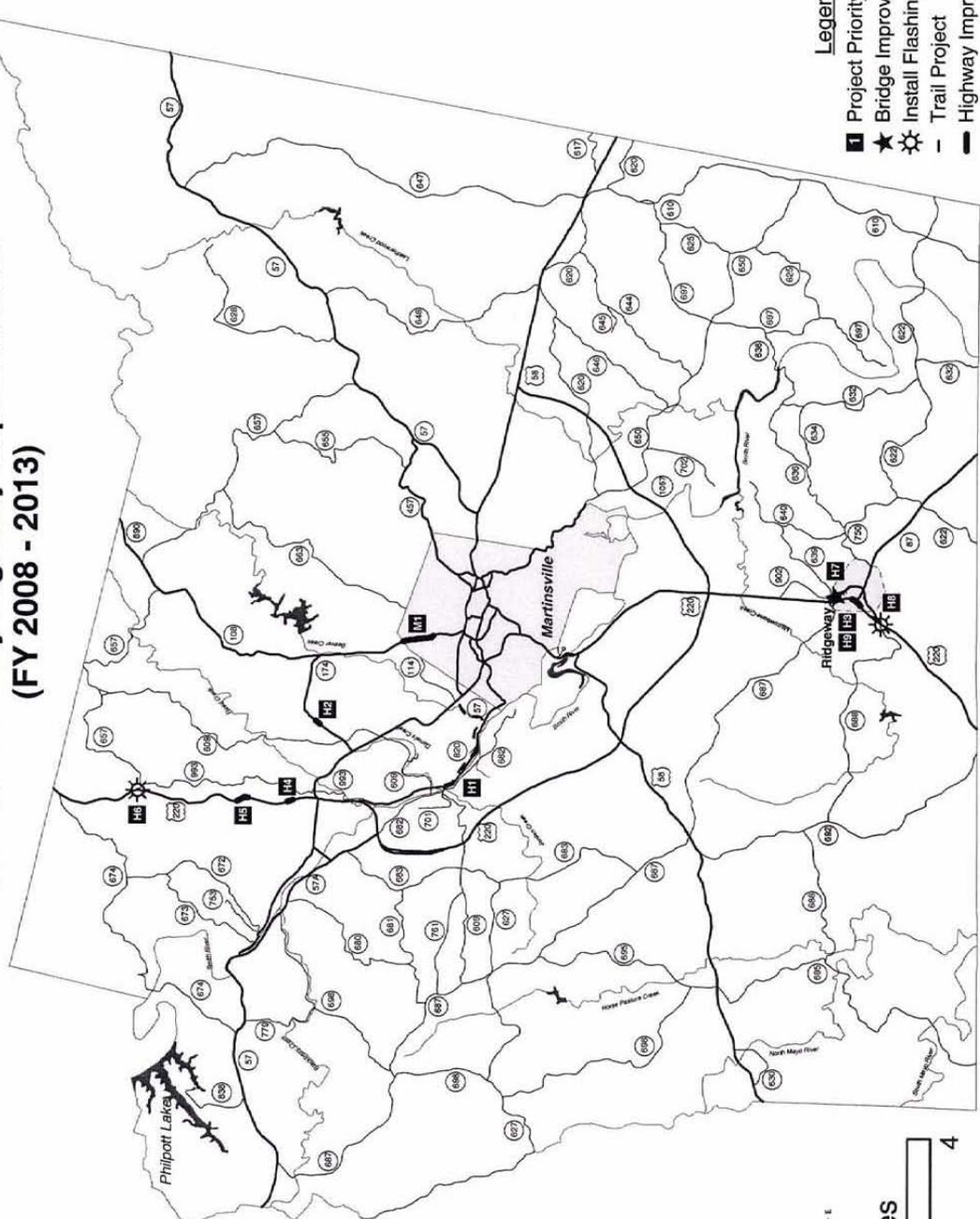
More details on the development of MHATS 2020 and the study recommendations will be available in the MHATS 2020 Technical Report and the MHATS 2020 website: [http://www.virginiadot.org/projects/sm\\_urbanplans/Martinsville.asp](http://www.virginiadot.org/projects/sm_urbanplans/Martinsville.asp).

## **Six-Year Improvement Program**

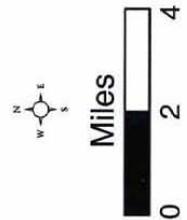
In addition to the MHATS 2020 transportation plan discussed above, the Virginia Department of Transportation's Six-Year Improvement Program (SYIP) also addresses transportation needs. The SYIP is a statewide, comprehensive listing of transportation projects scheduled for construction or improvement over the next six fiscal years as well as anticipated funding allocations. Not all projects within the study area included in the SYIP are part of this recommendations package. The SYIP can be reviewed online at VDOT's website, <http://virginiadot.org>. Information on SYIP projects for the City of Martinsville can also be found by contacting the VDOT Resident Engineer at the Martinsville Residency Office in Henry County, Virginia (276)629-2581. The map depicting Martinsville and Henry County's project included in the Commonwealth's Six-Year Improvement Program (SYIP) is included on a following page.

The Six-Year Improvement Program of the Virginia Department of Transportation includes major projects on the City's streets that are considered as part of the state urban highway system. Annually, through meetings and public hearings, the advice of the City Council and staff is sought on projects for which state and federal funds will be employed. The projects now listed in the Six-Year Improvement Program reflect the City and Commonwealth's top priority projects for the area that can reasonably be expected to be developed over the next six years. Funding expectation taken into consideration must include potential state and federal funding that can be obligated to be spent on the urban system in Martinsville. It should be noted that matching funding is required from the City to be combined with the VDOT funds allowed. Secondly, the City can undertake improvements on the urban system without state funding if it chooses to do so.

# Martinsville-Henry County Six Year Primary Highway Improvements (FY 2008 - 2013)



- Legend**
- Project Priority
  - ★ Bridge Improvement
  - ☼ Install Flashing Lights
  - - - Trail Project
  - Highway Improvement



Note: Map only reflects projects with funding allocated for the six-year period.

Prepared by West Piedmont Planning District Commission, July 2007.



## **Functional Classification of the City's Street System**

The Virginia Department of Transportation, in cooperation with the City, applies classifications to the City's various streets. One reason for this classification is to specify the sources of funds that will be applied in carrying out the upkeep/repairs of these roadways. The Virginia Department of Transportation's Transportation Planning staff has developed mapping to depict the assignment of functional classification over the City's roadway network; this mapping is presented on the following page.

## **Key Projects of the City of Martinsville**

The City of Martinsville annually participates in the Commonwealth Transportation Board meetings to take input from localities across the state. The inputs normally involve the locality submitting its list of highest priority projects. The City list of key projects supported are as follows:

- 1) Complete the Liberty Street (Route 174)/Clearview Drive) improvement project comprised of the following three elements:
  - Improvements to Liberty Street north from York Street to the north corporate limits;
  - Improvements to Liberty Street from Clearview Drive south to Commonwealth Boulevard;
  - Improvements to Clearview Drive from Barrows Mill Road to Progress Drive
- 2) Widen and realign the section of Fayette Street (Route 57) from Pine Hall Road west to the corporate limits including curb, gutter, and sidewalk, and to replace a N&W Railroad underpass.
- 3) Endorsement for the Interstate 73 project.
- 4) Endorsement for completion of U.S. Route 58 westward to its intersection with Interstate 77.

## **Key Project Impacts**

VDOT completed the first phase of a major improvement on Liberty Street/Route 174 in the City prior to the development of the Comprehensive Plan update. In this project, the Liberty Street intersection with Clearview Drive (from the east) and Stultz Road (from the west) and the nearby intersection of Northside Drive with Clearview Drive were completed with the north terminus of the project being with York Street. This project retained unaffected the Norfolk Southern overpass bridge over Liberty while providing more lanes, lane width under the bridge span for more traffic capacity and thus lane space for peak-hour queues in the northbound movements. Lanes added to Liberty Street north of the intersection also provide more capacity for peak-hour queues. The improvements to the Clearview-Northside sections with more lanes and width combined with signalization will assist in provide better handling of commuter thru traffic to the Patriot Centre Industrial Park and commuters, plus aiding truck traffic following Clearview Drive to the Clearview Business Park, a half mile to the east.

VDOT has plans for extending the Liberty Street/Route 174 lane addition program from York Street out to the North Corporate Limits. Additional lanes in this corridor will improve travel to the Patriot Centre and County government center offices significantly and will also improve commuting from County locations into the City for the peak hours. Truck traffic/freight movements will also be aided.

**Summary of City of Martinsville-Henry County Area Transportation  
Recommendations  
Year 1999 -- Year 2020**

**Principal Projects Included in VDOT Plan for the City**

| District     | Route        | Facility Name | From              | To         | Road Segment Length (miles) | Recommendations                                 | Recom. Typical Section (Width) | Total Cost (Year 2000 Dollar's) |
|--------------|--------------|---------------|-------------------|------------|-----------------------------|---|--------------------------------|---------------------------------|
| Martinsville | Intersection | NA            | Mulberry Road     | Rives Road | NA                          | Add a NB left-turn lane (base year)             | NA                             | \$112,500                       |
| Martinsville | Bridge       | Fayette       | Under NS Railroad |            | NA                          | Widen roadway and replace underpass (Year 2020) | N                              | \$2,121,000                     |

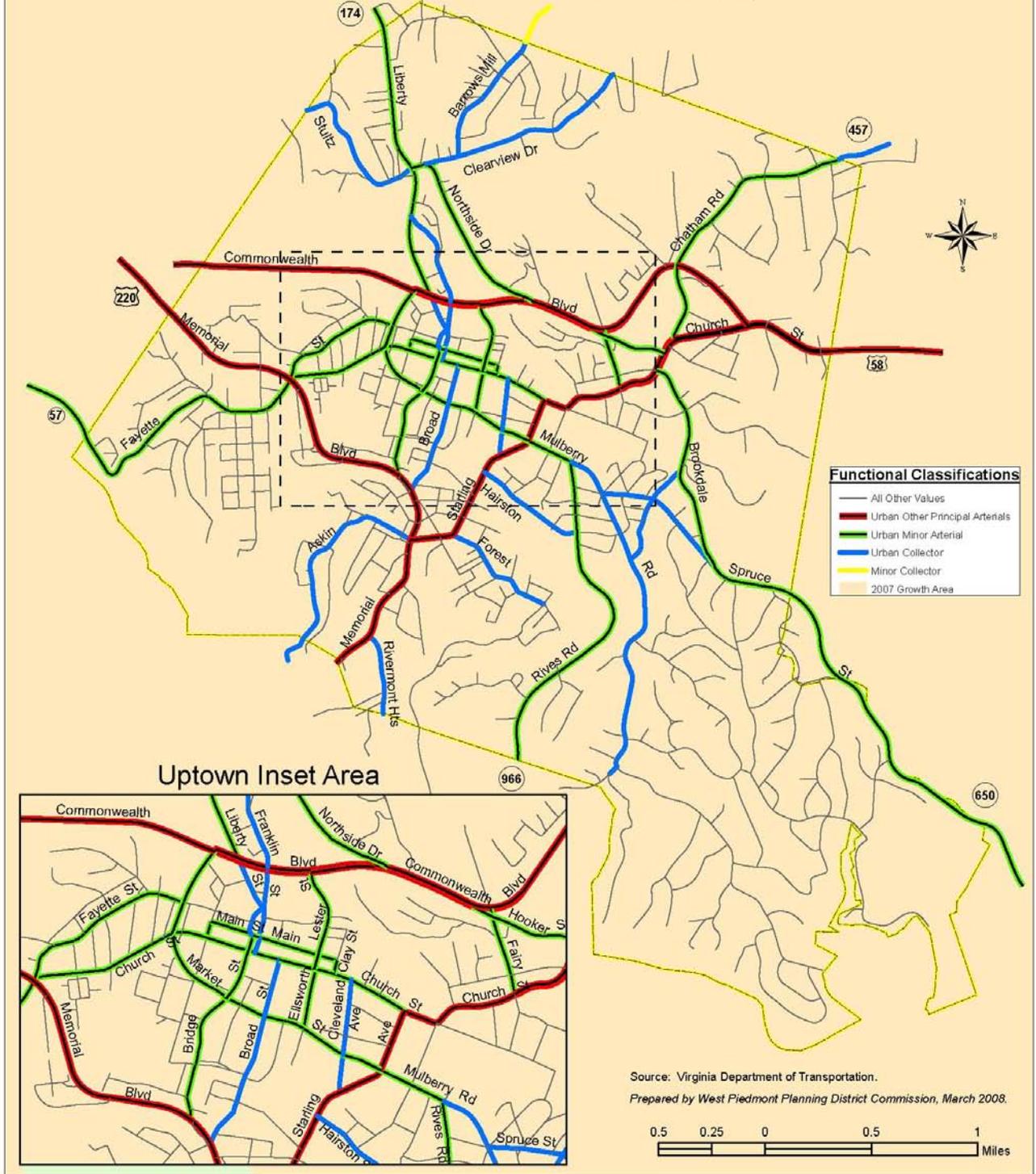
**Street Maintenance and Improvement Program**

Employing its street maintenance funds, the City makes necessary spot surface treatment improvements to road surfaces throughout the City when severe cracking or potholes occur. In the past, the City had developed and implemented targeted street segment improvements that extended beyond surface treatment. This targeted work principally involved adding curbing, gutters, and sidewalk structures accompanied by any needed paving work. Projects were identified in a master list and incorporated into the capital improvements program for initiation and completion as funds became available. In recent years, the targets of roadway improvements have had to be focused on streets in neighborhoods where Community Development Block Grant financed projects are taking place so that there is comprehensive improvement made in the condition of homes, demolition of homes and buildings beyond salvage, cleaning of surrounding lots, water/sewer utilities, and street work including sidewalks, curbs, gutters, and re-paving as needed. The Engineering Department would be able to prioritize target streets and work with Council on making an improvement program, if time and resources are made available, once the CDBG neighborhood improvements are caught up and completed.

It should also be noted that the City has equipment and timely programs for cleaning streets and gutters in affected areas. The City also employs policies that aid neat streets. For example, the City has leaf collection policies that require homeowners to bag leaves, place these behind the curbs, and then crews pick these up in season. Placing leaf bags or blowing leaves and litter onto the roadway is prohibited.

In the past, the City had developed a multi-year plan for street improvements for curbs and sidewalks. Currently, the City staff has inventoried streets without curb and sidewalks at Council's request and will be prioritizing the list by January 2008. With Council's instruction, the staff can break the list of projects down into appropriate annual segments of work, based on linear footage of curb and/or sidewalk for City work crews to accomplish. It should be noted that use of outside contractors for the work may not be an option due to expense; at the same time, City work crews are still occupied by work efforts in the CDBG grant funded targeted neighborhoods which may extend another year or two into the future.

# Martinsville City Functional Classifications for Minor Collectors and Above Draft Copy





## **Bridge Programs**

The Virginia Department of Transportation has formal inspection programs that address the conditions on the various bridges throughout the Commonwealth. Recent contacts with VDOT's bridge inspection officials indicated that there were no bridges in the Martinsville-Henry County area that are in danger of collapse; however, several bridges in the area have received 'poor' ratings. The one bridge in the City with a 'poor' rating is the bridge on Starling Avenue that spans over the Norfolk and Southern railroad tracks that lie below grade and near Sonic Drive-In Restaurant. The bridge was built in 1934 and the repair estimate is \$600,000. The repair project was slated for initiation in spring of 2008. Corrosion and deteriorated areas occur in the deck area, underneath the bridge. Rust in steel support has occurred where concrete pieces have cracked and fallen away. The work will require cleaning steel, replacing concrete, resurfacing parapets (walls) and the bridge's sidewalks. The effort will repair, not replace, the bridge but will bring it back to standard.

