



Church Street, Looking East, Martinsville, Va.

Meeting Outline

Review proposed design initiatives that
Address previous input

- Welcome & explanation of purpose
- What we heard, where we are going
- Proposed design initiatives
- Implementation strategies
- 8:50 Questions and Comments
- 9:00 Design workshops
- 9:45 Report back



*Good things are growing
in Uptown Martinsville,.*

Project Objectives

Supporting Economic Development Through.....

- Identifying specific infrastructure improvements
- Providing amenities for work, live and play
- Creating a enhanced sense of place
- Encourage multiple uses and synergy
- Enhancing way finding and sense of place
- Aligning current and future market opportunities

Themes

Transportation

Infrastructure

Pedestrian

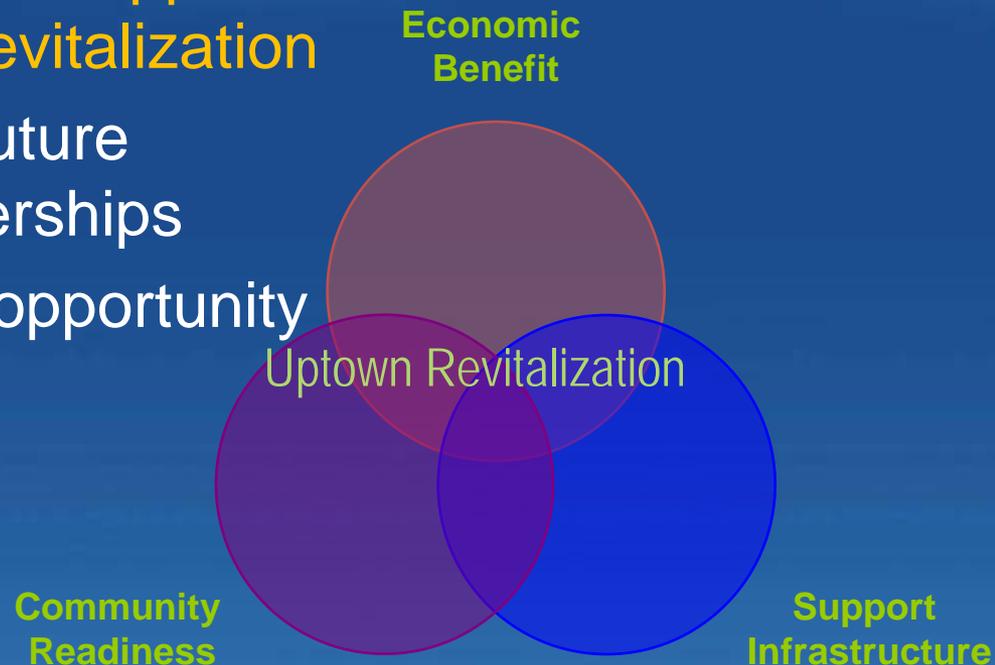
Public Space

Architecture



Summary of Process

- Identify what improvements **support** and enhance **economic revitalization**
- **Identify opportunities** for future redevelopment and partnerships
- **Prioritize** based on need, opportunity and feasibility



“Setting the framework for win, win, win scenarios”

Previous Input

Themes of input included.....

- Traffic Improvements
- Removal of Blight
- Façade Improvements
- Green Spaces & Pedestrian Connections
- Pedestrian Safety
- Better Gateways & Signage
- Parking Improvements
- Infill, Redevelopment, Upper Story Housing

Current Opportunities

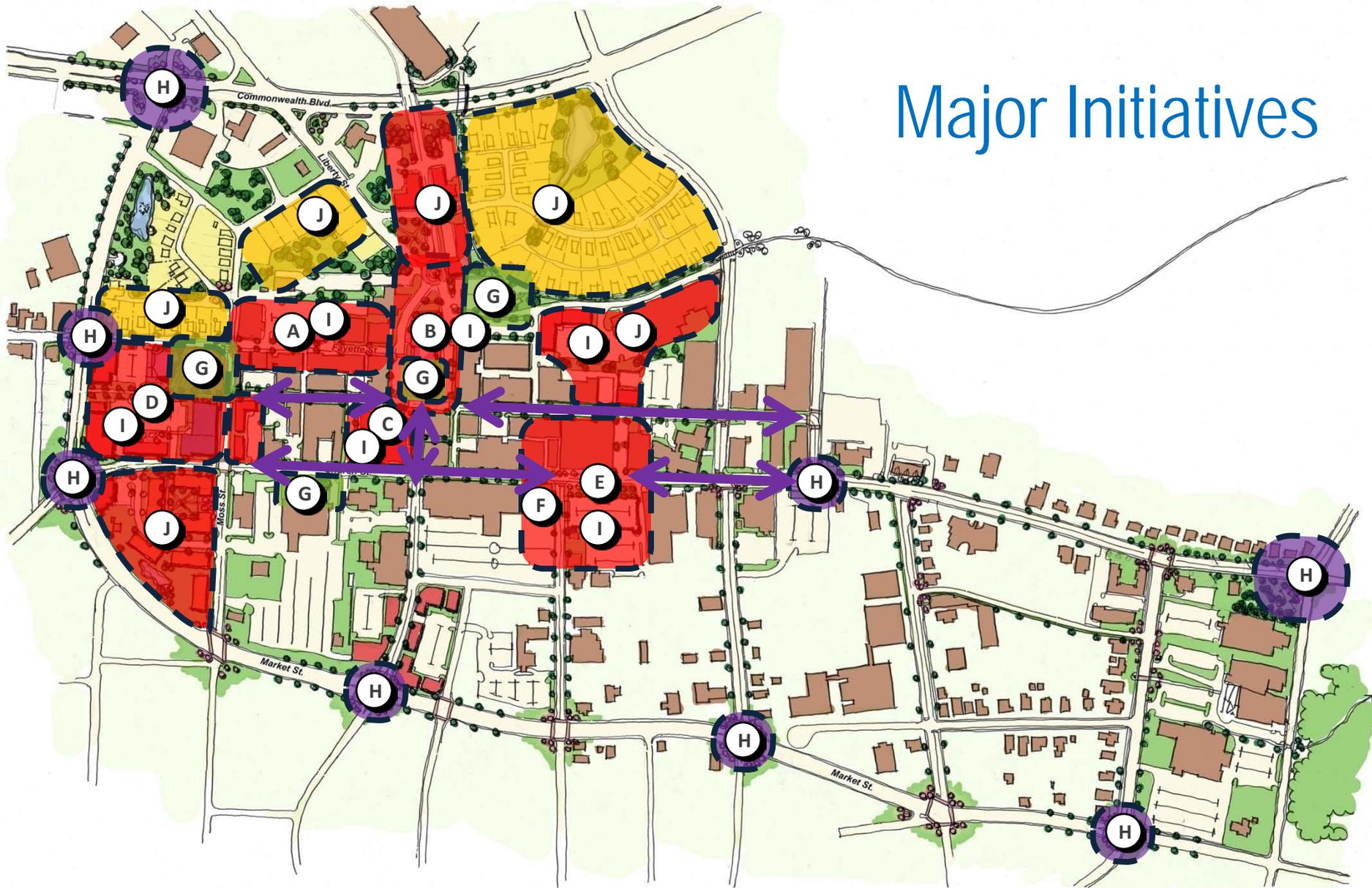
- Furniture District
- NCI
- Courthouse Area
- Visual and Performing Arts (Rives Theater & Others)
- Recreation
- Housing Opportunities

