



UPTOWN COMMUNITY VISION PLAN RECOMMENDATIONS PUBLIC FEEDBACK FROM COMMUNITY ENGAGEMENT SESSIONS:

Red, Yellow Green Exercise:

Community members were requested to place red, yellow, green stickers on post-it sheets that were placed around the meeting space listing various recommendations taken directly from the Community Vision Plan recommendations document provided by the consultants.

Green (Fully Supportive), Yellow (No Strong Feelings One Way or Another), and Red (Not Supportive)

ECONOMIC VITALITY	GREEN	YELLOW	RED
SMALL SCALE MANUFACTURING	22	0	0
BUSINESS ATTRACTION	36	0	0
ACCESS TO CAPITAL MECHANISMS	22	0	0
DESIGN			
DESIGN STREETS FOR PEOPLE	46	0	0
UPTOWN DOG PARK	31	8	4
POCKET PARK UPGRADES	17	13	7
FACADE IMPROVEMENTS	49	0	0
CLOSURE OF WALNUT STREET	16	18	7
UPTOWN AMPHITHEATER	49	0	0
PROMOTIONS			
SCULPTURAL TRAIL / MURAL PROJECTS	22	8	0
INTERPRETIVE HISTORICAL SIGNAGE	24	9	0
ADDITIONAL PERFORMANCE OPPS	24	4	0

DESIGN BRAINSTORMING:

Wall St Alleyway Activation:

- I would like to help turn the Wall St Alleyway into an event destination - Sean Kearney

Architectural Review Board:

- Hire Hill Studio & Design Consultant to work up a pattern book that incorporates concepts that are in line with the goals of the ARB
- Make ARB process easier for property owners



Building/Façade Improvement:

- Revitalize facades and keep the historic architecture of Martinsville
- First impressions are everything. Building facades need to be improved, many are so 1950s and ugly. Look at other towns like, Lynchburg, Staunton etc.
- Building updates: Connect with LSBDC, Valerie Harper, ARB, Chris & Hannah
- Landscape and Façade improvements

Dog Park:

- Dog Park Needs to be Developed – Chad Martin
- Dog park in outlying area bordering Uptown would be great to see

General Beautification/Greenspaces:

- Move the Uptown sign from below NCI to the 5-Way intersection

Parking:

- Create multi-level parking garages and more parking
- Greenspace additions as presented in the vision plan is counter intuitive. More Uptown residents will require even more parking, not less. Historically, we need as much convenient public parking as possible for merchant and patron parking
- New businesses don't matter without parking. Parking is too limited for new businesses, there's not enough parking available now.
- Parking Garage to facilitate the increase in traffic we're hoping for

Two-way Streets:

- HATE: One way to two way is a horrible for so many reasons (merchant deliveries, decreased parking etc.)
- Two-Way streets but have a plan to create more parking - Bryan Gravely
- Yes, two-way streets! Incorporate benches, vegetation, low-impact development into streetscape- Joe Bonanno
- 2-way streets Church & Main

Placemaking:

- DANCING PLACES!
- Aggressively revitalize old buildings so new businesses can move in. If owners won't revitalize, force them to sell - Bryan Gravely
- Have outdoor speakers that play music on Main & Church St.
- Additional greenspace in very small areas like pocket parks
- Green Space - Specifically Community Gardens
- Hammock Land for people to hang their hammocks and read
- Community garden - Farmers Market West End
- Community Kitchen
- Splash Pad for kids in front of the municipal building for kids to play on and parents to hang out and drink coffee
- Revitalize Hairston Home. 1st Community Hospital prior to integration. Add historical marker project - Anne Surber
- Outdoor Restaurant Seating
- The space in front of the courthouse is a great opportunity to create a great public space - Joe Bonanno



- Create a wall or side of a building and allow the community to collectively draw/ paint / write on it. Then white it out every so often and start over.
- Construct a cube (in a pocket park) to create art on
- African American Museum notification, FAHI needs large market signs, identifying location features of the Fayette St. area
- Historic markers all along Fayette St. and West End. Maybe a kiosk type of identifier.
- Former Rives Theatre location ideas
 - Small theater, covered but still outdoors
 - Art space
- Arts & Crafts tailored to the Hispanic community
- Civic Organizations & Nature Projects
- Make the most of the artists that are here
- Splash Pad for kids like in Eden!
- Revitalization of the Rives Theater as a central location in Uptown for locals and tourists.
- Bring back the Rives Theater (Great Idea)
- Rebuild Rives Theater
- Expand the Farmers Market
- Add a Farmers Market on West End
- Clean Up City Park to make it safe for families
- Uptown Trolleys, Tours/ transportation
- Interactive community murals and art projects @ pocket parks
- Performance Opportunities for a younger demographic
- An all encompassing entertainment venue (movies, live shows etc.) EX: Rives- several great choices of buildings uptown which could work
- Create a Music Venue
- Changing art installations canvas
- Historical signage Fayette St. and West End Specifically
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ECONOMIC VITALITY BRAINSTORMING:

Incentives/Disincentives:

- Healthy Incentive programs
- I really think that the businesses that have been here for a long time and haven't seen any progress in business should be helped before bringing in new ones
- Incentive Programs
- Must be incentives for individuals to invest in communities to improve living conditions
- Force building owners to fix old buildings or sell to new investors so we can put diverse restaurants and shops in Uptown

Business Attraction:

- Uptown Grocery Deli / Market
- We need upscale bars and restaurants
- Uptown Market Wine etc. Great Idea



- ROOF TOPS: Restaurant and bars take advantage of the view
- Food Court Vendors
- Music / dancing
- Bars
- Fun space for youth
- Arts Shops
- Entertainment, Recreation, Art, Ice Cream, Breakfast, Upscale
- Art Galleries extension of Piedmont Arts exhibits throughout Uptown
- Great Brunch place gathering (hopefully dinner) to where Arts was previously located
- Pedestrian Friendly amphitheater, perfect location behind the courthouse
- Community Gym for basketball & volleyball tournaments
- Need a Hispanic Center for our area

Business General:

- Before bringing outside businesses, take care of existing businesses already here
- Nonprofits - There are a ton in our area
- Why are businesses closed on Monday's?
- Talk to existing businesses and see what they need.

Uptown Living:

- More affordable Uptown living opportunities

Support of Uptown Living & Visitors:

- Electric car chargers in the big parking by Walsh's
- Electric car charging station. Tesla & Chevron have programs to do it FOR FREE - Bryan Gravely

Resources:

- List of resources and people to hire
- Reach out to local churches & let them know about grant opportunities

PROMOTIONS BRAINSTORMING:

General Informational Events:

- Conduct workshops to bring the community together
- Have meetings to proactively relay what's going on

Uptown Specific Community Events:

- Food Trucks rotate spaces and inspire movement of people Uptown
- Tasty Tuesdays, taste samples but not the whole order
- Start Third Thursdays with a food court, food brings people Uptown
- Local cleanup efforts i.e. Frank Wilson Park cleanup and visible change

General Promotions:

- Advertise with local media
- Have a central location (i.e. The Big Chair) with a bulletin board with a calendar with all the local events happening
- Promote what is here that's still happening
- Bring more relationship to Uptown
- Schools are a great source for distribution



- Building relationship with local media & TV
- Connecting with all local churches so members are informed on events and new businesses

Uptown

Events:

- Look at Hillsboro, NC for Last Friday Art & Businesses open until midnight
- Live music every weekend Uptown (Even if it's a solo performer)
- Events geared toward nightlife/promoting and attracting different ethnic groups
- Latino/Hispanic Events (i.e. Cinco De Mayo)
- Second Sundays (Charleston, SC) "Old Fashioned Block Party"
- More Family Friendly Events
- Bring Back The June-German Ball, Jazz/Blues, Juneteenth working with FAHI
- School Band Performances outdoors or at the Courthouse
- Digital Board Installations
- Holiday Craft Show
- Promote Racetrack & Music Festivals through themed art installations
- Art Walk, Mural/ whole street dedicated to murals
- Events to attract families (i.e., community fairs, circus, animals etc.)
- Culture/history crawl with beer and wine to tour historic sites
- Nightlife Opportunities

Partnerships:

- Partner with youth organizations (BGCBR, YMCA, Scouts, Harvest Youth, Teen Arts Council, and schools)
- Partner with youth in organizations like Anchor House

ORGANIZATION BRAINSTORMING:

Volunteers:

- Use groups to disseminate info to the public like: Boys & Girls Club, YMCA, Charity League, Churches, Schools, Local Shops, Social Clubs, Newspaper, Facebook, etc.
- Volunteer base – churches
- Flexibility for volunteers to join is helpful

Fundraising:

- Leverage opportunities with events to donate (Bucket for \$)
- UP t-shirts needed from local vendors
- Fundraising Black Tie Events

NEW COMMUNITY MEMBERS EXPRESSING INTEREST IN UPTOWN PARTNERSHIP MAIN STREET COMMITTEE SERVICE:

25 community members who've never been involved with the work of Uptown Partnership expressed interest in and were sent information on the VMS committee structure with an invitation to review and engage.