## **Safe Streets Program**

The Virginia Department of Transportation, including the National Highway Transportation Safety Administration (NHTSA), in cooperation with the U.S. Department of Justice, has been involved with a planning and neighborhood action effort that evolved from the national concern for crime of recent years: the Safe Streets Program. This program, if pursued in Martinsville, could be designed to accomplish reduction in crime and improvements in safety along the corridors and neighborhoods of targeted streets of the City.

## **Complete Streets Programs**

A number of states and local governments are pursuing new transportation approaches so that streets are planned and designed to accommodate all types of travel, not just automobiles. The concept of complete streets that accommodate bicycle riders, pedestrians of all ages and abilities, and users of public transportation is attracting interest of diverse groups including advocates for senior citizens and the disabled, environmental groups, transportation planners and engineers, bicycle groups, safety advocates, and many others. Some advocates believe complete streets approaches to our transportation in the future may help to fight the obesity problem by making it easier to walk and give seniors who don't drive more options in local travel. An AARP spokesperson notes that "walking safely, getting to the bus stop safely, has to become more possible."

Most governmental entities that have taken action have pursued development of complete streets by initiating their actions with the development of appropriate new policies. Such policies help ensure that scoping for future projects take the needs of all users into account, avoiding the need for costly retrofits and helping the community gradually create a safer environment for bicycling and walking in the course of its already planned activities. A complete streets bill has recently been introduced into the U.S. Senate.

Critics note that this approach may simply divert drivers into other neighboring communities moving traffic congestion to new areas and along with it the pollution that is produced. Others note that it pushes localities to adopt an approach that has no planning or construction money to fully support the effort.

## **City Gateway Programs**

The City has been focusing on certain critical roadway sections of the City for improvements including cleanup, landscaping, streetscaping, regular maintenance and upgrade of the road surface conditions. The City is looking at continuing this emphasis and designating additional focal points for improvement. Not only will these efforts pay off in better use of the roadway, but they also will improve the City's image and aesthetics from the point of view of residents, visitors, tourism, and investors-developers with their particular interests in the City. Finally, the program aids the integration of land use and transportation in neighborhoods where work has been done.

## **Fieldhouse-Arena Proposal Impact**

In 2007, the proposal for a major fieldhouse-arena complex was developed to involve construction of a new facility. A new facility should be considered in regard to traffic impacts it might have. If the facility seats 3,000 to 5,000 people or is of comparable magnitude, it is reasonable to expect 1,000 to 1,500 cars for an event. For comparison, the nearby Liberty Fair Mall has close to 1,000 parking spaces, so it is easy to imagine a full Liberty Fair Mall parking lot emptying into the streets around the arena following an event. At Martinsville High School football games where there are 3,000 to 5,000 people in attendance, the traffic unloads reasonably well. Market Street and Commonwealth Boulevard will likely get the bulk of the traffic load and the City may need to look at some traffic signal changes, or even alternate ways to get traffic in and out. It may also be expected that the City will experience some short-term backup at traffic lights and intersections, but other communities appear to manage the traffic they have from civic centers and/or stadiums, and the City should be able to do likewise. There should not be large, long-lasting impact since major events will probably be spaced out over time. In summary, the City will need to review potential needs for traffic signal operations, need for turn lanes, and temporary traffic control measures to handle the large events.

## **Interstate 73**

The consulting firm, Market Street Services, noted the importance of the "Future I-73 Corridor" as indicated by the special sign announcements in the area in its 2003 studies of the Martinsville-Henry County area. The firm noted that the legislative momentum and funding allocations necessary to turn the sign into a real project were daunting. It also noted the opposition to the project and the various means being employed by opponents to stop or slow the progress on the project. The document indicated that focus group participants had commented on the urgent need for construction of Interstate 73 to improve Martinsville-Henry County's economic development prospects.

The U.S. Congress designated Interstate 73 as a National Priority Corridor as part of the Intermodal Surface Transportation Efficiency Act (ISTEA) of 1991 (now supplanted by SAFETEA-LU of 2005). The priority corridors are intended to link the nation's regions and to support economic growth. Congress responded to identify needs to improve goods movements between the Myrtle Beach area of South Carolina and Sault Ste. Marie,

Michigan. I-73 would begin north of Detroit, then head south into Ohio, West Virginia, Virginia, North Carolina, and South Carolina. Sections of Interstate 73 have already opened in certain states, including North Carolina.

A record of decision by the Federal Highway Administration, a critical step in the process of gaining federal financing for a major project of this nature, was finalized in 2007. With the record of decision completed, the future steps will be to line up budgets with funds to move forward on designs, planning, and construction for the project. Trips to Washington by project proponents to discuss funding indicated our federal legislators are suggesting that toll road approaches may be a financing solution to consider, since the Highway Trust Fund is an unlikely source to fully fund the federal share of the project; raising the federal gasoline tax for the Trust Fund is unpalatable to the current Congress members. Highway proponents should look to the next update of the national transportation authorization bill as a potential means to further finance the acceleration of federally funded activities on behalf of Interstate 73.

In 2008, Chmura Economics and Analytics presented a report to the Martinsville Henry County Chamber of Commerce that was funded by the Virginia Tobacco Commission and Harvest Foundation that assessed the economic impact of Interstate 73 on Virginia and in particular the Roanoke Valley, Franklin County, Henry County, and the Martinsville areas. During construction, there should be some positive short-term impacts on Martinsville and Henry County in respect to providing workers and contractors with food and lodging services when construction takes place on the southern end of the route. More long-term, businesses already operating in the area should see benefits with shorter delivery and shipping times and concomitant costs advantages. Overall, there should be freight services advantages that would be permanent. In terms of business operations within the Region or with customers outside the Region, there should be some travel costs savings and business efficiencies conferred on local enterprise. With savings that might accrue to business, there could be opportunities for firms in the Region to create 800 or more new jobs.

With the existence of Interstate 73, it may be easier to market the area to expanding firms looking for a new location near an interstate. Thus, the existence of Interstate 73 can become a marketing tool. With the route's development, there will be opportunities for development of hotels, service plazas, markets, restaurants centered on the numerous interchanges. Service business should grow and create an estimated 2,000 plus jobs over the Region.

The interstate may also encourage development of regional distribution centers in Franklin and Henry Counties. Martinsville and Henry County have the advantage of being in closer proximity to the Greensboro Triad Federal Express hub, which could encourage the location of support firms in the southern end of the interstate corridor. The interstate will also add to the accessibility of the area's businesses to other areas of business on the East Coast and the Midwest. Finally, the business development created should also create revenues for the Commonwealth and the local governments.

## **Congestion Conditions**

The term Average Daily Traffic can be used as a measure of congestion over the highway system in a locality and then compared to other areas. The following chart shows the characteristics for some other jurisdictions along with Martinsville.

## Congestion Condition Comparison

| Jurisdiction        | Road Miles | Average Daily<br>Traffic per Road<br>Mile | Rank (out of 167<br>Virginia localities) |
|---------------------|------------|---|--|
| Virginia Beach      | 12         | 122,479                                   | 1  |
| Fairfax County      | 208        | 78,667                                    | 2  |
| Norfolk             | 73         | 74,240                                    | 3  |
| Arlington County    | 50         | 54,034                                    | 4  |
| Danville            | 42         | 15,960                                    | 42                                       |
| Martinsville        | 11         | 11,169                                    | 75                                       |
| Henry County        | 106        | 10,792                                    | 78                                       |
| Pittsylvania County | 181        | 5,936                                     | 132                                      |

Source: Virginia Department of Transportation

Measured by average daily traffic on the selected road mileage, it is apparent that the area is generally not congested comparative to other localities in the Commonwealth considering that Martinsville and Henry County are ranked 75<sup>th</sup> and 78<sup>th</sup> respectively. This can be perceived as an advantage to the area in respect to presenting assets to outside parties such as industrial and business prospects. It should be noted that this does not mean that there are no locations along key corridors with congestion during, for example, 'AM' and/or 'PM' peak hours of the day.

The previously referenced Market Street Services report notes that Martinsville's low daily "vehicle miles of travel" figure is consistent with its equally negligible average daily traffic congestion. It also noted the City was not in line to receive any major new transportation upgrades from VDOT in the next six years; at that time, the Liberty Street projects were already programmed into the Six-Year Improvement Program.

### Crash Data for Years 2004-2006

The City maintains detailed files on accidents using reports filed by the Police Department officers who are called to scenes of accidents. These accidents can be tabulated as to street locations and can also be mapped. Therefore, it is possible to review the City street network map to discern clusters of accidents and thus spot intersections or sections of roadway that appear to warrant some attention for possible changes or improvements. The accompanying map displays the clusters of crashes/accidents into five levels: a) 1 to 4 events; b) 5 to 11 events; c) 12-20 events; d) 21 to 45 events; e) 46 to 116 events. Each cluster level of events, a) through e), is identified by increasingly larger circles; these symbolize relative increases in frequency of crash events.

The crash cluster locations are identified in the study on the network of functionally classified roads in Martinsville as set by the Virginia Department of Transportation. The City network is made up of five types of roadways: Urban and Other Principal Arterials; Urban Minor Arterials; Urban Collectors; Minor Collectors; and all other streets. The first four types are the functionally classified network roadways receiving prime attention for crash identification. These are the principal traffic carrying roadways and are the higher priority roads on the overall network for which federal and state funding may be committed. Understandably, the functionally classified network is where most accidents in the City occur and the location of the cluster concentrations for these accidents.

# City of Martinsville 2004-2006 Crash Data Overlay with Functional Classifications Draft Copy



Note: Crash data reflects intersection accidents only.

Source: Martinsville Police Department.

Prepared by West Piedmont Planning District Commission, April 2008.





The following table indicates locations of major clusters in descending order of concentrations. The first listed locations are ones that should receive more immediate review in the future for safety improvements. These locations are principally at intersection locations where the most traffic conflict points occur.

**Martinsville Roadway Network Intersections  
with High Numbers of Accidents/Crashes**

|   |   |
|---|---|
| Market Street & Commonwealth Blvd.                  | Liberty Street & Commonwealth Blvd.                       |
| Fayette Street & Church Street & Memorial Blvd.     | Bridge Street & Memorial Blvd.                            |
| Starling Avenue & Memorial Blvd.                    | Northside Drive & Commonwealth Blvd.                      |
| Hospital Drive & Commonwealth Blvd.                 | Fairy Street & Commonwealth Blvd. & Hooker Street         |
| Starling Avenue & East Church Street                | Hairston Street & Starling Avenue                         |
| East Church Street & Bob Gregory Street             | Chatham Road & East Church Street                         |
| Chatham Road & Commonwealth Blvd.                   | Hooker Street & East Church Street                        |
| Brookdale Street & East Church Street & Watt Street | Fairy Street & Watt Street                                |
| Lester Street & Commonwealth Blvd.                  | Liberty Street Extension & Liberty Street & Mall Entrance |
| Ivy Street & Memorial Blvd.                         | Rivermont Heights Road & Memorial Blvd.                   |
| Rives Road & Drewry Road                            | Pony Place & Fayette Street                               |
| Fairy Street & East Church Street                   |   |

Source: Virginia Department of Transportation, 2007

It should be noted that when two roadways meet in an intersection, the various combinations of through movements and turning movements produce a number of potential opportunities for accidents to occur as the various potential paths of vehicles cross over each other. These points where paths crossover each other are called "conflict points." As the number of lanes increase for each road in the intersection, the numbers of conflict points increase. For example, where a four-lane, median divided, roadway intersects with a two-lane roadway, engineers may identify as many as thirty-two (32) conflict points where a crash has potential to occur.

The intersections identified above might be reviewed by the City in the future as to whether any safety improvements could be made to change the pattern of use by through traffic movements or turning movements by motorists. In some cases, intersections may advantageously have modifications made to improve signalization, add warning signals, add signing and pavement markings, or similar measures that may act to reduce numbers of crashes if observed and utilized by motorists. On the other hand, some intersections may not be able to be significantly improved with any measures that would act to reduce crashes. Finally, some intersections might only be improved with major changes to lanes, widths, or overall configuration all or any of which, could be costly.

## Levels of Service Classification

The Virginia Department of Transportation, in concert with the other states and the U.S. Department of Transportation, has developed a means of classification of roads indicating levels of traffic delays and usability of roads under differing amounts of traffic congestion. More specifically, the scheme employs *Level of Service*, which is abbreviated as LOS. It is a standard method to measure the degree of impediments to traffic operations and essentially reflects congestion and delays experienced by motorists. It is expressed as a letter from: "A" to "F," where "A" represents good conditions and "F" the worst conditions, including lock-up or gridlock. The following gives more explanation in terms of road conditions:

*Level of Service A:* Represents free flow travel; freedom to select desired speeds and to maneuver within the traffic stream is high. The minimum speed can be 60 miles per hour

*Level of Service B:* Reasonably free, stable travel flow conditions, but the presence of other users in the traffic stream begins to be noticeable. Freedom to select desired speeds is relatively unaffected, but there is a slight decrease from LOS A to maneuver within the traffic stream. The minimum speed can be 60 miles per hour.

*Level of Service C:* Operation and flow of travel is stable, but interactions with other drivers in the traffic stream begin to affect vehicle operations. The minimum speed can be 60 miles per hour.

*Level of Service D:* Represents high-density, but stable travel flow. Vehicle operation speed and freedom to maneuver are severely restricted, and the driver or pedestrian experiences a generally poor level of comfort and convenience. The minimum speed can be 57 miles per hour.

*Level of Service E:* Represents operating conditions at or near the capacity level. All speeds are reduced to a low, but relatively uniform value. Freedom to maneuver within the traffic stream is usually extremely difficult. Operations at this level are usually unstable, because small increases of inflow or minor perturbations within the traffic stream will cause breakdowns. The minimum speed can be 50-53 miles per hour.

*Level of Service F:* Represents the breakdown of traffic flow. The condition exists wherever the amount of traffic approaching a point exceeds the capacity of the structure. Queues form behind such locations and vehicles may progress at reasonable speeds for several hundred feet or more, then be required to stop in a cyclic fashion.

VDOT has supplied designation of Level of Service for the functionally classified roadways in Martinsville on a road segment basis. This is planning level data and should be used accordingly. It does, however, give some indications of where probable congestion and capacity concerns exist in the City. The Department of Transportation usually considers LOS A through LOS C to be desirable; in effect, when studying improvements for a roadway VDOT tries to develop them so that they will result in the roadway having a rating of LOS C or better.

A map has been produced showing recent Year 2005 Levels of Service segments on the functionally classified network of the City shows areas where traffic operations and congestion vary from LOS A to LOS F. In addition, the following table identifies some areas where there are apparent operations and congestion problems at the current time. (LOS is based on year 2005 conditions determined by VDOT.)

**City of Martinsville**  
**Year 2005 Level of Service (LOS), Segments with LOS D, E, or F**

|   |  |
|---|--|
| <b>LOS E:</b>   |  |
| Liberty Street from York Street to City Line                            | Northside Drive from Commonwealth Blvd. to Clearview Drive |
| Commonwealth Blvd. from Lester Street to Market Street                  | Bridge Street from Lavinder Street to Roanoke Street       |
| Fayette Street from Memorial Blvd. To City Line                         | Bridge Street from Chestnut Street to Church Street        |
|   | Rives Road from Drewry Road to City Line                   |
| <b>LOS D:</b>   |  |
| Commonwealth Blvd. from Northside Drive to Lester Street                | Commonwealth Blvd. from Fairy Street to Chatham Road       |
| Church Street/East Church Street from Market Street to Brookdale Street | Starling Avenue from Forest Street to East Church Street   |
| Memorial Blvd. from Broad Street to Askin Street/Starling Avenue        | Walnut Street from Church Street to Main Street            |
| Franklin Street from Main Street to Depot Street                        | Jones Street from Main Street to Fayette Street            |
| Main Street from Franklin Street to Day Street                          | Fayette Street from Market Street to Memorial Blvd.        |
| Ellsworth Street from Market Street to Church Street                    | Lester Street. from Church Street to Main Street           |
|   | Bridge Street from Church Street to Main Street            |

Source: Virginia Department of Transportation, 2007

The noted street segments that are classified in either LOS E or LOS D above include portions or entire segments that may possess degraded traffic operations or congestion during portions of a day. Frequently, roads will exhibit the degraded characteristics during morning or evening peak hours. No LOS F segments were identified for the Year 2005 survey. The identified segments may be targeted for further study for measures that would improve traffic operations and capacity. Improvements may be in the form of improved signalization timing or in more costly cases making some adjustments to lanes, lane width, and use of one-way sections. Traffic calming technology and Intelligent Transportation technologies might also be employed.