Major Initiatives

Supporting Economic Development Through.....

- A. Fayette Block
- B. Court Square
- C. Bridge Street
- D. Baldwin Block
- E. Furniture Gateway
- F. Henry Hotel
- G. Parks and Open Space
- H. Gateways/Traffic
- I. Parking
- J. Infill and Redevelopment

Major Initiatives



Revitalization of The Fayette Block



Create a functional and enticing block, connected to community activity and increase visibility

- Remove & repair blight
- Enhance business facades
- Redevelop vacant parcels on Moss, gateway
- Relocate market and orient building to sidewalk
- Define street edge, lights, enhance walkability
- Enhance streetscape

Revitalization of The Fayette Block



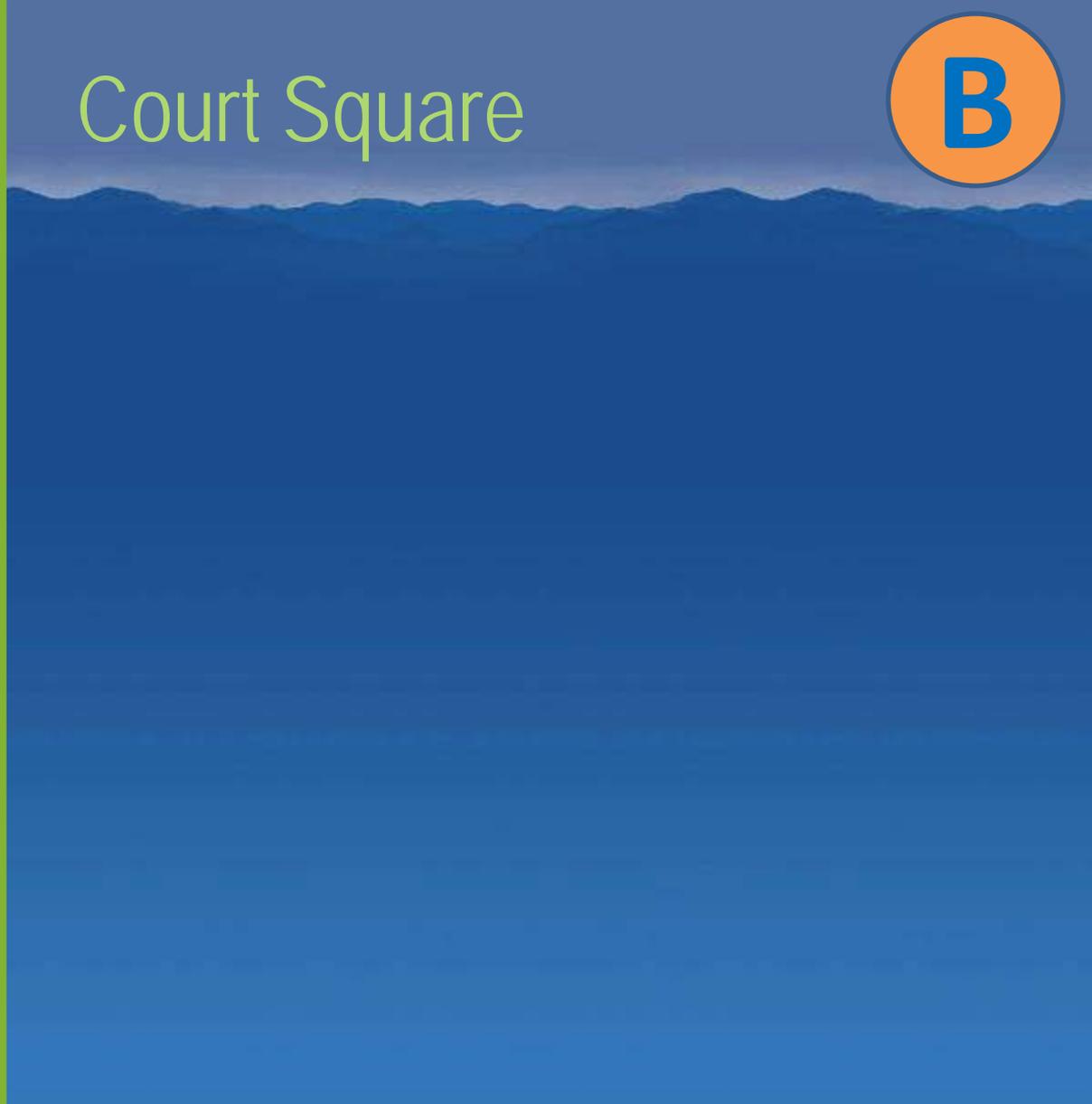
Court Square Revitalization



- Create a destination that serves as the focal point for Uptown activities and represents your heritage.
- Create visitor and cultural center
 - Create gateway park
 - Create grand square for activities and events
 - Add modern annex to accommodate HC, Office etc.
 - Rent building to compatible tenants
 - Enhance way finding & parking
 - Create heritage and art walking tour



Court Square



Court Square



Redevelop the Bridge Street Lot



Create a quality infill project that adds to Uptown commerce, services and activity.

