

Uptown Revitalization Process

Report to Martinsville City Council
July 28, 2009



Martinsville: Committed to UPTOWN !!

- Including the Community in the Process
- Bringing new Life & Energy to Uptown
 - Shoppers
 - Diners
 - Students
 - Residents
 - Workers...and MORE

Martinsville: Committed to UPTOWN !!

- What will drive the Economic Growth of Uptown
 - Business / Institutional / Retail / Dining
 - Heritage Culture – Furniture
 - Visual and Performing Arts
 - Recreation/Active Living
 - Uptown Living

Martinsville: Committed to UPTOWN !!

- We're already MOVING forward...
 - New College Institute
 - Courthouse Redevelopment
 - Furniture Market and the BIG CHAIR
 - Southern Va. Artisan Center and Studio 107
 - Regional Trail spur in Uptown
 - Loft Living

Uptown Vision: A Collaborative Process

➤ What's Happened So Far ...

- Meetings with Stakeholders
- “Cluster” Groups
- “Vision Day “ Community Feedback on Strategies
- www.uptownmville.com
- Business Inventory / Structure Assessment
- Funder Support
- Management Team Formation

Uptown Management Team

- Ted Anderson
- Jim Barnett
- Ben Bowman
- Perry Briggs, Jr.
- Lindsey Bryant
- Dr. Dennis Casey
- Scott Coleman
- Melia Dickerson
- Dr. Barry Dorsey
- Bob Dowd
- Jeannie Frisco
- Faye Holland
- Joan Hullett
- Lisa Hughes
- Dr. Mervin King
- Virginia King
- Dr. Scott Kizner
- Kathy Lawson
- Tim Martin
- Clarence Monday
- Gary Nelson
- Ashby Pritchett
- Reverend Mark Price
- Lee Probst

Uptown Management Team

- Bishop J.C. Richardson
- Debbie Robinson
- Allyson Rothrock
- Roberto Sanchez
- Tina Sell
- Nancy Spilman
- David Stone
- Benny Summerlin
- Jim Tobin
- Tiffani Underwood
- Mike Waddell
- Doug Walsh
- Max Wingett

Business / Retail / Institution

➤ Issues

- Challenged regional economy
- Uptown has been a “drive through”
- Perception – nothing to do, buy, experience

➤ Opportunities

- Market as a unique shopping destination
- Expand geographic draw
- Create reasons to slow down / stop in Uptown
- Build on Uptown as an education center

Business / Retail / Institution

➤ Strategies

- Improve lighting, sidewalks, one way streets, garbage collection
- Promote housing potential
- Financial incentives for small business
- Amenities to attract NCI faculty and students to shop, dine, live.
- Launch a food / dining initiative
- Create meeting space for conferences / day meetings

Visual and Performing Arts

➤ Issues

- Lack of Community awareness of arts availability
- Challenged regional economy to support the arts
- Shortage of quality venues

➤ Opportunities

- Create unique regional appeal
- Gathering spaces are needed to view & experience the arts
- Arts invite other spending
- Build on past success by researching / understanding potential audiences

Visual and Performing Arts

➤ Strategies

- Make the Arts more visible – ie. public art
- Engage citizen leaders as “ambassadors”
- Improve visitor accessibility
- Coordinate Arts planning & promotion
- Cultivate youth engagement
- Celebrate cultural diversity
- Promote Uptown “beautification”
- Create indoor and outdoor performance spaces

Recreation & Active Living

➤ Issues:

- Uptown is not pedestrian friendly
- Connection between Uptown and recreation venues
- Lack of infrastructure to support recreation

➤ Opportunities:

- Regional momentum and partnering
- Quality of life as econ development amenity
- Attractions for tourism

Recreation & Active Living

➤ Strategies

- Create green spaces
- Tie into regional recreation initiatives
- Build on M-HC historical connections to trains/transportation
- Programs in Uptown for active living
- Financial incentives for restaurants/gathering places
- Outdoor venues for music
- Support incubator at the Uptown trailhead - bikeshop, outfitter etc.

Cultural Heritage

➤ Issues

- Lack of knowledge and appreciation of unique cultural gifts
- Perception that nothing will change
- Few gathering places/venues

➤ Opportunities

- Link culture and heritage to economic health
- Deep Roots and BIG CHAIR – off and running
- Resources of local artisans, musicians, historians

Cultural Heritage

➤ Strategies

- Support “Deep Roots” implementation
 - Furniture, motor sports / transportation, outdoor recreation, arts and culture
- Share the regional story with M-HC bus tours for decision makers and emerging leaders
- Create community gathering spaces for music and cultural events
 - Ie. Big Chair site, Courthouse Square

Uptown Living

➤ Issues

- Level and timing of demand is unclear
- Some early success, but market is untested at scale
- Weak regional economy
- Tighter financing restrictions for condos

➤ Opportunities

- NCI, “empty nesters”, young professionals drive the market
- High quality, high amenity, loft style
- Make Uptown a “neighborhood”

Uptown Living

➤ Strategies

- Support housing development that is affordable to a wide spectrum
- Build on lessons from MURA “loft” tours that reveal growing interest
- Understand amenities that will attract young professionals/empty nesters/NCI students
- Upper story rehabs as well as new construction

What Happens Next...

- Economic Strategies lead to Master Plan
 - Traffic & Pedestrian movement
 - Parking, Lighting, Signage
 - Design guidelines
 - Infrastructure
- Public AND Private Investment
- Community Development Corporation Formation
- Early Stage Implementation

Questions ?