VDOT has also supplied projections of LOS for various City road segments on the functionally classified system based on the horizon-planning year of 2035. The map of Year 2035 Levels of Service depicts the location of the various LOS classified segments in the same manner as for the Year 2005. In the Year 2035 case, a number of roadway segments were identified as potentially reaching the level of LOS F. The following table includes many of the same segments that were identified in the Year 2005 survey and may retain the same LOS classifications. A number of segments were raised to a higher (worse) LOS classification. As noted, it was necessary to include LOS F for the Year 2035 segment classification.

**City of Martinsville  
Year 2035 Projected Level of Service (LOS)  
Segments with LOS D, E, or F**

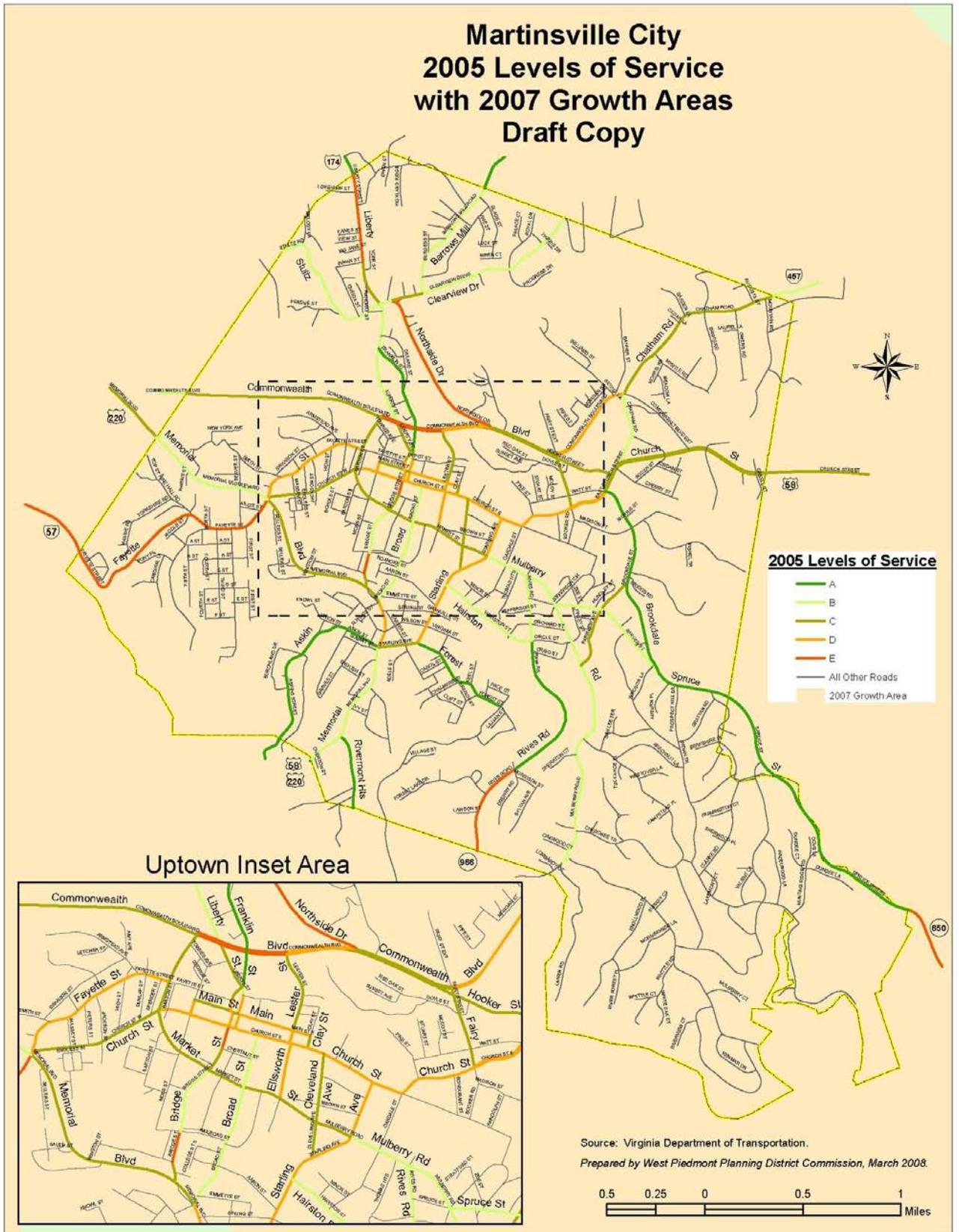
|   |  |
|---|--|
| <b>LOS F:</b>   |  |
| Memorial Blvd. from Askin St./Starling Avenue to City Line        | Starling Avenue from East Church Street to Memorial Blvd.                    |
|   | Church Street from Moss Street to Market Street                              |
| <b>LOS E:</b>   |  |
| Liberty Street from Clearview Drive to City Line                  | Northside Drive from Commonwealth Blvd. to Clearview Drive                   |
| Commonwealth Blvd. from Lester Street to Market Street            | Bridge Street from Chestnut Street to Church Street                          |
| Fayette Street from Memorial Blvd. to City Line                   | Rives Road from Drewry Road to City Line                                     |
| Bridge Street from Lavinder Street to Roanoke Street              | Church Street from Bridge Street to Moss Street                              |
|   | Church Street from Starling Avenue to Oakdale Street/Church Street Extension |
| <b>LOS D:</b>   |  |
| Commonwealth Blvd. from Northside Drive to Lester St.             | Commonwealth Blvd. from Fairy Street to Chatham Road                         |
| Church St. from Bridge St. to Starling Ave.                       | Bridge Street from Church Street to Main Street                              |
| East Church Street from Oakdale Street to Brookdale Street        | Walnut Street from Church Street to Main Street                              |
| Memorial Blvd. from Bridge Street to Starling Avenue/Askin Street | Jones Street from Main Street to Fayette Street                              |
| Franklin Street from Main Street to Depot Street                  | Fayette Street from Market Street to Memorial Blvd.                          |
| Main Street from Moss Street to Day Street                        | Lester Street from Church Street to Commonwealth Blvd.                       |
| Ellsworth Street from Market Street to Church Street              |  |

Source: Virginia Department of Transportation, 2007

Reviewing the table for the Year 2035, there are thirteen (13) segments projected to be LOS D, nine (9) segments projected to be LOS E, and three (3) segments projected to be LOS F. The progression from the Rear 2005 LOS to the Rear 2035 indicates that three segments would move into a LOS F classification from LOS E. With regard to the LOS F segments, Memorial Boulevard has historically had high traffic counts; Starling Avenue has had high traffic counts, plus it is constricted with two lanes for much of its length and it intersects with other high travel roadways; Church Street has historically been a key street for commerce, and it intersects with high travel roadways, and it is a key connector route, and sections are lane constricted. The other route segments in the LOS D and LOS E categories for Year 2035 match up for the most part with the segments identified as LOS D and E in the Year 2005 segment ratings for LOS.

The significance of the Year 2035 LOS segment assignments is that the LOS projections of D, E, or F indicate that, at least during certain peak hour periods, these corridors will exhibit some congestion and slow down of traffic movement. The classifications signify that these areas would be good places to address some future attention and study for improvements. Improvements may include examining signing and signalization changes, adjustments to lanes, changes to lane widths, addition of some turn lanes where practical, changes to traffic patterns such as with one-way segments, evaluation of intersections, and other measures to make travel easier such as Intelligent Transportation Systems technology and traffic-calming improvements.

# Martinsville City 2005 Levels of Service with 2007 Growth Areas Draft Copy





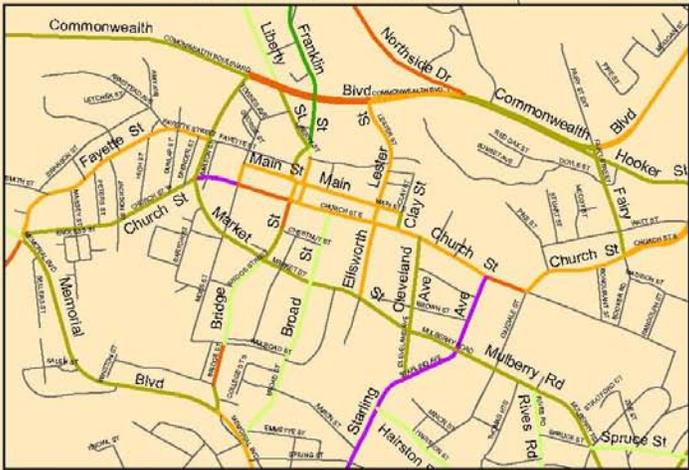
# Martinsville City 2035 Levels of Service with 2007 Growth Areas Draft Copy



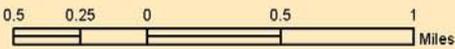
**Level of Service**

- A
- B
- C
- D
- E
- F
- All Other Roads
- 2007 Growth Area

## Uptown Inset Area



Source: Virginia Department of Transportation.  
Prepared by West Piedmont Planning District Commission, March 2008.





## Traffic Volumes

The Virginia Department of Transportation has supplied data mapped as vehicles per day for the recent Year 2006 and the forecast Year 2035 on key segments across the City. The map of the City used to illustrate traffic volumes provide labels over various street segments that indicate first, the 2006 vehicles per day, and secondly, the 2035 forecasted vehicles per day. To further ease the interpretation of the information, the segments are also coded with color along with line thickness. This shows the percentage change in volumes between 2006 and 2035. The volume changes were produced on each individual segment identified by VDOT by carrying out change calculations of the segments and attaching the descriptors to them using a GIS operation. The following table identifies segments that appear to have to most change from Year 2006 to Year 2035. The segments with the most change indicated with purple lines are listed first, followed by those marked with red lines, and then those marked with orange lines. Streets with lesser percentage change are not identified below.

### City of Martinsville Roadway Segments With High Traffic Volume Increase from 2006 to 2035

|   |  |
|---|--|
| Broad Street from Memorial Blvd. To Church Street       | Church Street from Broad Street to Market Street           |
| Lester Street from Church Street to Commonwealth Blvd.  | Main Street from Jones Street to Moss Street               |
| Main Street from Clay Street to Walnut Street           | Askin Street from Memorial Blvd. To City line              |
| Jones Street from Fayette Street to Liberty Street      | Franklin Street from Main Street to Liberty Street         |
| Walnut Street from Church Street to Main Street         | Liberty Street from Jones Street to Commonwealth Blvd.     |
| Bridge Street from Church Street to Main Street         | Church Street from Ellsworth Street to Broad Street        |
| Cleveland Avenue from Starling Avenue to Church Street  | Starling Avenue from Market Street to Church Street        |
| Church Street from Fairy Street to Brookdale Street     | Spruce Street from Mulberry Road to Parkview Avenue        |
| Forest Street from Starling Avenue to Smith Lake Rd,    | Starling Avenue from Memorial Blvd. to Forest Street       |
| Rivermont Heights Road from Memorial Blvd. to City line | Memorial Blvd. from Broad Street to Fayette Street         |
| Barrows Mill Road from Clearview Drive to City line     |  |
| Liberty Street from Commonwealth to Stultz Road         | Northside Drive from Commonwealth Blvd. to Clearview Drive |
| Commonwealth Blvd. from Fairy Street to Chatham Road    | Chatham Road from Church Street, Commonwealth Blvd.        |
| Fayette Street From Memorial Blvd. to Market Street     | Memorial Blvd. from Fayette Street to City line            |
| Market Street from Starling Avenue to Fayette Street    | Ellsworth Street from Market Street to Church Street       |
| Moss Street from Church Street to Main Street           | Bridge Street from Memorial Blvd. to Roanoke Street        |
| Memorial Blvd. from Broad Street to City line           | Starling Avenue from Forest Street to Market Street        |
| Hairston Street from Rives Road to Starling Avenue      | Rives Road from Mulberry Road to Hairston Street           |
| Mulberry Rd. from Rives Rd. to Valleyview Rd.           | Spruce Street from Carilion Drive to City line             |

Source: Virginia Department of Transportation, 2007 (See Map depicting segments, color coded to percentages.)

As expected, roadways with the most growth in traffic appear to be occurring in the Uptown area where the Central Business District lies and generally between Memorial Boulevard and Commonwealth Avenue. This would be expected since this area contains the principal business and industry locations of the City. As one would also expect, the higher traffic volume segments generally follow the patterns/locations of the higher accident/crash segments and segments with poorer performance in respect to Level of Service. Roadway segments with the higher increases in traffic volumes are segments that may need to have the most attention of the City in respect to traffic controls such as signalization and signing, the provision of parking, the development of safety related improvements, and roadway maintenance in the future.

While there were segments that stand out in respect to traffic volume change that were listed in the preceding table, there were route segments with heavy traffic, often having higher vehicle per day rates than those segments that are listed, but with route segments that are not expected to have such high percentage of volume change. These routes include lengthy sections of: *Commonwealth Boulevard, Liberty Street, Spruce Street, Chatham Road, Brookdale Street, and Rives Road*. These are, along with those segments in the table, key streets for the City and will need to be monitored carefully in the future for pavement maintenance, safety improvement needs, signing and signalization.