- Infill with multiple stories complimenting architecture
- Directly address Court Square with main entrances.
- Provide store front facades for retail and office
- Provide understory parking

Redevelop the Bridge Street Lot



Event Park Option

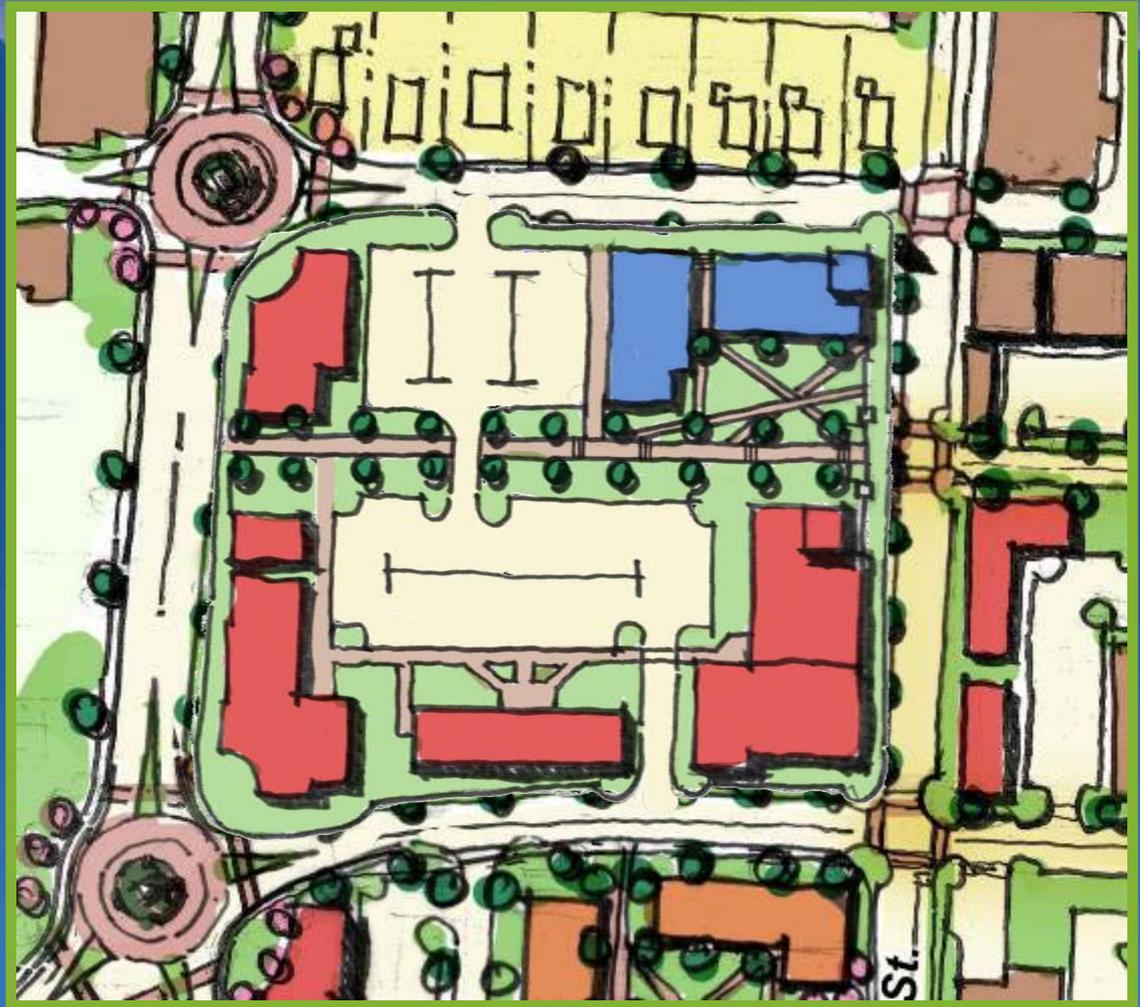
- Corner Park
- Terrace Seating
- Architectural element
- Stage structure
- Multifunctional parking
- Highly programmed

Infill the Baldwin Block



- Create a quality infill project that anchors adds to Uptown commerce, services and activity.
- Infill with multiple stories complimenting architecture
 - Directly address Gateways with main entrances.
 - Provide Street corners, streets and pedestrian ways that connect to the Fayette Neighborhood
 - Provide performance/event spaces
 - Provide internal or structured parking

Infill the Baldwin Block



Infill the Baldwin Block



Improve the Furniture District/Gateway



Create a quality gateway/destination, enhancing parking opportunities, activities and pedestrian fac.

- Infill and redevelop warehouse area
- Directly address gateways and main entrances.
- Enhance corners, streets and pedestrian ways
- Coordinate information signage and walking tour
- Remove barriers and enhance loading
- Finish/improve the big chair plaza
- Plan for future structured parking

Improve the Furniture Gateway



Improve the Furniture Gateway



Redevelop the Henry Hotel



Provide a mix of market supported services and enhanced residential presence in Uptown.