## **Chapter 527 Program**

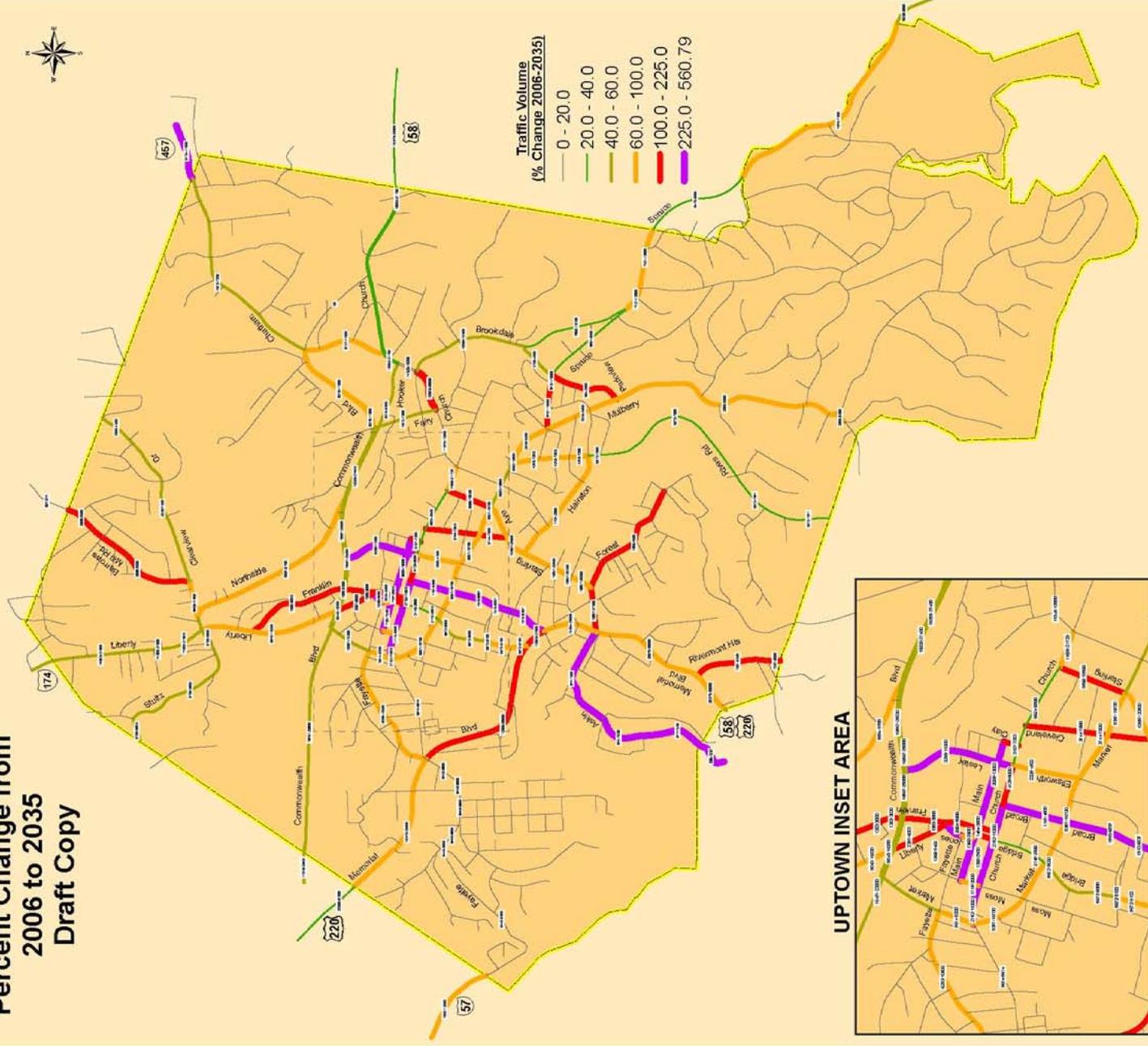
The Virginia Department of Transportation has developed a new program at the instruction of the General Assembly to work closely with Virginia's counties, cities, and towns to more closely align development of the highway and general transportation network with the local development land use activities taking place. The program, known as the Chapter 527 Program relating to the Code section which outlines the program's features, is designed to improve the coordination between transportation and land use planning throughout Virginia. New regulations create guidelines that are to be uniform throughout the state but can be customized for each project to be reviewed. It is to be advisory and is not intended to affect the local government's authority to adopt plans and make decisions on proposed land uses. For example, it requires that development actions such as rezoning of land parcels within 3,000 foot travel distances of federal and state primary and interstate routes to be exposed to a review by VDOT staff responsible. It is required that VDOT respond with a report on the proposals commenting on the impacts of comprehensive plans and land development proposal that will have a significant impact on state controlled roadways. Reports from VDOT analysis can then be used by local governments in their planning and land use decision-making processes. It may be expected that VDOT will be making suggestions involving traffic engineering, design, and access; these are advisory and the jurisdiction may use or reject the suggestions as they negotiate the land use changes at issue.

This program can affect the City since there are a number of routes traversing the City's incorporated area, including: U.S. Route 220, U.S. Route 58, Virginia State Route 57, and Virginia State Route 174.

## **Public Transportation**

There is no City transit service so public transportation is limited. In its 2003 study for the Martinsville-Henry County area, Market Street Services noted that "while availability of

**City of Martinsville  
Traffic Volumes with  
Percent Change from  
2006 to 2035  
Draft Copy**



Note: First number indicates 2006 counts while second number denotes 2035 forecast.

Source: Virginia Department of Transportation.

Prepared by West Piedmont Planning District Commission, April 2008.



public transportation is still important in rural communities for the transit-dependent, Martinsville-Henry County's smaller population, geographical size and widely dispersed residents make comprehensive public transportation in the area cost-prohibitive."

The Southern Area Agency on Aging and the Piedmont Community Services Board have offices and operations in Martinsville and have fleet vehicles to carry their clients to appointments and needed services. They consider their needs annually and may apply for Federal and State funds in the form of grants to aid in purchasing new vehicles to supplant those that have reached the end of their life cycles.

The area has developed a number of studies or plans concerning transit potentials. The inopportune timing of their completion due to extreme job losses and anticipated impacts on local government revenues to support a transit development effort and future operations have restrained public transit's development. It is well recognized that fares that are high enough to solely support operation of transit will deter ridership and that in order to operate, a transit system in the area will have to essentially be funded with general funds from the property tax and other taxes collected by the locality, with supplemental funding in the form of annual grants from federal and state sources.

## **Transit Feasibility Study of 2001**

In 2001, the firms of Wessex Group and SG Associates completed work with a local steering committee to examine the potential for establishing a transit service for the Martinsville-Henry County area. The study included phone surveys of local citizens to gain their input and desires in respect to services that are perceived as needed or not needed. In addition, the firms set up booths in the high traffic entrances to major retail centers to solicit input in the form of interviews; the Wal-Mart store was the principal site selected for this interview approach.

The final report focused on two approaches to serving the area. The two-route service alternative and four-route service alternative developed were designed to serve major centers of activities in the area. Phase I, the two-route alternative, would serve the Collinsville and Laurel Park areas, to include Liberty Fair Mall, Martinsville-Henry County Memorial Hospital, Clearview Business Park, Patriot Centre Industrial Park, Bowles East Industrial Park, Patrick Henry Community College, Collinsville commercial zone, Wal-Mart/Lowe's shopping area, Uptown Martinsville, portions of Starling and Cleveland Avenues, Leatherwood shopping area, Laurel Park, and the Carilion Health Clinic area. The Phase II, four-route alternative serves all of those areas serve in the two-route alternative, plus Starling Avenue, Rives Road Industrial Park, Kmart/Food Lion/Kroger shopping area, Martinsville Industrial Park, Ridgeway, Bassett, Stanleytown, and Fieldale. The system presumes employment of federal and/or state funding combined with fare box revenues, and some local matches to cover costs of operating.

## **Current Transit Planning Efforts**

In late 2007 and early 2008, the City reconsidered the 2001 Transit Study. The Council was involved in examining its goals and setting initiatives to pursue and monitoring of projects and accomplishments. With these conditions came heightened concerns for insuring transport for elderly and for members of the labor force who may be transportation

disadvantaged. The Mayor asked the City and West Piedmont Planning District Commission staffs to assist by reviewing the older study and reporting out findings. Included in the work was an inquiry with the Virginia Department of Rail and Public Transportation (VDRPT) to aid updating the 2001 information and current situation for potential funding. In January 2008, Council proceeded by authorizing the submission of a grant application to VDRPT for demonstration funds to institute development of a pilot transit system that would follow the two-route, Phase I, approach suggested in the 2001 Transit Study.

## **Other Transit Study Efforts**

In addition to the transit potentials study noted above, the area has studied cooperative transit opportunities among the various human services agencies in the region that included Martinsville. The Virginia Department of Rail and Public Transportation now encourages localities to have joint applications for vehicles and to work cooperatively where possible in providing transit services to target populations eligible to use the vehicles being provided. In the earlier cooperative transit study, the directors of various human services agencies met along with officials of the Virginia Department of Rail and Public Transportation, local governments, and the Planning District Commission to uncover avenues through which the agencies might share drivers and equipment, jointly insure equipment, and other measures that would add to the efficiency and cost effectiveness of funds and equipment financed through the Commonwealth and Federal Transit Administration. While no comprehensive, central agreement was developed and executed between the agencies, the effort did encourage some cooperation among agencies in applying for funds from the Commonwealth and purchasing equipment and in some cases encouraging offers to share utilization of equipment when schedules and consumer demands allow it.

## **Regional Bicycle Plan**

The West Piedmont Regional Bicycle Plan was developed in 2005 to identify a coordinated network of local and regional bicycle routes to guide the future of bicycle transportation in the West Piedmont Region. The plan identifies priority projects at the regional and local level and includes recommendations for support programs and policies as well as implementation. Project funding was provided through the Virginia Department of Transportation (VDOT) and was administered by the West Piedmont Planning District Commission (WPPDC). The project was guided by a Bicycle Advisory Committee (BAC), which included stakeholders from local government planning agencies, VDOT, the Virginia Department of Health, active members of the bicycling community, and City of Martinsville staff members. During the course of the study, the BAC developed a series of six goals to guide this regional planning process (listed below in no particular order):

- Promote bicycling in the community as an alternate mode of travel.
- Develop a prioritized regional network of bicycle routes, which provide connectivity between residential areas and activity centers such as business and commercial districts, historical and cultural destinations, and public facilities.
- Increase public awareness of bicycling safety by providing additional education opportunities for cyclists, drivers, and property owners.

- Promote improved health and mental wellness among present and future generations of the region's citizens and enhance the quality of life by increasing the availability of recreational opportunities in the region.
- Emphasize the development of bicycle infrastructure to leverage the economic development potential of the region's existing commercial and natural resources.
- Provide guidance for the creation of bicycle oriented policies, programs, and standards that will promote the development and maintenance of full-service bicycle facilities.

Citizens of the region provided substantial input to the study process through their participation at five public outreach meetings conducted around the region and through comments submitted through a project website which was active for the duration of the seven-month planning process. Local meetings were held at Martinsville High School and Martinsville Middle School with excellent attendance and participation.

The recommendations outlined below include suggested steps for creating a regional bicycle network and for guiding the future of bicycle transportation planning in Virginia's West Piedmont region.

- **Regional Bicycle Network**

The overall recommended regional bicycle network included over 800 miles of on-road routes and shared-use trails. Recommended routes were denoted on maps in three separate colors to delineate planning level costs (in year 2005 dollars) that could be expected along each corridor in order to provide bicycle accommodations. Recommendations for bicycle accommodations were divided into three categories as follows:

- Low-Cost Routes (green) \$ 15,000/mile – included minimal amount of investment to provide signing and striping for bicycles (both directions)
- Medium-Cost Routes (purple) \$ 200,000/mile – included routes requiring a modest level of investment, which could entail the addition of paved shoulders, along with full signing and striping for bicycles.
- High-Cost Routes (red) \$ 500,000/mile – included significant improvements to accommodate bicycles, such as the construction of a parallel, off-road, shared use path to keep bicycle traffic physically separated from automobile traffic.

Typical sections for various types of bicycle facilities are included in the full report. These facilities are consistent with guidelines established by the Virginia Bicycle Facility Resource Guide and include on-street bicycle lanes, on-street bicycle lanes with adjacent vehicular parking (urban areas), wide outside (curb) lane, and paved shoulders.

- **Prioritized Projects**

One logical strategy to implement the Plan is to build on successful local projects, such as the riverside-oriented trail development opportunities that are being pursued in Martinsville-Henry County. In Martinsville, development of a rails-to-trails project along an abandoned railway bed has been pursued in recent years and a Phase I portion has been built. This project provides opportunities for both pedestrian hiking use and bicycle use.

Another logical strategy is to accentuate the positive and promote outstanding community assets. Much of the region is scenic and popular with outdoor enthusiasts who come to the region to explore and ride the roads. In particular, the world class Blue Ridge Parkway lies on the very western edge of this region and represents an untapped potential to boost tourism. Ecotourism was cited by several citizens as the potential to increase the number of visitors to the West Piedmont region to ride trails and roads that connect with the Blue Ridge Parkway.

In urbanized areas such as Martinsville, funds to upgrade existing signalized intersections could be earmarked to upgrade vehicle detectors (in pavement or video) to improve the sensitivity for bicyclists. Often, the lighter metal weight of a bicycle is undetected until a motor vehicle arrives, typically frustrating bicyclists to the point of passing through the signal illegally. Changing the sensitivity to recognize bicycles would improve bicycling conditions and obedience of traffic laws.

Another strategy is to include the addition of bicycle accommodations (striping, signing, pavement widening) with upcoming roadway improvement projects that have not yet been designed. The construction of bicycle facilities can occur with reduced costs and improved planning if projects are “piggybacked” with upcoming roadway projects.

Planning for the future Interstate 73 through this region and elsewhere in Virginia should include consideration of a separated shared use trail at the edge of the freeway right of way. Treatments at interchanges should take advantage of the grade separation so that “through bicyclists” would not be required to travel through at grade intersections with crossroads. Alignment planning should also consider reasonable grades for basic level bicyclists.

Improvements to Route 58 in the region should consider the potential for a major east-to-west bikeway or shared-use path connecting the region. This is the only continuous roadway corridor linking the region east and west. Much of the central and eastern sections are not presently suitable except for the most advanced bicyclists.

### **City of Martinsville Bicycle Plan Recommendations**

- Extend the Uptown Rail Trail to connect to the Central Business District.
- Identify spot locations on recommended bicycle routes for opportunities to provide bike lanes to cyclists.
- Develop a plan and construct facilities to include bicycle route access and bicycle racks to make downtown Central Business District (Church Street) bicycle “friendly.”
- Coordinate with Henry County to provide a route to connect the Central Business District to the proposed Smith River Trail.
- Provide a route to connect the Central Business District to the proposed mountain bike trails around the Martinsville Reservoir #1 and to provide connectivity to Patrick Henry Community College.

### **Henry County Bicycle Plan Recommendations**

- Construct a one-mile demonstration trail along the Smith River to the south of the City of Martinsville.

- Construct facilities to connect the Martinsville Speedway to U.S. Route 220 and U.S. Route 58 Bypass. This will provide a local alternate to traffic congestion when entering and exiting the Speedway.
- Construct a bicycle facility along the Smith River from Philpott Lake Dam south to the Virginia/North Carolina state line. Connect to the proposed Smith River demonstration project to the south of the City of Martinsville.
- Construct mountain biking trails around the Martinsville Reservoir just to the north of the City of Martinsville. Provide a route from the City of Martinsville to connect to the reservoir and Patrick Henry Community College.
- Identify spot locations on recommended bicycle routes for road widening opportunities to provide bike lanes to cyclists.

## **Mapping of Bicycle Routes**

Mapping of Martinsville-Henry County area showing principal routes for bicycling identified by the participants in the Bicycle Plan's development is produced on the following page.

## **BikeWalk Virginia Programs**

BikeWalk Virginia is a 501(c)(3), non-profit dedicated to promoting the benefits of safe bicycling and walking for recreation, physical fitness and transportation in Virginia. The program organizes recreational bicycling events and offers education and training for schools and groups on bicycle and pedestrian safety. It can be employed in conjunction with the bicycle routes and trails developed or to be developed in the City. The City could explore becoming a destination on this program's list of destinations.

Information on the BikeWalk Virginia's five-day bike tour—BikeVirginia--notes that it is not your average bicycle tour – each destination offers a new discovery. The tour draws 2,000 cyclists from across the country, and the participants enjoy conversing with living history interpreters, joining a walking tour of historic homes, or take float trips. In the evening, cyclists enjoy taking in any available street parties featuring live music, food festivals and fun. They may also want to swap stories with local townspeople as part of the Bike Virginia experience.

The Harvest Foundation of Martinsville-Henry County and BikeWalk Virginia have initiated an innovative three-year initiative designed to improve the quality of life and economic vitality of the area. The \$1.56 million initiative represents the largest investment by a foundation for this type of initiative to transform the community into a place with complete streets and encourages and supports a livable, healthy, and sustainable community.

BikeWalk Virginia and its national partners are working to re-engineer the community into a place where bicycling and walking are deeply valued and integral features of a vibrant and healthy life in the region. Partners include: National Complete Streets Coalition, Safe Routes to School National Partnership, League of American Bicyclists, the University of North Carolina, and the Centers for Disease Control and Prevention. Ultimately, the new program is to stimulate bicycling, walking, and a transportation infrastructure that is built around people rather than automobiles. The initiative will bring together comprehensive road and street planning, with a focus on bicycle and pedestrian friendly areas.

## **City Rail Trail and River Trails**

The City has employed the roadbed of rail tracks of the Norfolk Southern railroad that have been abandoned for active rail line usage in the central and eastern areas of the City. The project was supported through local funds and funds from the Enhancement Grant Program administered by VDOT. A map summarizing the location of trails in the City as a Martinsville Trails Inventory is presented on the following page.

## **Birding and Wildlife Trails of the Area in and near Martinsville**

The Commonwealth of Virginia, in cooperation with private groups and individuals, has developed significant numbers of birding and wildlife trails around the Commonwealth to view birds and other wildlife. These areas are officially identified on state maps. Funded in part with funds from the Enhancement Grant Program administered by VDOT, the trails have links to Virginia's highways so as to provide suitable access to the public interested in Virginia's natural resources, flora and fauna, particularly the state's variety of avian species found along the birding trails.

The Commonwealth's conservation and recreation departments have worked with VDOT and other government agencies to identify various trails across the state that can be used by those specifically interested in birding but that can also be of interest to the general public seeking outdoor experiences and trail use. The following are trail loops closest to the City that may be of interest to local citizens.

### **Fairystone Loop**

#### **Description**

The small pinkish-brown Fairy Stones appear everywhere across Virginia in state park gift shops and in souvenir stands along the Blue Ridge, but to find them naturally, the visitor must come to Fairy Stone State Park. Here, among the mighty white pines and massive yellow poplars, just back from the shores of Philpott Lake, is where they originate. These crisscrossed staurolite crystals are found few other places on the planet and never in such abundance as at Fairy Stone State Park. In addition to the unique geology, the Fairy Stone area combines a mix of wildlife known from the western mountains and the central piedmont. Whether searching for brown-headed nuthatches and yellow-throated warblers in the area's pine trees or scanning the reservoir from every available vantage for unusual waterfowl, wildlife watching opportunities abound throughout this loop. As the visitor travels from site to site, the rolling foothills of the Piedmont gradually give way to the Blue Ridge, providing a vantage to look back and survey the path traveled. Even without finding any Fairy Stones, the searching will surely provide wildlife watching experiences long to be remembered.

### **Southwest Piedmont Loop**

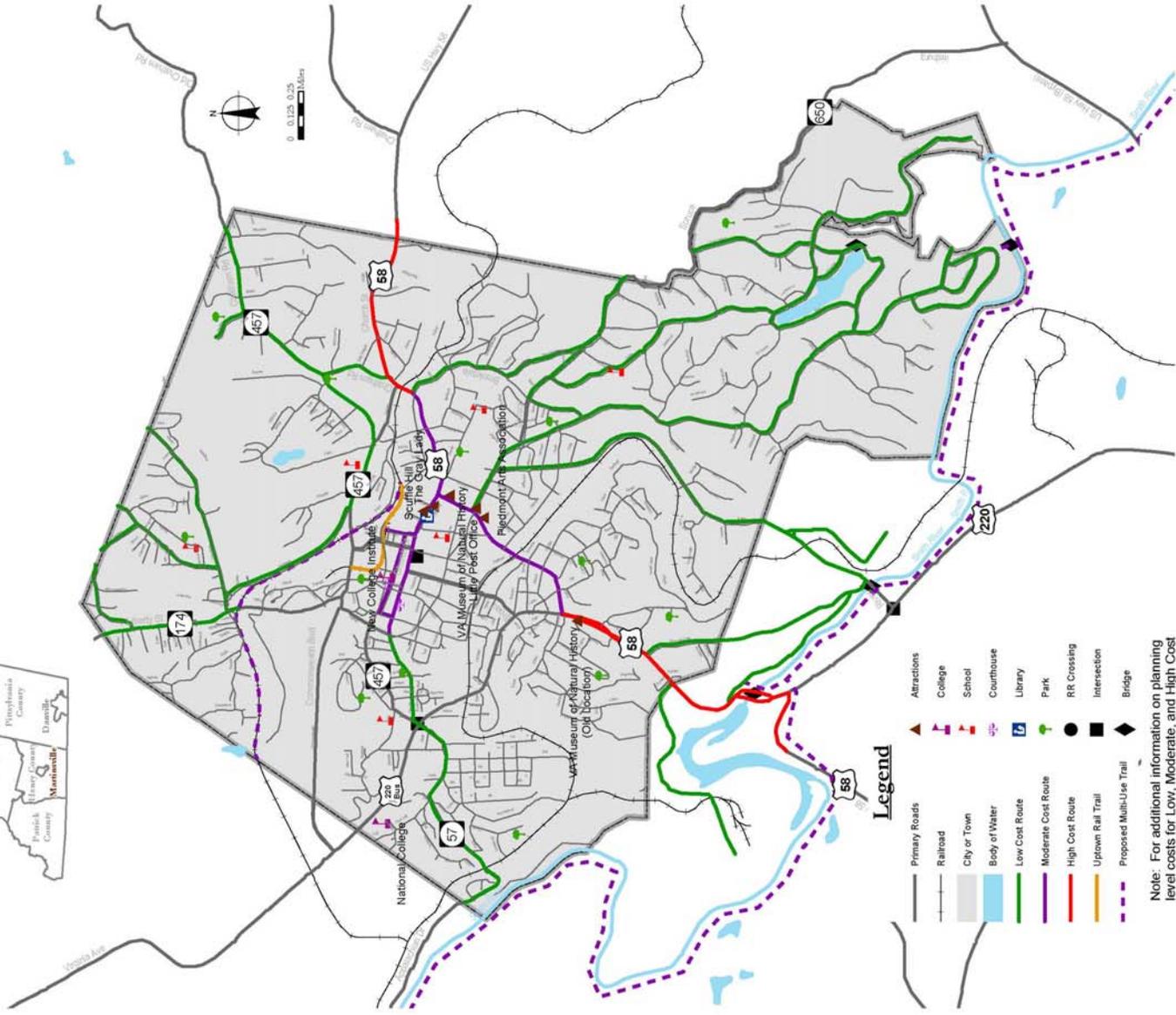
#### **Description**

Crossing the Blue Ridge and descending down its eastern flank, visitors will traverse a crumple of rolling foothills; the beginning of the Piedmont. Access points to the foothills abound around Rocky Mount with several parks offering fields, forest and seasonal wetlands. This easternmost portion of the wildlife watching trail is one of the most exposed areas of open pasture and regenerating forest. This is the domain of the red-tailed hawk and the blue grosbeak, with prairie warblers and field sparrows gathering where the fields gradually change to forest. Several of the streams trickling down from the Blue Ridge have been dammed here to form reservoirs. The largest of these reservoirs, Smith Mountain Lake, holds thousands of acres of open water. In winter, these reservoirs hold numerous waterfowl, and they attract unusual species year-round. The loop ends in the east at the Dan River in Danville, which holds damsel- and dragonflies less commonly found at the higher elevations further west. The river is also a great spot to search for migrant waterfowl and resident herons.



# City of Martinsville Bicycle Plan

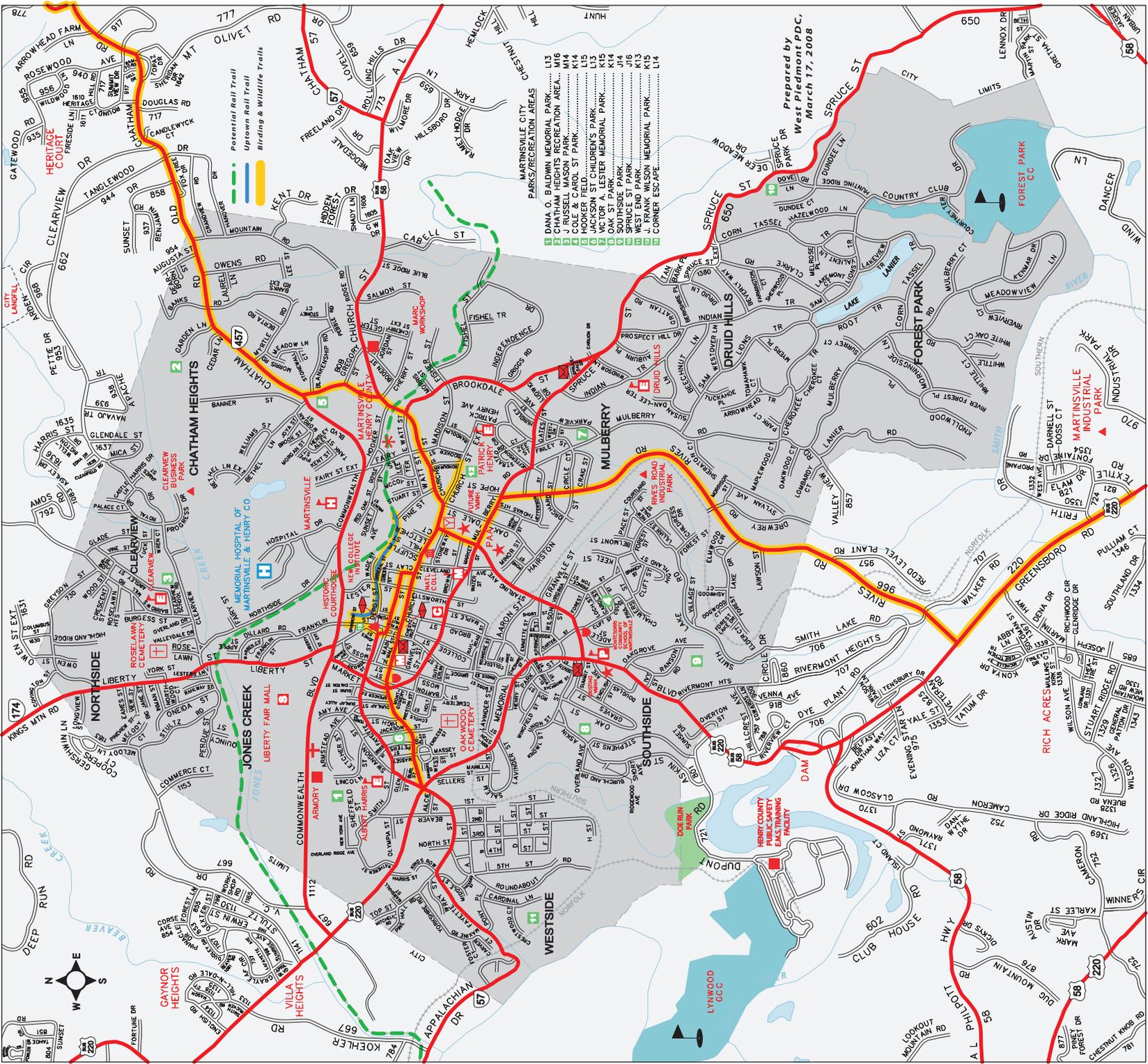
West Piedmont FDC



Note: For additional information on planning level costs for Low, Moderate, and High Cost Routes see Chapter 4.

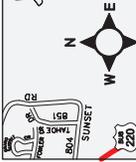


# MARTINSVILLE PARKS & TRAILS INVENTORY



- MARTINSVILLE CITY PARKS/RECREATION AREAS
- 1 DANA O. BALDWIN MEMORIAL PARK..... L13
  - 2 CHATHAM HEIGHTS RECREATION AREA..... M16
  - 3 J. RUSSELL WASON PARK..... M14
  - 4 HOOKER FIELD..... L15
  - 5 JACKSON ST. CHILDREN'S PARK..... L13
  - 6 VICTOR A. LESTER MEMORIAL PARK..... K15
  - 7 OAK ST. PARK..... K14
  - 8 SOUTHSIDE PARK..... J14
  - 9 WEST END PARK..... K15
  - 10 J. FRANK WILSON MEMORIAL PARK..... K15
  - 11 CORNER ESCAPE..... L14

Prepared by  
West Piedmont PDC,  
March 17, 2008



Map labels include neighborhood names such as CHATHAM HEIGHTS, NORTH SIDE, JONES CREEK, WESTSIDE, SOUTH SIDE, MULBERRY, DRUID HILLS, and FOREST PARK. Major roads shown include I-77, I-64, US-58, and US-220. Water bodies like the Shenandoah River and various creeks are also labeled. Landmarks such as the Memorial Hospital of Martinsville & Henry Co. and the Henry County Public Safety Exams Training Facility are marked with red squares.



### **Turkeycock Loop Description**

Just to the southwest of Turkeycock Mountain, near the North Carolina border, the City of Martinsville offers numerous wildlife watching opportunities, including parkland filled with wildlife. The forests are at their best in migration when neotropical migrants can congregate en masse. The woods and fields east of Martinsville have become perfect areas for breeding birds such as northern bobwhite, indigo bunting and prairie warbler. While in Martinsville, drop by the Virginia Museum of Natural History for an in-depth introduction to the area's history, which dates back several million years. The Dan River winds itself north out of North Carolina eventually joining the Roanoke River in the John H. Kerr Reservoir. The City of Danville straddles this river as well as derives its name from it. On the southwestern edge of city, Dan Daniel Memorial Park affords access to the woods and fields along this lovely river. The park is bisected by a riverside trail that provides access to numerous viewpoints along the river as well as some open forest and shrubby fields. The variety of open country and eastern woodland species found in the relatively small area help make this a prime area for wildlife watching. Birds in this area include mourning dove, yellow-billed cuckoo, chimney swift, ruby-throated hummingbird, red-bellied and downy woodpeckers, eastern wood-pewee, eastern kingbird, eastern bluebird, cedar waxwing, red-eyed vireo, indigo bunting, song sparrow, and eastern meadowlark. Careful observation can lead to interesting natural history. In mid-summer, once young birds have fledged and are beginning to fly, check family parties of American robins or eastern bluebirds for parasitic brown-headed cowbird chicks trying to get a free meal. The true excitement in the park is to be found on the river. Great blue and green herons stalk the shallows while purple martin and tree and barn swallows fly-catch overhead. The numerous exposed rocks on the river are outstanding for a variety of damselflies.

### **Freight Generators**

In current statewide and regional transportation planning efforts, planners are being asked to consider in their planning the intensity, locations, and relationship of freight generating activities on the transportation network. This aids in determining where particular attention might be addressed in the locality in respect to inspecting the network for deficiencies and where improvements should be addressed in the future. The map on the following page provides a general network of streets, an overlay of the general land use activities, and points locating principal locations of business and industries from among thirty-two (32) classifications. The scheme of the map emphasizes the clusters of specific businesses in relation to the underlying land use classifications used in the City for planning purposes. Using the map, it is obvious that there are certain streets that need to receive attention for improvements, signals and signing, and access management in the future; these include: Commonwealth Boulevard, Church Street east, Memorial Boulevard, Church Street in Uptown, Main Street in Uptown, Fayette Street, Brookdale Street, and Bridge Street.

## **Air Transportation**

At the Blue Ridge Airport located off U.S. Route 58 West in Henry County, Martinsville has great accessibility for air transportation for local businesses and industries that need to employ small commercial aircraft. For air carrier services, it has two facilities close by at only an hour's travel time--Roanoke Regional Airport to the north and Piedmont Triad International Airport to the south. The Piedmont Triad International Airport has a 10,000 foot main runway and a 6,380 foot crosswind runway. The facility has extensive air carrier operations and commercial freight operations. Roanoke Regional Airport has a 6,800 foot runway and a 5,810 foot runway. There are 121-based aircraft. The facility averages 276 operations per day.

Blue Ridge Airport has a 5,003 foot by 100 foot runway paved with asphalt, grooved, and in good condition. There are 60 aircraft based on the field and the facility has averaged as many as 62 aircraft operations per day. The terminal building facility houses airport operations, waiting room, restrooms, and a restaurant.

The Blue Ridge Airport Authority has been in consideration of lengthening the runway at the facility to accommodate larger commercial, corporate jet aircraft. The corporate business interest in the area has brought in contacts with aircraft owners wishing to use the facility for business needs. In addition, with the increases in capacity and usage of the Martinsville Speedway, there are additional contacts with owners whose aircraft need the additional safety that longer runways could provide and which could provide for somewhat larger aircraft, which could use the lengthened runways.

It should be noted that the Blue Ridge Airport Authority can employ financial support from member localities in its financing of repairs and improvements to the facility. The Authority can employ the assistance as the local match against Federal Aviation Administration and Virginia Department of Aviation funds, which can be used for development purposes. The City is joined in membership on the Authority by Patrick County and Henry County. While the City continues to aid the Authority, for reasons of budget and other needs, the City has found it necessary to reduce its assistance.