- Create more prominent entrance
- Enhance facades
- Enhance streetscape frontage
- Retrofit for apartments and housing

Redevelop the Henry Hotel

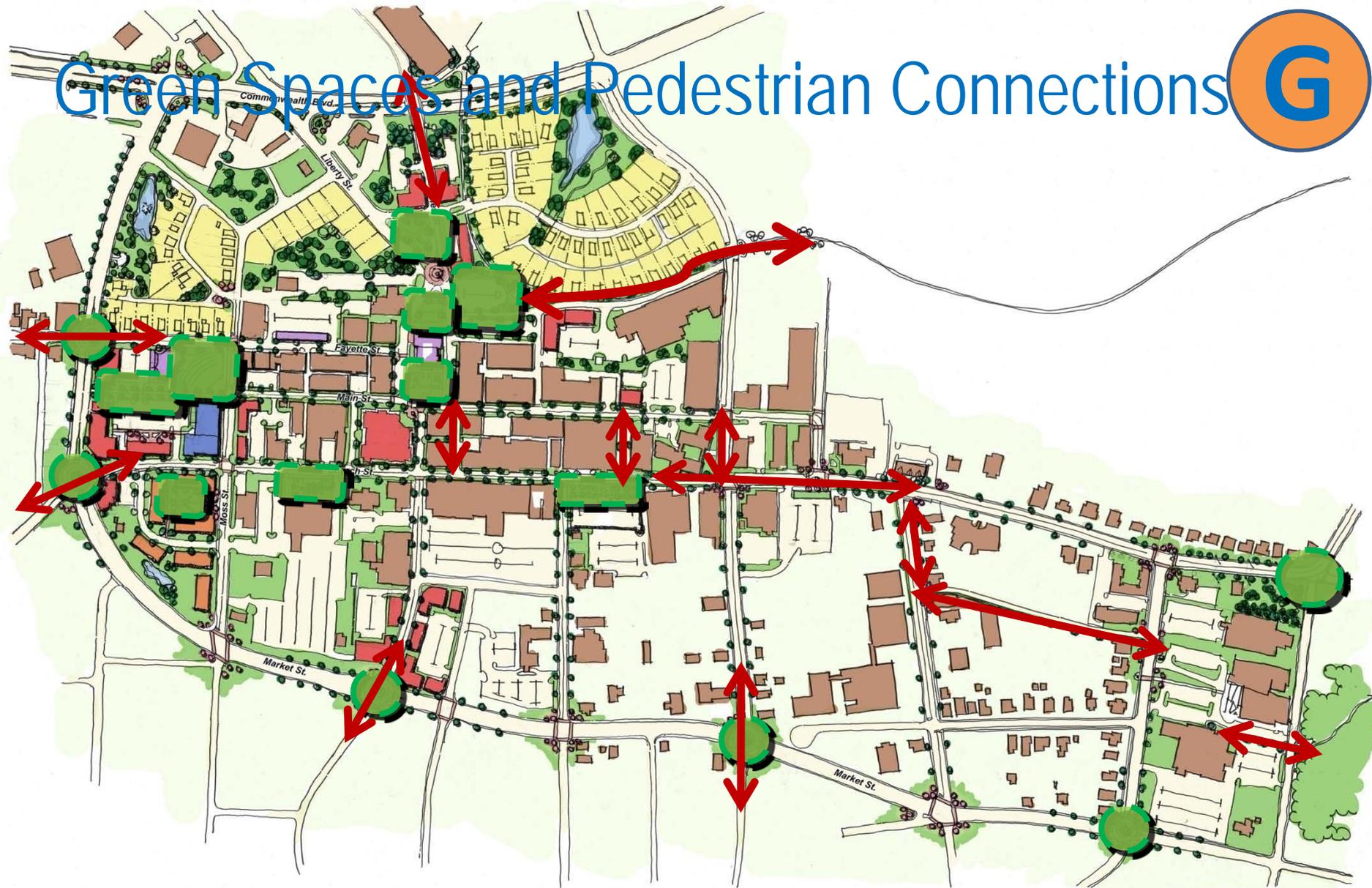


Green Spaces and Pedestrian Connections

Enhance visitation and commerce with opportunities for pedestrian connectivity

- Connect surrounding neighborhoods
- Enhance pedestrian connections between centers of activity and destinations
- Provide opportunities for community interaction through a quality system of public spaces
- Create and market destination recreation amenities including trail connections, art and interpretation

Green Spaces and Pedestrian Connections



Gateways & Traffic



Enhance economic development through increased visitation and commerce.

- Major Gateways
- Secondary Gateways
- Entrance Corridor Way finding signage
- Entrance Corridor Streetscape Enhancements
- Two Way Traffic
- Bump out modifications, Loading Spaces

Gateways & Traffic



East Gateway



Parking

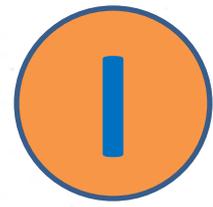


Enhance economic development by facilitating convenient access, parking and service

- Big Chair parking
- Court Square parking
- Fayette parking
- Main Street parking
- Baldwin parking
- Parking wayfinding



Parking



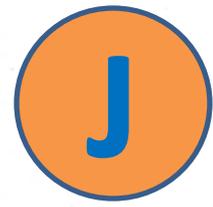
Redevelopment and Infill



Enhance economic development by creating quality redevelopment projects that add businesses, services and patrons to the Uptown area

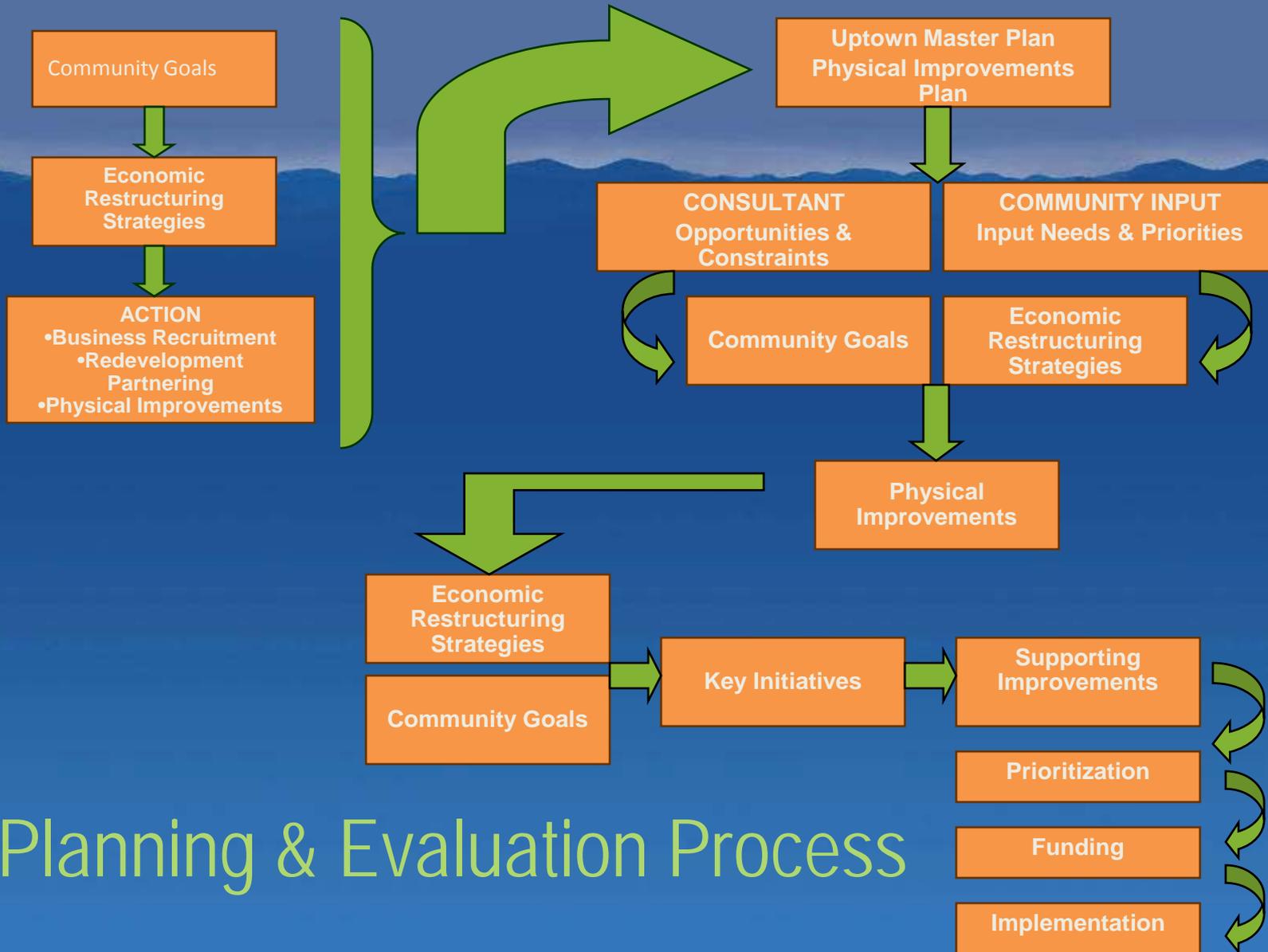
- Baldwin Block
- Moss & Fayette block
- Lester block
- Moss & Church block
- Franklin Street & Depot Street corridor
- Fayette block