The local airport and vicinity of larger, air carrier airports gives the City services that many localities do not have and could not afford to develop given restrictive public budgets in today's political climate and limits of federal and state funds for outside financial support. They are assets towards the encouragement of current and future development and to the expansion of existing business and industry.

## **Rail Transportation**

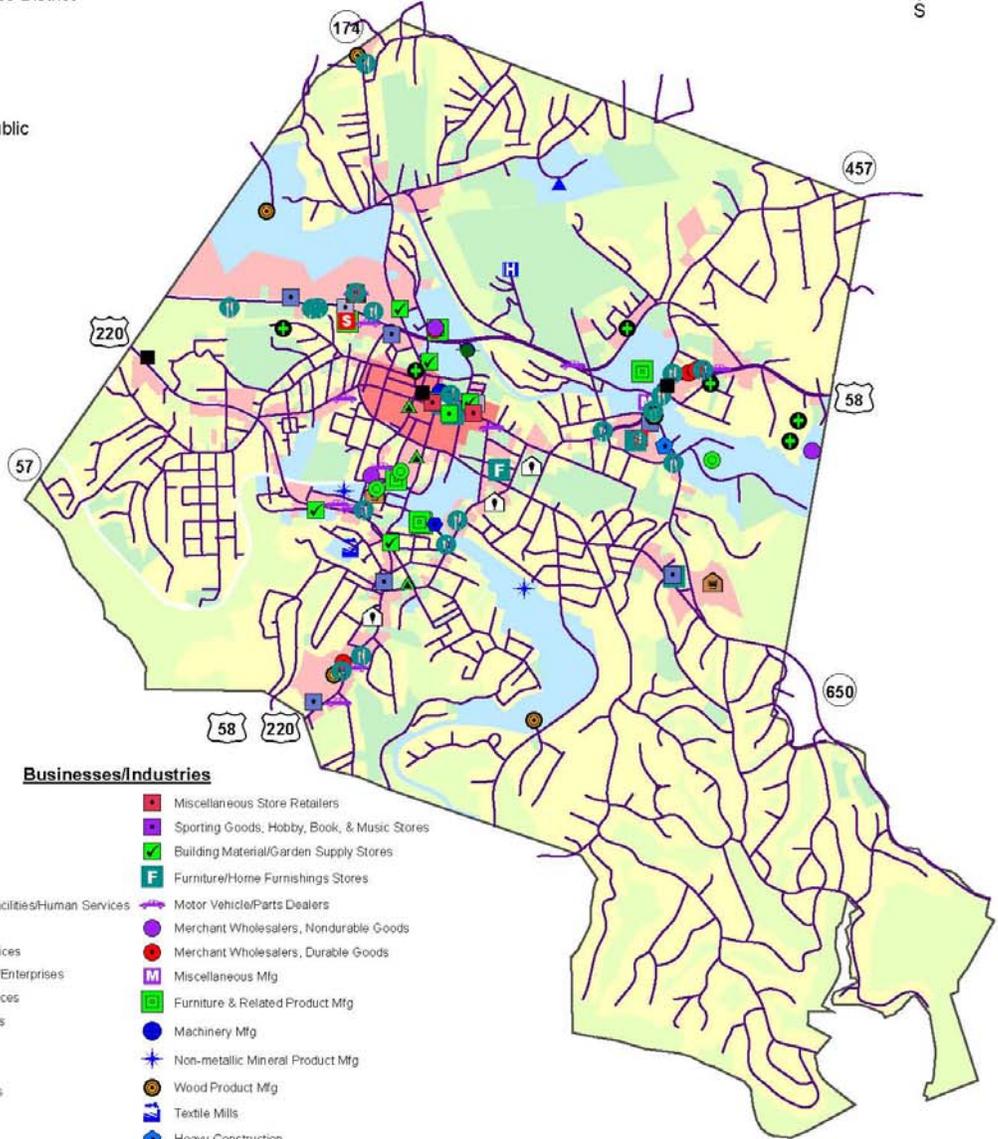
Martinsville is directly served by the Norfolk Southern Corporation's railway operations. It runs through Roanoke, Franklin County, Henry County, and Martinsville, and connects with the Piedmont Triad and points to the south. The Market Street Services' study developed for the Martinsville-Henry County area in 2003 did not cite rail transportation as an impediment to business. Local business officials indicated that nearly all shipping is accomplished using truck transportation.

Norfolk Southern Corporation is the largest rail services provider in Virginia and is a dominant provider nationally since so many railway companies have merged over the past fifty years. Since Norfolk Southern is a principal provider and it serves this area it does provide a real plus for competitiveness and could be an asset for the area when competing for certain new firms to settle in this area. Norfolk Southern Corporation has great

# Martinsville City Freight Generators (July 2007)

## Land Use Classifications

- Central Business District
- Commercial
- Industrial
- Open Space
- Public/Semi-Public
- Residential

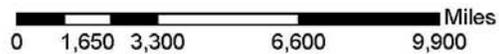


## Businesses/Industries

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #0000ff; border: 1px solid black; margin-right: 5px;"></span> Business Park</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #800000; border: 1px solid black; margin-right: 5px;"></span> Repair/Maintenance</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #000000; border: 1px solid black; margin-right: 5px;"></span> Restaurants</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #000000; border: 1px solid black; margin-right: 5px;"></span> Museums</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #000000; border: 1px solid black; margin-right: 5px;"></span> Nursing/Residential Care Facilities/Human Services</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #000000; border: 1px solid black; 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Prepared by West Piedmont Planning District Commission, July 2007.

Source: 2004 Virginia Businesses, Virginia Employment Commission.





experience in hauling the following types of freight: coal, nonmetallic minerals, glass and stone products, pulp and paper products, chemicals, waste and scrap, automotive products, and farm products.

While it is not being planned to serve Martinsville with direct passenger service, the TransDominion Express program should be acknowledged as a potential benefit to the City and surrounding area. The TransDominion Express should connect Bristol with Washington and Bristol with Richmond; a principal stop will be in Roanoke, and a second stop will be in Lynchburg. With the connection of U.S. Route 220 between Martinsville and Roanoke, Route 220 improvements in the future, and the short distance and time it takes to reach downtown Roanoke from Martinsville, the City will be afforded a reasonable access point to passenger rail service to the eastern seaboard, including New England and the Mid-Atlantic State areas.

## **Transportation Conclusions**

- The City has increasing resources in respect to formation of a trails network through current and potential funding for BikeWalk Virginia and similar efforts from Harvest Foundation, VDOT, and other agencies.
- The City and County have participated actively in the development of a Bicycle Plan in concert with other Counties and Cities of the region; key pathways have already been identified and mapped.
- Peak-hour congestion, while it exists, is of low intensity comparative to other Virginia localities studied.
- The Virginia Department of Transportation has developed a long-range plan (Martinsville-Henry County Area Transportation Study for the Year 2020 or "MHATS") as part of its Small Urban Areas Transportation Planning effort statewide; the Plan identifies some key projects needed and expected to be developed in phases.
- The City has a project on the Six-Year Improvement Program on which funds have been allocated; this is to complete the Liberty Street/Route 174 widening to the city limits.
- Certain transit studies have been accomplished in the recent years that are helpful in identifying approaches to consideration of future transit system development.
- Transit generators are principally situated on the key routes of the City and related to appropriate land use activity center locations, which adds to economic efficiencies.
- The City is fortunate to have access to a main line of the Norfolk Southern Corporation system for rail freight services.
- Air transportation is valuable to the City economy and is reasonably accessible to businesses and the citizens.
- City street surfaces, streetscape development, lighting, and utilities have been well developed and maintained over the current and past Century and the City is proactive in providing funds and personnel to continue to maintain this capital investment.
- New initiatives are being considered such as BikeWalk Virginia, Safe Streets, Complete Streets, Smith River Trails, to go along with other programs such as Gateways. The area has access to other programs, which can add value to the City lifestyle such as the three nearby Birding Trail Loops.

# LAND USE PLAN

The goal of land use planning is to provide a harmonious distribution of land use that meets the present and future needs of the residents and businesses of Martinsville while enhancing the quality of the area. In order to discuss land use planning efforts in the City, it is important to first analyze the existing land use characteristics.

## Existing Land Use Analysis

Martinsville's current land use is divided between five separate classifications: residential, professional, commercial, industrial and business.

- **Residential**

The low density R-16 Residential sections of the City are currently located in the southeastern section of the City in portions of the Forest Park and Druid Hills neighborhoods running along Mulberry Road and the adjacent side streets. This area is established as a district for single-use family, duplex and multifamily residences with a minimum lot size of sixteen thousand (16,000) square feet.

The medium density R-9 Residential sections are currently located in portions of the Forest Park, Druid Hills, Chatham Heights and Northside neighborhoods as well as a small section in the Westside neighborhood. This area is established as a district for single-use, duplex and multifamily residences with a minimum lot size of nine thousand (9,000) square feet.

The high density R-6 Residential sections are currently located primarily in the Southside and Westside neighborhoods. This area is established as a district for single-use, duplex and multifamily residences with a minimum lot size of six thousand (6,000) square feet.

- **Professional**

There are currently three professional zoning districts in the City. The areas are intended to transition Martinsville's residential neighborhoods into areas of moderate-to-intensive land use. More specifically, the professional districts focus on service-oriented operations which complement residential land uses.

The P-1 Professional District is considered the Medical Neighborhood District and encompasses the area directly surrounding the Memorial Hospital of Martinsville and Henry County as well as the nearby medical offices along Hospital Drive. P-2 is a Professional District in which the principal purpose is the encouragement of general office and professional use. Currently, P-2 covers portions of Starling Avenue, East Church Street, Spruce Street, Commonwealth Boulevard, Northside Drive and Fairy Street Extension. RP-1 is a Residential-Professional District set up to provide a transitional district between the less intensive land uses of residential and professional and the more intensive commercial land uses. RP-1 districts can be found along Cleveland Avenue and also Blue Ridge Street.

- **Commercial**

The C-1 Neighborhood Commercial District is designed for commercial activities that serve their surrounding residential neighborhoods. These districts are currently located along portions of Spruce Street and Brookdale Street to serve residents in the Forest Park and Druid Hills neighborhoods, and along Clearview Drive and Liberty Street to serve the Northside residents.

C1-A is an Intermediate Commercial District designed primarily for commercial enterprises of small to moderate scale. Its intent is to foster these uses and discourage other uses that might hinder their development. C1-A districts can be found along portions of Market Street, Starling Avenue, Brookdale Street and Fayette Street.

C-2 is the Central Business District that is designed to encourage, promote and enhance commercial growth and development within the central business area of Martinsville. The Central Business District encompasses the area known as Uptown Martinsville including City Hall. This area features restaurants, shopping, the New College Institute as well as the City Municipal building and encourages mixed-use development of the multi-story historic buildings along Fayette Street, Main Street and Church Street.

The C-3 General Commercial District is designed as an intensive commercial district. It is the primary district for commercial enterprises of all types and sizes and can be found along the major thoroughfares in the City - Commonwealth Boulevard, Memorial Boulevard, Bridge Street, West Church Street, East Church Street and Liberty Street.

- **Business and Manufacturing**

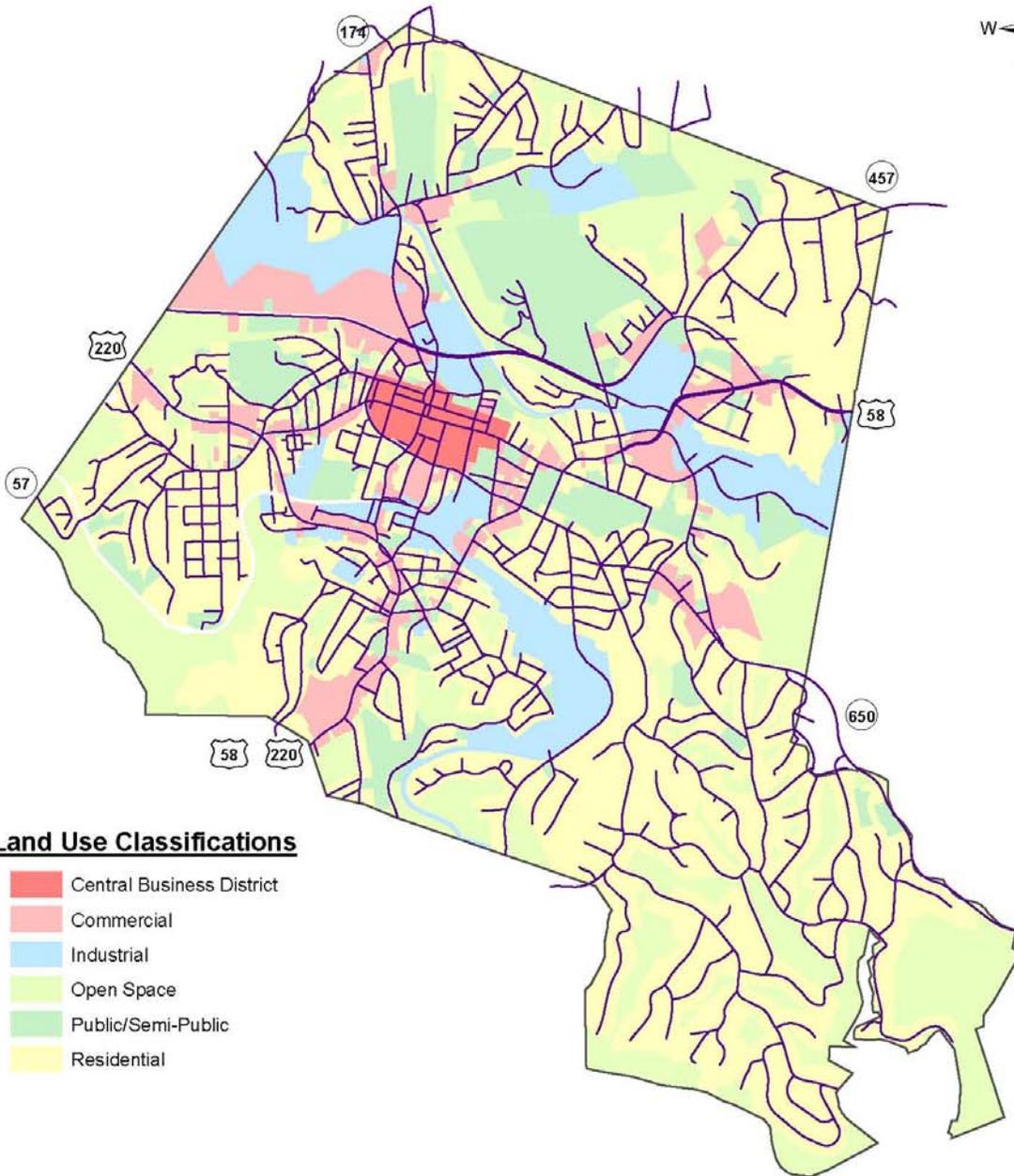
The B-1 Business District is established as a district in which the principal use of land is for the manufacture, sale, distribution and storage of goods and/or the conduct of service- related commercial and industrial activities which can be operated in a relatively clean and quiet manner which will not disturb adjacent residential, commercial or professional districts. The B-1 district was established with the development of the Clearview Business Park. The park, which opened in 1998, features five sites on 73 acres off Clearview Drive. Four sites, which range in size from 4.2 acres to 14.8 acres, are available for development. The remaining site features a 70,000 sq. ft. building with first class lobby, auditorium and office space, built to Department of Defense standards on 12.9 acres.

M-1 is established as a Light Manufacturing District in which the principal use of land is for industries that can be operated in a relatively clean and quiet manner. The district is designed to prohibit the use of land for heavy industry that should be properly segregated. M-1 districts are currently located along portions of Salem Street, Lester Street, Franklin Street, Aaron Street, Roanoke Street, Liberty Street and Brookdale Street.

The M-2 Heavy Manufacturing District is designed for manufacturing and other heavy industries. The purpose is to separate and protect industrial uses in areas where they have minimal adverse effects on other non-industrial uses. Historically, these areas developed along the railroad and many of those properties remain industrial sites today. These areas are found along portions of South Memorial Boulevard, Wingfield Street, Lavinder Street, Depot Street, Liberty Street, Commerce Court, Commonwealth Boulevard, Fishel Street and the Rives Road Industrial Park. The Rives Road Industrial Park is the former home of WM Bassett, a division of Bassett Furniture Industries. The plant shut down in 1997 and at that time Bassett Furniture donated the land to the City for use as an industrial park with rail access. The 52-acre park features three (3) developable sites ranging in size from 8.6 to 23.6 acres adjacent to Nationwide Custom Homes, a leading builder in the modular home industry.

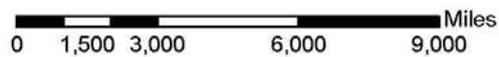
# Martinsville City Existing Land Use

(July 2007)



Prepared by West Piedmont Planning District Commission, July 2007.

Source: Base Map (Tax Parcels) provided by City of Martinsville, Engineering Dept.;  
Real Estate Records provided by Martinsville-Henry County's WebGIS.





## Future Land Use

Martinsville is a city in transition. As our local economy continues to shift away from a manufacturing and industrial base to a more diversified commercial and service-based economy, the effects can be felt in a number of ways, including changes in land use planning. These changes reinforce the importance of developing a Future Land Use Map. The map geographically assigns the adopted mix of land use classifications upon which future zoning decisions will be based. Changes to the Future Land Use Map are based on various factors such as population trends, economic indicators, smart growth principals, as well as transportation and planned development projects.

### • Population Trends

The City's population has been in a state of decline for a number of years beginning in the 1970's, with a 7.7 percent (1,504 persons) decrease in population from 1970 to 1980. This trend has continued with a 10.9 percent (1,987 persons) decline from 1980 to 1990 and a 4.6 percent (746 persons) decline from 1990 to 2000, according to the Census Bureau. This trend can be tied to several factors:

- Martinsville's job base has shifted from its predominantly manufacturing orientation to a more balanced mix. The transition has been difficult. Family-owned businesses with their roots firmly planted in Martinsville have been acquired by out-of-town conglomerates with national rather than local interests, and cutbacks and closures have especially eroded middle management jobs.
- There is a transition between the education/job skill requirements previously required to those which will be required in Martinsville's future job market. This disparity has likely caused some emigration of the work force.
- Limited housing opportunities exist in the City in terms of type, affordability and perceived desirability.
- Limited building land space, coupled with the annexation ban currently in effect for Virginia cities, hinders growth.
- Aging population and smaller family size.

According to the *2003 Market Street Report* prepared by Market Street Services in Atlanta, GA. the largest portion of the City's population decline over the last decade (1990's) was due to more deaths than births, which accounted for 58.5 percent of the City's population decline. Since 2000, however, it can be attributed primarily to out-migration of Martinsville's citizens with 348 persons from Martinsville to Henry County from 1992 to 2002, as stated in the report.

The median age has also increased over the years from 35.2 years in 1980 to 38.1 years in 1990 and 40.8 years in 2000. Martinsville had the highest median age (40.8 years or an increase of 7.1 percent from 1990) in the West Piedmont Planning District in 2000 and was significantly higher than the State's median age of 35.7 years which seems to indicate that the population in Martinsville is aging more than the State as a whole as well as the United States. Additionally, the 65 and over age bracket now accounts for over 20 percent of the total population with future increases anticipated. As the population is projected to continue aging overall, this implies a growing need for facilities and services oriented to adults including recreation, health services, nursing homes and retirement facilities.

According to a study published on bizjournals.com website in April 2007, the Martinsville-Henry County area has been ranked 56<sup>th</sup> among the top 100 retirement areas in the U.S. With a lower cost of living and lower tax rates in the area, an increasing number of retirees are drawn here. The Martinsville-Henry County Economic Development Corporation noted that the high quality of life, low cost of living, warm weather, and affordable health care attract persons age 65 and over. There is also a desire to entice developers interested in contracting housing developments in the region to accompany the retirement population increase.

In response, a new classification has been identified on the Future Land Use Map as Residential Retirement Districts. These districts would be located along Askin Street/Southside as well as Barrows Mill Road, Blue Ridge Street and a portion of Fishel Street. The Residential Retirement Districts would be made up of smaller homes as well as retirement villages that are located in quiet, easily accessible neighborhoods yet have close proximity to the necessary amenities to support the needs of the growing 65 and over age bracket.

- **Economic Indicators**

The local economy continues to diversify by shifting away from a heavy manufacturing base towards a more balanced mix of industry, professional and service sectors. Many of the large manufacturing companies that once provided jobs to thousands of area residents have closed, leaving behind sizable older buildings on relatively large lots. These industrial sites are now being renovated and marketed as commercial centers, mixed use development opportunities and condominium or loft apartments. While manufacturing still plays a significant role in the economy as the largest employment sector, the health, professional and service sectors have continued to grow over the last several years and are an increasingly important sector of the local economy. These economic indicators dictate the need for an increase in Professional District designations on the future land use map as well as a decrease in the number of Manufacturing Districts.

While there are currently sections of Starling Avenue designated for professional use, the Future Land Use Map designates the entire street as a professional district. Starling Avenue developed as an upper-middle class residential neighborhood in the late 19<sup>th</sup> century. The area was home to some of the most prominent citizens and industrial leaders in Martinsville and was a premier residential neighborhood. Starling Avenue has been in a state of transition for a number of years with a steady increase in the number of service, office and professional uses. With the location of Piedmont Arts Association and the new Virginia Museum of Natural History facility, Starling Avenue has the potential to become an Arts and Cultural District for the City. The district could serve as a home to artists' studios, gallery spaces, historic sites, offices as well as residents and would serve as a draw for local citizens and tourists alike.

Additionally, there are new professional districts being created adjacent to the hospital and the new Carilion Doctors Park located off Brookdale Street. These areas are being designated to accommodate the growing health care sector of the economy and provide necessary services to the increasing retirement population.

- **Smart Growth**

Smart growth is a planning theory that concentrates growth in the center of a city and advocates compact, transit oriented, walkable, bicycle-friendly land use including mixed- use developments with a range of housing choices that foster a distinctive, attractive community with a strong sense of place. Smart growth practices take advantage of existing infrastructure and resources, promote in-fill and redevelopment opportunities, as well as mixed use districts with retail or commercial space on the first floor combined with residential units on subsequent floors.

Smart growth uses comprehensive planning to guide, design, develop, revitalize and build communities for all that:

- have a unique sense of community and place;
- preserve and enhance valuable natural and cultural resources;
- equitably distribute the costs and benefits of development;
- expand the range of transportation, employment and housing choices in a fiscally responsible manner;
- value long-range, regional considerations of sustainability over short-term, incremental, geographically-isolated actions; and
- promote public health and healthy communities.

In looking towards the future of Martinsville, it is essential that the City consider smart growth planning principals today to help guide the future growth and development of tomorrow. The Future Land Use map has been modified to include a new classification for Mixed-Use District. These districts would be located adjacent to the Central Business District along Market Street and Cleveland Avenue as well as a portion of Fayette Street. They would promote mixed-use opportunities, in-fill as well as redevelopment of an existing manufacturing structure and would be located within close proximity to the center of the City. Compact, transit accessible, pedestrian-oriented, mixed-use development patterns and land reuse epitomize the application of the principles of smart growth.

According to planning theory, the ideal land use composition is approximately 60 percent commercial activity to 40 percent residential. This mix of land use allows for a strong economic base that supports healthy growth and development within the community. The City's existing land use distribution pattern is approximately 43 percent professional, commercial and industrial to 57 percent residential. In order to move towards a more economically viable land use mix, it is crucial for the City to look at ways to promote a healthy jobs-housing balance. By allowing for the mix of land uses, the City is providing the potential for opportunities to both live and work in close proximity, which will help support a better balance between jobs and housing, will promote compact development principals and will reduce transportation dependency.

- **Planned Transportation and Development Projects**

Planned transportation and development projects have a direct impact on future land use planning. It is imperative that the City recognize the effects these projects may have on surrounding areas and plan accordingly. Current transportation and development projects that will impact the land use planning efforts of the City include the construction of a sports multi-purpose field house and arena complex in Uptown Martinsville as well as a professional/commercial development and street-widening project along Liberty Street.

In November 2006, plans were announced for construction of a proposed 80,000 square foot indoor multi-purpose field house and arena complex in Uptown Martinsville. The development of the proposed \$16 million facility has the potential to create a unique recreational opportunity for the Martinsville-Henry County area and generate economic activity resulting in jobs and income for the area. The concept for the proposed field house is envisioned to support a healthy community with a strong fitness component to complement the services of the YMCA and other existing facilities for both youth and adults in the community. General configuration concepts include:

- Two-story field house with approximately 35,000 square feet of flexible program areas that could support 8 basketball courts, 12 volleyball courts, an indoor soccer field and exhibit space for small trade shows;
- A 30,000 square foot multi-purpose arena that could support a 4,000 spectator competitive court sport (e.g. basketball, volleyball, etc.) a 5,000+ spectator entertainment venue for concerts, group events or exhibits, or two gym floors for special events;
- Approximately 7,500 square feet of fitness space with approximately 1/8 mile elevated walking track;
- Support areas including catering kitchen, concession areas, ticketing/lobby area, and team locker rooms/team rooms;
- Parking on-site and off-site on city controlled parking lots.

This project has the ability to spur significant economic development efforts in Uptown. In order to study the possible effects the arena development may have on the Uptown area, the City has begun working with adjacent property owners, residents, business owners and employees to discuss the changes that may occur. This proactive approach will allow the City and adjacent property owners the opportunity to plan for future development of the area. Part of these plans include the expansion of the

Central Business District to encompass the proposed arena site and those properties located along the Northeast side of Market Street to accommodate the potential growth around Uptown Martinsville.

Another planned project is the development of a professional/commercial center on Liberty Street. The project involves the development of a 5+ acre site on a major thoroughfare into the City that will house the main branch of a local bank and will offer additional space for professional, commercial and retail use. In addition, the Virginia Department of Transportation (VDOT) has a planned transportation improvement project to widen Liberty Street from the recently improved intersection at Clearview and Stultz Roads north to the City limits. The improvements will include the addition of two travel lanes as well as a bike lane and will also call for the addition of a stoplight at the intersection of Liberty Street and Big Jane Street to manage the traffic flow surrounding the new bank development. This planned commercial development project along with the VDOT transportation improvements, contributed to the decision to designate Liberty Street as a Commercial corridor rather than the existing medium density R-9 Residential on the Future Land Use Map.

- **Land Use and Transportation Development Corridors**

The Future Land Use Plan Map displays a number of key land use development corridors that tie to a number of the transportation network's most active roadways. The plan indicates four specific corridors by type: commercial corridor; professional corridor; scenic corridor, and rail trail corridor.

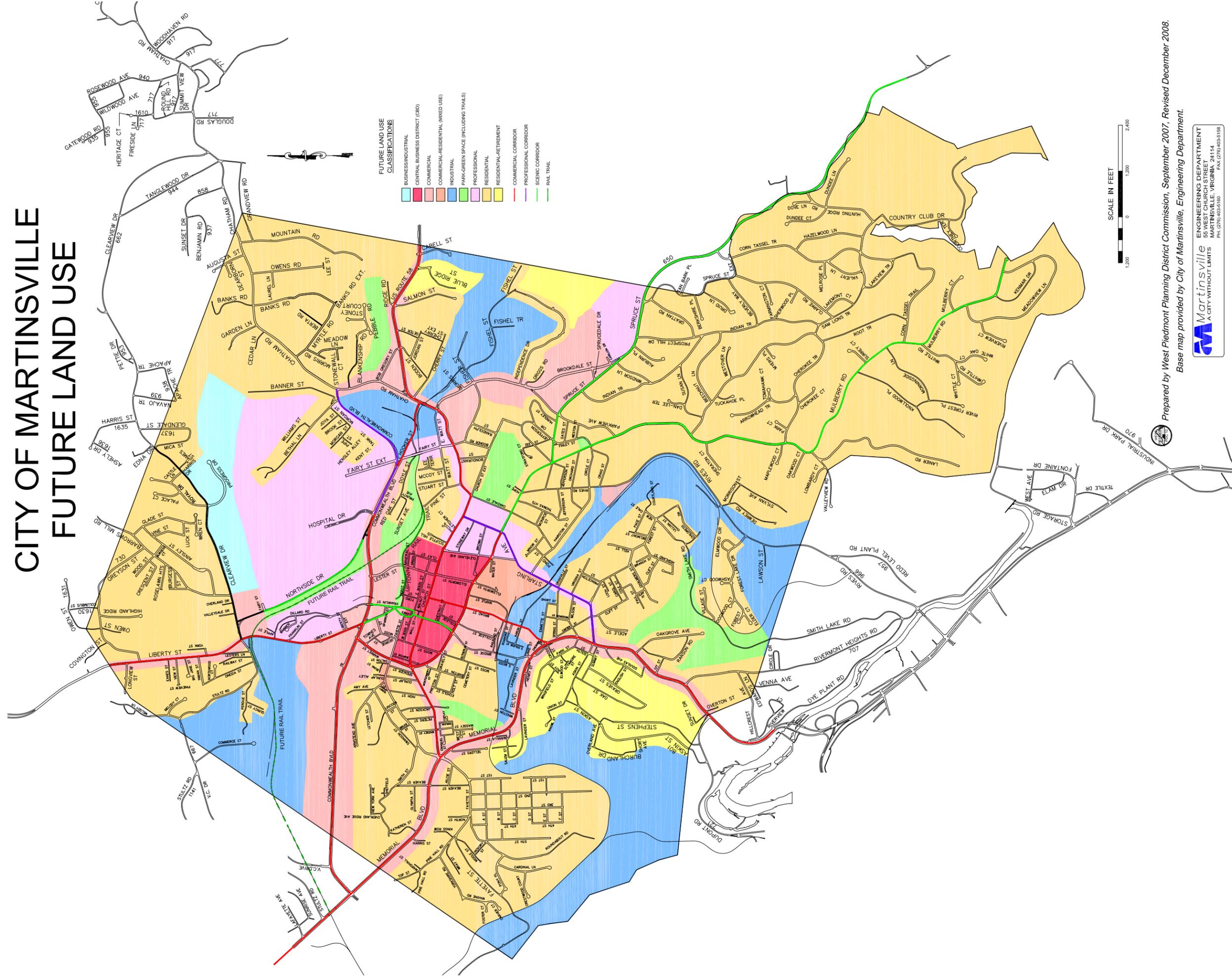
- **Commercial Corridor:** The principal commercial corridors depicted on the Plan lie along: Memorial Boulevard, Church Street, Broad Street, Market Street, Commonwealth Boulevard, Hooker Street, and Liberty Street. Since these corridors will have the more intense land use activity and will induce significant levels of traffic and increases over time, it is essential that the future update of the Small Urban Area Transportation Plan by VDOT address issues of maintenance, signing, signalization, parking, safety measures, accessibility, and transit services respective to these corridors. The City will also want to pursue urban design, landscaping, and other appropriate measures to enhance the aesthetics, form, and function of the corridor to advance the interrelationship between land use development and transportation purposes.
- **Professional Corridor:** The principal professional corridors depicted on the Plan Map lie along Starling Avenue from Church Street to Memorial Boulevard and along Commonwealth Boulevard from Hospital Drive to Chatham Road. These corridors already have attractive architectural features and landscaping which need to be preserved for the most part and, as practical, enhanced on a spot basis. Starling Avenue already experiences significant levels of traffic at 9,000-10,500 vehicles per day and Commonwealth Boulevard has 6,000-7,000 vehicles per day, which are at similar levels to the commercial corridors planned, and therefore will need monitoring for improvements. Future transportation plan updates will need to address these two professional corridors carefully in order to maintain capacity and safety in their utilization.
- **Scenic Corridor:** The designated scenic corridors are Mulberry Road from Starling Avenue to its end at the City line (Forest Park Country Club entrance), Spruce Street from Mulberry Road to the City line, Franklin Street-Liberty Street from railroad south to Main Street, Jones Street from Main Street to Liberty Street, Bridge Street from Market Street to Main Street, and Northside Drive between Commonwealth Boulevard and Clearview Drive. The City has identified these corridors and will want to encourage the preservation of the architectural features, landscape features, and vistas that provide value to the area. While vehicles per day measures are not particularly high, it is incumbent on transportation planning officials to address these areas in future VDOT Small Urban Areas Plan updates in respect to controlling speeds on these corridors so

that they can be enjoyed with safety. Attention should be given to sidewalk development or, at a minimum, developing paths and trails for bike and pedestrian use.