Redevelopment and Infill



Redevelopment and Infill





Planning & Evaluation Process

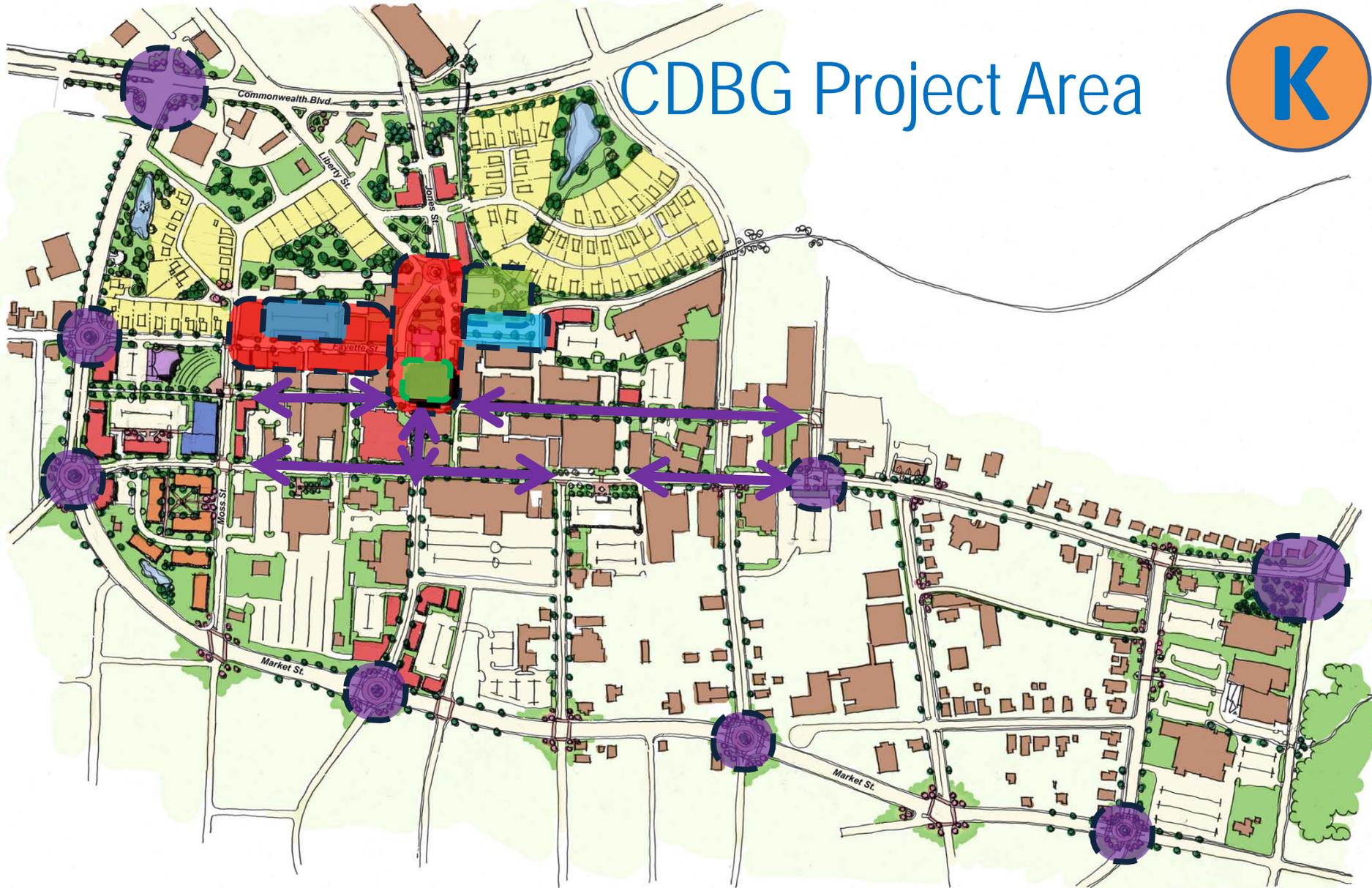
CDBG Project Area



Support CDBG project goals and community goals with an appropriate demonstration project that is aligned with current needs and opportunity.

- Improve facades along Fayette
- Infill vacant properties
- Enhance Court Square area
- Align with Dick & Willie trail head
- Improve NCI parking lot
- Improve streetscape functionality, lighting etc.

CDBG Project Area



Façade Assessment



- LEGEND**
- NOT BLIGHTED
 - MAINTENANCE, PAINT, AWNINGS NEEDED
 - MAINTENANCE AND MINOR REPAIRS NEEDED
 - MAJOR RENOVATIONS NEEDED
 - B STOREFRONT BLOCKED IN

Architectural Character



Building Issues





1 EXISTING FACADE
NOT TO SCALE



2 MAIN DOORWAY DETAIL
NOT TO SCALE

KEYNOTES:

1. Remove metal canopy, metal floral and hotel signs and any hardware or unused utility wires. Repair brick as needed, matching mortar color, texture and razing as closely as possible.
2. Remove metal siding around storefronts. Repair brick as needed, matching mortar color, texture and razing as closely as possible.
3. Remove paneling from transom/sign board area above storefronts. Install new framing and sign board in wood, wood composite or EPS. Paint as indicated.
4. Clean paint from brick above storefront using low pressure wash.
5. Remove metal from around main entrance (hotel/apartment doorway). Repair existing door frame, or install new wood frame with wood door and sidelights as shown. Paint as indicated.
6. Scrape, prime and paint existing windows.
7. Scrape, prime and paint existing metal cornice and coping.
8. Maintain existing bulkhead material under storefront window, or replace with wood, wood composite or EPS panels. Paint as indicated.
9. Install new painted metal or wood tenant signs in sign board/transom areas. Install new sign(s) beside entrance door(s), optional.
10. Install new tenant signs in windows as needed in applied vinyl or painted lettering.
11. Install new awning over main entrance.



3 FACADE IMPROVEMENTS
NOT TO SCALE

- COLORS & MATERIALS:**
Benjamin Moore Paints or equal
- P1: HHC-33 Roman Ivory
 - P2: H-C-39 HG/35 Lovemarks Green
 - P3: HHC-13 Tyler Taupe
 - P4: #1004 Orange Gray
 - Awing: Durabond #4281 Monogram Vintage Bronze



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Martinsville, Virginia

9/1/09

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SHEET 1 OF 1

Supporting Initiatives



- Enhance economic development by creating quality redevelopment projects that add businesses, services and patrons to the Uptown area
- Renovation of the Rives Theater
 - Façade improvements of the Social Services Bldg.
 - Depot Street Warehouse

Supporting Initiatives



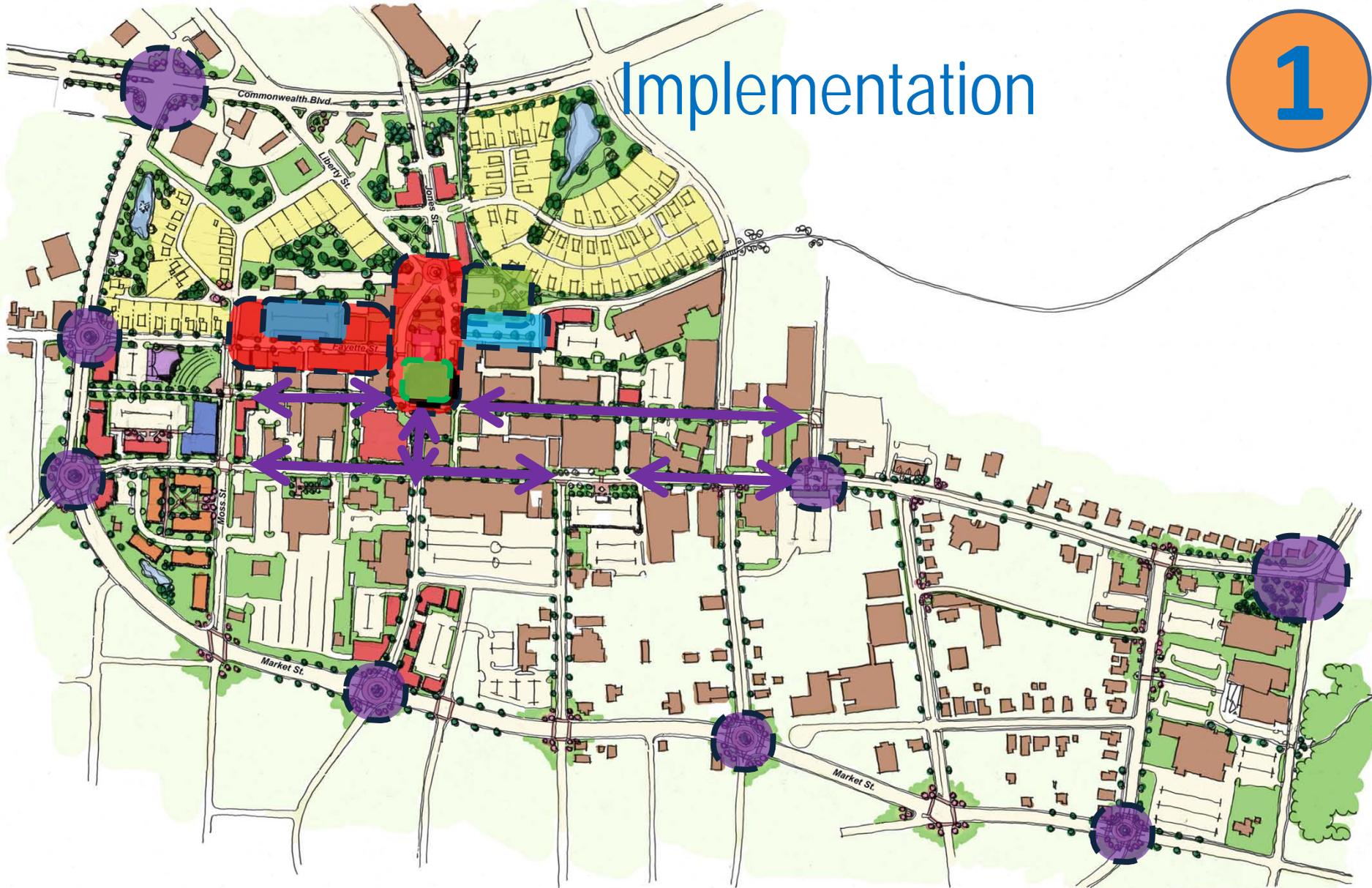
Implementation Scenario #1

Create a quality gateway/destination and support that with appropriate infrastructure enhancements

- Occupy Courthouse with visitor center and other uses
- Enhance Court Square
- Support Fayette revitalization
- Create destinations with DW trail and heritage tour
- Enhance public parking with signage, lighting, trees
- Enhance gateways and way finding

Implementation

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Questions & Discussions (10 min)

What is or is not working?

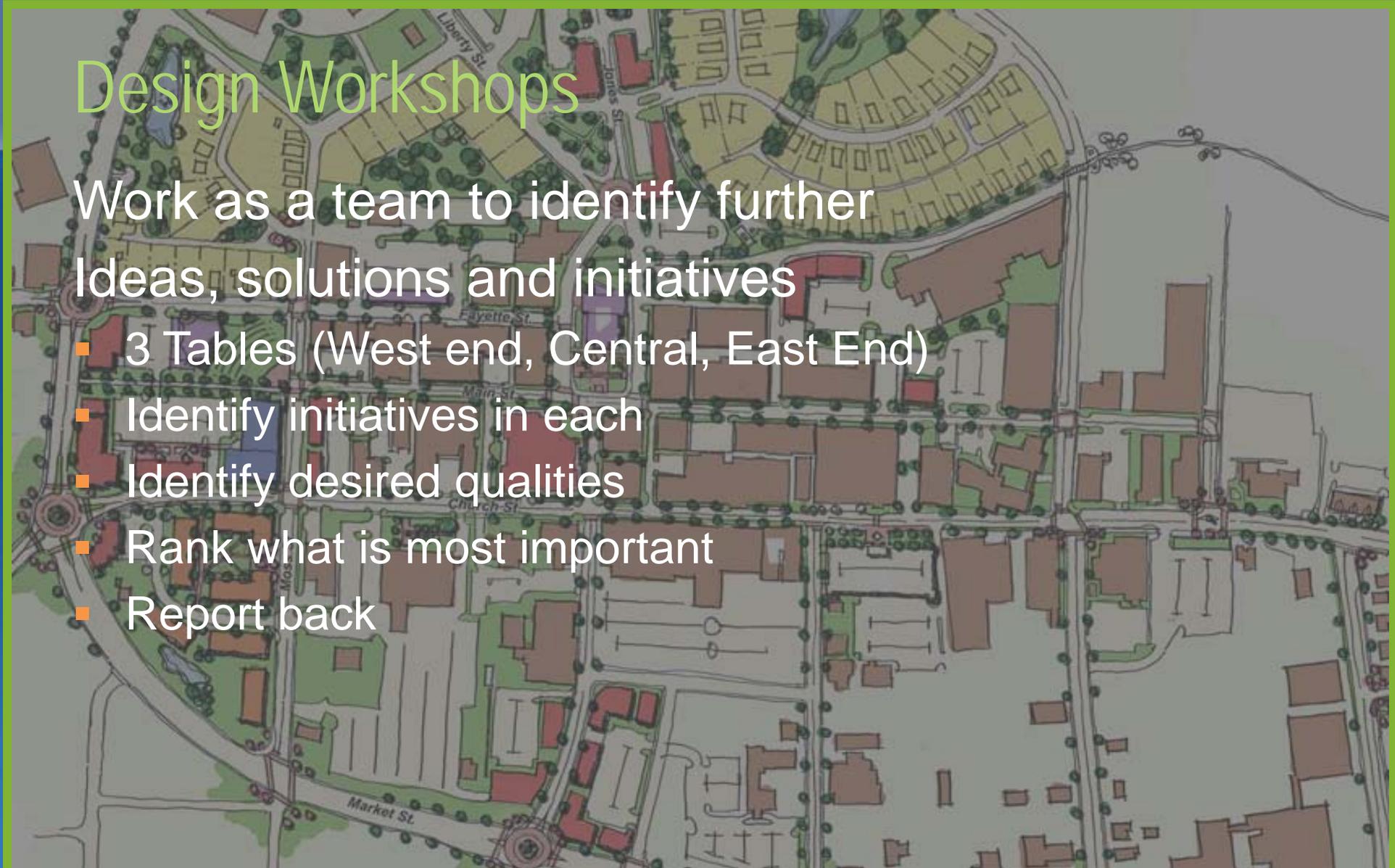
- What do you like?
- Dislike?
- Other Initiatives, what is missing?
- Most important