- **Rail Trail Corridor:** Two areas are included in the Plan. The downtown rail trail has been developed from the abandonment of a rail spur right-of-way in the center of the City. This trail feature has added another asset through which residents and visitors can enjoy the City's neighborhoods, the natural and urban landscape, and meet a recreational need. It also integrates well with the Regional Bicycle Plan that includes the City. The second rail trail corridor is the rail trail potential provided by the right-of-way that runs along Jones Creek, then parallels Northside Drive and then merges into the area of the current downtown rail trail corridor noted above. It will be important for these corridors to be integrated into the existing roadway network so that there are suitable, safe, and convenient points of access between the trails and the roads so citizens will be able to easily utilize the trails. The City will want to explore avenues for using enhancement program grants from VDOT to develop the rail trail corridors as well as the scenic corridors noted earlier.



# CITY OF MARTINSVILLE FUTURE LAND USE



Prepared by West Piedmont Planning District Commission, September 2007, Revised December 2008.  
Base map provided by City of Martinsville, Engineering Department.

**Martinsville**  
A CITY WITHOUT LIMITS

ENGINEERING DEPARTMENT  
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## Land Use Summary

- Martinsville's existing land use is divided between five separate classifications: residential, professional, commercial, industrial and business.
  - The low density R-16 Residential Districts are located primarily in the Forest Park and Druid Hills neighborhoods.
  - The medium density R-9 Residential Districts are primarily located in Chatham Heights, Northside, Forest Park, Druid Hills and a small section in Westside.
  - The high density R-6 Residential Districts are found in the Southside and Westside neighborhoods.
  - The P-1 Professional District is considered the medical district and encompasses the area surrounding Memorial Hospital of Martinsville and Henry County.
  - The P-2 Professional Districts are located along portions of Starling Avenue, East Church Street, Spruce Street, Commonwealth Boulevard, Northside Drive and Fairy Street Extension.
  - The RP-1 is a Residential Professional District which acts as a transitional district between residential areas and the more intensive professional land uses. These districts can be found along Cleveland Avenue and also on Blue Ridge Street.
  - The C-1 Neighborhood Commercial Districts are currently located along portions of Spruce Street, Brookdale Street, Clearview Drive and Liberty Street.
  - C1-A is an Intermediate Commercial District and is found along portions of Market Street, Starling Avenue, Brookdale Street and Fayette Street.
  - C-2 is the Central Business District that encompasses the area known as Uptown Martinsville.
  - The C-3 General Commercial District is an intensive commercial district. C-3 districts can be found along portions of Commonwealth Boulevard, Memorial Boulevard, Bridge Street, West Church Street, East Church Street and Liberty Street.
  - The B-1 Business District is established for clean, quiet operations which will not disturb adjacent residential or commercial districts. The only B-1 area within the City is the Clearview Business Park.
  - M-1 is established as a Light Manufacturing District. M-1 districts are currently located along portions of Salem Street, Lester Street, Franklin Street, Aaron Street, Roanoke Street, Liberty Street and Brookdale Street.
  - The M-2 Heavy Manufacturing Districts are found along railroad lines and along portions of S. Memorial Boulevard, Wingfield Street, Lavinder Street, Depot Street, Liberty Street, Commerce Court, Commonwealth Boulevard, Fishel Street and the Rives Road Industrial Park.
- Future Land Use Maps geographically assign the adopted mix of land use classifications upon which future zoning decisions are based. Changes to the Future Land Use Map are based on various factors including population trends, economic indicators, smart growth principals as well as planned development projects.
  - The City's trend toward an older population base led to the creation of a Residential Retirement District, which would be made up of small homes and villages in quiet neighborhoods with close proximity to necessary amenities.
  - Economic indicators attest to the decline in the manufacturing segment of the economy while showing growth in areas such as health, service and professional. These indicators dictate the need for increased Professional District designations while decreasing the number of manufacturing districts on the Future Land Use Map.

- Smart growth practices take advantage of existing infrastructure and resources, promote in-fill and redevelopment opportunities, as well as mixed use districts with retail or commercial space on the first floor combined with residential units on subsequent floors. The addition of Mixed Use Districts adjacent to the Central Business District is an example of smart growth planning that promotes mixed-use opportunities, in-fill as well as redevelopment of an existing manufacturing structure, with close proximity to the center of the City.
- Planned development projects and transportation projects that will impact the land use planning efforts of the City include the construction of a sports complex and arena in Uptown Martinsville and a professional/commercial development and street widening project on Liberty Street. These projects contributed to the decision to expand the Central Business District and designate the Liberty Street corridor as a Commercial corridor.

# RECOMMENDATIONS

## **Population and Demographic Analysis Recommendations:**

- Market the area as a desirable and affordable place for retirees to locate.
- Plan for retirement residential development areas to accommodate an increasingly aging population.
- Continue to concentrate on providing a greater variety of recreational opportunities for all age groups, especially the young adults.
- Provide educational opportunities for all segments of the City's population, especially the Hispanic sector, to ensure that it is truly inclusive.
- Provide community programs to entice the younger segment of the City's population to remain or return to the area once they have completed their educational goals.
- Continue to support efforts of the area educational institutions to keep the college age persons in the City, or encourage new individuals to locate here.
- Research and provide programs to encourage entrepreneurs of all age groups to establish businesses in the City. Create an atmosphere for small business development. The premise being that job opportunities attract numbers of people.
- Market the area as a family-friendly area in which to locate.

## **Economy Recommendations:**

- Support the development and expansion of identified target business clusters in health care, plastics manufacturing, tourism, logistics, and food processing to continue diversification of the local economy.
- Continue to develop and support existing business resources to help maintain and strengthen existing businesses.
- Promote entrepreneurial development and small business expansion.
- Continue to support the Martinsville-Henry County Economic Development Corporation.
- Increase base of workers and residents in Uptown Martinsville.
- Develop new specialized retail clusters in Uptown focused on home furnishings, African-American culture, and sports.
- Encourage the construction of I-73 beginning at the North Carolina border and continuing north through Henry County.

- Encourage redevelopment of vacant buildings and industrial sites.
- Continue marketing efforts for Rives Road Industrial Park and Clearview Business Park.
- Maintain an up to date inventory of all vacant land and buildings for possible infill development.
- Encourage corridor overlay districts to enhance Martinsville's visual appeal to business, industry, residents and tourists.
- Continue to encourage the growth of tourism.
- Encourage the development of a "land banking" program.
- Continue to encourage job training and education programs geared towards creating a trained workforce.
- Evaluate the creation of a Technology Zone.
- Pursue the creation of a "Cyber City" designation for Uptown Martinsville to include maps and signage for wireless hot spots.
- Continue to support the marketing of revenue sharing lots at the Patriot Centre and the newly acquired Roma Property sites.
- Continue to work towards creating a "pro-business" environment.
- Support the development of the proposed multi-purpose field house and arena complex in Uptown Martinsville.

### **Natural Conditions Recommendations:**

- Market area as one of good quality air standards. This is especially true for retirees and businesses that require a clean environment.
- Market area as one with good, clean, plentiful and inexpensive supply of water for those industries requiring an abundance of water for their operations.
- Continue to market the City as one of a historic destination for tourists.
- Ensure that required erosion and sediment controls are adhered to in all development efforts Citywide.
- Review the existing City infrastructure in relation to the soil and rock conditions to plan for upgrading of sewer and water lines throughout the City.
- As part of the site development review effort, look area wide to plan for impact of proposed developments on surrounding properties. This should aid in minimizing such impact on the natural environment.
- Preserve the natural environment in all new developments and redevelopments for open space, forestry or scenic purposes.

### **Community Facilities, Services, and Utilities Recommendations:**

- Continue to market the benefits of the MINet (Martinsville Informational Network) fiber optic network. This has the potential to be a good revenue generator.
- Make better use of public facilities, such as schools and other community buildings to ensure that they are truly multi-use.
- Research and plan for more efficient placement of fire facilities to ensure optimum coverage of the City neighborhoods.
- Develop strategies for educating the public about existing services and resources in order to lower the number of health related issues.
- Develop strategies to enable the City of Martinsville to achieve the goal of being a “truly wired city”.
- Continue to market the concept that a “healthy city is a happy city”, utilizing the programs already in place.
- Continue the effort to maintain and upgrade the assortment of recreational facilities in the City.
- Complete the network of walking and biking trails within and without the City.
- Continue to support the growth of the New College Institute as an integral component of the growth and upgrading of the City in general, and Uptown area in particular.
- Develop facilities that meet the needs of the residents of the City, particularly the young families.
- Incorporate private buildings located in the Uptown area in the public education of elementary and middle school students. This type of mixed use can possibly offset the costs associated with the growing costs of capital improvements necessary every year. It can also utilize the newly constructed Uptown Arena/ Multi-Purpose Center to meet the recreational needs of the students.

### **Cultural/Historic Resources Recommendations:**

- Continue to work towards local historic district designations for Uptown Martinsville and East Church Street/Starling Avenue.
- Consider the nomination of Mulberry Road for a national register Historic District designation.
- Identify, recognize and protect historic properties, sites and structures within the City.
- Promote public awareness, education and support for historic preservation.
- Establish a comprehensive wayfinding system to emphasize Martinsville's historic districts and cultural assets.
- Continue to work with the Martinsville Henry County Historical Society, the Preservation Advisory Group, Martinsville Uptown Revitalization Association, the Martinsville Henry County Economic Development Corporation's Office of Tourism and others in the promotion of historic preservation.

- Support the development of an Arts and Cultural District along Starling Avenue.
- Continue to support the growth of the Uptown Farmers' Market. Consideration should be given to expanding the market to establish a year round farmers' market.
- Support the development of the multi-purpose field house and arena complex in Uptown Martinsville. Consideration should also be given to the development of resources surrounding the arena site.

### **Housing Recommendations:**

- Ensure that all properties are maintained in keeping with the character of the neighborhoods in which they are located.
- Increase the number of single-family homes to stabilize and increase the currently decreasing population.
- Continue to market the Uptown area as a residential neighborhood for the more urban-minded, middle-income and upper-income residents.
- Plan residential retirement areas and market the area as a desirable and affordable place for retirees to locate.
- Develop transitional housing for single men and families with a male householder present.
- Continue the revitalization of neighborhoods as a vehicle to stabilize the City as a whole.
- Encourage the development of a purchase / rehab and sale program for residential properties.
- Encourage the infill development of vacant lots for new residential housing.
- Explore and implement amendments to the zoning ordinances to encourage new and innovative housing throughout the City.
- Develop additional renter-occupied, multi-family units for low- to moderate-income families.
- Pursue greater enforcement of the existing property maintenance and building codes as it applies to investor-owned residences.
- Research and develop undersized lots for possible consolidation into larger building lots for the construction of single-family residences.
- Update or create an action plan to address the vacant and abandoned properties to ensure that all properties are maintained in keeping with the character of their respective neighborhoods.

### **Transportation Recommendations:**

- Continue development of trails in the City working with Harvest Foundation, VDOT and others as sources of funding.

- Develop program for signing principal bicycle routes in the City plus striping lanes on streets where this is practical.
- Integrate walking trails and bicycle routes where it is practical so that multi-use is encouraged.
- Continue to develop a transit system, so that the community has inexpensive, accessible transit options as necessary to continue vitality of certain of the community's transit-dependent constituencies. Transit development can include coordination with Henry County, private sector sponsors and financial supporters, Virginia Department of Rail and Public Transportation, Virginia Department of Transportation, human services and other public agencies.
- Develop approach to placing bicycle racks on transit vehicles to aid in advancing multi-modal integration.
- Pursue recommendations of the bicycle plan.
- Extend the Uptown Rail Trail to connect to the central business district.
- Identify spot locations on recommended bicycle routes for opportunities to provide bike lanes to cyclists.
- Develop a plan and construct facilities to include bicycle route access and bicycle racks to make the downtown central business district (Church Street) bicycle "friendly."
- Coordinate with Henry County to provide a route to connect the central business district to the proposed Smith River Trail.
- Provide a route to connect the central business district to the proposed mountain bike trails around the Martinsville Reservoir #1 and to provide connectivity to the Patrick Henry Community College.
- Continue actions to support development of Interstate 73 to aid the area's economic development progress. For the same reason, the City supports completion of U.S. Route 58 improvements out to its intersection with Interstate 77.
- Continue support for Roanoke Regional Airport and Piedmont Triad International Airport as important facilities to area economic development and transportation, noting the need for better access to the Piedmont Triad facility from U.S. Route 220 via State Route 68 in Guilford County, NC.
- While fiscal conditions may restrain financial support for Blue Ridge Airport from time to time, the City does support the operation of the facility as a strength in the local economy and recognizes that it is very accessible to local business, is cost competitive, and has quality facilities that are continually being improved.
- Rail services are not being fully utilized given the location of a main line of Norfolk Southern Corporation through the center of the area and more definitive strategies to use the facilities need to be advanced.
- The City-listed projects in the Six-Year Improvement Program for 2008-2013 should be actively supported. The principal project is the Liberty Street/Route 174 widening project that calls for \$837,000 in preliminary engineering funding; \$2,268,000 in right-of-way funding, and \$4,377,000 in construction funding for a total of \$7,483,000 for the six-year period. Additional funds have been expended on the project and over \$250,000 may be needed to complete the work past Year 2013.
- Other projects of need in the City that should also be pursued with VDOT are:
  - Improvement at the Mulberry Road/Rives Road intersection where a northbound left-turn lane is needed. (\$0.112 million).
  - Widen Fayette Street roadway (Pine Hall Road to corporate limits) and replace underpass structure where Fayette Street passes under the Norfolk Southern Bridge. (\$2.12 million).

## **Land Use Recommendations:**

- Maintain an up to date inventory of all vacant land and buildings for possible infill development.
- Encourage compact, mixed-use development that will make efficient use of the infrastructure while maintaining the character of the area.
- Pedestrian and bicycle oriented development should be encouraged.
- Appropriate transitions, linkages and buffers between different land uses need to be developed and strongly encouraged.
- Connections between commercial and residential land uses, through the use of conveniently located roadways, bikeways and pedestrian pathways should be strongly encouraged.
- New development should be in keeping with the character of the neighborhood in which it occurs.
- Enhanced landscape buffers and screening should be strongly encouraged on all new development projects.
- Examine parking requirements for new development projects as well as lot location. Rear parking should be strongly encouraged where feasible.
- Continue to support and encourage civic beautification projects by Gateway Streetscape.
- Promote development of City parks, green spaces, trails and other recreational opportunities.
- Study the development of a Corridor Overlay district to enhance the appearance of the gateways and major corridors in the City.
- Continue to promote the development of local historic district designations for Uptown Martinsville as well as the East Church Street/Starling Avenue district.
- Support revitalization efforts for Uptown Martinsville. Residential development should be strongly encouraged for upper floors.
- Encourage development of an Arts and Cultural district along Starling Avenue.

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Virginia's Philpott Manufacturing Extension Partnership  
Virginia Tourism Corporation  
West Piedmont Business Development Center  
West Piedmont Planning District Commission  
West Piedmont Workforce Development Board (WPWIB)