Design Workshops

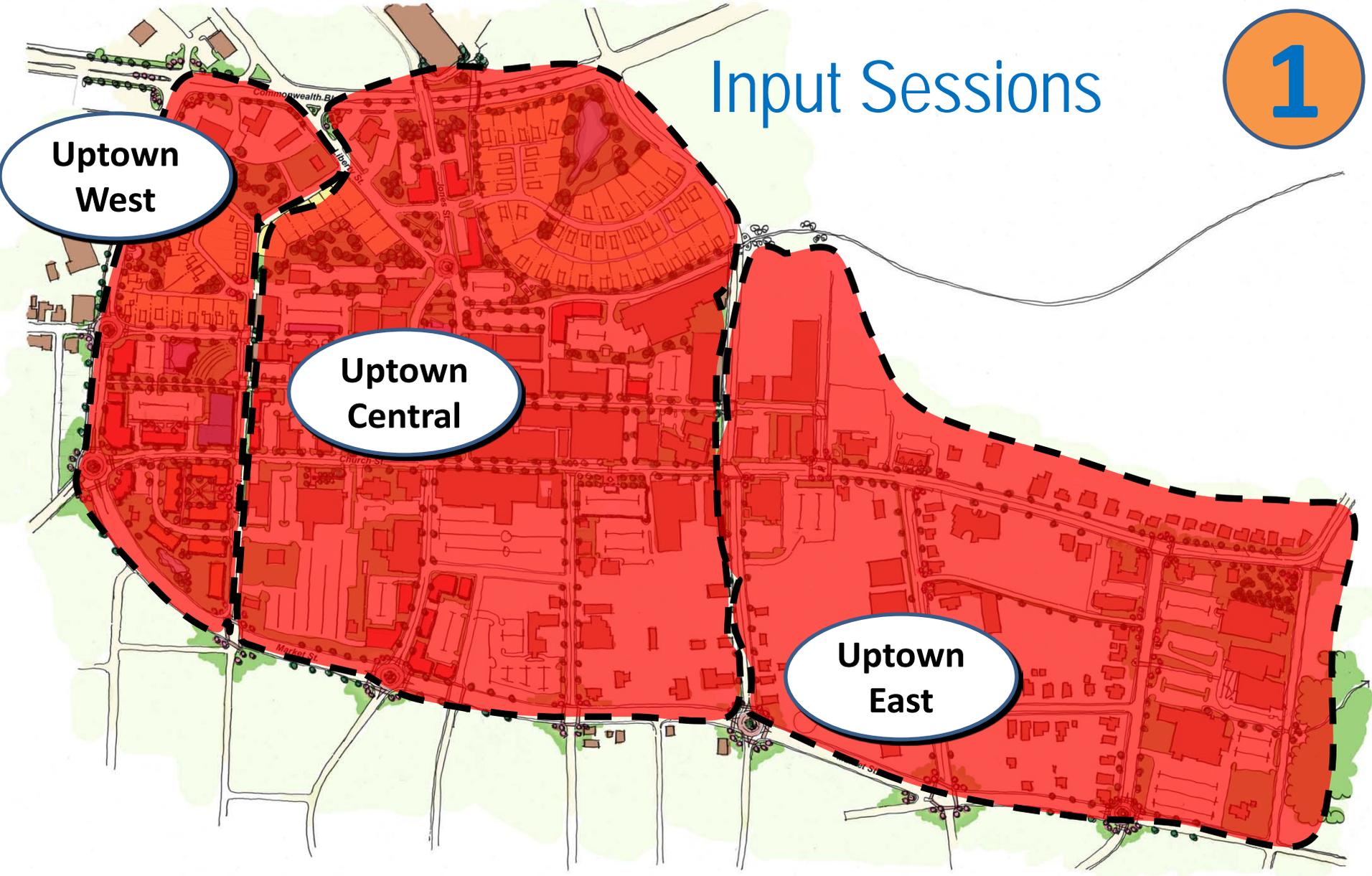
Work as a team to identify further
Ideas, solutions and initiatives

- 3 Tables (West end, Central, East End)
- Identify initiatives in each
- Identify desired qualities
- Rank what is most important
- Report back



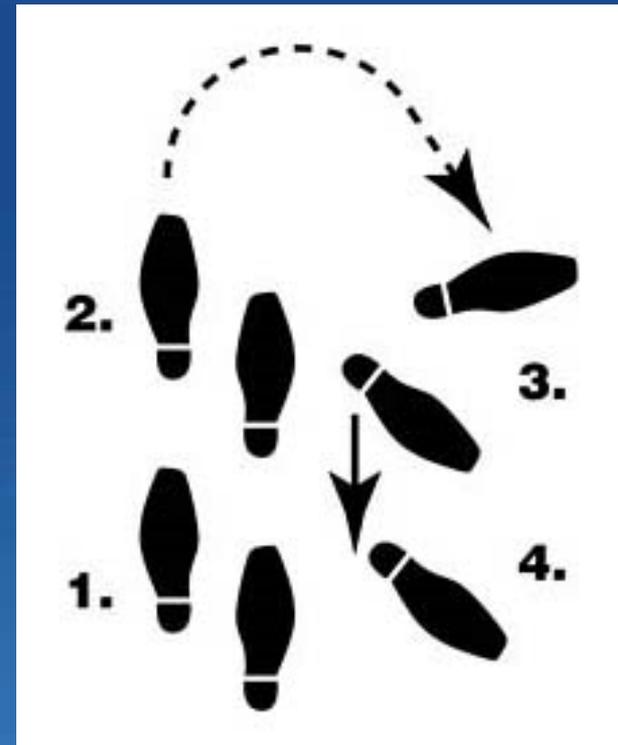
Input Sessions

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Next Steps

- Final Improvements Plan (priorities, strategies, Implement)
- Management team update 11/26
- Draft report 11/30
- Council update 12/8
- Final report 1/15
- Priority Project Funding
- Implementation



UP
TOWN

Martinsville Uptown
"A Virginia Main Street Community"

Stakeholder Input Meeting For The:
Uptown Physical Improvements Plan

DANVILLE AND WESTERN R R DEPOT
MARTINSVILLE VA





Thank You for Your Time!